



L'EVOLUZIONE È VISIBILE AGLI OCCHI

after...*

FUTURI DIGITALI

ravenna

26.11.2020 – h. 15.00

Smart Tourism and the Global Challenge

Online Event: www.afterfestival.it



Institutional Greetings

Giacomo Costantini Deputy Mayor for Tourism and Smart City, Municipality of Ravenna

Paola Salomoni Councilor for School, University, Research, Digital agenda, Emilia-Romagna Region

Andrea Corsini Councilor for Mobility and transport, Infrastructure, Tourism, Commerce, Emilia-Romagna Region

Alessandra Priante Director, Regional Department for Europe at World Tourism Organization (UNWTO)

István Ujhelyi Vice-Chair, Committee on Transport and Tourism, European Parliament

A global overview: from data to sustainable tourism

moderator: **Silvia Mazza** Travel Marketing Specialist, APT Servizi Emilia-Romagna

Tom Hall Journalist senior leader at Lonely Planet

Maria Elena Rossi Marketing and Promotion Director, Italian National Tourist Board ENIT

Francesca Benati Senior Vice President Online Travel Companies WEMEA & Italy Chief Executive Officer

Francesco Tapinassi Director, BTO Buy Tourism Online

Being a capital: smart technologies for tourism and the experience of the city

moderator: **Tom Hall** Journalist, senior leader at Lonely Planet

Jenny Taipale Director for Partnerships and Development, Helsinki Marketing

Helena Lindqvist Project Manager European Capital of Smart Tourism 2020, Göteborg & Co

Marc Sanderson International Economic Development Director & European Capital of Smart Tourism Lead, City of Malaga

Maria Grazia Marini Director Tourism Department, Municipality of Ravenna