

NECSTouR ANNUAL GENERAL MEETING 2023

Members' Day

6 June 2023

Île-de-France Regional Council

8 Boulevard Victor Hugo, 93400 Saint-Ouen

AGENDA

08.30 Welcome desk and registration of participants

"Hemicycle" room

09.00 Welcoming Remarks by the Host Region

Ms Hamida Rezeg, Vice-President in charge of Tourism, Île-de-France Region

09.10 Welcoming Remarks by the NECSTouR President

Mr Peter De Wilde, President of NECSTouR, CEO of Visit Flanders

09.20 Agenda of the General Assembly Meeting of 06/06/2023

09.25 Minutes of the Extraordinary General Assembly Meeting of 23/09/2022

09.30 Presentation of the Île-de-France Regional Tourism Strategy

Mr Christophe Decloux, General Director, Visit Paris Region

09.50 NECSTouR 2022 in review

10.00 Accounts 2022 and Budget 2023

Mr Olle Jonäng, Treasurer of NECSTouR, Senior Policy Advisor Västra Götaland

10.10 The NECSTouR Members 2023

10.20 The network's program 2023: Maximising the benefits of interregional cooperation

Moderator: **Mr Peter De Wilde**, President of NECSTouR, CEO of Visit Flanders

Interventions from:

Mr Aldo Patruno, Director for Tourism, Economy of Culture and Land Development, Puglia

Mr Héctor Fernandez, CEO of SPEL-Turismo Lanzarote

Ms Cristina Núñez, Managing Director of NECSTouR

Debate with the NECSTouR Members

11:00 Coffee Break



“Polyvalente” room

11.30 Workshop “Envisioning Tourism in 2030: The NECSTouR Pathway”

This workshop aims to co-create the NECSTouR 2030 strategic framework and principles with all the members. It will be facilitated by the NECSTouR partners: **Dr. Elke Dens**, The Travel Foundation, **Dr. Xavier Fond** and **Dr. Anna Torres**, Surrey University.

13:00 Networking Lunch

Meet the new NECSTouR Members

Networking opportunity with Guest Regions, Partners, Experts, and Representatives of the European Commission and the OECD.

14.00 Family Picture

“Hémicycle” room

14.15 Exchange of views with the Ukraine Tourism Agency: How can NECSTouR support the Ukraine tourism recovery plan?

Moderator: **Mr Patrick Torrent**, Vice-President of NECSTouR, Executive Director at the Catalan Tourists Board

Interventions from:

Video message of Mr. István Ujhelyi, Vice-President of the Tourism taskforce, Transport and Tourism committee of the European Parliament, Member of the European Parliament.

Online participation of Ms Mariana Oleskiv, President of the Tourism Agency of Ukraine.

Mr Cédric Guillon Lavocat, Director of European Strategies, Île-de-France Region.

Debate with the NECSTouR Members

14.45 Measuring sustainable tourism at NUTS 2 level through the “Technical Support Instrument”¹: Learnings from the Spanish case and connection across European countries.

Moderator: **Ms Ana Moniche**, NECSTouR-Tourism of Tomorrow Lab, Head of European Projects and International Networks, Andalusia Tourism Board

Interventions from:

Mr Panagiotis Markantonatos, Policy Officer - Seconded National Expert, Unit B3 - Sustainable Growth and Business Environment, DG REFORM, European Commission.

A representative of the OECD

Mr. Daniel Iglesias Gonsálvez, NECSTouR-Tourism of Tomorrow Lab

¹ The Technical Support Instrument (TSI) stands for the programme “Support to the Tourism Ecosystem: Towards a more sustainable, resilient and digital tourism”. This programme is co- implemented by the European Commission DG Reform and the country managing authorities of the “Recovery and Resilience” facility.



Debate with the NECSTouR Members

15.30 Participants move to the workshops' rooms

"Polyvalente" room

15.35 Workshops "Systematic Measurement for a sound tourism governance: How do we use data for managing and marketing more sustainably?"

The workshops will be facilitated by the NECSTouR partners **Dr. Elke Dens**, The Travel Foundation, **Dr. Xavier Fond** and **Dr. Anna Torres**, Surrey University, and the Tourism of Tomorrow Lab team.

Drinks at the participants' disposal during the workshops

"Hémicycle" room

16.40 Closing Remarks by

Ms Marie Hélène Pradines, Head of Unit Tourism, European Commission

Mr Peter De Wilde, President of NECSTouR, CEO of Visit Flanders

Françoise Guaspere and Laurent Maillot Île-de-France

17.00 End of the Members' Day and free time to prepare for the evening programme

INVITATION

Thematic conference Reset: A New Agenda for 2030 Tourism

Île-de-France Regional Council, 7 June 2023

Master of ceremonies: **Tim FAIRHURST**, Secretary General, European Tourism Association - ETOA

09.00 : Opening of the conference

Hamida REZEG, Special Delegate in charge of Tourism of the Île-de-France Region
Peter DE WILDE, CEO Visit Flanders and President of NECSTouR

09.30: Keynote speech

Marie ALLANTAZ consultant, speaker and tourism expert

09.45: First Panel Discussion on New models for tourism.

Moderator: **Tim FAIRHURST**, Secretary General, European Tourism Association - ETOA

- Presentation of the new European tourism agenda for 2030**: **Valentina SUPERTI**, Director for tourism, proximity and digitalisation in the Directorate-General for the Internal Market, Industry, Entrepreneurship and SMEs of the European Commission
- New regional tourism and leisure development scheme (SRDTL)**: **Annick AUSTONI** (Île-de-France Region).
- Supporting the evolution of skills**: training as a lever for building the jobs and professions of tomorrow: **Dr Aisling WARD** Senior lecturer and researcher, Munster Technological University
- Green & digital transition of the sector**: what are the needs and tools for the implementation of new tourism models?: **Laurent BARTHELEMY**, President, AKTO, and **Vincent GOLLAIN**, Director of the Economic Department, Paris Region Institute

11.30: Second Panel Discussion on Tourism and sustainable mobility: Strengthening the development of a sustainable tourism offer.

Moderated by **Nina NESTEROVA**, Professor Sustainable development of Tourism and transport, Breda University

- Active modes**: 'Île-de-France bicycle network initiative': **Jérôme CHIASSON**, Head of unit, Transport Department, Ile-de-France Region
- How are regions getting ready to host major events?**: **Raffaele CATTANEO**, undersecretary for International relations and European Affairs, Lombardy Regional Government
- Strengthening the sustainable development of the hospitality industry**: The Swedish experience: **Anna BOHMAN ENMALM**, Project Officer, Stockholm Region
- PEP Partnership on sustainable tourism mobility**: **Robert THALER**, Head of Division Active Mobility and Mobility Management Austrian Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology, UNECE Executive Secretary
- Necessity to change the tourism narrative**: **Dr Xavier FONT**, Professor of Sustainability Marketing, Director of the Centre for Sustainability and Wellbeing in the Visitor Economy, School of Hospitality and Tourism Management, University of Surrey

12.45: Closing remarks

Marie ALLANTAZ, consultant, speaker and tourism expert
Peter DE WILDE, CEO Visit Flanders and President of NECSTouR
Amaël PILVEN, Deputy Director General, Employment and Business Unit