

NECSTouR

ANNUAL GENERAL MEETING 2026

Tourism and Culture: from creation to legacy-building resilient and connected territories

APRIL 21>23 2026 BOURGES CENTRE-VAL DE LOIRE

Agenda

DAY 1

TUESDAY 21 APRIL

Bourges City Centre

17.00 – 19.00

Guided tour: Discover Bourges City Centre and the Bourges Cathedral of Saint Etienne

Meeting point: Tourist Office of Bourges – Rue Simone Veil, 18000 Bourges

19.00 – 19.30

Walk together to Brasserie

19.30 – 22.00

Casual cocktail dinner

Brasserie des Beaux-Arts – 1 Place Cujas, Bourges

DAY 2

WEDNESDAY 22 APRIL

Villa Monin – 40 Rue Moyenne, Bourges

General Assembly and Workshops

8.30 – 9.00

Registration

9.00 – 9.15

Welcome & Opening

Amphitheatre Bellini, Villa Monin

- **Ms. Karine Gloanec-Maurin**, Regional Councillor to the President, Centre-Val de Loire Region
- **Mr. Mathieu Cuip**, President of NECSTouR

9.15

Minutes AGM 2025 & Agenda AGM 2026

9.20

NECSTouR in Review: Activity Report 2025

9.30

Members List 2026

9.35

Accounts 2025 & Budget 2026

9.45

Operations

10.00

NECSTouR Advocacy Pathway



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10.20	Work Programme 2026
10.40	Governance Hub Pathway <ul style="list-style-type: none">• Ms. Blanca Cros, Head of European Projects, Catalan Tourist Board
11.00	Closing the General Assembly & Family Picture
11.00 – 11.30	Coffee Break
11.30 – 13.00	Workshops (Round 1) <u>Data Hub: The Tourism of Tomorrow Lab Platform of Sustainable Tourism Indicators</u> Amphitheatre Bellini, Villa Monin <ul style="list-style-type: none">• Ms. Ana Moniche, Head of European Projects and International Networks, Andalusia Tourism Board• Mr. Daniel Iglesias, Chief Data Scientist at NECSTouR's Tourism of Tomorrow Lab• Ms. Gaukhar Chekembayeva, PhD, Assistant Professor at Modul University <u>Climate Hub: Tourism & Climate Adaptation – Why & Where to Start</u> Collins Room, Villa Monin <ul style="list-style-type: none">• Mr. Lee McRonalD, International Partnerships Manager, VisitScotland• Mr. Thomas Dworak, Director, Fresh Thoughts Consulting
13.00 – 14.30	Seated Lunch Hôtel de Ville – 11 Rue Jacques Rimbault, 18000 Bourges
14.30 – 16:00	Workshops (Round 2) <u>Data Hub: The Tourism of Tomorrow Lab Platform of Sustainable Tourism Indicators</u> Amphitheatre Bellini, Villa Monin <ul style="list-style-type: none">• Ms. Ana Moniche, Head of European Projects and International Networks, Andalusia Tourism Board• Mr. Daniel Iglesias, Chief Data Scientist at NECSTouR's Tourism of Tomorrow Lab• Ms. Gaukhar Chekembayeva, PhD, Assistant Professor at Modul University



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Climate Hub: Tourism & Climate Adaptation – Why & Where to Start

Collins Room, Villa Monin

- **Mr. Lee McDonald**, International Partnerships Manager, VisitScotland
- **Mr. Thomas Dworak**, Director, Fresh Thoughts Consulting

16.00 – 16.30 **Coffee Break**

16.30 – 17.30 **Thematic Speed Networking**

Cour des Chefs, Villa Monin

17.30 End of first day programme

Gala Dinner

18.30 Departure by bus from Bourges to Bruère-Allichamps
Meeting point: Place de la Nation

19.30 – 22.00 **Welcome drink & Gala Dinner at Abbaye de Noirlac**
Dresscode: semi-formal

22.00 Departure by bus back to Bourges
Return point: Place de la Nation

DAY 3

THURSDAY 23 APRIL

Maison de la Culture – Rue de Seraucourt, Bourges

Thematic Conference: Tourism and Culture: from creation to legacy – building resilient and connected territories

8.30 – 9.00 **Registration & Welcome Coffee**

*Please arrive early to register and collect your translation headset.
A cloakroom will be available for jackets and suitcases.*



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9.00 – 9.30

Institutional Openings

- **Ms. Julie Ferron**, First Deputy Mayor of Bourges
- **Ms. Karine Gloanec-Maurin**, Regional Councillor to the President, Centre-Val de Loire Region
- **Mr. Mathieu Cuip**, President of NECSTouR

Master of Ceremonies: **Ms. Maguelone Hédon**, Director of Communications, Centre-Val de Loire Region

9.30 – 10.30

High Level Policy Debate: The new European Tourism Strategy

- **Ms. Mona Bjorklund**, Director Policy Coordination, European Commission DG MOVE
- **Mr. Mathieu Cuip**, President of NECSTouR

10.30 – 11.00

Coffee Break

11.00 – 11.45

Roundtable: Shaping a Destination through Culture: Success Stories from Centre-Val de Loire

- **Ms. Karine Gloanec Maurin**, Regional Councillor to the President, Centre-Val de Loire Region
- **Mr. Antoine Longuet**, Secretary General, Chateau de Valençay
- **Ms. Suzanne Steen**, Development Manager, La Cyclo Bohème

Moderator: **Mr. Patrick Torrent**, Executive Director, Catalan Tourist Board

11.45 – 12.00

Bourges 2028: Cultural Programming as a Catalyst for Tourism and Territorial Transformation

- **Mr. Pascal Keiser**, General Commissioner, Bourges 2028

12.00 – 12.15

Closing Words

- **Mr. Mathieu Cuip**, President of NECSTouR

12.15 – 13.30

Networking Lunch

13.30 – 14.00

Transfer by bus to Study Visit



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Study Visit

- 14.00 – 15.00 **Study visit: Discovering Bourges 2028**
Halle au Blé – 8 Rue Paul Commenge, Bourges
- The European City of Artists project - Melina Mercouri, a legacy of Bourges 2028
- A visual projection to discover Future Uses of the City
- **Mr. Pascal Keiser**, General Commissioner, Bourges 2028
 - **Ms. Marina Mousseline**, Director of Educational and Cultural Development, City of Bourges
- 15.00 **End of Annual General Meeting 2026**
- 15.00 – 15.30 Transfer by bus to Bourges train station



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