



Transition pathway for EU tourism

AI in Tourism: Transforming Destinations, Skills and Strategy

WEBINAR

12 November 2025 | 10.00 - 12.00 CET

10.00 - 10.10 – Welcome and Introduction by Moderator, *Urška Starc Peceny*, Expert of the T4T Digital Subgroup, Chief Innovation Officer and lead of Tourism 4.0, Arctur

10.10 - 11.00 – Session 1 "Best practices from the field" Moderated by *Urška Starc Peceny*

- Using Artificial Intelligence for Trend Forecasting, *Polona Črnič*, Business Intelligence & Research Analyst, Ljubljana Tourism
- How to rethink Destinations in the AI Era, *Mirko Lalli*, CEO & Founder, The Data Appeal Company
- Shared Data, Shared Value: Deploying the Tourism Data Space for Destination Impact, *Peio Oiz Arruti*, Product Development and Innovation, Anysolution
- Smart Data as AI enabler in hospitality, *Roberto Gobo*, Director of Digital Strategy and Technology, Valamar Riviera d.d.

11.00 - 11.20 – Session 2 "Skills and AI in Tourism" Moderated by *George Tziallas*, Executive Advisor DBC Diadikasia S.A, Tourism expert and T4T expert

- Helping destinations with AI and HPC, *Tomislav Šubič*, Head of AI&HPC, Arctur
- AI reshaping the skills and strategies in tourism, *Sofia Matzourani*, Head of School of Tourism and Hospitality, Mediterranean College

11.20 - 11.30 – Session 3 "Policy and legal aspects" Moderated by *George Tziallas*

- AI in Tourism: Navigating Legal Challenges and Compliance, *Natalija Babić*, Lawyer specializing in technology law and intellectual property

11.30 - 11.50 – Roundtable discussion and Q&A

11.50 - 12.00 – Closing remarks and next steps

- Wrap up by the moderator *Urška Starc Peceny*
- *Misa Labarile*, Policy Officer, Tourism, Directorate-General for Mobility and Transport
- *Emmanuel Mounier*, Secretary General, EU Travel Tech and Chair of the T4T Digital Subgroup

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