

November 30th


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| 19:00 | Arrival of the participants in Madrid |
| 20:00 | Welcome Cocktail |

December 1st

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| 09:30 | Working Meeting on Cultural Tourism – Presentation of trends and discussion (I) |
| 11:00 | Coffee Break |
| 11:30 | Working Meeting on Cultural Tourism – Presentation of trends and discussion (II) |
| 13:00 | Lunch at the Hotel |
| 14:30
16:30 | Working Meeting on Cultural Tourism – Presentation of trends and discussion (III) |
| 18:00 | Transfer and visit of the National Museum Thyssen-Bornemisza (Picasso/Chanel Exhibition)
For its thirtieth anniversary, the Museo Nacional Thyssen-Bornemisza Museum offers an exhibition that explores the relationship between these two great creative geniuses of the 20th century, combining together art and fashion in a new exhibition project. |
| 20:00 | Dinner |

December 2nd

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| 10:00 | Transfer to Aranjuez |
| 11:00 | Technical visit of the Royal Site and Town of Aranjuez
Declared a World Heritage Site by UNESCO, the complex design of the Cultural Landscape of Aranjuez results from the materialization and combination of landscape, architectural and artistic works, representative of key periods in the history of humanity. Aranjuez is testimony of the exchange and confluence of different values and cultural currents whose intellectual assimilation led to a cultural landscape that, in turn, will constitute a reference for later manifestations. |
| 12:30 | Tasting of local products Aranjuez |
| 13:30 | Return to Madrid |



The objective will be to identify current trends in the sector, policies, and governance models that harmonize interests and benefit all stakeholders in the destinations -local community and visitors- and that enhance, promote and preserve the value to the greatest extent possible offered by the heritage and cultural expressions of the destinations.