



**1<sup>st</sup> UNWTO Affiliate Members Conference on innovative approaches to overcome seasonality: The Punta del Este Prototype**

**1-3 May 2014**

Punta del Este, Uruguay

**GENERAL INFORMATION**

**1. DATE AND VENUE**

The Conference will be held on **2 May 2014** at the:

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**Conrad Punta del Este Resort & Casino**  
**Playa Mansa, Parada 4, Punta del Este, Uruguay**  
**<http://www.conrad.com.uy>**

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**Welcoming reception cocktail: Thursday, 1 de May at 21:00 at CASAPUEBLO.**

THE MUSEUM-WORKSHOP OF CASAPUEBLO IS LOCATED IN PUNTA BALLENA, 15 minutes away from Punta del Este, Uruguay, and operates in the centre of the monumental construction. It is open 365 days a year, all day long, and is annually visited by over 60 thousand tourists from around the world. This section of Casapueblo was conceded by its creator, the artist Carlos Páez Vilaró, who wished to incentivate the cultural interest in the region. For this he donated to the Museum a great portion of his work completed in different countries over the from the last 50 years. <http://carlospaezvilaro.com.uy/>

**2. REGISTRATION AND BAGES**

We kindly ask all delegates to confirm your participation in the Conference at the earliest possible by [registering online](#). Registration closes on **18 April 2014**. Please, make sure to keep a copy of your registration to access the special fares for accommodation and visa processing, if they apply.

The office will be open for delegates to collect their badges on 1 May from 16:00 to 20:00 and on Friday 2 May 2014, from 08:00 to 10:00.

Participants will be required to wear the identification badges in the area reserved for the Conference, as well as during the social events.

### **3. ORGANIZING COMMITTEE CONTACT DETAILS**

<b>UNWTO COORDINATORS</b>	<b>COORDINATOR IN HOST COUNTRY</b>
Yolanda Perdomo World Tourism Organization (UNWTO) Madrid, Spain Correo: <a href="mailto:unwtoam@unwto.org">unwtoam@unwto.org</a> Phone: +34 91 567 81 00	Ramón de Isequilla Destino Punta del Este Punta del Este-Uruguay Phone: + 598 99 940940 Fax: +598 42220847

### **4. ENTRY FORMALITIES**

Those interested in participating in the Conference are requested to consult the entry requirements for Uruguay and, if necessary, contact the Uruguayan Embassy or Consulate nearest to their place of residence. If required, please apply for a visa.

### **5. SANITARY REQUIREMENTS**

No vaccinations are required.

### **6. TRANSPORT**

Aerolíneas Argentinas, Air Europa, Air France, American Airlines, Austral, Avianca, BQB, Copa Airlines, Gol Linhas Aéreas, LAN, TAM Airlines, SOL.

### **7. ACCOMMODATION**

#### **Specials discounted fares for participants:**

<b>Hotel</b> <i>(Breakfast and taxes included)</i>	<b>Special fare UNWTO ( USD per night)</b>		
	<b>Dates</b>	<b>Single occupancy</b>	<b>Double occupancy</b>
<b>Hotel Remanso</b> ★★	30/04 - 04/05	96	96
<b>Awa Boutique Hotel</b> ★★ <a href="http://www.awahotel.com">http://www.awahotel.com</a>	30/04 - 04/05	Superior Deluxe USD 135 Executive USD 170 Suite Deluxe USD 290	Superior Deluxe USD 135 Executive USD 170 Suite Deluxe USD 290
<b>Hotel Barradas</b> ★★ <a href="http://www.hotelbarradas.com.uy/">http://www.hotelbarradas.com.uy/</a>	30/04 04/05	Standard USD 117 Suite USD 187	Standard USD 117 Suite USD 187
<b>Hotel Golden Beach</b> ★★ <a href="http://www.goldenbeach.com.uy/">http://www.goldenbeach.com.uy/</a>	30/04 04/05	Standard USD 127 Suite USD 157	Standard USD 127 Suite USD 157

### **10. LANGUAGES AT THE CONFERENCE**

The languages for the Conference will be Spanish, English and Portuguese. Simultaneous translation will be offered for these languages.

## 11. SOCIAL PROGRAMME

**2 May, 23:00. Ovo Nigt Club** at Conrad Punta del Este Resort & Casino.

**3 May, 10:00 to 17:00. Technical visit and lunch at Colinas de Garzón:**  
[www.colinasdegarzon.com](http://www.colinasdegarzon.com).

## 12. PRACTICAL INFORMATION

- **Exchange rate:** The local currency is the Peso Uruguayo, its symbol is \$U. Notes exist for the values of \$U 20, 50, 100, 200, 500, 1000 and 2000.

**The exchange rate to date is:**

1 R\$ = 9 \$U

1 USD = 22 \$U

1 EUR = 30 \$U

Foreign exchange can be done in banks, currency exchange offices and hotels. Credit cards are accepted in most hotels and commerce.

- **Official time:** UTC/GMT -3 hours.
- **Weather:** Punta del Este has a temperate oceanic climate with pleasant summers and cold winters. The average temperatures for May range from 16°C (top) and 9.9°C (min).
- **Official language:** Spanish.
- **Electric current:** 220/50 (volts/hz). (Europlug, Schuko)
- **Clothing:** It is advised to take cloths adequate for an autumn weather. For the sessions men usually wear suit jacket and tie, and ladies wear normal business dress.
- **Opening hours:** Banks normally open Monday to Friday from 13.00 to 18.00.

## 13. BRIEVE INFORMATION ABOUT PUNTA DEL ESTE

**Punta del Este** is a coastal city located on the Atlantic coast of the Department of Maldonado, in the southeast of Uruguay. Although the permanent population is of 12,000 inhabitants, during the summer season the city can reach the hundreds of thousands with the visit from non-residents. Punta del Este is also the name of the Municipality to which the city belongs. It stands out for its beaches, green and residential areas. (<http://destino-puntadeleste.com/>)