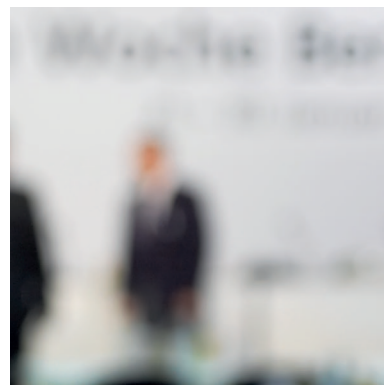


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TRAVELTRADE ATHENS2014



15 April
2014
Athens, Greece



International Summit on City Tourism & Urban Development

Organised by



European Union
European Regional
Development Fund



Regional Operational
Programme
«Attica 2007-2013»



Co-financed by Greece and the European Union

SUMMIT

Tuesday 15th April 2014

The Summit is directed to Athens & Greek Suppliers participating at TTA14

International Summit on City Tourism & Urban Development

Summit Program

08.30-09.15	Registrations
09.15-10.00	Opening Remarks
10.00 -10.45	<p>SESSION 1: The Role & Impact of Tourism in Cities</p> <p>Keynote Speech</p> <p>Mr Ignasi de Delàs i de Ugarte President of European Cities Marketing (ECM)/ Deputy General Manager of Turisme de Barcelona</p>
10.45-11.00	Networking & Refreshments Break
11.00-13.00	<p>SESSION 2: Integrated Tourism Planning as a Key Factor to Success</p> <ul style="list-style-type: none"> • Presentation: <i>The Athens Project</i> by Mr. Alexios Galinos, CEO City of Athens Development & Destination Management Agency (ADDMA) • Strategic Round Table with Greek Industry Leaders: Top executives from the City of Athens Development & Destination Management Agency ADDMA, the Association of Greek Tourism Enterprises SETE, the Hellenic Chamber of Hotels HCH will participate in this strategic round table discussion, offering their insights and answering questions on key issues of Tourism Planning & Urban development.
13.00-14.00	Lunch Break
14.00-15.15	<p>SESSION 3: City Tourism Planning, Management & Marketing: Global Success Stories</p> <ul style="list-style-type: none"> • Case Study: Tel Aviv Non Stop City Ms Hila Oren, Founder and CEO, Tel Aviv Global • The Spanish Example: Barcelona - Valencia – Bilbao Mr Juan Carlos Belloso, Future Places
15.15-15.30	Networking & Refreshments Break
15.30-16.30	<p>SESSION 4: Developing Urban Experiences for Visitors & Residents</p> <ul style="list-style-type: none"> • Service Experience Design & Development Mr Thomas Schönweitz, Whitespring • Radical Innovation- Tools & Ideas to Increase Value for Travellers Mr Martin Schobert, Turismus Design
16.30-17.00	KEY TAKE-AWAYS & CLOSING REMARKS

SPEAKERS



Mr. Alexios Galinos

CEO, City of Athens Development & Destination Management Agency (ADDMA)

Ignasi de Delàs i de Ugarte

President of European Cities Marketing (ECM)/ Deputy General Manager of Turisme de Barcelona



Hila Oren

Founder and CEO, Tel Aviv Global

Juan Carlos Belloso

Founder Future Places, Expert on Image, Development and Promotion of Places.



Thomas Schönweitz

Founder & Managing Partner of Whitespring Service Design

Martin Schobert

Managing Director & Founder of Tourismusdesign



Mr. Alexios Galinos

CEO, City of Athens Development & Destination Management Agency (ADDMA)



Presentation

SESSION 2: Integrated Tourism Planning as a Key Factor to Success

The Athens Project.

*Mr Galinos will present on behalf of Athens Development and Destination Management Agency ADDMA, the case of **The Athens Project**. He will be analysing the project's purpose, the strategic priorities, the expected results and impact that this mega urban development project will bring on the city of Athens, its citizens and visitors.*

*The Athens Development and Destination Management Agency (ADDMA) is transforming Athens, with its citizens' help, into a leading and vibrant European capital. On behalf of the Municipality of Athens, ADDMA is delivering an ambitious 10-year development plan. Known as **The Athens Project**, the plan is all about improving quality of life in the city, encouraging tourism and nurturing local entrepreneurship. Creative, extrovert and with a distinctly youthful feel, the new characteristics of the transformed city will make Athens both a better place to live and visit.*

*Substantial urban regeneration, improvements to citizens' quality of life, greater competitiveness and the flowering of entrepreneurship coupled by the creation of new jobs will result from the implementation of **The Athens Project**.*

***The Athens Project** is actively seeking to alleviate the city's social crisis by supporting the inclusion of vulnerable groups and encouraging social entrepreneurship.*

Bio

Alexios Galinos is a development economist.

He has been an advisor to the Municipality of Athens in economic development matters since 2003. He has led the establishment of a municipal agency whose objective is the management and implementation of tourism and economic development in Athens, and he served as the organisation's first Director-General from 2005 to 2007.

He has also served as Special Secretary and Advisor to the Hellenic Ministry of Foreign Affairs between 2007-2009. Prior to that, he worked as an external consultant at the World Bank and for NGOs in several countries including India and the Democratic Republic of Congo.

He holds a Master's Degree in Public Administration from Harvard University, an MSc in European Social Policy from the London School of Economics and Political Science and a BA in Economics from Bates College.

Ignasi de Delàs i de Ugarte

President of European Cities Marketing (ECM)/ Deputy General Manager of Turisme de Barcelona



Presentation

SESSION 1: The Role & Impact of Tourism in Cities

"The Role & Impact of Tourism in Cities".

Ignasi de Delàs, President of European Cities Marketing will tackle the evolution of tourism in Europe in a global context and evaluate the risks for Europe to loose market share compared to emerging countries. Then, he will focus on the evolution of urban tourism at the European scale, and more specifically the role of cities as regenerators of the economy at the national level to conclude with the challenges and opportunities for urban tourism in the future.

Bio

Ignasi de Delàs i de Ugarte is the Deputy General Manager of Turisme de Barcelona and President of ECM (European Cities Marketing) not for profit membership association dedicated to strengthening and improving European City Marketing.

From 1983 to 1988 he was member of the Planning Studies Center and permanent consultant in the Centre d'Etudes des Transports dans la Méditerranée Occidentale, organism which depended on the United Nations. Later he worked in THR, as a consultant to companies on issues of hotel management and restaurant industry, and he was an international consultant of the WTO (World Tourism Organization) and the UNDP (United Nations Development Program).

From 1992 to 2000, he was the Director of planning and management control of the Consortium Turisme de Barcelona, company created in 1993 by the Town hall of Barcelona and the Official Chamber of Trade, Industry and Navigation of Barcelona.

From 2000 to 2004, he was the Deputy General Director of Turisme de Barcelona. As the Director of the Catalan Tourism Board (2004-2011), he contributed to launch the Catalan Agency of Tourism.

He has a Degree on Economic and Management Sciences by the University of Barcelona.

Hila Oren

Founder and CEO, Tel Aviv Global



Presentation

SESSION 3: City Tourism Planning, Management & Marketing:
Global Success Stories

“Tel Aviv (B)leisure – Business and Leisure”

Bio

An entrepreneur and innovator, Hila has dedicated herself to public service. In her capacity as General Director of the Tel Aviv Global City Administration, Hila oversees and directs a strategic task force in charge of developing and implementing a national project to elevate Tel Aviv's international positioning as Israel's Global City.

Prior to this appointment Hila held positions as General Director of the Tel Aviv Centennial Administration, Director of Tourism Operations in the Society for the Protection of Nature in Israel, CEO of the Municipal Cultural Company Ltd, and CEO and Managing Partner of Hofesh Ltd, a private company.

Her other public positions include Chair of the School of Visual Theater in Jerusalem, member of the Culture Directorate of the Festival Department at the Israeli Ministry of Culture, Board Member of the Vertigo Dance Troupe and Advisor on Cultural and Education Affairs for 9 Local Governments.

Hila Oren holds a BA with honors and a Master's Degree in Business Administration from Tel Aviv University

Juan Carlos Belloso

Founder Future Places, Expert on Image, Development and Promotion of Places.



Presentation

SESSION 3: City Tourism Planning, Management & Marketing: Global Success Stories

“Barcelona, Bilbao and Valencia: Successful cases of Urban Planning, Urban Change and Tourism Development”

Barcelona, Bilbao and Valencia are 3 good examples in Spain of the close relationship between urban planning, city transformation and tourism development. In this presentation we will review the three cases to understand how the process of continuous transformation of the place together with a careful tourism planning and promotion strategy have impacted significantly the development of the tourism sector in those cities becoming one of the most significant and growing economic sectors for those places even in the recent years of economic crisis.

Bio

Juan Carlos Belloso is a renowned international expert in the Image, Development and Promotion of Places, based in Barcelona.

Juan Carlos has been, for many years, advising the City Council of Barcelona and other Barcelona city organizations and institutions in the areas of city strategy, development, image and promotion; as well as in the development and promotion of the cultural and creative sector and is a founding member of the board of 'Barcelona Global', a private, independent and not-for-profit civil society platform made up of business leaders, professionals and entrepreneurs committed to Barcelona and its future.

Juan Carlos is also an advisor to various places (nations, regions, cities, urban areas) and public, private institutions and cultural organizations worldwide and is a frequent speaker and writer on different topics related to the image, development and promotion of places, to tourism development and promotion and to the development and promotion of the cultural and creative sectors and their role in place development and promotion, having contributed to different books and publications.

Thomas Schönweitz

Founder & Managing Partner of Whitespring Service Design



Presentation

SESSION 4: Developing Urban Experiences for Visitors & Residents

*"It's the end of the world as we know it..."
... and I feel fine? (R.E.M)*

What do Global Warming, Smartphones and Brian Chesky have in common? Why does everybody care about Bicycles, Carsharing and airbeds right now? And should you? How can you bullet-proof your business against what the economy throws at you?

Experience Design and Design Thinking focus on what's important: The user. We will look at how the user is not the user you know anymore, and how we can create meaningful and engaging experiences that create value for you and your customer alike. Not only that, but also for your employees, establishing lasting relationships, reduce stress and complaints, improving recommendations and social media reach. In short: How can you, too, become a company for the 21st century?

Bio

Thomas Schönweitz is founder and managing Partner of Whitespring Service Design. He is a lecturer for Service Design at the HfG Schwäbisch Gmünd and Hochschule Hof and the German Representative for the Service Design Network International. He is conference chair of the Service Design Network Germany Conference and was a host to the Munich Global Service Jam. He is EXIST Startup Coach for Business Development and Marketing and co-organizer and coach of the Munich Startup Accelerator.

Thomas Schönweitz is founder and managing Partner of Whitespring Service Design. He studied Digital Media Production with focus on Service Design and graduated Best of Class. He is a lecturer for Service Design at the HfG Schwäbisch Gmünd and the German Representative for the Service Design Network International, and as such highly engaged in the Service Design Community. He is a Host to the Munich Global Service Jam and hosts and organizes various other Service Design Events in Germany. He is EXIST Startup Coach for Business Development and Marketing. He coaches innovation and HR development strategies to companies of all sizes and is a regular speaker at international events and conferences.

Martin Schobert

Managing Director & Founder of Tourismusdesign



Presentation

SESSION 4: Developing Urban Experiences for Visitors & Residents

"Radical Innovation in Tourism" - 7 Steps to Provide Meaningful Experiences for Urban Travelers

Branding a touristic destination today means providing compelling services and brand experiences for visitors to move them from satisfied customers to enthusiastic ambassadors of the destination. In many cases it needs

- new but structured methods which focus the visitor first*
- simple but effective tools to generate useful ideas for both - the hospitality industry and the visitors*
- innovative approaches to do the same things differently - with a huge focus on benefits for the consumer.*

Nowadays it is not possible anymore to differentiate among touristic competitors by advertising and good digital PR, SEO, social media presence. The job for Destination Management Companies and touristic or tourism related service provider is to radically innovate through services the traveller even don't know that he/she should demand them. To be the perfect guide for travelers to the most emotional and meaningful experiences of their touristic landscape is the recipe for success also in the near future. "Stop selling beds, start thinking radically innovative - always with the eyes of your guest!". This is the way of product development and tourism management by "radical innovation". Martin Schobert shows 7 options for you to find your own way of providing established products differently, fresh, uncomplicated and successfully to the "new" traveler who are keen to experience new insights for their everyday's life.

Bio

Martin Schobert is managing director and founder of "tourismusdesign" consultancy since March 2010. Tourismusdesign supports businesses in travel and tourism in: product development and design of brand experiences of destinations, attractions, sceneries, leisure parks, cable car companies; optimizing the "customer journey" of travellers by customer centered service design; coaching in (digital) communications (online brand management, corporate wording, storytelling, content strategy, online-PR, user enhanced content, re-launches, "on the road").

Martin Schobert teaches Social Media and Experience Design at the new master's program Hospitality & Tourism Management at the University of Applied Sciences Vienna and Innovation in Destination and Product Development at University of Applied Sciences Salzburg and had guest lectures at IMC University of applied sciences Krems or Modul University Vienna.

From 1998 - 2010 he worked at the Austrian National Tourist Office (ANTO) at the head office and ANTO's office in Paris. As a member of the management board (2007-2009) he acted as "Head of Research & Development" and led the teams "Internet Strategy", "Tourism & Market-Research", "Business Intelligence" and "IT Service & Support".

Martin shares his knowledge as a speaker at international conferences like ITB, PhocusWright@ITB, FVW Online Marketing Day, Enter, tourismconference at Real Vienna, ITS International Tourism Symposium, ETC eBusiness Academy, EyeFor-Travel Social Media and Marketing Conference Prague Weiz Tourismusforum as well as speaking at expert-panels at ITB, US Travelcom, Brennpunkt eTourism Austria / Germany and more.

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