



SECRETARÍA DE ESTADO
DE TURISMO



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 **Roundtables. "Tourism in the Smart Specialization Strategy of the Canary Islands"**. Organized by the European Commission and the Canarian Agency for Research, Innovation and Information Society (ACSII)

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





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- 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.*



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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





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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.*