
Wellness Tourism Workshop

Building capacity for a competitive wellness tourism segment in the Middle East

09th – 10th September 2025

**UN Tourism Regional Office for the Middle East
Riyadh, Saudi Arabia**

Provisional Programme

Day 01: Tuesday, 09th September 2025

09:00 – 09:15 Registration

09:15 – 09:30 Welcome remarks

- Mr. Samer Al-Kharashi, Director, Regional Office for the Middle East, UN Tourism
- Mr. Michel Julian, Senior Programme Officer, Market Intelligence, Policies, and Competitiveness Department, UN Tourism
- Representative of the Ministry of Tourism of Saudi Arabia

09:30 – 10:00 Setting the scene: Challenges and opportunities in health and wellness tourism
Mr. Michel Julian, Senior Programme Officer, Market Intelligence, Policies, and Competitiveness Department, UN Tourism

10:00 – 13:00 Latest trends in wellness tourism
Mr. Laszlo Puczko, PhD, Wellbeing and Experience Strategist

13:00 – 14:00 Lunch

14:00 – 16:45 Country session: sharing experiences from Middle Eastern countries
Mr. Laszlo Puczko, PhD, Wellbeing and Experience Strategist

16:45 – 17:00 Wrap up and conclusion
Mr. Michel Julian, Senior Programme Officer, Market Intelligence, Policies, and Competitiveness Department, UN Tourism

Day 02: Wednesday 10th September 2025

09:30 – 10:30 Working with Nationals Tourism Boards – the example of Slovenia

Mr. Iztok Altbauer, Managing Director of Slovenian Spas Association

10:30 – 11:30 Crafting wellness destinations of the future, the hospitality perspective

Representative of Red Sea Global, Saudi Arabia

11:30 – 12:00 Soudah Development

12:00 – 13:00 Lunch

13:00 – 15:00 Strategies to enhance the wellness tourism product: the how-to?

Mr. Laszlo Puczko, PhD, Wellbeing and Experience Strategist

15:00 – 15:30 Conclusion and Closing remarks

Mr. Michel Julian, Senior Programme Officer, Market Intelligence, Policies, and Competitiveness Department, UN Tourism

Group Photo!