

Big Data Enabling Tourism Competitiveness

A *Big Data* como catalisador da competitividade no Turismo

08th March 2021

PROGRAMME

09h00 (PT time) / 10h00 (CET)

OPENING SESSION

Luís Araújo, President of Turismo de Portugal

I - STAKEHOLDERS INTERVENTIONS

09h05 – 10h10 (PT time) / 10h05 – 11h10 (CET)

Ulf Sonntag, Associate Director, Head of Market Research at the New Insights for Tourism - NIT

Marieke Politiek, Manager Intell & Insights at NBTC - Netherlands Board of Tourism & Conventions

Cristina Neves, Director of Economic Statistics Department, Statistics Portugal - INE

II - ROUND TABLE

10h10 – 11h05 (PT time) / 11h10 – 12h05 (CET)

Moderator: Sérgio Guerreiro

Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization - UNWTO

Alain Dupeyras, Head of the Regional Development and Tourism Division in the Organisation for Economic Co-operation and Development – OCDE

Diego Ciulli, Senior Manager, Public Policy at Google

Olivier Ponti, Vice President Insights at ForwardKeys

Óscar Perelli del Amo, Head of the Research Department of Exceltur

III - FINAL REMARKS

11h05 – 11h20 (PT time) / 12h05 – 12h20 (CET)

Christophe Demunter, Head of Tourism Statistics Section, European Commission - EUROSTAT

11h20 – 11h25 (PT time) / 12h20 – 12h25 (CET)

CLOSING SESSION

Francisco Lima, President of Statistics Portugal - INE