

TENERIFE 2021



Aviation-Event 2021 Tenerife · 11 June 2021
Aviation and Tourism



Opening Speech

Pedro Martin, President of Cabildo Tenerife

Panel 1

Why Tenerife?

(it is a good place for tourism and to setup business)

David Perez, CEO, Tenerife Tourism

Moderator of the day: **Prof. Dr. Adrian von Dörnberg**, President of the Aviation-Event Supervisory Board



Panel 2

Crisis management in the travel industry

▲ *Crisis Management in the tourism industry: Evaluation of concepts/lessons learned from the pandemic crisis/response* ▲ *Developing measures, plans and manuals to promptly respond to disaster events in an adequate way to minimize the negative impact to visitors and the tourism industry* ▲ *Risk perceptions and the influencing variables* ▲ *How crises effect the purchase decision process, destination branding/image and its manipulation, (do you mean Preventive Strategies, i.e. Resilience Management?) and strategies* ▲ *How Crisis Management learnings inform future Resilience Management* ▲ *Learnings from the Covid-19 response.*

Frederic Chevalier, Regional COO, Lagardere Travel Retail

Patrik Romano, Managing Director, Bologna Welcome

José Ramón Bauzá, Renew Europe Group Coordinator for the Transport and Tourism Committee, European Parliament

Moderator: **Prof. Dr. Karsten Benz**, Alix Partners



Panel 3

The New Normal

- ▲ *Measures & Futuristic approach plan*
- ▲ *Non price factors have become more important in travel decisions?*
- ▲ *What's the best way to get an internationally accepted health pass?*
- ▲ *The point in time at which a vaccine will be widely available is not known. Also, many efforts are ongoing to alleviate travel restrictions in the EU (e.g., by replacing quarantines with COVID testing), but a coordinated approach at EU level is not yet in place*
- ▲ *How resilient is the New Normal (or: How to increase the industry's resilience in the New Normal)*
- ▲ *What are the new opportunities of the New Normal? (e.g. internal: closer cooperation amongst travel ecosystem partners etc. / external: new products and services; direct sales channel shift; higher willingness to pay for services; faster digital transformation etc.)*

Ismail Ertug, Member of European Parliament
Anton Önnik, CCO, Xfly



Panel 4

Aviation in The Americas: Steps Towards A Full Recovery

▲ *Route to Recovery. (Economical Research/Balance)* ▲ *Aviation sector survival and financing* ▲ *Opportunity for greater regional co-operation/coordination*

José Ricardo Botelho, Executive Director and CEO, Latin American and Caribbean Air Transport Association (ALTA)

Rafael Echevarne, Director General, Airports Council International - Latin American and The Caribbean Region (ACI-LAC)

Luis Lopez Chapi, Director, Tenerife South Airport

Jared Harckham, VP Managing & Director Aviation & Tourism, ICF

Eduardo Parra López, Professor of Business Organisation, Digital Economy and Tourism, University of La Laguna

Moderator: Jeff A. Peet, Managing Editor, ALA News



Panel 5

Digitalization as an enabler for a new business Model

▲ *The shift towards digital identity and the use of biometrics* ▲ *Digitalization allows for improved customer experience,* ▲ *But digitalization can also be dangerous: Virtual or augmented reality solutions will increase, especially in Asian markets, decreasing the need for air travel* ▲ *Remote working: Significance and its effect on business travel* ▲ *With increased digitization, cyber risks and threats will also increase* ▲ *Digital transformation to improve margins/ bottom line (new revenue streams; improved distribution; increased efficiencies lead to lower cost base etc.)*

Eric Leopold, Founder, Threedot

Peter Baumgartner, Chairman, Bluearbore

Jonne Kuyt, Director of Design Driven Innovation, ES_Mobility



Panel 6

Opportunities on the path to a more Sustainable Travel Industry

▲ *COVID-19 has crippled global travel, but not the growing demand for a sustainable reboot of the sector as a whole from both political and social standpoints. Climate-related goals are to come, and the question is not when, but in which form* ▲ *How do industry and political leaders see the future of travel? And – besides environmental challenges – how can the value chain be rebalanced to secure the economic sustainability of the hard-hit sector?* ▲ *What should be the key focus/is the more promising approach: stricter regulations or focus on new technologies?* ▲ *Self-regulation vs imposed regulation – what is the right approach?* ▲ *What are the most promising technologies and developments to contribute to sustainable travel?* ▲ *New business opportunities (eco travel; sustainability labels; higher margins for sustainable travel products etc.)* ▲ *Is the consumer ready to pay for sustainability (carbon off-setting; more expensive sustainable products etc.)?* ▲ *What are current targets and how is the industry tracking?*

Henrik Hololei, Director General for Mobility and Transport, European Commission

Magnus Brunner, State Secretary, Republic of Austria

Rafael Schwartzman, Regional Vice President Europe, IATA

Valter Fernandes, CEO, TAP Express

Heike Birlenbach, Senior VP Customer Experience, Lufthansa Group Airlines



Panel 7

The Long-Term Macro Perspective: Future Business Models in the Travel Industry

- ▲ *Is COVID-19 the end of intercontinental tourism as we knew it?*
- ▲ *Key drivers in the Travel industry*
- ▲ *Analysis methods- visibility of advantages/disadvantages of methods*
- ▲ *Marketing instruments and best practices*
- ▲ *Leisure travel behavior during the pandemic*
- ▲ *Changes in the value chain (re composition of the value chain and the profit pool)*
- ▲ *"Travel-as-a-service" model*
- ▲ *Consolidation - threat or opportunity?*
- ▲ *The future role of technology*

Nazareno Ventola, CEO & MD, Bologna Airport

Arni Gunnarsson, Managing Director, Iceland Travel

Andreas Papatheodorou, Professor and Director, University of Aegean

Tobias Pogorevc, CEO, Helvetic Airways



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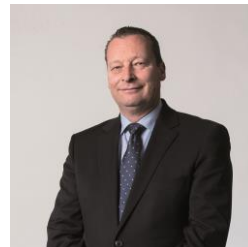
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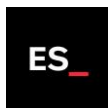
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THE ORGANIZER ↓



DA! GmbH from Darmstadt specializes in high-quality business events – from 20 to 1,000 participants. DA! takes care of all the details – from planning and issuing the invitations to the organization of special locations and the program.

Conferences, networking events, fireside chats, industry events? Get together with decision-makers and much more are all part of DA! GmbH's portfolio.

The Aviation-Event, one of the leading events in the aviation industry, and the Economic Summit on Germany involving decision-makers from the world of business, politics, society and administration, are two events that are known well beyond the borders of Germany that were held in recent years.

Marcel Riwalsky, Managing Director of DA! GmbH,

holds a Master of Business Administration degree and Certificat d'Etudes Supérieures and has organized many high profile events in the past decade. As the initiator of Aviation-Event, he comes up with ideas for the event that goes by the same name as well as the concept for Aviation-Event Special. In the meantime, over 100 top speakers and discussion participants have been on stage in front of over 600 guests from politics and all sectors of business.

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