



# NECSTouR Annual General Meeting 2021 in Tirol

*Theme: building a better recovery towards the tourism of tomorrow*

*23. 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 ( 21-24 September) health and safety requirements for on-site participation will be:

- A proof that you are **fully vaccinated or** a valid negative **PCR test**;
- If you are fully vaccinated, **an additional negative antigen test** (valid 48 hours);
- Wearing a **FFP 2 mask** while you are entering the Congress Center until you are seated;
- Keep at least **1m of distance** to the other participants;
- Act accordingly to any **specific regulation** communicated onsite.
- **Antigen and PCR Testing will be available free of charge during some timeslots** at the Congress Center in Alpbach. Please, **carefully check that timeslots and all the other useful information** on Health and Safety measures [here](#) and ensure to get always a valid negative test with you.  
FFP2 mask will be available onsite free of charge.

## Thursday, 23<sup>rd</sup> of September

**Thematic Conference: Building a better recovery towards the tourism of tomorrow: public-private-citizens partnerships**

*Congress Center Alpbach, Desscode: Formal*

**08:00 – 10:00 Free Antigen-Test and Free PCR Test available at the Congress Centre Alpbach**

*Please, ensure to have a valid Test with you before starting the activity of the day. For more information [check here](#)*

**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 of 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 Duflot, *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“**

*Workshop Room 1*

Moderator: Jeremy Smith, Co-Founder „*Tourism Declares a Climate Emergency*“

- **Impulse-Station „The Visitor Economy’s Digitalisation for Resilience and Sustainability“**

*Workshop Room 2*

Moderator: Nick Hall, CEO & Founder at the *Digital Tourism Think Thank*

- **Impulse-Station „What is Good for Residents is Good for Visitors“**

*Workshop Room 3*

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 on the Terrace with “Tiroler Marend” (= traditional snacks) by Almkulinarik Tirol and music by “Tirol zualosen”

*Dinner at own expense*