



**COPENHAGEN**  
Tuesday, 16 sep 2025  
3:00 pm

25H, Paper Island  
(Papirøin 25, 1436 Copenhagen)

## AGENDA – COPENHAGEN

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- 3:00 **Welcome speech and presentation**  
Ignacio Jimenez, Managing Director, Spanish Tourist Office in Copenhagen
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- 3:05 **Keynote Speaker: Secretary of State for Tourism**  
“Real Change. Investment and Results of Innovation in Tourism Policy in Spain”
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- 3:30 **Panel I: How to Include Sustainability Metrics in Destination Management and Promotion Strategy?**  
Moderator: Parastou Boyash  
- Natalia Bóveda, Costa del Sol Tourism Board  
- Leire Bilbao, Visit Benidorm  
- Jukka Punamäki, City of Helsinki  
- Wonderful Copenhagen
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- 4:30 **Coffee Break**
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- 4:45 **Panel II: Sustainability as a Purchasing Lever**  
Transport, service, and experience marketers share their insights on how users rate sustainability and how it influences purchasing behavior.  
Moderator: Parastou Boyash  
- TUI Nordics (Touroporador)  
- Bárbara García, Paradores  
- Óscar Fernández, Civitatis
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- 5:30 **Panel III: Spain Talks Nordic Edition (One year later)**  
The winners of the Spain Talks Awards 2024 discuss their approach to sustainability, key challenges, and solutions.  
Moderator: Linda Vismer  
- Jakob Wilhelm Aarsheim, JWA (Sweden)  
- Rønnaug Engstad Laursen, Ruby Rejser (Denmark)  
- Escape Travel (Norway)  
- Anne Marjut, Olympia Air Travel
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- 6:15 **Conclusions**
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Partners:



+info:





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## PREMIOS –

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6:30 Awards Ceremony

### **MEDIA AWARD**

Award for the best piece of content on sustainable tourism in Spain, published both online and offline between June 2024 and May 2025. The content should provoke reflection on tourism sustainability by covering topics such as trips to alternative, less crowded destinations or highlighting the material and intangible heritage of these destinations, or their environmental wealth.

### **EXPERIENCE AWARD**

Award for the best sustainable tourism product, recognizing the sale and distribution of packages, experiences, and offers that promote sustainable tourism in Spain. The award will honor those offering the strongest connection to local culture, gastronomy, customs, traditions, nature, and people in the destinations.

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