

## Programme World Tourism Forum Lucerne 2009

### Facing Future Challenges in Mobility: Developments, Markets and Opportunities

April 22-24, 2009

Swiss Museum of Transport, Lucerne

#### Wednesday, April 22, 2009

(with your partner, if registered)

from 1500	Registration at the Swiss Museum of Transport, Lucerne (Lidostrasse 5)
<b>World Tourism Forum Lucerne 2009: Opening Session</b> (Swiss Museum of Transport, conference room)	
1630-1655	<p><b>Opening address</b> Prof. Sabine Jaggy-Kaufmann, Dean, Lucerne University of Applied Sciences and Arts</p> <p><b>Welcome address</b> Cantonal Councillor Kurt Zibung, Canton of Schwyz</p>
1655-1720	<p><b>Keynote presentation: Mobility in a Global Perspective</b> Maurizio Cheli, Astronaut</p>
1720-1800	<p><b>"The Alps"</b> (Swiss Museum of Transport, IMAX theatre) Jürg Schmid, Director, Switzerland Tourism</p>
1800-1900	<p><b>A history of tourism and mobility: the Swiss Museum of Transport</b> (a guided tour) Daniel Suter, Director, Swiss Museum of Transport</p>
1900-1910	<p><b>Welcome by the Presenting Partner SBB</b> Andreas Meyer, CEO, SBB</p>
1910-1930	<p><b>Keynote speech: Tourism in a changing environment</b> Federal Councillor Doris Leuthard, Head of Swiss Federal Department of Economic Affairs</p>
1945-2200	<p><b>Dinner over the roofs of Lucerne: Culinary and musical delights at the Château Gütsch</b> Greetings on behalf of the city of Lucerne, Urs W. Studer, Mayor</p>

## Thursday, April 23, 2009

(Special programme for your partner, if registered)

<b>1. Session: Business Environment in 2029</b> (Swiss Museum of Transport, conference room)	
Moderator: Thea Chiesa, Head of Aviation, Travel and Tourism Industry, World Economic Forum	
0830-0850	<b>Keynote speech: What challenges can be expected in tourism and mobility?</b> Rohit Talwar, CEO, Fast Future
0850-0945	<b>Business environment theses on:</b>  <b>Society</b> Prof. Peter M. Burns, PhD, MA, Med, FRGS, AcSS, Director Centre for Tourism Policy Studies, University of Brighton  <b>Environment</b> Duncan Pollard, Director Conservation Practice and Policy, WWF International  <b>Economy and Politics</b> Eric Heymann, Vice President, Deutsche Bank Research  <b>Technology</b> Michael Hartmann, Senior Vice President Corporate Sales Hospitality, Siemens
0945-1000	<b>Study presentation: The future of mobility and its impact on tourism</b> (Part 1: Impacts of Travel Motives and Interests) Prof. Dr. Jürg Stettler, Head, Institute of Tourism, Lucerne University of Applied Sciences and Arts
1000-1040	<b>Networking Break</b>
1045-1145	<b>Panel Discussion: The world in 2029: opportunities or threats for the tourism and mobility industries?</b> <ul style="list-style-type: none"> <li>• Prof. Geoffrey Lipman, Assistant Secretary-General, World Tourism Organisation (UNWTO)</li> <li>• Prof. Peter M. Burns, University of Brighton</li> <li>• Duncan Pollard, WWF International</li> <li>• Eric Heymann, Deutsche Bank</li> <li>• Michael Hartmann, Siemens</li> </ul> Moderated by Dr. Jörg Bremer, Correspondent in Rome, Frankfurter Allgemeine Zeitung
1215-1415	<b>Lucerne city tour and lunch on a lake steamer</b>
<b>2. Session: Future Mobility</b> (Swiss Museum of Transport, conference and workshop rooms)	
Moderator: Thea Chiesa, Head of Aviation, Travel and Tourism Industry, World Economic Forum	
1430-1445	<b>Study presentation: The future of mobility and its impact on tourism</b> (Part 2: Major Trends in Passenger Transport) Dr. Johannes Klühspies, PhD, Divisional Head of the "Mobility Competence Centre", Institute of Tourism, Lucerne University of Applied Sciences and Arts

1445-1515	<p><b>Briefing sessions: Latest developments in the mobility industry</b> (workshop rooms)</p> <p><b>Air</b> Angela Gittens, Director General, Airports Council International</p> <p><b>Rail</b> Andreas Meyer, CEO, SBB</p> <p><b>Road</b> Wolfgang Müller-Pietralla, Head of Future Affairs, Volkswagen</p>
1530-1700	<p><b>World Café: Are we ready for the challenges of the future?</b> (Attendees from cross-industry groups to identify new issues, unexpected viewpoints and surprising solutions)</p> <p>Moderation: Prof. Martin Barth, General Manager World Tourism Forum Lucerne, Lucerne University of Applied Sciences and Arts</p>
1700-1730	<p><b>Discussion of the World Café results</b></p> <p>Moderation: Thea Chiesa, Head of Aviation, Travel and Tourism Industry, World Economic Forum</p>
from 1915	<p><b>Networking Cocktails</b> (with your partner, if registered) Hotel Schweizerhof, Lucerne, Schweizerhofquai 3a</p>
1945-2230	<p><b>Gala Dinner at the Hotel Schweizerhof, Lucerne</b> (with your partner, if registered) Welcome by Ambassador Michael Reiterer, Head of Delegation, Delegation of the European Commission to Switzerland</p>

## Friday, April 24, 2009

(Special programme for your partner, if registered)

<p><b>3. Session: Developments, Markets and Opportunities</b> (Swiss Museum of Transport, conference and workshop rooms)</p> <p>Moderator: Peter de Jong, TTSI, Travel and Tourism Strategies Inc., Bangkok</p>	
0830-0850	<p><b>Keynote speech: New markets and their opportunities</b> His Excellency Senator Akel E. Biltaji, Chairman, Tourism &amp; Heritage Committee Jordan</p>
0850-0905	<p><b>Study presentation: The future of mobility and its impact on tourism</b> (Part 3: Major Consequences for Tourism Supply and Demand) Prof. Urs Wagenseil, Divisional Head of the "Tourism Competence Centre", Institute of Tourism, Lucerne University of Applied Sciences and Arts</p>

0915-1030	<p><b>Moderated workshops with expert input: Define your opportunities</b> (Workshop rooms)</p> <p><b>Outgoing</b></p> <ul style="list-style-type: none"> <li>• Dr. Christof A. Zuber, CEO, Hotelplan Group</li> </ul> <p><b>Hotels/Resorts</b></p> <ul style="list-style-type: none"> <li>• Maria Pütz-Willems, Editor in Chief, hospitalityInside.com</li> <li>• Prof. Dr. Kaye Chon, Director, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University</li> </ul> <p><b>Destinations</b></p> <ul style="list-style-type: none"> <li>• Christopher Rodrigues, Chairman, VisitBritain</li> </ul> <p><b>Aviation/Airports</b></p> <ul style="list-style-type: none"> <li>• Marcel Klaus, CEO and Board Member, Swiss International Air Lines</li> <li>• Pascal Huet, Director for Market Strategy, Market Research and Forecast, Airbus</li> </ul> <p><b>Rail</b></p> <ul style="list-style-type: none"> <li>• Mireille Faugère, CEO for long distance passengers and services and Member of the Board, SNCF</li> <li>• Siegfried Gerlach, CEO, Siemens Switzerland</li> </ul>
1030-1100	<b>Networking Break</b>
1100-1200	<p><b>Plenary session: Yes, we are ready for the challenges of the future</b></p> <ul style="list-style-type: none"> <li>• Dr. Christof A. Zuber, Hotelplan Group</li> <li>• Maria Pütz-Willems, hospitalityInside.com</li> <li>• Christopher Rodrigues, VisitBritain</li> <li>• Harry Hohmeister, Swiss International Air Lines</li> <li>• Mireille Faugère, SNCF</li> </ul> <p>Moderation: Peter de Jong, TTSI, Travel and Tourism Strategies Inc.</p>
1200-1230	<p><b>Interview: Are today's students ready to meet the challenges of tomorrow?</b></p> <ul style="list-style-type: none"> <li>• Prof. Dr. Kaye Chon, Director, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University</li> <li>• Rainer Ortlepp, Director, Communications and Marketing, Deutsche Seereederei</li> <li>• Ivàn Gallegos, Student, Lucerne School of Business</li> </ul> <p>Interviewer: Dr. Björn Johansson, Chairman &amp; CEO, Dr. Björn Johansson Associates Inc.</p>
1230-1345	<b>Lunch featuring specialities from Central Switzerland</b>
1345-1445	<p><b>Panel Discussion: Future investment strategies</b></p> <ul style="list-style-type: none"> <li>• Samih Sawiris, Chairman and CEO, Orascom Development Holding SA</li> <li>• Alexander E. Lebedev, Chairman of the Board of Directors, JSC National Reserve Corporation</li> <li>• Joseph E. Gaukler, Executive Director UBS Portfolio Manager – European Hotel Fund</li> <li>• Peter Rothwell, CEO, Kuoni Travel Holding Ltd.</li> <li>• Bassam Salem, CEO Middle East &amp; India, EFG Bank</li> </ul> <p>Moderation: Casper Selg, Foreign Editor, Swiss Radio DRS</p>
1445	<b>Farewell</b>
from 1500	<p><b>Farewell cocktails</b> (with your partner, if registered) transfer, transition to optional follow-up programme on Friday evening/Saturday</p>