MUSEUMS AND TOURISM
A Working Relationship

A one-day conference at the
BENAKI MUSEUM
138 Pireos st

#MuseumsTourismAthens2016
Museums, cultural organizations and heritage sites have traditionally been among the most popular visitor attractions for both domestic and international tourists, especially in countries like Greece where tourism has extensive economic, social and political influence. However, only recently cultural stakeholders have started to assess their power in attracting tourist audiences and their impact in the tourism industry, a powerful development tool.

As cultural tourism develops into an experience industry, there is an opportunity for museums to further engage the tourism market and increase their audiences and revenue, while at the same time strengthening their role as unique storytellers of the history, culture, and contemporary life of societies.

At the sixth installment of the Museum Conference, museum and cultural professionals from Greece, the U.S. and the UK will examine how museums and cultural institutions can strengthen their role as destinations and be part of sustainable cultural development; how they can improve relationships and form stronger partnerships with municipalities, tourism associations and other stakeholders to expand their visitors; what types of fundraising and development they can pursue based on the tourism model; and how investing in culture and museums can have a strong economic impact for countries where tourism is one of the top industries.

**PROGRAM**

9:30  
Registration

10:00-10:30  
Welcome Remarks

10:30-11:10  
Francesco Manacorda  
Artistic Director, Tate Liverpool  
*From Audiences to Constituencies: the Future of Activating the Museum’s Public*

11:10-11:50  
Rosemarie Reyes  
Partner, Roseworks Marketing  
*Creating a Cultural Connection: Maximizing Partnerships to Increase Tourism*

11:50-12:30  
Jim Broughton  
Head of International Engagement, The Natural History Museum  
*The Natural History Museum and the World*

12:30-13:10  
John A. Giurini  
Assistant Director for Public Affairs, The J. Paul Getty Museum  
*Lessons in Cultural Tourism*

13:10-14:00  
Break

14:00-15:00  
Networking Session

15:00-17:00  
**WORKSHOPS**  
(Working language English)

1. Creating Networks among Arts and Tourism Institutions  
   Sophia Antoniadou, Co-founder and CEO, Discover Greek Culture  
   John A. Giurini, Assistant Director for Public Affairs, The J. Paul Getty Museum  
   Rosemarie Reyes, Partner, Roseworks Marketing

2. Audience: Understanding the Uninterested  
   Jim Broughton, Head of International Engagement, The Natural History Museum  
   Alexandra Nikiforidou, Chief Operating Officer and Project Leader, PostScriptum Ltd.

3. Targeting Niche Tourist Groups – Elderly, Disabled, Visually Impaired  
   Ivor Ambrose, Managing Director of European Network for Accessible Tourism, Independent Consultant, UK and Greece  
   Francesco Manacorda, Artistic Director, Tate Liverpool