

EDUCATIONAL FORUM ON LGBTQ TOURISM

Thursday, 21st June 2018
Hilton Hotel Grand Place, Brussels

Master of Ceremonies: Robert Daverschot

08.30 – 09.00	Registrations and coffee
09.00 – 09.30	<p><u>Welcome & Opening session</u></p> <p>Peter De Wilde, CEO Visit Flanders, President European Travel Commission John Tanzella, President IGLTA Vieri Biticchi, General Manager Hilton Grand Place</p>
09.30 – 10.00	<p><u>Keynote speech</u></p> <p>Presentation of the “Handbook on LGBTQ tourism in Europe”</p> <p>Peter Jordan, Founder Gen C Traveller</p>
10.00 – 11.00	<p><u>Session I - Panel discussion</u></p> <p>Building Europe as a safe and inclusive destination for LGBTQ travellers</p> <p>Moderator: Peter Jordan, Founder Gen C Traveller</p> <p>Piet De Bruyn, General Rapporteur on the Rights of LGBTI people of the Council of Europe Anna Shepherd, Fundraising Manager ILGA Europe Sean Howell, CEO Hornet</p>
11.00 – 11.30	Coffee break
11.30 – 12.30	<p><u>Session II - Panel discussion</u></p> <p>Communicating the true diversity of LGBTQ tourism to the travel industry and consumers</p> <p>Moderator: Peter De Wilde, CEO Visit Flanders</p> <p>Danielle Mustarde, DIVA Magazine Yves Aerts, Executive Director Çavaria Dirk Baumgartl, Blu Media Network Thomas Kristensen, Out & About</p>

13.00 – 14.00	Lunch break
14.00 – 15.00	<p><u>Session III - Case studies</u> Successful campaigns and initiatives targeted at LGBTQ travellers from businesses and destinations</p> <p>Thomas Bachinger, Market Manager, Vienna Tourism Board Mattej Valencic, Pink Week Slovenia Mateo Asensio, International Promotion Manager Turisme de Barcelona Carine De Mesmaeker, Network Facilitator, Tourism Flanders (<i>remote</i>)</p>
15.00 – 15.30	Coffee break
15.30 – 16.30	<p><u>Session IV - Panel discussion</u> “The future of LGBTQ tourism in Europe” <i>In view of current and expected political, legal and social changes and with the growth of digital spaces, how can the tourism sector prepare for the future evolution of LGBTQ travel?</i></p> <p>Moderator of the session: Peter Jordan, Founder Gen C Traveller</p> <p>Eduardo Santander, Executive Director, European Travel Commission Patrick Bontinck, CEO Visit Brussels Kaspars Zalitis, Co-Chair Baltic Pride 2018-Riga</p>
16.30 – 17.00	<p><u>Closing remarks</u></p> <p>Eduardo Santander, Executive Director, ETC John Tanzella, President IGLTA</p>
17.00 – 19.00	<u>Cocktail reception</u>

Please note that the programme is subject to small changes.