



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 Good practice in data gathering – beyond the Impactour Tool
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	Ivan González, Visitor Experience Director, Madrid Destino Cultura, Turismo y Negocio
11:45	Manos Vougioukas, Secretary-General of European Cultural Tourism Network (ECTN)
12:00	Workshop on participatory management and stakeholders' engagement
13:00	Lunch
15:00	Social Visit
16:30	End of the meeting