



NEW YORK, NY
Wednesday, Sept. 25, 2024
1:00 pm EST

Midtown Loft & Terrace
267 5th Avenue
New York, NY 10016

AGENDA

14:00 Registration & Check-in

14:30 Welcome
Magí Castelltort, *Consulate General of Spain in New York*

14:40 Lanzarote Tourism Board Talk
Héctor Fernández, CEO of Lanzarote Tourism Board

14:50 Panel Discussion - New tourism products and experiences that contribute to a more sustainable tourism model.
Moderator: Magí Castelltort, *Consulate General of Spain in New York*
– Russell Walters, *Regional Director N. America, Adventure Travel Trade Association*
– Dianna Ditto, *Senior Director of Product Marketing, Collette*
– Juan José González Álvarez, *Sales Director, Paradores*

15:30 Mallorca Tourism Board Talk
Susanna Sciacovelli, *Director of Tourism Mallorca Council*

15:40 Coffee and Refreshment Break

16:00 Panel Discussion 2 - Marketing Best Practices
Moderator: Johanna Jainchill, *News Editor, Travel Weekly*
– Nancy Mammana, *CMO/Interim CEO, NYC Tourism & Conventions*
– Christian Wolters, *General Manager of N. American Marketing; Intrepid Travel*
– Teresa Parejo, *Sustainability Director, Iberia*

16:40 Valencia Tourism Board Talk
Israel Martínez, *Director General, Valencia Tourism Board*

16:50 Panel Discussion 3 - Creating a Positive Community Impact
Moderator: Johanna Jainchill, *News Editor, Travel Weekly*
– Shannon Guihan, *Chief Sustainability Officer, The Travel Corporation*
– Prisca Sanchez, *Vice President, Global Marketing, Global Citizen*
– Chase Poffenberger, *Executive Vice President, Academic Travel Abroad (Past NTA Chair)*
– Erika Harms, *Global Sustainability Director, Iberostar Group*

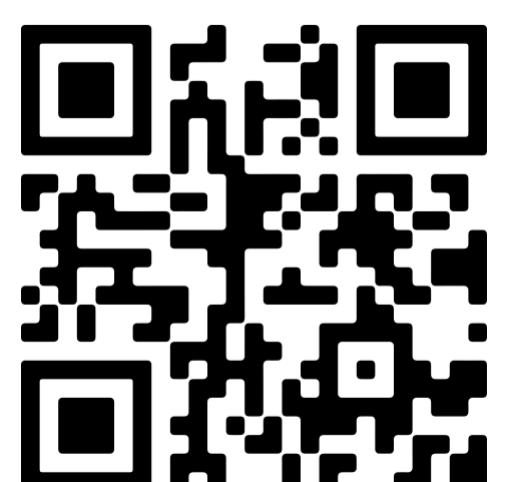
17:20 Closing Remarks



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AGENDA – NEW YORK CITY

18:00 Tourism Sustainability Awards Ceremony

Judges

- Molly Laycob, *Global Social Impact Manager, USTOA*
- Catherine Prather, *President, National Tour Association*
 - Magí Castelltort, *Consulate General of Spain in New York*
 - Blanca Zabía, *Deputy Consul for Tourism Affairs in New York*

MEDIA AWARD: Best Media Outlet

Recognizes the best media coverage of Spain as a destination committed to sustainability, highlighting the importance of communication in promoting responsible practices.

AMBASSADOR AWARD: Best Endorser, Influencer, or Content Creator

Recognizes the best content that highlights Spain as a destination committed to sustainability, emphasizing the power of these profiles in raising awareness.

EXPERIENCE AWARD: Best sustainable tourism product

Recognizes the commercialization of packages, experiences, and offers that promote sustainable tourism in Spain, emphasizing the importance of offering authentic and environmentally respectful trips.

BUSINESS AWARD: The company with the best ESG project

Recognizes the commitment of companies to responsible practices such as carbon footprint compensation programs, recycling, accessibility, and inclusion of their workers, promoting a focus on sustainability in all aspects of the business.

18:30 Cocktail Reception & Spain Celebration



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