



2026 TTRA EUROPE ANNUAL CHAPTER CONFERENCE

MAY 13-15, 2026 | PORTOROŽ, SLOVENIA

CONFERENCE GUIDE

ORGANISER: [TTRA \(TRAVEL AND TOURISM RESEARCH ASSOCIATION\)](#),
HOSTED BY: [UNIVERSITY OF PRIMORSKA – FACULTY OF TOURISM STUDIES TURISTICA](#)



Keynote speakers



Prof. Sara Dolničar, PhD
University of Queensland



Prof. Xavier Font, PhD
University of Surrey



Prof. Anne Hardy, PhD
Southern Cross University

& other leading voices from academia, industry, and EU institutions TBA soon.

Shaping Europe's visitor economy through evidence-based research

The 2026 TTRA Europe Conference invites contributions addressing key challenges and opportunities facing tourism in Europe and beyond. This year's themes draw on pressing academic debates, urgent industry challenges, evolving European policy frameworks, and a strong emphasis on empirically supported decision-making grounded in rigorous scientific approaches.

Conference themes

Balancing growth & resilience
Smart, inclusive & digital tourism
Regulating tourism & restoring balance
Aligning research, practice & EU policy

Doctoral seminar

Shaping research careers: Beyond counting, towards quality and impact

Call for papers

Submit your work in the following categories:

- extended abstracts
- applied (industry) papers
- student papers
- posters

Submission link



Deadline:

15. 2. 2026



Important dates & information



Venue: University of Primorska, Faculty of tourism studies Turistica, Obala 11a, Portorož, Slovenia | [LOCATION](#)

Conference chairs: Miha Bratec & Emil Juvan

Doctoral seminar chair: Mike Peters

Hosted by: University of Primorska, Faculty of tourism studies Turistica

Publication: Only submissions presented at the conference will be considered for inclusion in the conference proceedings and invited to submit to *Academica Turistica – Tourism and Innovation Journal (AT-TIJ)*.

Registration fees

	Early bird registration	Regular
PhD students*	220 €	220 €
TTRA members	320 €	440 €
Non-members	520 €	640 €

Conference highlights

Doctoral seminar: a platform for PhD students to present and discuss their work with peers and senior scholars, facilitated by Mike Peters

Keynote speakers: see above; more TBA (additional leading voices from academia, industry, and EU institutions)

Panel Tracks: Meet the Editor, Tourism Innovation, Tourism Taxation, etc.

Networking events: including an Opening Cocktail Reception, Gala Dinner, Farewell Reception and cultural excursions to the enchanting Venetian town of Piran



Conference programme

Tuesday, 12 May 2026

Informal dinner UP Management and TTRA

Wednesday, 13 May 2026

PhD students day

Green day of Slovenian tourism

Opening ceremony with cocktail in the last afternoon

Thursday, 14 May 2026

Keynote speech 1

Parallel academic sessions

Keynote 2

Visit to Piran, Gala Dinner

Friday, 15 May 2026

Keynote speech 3

Business/academic special track sessions

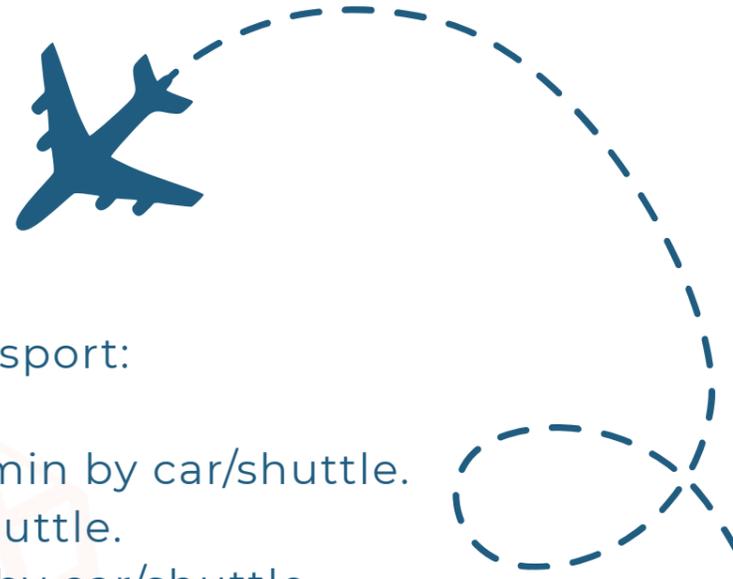
Parallel academic sessions

Meet the editor

Round-table

Closing ceremony





Logistics & travel Information

Portorož is easily accessible by several modes of transport:

Airports:

Ljubljana Jože Pučnik Airport (LJU) – approx. 1h 30min by car/shuttle.

Trieste Airport (TRS), Italy – approx. 50min by car/shuttle.

Venice Marco Polo Airport (VCE), Italy – approx. 2h by car/shuttle.

Zagreb Airport (ZAG), Croatia – approx. 3h by car.

Train: The nearest major train stations are **Trieste Centrale (Italy)** and **Koper (Slovenia)**. Regular buses and shuttles connect these hubs with Portorož.

Bus & shuttle services: Direct buses run from Ljubljana, Trieste, and other regional centres to Portorož. Shuttle transfers from nearby airports can be arranged individually. We recommend **GoOpti** (www.goopti.com), a reliable and affordable shuttle service connecting all major regional airports (Ljubljana, Trieste, Venice, Zagreb) directly to Portorož.

By car: Portorož is connected by motorway to Ljubljana (A1/E61) and to Italy (Trieste) via Škofije/Koper border crossing. Parking is available at the conference venue and nearby.



The information below is intended to support conference participants in selecting suitable accommodation, including official partner hotels offering special rates, as well as additional nearby accommodation options.

Official Conference Accommodation

For participants of the 2026 TTRA Europe Annual Chapter Conference, special accommodation rates have been arranged with selected partner hotels located near the conference venue. Early booking is strongly recommended, as room availability is limited.

Participants are invited to use the special conference discount code: **TTRA26**. The code provides discounted rates at the partner hotels listed below, subject to availability.



Bernardin Resort

Located right by the sea. 5-10 minutes' walk from the conference venue.

- Hotel Vile Park ★★★★★ (closest to the venue)
- Hotel Histrion ★★★★★
- Grand Hotel Bernardin ★★★★★



Boutique Hotel Portorož ★★★★★

Wellness-focused hotel. 20 min walk along the seaside promenade from the venue.



Art Hotel Tartini ★★★★★

Located in the heart of the historic town of Piran; 25 minutes' walk to the conference venue.

Booking Information: Accommodation prices and availability are determined by the individual hotels. Reservations are handled directly by the selected hotel for all booking-related matters.



Other nearby accommodation



LifeClass Hotels & Spa Portorož

Located in the centre of Portorož. It combines ★★★★★ and ★★★★★ hotels, each with its own story. 15 minutes' walk from the conference venue.



Hotel Marko Portorož ****

Located right in the center of Portorož, only a few steps from the beach. 10 minutes' walk from the conference venue.



Kempinski Palace Portorož *****

Located in the heart of Portorož, the five-star luxury hotel Kempinski Palace Portorož offers a unique blend of historic heritage and modern elegance. 15 minutes' walk from the conference venue.

