



## LONDON

Tuesday, 21 April 2026  
12:00 pm

Embassy of Spain  
39 Chesham Place  
London SW1X 8SB

## AGENDA – LONDON

13:00 Welcome

Manuel Butler, *UK Director, Spanish Tourist Office (UK)*

Emma Aparici Vázquez de Parga, *Ambassador of Spain in the UK*

Rosario Sánchez Grau, *Secretary of State for Tourism & Strategy 2030 and Wanderlust Award for the Spanish Tourism Personality in the UK*

13:30 **PANEL I: How AI and Big Data Are Moving the Dial in Sustainable Tourism**

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*

– José Manuel Camarero, *Vice President, Turisme Comunitat Valencia - INVATTUR*

14:10 Welcome from destination sponsor: **Andalucía**

Fátima Blanco Villaverde, *International Marketing Executive, Junta de Andalucía*

14:20 **Keynote Speaker:** Dr. Xavier Font, *Professor of Sustainability Marketing and Independent Advisor, Travalyst*

14:40 **PANEL II: A Destination Blueprint for Sustainable Tourism**

Moderator: Richard Hammond, *Founder & CEO, Green Traveller*

– Mark Tanzer, *Chief Executive, ABTA*

– María Mar Suárez Armas, *Counsellor for Tourism, Cabildo del El Hierro*

– Ben Lynam, *Head of Communications and Research, The Travel Foundation*

15:20 Welcome from destination sponsor: **Turismo de Gran Canaria**

Katerina Bomshtein, *Destination Manager UK & Ireland*

15:30 Coffee Break



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### 16:00 **PANEL III: Tourism Taxes For and Against**

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*

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### 16:45 **Closing and Keynote Speaker:** Ade Adepitan, *BBC Presenter and Disability Advocate*

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17:30 Welcome drinks and canapés

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18:10 Official welcome to the awards ceremony

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### 18:20 **Spain Talks 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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