



Press Release

Lucerne, 26 February 2009

## **World Tourism Forum Lucerne: Where Global Leaders in Tourism Meet**

**In the light of the economic crisis, climate change and the related risks, the tourism industry faces serious challenges in the future. The 1<sup>st</sup> World Tourism Forum Lucerne, which is to be held from 22 to 24 April 2009, offers industry leaders the first global platform of its kind to discuss the tasks that lie ahead.**

The current weakness of the global economy has also had an impact on tourism. Indeed the World Tourism Organization (UNWTO) fears a drop of around 2% in international arrivals for the current year. However, the crisis does provide opportunities as it demands new solutions and can promote co-operation. In UNWTO's view, tourism must assume a key role when it comes to stabilising the global economy.

### **Prominent speakers and participants in Lucerne**

The prominent guest list of speakers and participants shows that the industry as a whole has recognised that joint action is required. The speakers include Andreas Meyer (SBB), Geoffrey Lipman (UNWTO), Duncan Pollard (WWF International), Prof. Kaye Chon (University of Hong Kong) and Siegfried Gerlach (Siemens Switzerland). To date, more than 80 leading personalities from the industry's top management have registered for the event, among them Samih Sawiris (Orascom Holding), Christopher Rodrigues (Visit Britain), Khalid A. Almolhem (Saudi Arabian Airlines), Michael Kerkloh (Munich Airport), Peter Rothwell (Kuoni) and Christof A. Zuber (Hotelplan). Swiss Federal Councillor Doris Leuthard has agreed to act as patron for the event.

### **Focusing on the future of tourism and mobility**

By its very nature, tourism has close ties with mobility since tourism always involves travel. The 1<sup>st</sup> World Tourism Forum Lucerne has therefore placed the future of mobility at the heart of its programme. In a number of thesis talks, panel discussions, presentations, workshops and a World Café, the participants will address the challenges and opportunities that mobility and tourism have to offer. Other key issues will include striving for greater sustainability, risk management, and securing qualified and motivated young talents.

### **The mentoring programme: the promotion of young talents in practice**

A first step in matters of promoting young talents will be taken in Lucerne. A mentoring programme has been created specially for the World Tourism Forum, bringing together today's top managers and young talents. Two students from Hong Kong and Daria Bucher from Switzerland qualified as part of an international competition. They are to be invited to Lucerne by a mentor, where together they will take part in the Forum. The three young talents will also be given the unique opportunity to establish contacts with many other industry leaders.

**Lucerne School of Business to present an international study on mobility trends**

The academic framework for the Forum is provided by the Institute of Tourism at the Lucerne School of Business. An international study headed up by Dr. Johannes Klühspies examines trends and developments in mobility and the potential impacts on tourism. The study, which was carried out online, comprises a questionnaire which was completed by more than one thousand experts from many countries. Its results will assist the tourist industry among others with its strategic risk analysis and with devising possible scenarios for the future.

More detailed information on the current programme and the list of speakers and participants can be found on the WTFL's website: [www.wtflucerne.org](http://www.wtflucerne.org)

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