



Media Release

## The “Moving Forward” Innovation Festival starts tomorrow: World Tourism Forum Lucerne chooses Andermatt as the Innovation Centre

Lucerne, 12<sup>th</sup> November 2021 – **During the next five days, the alpine mountain village will be transformed into a centre of innovation with an international appeal. How can we bring together the experience of CEOs and the innovative power of start-ups in order to advance the tourism industry and its associated sectors still further? Which lessons from the past might be useful, and what do futurists think about all of this? How do biodiversity and digitalisation play a role in these deliberations – and can we measure innovation anyway?**

These and other major questions will be discussed at an international public forum, featuring high calibre guests such as Adeeb Ahamed (Managing Director of Twenty14Holdings), Marcus Bernhardt (CEO Steigenberger Hotels), Puneet Chhatwal (CEO Indian Hotels Company Limited), Achilles Constantakopoulos (CEO TEMES), Koen Deryckere (Global Lead at Accenture), as well as Dinesh Dhamija (Entrepreneur and Philanthropist), Niall Ferguson (Historian and Author), Wybcke Meier (CEO TUI Cruises), Liz Ortiguera (CEO Pacific Asia Travel Association) and Samih Sawiris (Chair Orascom Development Holding), together with a number of start-ups, young talents and many [other guests](#) at the Innovation Festival. The World Tourism Forum in Lucerne offers a platform where everyone can exchange views and find inspiration; it also provides an opportunity to place the tourism sector within its wider context and re-think its parameters. We must work together to include and consider new topics – because tourism can only develop sustainably if discussions also cover overarching topics such as diversity and inclusion, biodiversity, new forms of cooperation and digitalisation.

Andermatt is well known for its visionary spirit, and it is therefore the ideal location for this event. It creates a unique atmosphere in which start-ups, young talents and next generation leaders establish contact with investors, CEOs, politicians and industry experts and pledge to work together towards a cross-sector, joined-up, innovation-driven future.

This conference, with its exciting speakers, panels, and side-events, takes place from 15<sup>th</sup> to 16<sup>th</sup> November 2021. You can take part either on site or online. Please come and join us.

**Book your ticket now:** [eveni.to/festival2021online/registration](https://eveni.to/festival2021online/registration)

### Contact

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### COVID CERTIFICATE

Your health and safety are our number one priority. For this reason, participation on site will only be possible with a valid Covid Certificate. You will therefore need to show one of the following: proof of completion of a full course of vaccination, proof of a negative test result, or proof of immunity (recovered from Covid-19 infection). Testing will be available on site. Please note that Covid Certificates are only valid when you present proof of identity. Further information about the Covid-19 safety policy can be found [here](#).

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