



NECSTouR Annual General Meeting 2021 in Tirol

Theme: building a better recovery towards the tourism of tomorrow

21.-24. September, Alpbach, Tirol

Practical Information: All accommodations in Alpbach are in walking distance to the Congress Centre. If there is a shuttle needed (e.g. Dinner 22.9, group activity, etc.) it will be organised.

<https://congressalpbach.com/en/>

If you have allergies, special dietary requirements or you need any special assistance, please contact us in advance. It is important for us, to create an event where everyone can participate.

Vegetarian and vegan dishes are provided at all meals.

Onsite health regulations

Our priority is the health and safety of our conference attendees, employees and staff supporting. In partnership with the Congress Center Alpbach, we will continue to monitor the evolving situation and guidelines.

During the whole event (21st-24th September) we will apply additional regulations as you will see below:

Regulations for participation on-site in Alpbach are:

- A proof that you are fully vaccinated and an additional negative antigen test.
- Antigen-Testing on-site is provided for NECSTouR Members and it is free of charge
- Make sure you get tested before you participate in the "Voluntary group activity"
- If you are not vaccinated, please bring a valid negative PCR test
- Wearing a FFP 2 mask is required while you are entering the Congress Center and will be required till you are seated. FFP2 mask will be available onsite free of charge
- Please keep at least 1m distance to other participants
- Please act accordingly to specific regulations communicated onsite

Tuesday, 21st of September

Individual arrival

More information on our b2match platform

Contact for booking an accommodation at special rates: eva.korcian@alpbach.at

Assistance with booking the journey to Tyrol: sandra.kremer@tirolwerbung.at

14:30 Voluntary group activity | organized by the tourist board Alpbachtal

Meeting Point: area in front of the Congress Centre Alpbach

Dresscode: Comfortable clothing, closed shoes (for example trainers)

The tourist board of Alpbachtal is planning an exciting trip up the mountain by cable car. There will be a small reception for you at the top. As a highlight the tourist board of Alpbachtal is organising a ride downhill on the alpine coaster for those who want. The group will be back in Alpbach at around 17:00.

Don't forget to bring your Alpbachtal Guestcard! You get the Guestcard at the reception of your accommodation.

https://www.alpbachtal.at/de/region-und-orte/a-z-liste/Alpbachtaler-Lauser-Sauser_isd_137149

18:30 Welcome Dinner at Böglerhof

Meeting Point: Restaurant Böglerhof (Adress: Nr. 166, Alpbach, Austria - <https://www.boeglerhof.at/de/kulinarik/restaurant-stuben>);

The Böglerhof is located right at the opposite of the Congress Center Alpbach

Dresscode: Formal

Wednesday, 22nd of September

Congress Center Alpbach

08:00 Registration

Entrance Congress Center Alpbach

08:30 Get Together

Main Stage

- Welcome from Tirol Werbung and the NECSTouR Presidency
- NECSTouR Annual General Meeting 2021 Agenda
- NECSTouR Extraordinary Annual General Meeting 2021 Minutes
- Accounts 2021 and Budget 2022
- Membership state of the art
- Proposal to revise the NECSTouR Statutes and Internal Rules. Call for an Extraordinary Annual General
- Meeting online in the fall 2021
- Dialogue of the General Assembly Members

09:40 Surprise Activity organised by the tourist board Alpbachtal

Terrace

10:00 Work Programme

Main Stage

Strategic actions, partnerships, and projects-related updates:

- Better Places to Live, Better Places to Visit
- The Tourism of Tomorrow Lab
- The NECSTouR Climate Action Plan

10:40 Coffee Break

Europafoyer

11:00 Tourism of Tomorrow Lab

Main Stage

- Tourism of Tomorrow Lab: New strategic services for NECSTouR

12:30 Lunch and Membership Ceremony*Terrace | First Floor*

- Family picture on the terrace
- Lunch
- Membership Ceremony

13:30 Building the Tourism's Marshal Plan Through Interregional Cooperation: Regional Policies and Financial Instruments*Main Stage***Policy Recommendations**

- A conversation with Simeona Manova, Member of the Cabinet of Commissioner Elisa Ferreira, DG REGIO, European Commission
- Silke Haarich, Spatial Foresight, Policy recommendations of the DG REGIO "Study on the regional economic impact of the COVID crisis on the tourism sector in the EU"

Interregional projects

Informative session of the new INTERREG Programme: Priorities, themes, beneficiaries, timeline.

- About Interreg North-West Europe, by Vincent Rey, Responsible for territorial cooperation programmes, Île-de-France Region
- About Interreg MED, by Josep Rodriguez, Responsible for International Relations, Coordination MED Sustainable Tourism Community Barcelona Provincial Council

13:30 Coffee Break*Europafoyer***16:00 Election of the Executive Committee 2022-2024***Main Stage***13:30 Networking & Social Activity | Organized by the Local Tourist Board Alpbachtal***Europafoyer & Terrace***First Meeting of the Elected Executive Committee***Conference Room***17:00 Presentation of the Executive Committee's Decisions to the General Assembly***Main Stage*

17:10 AOB

Main Stage

19:00 Dinner at Gasthof Rossmoos | Invitation by the Local Tourist Board Alpbachtal

The Gasthof Rossmoos is situated outside the centre of Alpbach. As a participant you can choose if you prefer to take a shuttle (meeting point: 18:30 Congress Centre Alpbach) or to take a guided walk to the restaurant (approx. 30 min.).

<https://www.rossmoos.at/en/>

Thursday, 23rd of September

Thematic Conference: Building a Better Recovery Towards the Tourism of Tomorrow: Public-Private-Citizens Partnerships

Congress Center Alpbach, Desscode: Formal

08:30 Registration

Entrance Congress Center Alpbach

09:00 Opening

Main Stage

- Günther Platter, *Governor of Tirol*
- Josef Margreiter, *CEO Lebensraum Tirol Holding*
- Patrick Torrent, *President NECSTouR*

09:30 Keynote “towards the European agenda for the tourism of tomorrow 2030/2050: replying to the regional tourism ecosystems”

Main Stage

- Valentina Superti, *Director of the Directorate G, Tourism and Proximity, DG Grow, European Commission*

10:00 “Feel the roots” – Free your Mind Activity

Terrace

10:30 Keynotes

Main Stage

- The UNWTO recommendations for a better tourism recovery: the role of DMOs, by Virginia Fernandez-Trapa, *Programme Officer “Sustainable development of tourism”, UNWTO*
- Perspektiven Tirol – Insights in a new Think and Do Tank, by Josef Margreiter, *CEO Lebensraum Tirol Holding*
- The Tirolean tourism strategy “Tiroler Weg”, by Florian Phleps, *CEO Tirol Tourist Board*

11:15 Coffee Break

Europafoyer

11:30 The new “Normal” for Tourism Business: Learning from the Front Runners

Main Stage

Moderator: Professor Ljubica Knezevic, President of *Strategic Partnership for Research and Innovation in Tourism*, Slovenia

Panelists:

- Katharina Muck and Christian Haselsberger, *Tourismusverband Wilder Kaiser*
- Valeria Dufлот, *Venezia Autentica*

12:30 Lunch Break

In different Restaurants in Alpbach

14:00 Get Together

Main Stage

14:05 Impulse-Stations & Networking Marketplace

- **Impulse-Station „Greening Destinations Driving the Climate Action Plan“**
Main Stage
Moderator: Jeremy Smith, Co-Founder „*Tourism Declares a Climate Emergency*“
- **Impulse-Station „The Visitor Economy’s Digitalisation for Resilience and Sustainability“**
Workshop Room 1
Moderator: Nick Hall, CEO & Founder at the *Digital Tourism Think Thank*
- **Impulse-Station „What is Good for Residents is Good for Visitors“**
Workshop Room 2
Moderator: Jeremy Sampson, CEO *Travel Foundation*
- **Networking Marketplace**
Europafoyer
 - Clean Alpine Regions, *Standortagentur Tirol*
 - “Wöffis”, *Naturpark Karwendel*
 - Green Meeting Destination Tirol, *Convention Bureau Tirol*
 - „VerStraGem“, *Agrarmarketing Tirol & Management Center Innsbruck*
 - Alpbachtal Tourism, *Local Tourist Board Alpbach*

15:45 Learnings of the Day

Main Stage

- Key learnings from the impulse stations by the moderators
- Towards the Agenda for the Tourism of Tomorrow, by Ljubica Knežević, President of Strategic Partnership for Research and Innovation in Tourism, Slovenia

16:10 Closing

Main Stage

- Florian Phleps, *CEO Tirol Tourist Board*
- *President of NECSTouR*

16:30 Matching Event & Networking

Terrace

- Appetizer and music by “Tirol zualosen”

Dinner at own expense

Friday, 24th of September

08:00 Shuttle Service

Meeting Point: Congress Center Alpbach

09:00 Short Presentation “Sustainability in the Region”

St. Johann, Hotel Post

09:45 Visit of the Local Market St. Johann

St. Johann

10:45 Shuttle to Oberndorf – Visit of Hotel Penzighof

<https://www.penzinghof.at/>

10:45 Lunch at Hotel Penzighof

Oberndorf

10:45 Shuttle to Kufstein

13:30 Kufstein Fortress: Short Presentation of the Mobility Services in the Region & Nature Reserve “Kaisergebirge”

Kufstein Fortress <https://www.kufstein.at/en/festung-kufstein-1.html>

14:50 Jause (= Traditional Snacks)

Hotel Stadt Kufstein <https://www.hotel-stadt-kufstein.at/>

15:45 End of the Day

Shuttle Service to Alpbach OR Shuttle to Kufstein Train Station