Programme

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

Workshop - Shaping Tomorrow´s Tourism Today: The Power of AI Begins here

Tuesday, 3 December | 11:00 – 14:00

Master of Ceremony - Cordula Wohlmuther, Director, Regional Department for Europe, UN Tourism

11:00 – 11:05 **Welcome Remarks**

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

Group Photo

11:05 – 11:15 **Balancing the opportunities and risks of AI for Tourism**

Jane Stacey, Head of Tourism, OECD

Opportunities AI adoption brings to enhance tourism innovation, and the risks that need to be managed to harness AI to shape a strong, sustainable and inclusive sector

11:15 – 12:25 **Learning from each other: Experiences in using AI for destination management and intelligence**

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

Use Cases – National and Local

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

- **Portugal -** Sergio Guerrero, Director of Information Systems, Turismo de Portugal

Concrete examples of AI startups from their innovation program will be highlighted, along with two key projects currently being developed in their office: a forecasting initiative and the establishment of a knowledge hub

- **Lithuania –** Antanas Bernatonis, Founder & CEO, WhyAI

*Other speakers from Canada, Korea, and other countries to be confirmed

Q&A and Discussion

12:25 – 12:35   **Break**

12:35 – 13:45   **How to innovate in tourism with AI: Looking into the future with innovative approaches!**

Presentation by Antonio Lopez de Avila, Director, Investment

Presentations by the companies:

- **Sparklehaze (Singapore)**

  Exploring the role of advanced technologies in hospitality, including the development of AI assistants and immersive digital centres, offering SaaS solutions for ordering, reservations, and complaint management, integrating over 80 hospitality systems for streamlined operations through middleware, and utilizing AI for comprehensive digital transformation to enhance guest experiences and operational efficiency.

*Other speakers from USA,Japan, Spain, and other countries to be confirmed

Q&A and Discussion

13:45 – 14:00   **Wrap up and closing Remarks**