



The European Travel Commission,  
European Cities Marketing & Modul University Vienna  
cordially welcome participants to the

**Virtual International Seminar on  
the Tourism Path to Recovery Post-COVID-19  
“Building a New Tourism Ecosystem”**

**September 10-11, 2020**

Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organized jointly by the European Travel Commission (ETC), European Cities Marketing (ECM), and Modul University Vienna. We believe that the challenging topics selected for these events are crucial issues in the current agenda of most tourism organizations.

The online International Seminar on the Tourism Path to Recovery Post-COVID-19 is led by ETC. Since February/March 2020, the COVID-19 pandemic worsened in terms of its global reach, making its way to other world regions at an incredibly fast pace. COVID-19 demonstrated its disruptive power leaving many governments facing a devastating public health emergency and a financial crisis. COVID-19 emerged as a global challenge like no other and thus global support, collaboration, and understanding are required to mitigate the social and economic impact of the pandemic. The COVID-19 crisis also created many opportunities for the travel and tourism sector allowing for a new period of transformation to reshape the industry towards one that is more sustainable, more innovative, quality-driven, and that equally benefits travelers, local communities, the environment, and local economies. This online seminar will provide an exceptional platform for knowledge-sharing on mitigating strategies to assist in the sustainable recovery of tourism and will also look into innovation and big data to support the exit path of the crisis.

Both days have been planned to encourage the active participation of delegates in the program. We are looking forward to meeting virtually you for a motivating and challenging few days!

**Eduardo Santander**  
ETC

**Karl Wöber**  
Modul University Vienna

**Petra Stušek**  
ECM

**Virtual International Seminar on  
the Tourism Path to Recovery Post-COVID-19  
“Building a New Tourism Ecosystem”  
10-11 September 2020**

Time	DAY 1: THURSDAY, 10 <sup>TH</sup> SEPTEMBER
9:30 – 09:45	<b>Welcome by Modul University Vienna &amp; European Travel Commission (ETC)</b>
09:45– 12:30	<p><b>WORKSHOP – Getting in shape for the new normal in a Post-COVID World</b></p> <p><b>Adapting to the new normal</b> - Trends gaining/loosing importance, industry segments particularly affected, success stories of smart adjustments, etc.</p> <p><b>Exercise</b> – <i>What can be done to build a sector that is more sustainable and resilient?</i></p> <p><b>Presentation of results</b> and discussions on insights</p> <p><b>Wrapping up</b> – main take-aways and next steps.</p> <p><b>Facilitators:</b> Johanna Danielsson and Karl Johan Tegnér – Kairos Future</p>
Time	DAY 2: FRIDAY 11 <sup>TH</sup> SEPTEMBER
10:00-10:30	<p><b>TOURISM BEFORE AND AFTER THE PANDEMIC</b></p> <p><i>What should the industry expect in a post-COVID world?</i></p> <p><b>David Goodger</b> – Managing Director, Europe &amp; Middle East, <b>Tourism Economics</b>.</p> <p>Q&amp;As (10')</p> <p><b>Moderator:</b> Karl Wöber (Modul University Vienna)</p>
10:30-10:40	<b><i>Coffee break</i></b>
10:40-11:40	<p><b>PANEL DISCUSSION:</b></p> <p><b>LEARNINGS FROM THE SECTOR – What lies ahead?</b></p> <ul style="list-style-type: none"> <li>• <i>Valeria Croce</i> - Manager International Affairs and Insights, <b>EURAIL</b></li> <li>• <i>Elena Foguet</i> - Business Director Value Retail Spain, <b>VALUE RETAIL SPAIN</b></li> <li>• <i>Alex Robinson</i> – Senior Manager, Industry Partners, <b>STR GLOBAL</b></li> <li>• <i>Sabahat Pervez</i> - <b>EMIRATES</b></li> </ul> <p>Q&amp;As (10')</p> <p><b>Moderator:</b> Jennifer Iduh (ETC)</p>

11.40– 12:05	<p><b>LEARNINGS FROM DESTINATIONS – LEVERAGING NEW TECHNOLOGIES &amp; BIG DATA DURING THE PANDEMIC</b></p> <p><b>Learnings from Corona monitoring for tourism in Flanders – Vincent Nijs &amp; Steven Valcke, Visit Flanders</b></p> <p>Q&amp;As (10')</p> <p><b>Moderator:</b> Alba Lajusticia (ECM)</p>
12:05– 12:10	<p><b>Final remarks by European Cities Marketing (ECM)</b></p>

**Notes:**

- Registration to the event is free.
- As the event will be held online and to ensure the success of the workshop, the number of participants is limited to 100. Registrations will close when the maximum number of participants is reached.
- Registrations will be accepted on a "first come, first served" basis.
- Only the second day will be recorded, and presentations will be published after the event.