



ECTN and the Experience Economy - Beyond The Creative Explorer

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Welcome



Creative Tourism
=
Sustainable Tourism
=
Experience Economy?



- <http://www.youtube.com/watch?v=p690WNukbOQ>

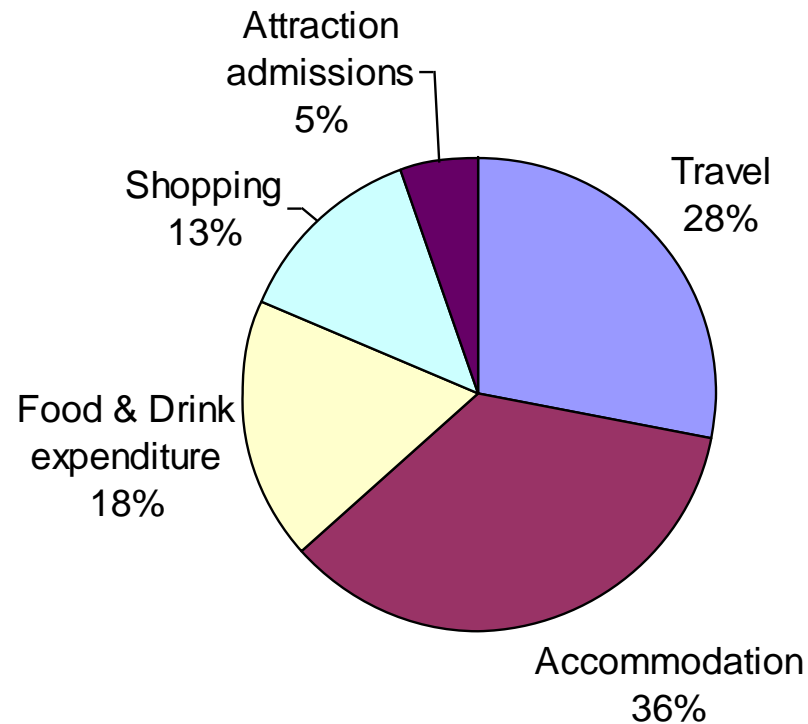
Why do we need to knock heads together?

- Similar challenges at EU, national and regional levels:
 1. Organisational issues
 - Complex area of operation
 - Different organisational behaviours, cultures and histories
 - Specific and unique core roles
 - Varied business strategies and policy agenda
 2. Economics
 - Differing social and economic outcome targets
 - Competition for shrinking public resources

Reality Check

- Bringing and gaining
- Financial **and** social and cultural outputs
- Important partners outside our own “world”
- Cooperation works better at regional and local level
- We have a customer, and a co-creator, in common – ‘the creative explorer’

Economic realities of our 'experience economy' in cultural tourism....



European Communications

- Tourism and Culture: 2 forces for growth
- Promoting cultural and creative sectors for growth and jobs in the EU

Culture and tourism two forces for growth

Promote and protect Europe's cultural
heritage

Special emphasis on cultural tourism

Trends and opportunities to be identified

Segments to be analysed and developed

Main segments

- Art
- Heritage
- Exhibitions
- Concerts
- Festivals
- Food and wine
- Film
- Cultural theme parks

Promoting cultural and creative sectors for growth and jobs

Cultural and creative sectors largely untapped resource for EU 2020 strategy

- Heritage
- Visual and performing arts
- Cinema
- Music
- Publishing
- Fashion and design

Important

- Reinforcing cross-sectoral interaction
- Announces stakeholder consultation on Experience Economy

EU Experience Economy Consultation

What other sectors should be naturally embraced
in the model?

Who should be driving the experience economy?

- Destination Management Partnerships ?
- Cultural institutions?
- Large enterprises?
- SMEs (consortia)?
- Public Sector?

Ideally it should develop from the Destination Plan



Thank you