

# **Tourism and City: A Country's Key Engine for Economic Development**

PUERTO RICO EXPERIENCE 2023

CONVENTION CENTER DISTRICT (T-MOBILE)

AUGUST 9-11, 2023

## **PRELIMINARY PROGRAM**

**WEDNESDAY, AUGUST 9**

**9:00AM – 4:00PM**

**REGISTRATION**

**LOBBY HOTEL SHERATON**

DELEGATIONS AND GUEST  
SPEAKERS ARRIVALS

**7:00PM – 10:00PM**

**WELCOME RECEPTION**

THEME: TOURISM IS ALL OF US;  
CULTURE, MUSIC AND  
GASTRONOMY

PLACE: PLAZA POPULAR –  
DISTRITO T-MOBILE

**THURSDAY, AUGUST 10**

**8:00am-9:30am**

**BREAKFAST AND REGISTRATION**

**9:30am-10:30am**

**WELCOME ADDRESS**

**President of the Association of  
Mayors of PR**

**President of the Federation of  
Mayors of PR**

**President of the NLC**

**President of ICMA**

**President of CAMCAYA**

**President of FLACMA**

**Mayor of the Host City, San Juan**

**PLENARY:** CITIES ARE THE  
GROWTH ENGINE FOR TOURISM  
AS AN ECONOMIC  
DEVELOPMENT PLATFORM

- 10:40am-11:00am** Speaker  
Minister of Tourism  
Buenos Aires
- 11:05am-11:25am** Speaker  
Minister of Tourism  
Panamá
- 11:30am-11:50am** Speaker  
Minister of Tourism  
Colombia
- 11:55am-12:30** Speaker  
Minister of Tourism  
Rep. Dom
- 12:35pm-2:00pm** LUNCH
- 1:40pm-2:00pm** Speaker  
Executive Director  
Compañía de Turismo  
Puerto Rico

**2:00pm-3:00pm** **INFRASTRUCTURE AND  
TOURISM DEVELOPMENT**

Moderator: TBD  
**Panel:**  
PRISA Group  
Interlink  
Global Ports Holding  
AECOM

**3:15pm-4:30pm** **THEME PARKS**

Moderator: TBD  
**Panel:**  
Xcaret  
Toro Verde adventure Park  
Representative from Disney

**4:30pm-6:00pm COCKTAIL RECEPTION**

**7:00pm-9:00pm. CULTURAL EVENT**

**FRIDAY, AUGUST 11**

**10:00am-11:00am WELCOME REMARKS**

**11:00am-12:00pm DIGITAL MARKETING AND SALES (Online Travel Agents)**

Moderator: DISCOVER Puerto Rico

**Panel:**

Expedia Group

Travelocity

Trip Advisor

**THE IMPACT OF QUALITY SERVICE ON THE TOURISM INDUSTRY**

Moderator: International School of Hospitality and Culinary Arts, UAGM

**Panel:**

President Instituto Calidad Turística de España

PR Tourism Company

Destination International

**12:00pm**

**AFTERNOON TOURS**

Guided tours around the Metro Area for USA and International Guest

**SATURDAY, AUGUST 12**

**TOURISM BEST PRACTICES**

Tours will be arrange for USA and International Guests to Toro Verde Adventure Park, El Yunque and Hacienda Carabalí.