



UNWTO ACTIVITIES PROGRAMME
Wednesday 20 January – Sunday 24 January 2016



UNWTO STAND: 8D02

Date	Time	Activity	Venue
18 January, Monday			
	12:00 – 13:00	<p>Press Conference</p> <p><i>For more information, please contact comm@unwto.org</i></p>	HQ 9 th floor
	14:30 – 20:30	<p>12th UNWTO Awards Forum</p> <p>(followed by a networking-cocktail for participants sponsored by Sevilla Tourism)</p> <p>Focusing on the role of innovation and enriched by the inspirational experiences of the finalists of the 12th UNWTO Awards, the UNWTO Awards Forum is held to foster dialogue and share good practices in tourism innovation. The Forum includes inspirational speeches by the UNWTO Ulysses Prize and the Lifetime Achievement Laureates as well as exciting presentations by the awardees in the project categories and tourism leaders. The previous UNWTO Awards Laureates and the prominent experts will also participate in the interactive panel discussion.</p> <p><i>For more information, please click here or contact awards@unwto.org</i></p>	Palacio Neptuno Cervantes, 42 Madrid
19 January, Tuesday			
	09:15 – 19:15	<p>8th TOURISM LEADERSHIP FORUM OF EXCELTUR:</p> <p>“Políticas Innovadoras para Conectar con el Turista Digital”</p> <p>Organized by EXCELTUR with the collaboration of UNWTO</p> <p>Tourism will close 2015 with a very positive performance contributing to economic growth and job creation in many parts of the world. 2016 will surely bring new challenges requiring a more committed and innovative public-private management, effective strategies to diversify supply and demand and create a more enriching tourism experience adapted to the changes brought about by technology.</p> <p>In this framework, EXCELTUR is holding, with the support of UNWTO, the VIII Tourism Leadership Forum, under the theme "Innovative Tourism Policies for the Connected Traveller". The Forum, with the participation of leaders from the public and private sector worldwide, will take place in Madrid, on January 19, 2016, at the eve of the Spanish International Tourism Fair (FITUR).</p> <p><i>For more information, please click here or contact comm@unwto.org</i></p>	North CC North Auditorium (Rooms N103 – N104)
	16:30 – 18:30	<p>Meeting of the Core Working Group on the Phoenicians Route</p> <p>(only Working Group Members)</p> <p>The remarkable cultural heritage -both tangible and intangible- inherited from the Phoenicians as the most notable shipbuilders,</p>	HQ 9 th floor Lonati room

		<p>sailors and traders of the ancient world has undoubtedly the potential of constituting an internationally renowned tourism product and seamless travel experience.</p> <p>At the request of the Ministry of Tourism of Lebanon, the World Tourism Organization (UNWTO) is holding a consultative meeting of a core working group for the development of a programme of cultural tourism itineraries along the Phoenicians' Route, in Madrid, Spain, on 19 January 2016, in the framework of the International Tourism Fair - FITUR 2016.</p> <p>The purpose of this meeting is to consider the feasibility of the project, define key elements shaping it, including its objectives, scope and expected outputs, recommend a methodological approach and outline a roadmap for its implementation.</p> <p>For more information, please contact rpme@unwto.org</p>	
<p>20 January 22 January</p>	<p>FITUR/UNWTO/ ITH/initiative</p>	<p>FITUR GREEN 2016 "Renewing Tourism"</p> <p>Co-organized by the Hotel Technology Institute (ITH), the World Tourism Organization (UNWTO) and FITUR, FITUR Green seeks to bring innovation and sustainability to the tourism sector, in order to boost competitiveness, both for the private sector and for destinations, vis-a-vis current trends and consumers' expectations and demand.</p> <p>The three-day event will also showcase successful national and international initiatives, projects and practical experiences through a series of roundtables, interventions and workshops.</p> <p>For more information, please click here</p>	<p>Hall 10 B05</p>
<p>20 January, Wednesday</p>			
	<p>11:00 – 14:00</p> <p>11:00</p>	<p>FITUR Green: neZEH International Conference "Nearly Zero Energy Hotels, the Potential for Change" (organized by UNWTO, neZEH Project, FITUR and ITH)</p> <p>Morning Session: Becoming Nearly Zero Energy...Get started! <i>Inauguration and Discussion panels</i></p> <p>The nearly Zero Energy Hotels -neZEH- is a project co-funded by the European Commission in the frame of the Intelligent Energy Europe Programme, aiming to accelerate the rate of large scale renovations of hotels into nearly Zero Energy Buildings (nZEB) by providing technical advice to committed hoteliers and demonstrating flagship nZEB projects in the European hospitality sector.</p> <p>The conference neZEH 2016 will introduce the main challenges faced by the industry in the transition to nearly zero energy hotels, debate to what extent a deficient implementation may hinder the efforts of the sector and explore contemporary business and economic growth defies and solutions to overcome these shortfalls, including what neZEH is doing to help in the transition.</p> <p>The morning session will focus on presenting two of the main steps to take into consideration when engaging in a neZEH project - the rollout plan for the renovation and financing. The session will debate with neZEH pilot hotel, experts and public on how to overcome the gaps, what pioneers are doing.</p> <p>Inauguration FITUR GREEN 2016</p> <p>For more information and to register, please click here or contact clisboa@unwto.org</p>	<p>North CC Level 1 Rooms N107–N108</p>

13:00 – 13:30	<p>Presentation of the 2nd UNWTO Global Forum on Food Tourism, Peru and Signing of the Agreement</p> <p>The World Tourism Organization (UNWTO) in collaboration with the Ministry of Foreign Trade and Tourism of Peru will proudly present the 2nd edition of UNWTO Global Forum on Food Tourism to be held in Lima, Peru, 27-29 April 2016.</p> <p><i>For more information and to register, please click here or contact unwtoam@unwto.org</i></p>	South Entrance Level -1 Room S16
14:00 – 15:30	<p>Inaugural event: FITUR/UNWTO VIP Reception (with the collaboration of the Andalucía region, Spain) (by invitation only)</p> <p><i>For more information, please contact protocolo1@unwto.org</i></p>	South Entrance Level 1 Room Maquetas (Room S-100 A)
15:30 – 18:30	<p>FITUR Green: neZEH International Conference “Nearly Zero Energy Hotels, the Potential for Change” (organized by UNWTO, neZEH Project, FITUR and ITH)</p> <p>Afternoon Session: Innovating for the Accommodation Industry 3.0 - we all have a role to play <i>Discussion panels and Conclusions</i></p> <p>The majority of the hotels in Europe do not have the knowledge or the technical know-how to define alone the best renovation plan – the neZEH partners will present what the initiative is doing to help the accommodation industry – introducing the neZEH e-toolkit- and expects to shed some light on what is already being done, where to look for help and call the attention to the potential new market for the technologies producers.</p> <p>Furthermore, the lack of adequate information may hinder the efforts of the accommodation industry – how to change the trend? Experts and the public will debate possible solutions – such as awareness and sensitization campaigns of hotel owners, staff and clients; actions promoting the benefits of investing in becoming a neZEH – how much attention is being given to the matter and the spill-over effects these can have.</p> <p><i>For more information and to register, please click here or contact clisboa@unwto.org</i></p>	North CC Level 1 Rooms N107–N108
16:00 – 18:00	<p>Spanish companies driving responsible tourism (organized by UNWTO and the Global Compact Spain)</p> <p>One outcome of the strategic alliance between these two organizations is the project “Responsible Tourism: A Commitment by All” which will be presented at this event in the context of FITUR 2016. The objective of this initiative is to promote social responsibility among companies and business associations in the tourism sector as well as to foster their real and lasting commitment to the ethical and universal principles that underpin responsible and sustainable tourism development.</p> <p>This event will make it possible to examine where the companies of the sector are in terms of their CSR policies and strategies and how they are addressing the main challenges of the future based on the Agenda 2030 for Sustainable Development. It will also feature examples of good practices relative to sustainable development in the context of tourism, presented by some of the most committed companies.</p> <p>Event conducted in Spanish only.</p> <p><i>For more information, please click here or contact ethics@unwto.org</i></p>	North CC Level 1 Rooms N115–N116

	18:30 – 22:00	<p>12th UNWTO Awards Gala Dinner & Ceremony (followed by an “after show networking drinks”)</p> <p>The UNWTO Awards is a set of annual international awards celebrating excellence and innovation in the tourism sector and acknowledging exceptional leaders as well as outstanding tourism initiatives. At the 12th UNWTO Awards Ceremony and Gala Dinner, which will be held in collaboration with FITUR/IFEMA, the UNWTO Lifetime Achievement and UNWTO Ulysses Prize Laureates will be presented and the winners of UNWTO Ulysses Awards for Innovation will be finally unveiled.</p> <p>For more information, please click here or contact awards@unwto.org</p>	North Entrance North Auditorium (Rooms N103–N104)
21 January, Thursday			
	10:00 – 13:00	<p>VII Tourism Investment and Business Forum for Africa – INVESTOUR (organized jointly by UNWTO/FITUR/Casa África)</p> <p>First session - Inauguration and Roundtables</p> <p>INVESTOUR’s main objective is to promote the development of sustainable tourism in Africa, while encouraging exchanges on investment and business opportunities in Africa. Each new edition of INVESTOUR has been an opportunity to introduce a certain number of innovations. Initially open to representatives of African national tourism administrations, the Spanish Government, African and Spanish private-sector actors, the Forum was expanded two years ago by welcoming the participation of Portuguese private-sector actors. For its 6th edition, INVESTOUR was opened to international institutions and companies and for this 7th edition INVESTOUR aims to consolidate and increase the participation of international actors. The morning session will be structured in two roundtables: “Challenges of investment in Africa” and “Africa: The future is now”. These two round tables will offer the opportunity to exchange views and generate an interactive debate which will yield valuable insights on how to increase the competitiveness and potential of African tourism at the global and regional levels.</p> <p>Online registration: http://www.ifema.es/investour_06/investour/Registro/index.htm</p> <p>For more information, please click here or contact investour@unwto.org</p>	North CC Level 1 Rooms N107–N108
	11:00 – 14:00	<p>Meeting of the Board of the Affiliate Members (only Board Members)</p> <p>For more information, please contact unwtoam@unwto.org</p>	North CC Level 1 Room N105
	12:00 – 14:00	<p>Accessible Tourism as an Effective Business Strategy (organized jointly by UNWTO/FUNDACIÓN ONCE in collaboration with FITUR)</p> <p>All persons have the right to be able to enjoy a tourism experience, which results in both personal satisfaction as well as a positive impact on the local economy. For this reason, the World Tourism Organization (UNWTO) and the ONCE Foundation are joining forces within the framework of the FITUR International Tourism Fair in order to present good accessibility practices in tourism enterprises and strategies, showcasing the benefits of accessible tourism for the sector as a whole.</p> <p>The speakers will highlight cases illustrating that, aside from being a right for all, tourism that is open to persons with disabilities, the elderly and families with young children offers substantial economic opportunities for enterprises. The discussion will address aspects such as improvements in competitiveness, quality of service and customer loyalty as well as the increased market share and profits that can be achieved by companies that adopt accessibility as part of their business strategy.</p> <p>Event conducted in Spanish only.</p> <p>For more information, please click here or contact ethics@unwto.org</p>	North CC Level 1 Rooms N115-N116

	13:30 – 15:00	Cocktail offered by INVESTOUR to the participants	Hall 6 Pavilion Africa
	13:30 – 15:00	FITUR/UNWTO Africa and Middle East Tourism Ministers Working Luncheon (by invitation only) <i>For more information, please contact investour@unwto.org or rpme@unwto.org</i>	North CC Level 2 Room Colón
	15:00 – 19:30	VII Tourism Investment and Business Forum for Africa – INVESTOUR (organized jointly by UNWTO/FITUR/Casa África) Second session – B2B Workshop The afternoon session is devoted to business-to-business (B2B) meetings. This constitutes a strategic platform that puts African tourism project leaders and potential international partners in direct contact with one another. Online registration: http://www.ifema.es/investour_06/investour/Registro/index.htm <i>For more information, please click here or contact investour@unwto.org</i>	Hall 6 Pavilion Africa
	16:00 – 17:30	UNWTO & Casa Árabe Ministerial Round Table on <i>Tourism Development Policies and Strategies in the Middle East and North Africa region: Sustaining Growth through Shocks</i> (organized jointly by UNWTO/FITUR/Casa Árabe) In the framework of FITUR 2016, Casa Árabe and the World Tourism Organization (UNWTO) are jointly organizing the fourth Ministerial discussion forum on Tourism Development Policies and Strategies in the Middle East and North Africa (MENA) region under the heading <i>Sustaining Growth through Shocks</i> . The discussion will focus on current trends and short term prospects of tourism in the region - in the context of a turbulent regional scenario and persistent uncertainties over the global economic outlook -, as well as on strategies and measures to enhance Tourism safety and security, accelerate and consolidate recovery, sustain growth, boost destinations competitiveness and promote investment. Online registration: http://middle-east.unwto.org/webform/ministerial-round-table <i>For more information, please click here or contact rpme@unwto.org</i>	North CC Level 1 Rooms N107-N108
	18:00 – 20:00	Meeting of the Ibero American Affiliate Members (by invitation only) <i>For more information, please contact unwtoam@unwto.org</i>	North CC Level 1 Room N106

22 January, Friday

	10:00 – 12:00	UNWTO Seminar on the Future of Tourism: Innovation, Governance and Critical Paths Held in collaboration with the Ulysses Foundation, this seminar will discuss qualitative scenarios on the future of tourism up to the year 2040 and beyond. It will also explore the innovations, critical paths and institutional changes required to approach the subset of intelligent scenarios. The seminar will include presentations and panel discussions from a host of highly-qualified tourism professionals from the public and private sector as well as academia, and will be professionally videotaped and distributed. The theme is highly relevant when approached from a time where tourism has seen dramatic advances in science, technology	North CC Level 1 Rooms N107–N108
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	and innovation, resulting in lowered barriers to entry and policies to encourage sustainability, mitigate climate change and foster inclusive development, among many other issues. <i>For more information and to register, please click here or contact unwtoam@unwto.org</i>	
12:00 – 14:30	2nd UNWTO Conference on Shopping Tourism (organized jointly by UNWTO/FITUR) UNWTO will be organizing the 2 nd UNWTO Conference on Shopping Tourism, held once again in the framework of Fitur Shopping. The event will generate an enriching debate among the participants on various topics around the importance of shopping tourism in international tourism, fostering the exchange of expertise, best practices and success stories that help closing the gap between theory and practice. <i>For more information and to register, please click here or contact unwtoam@unwto.org</i>	Auditorium FITUR Shopping Hall 8
13:00 – 14:00	Initiation of the Statutes of the International ST-EP Organization (by invitation only) <i>For more information, please contact mleijzer@unwto.org</i>	HQ Lobby
14:00 – 16:00	Meeting of the Central American Tourism Ministers and Ambassadors (by invitation only) <i>For more information, please contact cam@unwto.org</i>	HQ 9 th floor Lonati room
14:30 – 16:30	UNWTO/ICF Workshop on air connectivity (organized jointly by UNWTO/ICF) Successful Air Service Connectivity remains a critical challenge in the development of tourism and commerce around the world. Now, more than ever destinations, both local and national, must utilize comprehensive best-practices when they engage with airlines. During this session, experts from ICF Aviation Advisory (formerly SH&E) will discuss techniques and methodologies that will enable destinations to talk to airlines in their own analytical language in order to provide holistic proposals that include business cases, incentive packages and stakeholder commitment. The ICF team will present best-practice methodologies for developing successful air service programs and the ongoing activities that are involved. Examples of successes will be presented in work done for/by national tourism ministries, local tourist destinations, business markets and religious destinations. <i>For more information and to register, please click here or contact unwtoam@unwto.org</i>	North CC Level 1 Rooms N107–N108
16:30 – 18:00	4th Committee on Tourism and Competitiveness meeting (only Committee Members) <i>For more information, please contact amerazi@unwto.org</i>	HQ 9 th floor Paci room

North CC = North Convention Centre at the Northern Entrance of FITUR

South CC = South Convention Centre at the Southern Entrance of FITUR

Please feel free to visit our UNWTO stand at 8D02