



SCHEDULE	DESCRIPTION ACTIVITY	PLACE
FRIDAY OCTOBER 18. SYMPOSIUM - WORK SHOP - EXHIBITION		
09:00h - 9:30h	Delivery of material and registration assistants	
9:30h - 11:15h	Welcome Authorities: P, Ms. Isabel Albás (First Lt. Mayor of the City Council of Córdoba and the President of the Municipal Tourism Institute of Córdoba); Ms. Maite de la Torre (Turespaña Directive), Ms. Purificación Joyera (Territorial Delegate for Tourism, Regeneration, Justice and Local Administration in Córdoba of the Junta de Andalucía) Inaugural conference. "Horse tourism and horse tourism: Tourism development and Promotion". 1. Maite de la Torre (Director of the Sports and Nature Tourism Area of Turespaña) 2. Ane Bjølgerud Hansen (Norway): International professional guide, reporter and writer.	Visitor reception center. Assembly Hall.
11:15h - 11:30h	Recognition Act to Mr. Álvaro Domecq Romero , for his professional career in favor of Equestrian Tourism.	
11:30h - 12:00h	Coffee	VRC. Coffee shop
12:00h - 13:00h	Tourist Product Club as a tool for the development and promotion of Equestrian Tourism. Presentation of the Equestrian Tourism Club of Andalusia (Antonio Jesús Reina, Director of the Department of Product Development of Andalusian Tourism. Ministry of Tourism. Junta de Andalucía) Presentation of the National Equestrian Tourism Club (Jorge Esteban Artegui, Head of New Products Development Area, Subd. General of Tourism Development and Sustainability. Secretary of State for Tourism).	Visitor reception center. Assembly Hall.
13:00h - 14:00h	Round table: "Reconciliation of equestrian tourism with other sectors of active tourism for the conservation of the natural environment". (Experiences: Navarra, Valencia, Andalusia, Norway.)	
14:00h - 15:45h	cocktail - lunch	VRC. Coffee shop.
15:45h - 17:30h	Round of presentations of companies or registered products. Presentation of destinations, companies and equestrian products present at the Fair. (3 min / company). Max. Fifteen presentations.	
17:30h - 18:15h	Round Table 1: Equestrian shows: keys to success (demand profile, tourist impact on destinations, etc.). Ongoing: Equestrian Córdoba (Córdoba) - Royal School of Equestrian Art (Confirmed. Jerez) - Chantilly Museum (Confirmed. France) Moderator: Alejandro Barrionuevo de Artequus Artístico.	VRC. Assembly Hall.
18:15h - 19:00h	Round Table 2: Tour operators who have participated in the equestrian tourism famtrip in Andalusia will present their vision and recommendations to position themselves and attract demand.	
19:00h - 19:30h	Free time and transfer to Royal Stables for WORK SHOP AND NETWORKING	Free
19:30h - 21:30h	Reverse Work Shop: A marketing exchange will be developed in which the companies / destinations registered can show their equestrian tourism offer to tour operators specialized in this segment, national and international.	Royal stables
20:00H 21:30h	EQUESTRIAN SHOW "PASSION AND SLEEP OF THE HORSE ANDALUSIA" Free activity	





III Feria Internacional Turismo Equestre

III International trade fair of Equestrian Tourism

Córdoba
18/19 oct. 2019

países invitados
/guest countries:



SATURDAY OCTOBER 19.

PHOTO / CARTELERÍA EXHIBITION IN ROYAL STABLES



III Feria Internacional Turismo Equestre

III International trade fair of Equestrian Tourism

Córdoba
18/19 oct. 2019

países invitados
/guest countries:



TURESPAÑA



Andalucía

