

HISTORICAL CITIES IN SEARCH OF A PREMIUM TOURIST

11 MARCH 2020

ICE Kraków Congress Centre

Conference language: Polish/English – simultaneous translation

11 March 2020

09.00 - 09.50 Registration and welcome coffee

Words of welcome:

09.50 - 10.00 Anna Korfel-Jasińska, Deputy Mayor of the City of Kraków

10.00 - 10.30 Representatives of invited institutions:

H. E. Leslie Scanlon, Ambassador of Canada to Poland

Andrzej Gut-Mostowy, Secretary of State, Ministry of Economic Development,
Plenipotentiary of the Prime Minister for the promotion of the Polish brand

Robert Andrzejczyk PhD., President, Polish Tourist Organisation

Introductory presentations:

10.30 - 10.50 prof. Jerzy Hausner, Cracow University of Economics

- *Tourism in the social spacetime of the city*

10.50 - 11.10 Bartłomiej Walas PhD. , Department of Tourism, Municipality of Kraków

- *Premium tourist and their needs*

11.10 - 11.40 coffee break

11.40 - 12.10 Case study introducing the panel:

Olivier Henry-Biabaud

Visitor and Resident experience and satisfaction: what urban DMOs can learn from data?

12.10 - 13.40 **PANEL I: MANAGING TOURIST EXPERIENCE**

Moderator: prof. Piotr Zmysłony, Poznań University of Economics and Business

Panelists:

- Adam Mikołajczyk, Chairman, Best Place – European Place Marketing Institute, Warsaw

- Olivier Henry-Biabaud , CEO, TCI Research, Brussels
- Jeremy Cooker, VP, Marketing and Special Projects, New Orleans & Company
- Bartłomiej Walas PhD. , Department of Tourism, Municipality of Kraków
- Vladimir Beroun, Public Policy Lead, Airbnb CEE, Berlin

Themes:

- Managing reputation and experience of a destination. Online reputation management
- How to identify visitor and resident experience?
- Visitor journey map/irridex
- Luxury vs. mass tourists
- Designing *experienscapes* in cities – urban leisure formats
- Applying the concept of staging recreational experiences to event planning
- Database-based strategies (data-driven tourism strategies)

13.40 - 14.40 Lunch

14.40 - 15.10 Case study introducing the panel:

Pierre Fortin

Montréal – Quartier des Spectacles

15.10 - 16.10 **Panel II: THE CITY OF FESTIVALS OR THE FESTIVAL CITY ?**

Moderator: Robert Piaskowski, Plenipotentiary of the Mayor of Kraków for Culture

Panelists:

- Kevin Donnelly, City of Montréal – Festivals
- Pierre Fortin, General Director, Partenariat du Quartier des Spectacles, Montréal
- Krzysztof Maj, General Director of Culture Zone, Wrocław
- Julia Armour, Director of Festivals Edinburgh

Themes:

- Festival-based city positioning strategies
- Are festival guests premium tourists?
- Festival or place brand; which should we focus on?
- Economic impact of music festivals
- Festivals and identity of historical cities
- Residents or visitors; who are festivals really for?

16.10 - 16.30 Case study introducing the panel:

Alen Bošković

Dubrovnik: Run the Wall

16.30 - 17.10 **Panel IV: OUTDOOR SPORTING EVENTS - WHO ARE THEY REALLY FOR?**

Moderator: Szymon Gatlik, runner, Kraków Food & Travel

Panelists:

- Alen Bošković, Event Director, Du Motion, Runner's Days, Dubrovnik
- Benedetta Gagna, Marketing and Communication Manager, Maratona di Ravenna Citta'd'Arte
- Łukasz Panfil, journalist/running commentator, marathon runner, Warsaw
- Anton Taranenko, CEO, Kyiv Tourism Association

Themes:

- Marathons and cycling races in historical cities; where should they be located?
- Open-air events; challenges and benefits
- Managing events held in public spaces
- Residents vs. mass outdoor sports events. How to communicate?
- Is the attractiveness of the city important for the participants?

17.10 - 17.20 Conference wrap-up
Closing of the conference

20.00 Welcome reception, Gallery of the 19th-Century Polish Art in the Cloth Hall
(*Sukiennice*), acces with name badge only