

MADRID  
CONVENTION  
BUREAU

MADRID



Comunidad  
de Madrid

TRAVEL  
OPULENT  
BOX

MEDIA & COMMUNICATIONS



Spanish Medical Care

GUIDING GROUP

- making guided tours better -



HOTEL  
MAYORAZGO

Muy Madrid



Castilla-La Mancha



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# 19th WFTGA CONVENTION / HYBRID Madrid, Spain

7th - 10th  
FEBRUARY 2022

Welcome to the 19th WFTGA Hybrid Convention in Madrid, Spain. This being our first ever hybrid convention we are not only excited at the prospects of the future, but see this as an opportunity to bring together our WFTGA Family both virtually and in person on a larger scale.

The journey to get here has taken three unprecedented years. We have seen sadness and loss but have learnt to appreciate, tolerate and grow for the better. This has made us as individuals and our organisation stronger. We will keep working together to drive our sector forward, ensuring our growth and recovery in the future.

We thank all our Tourist Guide and Affiliate members for their support since our last Convention in 2019. We express our sincere gratitude to everyone contributing to the success of this year's convention.

Yours in Tourist Guiding,  
Alushca Ritchie, WFTGA President (2017 - 2022)

## #WFTGAhybrid2022



POST TOUR  
FRIDAY TO SUNDAY 11TH TO 13TH FEBRUARY

- Depart hotel on Friday after breakfast at 09:30 and head to the old city of Segovia with a local tourist guide.
- Visit to the Roman Aqueduct followed by a visit to Alcázar.
- Lunch at leisure.
- Head to the medieval town of Toledo arriving approx. 18:30 and home for 2 nights.
- Sponsored Dinner included at a local restaurant.
- Saturday we will enjoy a walking tour of Toledo with our local tourist guide, Juan.
- Lunch is included as well as a few unique and special experiences in the town of Toledo.
- Dinner at leisure.
- Sunday departure from Toledo to reach the Madrid international airport by mid-day.

## Contact Us

EMAIL: [hybrid@wftga.org](mailto:hybrid@wftga.org)

WEBSITE: [convention.wftga.org](http://convention.wftga.org)



**SUNDAY 06TH  
FEBRUARY  
WFTGA GENERAL  
ASSEMBLY**

By invitation only  
Appointed Delegates  
and Observers.

Venue: Hotel Mayorazgo  
Level -1  
Room Cibeles  
Dress code: Smart Casual

**09:00 – 11:00**

Registration desk on  
level -1  
Bidding country displays

**11:00 – 14:30**

**General Assembly – part  
1 (hybrid session)**

**14:30 – 15:30**

Light Lunch La Pradera,  
Lado Grande – level 0

**15:30 – 18:00**

**General Assembly –  
part 2 (hybrid session)**

**19:30 – 21:00**

Cocktail style dinner  
La Pradera, Lado  
Pequeno – level 0  
Dress code: Smart Casual

(Delegates only)

- This programme is subject to change at the discretion of WFTGA.
- Please adhere to all health and safety protocols within the venue.

**MONDAY 07TH  
FEBRUARY  
EDUCATIONAL DAY**

Programme for all  
registered participants,  
delegates and  
accompanying persons.

Venue: Hotel Mayorazgo  
Level -1, Room Callao  
Dress code: Smart Casual

**09:00 – 11:00**

Registration desk  
on level -1  
Bidding country displays

**11:00 – 14:00**

**Guest speakers  
(hybrid session)**

- **WFTGA welcome**
- **Christo Brand / Tourist  
Guide**
- **Tara Todros-Whitehall /  
TW Visual Story telling**
- **Marco Valente / ICCIRA**
- **WFTGA closure**

**14:00 – 15:00**

Light Lunch / La Pradera,  
Lado Grande – level 0

**15:15 – 16:15**

**2024 Bidding Country  
Presentations  
(live streaming session)**

**19:00 – 22:00**

Welcome Dinner  
La Pradera, Lado Grande  
– level 0  
Dress code: Smart Casual

(All registered  
participants, delegates,  
accompanying persons  
and invited guests)

**TUESDAY 08TH  
FEBRUARY  
EXPERIENTIAL DAY**

In person programme  
only. Programme for all  
registered participants,  
delegates and  
accompanying persons.

Venue: Hotel Mayorazgo  
Reception Area  
Dress code: Casual,  
comfortable shoes

**09:30** Departure from  
Hotel

**10:30** Arrive Aranjuez

**11:00 – 12:00**

Palacio de Aranjuez visit

**12:00 – 14:00**

Outdoor guided  
tour/route: Isla Garden  
and historical quarters

**14:00 – 16:00**

Lunch at Rana Verde  
Restaurant

**17:00 (approx.)**

Arrival back at hotel

Free Evening for  
everyone.

**TOP TIP**

Gran Via street, only  
steps from the hotel, has  
unlimited options for  
shopping and  
restaurants.

**WEDNESDAY 09TH FEBRUARY  
OPERATIONAL DAY**

By invitation only  
Appointed Delegates,  
Observers and  
WFTGA Trainers.

Venue: Hotel Mayorazgo  
Level -1  
Room Cibeles  
Dress code: Smart Casual

**10:00 – 12:00**

**Training Division Meeting –  
part 1  
(hybrid session)**

**12:30 – 14:00**

**Training Division Meeting –  
part 2  
(hybrid session)**

**14:00 – 15:00**

Light Lunch  
La Pradera, Lado Grande  
– level 0

**15:15 – 16:00**

**2024 Bidding Country Q&A  
session  
(hybrid session)**

**15:00 – 18:00**

**General Assembly – part 3**

**19:15**

Hotel reception,  
5 min walk to the dinner  
venue.  
Dress code: Comfortable  
Smart Casual

(Delegates, Trainers and  
invited guests)

Programme for all  
registered participants and  
accompanying persons.

Venue: Hotel Mayorazgo  
Level -1  
Room Callao  
Dress code: Casual

**10:00 – 12:00**

Workshops /  
presentation TBA  
(recorded session)

**12:00 – 14:00**

Workshops / presentation  
(recorded session)

**14:00 – 15:00**

Light Lunch  
La Pradera, Lado Grande  
– level 0

**15:00 – 18:00**

City Walking Tour with  
local tourist guide.  
Dress code: Comfortable

Free evening

(All registered participants,  
delegates, trainers,  
accompanying persons  
and invited guests)

**CLOSING EVENING / THURSDAY 10TH FEBRUARY**

**19:00** Hotel reception / Coach departures for Closing Dinner Venue.

**19:30 – 20:30**

**(live streaming session)**

- **Closing by D. Luis Martín Izquierdo,  
Director General for Tourism, Region of Madrid.**
- **WFTGA announcements.**

**20:30 – 22:30**

WFTGA Closing Dinner / Dress code: Smart Casual

**THURSDAY 10TH  
FEBRUARY  
PROFESSIONAL DAY**

Programme for all  
registered participants,  
delegates and  
accompanying persons.

Venue: Hotel Mayorazgo  
Level -1  
Room Callao  
Dress code: Smart Casual

**11:00 – 14:00**

**Guest speakers / Hybrid**

- **WFTGA Welcome**
- **Welcome - Adolfo Reyes /  
World Travel and Tourism  
Council**
- **David Noack Perez and Lesley  
Williams / Best Cities Global  
Forum**
- **Tara Todros-Whitehall / TW  
Visual Storytelling**
- **Monica Figuerola / Quiron  
Salud**
- **Erik Wolf / World Food Travel  
Association**
- **Chantal Cooke / Passion for  
the Planet**

**14:00 – 15:00**

Light Lunch  
La Pradera, Lado Grande  
– level 0

**15:00 – 17:00**

**Guest speakers  
(hybrid session)**

- **Ulrich Berger / Guiding Group**
- **Janice Sousa / Indie Travel**
- **Dragan Kovacevic / Zequester  
e-learning solutions**
- **WFTGA Closure**