



MOSCOW CITY GOVERNMENT
COMMITTEE ON TOURISM
AND HOTEL INDUSTRY

2nd UNWTO Global Summit on City Tourism

Implementing Innovative Strategies to enhance Competitiveness and Business Development

19-20 September 2013

Venue: Hotel Radisson Slavyanskaya, Moscow, Russia

PRELIMINARY PROGRAMME

19 September
(Thursday)

AFFILIATE MEMBERS MEETING

16:00 – 16:30 **Introductory Remarks**

Mr. Márcio Favilla

Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)

Mr. Sergey Shpilko

Chairman, Committee on Tourism and Hotel Industry, Moscow City Government

16:30 – 17:30 **Discussion**

Objectives of the Summit

Discussion on AM future projects and the ongoing Plan of Work

19:00 **Welcome dinner**

UNWTO Affiliate Members and Speakers Networking

20 September
(Friday)

2nd UNWTO GLOBAL SUMMIT ON CITY TOURISM

08:00 – 09:30 **Registration**

09:30 – 10:00 **Opening and welcome remarks**

Mr. Alexander Radkov

Head, Federal Agency for Tourism of the Russian Federation

Mayor of Moscow

Mr. Sergey Shpilko

Chairman, Committee on Tourism and Hotel Industry, Moscow City Government

Mr. Márcio Favilla

Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)

10:00 – 11:15 **Session 1: UNWTO Affiliate Members Prototype on city tourism: Madrid Precious Time**

Implementing innovative strategies to design specialized products with high added value for specific market niches that enhance the visitor's experience

Mr. Miguel Sanz
Cooperation Director, Madrid Visitors and Convention Bureau

Mr. Enrique Lancis
Director, Business Development and New Technologies, Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas (SEGITTUR), Spain

Mr. Fernando Molina
Director, Master Tour Alliance

Mr. Gonzalo Die
Development Director, Microsoft Spain

Mr. Ian Stazicker
Tourism Director - Global Marketing, Value Retail PLC, United Kingdom

Moderator: Ms. Yolanda Perdomo, *Director UNWTO Affiliate Members Programme*

11:15 – 11:45 **Coffee Break**

11:45 – 13:00 **Session 2: Measuring the impact of tourism on cities**

This session will focus on the project to define a common methodology in tourism observatories to measure the economic impact of tourism in cities, an initiative that starts off with a proposal for collaboration among destination promotion entities and universities, working side by side on the project.

Mr. Ignacio de Delás
President European Cities Marketing

Ms. Tatiana Plazas
Deputy Director for destination management, Instituto Distrital de Turismo de Bogotá

Ms. Laura Cavallo
Chief Executive Officer, Destination Melbourne

Prof. Bruce Prideaux
School of Business, James Cook University

Mr. Oscar Perelli
Head of the Research Department, Exceltur, Spain

Moderator: Isabel Garaña, *UNWTO Regional Director for Europe*

13:00 – 14:15 **Lunch**

14:15 – 15:15 Regional Round Table “Innovation in tourism products and infrastructure”

Organized by the Ministry of Culture of the Russian Federation

14:15 – 15:15 “Image: Moscow's most valuable asset”

Prof. Simon Anholt

15:30 – 17:30 Session 3: Cities and knowledge: Sharing the destinations experience

The exchange of proven experiences in terms of public-private collaboration, communication strategies, innovations and technology, as well as youth tourism and problems related with the city tourism development are the central topics to be discussed at this session.

Representative Radisson Hotel, Moscow

Mr. Georgios Drakopoulos

Director General, Association of Greek Tourist Enterprises - SETE

Ms. Reka Csepeli

Responsible for the Sustainable Development, Regional Tourism Committee Paris Île-de-France

Mr. André Barata Moura

Lisboa Visitors & Convention Bureau

Ms. Mariette du Toit-Helmbold

Chief Destineer, Destinate, Cape Town

Dr. Aulianna Poon

Managing Director, Tourism Intelligence International

Mr. Jesús María Gómez

Meeting Professional International, Spain

Mr. Tijani Haddad

President, FIJET

Moderator: Esencan Terzibasoglu, *UNWTO Programme Coordinator- Destination Management and Quality*

17:30 – 18:00 Speed Networking

Working sessions

Core Madrid Premium Prototype Companies

Destinations

The QUEST initiative

Affiliate Members

Professionals attending the Summit

18:00 – 19:00 The Big Picture

Mr. Hasan Arat
Vice Chairman of the Turkish Tourism Assembly

Moscow Representative

Mr. Ignacio de Delás
Deputy General Manager, Turisme de Barcelona

Moderator: Mr. Roger Carter, *Managing Director, TEAM Consulting*

19:00 – 19:30 Conclusions and closing remarks

Ms. Yolanda Perdomo
Director UNWTO Affiliate Members Programme

Mr. Márcio Favilla
Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)

20.00 Gala Dinner

**21 September
(Saturday)**

Social programme

10:00 – 15:00