



Media release

World Tourism Forum Lucerne is dedicated to sustainability

World Tourism Forum Lucerne, will take place on 13-15 April 2011. This year topic is "Sustainability in tourism: Challenges, pathways and intelligent business models". It is of special importance in view of the current situation in Japan and the Middle East. With registrations by 220 participants from 25 countries, the Forum already now promises to be well attended.

Lucerne, 29 March 2011 – Is prosperity possible without growth? Is there demand for sustainable tourism? How is the business travel industry dealing with the issue of sustainability? What impact on energy policies around the world can we expect as a result of the catastrophe in Japan? The second World Tourism Forum Lucerne from 13 to 15 April offers a comprehensive overview of the current and future challenges in tourism. Renowned keynote speakers such as David P. Scowsill (chairman and CEO of World Travel & Tourism Council), James Hogan (CEO of Etihad Airways), Tim Jackson (UK Sustainable Development Commission), Bruce Poon Tip (CEO of GAP Adventures), and Rohit Talwar (CEO of Fast Future) will ensure that the important issues are addressed. In addition, there will be World Cafés, breakout sessions, workshops, panel discussions and presentations on the current trends and topics.

The Forum is divided into four blocks: The opening session on 13 April is dedicated to the idea of "Sustainable growth", on 14 April the focus will be on "Today's challenges" and "New pathways to change", and on 15 April new "Intelligent business models" will be presented and evaluated.

Besides hosting plenary events and small group sessions, World Tourism Forum Lucerne will provide its 220 participants from 25 countries with ample room to exchange ideas and for networking. In view of current developments and the worldwide uncertainty, the Forum will offer what are bound to be welcome opportunities for participants to review their individual situation as well.

The event will be hosted and moderated by Adrian Finighan, a financial journalist and expert in world affairs from BBC, CNN and Al Jazeera.

Information on the Forum: www.wtflucerne.org

The programme is available at www.wtflucerne.org/programme, and you will find the current list of participant at www.wtflucerne.org/participant.

Accreditation of media staff:

Members of the media can gain accreditation by sending an email to media@wtflucerne.org. As a representative, please include the full address of the editorial office; as a freelance journalist, please indicate your medium. Please inform us about which sessions you are interested in attending.



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About World Tourism Forum Lucerne

- As an interdisciplinary platform, the Forum offers decision makers in business, government, science and finance an overview of the current topics and trends in the tourism industry. It is the only international platform in which leading decision makers and promising young talents in the industry have the opportunity to interact as part of the Next Generation programme. World Tourism Forum Lucerne relies on the support of an international Advisory Board whose members include Samih Sawiris (Chairman & CEO of Orascom Development Holding AG), Thea Chiesa (Head of Aviation, Travel and Tourism World Economic Forum), Andreas Meyer (CEO of Swiss Federal Railways), Sir David Michels (Deputy Chairman of Marks & Spencer Plc. and former CEO of Hilton Group), Geoffrey Lipman (Special Advisor to the Secretary General of UNWTO, Director of greenearth.travel) and Vijay Poonosamy (Vice President International & Public Affairs Etihad Airways, Chairman IATA Industry Affairs Committee).

This marks the second time that World Tourism Forum Lucerne will be held at the Swiss Museum of Transport in Lucerne. The organiser is Lucerne University of Applied Sciences and Arts. Participation is limited to 250 persons. For further information and registration, please visit www.wtflucerne.org.

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