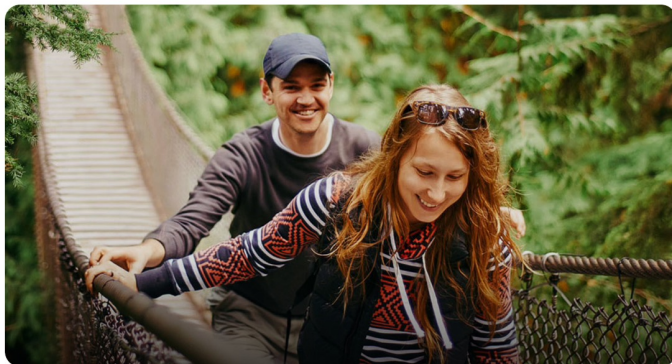




Rural Tourism Renaissance

Unlocking Europe's Untapped Rural Potential



Rural tourism stands as a central pillar of Europe's economic future, yet it remains largely invisible in policy discussions and investment priorities. Our latest report on rural tourism, in partnership with Airbnb, reveals that rural destinations are no longer just a niche segment, but essential drivers of balanced regional development capable of bridging the growing divides between urban prosperity and rural decline.

Drawing on Airbnb search and booking data from 2018 to 2024 across eight European countries: Belgium, France, Germany, Ireland, Italy, the Netherlands, Spain and the United Kingdom, this report uncovers the scale of rural tourism's economic contribution and the trends inspiring travellers to choose lesser-known destinations and authentic rural experiences.

Newsletters

```
<!DOCTYPE html><html lang="en">
<body style="margin: 0; padding: 0; background-color: #f9f9f9; font-family: Helvetica, Arial, sans-serif;"><table role="presentation" cellspacing="0" cellpadding="0" border="0" width="100%" style="background-color: #f9f9f9;"><tr><td align="center" style="padding: 20px 0;"><table role="presentation" cellspacing="0" cellpadding="0" border="0" width="580" style="background-color: #ffffff; max-width: 580px;"><tr><td align="center" style="padding: 20px 40px 0px 40px;"><header style="background-color: #ffffff; padding: 20px; border-bottom: 0px solid #e0e0e0; display: flex; justify-content: center; align-items: center; gap: 30px;"></header>
</td></tr><tr><td align="center" style="padding: 0px 40px 10px 40px;"><h1 style="margin: 10px 0 5px 0; font-size: 26px; color: #1a1a2e; font-weight: bold; line-height: 1.3;">Rural Tourism Renaissance</h1><p style="margin: 0; font-size: 14px; color: #666666;">Unlocking Europe's Untapped Rural Potential</p></td></tr><tr><td style="padding: 0 20px;"><table role="presentation" cellspacing="0" cellpadding="0" border="0" width="100%"><tr><td style="position: relative;"><div
```

Inside the Report

1

The Rural Advantage: Tourism's Outsized Economic Impact

This chapter establishes rural tourism's economic fundamentals, highlighting the data that demonstrates why rural areas represent Europe's most significant untapped tourism opportunity.

2

Five Trends Reshaping Rural Tourism

This chapter explores five powerful trends reshaping rural tourism, from passion tourism and digital detox to conservation experiences, cultural routes and microcations, showing how forward-thinking destinations are capturing visitor spend year-round.

3

Technology and Digitalisation in the Rural Context

This chapter examines how technology is transforming rural competitiveness, from AI-powered discovery to intelligent visitor management, revealing practical strategies destinations can implement today.

4

The Rural Tourism Policy Imperative

This concluding chapter analyses the policy interventions that work, identifying five strategic actions that enable rural destinations to thrive whilst preserving their authentic character.

[Download Report](#)

```
src="https://cdn.prod.website-
files.com/61f8043f8dc8d66db975c746/6930680eb894d14af4f5354
4_Stacked%20Logo.png" alt="Digital Tourism Think Tank"
style="height: 25px; width: auto;"></header></td></tr></table></td></tr>
<tr>
<td align="center" style="padding: 10px 0px 30px 0px; background-
color: #f9f9f9;">
<p style="margin: 0; font-size: 11px; line-height: 1.5; color:
#333333; text-align: center;">
You received this email because you are subscribed to our
mailing list.
<br>
<a href="{{unsubscribe_url}}" target="_blank" style="color:
#3447C1; text-decoration: underline;">
Unsubscribe from our emails
</a>
</p>
</td>
</tr>
</table></body></html>
```

```
<!-- Find out More Button - Proxima Nova with Glow Effect -->
<!-- Left-aligned with more curved pill shape -->
```

```
<div style="text-align: left; margin: 20px 0;">
  <a href="https://www.thinkdigital.travel/x-design-week/index-
html" style="display: inline-block; font-family: 'Proxima Nova', -
apple-system, BlinkMacSystemFont, 'Segoe UI', Arial, sans-serif;
background: linear-gradient(135deg, #297EBB 0%, #1a3050 100%);
color: #ffffff; padding: 10px 24px; font-size: 13px; font-weight: 600;
text-decoration: none; border-radius: 20px; border: 2px solid
#297EBB; transition: all 0.3s ease; box-shadow: 0 0 12px rgba(41,
126, 187, 0.35), 0 0 24px rgba(41, 126, 187, 0.15), inset 0 0 8px
rgba(255, 255, 255, 0.08); letter-spacing: 0.2px;">
  Find out More
</a>
</div>
```

```
<!-- Heading Text - Gradient Effect -->
<!-- Bright gradient text effect like the buttons -->
```

```
<style>
.gradient-heading {
  font-family: 'Proxima Nova', -apple-system, BlinkMacSystemFont,
'Segoe UI', Arial, sans-serif;
  background: linear-gradient(135deg, #33A5F7 0%, #0080D0
100%);
```



AI Week
Brussels · 2-4 June

Hi there,

X. Design Week returns 2-4 June, taking place in Brussels in a transformed and entirely unique new model. After years of exploring emerging technologies across the different editions of the event, we have made the decision to dedicate this X. Design Week to AI.

Every session, every conversation and every output will be built around one question: how to move from experimenting with AI to actually integrating it into strategies?

[Find out More](#)

A Revised Model for Learning

X. Design Week has been redesigned from the ground up. We have replaced our traditional design thinking workshops with four dedicated zones that together create a dynamic village for experimentation, debate and structured problem-solving.

Each zone provides a different approach to a set of challenges, so you are never locked into a single format or pace. The layout is built to be intentionally fluid, giving you full control over how you spend your time and ensuring every minute connects directly to the priorities you have back home in the office.

Here is a breakdown of the zones:

```
</div>
</div>

<!-- NON-MEMBER OPTION -->
<div style="background: linear-gradient(135deg, #f5f5f5 0%,
#eeeeee 100%); border: 1px solid rgba(180, 180, 180, 0.4); border-
radius: 14px; padding: 9px 14px; box-shadow: 0 4px 12px rgba(180,
180, 180, 0.08);">
  <div style="display: flex; justify-content: space-between; align-
items: center;">
    <h3 style="margin: 0; font-size: 15px; font-weight: 700; color:
#1a1a1a;">Not a member?</h3>
    <div style="font-size: 11px; color: #555;">
      <strong>Destination €595 | Corporate €1,495</strong>
    </div>
  </div>
</div>

</div>

</div>
```

and designed to be taken back to your team immediately.

Ready to join us in June?

X. Design Week 2026 will take place 2-4 June at [Silversquare Bailli](#) in Brussels. If you are ready to move your AI strategy forward and experiment with peers who are working through the same challenges as you, we would love to see you there.

[Register for XDW 2026](#)

Members of our DTTT programme receive complimentary passes to X. Design Week as part of their benefits. The number of passes included depends on the different tiers:

Engage	2 free tickets
Evolve	4 free tickets
Impact	6 free tickets
Advisory	8 free tickets
Not a member?	Destination €595 Corporate €1,495

Not yet a member? Find out how the [DTTT member programme](#) works and which tier is right for your organisation.

Kind regards,

The Knowledge Team

```

<table width="100%" cellpadding="0" cellspacing="0" border="0"
style="border-collapse:collapse;">

<!-- Model 01 -->
<tr>
<td style="padding:0 0 8px 0;">
<div style="background:#ffffff;border:1px solid #b1b4b6;border-
top:4px solid #66bfb9;">
<div style="padding:14px 16px;">
<div style="display:inline-
block;background:#66bfb9;color:#ffffff;font-size:10px;font-
weight:700;letter-spacing:0.1em;text-
transform:uppercase;padding:3px 9px;margin-bottom:10px;">Model
01</div>
<p style="font-size:14px;font-
weight:700;color:#0b0c0c;margin:0 0 8px 0;line-height:1.4;font-
family:-apple-system,Helvetica,Arial,sans-serif;">AI Transparency
Model</p>
<p style="font-size:13px;color:#505a5f;line-
height:1.65;margin:0;font-family:-apple-system,Helvetica,Arial,sans-
serif;">The AI Transparency Model assigns a letter grade from A to E
alongside a percentage figure to record the balance of human and AI
contribution to any deliverable. This removes the awkwardness of
disclosing how AI has been used and ensures transparency in what
has been delivered, maintaining responsible governance over all
published material, public facing or otherwise.</p>
</div>
</div>
</td>
</tr>
</table>

```



Hi there,

The tourism sector is in the middle of working out what responsible AI adoption actually looks like in practice. The standards, tools and approaches that will matter most are still being shaped and the organisations leading that process are the ones doing the thinking openly and integrating strategically.

At DTTT, that is the work we have committed to. Below we introduce the AI Transparency Framework, our open suite of models and tools designed to help destination organisations record, measure and communicate how they use AI across their work.

AI Transparency Framework

Open Model Created by the DTTT

We recently launched the DTTT AI Transparency Framework, a suite of four open models for organisations wanting to record, measure and communicate their use of AI across any type of work. All four models are published under a Creative Commons Attribution 4.0 licence, which means any organisation can adopt and apply them freely, providing appropriate credit is given.

The need for this kind of framework has become clearer as AI becomes more embedded in how organisations produce written and visual content, conduct research and make decisions.

Here is a breakdown of each model:

MODEL 01

Adopting the Framework is the starting point. Putting it into practice consistently across your team's work is where the real change happens. DTTT offers training programmes, strategy sessions and advisory support to help destination organisations adopt and implement the framework within their existing strategy and workflow..

[Get in Touch](mailto:knowledge@thinkdigital.travel)

The adoption of working groups for each model, a cross-model governance committee and a case study programme are all open for organisations to join. DTTT will convene the first governance committee session at X. Design Week 2026. You can register your interest in joining as an adopter, a working group contributor or a governance committee member.

[Explore the framework](#)

Put the Framework Into Practice

Adopting the Framework is the starting point. Putting it into practice consistently across your team's work is where the real change happens. DTTT offers training programmes, strategy sessions and advisory support to help destination organisations adopt and implement the framework within their existing strategy and workflow..

[Get in Touch](#)

We hope the framework and the thinking behind it is useful, wherever you are in your own journey with AI. If you are interested in going deeper, reply directly to this email and we would be happy to talk. 😊

You can also find out more about how we work with destinations [here](#).

Kind regards,

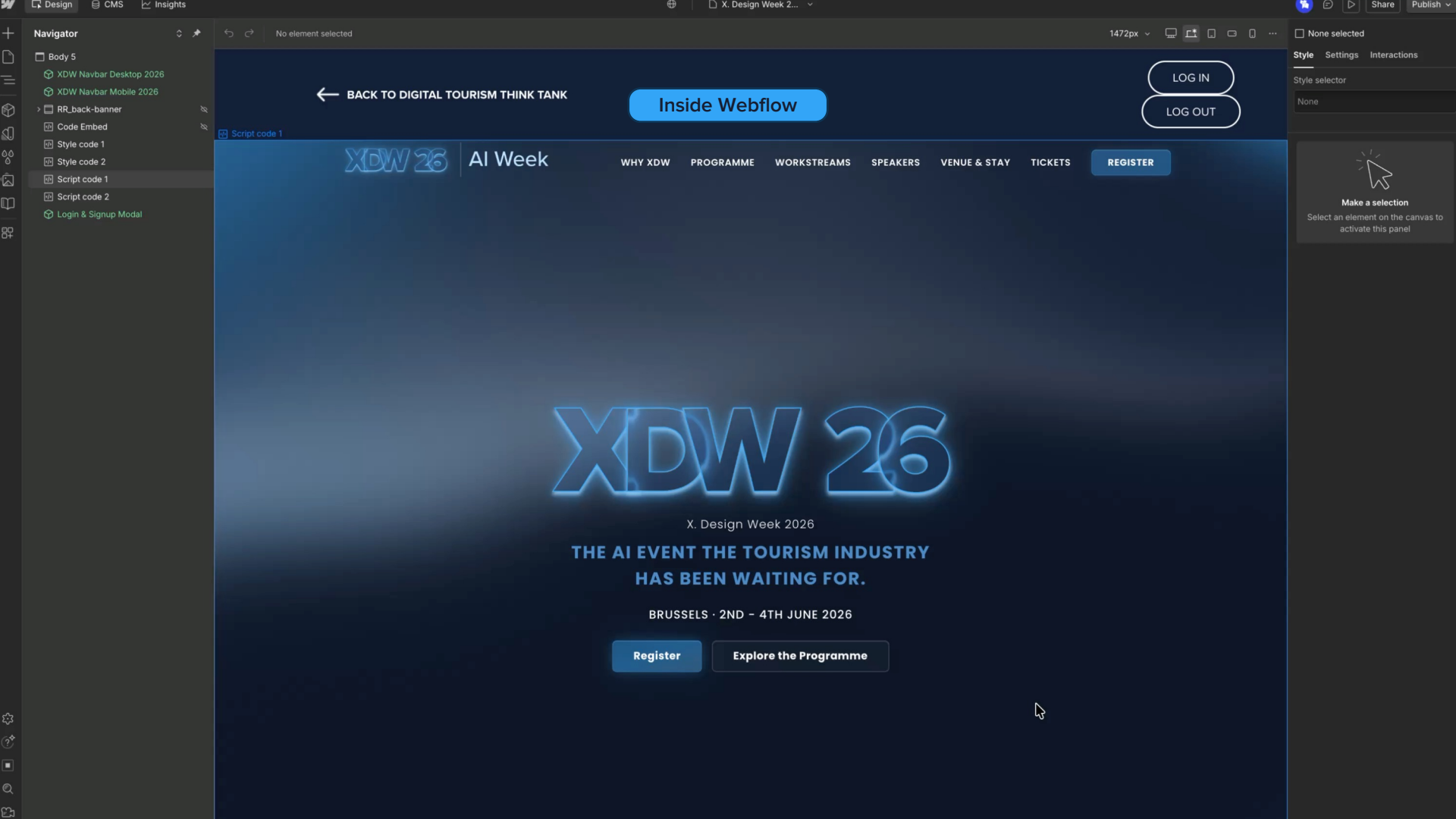
The Knowledge Team



AI use disclosure — DTTT Framework

C Transparency: Collaborative

A Environmental: Low energy intensity



Navigator

No element selected

1472px

None selected

- Body 5
- XDW Navbar Desktop 2026
- XDW Navbar Mobile 2026
- RR_back-banner
- Code Embed
- Style code 1
- Style code 2
- Script code 1
- Script code 2
- Login & Signup Modal

← BACK TO DIGITAL TOURISM THINK TANK

Inside Webflow

LOG IN

LOG OUT

Script code 1

XDW 26

AI Week

WHY XDW

PROGRAMME

WORKSTREAMS

SPEAKERS

VENUE & STAY

TICKETS

REGISTER

XDW 26

X. Design Week 2026

THE AI EVENT THE TOURISM INDUSTRY HAS BEEN WAITING FOR.

BRUSSELS · 2ND - 4TH JUNE 2026

Register

Explore the Programme

Style Settings Interactions

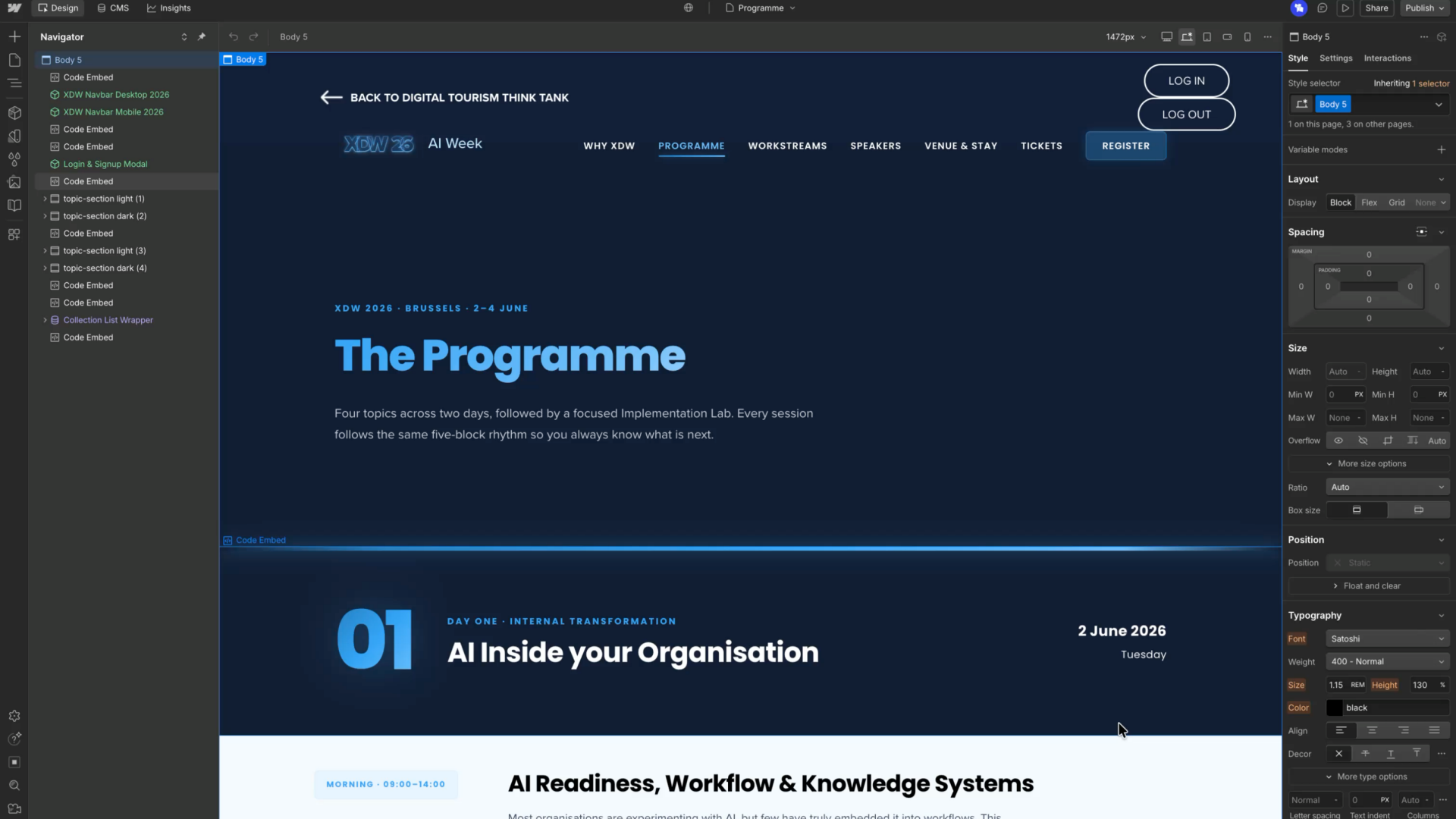
Style selector

None



Make a selection

Select an element on the canvas to activate this panel



← BACK TO DIGITAL TOURISM THINK TANK

XDW 26 AI Week

WHY XDW

PROGRAMME

WORKSTREAMS

SPEAKERS

VENUE & STAY

TICKETS

REGISTER

LOG IN

LOG OUT

XDW 2026 · BRUSSELS · 2-4 JUNE

The Programme

Four topics across two days, followed by a focused Implementation Lab. Every session follows the same five-block rhythm so you always know what is next.

Code Embed

01

DAY ONE · INTERNAL TRANSFORMATION

AI Inside your Organisation

2 June 2026

Tuesday

MORNING · 09:00-14:00

AI Readiness, Workflow & Knowledge Systems

Most organisations are experimenting with AI, but few have truly embedded it into workflows. This

Style Settings Interactions

Style selector Inheriting 1 selector

Body 5

1 on this page, 3 on other pages.

Variable modes

Layout

Display Block Flex Grid None

Spacing

MARGIN 0
PADDING 0 0 0 0
0 0 0 0

Size

Width Auto Height Auto

Min W 0 PX Min H 0 PX

Max W None Max H None

Overflow

More size options

Ratio Auto

Box size

Position

Position Static

Float and clear

Typography

Font Satoshi

Weight 400 - Normal

Size 1.15 REM Height 130 %

Color black

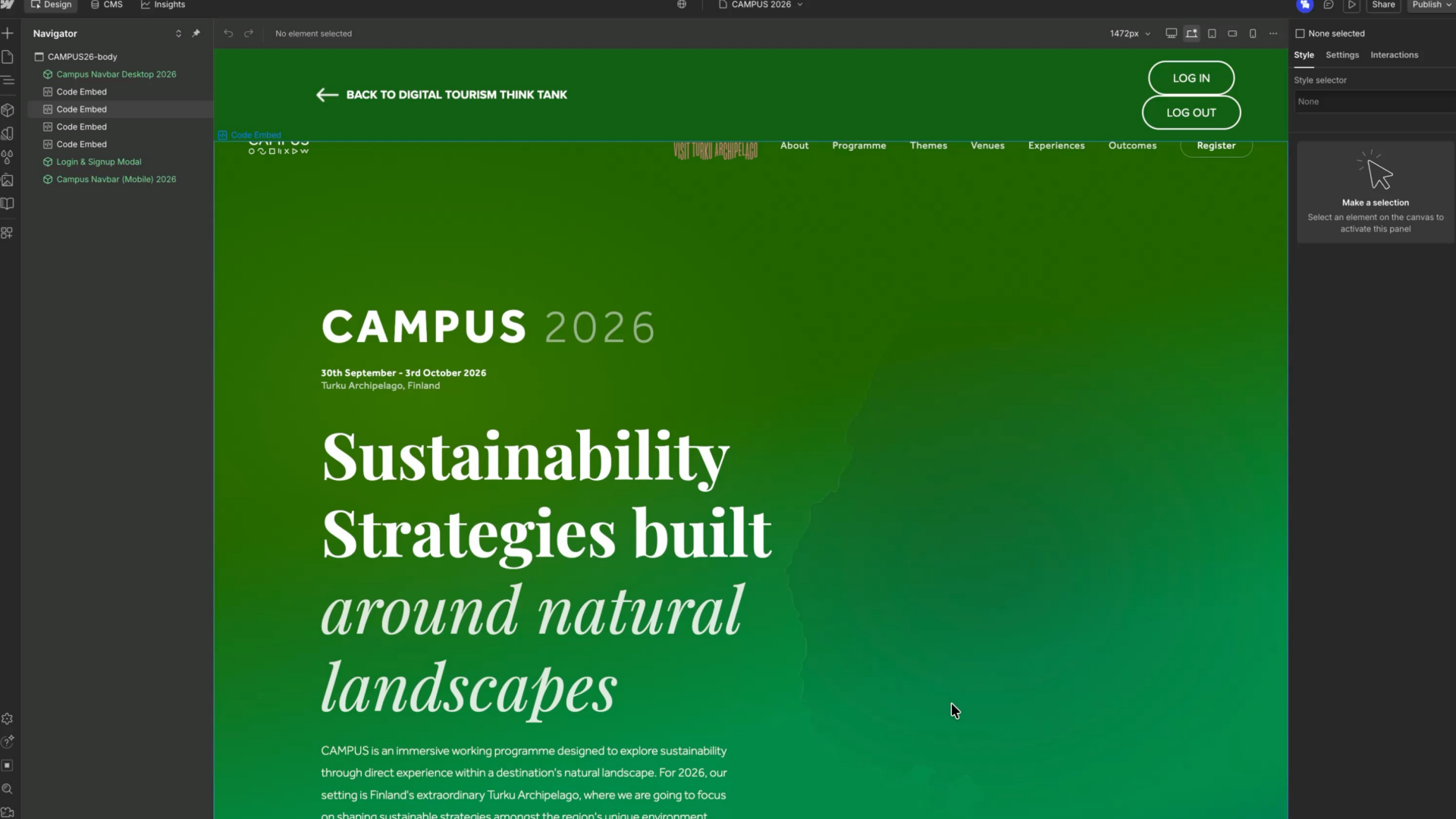
Align

Decor

More type options

Normal 0 PX Auto

Letter spacing Text indent Columns



- CAMPUS26-body
- Campus Navbar Desktop 2026
- Code Embed
- Code Embed
- Code Embed
- Code Embed
- Code Embed
- Login & Signup Modal
- Campus Navbar (Mobile) 2026

← BACK TO DIGITAL TOURISM THINK TANK

LOG IN

LOG OUT

Code Embed

VISIT TURKU ARCHIPELAGO

About Programme Themes Venues Experiences Outcomes Register

CAMPUS 2026

30th September - 3rd October 2026
Turku Archipelago, Finland

Sustainability Strategies built *around natural landscapes*

CAMPUS is an immersive working programme designed to explore sustainability through direct experience within a destination's natural landscape. For 2026, our setting is Finland's extraordinary Turku Archipelago, where we are going to focus on shaping sustainable strategies amongst the region's unique environment



Make a selection

Select an element on the canvas to activate this panel

Navigator

- CAMPUS26-body
- Campus Navbar Desktop 2026
- Login & Signup Modal
- Campus Navbar (Mobile) 2026
- Code Embed
- Code Embed
- Code Embed
- Code Embed
- Code Embed
- Code Embed
- Code Embed 15
- Code Embed 16
- Code Embed
- Code Embed
- Code Embed

← BACK TO DIGITAL TOURISM THINK TANK

CAMPUS
o~o i i x p w

HOST PARTNER
VISIT TURKU ARCHIPELAGO

About Programme Themes Venues Experiences Outcomes Register

CAMPUS 2026 · THE PROGRAMME

Five days in the Turku Archipelago, *designed to move sustainability from pledge to practice*

A working programme built around direct experience of landscape, food systems and community. Every session produces an output. Every day builds on the last.

30 September – 3 October 2026	09:30 – 17:00 daily	Seven strategic themes
Turku Archipelago, Finland	Morning talks & afternoon fieldwork	Circular Economy to Visitor Flows

THE DAILY RHYTHM — DAYS 1 & 2

09:00 ARRIVAL & WELCOME	09:30 MORNING KEYNOTES	12:45 LUNCH ON SITE	13:45 EXPERIENTIAL WORKSHOPS	16:30 SYNTHESIS & SOCIAL
-----------------------------------	----------------------------------	-------------------------------	--	------------------------------------

None selected

Style Settings Interactions

Style selector

None

Make a selection

Select an element on the canvas to activate this panel

Outside Webflow

Name	Date Modified	Size	Kind
advisory-clinic	Added by Me		Folder
index.html	Added by Lili Tchepelova	91 KB	HTML document
part-1	Added by Me		Folder
index.html	Added by Lili Tchepelova	115 KB	HTML document
part-2	Added by Me		Folder
index.html	Added by Lili Tchepelova	115 KB	HTML document
part-3	Added by Me		Folder
index.html	Added by Lili Tchepelova	116 KB	HTML document
part-4	Added by Me		Folder
index.html	Added by Lili Tchepelova	115 KB	HTML document
debating-room	Added by Me		Folder
index.html	Added by Lili Tchepelova	91 KB	HTML document
part-1	Added by Me		Folder
index.html	Added by Lili Tchepelova	87 KB	HTML document
part-2	Added by Me		Folder
index.html	Added by Lili Tchepelova	87 KB	HTML document
part-3	Added by Me		Folder
index.html	Added by Lili Tchepelova	87 KB	HTML document
part-4	Added by Me		Folder
index.html	Added by Lili Tchepelova	88 KB	HTML document
index-4.html	Added by Me	223 KB	HTML document
index.html	Added by Lili Tchepelova	93 KB	HTML document
strategy-room	Added by Me		Folder
index.html	Added by Lili Tchepelova	91 KB	HTML document
part-1	Added by Me		Folder
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part-2	Added by Me		Folder
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part-3	Added by Me		Folder
index.html	Added by Lili Tchepelova	165 KB	HTML document
part-4	Added by Me		Folder
index.html	Added by Lili Tchepelova	167 KB	HTML document
the-lab	Added by Me		Folder
index.html	Added by Lili Tchepelova	91 KB	HTML document
part-1	Added by Me		Folder
index.html	Added by Lili Tchepelova	151 KB	HTML document
part-2	Added by Me		Folder
index.html	Added by Lili Tchepelova	239 KB	HTML document
part-3	Added by Me		Folder
index.html	Added by Lili Tchepelova	162 KB	HTML document
part-4	Added by Me		Folder
index.html	Added by Lili Tchepelova	150 KB	HTML document

Hello!

xdw-participant

xdw.thinkdigital.travel

Last deployed from Netlify

Published on May 30.

Project configuration

Build with an AI agent

Add images and files

Drop any file here to add it to the task context

The agent publishes changes in a preview - your live site won't change.

Production deploys

Drag and drop your project folder here to deploy new changes.

Or browse files to upload or choose a folder.

Participant Portal

Production Published

May 30: No deploy message

Production

May 29: No deploy message

Production

May 26: No deploy message

Design System

two equal-sized numerals (95% / 6%) with legible captions, mono source lines, a thin blue divider, and the readiness sentence centred beneath. The DTTT mark is deliberately omitted here so a white logo can't vanish; it sits top-right on every dark slide.

- **Five geometric diagrams** built from editable HTML text + thin connectors with small arrowheads: individual→team knowledge, the solid-then-dashed agentic ladder, structured vs unstructured context, the judgement reweighting bars, and the bolted-on vs rebuilt stacks. Title, both section openers, and the closing use the navy radial wash with a faint blue glow.

All text and diagram labels are live HTML, so you can click in and retype directly, drag the thumbnail rail to reorder, and print to PDF one page per slide.

Two small notes:

- **Proxima Nova** renders from your project font files; anyone opening this elsewhere falls back to Inter as the brief specified.
- It runs a touch long for 15 minutes by design. If you want to trim, slide 9 (Judgement) or 11 (Bolted/rebuilt) are the most cuttable shift slides without breaking the arc. Happy to drop one, adjust any figures, or add speaker notes.

👤 🗨

Start a new chat to save 102k tokens of context
Your project and files stay put.

New chat Continue here

Can you

+ 🗨

Claude Opus 4.8

Send

↑ 🔄 project

FOLDERS

> assets	Folder	—
> fonts	Folder	—
> screenshots	Folder	—
> skills-package	Folder	—
> uploads	Folder	—

PAGES

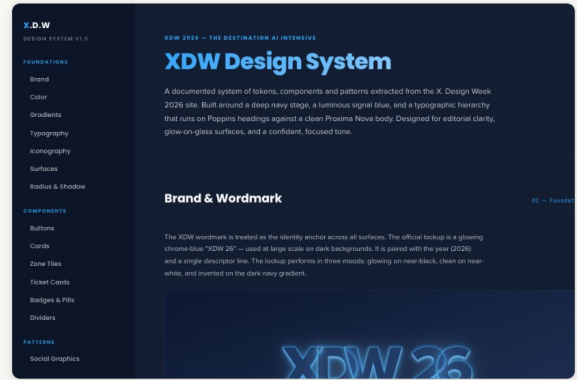
📄 XDW Day 1 Keynote.html	HTML page	4 days ago
📄 XDW Design System.html	HTML page	over a week ago

SCRIPTS

📄 deck-stage.js	Script	4 days ago
-----------------	--------	------------

📁 DROP FILES HERE

Images, docs, references, Figma links, or folders — Claude will use them as context.



Open

XDW Design System.html

HTML page

Modified over a week ago · 82.5 KB · HTML

Added by	Last updated	Trigger
You	May 7, 2026	Slash command + auto

Description 

Brand foundations for X. Design Week 2026 (XDW) — the Destination AI Intensive. Defines colour, typography, iconography, logos, surfaces, and voice. Load this skill whenever the user asks for anything XDW-branded — pages, decks, social posts, emails, posters, merch, internal docs. All other xdw-* skills assume this one is loaded.

Claude Skills



XDW Brand Foundations

X. Design Week (XDW) is the Digital Tourism Think Tank's annual flagship — a 3-day intensive in Brussels (2nd–4th June 2026) on AI in destination management. The 2026 edition is themed "**The Destination AI Intensive**".

The visual identity is editorial, confident, and dark-default. It pairs deep navy stages with a luminous signal blue, holds typography at high weight contrast, and resists decoration in favour of rhythm and restraint.

Core principles

- Dark first.** Most surfaces are near-black (`#0a0e1a`) with a luminous signal blue (`#33A5F7`) carrying emphasis and glow. Light surfaces exist but are the exception.
- One signal hue.** Blue does all the heavy lifting. Avoid introducing additional accent colours — extend via the blue ramp (hi/lo/dim) instead.
- Type contrast.** Poppins (geometric, weighted) for presence; Proxima Nova for body. The contrast between them is the brand's editorial confidence.
- Glow, not shadow.** Elevation comes from blue glow, not dark drop shadow. This is what makes XDW look luminous rather than heavy.
- No emoji. No decoration.** Icons clarify; they don't decorate. Filled Material Symbols Rounded in signal blue.
- Co-brand with DTTT.** The Digital Tourism Think Tank white landscape logo always sits top-right of XDW assets.

Reference files

- `references/colors.md` — Full palette, alphas, gradients, do/don't.
- `references/typography.md` — Poppins + Proxima Nova type system, scale, hierarchy.

Claude

xdw-option-
d.html

HTML



okay home page:

I had a mock up which was 70% there and most importantly the format is pretty much important to for you to understand that it needs to be adaptable on any screen format like mobile view or desktop view. So basically the version i am sending you now already adapt well but it has design issues that we need to remove. We need the home page to showcase what you see in the screenshot i have attached. And nothing else pretty much especially nothing personalised because THIS IS NOT LIVE ITS STATIC SO IT WON'T AUTOMATICALLY CHANGE Maybe we can have Hello! something like the screenshot i am attaching - some description/ welcome message of this app/hub is.

Make the nav bar just simple just xdw logo on one side and dttt logo on the other

follow these skills - [/xdw-brand](#) /[xdw-web](#) /[xdw-copy](#)

Show less

20 May   

Viewed 4 files >

Claude



perfect this is exactly the level of quality i want from you so keep up in that direction. Lets now move into the programme page. In term of structure we need home page which will follow a similar format of Day 1, Day 2 and Day 3 in the boxes. We then need Day 1, Day 2 and Day 3. We need Zone view in the programme so they will be expanding views and when you see the four zones in each day they will link out to each zone either The Lab, The Strategy Room, The Debate Room, The Advisory Clinic.

In terms of logic this is important but in terms of design i wonder if we can replicate the programme design we have so far but we simplify the version so its not overwhelming, its sleek and it carries the branding well. In terms of the speaker photos which as you can see are circles in the programme i think it will be good if you add that visual element for now but we need to update the design system so you can add their actual photos but for now just add the visual element and their accurate titles and organisations.

Please make sure to use the skills again and logos [/xdw-brand](#) [/xdw-copy](#) [/xdw-web](#) and the screenshots i have attached for all days.

I think that is 4 different htmls i am asking for so be strategic with how you build them.

Show less

Day 2 — Competitive Positioning. Morning is AI Discoverability & Presence. Afternoon is AI Interfaces & UX. Speakers: Nick Hall, Toby Morris, Johannes Auer, Stewart Howe, Aleksandra Jerebic Topolovec, Mark Merrywest. Breakouts link to [/part-3/](#) morning and [/part-4/](#) afternoon.

Day 3 — The Implementation Lab. Capped-at-40 notice at the top, morning is policy session and use case exchanges, afternoon is the Framework working session with the four Tier 1 Models and three Tier 2 Instruments laid out as cards. No zones on Day 3 since the format is different.

The structure on disk is exactly what Netlify expects — clean folder URLs ([/programme/day-1/](#), etc.) and breadcrumbs work top-down (Home > Programme > Day X).

Ready to move to Venue and Social next, or you want to adjust anything on these first?

</>

Index

Code · HTML

Download

</>

Index

Code · HTML

Download

</>

Index

Code · HTML

Download

</>

Index

Code · HTML

Download



Write a message...



Opus 4.7 Extra ▾



The Programme

Three days in Brussels. Day 1 looks inside your organisation. Day 2 looks outward to discoverability and interfaces. Day 3 is a focused roundtable on policy and the framework.

01

DAY ONE · INTERNAL
TRANSFORMATION

AI Inside your Organisation

AI Readiness, Workflow and Knowledge Systems in the morning. AI Governance and Strategy in the afternoon.

Tuesday 2 June

02

DAY TWO · COMPETITIVE
POSITIONING

How your Organisation Faces Outward

AI Discoverability and Presence in the morning. AI Interfaces and User Experience in the afternoon.

Wednesday 3 June

03

DAY THREE · POLICY AND
FRAMEWORKS

From principles to policy in practice

AI Policy, Transparency and Governance in the morning. Working sessions on the Framework in the afternoon.

Thursday 4 June · Capped at 40



Home



Programme



Zones



Venue



Social