

# Rethinking the attractiveness of tourism regions

COGITO Talks



## AGENDA

### 3<sup>rd</sup> Webinar in the Rethinking Regional Attractiveness Series:

**8 November 2022, 16:00-17:30 (CET)**

[Simultaneous English | French | Italian | Portuguese | Spanish interpretation]

**Register:** [https://meetoecd1.zoom.us/webinar/register/WN\\_9KXZKJ3jTVC8-LhMJIOgSw](https://meetoecd1.zoom.us/webinar/register/WN_9KXZKJ3jTVC8-LhMJIOgSw)

The event is organised by the **OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)**, with the support of the **European Commission (DG REGIO)**, and in collaboration with the **OECD Development Centre (DEV)**. It will provide an opportunity for participants to hear from a panel of international experts and practitioners as they share experiences and good practices to address some of the major challenges and opportunities currently facing tourism regions. The webinar will inform the OECD's work on *Rethinking territorial development policies in the new global environment*, and the wider CFE activity on [Regions in Globalisation](#).

#### DRAFT AGENDA

##### 16:00-16:10: Opening Remarks

**Dorothee Allain-Dupre** | Head of Regional Development and Multi-level Governance (RDG), OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)

**Juan Vazquez Zamora** | Deputy Head of Unit Latin America and the Caribbean, Development Centre

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**16:10-17:00:** Panel discussion on the need to rethink tourism development to make regions more attractive to visitors and support a more sustainable and resilient recovery

**Panellists will provide 4-5 minute interventions followed by Q&A**

**Moderator:**

- **Peter Haxton** | Policy Analyst, Regional Attractiveness and Migrant Integration Unit (RAMI/RDG)

**Rethinking tourism success to deliver environmental and socio-cultural benefits for regions**

- **Cristina Nuñez Cuesta** | Managing Director, NECSTouR, the Network of European Regions for Competitive and Sustainable Tourism

## Spreading the benefits of the tourism economy within regions

- **Gracen Chungath** | Senior Vice President, Destination Development, Destination Canada
- **Marie-Antoinette MAUPERTUIS** | President of the Assembly of Corsica, France

## Attracting and retaining staff in tourism regions

- **Ana Paula Pais** | Senior Director of Training Department, Turismo de Portugal
- **Annika Fredriksson** | CEO, Swedish Lapland Visitors Board

## Leveraging tourism as a catalyst for regional development

- **Jorge Ortega** | General Director- National Association Mexican World Heritage Cities
- **Tim Fairhurst** | Secretary General, European Tourism Association

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### 17:00-17:25: Q&A

Opportunity for further discussion, including questions from the floor

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### 17:25-17:30: Conclusions and next steps

**Claire Charbit** | Head of Unit, Regional Attractiveness and Migrant Integration (RAMI/RDG)

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*Note: The meeting will be recorded for the Secretariat's purposes only. All personal data will be processed in accordance with [OECD Personal Data Protection Rules](#).*

## CONTACTS

### **OECD contacts:**

**Peter HAXTON**, Policy Analyst, Regional Development and Multi-level Governance Division, OECD Centre for Entrepreneurship, SMEs, Regions and Cities ([peter.haxton@oecd.org](mailto:peter.haxton@oecd.org))

**Maya CAMACHO**, Policy Analyst, Regional Development and Multi-level Governance Division, OECD Centre for Entrepreneurship, SMEs, Regions and Cities ([maya.camacho@oecd.org](mailto:maya.camacho@oecd.org))