



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



New platform tourism services (or the so-called sharing economy)

Thursday, 9 March 2017 (11:00 – 12:00)
Room M1, CityCube Berlin, ITB

Programme

The World Tourism Organization (UNWTO) is currently conducting a research on 'private tourism services through digital platforms', a phenomenon often referred to as the 'sharing economy', the 'collaborative economy' or 'peer to peer' (P2P) economy.

During ITB 2017, UNWTO will present the preliminary results of this ongoing research.

The event intends to discuss the importance of this topic, the various issues it raises, and how these issues are being addressed by many destinations.

11:00 – 11:05 Opening remarks, by Mr. Taleb Rifai, Secretary-General, UNWTO

11:05 – 11:15 Presentation of survey's preliminary results, by Mr. John Kester, Director, Tourism Market Trends Programme, UNWTO

11:15 – 11:45 Panel debate

Moderator: Ms. Sandra Carvao, Chief of Communications and Publications, UNWTO

Panellists:

- Klemens Himpele, Head of Service, Municipal Department, Economic Affairs, Labour and Statistics, City of Vienna
- Isaac Mizrachi, Director of Tourism, City of Tel Aviv
- Leslie Vella, Chief Officer Strategic Planning/Deputy CEO, Malta Tourism Authority
- Ana Blanco, Director, Supply Development, Portuguese Tourism Board
- Patrick Torrent, President, NECSTouR
- John Kester, Director, Tourism Market Trends Programme, UNWTO

11:45 – 12:00 Q&A