Final Programme

**Chairs:** Austria, Spain  
**Vice Chairs:** Saudi Arabia, Seychelles

**10:30 – 11:30**  
1. **High Level Panel: a 360 data approach to empower tourism**
   Opening by **Ms. Zoritsa Urosevic**, UNWTO Executive Director
   - **Photo**
   - **Moderator:** **Ms. Zoritsa Urosevic**, UNWTO Executive Director
   - **H.E. Mr. William Rodríguez López,** Minister of Tourism, Costa Rica  
   - **H.E. Mr. Louis Sylvestre Radegonde,** Minister of Foreign Affairs and Tourism, Seychelles  
   - **H.E. Ms. Rosana Morillo,** State Secretary of Tourism, Ministry of Industry, Trade and Tourism, Spain  
   - **H.E. Ms. Verónica Pardo,** Undersecretary of Tourism, Ministry of Economy, Development and Tourism, Chile  
   - **Ms. Verna C. Buensueceso,** OIC-Undersecretary, Tourism Development, Department of Tourism, the Philippines  
   - **Mr. Athanasios C. Thanopoulos,** President, Hellenic Statistical Authority  
   - **Mr. Richard Kämpf,** Head of Tourism Affairs, State Secretariat for Economic Affairs, Switzerland and Chair of the UNWTO Programme and Budget Committee  
   - **Ms. Monika Klinger,** Head of Department for International Tourism Affairs, Federal Ministry of Labour and Economy, Austria

**11:30 – 12:00**  
**Coffee break**

**12:00 – 13:00**  
2. **A crucial moment for the UNWTO Committee on Statistics**
   UNWTO’s statistical programme of work  
   Final sprint to a global standard: Statistical Framework for Measuring the Sustainability of Tourism (MST)
   - **Ms. Clara van der Pol,** Director a.i., Statistics Department, UNWTO  
   - **Mr. Michel Dubreuil,** Destination Canada and Chair of the MST Editorial Board
   - **Discussion**

**13:00 – 13:25**  
3. **Strategic data to transform business models**
   Towards a harmonized ESG Framework for Tourism Businesses and findings from pilots
   - **Ms. Laura Ballerini,** Oxford SDG Impact Lab, University of Oxford  
   - **Ms. Rola Fayyad,** Founder & CEO, ViaVii

**13:25 – 13:30**  
4. **Closing by the Chairs**