

EU Tourism Day 2026

Agenda

26 January 2026, Brussels

Shaping the tourism of tomorrow

8:30 – 9:30	<i>Registration and welcome coffee</i>
9:30 – 9:35	Opening and welcome
9:35 – 10:05	<p>Present for the future</p> <p>Panel: Perspectives from tourism CEOs</p>
10:05 – 11:05	<p>Architecting the future of destinations</p> <p>Panel: Making the European tourism offer meet demand</p> <ul style="list-style-type: none"> • Digital solutions (access to data and AI) • New trends (marketing and offer) • Media (traditional and social media)
11:05 – 11:35	<u>Fireside talk: How to access and how to make best use of data</u>
11:35 – 11:50	<i>Coffee break</i>
11:50 – 12:50	<p>Tourism for tomorrow – EU Sustainable Tourism Strategy</p> <p>Keynote speech: Apostolos Tzitzikostas, Commissioner for Sustainable Transport and Tourism</p> <p>Political debate: Pioneering European tourism for tomorrow – what priority actions?</p>
12:50 – 14:30	<i>Networking lunch</i>

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14:30 - 15:30	The accessible destination: strategic mobility, accessibility, and the path to rebalance tourism flows Panel: For a better balanced and accessible tourism <ul style="list-style-type: none">• Mobility (urban and rural mobility)• Unbalanced tourism (seasonal/territorial distribution and the locals' perspective)• Accessibility (inclusion and accessibility in tourism)
15:30 - 16:00	<u>Fireside talk: Capitalizing on the future: How to unlock private investments in tourism</u>
16:00 - 16:20	<i>Coffee break</i>
16:20 - 17:20	The regenerative shift Panel: 'Making sustainability a competitive advantage' <ul style="list-style-type: none">• Sustainability• Resilience• Regenerative tourism
17:20 - 17:30	Destination Europe: our tourism, our brand
17:30	Closing