

Thematic Session:
**“The Impact of Artificial Intelligence and Innovation in
Shaping Global Tourism”**

Monday, 10 November, Prince Sultan Grand Hall
Mandarin Oriental, Riyadh, Saudi Arabia

Masters of Ceremony: Natalia Bayona, Executive Director, UN Tourism

10:00 – 10:10

Welcome Remarks

- **H.E. Zurab Pololikashvili**, Secretary-General, UN Tourism
- **H.E. Ahmed Al-Khateeb**, Minister of Tourism, Kingdom of Saudi Arabia

10:10 - 10:25

Keynote: “The Future of Tourism: Artificial Intelligence and Global Investment Trends”

Overview on global innovation and artificial intelligence in Tourism and the UN Tourism agenda in Artificial Intelligence, including innovation, education and investment initiatives.

Ms. Natalia Bayona, Executive Director, UN Tourism

10:25 - 10:35

Award Ceremony of the UN Tourism Artificial Intelligence Challenge

10:35 – 12:15

High-Level Policy Debate: “The Transformation of Tourism through Artificial Intelligence”

Moderator: Antonio López de Ávila, Innovation, Education and Investments, UN Tourism.

Special Remarks: **Mr. Apostolos Tzitzikostas**, EU Commissioner for Sustainable Transport & Tourism.

Interventions of 31 Heads of Delegation or equivalent.

Interventions of Private companies:

- **Maher Kouba**, President of Amadeus EMEA
- **Kimi Liu**, Vice president of Trip.com Group
- **Alejandro Mullor**, Tourism Lead, Worldwide Public Sector, Microsoft
- **Charlotte Boutboul**, Lead Urban Transformation, World Economic Forum

12.15 - 12:30

Consideration and Adoption of the Declaration

The Executive Director calls the Minister of Tourism of Saudi Arabia to read the Declaration and proposes it for adoption