


Powered by Tech: Elevating the European Tourism Ecosystem through Travel Tech

 Tuesday, 24 June 2025

 18:00–22:00

 The Hoxton, Square Victoria Régina 1, 1210 Brussels

An event moderated by: Dave Keating, France24



18:30–18:50

Leading the Way to Sustainable Corporate Mobility

IN CONVERSATION WITH

Michel Deferm, Head of Rail Centre of Excellence, American Express Global Business Travel

Europe's push to decarbonise transport is reshaping corporate travel. Travel tech platforms now weave air, rail and coach into one intuitive workflow, nudging companies toward lowercarbon itineraries without sacrificing efficiency. Drawing on fresh case studies, this fireside chat unpacks how real-time inventory, dynamic carbon scores and smart policy engines are accelerating modal shift, and helping firms hit science-based targets. Expect candid insights on breaking data silos, negotiating with rail operators and the policy tweaks still needed to make seamless, sustainable business trips the default.

**18:50-19:10**

How Travel Tech Empowers Local Experience Providers

IN CONVERSATION WITH

Anna Cashman, Head of B2B Brand and Insights, GetYourGuide | Yiannis Hondrokoukis, CEO of Koilon | Guy Kuttner, Co-founder of The Fun Group | Giuseppe Mattiazzo, CEO Venice Tours

From kayak tours in the Cyclades to cooking classes in Porto, experience providers are the heartbeat of Europe's tourism economy. This panel explores how digital platforms are helping put experiences into the spotlight. It discusses how online marketplaces are helping tour and activity operators market smarter, develop savvier business practices, and turn global insights into local product innovation. With a lens on the role of digital marketplaces in the new experiences economy, the session examines how fair platform design, verified reviews, and end-to-end consumer thinking help build trust in a fragmented industry and foster robust, year-round business. The discussion will also highlight how experience-focused SMEs can leverage data and digital partnerships to thrive in an increasingly competitive landscape.



19:10–19:30

Smart Destinations: Harnessing Data and Partnerships for Responsible Urban Tourism

IN CONVERSATION WITH

Justin Reid, Senior Director of Media, Destinations, Hotels & Growth, Tripadvisor

Cities want the benefits of vibrant visitor economies, but they can't do it without the support of big platforms. Travel tech players are stepping up with anonymised mobility insights, predictive demand models and collaborative marketing that spreads travellers beyond the "top-ten" sights and into lesser-known neighbourhoods. The discussion will showcase live projects where platform data supports critical and forward-looking decisions, inform destinations' strategies and underpins evidence-based regulation. It will also examine how destination-level API partnerships and open data standards create win-wins: richer experiences for guests, steadier revenue for local businesses and measurable progress toward climate and liveability goals.