


Powered by Travel Tech: : The Future of Travel Distribution



EVENT DETAILS

 03-06-2026

 Albert Brussels, Mont des Arts 28, 1000 Brussels

Europe's travel and tourism ecosystem is entering a defining phase. Travel tech has long been a key enabler of European tourism, connecting consumers to transport, accommodation and experiences, while helping businesses reach travellers across borders.

Today, the sector is undergoing rapid transformation. The rise of AI in travel search and customer servicing, the growing importance of multimodal journeys, and

shifts in distribution strategies — including efforts by some carriers to prioritise direct channels — are reshaping how travel is discovered and booked.

At the same time, a new wave of EU legislation on mobility, digital platforms and consumer protection is being developed and implemented. These policy choices will play a crucial role in determining how innovation, competition and sustainability evolve across the European travel ecosystem.

Against this backdrop, the 2026 eu travel tech Annual Conference will bring together CEOs from across the travel tech sector and senior EU policymakers to discuss how technological innovation and smart regulation can deliver more seamless, sustainable and competitive travel in Europe.

Agenda

17:00 – 17:30

Registration and welcome drink

17:30 – 17:35

Welcome remarks by eu travel tech Chair

17:35 – 19:00

CEO Panel: The Future of Travel Distribution

Confirmed speakers:

- Mathias Hedlund, CEO, Etraveli Group
- Naren Shaam, CEO, Omio
- Daniel Truică, CEO, Vola.ro
- David Gunnarsson, CEO, Dohop
- Alessandro Petazzi, CEO, lastminute.com

Moderated by Dave Keating

19:00 – 22:00

Networking reception & dinner