

DRAFT AGENDA

OECD Tourism Trends and Policies 2020 - Launch event

15:00-17:00, Wednesday, 4 March 2020; Room: CityCube /
Level 3 / M4, ITB Berlin



Co-funded by the
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■ ABOUT THE OECD TOURISM COMMITTEE

The Organisation for Economic Co-operation and Development's (OECD) mission is to promote policies that improve economic and social well-being of people around the world. The OECD Tourism Committee, created in 1948, acts as the OECD forum for exchange, and for monitoring policies and structural changes affecting the development of domestic and international tourism. It actively promotes the sustainable economic growth of tourism.

■ PUBLICATION LAUNCH

The OECD is organising a policy event at ITB Berlin, for the launch of [OECD Tourism Trends and Policies 2020](#), a publication undertaken in co-operation with the European Commission. The flagship publication highlights good practices and key policy and governance reforms in tourism, providing a global perspective with the inclusion of 51 OECD and partner countries. The 2020 edition includes data on domestic, inbound and outbound tourism, and provides a clear picture of new policies designed to improve competitiveness and sustainability in the sector. Key chapters focus on preparing tourism businesses for the digital transformation, and rethinking tourism success to promote more sustainable and inclusive tourism development.

The event will bring together high-level policy makers and industry decision makers to discuss the latest tourism trends and policy responses, with a particular focus on better managing tourism destinations for sustainable growth.

■ PANEL: RETHINKING TOURISM FOR SUSTAINABLE DESTINATION DEVELOPMENT

As tourism continues to grow strongly, governments are actively fostering tourism development that brings clear economic benefits, while also providing a wider set of advantages for places, local communities, businesses, employees, and visitors.

[OECD Tourism Trends and Policies 2020](#) highlights how policy measures to spread tourism in time and space have become a priority, to deal effectively with overcrowding in heavily visited destinations and spread the economic and other benefits to less visited areas, as well as encouraging better resource use and more stable employment. Ensuring these policies are actually having the desired impact at the destination level remains a challenge, and countries are responding by strengthening co-ordination and implementation mechanisms, reforming destination management practices, modernising regulations, adopting digital solutions, and strengthening dialogue with civil society and private sector in policy making.

There is a need to rethink tourism success if destinations are to develop policy solutions that strike a balance between the benefits and costs associated with tourism development, and implement a sustainable vision for the future. Sustainability needs to be mainstreamed in tourism policies and industry practices, supported by data to inform decision-making and better plan for the type and scale of tourism growth appropriate for individual destinations.

■ DRAFT AGENDA

15:00-15:15 Launch of OECD Tourism Trends and Policies 2020

Presentation by:

Ulrik Vestergaard Knudsen, Deputy Secretary-General | OECD

15:15-16:15 Panel: Rethinking tourism for sustainable destination development

Moderator	Alain Dupeyras , Head Regional Development and Tourism Division, OECD
Panellist	Haris Theoharis , Minister for Tourism Greece
	Brigitte Joly , Director General, Tourism Branch Industry Canada, Canada
	Johann Jones , Head of Safety and Sustainability Tourlane
	Anna Athanasopoulou , Head of Tourism, Textiles and Creative Industries DG GROW, European Commission
	Jos Vranken , CEO Netherlands Board of Tourism & Conventions

16:15 – 16:45 Q&A

16:45-17:00 Closing Remarks

Sérgio Guerreiro, Chair | OECD Tourism Committee

■ DISCUSSION POINTS

- What trends are likely to present the greatest challenges and opportunities for the sustainable development of tourism, now and in the future?
- What effective policy approaches are helping to maximise the economic, environmental and social benefits of tourism, while reducing the pressures resulting from unplanned and unbalanced growth?
- What policy tools and solutions are needed to strike a better balance between the benefits and costs associated with tourism development, and ensure that tourism strategies are successfully implemented on the ground?
- What role for industry, and civil society, to support more sustainable tourism development?

■ CONTACTS

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■ REGISTRATION

Please indicate your interest to participate at this [link](#). Please note that capacity in the room is limited.