

Dear Cultural Tourism enthusiasts

Europe has come a long path since Schuman's declaration back in 1950 and, next May 9<sup>th</sup>, we will celebrate peace and unity across Europe. While all the planet is still struggling to overcome the terrible effects of the COVID-19 crisis, Cultural Tourism is playing a huge palliative role by sharing Europe's rich cultural diversity.

Under the auspices of the Portuguese Government, and with full collaboration from the Slovenian Government, **H2020 IMPACTOUR Project** is proud to announce the **ReDiscover Europe Workshop** which will take place next **May 9<sup>th</sup> (10:00-17:00 CET time)**.

The **ReDiscover Europe Workshop** will provide an unique opportunity to discuss the role of **sustainable Cultural Tourism** in today's Europe. Besides important keynote presentations the workshop will hold three key panel debates (with catalyst viewpoints from policy makers, scientific researchers, industry and cultural tourism practitioners):

- Theme 1: Post-COVID cultural tourism – what have we learned, what might we do differently, an opportunity for Big / SMART Data?
- Theme 2: People – accessibility, inclusion/exclusion, market needs
- Theme 3: Technology – digital gateways, mobile interactive content / co-curation, dynamic modelling and tourism management

High level representatives from a large number of organizations have already confirmed their participation, such as:

- **Portuguese Government**
- **Slovenian Government**
- **UNESCO**
- **Cultural Routes of the Council of Europe**
- **COST Association**
- **ICTC-ICOMOS**
- **European Travel Commission**
- **European Tourism Association**
- **EUROPANOSTRA**
- **European Heritage Label Network**

The workshop will be online, free of charge with mandatory registration. Do not miss this opportunity to stay tuned with Europe's Cultural Tourism challenges.

