



European
Commission



Transition pathway for EU tourism



Innovate, Scale, Compete: Europe's Travel Tech Momentum

WEBINAR

17 March 2026 | 15.00 - 16.30 CET

- 15.00 - 15.05 – Welcome and Introduction** by Moderator, *Dolores Ordoñez*, General Director at AnySolution and Co-chair of the Digital T4T subgroup
- 15.05 - 15.35 – Session 1 "From Start-up to Scale-up: Lessons from Europe's Travel Tech Ecosystem"**
- **Scaling across borders: Harmonization as a catalyst for European travel tech** *Dr. Patrick Andrae*, Co-Founder & CEO, HomeToGo
 - **Connecting Europe's Travel Market: Lessons from Omio's Journey**, *Catriona Meehan*, Director of Public Affairs, Omio
 - **Start-up support through France Tourisme Tech**, *Meriam Jawad*, Innovation, Travel Tech and Data Project Officer, French Ministry of Economy and Finance
 - **The TRAVEL2FIT 5-year journey: From a niche enquiry management platform for hotels to data-driven travel intelligence and R&I collaboration**, *Savvas Rogotis*, Co-Founder and Business Development Manager, TRAVEL2FIT
- 15.35 - 16.05 – Session 2 "Empowering Travel Tech Innovation: The Role of Ecosystem Enablers"**
- **Technology as a Transformative Force in Tourism**, *Jaume Monserrat*, President of TURISTEC
 - **Supporting tourism entrepreneurship, start-ups and early-stage business ventures**, *Peter Haxton*, DSenior Policy Analyst, Tourism Policy and Analysis Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD
 - **EDIHs: a European opportunity for tourism SMEs**, *Nicola Bianchi*, Vice director, EDI.it
 - **Scaling European Travel Tech: The Role of Ecosystem Capital**, *Leonardo Saroni*, General Partner, TravelTech.VC
- 16.05 - 16.20 – Q&A**
- 16.20 - 16.30 – Closing remarks and next steps**
- **Wrap up** by the moderator *Dolores Ordoñez*,
 - *Maximilian Strotmann*, Tourism, DG MOVE
 - *Emmanuel Mounier*, Secretary General, EU Travel Tech and Chair of the T4T Digital Subgroup

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