

WORLD  
TOURISM  
FORUM  
LUCERNE

*– Tourism in a world of changes and challenges –*



Accept the challenge and become actively involved in shaping the worldwide changes in tourism and its related economic fields.

Be a participant, a member of the expert committee, sponsor or partner and join the exclusive circle of people taking part in the first **WORLD TOURISM FORUM LUCERNE**.

– *Every strong image becomes reality* – Antoine de Saint-Exupéry



- The tourism industry, with a total employment volume of approximately 255 million jobs, is among the largest employers in the world. Approximately one in every 15 employees is involved in tourism during the course of work (services).
- If one compares the tourist industry with other important economic sectors, it becomes obvious that intersectoral problems are given relatively little notice.
- Although many tourism fairs and public exhibitions take place worldwide, an international forum is missing; a forum where the main decision-makers in the tourism industry and those sectors benefiting from tourism can discuss matters concerning current and future challenges together with the young up-and-coming trainees.

This gives us the confidence and motivation to bring the **WORLD TOURISM FORUM LUCERNE** into being in the format of a regular network platform.

*– The best way to predict the future  
is to shape it* – Author unknown

Bild © 2007 Photostress AG

- Networking – The forum offers networking at top level for the main decision-makers in the international tourism and commercial scene.
- Intersectoral themes – The tourism sector faces enormous challenges in the mega trend areas of mobility, security and IT:
  - Tourism and mobility: Farther, quicker and cheaper – but at what cost?
  - Tourism and IT: Opportunities and dangers in a new world?
  - Tourism and security: Utopia?

These and other questions are to be examined within the framework of the **WORLD TOURISM FORUM LUCERNE** through a variety of discussion and dialog forums.

- Continuing education at a high level – The subject of continuing education has a very high degree of importance through the presence of renowned guest speakers, high level decision makers and selected students.

Networking, exchange of experience between tourism related commercial branches as well as continued education are the essence of the **WORLD TOURISM FORUM LUCERNE** and form the three central conceptual pillars of the event.

*– Success means having exactly the skills that are needed at this moment* — Henry Ford

- Keynotes and speeches given exclusively by international top guest speakers and recognized leadership personalities guarantee the highest level of program quality.
- Based on their extraordinary achievements, selected up-and-coming young trainees from renowned local and overseas colleges will get the opportunity to take part in the forum.
- Technical discussions and workshops in small, interdisciplinary circles promote the exchange of knowledge and offer a foundation for new ideas.
- Combining tourism with current questions from other economic sectors allows a broader vision from the otherwise closed economy of the tourism sector and opens up new horizons.
- The adoption of a common postulate at the end of the forum for the media will generate public awareness of this event.
- An attractive supporting program, which presents the most beautiful sides of Switzerland, is available for all participants and their partners both during and after the event.
- The major part of this event is being organized by students of Lucerne University of Applied Sciences and Arts under the overall supervision of the ITW (Institute for Tourism).
- The forum will last approximately two to three days.

The holistic concept of the **WORLD TOURISM FORUM LUCERNE** guarantees the best program quality for discerning demands.

# Commerce meets Science

– *Working together to win* –

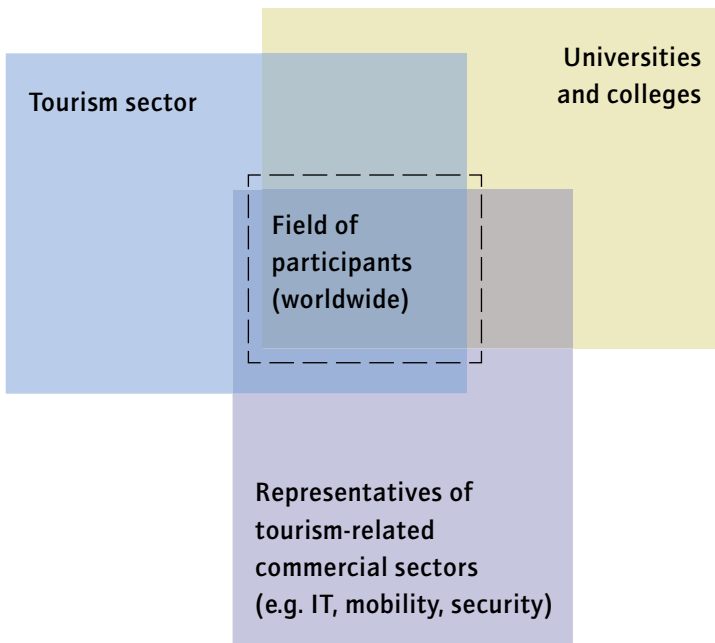


- Exceptionally talented local and overseas students are given the opportunity to qualify for participation in the forum through a 'Call for Paper'.
- A company will sponsor an award and confer it on the winner (award for the best paper submitted).
- As an award sponsor/partner, you can make it possible for a local or international student to take part in the forum through a donation of CHF 5000.
- As an award sponsor/partner, you have direct contact with the young up-and-coming trainees, through personal discussions.
- By accepting the role of a sponsor/partner for more than one event, you will ensure the future of the **WORLD TOURISM FORUM LUCERNE**.

Show responsibility and become a sponsor/partner within the framework of the **WORLD TOURISM FORUM LUCERNE**.

# Three participation circles – One target audience

– *Strive toward unity but do not seek it  
in uniformity* – Friedrich von Schiller



- Together, the representatives from the tourism sectors, tourism relevant commercial sectors and colleges make up an exciting international field of participants with diverse opinions and ideas.
- The manageable size of the event, with its approximately 200 to 250 participants, guarantees personal contact and a family atmosphere.

Utilize the unique composition of the **WORLD TOURISM FORUM LUCERNE** and be a participant.

# Expert Committee

*– Your knowledge and your experience  
smooth the way to tomorrow –*

The Expert Committee ensures the expertise of the **WORLD TOURISM FORUM LUCERNE**. The Expert Committee is responsible for determining the themes for the forums and stipulates their general content.

Worldwide topicalities and cultural differences are accommodated through an international cast of well-known personalities.

The following people have already agreed to participate in the Expert Committee:

- Samih Sawiris, Investor in the tourism sector
- Franz Steinegger, President of the Swiss Tourism Association, President of the Swiss Transport Museum
- Walter Schmid, President of the Tourism Forum Lucerne

Further personalities have already been contacted.

As a member of the Expert Committee of the **WORLD TOURISM FORUM LUCERNE**, you have the opportunity to contribute important impulses for the future of tourism through your ideas and concepts.

– *Never has the future been closer than today* – Hubert Burda

The forum offers your company, active both locally as well as internationally, an excellent advertising platform with a wide publicity impact. The most important decision-makers in the tourism industry worldwide as well as top-class representatives of companies in tourism-related commercial sectors will be made aware of your sponsorship. The various sponsorship packages allow you to choose a commitment tailored to your company.

Return Service	<b>Presenting Sponsor</b> CHF 60,000.– max. two companies/institutions	<b>Forum Sponsor</b> CHF 20,000.– max. five companies/institutions	<b>Partner/Service provider/ Award sponsor</b> from CHF 5,000.– — no restriction as to number of companies/institutions
Opening address	Within the framework of the opening ceremony	—	—
Daily program	Presence with logo on title page	Presence with logo	Mentioned by name
Participation including accommodation	4 persons free of charge	2 persons free of charge	1 person free of charge
Advertising in the program	1/1 page	1/2 page	1/4 page
Conference material	Presence with logo 1 enclosure possible	Presence with logo	Mentioned by name
Panels in the Foyer/ Entrance/Conference room	Presence with logo and reference to status	Presence with logo and reference to status	Mentioned by name
Advertisements in print media	Presence with logo	Presence with logo	Mentioned by name
Internet with link	Presence with logo, portal page and partner page	Presence with logo partner page	Mentioned by name partner page
Lounge for your company	Own lounge for receiving guests and customers	—	—
Sponsors' dinner	4 persons free of charge	2 persons free of charge	1 person free of charge
Right of use of forum logo	Yes	Yes	No

Invest in the future and become a sponsor of the  
**WORLD TOURISM FORUM LUCERNE.**

*– When the winds of change blow, some build protective walls and others build windmills.* — Chinese proverb

The initiative for the **WORLD TOURISM FORUM LUCERNE** was taken by the Tourism Forum Lucerne, Lucerne Events and Lucerne Hotels. From the outset, the Institute of Tourism (ITW), and the College for Economy HSW Lucerne have acted as advisors and executors and belonged to the circle of initiators.

- **Tourism Forum Lucerne** promotes tourism for the City of Lucerne and central Switzerland. It offers natural and legal entities, as well as interested institutions, organizations and authorities a platform for support and development of this commercial business sector, which is so important to the City of Lucerne ([www.tfl-luzern.ch](http://www.tfl-luzern.ch)).
- **Lucerne Events** is a project organization of the City, the Canton and Lucerne Fair, which promote events in Lucerne. Lucerne Events primarily strives to support promising event projects in the start-up phase and to promote them ([www.luzernevents.ch](http://www.luzernevents.ch)).
- **Lucerne Hotels** is the professional organization of hoteliers of the City of Lucerne and environs. The organization is a service provider and forms an efficient service key turning point internally, presenting itself outwardly as a competent communication partner ([www.luzern-hotels.ch](http://www.luzern-hotels.ch)).
- **Lucerne School of Business (HSW Luzern), and the Institute of Tourism (ITW)** represent the three concepts Teaching – Research – Consulting. Teaching for the future; researching for practical application and providing services in the way of consulting mandates. Through the variety of activities, intensive contacts exist with commerce, politics, administration and society ([www.hsw.fhz.ch/itw](http://www.hsw.fhz.ch/itw)).

Accept the spirit of the initiators and commit yourself to the **WORLD TOURISM FORUM LUCERNE** as a participant, partner, expert committee member or sponsor.

– *Transparency for your investment* –

The **WORLD TOURISM FORUM LUCERNE** is financed through various sources of income:

- Participation fee
- Supporter/partner module
- Sponsors

	2009		2011		2013	
Participation fee	220,000	56%	275,000	58%	330,000	57%
Supporter/partner model	50,000	13%	75,000	16%	100,000	17%
Sponsors	120,000	31%	120,000	26%	150,000	26%
<b>Total Budget CHF</b>	<b>390,000</b>	<b>100%</b>	<b>470,000</b>	<b>100%</b>	<b>580,000</b>	<b>100%</b>

Budgeted attendance:

	2009	2011	2013
<b>Number of participants (paying participants)</b>	<b>100</b>	<b>125</b>	<b>150</b>

A financially sound foundation ensures the success of the unique **WORLD TOURISM FORUM LUCERNE**.

*Please contact us!*

**WORLD TOURISM FORUM LUCERNE**

c/o

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