Interreg Atlantic Area POST

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Atlantic Cities

WEBINAR

POLYCENTRIC TOURISM: BALANCING TOURIST FLOWS AND DEVELOPING TOURISM IN INLAND AREAS

Date: 19 February 2025 | 11:00 – 13:00 CET
Language interpretation available | Registration link

11:00 - 11:15

Introduction

Short presentation of POST, *Polycentric Sustainable Tourism: Identification of a strategy towards the sustainability of the sector*, an INTERREG Atlantic Area project, and the concept of polycentric tourism

Eliane Vera Paz, EU Affairs officer, Atlantic Cities network & Dr James Hanrahan, Lecturer in Tourism Management, Atlantic Technological University

11:15 - 12:15

Best Practice in Polycentric Tourism

- **Tourism products based on mobility experience**
  - **Dublin Coastal Trail | Ireland**
    Helen Cole, Dublin Region Manager, Failte Ireland
  - **La Rochelle Ocean Pass | France**
    Nicolas Martin, Dir. La Rochelle Tourisme & Evénements, La Rochelle Tourist Office
- **Institutional bodies to encourage cross-border tourism**
  - **Eixo Atlántico, Tourism Thematic Group | Portugal & Spain**
    Rita Fidalgo Oitavén, Dir. Programs and Cooperation (Eixo Atlántico)
- **Creation of tourism products**
  - **Terra Aventura, Geocaching Nouvelle-Aquitaine | France**
    Speaker tbc
- **Training for entrepreneurs**
  - **Developing eco-experiences in Serra do Xurès | Spain**
    Emma González, Manager at Instituto Orensano de Desarrollo Económico (INORDE) & Ana Belén Fernández, tourism consultant
- **Tools to monitor tourism behaviour and flows**
  - **Mes plages océanes | France**
    Isla Sadran, Project manager in charge of visiting figures, GIP Littoral
- **(De)marketing strategies**
  - **Portuguese Way of St. James | Portugal**
    Mariana Aragão, Research fellow, Instituto Politécnico de Viana do Castelo (IPVC)

12:15 - 12:55

Questions and answers

Q&A and examples of best practice elsewhere

12:55 - 13:00

Closure