

08:30 – 09:00	LAST MINUTE REGISTRATIONS
09:00 – 09:45	OFFICIAL OPENNING
	José Vicente de los Mozos , Chairman of the Executive Committee of IFEMA
	Fernando Candela , Chairman of FITUR
	Zurab Pololikashvili , Secretary General of the WORLD TOURISM ORGANIZATION UNWTO
	Gabriel Escarrer , Chairman of EXCELTUR and Chairman & CEO of MELIÁ HOTELS INTERNATIONAL
	Jordi Hereu , Minister of Industry and Tourism of the Spanish Government
09:45 – 10:35	OUT OF THE BOX: NEW GLOBAL SCENARIOS (+)
	Luis Araujo , Former President of TURISM PORTUGAL
	Gabriele Burgio , President of ALPITOUR-ITALIA
	Steve Heapy , Chief Executive Officer of JET2HOLIDAYS
	Christine Maguire , Global Vice President of TRIPADVISOR
	Miguel Sanz , President EUROPEAN TRAVEL COMMISSION and General Manager TURESPAÑA
	José Luis Zoreda , Executive Vice President of EXCELTUR (moderator)
10:35 – 11:15	ENHANCING THE IMAGE OF TOURISM: A COMMON OBJECTIVE
	Javier Gándara , President of ALA
	Carlos Garrido , President of CEAV
	Jorge Marichal , President of CEHAT
	Emilio Gallego , Secretary General of CEHE
	Juan Luis Barahona , President of FENEVAL
	José Luis Zoreda , Executive Vice President, EXCELTUR (moderator)
11:15 – 11:40	MAJOR MACROECONOMIC TRENDS THAT WILL SHAPE TOURISM IN 2004
	José Ignacio Goirigolzarri , Chairman of CAIXABANK, talks with Juan Orti , Chairman of AMERICAN EXPRESS SPAIN
11:40 – 12:00	COFFEE BREAK
12:00 – 12:45	THE CHALLENGE OF TALENT AND ENVIRONMENTAL CARE: Panel discussion
	Rosana Morillo , Secretary of State for Tourism
	Pedro Luis Cobiella , Vice president & CEO of HOSPITÉN
	Carlos Díez de la Lastra , CEO of LES ROCHES INTERNATIONAL
	Gloria Fluxá , Vicepresidenta & Chief Sustainability Officer of GRUPO IBEROSTAR
	Daniel Rossell , Vice presidente & CEO of SENATOR HOTELS & RESORTS (moderator)
12:45 – 13:10	INVESTING IN SUSTAINABLE TOURISM PROJECTS?
	Alejandro Hernández-Puértolas , CEO of HIP, talks with Víctor Martí , CEO of ATOM HOTELES SOCIMI GMA
13:10 – 14:00	CLOSING REMARKS: RESETTING TOURISM AND ITS VALUE FOR SOCIETY: Panel discussion
	María José García-Pelayo , President of the SPANISH FEDERATION OF MUNICIPALITIES AND PROVINCES FEMP and Mayor of JEREZ DE LA FRONTERA
	Jaime Martínez , Mayor of PALMA DE MALLORCA
	Eneko Goia , Mayor of SAN SEBASTIÁN

Ramón Aragonés, Chief Executive Officer of NH HOTEL GROUP
Encarna Piñero, Chief Executive Officer of GRUPO PIÑERO
Oscar Perelli, Director of Studies and Research EXCELTUR (moderator)

14:20 – 15:30	COCKTAIL/WORKING LUNCH FOR ALL PARTICIPANTS
15:30 – 16:20	SUSTAINABLE MOBILITY, A KEY AND ACHIVABLE FACTOR FOR THE TOURISM OF THE FUTURE: Panel discussion Carolina Darias, Mayor of LAS PALMAS DE GRAN CANARIA José Luis Martínez-Almeida, Mayor of MADRID Carlos Bertomeu, Chairman of AIR NOSTRUM Othman Ktiri, Chairman of OK MOBILITY GROUP Abel Matutes, Chairman of PALLADIUM HOTEL GROUP Juan Luis Caveró, CEO of EUROP ASSISTANCE ESPAÑA (moderator)
16:20 – 17:10	KNOWING TO IMPROVE: COMMITTED POLICIES TO MOVE FORWARD: Panel discussion Fernando Clavijo, President of the CANARY ISLANDS GOVERNMENT Carlos Mazón, President of the VELENCIAN REGIONAL GOVERNMENT Gabriel Escarrer, Chairman of EXCELTUR and Chairman & CEO of MELIÁ HOTELS INTERNATIONAL Jordi Ferrer, Managing Director of GRUPO INVERSOR HESPERIA José Luque, General Manager FUERTE HOTELS and President of AEHCOS Rodolfo Núñez, President of BINTER CANARIAS (moderator)
17:10 – 17:35	SURFING THE DIGITAL WAVE: KEY AREAS OF TOURISM INNOVATION Nicolas Huss CEO of HBX GROUP, talks with Luis Maroto, CEO of AMADEUS
17:35 – 18:25	RESPONSIBLE AND PURPOSEFUL GROWTH: NEW CONVERGENCE SCENARIOS: Panel discussion Juanma Moreno, President of REGIONAL GOVERNMENT OF ANDALUSIA Margalida Prohens, President of BALEARIC GOVERNMENT Javier Díaz-Laviada, General Manager of HERTZ ESPAÑA and President of ANEVAL Adolfo Utor, President of BALEARIA Carmen Riu, Chief Executive Officer of RIU HOTELS & RESORTS José Luis Zoreda, Executive Vice presidente of EXCELTUR (moderator)
18:25	OFFICIAL CLOSING OF THE FORUM

(+) Panel in english with simultaneous translation into spanish