



SYMPOSIUM on MARKET INTELLIGENCE

2nd EXECUTIVE SUMMIT OF THE EUROPEAN TRAVEL COMMISSION

4 October 2006

Hilton Malta

PROVISIONAL PROGRAMME

- 08:30 **Registration**
- 09:00 **Introduction and welcome**
Mr. Arthur Oberascher
President, European Travel Commission
& Chief Executive Officer, Austrian National Tourist Office
- 09:10 **The use of market intelligence for managing Malta's tourism industry**
Dr Francis Zammit Dimech
Minister for Tourism & Culture, Malta
- 09:30 **Research & new technologies**
**'Using Information & Communications Technologies
for Tourism Market Intelligence'**
Prof Dr Walter Schertler
University of Trier, Germany
- 10:00 **The role of market intelligence in UNWTO**
**'Converting market intelligence into a practical tool
- the role of the UNWTO Tourism Barometer'**
John Kester
Market Intelligence & Promotion Department
World Tourism Organization (UNWTO), Spain
- 10:20 **Using market intelligence in the commercial world**
- some practical examples
Rolf Freitag
IPK International, Munich
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- 10:50 Coffee Break
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- 11:15 **Research into new source markets for European tourism**
**'The Chinese outbound travel market:
The tour operator vs. the NTO perspective'**
- Mr. Tom Jenkins**
European Tour Operators Association (ETOA), UK
- 11:50 **Exchanging best practice in the field of market intelligence**
'Segmentation methodologies and how to apply them in practice'
- Prof. Tony Seaton**
University of Bedfordshire, UK
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- 12:30 Lunch
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- 14:30 **Meeting the needs of the Tourism Industry:**
**'Evaluating leisure time travel source markets
and measuring the economic impact of tourism'**
- Main paper presented by:
Prof. Egon Smeral
Austrian Institute of Economic Research & University of Innsbruck
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- 15:15 Coffee Break
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- 15:30 **Session & discussion, including the 'Malta Declaration on Tourism Market
Intelligence' moderated by:**
- Mr Leslie Vella**
Chairman, ETC Market Intelligence Group (MIG)
& Head of Research & Business Planning, Malta Tourism Authority
- Discussants:
Mr Rolf Freitag President, IPK International, Munich
Mr Rob Franklin Executive Director, European Travel Commission, Brussels
Mr Tom Ylkänen Research Manager, MEK – Finnish Tourist Board, Helsinki
Mr Bill Richards Secretary, ETAG - European Travel & Tourism *Action* Group, London
- 16:00 **Conclusions & adoption of the**
'Malta Declaration on Tourism Market Intelligence'
- Mr Sam Mifsud**
Chairman, Malta Tourism Authority

European Travel Commission (ETC)

Avenue Marnix 19A (PO Box 25) - 1000 Brussels - BELGIUM
Tel: + 32 2 - 548 90 00. Fax: + 32 2 - 514 18 43
E-mail to Marie Baubin: marie@etc-corporate.org