



**Wrocław, Poland Monday 17 February – Friday 21 February 2025**

@ Uniwersytet WSB Merito Wrocław Building G

**eTourism towards 2060**

### **Welcome to the 32<sup>nd</sup> ENTER e-Tourism Conference: The home for knowledge in ICTs in travel and tourism**

With the ENTER conference, the IFITT community is building a unique collection of knowledge on information and communication technologies in tourism. ENTER is the annual eTourism conference, organised by the [International Federation for IT and Travel & Tourism \(IFITT\)](https://enter-conference.org/enter-etourism-conferences/). For 32 years, ENTER e-Tourism conference brings together the Tourism and IT industry, academia, government, and other organisations. <https://enter-conference.org/enter-etourism-conferences/> ENTER offers a worldwide and unique forum to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of ICTs in travel and tourism. Everyone who shares knowledge, experience, and a true passion for ICT in travel and tourism, is warmly welcome!

ENTER25 will be hosted in the beautiful city of [Wrocław in Poland](#). Wrocław is known for its Market Square, lined with elegant townhouses and featuring a modern fountain. This will be the centre of networking and socialising. The Gothic Old Town Hall, with its large astronomical clock where the Gala Dinner will be hosted. IFITT is the leading independent global community. It was created for discussing, exchanging, and developing knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry and experience.

**IFITT PRESIDENT Professor [Jacques Bulchand Gidumal](#)** University of Las Palmas de Gran Canaria, Spain and its [board](#).

**CHAIR ENTER 2025 Professor [Dimitrios Buhalis](#), Bournemouth University.**

**HOST Dr Joanna Nogiec | Kanclerz, Uniwersytet WSB Merito Wrocław Building G** Tel. +48 71 376 23 84 | [joanna.nogiec@wroclaw.merito.pl](mailto:joanna.nogiec@wroclaw.merito.pl)

**ORGANISER Wiktorja Król-Cieciorowska** President Wrocław Convention Bureau Tel.: +48 71 347 51 87, Mob.: +48 518 028 099

and **Dagmara Łukaszewska** Tel.: +48 71 347 51 87, Mob.: +48 571 805 120, E-mail: [info@convention.wroclaw.pl](mailto:info@convention.wroclaw.pl)

### **The ENTER25 research track co-chairs are**

- Dr. Lyndon Nixon, Modul University Vienna Austria ([lyndon.nixon@modul.ac.at](mailto:lyndon.nixon@modul.ac.at))
- Dr. Aarni Tuomi, Haaga-Helia University of Applied Sciences Finland ([aarni.tuomi@haaga-helia.fi](mailto:aarni.tuomi@haaga-helia.fi))
- Professor Peter O'Connor University of South Australia [Peter.OConnor@unisa.edu.au](mailto:Peter.OConnor@unisa.edu.au)

### **The ENTER25 Ph.D. Workshop Chairs**

- Professor. Ulrike Gretzel, University of Southern California ([ugretzel@gmail.com](mailto:ugretzel@gmail.com))
- Dr. Kasha Minor, Cardiff Metropolitan University ([kbminor@cardiffmet.ac.uk](mailto:kbminor@cardiffmet.ac.uk))
- Dr. Rodolfo Baggio, Bocconi University ([rodolfo.baggio@unibocconi.it](mailto:rodolfo.baggio@unibocconi.it))
- Dr. Arkadiusz Tomczyk, Bournemouth University ([ttomczyk@bournemouth.ac.uk](mailto:ttomczyk@bournemouth.ac.uk))

We now call for proposals of sessions where IT/tourism researchers engage with leading industry to vision eTourism for the next 35 years – towards 2060. Please email Professor Dimitrios Buhalis your suggestions. <https://ifitt.net/call-for-contributions/>

**FEES:** Budget and fees were restructured to make ENTER affordable attractive and inclusive. We are finalising costs/budgets/fees and announce in May

**ACCOMMODATION:** [Wyndham Wrocław Old Town Hotel](#) will be the official hotel – Preferential rates pending and announce in May

**ENTER 25**

@ Wrocław, Poland



Photo by Yevheniia on Unsplash

**WORK** Building G - Uniwersytet WSB Merito Wrocław, Poland

<https://maps.app.goo.gl/6psJubkE1MGq1PAL6>

<https://w3w.co/weds.suffix.accent>

**SLEEP** [Wyndham Wrocław Old Town Hotel](#), Wrocław, Poland

[Wyndham Wrocław Old Town Hotel](#)

**SOCIAL:** Market Square <https://maps.app.goo.gl/t2hBp3Je8JJncG3W7>

**WORK TO HOTELS/SOCIAL MAP** <https://shorturl.at/jnuS6>

**WROCLAW ENTER25 KEY TRANSPORT INFORMATION – USE Uber/Freenow/Bolt**

AIRPORT - Merito Uni = 20 minutes - 30 PLN / 7 € TAXI for 4 by OR BUS 106

AIRPORT-Wyndham Hotel = 30 minutes - 40 PLN / 10 € TAXI for 4 OR BUS 142 or 132 OR TRAM 13

Wyndham wroclaw old town Hotel - Building G Uniwersytet WSB Merito Wrocław.

TAXI 20 minutes - 20 PLN / 5 € TAXI for 4 by Uber/Freenow/Bolt

TRAM/BUS 30 minutes - 4.6 PLN 1€ BUS 142 or 132 OR TRAM 13

**ENTER 2025 INDICATIVE PROGRAMME Monday 17 February – Friday 21 February 2025**

	MONDAY 17/2/25	TUESDAY 18/2/25	TUESDAY 18/2/25	WEDNESDAY 19/2/25	WEDNESDAY 19/2/25	THURSDAY 20/2/25	THURSDAY 20/2/25	FRIDAY 21/2/25	FRIDAY 21/2/25	FRIDAY 21/2/25	SATURDAY 22/2/25
		PhD Workshop	Smart POLAND	SMART TOURISM	WEARABLES / INTERNET OF EVERYTHING	ARTIFICIAL INTELLIGENCE	ROBOTS AUTONOMOUS	METAVESE/XR	SUSTAINABILITY REGENERATIVE	Neuro- physiological Marketing	LOCAL TOURS
09:00-10:30 DEBATE AND RESEARCH AGENDA				WELCOME TO ENTER 2025 Jacques Bulchand Gidumal Dimitrios Buhalis Joanna Nogiec Wiktoria Król-Cieciorowska							11:00-16:00  Hydropolis City Centre
10:30-11:00 COFFEE/POSTER											
11:00-12:30 KEYNOTE											
12:30-14:00 LUNCH/POSTER							JITT BOARD				
14:00-15:30 SHOWCASE											
15:30-16:00 COFFEE/POSTER											
16:00-17:30 DEMONSTRATION						JOURNALS/PUBLICATION EXCHANGE BRING YOUR PAPER TO EDITORS					
17:30—18:30		YOUTH/ INNOVATION NETWORK		MEET THE JOURNAL EDITORS: PUBLICATION FORUM		IFITT AGM BOARD		CLOSE FAREWELL – WELCOME TO ENTER 2026			
19:30-24:00 SOCIAL	Informal Welcome Dinner and drinks Pob Latarniami  <a href="https://www.w.facebook.com/podlatarniami/">https://www.w.facebook.com/podlatarniami/</a> <a href="https://w3w.co/websites.grow.ti.gh">https://w3w.co/websites.grow.ti.gh</a> [at delegates expense]	19:30-20:30 <b>Wroclaw dwarf treasure hunt challenge FREE ACTIVITY</b>  ~~~~~ 20:30 – late Browar Złoty Pies Brewery <a href="https://zlotypies.com/">https://zlotypies.com/</a> <a href="https://w3w.co/foiled.clause.s.loves">https://w3w.co/foiled.clause.s.loves</a> [at delegates expense]		<b>Welcome Reception Wyndham Wroclaw Old Town Hotel</b>  <a href="https://www.wyndhamhotels.com/wyndham/wroclaw-poland/wyndham-wroclaw-old-town/overview">https://www.wyndhamhotels.com/wyndham/wroclaw-poland/wyndham-wroclaw-old-town/overview</a>  <a href="https://w3w.co/learn.resides.g.oal">https://w3w.co/learn.resides.g.oal</a> Pierogi & Kopytki Soplica I Piwa		<b>Wroclaw Medieval Experience</b>  19:30-20:30 Wroclaw Old Town Hall Reception and Awards Ceremony <a href="https://w3w.co/even.forget.fury">https://w3w.co/even.forget.fury</a>  20:30-22:00 Medieval Dinner Restauracja Piwnica Świdnicka Wrocław <a href="https://w3w.co/uses.harps.contexts">https://w3w.co/uses.harps.contexts</a>  22:00 – late Świdnicka Cellar Brewery <a href="https://w3w.co/uses.harps.contexts">https://w3w.co/uses.harps.contexts</a> AND BAND / DANCE		<b>Informal Farewell: Dinner and drinks</b>  SPECIAL MENUS AND PARTY [at delegates expense]  19:30 TEXICO BAR & BBQ <a href="https://w3w.co/quality.backward.coolest">https://w3w.co/quality.backward.coolest</a> [at delegates expense]  21:00 – LATE RUMBAR.POKOYHOF <a href="https://w3w.co/moving.rumble.paving">https://w3w.co/moving.rumble.paving</a> [at delegates expense]			

**WORK Building G - Uniwersytet WSB Merito Wrocław, Poland** <https://maps.app.goo.gl/6psJubkE1MGq1PAL6> <https://w3w.co/weds.suffix.accent>

**SLEEP Wyndham Wrocław Old Town Hotel, Wrocław, Poland** <https://maps.app.goo.gl/t2hBp3Je8JJncG3W7>

**SOCIAL: Market Square** <https://maps.app.goo.gl/t2hBp3Je8JJncG3W7>

**WORK TO HOTELS/SOCIAL MAP** <https://shorturl.at/jnuS6>

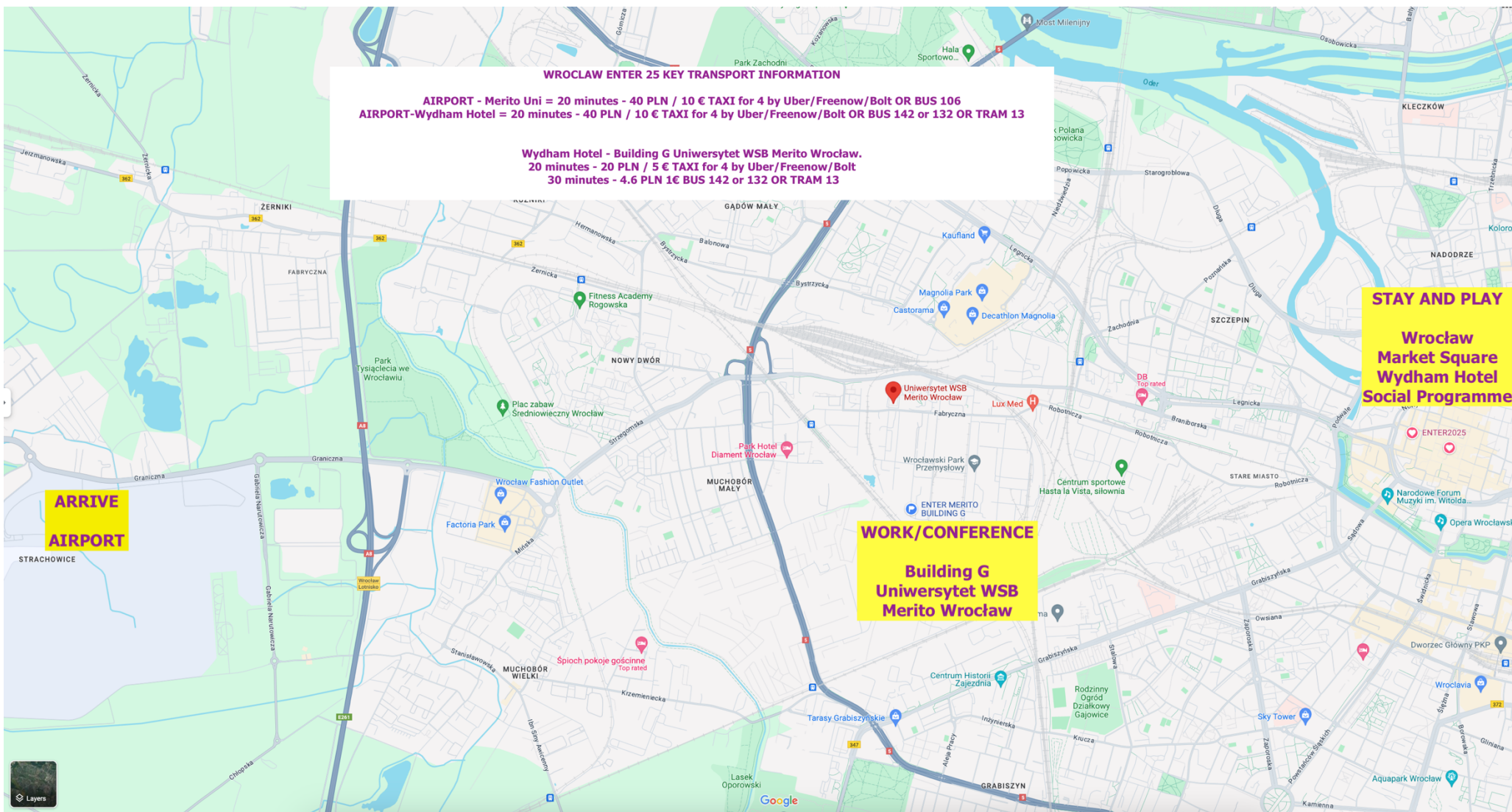
## KEY LOCATIONS

WORK Building G - Uniwersytet WSB Merito Wrocław, Poland <https://maps.app.goo.gl/6psJubkE1MGq1PAL6> <https://w3w.co/weds.suffix.accent>

SLEEP [Wyndham Wrocław Old Town Hotel](#), Wrocław, Poland [Wyndham Wrocław Old Town Hotel](#)

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WORK TO HOTELS/SOCIAL MAP <https://shorturl.at/jnuS6>



**KEY LOCATIONS SOCIAL PROGRAMME around Market Square** <https://maps.app.goo.gl/t2hBp3Je8JncG3W7> **WORK TO HOTELS/SOCIAL MAP** <https://shorturl.at/jnuS6>

Monday 17 February Pob Latarniami Informal Welcome Dinner and drinks <https://www.facebook.com/podlatarniami/> <https://w3w.co/websites.grow.tight>

Tuesday 18 February Browar Złoty Pies Brewery <https://zlotypies.com/> <https://w3w.co/foiled.clauses.loves>

Wednesday 19 February Welcome Reception Wyndham Wrocław Old Town Hotel <https://w3w.co/learn.resides.goal>

Thursday 20 February Wrocław Medieval Experience: Old Town Hall Reception and Awards Ceremony + Piwnica Świdnicka Wrocław + Świdnicka Cellar Brewery <https://w3w.co/uses.harps.contexts>

Friday 21 February **Informal Farewell: Dinner and drinks** TEXICO BAR & BBQ + RUMBAR.POKOYHOF <https://w3w.co/quality.backward.cooler> [at delegates expense]

Saturday 22 February Hydropolis + City Centre Tour

