



1st UNWTO Affiliate Members Conference on innovative approaches to overcome seasonality: The Punta del Este Prototype

Punta del Este, Uruguay, 1-3 May 2014

THURSDAY, 1 MAY

21:00 Welcoming reception cocktail – Ovo Night Club Hotel Conrad Resort & Casino Punta del Este

FRIDAY, 2 MAY

Conrad Punta del Este Resort & Casino

9:30 to 10:00 Opening ceremony

- Mr. Leonardo Carbonell , Chairman Destino Punta del Este
- Mr. Óscar de los Santos, Governor of Maldonado
- Mr. Miguel Mirones, Chairmen of UNWTO Affiliate Members Board
- Mr. Alejandro Varela, Deputy Director of the UNWTO Regional Programme for the Americas
- Ms. Liliam Kechichian, Minister of Tourism and Sport, Uruguay

10:00 to 10:30 Opening Conference

Dr. Richard Butler, Emeritus Professor of Tourism at the University of Strathclyde, Scotland

Richard Butler is a renowned expert in the field of tourism. His extensive background includes over 30 years teaching at universities worldwide and working as a consultant for various governments. He has published sixteen books and over a hundred journal articles and book chapters on tourism. His main areas of research are destination development, tourism in remote areas, seasonality, and tourism sustainability.

10:30 to 11:00 Presentation of Prototype Punta del Este

Ms. Yolanda Perdomo, Director of UNWTO's Affiliate Members Programme

11:00 to 11:30 - Coffee break

11:30 to 13:00 - First panel:

Micro segmentation and brand strategies

- Mr. Iñaki Gaztelumendi , Basque Culinary Center
- Mr. Arnaldo Nardone, President of ICCA, International Congress and Convention Association
- Mr. Edmond Mathon, Associação de Hotéis Roteiros de Charme

- Mr. Antonio López de Ávila Muñoz, President of State Company of Innovation and Tourism Technology. S.A. (*SEGITTUR*), Smart Destinations

Moderator: Mr. Alejandro Varela, Deputy Director of the UNWTO Regional Programme for the Americas

13:00 to 14:00 - Second panel:

Success stories

- Mr. Eduardo Zorzanello, Director of the Gramado Tourism Festival, Brazil
- Mr. Arturo Bernal Bergua, Managing Director of Málaga Costa del Sol Tourist Board
- Ms. Susie Ellis, Chairman and CEO of the Global Wellness Institute

Moderator: Mr. Miguel Mirones, Chairmen of UNWTO Affiliate Members Board

14:00 to 15:30 - Lunch

15:30 to 17:00 - Roundtable discussions:

Strategic keys of the model: Towards their practical application in the field of public- private collaboration

- Mr. Benjamin Liberoff, National Director of Uruguay Tourism
- Representative from the Colombian government
- Mr. Jordi Busquets, representative of CAT / IHRA Vice-Chairman
- Mr. Juan Eduardo García, General Manager of the Conrad Resort & Casino (Punta del Este)
- Mr Leandro Quiroga, President of the Gastronomic Corporation of Punta del Este
- Mr. Gastón Solari Loudet, General Manager of Agroland, Punta del Este

Moderator: Mr. Ramón de Isequilla, Vice-chairman of UNWTO Affiliate Members Board

17:00 to 17:30 - Conclusions and closing: Punta del Este's proposal for creating a new seasonality

- Mr. Carlos Solanet, Commercial Director of La Rural Predio Ferial of Buenos Aires
- Mr. Arnaldo Nardone, President of ICCA, International Congress and Convention Association

21:00 Social programme

Place to be determined

SATURDAY, 3 MAY

10:00 to 17:00 - Technical visit and lunch at Colinas de Garzón

Note: the Conference will offer simultaneous interpretation in English, Spanish and Portuguese