



Transition pathway for EU tourism



Changing demand in European tourism: influence and opportunity

WEBINAR

12 December 2024 | 15.00 - 16.30 CET

15.00 - 15.10 - Welcome and Introduction,

- **Tim Fairhurst**, Director General, ETOA; Expert of the T4T Skills & Resilience subgroup
- **Elfa Kere**, Policy Officer, DG GROW, European Commission

15.10 - 16.10 - Roundtable discussion: Tourism demand outlook and best practices for long-haul and intra-European markets, moderated by Tim Fairhurst

- **Lyublena Dimova**, Senior Research Manager at the European Travel Commission
- **Ulf Sonntag**, Managing Director at NIT - Institute for Tourism Research in Northern Europe Institute for Tourism Research in Northern Europe, Kiel, Germany
- **Hege Vibeke Barnes**, Managing Director at Innovation Norway USA
- **Cristina Nuñez Cuesta**, Strategy Director at NECSTouR, the Network of European Regions for Sustainable and Competitive Tourism
- **Sònia Serracarbassa González**, Director at Catalunya Convention Bureau
- **Robyn Stencil**, Program Manager at Tours | Rick Steves' Europe
- **Kim Butigan**, Marketing & Project Manager at Adriatic DMC

16.10 - 16.20 - Q&A

16.20 - 16.30 - Closing remarks and Next Steps

- **Tim Fairhurst**, Director General, ETOA; Expert of the T4T Skills & Resilience Subgroup
- **Vangelis Panayotis**, Chair of the T4T Skills & Resilience subgroup

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