

## Draft Agenda

### Global ReformBnB–2024 General Assembly

November 20-22 | Hotel Marriot, Medellín, Colombia

#### Wednesday, November 20, Hotel<sup>1</sup> York Luxury Suites

##### Welcome reception (5:00-7:00pm) – Networking

Terraza York Luxury Suites ([link](#))

Dress code: business casual

Welcome remarks by organizers	Sandra Restrepo/Ana Lopez, (COTELCO Antioquia) Jose Duarte (Executive President COTELCO) Didac Garcia (Executive President Global Reformbnb) Vijay Dandapani (Chairman Global Reformbnb)
Introduction to Colombia by	Carmen Caballero (President Procolombia)
Introduction to Medellin by	Luis Avendaño (Director(e) Medellin Visitors Bureau)

#### Thursday, November 21, Marriot Hotel

Dress code: business attire

Participants accreditation (8:30-9:00am)

##### Morning sessions (9:00am –1:00pm)

- **Opening ceremony:**  
9:00am – 9:45am  
Paola Cristancho (Board President COTELCO)  
Jose Duarte (Executive President COTELCO)  
Didac Garcia (Executive President Global Reformbnb)  
Andrés Felipe Tobón (President of City Council of Medellin)  
Federico Gutierrez (Mayor of Medellin)  
Luis Carlos Reyes (Minister of Commerce, Industry and Tourism of Colombia)
- **Press conference**  
9:45am – 10:00am
- **Overlook on STR, Digital Distribution and tourismphobia**  
10:00am – 11:30am  
Peter Jordan, Toposophy

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<sup>1</sup> Different from the Hotel where we will have the 21<sup>st</sup> and 22<sup>nd</sup> Agenda

- **Coffee Break**  
11:30am – 12:00am
  
- **Round table: Tourismphobia: Gentrification and Planning**  
12:00am – 1:00pm  
Moderated by Luz Stella Cardenas, Executive Director RENACER – The Code Colombia
  - Beatriz Vieira (Member of Mesa de Propiedad Horizontal Nacional)
  - Manel Casals (General Secretary, Barcelona Hotels Association)
  - Juan Sebastian Gomez (House of Representatives of Colombia)

**Lunch (1:00pm–2:30pm), Marriot Hotel**

**Afternoon sessions (2:30pm –6:00pm)**

- **Round table: Responsible and sustainable tourism**  
2:30pm – 3:30pm  
Moderated by Ignacio Gaitan (President of Media Group El Colombiano)
  - Cr. Juan Pablo Cubides (Director of National Tourism Police)
  - Fabio Gonzalez (ECPACT – Ending sexual exploitation of Children, Americas)
  - Daniel Carvallho Mejia (House of Representatives)
  
- **Round table: Big Data, IA, trends and new customers - best practices**  
**3:30pm – 4:30pm**  
Moderated by Clara Ines Sanchez, Dean Tourism Faculty, Externado University
  - Roberto Amengual (Secretary, Asociación de Hoteles de Turismo de la República Argentina)
  - José Duarte, Executive President Cotelco - Índice de competitividad turística
  - Representante de AJRA (All Japan Ryokan Hotel Association)
  
- **Coffee Break**  
4:30pm – 5:00pm
  
- **Round table: International Short-term Rentals Solutions**  
**5:00pm – 6:00pm**  
Moderated by Julio Facal, Uruguay legal Advisor, ONUTurismo ethics
  - Vijay Dandapani, HANYC (President Hotel Association of New York City)
  - Javier Puente (President Hotel Association Mexico City)
  - Troy Flanagan (VP American Hotel and Lodge Association)
  - Kafia Yusuf (Manager, Policy & Stakeholder Relations - Hotel Association of Canada)

**Off-site Dinner (7:30pm)**

**Departure from the lobby of Marriot**

***Social activity to follow.***

## Friday, November 22, Marriot Hotel

### **Morning session (9:00 –12:30am)**

- **Global Reformbnb internal issues (MEMBERS ONLY)**  
9:00am – 10:30am  
Approval of new members  
Amendments of statutes  
Adoption of new STR and Distribution Guidelines
  
- **Presentation: Short term rentals outlook**  
10:30am – 11:00am  
Alejandra Silva\*, All The Rooms
  
- **Coffee break**  
11:00am – 11:30am
  
- **Round table: Digital Distribution changes and price parity**  
11:30am – 12:30am  
Moderated by Franck Trouet, (Vicepresident Global Reformbnb)
  - Delegatura atención al consumidor
  - Representant of the Nepal Association
  - Katuska Patricia Vargas Hernandez, Deputy Director of DIAN
  - Alexandre Sampaio, Presidente Asociación Hotelera Brasil
  - Catherine Querard, President GHR France, Groupement des Hotelleries & Restaurations de France
  
- **Industry challenges by Toposophy | Interactive active participation of all the delegates among others:**
  - Alberto Pirola, Presidente Hoteleros de Chile
  - Francisco Rodríguez, Presidente Asociación Hoteles y Restaurantes del Uruguay
  - Fernando Machado, Presidente Asociación Panameña de Hoteles
  - Mauricio Letort, Presidente Federación Hotelera del Ecuador
  - Ricardo, Bracale, Presidente Sociedad de Hoteles del Perú12:30am – 1:30pm
  
- **Conclusion by Executive President of Global Reformbnb**  
1:30pm – 2:00pm