

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

9:45

Welcome remarks

David Collado, Minister of Tourism of the Dominican Republic

Zurab Pololiskashvili, Secretary General of the World Tourism Organization (UNWTO)

10:00 - 10:45

Rethinking how to portrait Tourism

Interbrand

Pedro Zarzalejos, Associate Director, Strategy
Borja Borrero, Executive Director Iberia, EMEA & Latam

Travel Media

Michael Collins, Founder and Managing Director

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11:00-11:45

Instagram embraces tourism: working with dedicated creators and collaborating with UNWTO

Instagram

Ernest Voyard, Director of Public Policy

Meta

Sharon Yang, External Affairs

12:00-12:45

How to place tourism on the editorial agenda - the case of the Dominican Republic

Diario Libre

Inés Aizpún, Director

El Día

José Monegro, Director

Ambassador of the permanent mission of Dominican Republic to UNWTO

Aníbal de Castro

13:00-13:45

What's the story

From the ground:

Journalist/Creators share fresh stories & ideas.

Chloé Léger, Instagram Creator

Marion Payr, Instagram Creator