

**World Tourism Day 2018  
Official Celebration**

**“Tourism and the Digital Transformation”**

Budapest, Hungary, 26-28 September 2018

***PROVISIONAL PROGRAMME***

**Wednesday, 26 September 2018**

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- 15:00- 18:30**                    **Training for Startups**
- 19:00**                            **Welcome Reception** (by invitation only)

**Thursday, 27 September 2018**

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**Venue: Budapest Hilton Castle (Hess A. Ter 1-3)**

- 08:45 - 09:15**                    **Registration**
- 09:15 - 09:45**                    **Opening & Welcome**
- Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO);  
Csaba Domotor, Deputy Minister, Office of the Prime Minister;  
Gloria Guevara, President and CEO, World Travel & Tourism Council (WTTC)
- 09:45 - 10:30**                    **What are Venture Capitalists looking for when investing in Innovative Tourism Products?**

To drive innovation in tourism, product development requires access to a strong investment environment and organizations need to understand what Venture Capitalists look for when investing in Innovative Tourism Products. This panel will discuss the variables that are most pertinent to top investors.

**Moderator: Nina dos Santos, Europe Editor, CNN**

- Miguel Barbosa, Investment Director, Portugal Ventures;
- Victor Chua, Founding & Managing Partner, Vynn Capital;
- Mario Hardy, CEO, Pacific Asia Travel Association (PATA);
- Florian Mesny, Founder and CEO, Moonrakers.co;
- Mercè Tell, General Partner and co-founder, Nekko Capital;
- Julian Vinué, Director, Wayra Barcelona

10:30 - 11:30

**Start-up Competition I: Innovative Solutions for a Smarter, more Competitive and more Responsible Tourism for all**

**Brief presentation by Luis Ureta, Advisory Member, Globalia**

The 1st UNWTO Tourism Startup Competition will be the driving force for tourism startups to scale-up operations and grow internationally by providing the needed platform for the most disruptive innovators in tourism to connect with the world's top global investors and supporting business partners. Following the global call for startup applications, the 20 most disruptive finalists will pitch their idea to a jury of tourism leaders, including top global investors.

11:30 – 12:00

**Coffee Break**

12:00 - 12:45

**Unlocking the Potential of Tourism through Open Innovation – the Importance of Fostering Innovation and Entrepreneurship Ecosystems**

An innovation and entrepreneurship ecosystem and a dynamic environment where actors work together as a unit, are a precondition for tourism to remain competitive and grow sustainably. Each panelist represents one of the actors of this ecosystem.

**Moderator: Luis Martín, CEO, Barrabés**

- Martin Barth, President & CEO, World Tourism Forum Lucerne;
- Teresa Ferreira, Director for Development and Innovation, Turismo de Portugal;
- Sofia Montiel, Minister , Paraguay National Secretariat for Tourism, Senatur;
- Jack Rumble, Head of Strategy, The Baobab Network;
- Xavier Trias Arraut, Partner, Advisory PI, Ernst & Young

12:45- 13:30

**Start-up Competition II: Innovative Solutions for a Smarter, more Competitive and more Responsible Tourism for all**

13:30 – 14:45

**Networking Lunch**

14:45 - 15:30

**The Role of Technology in Sustainable Tourism**

This session will explore how big data, digital platforms, artificial intelligence and other technological systems are facilitating the implementation of products, services and processes that ultimately contribute tourism's transformation into a more sustainable sector. These technologies help organizations and destinations gain valuable insights in modern tech savvy tourists to make the tourism sector smarter, more competitive and more sustainable. This panel of tourism leaders will explore the challenges and opportunities that technology presents for sustainable tourism.

**Moderator: Diana Robino, Senior Vice President, Global Tourism Partnerships, MasterCard**

- Mark Bolan, Regional Manager EMEA, TripAdvisor;
- Adriaan Kauffmann, Booking Booster Manager, Booking.com;
- Laszlo Konnyid, CEO / President, Hotel Európa Fit / Hungarian Association of Hotels and Restaurants;
- Tomi Iljaš, Founder and President, Arctur;
- Iis P. Tussyadiah, President of the International Federation for Information Technology and Travel/Tourism

**World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations**

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**15:30 - 16:15**                    **Start-up Competition III: Innovative Solutions for a Smarter, more Competitive and more Responsible Tourism for all**

**16:15 – 17:00**                    **Big Data in Tourism**

**Keynote speech by Erdos Adam, Travel Industry Manager, Google**

Big Data is key to unlocking the potential of the tourism sector and to manage destinations in a more efficient way. This session between leaders in data analytics will explore the challenges and opportunities for the tourism sector.

**Moderator: Pal Biro, Country Business Development Manager, Google**

- Cristobal Colon, Principal, Arthur D Little;
- Kemel Kharbachi, CEO, Ágora Next;
- Brigitte Löhl, Director, Amadeus for Destinations and Media Solutions;
- Sara Pastor, Managing Director Destinations EMEA, Adara

**17:00 - 17:30**                    **Tourism, Technology and Music**

Increasingly, music tourism is a main reason for travel, as seen by the growing number of music festivals of all genres in both big cities and rural areas. These events attract an international audience, through social media and other online platforms and make it easier than ever to find events and festivals by region, genre and artist as well as for the organizers to better understand their target audience through data analytics, not only to the events but also to the destination. This session will highlight the incredible opportunity tourism, technology and music presents for destinations.

- Lauren Bissell, Vice President of Production | Blackbird Presents, Founder/CEO | Immutable Music

**17:30 – 18:00**                    **Closing remarks**

- Natalia Bayona, Senior Expert on Innovation and Digital Transformation, UNWTO

**20:00**                                **Dinner**  
Venue: Europa Boat (by invitation only)

**Friday, 28 September 2018**

Technical site visit

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