



Flagship Events



Live Streaming



Industry Debates



Capacity Building



Insights & Research



# Travel Revolution

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## Business Challenge

Empowered  
Consumption

Generation  
"Y"

Service  
Design





# Powering Competitiveness in Europe's Tourism Economy

**Tourism  
Businesses**

Hotels, B&Bs

Attractions

Tour Operators

+

**Technology  
& Distribution**

GDS

IT Systems

New Technology





# **Powering Competitiveness**

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## **Opportunity for Europe**







# **Powering Competitiveness**

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## **Opportunity for Europe**

Technology  
& Distribution

Open Data

Entrepreneurship

Innovation



# European Tourism Policy

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## Needs and Priorities

### Tourism Businesses

#### Greater Business Level Support

1. **Coordinated:** EU, National, Regional, Local
2. **Communicated:** Message and Reach
3. **Performance:** Re-Evaluate KPIs
4. **Business:** Commercial Mindset

### Technology & Distribution

#### Smarter Governance

1. **Regulation:** Adaptation of Existing Regulation
2. **Empowerment:** Technology Enabling Solutions
3. **Economic Impact :** Greater Support for Start-ups
4. **Competitiveness:** Think Local - Act Global



# Thank you!



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