



Michael Schenker - EMA

Consumers: Promoting practices that are more sustainable and contribute to resilient destinations

COUNTRIES! IMPROVE PRACTICES

Marina Trentin - AMBIENTE ITALIA

Promote, protect and Understand HOW to Innovate

Tourism from a way to consume a place to a way to live a place

WE NEED NEW MEANINGS

SAFETY INCLUSIVITY SOCIAL & ENVIRONMENTAL COMMUNITIES

NEW MODELS

From the audience

What do you wish to learn?

Francesca Folda

Tourism: a way to understand each other

Build value for the hosting community!

What is important today

- Physical and mental wellbeing
- Nature
- New experiences and perspectives
- Human connection
- Meaning

REFRAME

CHANGE PERSPECTIVE!

LIFESTYLE COMMUNITIES

DO IT WITH THE COMMUNITY!

WAVE A SYSTEMIC VIEW

Build Relationship

START WITH PEOPLE

Let's move on from stereotypes

What is your unconscious?

MAKE IT SIMPLE

IMAGINE!

Daniilo Messineo

What's hospitality for you?

TRAVEL & HOSPITALITY

CONNECTION WITH COMMUNITY

ASK THE RIGHT QUESTIONS

STOP & LISTEN

EXPERIENCES DESIGNED

CO-DESIGN!

What does hospitality mean to you?

Tanja Polegubic

SUSTAINABLE GROWTH

Digital Nomad YES!

Conference Event

Croatia's Journey

Digital Nomads: Redefining experiences for more than 30 days

CASE STUDY 2: ONIR DESIGN THINKING CHALLENGE

18 Digital Nomads to co-create

Run a Campaign

PROMOTE ACTIVITIES

Announcing the Digital Nomad Association

Our 5 priorities

INVOLVE PUBLIC & PRIVATE

KEY FOUNDATIONS

HAVE QUICK WINS

LOCAL EDUCATIONS!

SPREAD THE WORLD

Elke Dens

YOU CAN HELP RESET

The necessary RESET we need for the future tourism

Marketing is about creating VALUE

QUALITY VS QUANTITY

REGENERATE!

TOURISM can drive this change!

What do you value as a COMMUNITY?

13 Guiding Principles

SHIFT PURPOSE

TOURISM TO THRIVE COMMUNITY

ENGAGE EVERYONE

LOOK AT TOURISM & CREATE A STRATEGY

COLLABORATE

Use these principles!