



EUROPEAN COMMISSION

ENTERPRISE AND INDUSTRY DIRECTORATE-GENERAL
MARITIME AFFAIRS AND FISHERIES DIRECTORATE GENERAL

European Tourism Day 2012
Seasonality – Maritime and coastal tourism
Brussels, 27 September 2012

Morning Session - "Seasonality"

08h30 – 09h30: Registration of participants

Welcome coffee

9h30 – 10h00: Opening the session:

Antonio Tajani, Vice-President of the European Commission and Commissioner in charge of Industry and Entrepreneurship

10h00 - 11h00: Sub-sectoral approaches towards fighting tourism seasonality

Chair: *Mr Pedro Ortún, Director for Tourism, Corporate Social Responsibility, Consumer Goods and International Regulatory Agreements, Directorate-General for Enterprise and Industry, European Commission*

- The role of travel agents and tour operators in extending the tourism season – *(tbc)*
- Wellness and spa tourism all year round – *Mr Reinhard Petry, European Spas Association*
- Tourism and Nature: a perfect recipe also in low season – *Mr Federico Minozzi, EUROPARC Federation*

11h00 – 11h30: Coffee break

11h30 – 12h30: Diversification of tourism activities: destinations' way to extend the tourist season

Chair: *Mr Pedro Ortún, Director for Tourism, Corporate Social Responsibility, Consumer Goods and International Regulatory Agreements, Directorate-General for Enterprise and Industry, European Commission*

- Management models for combating seasonality in tourism destinations: good practices from the network of regions NECSTouR – *Ms Cristina Scaletti, Regional Minister of Culture and Tourism of Tuscany, Italy (tbc)*
- "European Senior Travel": the experience of the Calypso project "EST" – *Ms Estela Nogueira, Fundação Inatel, Portugal (tbc)*
- "First European Travel Experience": a model for youth exchanges proposed by the Calypso project "FETE" – *Mr Luc Gobin, Flanders Region, Belgium (tbc)*
- Combining environment and new technologies in the Highlands of Scotland – *Mr Gordon Ireland, Highland Council, UK (tbc)*

12h30-13h00 Open floor for questions

13h00 – 14h30: Lunch break

Afternoon Session - "Challenges and Opportunities concerning Maritime and Coastal Tourism in Europe"

14h30 – 15h15: Opening of the session

Keynote Speakers:

- *Maria Damanaki Commissioner of the European Commission in charge of Maritime Affairs and Fisheries*
- *Mr Mario De Marco, Minister for Tourism, the Environment and Culture, Malta*
- *Mr Carlo Fidanza, Member of the European Parliament (tbc)*

15h15 – 15h45: Coffee break

15h45 – 16h45: Roundtable Debate:

Chair: *Ms Monique Pariat, Director of the Mediterranean and Black Sea Directorate, Directorate-General for Maritime Affairs and Fisheries, European Commission*

Participants:

- *Mr Panagiotis Gkofas, European Social and Economic Committee (tbc)*
- *Ms Carmen Altes, Technical Advisor for European Affairs at the European Federation of National Associations of Nautical Resorts*
- *Mr Regis Lopez Lang, Odyssea*
- *Prof. Harold Goodwin, Professor of Responsible Tourism Management in ICRETH at Leeds Metropolitan University*
- *Mr Jeroen Dagevos, Noordzee Foundation*
- *Ms Päivi Lappalainen, Programme Director at the Centre of Expertise for Tourism and Experience Management of Southwest Finland.*

16h45-17h15 Open floor for questions

17h15-17h30 Conclusions

by Mr Pedro Ortún and Ms Monique Pariat, European Commission