

20 - 22 May 2025  
Palazzo Lombardia, Milan



# NECSTouR

## ANNUAL GENERAL MEETING

### 2025



**NECSTouR**  
European Regions for  
Competitive and Sustainable Tourism



Regione  
Lombardia

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THURSDAY, MAY 22<sup>ND</sup>

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#### Thematic Conference: Rethinking Tourism Communication. Storytelling and Conscious Marketing.

*Palazzo Lombardia, Piazza Città di Lombardia, 1, 20124 Milano  
1<sup>st</sup> floor, Sala Marco Biagi*

08.30

#### Registration

*Please come in advance to register at the entrance and get your translation headphones.*

*There will be a wardrobe available for jackets and suitcases.*

09.00

#### Institutional Opening

- Mr. Attilio Fontana, President of Lombardy Region (TBC)
- Ms. Elena Baena, President of NECSTouR and Tourism General Director of Andalusia Region.
- Ms. Andreea Staicu, Acting Head of Tourism Unit, DG MOVE, European Commission

09.30

#### Insights from Stakeholders

*This part of the Conference will mainly be in Italian, but English translation will be provided.*

Moderator: Ms. Simona Tedesco, Director of DOVE Magazine

Opening: Keynote speech, Ms. Alessandra Priante, President of ENIT  
*Mis-communication in tourism, influencing the influencers. Semantics and consequences in modern day tourism trends*

Mr. Matteo Cardani, Chief marketing officer MediaForEurope Advertising, Mr. Massimo Scaglioni, Professor of Media Economics and Director of Ce.R.T.A – Research Centre for Television and Audiovisual Media, Università Cattolica del Sacro Cuore

*Media and Tourism: How Audiovisual Storytelling Can Support Destination Marketing and Communication – Key Lessons from a Four-Year Research Project*

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Milano Cortina Foundation, Mr. Andrea Varnier, Chief Executive Officer

**11.00**      **Coffee Break**

**11.30**      **Roundtable: Voices from the territories. Best practices and experiences from destinations.**

Opening: Ms. Eleonora Lorenzini, Professor at Politecnico di Milano and Head of Digital Innovation Observatories

*Digital innovation and data-driven strategies for a sustainable destination management*

Moderator: Mr. Damià Serrano, Marketing and Research Director, Catalan Tourist Board

- Ms. Ekaterina Miettinen, Tourism Director, Visit Kotka Hamina
- Mr. Michael Dodds, Director, Normandy Tourism
- Mr. Adrian Zittelli, General Director European Affairs, Murcia Region
- Mr. Aidan McCormack, Tourism Officer, Sligo County Council

**12.45**      **Closing Remarks**

Ms. Barbara Mazzali, Regional Minister for Tourism, Territorial Marketing and Fashion, Lombardy Region

**13.00**      **Networking Lunch**