UNWTO WORKSHOP ON
2024 POW FOR ASIA AND THE PACIFIC

Information Note
Welcome Message

It is with immense pride that I welcome you to our pivotal workshop at the UNWTO headquarters in Madrid. This event is a beacon for our collective aspirations, marking a significant moment as we galvanize the Asia-Pacific region's ascent into a dynamic and sustainable future of tourism.

We convene at a juncture where the travel industry is rapidly regaining its vigor, with global numbers nearing 84% of what we had before the pandemic. The Asia-Pacific, in particular, stands at the cusp of an extraordinary rebound. It is our collective resolve and innovative spirit that will fuel this renaissance.

Our workshop, tailored for the focal points of our esteemed Asia-Pacific Member States, is more than a meeting—it is a confluence of pioneering ideas. This intimate gathering is an opportunity to fortify connections with UNWTO's operational framework and the Regional Department for Asia and the Pacific.

The planned agenda is a tapestry of interactive discussions, expansive networking, and exploratory technical tours that showcase Spain as a leading tourism destination. Each session is designed to inspire, engage, and equip you with insights to steer our sector towards an era of unparalleled growth and resilience.

This workshop is also a step forward in our mission to revitalise international tourism in our region, positioning it once more as a powerhouse of economic progress. This is where we chart our path from the throes of crisis to the peaks of transformation.

I look forward to the wealth of experiences, insights, and the shared commitment that you will bring to this workshop.
Background

The United Nations World Tourism Organization (UNWTO) is set to host a workshop at its Madrid headquarters. This tailored event aims to usher Asia-Pacific Members into a robust post-pandemic era, focusing on sustainable development and innovation within the tourism sector.

As the travel industry recuperates, reaching 84% of pre-pandemic levels globally, the Asia-Pacific region is poised for an exponential recovery.

This workshop, designed exclusively for the focal points of the 31 Asia-Pacific UNWTO Members, will delve into pioneering initiatives such as the UNWTO Tourism Data Dashboard, and the Best Tourism Village Initiative, UNWTO Tourism Online Academy, Glasgow Declaration on Climate Action in Tourism (GDCAT), the Global Plastics Tourism Initiative (GPTI), and the International Network for Sustainable Tourism Observatories (INSTO), among others.

Participants will gain privileged access to UNWTO's operational strategies, fostering closer coordination with the Regional Department for Asia and the Pacific. The agenda includes engaging discussions, networking opportunities, and technical tours showcasing Spain's success as a top global destination.

This initiative is a step towards revitalizing international tourism in the Asia-Pacific, harnessing its potential to once again become a leading economic driver.

With a limited but expert group of 20 participants anticipated, this workshop promises to be a milestone in the sector's journey from crisis to transformation.
Place and Dates of the Workshop
The Regional Department for Asia and the Pacific of UNWTO will organize the Workshop on 2024 Programme of Work (PoW) for Asia and the Pacific, tailor-made for the Asia-Pacific Member States in Madrid at UNWTO Headquarters on 12-15 December 2023.

Contact Details of the Organizing Committee
Ms. Orianne Derrier, Senior Project Specialist
Mr. Takayuki Shimane, Senior Officer
Mr. Benjamin IONG, Programme Analyst
Regional Department for Asia and the Pacific
Email: rdap@unwto.org

Official Website
All official documents will be available on the UNWTO website: https://www.unwto.org/event/workshop-2024-PoW-AP

Logistics Notes
• Please ensure to arrange your own travel insurance prior to your journey to Spain for the duration of the Workshop.
• Dress Code: Business Attire for meetings, Business Casual for Welcome Dinner, Casual Clothes for Technical Tour, and National Costume for Farewell Dinner.
• Please note that airport-hotel transfers and local transfers are to be self-arranged by delegates upon arrival in Madrid (except technical visit to Segovia and Toledo on 13-14 Dec.).
Accommodation

Hotel in Madrid

Located on Madrid's central Gran Vía, the **H10 Villa de la Reina** is a Boutique Hotel set in a majestic building dating back to the start of the 20th century. With its French-inspired interior design, it combines classic elements with other more contemporary features to create a peaceful and elegant atmosphere. The hotel benefits from comfortable guest rooms, the Las Infantas Restaurant, La Villa Bar and three meeting rooms.

*Location: Gran Vía, 22, E-28013-Madrid Centre*

- 50 m from Gran Vía metro station (Line 1/Line 5)
- 450 m from Callao metro station (Line 3/Line 5)
- 450 m from the Puerta del Sol and Plaza de Callao

Hotel in Toledo

Staying at the **Parador de Toledo** will make your visit to Toledo an unforgettable experience. The Mudejar-inspired building offers the best panoramic view of the City of the Three Cultures from its terrace, lounges and rooms. At the Parador de Toledo you’ll enjoy spacious, luxurious facilities combined with beams, staircases and wooden floors. Here you’ll find a warm, welcoming atmosphere that’s ideal for relaxing after a long day of sightseeing; you can, for example, take relaxing dip in the swimming pool or enjoy the gastronomic delights of La Mancha on the terrace. All without taking your eyes off the beautiful Toledo skyline.
Entry Formalities

UNWTO will support the participants in facilitating visa processing to attend the Workshop.

Pursuant to European Union regulations, visas on arrival cannot be provided under any circumstances. Participants are kindly requested to make the necessary arrangements to process their visa in advance.

For more information on visas, participants should contact the Spanish Embassy or Consulate responsible for their territory of residence.

The list of diplomatic and consular missions of Spain and their areas of responsibility can be consulted at the following link: [www.exteriores.gob.es/Portal/es/ServiciosAlCiudadano/Paginas/EmbajadasConsulados.aspx](http://www.exteriores.gob.es/Portal/es/ServiciosAlCiudadano/Paginas/EmbajadasConsulados.aspx)

The list of countries whose nationals require a visa or are exempt from this requirement can be consulted at the following link: [www.exteriores.gob.es/Portal/es/ServiciosAlCiudadano/InformacionParaExtranjeros/Documents/listapaisesvisado.pdf](http://www.exteriores.gob.es/Portal/es/ServiciosAlCiudadano/InformacionParaExtranjeros/Documents/listapaisesvisado.pdf)

For any visa inquiries, participants can contact:
Mr. Benjamin IONG, Programme Analyst, Regional Department for Asia and the Pacific
Email: rdap@unwto.org
Practical Information

Climate: In November and December, the average temperature in Madrid can range between 10°C during the day and 3°C at night. Winters in Madrid are cold and dry. However, completely clear days are very typical, so it is possible to enjoy sunny weather at midday.

Official language: Spanish

Madrid local time (winter): GMT +1

Local currency and exchange rates: The official currency of Spain is the euro (EUR). The applicable exchange rate in December 2023 is approximately USD 1 to EUR 0.912. Banks are open from Monday to Friday from 9 a.m. to 2 p.m. Throughout Madrid there are foreign exchange offices that are clearly indicated. There is also a currency exchange service at hotels. The city has numerous ATMs, and shops accept major credit cards.

Electricity: The electric current in Madrid is 220 volts, 50 Hz AC. Outlets take round pins. In any case, most hotels have adapters for special plugs. Participants should ensure that their electrical devices (computers, mobile phone chargers, razors, etc.) work with this voltage or, if not, use transformers and batteries that allow different voltages.

Credit cards, shopping and tipping: There are ATMs throughout the city, and in the vast majority of establishments it will be possible to pay for goods and services with a credit card (in the metro you can pay with a card, but not in the urban bus network). Visa and Mastercard are the most widely accepted types of card, while American Express and Diners are less commonly accepted. Information regarding possible commissions for using credit cards in Spain should be consulted with the issuing bank, because transaction fees will depend on the entity managing the corresponding bank account.
Almost all establishments accept card payments, although some require a minimum charge (between 5 and 10 euros). Also, before getting into a taxi when not carrying cash, the driver should be asked if the taxi is equipped with a card payment terminal. There are different applications such as Free Now through which it is possible to request a taxi and pay with a card using it.

The concept of tipping in Madrid is directly related to customer satisfaction regarding the treatment received. Tipping continues to be considered in its original meaning as being “voluntary” and at the discretion of the consumer, at least among the national clientele, and the personnel of the service sector are well aware that nothing is taken for granted.

In some restaurants it is customary to charge an additional 2 to 3 euros for serving bread or a small appetizer - which the establishment is obliged to disclose, and can be rejected if not desired - but, in general, what the customer decides is respected when it comes to expressing appreciation for the friendliness and quality of the service in the final bill.

This custom extends to other tourism services in which there is some type of personal treatment, such as hotels, taxis, beauty salons or hairdressers.

It should be noted that all establishments include the price of the service, but in hotels and restaurants it is common to see “VAT not included” on the menu. This means that a 10% surcharge will be added to the price of what was consumed.

**Useful telephone numbers:**
Emergency: 112  Police: 091 or 112  Ambulance: 112  Fire: 112
Callers can request to speak in English, German, French or Spanish.

**Local transport rates:** The fare for the taxi ride between the airport and the city ranges between 20 and 30 euros. The price of a single local bus & metro ticket/card ranges from €1.50 to €2 and tickets for 10 trips can be purchased for €6.10.
Technical Tours

About Segovia

Segovia, a city steeped in history and legend, stands proudly in the heartland of Spain's Iberian Peninsula, in the autonomous community of Castile and León. This UNESCO World Heritage site is a living museum, offering a panoramic view of Spain's rich past with its well-preserved architectural marvels and timeworn streets that tell tales of the times gone by.

The Roman Aqueduct of Segovia, an astonishing feat of ancient engineering, greets visitors as they enter the city. Towering above the landscape, this aqueduct, built around 50 AD, is one of the best-preserved monuments of its kind in the world, a testament to the legacy of the Roman Empire.

Segovia's old town is a labyrinth of narrow streets, opening into grand squares like the Plaza Mayor, where the imposing Gothic Cathedral stands. Known as the "Lady of Cathedrals," it is one of the last Gothic cathedrals built in Spain and Europe, with its soaring spires and intricate stained-glass windows casting a kaleidoscope of light on the interiors.

The Alcázar of Segovia, a fairytale fortress perched on a rocky outcrop, looks as if it has leapt straight from the pages of a storybook. Its silhouette inspired the castles of Disney films, and it once served as a royal palace, a state prison, and a military academy. Today, it houses a museum and offers panoramic views of the surrounding countryside.

Beyond the grandeur of its historic monuments, Segovia is a tapestry of quaint neighborhoods, like the Jewish Quarter, and charming artisan shops. The city is also renowned for its culinary delights, particularly the cochinillo asado (roast suckling pig), a local specialty that draws gourmands from across the globe.

Segovia offers a serene escape from the rush of modern life, inviting visitors to wander its ancient streets, enjoy its cultural heritage, and savor its traditional Castilian cuisine. It's a place where history doesn't just reside in the past but is a palpable part of every stone, plaza, and vista.
Technical Tours

About Toledo

Toledo, often referred to as the "City of the Three Cultures," stands majestically above the Tagus River in central Spain, a mere 70 kilometers from Madrid. Its history is a rich palimpsest of Christian, Muslim, and Jewish heritages, living side by side, which has earned it the honor of being a UNESCO World Heritage Site.

The city's landscape is an enchanting canvas of medieval architecture, with winding streets that open onto squares lined with buildings that narrate a story of a bygone era. At the heart of Toledo is its formidable Alcázar, a stone fortification that rises dramatically at the highest point of the city, bearing witness to the various civilizations that have risen and fallen within its walls.

The Toledo Cathedral, a prime example of Spanish Gothic architecture, dominates the skyline with its soaring tower and the elaborate artwork within. Inside, the cathedral houses a collection of masterpieces by artists such as El Greco, who lived and painted some of his most revered works in Toledo.

The city's former Jewish Quarter still retains its historical charm and is home to two of Spain's remaining synagogues, the Santa María la Blanca and the Tránsito Synagogue, which now houses the Sephardic Museum, celebrating the legacy of Spain's Jewish population.

The intertwining of cultures is also reflected in Toledo's craftwork, like the Damascene metalwork and marzipan, which are as much a feast for the eyes as for the palate. Walking through Toledo's narrow streets, one is enveloped by a sense of timelessness, as the sounds of the modern day are hushed by the thick medieval walls, allowing visitors to be transported to a period where cultures converged, and history was etched into every stone.
About Sponsors

**Japan Tourist Bureau (JTB)**

Japan Travel Bureau (JTB) is a leading travel agency rooted in Japan, renowned for its comprehensive services that facilitate global travel and tours, including expert trip planning, accommodation booking, and creating tailor-made experiences for travellers seeking to explore the wonders of Japan and beyond.

**UNWTO Regional Support Office for Asia and the Pacific (RSOAP)**

R SOAP was established in Japan in 1995 with the aim of promoting tourism in the Asia-Pacific region, where tourism is rapidly growing, and strengthening cooperation between countries in the region. Currently, the Office is based in Nara.

**Global Tourism Economy Forum (GTEF)**

Designed to promote the sustainable development of the global tourism industry, the GTEF has become a leading international platform since its inauguration in 2012. The Forum brings together policy makers, academics, corporate leaders, and entrepreneurs from China and around the world to explore opportunities and challenges in the global travel economy.

**Korean Cultural Centre in Madrid**

**China Cultural Centre in Madrid**
Turespaña, the National Tourist Office of Spain, is a governmental institution tasked with the vital role of promoting Spain as a travel destination on the global stage. Functioning under the Ministry of Industry, Trade, and Tourism, Turespaña crafts the strategies that define Spain’s tourism marketing, positioning the country’s diverse offerings from sun-soaked beaches and historical landmarks to culinary delights and cultural festivals. It operates both within Spain and internationally through a network of Tourist Offices, connecting with travel professionals and consumers alike. Turespaña’s initiatives are geared toward showcasing the richness of Spanish experiences, emphasizing the country’s scenic beauty, heritage, and hospitality. Through its work, Turespaña not only aims to attract visitors from all corners of the world but also to enhance the quality and competitiveness of its tourism sector, ensuring that Spain remains at the forefront of global tourism while contributing to sustainable economic and social development.

Casa Asia is an institution established by the Spanish Ministry of Foreign Affairs and Cooperation, the Barcelona City Council, the Barcelona Provincial Council, and the Metropolitan Area of Barcelona. Its mission is to foster understanding and strengthen relationships between Spain and the countries of the Asia-Pacific region through cultural, economic, and academic activities. Casa Asia serves as a bridge, promoting dialogue, mutual knowledge, and cooperation through a diverse range of programs, including exhibitions, conferences, seminars, and educational courses. It is committed to social integration and cultural exchange, aiming to become a reference point for Asian studies and the promotion of diverse cultural expressions. The center advocates for deeper political, economic, and cultural ties between societies, thus contributing to the development of a shared space of social, cultural, and economic exchange with the vibrant and diverse nations of the Asia-Pacific region.
About COMUNIDAD DE MADRID

The Government of the Community of Madrid is the collegiate body that directs the policy of the Community of Madrid, corresponding to the executive and administrative functions, as well as the exercise of regulatory power in matters not reserved in the Statute of Autonomy to the Assembly of Madrid. It is headquartered in the Royal Post Office in Puerta del Sol.

About MUSEO NACIONAL THYSSEN-BORNEMISZA

Located on the Art Walk, this museum holds a vast collection tracing the history of European painting from the Middle Ages to the late 20th century. Guided visit in English to the temporary exhibition Women Masters that presents a survey from the late 16th century to the early decades of the 20th century through eight contexts important within women’s path towards emancipation. Starting from the contemporary notion of sisterhood, it focuses on groups of female artists, patrons and gallerists who shared values as well as favourable socio-cultural and theoretical conditions despite the patriarchal system. Employing a structure principally based on the conjunction of historical periods, artistic genres and themes, the exhibition reveals how these artists approached important issues of their day, established their positions and contributed new iconographies and alternative gazes.
Tourism Information

In Spain
Tourism information for Spain: [www.spain.info/es/](http://www.spain.info/es/)

In Madrid
Tourism in the city of Madrid: [www.esmadrid.com/](http://www.esmadrid.com/)

Information Package
*Annex I: Provisional Programme with notes*
*Annex II: Provisional List of Participants*
*Annex III: Madrid Metro Map*
*Annex IV: Madrid Tourist Map*
WELCOME TO MADRID