

# The future of tourism

Webinar 16.06.2020 10:00-13:00

**Northern Europe's largest city network invites you to a webinar on the future of tourism.**

- 1. Ways out of the lockdown**
- 2. Future marketing of the region**
- 3. Changes in the tourism industry**

## Agenda

**Tuesday, 16.06.2020**

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|--------------|---|
| <b>10:00</b> | <b>Welcome</b>  |
|              | Mantas Jurgutis, President of UBC   |
|              | Wolfgang Schmidt, Chairman UBC Smart and Prospering Cities Commission       |
| <b>10:15</b> | <b>The future of tourism in BSR</b>   |
|              | Dr. Bettina Bunge, CEO Schleswig-Holstein Tourism Board & Convention Bureau |
| <b>10:45</b> | <b>Break</b>  |
| <b>11:00</b> | <b>The future of tourism in the Alps</b>                                    |
|              | Hermann Fercher, President Best of the Alps                                 |
| <b>11:30</b> | <b>Mountains and sea - a surprising partnership</b>                         |
|              | Birgit Friese, CEO Tourism-Service Kampen                                   |
| <b>11:35</b> | <b>Break</b>  |
| <b>11:45</b> | <b>City Cases</b>   |
|              | Anne-Marget Hellén, Visit Turku, Finland                                    |
|              | Marta Chelkowska, Pomorskie Voivodeship, Poland                             |
|              | Uwe Wanger, Kiel-Marketing, Germany   |
| <b>12:15</b> | <b>Come together</b>  |
| <b>13:00</b> | <b>End</b>  |