



G VICEPRESIDÈNCIA
O I CONSELLERIA
I INNOVACIÓ
B RECERCA I TURISME

AETIB
AGÈNCIA D'ESTRATÈGIA
TURÍSTICA ILLES BALEARS



BRANDTour
Interreg Europe



European Union
European Regional
Development Fund

BRANDTour
Building Regional Actions for New Developments in Tourism

ILE Meeting Balearic Islands

“The development of experiential tourism in relation to local value chains and excellence”

18th-19th December 2018

AGENDA 18th DECEMBER 2018

- 08.30** **Pick-up at the hotel** (transfer to Port de Sóller)
- 09.00** **Study visit part 1: PESCATURISMO** ([link](#))
meeting on experiential tourism linked to excursions with traditional fishermen on professional fishing boats
- 11.30** **Study visit part 2: SON MORAGUES** ([link](#))
meeting on experiential luxury tourism linked to local gastronomy products (olive oil production and tasting)
- 14.00** **Light dinner** served at Son Moragues (Valldemossa)
- 16.00** **Workshop.**
Venue: Conselleria de Turisme, c/ Montenegro, 5 (Palma de Mallorca)
Welcome by a representative of the Balearic Islands Ministry of Tourism
- 16.15** **BRANDTour short presentation of the project**
Tuscany Region – Mrs Teresa Caldarola
- 16.30** **Presentation of Good Practices (15' each)**
- Economic Council of East-Flanders – Mr Brecht Carels
 - Region of Crete – Mrs Anastasia Stefanidou
 - South Limburg Tourist Board – Mrs Manon Luijten
 - Ministry of Economics of the Republic of Latvia – Mrs Madara Luka
 - Tuscany Tourist Board– Mrs Alessia Geroni
 - Balearic Islands Tourist Board - Mrs Marga Picornell
- 18.00** **Q&A Session - Open discussion with local stakeholders**
- 18.30** **Evaluation of the Good Practices**
- 19.30** **End of Workshop**
- 21.00** **Social dinner**



AGENDA 19th DECEMBER 2018

- 8.15** **Pick-up at the hotel** (transfer to Palma airport)
- 10.00** **Flight to Maó** (Menorca)
- 10.45** **Arrival at Minorca**
(transfer to CIME - Menorca Insular Council, *Plaça Biosfera, 5 - Maó*)
- 11.00** **Opening Session**
by a representative of the Menorca Insular Council
- 11.15** **Project coordination matters and check of progress**
Tuscany Region – Mrs Teresa Caldarola
- 11.45** **Administrative and financial issues**
- 12.15** **Communication plan assessment and actions**
- 12.45** **Next ILE preparation, South Limburg, April 2019**
- 13.30** **Study visit 3: Trepucó archaeological site** ([link](#)), *MENORCA TALAYOTIC*
World Heritage Nomination Unique in the World,
CAMÍ DE CAVALLS - subproduct culture/ archaeology
- 15.00** Lunch at restaurant La Minerva, Maó harbour
- 16.30** **Study visit 4: Albufera des Grau** ([link](#)), *BIOSPHERE RESERVE*
CAMÍ DE CAVALLS - subproduct nature
- 18.30** End of study visits (transport back to the airport)
- 19.45** **Flight to Palma**
- 20.25** **Arrival to Palma airport**
- 21.30** **Informal dinner in Palma**