



Mediterranean Panorama 2017

Today we have 7 countries confirming participation (Italy, Greece, Cyprus, Tunisia, Montenegro, Israel & Morocco) + TUI, VING, APOLLO, AIRTOURS and SOLRESOR signed up. We will present the final list of participating countries and companies in first week of November. We aim for 12 countries present at the festival.

The festival will be a part of a whole week of activities – The Stockholm Travel Week is the official name of a brand new themed week in Stockholm, the idea behind this project is to promote tourism and travel on a wide range of levels, from the local initiatives of members such as international tourist boards, travel agencies and associations. The Mediterranean Panorama will be the end of this week with a festival open for end consumers on the 18th – 19th March at Stockholmsmässan.

Highlights during Stockholm Travel Week

- Official opening on the 12th March with ambassadors, the city of Stockholm, Antor members and key representatives from media and trade
- 1st Sustainable Tourism FORUM in Stockholm - Under the auspices of FEE (Foundation for Environmental Education, www.fee.global)
- UNESCO – 1st Conference in Stockholm for Mediterranean Diet, Culture, Values under the auspices of UNESCO
- Virtual Reality - Conference on New Technologies in the Tourism Industry
- B2B day – Mediterranean Panorama exhibitors and Swedish travel trade
- Gala evening Vasa Museum for Mediterranean Panorama participants

1st Sustainable Tourism FORUM in Stockholm

Under the auspices of FEE (Foundation for Environmental Education, www.fee.global)

Year 2017 is dedicated to Sustainable Tourism. During the Mediterranean Panorama, we will be hosting the 1st Sustainable Tourism Conference together with FEE with the purpose of educating and discussing the issues of green policies in the fast growing tourism sector. The program will include key spokesmen on case studies and presentations from the Mediterranean region.

All destinations, tourism executives & staff, reporters, travel editors, regional tourism boards and decision makers from the private travel sector are invited to participate in this important Forum.

FEE's long commitment in educating and involving executive decision makers in the public and the private sectors around the world, as well as the general public, makes it one of the most important Institutions for promoting eco labels of Green Key, Blue Flags and so many other "green" oriented programs. It's network of 73 participating countries strengthens its role in attaining important milestones in the sustainable and prosperity of the future of the international tourism industry. Program and details to be announced in the following period.



**PANORAMA
MEDELHAVET**

Turism - Gastronomi - Kultur

UNESCO – 1st Conference in Stockholm for Mediterranean Diet, Culture, Values

Under the auspices of UNESCO

Mediterranean Panorama has signed a Memorandum of Understanding with the Greek National Commission for UNESCO, with the aim to raise awareness and promote the cultural heritage of Greece - tangible and intangible - and its natural wealth. Within the framework of promoting countries as destinations for high-level visitors, this agreement aims to define the outline of cooperation between the two bodies – and as seen fit within their fields – in order to help create the necessary synergies to promote and communicate Tourism, Gastronomy and Culture.

During the Stockholm Travel Week, North Events together with UNESCO are planning the 1st Conference for the promotion of the Mediterranean diet, in terms of its cultural as well as nutritional values. The Conference will be attended by reporters, food specialists – executive Chefs, tourism industry professionals, universities and students, and the public.

During the Mediterranean Panorama festival, UNESCO will be represented by all the member countries from the Mediterranean region, a food court presenting local food, history and traditions will be one of the highlights for the Stockholm audience.

Virtual Reality - Conference on New Technologies in the Tourism Industry

North Events is presenting the first conference for the use of VR technologies in the tourism market, as a scope of sales and marketing travel services to the end user/ potential visitor. Presentations, discussions and examples of new technologies and VR as currently applied in the market, and their future prospects as well as opportunities in the fast changing and competitive travel industry.

During the Mediterranean Panorama festival, VR tourism will be a fun live experience for the visitors. In cooperation with high tech partners, mobile solutions and new technology Mediterranean Panorama will be the first European tourism festival to showcase the future in VR Tourism