

**WORKSHOP | 6-8 MAY 2025**  
**KICKING-OFF CROSS-RE-TOUR: SHAPING**  
**SUSTAINABLE TOURISM TOGETHER**



**cross-re-tour**

A Green and Digital  
Journey for SMEs

**AGENDA**

**6 MAY**

**TUE**

- 18:30 - 19:00 Registration & Welcome Drinks
- 19:00 - 19:15 Opening Remarks
- 19:15 - 21:30 Welcome Dinner & Networking
- Location Wellton Riverside SPA Hotel, Panorama Hall, 8th floor

**7 MAY**

**WED**

- 09:00 - 09:15 Welcome & Introduction to Cross-Re-Tour, Elisa van den Heuvel, Project Coordinator, Breda University of Applied Sciences, the Netherlands
- 09:15 - 10:45 Interactive Session: Getting to Know Each Other
- 10:45 - 11:15 Coffee Break & Informal Networking
- 11:15 - 12:30 Keynote: Setting the Stage - Innovation in Action, Nicholas Hall, Founder & CEO of Digital Tourism Think Tank
- 12:30 - 13:30 Lunch Break
- 13:30 - 15:00 Practical Workshop on Client Nudging
- 15:00 - 15:30 Coffee Break & Informal Networking
- 15:30 - 17:00 Practical Workshop on Staff Nudging
- 17:00 - 17:15 Workshop Conclusion & Takeaways
- EVENING** **CULTURAL & NETWORKING ACTIVITIES**
- 18:30 - 19:45 Guided Tour of Riga Old Town
- 20:00 - 22:00 Networking Dinner at Gutenbergs Terrace Restaurant, Riga Old Town

**8 MAY**

**THU**

- 08:00 - 09:00 Departures from the hotel
- 10:00 - 12:00 Site Visits to Sustainable Businesses
- 12:00 - 13:00 Lunch
- 14:00 - 15:00 Return to the hotel



Co-funded by  
the European Union