



## COPENHAGEN

Tuesday, 16 sep 2025  
3:00 pm

25H, Paper Island  
(Papirøen 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 **Panel I:** How to include sustainability metrics in destination management and promotion strategy?

*Moderator: Parastou Booyash*

- Leire Bilbao, Visit Benidorm
- Jukka Punamäki, City of Helsinki
- Natalia Bóveda, Costa del Sol Tourism Board

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### 4:00 Coffee Break

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### 4:15 **Panel II:** Sustainability as a purchasing lever

Accommodation and travel marketers share their insights on how users rate sustainability and how it influences purchasing behavior.

*Moderator: Parastou Booyash*

- Ian Corbett, TUI Nordics,
- Bárbara García, Paradores
- Glenn Bisgaard, Apollo Travel Group

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### 5:10 **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)
- Anne-Marjut Vaananen, Olympia Air Travel (Finland)
- Karin Møller-Olsen, Journalist (Denmark)
- Bjørn Moholdt, Journalist (Norway)

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### 6:05 Conclusions

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Partners:



+info:





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## AWARDS

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6:45 Awards ceremony – *Naervaer restaurant*

*(Availability is limited and subject to confirmation by the organiser after the request has been made)*

### 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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Partners:



+info:

