



**DRAFT
AGENDA**

FU-TOURISM: Shaping the Future of Tourism of European Regions and Cities

June 11th - Committee of the Regions, Brussels, Belgium | Online

Moderator: Pilar Santamaría, Director of Communication of Finnova

08:30-09:00 | **Registration and Welcoming**

09:00-09:10 | **Institutional Opening**

Institutional Introductory Remarks

- **Juanma Revuelta**, CEO of Finnova

09:10-09:45 | **Digitalization, Sustainability, Security and Energy: Future in Tourism**

Dynamic session to reflect on challenges and opportunities: Digitalization in Tourism, Circular Economy & Sustainable Tourism, Security & Tourism Resilience, Energy Transition & Tourism.

- **Dorota Tomalak**- Deputy Head of Unit, Secretariat of the Commission for Natural Resources, CoR
- **Isabel Yglesias Julià** - Member of the EESC
- **Lola Uña Cardenas** - Senior Advisor Public Affairs & Government Relations, World Travel & Tourism Council

09:45-10:00 | **The European Parliament's Vision for the Future of Tourism**

- **Borja Giménez Larraz**, Member of the European Parliament (EPP), Committee on Transport and Tourism (TRAN)

10:00-10:10 | **European Union Funding future calls for Tourism: 2034 Perspectives**

European funding opportunities in the tourism sector and sustainable EU projects - **Juan Viesca**, European Funds Director of Finnova

10:10-10:55 | **Voices from the European Regional Tourism Ecosystem**

Insights from Belgian tourism ecosystem on the future of tourism.

- **Bruno Bin** - Marketing Strategy at International development Department of Visit Brussels
- **Vincent Nijs** - Chief Strategist, Toerisme Vlaanderen of Visit Flanders
- **Louis Lammertyn** - CEO of BookBetter
- **Niki de Schryver** - CEO of The Cosh!
- **Karel Vanderheyden** - CEO of Camprea

10:55-11:00 | **Circular Economy and Tourism Challenge**

Launch of the Tourism Challenge in the Ibagué Startup Europe Awards 2027 - **Milton Restrepo**, General Director, Ibagué Limpia

Closing remarks - **Juanma Revuelta**, CEO of Finnova

11:00 - 11:30 | **Networking Coffee Break**



Concept Note

The event “FU-TOURISM: Shaping the Future of Tourism of European Regions and Cities” aims to create a collaborative and forward-looking discussion dedicated to exploring the main challenges and opportunities shaping the future of European tourism ecosystems. The session brings together policymakers, regional and local authorities, tourism stakeholders, innovation actors and ecosystem representatives to reflect on how tourism in Europe can become more digital, sustainable, resilient and energy-efficient in the coming years.

The event is structured as an interactive BoF (Birds of a Feather) session that promotes dialogue, foresight and co-creation. It will open with a brief introduction to the Future Challenges approach and the participatory methodology guiding the session, followed by an immersive workshop segment focused on four key transformation areas: digitalization in tourism, circular economy and sustainable tourism models, security and tourism resilience, and energy transition within the tourism sector. These thematic discussions aim to identify emerging trends, risks and opportunities for European regions and cities.

The programme will also present upcoming European funding opportunities relevant to the tourism sector, highlighting how EU programmes can support innovation, sustainability and competitiveness in tourism ecosystems. This will be complemented by insights from the European regional tourism ecosystem, including reflections from the Committee of the Regions on the future development of tourism across Europe.

A guided discussion will close the formal part of the event, summarizing key takeaways and outlining potential next steps for cooperation among stakeholders. The session will conclude with a networking FU-TOURISM coffee break, including the official launch of the tourism challenge of the Ibage Startup Europe Awards 2027.

The event will be held in an interactive format designed to encourage active participation and exchange among all stakeholders. Participants will include representatives from European institutions, regional and local authorities, tourism organizations, clusters, innovation hubs, startups and SMEs engaged in the tourism sector.

The event aims to strengthen collaboration across European tourism ecosystems, support knowledge exchange on future challenges, and promote innovative and sustainable approaches to tourism development aligned with EU priorities such as digital transformation, green transition and regional competitiveness.