



Programme

Seminar on New Business Models: Disruption and Opportunities

Vilnius, Lithuania, 26 May 2016

Information and communications technology (ICT) has been driving a wide array of innovations and new business models in tourism. Such innovations can be a source of market growth, yet they can also be disruptive for more traditional businesses and practices, raising issues relating to competition, regulation, taxation, quality and consumer protection. This has been the case particularly with the growing use of the internet platforms facilitating peer-to-peer transactions for information and booking, accommodation, transport, catering and activities, often referred to as 'sharing or collaborative economy'.

The seminar will look at how these new business models are changing the tourism landscape and how the sector is responding. It will also explore how destinations can find a balance between ensuring a level playing field for new and traditional models whilst at the same time stimulating innovation and better tourism experiences.

Thursday, 26 May 2016

08:30 – 09:00 Registration

09:00 – 09:30 Opening Ceremony

- Mr. Taleb Rifai, Secretary-General, World Tourism Organization
- H.E. Mr. Evaldas Gustas, Minister of Economy of Lithuania

09:30 – 09:40 Setting the scene: Managing the growth of peer-to-peer driven tourism services

- Mr. Márcio Favilla L. de Paula, Executive Director for Operational Programmes and Institutional Relations

09:40 – 11:20

Panel 1: The search for new tourism experiences

New business models are delivering a wide range of tourism services and products within accommodation, transportation, dining and the travel experience. This panel will explore how these services are changing destination offers, and also look at how traditional businesses are responding to the challenge of these new offers.

Moderator: Mr. Ian Taylor, Executive Editor, Travel Weekly Group

Panelists:

- Mr. Clement Wong, Founder, BeMyGuest



- Mrs. Evalda Šiškauskienė, the President of the Lithuanian Hotels and Restaurants Association
- Mr. Kike Sarasola, Founder, Room Mate Hotels
- Ms. Helena Egan, Global Director, Industry relations, TripAdvisor
- Mr. RJ Friedlander, Founder & CEO, ReviewPro

11:20 – 11:50 Coffee Break

11:50 – 13:20 **Panel 2: Creating a fair and dynamic business environment**

As new business models arise, there is often a need to rethink regulatory and legal instruments to cover their activities, not only to ensure a level playing field, but also to ensure that consumers are protected and that they receive the best possible experiences. This panel will look at how destinations are trying to strike this balance.

Moderator: Mr. Fernando Gallardo, Hotel analyst, consultant and hotel critic in El País daily

Panelists:

- Mr. Christian de Barrin, CEO, HOTREC
- Mr. Jos Vranken, Managing Director, NBTC Holland Marketing
- Ms. Krisztina Boros, Tourism Policy Unit, European Commission
- Mr. Linas Žabaliūnas, President of the Tourism Chamber of the Republic of Lithuania
- Ms. Sofia Gkiousou, Public Policy Manager, Airbnb

13:20 – 13:30 Conclusions - Mr. Marjan Hribar, Special Adviser of the Secretary-General.

13:30 End of seminar

For further information:

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Moderators and Speakers

Panel 1



Mr. Ian Taylor, Executive Editor, Travel Weekly Group

Ian is the executive editor of Travel Weekly Group in the UK, reporting online and in print for Travel Weekly and the daily Travel Weekly Business:am. He is responsible for much of Travel Weekly's analysis of the sector and moderates many Travel Weekly Business events. Ian is a career journalist who has worked in travel for most of the last 16 years.



Mr. Clement Wong, Founder, BeMyGuest

As the Founder and CEO of BeMyGuest, Clement has brought it to become the global leader for Asian tours and activities content, as well as being featured on the prestigious Fast Company's annual 'World's 50 Most Innovative Companies 2016' list. Throughout his career, Clement has worked with global travel companies on their strategies and research. He was Director Research at Phocuswright Europe. Before that, he was the Global Analyst at Travelport GDS and also headed up Travel & Tourism Research for the EMEA region at Euromonitor International.



Mrs. Evalda Šiškauskienė, the President of the Lithuanian Hotels and Restaurants Association

In addition to being the President of the LHRA, Evalda is the Vice-President of the Lithuanian Confederation of Industrialists. She has been involved in the hospitality business for more than 20 years, having several director posts in leading Lithuanian hotels. She has also served previously as the President of the Lithuanian Chamber of Tourism. Evalda is a member of various Governmental organizations overseeing the hospitality industry as well as an active member of HOTREC, the European umbrella association of national hospitality associations. Helping customers with premium events organization, consulting and new project development.



Mr. Kike Sarasola, Founder, Room Mate Hotels

As President of Room Mate Hotels, Kike took the accommodation industry by storm, providing solutions based on the philosophy that the best way to travel is by visiting friends in each city. Currently, Room Mate Hotels comprises 30 boutique hotels and over 2000 rooms in 15 metropolitan cities such as New York, Miami, Mexico City, Milan, Amsterdam, Istanbul, Florence, Madrid, Barcelona, Malaga, etc. 10 more will be added over the next year in cities like Istanbul, Barcelona, Rotterdam, Madrid and Malaga. In 2014, Kike created BeMate.com, a new collaborative community that connects houses owners and travelers so that they can enjoy all kinds of services to make their stay an unforgettable experience. Kike is recognized as a leader in the hospitality industry, receiving several awards like the Spanish Government's Gold Medal for Innovation in Tourism, and GQ's Man of the Year in 2015. In 2010, he was awarded the New York-based Spain-US Chamber of Commerce's Young Entrepreneur Award, which highlights accomplishments of exemplary young professionals by emphasizing the eagerness of entrepreneurs to succeed.



Ms. Helena Egan, Global Director, Industry relations, TripAdvisor

Helena joined TripAdvisor in 2008 as the first dedicated destination marketing specialist, In September 2014, Helena was appointed Global Director of Industry Relations. In this newly created role she leads industry relations' efforts for TripAdvisor, acting as a liaison for hospitality trade associations and government organisations and acts as an ambassador to the global hospitality sector, opening communication channels with leading trade and tourism associations. Helena brings over 18 years of experience in the travel and tourism industry. For the past 16 years she has lived in London, and prior to that, in six countries across Europe and in the U.S. She holds a MA from the University of Helsinki.



Mr. RJ Friedlander, Founder & CEO, ReviewPro

RJ is the Founder & CEO of ReviewPro, the leading provider of Guest Intelligence solutions to independent hotel brands worldwide. Previously, RJ has worked extensively in the Internet and technology sector in Europe, US and Asia and spent 10 years at Grupo Planeta where he was the CEO of the group's Digital Media Division. Widely recognized as an expert in hotel technology and online reputation management, he is a frequent speaker at key hotel industry events and is on the advisory board of Cornell University.

Panel 2



Mr. Fernando Gallardo, Hotel analyst, consultant and hotel critic in El País daily

Journalist, writer, speaker and analyst of trends and new concepts in tourism. Hotel critic in EL PAÍS, the most widely circulated Spanish-language newspapers, since 1987. Founder and promoter trademark Hoteles con Encanto, the Spanish boutique hotels network. Founder and CEO of Notodohoteles.com, a pioneer website about hotels in the whole Europe. Regular speaker at hotel and tourism meetings in Spain, Portugal and Latin America. In 36 years of practice he has visited more than 26,000 hotels worldwide.



Mr. Christian de Barrin, CEO, HOTREC

Christian de Barrin is the Chief Executive Officer of HOTREC, the umbrella Association of Hotels, Restaurants and Cafes in Europe since 8 April 2014. Brussels-based since March 2001 and before joining HOTREC, Christian held senior communication and association management positions for various industry environments in major trade associations. In addition, Christian's professional background includes working for an EU Think-Tank and delivering trainings on communication and EU lobbying at the European Training Institute. He was also Board Member at the European Association of Communication Directors (EACD) from 2008 and 2012 and a columnist at French radio France-Info. French native, Christian has a Master degree in Economics and graduated from the University of Assas in Paris.



Mr. Jos Vranken, Managing Director, NBTC Holland Marketing

Jos is the managing director of NBTC Holland Marketing aka Netherlands Board of Tourism & Conventions. He has a BA in Tourism & Leisure, obtained at the leading Dutch University of applied sciences 'Nationale Hogeschool voor Toerisme & Verkeer (NHTV)'. He also studied at INSEAD and obtained an executive MBA. His career started in 1990 at the domestic marketing department of the then Netherlands Board of Tourism. After various (inter)national roles, he joined the hostel chain 'Stayokay' (member of hostelling international) in 1996 as its Sales & Marketing Manager and executive board member. In 1999 he re-joined NBTC in the capacity of Director UK & Ireland and Regional manager for the Nordic Countries. After 5 years in London, he moved back to the Netherlands and accepted the position of International Marketing Director and executive board member. In 2005 Jos joined contract caterer Avenance (part of French Groupe Elior) as Commercial Director and executive board member.



Ms. Krisztina Boros, Tourism Policy Unit, European Commission

Krisztina graduated in tourism and hospitality management in Hungary and spent several years working in the tourism private sector. With over 11 years' experience in the European Commission and over 6 years spent working on EU tourism policy, her main responsibility area is digital tourism (including digital skills) and sharing economy, but also following tourism accommodation safety, ETIS, quality, standardisation, as well as acts as liaison for tourism issues with DG ENV, JUST, COMP, CNECT, MOVE, CLIMA and ENER.



Mr. Linas Žabaliūnas, President of the Tourism Chamber of the Republic of Lithuania

In 2016, Linas stepped in as the new President at the Tourism Chamber of the Republic of Lithuania. He has 14 years of practical experience in inbound tourism and he holds a Masters Degree in International agriculture economics at Lithuanian University of Agriculture. He is Chairman of the Board at the Rural Tourism Association of Lithuania since 2007, and President since 2011. He is one of the Vice Presidents at Eurogites since 2013.



Ms. Sofia Gkioussou, Public Policy Manager, Airbnb

Sofia works as Airbnb Public Policy Manager. Based in London, she concentrates on the Nordics, Central Europe, Middle East and Africa, working with cities to open the door for new forms of tourism and educate policymakers about the huge potential of the “sharing economy” for sustainable economic and cultural growth. Sofia joined Airbnb after several years in the energy industry where she was working as a Policy & External Relations Manager concentrating on domestic energy efficiency programs, renewable energy and smart data. Sofia’s experience includes working with startups helping them express their story to media and customers and she continues doing independent and academic work on innovation and digital communities.

Master of Ceremonies



Marius Ulozas, Director of Institute for Policy Research and Analysis,

Marius is active in international development work, especially related to tourism, intercultural learning and youth policy. He specialises in democracy, participation issues, and acts as education adviser to the Council of Europe and European Commission. Marius also works as a researcher, policy analyst, freelance trainer and moderator. He has moderated international events across several continents and was involved in the preparation and implementation of large scale events during Lithuanian EU Presidency, including moderation of the XII European Tourism Forum. Marius is active in advocacy, working in Eastern Partnership countries to support international mobility, youth policy and youth work development, building capacity of ministries and youth NGOs. For active international youth work he was awarded the “Youth ambassador 2005 and 2011“ title in Lithuania.