



28 November 2025
Jameos del Agua
Lanzarote

08.30 - 09.00	Welcome & Registration
09.00 - 09.30	Opening Ceremony
09.30 - 10.45	Session 1: "Overtourism: Impacts and Solutions"
10.45 - 12.15	Session 2: "Transparency and Trust in Sustainable Tourism"
12.15 - 13.15	Brunch break — Former "Casa de los Volcanes"
13.15 - 14.45	Session 3: "Regeneration, Innovation and Opportunities for Sustainable Tourism"
14.45 - 15.30	Conclusions & Closing Ceremony
15.30 - 16.45	Cocktail Lunch — Former "Casa de los Volcanes"



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09.00 - 09.30

OPENING CEREMONY

Master of Ceremonies: Mario Picazo

Institutional Speakers:

- Regional Minister for Tourism, Trade and Consumers Affairs of the Basque Government, D. Javier Hurtado
- Regional Minister for Tourism and Employment of the Canary Islands, Dña. Jessica de León
- Secretary of State for Tourism, Government of Spain, Dña. Rosario Sánchez
- President of Lanzarote Island Council, D. Oswaldo Betancort

09.30 - 10.45

Session 1: "Overtourism: Impacts and Solutions"

Moderator: Cristina Nuñez - Strategy Director at NECSTouR

Opening presentation: Alicia Fajardo - Sustainability Specialist at The Travel Foundation

Destination Governance Roundtable:

- Xavier Font - Deputy Director for Regional Tourism Development, Government of Catalonia.
- Aránzazu Urbina - Deputy Director General for Sustainability and Tourism Development, Region of Madrid.
- Miguel Rosselló - Director General of Tourism, Government of the Balearic Islands.
- Héctor Fernández - CEO SPEL-Turismo Lanzarote.



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10.45 - 12.15

Session 2: "Transparency and Trust in Sustainable Tourism"

Moderator: Patricio Azcárate - Secretary General of the Responsible Tourism Institute (ITR).

- Daniel Schaffer - Vicechair at Tourism Sustainability Certifications Alliance (TSCA).
- Teodora Marinska - COO at European Travel Commission (ETC).
- Agnes Pierce - Head of Sustainability for Hospitality at Amadeus.
- Liisa Kokkarinen - Head of Sustainable Development at Visit Finland.

12.15 - 13.15

Brunch break at former "Casa de los Volcanes"

13.15 - 14.45

Session 3: "Regeneration, Innovation and Opportunities for Sustainable Tourism"

Moderator: Sergio Moreno Gil - Director of the TIDES Institute for Tourism and Sustainable Development (ULPGC).

- Juan Torres - Technology Strategist en Microsoft.
- Carolina Herrero - Director of Communications and Public Affairs at the Spanish Airlines Association (ALA).
- Swantje Lehnert - Chairwoman at KlimaLink.
- Carlos Londoño - CEO OnVacation.
- Jose Juan Lorenzo - Managing Director at Turismo de Islas Canarias.



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14.45 - 15.30

Closing Ceremony

Presentation of the World Charter of Sustainable Tourism +30 and Proposal for Adoption.

Reading of the Conclusions by Dr. António D. Abreu, Director of the Division of Ecological and Earth Sciences at UNESCO and Secretary of the MAB Programme.

15.30 - 16.45

Cocktail Lunch at former "Casa de los Volcanes"