

SHAPING THE FUTURE OF JAPAN-EU TRAVEL

PROGRAMME

Moderated by **Ms. Isabelle MASSABO**, CEO of TELEVISION INC, Secretary General of ANTOR-JAPAN

14:30-14:50 *Opening remarks*

Mr. Apostolos TZITIKOSTAS, European Commissioner for Sustainable Transport and Tourism

Mr. Takeshi NAKANO, Vice Commissioner for the Japan Tourism Agency (JTA)

14:50-15:05 *Setting the scene: "Data-driven insights into Japan-EU tourism"*

Mr. Noor Ahmad HAMID, CEO, Pacific Asia Travel Association (PATA)

15:05-15:45 *Fireside chat: "Rebuilding visitor flows in a sustainable way"*

Mr. Eduardo SANTANDER, CEO, European Travel Commission (ETC)

Mr. Yuji HARA, Vice Chairperson, Japan Association of Travel Agents (JATA)

Mr. Hideki MANABE, Executive Senior Vice President, Japan National Tourism Organisation (JNTO)

Focus:

- Rebuilding inbound/outbound tourism post COVID19
- Attracting responsible travellers
- Public-private collaboration for sustainability

15:45-16:00 *In the spotlight: Torino & Benidorm, European Smart Tourism Cities*

Mr. Maurizio VITALE, President, Turismo Torino, Italy

Ms. Leire BILBAO, Director, Visit Benidorm, Spain

16:00-17:00 *Expert Panel: "From overtourism to opportunity"*

Mr. Seiji TANAKA, President, Kyoto City Tourism Association

Mr. Norbert KETTNER, CEO, Vienna Tourist Board

Mr. David KRIEFF, President, EONA-X (European Data Space for Mobility, Transport, Logistics and Tourism); Chief Information Systems Officer at Groupe ADP

Mr. Takashi KANDA, Steering Committee Member, Kansai MaaS Conference

Mr. Hironobu KONDO, Vice President, Global Sales and Distribution, All Nippon Airways (ANA)

Focus:

- Best practices in managing and balancing visitor flows
- Strategies to encourage off-season travel and promote lesser-known destinations
- Integrating sustainable transport and multi-modal mobility solutions

18:00-20:00 *Networking reception at the Belgian Pavilion*



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