# 2nd UNWTO Global Summit on City Tourism

**Implementing Innovative Strategies to enhance Competitiveness and Business Development**

19-20 September 2013
Moscow, Russia

## PRELIMINARY PROGRAMME

### 19 September (Thursday)

**AFFILIATE MEMBERS MEETING**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>16:00 – 16:30</td>
<td>Introductory Remarks</td>
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</table>
|             | Mr. Márcio FAVILLA  
*Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)* |
|             | Mr. Sergey Shpilko  
*Chairman, Committee on Tourism and Hotel Industry, Moscow City Government* |
| 16:30 – 17:30 | Discussion                                                          |
|             | Objectives of the Summit                                             |
|             | Discussion on AM future projects and the on-going Work Plan          |
| 19:00       | Welcome dinner                                                       |
|             | *UNWTO Affiliate Members and Speakers Networking*                    |

### 20 September (Friday)

**2nd UNWTO GLOBAL SUMMIT ON CITY TOURISM**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>08:00 – 09:00</td>
<td>Registration</td>
</tr>
<tr>
<td>09:00 – 09:30</td>
<td>Opening and welcome remarks</td>
</tr>
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</table>
|             | Mr. Alexander Radkov  
*Head, Federal Agency for Tourism of the Russian Federation* |
|             | *Mayor of Moscow*                                                     |
|             | Mr. Sergey Shpilko  
*Chairman, Committee on Tourism and Hotel Industry, Moscow City Government* |
|             | Mr. Márcio FAVILLA  
*Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)* |
<table>
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<tr>
<th>Time</th>
<th>Session 1: UNWTO Affiliate Members Prototype on city tourism: Madrid Precious Time</th>
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<tr>
<td>09:30 – 11:30</td>
<td>Implementing innovative strategies to design specialized products with high added value for specific market niches that enhance the visitor's experience</td>
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Ms. Mar de Miguel  
*Managing Director, Madrid Visitors and Convention Bureau*

Mr. Antonio López de Ávila  
*President, Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, Spain*

Ms. Fernando Molina  
*Director, Master Tour Alliance*

Mr. Juan de la Torre  
*General Director, Mona Tours Spain*

Mr. José González Rivera  
*Deputy General Manager, Ketchum Spain*

Ms. María Garaña (tbc)  
*President, Microsoft Spain*

**Moderator:** Ms. Yolanda Perdomo, *Director UNWTO Affiliate Members Programme*

<table>
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<tr>
<th>Time</th>
<th>Session 2: Measuring the impact of tourism on cities</th>
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<tr>
<td>11:30 – 12:00</td>
<td><strong>Coffee Break</strong></td>
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<tr>
<td>12:00 – 13:30</td>
<td>This session will focus on the project of defining a common methodology in tourism observatories to measure the economic impact of tourism in cities, an initiative that starts off with a proposal for collaboration among destination promotion entities and universities, working side by side on the project.</td>
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</table>

Mr. Ignacio de Delás  
*President European Cities Marketing*

Mr. Michael Gehrisch  
*President & CEO, Destination Marketing Association International (DMAI)*

Ms. Laura Cavallo  
*Chief Executive Officer, Destination Melbourne*

Ms. Tatiana Plazas Contreras  
*Deputy Director of Destination Management, Instituto Distrital de Turismo, Bogota*

Prof. Bruce Prideaux  
*School of Business, James Cook University*

Mr. Oscar Perelli
13:30 – 15:00
Lunch

15:00 – 16:30

**Session 3: Cities and knowledge: Sharing the destinations experience**

The exchange of proven experiences in terms of public-private collaboration, communication strategies, innovations and technology, as well as youth tourism and problems related with the city tourism development are the central topics to be discussed at this session.

Moscow or Saint Petersburg

Mr. Georgios Drakopoulos  
*Director General, Association of Greek Tourist Enterprises - SETE*

Ms. Reka Csepeli  
*Responsible for the Sustainable Development, Regional Tourism Committee Paris Île-de-France*

Mr. André Barata Moura  
*Lisboa Visitors & Convention Bureau*

Mr. Tijani Haddad  
*President, FIJET*

Ms. Mariette du Toit-Helmbold  
*Chief Destineer, Destinate*

Dr. Aulianna Poon  
*Managing Director, Tourism Intelligence International*

Mr. Jesús María Gómez  
*Managing Director, Meeting Professional International*

The QUEST initiative

**Moderator:** Esencan Terziasoglu, UNWTO Programme Coordinator- Destination Management and Quality
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<tr>
<th>Time</th>
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| 16:30 – 18:00| Speed Networking  
- Working sessions  
  - Core Madrid Premium Prototype Companies  
  - Destinations  
  - The QUEST initiative  
  - Affiliate Members  
  - Professionals attending the Summit |
| 18:00 – 19:30| The Big Picture and Conclusions  
- Mr. Hasan Arat, Vice Chairman of the Turkish Tourism Assembly  
- Mr. Ignacio de Delás, Deputy General Manager, Turisme de Barcelona  
- Mr. Yan Han, CEO, World Tourism Cities Federation, China  
- Moderator: Mr. Roger Carter, Managing Director, TEAM Consulting |
|              | Conclusions and closing remarks  
- Ms. Yolanda Perdomo, Director UNWTO Affiliate Members Programme  
- Mr. Márcio FAVILLA, Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO) |
| 21.00        | Gala Dinner |

21 September (Saturday)  
Social programme

10:00 – 15:00