

**European Tourism Day**  
**Brussels, 27th September 2010**  
**Charlemagne Building – Room GASP**  
Draft Program

08:30 – 09:00 Registration

**09:00 - 09:20 Official Opening**

- Address speech by Vice-President Antonio Tajani and Commissioner Androulla Vassiliou

**09:20 10:40 Session I**

**European Cultural Itineraries: a Trans-European Cultural Tourism Model?**

**10:40 – 11:00 Coffee break**

**11:00 – 12:20 European Destinations of Excellence (EDEN) Award Ceremony**

**12:20 – 14:00 Lunch break** (at the Eden stands - Berlaymont)

Possible visit to the "Via Francigena and Cultural Routes" exhibition

**14:00 - 15:30 Session II**

**Case studies: European citizenship and Intercultural Dialog**

**Open Debate**

**15:30 - 16:00 Coffee break**

**16:00 – 17:40 Session III**

**Case studies: Tourism, Sustainability and Networking**

**Open Debate**

**17:40 – 18:00 Conclusions**

Conclusions by Mr. Antonio Tajani, Vice-President of the European Commission, and Ms. Isabelle Weykmans, Belgian Presidency, Minister for Culture and Tourism