UN TOURISM AFFILIATE MEMBERS CORNER

Cross-Sector Value in Tourism



UN Tourism

IFEMA MADRID

Fitur

Media Partner:

ATREVIA

WHEN: Friday, 23 January 2026, 11:30-13:00
WHERE: Fitur Techy, Sustainability Forum, Pavilion 12, IFEMA

This session will examine the growing interdependence between tourism and the wide range of sectors that surround it. Through the insights of specialized UN Tourism Affiliate Members, the discussion will explore how tourism both shapes and is shaped by other areas of economic, social, and cultural activity.
The session will highlight the synergies generated when destinations, businesses, and institutions collaborate—showing how shared knowledge, coordinated planning, and cross-sector partnerships contribute to long-term competitiveness, stimulate investment, and enrich the visitor experience.

Affiliate Members will present specific examples and illustrate how cross-sector collaboration enhances value creation, innovation, and destination competitiveness, generating benefits that extend well beyond the industry itself.

Know more about the UN Tourism Affiliate Membership:

Programme

Welcome Remarks

11:30-11:40

Mr. Ion Vilcu

Director, Affiliate Members Department and Public-Private Collaboration Department, UN Tourism

Presentations by UN Tourism Affiliate Members:

11:40-12:55



Culture by Istanbul Convention & Visitors Bureau - ICVB
Mr. Cemil Hakan Kılıç, General Manager



Music and Festivals by Tripadvisor
Mr. Fabrizio Orlando, Global Director of Industry Affairs



Health and Wellness by European Historic Thermal Towns Association
Ms. Emma Gonzalez, Representative



Shopping and Retail by Madrid Destino Cultura, Turismo y Negocio
Ms. Laura Navarrete, Marketing Director



Sport by Visit Nayarit
Mr. Juan Enrique Suárez del Real Tostado, Secretary of Tourism of Nayarit



Hospitality by Zanzibar Association of Tourism Investors - ZATI
Mr. Suleiman Mohammed, Chairman



Real Estate and Urban Development by Maraey
Mr. Emilio Izquierdo Merlo, CEO



Insurance and Travel Services by Allianz Partners Spain
Mr. Fernando Barcenilla, Commercial Head of Travel

Group Picture

12:55-13:00