

UNWTO Ministers' Summit World Travel Market

Tuesday 11 November 2008, ExCeL London



ExCeL London 10-13 Nov 2008
The Global Event for the Travel Industry



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WORLD TOURISM ORGANIZATION
ORGANISATION MONDIALE DU TOURISME
ORGANIZACION MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
مطعمة السياحة العالمية

 Reed Travel Exhibitions

Responding to the economic downturn and staying on course with the climate and poverty reduction agendas

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As part of World Travel Market's Ministers' Programme, the United Nations World Tourism Organisation (UNWTO) will once again work in partnership with World Travel Market (WTM) to host a one day Minister's Summit at this year's event in London on Tuesday 11 November on *Responding to the economic downturn and staying on course with the climate and poverty reduction agendas*.

Faced with the global economic uncertainty this year, the tourism sector must seriously examine how these reservations will affect the industry while making sure to not lose sight of its commitment to provide solutions to global challenges, particularly global warming, sustainable development and poverty.

Ministers of Tourism are formally invited to participate at this important international event. The objective is to assist in deepening the debate on the economic downturn and its effects on climate change and poverty reduction agendas.

Evolving United Nations Framework

The United Nations (UN) is working to create the necessary frameworks for international agreements, including government participation to enable private action. The UNWTO is working hard to ensure that tourism plays its part within this important framework.

Together with the UN Environmental Programme (UNEP) and the World Meteorological Organisation (WMO), the UNWTO have established a set of guidelines for the entire tourism sector including the business and leisure markets, to help respond to climate change in coherence with the Millennium Development Goals.

In 2007, the UNWTO, with the partners listed above and the support of the World Economic Forum representing global business, held a multi-stakeholder conference in Davos, Switzerland, followed by Minister level meetings at World Travel Market and the UNWTO's General Assembly in Cartagena de

Indias, Colombia, to produce updated guidelines for climate change.

The resulting conclusions - The Davos Declaration Process, were presented as input to the UN Secretary General and to the Bali meeting in December 2007.

The commitment means an immediate action, and progressively intensive action, within the evolving UN framework of response for a globally comprehensive climate neutral system based on adaptation, mitigation, technology and development financing.

The Djerba Declaration on Tourism and Climate Change in April 2003 emphasised the relationships between climate change and tourism, given the economic importance that the sector is having on many countries, especially small island and developing states. The Declaration sought to raise awareness of these relationships and strengthening cooperation between the different participants.

Tourism, Development and Climate Change

The short term economic perception has turned downward, however global efforts to address poverty and climate imperatives within a 30-year framework of change continue to progress. These efforts must be understood and embraced by the tourism industry along with its role as an undisputed economic growth engine for rich and poor nations alike, as a force for social and cultural cohesion, and as a vehicle for environmental stewardship - particularly in emerging and least developed markets.

Many long-haul trips are often to countries that are home to the planet's poorest populations, which in turn stand to benefit the most from international tourism. Climate change response, therefore, must avoid punishing travel.

Communities in developing countries, where the capacity to adapt is weakest, will be the first

victims of global warming and these populations will be doubly affected if we also deprive them of the economic contribution from tourism.

With some 900 million international flight arrivals last year and 1.6 billion forecast in 2020 the challenge to consolidate and focus the benefits of air travel, while continuously reducing the carbon footprint is imminent.

The tourism sector must act now if it is to develop a truly sustainable future, reducing its own greenhouse gas (GHG) emissions intelligently and expeditiously reacting to the impacts on its own operations.

Actions are required to:

- **Mitigate** GHG emissions from the sector, derived especially from transport and accommodations activities,
- **Adapt** tourism businesses and destinations to changing climate conditions,
- **Apply** existing and new technologies to improve energy efficiency, and
- **Secure** financial resources to assist regions and countries in need.

Present and future action requires differentiated approaches, acknowledging that developing countries tend to bear a disproportionate share of the burden of climate change. Sustainable development is the best form of adaptation.

Against this background, the 2008 WTM Ministers' Summit will follow on from the past landmarks on climate change, now including the short term economic dimension.

World Travel Market's Ministers' Programme 2008

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Focus on World Travel Market in London

All eyes will be on WTM in London as Ministers seek to address the pressing challenges of responding to the economic downturn and staying on course with the climate and poverty reduction agendas.

World Travel Market has established itself as the global fulcrum of debate and discussion for the travel and tourism industry and is a key reason why it is now the backdrop for the Ministers' Summit on Tuesday 11 November. It will confront and help to resolve the threats and opportunities of the future.

Each year the leading international business to business event attracts almost 3,000 international media and in recognition of its global significance, the summit will be broadcast live to the attending media in a press room and on screens for WTM delegates in the Central Boulevard at ExCeL London.

More than 45,000 travel professionals, senior management and buyers are expected to attend World Travel Market 2008 at ExCeL London, representing every region, country and industry sector throughout the world. They come to conduct business, negotiate and agree contracts, network, exchange views, share information and keep their finger on the ever changing pulse of the public and private sectors.

WTM Ministers' Programme WTM Conference set, Platinum Suite 4

The WTM Ministers' Summit forms part of World Travel Market's Ministers' Programme, now in its fourth year, including an invitation to WTM's VIP Opening and Reception on Monday 10 November, VIP badges and other exclusive benefits. To register involvement in the WTM Ministers' Programme, including the WTM Ministers' Summit, the Ministers' office is required to complete the attached registration form.

The WTM Ministers' Programme is open to all registered government ministers.

Monday 10 November WTM Conference set, Platinum Suite 4

11.30 hrs VIP Opening and Reception

12.30 hours visit WTM, destination stands and conduct media interviews

Tuesday 11 November WTM Conference set, Platinum Suite 4

09.15 hrs UNWTO Ministers' Summit

on *Responding to the economic downturn and staying on course with the climate and poverty reduction agendas* in partnership with World Travel Market.

Wednesday 12 November WTM Conference set, Platinum Suite 4

10.30 WTM World Responsible Tourism Day

Thursday 13 November WTM Conference set, Platinum Suite 4

11.00 WTM Global Economic Forum

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UNWTO Ministerial Summit at WTM:
*Responding to the economic
downturn and staying with the climate
and poverty reduction agendas.*

Conference Set, Platinum Suite 4,
Level 3, ExCeL

09:15 – 14:45

The capacity of the Ministers' Summit is limited to 250 delegates, therefore only one Minister and one Aide from each country will be accepted to attend.

URGENT

Please complete the attached ministers registration form and return to Katy Kenyon.

Email: katy.kenyon@reedexpo.co.uk

Fax: +44 (0)20 8334 0624

A number of keynote speakers and experts with an international reputation will participate in the Ministers' Summit. Further information and a detailed list of speakers will be issued shortly.

09:15 - 09:40	Opening Address
09:40 - 10:15	Panel I – Economic impact of tourism Examining the opportunities and defining strategies to leverage the global economic slowdown with continued efforts to maintain tourism as a key driver for socio-economic progress.
10:15 - 10:55	Panel II – Climate Solutions & Tourism Identifying some of the innovative solutions the tourism industry is putting into practice to respond to the global challenge of Climate Change.
10:55 - 11:35	Panel III – Tourism & poverty alleviation Defining how to successfully deliver sustainable development in tourism, especially in developing countries, where tourism is a key industry for helping respond to poverty alleviation.
11:35 - 12:30	Session IV – Tourism and private enterprises Highlighting the advantages of the public private partnerships to reach sustainable and competitive tourism.
12:30 - 14:00	Ministers' Lunch*
14.00 - 14.45	Hard Rain Presentation by Mark Edwards The dramatic presentation 'Hard Rain', which has enjoyed rave reviews worldwide, is a series of unforgettable graphic images set to the words and music of Bob Dylan's 'A Hard Rain's A-Gonna Fall'. Bob Dylan's piercing words accompany photographs that illustrate the issues are defining the 21st century – climate change, pollution, poverty and habitat loss.

*Ministers' lunch sponsored by



Sky News is part of British Sky Broadcasting, a FTSE-100 company that became the world's first Carbon Neutral media company in 2006. Sky has a solid commitment to engage its customers with practical and inspiring ways to become better informed and more progressive about energy use.

Meanwhile Sky News – one of Europe's leading 24-hour news channels – appointed its first Environment Correspondent last year to enhance its coverage of the range of global environmental stories across agendas.

Find out more at
www.jointhebiggerpicture.com and
www.sky.com/skynewsinternational

Since 1888 **National Geographic Society** has explored and celebrated the Earth. National Geographic has supported thousands of Conservation projects and is a leader in developing initiatives that support innovative solutions to issues of global concern such as the US\$25 million National Geographic Geotourism Charter. A Charter designed to support tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents.

Geotourism incorporates the concept of sustainable tourism while allowing for enhancement that

protects the character of the locale. It also adopts the principle that tourism revenue can promote conservation – and extends that principle beyond nature travel to encompass culture and history as well: all distinctive assets of a place.

To find out more visit
www.nationalgeographic.com/travel/sustainable/

www.wtmlondon.com/ministers



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