



SPEAKERS BIOGRAPHIES



Jeremy Smith

Travel writer

Jeremy Smith is a sustainable tourism writer and communications consultant. He is part of the organising team for World Travel Market's Responsible Tourism programme, for whom he also writes a fortnightly blog on issues in sustainable tourism. As a consultant, he has worked with national parks, NGOs and private companies ranging from individual hotels to global digital platforms. He speaks regularly at tourism events, runs workshops on tourism communication, and lectures at universities.



Anna Korfel-Jasińska

City of Krakow

Anna Korfel-Jasińska- Deputy Mayor of the City of Krakow for Education, Sport and Tourism is a master of pedagogy, completed post-graduate studies in public administration at the Faculty of Law and Administration of the Jagiellonian University, in the field of management in public administration at the Małopolska School of Public Administration at the University of Economics. She has over 20 years of experience in local government work and extensive knowledge, both theoretical and practical in the area of education and the functioning of the local government.



Robert Andrzejczyk

Polish Tourism Organisation

Robert Andrzejczyk has vast experience in international cooperation and promotion, both in public administration and private sector. Former diplomat holding a PhD degree in the history of economic diplomacy. Before joining Polish Tourism Organisation Andrzejczyk worked for the Ministry of Sport and Tourism as Director of the General Director's Office.



Eduardo Santander

European Travel Commission

Eduardo Santander has been CEO of the European Travel Commission since 2012. Educated in Spain, USA and Austria, Santander holds a PhD and a MBA degree. He has broad experience in tourism marketing, advocacy and public affairs gained in diverse private companies and public institutions from the tourism and hospitality sector. He is also guest lecturer on tourism marketing at international business seminars in a number of US and European Universities. He's a frequent speaker in Tourism, Hospitality Industry and Destination Marketing forums and a passionate panelist.



Anna Pollock
Conscious Travel

Anna Pollock, Founder of Conscious Travel, has 45 years' experience in tourism as an independent consultant, strategist, international speaker and change agent. Anna has undertaken seminal work in many aspects of tourism notably in education, sustainability and technology. During the 1990s Anna established herself as a thought leader on the strategic implications of the Internet; created the first internet-based tourism strategy for Scotland and co-developed one of the first multi-purpose destination management systems. Her strength is her ability to see the whole "big picture" and help others make sense of their rapidly and dramatically changing world. She even predicted the emergence of a company like Airbnb back in 2004.

Her passion now is to help hosts and destinations flourish through a period of turbulent change and uncertainty in which many traditional business models are being disrupted and deal with the thorny issue of "overtourism." Anna now focuses on models of destination development that generate higher yields with less impact.



Valeria Dufлот
Venezia Autentica

Valeria Dufлот is the CEO & Co-founder of the social business Venezia Autentica, whose mission is to increase the retention of tourism revenue in the destination by empowering both travellers and local businesses through the use of digital technologies. Venezia Autentica helps keep and create decent jobs for residents which impacts the community and allows for the preservation of their culture heritage and way of life while ensuring a better, more rewarding experience for the cultural visitor.

Prior to co-founding Venezia Autentica, Valeria worked in several industries in leadership and consulting capacities. She is an advocate of the use of tech and innovation to create impact and has been leading projects empowering communities for the past 10 years.



Olivier Henry-Biabaud
TCI Research

Olivier founded TCI Research in 2010 as a way of combining his passion for travel with his 20+ years' experience in market research acquired in global companies (TNS, Ipsos). As a specialist in the visitor experience, he has worked for over 90+ international and local destinations and travel brands, and received the UNWTO Award for Innovation for its TRAVELSAT Competitive Index research program in 2011. He is a regular speaker at travel international conference and Board Member of TTRA Europe (Tourism and Travel Research Association). He was awarded Best Travel Market Research CEO 2017 by the EU Business News Agency.



Paul Peeters
Breda University

Paul Peeters is a Professor at the Centre for Sustainability, Tourism and Transport (CSTT) of Breda University of applied sciences (BUAs), the Netherlands. Paul is specialized in the impacts of tourism on the environment and specifically on climate change. His publications cover a wide range of topics like global and regional tourism and climate scenario's, system dynamic approaches to tourism research and modelling, air transport, tourism transport mode choice, and modal shift, policy making and transport technological developments. Also, he recently studied the causes and impacts of overtourism in Europe for the European Parliament.



Sara Mair Bellshaw

University of the Highlands and Islands' Centre for Recreation and Tourism Research

Sara is a project manager at the University of the Highlands and Islands' Centre for Recreation and Tourism Research and focuses mainly on applied research projects that involve tourism product development and tourism marketing. She coordinated Slow Adventure in Northern Territories (SAINT), a project co-financed by the Northern Periphery and Arctic Programme. Sara has focused on turning the slow adventure concept, a form of sustainable tourism, into a marketable product by working with businesses to cluster, collaborate and create new slow adventure products, and is working with industry and academia to develop the movement further. Sara has a background in economic development, destination and tourism marketing, sustainable communities and project management.



Bartłomiej Walas

Sucha Beskidzka University

Bartłomiej Walas is Doctor of physical culture sciences. He has gained experience in teaching and research at the University of Physical Education in Kraków, the Warsaw School of Tourism and Hospitality Management, and the University College of Tourism and Ecology in Sucha Beskidzka, where he currently serves as the Dean of the Faculty of Tourism and Recreation. He also coordinates strategic projects at the Department of Promotion and Tourism of the Municipal Office of Kraków. In 1996-2008, he served as the director of the Polish Tourist Information Centre in Paris. In 2008-2017, he was Deputy President of the Polish Tourist Organisation

He is an author of the Polish tourism marketing strategy 2012-2020, the brand strategy of Polish Prestige Hotels & Resorts, and the Warsaw tourism report. He has published 7 books and has 60 academic articles, 27 strategies and analyses to his name, commissioned by state administration and local governments, as well as the private sector.



Vincent Nijs

Visit Flanders

Vincent Nijs is tourism research manager at the research department of VISITFLANDERS (Belgium). Vincent acquired his Master in Sport & Leisure at the University of Leuven, focussing on sport and leisure marketing, management and measurement. Last year 2017 he finished the MBA in Tourism Management at Modul University Vienna (Austria). Vincent is working with tourism related data and research for 18 years, and also gained experience as project director of an online research company in Belgium. He is currently focussing on a project on carrying capacity and sustainable tourism development in Flanders. Sharing practical leisure and tourism insights, lecturing, translating and presenting tourism related business intelligence are some of his main interests.



Michel Julian

UNWTO

Michel is Programme Officer at the Tourism Market Intelligence and Competitiveness department, United Nations World Tourism Organization (UNWTO). His work at the UNWTO Tourism Market Intelligence and Competitiveness department covers the analysis of current and future tourism trends. He contributes to the preparation of key UNWTO reports such as the UNWTO World Tourism Barometer. His field of work also includes the study of tourism products and segments, outbound markets and marketing techniques.



Nikos Mertzaniadis

CLIA

In December 2016, Nikos joined the CLIA Europe team as a manager in the European Government Affairs department, responsible for ports and destinations, tourism, and visa among other matters.

Born and raised in Greece, studied political science and international relations at the University of Macedonia in Greece, working in parallel for the UNESCO Chair for Intercultural Policy. He also worked for a short time at the Greek Ministry of Foreign Affairs.

After concluding a Masters programme in international politics at the University of Aberystwyth, he moved in Brussels in 2010 working on the Constitutional Affairs Committee of the European Parliament and later as chief lobbyist for Imperial Brands.



Natasha Mytton-Mills

Airbnb

Natasha leads Experiences Policy at Airbnb across Europe, the Middle East and Africa. Her focus is on developing the policy landscape for the business and building strategic partnerships with relevant authorities to encourage emerging forms of entrepreneurship. She joined Airbnb in 2015, and previous to this role was Public Policy and Campaign Manager for the UK & Ireland, leading on government and civic engagement. Before Airbnb, Natasha has held a number of positions within travel and tourism advocacy, including at Intercontinental Hotel Group and the World Travel & Tourism Council.

Natasha has strong experience within government relations, strategic policy work, and championing innovation and entrepreneurship through the lens of 21st century regulation.



Sara Pastor

ADARA

Sara Pastor has over 13 years of experience in technology, e-commerce and digital advertising with a special focus in the travel industry. She is leading the Destinations Media business in Europe at ADARA, after being the Commercial Director in Europe Mainland.

Before joining ADARA, Sara worked at LivingSocial, Travelzoo and Cisco Systems. She serves as a member of the board of the Digital Club of ESADE University and is founding member of Women in e-Travel.
