

HOTREC 89th General Assembly in Warsaw

16-18 October 2024

SPEAKERS BIOGRAPHIES

Pawel Niewiadomski

**President, Polish Chamber of Tourism
Member of the Management Board, ECTAA**



Born in 1967, Paweł Niewiadomski studied Foreign Trade at the University of Łódź and graduated from the Faculty of Tourism at Katowice Business University. He was also a TEMPUS scholar at the University of Reading, UK.

Since 1992, he has owned and operated Holiday Tours of Łódź, a successful niche tour operator. Niewiadomski has been continuously involved in leadership at the Polish Chamber of Tourism, serving as Vice President between 2002-2012 and President since 2012 a position he still holds.

At ECTAA (The European Travel Agents' and Tour Operators' Associations), he served three terms as Vice President, held the position of President from 2018 to 2022, and is currently a Member of the Management Board. He is fluent in Polish and English, with interests in consumer law and music.

Helen McDermott

Director of Global Forecasting, Tourism Economics



Helen is the Director of Global Forecasting at Tourism Economics, with almost two decades of experience in economic modelling and consultancy.

She specializes in tourism forecasting and bespoke scenario analysis for various client needs. She manages the Global Travel Service and Global City Travel services, which provide timely forecasts of bilateral tourism flows across 185 countries and 300 cities, plus other core tourism indicators including overnight stays and tourism spending. Helen has a deep industry of the hotel industry and is responsible for producing annual, quarterly and monthly forecasts for the hotel industry across a range of markets in Europe, the Middle East and Asia in partnership with STR. She has also experience of developing and maintaining detailed bespoke accommodation modelling which provides forecasts as well as policy-based scenario impact analysis.

In addition to her regular forecasting work, Helen is key to Tourism Economics' consultancy services including Tourism Satellite Account development and other economic impact analysis. She is involved in Oxford Economics Economic Impact Research, produced on behalf of the World Travel & Tourism Company which measures the contribution of the travel and tourism sector to the wider economy across 185 countries worldwide.

Ourania Georgoutsakou

Managing Director, Airlines for Europe (A4E)



Ourania ‘Rania’ Georgoutsakou is the Managing Director of Airlines for Europe (A4E), the voice of Europe’s leading airlines in Brussels.

Rania joined A4E in June 2023 and is responsible for the association’s strategy and impact. Her role is to represent Europe’s leading airlines in the Brussels political arena, liaise with industry executives and manage the association’s operations.

She has 20-years’ experience of advocating for membership associations, previously leading LightingEurope and working as Director of Public Policy for Europe for SEMI and as Senior Policy Coordinator with the Assembly of European Regions in Strasbourg and in Brussels.

Bartek Czyczerski

CEO, Business and Science Poland



Bartek has connected businesses and people with the European agenda for 20 years. He has done this in multiple roles, including as diplomat, civil servant, senior advisor in a climate think-tank, consultant for organizations such as EY and Forward Global and CEO of the largest Polish business organization in Brussels, Business & Science Poland. Bartek has extensive experience in international trade and economic relations, as well as the EU sustainability agenda.

Peter Jordan

Head of Insights, Toposophy



Peter Jordan is an experienced tourism and destination marketing expert, currently serving as the Head of Insights at Toposophy, a leading consultancy that specializes in destination management and place branding. His career began in 2003 at a visitor information center in his hometown of Canterbury, UK, where he gained firsthand experience in tourism operations. Over the years, he has evolved into a prominent thought leader in the tourism sector, working with numerous international organizations and participating in key industry events.

At Toposophy, Jordan focuses on helping destinations navigate the complex challenges of modern tourism, including the transition to more sustainable practices and broader destination-based strategies. His expertise extends to areas like decarbonization, as demonstrated by his work in Scotland to support tourism's transition to Net Zero, and destination marketing, such as developing stakeholder engagement in regions like Essex and Kent. He has also played a significant role in organizing and promoting large-scale events like the Taste of Athens food festival, which has become a landmark in Greek gastronomy.

Jordan is known for his insightful contributions on how city destination marketing organizations (DMOs) can reinvent themselves in response to changing dynamics in the tourism industry, as outlined in his work with Toposophy and collaborations with European Cities Marketing.