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PANTHÉON SORBONNE
UNIVERSITÉ PARIS I
INSTITUT DE RECHERCHE ET D'ÉTUDES SUPÉRIEURES DU TOURISME (IREST)



WELCOME TO

THE GLOBAL TRAVEL FUTURES FORUM

PARIS | 29 OCTOBER 2026

PRODUCED BY:
GLOBAL RESILIENCE NETWORK

GLOBAL TRAVEL FUTURES FORUM 2026

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BREAKING travel news


THE FUTURE
OF TRAVEL
IS BEING
DECIDED.

GLOBAL TRAVEL FUTURES FORUM 2026

MORNING AGENDA

HÔTEL DE L'INDUSTRIE • PARIS

PART 1 • BEFORE THE BREAK

08:00 – 08:55	ARRIVAL COFFEE & NETWORKING
08:55	OPENING — THE FUTURE IS ALREADY HAPPENING. JUST NOT EVERYWHERE IN THE SAME WAY.
09:00 – 09:10	OFFICIAL ADDRESS
09:10 – 09:50	OPENING KEYNOTE — AI WITHOUT THE HYPE: WHAT ARTIFICIAL INTELLIGENCE CAN AND CANNOT DO.

GLOBAL TRAVEL FUTURES FORUM 2026

MORNING AGENDA

HÔTEL DE L'INDUSTRIE • PARIS

PART 2 • AFTER THE BREAK TO LUNCH

09:50 – 10:30	SESSION 1 — CAN AI DELIVER WHAT MONEY CANNOT BUY?
10:30 – 10:45	BREAK
10:45 – 12:00	SESSION 2 — YOU'VE ONLY SEEN ONE FUTURE: FIVE AI PATHWAYS MEET IN PARIS
12:00 – 12:45	SESSION 3 — FROM FIVE AI PATHWAYS TO REAL-WORLD SOLUTIONS
12:45 – 14:15	NETWORKING LUNCH — WITH OPTIONAL WORKING CONVERSATIONS


WELCOME
THE FUTURE IS ALREADY HAPPENING.
JUST NOT EVERYWHERE IN
THE SAME WAY.
Rajan Datar
Presenter and Host, BBC
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OPENING

THE FUTURE IS ALREADY HAPPENING. JUST NOT EVERYWHERE IN THE SAME WAY.

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MASTER OF CEREMONIES

RAJAN DATAR

JOURNALIST AND HOST

BBC

SPEAKERS

OFFICIAL ADDRESS

Christian Delom
President, GRN

Adam Oubuih
CEO Atout France

Eduardo Santander
CEO, ETC/Miguel Sanz,
Chair, ETC

Tom Jenkins
CEO, ETOA

Dr. Jean-Michel Chapuis
Associate Professor,
University of Sorbonne



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CHRISTIAN DELOM

PRESIDENT

GLOBAL RESILIENCE NETWORK

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ADAM OUBUIH

CEO

ATOUT FRANCE

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EDUARDO SANTANDER

CEO

EUROPEAN TRAVEL COMMISSION

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TOM JENKINS

CEO
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DR. JEAN-MICHEL CHAPUIS

ASSOCIATE PROFESSOR

SORBONNE UNIVERSITY

OPENING KEYNOTE

AI WITHOUT THE HYPE: WHAT ARTIFICIAL INTELLIGENCE CAN AND CANNOT DO

Dr. Luc Julia

AI Pioneer; Co-creator of SIRI; Author:
There is No Such Thing as Artificial Intelligence



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OPENING KEYNOTE

AI WITHOUT THE HYPE: WHAT ARTIFICIAL INTELLIGENCE CAN AND CANNOT DO

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KEYNOTE SPEAKER

DR. LUC JULIA

AI PIONEER; CO-CREATOR OF SIRI; AUTHOR: THERE IS NO SUCH THING AS ARTIFICIAL INTELLIGENCE



IN CONVERSATION WITH

RAJAN DATAR

BBC

SESSION 1

THE HIGH-END TRAVELLER: CAN AI DELIVER WHAT MONEY CANNOT BUY?

David Kenworthy
VP Product & Innovation, MMGY

Crystal Pang
General Manager, Global Business Solution, Rednote

Nacho Sanabria
COO and Partner, Delaight

Elizabeth Persons
Director of Development, Destinations, Travelzoo

Rachel Read
Director of Insight and Business Improvement, ETOA



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SESSION 1

THE HIGH-END TRAVELLER: CAN AI DELIVER WHAT MONEY CANNOT BUY?



MODERATOR

RACHEL READ

DIRECTOR OF INSIGHT AND BUSINESS IMPROVEMENT

ETOA

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GLOBAL TRAVEL FUTURES FORUM 2026

SESSION 1

THE HIGH-END TRAVELLER: CAN AI DELIVER WHAT MONEY CANNOT BUY?



DAVID KENWORTHY

VP PRODUCT & INNOVATION

MMGY GLOBAL



CRYSTAL PANG

GENERAL MANAGER, GLOBAL BUSINESS SOLUTIONS

REDNOTE



NACHO SANABRIA

COO & PARTNER

DELIGHT



ELIZABETH PERSONS

DIRECTOR OF DEVELOPMENT, DESTINATIONS

TRAVELZOO

BREAK



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Agència Catalana de Turisme

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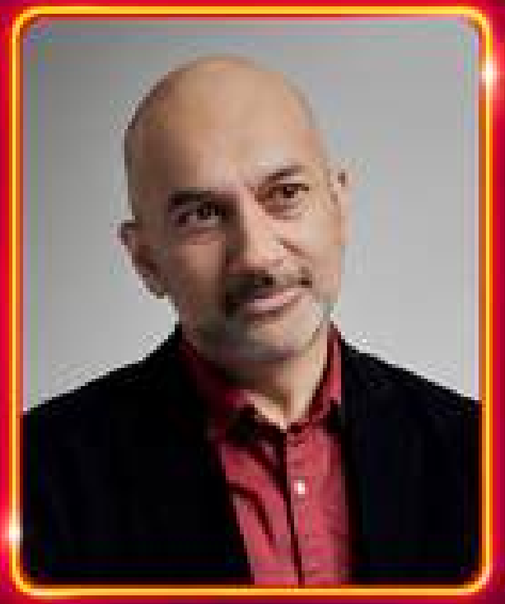
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RYLAN HENRIQUES

MANAGING DIRECTOR
AND PARTNER
BCG



RAJAN DATAR

JOURNALIST AND HOST
BBC

IN CONVERSATION

RYLAN HENRIQUES WITH RAJAN DATAR

THE GEOPOLITICAL LANDSCAPE

SESSION 2

YOU'VE ONLY SEEN ONE FUTURE:

FIVE AI PATHWAYS MEET IN PARIS

Chinmai Sharma
Industry Advisor – Travel Technology

Dr. Pei Shen
Former VP Strategy,
Alibaba Cloud & Tencent

Jayanth N. Kolla
Founder and Partner,
Convergence Catalyst

Rylan Henriques
Managing Director and
Partner, BCG

Adam Oubieh
CEO, ATOUT France

Shaon Talkuder
CEO and Founder,
GEO Tourist



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SESSION 2

YOU'VE ONLY SEEN ONE FUTURE: FIVE AI PATHWAYS MEET IN PARIS

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CHINMAI SHARMA

INDUSTRY ADVISOR - TRAVEL TECHNOLOGY; FORMER SVP/GLOBAL HEAD, LODGING, GROUND AND MEDIA, SABRE; FORMER PRESIDENT, RATEGAIN

U.S. PATHWAY:
INNOVATION, CAPITAL & HYPERSCALERS

FROM INTELLIGENCE TO TRUSTED EXECUTION

01 WHAT THE U.S. OPTIMIZES FOR

- SPEED AND EXPERIMENTATION
- CAPITAL AT SCALE
- COMPUTE, CLOUD AND DEVELOPER CHOICE
- OPEN, MODULAR, MULTI-MODEL PLATFORMS

02 STRUCTURAL ADVANTAGES

- ~$286B OF PRIVATE AI INVESTMENT IN 2025
- NEARLY 2,000 NEWLY FUNDED AI COMPANIES IN 2025
- HYPERSCALERS COMPRESS TIMELINE FROM PROTOTYPE → DEPLOYMENT
- CAPITAL + COMPUTE + CLOUD + ENTERPRISE CUSTOMERS IN ONE MARKET

> “THE U.S. ADVANTAGE IS NOT THAT EVERY IDEA IS BETTER. IT IS THAT THE SYSTEM CAN FUND A THOUSAND IDEAS QUICKLY AND LET THE MARKET SORT THEM OUT.”

U.S. PATHWAY: IMPLICATIONS FOR TRAVEL

WHERE OPEN INNOVATION MEETS FRAGMENTED EXECUTION

03

IMPLICATIONS FOR TRAVEL

- The U.S. leads in innovation velocity
- AI must move from inspiration to real-world transaction
- Travel tests execution across fragmented ecosystems
- Big question: Can openness deliver interoperability without ownership?

KEY TENSION

Can an open U.S.-style ecosystem match integrated agentic commerce through interoperability rather than ownership?

> Capital buys speed, but it does not guarantee technological leadership.

GLOBAL TRAVEL FUTURES FORUM 2026

SESSION 2

YOU'VE ONLY SEEN ONE FUTURE:
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DR. PEI SHEN

FORMER VP STRATEGY

ALIBABA CLOUD INTERNATIONAL
TENCENT INTELLIGENT MOBILITY
FORMER MCKINSEY ASSOCIATE PARTNER

Tencent

SUMMARY · THE STORY IN NUMBERS

CHINA MADE AI CHEAP, PUT IT WHERE A BILLION PEOPLE ALREADY ARE, AND IS NOW PUTTING IT TO WORK ACROSS TRAVEL — FIVE STEPS, ONE STORY, WITH THE NUMBERS BEHIND IT

01 BUILT FOR COST

Short of capital, chips and paying customers, Chinese labs engineered AI for cost.

23 : 1
US vs China private AI investment, 2025

3–4 yrs
China's best AI chips behind Nvidia

41%
Domestic share of China's AI accelerators, 2025

When compute is the one thing you cannot buy, you engineer around it.

02 TOKENS GET CHEAP

Prices fell to cents per million tokens, and China's daily use exploded.

~100×
Price spread for the same million support chats

5,000×
Growth of China's daily tokens in 2.5 years, from 5B to 50T

~50%
Chinese share of OpenRouter tokens, Oct 2026 (6–13% in Feb)

The price Chinese labs set became the floor everyone moved to.

03 AI IN DAILY LIFE

WeChat, Taobao, Alipay and Douyin put AI in front of about a billion users each.

700m+
Chinese using generative AI, over half the country

1.15bn
WeChat users, 3× the top AI-native app, Doubao

300m+
AI agent payments through Alipay's A-Bao

In China, AI is a destination you visit. In Europe, it is a layer inside the apps you already use.

04 AI AT WORK

Travel platforms report measurable gains; robots take posts in hotels, airports and parks.

+400%
Trip.com AI-assisted bookings, year on year

2 h → 10 min
Hotel pricing decisions with Fliggy's AI assistant

30,000+
Hotels running Yunji delivery robots, 329 cities

In travel, acceptance — not payload or precision — is the binding constraint.

05 WHAT IT MEANS

Reprice the business case, become callable by agents, run open models in-house.

3 moves
Reprice · be callable · keep the data

$450–1,200
Per million service conversations on efficient models

7 of 10
Top OpenRouter models that are Chinese, Oct 2026

China's real export is not a model. It is a cost curve plus distribution.

COST FORCED EFFICIENCY → CHEAP TOKENS → AI INSIDE THE SUPER APPS → AI AND ROBOTS AT WORK IN TRAVEL → THREE MOVES FOR EUROPE.

Source: this deck, slides 3–15 — Stanford HAI AI Index 2026; IDC via Reuters; list prices checked 14 Oct 2026; National Data Administration; OpenRouter, 5–11 Oct 2026; QuestMobile; CNNIC; Tencent News; Trip.com; Fliggy; Yunji HKEX prospectus. Mostly company-reported.

SUMMARY · AI IN LIFE AND ROBOTS IN TOURISM

ON THE PHONE, AI LIVES INSIDE THE SUPER APPS PEOPLE ALREADY USE; ON THE GROUND, ROBOTS NOW HOLD POSTS IN HOTELS, AIRPORTS, RESORTS AND SCENIC SPOTS

01 AI IN DAILY LIFE
INSIDE THE SUPER APPS



WeChat · Xiaowei

1.15bn users

AI on the home screen and in every chat, picture and file: books through Meituan and Ctrip mini-programs.



Qwen × Taobao

4bn+ products

Chat to choose, compare and buy, with AI try-on, coupon maths and price-drop auto-buy.



Alipay · A-Bao

10k+ services

One chat box runs the errand, from car charging to bills, but never moves money on its own.



Douyin · DOU+

–52% cost

One sentence in, a full promotion plan out: AI targets, diagnoses and coaches the campaign.

02 ROBOTS IN TOURISM
ON THE GROUND



Hotels · Yunji

30,000+ hotels

In-room delivery in 329 cities; at one Chengdu hotel two robots cover 700+ rooms.



Airports · China Eastern

5 robot types

Check-in, VIP-lounge host, 150 kg baggage robot, guidance and a self-driving wheelchair.



Resorts · AgiBot

300+ robots

Greeting and guiding at 100+ points across Hengqin Chimelong; one staff member per three robots.



Scenic spots · Galbot

200+ pods

Unmanned retail and F&B; some pods passed 500 orders in a single day at Spring Festival.

> **SAME PATTERN ON SCREEN AND ON THE GROUND:**
> **AI GOES WHERE PEOPLE ALREADY ARE. WHAT SETS THE PACE IS ACCEPTANCE, NOT TECHNOLOGY.**

Source: speaker's screenshots, Oct 2026; Tencent; Alibaba Group; Tencent News, Jul 2026; Douyin Creator Conference, Sep 2026; Yunji HKEX prospectus (2024 data); Xinhua; China Eastern, Jun 2026; PEDaily, Oct 2026

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SESSION 2

YOU'VE ONLY SEEN ONE FUTURE:
FIVE AI PATHWAYS MEET IN PARIS

GLOBAL RESILIENCE NETWORS



JAYANTH N. KOLLA

FOUNDER AND PARTNER
CONVERGENCE CATALYST

Convergence Catalyst

INDIA IS LEVERAGING ITS UNIQUE CHARACTERISTICS AND HISTORICAL STRENGTHS TO LEAD IN AI

01 INDIA IS BUILDING STRENGTHS ACROSS TWO AREAS OF AI STACK

- Strong mobile app dev ecosystem (**156K** on Playstore)
- **>6M** IT employees + **1.5M** engineers pass out every year
- Leads the world in AI Talent Growth (**+120%** y/y, 2019-25); AI Skill Penetration (3.0); Skills Diffusion
- Strong Non-English LLMs – **Sarvam AI, TWO.ai, +30 players**
- Strong Applied AI Development – **InVideo, Emergent Labs**
- AI infrastructure (Data Centers) provisioner

02 INDIA'S HISTORY AND CHARACTERISTICS ENABLE THIS

- **Rapid Scale:** **1M** to **>1B** mobile subs in 10 yrs
- 0 to **24B+** monthly transactions on UPI in <10 yrs
- 0 to **20M** citizens screened for PHR in 15 months
- **0.3GB** to **24+GB** monthly per capita mobile data usage in <10 yrs
- **22** official languages + **19,500** dialects
- Digitized data

"A UNIQUE COMBINATION OF SCALE, TALENT, DIVERSITY AND DIGITAL PUBLIC INFRASTRUCTURE POSITIONS INDIA TO BE A GLOBAL AI LEADER."

ATTRACTING BOTH INTERNAL AND EXTERNAL INVESTMENTS, IS SLATED TO LEAD APPLIED AI DOMAIN

01 INVESTMENT POURING IN FROM ALL QUARTERS

$67B by Big Tech – MSFT, GOOG, AMZN, etc

$200B by Indian conglomerates – Reliance, Adani, etc

$4.9B VC funds raised by Indian AI Startups

$25B Govt funding for deep tech including AI, Semicon, Drones and Space Tech

02 IN THREE YEARS, INDIA COULD BE

Applied AI Powerhouse

Exporting population scale template – DPI is going to be India's BRI

Holding significant part of the world's data

"A UNIQUE COMBINATION OF CAPITAL, TALENT, SCALE AND DIGITAL PUBLIC INFRASTRUCTURE POSITIONS INDIA TO BE A GLOBAL AI LEADER."

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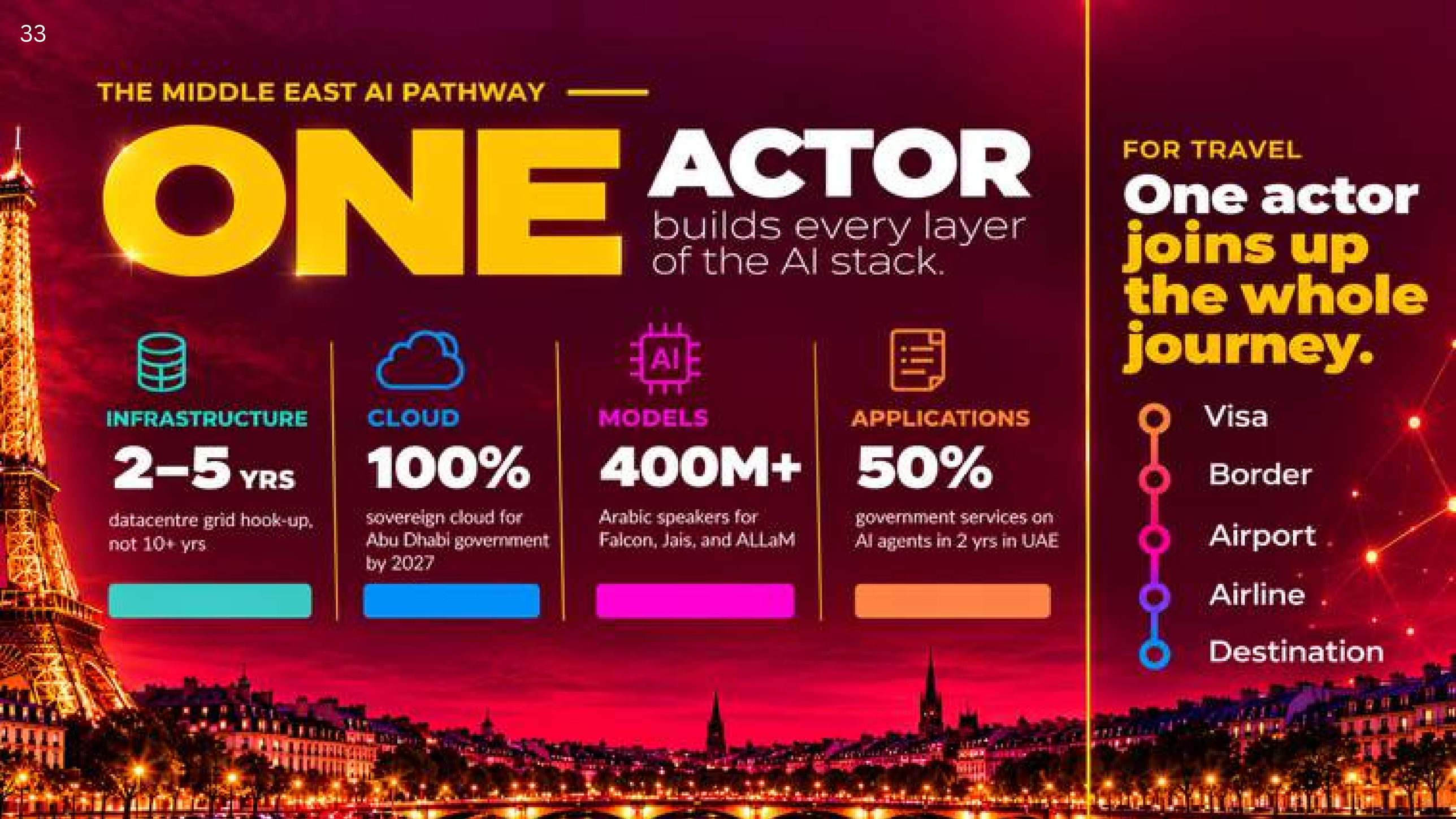


RYLAN HENRIQUES

MANAGING DIRECTOR AND PARTNER

BCG

BCG


THE MIDDLE EAST AI PATHWAY
ONE ACTOR
builds every layer of the AI stack.
INFRASTRUCTURE
2–5 YRS
datacentre grid hook-up, not 10+ yrs
CLOUD
100%
sovereign cloud for Abu Dhabi government by 2027
AI
MODELS
400M+
Arabic speakers for Falcon, Jais, and ALLaM
APPLICATIONS
50%
government services on AI agents in 2 yrs in UAE
FOR TRAVEL
One actor joins up the whole journey.
Visa
Border
Airport
Airline
Destination

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ADAM OUBUIH

CEO
ATOUT FRANCE

ATOUT FRANCE
L'Agence de développement touristique de la France

FRANCE & EU: TRUSTED DATA, DISTINCTIVE DESTINATIONS

102M visitors 2025 – world #1

€77.5bn receipts 2025, +9%

40% of French travellers plan with AI (9% in 2024)

1 in 5 Europeans trust AI travel results

12% of hospitality firms use AI (2% in 2023)

01 WHAT HAS CHANGED

AI agents are the new shop window: 92% of French AI users say AI shaped a trip decision

48% start the trip in a standalone AI platform, not a search engine

AI start-ups took ~45% of travel venture capital in H1 2025

Demand has moved; supply is 1–2 years behind (no European NTO had an AI strategy in 2025)

02 EUROPE'S ANSWER: A FRAMEWORK, NOT A PLATFORM

EU Council, May 2026: a European framework for tourism data, interoperability and AI guidance

AI Act + GDPR as a trust label; high-risk duties now from Dec 2027 / Aug 2028

European Tourism Data Space, built by DEPLOYTOUR (2024–27, 43 partners, 13 countries, 5 pilots incl. Paris Region)

Owner sets the terms; sharing is voluntary; no single vendor in the middle

03 FRANCE'S THREE MOVES, 2026–2029

Agent-ready data: verified, multilingual open data for every assistant – DATAtourisme (350k listings), MarlAnne (15 languages)

Shared national data hub: State, regions, operators – plugged into the EU data space

Skills and spread: SMEs from 12% to a majority; AI that sends flows to regions and seasons that need them

TAKEAWAY: FRANCE AND EUROPE COMPETE ON TRUSTED, SHARED DATA AND ON DESTINATIONS WORTH THE TRIP — AI DECIDES WHERE ATTENTION GOES; OUR JOB IS TO MAKE SURE THE DATA IT READS IS TRUE, SHARED AND OURS.

SOURCES: ATOUT FRANCE / BERCY, FEB 2026 · INSEE PREMIÈRE 2120, JUL 2026 · PHOCUSWRIGHT 2026 · COUNCIL OF THE EU, 28 MAY 2026 · DEPLOYTOUR · MCKINSEY & SKIFT 2025 · ETC 2025

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SHAON TALUKDER

CEO AND FOUNDER
GEO TOURIST

Europe & UK: The Sovereign Data Ecosystem





Shaon Talukder
CEO & Founder: **Geotourist & DMO Compass AI**
VISITOR ECONOMY ADVISORY COUNCIL – UK GOV

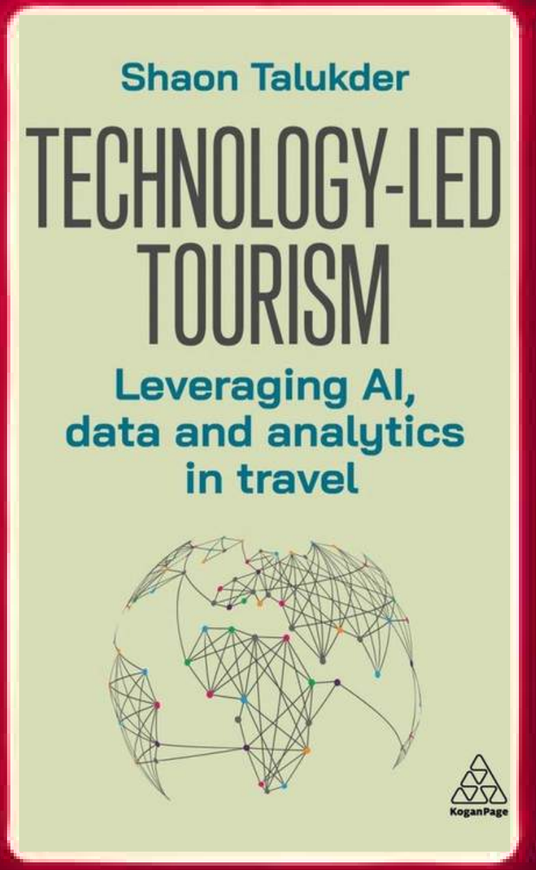
Introduction

What is your VIEW-TO-VISIT RATIO?



HoloXAR by Geotourist





EUROPE & UK: THE SOVEREIGN DATA ECOSYSTEM

EXECUTIVE BRIEFING: SHAON TALUKDER (GEOTOURIST) · CAPITAL ALLOCATION, ECOSYSTEM EDGE & 3-YEAR HORIZON

01 KEY PLAYERS & CAPITAL

PRIMARY PLAYERS

Frontier AI, Amadeus, Accor, EONA-X, National DMOs, Geotourist & other primary-data custodians.

TARGET INVESTMENT

Federated data spaces; VVR conversion telemetry; B2A pipelines.

CORE STRATEGIC DRIVER

Resilience from US platform extraction/outages & margin optimisation.

02 REGIONAL EDGE & ALLIANCES

REGIONAL ADVANTAGES

EU AI Act regulatory certainty; multi-modal transit density.

STRATEGIC ALLIANCES

Public DMOs; ESRI, GAIA-X mobility spaces; fintech payment rails.

PARTNERSHIP RATIONALE

Achieves interoperable scale without single-vendor monopolies. Localised agentic data interrogation.

03 THREE-YEAR HORIZON

AUTONOMOUS B2A COMMERCE

Standardised agent wallets settling cross-border inventory.

ATTRIBUTION PARADIGM

View-to-Visit Ratio replaces click metrics across DMOs. Agent:Agent oversight.

GLOBAL POSITIONING

Trusted sovereign gateway across competing global AI ecosystems. Hybrid Traveller Data control/ autonomy.

STRATEGIC TAKEAWAY: EUROPE COMPETES ON TRUSTED DATA SOVEREIGNTY AND PHYSICAL FOOTFALL ATTRIBUTION (VVR).

SESSION 3

FROM FIVE AI PATHWAYS TO REAL-WORLD SOLUTIONS

Greg Land
Global Segment Leader, Travel and Hospitality, AWS

Chinmai Sharma
Industry Advisor; former SVP and Global Head, Sabre



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SESSION 3

FROM FIVE AI PATHWAYS TO REAL-WORLD SOLUTIONS

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IN CONVERSATION WITH



GREG LAND

GLOBAL SEGMENT LEADER, TRAVEL AND HOSPITALITY
AWS

CHINMAI SHARMA

INDUSTRY ADVISOR – TRAVEL TECHNOLOGY;
FORMER SVP/GLOBAL HEAD, LODGING, GROUND AND MEDIA, SABRE;
FORMER PRESIDENT, RATEGAIN

NETWORKING LUNCH



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AFTERNOON AGENDA

HÔTEL DE L'INDUSTRIE • PARIS

PART 1 • AFTERNOON AGENDA

14:15 – 15:00	**SESSION 4** WHO ORCHESTRATES THE JOURNEY WHEN NO ONE CONTROLS THE WHOLE JOURNEY?
15:00 – 15:50	**SESSION 5** SOVEREIGNTY IN THE AGE OF THE AI TRAVELLER: WHO OWNS IDENTITY, DATA AND TRUST?
15:50 – 16:25	**SESSION 6** WHERE DOES AI HIT THE WALL? WHAT LIMITATIONS DOES AI HAVE?
16:25 – 16:35	BREAK

GLOBAL TRAVEL FUTURES FORUM 2026

AFTERNOON AGENDA

HÔTEL DE L'INDUSTRIE • PARIS

PART 2 • AFTERNOON AGENDA

16:35 – 17:10	SESSION 7 UN TOURISM'S AFFILIATE MEMBER SESSION: FROM AMBITION TO IMPLEMENTATION: AI FOR SUSTAINABLE AND RESILIENT TOURISM
17:10 – 17:50	SESSION 8 CAN AI SAVE THE DESTINATION — OR ACCELERATE ITS DESTRUCTION?
17:50 – 18:30	SESSION 9 WHAT TRAVEL LEADERS ARE UNDERESTIMATING
18:30	CLOSING REMARKS & TRANSITION TO EVENING


THE FUTURE
OF TRAVEL
IS BEING
DECIDED.

SESSION 4

WHO ORCHESTRATES THE JOURNEY WHEN NO ONE CONTROLS THE WHOLE JOURNEY?

Javier Cabrerizo
Chief Strategy, Transformation & AI Officer, HBX Group

Jonathan Hufstutler
CMO, EONA-X

Ada XU
Director International, Fliggy

Gregoire Pasquet
Co-Founder and CEO, Worldia

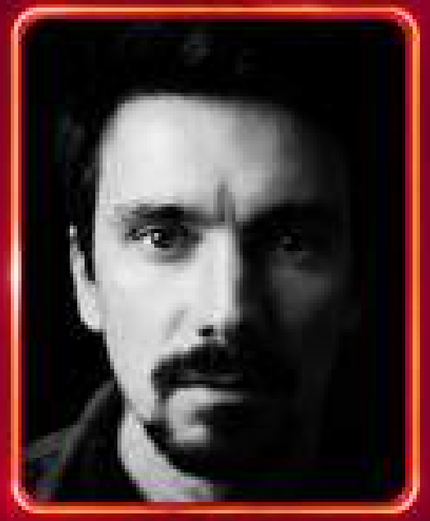


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SESSION 4

WHO ORCHESTRATES THE JOURNEY WHEN NO ONE CONTROLS THE WHOLE JOURNEY?

GLOBAL RESILIENCE NETWORK



JAVIER CABRERIZO

CHIEF STRATEGY, TRANSFORMATION & AI OFFICER

HBX GROUP



ADA XU

DIRECTOR INTERNATIONAL

FLIGGY



JONATHAN HUFFSTUTLER

CMO

EONA-X



GREGOIRE PASQUET

CO-FOUNDER AND CEO

WORLDIA

SESSION 5

SOVEREIGNTY IN THE AGE OF THE AI TRAVELLER

WHO OWNS IDENTITY, DATA AND TRUST?

Philippe Person
Director of Investment, Banque des Territoires, Caisse des Depots

Maximilian Strotmann
Director General, Mobility and Transport, European Commission

Shaon Talkuder
CEO and Founder, GEO Tourist

Matthew Peake
Head of Government Affairs, EMEA, Trip.com



GLOBAL TRAVEL FUTURES FORUM 2026

SESSION 5

SOVEREIGNTY IN THE AGE OF THE AI TRAVELLER: WHO OWNS IDENTITY, DATA AND TRUST?

GLOBAL RESILIENCE NETWORK



MODERATOR

MARY HARRIS

DIRECTOR

BIRD GLOBAL ADVISORY

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GLOBAL TRAVEL FUTURES FORUM 2026

SESSION 5

SOVEREIGNTY IN THE AGE OF THE AI TRAVELLER: WHO OWNS IDENTITY, DATA AND TRUST?

GLOBAL RESILIENCE NETWORK



PHILIPPE PERSON

DIRECTOR OF INVESTMENT, TOURISM SECTOR

BANQUE DES TERRITOIRES, CAISSE DES DEPOTS

BANQUE des TERRITOIRES | Caisse des Dépôts GROUPE



SHAON TALUKDER

CEO AND FOUNDER

GEO TOURIST



MAXIMILIAN STROTMANN

TOURISM EXPERT, EUROPEAN COMMISSION, DIRECTORATE GENERAL MOBILITY

EU COMMISSION

EUROPEAN COMMISSION



MATTHEW PEAKE

HEAD OF GOVERNMENT AFFAIRS, EUROPE

TRIP.COM GROUP

Trip.com Group

SESSION 6

WHERE DOES AI HIT THE WALL?

WHAT LIMITATIONS DOES AI HAVE?

Tom Jenkins
CEO, ETOA: limitations of AI

Carlota Galvan
ESG Director, HBX Group

Prof. Lee Miles
Associate Dean for research, innovation & enterprise, Bournemouth University



GLOBAL TRAVEL FUTURES FORUM 2026

SESSION 6

WHERE DOES AI HIT THE WALL? WHAT LIMITATIONS DOES AI HAVE?

GLOBAL RESILIENCE NETWORK



MODERATOR

OMAR HAZINEH

STRATEGIC ADVISOR,
TOURISM DEVELOPMENT
& DESTINATION PROMOTION

GLOBAL RESILIENCE NETWORK

GLOBAL TRAVEL FUTURES FORUM 2026

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GLOBAL RESILIENCE NETWORK



TOM JENKINS

CEO
ETOA

ETOA



PROF. LEE MILES

ASSOCIATE DEAN FOR RESEARCH, INNOVATION & ENTERPRISE
BOURNEMOUTH UNIVERSITY

BU



CARLOTA GALVAN

ESG DIRECTOR
HBX GROUP

HBX GROUP

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ESSEC BUSINESS SCHOOL

George Washington University

Leeds Beckett University

University of Edinburgh

Kenyatta University

University of São Paulo

MEDIA PARTNER

BREAKING travel news

SESSION 7

UN TOURISM'S AFFILIATE MEMBER SESSION

FROM AMBITION TO IMPLEMENTATION: AI FOR SUSTAINABLE & RESILIENT TOURISM

Patrick Torrent
CEO, Catalonia Tourism/Board Member, UNTourism

Nikolaos Gkolfinopoulos
Head of Tourism, ICF

Steven Valcke
Senior Research Manager, Visit Flanders

Mikael Quilfen
European Business Development Consultant, Mindtrip Inc.



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GLOBAL RESILIENCE NETWORK



MODERATOR

CHRISTIAN DELOM

PRESIDENT

GLOBAL RESILIENCE NETWORK

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CEO
CATALONIA BOARD OF TOURISM

Generalitat de Catalunya
Agència Catalana de Turisme



STEVEN VALCKE

SENIOR RESEARCH MANAGER
VISIT FLANDERS



NIKOLAOS GKOLFINOPOULOS

HEAD OF TOURISM
ICF



MIKAEL QUILFEN

EUROPEAN BUSINESS DEVELOPMENT CONSULTANT
MINDTRIP INC.

mindtrip.

SESSION 8

CAN AI SAVE THE DESTINATION OR ACCELERATE ITS DESTRUCTION?

Prof. Lee Miles
Associate Dean for Research, Innovation and Enterprise, Bournemouth University

Daniel Iglesias
Chief Data Scientist and Director, NECSTouR's Tourism of Tomorrow Lab

David Kenworthy
VP Product and Innovation, MMGY Global



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CAN AI SAVE THE DESTINATION — OR ACCELERATE ITS DESTRUCTION?

GLOBAL RESILIENCE NETWORK



MODERATOR

RACHEL READ

DIRECTOR OF INSIGHT AND BUSINESS IMPROVEMENT

ETOA

ETOA

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PROF. LEE MILES

ASSOCIATE DEAN FOR RESEARCH, INNOVATION & ENTERPRISE

BOURNEMOUTH UNIVERSITY



DAVID KENWORTHY

VP PRODUCT & INNOVATION

MMGY



DANIEL IGLESIAS

CHIEF DATA SCIENTIST AND DIRECTOR

NECSTOUR'S TOURISM OF TOMORROW LAB

SESSION 9

WHAT TRAVEL LEADERS ARE UNDERESTIMATING

Dr. Pei Shen
Former VP Strategy, Alibaba Cloud International; Tencent

Harj Dhaliwal
Co-Founder and Acting CEO, NEVOMO

Gilbert Reveillon
Digital Transformation, AI & Emerging Technology Strategist; Secretary General, ANDESE



GLOBAL TRAVEL FUTURES FORUM 2026

SESSION 9

WHAT TRAVEL LEADERS ARE UNDERESTIMATING

GLOBAL RESILIENCE NETWORK



DR. PEI SHEN

FORMER VP STRATEGY
ALIBABA CLOUD INTERNATIONAL
TENCENT INTELLIGENT MOBILITY
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Tencent



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GILBERT REVEILLON

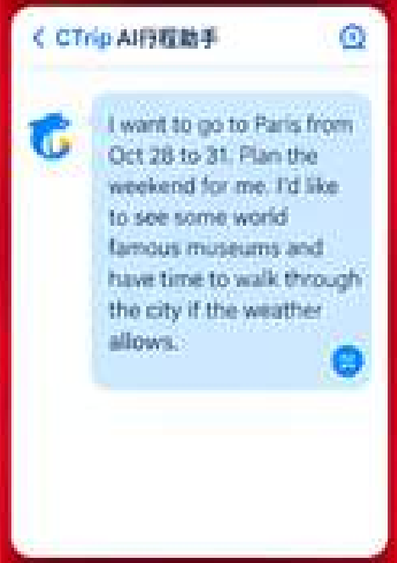
DIGITAL TRANSFORMATION, AI & EMERGING TECHNOLOGY STRATEGIST; SECRETARY GENERAL
ANDESE

ANDESE

CTrip's AI planned my four days in Paris in about a minute

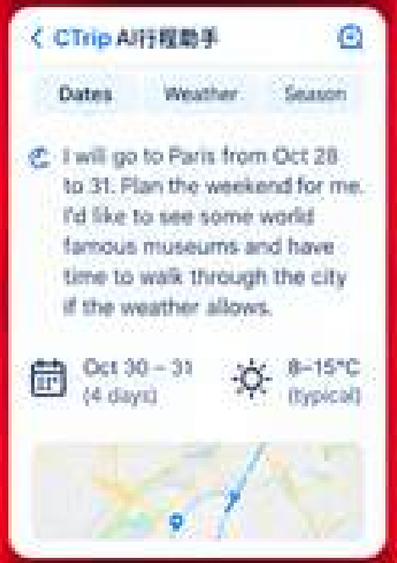
FROM ONE ENGLISH SENTENCE TO A ROUTED, PRICED AND MOSTLY BOOKABLE ITINERARY

01 ONE ENGLISH SENTENCE



Dates and wishes typed once; no forms or filters. 07:26, the plan starts.

02 CHECKS THE CONTEXT



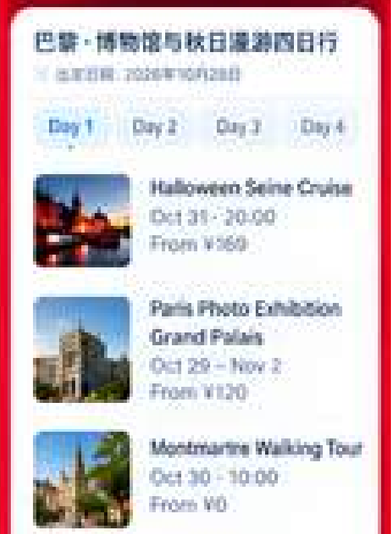
Weather (sunny 30–31 Oct, 8–15°C) and season, then a four-day concept. 07:27, done.

03 A ROUTE, NOT A LIST



Day by day in a sensible order, with walking times, opening hours and ticket prices.

04 SLOTS IN WHAT'S ON



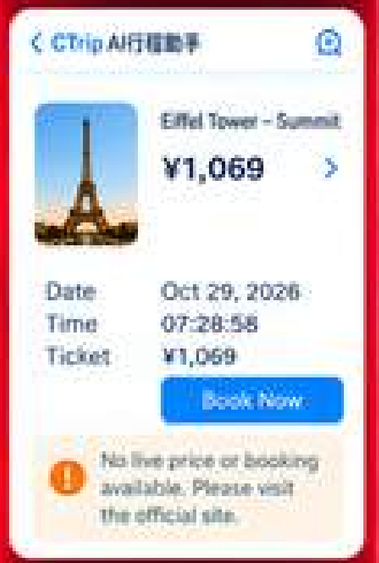
Trending events, such as a Halloween Seine cruise, added straight into the plan.

05 CURATES WHERE TO EAT



CTrip-ranked restaurants with price per head and the dish to order.

06 PRICES AND BOOKS



Prices on tickets, refreshed every minute. Eiffel Tower: ask the site.

THE AI DID THE PLANNER'S WHOLE JOB IN ONE PASS.

WHAT IT COULD NOT DO WAS BOOK THE EIFFEL TOWER: NO LIVE PRICE, NO BOOKING, JUST 'ASK THE SITE'.

Physical services now reach travellers through AI layers — an offer the AI cannot read, price or book is quietly left out of the answer

01 PHYSICAL SERVICES

- **Hotel** — rooms, rates, check-in
- **Restaurant** — tables, menus
- **Attraction** — tickets, time slots
- **Transport** — transfers, rail, car
- Village B&B — phone and email only ✕
- Local guide — Instagram, word of mouth ✕

02 CONNECTION LAYER

A MACHINE-READABLE OFFER
what an agent needs before it can recommend you

- Live availability and inventory
- Price, fees and cancellation terms
- Opening hours, rules, access
- Booking and payment interface
- Content: photos, menus, reviews
- Change and after-sales hooks

03 AI PLATFORMS & AGENTS

SUPER-APP AGENTS
WeChat Xiaowei · Alipay A-Bao · Qwen · Taobao · Doubao

OTAs WITH AI PLANNERS
Trip.com · Ctrip · Fliggy · Booking · Expedia

GENERAL AI ASSISTANTS
ChatGPT · Gemini · DeepSeek · Qwen app

Answers with a short list, not ten pages

04 TRAVELLER

"One sentence in "Four days in Paris: world-class museums, and time to walk if the weather allows."

ONE PLAN OUT
Routed, priced and payable — from only the offers the agent could read.

THEN IN PERSON
The traveller turns up at the door.

SHORT LIST
An agent answers with a handful of options, not ten pages of links.

+400%
Trip.com AI-assisted bookings, year on year (Mar 2026).

300M+
AI agent payments via Alipay's A-Bao: the agent also pays.

'ASK THE SITE'
In my Ctrip plan, the Eiffel Tower had no price and no booking.

> "Famous sights will be found anyway. For the B&B, the guide or the small museum off the map, unreadable by AI means invisible."

Close the gap between the agent and the front door — what service providers and tourism platforms each need to build

01 DISCOVERY HAS MOVED INTO AGENTS

IN SUPER APPS, OTAs AND AI ASSISTANTS

FOR SERVICE PROVIDERS — BE READABLE, BOOKABLE, RELIABLE

1. **Publish a machine-readable offer**
   Live availability, prices, hours and rules in structured feeds via your channel manager or platform — not PDFs and phone numbers.
2. **Be bookable end to end**
   Instant confirmation, clear cancellation terms, and the payment rails guests bring: Alipay, WeChat Pay, cards, wallets.
3. **Describe yourself for agents and guests**
   Accurate, multilingual facts, photos and menus, so an agent can answer 'a quiet hotel near the lake' with you.
4. **Honour what the agent sold**
   Keep stock in sync, brief staff on agent bookings, report closures and delays back at once.
5. **Small? Join a shared feed**
   Let a DMO, local platform or cooperative bundle the long tail into one connection.

02 AGENTS ONLY RECOMMEND WHAT THEY CAN READ, PRICE AND BOOK

THE OPERATIONAL CONNECTION BOTH SIDES MUST RUN

- Availability in real time
- Confirm and pay: human approves
- Handle exceptions: the agent re-plans
- Delivery feedback into ranking

03 THE EXPERIENCE IS STILL DELIVERED IN PERSON

THE HAND-OFF DECIDES THE TRIP

FOR TOURISM PLATFORMS — CONNECT THE LONG TAIL, KEEP THE PROMISE

1. **Onboard the long tail cheaply**
   Self-serve tools and AI that turn a menu photo or website into structured data; Fliggy's assistant cut hotel pricing from 2h to 10min.
2. **Open, standard interfaces**
   Let any agent — super app, OTA, general assistant — query and book, so a B&B does not need ten integrations.
3. **Keep the human in charge of money**
   The agent proposes, the traveller confirms every payment; Alipay's A-Bao never moves money on its own.
4. **Own the after-booking loop**
   Handle changes, delays and closures in real time, and re-plan the trip rather than just refund it.
5. **Rank transparently and fairly**
   Label paid placement and give less famous places a route into answers, with DMOs as partners.

> IN THE AGENT ERA, OPERATIONS ARE MARKETING:
> WHAT THE AGENT CANNOT READ, BOOK AND TRUST, THE TRAVELLER NEVER SEES.

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WHAT TRAVEL LEADERS ARE UNDERESTIMATING

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GRN – PARIS · SORBONNE 28th & HOTEL DE L'INDUSTRIE 29th OCTOBER 2026 · ONE CONCRETE TRAVEL CASE

WHAT TRAVEL LEADERS ARE MISSING ABOUT AI-AGENT PAYMENTS

A DIGITAL AGENT can transact as a "digital employee"



… it **cannot safely amend** a booking unless the business can prove the traveller's authority



… and **new standards are in the playground :** Watchout QKD & PQC vs RSA



Overlooked dependency: the auditable scope of delegated authority — action, amount, supplier and refund rights.

Gilbert Réveillon · Global travel, trust and payment readiness

High-level international regulatory briefing — not legal advice. Illustrative case; no claim about any named company.

GRN – PARIS · SORBONNE 28th & HOTEL DE L'INDUSTRIE 29th OCTOBER 2026 · ONE CONCRETE TRAVEL CASE

ONE CROSS-BORDER HOTEL CHANGE: ONE BOOKING, SEVERAL LEGAL ROLES

ILLUSTRATIVE SCENARIO: A US RESIDENT USES A QWEN/FLIGGY-STYLE AGENT IN SHANGHAI TO BOOK A PARIS HOTEL.

TRAVELLER

US resident, physically in Shanghai. Authorises an initial Paris hotel booking.

AI AGENT / OTA

Finds a new room after an itinerary disruption — then changes dates and price.

PARIS HOTEL

Confirms the amended reservation. Is it the seller, supplier or merchant of record?

PAYMENT

Receives an incremental charge, dispute or refund request.

TRIGGER: the agent changes the booking without an explicit new confirmation of the exact itinerary and amount.

FOUR QUESTIONS THAT SPLIT THE CASE

AUTHORITY

Did the mandate cover this change and charge?

CONTRACT

Who sold, promised and must perform?

PAYMENT

Was the later debit authorised under the relevant rail?

DATA & REVERSAL

Can the business explain, reverse and reconcile?

Core connections: China (operation), France/EU (hotel and data), United States (if a covered US issuer/account is involved).

THE LOSS AND COST STACK LEADERS DO NOT SEE

An incorrect AI action can create a contract dispute, an issuer investigation and a manual-reconciliation event — at the same time.

1 · AUTHORITY BOUNDARY

Action, price cap, supplier and cancellation mandate.

2 · CONTRACT BOUNDARY

Seller, merchant of record, supplier and promised service.

3 · PAYMENT BOUNDARY

Payer consent, issuer/PSP proof and issuer-led dispute rules.

OPERATING COSTS TO BUDGET BEFORE SCALE

AI TRANSACTION

Inference, tools, data retrieval, logging, API's call and observability.

PAYMENT & FRAUD

Authentication, PSP fees, fraud controls, reserves and disputes.

CHANGE & REFUND

Inventory release, reprice, reversal, refund and reconciliation.

HUMAN RECOVERY

Escalation, service recovery, legal review and audit evidence.

STRESS TEST

Can existing systems reverse the change without losing evidence?

FINANCIAL RESPONSIBILITY IS NOT ONE QUESTION: an authorised-but-wrong booking and an unauthorised debit can have different respondents and remedies.

High-level legal/regulatory map — not legal advice. Payment protections vary by payment rail, issuer/PSP and actual consent record.

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AGENTIC TRAVEL COMMERCE: REGULATION OF THE TRANSACTION STACK

FRANCE · EUROPEAN UNION · CHINA · UNITED KINGDOM · UNITED STATES | What is already covered — and the gap that remains

FRANCE

EU CORE + DOMESTIC TRAVEL LAYER

ALREADY REGULATED

AI Act; GDPR; French travel and consumer rules; PSD2.

NOT YET ALLOCATED

No agent mandate.

Delegation, seller and cross-border loss remain contract-led.

EU

CROSS-SECTOR RULEBOOK

ALREADY REGULATED

AI Act; GDPR; consumer, price and package rules; PSD2.

NOT YET ALLOCATED

No universal mandate or automatic refund.

Scope depends on role and PSP location.

CHINA

OPERATION + PLATFORM + IDENTITY

ALREADY REGULATED

GenAI / algorithm rules; PIPL; travel / payment rules; GB/Z 185 identity guidance.

NOT YET ALLOCATED

GB/Z 185 is guidance.

Not a universal statutory agent-liability or automatic-refund rule.

UK

TRANSACTION RULES, NO AI ACT

ALREADY REGULATED

UK GDPR; Consumer Rights Act; Payment Services Regulations and SCA.

NOT YET ALLOCATED

No horizontal AI Act or travel-agent authorisation regime.

USA

CONSUMER / PAYMENT PATCHWORK

ALREADY REGULATED

FTC consumer law; hotel-fee disclosure; Reg E / Z; state rules.

NOT YET ALLOCATED

No federal agent-approval or refund regime.

No PSD2-style SCA baseline.

? | **COMMON GAP** | Delegated authority for change, cancellation and refund remains a **product-and-contract design problem** — not a fully allocated statutory rule.

Sources: EU AI Act, GDPR, CRD and PSD2; French codes; China CAC / PIPL / GB/Z 185 guidance; UK GDPR, CRA and PSRs; FTC and CFPB Regulation E/Z. High-level briefing, not legal advice · 28 Oct 2026.

Before any AI-initiated change (to : date, Hotel, service or price) require traveller's confirmation tied to the **exact new itinerary and exact amount.**

Then retain a tamper-evident authority, disclosure and payment-authentication record.

AI ENHANCED IMPLEMENTATION OF PAYMENT SYSTEMS

SECURE BY DESIGN. CONTINUOUS BY DESIGN. VALUE BY DESIGN.



TOKENIZATION TRAP

From fragmented, vulnerable connections to trusted, verifiable, and continuous data flows.

OPTIMIZING MACHINE LEARNING

vs ongoing inference & API loops

BEYOND CONVERGING ECOSYSTEMS' FUNDING

Secure, optimized, and future-ready value at scale.

SECURE BY DESIGN
End-to-end protection for data and content

OPTIMIZED PERFORMANCE
Higher model accuracy and faster inference

CONTINUOUS & RESILIENT
Built for ongoing loops, APIs, and real-world scale

QUANTUM-READY
Future-proof encryption with QKD + PQC

SUSTAINABLE VALUE
Lower risk, greater trust, amplified returns


CLOSING REMARKS
& TRANSITION TO EVENING
Christian Delom
President, GRN

GLOBAL TRAVEL FUTURES FORUM 2026

CLOSING REMARKS

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