

ETAG 2024 Conference Programme
Tuesday 6 February 2024
Edinburgh International Conference Centre
#ETAG2024

- 11:30am – 1:00pm** Registration and Networking Lunch
- 1:00pm – 1:10pm** **Welcome**
Amanda Wrathall, EICC and ETAG Conference Host
- 1:10pm – 1:25pm** **ETAG - What's New for 2024?**
Donald Emslie, Chair of ETAG
- 1:25pm – 1:50pm** **A Visitor Levy for Edinburgh - Transformational Change for the City**
Cllr Cammy Day, Leader City of Edinburgh Council
- 1:50pm – 2:10pm** **Delivering Edinburgh's 2030 Tourism Strategy**
Karen Christie, Programme Manager, Edinburgh Visitor Economy Partnership
- 2:10pm – 2:35pm** **How to design (more) sustainable tourism experiences to reduce seasonality**
Professor Xavier Font, University of Surrey
- 2:35pm – 3:10pm** **Coffee Break**
- 3:10pm – 3:55pm** **Spotlight Sessions: Coming soon...**
- *Lost Shore Surf Resort*
 - *EICC Hotel School*
 - *Edinburgh Gin - New Visitor Experience*
- 3:55pm – 4:20pm** **VisitScotland – Plans and Priorities for 2024**
Cat Leaver, Head of Brand & Global Marketing, VisitScotland
- 4:20pm – 4:50pm** **Data, AI and Tech – Opportunities for Edinburgh's Visitor Economy**
Joshua Ryan-Saha, Edinburgh Futures Institute, University of Edinburgh
- 4:50pm – 5:00pm** **Closing remarks**
Donald Emslie, Chair of ETAG
- 5:00pm – 6:30pm** **Networking and Drinks Reception**
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