



## 16th EUROPEAN TOURISM FORUM

(updated 13 October 2017)

18 – 19 October 2017, Tallinn, Estonia

### PRE-CONFERENCE: WEDNESDAY, 18 OCTOBER 2017

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**15:00–17:00** **Tallinn Old Town city tour** (Starting point Swissôtel Tallinn)

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18:45–19:00 *Transfer to the Gala dinner from Swissôtel Tallinn*

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18:45–19:15 Arrival and registration at Seaplane Harbour Museum

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**19:00–22:00** **GALA DINNER**

Venue: Seaplane Harbour Museum, Vesilennuki 6, Tallinn

Hosted by the Ministry of Economic Affairs and Communications of the Republic of Estonia

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22:00–22:30 *Transfer from the Gala dinner to Swissôtel Tallinn*

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### THURSDAY, 19 OCTOBER 2017

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08:45–09:00 *Transfer to the conference venue from Swissôtel Tallinn*

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09:00–09:45 Registration and Welcome Coffee  
Venue: Estonian Film Museum, Pirta tee 56, Tallinn

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**09:45–10:45** **OPENING SESSION**

Opening remarks by **Mr Viljar Lubi**, Deputy Secretary General for Economic Development, Ministry of Economic Affairs and Communications of the Republic of Estonia

Welcome address by **Ms Urve Palo**, Minister of Entrepreneurship and Information Technology of the Republic of Estonia

Keynote addresses by

**Ms Elżbieta Bieńkowska**, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

**Mr Taleb Rifai**, Secretary-General of the United Nations' World Tourism Organization

**Mr Istvan Ujhelyi**, Vice-Chair of the TRAN Committee on Transport and Tourism and responsible for the Tourism Task Force, European Parliament

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10:45-12:00

## INNOVATION IN TOURISM THROUGH DIGITALISATION FOR COMPETITIVE GROWTH OF THE SECTOR

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The emergence of new information and communication technologies has been especially influential in the tourism sector. As the "digital tourist" today is exceedingly using on-line platforms and mobile technologies to plan, book and share his travel experiences, digital innovation is one of the keys for meeting the demands of a modern traveller and to the competitiveness of the European tourism industry. The European Commission has introduced various initiatives aimed at promoting new technologies and innovation in the tourism industry as well as implemented several actions to boost the competitiveness of small businesses in the European tourism sector, to integrate them into global digital value chains and improve their ability to create more jobs. Tourism sector stakeholders need to update their strategies and business models to keep up with the global trend of digitalisation and become leaders in the tourism market.

This session will showcase some best practices when tourism businesses have successfully turned the challenge of digitalisation into an opportunity.

Moderator: **Mr Viljar Lubi**, Deputy Secretary General for Economic Development, Ministry of Economic Affairs and Communications of the Republic of Estonia

**Keynote address: Mr Nicholas Hall**, Founder and CEO, Digital Tourism Think Tank

### Session format – interactive panel discussion with Q&A session:

**Ms Laura Aalto**, CEO of Helsinki Marketing

**Ms Elizabeth Aston**, Senior Advisor, Industry Affairs, AMADEUS IT GROUP SA

**Mr Kristian Kamplade**, Director of Promotion, Tourism Institute of the Region of Murcia (ITREM), Spain and European Regions Research and Innovation Network (ERRIN)

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12:00-12:30

*Networking Coffee Break*

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12:30-13:45

## TRANSPORT CONNECTIVITY AND INTERMODALITY AS CRITICAL SUCCESS FACTORS FOR THE EUROPEAN TOURISM SECTOR

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Connectivity is an important element of the tourism value chain. Being connected and accessible by different transport options means tourist arrivals, jobs and economic growth for destinations. The improvement of intermodality and transport connectivity is a key issue to European tourism development, in particular in remote and peripheral areas for which tourism is a major economic driver. By promoting the development of intermodal hubs and gateways, transport policies at the EU and national levels can help to attract, manage or direct visitor flows and also facilitate a shift to more eco-friendly and sustainable transport options. Air connectivity in turn is a key to attracting business investment and developing tourism, which is vital to many European countries' economic prosperity. Key aviation stakeholders can make strategic decisions on how to enable and unlock the European air connectivity potential. Steady worldwide cruise industry growth generates a great number of passengers who are also dependent on good flight connections to and from destinations in Europe.

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Moderator: **Mr Raivo Vare**, entrepreneur and business consultant in transport and investment, former Minister of Transport and Communications, former Chairman of the Board of Estonian Railway Company.

**Keynote address:** **Mr Pekka Vauramo**, President and CEO of FINNAIR

**Session format - interactive debate with Q&A session:**

**Ms Merike Hallik**, President of the European Travel Agents' and Tour Operators' Associations (ECTAA)

**Mr Morgan Foulkes**, Deputy Director General, Airports Council International Europe

**Mr Tom Fecke**, Secretary General, Cruise Lines International Association Europe

13:45-14:45

Lunch

14:45-16:00

### **ENERGY EFFICIENCY, PROTECTION OF NATURAL RESOURCES AND ENVIRONMENTALLY FRIENDLY MEASURES TOWARDS A MORE SUSTAINABLE EU TOURISM**

Today, tourism represents 10% of the world's GDP, 7% of global exports, and 1 in every 11 jobs worldwide. Yet, tourism both contributes to and suffers from the effects of climate change. Tourism industry is estimated to account for 5% of global CO2 emissions, of which 40% derive from air transport and 20% from hotels and other types of accommodation. The "greening" and "decarbonizing" of the tourism sector is crucial for building a more sustainable and competitive sector. (UNWTO 2017)

Moving towards low-carbon tourism industry and protection of natural resources for sustainable growth is a fundamental aspect for the European tourism competitiveness in the short, medium and long term. The European Commission encourages sustainable tourism policies and actions across Europe (through implementing various initiatives such as e.g.: European Destinations of Excellence, European Tourism Indicator System, support to sustainable transnational tourism products). In the light of the 2017 UNWTO International Year of Sustainable Tourism for Development and the Sustainable Development Goals of the 2030 Agenda, sustainability has now become even more important in the tourism agendas at national and EU levels. There is a wide recognition of the urgent need for the tourism industry, national governments and international organisations to develop and implement strategies to face the changing climate conditions and to take preventive actions for future effects, as well as to mitigate tourism's environmental impacts contributing to climate change. This session addresses some of the key sustainability challenges of the European tourism sector and presents some innovative initiatives.

Moderator: **Mr Marcio Favilla**, Executive Director for Operational Programmes and Institutional Relations, UNWTO

**Session format - case studies with Q&A session:**

**Mrs Anya Niewierrra**, Director of South Limburg Region, Executive Committee Member of the Network of European Regions for Competitive and Sustainable Tourism (NECSTouR)

**Mr Stephen D'Alfonso**, Group Head of Public Affairs, Thomas Cook Group

**Mr Olaf Holm**, Council Member of the European Protected Areas Network (EUROPARC), Director of Parc Naturel Regional Montagne de la Reims

16:00-16:30

Networking Coffee Break





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**16:30-17:45**

**BALANCE BETWEEN SECURITY AND SEAMLESS TRAVEL IN EUROPE**

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Free movement of people and borderless travel is one of the key factors in the European tourism industry development and economic growth. Seamless travel, which has now become an expectation for the modern passenger, would ideally offer a door to door service, with one application guiding consumers from their homes to the airport and finally their hotel. The use of modern technology enables us to ensure that security checks at airports and other passenger terminals are as quick and efficient as possible. The travel and tourism industry needs to collaborate in order to make the process simple and streamlined for customers.

However, success or failure of a tourism destination also depends on being able to provide a safe and secure environment for visitors. Secure travel also requires data being shared securely and effectively. The aviation and airport industry needs to convince passengers in Europe and around the world that the responsible and transparent collection of their data is in their own interests to guarantee improved security in travelling within and to the European Union. There is now an even greater need for maintaining a balance between security and seamless travel opportunities within and to Europe.

Moderator **Mr Indrek Treufeldt**, journalist, Estonian Public Broadcasting

**Keynote address:** **Mr Marc Sulon**, Head of Sector 'Smart Borders', Directorate-General for Migration and Home Affairs, European Commission

**Session format – interactive panel discussion with Q&A session:**

**Ms Evelyne Freiermuth**, Policy and Research Manager, World Travel and Tourism Council

**Ms Jane Stacey**, Policy Analyst, Tourism Unit, OECD

**Mr Erkki Koort**, Deputy Secretary General for Internal Security Policy, Ministry of the Interior of the Republic of Estonia

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**17:45-18:00**

**CLOSING SESSION**

Conclusions by **Ms Iuliana-Gabriela Aluas**, Deputy Head of Tourism Unit, DG GROW, European Commission

Closing remarks by **Mr Viljar Lubi**, Deputy Secretary General for Economic Development, Ministry of Economic Affairs and Communications, Estonia

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18:00-18:30

*Transfer to Swissôtel Tallinn/airport*

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**20:30-22:30**

**Cultural Evening in Tallinn** (*Starting point Swissôtel Tallinn*)

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**FRIDAY, 20 OCTOBER 2017**

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**10:00-12:00**

**Tallinn Old Town city tour** (*Starting point Swissôtel Tallinn*)

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*Departure of guests*

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