World Tourism Day 2012 – Official Celebrations

Tourism & Sustainable Energy: Powering Sustainable Development

Maspalomas, Gran Canaria, Spain

Preceding Events

**Tuesday, 25 September**

10:00
Inauguration of "Tourism Expo and Sustainable Energy". President of the Canary Islands, Paulino Rivero Baute and Mayor of San Bartolome de Tirajana, Marco Aurelio Perez Sanchez.

Inauguration of the "UNWTO Photo Exhibition". President of the Canary Islands, and Mayor of San Bartolome de Tirajana.

09:30 - 13:30

**Wednesday, 26 September** (ExpoMeloneras)

09:00 – 20:00
Tourism and Sustainable Energy Fair

08.30 – 14:00
Registration

09:30
Forum on Tourism in the Media organized by the Association of European Journalists

12:00
Canary Islands Government Awards. (ExpoMeloneras by invitation only). President of the Canary Islands and Mayor of San Bartolomé de Tirajana.

13:30
End of the Forum. Tasting of wine and cheeses from Gran Canaria
17:00  **Guided Tour:** Participants can choose between the **Biosphere Reserve** or the **Technological Institute of the Canary Islands (ITC)** *(prior registration required)*

17:30  **Opening of the UNWTO Auditorium** with the presence of UNWTO Secretary-General, Taleb Rifai

18:00 – 20:00  **Debate on Tourism and Social Responsibility “Fighting Together Against Child Sexual Exploitation in the Tourism Sector”**: UNICEF Spain and the Federation of Associations for the Prevention of Child Mistreatment

20:45  **Welcome Reception** *(Hotel Villa del Conde, by invitation only)*

*During the celebrations, musical performances and opportunities to try typical products will take place close to the Lighthouse of Maspalomas, organized by the Town Hall and Tourism Council.*
Official Programme

Thursday, 27 September (ExpoMeloneras)

09:00 – 20:00  Tourism and Sustainable Energy Fair

08:00 – 10:00  Registration

10:00 – 10:30  Press Conference with the Minister of Industry, Energy and Tourism of Spain, José Manuel Soria, and UNWTO Secretary-General, Taleb Rifai

Master of Ceremonies: Rosa María Calaf, Journalist

11:00  Official Opening

Marco Aurelio Pérez Sánchez, Mayor of San Bartolomé de Tirajana
José Miguel Bravo de Laguna Bermúdez, President of the Government of Gran Canaria
Paulino Rivero Baute, President of the Government of the Canary Islands
José Manuel Soria, Minister of Industry, Energy and Tourism, Spain
Taleb Rifai, Secretary-General, UNWTO
T.R.H. the Prince and Princess of Asturias

12:00  Coffee Break

12:30  Launch of the Hotel Energy Solutions E-toolkit in Spanish, with the presence of UNWTO and the President of Valladolid Council, Jesús Julio Carnero (developed by UNWTO and Valladolid Council)

12:40  Key Note Presentation

Michel Lemay, Chairman of the Tour Operators' Initiative for Sustainable Tourism Development (TOI) and Vice-President, Communications and Corporate Affairs and Chief Brand Officer, Transat A.T. inc. Canada
13:00 World Tourism Day Think Tank (Moderated by CNN TASK)

Fernando Marti Scharfhausen, State Secretary for Energy, Spain
Carmen Becerril, President, Acciona Energy, Spain
Pablo Lorenzo, Corporate Director for Investment and New Technology, Lopesan Hotel Group, Spain
Jeff Poole, Director, Government and Industry Affairs, International Air Transport Association (IATA)
Vijay Poonoosamy, Vice-President, International and Public Affairs, Etihad Airways, Abu Dhabi
Natalia Vorobieva, CEO, Natalie Tours, Russia

Moderator: Anita Mendiratta, CNN TASK

14:15 Conclusions and Recommendations

14:30 Handover to the host of World Tourism Day 2013, Minister of Tourism, Arts and Culture of the Maldives, Ahmed Adheeb Abdul Ghafoor

14:45 Closing Reception (Hotel Baobab, by invitation only)

16:30 Guided Tour: Participants can choose between the Biosphere Reserve or the Technological Institute of the Canary Islands (ITC) (prior registration required)

*27 September will be a celebration of tourism in Gran Canaria, with events taking place in the streets including local bands and volunteers who will present gifts to the citizens and tourists in and around the Lighthouse of Maspalomas, Playa del Inglés and San Agustín.*