



LONDON

Tuesday, 21 April 2026
12:00 pm

Embassy of Spain
39 Chesham Place
London SW1X 8SB

AGENDA – LONDON

-
- 13:04 Welcome *Conference*
Manuel Butler, *UK Director, Spanish Tourist Office (UK)*
-
- 13:07 Welcome
Emma Aparici Vázquez de Parga, *Ambassador of Spain in the UK*
-
- 13:10 Foreword and Strategy 2030
Rosario Sánchez Grau, *Secretary of State for Tourism*
-
- 13:20 How AI and Big Data Are Moving the Dial in Sustainable Tourism *Panel*
Moderator: Simon Calder, *Travel Expert and Broadcaster*
– Claire Lampon, *Marketing and Communications Lead, Travalyst*
– Ezequiel Collantes, *Institutional Director, Segittur*
– Carlos Cendra Cruz, *Chief Marketing & Communications Officer, Mabrian*
-
- 14:05 Welcome from destination sponsor
Elena Baena, *General Director of Tourism Planning, Junta de Andalucía*
-
- 14:15 Dr. Xavier Font, *Professor of Sustainability Marketing and Independent Advisor, Travalyst* *Keynote Speaker*
-
- 14:35 A National Destination Blueprint for Sustainable Tourism *Panel*
Moderator: Richard Hammond, *Founder & CEO, Green Traveller*
– Mark Tanzer, *Chief Executive, ABTA*
– Rosario Sánchez Grau, *Secretary of State for Tourism*
-
- 15:15 Coffee Break
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In partnership with:

Junta de Andalucía

Gran Canaria Tourism
Board

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-
- 15:30 A Local Destination Blueprint for Sustainable Tourism *Panel*
Moderator: Richard Hammond, *Founder & CEO, Green Traveller*
– María Mar Suárez Armas, *Counsellor for Tourism, Cabildo del El Hierro*
– Ben Lynam, *Head of Communications and Research, The Travel Foundation*
-
- 16:05 Welcome from destination sponsor
Pablo Linares, *Managing Director of Gran Canaria Tourism Board*
-
- 16:15 Tourism Taxes For and Against *Panel*
Moderator: Simon Calder, *Travel Expert and Broadcaster*
– Margarita del Cid, *Mayor of Torremolinos*
– Kate Nicholls OBE, *CEO, UK Hospitality*
– Nick Brooks-Sykes, *Director of Tourism, Marketing Manchester*
– Pere Granados, *Mayor of Salou*
-
- 17:00 Ade Adepitan, *BBC Presenter and Disability Advocate* *Keynote Speaker*
-
- 17:40 Welcome drinks and canapés
-
- 18:10 Official start of the ceremony *Ceremony*
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- 18:20 Tourism Personality of The Year Award and Turespaña's Most Sustainable Tour Operator to Spain Awards with Wanderlust
-



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AGENDA – LONDON

18:50 Spain Talks Media Awards

Presented by: *Sponsors Gran Canaria and Junta de Andalucía*

Judging Panel:

- Jessica Harvey Taylor, *Head of Press, Spanish Tourist Office (UK)*
 - Joanna Reeve, *General Manager of UK & Ireland, Intrepid Travel*
 - Thomas Power, *Co-founder and CEO, Pura Aventura*
 - Carol Rose, *Head of Sustainability, ABTA*
-



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AWARDS – LONDON

18:50 Spain Talks Media Awards

Ceremony

MEDIA AWARD

Celebrates exceptional sustainable travel journalism that brings Spain's environmental, cultural and social initiatives to life. This award recognises the Sustainable Travel Feature of Spain of the Year.

AMBASSADOR AWARD

Honours a UK-based influencer or content creator whose digital storytelling showcases Spain's commitment to sustainability. This category recognises individuals who inspire audiences to embrace mindful travel and engage with Spain's sustainable tourism values.

EXPERIENCE AWARD

Spotlights outstanding slow-travel storytelling centred on a single Spanish region, island or city. This category rewards work that provides immersive, thoughtful exploration in capturing Spain's local culture, heritage, communities and landscapes.

BUSINESS AWARD

Recognises the most impactful travel trade feature on Spain, highlighting the country's sustainable tourism offering in a way that informs, educates and supports the travel industry.

19:20 Networking

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