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#AviationEvent

# TENERIFE 2021



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



### **Kick-Off**

*Time: 09:30*

**Marcel Riwalsky**, CEO, Aviation-Event

### **Moderator of the day:**

**Adrian von Dörnberg**, President of the Aviation-Event Supervisory Board

### **Opening Speech**

*Time: 09:30*

**Pedro Martin**, President of Cabildo Tenerife  
**Yaiza Castilla**, Tourism Minister of Canary Islands



## **Panel 1**

### **Why Tenerife?**

*Time: 09:45*

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

**David Pérez**, CEO, Tenerife Tourism

**Jorge Marichal González**, President, Ashotel and CEHAT

**Carlós Gómez Suarez**, CEO, Iberia Express

Moderator: **Raphael von Heereman**, Professor at University of Antwerp



### **Keynote Speech**

*Time: 10:30*

*"Aviation challenges after restart"*

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

### **Coffee Break**

*Time: 11:00*



## Panel 2

### Crisis management in the travel industry

*Time: 11:30*

▲ *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.*

**Frédéric Chevalier**, Regional COO, Lagardère Travel Retail

**Patrik Romano**, Managing Director, Bologna Welcome

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

**Aureliano Cicala**, Director General, MSC CROCIERE

**Lenka Viková**, Owner, SmartWings and Touroperator Canary Travel

Moderator: **Karsten Benz**, Alix Partners



TOPICS



### Panel 3

#### The New Normal

*Time: 12:15*

▲ *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.)*

**Flor Diaz Pulido**, Head of Aviation Unit, European Commission

**Ismail Ertug**, Member of European Parliament

**Anton Önnik**, CCO, Xfly

**Klaus Haas**, CEO, International Jet Management

**Linus Benjamin Bauer**, Founder & Managing Director, Bauer Aviation Advisory

Moderator: **Michael Kerkloh**, Member of Supervisory Board, Lufthansa



#### **Panel 4**

### **Aviation in The Americas: Steps Towards A Full Recovery**

*Time: 14:00*

▲ *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 López Chapí**, 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

*Time: 15:00*

▲ *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, Bluearbre

**Jonne Kuyt**, Director of Design Driven Innovation, ES\_Mobility

Moderator: **Raimonds Gruntins**, Director Regional Affairs, IATA





## Panel 6

### Opportunities on the path to a more Sustainable Travel Industry

Time: 16:15

▲ *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?*

**Rafael Schwartzman**, Regional Vice President Europe, IATA

**Valter Fernandes**, CEO, TAP Express

**Heike Birlenbach**, Senior VP Customer Experience, Lufthansa Group Airlines

**Juan Fernando López Aguilar**, Chairman of the European Parliament's Committee on Civil Liberties, Justice and Home Affairs

**Thomas Hallam**, CEO, SomonAir

Moderator: **Rüdiger Kiani-Kreß**, Aviation Journalist, Wirtschaftswoche



## Panel 7

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

*Time: 17:00*

▲ *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*

**Arni Gunnarsson**, Managing Director, Iceland Travel

**Tobias Pogorevc**, CEO, Helvetic Airways

**Moderator: Kurt Hofmann**, Aviation Journalist



## **Closing Speech**

*Time: 17:45*

**David Perez**, CEO, Tenerife Tourism  
**Marcel Riwalsky**, CEO, Aviation-Event



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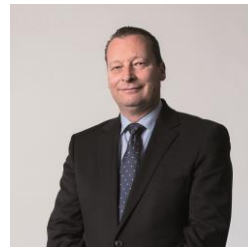
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Conferences, networking events, fireside chats, industry events? Get together with decision-makers and much more are all part of DA! GmbH's portfolio.

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.

[www.marcelriwalsky.de](http://www.marcelriwalsky.de) [www.linkedin.com/in/marcelriwalsky/](https://www.linkedin.com/in/marcelriwalsky/)

