

UNWTO Conference on City Breaks 'Creating Innovative Tourism Experiences'

Valladolid, Spain, 15 to 16 October 2018

Preliminary Programme

*City tourism has become one the fastest growing segments worldwide, attracting all types of visitors. Taking place in the city of Valladolid, the conference will address different areas of specialization that can contribute to the successful positioning of urban destinations as City Breaks. As a **benchmark destination**, **Valladolid** is committed to a clear strategy in **active, enological and, cultural tourism**.*

*The conference will serve as a platform to exchange experiences and perspectives on the potential as well as challenges of city breaks as leisure experiences for travelers that are both diverse and immediate. It will explore the diverse and innovative segments cities can bring together, with special emphasis on **technology, governance and public-private collaboration** models that allow for their proper implementation.*

Monday, 15 October 2018 - Valladolid Science Museum (Museo de la Ciencia)

Master of Ceremonies: Marta de Basilio, Founder & CEO, Speaker Coach

8:30 - 9:00 Registration

9:00 - 10:00 Opening Ceremony

Opening and Welcoming Remarks

- Óscar Puente, Mayor of Valladolid
- Andrés Virto Martín, Director, Madison Agency
- Representative of UNWTO
- Representative of the Secretary of State for Tourism/or Turespaña

In collaboration with:

10:00 - 10.30 Keynote speech

- Dieter Hardt-Stremayr, President of European Cities Marketing and Managing Director, of Graz Tourist Office, Austria

10:30 - 11:00 Coffee break

11:00 - 12:00 Session I: Challenges and Opportunities of City Break tourism

This session will address key trends and emerging challenges in positioning urban destinations today, focusing on the role and opportunities that less-visited destinations can have in this regard. The impacts of growing tourism numbers and the quality of the visitors experience will also be discussed, reflecting upon issues like accessibility, connectivity and infrastructure, and tourism dispersal.

Moderator: Turespaña

- Antonio Muñoz Martinez, Deputy Mayor of the Delegation for Urban Areas, Culture and Tourism, City Council of Seville
- Marcella Gaspardone, Marketing Public Relations & Convention Bureau Manager, Turin
- Ángel Rosado, Manager, Spanish Group of World Heritage Cities
- Stéphane Demaeght, Vice President, World Association for Hospitality and Tourism Education and Training (AMFORHT)
- Petra Stušek, Managing Director, Ljubljana Tourist Board, Slovenia

12:00 - 12:15 Presentation of the UNWTO Report 'Overtourism'? Understanding and managing urban tourism growth beyond perceptions

- Sandra Carvão, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

12:15 - 12:45 Interview with Paco Nadal*

Interviewer: Condé Nast Traveler*

13:00 - 14:15 Networking Cocktail Lunch at Restaurant 'A Ciencia Cierta'

*(speakers marked as * are to be confirmed)*

In collaboration with:

14:15 – 16:00 Session II: New Tourism Segments

Segmentation strategies are key as marketing and management tools among destinations and businesses. The session will exchange perspectives on the creation of new tourism segments and the comparative advantage it provides cities in attracting a distinctive type of travelers.

Moderator: Beatriz Arenas Peña, Account Manager, Madison Agency

Presentation of successful case studies (14:15-15:00)

- Iñaki Gaztelumendi, Spain Live Music
- Luis García Conde, Director, Madison Agency: The case of the World Padel Tour
- Representative of Bodegas Emilio Moro y Cepa 21, Enoturismo

Debate (15:00-16:00)

- Mario Crecente, Vice President of the Scientific Committee, European Historic Thermal Towns Association
- Antonio Santos, Director, Tourism, Marketing and Communication, Innova Tax Free
- Iñaki Gaztelumendi, Professor and Collaborator of Basque Culinary Centre
- Elena Benarroch Vila, Marketing Manager, Thyssen-Bornemisza Museum
- Iván Abanades, Director, Speakers & Conferences, Thinking Heads

16:00 - 16:30 Coffee break

16:30 - 17:30 Roundtable: Public-Private Partnerships for the development of City Breaks

By bringing together innovative practices and know-how, public-private partnerships can contribute to the development of destinations as city breaks. The discussion will showcase successful cases achieved in this regard.

Moderator: Representative of UNWTO

- Manu Narvaez, Director of San Sebastián Turismo & Convention Bureau, Spain
- Rita Almeida, Analyst, Lisbon Tourism Observatory, Visitors & Convention Bureau, Portugal
- Nicolaie Moldovan, City manager, Alba Iulia City Council, Romania
- Hamid Bentahar, President, Regional Council of Tourism of Marrakech, Morocco
- Miguel Sanz, Director of the Madrid Destino Tourism Department, Madrid City Council, Spain
- Representative of Valladolid City Council

In collaboration with:

17:30 - 18:30 Session III: Technology and City Breaks – Improving the Visitor Experience

With the growing demand of city tourism, technology has the potential to help ensure that visitors have a pleasant and enjoyable experience. Through the presentation of different tools, this session will explore the importance of managing tourism activities to maximize visitors' satisfaction.

Moderator: Eva Benito, Gerente de Comercialización, Segittur

- Alberto Gutiérrez Pascual, Founder and CEO, Civitatis
- Elena Rodríguez Blanco, Co-Founder and Experience Curator of Authenticitys
- Sila Cameselle Vila, Senior Regional Manager, Spain and Italy, TripAdvisor
- Ramón Sánchez, Head of APAC & Reseller Sales, Destinations, Amadeus
- Nuria Lozano, Senior Partnerships Manager, Spain, Italy and Portugal, Airbnb
- Jon Recacoechea, Industry Manager Travel, Google

18:30 Concluding Remarks

- Representative of Valladolid City Council
- Representative of UNWTO
- Miguel Mirones, President of the Institute for Spanish Tourism Quality (ICTE) and Chairman of the Board of the UNWTO Affiliate Members

19:30 Transfer to dinner from Museo de la Ciencia

20:00 – 22:00 Dinner at Escuela Internacional de Cocina - Cámara de Comercio (invitation-only)

*(speakers marked as * are to be confirmed)*

In collaboration with:

Tuesday, 16 October 2018 (invitation-only)

This day will explore a successful pairing between wine tourism and city breaks in Valladolid – the province that has five original denominations: the red wines of Ribera del Duero, the white wines of Rueda, the rosé wines of Cigales and the wines of Toro and Tierras de León.

We invite participants to enjoy wineries and appreciate the spectacular buildings, eat in a unique environment and stay in the wineries themselves.

09:30 - 10:00 Pick-up

09:30 - 10:30 Transfer to winery

10:30 - 16:00 Technical Visit: Wine Tourism

11:00 – 13:30 Visit to wineries Emilio Moro and Cepa 21 and wine tasting

13:30 – 16:00 Lunch at the Restaurant Cepa 21

16:00 Return to Valladolid

In collaboration with: