

International Mountain Tourism Day 2025

Ribbon-cutting Ceremony for the "China-Spain Cultural and Tourism Exchange Exhibition"

10:00-10:10

● Invite specific guests cut the ribbon for the "China-Spain Cultural and Tourism Exchange Exhibition"

10:20-10:20

● Guests visit the "China-Spain Cultural and Tourism Exchange Exhibition"

Opening Session: Opening Ceremony of "International Mountain Tourism Day 2025" Theme Events

► Part One: Opening Addresses

10:30-10:35

● Mr. Antonio Morales Méndez, President of the Government of Gran Canaria, Spain

10:35-10:40

● Leader of Spanish Tourist Office

10:40-10:45

● Mr. Liang Nan, Counsellor of Embassy of the Peoples' Republic of China in Spain

10:45-10:50

● Ms. Christine Brew, Representative of UN Tourism

10:50-10:55

● Ms. Yang Changqing, Director of the China National Tourist Office in Madrid

10:55-11:00

● Mr. Dominique de Villepin, Chairman of IMTA

► Part Two: Releasing Ceremony

11:00-11:10

● Mr. Peter Semone, Chairman of the Pacific Asia Travel Association (PATA), releases the *Asia-Pacific Mountain Tourism Development Report (2025)*

11:10-11:15

● Releasing of the "International Mountain Tourism Day 2025" Gran Canaria Initiative

► Part Three: MOU Exchange Ceremony

11:15-11:20

● IMTA exchanges MOU with UN Tourism



"Innovation in Mountain Tourism & Local Community Participation" Theme Forum

11:40-11:55

● Mr. Michel Julian – Senior Programme Officer at the Tourism Market Intelligence, Policies and Competitiveness Department of UN Tourism

11:55-12:10

● Mr. Giorgio Grussu, Project Coordinator of the Mountain Partnership Secretariat (MPS), Food and Agriculture Organization of the United Nations (FAO): Sustainable Rural Tourism for the Benefit of Mountain Communities;

12:10-12:25

● Mr. Dai Bin, President of China Tourism Academy (CTA) (by video)

12:25-12:40

● Mr. Carlos Vogeler, Former Executive Director of UN Tourism



Exchange and Sharing Session of Mountain Culture and Tourism

▶ Stage 1: Guest Speeches

15:00-15:05

Mr. He Yafei, Vice Chairman and Secretary-General of IMTA (by video)

15:05-15:10

Minister of Tourism and Employment of the Government of the Gran Canaria, Spain

15:10-15:15

Song Xiaolu, Deputy Director General of Department of Culture and Tourism of Guizhou Province, China

▶ Stage 2:

Exchange and Share - Wellness and Leisure Lead the New Trend of Mountain Life

15:15-15:25

Mr. Carlos Álamo Cabrera, Minister of Tourism of the Government of Gran Canaria, Spain

15:25-15:35

Mr. Charles Davidson, Vice-President of the World Federation of Hydrotherapy and Climatotherapy (FEMTEC), Chair of Hot Springs Initiative of Global Wellness Institute (GWI)

15:35-15:45

Mr. Guo Weiyi, Chairman of Guizhou Tourism Industry Development Group Co., Ltd., China

15:45-15:55

Ms. Yolanda Perdomo, Travel and Tourism Board Advisor
Former Director of Madrid Tourism, Spain

15:55-16:05

Mr. Li Shouwen, Executive President of China International Camping Congress

▶ Stage 3:

Panel Discussion - "Integration of Mountain Tourism and Local Culture"

16:05-16:15

Mr. Djibril Fofana, Secretary General of World Association for Hospitality and Tourism Education and Training (AMFORHT)

16:15-16:25

Mr. Xie Linjiang, Director-General of the Publicity Department
CPC Pengzhou Municipal Committee

16:25-16:35

Mr. Dharma Raj Panthi, Chairman of Trekking Agencies' Association of Nepal (TAAN), Gandaki

16:35-16:45

Mr. Ji Xiaodong, President of China Chamber of Tourism

16:45-16:55

Mr. Carlos Antoun Hazard, Managing Partner of Nimba Mountain Ecolodge, Liberia



China-Spain Cultural and Tourism Exchange Exhibition

🕒 Date: 28 - 29 May, 2025 📍 Expomeloneras Convention Center, Maspalomas, Gran Canaria, Spain

Through brush paintings and photographic works, this exhibition showcases the breathtaking natural scenery and profound cultural heritage of mountain destinations of China and Spain. It is a journey of ink and imagery, across mountains and oceans, to carry our vision to the world: “to protect mountain resources, preserve mountain civilization, and promote mountain economy to the benefit of the people living in mountainous regions.”

"Night of Gran Canaria" Welcome Dinner

🕒 Night of 28 May, 2025 (Wednesday) 📍 Sala Scala, Gran Canaria, Spain

Opening Performance:
Showcase the local customs and ethnic characteristics of Gran Canaria through cultural and artistic presentations.

Site Tour of the Mountain Tourism Industry in Canaria

🕒 30 May, 2025 (Friday)

Organize IMTA members in a tour and exchange of operational experience at renowned mountain tourism destinations in the Canaria Islands, Spain.

