

## OECD Tourism Trends and Policies 2018 Workshop

12:30-14:30, Thursday, 8 March 2018

Room: Weimar 3\* (between Hall 4 & Hall 7 at Messe Berlin), ITB Berlin,

### ■ Launch of OECD Tourism Trends and Policies 2018

The OECD is organising a policy workshop at ITB Berlin, for the **launch of OECD Tourism Trends and Policies 2018**. The event will bring together high-level policy makers and industry decision makers to discuss key tourism trends and policy priorities emerging from the report, with a particular **focus on megatrends likely to shape the future of tourism**.

**OECD Tourism Trends and Policies 2018** is undertaken in co-operation with the European Commission. This biennial report focuses on **key policy and governance reforms in tourism** and provides a global perspective with the inclusion of 49 OECD and partner countries. As always, it is a rich source of data on domestic, inbound and outbound tourism, and on the size of the tourism economy, and provides a clear picture of new policies designed to support competitiveness, innovation and growth in tourism. The 2018 edition presents standardised data covering domestic, inbound and outbound tourism, enterprises and employment, and internal tourism consumption. The report also explores the impacts and relevance of megatrends for tourism to 2040, and the need for a shift to investment and financing practices that better support sustainable tourism development.

- *Weimar 3 is located on Meeting Bridge B/Passage between Hall 4 & Hall 7 at Messe Berlin*

### ■ Panel: How will Global Megatrends shape the future of tourism?

The future of tourism **will be impacted by large-scale social, economic, political, environmental and technological changes, bringing new and often unseen challenges, threats and opportunities**. These megatrends are slow to form, but once they have taken root, exercise a profound and lasting influence on human activities, processes and perceptions, including for tourism. **Analysis of these megatrends enables the policy maker to take an important step in redirecting attention** to slow moving but significant shifts in patterns. An in-depth discussion, involving a variety of key stakeholders, can help to bring a currently unseen challenge, threat or opportunity, onto the strategic agenda.

**OECD Tourism Trends and Policies 2018** identifies and analyses four megatrends likely to have significant impacts and relevance for tourism: i) evolving visitor demand; ii) sustainable tourism growth; iii) enabling technologies; and iv) travel mobility. Exploring the multi-dimensional implications of these megatrends to 2040 is important to inform policy and shape the future of tourism. Each megatrends is examined with respect to its likely impact on the tourism sector, including key facts and projections for the future.

The specific **impacts of megatrends for tourism to 2040 remain uncertain**. In order to begin to look forward, however, governments must first have a clear sense of the value of tourism for their economies and invest accordingly. OECD Tourism Trends and Policies 2018 outlines a path forward for policy makers. The best approach for policy makers should be **to consider how to build systemic and strategic approaches to adapt in an increasingly fast-moving, inter-connected and dynamic environment**. In addition to adopting an integrated governmental approach, there are three key areas that require focus: i) modernising regulatory and legislative frameworks, ii) cultivating partnerships with key stakeholders and i) exploring ways to future-proof policies.

## ■ Draft agenda

12:30-12:50	<b>Launch of OECD Tourism Trends and Policies 2018</b>
	<b>Presentations by:</b> <b>Alain Dupeyras</b> , Head of Regional Development and Tourism, OECD <b>Anna Athanasopoulou</b> , Head of Unit for Tourism, Emerging and Creative Industries, DG GROW, European Commission
12:50-14:10	<b>Preparing for megatrends to better shape the future of tourism</b>
	<b>Moderator:</b> <ul style="list-style-type: none"><li>• <b>Richard Kampf</b>, Head of Tourism Affairs, Promotion Activities Directorate, SECO, Switzerland</li></ul> <b>Panellists:</b> <ul style="list-style-type: none"><li>• <b>Annika Anton</b>, Executive Officer in Tourism, Ministry of Economic Affairs and Communications, Estonia</li><li>• <b>Sérgio Guerreiro</b>, Chair of the OECD Tourism Committee</li><li>• <b>Tom Jenkins</b>, CEO, European Tourism Association ETOA</li><li>• <b>Susanne Kraus-Winkler</b>, President, HOTREC</li></ul>
14:10-14:20	<b>Q&amp;A</b>
14:20-14:30	<b>Closing Remarks</b>
	<b>Peter Haxton</b> , Policy Analyst, Regional Development and Tourism Division, OECD

## ■ Discussion points:

- *How do megatrends - such as evolving tourism demand, sustainable growth, enabling technologies and travel mobility - influence i) tourism demand and consumption, ii) tourism supply and infrastructure, iii) the future of jobs in tourism?*
- *How should tourism policy makers prepare for the challenges and opportunities posed by megatrends over the next quarter of a century (e.g. modernising regulatory and legislative frameworks, cultivating partnerships with key stakeholders, and taking steps to future-proof tourism policy), and what are some examples of good policy practices?*
- *How are countries developing forward-looking tourism strategies that take into account megatrends and how can scenario planning contribute to this process?*

