



London

Wednesday 30 April 2025

The Conduit
6 Langley St, Covent Garden
London WC 2H 9JA

AGENDA – LONDON

13:05 Welcome

Manuel Butler, *Director of the Spanish Tourist Office in the UK*
Rosario Sanchez Grau, *Secretary of State for Tourism, Spain*

13:15 PANEL 1: Fostering Harmonious Tourism

Panel

Moderator: Richard Hammond, *Publishing Director. Green Traveller Media*
– Mateu Hernández Panelist 1, *General Director Turisme of Barcelona*
– Pedro Homar Panelist 2, *MD Palma de Mallorca Tourism 365*
– Matt Callaghan Panelist 3, *COO, easyjet holidays*
– Ian Corbett Panelist 4, *Head of Sustainability, TUI*

14:10 Welcome hosted by destination sponsor Palma de Mallorca

Presentation

Jaime Martinez, *Mayor of Palma de Mallorca*

14:20 Keynote Speaker 1

Angel Pérez Agenjo, *Founder and Manager Partner Trascendent*

14.40 PANEL 2: Disruptive innovation & New Business Models

Panel

Moderator: Richard Hammond, *Publishing Director, Green Traveller Media*
– José Guillermo Díaz Montañés Panelist 1, *Founder & CEO Artiem Hotels*
– Tricia Handley-Hughes Panelist 2, *UK & Ireland Managing Director, Inteletravel*
– Daniel Pearce Panelist 3, *CEO TTG Media*
– José María Moncada Durruti Panelist 4, *CEO founder La Bolsa Social and VP of SpainNAB*

15:20 Welcome hosted by destination sponsor Asturias

Presentation

Tatiana Gonzalez, *Head of Tourism Asturias*

15:30 Coffee break

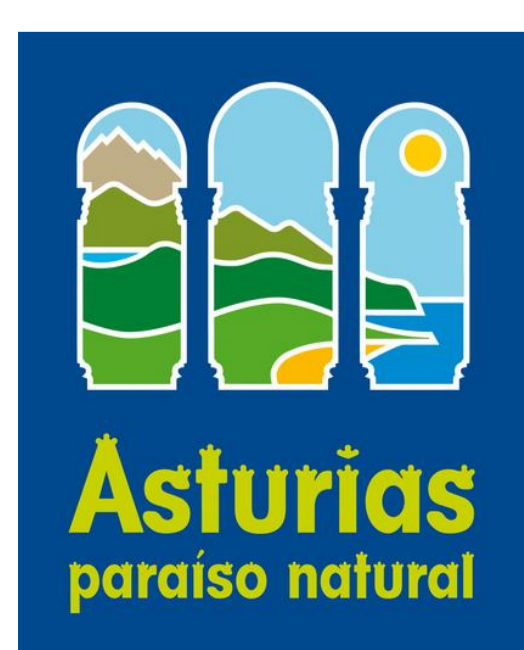
16:20 Firesidechat: Consolidation and Overcapacity

Conference

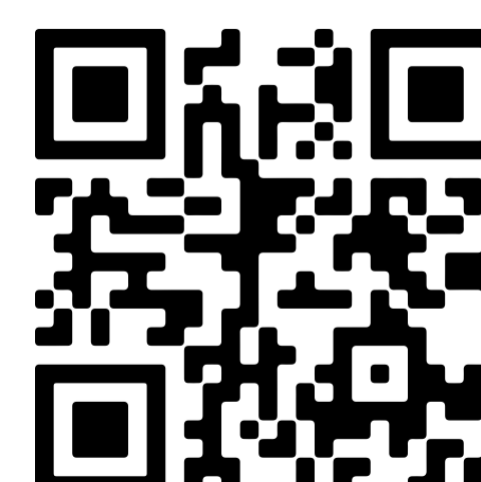
Noel Josephides, *CEO & Founder Sunvil*
Ian Taylor, *Chief Editor Travel Weekly*



Colabora:



+info:



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PREMIOS – CIUDAD

19:00 Tourism Sustainability Awards

Gala

MEDIA AWARD

Aimed at 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

Aimed at the best 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

Aimed at the best sustainable tourism product: *Recognizes the commercialization of packages, experiences, and offers that promote sustainable tourism in Spain, emphasizing the importance of providing authentic, environmentally respectful travel.*

BUSINESS AWARD

Aimed at the company with the best ESG project: *Recognizes companies committed to responsible practices, such as carbon offset programs, recycling, accessibility, and inclusion for their employees, driving a sustainability-focused approach across all business areas.*

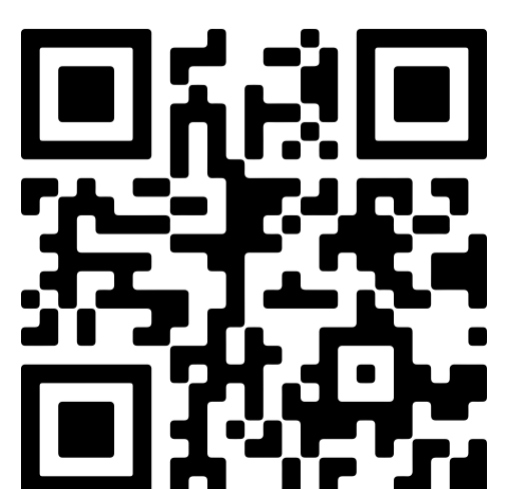
19:30 Cocktail



Colabora:



+info:



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