Thematic Session:

"The Impact of Artificial Intelligence and Innovation in Shaping Global Tourism"

Monday, 10 November, Prince Sultan Grand Hall,

Mandarin Oriental, Riyadh (Saudi Arabia)

10:00 – 10:10	**Welcome Remarks**
	• **H.E. Zurab Pololikashvili**, Secretary-General, UN Tourism
	• **H.E. Ahmed Al-Khateeb**, Minister of Tourism of the Kingdom of Saudi Arabia
10:10 - 10:25	**Keynote: "The Future of Tourism: Artificial Intelligence and Global Investment Trends"**
	Overview on the current implementation of Artificial Intelligence in Tourism and the UN Tourism agenda in Artificial Intelligence, including education initiatives, followed by global, regional and local (Sauda Arabia) investment trends, with a special focus on Saudi Arabia, and the outcomes of the UN Tourism Doing Business Investment Guideline.
	• **Ms. Natalia Bayona**, Executive Director, UN Tourism
10:25 - 10:30	**Official Handover of the Investment Guideline of Saudi Arabia**
10:30 - 10:40	**Award Ceremony of the UN Tourism Artificial Intelligence Challenge**
	The ceremony will award the winner and the finalists.
10:40 – 11:00	**Private Sector Leadership in Artificial Intelligence for Tourism**
	Presentation of Artificial Intelligence based solutions for the Tourism sector. Every company presents a case study of AI and Tourism.
11.00 - 12:00	**High-Level Policy Debate: "The Transformation of Tourism through Artificial Intelligence"**
	• **Moderator: Antonio López de Ávila**, Innovation, Education, and Investments Director, UN Tourism.
	• **Ministers of Tourism or equivalent will participate individually in the Plenary Room sharing their insights on the topic.** 3-5 mins per person.
12:00 – 12:15	**Presentation and Adoption of AI Declaration**