



Welcome to the XV Symposium of Finnish Tourism and Leisure Research on April 28th–29th 2026, at Tampere University.

## **The Experience Economy revisited: Towards meaningful, sustainable and transformative value in tourism and leisure**

9:45 – 10:15 Arrivals and morning coffee

10:15 – 10:20 Welcome, Juulia Räikkönen, Chair of the Board, Finnish Society for Tourism Research

*Revisiting Experience Tampere*

10:20 – 11:05 Keynote 1: Miika Lipiäinen

11.05-11.50 Keynote 2: Anna-Kaisa Heinämäki

11.50-12. 35 Keynote 3: Ville Virkki

12:35 – 13:30 Lunch

13:30 – 14.45 Session 1

14.45 – 15.00 Coffee break

15.00 – 16.15 Session 2

18:00-22.00 Tampere Urban Experience – Casual Conference Dinner

### **Wednesday, 29<sup>th</sup> April 2026**

9:00 – 9:30 Keynote 4 – Finnish Journal of Tourism Research (Monika Luthje?)

9.30 – 10.45 Panel – Publish or Perish?

10.45 – 12.00 Session 3

11.00 – 12.45 Lunch

12.45 – 14.00 Session 4

14:00 – 15.30 Coffee and have a safe journey home