

*Spain*  
**TALKS**  
Caring for the Future

Featured Speakers

**LOS ÁNGELES**  
Tuesday, June 23, 2026



## PANEL 1

Sustainable Destinations: From Strategy to Action



**MODERATOR**

**Patt Morrison**

*Journalist,  
Los Angeles Times*

Patt Morrison is an Emmy-winning public television and radio broadcaster and a writer and columnist at the Los Angeles Times, with a share of two Pulitzer prizes. Her two non-fiction books, “Rio LA, Tales from the Los Angeles River,” and “Don’t Stop the Presses! Truth, Justice, and the American Newspaper,” were both best-sellers. Her interview subjects have included Elie Weisel, Salman Rushdie, Jane Goodall, four Supreme Court justices, Steve Martin, Jodie Foster, and Norman Mailer. Pink’s, the legendary Hollywood hot dog stand, named its vegetarian hot dog after her.



PANELIST

## Paula Llobet

*President, Visit Valencia  
Councillor for Tourism,  
Innovation and Investment  
City of Valencia*



Paula Llobet was born in Valencia in 1977 and holds degrees in Business Administration, Law, and Political Science, along with a postgraduate qualification in International Cooperation. She has dedicated part of her career to development cooperation in Africa and Latin America, and brings 17 years of experience in the design and management of public policies. She is an expert in EU funding and the coordination of local and transnational networks. Her professional background spans social welfare, environmental sustainability, R&D&I, urban development, and smart cities. She currently serves as President of Visit Valencia and Councillor for Tourism of the City of Valencia.

PANELIST

## Morgan Mingle

*Director of Sustainable  
Tourism  
Park City Chamber  
& Visitors Bureau*



Originally from Texas, Morgan Mingle began her career in wildlife research and tourism, which inspired her to pursue a Master's in Sustainability from Harvard University. She directs the sustainability programs of the Park City Chamber & Visitors Bureau, overseeing the strategic implementation of the Sustainable Tourism Plan and managing the annual Sustainable Tourism Grant. Her work combines academic rigor with a practical vision for transforming travel destinations into more responsible models. She is a leading voice in the field of sustainable destination management in the United States.



PANELIST

## Lauren Salisbury

*Vice President of  
Communications  
Santa Monica Travel  
& Tourism*



Lauren Salisbury is a strategic communications professional specializing in destination marketing and public relations. With over 15 years of experience, she has worked with world-class brands including The Walt Disney Company and the Los Angeles Tourism & Convention Board. Having visited more than 130 countries, she brings a uniquely global perspective to her work, crafting narratives that resonate across cultures. She currently leads PR initiatives for Santa Monica Travel & Tourism, positioning the destination as a premier coastal brand and driving high-impact earned media coverage and meaningful audience engagement.

PANELIST

## Christine E. Marez

*Senior Vice President,  
Sustainability & ESG and  
Aviation, Transportation  
& Infrastructure, Cumming  
Group*



Christine E. Marez is Senior Vice President of the Cumming Group, where she leads the Sustainability division. A trained electrical engineer, she holds LEED AP, ENV SP, and Certified Inspector General (CIG) credentials. She brings over 30 years of experience managing large-scale public works programs and commercial projects, and 11 years in electric utility design and construction. Her team includes engineers, certified energy managers, auditors, and climate specialists, delivering services across transportation, education, healthcare, and hospitality sectors. She also serves as Chair of the USGBC California Board of Directors.



## Keynote Speaker



### **Manuel Parga**

*Marketing,  
Sustainability & HR  
Director, Spanish  
Olympic Committee*

Manuel Parga holds a Law degree from Complutense University of Madrid, an International MBA from Instituto de Empresa, and executive education credentials from IESE. He also earned a Master's in Sports Organization Management (MEMOS) from the International Olympic Committee. He spent 20 years in corporate banking at Banco Santander across Spain, Japan, France, and Italy, before working as a consultant in innovation, sustainable development, and smart cities. He joined the Olympic Movement in 2011 as CFO of the Madrid 2020 Olympic Bid, and since 2017 has served as Director of Marketing, HR, and Sustainability at the Spanish Olympic Committee—work recognized with several awards. He also teaches Ethics, Sustainability, and Innovation in the Sports Marketing Master's program at ESIC University.



## PANEL 2

Tourism that Matters: Communities, Inclusion and Impact



MODERATOR

### **Pablo Scarpellini**

*Correspondent, El Mundo  
Los Angeles*

Pablo Scarpellini (Madrid, 1974) is a journalist and graduate of the Complutense University of Madrid, with a career spanning more than three decades across outlets including *Diario 16*, the *Chicago Tribune*, and the *Los Angeles Times*. For over a decade he has served as *El Mundo*'s Los Angeles correspondent, covering topics ranging from U.S. politics to the Academy Awards. He lived seven years in New York, where he reported on the September 11 attacks, before relocating to Los Angeles as editor-in-chief of *Hoy*, one of the country's largest Spanish-language daily newspapers at the time. His career has taken him to some of the most significant moments in recent American history.

PANELIST

## J. G. Díaz Montañés

*CEO,  
ARTIEM Hotels*



José Guillermo Díaz was born in Madrid in 1962 and holds a degree in Industrial Engineering from Universidad Pontificia de Comillas (ICAI), with executive education from IESE, Cornell University, and ESIC. Since 1993, he has served as Executive President of ARTIEM Fresh People Hotels, a Menorca-based hotel group he has led through a transformation toward a people- and environment-centered business model. He has chaired major industry bodies including ZONTUR and CEHAT, and was the founding President of the Hotel Technology Institute. His contributions to the sector were recognized with the Gold Medal for Tourism Merit in Innovation, awarded by the Spanish Council of Ministers in 2013.

PANELIST

## Miguel Carrasco Hernández

*Director of Tourism,  
Impulsa Igualdad  
– TUR4all / COO,  
TUR4all Travel*



Miguel Carrasco Hernández is Director of the Tourism Area at Impulsa Igualdad-TUR4all and COO of TUR4all Travel. Under his leadership, innovative projects such as FITUR4all and the specialized travel agency TUR4allTravel have been launched, developing accessibility initiatives in key destinations across Spain and internationally. He has led strategic accessible tourism plans in multiple regions, and his influence is globally recognized through his board memberships at ENAT and ISTO. His work places accessibility at the heart of inclusive and sustainable tourism development.



PANELIST

## Jessica Blotter

*Founder & CEO,  
Kind Traveler*



Jessica Blotter is the CEO and Co-Founder of Kind Traveler, a regenerative travel platform connecting travelers with the local communities of the destinations they visit. A globally recognized voice in regenerative tourism, she is known for making sustainability feel personal and actionable. Her work has helped pioneer one of the travel industry's first measurable impact models through Kind Traveler's Positive Impact Dashboards. She has spoken at international forums including the GSTC Academic Symposium in Fiji, the UNWTO Tourism Tech Summit in Chile, and the World Tourism Forum in Switzerland. She holds a B.S. in Biology, an M.A. in Education, and a GSTC Professional Certificate in Sustainable Tourism.

PANELIST

## Aicard Guinovart

*Director Catalonia -  
Catalan Tourist Board  
for North-America  
Based in New York*



More than 20 years working at the Catalan Tourist Board in different locations around Europe. Since Summer 2024 is in charge of the tourist promotion of Catalonia in North America with the objective to bring quality tourism to Catalonia. The North American market represents the third most important international market in terms of arrivals and the most important in terms of expenditure in Catalonia.



## LOS ANGELES

Tuesday, June 23, 2026

10:00 am

Mark Taper Auditorium  
630 W 5th St  
Los Angeles, CA, 90071

## AGENDA – LOS ANGELES

---

### 10:00 Welcome

Gerardo Fueyo, *Consul General of Spain in Los Angeles.*

Félix Alcaraz, *Consul for Tourism Affairs, Spanish Tourist Office in Los Angeles*

---

### 10:10 Panel I: Sustainable Destinations: From Strategy to Action

Moderator Patt Morrison, *Journalist, Los Angeles Times*

– Paula Llobet, *President, Visit Valencia. Councillor for Tourism, Innovation and Investment City of Valencia*

– Morgan Mingle, *Director of Sustainable Tourism. Park City Chamber & Visitors Bureau*

– Christine E. Marez, *Senior Vice President, Sustainability & ESG and Aviation, Transportation & Infrastructure, Cumming Group/ Board Chair, USGBC California*

– Lauren Salisbury, *Vice President of Communications, Santa Monica Travel & Tourism*

---

### 11:00 Keynote Speech

Manuel Parga, *Director of Marketing, Sustainability and HR, Spanish Olympic Committee*

---

### 11:45 Coffee Break

---

### 12:15 Panel II: Tourism that Matters: Communities, Inclusion and Impact

Moderator: Pablo Scarpellini, *Correspondent, El Mundo, Los Angeles*

– J. G. Díaz Montañés, *CEO ARTIEM Hotels*

– Miguel Carrasco, *Director of Tourism, Impulsa Igualdad – TUR4all / COO, TUR4all Trave*

– Jessica Blotter, *Founder & CEO, Kind Traveler*

– Aicard Guinovart Marquès, *Director, North America, Catalan Tourist Board*

---

### 13:00 Closing Remarks and Awards Ceremony





## LOS ANGELES

Tuesday, June 23, 2026

10:00 am

Mark Taper Auditorium

630 W 5th St

Los Angeles, CA, 90071

## AWARDS – LOS ANGELES

---

### Tourism Sustainability Awards Ceremony

#### MEDIA AWARD

Recognizes the best media coverage of Spain as a destination committed to sustainability.

#### AMBASSADOR AWARD

Honors the top advocate or content creator who has helped position Spain as a sustainable destination.

#### EXPERIENCE AWARD

Rewards the best sustainable tourism product, valuing experiences and proposals that respect the environment.

#### BUSINESS AWARD

Recognizes the company with the best ESG project, highlighting initiatives in areas such as carbon footprint reduction, accessibility, and inclusion.

---

13:15 Networking Cocktail



