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25.11.2021 - 11:00 to 12:30

"The Future of Tourism"

Come and join the #4 2021 UBC seminar

Thursday, 25 November 2021 at 11:00 CET

Location – On Zoom

Information and registration: <https://www.waterkant.sh/events/ubc-seminar-the-future-of-tourism> [1]

In the fourth edition of the 2021 Smart and Prospering Cities Seminar Series we will give experts from across the Baltic Sea Region the chance to discuss the future of tourism based on an top level expert input, three questions and two good examples.

1. What does the vacation world of tomorrow look like?
2. How will the tourism industry develop?
3. Can politics become a game changer?
4. Successful tourism promotion in Bergen, Aarhus and the Alps!

Agenda

Welcome

Meet the new members: Valmiera & Hamburg

Impulse on the Vacation of Tomorrow

German Competence Center on Tourism

Cities Panel Examples and best practices

Moderator: Hermann Fercher, CEO & Tourism Director, Lech Zürs Tourismus

Anders Nyland, CEO, Visit Bergen

Pia Lange, CEO, Visit Aarhus

Regional Success Story

The Schlei in Northern Germany as model region

Bernd Buchholz, Minister for Tourism, Schleswig-Holstein

Closing

Union of the Baltic Cities

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Source URL: <https://www.ubc.net/ubc-events/smart-and-prospering-cities-commission-webinar-2>

Links

[1] <https://www.waterkant.sh/events/ubc-seminar-the-future-of-tourism>