



TORONTO

Thursday, September 25, 2025
03:00 PM

STORYS Building
11 Duncan St, Toronto,
ON M5V 3M2, Canada

AGENDA – TORONTO

03:00 PM Registration

03:30 PM Welcome

Isabel Martín Benítez, *Consul of Tourism Affairs in Canada*

His Excellency Alfredo Martínez Serrano, *Ambassador of Spain to Canada*

03:50 PM Destination Presentation: Comunidad Valenciana

Juan Antonio Muñoz, *Promotion Director, Valencia Region Tourism Board*

04:00 PM How to keep balance between local population and tourists

Moderator: Marina Jimenez, *International Journalist*

– Dr. Rachel Dodds, *Professor in the School of Hospitality and Tourism Management at Toronto Metropolitan University and a Recognized Expert in Sustainable Tourism*

– Dr. Fergus Maclaren, *B.A., M.E.Des. President Emeritus, ICOMOS International Cultural Tourism Committee*

– Juan Antonio Muñoz, *Promotion Director, Valencia Region Tourism Board*

04:50 PM Break

05:05 PM Destination Presentation: Lanzarote

Paula Muñoz López, *Chief Marketing Officer of Turismo Lanzarote*

05:15 PM Designing a Tourism Industry That Includes Everyone

Moderator: Marina Jimenez, *International Journalist*

– Miguel Carrasco Hernández, *Director of Tourism, Impulsa Igualdad / Tur4All (Spain) and COO in TUR4all Travel*

– Susana Pérez, *President of the Island Association of Hotel and Tourist Apartment Entrepreneurs of Lanzarote (ASOLAN) and Lanzarote Tourist Federation*

– Maayan Ziv, *CEO & Founder of Access Now, Activist and Tech Entrepreneur*

06:00 PM Concluding remarks



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06:10 PM Tourism Sustainability Awards Ceremony

Judges

- Carolyn Ray, *Canadian Chair of Society of American Travel Writers (SATW)*
- Marco Pozzobon, *Director, Marketing Communications & Partnerships (ACTA)*
- Isabel Martín Benítez, *Consul of Tourism Affairs in Canada*

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 travel writer, opinion lider 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.*

06:20 PM Cocktail



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