

## Thematic Session: “New Narratives in Tourism” 18 May, Punta Cana, Dominican Republic

This thematic session of the **118th Session of the UNWTO Executive Council** will show how tourism adapts its communication to the demands of an audience that is more technological, demanding and committed.

The event is a platform to exchange ideas and convey the message of a more **innovative, sustainable and people-centred tourism**, through the integration of novel tools and concepts.

### THEMATIC SESSION: “NEW NARRATIVES IN TOURISM” - 18 MAY

MODERATED BY: MARCELO RISI, CHIEF, UNWTO COMMUNICATIONS

<b>9:45</b>	Welcome remarks	David Collado, Minister of Tourism of the Dominican Republic Zurab Pololiskashvili, Secretary General of the World Tourism Organization (UNWTO)
<b>10:00 – 10:45</b>	Rethinking how to portrait Tourism	<b>Interbrand</b> Pedro Zarzalejos, Associate Director, Strategy Borja Borrero, Executive Director Iberia, EMEA & Latam <b>Travel Media</b> Michael Collins, Founder and Managing Director
<b>11:00-11:45</b>	Instagram embraces tourism: working with dedicated creators and collaborating with UNWTO	<b>Instagram</b> Ernest Vyard, Director of Public Policy <b>Meta</b> Sharon Yang, Meta External Affairs
<b>12:00-12:45</b>	How to place tourism on the editorial agenda – the case of the Dominican Republic	<b>Diario Libre</b> Inés Aizpún, Director <b>El Día</b> José Monegro, Director <b>Ambassador of the permanent mission of Dominican Republic to UNWTO</b> Aníbal de Castro
<b>13:00-13:45</b>	What’s the story	From the ground: Journalist/Creators share fresh stories & ideas.