



Industry Debates



Flagship Events



Capacity Building



Live Streaming

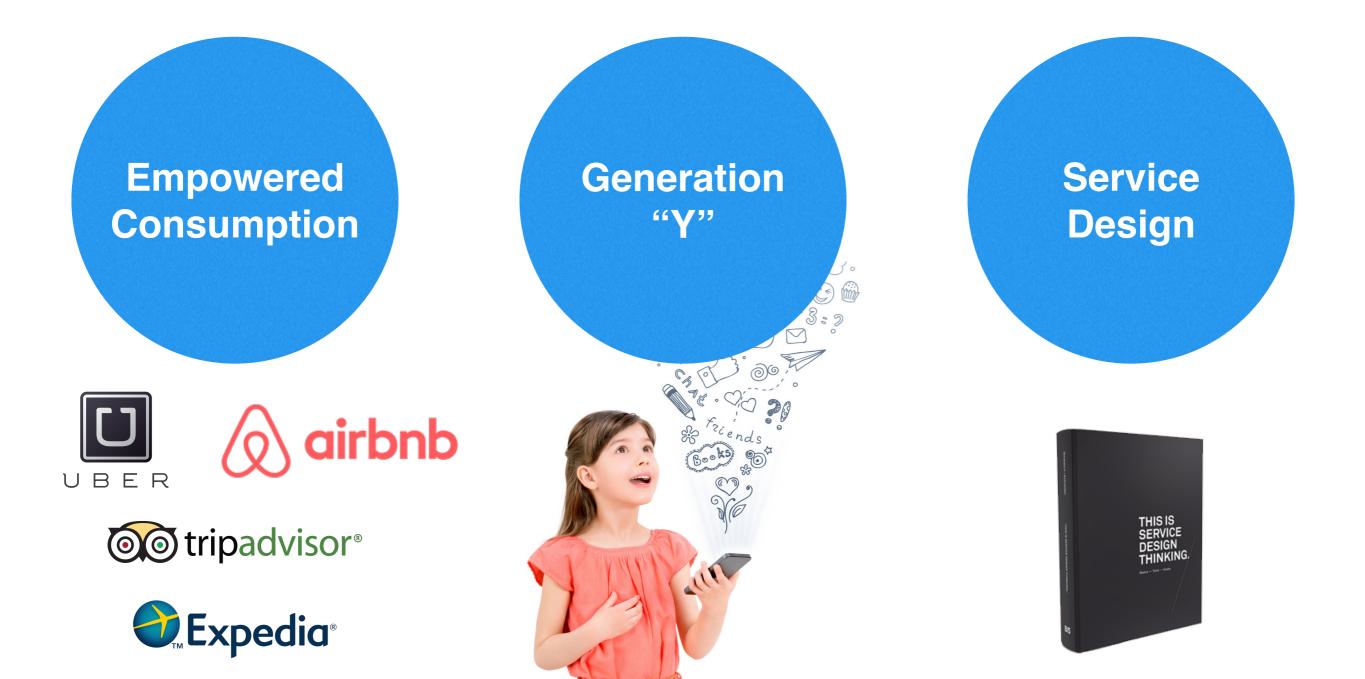


Insights & Research



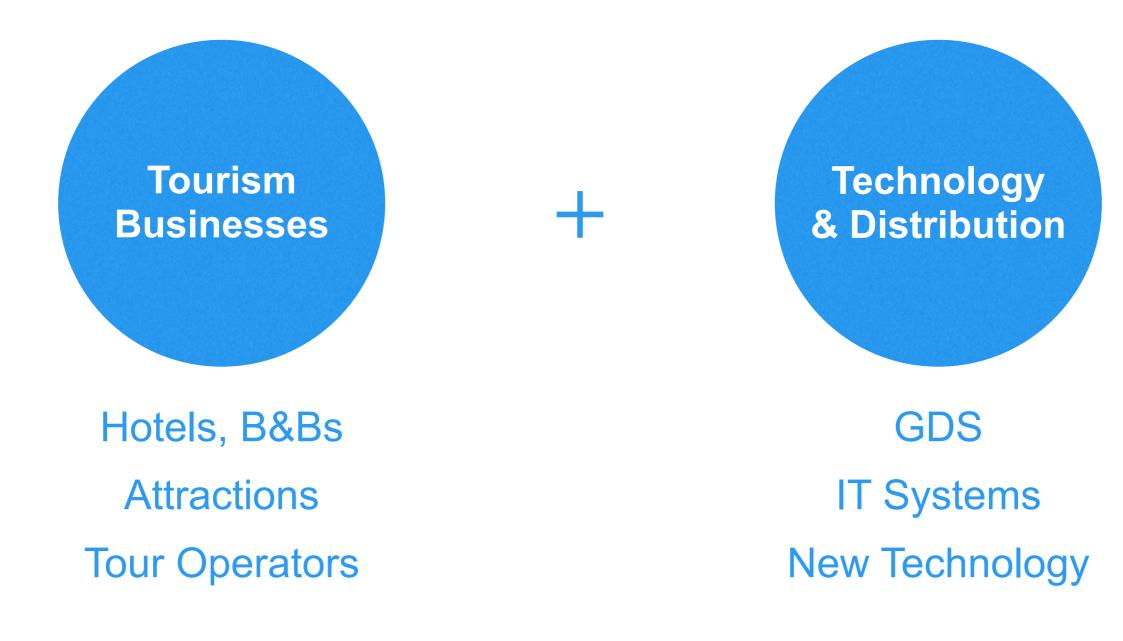
Travel Revolution

Business Challenge





Powering Competitiveness in Europe's Tourism Economy





Powering Competitiveness

Opportunity for Europe

Tourism Businesses





Powering Competitiveness

Technology

& Distribution

Opportunity for Europe





European Tourism Policy

Needs and Priorities

Greater Business Level Support

Tourism Businesses

- 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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