

DRIVING SUSTAINABLE DESTINATIONS CHANGE THROUGH

TRANS-REGIONAL COOPERATION

Technical debate

16th of September 2019

15:00-18:00

European Committee of the Regions

Room JDE 52

Moderator: Patrick TORRENT, President at NECSTouR and Executive Director at Catalan Tourist Board

15.00 – 15.10 **Welcome word:** Ossi MARTIKAINEN, European Committee of the Regions, NAT Chair and Jury Member of the Capital of Smart Tourism Award

15.10 – 16.30 ***Call for European coordination and support action: “Driving behavioural change for European sustainable destinations”***

- Ben LYNAM, Head of Communications at The Travel Foundation, *The Invisible Burden of Tourism*
- Sara PASTOR, Managing Director at ADARA, *Smart data transforming customer engagement*
- Eric JEUNEMAITRE, President of the Paris Region Tourist Board - TBC
- Anya NIEWIERRA, General Director at Visit Zuid Limburg
- Sergio Moreno, Deputy Minister of Tourism, Regional Government Canary Islands

Q&A with the audience

16.30 – 17.10 ***Towards the European “Visitor Economy” policy: Innovation and sustainability***

- The Finnish Presidency of the Council of the European Union - TBC
- European Commission, Directorate General Growth, Unit Tourism, Emerging and Creative Industries

17.10 – 17.30 **Conclusions and next steps:**

- Eduardo SANTANDER, Executive Director at the European Travel Commission and Chairman of the European Manifesto Tourism for Growth and Jobs
- Manuel Alejandro CARDENETE, Regional Vice-Minister on Tourism, Regeneration, Justice and Local Administration at Regional Government of Junta de Andalucía, NECSTouR Vice-President
- Christof KIENEL, Head of Unit for Tourism, European Committee of the Regions