

FiturNext 2020 Programme

The FiturNext recipes that you can easily adopt in your destination or business to create value and contribute to local economic development.

Wednesday January 22 Official inauguration and welcome

Day 1

12:35 **PRESENTATION** FiturNext 2020 Report: adopt what is working, keys to tackle

challenges and value creation in tourism Javier Creus, FiturNext Coordinator & Dr. Mara Balestrini, CEO Ideas for

AWARDS CEREMONY

Replicable initiatives FiturNext 2020.

Change

12:30

13:00

15:30

16:00

11:25

11:30

13.00

16:00

16:35

17:05

11:25

11:30

12:30

13:00

11:25

11:30

12:15

Review of the shortlisted initiatives and awards to the three winners. Furthermore, the Fitur 2021 Challenge will be announced.

SDT / One Planet COMM

DIALOGUE

Fernando Gallardo, Hotel Reviewer at EL PAÍS & Dr. Mara Balestrini, CEO Ideas for Change

A more empowered traveller will change the rules of future tourism

PANEL Launch of the Global Tourism Plastic Initiative

Personalised consultancy for companies and destinations with experts

CLINIC 17:30 How to promote decentralisation of tourism

in the sector.

Day 2
Thursday January 23

Presentation of Day 2

PRESENTATION Bankia "2025: Las tendencias que cambiarán el modelo del negocio del

turismo" Jesús Navarro, CEO de INNSAI

CLINIC

in the sector.

DIALOGUE 12:00 From underutilized resource to tourist attraction: experience Apadrina un Olivo

> Agenda **DIALOGUE**

> Antonia M. Varela Pérez, General Director at Starlight Foundation &

Alberto Alfonso Pordomingo, Founder of Apadrina un Olivo & Fermín Serrano Sanz, Aragón Government - Commissioner for the 2030

12:30 When the starry sky is your greatest asset: Starlight Foundation experience

Asier Morterero Franco, Starlight La Posada del Candil (Almería) Lodging

> How to generate value in your destination or business through inclusive work Personalised consultancy for companies and destinations with experts

16:05 DIALOGUE Smart destinations, future destinations

Afternoon programme presentation

Antonio López de Ávila, President & CEO of Tourism Data Driven

DIALOGUE Tourism can also save lives: Experience Soap for Hope

Meliá Hotels International & Pascal Jean-Michel, International Account

Solutions (TDDS) and President of Turisfera, Edurne Vidal, Head of the program Smart Destinations, Segittur, & Francisco Rodríguez, FiturNext

CLINIC How to develop tourism through local entrepreneurship

Director, Diversey.

PRESENTATION

Nations"

Personalised consultancy for companies and destinations with experts in the sector.

> Day 3 Friday January 24

Tomás Franquet, Corporate Social Responsibility Director,

Presentation Day 3

Presentation of the FiturNext 2021 Challenge and its importance for the sector. Javier Creus, FiturNext Coordinator & Dr. Mara Balestrini, CEO

"Tourism as a model of Global Sustainability: We connect destinations, companies, employees and clients with the 17 SDGs of the United

Ideas for Change **PRESENTATION**

What's next? FiturNext 2021 Challenge

Sr. Tomás Azcárate Bang, RTI President

Cocktail & networking session

Presentation Day 4

Day 4 Saturday January 25

Round table with initiatives

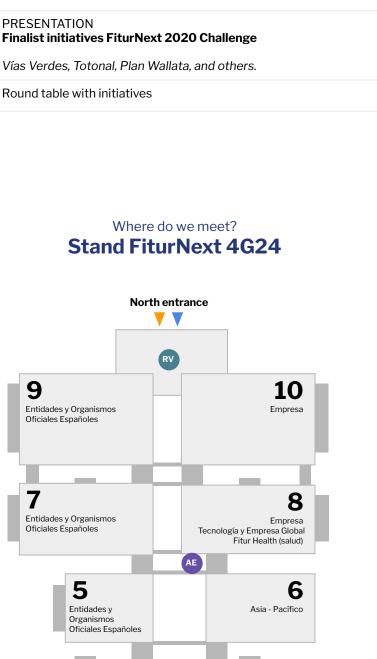
North entrance

3

América

1

África



4

Visitors access

Exhibitors access Visitors register Attention for exhibitors

Oriente Próximo

South entrance