

# AGENDA



11 October 2024



Andalucía Lab Headquarters  
N-340, Km 189, 6, 29604 Marbella, Málaga

DISSEMINATION EVENT

## Indicators to measure and monitor the sustainability of tourism at the regional level in Spain

09:00 – 09:30 **Registration**

### Part I: Report launch (hybrid with English–Spanish interpretation)

09:30 – 10:00 **Opening remarks**

#### Speakers:

- Kaspar Richter, Head of Unit Sustainable Growth and Business Environment (B3), DG REFORM, European Commission
- Jane Stacey, Head of Unit, Tourism Policy and Analysis, OECD Centre for Entrepreneurship, SMEs, Regions and Cities
- Rubén López Pulido, Deputy Director General for Tourism Cooperation and Competitiveness, Spanish Ministry of Industry and Tourism
- Arturo Bernal, Regional Minister of Tourism and Andalusia Abroad, Government of Andalusia

10:00 – 10:45 **Taking stock: Piloting experience and results of regional tourism sustainability indicators**

#### Moderator:

- Eva Katzer, Policy Analyst, OECD

#### Speakers:

- Ana Moniche, European Projects and International Networks, Turismo Andaluz
- Jordi Galter Pareja, Project Manager, Statistical Institute of Catalonia (Idescat)
- Jose Luis Herencia Torres, Data Analysis Manager, General Directorate for Tourism, Regional Government of Catalonia
- Unai Garbisu de Goñi, Head of the Innovation Section and the Tourism Observatory, Regional Government of Navarra
- Francisco José García Martínez, Head of Strategic Planning Section, Regional Government of Valencia

#### Content:

- Presentation on piloting experience and indicator results in the four Spanish regions Andalusia, Catalonia, Navarra and the Region of Valencia
- Q&A

10:45 – 11:30 **Going forward: Implementing and using the indicators for policy making**

#### Moderator:

- Kaspar Richter, Head of Unit Sustainable Growth and Business Environment (B3), DG REFORM, European Commission

#### Speakers:

- Yolanda de Aguilar Rosell, Secretary General for Tourism, Government of Andalusia
- Mercè Escrichs, Head of Knowledge, Quality and Touristic Innovations Area, General Directorate for Tourism, Regional Government of Catalonia
- Ana Rivas, General Director of Tourism, Department of Culture, Sports and Tourism, Government of Navarra
- Olivia Estrella López, Director of Tourism Innovation, Turisme Comunitat Valenciana
- Xosé Manuel Merelles Remy, Director, Turismo de Galicia
- Héctor Fernández Manchado, CEO Turismo Lanzarote [virtual]

#### Content:

- Why has it been important the region to be involved in the project? How are regions planning to further implement and use the indicators?
- Q&A

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11:30 – 12:00 **Group photo and break**

12:00 – 13:30 **Broadening perspectives: Turning data into action for sustainable development**

**Moderator:**

- Prof. Susanne Becken, Expert to the OECD

**Speakers:**

- Christophe Demunter, Team Leader, Tourism Statistics, EUROSTAT, European Commission [virtual]
- Misa Labarile, Policy Officer, Tourism, DG GROW, European Commission [virtual]
- Clara van der Pol, Director a.i., Statistics, Standards and Data Department, UN Tourism
- Elena Manzanera, President, National Statistics Institute (INE), Spain
- André Tomé, Policy Analyst, Turismo de Portugal
- Ana Moniche, European Projects and International Networks, Turismo Andaluz

**Content:**

- Panel discussion with representatives from TSI partner countries and international organisations
  - How can higher-level support systems help enable regional efforts to monitor tourism through indicator frameworks?
  - How to deal with challenging trade-offs?
  - How can the development and implementation of indicators help foster collaboration?

13:30 – 14:45 **Lunch break**

## Part 2: Regional perspectives on applying the tourism sustainability indicators in other European destinations (in-person)

14:45 – 16:15 **Parallel breakout groups**

**Moderators:**

- Nagore Uresandi, Director and CEO, IN2destination
- Laura Taroncher, Researcher, IN2destination
- Patricia Marull, Head of Communications and Strategic Development Green Destinations, Future of Tourism

**Content:**

- Three parallel breakout groups with hands-on exercises to share experiences, promote peer learning, and explore transferability of economic, social and environmental indicators: employment, local community sentiment, climate change mitigation

16:15 – 16:30 **Break to move from parallel rooms to the main auditorium**

16:30 – 16:45 **Key takeaways from the parallel discussions**

**Speakers:**

- Nagore Uresandi, Director and CEO, IN2destination
- Laura Taroncher, Researcher, IN2destination
- Patricia Marull, Head of Communications and Strategic Development Green Destinations, Future of Tourism

**Content:**

- Summary of lessons learned from the four breakout sessions (3–5 minutes per group)

16:45 – 17:00 **Thank you and closing remarks**