
Programme

UN Tourism and the Ministry of Economy and Innovation of
Lithuania in collaboration with the OECD

“Shaping Tomorrow’s Tourism Today: The Power of AI Begins here”

Tuesday, 3 December | 11:00 – 14:00 CET

11:00 – 11:15 **Welcome Remarks**

Karolis Žemaitis, Vice-Minister of the Economy and Innovation of the Republic of Lithuania

(Additional speaker(s) to be confirmed)

Group Photo

11:15 – 12:25 **Learning from each other: Experiences in Using AI for Destination Management and Intelligence**

Sandra Carvão, Director, Senior Programme Officer, Market Intelligence, Policies and Competitiveness Department, UN Tourism

Country Perspectives: National and Local Use Cases

(Countries to be confirmed)

Moderator: Michel Julian, Market Intelligence, Policies and Competitiveness Department, UN Tourism

Q&A and Discussion

12:25 – 12:35 **Presentation by Jane Stacey, Head of Tourism Policy and Analysis, OECD**

12:35 – 12:45 **Break**

12:45 – 13:45 **How to Innovate in Tourism with AI: Looking into the Future with Innovative Approaches!**

(Featuring perspectives from startups and established companies)

Presentation by Antonio Lopez de Avila, Director, Investment, UN Tourism

Q&A and Discussion

13:45 – 14:00 **Wrap-Up and closing Remarks**