

Resilient Tourism Flagship Annual Conference

June 4th, 2024

11:00- 18:00



Hosted by HSLU,
Lucerne University of
Applied Sciences and Arts
Zentralstrasse 9
6002 Lucerne

On the way to more resilience of tourism in Switzerland

11:00 **Opening**

Welcome, introducing conference programme

11:15 **Keynote 1**

Jennifer Ruiz - Mastercard Tourism Innovation Hub

Understanding tourism behaviour with Mastercard Tourism Insights

12:00 **Keynote 2**

Dolores Ordoñez - AnySolution

Unlocking the potential of European Data Space for a sustainable and resilient tourism

Interactive sessions and workshops

13:45 - 17:30

Nicole Stuber-Berries, Zeliya Schär (HSLU)

Understanding your visitors better with data insights

Christian Lässer, Simon Kuster (UNISG)

Increasing productivity by digitally supported service designs and business models

Jean-Christophe Loubier, Roland Schegg (HES-SO Valais-Wallis)

Showcasing and testing interactive resilience simulation tool

Alessandro Inversini, Amélie Keller, Maggie Chen (EHL)

Fostering digital transformation together: mapping Swiss projects, tackling challenges and finding collaboration opportunities

Register now!

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Conference is sponsored by Mastercard

