

Second Regional Conference on Women's empowerment in Tourism in Latin America and the Caribbean

Promoting women's leadership and entrepreneurship.

San Salvador, El Salvador
24-26 November 2025

Preliminary programme

Monday 24 November

14:00 – 15:00 Registration

15:00 – 17:00 **Ministerial Meeting** (exclusively for Member States – by invitation only)
A high-level meeting on the empowerment of women in tourism, composed of representatives from UN Tourism Member States, the private sector, and El Salvadoran institutions.

Moderators

Morena Valdez, Minister of Tourism, El Salvador

Gustavo Santos, Regional Director for the Americas, UN Tourism

19:00 Inaugural cocktail reception for international participants – by invitation only.

Tuesday 25 November

08:30 – 09:00 Registration

09:15 – 9:45 **Opening ceremony**

Master of Ceremonies: Marisol Doratt

Opening remarks

Gustavo Santos, Regional Director for the Americas, UN Tourism

Eny Aguiñada, President of the El Salvadorian Institute of Tourism

Morena Valdez, Minister of Tourism, El Salvador

Group photo

9:45– 11:00 High-level panel: “Women Who Drive the Economy: Female Leadership in Tourism.”

Presentation of strategies, public policies, and best practices in female leadership and empowerment in the tourism sector of the region, promoting gender equality and the development of inclusive and safe tourism.

Speakers:

María Luisa Hayem, Minister for the Economy - El Salvador

Ariana Cevallos Varga, Subsecretary of Promotion – Ecuador

Jackeline López, Head of Ministers Cabinet, Institute of Tourism - Costa Rica.

Natalia del Pilar Camargo, Head of Social, Accesible and Inclusive Tourism, Ministry of Business, Industry and Tourism - Colombia

Amora Carbajal, Tourism Development Specialist – Peru

Moderator

Romina Nardi, Senior Project Specialist, Regional Department for the Americas, UN Tourism

11:00 – 11:30 Coffee Break.

11:30 – 12:30 Panel 1: Safe Destinations and Workplaces for All

Analysis of measures implemented by the private sector to make tourist destinations safe spaces for visitors and women workers in the sector, including testimonies from beneficiaries of programs carried out with United Nations agencies in El Salvador.

Speakers:

Adriana Larin, Director General of the Planning Authority for the Historical Centre of San Salvador

Evelyn Amaya, Leaseholder of the Apulo Park, participant of the Mujeres en Marcha project – El Salvador

Soribel Diaz Morillo, International Transport Workers’ Federation (ITF) – Dominican Republic

Susana Cafaro – Executive Director, FIASEET

Wendy Alvarenga, Beneficiary of the Gastro-Lab Surf City project – El Salvador

Moderator:

Ondina Castillo, Gender and Youth Officer, UNFPA (TBC)

12:30 – 12:45 Presentation of the UN Tourism ‘Global Report on Women in Tourism: the Transport Industries’ in collaboration with the International Transport Workers’ Federation ITF

*Benjamin Owen, Senior Project Specialist, Ethics, Culture and Social Responsibility
Department, UN Tourism*

12:30 – 12:45 Presentation of ‘Equality in Tourism in the Caribbean’ by UNFPA

Flavio Bianchi, Asesor Regional de Alianzas para la oficina de América Latina y el Caribe de UNFPA.

13:00 – 14:00 Lunch

14:00 – 14:30 Presentation of Successful Entrepreneurship Strategies in the Tourism Sector

Presentation and testimonials on experiences and successful entrepreneurship strategies led by women in the tourism sector of El Salvador – in coordination with various actors and agencies of the United Nations system, international organizations, and multilateral banks – as well as other countries in Latin America and the Caribbean.

Speakers:

Claudia Gazzolo - Owner of La Casa de Mamapán

Maribel de Urrutia - Owner of de Acajutla

Carolina Baiza, Proprietaria Árbol de Fuego

Moderator:

Yolanda Villar, Policy Analyst, UNDP

14:30 – 16:45 The Future of Tourism is Female: keys for developing tourism businesses

The workshop aims to provide women in the region with a series of practical tools to for business development in the tourism sector.

Facilitators:

Natalia Aguilar, Human Development Manager, Efecto Boomerang, Costa Rica

Sandra Guerra, Owner and Manager, La Casa de Todo, Copán Ruinas, Honduras

16:45 – 17:00 Closing Ceremony

Gustavo Santos, Regional Director for the Americas, UN Tourism

Eny Aguiñada, President of the El Salvadorian Institute of Tourism

Morena Valdez, Minister of Tourism, El Salvador

Wednesday 26 November

09:00 – 17:00 Technical visits to Suchitoto and San Sebastián Tourist Terminal.