



SAVE THE DATE

WORLD TOURISM FORUM LUCERNE 2013

Lucerne, Switzerland, 17 – 19 April 2013

Organised by

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Europcar



SBB CFF FFS

WHERE GLOBAL LEADERS MEET

Exchange ideas with international CEOs in tourism and related industries about future challenges. Use the Forum to secure your competitive advantage and as a source of new ideas.

► Who will you meet there?

- CEOs from tourism, travel and hospitality
- Experts and leaders from the private, public and financial sectors
- NGOs, developers, investors and researchers
- Young professionals and outstanding talents

► You must be in Lucerne because...

- of renowned participants including Dr Michael Frenzel (TUI), Reto Wittwer (Kempinski), Raphaël Domjan (PlanetSolar), Christopher Rodrigues (VisitBritain), Jonathan B. Tourtellot (National Geographic), Minister Marthinus Van Schalkwyk (South Africa), Ian Goldin (Oxford University), Urs Kessler (Jungfrau Railways)
- the Forum allows you to actively discuss future business models
- it is the number one place to meet the best young talents in the industry
- here you can play an active role in addressing future challenges

► Core issues

- The global shift and its consequences for the industry
- How sustainable are major sports events like London and Sochi?
- Best practices for sustainable development
- Action plan for becoming a more attractive industry for young talents
- How will travel consumers search, shop and share in the future (in cooperation with PhoCusWright)?

► Unique location

Switzerland is the ideal location for this world-class event because of its longstanding tradition in tourism and strong reputation as a centre of education and training in tourism and hospitality.

The lake and mountains by Lucerne will be a source of inspiration for everyone and contribute towards outcomes that are bound to make a difference.

WELCOME



**Reto Wittwer, Chairman of the Advisory Board /
President & CEO Kempinski Hotels**

"Our industry needs platforms like the World Tourism Forum Lucerne, where we can exchange ideas with a younger generation about how to tackle future challenges in the industry. It always makes sense to invest in the future of your company.

I look forward to welcoming you in person in Lucerne."



Martin Barth, General Manager

"We offer you a different experience. See for yourself by reserving a place now. You will be surprised by the opportunities there are for exchanging ideas during interactive sessions, for learning about what young professionals think, and for taking home added value for yourself and your company."

Register now at www.wtflucerne.org/registration and qualify for the early-bird rate until mid December 2012. You will receive a personal invitation in November 2012.

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Initiators

Tourism Forum Lucerne, Lucerne Hotels, Lucerne Events

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Handelszeitung

For more information please contact Martin Barth, General Manager at martin.barth@wtflucerne.org, tel. +41 41 228 99 80, or visit our website at www.wtflucerne.org.