

EURegionsWeek close to you: Four Motors for Europe event 2026

Driving competitive, resilient and sustainable tourism in Europe: the Four Motors for Europe's perspective

October 12
5.00 pm - 6.30 pm

Under the current work programme of the Auvergne-Rhône-Alpes Presidency of the Four Motors for Europe, and in the context of the upcoming European strategy on sustainable tourism, this event will showcase regional strategies and inspiring, innovative practices of the four partner regions for resilient, competitive and sustainable tourism.

Draft programme :

05.00 – 05.10 pm Introduction: Sylvie Fayolle, Vice-president in charge of Tourism, Auvergne-Rhône-Alpes Region in the name of Auvergne-Rhône-Alpes Presidency of the Four Motors

Welcome by the moderator: representative of Necstour (TBC)

05.15-05.30 pm Keynote speaker: Elisabeth Kotthaus, head of unit tourism, DG MOVE European Commission (TBC): Towards the European strategy on sustainable tourism

5.30-6.10 pm Roundtable discussion :

- **Baden-Württemberg:** Representative of Tourismus Marketing BW: wine in Southwest Germany
- **Catalonia:** Patrick Torrent, Executive director of Agència Catalana de Turisme (ACT): new marketing strategy of Catalonia
- **Lombardy:** Representative from the Directorate-General for Tourism of the Region: strategy on tourism illustrated by a best practise by a local stakeholder
- **Auvergne-Rhône-Alpes:** Elisabetta Schena, tourism project manager, department of tourism of the Region: industrial tourism as a new priority axis of the tourism regional policy illustrated by Industour project (Interreg Europe)

6.10-6.20 pm Questions of the audience

6.20-6.30 pm Conclusion by Mr Matteo Bianchi, CoR member

Networking cocktail

*Venue: Kindly hosted by the Delegation of the Region of Lombardy
Region to the European Union, 2, place du Champ de Mars*