

UNWTO Commission for the Americas

Sixty-eighth meeting

Quito, Ecuador

27 June 2023

Conclusions and recommendations

CAM/68/C&R
Madrid, July 2023
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Conclusions and recommendations adopted by the UNWTO Commission for the Americas at its sixty-eighth meeting

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MINUTES OF THE SIXTY-EIGHTH MEETING OF THE UNWTO COMMISSION
FOR THE AMERICAS

On 27 June 2023, the Regional Commission for the Americas held its 68th meeting in Quito, Ecuador, under the chairmanship of Paraguay, represented by the Minister - Executive Secretary, Ms. Sofía Montiel de Afara in charge of the National Secretariat of Tourism (SENATUR). Representatives of the following Member States of the Commission participated in the meeting: Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela. In addition, a large number of Affiliate Members from the region, regional and international organizations, as well as other special guests, also participated in the event.

Agenda

1. Adoption of the agenda
2. Communication of the Chair (Paraguay)
3. Report of the Secretary-General
 - Implementation of the Organization's Programme of Work
4. Report of the Regional Director for the Americas
 - Implementation of the Programme of Work in the Americas 2022-2023
5. Report of the Affiliate Members
6. Survey findings on Members' priorities for the UNWTO Programme of Work and Budget for the period 2024-2025
7. Discussion on the UNWTO Programme of Work Programme 2024-2025
8. Other matters:
 1. Announcement of the 1st Observatory on Tourism Law for Latin America and the Caribbean
 2. Signature of the International Code for the Protection of Tourists
9. Presentation: Amadeus and the International Air Transport Association (IATA)
10. Nominations and elections
 - 10.1 Nomination of candidates for the various General Assembly offices and its subsidiary bodies:
 - a. Two Vice-Presidents for the General Assembly (2023):

- b. Two candidates to the Credentials Committee (2023)
- c. One Chair of the Regional Commission for the Americas (2023-2025)
- d. Two Vice-Chairs of the Regional Commission for the Americas (2023-2025)

10.2 Nomination of candidates to represent the Americas region on the Executive Council and its subsidiary bodies:

- a. Two candidates to the Executive Council (2023-2027)
- b. One candidate to the Programme and Budget Committee (2023-2027)
- c. Two candidates to the Committee on Tourism and Sustainability (2023-2027)
- d. Two candidates to the Committee on Tourism and Competitiveness (2023-2027)
- e. Two candidates to the Committee on Statistics and TSA (2023-2027)
- f. Two candidates to the Committee on Matters Related to Affiliate Membership (CMAM) (2023-2027)

10.3 Nomination of two candidates to represent the region in the Working Group on "Redesigning Tourism for the Future".

11. Place and date of the 69th session of the UNWTO Commission for the Americas in 2024

12. Preparations for the 25th session of the UNWTO General Assembly in October 2023

1. Adoption of the agenda
[\(Document CAM/68/ODP\)](#)

The Commission,

Having considered the agenda

1. **Adopted** the agenda of its sixty-eighth session as set out on pages 2 and 3 of this document.

2. Communication of the Chair (Paraguay)
[\(Document CAM/68/2\)](#)

The Commission,

Having heard the communication of the Chair of the Regional Commission for the Americas, Ms. Sofia Montiel de Afara, Minister of Tourism of Paraguay, on the importance of working together as a region to boost tourism recovery,

1. **Recognizes** the enormous spirit of resilience that characterizes the tourism sector and the attitude of fortitude and cooperation that made it possible to go through the difficult times caused by the COVID-19 pandemic;
2. **Appreciates** the various initiatives and proposals taken by the representative of Paraguay in her work as Chair of the Regional Commission;
3. **Invites** all the Members of this Commission to continue working together, in harmony, for the benefit of their citizens, and to continue making tourism a key element in the growth of their countries; and
4. **Thanks** the UNWTO Secretariat and authorities for their support and assistance to the regional tourism sector.

3. Report of the Secretary-General
[\(Document CAM/68/3\)](#)

The Commission,

Having considered the report of the Secretary-General on UNWTO's vision and initiatives over the past year to date, characterized as being twelve challenging but very productive months to address the main challenges of the tourism sector in the region,

1. **Notes** that, in the first quarter of 2023, international tourism recovered 80% of pre-pandemic levels. For the Americas, the recovery has been rapid and remarkable with strong demand within the region itself. The U.S. outbound market has been especially strong over the past year. In the first quarter of 2023, international arrivals reached around 85% of pre-pandemic levels. At the subregional level, the Caribbean and Central America have almost returned to 2019 levels. Some destinations have already surpassed them, such as Colombia, El Salvador and Guatemala.
2. **Highlights** efforts to move forward around the **Organization's five priorities**;
3. **Takes note** of the initiatives relative to the first axis related to education, employment and empowerment;
4. **Appreciates** the work done in the field of training, with the courses carried out in Argentina and Mexico, the progress in creating the 'International Academies in collaboration with the UNWTO', so that our Members can offer quality training, and the support to 2 doctoral programmes and a master's degree with Universidad Anáhuac in Mexico;
5. **Welcomes with satisfaction** the UNWTO's actions in the field of investments as a second priority;
6. **Appreciates** the collaboration of the Development Bank of Latin America (CAF) for the financing of our Investment Guides and the publication of the guides for Colombia, the Dominican Republic and Paraguay along with seven others that are in progress;
7. **Takes note** of the initiatives related to the third priority, sustainability and green transition.
8. **Appreciates** the UNWTO's role as lead of the One Planet Sustainable Tourism Programme for 2023 and 2024, the Global Initiative on Tourism and Plastics, the Global Roadmap for the Reduction of Food Waste in the Tourism Sector, the Glasgow Declaration on Climate Action in Tourism – with 800 signatories – the continued expansion of the International Network of Sustainable Tourism Observatories and the efforts in the creation of a global standard for Measuring the Sustainability of Tourism (MST);
9. **Appreciates with satisfaction** the achievement of the creation of the Observatory on Tourism Law in Latin America and the Caribbean, in collaboration with the Inter-American Development Bank (IDB);
10. **Calls upon** UNWTO and UN Member States in the region to adhere to the International Code for the Protection of Tourists and the UNWTO International Convention on Tourism Ethics;
11. **Appreciates** the support to the National Tourism Administrations, tourism companies, NGOs and tourism organizations of Costa Rica, the Dominican Republic and Mexico in a one-year action plan for the empowerment of women, through the "Centre Stage" project and, in addition, the "Compendium of Good Practices in Indigenous Tourism", focused on the Americas carried out with the World Indigenous Tourism Alliance;
12. **Takes note** of the initiatives related to the fourth priority, fostering competitiveness and resilience;

13. **Highlights** the World Tourism Barometer and tourism data dashboards as global reference tools for governments and businesses, the Organization's role as the custodian of two indicators of the 'UN Global SDG Indicator Framework', focusing on decent work and the circular economy, and the close collaboration with our Members to promote tourism for rural development, with 8 countries in the region receiving awards: Argentina, Brazil, Chile, Colombia, Mexico, Paraguay, Peru, and our host, Ecuador, with two villages;
14. **Takes note** of initiatives related to the fifth priority, scaling up innovation and advancing digital transformation;
15. **Welcomes** the UNWTO Digital Futures Programme for Small and Medium Enterprises and the Innovative Community Tourism Experiences Competition, organized with the Tourism Authority of Panama.
16. **Appreciates** the implementation of 40 technical cooperation projects in 30 countries, including countries in the Americas: Paraguay, Panama, Honduras, Ecuador, Peru and the Dominican Republic;
17. **Takes note** of the progress of negotiations to establish the new regional offices in Argentina and Brazil;
18. **Welcomes** the continued growth of the network of Affiliate Members;
19. **Welcomes with satisfaction** Belize's entry as a Full Member of our Organization during the forthcoming General Assembly, to be held in Uzbekistan;
20. **Highlights** the observance of the date of 17 February, proclaimed by the UN General Assembly as "Global Tourism Resilience Day"; and
21. **Appreciates** the excellent and strong relationships with our sister agencies of the United Nations.

4. Report of the Regional Director for the Americas [Document CAM/68/4](#)

The Commission,

Having listened with great interest to the presentation made by the Regional Director for the Americas, Mr. Gustavo Santos, under agenda item 4,

1. **Takes note** of the activities carried out by UNWTO in the Americas since the previous meeting of the Regional Commission, as presented in the report of the Regional Director;
2. **Appreciates** the activities that have been carried out by the Regional Department for the Americas, following the five strategic axes of the Organization;



3. **Urges** the Members of the Regional Commission to continue working cooperatively for the development of tourism in the region and in order to recover the levels of international tourist arrivals prior to the pandemic;
4. **Welcomes** the opportunities to strengthen the public-private partnership with different organizations and actors of the tourism ecosystem in the region such as Amadeus, IATA, IDB, CAF and the Affiliate Members of the Americas;
5. **Appreciates** the efforts to present the Americas as a pioneer region for the establishment of the First UNWTO Tourism Law Observatory jointly with the IDB;
6. **Stresses** the need to promote standards of protection of tourists against any crisis, generate certainty and build trust through adherence to the International Code for the Protection of Tourists;
7. **Appreciates** the promotion of investment opportunities in countries of the region through the production of investment guides with the support and supervision of the CAF; and
8. **Welcomes** the partnership with IATA and Amadeus to assess the connectivity situation in the Region and analyse the outlook for travel trends..

5. Report of the Affiliate Members

[\(Document CAM/68/5\)](#)

The Commission,

Having heard the statement of the First Vice-Chair of the Board of Affiliate Members, represented by Mr. Horacio Reppucci, Secretary of Institutional Relations of the Argentine Chamber of Tourism,

1. **Takes note** of the activities carried out by the Affiliate Members Department and its contribution to the mission of UNWTO;
2. **Shares** the need for public-private cooperation for the development of our tourism sector as countries and as a region and thus face current needs such as digital transformation, the promotion of connectivity or the ecological transition;
3. **Appreciates** the expansion of this membership and incorporation of entities with great potential to add value to the UNWTO, through the incorporation of entities such as Netflix (USA), Municipal Tourism Corporation of Vicuña (Chile), Tourism Industry Association of Canada (Canada), and the Sustainable Tourism Observatory of the State of Querétaro (Mexico);
4. **Welcomes** the fact that the survey with which UNWTO seeks input from Member States for the elaboration of the UNWTO Work Programme has also been shared among Affiliate Members, providing an opportunity to incorporate proposals and perspectives from the private sector;

5. **Appreciates** the Department's efforts to bring value to UNWTO Members, attracting and sharing initiatives along with the design of strong projects, in order to contribute to the Organization's overall efforts to accelerate the recovery of the sector.

6. Survey findings on Members' priorities for the UNWTO Programme of Work and Budget for the period 2024-2025

[\(Document CAM/68/6\)](#)

The Commission,

Having listened with great interest to the presentation made by the Regional Director for the Americas, Mr. Gustavo Santos,

1. **Appreciates** the participation of 85% of the Members of the Americas in the survey, including non-members United States of America and Canada;
2. **Takes note** that the Programme and Budget Committee was involved in the planning and implementation of the survey;
3. **Notes** that Members' priorities in the region focus on: (1) sustainability, green transformation and climate change, (2) marketing, repositioning and rebranding campaigns, (3) product development and diversification, (4) attracting investment, including FDI, in infrastructure and destination development and institutional strengthening of industry, and (5) development of tourism products;
4. **Takes note** of the main challenges identified by Members in the region: (1) lack of an institutional framework for tourism, and (2) the shortage of human capital; and
5. **Takes note** of the most common opportunities for the Programme of Work identified by Members of the region: the unique and unexplored tourism potential, the existence of a favourable business climate, and transforming governance models for the sector.

7. Discussion on the UNWTO Programme of Work Programme 2024-2025

The Commission,

Having heard the statements, in alphabetical order, of Argentina, Colombia, Costa Rica, Guatemala, Honduras, Jamaica, Peru, and the Affiliate Member, SENAC:

Argentina: Highlighted the importance of working on sustainability with a global perspective, considering connectivity in the region, investment in human capital, more education and training for the sector and working on accessibility. It also mentioned the importance of advancing in mitigating tourism's footprint on the environment.

Colombia: Expressed appreciation of taking into consideration the priorities of the countries and commented that the challenge of sustainability is to move to a regenerative approach to tourism that considers the commitment to mitigate the effects of climate change in tourism, the possibility of linking popular or community economies for development, as well as to integrate traditional cultures and establish a clear legal framework. It pointed out that tourism is an instrument of peace, which must consider the economic development of countries with social justice.

Costa Rica: Maintained the need to improve cooperation in the region and to conduct an internal review in each country of what they have and how it is managed in terms of sustainability.

Guatemala: Mentioned the importance of having clear and common institutional and legal frameworks. It called for more support from UNWTO on sustainability and especially on training and education for the sector.

Honduras: Extended an invitation to the Forum on Tourism and Climate Change that will take place on 21-24 September and confirmed that they have a serious problem related to the warming of the seas.

Jamaica: Noted that one of the most important post-COVID challenges is to create new alternatives to reduce tourism's footprint on the environment. It also requested technical assistance to train, certify, classify and evaluate the scope of work of the tourism ecosystem in Jamaica, and from this to better remunerate workers in the sector. It clarified that paying workers well and improving the working climate is fundamental for the sustainability of the sector.

Peru: Requested to consider social sustainability, indicating that environmental sustainability is always talked about but that it is essential that any tourism development or investment also consider being socially sustainable. It affirmed that it is essential to invest in human capital, and that is achieved through training and good remuneration. It also mentioned the importance of regularizing the situation of non-formal employment. It proposes to consider the question: What is the future of employment in the sector?

SENAC: There is unanimity regarding the Programme of Work and regarding participation: to work under the imperative of sustainability.

1. **Appreciates** the contributions of the above-mentioned Members, which contributed to the dynamism of the discussion; and
2. **Takes note** of the exchange of suggestions and needs carried out by Members, in order to contribute to the elaboration of a Work Plan that maximizes opportunities and addresses the challenges presented by the sector in the region.

8. Other matters

1. [Announcement of the 1st Observatory of Tourism Law in Latin America and the Caribbean](#)

The Commission,

Having heard the statements of the Legal Counsel of UNWTO, Ms. Alicia Gómez and Ms. Adela Moreda, Representative of the Inter-American Development Bank (IDB), counterpart of this initiative,

1. **Welcomes with satisfaction** the establishment of the first UNWTO Tourism Law Observatory for Latin America and the Caribbean; and
2. **Concurs** with need for progressive harmonization of tourism legislation in the region to facilitate clearer, more balanced and transparent legal frameworks, as well as more efficient governance strategies and models.

2. [Accession to the International Code for the Protection of Tourists](#)

The Commission,

Having heard the statement of the Legal Counsel of UNWTO, Ms. Alicia Gómez, and the remarks of the Secretary-General, Mr. Zurab Pololikashvili, on the International Code for the Protection of Tourists,

1. **Welcomes** the information on the UNWTO International Code for the Protection of Tourists as the first common and harmonized framework to protect tourists in emergency situations;
2. **Takes note** of the countries that have joined this initiative to date;
3. **Congratulates** Costa Rica, Haiti and Honduras on their accession to it in the framework of the 68th meeting of the CAM and Chile on its partial accession; and
4. **Urges** the rest of the UNWTO Members to accede to this legal instrument, created by UNWTO, to address one of the greatest challenges facing our sector.

9. Presentation of Amadeus and the International Air Transport Association (IATA)

9.1 Presentation of IATA

The Commission,

Having heard the presentation of the representative of IATA, Mr. Alejandro Muñoz, Deputy Director of External Affairs and Sustainability of Latin America and the Caribbean on Air Connectivity in the Americas,

1. **Takes note** of the aviation situation and prospects in our region; and
2. **Welcomes** the UNWTO-IATA collaboration to work together on connectivity.

9.2 Presentation of AMADEUS

The Commission,

Having heard the presentation of Mr. Tom Starr, Global Vice President of Destinations at Amadeus, on "Gaining a competitive axis using data insights and generating and economic impact for your destination",

1. **Takes note** of travel trends and prospects in the Americas region; and
2. **Welcomes** the UNWTO-Amadeus collaboration to work together on an annual forward-looking report on traveller trends.

10. Nominations and elections

68CAM/10

The Commission,

Having been informed of the nominations received for election to the statutory organs and their subsidiary bodies,

1. **Recommends** Paraguay and Argentina as Vice-Presidents of the General Assembly;
2. **Recommends** Ecuador and Paraguay as members of the Credentials Committee;
3. **Recommends** the Dominican Republic as Chair of the Regional Commission for the Americas (2023-2025);
4. **Recommends** Paraguay and Argentina as Vice-Chairs of the Regional Commission for the Americas (2023-2025);
5. **Recommends** Jamaica and Colombia as members of the Executive Council (2023-2027), as a result of a voting process;
6. **Recommends** Peru as a member of the Programme and Budget Committee (2023-2027);
7. **Recommends** Costa Rica and Uruguay as members of the Committee on Tourism and Sustainability (2023-2027);
8. **Recommends** Haiti and Uruguay as the two candidates to be members of the Committee on Tourism and Competitiveness (2023-2027).

9. **Recommends** Costa Rica and Honduras as the candidates to be part of the Committee on Statistics and Tourism Satellite Account (2023-2027);
10. **Recommends** Uruguay and Argentina as members of the Committee on Matters Related to Affiliate Membership (2023-2027); and
11. **Recommends** Uruguay and Peru to represent the region in the Working Group on "Redesigning Tourism for the Future".

11. Place and date of the 69th session of the UNWTO Commission for the Americas in 2024
[68CAM//11](#)

La Commission,

Having heard the briefing provided by the Regional Director for the Americas,

1. **Takes note** of the candidatures of Cuba and Peru to host the 69th meeting of the Regional Commission for the Americas; and
2. **Welcomes with satisfaction** the proposal that Cuba host the 69th meeting of the CAM in 2024 and that Peru host the 70th meeting of the Commission in 2025.

12. Preparations for the 25th session of the UNWTO General Assembly in October 2023
[68CAM//12](#)

The Commission,

Having heard the briefing provided by Mr. Gustavo Santos, Regional Director for the Americas;

1. **Takes note** of the preparations for the 25th session of the UNWTO General Assembly, to be held on 16-20 October in Samarkand, Uzbekistan; and
2. **Thanks** the Organization for the ongoing preparations for the meeting.

ANNEX I: LIST OF PARTICIPANTS	
1. <u>Presidente de la Comisión</u>	
PARAGUAY	
<i>Jefe de delegación</i>	Excma. Sra. Sofía Montiel de Afara Ministra Secretaría Nacional de Turismo (SENATUR)
<i>Delegados</i>	Excmo. Sr. José Gorostiaga Peña Embajador Embajada del Paraguay en Ecuador
	Sra. Rosa Sanabria Directora de Relaciones Internacionales Secretaría Nacional de Turismo (SENATUR)
	Sra. Claudia Guadalupe Bogado González Dirección de Comunicación y Prensa Secretaría Nacional de Turismo (SENATUR)
	Sr. Manuel Tornato Frutos Consejero Embajada del Paraguay en Ecuador
	Sra. Anahí Armele Primera Secretaria Embajada del Paraguay en Ecuador
2. Miembros Efectivos	
ARGENTINA	
<i>Jefe de delegación</i>	Sra. Yanina Martínez Secretaria de Promoción Turística Ministerio de Turismo y Deportes
<i>Delegados</i>	Sra. Ana García Allievi Directora de Relaciones Internacionales Ministerio de Turismo y Deportes
BRAZIL	
<i>Jefe de delegación</i>	Sr. Rodrigo Andrade Cardoso Ministro Consejero Embajada de Brasil en Ecuador
<i>Delegados</i>	Sr. Felipe Vivas Segundo Secretario Embajada de Brasil en Ecuador
	Sra. Fernanda Graeff Machry Segunda Secretaria Embajada de Brasil en Ecuador
	Sr. Alberto Sáenz Ferri Asistente Técnico, Sector Económico y de Promoción Comercial Embajada de Brasil en Ecuador

CHILE	
<i>Jefe de delegación</i>	Sr. Jaime Cristóbal Benítez Villafranca Director Nacional del Servicio Nacional de Turismo
<i>Delegados</i>	Excmo. Sr. Pablo Arriarán Embajador Embajada de Chile en Ecuador
	Sr. Francisco Díaz Ibáñez Jefe de Unidad de Inversión y Desarrollo Turístico Subsecretaría de Turismo
	Sra. Karen Zacur López Primera Secretaria Embajada de Chile en Ecuador
	Sr. Daniel Robinobich Tercer Secretario Embajada de Chile en Ecuador
COLOMBIA	
<i>Jefe de delegación</i>	Excmo. Sr. Arturo Bravo, Viceministro de Turismo Ministerio de Comercio, Industria y Turismo
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	Sr. Santiago Viera Director de Procolombia en Ecuador PROCOLOMBIA
COSTA RICA	
<i>Jefe de delegación</i>	Sr. William Rodríguez Ministro de Turismo Instituto Costarricense de Turismo
<i>Delegados</i>	Sr. Gustavo Alvarado Chaves Director de Gestión Turística Instituto Costarricense de Turismo
CUBA	
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ECUADOR	
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	Sr. Iván León Director de Cooperación y Relaciones Internacionales Ministerio de Turismo
	Sr. Mateo Estrella Asesor Ministerial Ministerio de Turismo
GUATEMALA	
<i>Jefe de delegación</i>	Sra. Anayansy Rodríguez Ministra Instituto Guatemalteco de Turismo (INGUAT)
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	Sr. Jeliel Darius Director de inversiones Ministerio de Turismo e Industrias Creativas
	Sra. Muguette Joazile Encargada de Negocios a.i Embajada de Haití en Ecuador
	Sra. Rachelle Brenda Myrlie, François Consejera Embajada de Haití en Ecuador
HONDURAS	
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<i>Delegados</i>	Sra. Tatiana Siercke Gerente de Gestión Institucional y Relaciones Internacionales Instituto Hondureño de Turismo (IHT)
JAMAICA	
<i>Jefe de delegación</i>	Excmo. Sr. Edmund Bartlett Ministro de Turismo Ministerio de Turismo

<i>Delegados</i>	Sra. Jennifer Griffith Secretaria Permanente Ministerio de Turismo
	Sra. Paige Gordon Asesora Ministerio de Turismo
MÉXICO	
	Excma. Sra. Raquel Serur Smeke Embajadora Embajada de México en Ecuador
	Sr. Roberto Canseco Martínez Jefe de Cancillería Embajada de México en Ecuador
	Sra. Mónica Galindo Jefe de Asuntos Económico-Comerciales y Promoción Turística Embajada de México en Ecuador
NICARAGUA	
<i>Jefe de delegación</i>	Excma. Sra. Milagros del Carmen Urbina Rocha Embajadora Embajada de Nicaragua en Colombia
PANAMÁ	
<i>Jefe de delegación</i>	Excma. Sra. Deus Navarro Poveda Embajadora Embajada de Panamá en Ecuador
<i>Delegados</i>	Sra. Iris Miranda Muir Segunda Secretaria de Carrera Diplomática y Consular Embajada de Panamá en Ecuador
PERÚ	
<i>Jefe de delegación</i>	Excma. Sra. Madeleine Rosa Maria Burns Vidaurrazaga Viceministra de Turismo Ministerio de Comercio Exterior y Turismo
<i>Delegados</i>	Sra. Isabel Mendoza Directora General de Políticas de Desarrollo Turístico Ministerio de Comercio Exterior y Turismo
	Sra. Vanessa Favre Fajardo Jefa de la Sección Económica Ministerio de Comercio Exterior y Turismo
R. DOMINICANA	
<i>Jefe de delegación</i>	Excmo Sr. Carlos Peguero Viceministro de Turismo Ministerio de Turismo

<i>Delegados</i>	Excmo. Sr. Aníbal de Castro Representante Permanente ante la OMT Embajada de la República Dominicana en España
	Excm. Sra. Milady Altagracia Cuello de Cabral Embajadora Embajada de R. Dominicana en Ecuador
	Sr. Juan Manuel Mercedes Graciano Ministro Jefe de Misión Adjunto Embajada de R. Dominicana en Ecuador
	Sra. Joselyn Ayeska Saladin Mock Ministra Consejera Encargada de los Asuntos Turísticos Embajada de R. Dominicana en Ecuador
URUGUAY	
<i>Jefe de delegación</i>	Sr. Tabaré Viera Ministro de Turismo Ministerio de Turismo
<i>Delegados</i>	Excmo. Sr. Ricardo Baluga Embajador Embajada de Uruguay en Ecuador
	Sr. Eduardo Sanguinetti Asesor Ministerio de Turismo
	Sra. María Noel Minarrieta Consejera Embajada de Uruguay en Ecuador
VENEZUELA	
<i>Jefe de delegación</i>	Excmo. Sr. Alí Ernesto Padrón Ministro del Poder Popular para el Turismo Ministerio del Poder Popular para el Turismo
	Sr. Pedro Sassone Jefe de misión Embajada de Venezuela en Ecuador
<i>Delegados</i>	Sr. Vladimir Molina Director General de Posicionamiento Internacional Ministerio del Poder Popular para el Turismo
	Sra. Gabriela Rodríguez Directora de Medios Digitales Ministerio del Poder Popular para el Turismo
	Sra. Yonelis Roxana Arias Asistente del Ministro Ministerio del Poder Popular para el Turismo
	Sr. Orlando Hernández Asistente del Ministro Ministerio del Poder Popular para el Turismo

1. Miembros Asociados	
PUERTO RICO	
<i>Jefe de delegación</i>	Sr. Carlos Mercado Santiago Director Ejecutivo Compañía de Turismo de Puerto Rico
<i>Delegados</i>	Sra. Leslie A. Díaz López Directora - Comunicaciones y Asuntos Gubernamentales Compañía de Turismo de Puerto Rico
2. Miembros Afiliados	
AMADEUS	
	Sr. Tom Starr VP Global
	Sra. Angelica Mkok Industry Affairs
	Sr. Franz Wolfgang Müller Sarmiento Regional Manager, Amadeus for Destinations
AMERICAN HOTEL AND LODGING EDUCATIONAL INSTITUTE	
	Sr. Cuauhtémoc Novello Director para las Américas
CÁMARA ARGENTINA DE TURISMO	
	Sr. Horacio Repucci Secretario de Relaciones Institucionales
CONPETH	
	Sr. Joan Passolas
IATA	
	Sr. Alejandro Munoz Subdirector de Asuntos Externos y Sostenibilidad, Las Américas
IFEMA / FITUR	
	Sra. Arancha Priede Directora de Negocio
	Sra. Ana Larrañaga Directora de Negocio
	Sra. María Valcarce Rodríguez Directora Fitur
LUCERNE BUSINESS SCHOOL (HSLU)	
	Sr. Ignacio Gafo Secretario a cargo de Turismo
SENAC	
	Sr. Otavio Leite Consultor

3. Organismos Internacionales	
BANCO DE DESARROLLO DE AMÉRICA LATINA (CAF)	
	Sr. Óscar Rueda Director Presidencia Ejecutiva
	Sra. Susana Edjang Gerente de CAF Ecuador
	Sra. Carolina Cortés Directora de Cambio Climático
Banco Interamericano de Desarrollo (BID)	
	Sra. Adela Moreda Lead Tourism Specialist
	Sra. Juliana Bettini Especialista en Turismo
	Sr. Rogerio Basso IDB Invest Head of Tourism
4. Invitados Especiales	
MARAEY	
	Sr. Emilio Izquierdo Merlo CEO
	Sr. David Galipienzo Director General
5. Ponentes	
METROPOLITAN TOURING	
	Sr. Roque Sevilla CEO
FINANCIAL TIMES	
	Sr. Juan C. Barrios Economic Development Manager
GHL HOTELES	
	Sr. Juan Rodríguez Medina Director Corporativo de Mercadeo y Ventas
HOTEL JAMA CAMPAY	
	Sr. Francisco del Castillo Andrade Gerente General
	Sr. Fernando Montero CFO - Director Financiero
IMPAQTO	
	Sra. Daniela Peralvo Lupera Co-fundadora y Co-CEO
UNTOURS / UNTOURS FOUNDATION	
	Sr. Richard G. Edwards Director Gerente

WAYRA HISPAM, TELEFÓNICA	
	Sra. Melissa Rojas Jefa de Venture Programs
6. Organización Mundial del Turismo	
	Sr. Zurab Pololikashvili Secretario General
	Sra. Shirin El Tayan Jefa de Protocolo
	Sr. Gustavo Santos Director Regional para las Américas
	Sra. Natalia Bayona Directora Ejecutiva
	Sra. Alicia Gómez Asesora Jurídica
	Sra. Daniela Urcuyo Coordinadora – Dpto. Regional para las Américas
	Sra. Esther Ruiz Asistente Senior – Dpto. Regional para las Américas
	Sra. Romina Nardi Especialista Senior en Proyectos Dpto. Regional para las Américas
	Sr. José Ricardo Díaz Especialista Senior en Proyectos Innovación, Educación e Inversiones