

The reinvention of tourism toward sustainability, crucial for the industry's recovery: Sustainable & Social Tourism Summit

- *The Day of the Mesoamerican Reef will be celebrated in the setting of the event.*
- *Personalities from more than 20 countries will share their experiences and the challenges of a new tourism*

CDMX, August 5, 2021. – The pandemic has taught us many lessons; among them, that this is a crucial moment which calls for renewing the tourism industry. Aware of that, this is, in fact, one of the main topics of the Sustainable & Social Tourism Summit, the most important sustainable and socially responsible tourism event in Ibero-America, that shall be held September 6-9, and which this year will celebrate its 5th edition.

“The event, which for the first time will be held in a hybrid fashion, will focus on the reinvention of tourism, so necessary worldwide. To reconstruct, rediscover, regenerate, and recover tourism, these will be the central pillars of the forum this year,” said Vicente Ferreyra, President of the event’s Organizing Committee. “Speakers from countries such as Great Britain, Brazil, Papua New Guinea, Italy, Japan, Spain, Canada and the Dominican Republic will share their views on the topic of our concern,” he said.

The following were present at the press conference: César Daniel González Madruga, General Director of Tourism Regulation, on behalf of Miguel Torruco Marqués, Federal Tourism Secretary; Jair Urriola, Executive Secretary of the Central American Commission for the Environment and Development (CCAD); Juan José Álvarez Brunel, Tourism Secretary of the Guanajuato state government; Lizzie Cole, Executive Director of the Council for the Promotion of Tourism from Quintana Roo; Verónica Gómez, Director of the Americas and Coordinator of Education of the International Social Tourism Organization; Víctor Cortés Melo, Director of MOBILITY ADO; and Fernando Mandri Bellot and Sergio Rodríguez Abitia, co-founders of the Sustainable & Social Tourism Summit.

During the 5th edition of the Sustainable & Social Tourism Summit, there will be conferences, panel discussions, and alternate sessions on innovation, entrepreneurial social responsibility in the industry, regenerative tourism, financial opportunities, the work of

the private sector, investment, technological revolution and tourism, among others. Moreover, on Wednesday September 8th, the Day of the Mesoamerican Reef will be celebrated, during which others topics will be addressed, such as the international experience of tourism and reefs, tourism and the indigenous communities, tourism in the ecoregion and the significance of collaborative networks between tourism, technology, blockchain and NFTs, as well as good practices.

Participating in this year's program are figures such as Natalia Bayona, Director of Innovation, Education and Investments of the World Tourism Organization (WTO), Anna Pollock, founder of Conscious Travel (Great Britain); Anna Spenceley, expert in sustainable tourism (Papua New Guinea); Kei Shibata, co-founder and CEO of Venture Republic Group – LINE TRAVEL jp and Trip 101 (Japan), Simone Venturini, Tourism Advisor of the Venice Commune (Italy), David Simmons, President of the Global EarthCheck Research Institute (New Zealand) and Jake Kheel, author and documentary filmmaker on sustainability (Dominican Republic). In addition, and given the importance that the world's second most barrier reef is located in our region, the event will devote a day to focus on the Mesoamerican Reef, a resource shared by Belize, Guatemala, Honduras and Mexico.

This event, to be held at the Conventions Center of the Paradisus Hotel in Cancun, by Melía, is directed to all professionals in tourism, the environment and development who wish to be current on the various topics. The Summit will follow all the national and global biosafety protocols, while the Organizing Committee is in constant communication with the authorities to guarantee a safe event for participants.

Those who wish to celebrate this 5th edition may register through the official page: www.sustainablesocialtourism.org. For those who wish to attend in person, the investment is \$6,000.00 (MXN) or 300 USD, and for a virtual mode, it is \$1,200.00 (MXN) or 60 USD. In both cases, a proof of attendance will be provided at the end of the forum.



Regarding the Sustainable & Social Tourism Summit®

Considered as Mexico's most important sustainable and social tourism event, the Sustainable & Social Tourism Summit held its first edition in 2017. In its four editions, it has brought together more than 1,600 professionals from 35 countries, and 160 speakers. The fifth edition will be held in a hybrid format, combining a physical and a virtual attendance. With its commitment to continue to drive forth a responsible tourism, this year, 2021, the Sustainable & Social Tourism Summit shall be held on September 6-9.

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