Resilient Tourism
Flagship Annual Conference

June 3rd, 2025

RESILIENT TOURISM

University of Applied Sciences
of the Grisons
Pulvermühlestrasse 57
7000 Chur

09:30 - 10:00 - Get Together & Coffee

10:00 | **Opening** | **Welcome & Short Updates from the each Subproject**

11:00 | **Pause** | **Short coffee break**

11:15 | **Keynote 1** | **Fabian Lechner, Speed U Up GmbH**
Data Structure and Collaboration

12:00 - 13:15 - Lunch Break

13:15 | **Keynote 2** | **Christopher Meignier, HCommunity**
Data Ecosystems in Hospitality

14:00 | **Pause** | **Short coffee break**

14:15 | **Workshops** | **SP1** │ *Building the Future of Tourism Data: the Swiss Tourism Data Competence Center*

SP2│ *Visitor Tracking: Opportunities, Limits, and Business Model**s***

SP3│ *From Data to Landscape: Hands-On Resilience Simulation with a 3D Model of Valais*

SP4│ *Building Synergies: Best Practices for a Collaborative Digital Transformation Hub & Listening Stations*

16:00 - Zvieri/ Apéro