



Stockholm

Wednesday, 18 sept 2024
2:30 pm

Life City

Solnavägen 3H,
113 64 Stockholm

AGENDA

2:30 Registration and coffee

3:00 Welcome, Turespaña

3:20 **KEYNOTE SPEAKER: Tom Hall, Vice President, Lonely Planet**

Recognition of Spain as a Best Sustainable destination 2024

3:30 **PANEL 1 IMPACT ON DESTINATION – Measurement and certification as tools**

Moderator: Linda Vismer, *Sustainability consultant, Move Consulting*

- Julio López Astor, *Deputy Director of Tourism Knowledge, Turespaña*
- Camilla Malmose, *Head of strategy and ESG, Nordic Leisure Travel Group*
- Rebecka Malm, *CEO, Barcelona Conference Group*
- Pablo Llinares, *Director, Gerente de Turismo de Gran Canaria*

4:30 Coffee break

5:00 **KEYNOTE SPEAKER: Sanna Kalmari, Accessible travel specialist**

Accessible and inclusive tourism in Spain

5:10 **PANEL 2 GOOD PRACTICE – Building sustainability**

Moderator: Linda Vismer, *Sustainability consultant, Move Consulting*

- Kristoffer Severin Gustavsen, *Sustainability and Public Affairs Manager, Norwegian Airlines*
- David Soto, *Head of Sales in the Passenger division, RENFE*
- Anna Martinez, *Destination developer sustainable tourism, Visit Homborgarsjön*
- Eva Fernandez, *International PR & Market Manager. City of Valencia*

6:10 Conclusions and closing

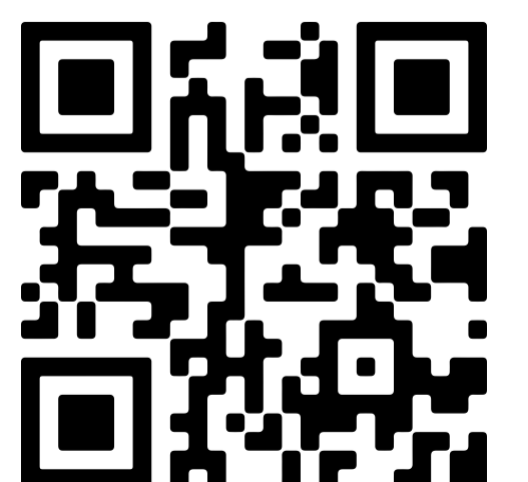
Linda Vismer, *Sustainability consultant, Move Consulting*



Partners:



+info:





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AWARDS

7:00 Dinner and Award Ceremony

MEDIA AWARD

Award for the best content on sustainable tourism in Spain published online and offline between January 2023-May 2024. The content must evoke a reflection on tourism sustainability by addressing topics on tourist trips to alternative destinations that are not overcrowded or that highlight the material or intangible heritage of the destinations or their environmental wealth..

EXPERIENCE AWARD

Award for the best sustainable tourism product that rewards the sale/distribution of packages, experiences and offers that promote sustainable tourism in Spain, offering the greatest connection to local culture, gastronomy, customs, traditions, nature and people in the destinations.



Partners:



+info:

