

AGENDA

Date: Thursday, October 9, 2025

Mexican Culture Seminar

Presidente Masaryk 526, Polanco – Mexico City

08:00 am – 08:45 am - Check-in / Gallery Walk

Networking (1 hour)

08:45 am – 09:00 am - Take Off / Where Travel Meets Inspiration

Opening remarks (10 min)

Carlos Ulibarri – CEO & Founder / BRANDSTRAVEL

09:00 am – 09:40 am - Unlocking the North American Market (ENG)

Masterclass (40 min)

Taylor McGurk (USA) – VP of Sales / Adara – A RateGain Company

Remote connection

09:40 am – 10:10 am - Luxury Connoisseurs (ESP)

Power Chat (30 min)

Franz Buchhalter (USA) – President / Buchhalter International Group

Rafa Micha (Mexico) – Founding Partner & CMO / Grupo Habita

Moderator: Carlos Ulibarri

10:10 am – 10:40 am - Diversity: The Real Opportunity (ENG)

One-on-One (30 min)

Danny Guerrero (USA) – CEO & Founder / The Culturist Group

Lexi Pathak (Canada) – President & Partner / Faulhaber Agency

10:40 am – 11:10 am - Coffee Break

Networking (30 min)

11:10 am – 11:50 am - How to Market a World-Class Destination (ENG)

Masterclass (40 min)

Rachel Insler – SVP / New York City Tourism & Conventions Board

11:50 am – 12:10 pm - Innovation & Sustainability in Tourism (ESP)

Presentation (30 min)

Aremita Almada – Commercial Manager / Los Cabos Tourism Board

12:10 pm – 12:40 pm Coffee Break

Networking (30 min)

12:40 pm – 1:20 pm -How to Build a Traveler-Centric Multichannel Digital Strategy (ENG)

Power Chat (40 min)

Bill Karz – SVP, Brand & Digital Marketing / Los Angeles Tourism & Conventions Board

1:20 pm – 2:00 pm - How Tech & Data Transformed Tourism Marketing (ESP)

Panel (40 min)

Sofía Minvielle (Mexico) – General Manager Mexico / Fora Travel

Luis Miguel Navarrete (Mexico) – Executive Vice President / Avis Mexico

Moderator: Carlos Ulibarri

2:00 pm – 2:20 pm - Tourism & Hospitality Trends from the Media Perspective (ESP)

Presentation (20 min)

Cristina Alonso (Mexico) – Travel, lifestyle & luxury editor / International media contributor

2:20 pm – 2:30 pm - Closing

Closing remarks (10 min)

*Names and schedules are subject to last-minute changes.
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