

UNWTO Conference on City Breaks: Creating Innovative Tourism Experiences

Valladolid, Spain, 15 to 16 October 2018

Preliminary Programme

*Taking place in a unique city with great historical importance, the conference will address different areas of specialization that can contribute to the successful positioning of urban destinations as City Breaks. Valladolid has been chosen as the venue for this **first conference** because it is a **benchmark destination** that is committed to a clear strategy in **active, oenological, cultural and domestic tourism**, by leveraging the unique elements of the destination, such as sports, music, theater, cinema, literature and gastronomy. These will be addressed in the different panels, with special emphasis on governance and **public-private collaboration** models that allow for their proper implementation.*

Monday, 15 October 2018 - Valladolid Science Museum (Museo de la Ciencia)

Master of Ceremonies: TBC

8:30 - 9:00 Registration

9:00 - 10:00 Opening Ceremony

Opening and Welcoming Remarks

- Representative, MADISON
- Representative, Diputación of Valladolid
- Representative, City Hall of Valladolid
- Representative, UNWTO

10:00 - 10.30 Keynote speech

10:30 - 11:00 Coffee break

11:00 - 12:30 Session I: Challenges and opportunities of City Break tourism

Moderator: Turespaña

In collaboration with:

- Presentation of UNWTO Report “Understanding and Managing Visitors Growth in Cities: beyond perceptions”

12:30 – 13:00 Interview-style Presentation

Various known tourism leaders and personalities will be interviewed and sector trends will be analyzed.

Moderator: Hosteltur

13:00 - 14:30 Networking Cocktail Lunch (A Ciencia Cierta Restaurant)

14:30 – 16:00 Session II: New Tourism Segments

Moderator: UNWTO

- Iñaki Gaztelumendi, Spain Live Music

16:00 - 17:00 Roundtable: Public-private Partnerships for the Management of the New Tourism Segments

Moderator: Madison

17:00 – 18:30 Session III: Technology and City Breaks – Improving the Visitor Experience

Moderator: Segittur

- Civitatis

18:30 – 19:30 Working tables: sharing activities

19:30 – 20:00 Transfer to dinner location

20:00 – 22: 00 Buffet Dinner (location tbc)

Tuesday, 16 October 2018

This practical workshop explores a successful pairing in Valladolid - a province that has five original denominations: the red wines of Ribera del Duero, the white wines of Rueda, the rosé wines of Cigales and the wines of Toro and Tierras de León. This workshop invites participants to enjoy wineries and appreciate the spectacular buildings, eat in a unique environment and stay in the wineries themselves.

09:30 - 10:00 Pick-up time

10:00 - 10:30 Departure to winery

10:30 - 16:00 Practical Workshop: Wine Tourism

11:30 – 12:30 Visit to wineries

Protos – Oagi de Carraovejas – Dehesa Canónigos – Arzuaga or Matarromera

13:00 – 14:00 Visit to the Wine Museum

14:00 – 16:00 Lunch at the Wine Museum – Foods from Valladolid

16:00 Return to Valladolid

In collaboration with: