Spain TALKS
Caring for the Future

DUBLIN
Thursday, 13th November
3:00 pm

Radisson Blu Royal Hotel
Golden Lane
D08 VRR7, Dublin

PROGRAMME

15.00 Registration of participants

15:30 Welcome speech from Laura Pena, Director of the Spanish Tourism Office in Dublin.

15:40 Panel 1: Tourism products and experiences for a more sustainable tourism model.
Moderator: Eoghan Corry, journalist and lead travel commentator in Ireland.
– Juan José González, Sales Director Paradores.
– Mary Denton, CEO Sunway Travel.
– Abigail Sigüenza, Strategic Marketing Director, Madrid Destino.
– Clare Dunne, CEO, Irish Travel Agents Association.

16:35 Presentation “Spain by Train”. Diego Juárez, Spain by train.

16:40 Coffee Break.

17:00 Key Note Speaker: Donal Moriarty, Chief Corporate Affairs Officer, Aer Lingus.

17:10 Panel 2: Good Practices in Sustainable Tourism.
Moderator: Eoghan Corry, journalist and lead travel commentator in Ireland.
– Natalia Bóveda, Marketing Executive Costa del Sol Tourism
– Pere Granados, Mayor of Salou
– Ken Lyons, Sustainability Manager, CIE Tours International
– Pat Neville, Communications Manager, Coillte

18:05 Presentation Andalusia Tourism
Antonio Martín-Machuca, Head of Cooperation Management, Andalusia Tourism Board

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18:10 Closing remarks.

18:20 Tourism Sustainability Awards Ceremony with drinks and canapés

MEDIA AWARD

For media outlets: recognizes the best coverage of Spain as a destination committed to sustainability, highlighting the importance of communication in promoting responsible practices.

AMBASSADOR AWARD

For the best prescriber, influencer, or content creator: recognizes the best content that highlights Spain as a destination committed to sustainability, emphasizing the power of these profiles in raising awareness.

EXPERIENCE AWARD

For the best sustainable tourism product: recognizes the marketing of packages, experiences, and offers that promote sustainable tourism in Spain, emphasizing the importance of offering authentic and environmentally respectful travel.

BUSINESS AWARD

For the company with the best ESG project: recognizes the commitment of companies to responsible practices such as carbon footprint compensation programs, recycling, accessibility, and worker inclusion, promoting a focus on sustainability in all facets of business.

** Dublin Time Zone. (+1 hour in Madrid)*

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