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**LUXEMBOURG TOURISM SUMMIT**  
**NAVIGATING THE FUTURE OF TOURISM**  
**Sustainability unfolded – AI decoded**

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**13.06.2024 / Mudam Luxembourg**



**Prof. Xavier Font –  
The 5 Benefits of Sustainability Marketing**

[Watch the full presentation here](#)



**Leena Lassila –  
How Helsinki Thinks Sustainably**

Please find [here](#) more information  
about the various sub-areas of Environmental responsibility.  
This page also has a carbon footprint calculator for event organisers.



**Prof. Dr. Dr. Roman Egger –  
GenAI for Tourism – What it means to you!**

[Watch the full presentation here](#)