NECSTouR Summit 2026

Kotka, Finland | 21-23 October 2026Hosted by Visit Kotka-Hamina

"Authenticity as a Competitive Edge: Linking Sustainable Happiness, Climate Action and Destination Resilience."

Join us in Kotka-Hamina and discover how authenticity, happiness, and sustainability can shape the next generation of European destinations!

DAY 1 – 21 October | Arrival & Welcome

Arrival of Participants

Welcome Dinner | An informal evening to welcome participants and facilitate initial networking.

DAY 2 – 22 October | Governance, Knowledge Exchange & Thematic Sessions

MORNING SESSION (Members only)

9.00 – 10.00 NECSTouR Board of Directors meeting

10.00 – 10.05 Welcome ALL NECSTouR Members

10.05 – 12.15 NECSTouR Summit: The NECSTouR 2030 Pathway in the framework of the

European Sustainable Tourism Strategy

12.00 Registration for Summit opens
Kotka City Hall, poster exhibition area, address: Kustaankatu 2, Kotka

12.15- 13.00 Networking lunch open to all participants

NECSTouR Knowledge Day 13.00 – 17.00 (open to all the participants)

A collaborative platform to align strategic priorities, exchange knowledge and support informed decision-making across tourism.

***AFTERNOON THEMATIC SESSIONS 13.00-17.00* (open to all the participants)**

Authenticity as a Competitive Edge: Linking Sustainable Happiness, Climate Action and Destination Resilience.

Programme

13.00-13.05 Words of Welcome, Ekaterina Miettinen, Tourism Director, Visit Kotka-Hamina, Finland

13.05-13.10 Opening Remarks, Mahieu Cuip, President of NECSTour, Representative of the Île-de-France Region, France

Keynote 13.10-14.10

Doug Lansky, author of recently published book **"Why Tourism is Broken and How to Fix it?"** and has given acclaimed lectures at over 150 universities, hundreds of major tourism destinations, hotel associations, airports and leading tourism companies, from Google Travel to AmEx to Booking.com to the United Nation Tourism, as well as three TEDx Talks and set the attendance record for keynote lectures when he first spoke at ITB Berlin. Delegates will be given a free copy of Doug's new book.

Coffee Break, poster exhibition area 14.10-14.30

Parallel Workshops 14.30 – 15.30

- **Sustainable Mobility and Climate Action Planning**

Liisa Kokkarinen, Head of Sustainable Development, Visit Finland Introduction and facilitated workshop

- **Heritage Tourism as a Driver of Authentic Experiences**

Milla Öystilä, Tourism Specialist, Suomenlinna Sea Fortress (Governing Body of Suomenlinna) Introduction and facilitated workshop

- **Baltic perspective on Regenerative Tourism**

James Simpson, Project Manager, RegenT project (Novia University of Applied Sciences)Introduction and facilitated workshop

15.30 - 16.30 Plenary Wrap-Up Virginia Fernandez, UN Tourism (tbc)

- Key insights and conclusions
- Next steps and strategic outlook

EU Projects Exhibition coffee breaks and lunch situated at poster exhibition

Presentation of EU-funded initiatives (e.g. INTERREG, LIFE and other programmes)

Exhibition format: self-standing roll-ups or posters

17.00 - 17.30 NECSTouR meets new members

Networking Dinner 19.00 – 22.00, Restaurant Vausti, Kotkankatu 7, Kotka

Hosted by Visit Kotka-Hamina

DAY 3 – 23 October | Study Visit & Networking

Study Visit Programme

Bus transportation for NECSTouR members from the hotel in Kotka to study visit sites and airport according to below schedule:

Departure at Original Sokos Hotel Seurahuone Kotka 8.30

Study visits 1: 8.45-10.45

- Maritime Centre Vellamo
- Satama Areena

Bus transportation, 30 minutes

Study visits 2: 11.15-15.00, including lunch

- Strömfors Ironworks
- Malmgård Manor

Arrival at the Helsinki-Vantaa Airport, end of Programme 16.00

More information about the Summit:
🌐 NECSTouR Summit in Kotka, Finland 21.-23.10.2026 - Visit Kotka-Hamina - Itärannikon…

Study visits sights:

Economic Development Centre

Co-funded by the European Union