UNWTO AFFILIATE MEMBERS CORNER
“STRATEGIES BY TOURISM BOARDS”

When: Friday, 21 January 2022, 11:00
Where: Room Sustainability, Fiturtechy, Pavilion 10, IFEMA

Opening

Mr. Ion Vilcu, Director of the Affiliate Members Department

Presentations by Affiliate Members

PART I

**Croatian National Tourist Board:** Change in communication strategies during the pandemic, Case study: Croatia
Marina Šimun, Director of the International Affairs and Representative Offices Network Division

**Brief:** Croatia's strategy and goal during the COVID-19 pandemic are to position itself as a well-prepared destination that can guarantee its guests a safe and quality stay, which we have confirmed with our campaigns in 2020 and 2021 and the results we have achieved.

**Türkiye Tourism Promotion and Development Agency:** City Promotion and Development Program of Türkiye
Elif Balcı Fisunoğlu, Vice General Manager - Tourism Operations and Development

**Brief:** City Promotion and Development Program of Türkiye is a comprehensive project covering both destination marketing and communication network, using a unique web-based platform to include all the tourism related stakeholders together at regional base and with an overall target to create regional and national integrity for tourism promotion and development.
Consejo de Promoción Turística de Quintana Roo: Caribe Mexicano - Recuperación y Transición hacia un Modelo Sostenible
Bernardo Cueto Riestra, Secretario de Turismo de Quintana Roo

**Brief:** Estrategias y acciones en el Caribe Mexicano para la reactivación turística, en el marco del nuevo modelo de desarrollo que establece las bases para una gestión turística más integral, que derive en un mejor futuro para el desarrollo de la actividad: más sustentable y competitivo.

Instituto Distrital de Turismo de Bogotá: Integration - Key strategy for the successful development of tourist destinations
Karol Fajardo Mariño, General Director

**Brief:** The objective is to show through the implementation of the IDT’s regional, national and international integration strategy, how it has been essential for the reactivation and recovery of the tourism sector in pandemic times, as well as being key for the successful development of a tourist destination such as the city of Bogota.

PART II

Expedia: What Travelers Want – Understanding the 2022 Traveler Value Index
Myriam Younes, Director, Business Development

**Brief:** In partnership with Wakefield Research, Expedia Group sponsored global survey of 16,000 respondents, focused on understanding how travel preferences have changed because of COVID-19. The valuable data from this in-depth study will help you understand traveler sentiment and drive effective business decisions. We’ll share how Turismo de Madrid partnered with Expedia’s Media Insights Planning team to leverage research to inform campaign strategy.

CETT - Universidad de Barcelona: Nuevos retos en la gestión de los destinos turísticos y estrategias de capacitación de sus profesionales
Dra. Emma Pla, Directora del Máster Innovación Gestión Turística

**Brief:** La recuperación del turismo requiere de estrategias de capacitación dirigidas a los gestores turísticos para mejorar sus competencias en la creación de productos innovadores y sostenibles, y de este modo poder dar respuesta a los retos de este nuevo entorno turístico global. Seguridad, digitalización, gestión inteligente del turismo, gobernanza, son algunos de los conceptos clave de esta capacitación.
**Allianz Partners: Winter Tourism:** why travelling again?
Andrés Sánchez-Cid, Travel Strategy & Marketing Product Manager

**Brief:** As a key player in the Tourism industry as a Travel Insurance company, we’ve conducted a recent international survey to check on the customers’ habits and detect future trends in the travel industry. Allianz Partners wants to encourage people to travel again and looks for reinforcing the Tourism industry. We’ll introduce the tools (marketing supports and surveys) we’ve deployed to recover the travelers’ confidence.

**Corporación Comunicación Iberoamericana:** How to inspire travelers to keep high interest in your destination -even if you cannot travel there-?
Dr. Diego Barceló Pérez, CEO

**Brief:** Case study –During the pandemic Japan National Tourism Organization, Madrid Office, designed a digital promotion strategy to set Japan in the top of the future travel wish list among travelers.