

**CONFERENCE**  
15-17th/Feb/2017

**BLOCK THE DATE**



**STRD 2017**  
Sustainable tourism  
for rural development

This conference is organized in support of and coordination with the "2017 Year of Sustainable Tourism for Development" (UNWTO and the implementation of the Cork 2.0 Declaration. It is a first-ever event that brings together stakeholders from two of the most relevant sectors for the European economy.

**RURAL TOURISM** is already an important part of the European tourism sector. But many assets and resources for recreation in rural areas are yet not used, or even remain undetected. This conference is a step to broaden the view and unleash the full rural potential for leisure through a holistic approach that includes hospitality, food, gastronomy, culture, active tourism, and any other relevant aspects.



Tourism represents around 10% of European GDP, and is one of the most resilient sectors of EU economy with excellent perspectives of growth.

92% of EU territory is rural or peri-urban, providing a wide scope of resources and public goods for 743 million habitants in Europe.

Four main topics have been defined:

- VITALITY** Smart and competitive rural areas
- VALUE CHAINS** and how to manage them in benefit of rural areas
- THE RURAL EXPERIENCE**
- DIGITALIZATION**

The organisation of the conference is shared between EuroGites-European Federation of Rural Tourism and MER-Mouvement Européen de Ruralité.

It counts with support of UNWTO (tbc), ENRD, Regione Lombardia and Ente Fiera Promoberg amongst others. It takes place in the Exhibition Center of Bergamo during the international fair AgriTravel & SlowTravel Expo 2017.



[www.strd2017.org](http://www.strd2017.org)



**BERGAMO**  
Lombardia  
Italy



[www.strd2017.org](http://www.strd2017.org)



**M.E.R.**  
**C.**  
**M.**

