



United Nations Staff Recreation Council
Communications & Technology Club



THE WORLD BANK

Forum Discussion on Sustainable Tourism

Hosted by UN SRC CTC, Solomon Islands and The World Bank

Tuesday, 30 January 2024, 3:00 PM - 4:30 PM EST

United Nations Headquarters (New York), Conference Room 8

The 2030 Development Agenda was adopted by 193 member countries of the United Nations General Assembly in 2015 and included a comprehensive framework that delineated the 17 Sustainable Development Goals (SDGs). Tourism was directly referenced in several of the SDGs targets, and has been recognized by the World Tourism Organization as having the potential to contribute to all of the SDGs, both directly and indirectly. This new focus on sustainability is driving major changes in tourism product development and marketing, creating an additional challenge for national and local agencies already struggling to maintain and increase their share in an ever more competitive global market. It is in this context the forum on sustainable tourism convenes, establishing a collaborative platform through which stakeholders from both public and private sectors can explore transformative cross-sector collaborations in the fields of communications and technology that can help to accelerate achievement of the SDGs.

Opening Remarks

- 3:00 PM Sally Kader, President of IFPSD, CEO of Sam Kader Foundation
and Senior Vice President of UN SRC Communications & Technology Club
- 3:05 PM Ralph Kader, President of UN SRC Communications & Technology Club
- 3:10 PM H.E. Jane Waetara, Mission of Solomon Islands to the United Nations
- 3:15 PM Rony Zeidan, Founder & Chief Creative Officer of RO NEW YORK

Presentation

- 3:20 PM Brian Stacy, Economist & Data Scientist for World Bank Group

Panel Discussion

- 3:30 PM Julie Wagner, CEO of Beverly Hills Conference & Visitors Bureau
- 3:40 PM Indy Adenaw, Sr. VP & GM of Upscale Brands Division for Choice Hotels
- 3:50 PM Elizabeth Harlow, Chief Brand Officer of Sonesta International Hotels Corporation
- 4:00 PM Toni Stoeckl, Chief Marketing Officer of SH Hotels & Resorts
- 4:10 PM Harsha L'Acqua, Chief Executive Officer of Saira Hospitality
- 4:20 PM Markus Schreyer, Executive Director of META Foundation