




Workshop on “Building Strong Tourism Destinations”

AGENDA

 In person  6-7 June 2024  13:30-17:45, 9:00-13:00

Venue: Federal Ministry of Labour and Economy, Stubenring 1, 1010 Vienna, Austria

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View over Vienna from Leopoldsdorf
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This workshop is organised by OECD together with the Austrian Federal Ministry of Labour and Economy. It will bring together actors across government and tourism destinations to discuss actions to diversify tourism and build stronger, more sustainable and resilient destinations. It will consider effective approaches to multilevel governance structures with co-operation across all levels and relevant sectors as well as the need for a stronger evidence-base for decision-making. Participants will exchange views and experiences on the development of strategies, programmes and initiatives to strengthen destinations. The aim is to have an interactive and dynamic dialogue.

Time	Thursday 6 June 2024
13:30–14:00	Registration
14:00–14:20	<p>Welcome and opening remarks</p> <ul style="list-style-type: none"> • Ms. Susanne Kraus-Winkler, State Secretary for Tourism, Federal Ministry of Labour and Economy, Austria • Mr. Nadim Ahmad, Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities
	<p>Session 1: Governance structures for strong tourism destinations</p> <p>Many sustainability and resilience issues are best tackled at the destination level to address diverse and specific needs, with broad stakeholder engagement and involvement of local communities. Building a co-operative governance framework with clear management structures can provide a base for more agility as well as coherence in long-term strategic planning.</p> <ul style="list-style-type: none"> • Moderated by Mr. Stefan Hartman, Head of Department at the European Tourism Futures Institute, NHL Stenden University
14:20–14:45	<p>Keynote</p> <ul style="list-style-type: none"> • Mr. Harald Pechlaner, Professor, Catholic University of Eichstätt-Ingolstadt, Germany
14:45–16:00	<p>Panel 1: Promoting co-operation across levels of government</p> <p>Lead interventions:</p> <ul style="list-style-type: none"> • Ms. Kirsti Ala-Mutka, Policy Officer, European Commission, DG GROW - European Commission initiatives to strategically support stronger tourism destinations including with strategic advice, capacity building for crisis management and data management, as well as facilitating peer learning and exchange of best practices, including with the upcoming Together for Tourism stakeholder support platform. • Mr. Paul Keeley, Director of Regional Development, Fáilte Ireland - the development of Ireland's Regional Tourism Development Strategies through a collective approach, with ongoing collaboration between partners and across borders. • Ms. Külli Kraner, Head of Tourism Policy, Ministry of Economic Affairs and Communications, Estonia - creating strategic and data-driven DMOs and fostering collaboration between the public and private sectors in destinations and promoting sustainable product development. • Ms. Gracen Chungath, Senior Vice President, Destination Development, Destination Canada - fostering collaboration and building a more resilient tourism sector with cross-boundary, intentional, destination development through Canada's Tourism Corridor Strategy Program. <p><i>Q&A/Discussion</i></p>
16:00–16:30	Networking Coffee

16:30–17:45	<p>Panel 2: Governance within destinations to manage and diversify tourism</p> <p>Lead interventions:</p> <ul style="list-style-type: none"> • Ms. Mirjam Linge, Expert for Sustainability and Destination Development, Competence Centre for Sustainability, Tyrol Tourism Board, Austria - integrating regional and local governance structures and establishing and managing collaborative networks for sustainable destination development. • Ms. Kiri Goulter, Director of Destination Management, Regional Tourism New Zealand - support to develop tailored regional destination plans across all 31 regions in New Zealand. • Mr. Bastiaan Overeem, Program Manager Destination Development, Netherlands Board of Tourism and Conventions - connecting and facilitating the actions of cities, regions and business owners to develop a liveable and valuable destination for residents, visitors and businesses. • Ms. Soline Archambault, Director, Grand Sites of France Network - identifying and implementing best practices to manage tourism flows in nature tourism sites. <p><i>Q&A/Discussion</i></p>
19:00	Networking Dinner

Time	Friday 7 June 2024
8:45–9:00	Arrival
9:00–9:15	Welcome and recap of Day 1
	<p>Session 2: Building evidence for strong tourism destinations</p> <p>Building more sustainable and resilient destinations involves quantifying the trade-offs and finding the good balance between the economic growth and the impacts on the environment and local communities. Reaching this balance requires better evidence to understand the (changing) impacts at the local level and create strategies and tailored plans for destination development and management.</p> <ul style="list-style-type: none"> • Moderated by Mr. Stefan Hartman, Head of Department at the European Tourism Futures Institute, NHL Stenden University
9:15–9:40	<p>Keynote</p> <ul style="list-style-type: none"> • Ms. Nagore Uresandi, CEO, @IN2DESTINATION, Spain
9:40–10:55	<p>Panel 3: Collecting, managing and interpreting data for the local level</p> <p>Lead interventions:</p> <ul style="list-style-type: none"> • Ms. Clara van der Pol, Director of Tourism Statistics, UN Tourism - measuring tourism at all levels to support the evidence-based management of tourism, including through the International Network of Sustainable Tourism Observatories and the Statistical Framework for Measuring Sustainable Tourism.

	<ul style="list-style-type: none"> • Mr. Sergio Guerreiro, Senior Director, Turismo de Portugal - creating a network of (seven) regional sustainability observatories to allow for an in-depth knowledge of the impacts of tourism on the territory and greater efficiency in the planning and management of destinations. • Mr. Florian Größwang, Co-Founder TourCert Austria, Austria - developing regional information and monitoring systems (RESY) for pilot tourism destinations; using data for transformative processes in businesses and destinations. • Mr Tarek Habib, CEO, Murmuration - using satellite imagery and alternative data sources to measure and predict the environmental impact of tourism on local destinations. <p><i>Q&A/Discussion</i></p>
10:55–11:30	Networking Coffee
11:30–12:45	<p>Panel 4: Using data to support decision-making and monitoring at the local level</p> <p>Lead interventions:</p> <ul style="list-style-type: none"> • Mr. Wolfgang Wild, Head of Marketing and Communication, Wagrain-Kleinarl Tourism Board, Austria - collecting and using data for destination management for driving the change process towards sustainable and regenerative tourism. • Ms. Nina Vesterinen, Tourism Director, City of Helsinki, Finland - using a knowledge-based management tool at the city level to support smarter and more sustainable tourism development across different stages of decision-making. • Mr. Dejan Iskra, Destination Manager, RDA Green Karst, Slovenia - integrating localised visitation data with nationally available information to better manage tourism flows in destinations. • Mr. Ulf Sonntag, Managing Director, Institute for Tourism Research in Northern Europe - measuring residents' attitudes towards tourism at the local level to support tourism development and strategies. <p><i>Q&A/Discussion</i></p>
12:45–13:00	<p>Closing remarks</p> <ul style="list-style-type: none"> • Mr. Nadim Ahmad, Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities • Ms. Ulrike Rauch-Keschmann, Director General for Tourism, Federal Ministry of Labour and Economy, Austria
13:00	Networking Lunch

Please note that photographs and video recordings will be taken throughout the event. Participants may, therefore, appear on such footage. By taking part in this event, you consent to the processing of photographs and video footage by the organisers and to the publication of this material on their websites and social media channels. If you do not wish to be included in the photographs or video recordings of the event, please contact the event organiser.

This workshop is organised as part of the OECD Tourism Committee's priority activity 'Supporting recovery and preparing for a more resilient tourism economy' [[CFE_TOU\(2023\)2](#)]. This work focuses on addressing structural vulnerabilities and preparing the tourism sector to better adapt, respond and recover from shocks in the future. It is structured around three priority issues: tackling tourism workforce issues, strengthening tourism SMEs, and diversifying tourism destinations, and is implemented through a series of workshops/webinars.

Note: This workshop will take place in English and is organised as an in-person event only.

Contacts

- OECD: Ms. Kristen Corrie, Policy Analyst, Tourism Unit, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (kristen.corrie@oecd.org)
- Austria: Ms. Monika Klinger, Head of Department, International Tourism Affairs, Federal Ministry of Labour and Economy (monika.klinger@bmaw.gv.at)

Transport

We encourage you to travel in an environmentally friendly way. If possible, please travel by public transport. In case of reduced mobility, please contact us so that we may assist you accordingly!

Getting from the airport to the city by train:

- [City Airport Train](#): 30 min. interval, 16 min. ride (non-stop), stops at Landstraße-Wien-Mitte
- [Schnellbahn S7](#) (suburban train): 30 min. interval, 25 min. ride (with stops), stops at Landstraße-Wien-Mitte

Getting from the airport to the city by bus:

[Vienna Airport Lines](#): 30 min. interval, 20-40 min. ride, stops near Schwedenplatz (line 1) as well as at Wien Hauptbahnhof and Wien Westbahnhof (line 2)

Public transport in Vienna:

The Vienna public transport network is extensive and reliable. Tickets are available for single rides and extended periods (e.g. 24-72 hours). Trips can easily be planned [online](#) or via the mobile app WienMobil (available for [Android](#) and [iOS](#)).

Accommodation

Participants are responsible for booking and paying for their accommodation. There are [numerous hotels in all categories](#) close to the meeting venue on Stubenring 1, 1010 Vienna. Please also find online a list of accommodations awarded with the [Austrian Ecolabel](#).

Venue

Federal Ministry of Labour and Economy
Stubenring 1, 1010 Vienna
Coordinates: 48.20994, 16.38301

The Ministry is situated on Vienna's iconic Ringstraße, which encases the city's historic centre. It is within walking distance (2-7 minutes) from several public transport stops: Schwedenplatz (metro lines U1, U4), Julius-Raab-Platz (tram lines 1, 2), Stubentor (metro line U3), and Landstraße-Wien-Mitte (metro lines U3, U4).