

Interreg
Atlantic Area
POST



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European Congress

SUSTAINABLE TOURISM MODELS FOR NEW REALITIES

4 November 2026 | Chateau de Bouteville (France)

Language interpretation in French and English



AGENDA

Tuesday 3 November 2026

18:00 – 19:30 | Welcome Networking Cocktail, Hôtel Quai des Pontis (Cognac)

Wednesday 4 November 2026

08:00 | Shuttle from Cognac city centre to the venue

08:30 – 09:00 | Registration & Welcome Coffee

09:00 – 09:30 | Opening and Welcome Remarks

Mr. Jérôme Sourisseau

President of Grand Cognac

Mr. Xoán Vázquez Mao

Secretary General, Eixo Atlantico,
POST Lead Partner

Mr. Ludovic Lareynie

Head of European Affairs, Région
Nouvelle-Aquitaine (French National
Authority for Interreg Atlantic Area)

09:30 – 10:00 Keynote Speech | The New European Tourism Strategy

*Introduced by **Mrs. Marie-Pierre Rey-Bourreau**, Vice-president of Grand Cognac, in charge of Solidarité communautaire, E-administration, Contractualisations.*

Mr. Maximilian Strotmann

Tourism Unit, Directorate-General for Mobility and Transport (DG MOVE), European Commission
(online participation)

10:00 – 11:30 Panel Discussion | Current Situation of the Tourism Sector – a Territorial Perspective

Ms. Susana Ribero

President of the Eixo Atlantico Tourism
Working Group and Coucillor of Tourism, Vila
do Conde (Portugal) – *moderator*

Ms. Mary Mulvey

CEO EcoTourism Ireland

Mr. Yannick Laurent

President of Destination Cognac and Vice-
President for Tourism at Grand Cognac
(France)

Mr. Stéphane Morand

Head of Cooperation, Charentes
Tourisme (France)

Mrs. Amandine Southon

Head of Sustainable Tourism and
Corporate Social Responsibility,
Nouvelle-Aquitaine Regional Tourism
Board

Mr. Pascal Charrier

Sustainable Tourism Roadmap Officer,
Région Nouvelle-Aquitaine (France)



11:30 – 12:00 | Coffee Break

12:00 – 13:00 Panel Discussion | 'Polycentric Tourism': Managing Tourism Flows for a Sustainable Development of the Atlantic Regions

Moderated by **Mr. Saber Laïche**, Project Manager at Grand Cognac and **Ms. Eliane Vera Paz**, European Affairs Officer, Atlantic Cities

Ms. Ana Ladeiras

Coordinator the POST Pool of Experts

Mr. José Eduardo Toste

Coordinator of the Azores Destination Management Organization (DMO), Secretaria Regional do Turismo, Mobilidade e Infraestruturas, Governo dos Açores (Portugal)

Mr. David Lawless

Tourism Development Officer, Dún Laoghaire-Rathdown County Council (Ireland)

Ms. Catherine Blanc

Head of the Tourism Department, La Rochelle Urban Community (France)



13:00 – 14:30 | Networking Lunch

14:30 – 16:00 Panel Discussion | 'Polycentric Tourism': from the Concept to Implementation

Moderated by **Dr. James Hanrahan**, Director of the Sustainable Tourism Observatory at the Atlantic Technological University (Ireland)

Ms. Carmen Pardo

POST Expert. Universidade Politécnica de Viana do Castelo – UNIPVC (Portugal).

Ms. Emma González

General Manager, INORDE – Development Institute of Ourense (Spain)

Mr. Pascal Dupuy

Expert in cultural and tourism development (France)

Ms. Carla Cardoso

Expert in tourism (Portugal)

16:00 – 16:10 | Conclusions of the day. What happens next?

Ms. Eliane Vera Paz, European Affairs Officer, Atlantic Cities

16:10 – 16:30 | Closing Remarks

Mr. Yannick Laurent

President of Destination Cognac and Vice-President for Tourism at Grand Cognac (France)

Mr. Javier Rodríguez Novoa

Head of Unit, Investment, Planning and European Resources. Deputación de Ourense (Spain)

Mr. Filipe Fernandes

Advisor to the Mayor of Braga (Portugal)

16:30 – 17:30 | Visit to Cognac POST Pilot Site (potential swimming area)