



BCN21

FUTURE OF TOURISM WORLD SUMMIT

BARCELONA 2021

October 26 and 27

• AGENDA •

8:30-9:30	Registration		
9:30-10:00	Inauguration		
10:00-11:00	Key Note by Juan Carlos Salazar – Secretary general ICAO (video) The Future of Tourism for People, Planet and Prosperity - Ministerial Debate Moderator: Richard Quest – CNN*		
11:00-11:25	Tony Wheeler, Lonely Planet Cofounder “In Defense of Tourism”		
11:25-12:10	Tourism as an engine for planet regeneration - High Level Roundtable		
12:10-13:10	1 - “The challenges of the recovery of tourism and the Next Generation EU Funds”	2 - Rebuilding confidence	3 - How are innovation and technology engaging tourists?
13:10-14:10	4 - How country branding & strategic communication differentiate destinations?	5 - The Future of Travel and Civil Aviation	6 - Are we doing enough to make tourism accessible for everyone?
14:10-15:30	LUNCH		
15:30-15:50	“Promoting Tourism From a Business Perspective” -		
15:50-16:50	7 - How does culture contribute in generating unique experiences?	8 - How is accommodation evolving to attract tourists?	9 - Retaining and attracting talent in the tourism industry
16:50-17:10	A chat with Alexandra Cousteau “Recovering the oceans”		
17:10-18:15	10 - Tourism for the Empowerment of Communities, generating Non-Carbon Related Benefits	11 - Strategies towards a sustainable tourism.	12 - Redefining the role of cruises and its impact on local economies.
20:00	WELCOME COCKTAIL FOR SPEAKERS		

9:30-10:00	“The Future of Healthcare and Tourism”		
10:00-10:40	“Funding the Future of Tourism”		
10:40-10:55	UNWTO Hospitality Challenges Awards		
11:00-12:00	13 - Reinventing traditional destinations	14–Digitalization & Smart Destinations	15 –Wine-Tourism and Rural Development
12:00-12:30	“Regional strategies for the future of tourism.”		
12:30-13:00	“Barcelona Call- to- Action for the Future of Tourism”		
13:00-14:00	16 - Urban Tourism Development	17 – The overall Tourist experience	18 - Consumer rights and the protection of tourists
14:00-14:15	PECHA KUCHA		
14:15-14:30	Closing of The Future of Politics Summit		
14:30	FAREWELL COCKTAIL		