WTM Ministers Programme

4–7 November 2013 • ExCeL London

BRINGING TOGETHER
Tourism Ministers and leading tourism experts

HIGH-LEVEL DEBATE
of Ministers and industry stakeholders on TOURISM AND AVIATION POLICIES

Join the MINISTERIAL DINNER with 45 LEADING GLOBAL travel trade publications

wtmlondon.com/ministers
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 tourism policy and the rise of the middle class in developing countries.

UNWTO & WTM MINISTERS’ SUMMIT

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

To register please visit wtmLondon.com/register

For further information please contact:

Montse Navarro at UNWTO

Email: mnavarro@unwto.org
Fax: (+34) 915 678 138
Tel: (+34) 915 713 733

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

WTM Ministers Programme 2013

MONDAY 4 NOVEMBER

10.00 – 10.45 Registration

11.00 – 11.30 Opening Remarks

11.30 – 12.30 Panel Debate

12.30 – 13.00 Closing Remarks

TUESDAY 5 NOVEMBER

10.00 – 10.45 Registration

11.00 – 11.30 UNWTO & WTM Ministers’ Summit – The WTM Stage – Pavilion Suite 3 & 4, ExCeL London

11.10 – 12.45 Continued Speakers (as of 22nd October)

12.45 – 13.00 Closing Remarks

WEDNESDAY 6 NOVEMBER

10.30 – 11.30 Official WTM Responsible Tourism Opening Ceremony – Round Table on Travel & Tourism and Carbon Pollution

WTM Stage Platinum Suite 3 & 4

Your high-level panel:

Johan Lundgren, Deputy Chief Executive, TUI Travel PLC
Gerald Lawless, President and Group Chief Executive Officer, Jumeirah Group
Marthinus van Schalkwyk, Minister of Tourism in the Cabinet of South Africa

11.30 – 12.30 The World Responsible Tourism Awards Celebrates 10 Years Organised by ResponsibleTravel.com, Sponsored by Oman Ministry of Tourism

THURSDAY 7 NOVEMBER

11.00 – 11.45 WTM Talk Business – London Deputy Mayor Kit Malthouse

London Deputy Mayor for Business and Enterprise Kit Malthouse will give a special presentation outlining the importance of tourism to London’s economy. Malthouse has recently taken over as Chair of London & Partners, he will outline his vision for London as a tourism destination, the impact this 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.

11.45 – 12.30 WTM Talk Business – Barbara Cassani

No-frills pioneer Barbara Cassani will give a fascinating and insightful insight into the aviation sector. Cassani founded and ran Go Fly for 10 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 as the Olympic Bid Chair and then vice chair under Lord Sebastian Coe.

Cassani will be interviewed by WTM aviation expert John Strickland from J.S. Consulting.
WTM® ANNUAL MINISTERIAL DINNER

In association with UNWTO
Sponsored by Travel Channel

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

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.

RESERVE A PLACE

Please RSVP to 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.