

Lucerne, 8 June 2021



## Media invitation

Dear media professionals,

What does the tourism of the future look like? In its series of events, whose theme is “Moving Forward”, World Tourism Forum Lucerne will be joined by high calibre guests to shed light on the tourism industry’s current challenges. Together with an international audience, they will question established business models and seek innovative new solutions.

**Join us on 22 June from 13:00 to 14:30 (CET) for the second “Moving Forward” Online Meetup.**

After a short introduction by Reto Wittwer Executive Chairman, Smart Hospitality Solutions and Chairman at World Tourism Forum Lucerne (WTFL) and Martin Barth, President and CEO of WTFL, a selection of expert speakers will address the following topics:

Perspective: Tourism strategies from different points of view

**Aziz Abdukhakimov**, Deputy Prime Minister and Minister of Tourism and Sports of Uzbekistan

**Puneet Chhatwal**, Managing Director & CEO Indian Hotels Company Limited (IHCL), [www.ihcltata.com](http://www.ihcltata.com)

**Christa Augsburger**, CEO Hotel Management School Lucerne (SHL), [www.shl.ch](http://www.shl.ch)

Future vision: Does the existing positioning of tourism fit to the ‘new normal’?

**Philipp Depiereux**, CEO & Founder etventure, [www.etventure.de](http://www.etventure.de)

**Davide Coppola**, Business Development ESA Space Solutions, [spacesolutions.esa.int](http://spacesolutions.esa.int)

**Raki Phillips**, CEO Ras Al Khaimah Tourism Development Authority, [www.raktda.com](http://www.raktda.com)

Female Entrepreneurship: Action plan for more female influence in the tourism industry

**Aradhana Khowala**, CEO & Founder Aptamind and Board Member at WTFL, [www.aptamind.com](http://www.aptamind.com)

**Mirjam Affolter**, Co-founder MyCamper, [www.mycamper.ch](http://www.mycamper.ch)

**Cheraé Robinson**, CEO & Founder Tastemakers Africa, [tastemakersafrica.com](http://tastemakersafrica.com)

The Online Meetup has a lively, fast-paced format and will be held in English. Participants are welcome to ask questions via the live-chat or submit them [here](#) prior to the event. Martin Barth (President and CEO of World Tourism Forum Lucerne) will present the Online Meetup live from Lucerne together with Urs Gredig (Broadcast Journalist) and Hannah Wise (International Journalist) and discuss with the speakers questions raised by the audience.

Directly after the Online Meetup, all participants will have the opportunity to exchange ideas with the speakers and other guests in a 30-minute virtual networking session.

**Register today to participate for free in the “Moving Forward” Online Meetup on 22 June 2021:**

<https://festival2021-meetup.wtflucerne.org/>

### Contact

World Tourism Forum Lucerne  
Martin Barth, President & CEO  
T: +41 79 602 30 40  
[martin.barth@wtflucerne.org](mailto:martin.barth@wtflucerne.org)

Press Office World Tourism Forum Lucerne  
Maurice Desiderato, Communicators AG  
T: +41 44 455 56 86  
[media@wtflucerne.org](mailto:media@wtflucerne.org)



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