



Destination PARKS

Kick-off meeting

21st of February 2018

Federal Office for the environment (FOEN), Bern
Papiermühlestrasse 172, CH-3063 Ittigen

Programme

- from 9h30 Welcome coffee
- 10h00 Official welcome
- 10h10 Introduction to the project and general objective – Dominik Cremer-Schulte, ALPARC
- 10h30 Exchange: Tourism offer and tourism marketing in Alpine protected areas -
current needs and opportunities – Examples from across the Alps
- 12h00 “Destination Parks”: actions and potential outputs – Dominik Cremer-Schulte,
ALPARC
- 12h30 Lunch – prepared by the Gantrisch women, Gantrisch Nature park/CH
- 14h00 Input: “Park tourism in the Alps: a bird’s eye view” – Dominik Siegrist, HSR
Hochschule für Technik Rapperswil/CH
- 14h30 Workshop: “Destination Alpine parks: Positioning, Offer & Communication”
- 15h45 Results, project outline and closure
- ca. 16h15 End of meeting

Destination Parks is supported by the Swiss Federal Office for the Environment (OFEV). It runs from November 2017 to December 2018.

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Photo: Andreas Hollinger: Gesäuse National Park/AT

