Programme

4th World Sports Tourism Congress

Date: 7-10 September 2026

Venue: Autódromo Hermanos Rodríguez, Mexico City

Monday, 7 September

17:30	*Transfer(s) from main hotels to the Welcome Cocktail*
19:00 – 21:30	**Welcome Cocktail for the 4th WSTC** A welcome networking reception for speakers, moderators, authorities, Affiliate Members, partners and invited participants of the 4th World Sports Tourism Congress. *Venue:* Banorte / Azteca Stadium (Suites Area), Calz. de Tlalpan 3465, Sta. Úrsula Coapa, Coyoacán, 04650 Ciudad de México *Dress code:* Business casual
21:30	*Transfer(s) to the main hotels*

Tuesday, 8 September

8:00 – 9:00	*Transfer(s) from main hotels to the WSTC venue* *Address:* Autódromo Hermanos Rodríguez, Viaducto Río de la Piedad S/n, Granjas México, Iztacalco, 08400
From 08:30	**On-site registration and badge pick-up** Speakers and moderators are kindly encouraged to collect their badges sufficiently in advance of their sessions.
10:00 – 10:30	**Opening session** *Venue:* Main Stage ▪ Shaikha Al Nuwais, Secretary-General, UN Tourism ▪ Josefina Rodríguez Zamora, Secretary of Tourism, Government of Mexico ▪ Clara Marina Brugada, Head of Government, Mexico City ▪ Octavio de la Torre de Stéffano, President, CONCANACO SERVYTUR México ▪ Alejandra Frausto Guerrero, Secretary of Tourism, Government of Mexico City
10:30 – 11:20	**Ministerial Panel: Sports tourism as a strategic priority in public agendas** *Venue:* Main Stage

	As sports tourism gains prominence on tourism agendas worldwide, this session brings together high-level government representatives to discuss national strategies, policy priorities and successful initiatives that are shaping the future of the sector. ▪ Moderator: Patrick Torrent, Chair of the Board of Affiliate Members, Vice President, NECSTouR (Network of European Regions for Competitive and Sustainable Tourism) ▪ Josefina Rodríguez Zamora, Secretary of Tourism, Mexico ▪ Daniel Scioli, Secretary of Tourism, Environment and Sports, Argentina ▪ Anthony Mahler, Minister of Tourism, Youth, Sports and Diaspora Relations ▪ Fernanda Norat, Deputy Minister of Tourism, Brazil ▪ Ana Claudia Caram, Deputy Minister of Tourism, Uruguay ▪ Pedro Machado, Secretary of State for Tourism, Trade and Services, Portugal
11:20 – 11:40	**Keynote – Leveraging Sports Events for Tourism Success** *Venue:* Main Stage *A leading voice in the sector sets the stage, sharing perspective on how destinations can turn sports events into visibility, visitors and measurable results.* ▪ Olivier Ponti, Director of Market Intelligence & Insights, Amadeus
11:40 – 12:20	**Plenary Session – Mega Events, Impact and Legacy: The Case of the FIFA World Cup 2026** *Venue:* Main Stage *Beyond the spectacle, what comes next? Using the FIFA World Cup 2026 as a case study, this session examines how major sporting events can drive long-term tourism growth, investment, destination development and legacy.* ▪ Moderator: Jürgen Mainka, Chief Tournament Officer, FIFA World Cup 2026™ ▪ Maricarmen Martínez Villarreal, Secretary of Tourism, Government of Nuevo León ▪ Michelle Fridman, Secretary of Tourism, Government of Jalisco ▪ Alejandra Frausto Guerrero, Secretary of Tourism, Government of Mexico City ▪ Jennifer Aguinaga, Director, National Travel and Tourism Office, International Trade Administration, U.S. Department of Commerce
12:20 – 12:45	**River Plate: From Club to Global Destination Brand** ***In conversation with David Trezeguet and Matías Patanián*** *Venue:* Main Stage

	A conversation with two of the men who helped build River Plate's transformation from a football club into a global destination brand — exploring how sports institutions can become drivers of tourism, community pride and international visibility. ▪ Moderator: Ion Vilcu, Director, Affiliate Members and Public-Private Collaboration Department, UN Tourism ▪ Matías Patanian, Ambassador and Former Vice President, Club Atlético River Plate; Vice President, Aeropuertos Argentina ▪ David Trezeguet, Ambassador, Club Atlético River Plate
12:45 – 13:30	**Plenary Session – Infrastructure, Investment and the Development of Sports Destinations** *Venue:* Second Stage *From connectivity and mobility to technology and visitor services, this session highlights the infrastructure and investment needed to build competitive and future-ready sports destinations*. ▪ Moderator: Daniel Zaga Szenker, Chief Economist, Deloitte Spanish LATAM ▪ Andrea Santini, Adjunct Professor in Events Management, LUMSA University in Rome ▪ Alejandro Araúzo, Deputy General Director of Transactional Banking, Grupo Financiero BANORTE ▪ Luis Alberto Rivera Morales, Deputy Director of Quality for Sport, National Commission for Physical Culture and Sport (CONADE) ▪ María Guadalupe Robles León, Secretary of Tourism, Government of Guanajuato ▪ José Luis Sosa, President, Mexican Sports Tourism Council (COMETUD)
13:30 – 14:45	**Lunch** at the Congress venue
14:45 – 15:30	**Parallel Session 1: Commercialization, Sponsorship and Inclusive Business Models** *Venue:* Main Stage *This session explores how organizations can balance commercial success with inclusion, through partnerships and business models built to work for everyone at the table*. ▪ Moderator: Yanina Martínez, President, FEMTUR ▪ Veronica Simpson Lee, Senior Manager, U.S. International Sales, Radisson Hotel Group

	▪ Andrés Deyá, President, Argentine Federation of Travel and Tourism Agencies (FAEVYT) ▪ Vicente Salas, Vice President and Managing Director, Americas, Messe Berlin
14:45 – 15:30	**Parallel Session 2: Specialization and High-Value Niches** *Venue:* Second Stage *In an increasingly competitive landscape, this session highlights strategies for identifying high-value niches, strengthening market positioning and cultivating loyal communities.* ▪ Moderator: Jessica Stone, Head of Hotels, Airlines and Growth Brand Partnerships, Americas, Tripadvisor ▪ Patrick Torrent, Chair of the Board of Affiliate Members, Vice President, NECSTouR (Network of European Regions for Competitive and Sustainable Tourism) ▪ Guntur Dwiarmein, Head of Host Venue Relations, SailGP ▪ Amr Abou Zein Eddin, General Manager, Fujairah Adventures Center, Government of Fujairah ▪ Gabriel Ramos Rodríguez, President, World Archery Mexico
15:30 – 15:50	***In conversation with Fernando Platas*** *Venue:* Main Stage *A one-to-one conversation with a leading figure in sport, on leadership, personal experience, and what sport can really do for tourism and communities.* ▪ Moderator: Antonio Aguirre, Journalist ▪ Fernando Platas, Diver and Olympic Medalist
15:50 – 16:00	**Day 1 Wrap-up** *Venue:* Main Stage *A dynamic recap of the Congress's first day, bringing together the main insights, trends, and recommendations shared across sessions. The discussion will reflect on the opportunities and challenges shaping the future of sports tourism while looking ahead to the priorities of Day 2.* ▪ *Octavio de la Torre de Stéffano, President, Confederation of National Chambers of Commerce, Services and Tourism of the United Mexican States (CONCANACO SERVYTUR México)*
16:00	**End of day 1 programme**
16:00	*Transfer(s) from the WSTC venue to the main hotels*
18:10 – 18:20	*Transfer(s) from the main hotels to the Fiesta Mexicana Dinner*

20:00 – 22:00	**Fiesta Mexicana Dinner** A festive evening celebrating Mexico's rich tradition and culture *Venue:* **Lienzo Charro Constituyentes**, Av Constituyentes 500, Panteón Civíl de Dolores, Miguel Hidalgo, 11100 Ciudad de México *Dress code:* business casual
22:00	*Transfer(s) to the main hotels*

Wednesday, 9 September

8:00 – 9:00	*Transfer(s) from the main hotels to the WSTC Venue*
9:30 – 10:00	**Plenary Session – México Imparable (Unstoppable Mexico): Development Through Inclusion** *Venue:* Main Stage *This session explores how inclusive policies and accessible opportunities can drive tourism and economic development. Drawing on Mexico's experience, speakers will discuss how sport and tourism can foster participation, empower communities, and create benefits for all.* ▪ Moderator: Mirna Beatriz de la Cruz Álvarez, Director, México Imparable ▪ María Lorena Ramírez, Athlete ▪ Miriam Morales, Athlete
10:00 – 10:45	**Plenary Session – Governance and Public-Private Collaboration** *Venue:* Main Stage *From strategic planning to long-term impact, this session explores how governance and public-private collaboration actually require turning ambition into results.* ▪ Moderator: Ana Rivas Allo, Director General for Tourism, Government of Navarre ▪ Valentín Díaz Gilligan, President, Buenos Aires Tourism Board ▪ Roberto Monroy, President, Association of Secretaries of Tourism of Mexico (ASETUR) ▪ Carlos Martínez Velázquez, Chief Executive Officer, Mexico City Tourism Promotion Board ▪ María José Alcalá, President, Mexican Olympic Committee
10:45 – 11:30	**Plenary Session – Sustainability and Inclusion in Sports Tourism** *Venue:* Main Stage *This session examines how sustainable and inclusive approaches can strengthen sports tourism, highlighting initiatives where these principles are already delivering results, not just intentions.*

	▪ Moderator: Heitor Kadri, Director, Regional Office for the Americas, UN Tourism ▪ Juliana Picoli Agatte, Extraordinary Secretary, FIFA Women's World Cup 2027 ▪ Jens Holm, CEO, World Masters Sport ▪ Georgina Sánchez-Baca, Regional Senior Partnership Sales Manager, Mexico, Formula E
11:30 – 12:15	**Parallel Session 1: Sports Tourism Destination Branding** *Venue:* Main Stage *Discover how destinations are using sport to build distinctive brands, boost global visibility and stand out in a crowded market.* ▪ Moderator: Guntur Dwiarmein, Head of Host Venue Relations, SailGP ▪ Cemil Kilic, General Manager, Istanbul Convention & Visitors Bureau ▪ Stacey Sun, Vice President, Marketing Programs, Los Angeles Tourism & Convention Board ▪ Jaime Velázquez, CEO, OPEMSA ▪ José Antonio Calatayud, Executive Director of Marketing, Grupo Financiero BANORTE
11:30 – 12:15	**Parallel Session 2: Audiences, Storytelling and Global Positioning** *Venue:* Second Stage *Compelling stories, authentic experiences and engaged audiences are shaping the future of destination marketing. Explore how storytelling can strengthen global positioning and foster deeper connections with travelers and fans.* ▪ Moderator: Rosa Elena García Hidalgo, Deputy General Director, Grupo Asesores en Negocios (GAN) ▪ El Charro González ▪ Alex Bonet, Vice President for LATAM Northern Region and Country Manager for Mexico, ATREVIA ▪ Melody Falcó Díaz, Director General, Nuevo León State Institute of Physical Culture and Sport (INDE Nuevo León) ▪ Jorge Balderrama Ramos, Campaign Lead, Mexico & CCA, Airbnb
12:15 – 13:00	**Parallel Session 1: Active and Outdoor Tourism** *Venue:* Main Stage *From adventure sports to nature-based experiences, active and outdoor tourism is redefining how travelers engage with destinations while promoting wellbeing, sustainability and year-round visitation.* ▪ Moderator: Jesús Abraham Montoya Melo, Founder, All Access Luxury Group

	▪ María Guadalupe Benzal, Commercial and International Relations Director, MADCUP ▪ Ana Rivas Allo, Director General for Tourism, Government of Navarre ▪ Isaac Noé Piña Valdivia, Director General, Municipal Commission for Physical Culture and Sport of León ▪ Quetzalli Gómez Franco, Founder, Rancho El Renacer
12:15 – 13:00	**Parallel Session 2: Technology and the Visitor Experience** *Venue:* Second Stage *Innovation is transforming the visitor journey. Explore how digital tools, smart technologies and data-driven solutions are creating more personalized, seamless and engaging Sports Tourism experiences.* ▪ Moderator: Jens Holm, CEO, World Masters Sport ▪ Matt Jones, Senior Manager, Sport & Events, Klook ▪ Olivier Ponti, Director of Market Intelligence & Insights, Amadeus ▪ Jessica Stone, Head of Hotels, Airlines and Growth Brand Partnerships, Americas, Tripadvisor
13:00 – 13:15	**Congress Wrap-up** *Venue:* Main Stage *Bringing together the key insights and takeaways from the Congress, this closing session reflects on emerging trends, shared priorities and the opportunities ahead for the future of Sports Tourism.* ▪ Ion Vilcu, Director, Affiliate Members and Public-Private Collaboration Department, UN Tourism ▪ Nathalie Desplas Puel, Undersecretary of Tourism, Ministry of Tourism of Mexico
13:15 – 14:45	**Lunch** At the Congress venue
14:00 – 15:00	*Transfer(s) to the Technical Visits / main hotels*
15:00 – 18:00	**Technical Visits** ▪ Palace of Fine Arts ▪ Sports Experiences at the Formula 1 Circuit – Autódromo Hermanos Rodríguez ▪ Chapultepec Castle
17:00 – 18:00	*Transfer(s) to the main hotels*

Thursday, 10 September

8:10 – 9:20	*Transfer(s) from main hotels to the Technical Visits*
09:00 – 12:00	**Technical Visits** ▪ Palace of Fine Arts ▪ Chapultepec Castle ▪ Visit to the Diablos Rojos Baseball Stadium ▪ National Museum of Anthropology
12:00	*Transfer(s) to the main hotels*

Dress code: Business casual, unless otherwise indicated

Interpretation: Spanish - English interpretation will be available for all sessions

Local transfers: The host will provide local transfer from the main hotels to the venues

Contact: wstc@untourism.int

Further logistical details, including access arrangements to the venues and transport information, will be shared by the organizing team