2013 UNWTO & WTM Ministers’ Summit

“How to bridge the gap between tourism and aviation policies”

WTM Conference Set, Platinum Suites 3 & 4, level 3, ExCeL London
Tuesday, 5 November 2013, 11:00-13:00

In 2012, one billion international tourists travelled the world, generating over US$1.3 trillion dollars in export earnings. Over half these tourists arrived at their destination by air, with much higher proportions in long-haul destinations, particularly landlocked and island developing countries.

The extraordinary growth of international tourism over the last decades – from 25 million tourists in 1950 to one billion in 2012 – is as much due to advances in air transport as to the rise of the middle class, the growing wealth in industrialized and emerging countries and the forces of globalization. On the same token, the growth of air transport is intrinsically connected to the expansion of tourism, an expansion set to continue - by 2030, UNWTO forecast international tourist to reach 1.8 billion.

In spite of obvious linkages, separate sectoral policies on air transport and tourism result in a fundamental, and too often even conflicting, disconnect in many countries which constitutes a severe constraint on the development of travel and tourism as well as of aviation and thus of the respective economic benefits. Tourism and air transport are communicating vessels and there is a growing need to position them collectively as a strategic sector and speak with one voice at national and international level. By joining hands, aviation and tourism, stimulate the growth of the overall economy.

The 2013 edition of the UNWTO/WTM Ministers’ Summit will address the following issues:

- Bringing air transport and tourism policies closer together – what does it take?
- Opportunities and challenges facing air transport development – infrastructure, taxes and levies, visa facilitation and regulation.
- Success factors and remaining obstacles.

PROGRAMME

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<td>10:00-10:45</td>
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| 11:00-11:10| Opening Remarks
             | **Simon Press**, Senior Exhibition Director, World Travel Market |
             | **Taleb Rifai**, Secretary-General, World Tourism Organization (UNWTO) |
| 11:10-12:55| Panel Debate
             | Moderator: Mr. Charles Hodson, CNN International |
| 12:55-13:00| Closing Remarks                             |
CONFIRMED SPEAKERS INCLUDE:

- Mr. Svend Leirvaag
  Vice President of Government Affairs
  Amadeus

- Hon. Beverly Nicholson-Doty
  Commissioner of Tourism, United States
  Virgin Islands
  Chairman of the Caribbean Tourism Organization (CTO)

- Mr. Rafael Schwartzman
  Regional Vice President – Europe
  International Air Transport Association (IATA)

- Mr. Boubacar Djibo
  Director, Air Transport Bureau
  International Civil Aviation Organization (ICAO)

- H.E. Ms. Mari Elka Pangestu
  Minister for Tourism and Creative Economy
  Indonesia

- H.E. Mr. Fady Abboud
  Minister of Tourism
  Lebanon

- H.E. Mrs. Claudia Ruiz Massieu Salinas
  Secretary of Tourism
  Mexico

- H.E. Mr. Lahcen Haddad
  Minister of Tourism
  Morocco

- H.E. Mr. Ramón Jiménez Jr.
  Secretary, Department of Tourism
  Philippines

- H.E. Mr. Adolfo Mesquita Nunes
  Secretary of State for Tourism
  Ministry of Economy and Employment
  Portugal

- Mr. Alexander Radkov
  Head
  Federal Agency for Tourism
  Russian Federation

- H.R.H. Prince Sultan bin Salman bin Abdulaziz Al- SAUD
  President of SCTA and Chairman of the Board
  Saudi Commission for Tourism and Antiquities (SCTA)
  Saudi Arabia

- H.E. Mr. Marthinus Van Schalkwyk
  Minister of Tourism
  South Africa

- H.E. Mrs. Isabel Borrego
  Secretary of State for Tourism
  Spain

- Mr. David Scowsill
  President and CEO
  World Travel & Tourism Council (WTTC)