



Transition pathway for EU tourism



Unbalanced Rollercoaster: EU Tourism tools for a Smoother Ride

Hybrid Event

27 May 2025 | 14.30 – 17.30 CET

In-person Registration starts at 14.00

Where?

European Commission
Breydel Auditorium
Avenue d'Auderghem
45B - 1040 Brussels

& Online (via Webex)

14.30 - 14.40 – Welcome and Introduction

- **Maja Bakran**, Deputy Director-General, DG MOVE, European Commission
- **Luís Campos**, EU Affairs at the Portuguese Tourism Office - Belgium, Turismo de Portugal

14.40 - 15.00 – Session 1 "Context and definitions"

- **Sandra Carvão**, Director of Market Intelligence, Policies and Competitiveness, World Tourism Organization (UN Tourism)
- **Jan Van Der Borg**, Academic, Dipartimento di Economia, Università Ca' Foscari of Venezia & Division of Geography and Tourism, KU Leuven and T4T Expert

15.00 - 15.30 – Session 2 "Causes and impacts"

- **Oriol Freixa**, Liaison Officer - Culture at UNESCO Representation to the EU
- **Esther Fructus**, Advisor on EU & International Affairs (Department of Public Affairs, city of Amsterdam), European Alliance on Balanced Urban Tourism
- **Ralf Pastleitner**, Director Public Policy Markets & Airline, Head of TUI Group Corporate Office EU and T4T Expert

15.30 - 15.50 – Coffee-break

15.50 - 16.50 – Session 3 "Case studies"

- **Alejandra Saenz de Miera**, Executive Officer, European Federation of Tourist Guide Associations
- **Roberto Gualtieri**, Mayor of Rome
- **Vicente Marí Torres**, President, Island Council of Ibiza
- **Jelmer Peter**, Program Manager Tourism, Economic affairs and Culture, City of Amsterdam
- **Françoise Guaspere**, Senior policy advisor at the Île-de-France, Representation to the EU and member of the NECSTouR Board of directors, in charge of the advocacy
- **Ante Mandić**, Professor, University of Split

16.50 - 17.10 – Conclusion and wrap-up

- **Dolores Ordóñez**, Director at AnySolution and T4T Expert
- **Olivier Ponti**, Director, Intelligence and Marketing, ForwardKeys

17.10 - 17.20 – Closing remarks

- **DG MOVE**, European Commission