



EMPOWERING DESTINATION LEADERS TO DELIVER SUSTAINABILITY




PROGRAM

Monday, 13th of March 2023

Arrival of participants

-  **19.15** | Transfer to evening venue | Meeting Point  Seaside Hotel Los Jameos
-  **19.30** | Welcome cocktail  MIAC - Castillo de San José (Arrecife)
-  **21.30** | Transfer back to hotels

Tuesday, 14th of March 2023

-  **9.00** |  Seaside Hotel Los Jameos
-  **9.15** | Introduction by NECSTouR
Why are seasonality and sustainability so interrelated?

🕒 9.30 | MASTERCLASS by Professor Xavier Font (Surrey University)

HOW TO DESIGN SUSTAINABLE TOURISM EXPERIENCES TO REDUCE YOUR SEASONALITY

Participants will learn...

- To identify complementary markets, diversify markets, and how to respond to different needs.
- To identify low-season resources.
- To design innovative experiences.
- How by adapting your marketing efforts to different value, you gain from different customers.

🕒 9.30 | Products, make way for experiences!

Products are so “yesterday”, and customers want to engage with your offering with all their senses.

🕒 10.00 | Different seasons, different markets

You will need to adapt your offer to different types of customers to balance changes in demand.

🕒 10.45 | There’s something special about your place in the low season

We often take for granted what’s on our doorsteps, so let’s look at your resources with fresh eyes and see how you can turn them into something special.

☕ 11.30 | COFFEE BREAK

🕒 12.00 | Let’s design innovative experiences

You will need to create experiences that are great, even when it’s cold, wet, and dark early. Co-create experiences with nearby partners and use events to drive demand.

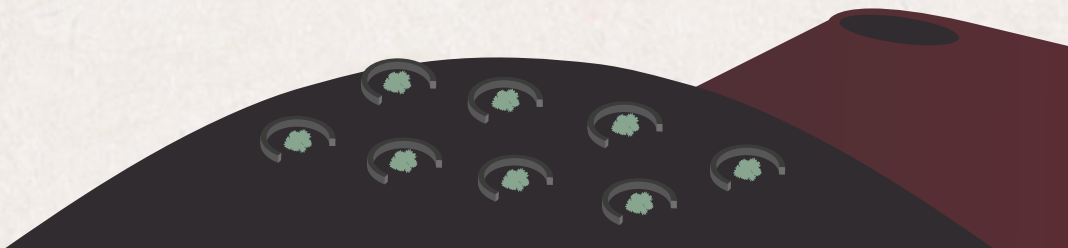
🕒 12.45 | Time for marketing and storytelling

New experiences require a lot of marketing effort, but if they are truly innovative and you’ve communicated them well, consumers will share the messages for you.

🕒 13.30 | Be clear what benefits you expect

Visualising the results you want to achieve will help you have the determination you need to make changes.

🍴 14.00 | LIGHT LUNCH



🕒 15.30 | Transfer to STUDY TRIPS

Participants will learn...

- About Lanzarote's vision of sustainable tourism, based upon the "Culture of Limits" and
- balanced interactions between nature and humans.
- Examples on heritage as a tool for qualifying tourist experiences.
- How destinations can use environmental knowledge to adapt and reinvent themselves.

🕒 16.00

📍 La Molina de Jose María Gil (San Bartolomé)

Dating from 1870, La Molina de San Bartolomé is perhaps the last operating mill in Lanzarote, still producing the famous "gofio", a flour from mixed roasted grains that has been a central product in Canarian cooking for centuries. Asset of Cultural Interest (BIC), La Molina is a window into the economic and cultural history Lanzarote devoted to preserve and disseminate an ancestral tradition.



🕒 16.45 | Transfer to 2nd venue

🕒 17.00

📍 La Geria and Finca Testeina

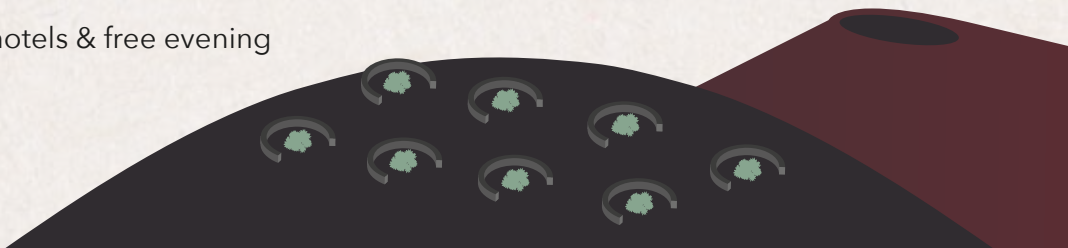
La Geria is a vineyard landscape like no other in the world. After the volcanic eruptions in the 18th century, Lanzarote's peasants started adapting their cultivation methods to the new environmental conditions to grow life from ashes. The result is La Geria, an heroic land where nowadays first-rate Malvasía wines are produced following the same methods that 200 years ago.

In the middle of this unique scenery lays Finca Testeina, a manor house from the 16th belonging to Bodegas Vega de Yuco. A perfect place to talk about tradition, identity and resilience around a glass of its ecological wine.

- Keynote speech by **Mario Alberto Perdomo**, economist and member of Lanzarote's Council presidential cabinet with the title "Lanzarote: Milestones Towards Sustainability".



🕒 18.30 | Transfer back to hotels & free evening



Wednesday, 15th of March 2023

🕒 **8.30** | Transfer to morning venue | Meeting Point 📍 Seaside Hotel Los Jameos

🕒 **9.00** | Arrival 📍 Club La Santa

🕒 **9.15** | Introduction to the work session by NECSTouR

🕒 **9.30** | Session with Ana Moniche (Tourism of Tomorrow Lab)

“Why is it so difficult to design and use a good set of sustainable indicators?”

Participants will learn about the main challenges when trying to define and use a set of sustainable indicators

🕒 **10.00** | **MASTERCLASS** by Anna Torres-Delgado (Surrey University)

“LEARN HOW TO USE SUSTAINABILITY DATA TO INFORM POLICY DECISIONS”

🕒 **10.00** | **PART 1: “Learn cost-free ways of estimating carbon footprint for your destinations’ markets”**

Understand what information is needed to calculate carbon footprint, based on the consumer behaviour data you (probably) already collect and experiment with your own destination’s data, accepting that imperfect information is better than nothing.

Deliverable 1: Easy-to-use tool to estimate the carbon footprint of different markets visiting your destination.

🕒 **10.30** | **PART 2: “Identify the most attractive markets for your destination based on benefits (expenditure) and costs (carbon footprint)”**

Learn to build a cost/benefit analysis & Build your destination’s tourist personas


Deliverable 2: Easy-to-use axis to visualise the impacts of your destination’s markets.

🕒 **11.10** | **COFFEE BREAK**

🕒 **11.30** | **PART 3: “Prepare your action list to improve your destination’s expenditure/carbon footprint balance**

Brainstorm strategies that can be informed by data and are relevant and feasible for your destination. Peer-to-peer learning.

Deliverable 3: List of evidence-informed actions that your destination can implement to advance carbon neutrality goals.


 **12.00** | Workshop by Tourism of Tomorrow Lab, with Ana Moniche, Daniel Iglesias and José Luis Córdoba

**“Making good decisions based on evidence is hard:
Let’s learn how to use already available and ready-to-use data to ease the process”**

Discover how the Tourism of Tomorrow Lab can help destinations to make sustainable decisions based on data analysis.

Learn practical tools and techniques from two use cases developed by ToTLab identifying and exploiting different data sources.


Share, discuss and get feedback on your destination’s initiatives for implementing sustainable strategies based on data.

 **13.15** | EU Funding Session C4T by NECSTouR


 Interreg
Euro-MEDCo-funded by
the European UnionSustainable
tourism


 **14.00** | LIGHT LUNCH


“ENVISIONING 2030: DESIGNING A PLAN COMPLIANT WITH THE FIT FOR 55 STRATEGY”


 **15.00** | Visit to Club La Santa facilities

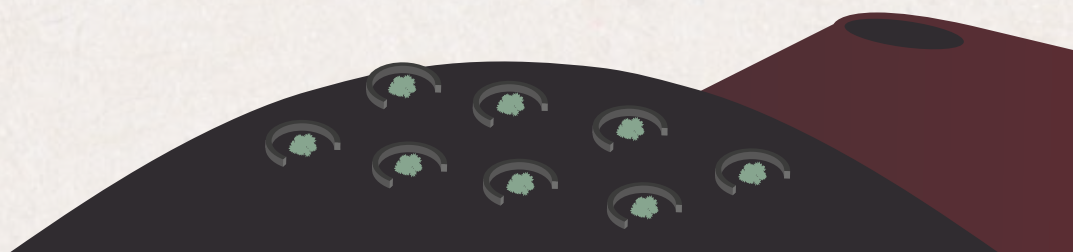
 **15.30** | Presentation: **Club La Santa Zero Carbon Plan**
Nicolás Murillo (Club La Santa)

 **15.50** | Presentation of the report “Envisioning 2023”
Graeme Jackson and Professor Paul Peeters (The Travel Foundation)

 **16.50** | Study Case: **“Lanzarote Strategies on Sustainability”**
Héctor Fernández (Turismo Lanzarote)

 **17.10** | Discussion with participants

 **18.30** | Transfer back to hotels & Free Evening



Thursday, 16th of March 2023

🕒 **8.15** | Transfer to morning venue | Meeting Point 📍 Seaside Hotel Los Jameos

🕒 **8.50** | 📍 Casa de los Volcanes - Jameos del Agua

🕒 **9.00** | **OPENING BOARD**

Moderated by Héctor Fernández, CEO Turismo Lanzarote.

- Yolanda de Aguilar Rosell, President of NECSTouR, Secretary General for Tourism, Andalusia Government
- María Dolores Corujo Berriel, President of Lanzarote Island Council
- Yaiza Castilla Herrera, Regional Minister for Tourism, Industry and Commerce, Government of the Canary Islands

🕒 **9.30** | Keynote Speech: Secretary of State of Tourism, Ministry of Industry, Trade and Tourism, Government of Spain

🕒 **9.45** | UNWTO Speech by Virginia Fernández-Trapa, Programme Coordinator of Sustainable Development, UNWTO

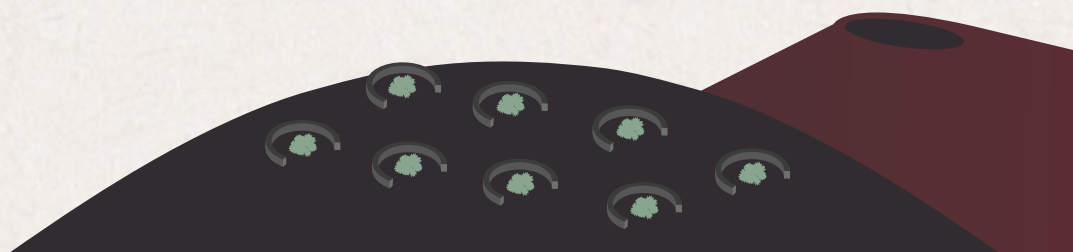
🕒 **10.00** | Destination leaders to deliver sustainability: Learnings and action by Xavier Font


🕒 **10.15** | Fostering regions' Climate Action in Tourism: Destinations Benchmark

Moderated by Graeme Jackson, Head of Strategic Partnerships at the Travel Foundation


- Alenka Soršak, Sustainability Manager, Ljubljana Tourism
- Cristina Bajet, Project Manager, Catalan Tourism Board
- Fredric Lindén, CEO, West Sweden Tourism Board (online)
- Héctor Fernández, CEO, Turismo Lanzarote
- José Juan Lorenzo, Director Gerent, Turismo de Islas Canarias
- Mia Lammens, Head of Research, Visit Flanders

☕ **11.10** | **COFFEE BREAK**




 **11.35 | Fostering regions' Climate Action in Tourism: The NECSTouR response**

Moderated by **Graeme Jackson**, Head of Strategic Partnerships at the Travel Foundation.
Discussion panel with destinations' representatives.

 **12.30 | Towards regenerative tourism governance: from principles to projects**


With **Cristina Nuñez** and **Justine Bauters** (NECSTouR)

 **12.50 | Conclusions**

Graeme Jackson (the Travel Foundation) and **Héctor Fernández** (Turismo Lanzarote)



13.00 | NETWORKING LUNCH

 **14.00 | NECSTouR Board of Directors Meeting**

Board Members Only

