

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	Present for the future Panel: Perspectives from tourism CEOs
10:05 - 11:05	Architecting the future of destinations Panel: Making the European tourism offer meet demand <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:</u> How to access and how to make best use of data
11:35 - 11:50	<i>Coffee break</i>
11:50 - 12:50	Tourism for tomorrow - EU Sustainable Tourism Strategy Keynote speech: Apostolos Tzitzikostas , Commissioner for Sustainable Transport and Tourism Political debate: Pioneering European tourism for tomorrow – what priority actions?
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:</u> Capitalizing on the future: How to unlock private investments in tourism
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