



Dibujo: D. Ismael Álvarez

LGBT Tourism in Peace & Sustainable 18 - 22 January 2017 Wednesday, January 18th 2017

10:00 - 14:00 Institutional Visits

15:30 - 16:15 Ceremony of the 3rd Edition of the Diversity Consulting International® – Fitur Gay (LGBT) Tourism Awards

- Destination: Colombia – Procolombia**
Receives on Behalf of Procolombia – Mr. Julián Guerrero Orozco, **Vice-President of Tourism**
Delivers on Behalf of Iberia – Mr. Juan Cierco Jiménez de Parga, **Communications Director, CSR & Institutional Relations**
- Institutional Cooperation: UNWTO & IGLTA**
Receives on Behalf of UNWTO – Mr. Taleb D. Rifai, **Secretary General**
Receives on Behalf of IGLTA – Mr. Juan Juliá, **Chair of the Board of Directors**
Delivers on Behalf of the European Commission – Mrs. Elżbieta Bieńkowska, **Commissioner for Internal Market, Industry, Entrepreneurship and SMEs**
- Medio de Comunicación: EFE & Europa Press**



16:15 - 16:30 Ceremony of the 2nd Edition of the Diversity Consulting International® – Fitur Gay (LGBT) Special Social Endeavor Recognition

- Fundación 26 de Diciembre**
Receives on Behalf of 26 de Diciembre – Mr. Federico Armenteros, **President**
- Rayo Vallecano**



For more information please visit www.FITUR.lgbt Section "AWARDS"

17:00 - 18:30 Ceremony of the "XII Edition of the Excelencias Awards" (2016) – Mr. José Carlos de Santiago, **President & Editor in Chief of the Grupo Excelencias**

Thursday, January 19th 2017

11:30 - 12:30 Promoting LGBT Tourism in Latin America – Challenges & Opportunities, Myths and Reality

- Mexico – Mexico Tourism Board** – Mrs. Lourdes Berho Corona, **General Director**
- Argentina – CCGLAR** – Mr. Pablo de Luca, **President**
- Ecuador – Zenith Travel** – Mr. Marcos Endara, **General Manager**
- Colombia – Cámara de Comerciantes LGBT** – Mr. Felipe Cárdenas, **President**

Costa Rica – Cámara de Comercio Diversa – Mr. Julio César Calvo, **President**

Moderates – Mr. Jesús Gatell Pàmies, **IFEMA Management Board, President of the Tourism, Fair & Convention Commission of the Madrid Chamber of Commerce & Industry & Honoric President of the Tourism Council of CEIM/CEOE**

12:30 - 13:00 Fitur Gay (LGBT) Institutional Inauguration

- Fitur Gay (LGBT)** – Mrs. Ana Larrañaga, **Director**
- European Commission** – Mrs. Elżbieta Bieńkowska, **Commissioner for Internal Market, Industry, Entrepreneurship and SMEs**
- Ministry of Energy, Tourism & Digital Agenda of Spain** – TBC, TBC
- Region of Madrid** – Mr. Carlos Chaguaceda, **Director of Tourism**
- City Hall of Madrid** – D. Luis Cueto Álvarez, **General Coordinator**
- Iberia** – Mr. Juan Cierco Jiménez de Parga, **Communications Director, CSR & Institutional Relations**

13:00 - 13:30 Colombia – Discover the LGBT Emerging Destination that you cannot miss

- Procolombia** – Mr. Julián Guerrero Orozco, **Vice-President of Tourism**

13:30 - 13:45 How switching to green electricity and lowering consumption can improve the competitiveness and attractiveness of your hotel

- Ecovatio** – Mr. Carlos García Buitrón, **General Manager**

13:45 - 14:15 Presentation ARN Culture and Business Pride Week, from June 5th to June 10th in Arona, South Tenerife, Canary Islands

- City Hall of Arona** – Mr. José Julián Mena, **Mayor**
- City Hall of Arona** – Mr. David M. Pérez, **Councilor of Tourism**
- ¡And two more surprises!**

14:15 – 16:30 Maspalomas Costa Canaria

- City Hall of San Bartolomé de Tirajana** – Mr. Marco Aurelio Pérez, **Mayor**

16:00 - 16:15 Torremolinos

- City Hall of Torremolinos** – Mr. José Ortiz, **Mayor**



2017 World Pride Edition



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16:15 – 16:30 Ibiza

- ✚ **Ibiza Island Council** – Mr. Vicente Torres, **President**
- ✚ **City Hall of Ibiza** – Mr. Rafael Ruiz, **Mayor**
- ✚ **Ibiza LGTB Association** – Mr. Antonio Balibrea, **President**

16:30 – 17:15 Surprising Spanish LGBT Destinations

- ✚ **Extremadura** – TBC, **TBC**
- ✚ **Bilbao** – TBC, **TBC**

17:15 – 18:00 Comunitat Valenciana

- ✚ **Generalitat Valenciana** – Mrs. Raquel Huete, **Directora General de Turismo**
- ✚ **Visit Benidorm** – Mr. Santos Torres, **Organizador Benidorm Pride**

Friday, January 20th 2017

11:00 - 12:15 Lesbian Friendly Tourism and Tourist Offer

- ✚ **Random Strategy** – Mr. José Cruz, **Customer Service Director**
- ✚ **Hansen & Partner / ELLA Festival** – Mrs. Marion Couturier, **Project Manager**
- ✚ **Hotel Granvia Kyoto** – Mrs. Shiho Ikeuchi, **Director Overseas Marketing**
- ✚ **WomanSarea** – Mrs. Gemma Zelaia, **Founder & CEO**
- ✚ **The L Cruise** – Mrs. Rocío Jiménez, **Tour guide**

12:15 – 13:00 Fertility Tourism

- ✚ **Girexx** – Mrs. Yutzil Darias, **International Department Coordinator**
- ✚ **ReproFiv** – Mrs. Elena Martín Hidalgo, **Medical Director**

13:00 – 14:00 Corporation Lesbian Women

- ✚ **Fundación IE** – Mrs. Margarita Alonso, **General Director**
- ✚ **Intelygenz / Mujeres Tech** – Mrs. Cristina Aranda, **Chief Marketing Officer / Cofounder**
- ✚ **FELGTB** – Mr. Alberto Martín Pérez, **Responsible for the Community Research Area**

16:00 - 16:30 Hotels

- ✚ **Axel Hotels** – Mrs. Silvia Pérez Viñolas, **Marketing Director**
- ✚ **NH Hotel Group** – Mr. Hugo Rovira, **General Director**

16:30 - 17:00 World Pride Madrid 2017

- ✚ **AEGAL**, Mr. Juan Carlos Alonso, **General Secretary General of AEGAL, Responsible for World Pride Madrid 2017 & MADO (Orgullo LGBT Madrid)**

17:00 – 17:15 The Color Comes Back Home

- ✚ **Ibiza Gay Pride** – Mr. Antonio Balibrea, **Promotor**

17:15 - 18:00 LGBT Media

- ✚ **Shangay** – Mr. Alfonso Llopart Basterra, **Director**
- ✚ **Loottis** – TBC, **TBC**
- ✚ **Moovz** – TBC, **TBC**

Saturday, January 21st 2017

12:00 – 12:30 Swing Soul, **Juanjo Navarro**

12:30 – 13:00 Traditional Spanish Lyrics, **Nacha la Macha**

13:00 – 13:30 Musical “My Last Night with Sara” – The history of a young Sara Montiel, **Evita Produce**

13:30 – 14:00 Presentation of the Official Maspalomas Gay Pride Anthem, **Fruela**

14:00 – 14:15 La Sobe & Wilson 54 presents “Únete a la Fiesta – Original Mix”, **Carolina Sobe**

14:15 – 15:15 Benidorm Gay Pride, **Artists To Be Confirmed**

15:30 – 16:30 Ibiza Gay Pride, **Artists To Be Confirmed**

17:00 – 18:00 Show We WorldPride Festival, **Artists To Be Confirmed**

Sunday, January 22nd 2017

13:00 - 14:00 Benidorm Gay Pride, **Artists To Be Confirmed**

14:00 – 17:00 **Music Djs.**

Note: This agenda is subject to changes.

For up-to-date information on the conferences, events, schedule, speakers of performances, please check our on-line program at www.fitur.lgbt (Section Program) or download the **Fitur 2017 App** on your Smartphone.

