

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>Eduardo Santander, Executive Director, European Travel Commission 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>Understanding the true diversity of LGBTQ tourism <i>How to build a comprehensive understanding of LGBTQ travellers to help tourism marketers create inclusive products and services</i></p> <p>Moderator: Peter De Wilde, CEO Visit Flanders</p> <p>Yves Aerts, Executive Director Çavaria Paulien De Groote, Transgender Rights Activist Carine De Mesmaeker, Network Facilitator, Tourism Flanders (remote)</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 Sean Howell, CEO Hornet</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>

* To be confirmed

Please note that the programme is subject to small changes.