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INTRODUCTION



After five years, European Tourism Day is back!

Since 2018, several challenges have confronted the EU tourism ecosystem, but now we have the tools to work towards achieving the twin transition and boosting resilience in the coming years.

After a long and intense co-creation process, the **Transition Pathway for Tourism** was published in February 2022 and was used as a basis for the **European Tourism Agenda 2030**, adopted by the Council last December.

The **European Tourism Day 2023** will enable discussions on the **transformation of EU tourism and take stock of the implementation of the Transition Pathway for Tourism** together with stakeholders representing the whole spectrum of the tourism ecosystem.

To that end, **an orientation debate with Thierry Breton, Commissioner for Internal Market**, will take place to discuss the resilience of the ecosystem and **three roundtables** will focus on:



Digital transition:
towards the data
space for
EU tourism.



Green transition:
sustainable tourism
services and
destinations.



**Skilling and
upskilling of
tourism actors.**

PROGRAMME

Moderation of the event:
Kelly Agathos



Interpretation
available in EN, FR, DE, ES, IT



Venue: Charlemagne building,
170 rue de la Loi, 1000 Brussels,
Belgium



09:00-09:30	Welcome
09:30-10:10	Opening discussion Thierry Breton - European Commissioner for Internal Market Karima Delli - Chairwoman of the Transport and Tourism Committee, European Parliament
10:10-10:50	Orientation debate: How to create a resilient, world-leading tourism ecosystem with innovative SMEs and thriving communities? Introduction by Torbjörn Haak - Ambassador, Deputy Permanent Representative of Sweden to the European Union Susanne Kraus-Winkler - Secretary of State for Tourism, Federal Ministry of Labour and Economy, Austria Hubert Gambs - Deputy Director-General, DG GROW, European Commission Luís Araújo - President of Turismo de Portugal and President of the European Travel Commission Petra Stuček - Managing Director at Ljubljana Tourism and President of the Board at City Destinations Alliance Michiel Beers - Founder and CEO of Tomorrowland
10:50-11:20	Coffee break
11:20-11:30	Transition Pathway for Tourism – state of progress Valentina Superti - Director for Ecosystems II: Tourism & Proximity, DG GROW, European Commission

<p>11:30-12:30</p>	<p>ROUND TABLE: Digital transition: towards the data space for EU tourism</p> <p>Bjoern Juretzki - Head of Unit for Data Policy and Innovation, DG CNECT, European Commission</p> <p>Dolores Ordoñez & Jason Stienmetz - Project coordinators of the preparatory work for the common EU data space for tourism</p> <p>Oliver Csendes - Chief Digital & Innovation Officer, Austrian National Tourist Office</p> <p>Urška Starc Peceny - Chief Innovation Officer and Lead of Tourism 4.0 Department, Arctur</p> <p>Mafalda Borea - Head of International Business Development & ESG Lead at E-GAP</p>
<p>12:30-14:00</p>	<p>Lunch</p>
<p>14:00-14:15</p>	<p>Keynote speech on the sustainability of tourism</p> <p>Zoritsa Urosevic - Executive Director, United Nations World Tourism Organisation (UNWTO)</p>
<p>14:15-15:15</p>	<p>ROUND TABLE: Green transition: sustainable tourism services and destinations</p> <p>Emmanuelle Maire - Head of Unit for Circular Economy, Sustainable Production and Consumption, DG ENV, European Commission</p> <p>Alexandros Vassilikos - President, HOTREC</p> <p>Nina Forsell - Executive Manager, Finnish Lapland Tourist Board</p> <p>Eglė Bausytė - Šmitienė - Marketing Specialist, Hotel Romantic, Lithuania</p> <p>Patrizia Patti - Founder and CEO, EcoMarine Malta</p>
<p>15:15-15:45</p>	<p>Coffee break</p>
<p>15:45-16:45</p>	<p>ROUND TABLE: Skilling and upskilling of tourism actors</p> <p>Manuela Geleng - Director for Jobs and Skills, DG EMPL, European Commission</p> <p>Klaus Ehrlich - Co-coordinator of the large-scale skills partnership in tourism</p> <p>Ana Paula Pais - Head of Education and Training, Turismo de Portugal</p> <p>Fabio Viola - Founder of the 'TuoMuseo' international art collective</p> <p>Stefan Ciubotaru - Legal officer, DG SANTE, European Commission (Junior Professional Programme)</p>
<p>16:45-17:00</p>	<p>Closing</p> <p>Kerstin Jorna - Director-General for Internal Market, Industry, Entrepreneurship and SMEs, DG GROW, European Commission</p> <p>Rosana Morillo Rodríguez - Secretary of State for Tourism, Spain</p>

SPEAKERS



Opening discussion



Thierry Breton, European Commissioner for Internal Market

Thierry Breton has been the European Commissioner for the Internal Market since 2019. He is responsible for industry, digital, defence and space, as well as tourism, services and audiovisual. From 2009 to 2019 Mr Breton was CEO of a major European digital technology company, chairing in parallel the French National Research and Technology Association. In 2008-2009, he taught governance in Boston, USA, at Harvard Business School. In 2005, he was appointed Minister for Economic Affairs, Finance and Industry of France, a post which he held until 2007. Prior to this, he ran a number of large companies in the IT and telco sector. An engineer in computer science, Thierry Breton began his career as a tech entrepreneur.



Karima Delli, Chairwoman of the Transport and Tourism Committee, European Parliament

Ms Delli, Green MEP, was born in Roubaix, France, in 1979. After her studies and several years as an activist, she was elected to the European Parliament in 2009, 2014 and again in 2019. During her second term, she served on the Committee on Transport and Tourism after the 2014 elections. In 2017, she was elected as Chairwoman of the Committee on Transport and Tourism (TRAN) and was subsequently re-elected in 2019. She is also a member of the Economic and Monetary Affairs Committee. Ms Delli has always expressed her support for the development of a more sustainable mobility, with the goal of facing up to the challenges of our century: protecting the climate, public health and promoting the accessibility of mobility. Karima Delli was at the initiative of the Committee of Inquiry into Emission Measurements in the automotive sector (Dieselgate), where she was Vice-Chair.



Orientation debate: How to create a resilient, world-leading tourism ecosystem with innovative SMEs and thriving communities?



Torbjörn Haak, Deputy Permanent Representative of Sweden to the European Union

Ambassador Torbjörn Haak has been working as Deputy Permanent Representative of Sweden to the European Union since 2019. He has a long background of the European institutions which has resulted in a profound knowledge of the EU and its work.



Susanne Kraus-Winkler, Secretary of State for Tourism, Federal Ministry of Labour and Economy, Austria

Susanne Kraus-Winkler, State Secretary for Tourism, has more than 40 years of practical experience as an entrepreneur in the hotel and restaurant business. As an industry representative she worked in the hospitality industry, as well as in tourism consulting and academic lecturing. She was a founding partner of the LOISIUM Wine & Spa Resort Hotel Group, with the LOISIUM Wine World in one of Austria's leading wine regions, two wine & spa hotels in Austria and one wine & spa hotel in the Champagne Region of France and one wine hotel project in Alsace, France. In addition, she was partner in several hotel management and tourism consulting companies such as Kohl & Partner Vienna, RIMC Austria GmbH and the Harry's Home Hotel group and advisory board member of MRP-Hotels, a hotel consulting company in Europe. Susanne Kraus-Winkler was HOTREC President from 2015 to 2018 representing the European Hospitality industry at EU level in Brussels, as well as President of the Austrian Professional Hotel Association within the Austrian Chamber of Commerce representing 16.000 hotels in Austria. She held several positions in the management board of tourism representations in Austria and at EU level and is member of the Austrian chapter of the Royal Institute of Chartered Surveyors.



Hubert Gambs, Deputy Director-General, DG GROW, European Commission

Hubert Gambs has been the deputy director-general & SME coordinator in the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission since July 2020. He previously worked in various areas of the Commission (maritime affairs and fisheries, regional policy, external relations, and competition policy). Hubert is Austrian and studied law in Innsbruck, Paris, and Madrid.

Luís Araújo, President of Turismo de Portugal and President of the European Travel Commission



Luis Araújo is the President of Turismo de Portugal (Portuguese National Tourism Authority) since February 2016. He is also president of the the ETC – European Travel Commission since September 2020 and President of NEST – Tourism Innovation Center in Portugal. He has a degree in law. Board member at Group Pestana responsible for the Hispanic America hotels operations Argentina, Venezuela, Colombia and Cuba. He was also head of development for the same continent and head of sustainability since the creation of the department in 2009. From 2001 to 2005, he worked for the Brazilian branch of the company, where he was successively board's associate for new projects in Brazil, board member and vice president for the Group Pestana in South America, with responsibility for new business development and area operations. He served the Portuguese Government as head of the cabinet of the Portuguese Secretary of State for Tourism between 2005 and 2007.

Petra Stušek, Managing Director at Ljubljana Tourism and President of the Board at City Destinations Alliance



Petra Stušek is Managing Director of Ljubljana Tourism and re-elected President of the Board at City Destinations Alliance, a non-profit organisation improving the competitiveness and performance of city tourism destinations in Europe. In recent years, her team has won several prestigious titles, such as the WTTC Tourism for Tomorrow award, WTM Responsible Tourism Award, the Emerging Europe Tourism Campaign of the Year 2018 Award and ITB Best of Cities 2019 Award. Ljubljana also won in two categories of the European Capital of Smart Tourism - Sustainable Tourism in 2019 and Digitalisation in 2020. Ljubljana won the European Best Destination 2022 competition. Ms Stušek holds a degree from the Faculty of Arts in Ljubljana and has obtained a master's degree in tourism and in sales from the School of Economics & Business, University of Ljubljana.

Michiels Beers, Founder and CEO of Tomorrowland



Michiel Beers is the founder and organiser of Tomorrowland and he started already organising festivals in 1999. Michiel and Manu Beers are two young entrepreneurs from Ranst, Belgium. As the founders and owners of We Are One World, a 100% Belgian entertainment company, together with a team of some 200 permanent employees, they organise Tomorrowland in De Schorre in Boom, Belgium, and much more. Established in 2005, Tomorrowland is one of the most beautiful music festivals in the world. Hosted by the wonderful town of Boom in Belgium, the summer festival welcomes more than 400,000 visitors across two amazing weekends every year. Tomorrowland's motto is "Live Today, Love Tomorrow, Unite Forever". Live Today stands for living life to the fullest; Love Tomorrow is for having respect for oneself, including one's mental and physical health, others and nature, while Unite Forever celebrates unity, diversity, equality and freedom for all.



Transition Pathway for Tourism – state of progress



Valentina Superti, Director for Ecosystems II: Tourism & Proximity, DG GROW, European Commission

Valentina Superti is a director in DG GROW (Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs) at the European Commission. She is responsible for the policies on tourism, textiles, social economy, and the digitalisation of industry. Her previous responsibilities included serving as Deputy Head of Cabinet of European Commission Vice-President Antonio Tajani, from 2011 to 2014. Starting in 2004 until 2010, Valentina had a number of Head of Unit responsibilities in the Directorate General for Human Resources and Security of the European Commission, ranging from personnel policy to ethics. From 1990 to 2000, Valentina worked as a competition lawyer in the Competition Directorate General of the European Commission. Valentina graduated in law at the Catholic University in Milan, Italy, in 1988. She took a master's in EU law at the College of Europe in Bruges, Belgium, in 1989.



Roundtable – Digital transition: Towards the data space for EU tourism



Bjoern Juretzki, Head of Unit for Data Policy and Innovation, DG CNECT, European Commission

Björn Juretzki is Head of Unit for Data Policy and Innovation in the Directorate General for Communications Networks, Content and Technology (DG CONNECT). The unit supports the European data economy through policy initiatives such as the Data Act and the Data Governance Act. It is also responsible for coordinating data spaces and steering the strategic research and innovation agenda in the sector. Mr Juretzki has previously worked as a policy officer in artificial intelligence and robotics in DG CONNECT. Prior to becoming Head of Unit for Data Policy and Innovation, he was the assistant to the Director-General in DG CONNECT. He is also a visiting professor at the College of Europe. Mr Juretzki's academic background comprises degrees in international relations, media and communication studies and European history from the University of Erfurt and the London School of Economics.



Dolores Ordoñez, project coordinator of the preparatory work for the common EU data space for tourism

Dolores Ordoñez holds a degree in Law by Deusto University, Spain and she is specialised in European Community Law and holds an Executive Master in Innovation. Her expertise lies in innovative strategies mainly in line with Smart Cities, Tourism and smart destinations and sustainability. She is member of the Smart Destinations WG at the University of the Balearic Islands. She is president of Planetec (Spanish technological platform for ICT) and vice-president of the international cluster of tourism, TURISTEC. She is also vice-president of the Spanish National hub of GAIA-X, and leader of the tourism data space working group at Spanish and European level. She is the coordinator of the track on smart and sustainable transition in Tourism for Intelligent Cities Challenge of the European Commission and tourism expert for Eurochambres within EU4BCC. As technical director of AnySolution, she is in charge of strategic innovative plans for public and private entities, EU projects implementation, and the development of the data-driven platform NADIA.



Jason Stienmetz, project coordinator of the preparatory work for the common EU data space for tourism

Dr Jason L. Stienmetz is Assistant Professor of Tourism Information Technology and Digitalisation for the School of Tourism and Service Management, Modul University Vienna. His research interests include marketing evaluation; visitor experience and value creation; and 'smarter' tourism management. Dr Stienmetz is the technical coordinator for the EU-funded Preparatory Actions for the Data Space for Tourism project. Prior to joining academia, Dr Stienmetz worked for the US Travel Association, and he is proud to have served as a Peace Corps volunteer in Costa Rica, where he was involved in a number of community-based projects related to eco-tourism, technology education, and micro-finance. Dr Stienmetz serves on the editorial boards of the *Annals of Tourism Research*, *Journal of Travel Research*, and the *Journal of Information Technology and Tourism*.



Oliver Csendes, Chief Digital & Innovation Officer, Austrian National Tourism Office

Born in Budapest, Oliver was raised and educated in Accra, Bratislava, Budapest, London and Vienna. He earned his master's in business at the University of Economics and Business in Vienna and completed his executive MBA with distinction at the SAID Business School of the University of Oxford. Oliver has over 12 years leadership and management experience in both multi-national corporate organisations as well as lean entrepreneurial structures.

Urška Starc Peceny, Chief Innovation Officer and Lead of Tourism 4.0 Department, Arctur



Urška Starc-Peceny, PhD, is an accomplished innovation specialist with expertise in business communication and new technologies. She received her international education in Slovenia, Italy, and Austria. In 2001, her PhD thesis entitled 'Netlife' led the way in research of collaboration design in an AI and big data-driven reality. With over 20 years of experience as an entrepreneur across Europe and the Middle East, Urška currently serves as chief innovation officer at Arctur Ltd, where she leads the Tourism 4.0 department. She is proud to be part of several flagship projects, co-creating the European Transition Pathway, including data spaces for tourism and cultural heritage, and smart tourism destinations.

Mafalda Borea, Head of International Business Development & ESG Lead at E-GAP



Mafalda is head of international business development at E-GAP, a company that contributes towards creating smart(er) cities by offering off-grid, mobile, super-fast EV charging solutions on demand. Its Vans are like powerbanks on wheels filled with Green energy; the company is present throughout Italy, Spain, France and Germany and is expanding to other European countries in the coming months. She is also chair of Sustainable First™, a platform she co-founded that features truly sustainable tourism destinations and businesses and links the impact they have in their local communities with the United Nations Sustainable Development Goals. Mafalda, originally Portuguese, sits on the board of the Travelindex Group, a powerful portfolio of influential tourism digital brands, and is a board member of the Travel & Tourism Foundation. She contributes to the pan-African tourism news outlet *Voyages Afriq Magazine* as a sustainability editor.



Keynote speech on the sustainability of tourism

Zoritsa Urosevic, Executive Director, United Nations World Tourism Organisation (UNWTO)



Zoritsa Urosevic joined UNWTO in 2006 as Executive Secretary of the Business Council. Since 2010, she has led work on positioning tourism in the development cooperation and trade agendas, while strengthening UNWTO's institutional framework, leading the inclusion of UNWTO in the OECD Development Assistance Committee (DAC) list, as recipient organization for Official Development Assistance (ODA). The UN Rio+20 outcome document "The Future We Want" acknowledged for the first time the importance of tourism, and the explicit inclusion of tourism in the Universal 2030 Agenda



Roundtable - Green transition: sustainable tourism services and destinations



Emmanuelle Maire, Head of Unit for Circular Economy, Sustainable Production and Consumption, DG ENV, European Commission

Emmanuelle Maire works at the European Commission in Brussels, in the Directorate General for Environment (DG ENV). She heads the team responsible for circular economy, sustainable production and consumption. The core activity of the team is to support the transition to a circular and green economy in the European Union. The circular economy action plan can be found here: ec.europa.eu/environment/circular-economy/index_en.htm. We promote stakeholder dialogue across the European Union through a dedicated platform: circulareconomy.europa.eu/platform/



Alexandros Vassilikos, President, HOTREC

Alexandros Vassilikos is a second generation hotel owner, CEO of AIROTEL Group, which owns and manages a chain of six hotels in Athens, Patra and Kavala. Under his leadership, the group recorded significant hotel portfolio growth and diversified its operation by investing in real estate development. In 2021, he co-founded CapitalH, a boutique hotel management company. Since 2019, Alexandros has served as president of the Hellenic Chamber of Hotels, an organisation consisting of all 10,000 Greek hotels and camping sites, following a long, successful career in all major Greek hotel lobbying organisations. Since that year, he has also been an elected member of the executive committee of HOTREC. In 2022, after serving two terms, he was elected president of HOTREC. He holds a master's degree in economics and finance, with studies in Nantes, France and London, U.K.



Nina Forsell, Executive Manager, Finnish Lapland Tourist Board

Nina Forsell is executive manager at the Finnish Lapland Tourist Board. The Finnish Lapland Tourist Board (FLTB) is an organisation that works to develop and advance the tourism industry in Finnish Lapland, working in tight connection with tourism SMEs. She has knowledge of both what actions the region's tourism sector is taking towards creating greener, responsible, and sustainable services as well as tour operators demands on sustainability. In addition, Ms Forsell has recently been the chairman of the steering group for a regional ERDF-project that aims to promote the achievement of low carbon targets in tourism in Lapland.

Eglė Bausytė - Šmitienė, Marketing Specialist, Hotel Romantic, Lithuania



Ms Bausytė - Šmitienė has a bachelor's degree in IT and a master's degree in international business. She has been a marketing specialist for more than 10 years. Her dream was to have her own business, so now she has her own marketing agency in Lithuania whilst being a marketing specialist in Romantic Hotel. Her passion is to create and realise marketing strategies and other creative solutions for different types of businesses. The main part of her works consist of social media, digital advertising and content creation.

Patrizia Patti, Founder and CEO, EcoMarine Malta



Marine biologist, scientist and entrepreneur in sustainable tourism, she has a master's degree in marine biology earned in Italy with a research thesis on Sperm whales and a master's degree in knowledge based entrepreneurship earned in Malta with a thesis on marine sustainable tourism. She is an expert marine biologist with 20 years' experience in the environmental education sector. She has worked in various international contexts, both as a researcher and in outreach and dissemination. She founded a company in Italy in 2013, Costa Baleane Whale and Nature Watching, offering sustainable whale watching and ocean literacy for everyone. Since she has been in Malta, she has participated in courses, conferences, workshops and events to increase her network and collaborations for EcoMarine-Malta. Thanks to her experience, EcoMarine Malta was chosen to develop projects for the Environment Resource Authority and the Department of Fisheries.



Roundtable - Skilling and upskilling of tourism actors



Manuela Geleng, Director for Jobs and Skills, DG EMPL, European Commission

Manuela Geleng works for the European Commission where she is currently the Director for Jobs and Skills in the Directorate-General for Employment, Social Affairs and Inclusion. She is responsible for the Future of Work file as well as Youth Employment, the implementation of the Skills Agenda and Vocational Education and Training policies. Previously, she held other managerial positions in the Commission. Prior to joining the European Commission, she worked in the private sector as a management consultant and for the United Nations Development Programme. She holds an MSc in financial economics from the University of London and a master in public administration and management from the Solvay Business School (Brussels). She completed her postgraduate studies at the Diplomatic Academy in Vienna.



Klaus Ehrlich, co-coordinator of the large scale skills partnership in tourism

Klaus Ehrlich studied economics - business administration at the Universities of Siegen (DE) and Sevilla (ES). Co-founder and former manager of rural tourism associations in Andalusia. Leading positions in Ruraltour – European Federation of Rural Tourism since 2002, currently secretary general. Coordinator of the Pact for Skills in Tourism covering the full tourism ecosystem in the European Union. Member of working groups and consultative bodies at the European Commission related with tourism and rural development. Independent work in consultancy and training at vocational and academic institutions.



Ana Paula Pais, Head of Education and Training, Turismo de Portugal

Ana Paula Pais is Head of Education at Turismo de Portugal, responsible for the global management of the public network of 12 hotel and tourism Schools in Portugal. She has also the mission to implement an integrated coordination of the tourism training system, in articulation with other public bodies that also undertake training in tourism, especially in the Ministry of Education and in the Ministry of Labour. She is the president of the European Association of Hotel and Tourism Schools (www.aeht.eu) and co-chair of the UNWTO Online Education Committee. She has a master's degree in management, a mini-MBA in hospitality management and a post-graduate in data management, as well as other training in the area of public management and human resource management. She is currently doing a PhD in Tourism. She was director of the Hotel and Tourism School in Coimbra for 12 years, coordinated a postgraduate degree in tourism and hotel management and was responsible for the first degree in gastronomy in Portugal.



Fabio Viola, founder of TuoMuseo international art collective

Considered one of the most influential gamification designers in the world, he was awarded the 'Design Lessons' award during the Milan Fuorisalone in 2018. Author of books such as *Gamification – I Videogiochi nella Vita Quotidiana* [Gamification – Videogames in Everyday Life] (2011), *L'Arte del Coinvolgimento* [The Art of Involvement] (Hoepli 2017), *Giocarsi – Gaming e Gamification nei contesti professionali* [Playing – Gaming and Gamification in professional contexts] (Hogrefe 2021), he is currently a visiting professor at several universities and academies. In 2016, he founded the transdisciplinary collective named TuoMuseo, working at the intersection between gaming and art/tourism. In the last years he produced the first videogame for an archeological museum with over 5 millions download worldwide (Father and Son for the Archeological Museum of Naples) and the first videogame for a public theater (A Life in Music for National Theater of Parma). Recently he has been appointed as game designer for the European-funded project MedGaims, using gaming to encourage tourism in Alghero, Italy. He is currently curator for the Reggia di Venaria with PLAY, the first major introspective exhibition on the video game as an art.



Stefan Ciubotaru, Legal officer, DG SANTE, European Commission

Ștefan Ciubotaru is a junior professional based in the Legal Service of the European Commission. Representing the JOBS in EU TOURISM junior professional project, led together with DG GROW, his research centres around staff shortages and solutions for increasing the resilience of the tourism ecosystem. Ștefan also has experience with designing solutions under the EU's Recovery and Resilience Facility to strengthen competitiveness and boost growth in crisis-impacted sectors, within the European Commission's Recovery and Resilience Task Force.



Closing Remarks



Kerstin Jorna, Director-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Kerstin Jorna is a German national and a civil servant at the European Commission where she has held various positions, amongst others as head of cabinet of several commissioners and different director posts. Ms Jorna is Director-General for Internal Market, Industry, Entrepreneurship and SMEs. Previously, Ms Jorna was Deputy Director-General for Economic and Financial Affairs. She also held positions on the board of the European Investment Bank, the European Investment Fund as well as the European Innovation Council Fund.



Rosana Morillo Rodríguez, Secretary of State for Tourism, Spain

She began her career in 1996 in Mexico, working as a technology consultant for companies in different sectors, which she continued in other territories such as France, the United Kingdom and Italy. She is a consultant in technology applied to human resources for Société Générale Corporate & Investment Banking in Paris. In 2007, she joined the Barceló Group as head of organisation and projects at corporate level. In 2009, she joined Arabella Starwood as corporate director of human resources, a position she will continue to hold until 2019, managing the period of its acquisition by Marriott International. Member of the board of directors of the Balearic Islands Port Authority and member of CECET (Executive Committee of the Spanish Tourism Council) drafting the 2030 Sustainable Tourism Strategy for Spain. Since her appointment in 2019 as Director General of Tourism of the Government of the Balearic Islands, she has managed initiatives such as the Excesses Law, the pact with the cruise sector and the Law of Circularity in Tourism. In addition, she leads the implementation process of the projects associated with the Next Generation funds, with programmes for the modernisation and reconversion of mature tourist areas, the creation of an international HUB for tourism innovation and circular economy and social sustainability projects, among others.



Moderator



Kelly Agathos, Moderator

Kelly Agathos is a Greek American performer, trainer and host based in Brussels, Belgium. After graduating from her Masters' programme, she spent 9 years working in EU affairs (including the European Commission, the European Parliament, the UK Permanent Representation and the NGO sector). At the same time as Kelly got her foot in the door of the Brussels Bubble, she discovered and fell in love with improvisational theatre. In 2019, Kelly turned her passion for her full-time job, quitting the European Commission and becoming a professional improviser, founding ImproBubble. Kelly is particularly passionate about communicating the European Union in an entertaining and accessible way and directs two shows that do just that; The Schuman Show (a monthly comedy news show that satirises the EU) and House of Europe (an improvised version of 'House of Cards', set in Brussels).

EXHIBITIONS

European capital of Smart tourism



The European Capital of Smart Tourism initiative recognises **outstanding achievements by European cities as tourism destinations** in four categories: sustainability, accessibility, digitalisation as well as cultural heritage and creativity. This EU initiative aims to promote smart tourism in the EU, network and strengthen destinations, and facilitate the exchange of best practices.

The European Commission is implementing the European Capital of Smart Tourism, an initiative currently financed under the SME Pillar of the Single Market Programme (SMP). On the occasion of the European Tourism Day, the search for the 2024 EU Capital of Smart Tourism and the 2024 EU Green Pioneer of Smart Tourism officially starts! Applications open on May 5th and close on July 5th.

The initiative aims to:

Promote

Promote the rich tourism offer of European countries and increase citizens' sentiment of sharing local tourism-related values.

Strengthen

Strengthen tourism-generated and innovative tourism development in the cities, their surroundings, and their neighbour regions.

Increase

Increase the attractiveness of European cities that are awarded the title and strengthen economic growth and job creation.

Establish

Establish framework for the exchange of best practices between the cities and create opportunities for cooperation and new partnerships.

Inform

Inform the travellers of the sustainable and outstanding tourism practices in destinations they are visiting.

Encourage

Encourage sustainable socio-economic development in tourism destinations across Europe.

MetaTourism



Carraro LAB has long been active in the immersive media industry, has won 10 international awards for digital culture, and has developed numerous meta-tourism solutions and references, including:

- Immersive destination **portals**
- **Meta-Mice**: Events, fairs and congresses realized in phygital mode
- **Time Travel in archaeological sites** developed for the ministry of culture, regions and European projects
- **The immersive tour of Expo 2015**, with 1 million people in virtual reality headset and VR applications for several European countries
- **Rome Virtual History**, the first iPad APP with immersive features, presented by Steve Jobs in 2011
- **Internet 3 Academy**, the first course in Italy dedicated to the metaverse

In the context of the European Tourism Day, Carraro LaB will make available the following activities:



Meta-Mirror:

A screen where users see themselves mirrored within tourist destinations and facilities

Immersive Info Point:

Immersive tour of a destination supported by a guide and integrated with transactional functions

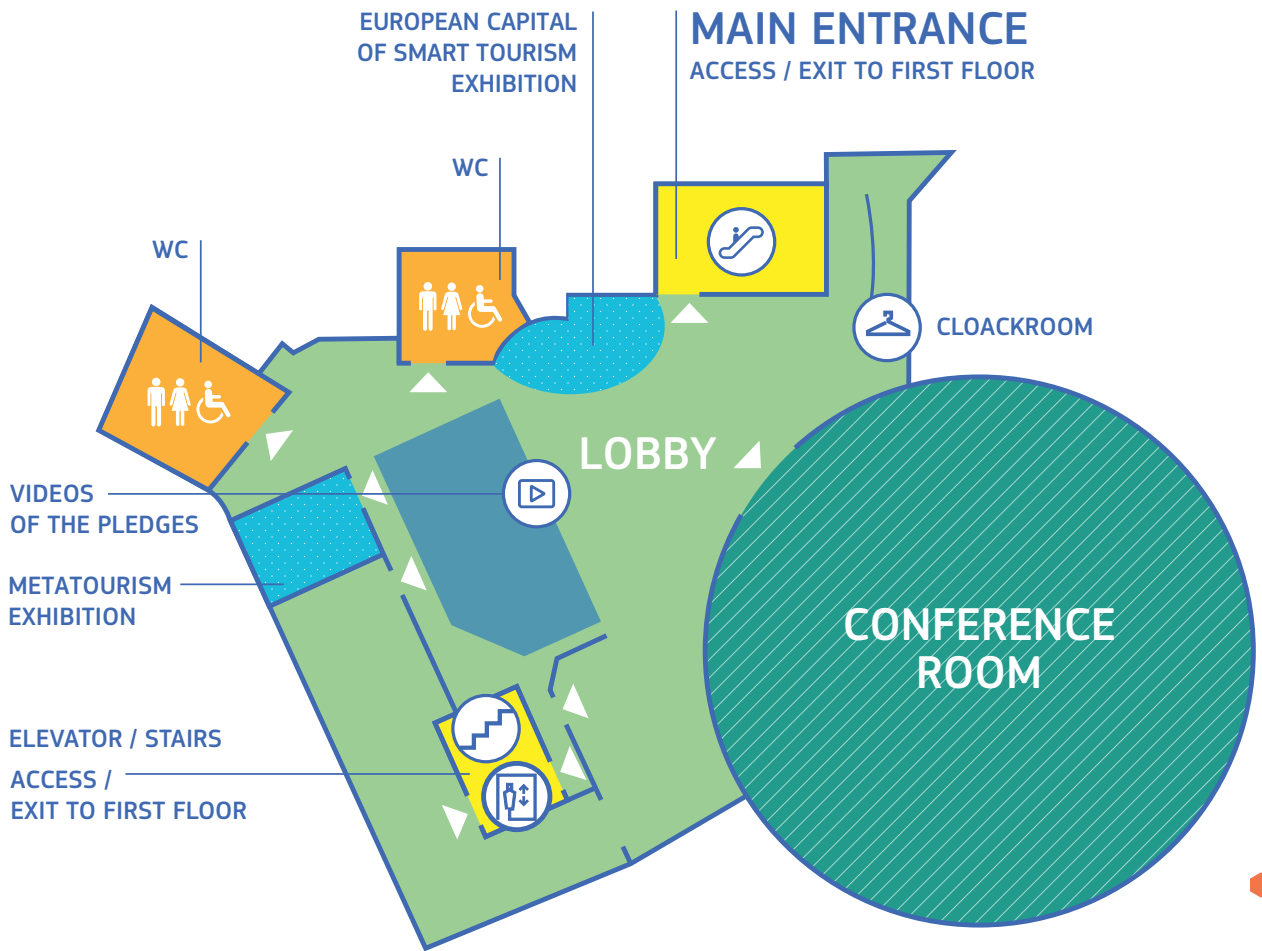
Oculus Room:




Thanks to VR headsets, visitors can enjoy immersive experiences of meta-tourism

Tourist Metaverse:

Visitors can experience some examples of tourism and cultural metaverse

PLAN OF THE VENUE



-  ROOM ENTRANCE
-  ACCESS / EXIT TO FIRST FLOOR
-  EXHIBITION SPACE



#EUTourism

EUROPEAN TOURISM DAY

 @EU_Growth