



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP
AND SMES
Innovation and Advanced Manufacturing
Tourism, Emerging and Creative Industries

Brussels,
GROW.F.4/KB

**DIGITAL TOURISM NETWORK MEETING
BRUSSELS, 18 MARCH 2019**

BREY 5/BRAUN

DRAFT AGENDA

10.00 – 10.15 Welcome and opening remarks

MORNING SESSION: CHALLENGES AND OPPORTUNITIES OF DIGITALISATION IN TOURISM

10.15 – 11.00 Presentation of the finding of the in-depth analysis of the challenges and opportunities of digitalisation in tourism + Q&A – Aalborg University

11.00 - 12.00 Presentations by DG GROW on innovation and digital transformation – current actions and plans + Q&A

12.00 – 13.30 Buffet lunch

AFTERNOON SESSION: THE INDUSTRY FOCUSED ON THE FUTURE: STAKEHOLDER POSITIONS AND EXCHANGE ON THEMES OF FUTURE DISCUSSIONS

13.30 – 14.00 Daniel Makay, Public Affairs Manager, HOTREC – Hotels, Restaurants and Cafes in Europe.

14.00 – 14.30 Emmanuel Mounier, Secretary-General, ETTSA – European Technology and Travel Services Association

14.30 – 15.00 Marta Domper, Project Officer, NECSTouR - Network of European Regions for Sustainable and Competitive Tourism

15.00 – 15.15 Coffee break

15.15 – 16.15 Open discussion and exchange of views

16.15- 16.30 Conclusions and closing remarks