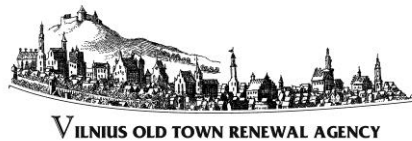


Organized by:



In collaboration with:



World Heritage Journeys of Europe Romantic Europe

2nd Workshop – Vilnius, Lithuania

*Organized by UNESCO World Heritage Centre, the Ministry of Economy of the Republic of Lithuania, State Department of Tourism under the Ministry of Economy, Vilnius Old Town Renewal Agency and City Development Agency 'Go Vilnius'.
Supported by the European Union.*

Official hotel: Artis Centrum Hotels, Totorių 23, Vilnius 01120, Lithuania

PROGRAMME

Sunday 1 October 2017

- 17.00 Guided walking tour of the Historic Centre of Vilnius, World Heritage site, hosted by the City Development Agency "Go Vilnius". The tour will include preserved castle buildings, the Vilnius Cathedral which has over six centuries of history, the ensemble of Vilnius University, mysterious Franciscan Dominican and Bernardine monasteries, churches, ornate Orthodox churches – as well as historic and cultural districts.
- 19.30 Welcome dinner at Artis Centrum Hotels

Monday 2 October 2017

Workshop Venue (morning): Artis Centrum Hotels

- 9.00-9.30 **Official welcome**
Mr Peter DeBrine, Coordinator, UNESCO World Heritage and Sustainable Tourism Programme
Representative of the Vilnius City Municipality, on behalf of Mr Remigijus Šimašius, Mayor of Vilnius
Mrs Asta Junevičienė, Secretary General of the Lithuanian National Commission for UNESCO
Mr Ramūnas Burokas, Viceminister, Ministry of Economy of the Republic of Lithuania
- 9.30-9.45 **Sharing the Love – Promoting ‘Romantic Europe’**
Mr Michael Turtle, World Heritage Blogger
- 9.45-10.15 **World Heritage Journeys Platform Progress Update**
Mr Frank Biasi, Director of Digital Development & Travel Programs, National Geographic
- 10.15-10.30 **World Heritage Journeys Target Market Presentation**
Mr Chris Seek, President, Solimar International
- 10.30-10.45 **Exercise #1: Target Market Discussion/Feedback**
- 10.45-11.15 **World Heritage Journeys Branding Strategy Presentation**
Mr Chris Seek, President, Solimar International
- 11.15-11.30 **Coffee/Networking break**
- 11.30-12.00 **Exercise #2 – Brand Strategy Discussion/Feedback**
- 12.00-13.00 **World Heritage Journeys 2018 Marketing Plan Presentation (part 1)**
Mr Chris Seek, President, Solimar International
Mr Frank Biasi, Director of Digital Development & Travel Programs, National Geographic
- 13.00-14.00 **Lunch at Artis Centrum Hotels**

Workshop Venue (afternoon): Palace of the Grand Dukes of Lithuania

- 14.00-14.45 Walk to Palace of the Grand Dukes of Lithuania. Short welcome by Ms Jolanta Karpavičienė, Deputy Director of the Palace. Performance of Lithuania *Sutartinės* songs (inscribed as intangible cultural heritage) and tasting of the traditional Lithuanian drink ‘*Midus*’.

- 14.45-15.45 **World Heritage Journeys 2018 Marketing Plan Presentation (part 2)**
Mr Chris Seek, President, Solimar International
Mr Frank Biasi, Director of Digital Development & Travel Programs,
National Geographic
- 15.45-16.15 **World Heritage Journeys Launch, Influencer, & Public Relations Strategy**
Mr Michael Turtle, World Heritage Travel Blogger
- 16.15-16.45 **Exercise #3 – Marketing Plan Feedback**
- 16.45-17.15 **Cooperative Marketing Case Study Presentation**
Mr Roger Grant, Director, Great Southern Touring Route
- 17.15-17.50 Short tour at the Palace of the Grand Dukes of Lithuania to discover Vilnius' romantic heritage. Brief virtual introduction of the Palace and state history. Return to hotel.
- 19.30 Depart hotel. Walking tour to visit *Nemuziejus* (translation: 'Nonmuseum') tourism innovation project hosted by the City Development Agency "Go Vilnius"
- 20.00-21.30 Dinner at *Ertlio Namas* restaurant

Tuesday 3 October 2017

Workshop Venue: Artis Centrum Hotels

Please dress comfortably for technical tour in the afternoon.

- 9.00-9.15 **Introduction and Recap from Previous Day**
- 9.15-9.30 **World Heritage Journeys Management Goals**
Mr Chris Seek, President, Solimar International
- 9.30-10.30 **Sustainable Tourism Management Innovation Exchange Session**

Each World Heritage site will share a 3-minute rapid summary of an innovation in sustainable management that could potentially be replicated in other World Heritage sites, in line with the overall project objectives.
- 10.30-10.45 **Coffee/Networking break**
- 10.45-11.00 **Potential Tools for Sustainable Tourism Management**
Mr Chris Seek, President, Solimar International

11.00-11.30	Exercise #6 – Sustainable Tourism Management Tools Discussion/Feedback
11.30-11.45	Working together – Why and How? Mr Roger Grant, Director, Great Southern Touring Route
11.45-12.15	Exercise #7 – World Heritage Journey Governance Discussion/Feedback
12.15-12.30	Communication, Collaboration and Knowledge Sharing Mr Frank Biasi, Director of Digital Development & Travel Programs, National Geographic
12.30-12.45	Exercise #8 - Communication, Collaboration and Knowledge Sharing Discussion/Feedback
12.45-13.00	Wrap-up and next steps
13.00-13.15	Closing remarks
13.30-14.30	Lunch <i>hosted by State Department of Tourism under the Ministry of Economy</i>
15.00-22.00	Technical tour and dinner

Technical visit to the old town of Trakai, an important destination and extension from Vilnius. Trakai is well-known for its picturesque landscape and the legendary Trakai Castle, which was a cradle of the Lithuanian statehood, an important military and political centre, and the headquarters of the Lithuanian Grand Dukes. Trakai is also known for the Karaimes (a people speaking the Turkic language), who have lived there since the 14th century and have preserved their traditions. The kenesa – a Karaime sanctuary – and houses of Karaimes have survived in Trakai, and the national dishes (the most popular is kybyn – a small pasty stuffed with minced meat) of this ethnic group can still be experienced here.

More information: <http://www.vilnius-tourism.lt/en/what-to-see/places-to-visit/around-vilnius/trakai/>

End of workshop