



## Media release

### Second World Tourism Forum Lucerne, 13–15 April 2011

**World Tourism Forum Lucerne is scheduled to take place for the second time at the Swiss Museum of Transport in Lucerne from 13–15 April 2011. Since its successful start in 2009, the Forum has gained the status of a major summit of the international tourism industry. So far, numerous prominent speakers from Switzerland and abroad have agreed to participate in the event, where they will engage in a solution-oriented dialogue on the challenges facing the tourism industry in the coming decade.**

**Lucerne, 23 June 2010** – Tourism continues to be the world's largest and fastest growing industry, one that has a gigantic influence on economies around the globe. Based on estimates by the World Tourism Organization (UNWTO), the number of international arrivals is set to virtually double from 880 million in 2009 to 1.6 billion in 2020. At the same time, tourism is facing a number of major challenges, such as globalisation, demographic shifts, sustainability, price pressures and social media, to mention only a few. Today, such issues can no longer be solved by the tourism industry alone but call for a joint effort among all players in fields of business, government, science and finance.

#### **Platform for international leaders in the field of tourism**

World Tourism Forum Lucerne is a platform aimed at facilitating joint action at the executive level. During regular meeting in Lucerne, CEOs will have the opportunity to discuss and arrive at viable solutions to the challenges that lie ahead. Martin Barth, General Manager World Tourism Forum Lucerne, is convinced that «These platforms for reflecting jointly on where we're going play an important part in reaching future-oriented decisions».

For several years now, the topic of «sustainability in tourism» has been a focus of discussions. However, many of the measures taken so far have been made in isolation without fully considering the value chain as a whole. In order to deliver an efficacious result, it is necessary to adopt a concerted approach and to question the status quo. With this in mind, World Tourism Forum Lucerne 2011 is dedicated to the topic «Re-Think the Travel & Tourism Industry: Real Sustainability, New Players and Intelligent Business Models», and small groups are tasked with discussing the sustainability aspects of the ecological, economic and social dimensions of tourism and with developing new business models. Tim Jackson, Economics Commissioner of the Sustainable Development Commission in the UK, and James Hogan, the CEO of Etihad Airways, will start off by posing the question: Is prosperity possible without growth?

#### **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 up-and-coming young talents of 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 council whose members include Samih Sawiris (Chairman & CEO Orascom Development Holding), Thea Chiesa (Head of Aviation, Travel and Tourism World Economic Forum), Andreas Meyer (CEO of Swiss Federal Railways), Sir David Michels (Deputy Chairman Marks & Spencer Plc., former CEO of Hilton Group) and Geoffrey Lipman (Special Advisor to the Secretary General of UNWTO, Director of greenearth.travel). World Tourism Forum Lucerne will be held for the second time at the Swiss Museum of Transport in 2011. The event is organised by Lucerne University of Applied Sciences and Arts. Participation is limited to 200 persons and possible by invitation only. For further information and registration, please visit [www.wtflucerne.org](http://www.wtflucerne.org).

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