



BOSTON, MA
Wednesday, Sept. 24, 2024
3:00 pm EST

Fenway Park
4 Jersey St.
Boston, MA 02215

AGENDA – BOSTON, MA

15:00 Registration & Check-in

15:30 Welcome

Magí Castelltort, *Consulate General of Spain in New York*

Presentation

15:45 Lanzarote Tourism Board Talk

Héctor Fernández, *CEO, Lanzarote Tourism Board*

Paula Muñoz, *Chief Marketing Officer, Lanzarote Tourism Board*

Presentation

16:00 Panel Discussion: Beyond the Environment: Social Responsibility & Community Impact

Moderator: Magí Castelltort, *Consulate General of Spain in New York*

– Jessica Flores, *Chief Experience Officer, Tourism Cares*

– James Matthews, *Senior Vice President, ACIS*

– Michelle Pino, *Vice Chair, National Tour Association (Northeast Unlimited Tours)*

– Miquel Ramis, *Development Manager, Garden Hotels*

Panel

17:00 Mallorca Tourism Board Talk

Pedro Homar, *Managing Director, Palma Tourism Foundation 365*

Presentation

17:15 Coffee and Refreshment Break

17:30 Panel Discussion 2 – Best Practices & Innovative Ideas : How We Partner for Change

Moderator: Local Media Partner (*TBD*)

– Sydney Swain, *Team Lead – Responsible Travel/Sustainability, Collette*

– Nik Pereira, *Vice President, Sales & Service, Meet Boston*

– Susana Pérez, *President, Lanzarote Hotel Association*

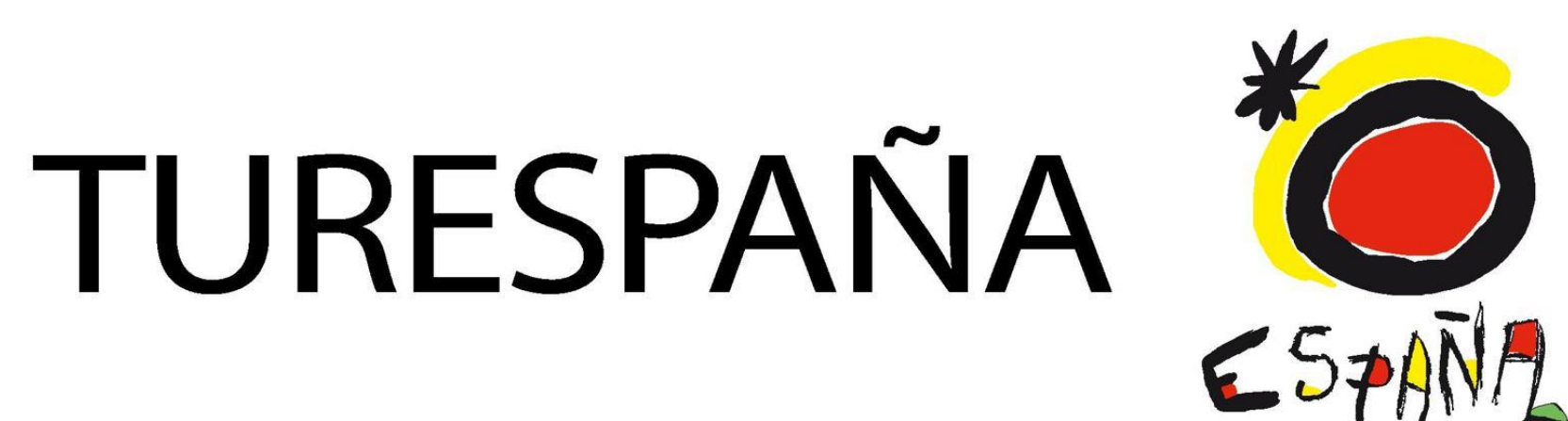
Panel

18:30 Event Closing

Magí Castelltort, *Consulate General of Spain in New York*

Closing

Presented By:



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Info:



www.tourspain.es/es/eventos-spain-talks/



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19:00 Spain Tourism Sustainability Awards Ceremony

Judges

- Catherine Prather, *President, National Tour Association*
- Jessica Flores, *Chief Experience Officer, Tourism Cares*
- Magí Castelltort, *Consulate General of Spain in New York*

MEDIA AWARD: Best Media Outlet

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

AMBASSADOR AWARD: Best Endorser, 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: Best sustainable tourism product

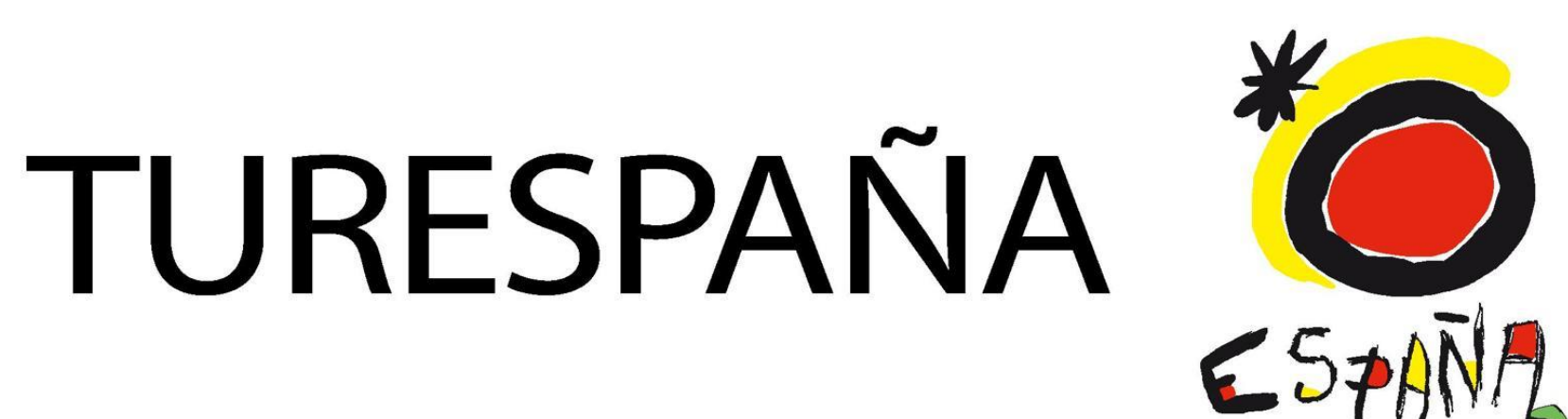
Recognizes the commercialization of packages, experiences, and offers that promote sustainable tourism in Spain, emphasizing the importance of offering authentic and environmentally respectful trips.

BUSINESS AWARD: The company with the best ESG project

Recognizes the commitment of companies to responsible practices such as carbon footprint compensation programs, recycling, accessibility, and inclusion of their workers, promoting a focus on sustainability in all aspects of the business.

19:30 Cocktail Reception & Spain Celebration

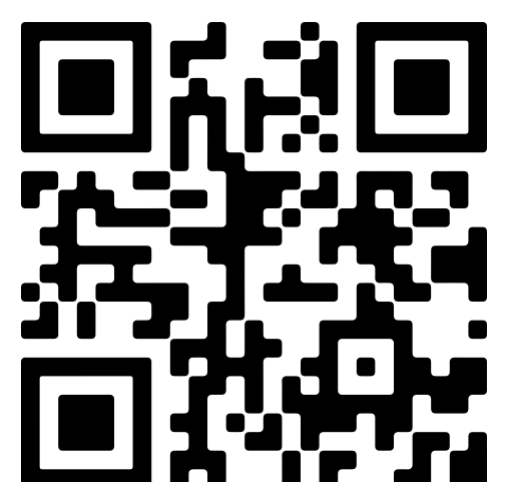
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