

# WTM<sup>®</sup>

# Ministers Programme

4– 7 November 2013 • ExCeL London

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4 - 7 Nov 2013 • London  
The Leading Global Event for the Travel Industry

# UNWTO & WTM<sup>®</sup> MINISTERS' SUMMIT

"How to bridge the gap between tourism and aviation policies"

As part of the World Travel Market's Ministers' Programme, **the World Tourism Organization (UNWTO)** will, for the seventh time, partner with **World Travel Market (WTM)** to host the Ministerial Programme at WTM.

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 industrialised and emerging countries and the forces of globalisation. By 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 conflicting disconnect in many countries which constitutes a severe constraint on the development of travel and tourism as well as 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 that speaks with one voice at national and international level. By joining hands, aviation and tourism, stimulate the growth of the overall economy.



To register please visit  
[wtmlondon.com/register](http://wtmlondon.com/register)

For further information please contact:  
**Montse Navarro at UNWTO**

Email: [mnavarro@unwto.org](mailto:mnavarro@unwto.org)  
Fax: (34) 915 713 733 | Tel: (34) 915 678 138


Or call the World Travel Market team  
Tel: +44 (0)20 8910 7787

## WTM<sup>®</sup> Ministers Programme 2013

### MONDAY 4 NOVEMBER

Visit WTM, destination stands and conduct media interviews  
Exhibition Floor, ExCeL London

### TUESDAY 5 NOVEMBER

10.00 – 10.45	Registration			
11.00 – 13.00	UNWTO & WTM Ministers' Summit – The WTM Stage – Platinum Suite 3 & 4, ExCeL London			
	11.00 – 11.10	<b>Opening Remarks</b> <b>Simon Press</b> , Senior Exhibition Director, World Travel Market <b>Taleb Rifai</b> , Secretary-General, World Tourism Organization (UNWTO)		
	11.10 – 12.45	<b>Panel Debate</b> The debate will focus on: <ul style="list-style-type: none"><li>• Bringing air transport and tourism policies closer together – what does it take?</li><li>• Opportunities and challenges facing air transport development – infrastructure, taxes and levies, visa facilitation and regulation.</li><li>• Success factors and remaining obstacles</li></ul> <b>Confirmed Speakers (as of 22nd October 13)</b> <b>MODERATOR:</b> <b>Mr. Charles Hodson</b> CNN International		
		<b>Mr. Svend Leirvaag</b> , Vice President of Government Affairs, Amadeus		
		<b>Hon. Beverly Nicholson-Doty</b> Chairman of the Caribbean Tourism Organization (CTO) <b>Mr. Rafael Schwartzman</b> Regional Vice President, Europe, International Air Transport Association (IATA)		
		<b>Mr. Boubacar Djibo</b> Director, Air Transport Bureau International Civil Aviation Organization (ICAO)	<b>H.E. Ms. Mari Eika Pangestu</b> Minister for Tourism and Creative Economy, Indonesia	<b>H.E. Mr. Adolfo Mesquita Nunes</b> Secretary of State for Tourism, Portugal
		<b>H.E. Mrs. Claudia Ruiz Massieu Salinas</b> Secretary of Tourism, Mexico	<b>H.E. Mr. Lahcen Haddad</b> Minister of Tourism , Morocco	<b>H.E. Mr. Alexander Radkov</b> Head, Federal Agency for Tourism, Russian Federation
		<b>H.E. Mr. Ramón Jiménez Jr.</b> Secretary, Department of Tourism, Philippines		<b>H.E. Mr. Marthinus van Schalkwyk</b> Minister of Tourism, South Africa
				<b>H.E. Mrs. Isabel Borrego</b> Secretary of State for Tourism, Spain
				<b>Mr. David Scowsill</b> , President and CEO, World Travel & Tourism Council (WTTC)
12.45 – 13.00	<b>Closing Remarks</b>			

### WEDNESDAY 6 NOVEMBER

<b>10.30 – 11.30</b>	<b>Official WTM Responsible Tourism Opening Ceremony - Round Table on Travel &amp; Tourism and Carbon Pollution</b> <b>WTM Stage Platinum Suite 3 &amp; 4</b> Your high level panel: <b>Johan Lundgren</b> , Deputy Chief Executive, TUI Travel PLC <b>Gerald Lawless</b> , President and Group Chief Executive Officer, Jumeirah Group <b>Marthinus van Schalkwyk</b> , Minister of Tourism in the Cabinet of South Africa
<b>11.30 – 12.30</b>	The World Responsible Tourism Awards Celebrates 10 Years Organised by Responsibletravel.com. Sponsored by Oman Ministry of Tourism

### THURSDAY 7 NOVEMBER

<b>11.00 – 13.30</b>	<b>WTM Thursday Programme</b>
<b>11.00 – 11.45</b>	<b>WTM Talk Business – London Deputy Mayor Kit Malthouse</b> London Deputy Mayor for Business and Enterprise Kit Malthouse will give a special presentation outlining the importance of tourism to England's capital. Malthouse has recently taken over as Chair of London & Partners, he will outline his vision for London as a tourism destination, the impact the Olympics has had on the city's tourism and how it will continue to use the spotlight and the infrastructure improvements of the world's largest sporting event to cement London as a must-visit tourism city.
<b>11.45 – 12.30</b>	<b>WTM Talk Business – Barbara Cassani</b> No-frills pioneer Barbara Cassani will give a fascinating and insightful insight into the aviation sector. Cassani founded and ran Go Fly for British Airways leading the airline to profitability in just two years before it was ultimately sold to easyJet in 2001. Barbara also played a key role in the London 2012 Olympic bid and delivery, serving first as Chair and then vice chair under Lord Sebastian Coe. Cassani will be interviewed by WTM aviation expert John Strickland from JLS Consulting.
<b>12.30 – 13.30</b>	<b>Airlines Adapting their Business Models</b> Speakers <b>Cathal O'Connell</b> , CEO, BMI <b>Steve Endacott</b> , CEO, On Holiday Group <b>Barbara Cassani</b> , Founder of Go Fly (purchased by easyJet 2001), Vice Chair of 2012 Olympic Committee

# WTM<sup>®</sup> ANNUAL MINISTERIAL DINNER

In association with UNWTO  
Sponsored by Travel Channel



Travel Channel is part of Scripps Networks Interactive - the leading developer of lifestyle oriented content for television and digital. Scripps' media portfolio also comprises Food Network, HGTV, DIY Network, Asian Food Channel, Cooking Channel and country music network Great American Country.

Travel Channel presents a unique perspective on the travel experience. Our programmes transport viewers around the globe, from luxury getaways and culinary quests to backpacking adventures and epic journeys. Travel Channel broadcasts to more than 130 countries across Europe, the Middle East, Africa, and Asia Pacific 24 hours a day in 22 languages.

The channel's core programming includes, *House Hunters International*, *Bizarre Foods America*, *Globe Trekker*, *Hotel Impossible*, *Jenny Powell's Luxury Uncovered*, *Man vs World* and *World's Greatest Motorcycle Rides*.

**We take our viewers on an authentic adventure each time they watch**

**Tuesday 5 November 2013,  
The Cutty Sark, Greenwich, London**

Tourism Ministers are cordially invited to join the WTM Ministers Dinner, held in association with UNWTO and Sponsored by Travel Channel

World Travel Market, in association with UNWTO and with the support of the Travel Channel, has pleasure in inviting Tourism Ministers to a Gala Dinner, on **Tuesday 5 November**.

This exclusive evening, now in its fourth year, is taking place at **London's famous Cutty Sark, Greenwich** and will host Tourism Ministers and Senior Aides from around the world.

Editors from 45 leading global travel trade publications will also be present at the event. We hope that you will be able to join in what promises to be an exceptional event and an exciting opportunity to meet existing & new industry colleagues and Tourism Ministers from across the world and forge new partnerships.

**Programme:**

19:00 Drinks Reception  
20:00 Dinner and Entertainment  
22:30 Evening Ends



## RESERVE A PLACE

Please RSVP to [araminta.sugden@reedexpo.co.uk](mailto:araminta.sugden@reedexpo.co.uk)  
**Tel: 07769 857266** participation limited to one Minister and one Aide's name only, **by Thursday 24th October**.

Regrettably late replies cannot be accepted.

**Dress Code: Business Attire or National Dress.**



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