Tourism Tech Adventures Gran Canaria: Innovation in Hotels and New Business Models

Las Palmas de Gran Canaria, 19-20 February 2024
Sala Tamadaba, Infecar

Programme

**Monday, 19 Feb**

13:30 – 15:00  **Lunch**

15:00 – 17:40  **Startup MasterClass (only upon invitation)**

15:00 – 15:20  Economic Promotion Society of Gran Canaria (SPEGC)

15:20 – 15:30  UN Tourism

15:30 – 16:10  The Hague Hospitality School

16:10 – 16:40  TUI Group

16:40 – 17:10  Kerten Hospitality

17:10 – 17:40  Amadeus Ventures

19:30 – 22:00  **Cocktail @ Hotel Design Plus Bex (only upon invitation)**

Tuesday, 20 Feb

MC: Ms. Laura Torres, Global Head of Travel, ADG Media Group

09:30 – 09:45 Official Opening:
Ms. Minerva Alonso Santana, Minister Counselor of Economic Development, Industry, Commerce, Cabildo de Gran Canaria
Ms. Maria Isabel Oliver, Special Advisor/Senior Officer, UN Tourism

09:45 – 09:50 Keynote Speech:
Ms. Natalia Bayona, Executive Director, UN Tourism

09:50 – 10:30 Panel I: Reshaping Hospitality through Strategic Investments in Technology, Innovation, and Education:
Moderator: Mr. Pieter Janech, Coordinator, Department of Innovation, Education and Investments:
- Mr. Paul Griep, Director of Alumni and Industry Relations, Hospitality School of The Hague
- Mr. Theo Bortoluzzi, Business Development Manager, Kerten Hospitality
- Ms. Agnes Pierce, Director, Global Head of Sustainability – Hospitality, Amadeus
- Ms. Coqui García Román, Director of Innovation, Atlantis Technology and Systems

10:30 – 11:00 Pitching Round 1:
Introduction: Mr. Glenn Cauwenberghs, Senior Innovation Specialist, Department of Innovation, Education and Investments, UN Tourism

UN Tourism Startup Competition for Tourism Technologies and Solutions in Hotels and New Business Models:
5 Startup Pitches on Innovations in Digital Hospitality and Business Models

- **Schulering**, Czech Republic
- **Twistic**, Spain
- **Ostel Flow**, Tunisia
- **Sparkle Haze**, United Arab Emirates
- **Everhost**, United States of America
11:00 – 11:20  Coffee Break

11:20 – 12:00  Panel II: Crafting Policies and Innovating Practices: Through the Integration of Technology, Sustainable Infrastructure, and Social Innovation, we can effectively enhance the well-being of People, safeguard the Planet, and foster Prosperity:

Moderator: Mr. Pieter Janech, Coordinator, Department of Innovation, Education and Investments:

- Ms. Maria Elena Ruiz Garcia, Vice President Sustainable Business, Minor Hotels Europe & Americas
- Mr. Kuzey Alexander Esener, Corporate Spokes Person and Head of Media Relations, TUI Group
- Ms. Amber Westerborg, Director of Sustainability & Impact, The Social Hub
- Mr. Carmelo J. León González, Member of the Board of Directors, Federation of Hospitality and Tourism Entrepreneurs of las Palmas de Gran Canaria

12:00 – 12:30  Pitching Round 2: Introduction: Mr. Glenn Cauwenberghs, Senior Innovation Specialist, Department of Innovation, Education and Investments, UN Tourism

UN Tourism Startup Competition for Tourism Technologies and Solutions in Hotels and New Business Models:

5 Startup Pitches on Innovations and Sustainable Impact

- Weavesight, Canada
- Senange Eco, Indonesia
- Purple Elephant Ventures, Kenya
- Hotels for trees, Netherlands
- Effiwaste, Spain

12:30 – 12:50  Announcement of the Winners and Award Ceremony

12:50 – 13:00  Closing Remarks

Ms. Minerva Alonso Santana, Minister Counselor of Economic Development, Industry, Commerce, Cabildo de Gran Canaria

Ms. Maria Isabel Oliver, Special Advisor/Senior Officer, UN Tourism

13:00 – 14:00  Lunch
Save the date

UN Tourism
Tech Adventures Canarias

UN Tourism Hospitality Challenge

20 de febrero de 2024
Sala Tamadaba
Infecar, Feria de Gran Canaria

UNWTO.org