



Transition pathway for EU tourism

Bridging Skills and Practice: Data-driven tourism for destinations and SMEs

WEBINAR

5 June 2026 | 13.00 - 14.30 CET

13.00 - 13.05 – Welcome and Introduction by Moderator, Dolores Ordóñez

13.05 - 13.20 – "Scene Setting "Presentation of the project FACILITATE"

- *Dolores Ordóñez*, Director, AnySolution and Co-chair of the T4T Digital Subgroup
- *Jessika Weber*, Professor, Breda University of Applied Sciences

13.20 - 13.50 – Roundtable "Skills needs in tourism actors"

- *Éric Dresin*, Secretary General, ECTAA
- *Ana Maria Camps*, Head of Research & Training, CEHAT
- *Urška Starc Peceny*, Chief Innovation Officer, Lead of Tourism 4.0 Department, Arctur d.o.o

13.50 - 14.15 – Uses Cases and Best Practices

- *Katerina Shearer*, Head of Global Initiatives, Booking.com
- *Pablo González Armenteros*, EU Project Manager, TUR4all Travel Agency
- *Vlaho Margaretić*, Senior Tourism Advisor Specialist, City of Dubrovnik

14.15 - 14.25 – Q&A session

14.25 - 14.30 – Closing remarks and next steps

- *Vangelis Panayotis*, CEO of MKG Consulting and Chair of the Skills and Resilience Subgroup of the T4T Expert Group
- *Elfa Kere*, Policy Officer - Tourism, DG MOVE



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