



13 foro Exceltur

de
liderazgo
turístico

GOBERNANDO NUESTRO FUTURO

POR UN TURISMO QUE SUMA

Turismo
que suma

MADRID / 20 ENERO 2026
CENTRO DE CONVENCIONES IFEMA NORTE

ORGANIZADO POR:



EN COOPERACIÓN CON:



PATROCINADORES:



MEDIA PARTNER:



OPENING CEREMONY:

09:15 - 09:35	TIMES TO SHAPE OUR FUTURE José Vicente de los Mozos , Chairman of IFEMA Marco Sansavini , Chairman of FITUR Gabriel Escarrer , Chairman of EXCELTUR
09:35 - 10:10	TOURISM: A GLOBAL DRIVER OF VALUE, SUSTAINABILITY AND SHARED PROSPERITY DIALOGUE BETWEEN: Gabriel Escarrer , Chairman of EXCELTUR and President & CEO of Meliá Hotels International with Shaikha Al Nowais , Secretary-General of UN Tourism and Gloria Guevara , President and Interim Chief Executive Officer WTTC
10:10 - 11:00	IMPLICATIONS OF THE NEW GLOBAL GEO-ECONOMIC CONTEXT FOR TOURISM Gabriele Burgio , Alpitour World President and CEO Steve Heapy , CEO of Jet2 Holidays Marco Sansavini , Chairman of Iberia LAE MODERATOR: Encarna Piñero , CEO of Grupo Piñero
11:00 - 11:30	COFFEE BREAK
11:30 - 12:10	KEYS TO TOURISM POSITIONING IN A NEW SCENARIO Carlos Abade , CEO of Tourism Portugal Bernardo Cueto , Secretario de Turismo del Estado de Quintana Roo Kristjan Stanicic , CEO of Croatian Tourism MODERATOR: Miguel Sanz , Director General of Turespaña
12:10 - 12:40	THE CHALLENGE OF MANAGING TOURISM FOR CITIZENS DIALOGUE BETWEEN: Jaume Collboni , Mayor of Barcelona José Luis Martínez-Almeida , Mayor of Madrid MODERATOR: Jordi Ferrer , Chief Executive Officer of the Hesperia Investment Group
12:40 - 13:10	NEW TRAVELLERS, NEW VALUES? Irene Cano , Managing Director of Meta Spain and Portugal Lino Cataruzzi , Managing Director of Google Spain and Portugal MODERATOR: Juan Ortí , Chairman and CEO of American Express Spain
13:10 - 13:50	HOW TO MAKE TECHNOLOGY A FACILITATOR FOR BETTER TOURISM Francisco Hein , Co-founder and CMO of Fever Nicolas Huss , CEO of HBX Group Luis Maroto , Chairman and CEO of Amadeus IT Group MODERA: Carlos Romero , Director of Strategic Projects of EXCELTUR
13:50 - 14:20	CHALLENGES TO WIN THE NARRATIVE TOWARDS TOURISM THAT ADD VALUE
14:20 - 16:00	NETWORKING LUNCH

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16:00 – 16:40	PROMOTING INVESTMENT AS A DRIVER OF CHANGE: KEYS TO MAKING IT POSSIBLE Alejandro Hernández-Puértolas, Founding Partner & CEO of HIP Víctor Martí, CEO of GMA Joan Trian, Managing Director of Riu Hotels & Resorts MODERATOR: Pedro Luis Cobiella, Vice President and CEO of Hospitén
16:40 – 17:25	GOVERNING TOURISM FOR A GREATER OVERALL CONTRIBUTION Carlos Bertomeu, Chairman & CEO of Air Nostrum and Chairman of Iryo Fernando Clavijo, President of the Canary Islands Fernando López Miras, President of the Región of Murcia Adolfo Utor, Chairman of Balearia MODERATOR: Óscar Perelli, Executive Vice President of EXCELTUR
17:25 – 17:40	THE RESPONSE OF VALENCIAN TOURISM IN THE FACE OF ADVERSE CIRCUMSTANCES Carlos Bertomeu, Chairman & CEO of Air Nostrum and Chairman of Iryo with Francisco Pérez Llorca, President of the Valencian Regional Government
17:40 – 18:30	PROMOTING TOURISM AS A SOCIAL DRIVER FOR NEW TERRITORIES Isidoro Alanis, Chairman & CEO of Global Exchange Gonzalo Capellán, President of the Government of La Rioja Emiliano García-Page, President of Castilla-La Mancha Othman Ktiri, CEO & Founder of OK Mobility Group José Luque, CEO of FUERTEGROUP HOTELS and President AEHCOS MODERATOR: Javier Díaz-Laviada, General Manager of Hertz Spain
18:30	CLOSING CEREMONY Jordi Hereu, Minister of Industry and Tourism

(*) Pending confirmation

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