

Industry Open 2021: Conference of industrial tourism

Dear colleagues and friends of industrial tourism,

We would like to invite you to the conference of industrial tourism Industry Open 2021. We've already met many of you at the previous two conferences and are quite pleased to see the growing interest in industrial tourism and the partnerships made for the development of this topic, which emerged from the conference. **The Industry Open conference, with this year's theme, "The tourism industry and industrial tourist destinations – how to restart in this new era?", will be held Tuesday 15 June in the former Pilsen depot of transport businesses – the DEPO2015 Creative Zone in Pilsen.**

After a one-year hiatus, the conference is answering the question "how can I restart industrial tourism once more?", among other things. You can look forward to inspirational lectures and discussions with experts from the Czech Republic and abroad, new perspectives of (not just) industrial locations, and meeting colleagues who transform the potential of technical monuments and places into successes in the field of tourism.

If you want to participate in the conference, please let us know at the e-mail address info@industryopen.cz. We look forward to seeing you at the Industry Open 2021 conference.

Options from the Industry Open 2021 conference programme:

- **Keynote speaker, Mike Nevell:** Restart of industrial tourism in England: networks/routes, new ways and approaches

Mike Nevell reveals how they have handled restarting industrial tourism in Great Britain from his position as the "Industrial Heritage Support Officer for England".
- **Peter Backes:** Using the cultural programme at industrial locations as a path to new visitors

The representative of World Heritage Site Völklingen Ironworks uncovers the possibilities of approaching the creation of cultural programmes in industrial localities that will reach new visitor target groups.
- **Jaroslav Dolina:** Tours of the Thun 1794 factory for visitors and how the local network and product Fabriktour work

Presentation of an industry tourism product from the Carlsbad Region and how factory tours function at the largest Czech producer of porcelain.

What else can you look forward to?

- Industrial news in the Pilsen Region
- What is the city of Brno's approach towards its technical monuments and presenting them to tourists?
- "Out-of-the-box thinking" within the scope of industrial tourism projects

The Industry Open 2021 conference will be held on 15 June 2021 at DEPO2015. The event will also be broadcasted live online, meaning you can choose between attending in person or participating remotely. With the help of the Tourist Information Centre, we would be happy to provide accommodation to participants travelling to Pilsen for the conference.