



IMPACTOUR Conference

Madrid,
20 - 21 June 2023

Managing Tourism
IMPACT on Cultural
Tourism Destinations
in European regions
and areas

IMPACTOUR is at:
www.impactour.eu

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Directions to Círculo de Bellas Artes:
<https://www.circulobellasartes.com/visitas/>

Conference contact:
comunicacion@santamarialareal.org



Join the IMPACTOUR team at the **Círculo de Bellas Artes** to:

- Meet and network with colleagues and decision-makers from IMPACTOUR's Cultural Tourism pilot destinations.
- Learn about current challenges in management of sustainable Cultural Tourism destinations from practitioners and experts.
- Explore IMPACTOUR's new data-driven tools and methods for strategic visitor management.
- Become part of the IMPACTOUR Community to share and develop your knowledge.



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Day 1: 20 June 2023

- 9:30 Participants reception
- 9:45 Welcome and introduction
- 10:15 **PANEL 1 Cultural Tourism Challenges**
- 10:15 Sneška Quaedvlieg-Mihailović (RS/NL) - Secretary General of EuropaNostra
- 10:45 Coffee break and networking. Pilots' local products presentation
- 11:15 Workshop on Cultural Tourism Challenges
- 12:45 Lunch
- 14:15 **IMPACTOUR RESULTS**
- 14:15 Overview of the work performed
- 14:45 Discussion, challenges and achievements
- 15:45 Coffee break and networking
- 16:15 Impactour the day after. Presentation of the tool and the community
- 16:45 Discussion. The role of the IMPACTOUR Community. Beyond the DoA
- 17:45 End of the first day

Day 2: 21 June 2023

- 9:00 Participants reception
- 9:15 **PANEL 2 Data and good practices**
- 9:15 Bart Neuts - Geography and Tourism, KU Leuven (Arenberg) [Coordinator of H2020 SmartCulTour project]
- 9:45 Workshop on Data and good practices
- 10:45 Coffee break and networking. Pilots' local products presentation
- 11:15 **PANEL 3 Stakeholders' engagement**
- 11:15 A representative from Madrid City Council
- 11:45 Workshop on participatory management and stakeholders' engagement
- 12:45 Lunch
- 14:15 Social Visit
- 16:15 End of the meeting