



**WORLD
TOURISM
FORUM
LUCERNE**

WORLD TOURISM FORUM LUCERNE

**WHERE GLOBAL LEADERS IN
TRAVEL, TOURISM AND HOSPITALITY
MEET THE NEXT GENERATION**





Reto Wittwer
Chairman

Martin Barth
President & CEO

Travel, tourism and hospitality is one of the world's largest and fastest-growing industries. Inevitably, it is often embroiled in various economic, political, social and environmental challenges. At the World Tourism Forum Lucerne we believe that the world's biggest problems are really also the world's biggest opportunities and addressing these challenges requires a high level of global cooperation and a continuous exchange of views.

Amidst various tourism conventions, exhibitions and trade fairs, the World Tourism Forum Lucerne is a genuinely unique platform which brings together international top-level decision makers from industry,

government, academia and finance to discuss these future challenges and arrive at novel ways to solve them together with the next generation.

Founded in 2008, the Forum is powered by our global network of alumni, partners and innovative start-ups who share a common goal in building, supporting and connecting a truly unique and diverse community.

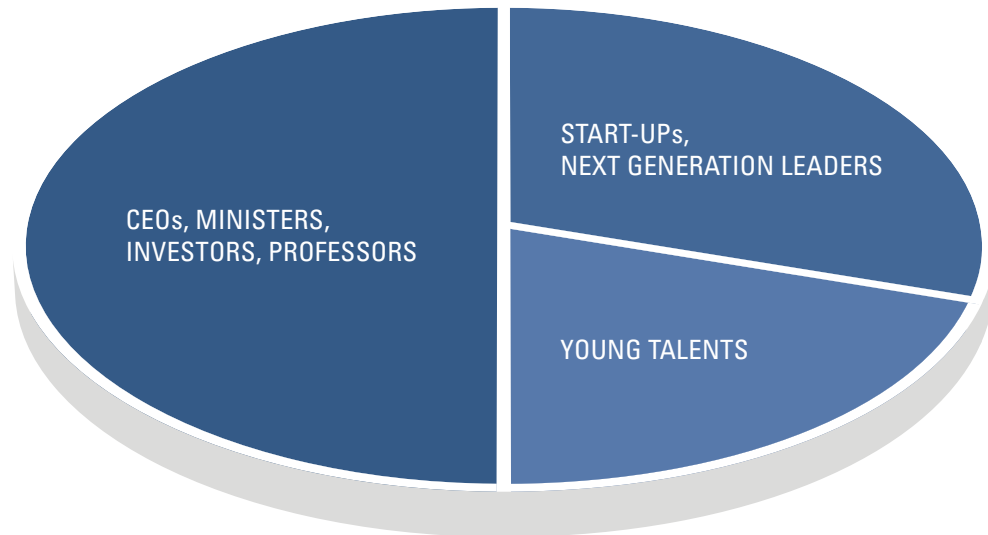
We cordially invite you to join this exceptional global ecosystem of individuals and organizations who are inspired and want to respond to our bold call-to-action to make tourism a force for good.

VISION

The World Tourism Forum Lucerne is a global, trusted, forward-looking and interactive platform which engages three generations in a strong community to shape a more sustainable future for the travel, tourism and hospitality industry.

MISSION

We bring together the public and private sector by connecting open-minded individuals and organisations who come together to have high level discussions, build relationships and make recommendations to help grow the industry. Our focus lies on talent, innovation, diversity and sustainable development within and beyond the travel, tourism and hospitality industry.





**HE RANIA AL-MASHAT,
MINISTER OF TOURISM
EGYPT**

“WHAT AN AMAZING AND INSPIRATIONAL GATHERING THE WORLD TOURISM FORUM LUCERNE IS. AN EXCHANGE AT THE HIGHEST LEVEL WITH LIKE-MINDED FRIENDS AND A PERFECT BALANCE BETWEEN INTELLECTUAL CHAT AND TANGIBLE ACTIONABLE IDEAS. TRULY SPECIAL!”

DIVERSITY

At the World Tourism Forum Lucerne, we believe diversity creates a better future. To make that happen, we want to contribute towards a more abundant future of work where diversity and inclusion in all forms is celebrated. To this effort we are creating and committing to:

Expand our content to focus on elements of diversity, equality and inclusion.

Partner with likeminded organizations keen to enrich their businesses through diversity.

Launch a Diversity Index to track and measure the heterogeneity in the sector.

SUSTAINABLE DEVELOPMENT

For many years, the World Tourism Forum Lucerne has advanced conversations on the importance of striking a balance between the environmental, economic and social dimensions of sustainable development. A burning issue is biodiversity. Species are disappearing faster than the climate is changing. Tourism and biodiversity have a symbiotic relationship – positive and negative. We are committed to:

Promote a dialogue on responsible tourism as an eco-system service that promotes the conservation of biodiversity.

Document and amplify best practices in our sector that promote consumer awareness.

Work with other stakeholders in our industry to advance this agenda together.



**BRETT TOLLMAN,
CHIEF EXECUTIVE,
THE TRAVEL CORPORATION**

“OUR INDUSTRY HAS TO REGULARLY INNOVATE, CHALLENGE OURSELVES AND EACH OTHER, AND COOPERATE TO TRY AND ENSURE A SUCCESSFUL FUTURE. THE WORLD TOURISM FORUM LUCERNE WITH ITS UNIQUE POSITIONING PROVIDES SUCH AN EVENT TO DO THAT.”



**ELIZABETH SARA
DOMINGUEZ RODRIGUEZ,
UNIVERSITY OF
QUEENSLAND, YOUNG
TALENT 2019**

“WHAT A GREAT OPPORTUNITY AND HONOUR TO BE PART OF SUCH A TOP-CLASS FORUM! THIS IS EXACTLY WHAT YOUNG TALENTS ARE LOOKING FOR. I ADMIRE WTFL’S FOCUS ON THINGS THAT CAN HAVE A CATALYTIC OR LEVERAGING IMPACT.”

TALENT

For the World Tourism Forum Lucerne, talent is a critical component to ensure the future success of the tourism industry, especially as talent increasingly becomes more expensive and harder to find. We therefore want to:

Raise awareness on the positive contribution tourism can make towards employment generation.

Position tourism as an attractive sector.

Enhance and build the sector's Talent Pipeline.

INNOVATION

The World Tourism Forum Lucerne is interested in discovering emerging technologies, connecting with other innovators and helping change the future of tourism as we know it. We organize regular Start-Up Innovation Camps as well as own and market a Dealflow Tool. Our aims are to:

Simplify and facilitate the matching of Start-Ups and Investors.

Increase investment in the industry.

Support existing ventures to stay on the cutting edge.

**MARVIN SPEH,
CO-FOUNDER OF THE
START-UP ROOMPRICEGENIE**

“ PITCHING AS A START-UP AT THE WORLD TOURISM FORUM LUCERNE IS SO MUCH MORE THAN JUST ANOTHER START-UP EVENT. IT IS PART OF THEIR WELL THOUGHT OUT STRATEGY TO CREATE AN ENTREPRENEURIAL COMMUNITY. I THINK THE DEALFLOW TOOL IS GENUINELY COOL. SO PROUD TO BE PART OF IT!”



FORUM 2019



PARTNERS 2019

GUEST DESTINATION



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TATA TRUSTS

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INNOVATION PARTNERS



AMADEUS



TALENT PARTNERS

HYATT™



KNOWLEDGE PARTNER



NEXT GENERATION LEADERS PARTNER



MOBILITY PARTNERS



TRADE MEDIA PARTNER



Travelindex



SWISSNESS PARTNERS

VENUE PARTNERS



SUPPLIERS

- The cantons of Uri, Schwyz, Nidwalden, Obwalden and Lucerne
- Xtendx

INITIATORS

- Tourism Forum Lucerne
- Lucerne Events
- Lucerne Hotels
- Lucerne University of Applied Sciences and Arts

BECOME A PARTNER

There are various opportunities to cooperate with the World Tourism Forum Lucerne:

PARTNERS

- Exclusive 2-year Guest Country Partnership
- Forum Partner
- 2 Year Topic Partner:
 - Talent
 - Innovation
 - Sustainable Development
 - Diversity
- Mobility Partner
- Location Partner

SPEAKER, PRESENTER OR PANELLIST

Share your experience and your vision with others.

PARTICIPANTS

Become one of the future Forum participants.

PARTNER UNIVERSITY

Become one of the exclusive Partner Universities of the World Tourism Forum Lucerne and give the best students the opportunity to compete for a place at the next Forum.

AMBASSADOR

Become one of the Forum's Ambassadors and support us by spreading its spirit around the world.

ORGANISATION

The World Tourism Forum Lucerne is a non-profit organisation. It is led by a Management Board.

In matters relating to content, the Management Board relies on the support of a truly global Advisory Board which ensures a consistently high quality of all activities, topics and programmes.

CHAIRMAN

- **Reto Wittwer**
Chairman, Smart Hospitality Solutions

MEMBERS

- **Fernanda Barrence Mutz**
CEO & Co-founder, The Trip Boutique
- **Marcus Bernhardt**
Managing Director International Coverage and Member of the Group Executive Committee, Europcar
- **Franziska Bitzi Staub**
Head of Department of Finance, City of Lucerne
- **Puneet Chhatwal**
Managing Director & CEO, The Indian Hotels Company Limited
- **Kaye Chon**
Dean, School of Hotel & Tourism Management at The Hong Kong Polytechnic University
- **Isabel Hill**
Director National Travel and Tourism Office, U.S. Department of Commerce Office
- **Michael Kerkloh**
President and CEO, Munich Airport
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CEO & Founder, Aptamind Partners
- **Ursula Kriegl**
Associate Partner, Ernst & Young Real Estate
- **Geoffrey Lipman**
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- **Wybcke Meier**
CEO, Tui Cruises
- **Gergana Nikolova**
Regional Manager – Europe, Adventure Travel Trade Association
- **Martin Nydegger**
CEO, Switzerland Tourism
- **Jacinta Nzioka**
CEO, Kenya National Convention Bureau
- **Jeannine Pilloud**
CEO, Ascom Holding
- **Vijay Poonoosamy**
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- **Carlos Sardinha**
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- **Samih Sawiris**
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- **Manfred Schoenleben**
CEO, TMC Partners
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Extraordinary Professor, University of Stellenbosch Business School



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