# 2nd UNWTO Global Summit on City Tourism

Implementing Innovative Strategies to enhance Competitiveness and Business Development

19-20 September 2013  
Venue: Hotel Radisson Slavyanskaya, Moscow, Russia

## PRELIMINARY PROGRAMME

### 19 September (Thursday)

#### AFFILIATE MEMBERS MEETING

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 16:00 - 16:30 | **Introductory Remarks**  
Mr. Márcio Favilla  
*Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)*  
Mr. Sergey Shpilko  
*Chairman, Committee on Tourism and Hotel Industry, Moscow City Government* |
| 16:30 - 17:30 | **Discussion**  
Objectives of the Summit  
Discussion on AM future projects and the ongoing Plan of Work |
| 19:00 | **Welcome dinner**  
UNWTO Affiliate Members and Speakers Networking |

### 20 September (Friday)

#### 2nd UNWTO GLOBAL SUMMIT ON CITY TOURISM

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00 - 09:30</td>
<td><strong>Registration</strong></td>
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| 09:30 - 10:00 | **Opening and welcome remarks**  
Mr. Alexander Radkov  
*Head, Federal Agency for Tourism of the Russian Federation*  
*Mayor of Moscow*  
Mr. Sergey Shpilko  
*Chairman, Committee on Tourism and Hotel Industry, Moscow City Government*  
Mr. Márcio Favilla  
*Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)* |
<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1: UNWTO Affiliate Members Prototype on city tourism: Madrid Precious Time</th>
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<tbody>
<tr>
<td>10:00 – 11:15</td>
<td>Implementing innovative strategies to design specialized products with high added value for specific market niches that enhance the visitor’s experience</td>
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</table>
|            | Mr. Miguel Sanz  
Cooperation Director, Madrid Visitors and Convention Bureau |
|            | Mr. Enrique Lancis  
Director, Business Development and New Technologies, Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas (SEGITTUR), Spain |
|            | Mr. Fernando Molina  
Director, Master Tour Alliance |
|            | Mr. Gonzalo Die  
Development Director, Microsoft Spain |
|            | Mr. Ian Stazicker  
Tourism Director - Global Marketing, Value Retail PLC, United Kingdom |
|            | **Moderator:** Ms. Yolanda Perdomo, Director UNWTO Affiliate Members Programme |
| 11:15 – 11:45 | Coffee Break |

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<tr>
<th>Time</th>
<th>Session 2: Measuring the impact of tourism on cities</th>
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<td>11:45 – 13:00</td>
<td>This session will focus on the project to define a common methodology in tourism observatories to measure the economic impact of tourism in cities, an initiative that starts off with a proposal for collaboration among destination promotion entities and universities, working side by side on the project.</td>
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</table>
|            | Mr. Ignacio de Delás  
President European Cities Marketing |
|            | Ms. Tatiana Plazas  
Deputy Director for destination management, Instituto Distrital de Turismo de Bogotá |
|            | Ms. Laura Cavallo  
Chief Executive Officer, Destination Melbourne |
|            | Prof. Bruce Prideaux  
School of Business, James Cook University |
|            | Mr. Oscar Perelli  
Head of the Research Department, Exceltur, Spain |
|            | **Moderator:** Isabel Garaña, UNWTO Regional Director for Europe |
| 13:00 – 14:15 | Lunch |
### 14:15 – 15:15  Regional Round Table “Innovation in tourism products and infrastructure”

*Organized by the Ministry of Culture of the Russian Federation*

### 14:15 – 15:15  “Image: Moscow's most valuable asset”

*Prof. Simon Anholt*

### 15:30 – 17:30  Session 3: Cities and knowledge: Sharing the destinations experience

The exchange of proven experiences in terms of public-private collaboration, communication strategies, innovations and technology, as well as youth tourism and problems related with the city tourism development are the central topics to be discussed at this session.

Representative Radisson Hotel, Moscow

Mr. Georgios Drakopoulos  
*Director General, Association of Greek Tourist Enterprises - SETE*

Ms. Reka Csepeli  
*Responsible for the Sustainable Development, Regional Tourism Committee Paris Île-de-France*

Mr. André Barata Moura  
*Lisboa Visitors & Convention Bureau*

Ms. Mariette du Toit-Helmbold  
*Chief Destineer, Destinate, Cape Town*

Dr. Aulianna Poon  
*Managing Director, Tourism Intelligence International*

Mr. Jesús María Gómez  
*Meeting Professional International, Spain*

Mr. Tijani Haddad  
*President, FIJET*

**Moderator:** Esencan Terzbasoglu, *UNWTO Programme Coordinator- Destination Management and Quality*

### 17:30 – 18:00  Speed Networking

*Working sessions*

Core Madrid Premium Prototype Companies

Destinations

The QUEST initiative

Affiliate Members
Professionals attending the Summit

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>18:00 – 19:00</td>
<td>The Big Picture</td>
<td>Mr. Hasan Arat, Vice Chairman of the Turkish Tourism Assembly</td>
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<td>Mr. Ignacio de Delás, Deputy General Manager, Turisme de Barcelona</td>
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<td><strong>Moderator:</strong> Mr. Roger Carter, Managing Director, TEAM Consulting</td>
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<td>19:00 – 19:30</td>
<td>Conclusions and closing remarks</td>
<td>Ms. Yolanda Perdomo, Director UNWTO Affiliate Members Programme</td>
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<td>Mr. Márcio Favilla, Executive Director for Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)</td>
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<td>20:00</td>
<td>Gala Dinner</td>
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<td>21 September (Saturday)</td>
<td>Social programme</td>
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<td>10:00 – 15:00</td>
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