

# PROGRAMME OF THE DAY

Barcelona  
September 27<sup>th</sup>, 2016

## Morning session

<b>11:00</b>	<b>Welcome and introduction</b> Xavier Espasa, General Director , Catalan Tourist Board
<b>11:15</b>	<b>Introduction HikingEurope</b> Blanca CROS, Catalan Tourist Board
<b>11:30</b>	<b>Input 1: Need to focus on the customer!</b> <i>Market insights about European hiking and nature tourism</i> Ulf SONNTAG, NIT (Institute for Tourism Research), Germany
<b>11:45</b>	<b>Input 2: Need for sustainable hiking products and cooperation!</b> David BRÖDERBAUER, Nature Friends International, Austria
<b>12:00</b>	<b>Round Table 1: PRODUCT DEVELOPMENT</b> <i>Sharing good and bad practices in product development regarding hiking related rural tourism; Identifying crucial factors of success/failure; Identifying key resources for a successful product; Price and competition.</i> Meritxell OMELLA, El Brogit Guiatges, Priorat, Catalunya Barney MCLAUGHLIN, Donegal County, Ireland Gorana MARGARETIC, DUNEA, Dubrovnik, Croatia Hjörleifur FINNSSON, Icelandic Tourist Board Josep CAPELLÀ, DCB (Turisme i Desenvolupament local), Catalunya
<b>13:30</b>	Lunch break

## Afternoon session

<b>14:30</b>	<b>Input 3: How hiking tourism businesses can better market and communicate their authenticity and sustainability, in order to be more competitive</b> Prof. Xavier FONT, University of Surrey, UK
<b>14:45</b>	<b>Round Table 2: COOPERATION</b> <i>Who are the public and private partners that need to team up for a successful hiking/ rural tourism product? Top-down or bottom-up experiences? Who needs to do which key activities to be successful? Need to structure/formalize the cooperation?</i> Patrick TORRENT, Executive Director, Catalan Tourist Board Tom SELÄNNIEMI, The Finnish Nature Centre Haltia Eckart MANDLER, Wanderhotels, Austria Daniel PUNSETI, Camí de Ronda, Catalunya
<b>16:15</b>	Coffee break
<b>16:30</b>	<b>Round Table 3: COMMERCIALIZATION/DISTRIBUTION</b> <i>What are the best channels to inform about the product to the customer? Channel to sell? Online/Offline mix? Individual vs. organised travel? Need for packages? Role of the tour operators? What do the tour operators need from the stakeholders in the destinations?</i> Núria MARTÍ SIMÓ, PIRINEU eMOCIÓ, Catalunya David SERANO, La Balaguère, France Manfred HÄUPL, Hauser Exkursionen, Germany Riccardo SOLMI, Promappennino/ Trekkingitaly & Cyclingitaly, Italy Thomas BULLMANN, Outdooractive, Germany
<b>18:00</b>	Wrap-up and closing

## Discovering Rural Europe