



Transition pathway for EU tourism



The benefits of data-sharing from regulated Short Term Rentals

WEBINAR

14 April 2025 | 10.00 - 12.00 CET

10.00 - 10.10 – Welcome and Introduction by Moderator, **Iva Čaleta Pleša**, Senior Adviser, Republic of Croatia, Ministry of Tourism and Sport

- **Opening remarks** by **Mehdi Hocine**, Head of Unit Services Strategy & Mutual Recognition (GROW E.5)

10.10 - 10.45 – Session 1 "Understanding why STR regulation brings added value in terms of data sharing and data collection"

- Presentation of eVisitor system, **Filip Šimik**, Croatian National Tourism Board
- Presentation of data management in eVisitor system, **Igor Borojević**, Croatian National Tourism Board
- Portugal – online registration system, **Sérgio Guerreiro**, Director for Knowledge, Turismo de Portugal
- Ibiza's Strategy related to STR, **Mariano Juan**, Island Minister of Territory, Tourism Planning, Mobility, Road Infrastructures and Fight against Intrusion

10.45 - 11.20 – Session 2 "STR Regulation: Leveraging data tools"

- Building Stronger Governance with Harmonized Data-Sharing in Short-Term Rentals, **Christine Mukamayanja**, Public Affairs Manager - Short Term Rentals, Booking.com
- The role of data and registration in creating balanced STR public policies, **Eduardo Miranda**, Chair of the European Holiday Home Association
- How data sharing can and should be used for fair and sustainable tourism, **Miha Skof**, Board member of Hospitality of Slovenian Homes Association

11.20 - 11.45 – Q&A

11.45 - 11.55 – Closing remarks and next steps

- **Wrap up** by the moderator **Iva Čaleta Pleša**
- **Next steps**, by the Chair of the T4T Subgroup, **Emmanuel Mounier**

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