

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

- | | |
|--------------|---|
| 10:00 | Welcome

Mantas Jurgutis, President of UBC

Wolfgang Schmidt, Chairman UBC Smart and Prospering Cities Commission |
| 10:15 | The future of tourism in BSR

NN, Baltic Sea Tourism Center (tbc) |
| 10:45 | Break |
| 11:00 | The future of tourism in the Alps

Hermann Fercher, President Best of the Alps |
| 11:30 | Break |
| 11:45 | City Cases

Anne-Marget Hellén, Visit Turku, Finland

Marta Chełkowska, Pomorskie Voivodeship, Poland

Uwe Wanger, Kiel Marketing, Germany (tbc) |
| 12:30 | Come together |
| 13:00 | End |