



WORLD TOURISM FORUM LUCERNE

Personal Invitation

**April 22–24, 2009
Lucerne, Switzerland**

www.wtflucerne.org



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

WORLD TOURISM FORUM LUCERNE – recognizing opportunities and working out solutions

The tourism sector faces new challenges worldwide. In view of globalisation, climate change and demographic shifts, the existing tourism concepts have to be redefined. Leadership in this sector will depend on taking account of the new trends in good time, developing sustainable future strategies, and implementing new ideas to meet growing demands that have hardly arisen.

WORLD TOURISM FORUM LUCERNE – the ideal international platform

Accordingly, Lucerne University of Applied Sciences and Arts set out to establish an appropriate international platform: the WORLD TOURISM FORUM LUCERNE. This biennial event in Lucerne will enable tourism decision-makers worldwide to debate informally – away from the limelight of publicity – on global tourism developments, opportunities and visions.

Interdisciplinary interchange

In the workshops held at this international forum, interdisciplinary participants from the tourism, business and finance, science and politics sectors will examine provocative theses and innovative approaches. The WORLD TOURISM FORUM LUCERNE is supported by an advisory board of internationally reputed experts in the tourism field.

Mobility, the challenge of today and the future

The first WORLD TOURISM FORUM LUCERNE from April 22 to 24, 2009 will primarily focus on global mobility. Travelers are better informed today, and there is a growing demand for faster, safer and lower-cost travel. At the same time, the steep rise in energy prices shows no sign

Welcome



of abating. This changes decision-making patterns both with regard to destinations and means of transport, so that a new kind of traveller is emerging. How can travel agents, destinations, hotels and transport providers meet these new challenges?

Scientific support

The WORLD TOURISM FORUM LUCERNE is scientifically supported by Lucerne University of Applied Sciences and Arts, Institute of Tourism, a Swiss leader in applied research and practice-oriented consulting. This institute is preparing a trend study about the future of mobility and its consequences on tourism. The findings of this study will be presented at the first WORLD TOURISM FORUM LUCERNE in 2009. The results of the forum will in turn flow back into student training and research activities.

Mentoring sponsorship

We are going to integrate the most outstanding students in the WORLD TOURISM FORUM LUCERNE. By taking over a mentoring sponsorship (to the amount of CHF 5000), you will enable a student from Lucerne University of Applied Sciences and Arts or our partner

school The Hong Kong Polytechnic University to participate in the forum. For more information, please visit our homepage: www.wtflucerne.org.

Switzerland and Lucerne – ideal hosts

Mobility and tourism come together in Switzerland: On one hand, Switzerland offers the world's closest-knit public transport network and outstandingly high quality standards. On the other hand, tourism is a key industry in Switzerland, and Lucerne is one of Switzerland's most famous vacation destinations, with excellent infrastructures, long-standing congress know-how, and good accessibility (only 60 minutes from Zurich International Airport). With the added advantage of typically Swiss discretion, this is certainly the ideal venue for an international tourism forum focused on the future.

We are looking forward to the pleasure of welcoming you.

Prof. Sabine Jaggy-Kaufmann, MBA
Dean Lucerne University of Applied
Sciences and Arts

Prof. Martin Barth, lawyer
General Manager WORLD TOURISM FORUM
LUCERNE

Be part of it

Programme

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

**Wednesday April 22, 2009
(with partners)**

Welcome address and introduction

Key note speech
"Mobility in a Global Perspective"
Maurizio Cheli, Astronaut

Guided tour through the Swiss Museum of Transport, Lucerne
by Director Daniel Suter

Dinner over the roofs of Lucerne: culinary and musical delights at the Château Gütsch

Thursday April 23, 2009
Session 1: Business Environment in 2029

Key note speech
"The World in 2029: What Business Environment is to be expected?"

Short papers and theses briefings on:

- **Technology**
Michael Hartmann, Senior Vice President Corporate Sales Hospitality, Siemens
- **Environment**
- **Business and Politics**
Ambassador Eric Scheidegger, State Secretariat for Economic Affairs SECO
- **Society**
Prof. Peter M. Burns PhD MA MEd, Centre for Tourism Policy Studies, University of Brighton

Plenary session
"The World in 2029: opportunities or threats for the tourism and mobility industries?"

Chair: Dr. Jörg Bremer, Frankfurter Allgemeine Zeitung

Lucerne city tour, lunch on the lake steamer

Session 2: Future Mobility

Briefing sessions
"Latest developments in mobility":

- **Rail**
Andreas Meyer, CEO SBB
- **Road**
Wolfgang Müller-Pietralla, Head of Future Affairs, Volkswagen
- **Air**
Olivier Jankovec, Director General ACI Europe

World Café
"How ready are we and our enterprises to cope with these future challenges?"

Gala dinner at the Hotel Schweizerhof, Lucerne (with partners)

Friday April 24, 2009
**Session 3: Developments,
Markets and Opportunities**

Key note speech

His Excellency Senator Akel E. Biltaji,
Chairman of the Tourism & Heritage
Committee, Jordan

Presentation of a new global study carried
out by the Institute of Tourism at the
Lucerne University of Applied Sciences and
Arts

**"Mobility in 2029 and its effects
on tourism"**

Prof. Dr. Jürg Stettler and
Dr. Johannes Klühspies

Workshops

"Define Your Opportunities":

— **Outgoing**

Chair: Dr. Christof A. Zuber,
CEO Hotelplan Group

— **Hotel Business**

Chair: Welf Ebeling, Executive Vice
President & COO, The Leading Hotels of
the World

— **Destinations**

Chair: Jürg Schmid, Director Switzerland
Tourism,
Niko Bulic, Director Croatian National
Tourist Board

— **Airlines**

Chair: Naresh Goyal, Chairman Jet
Airways, approached

— **Railways**

Chair: Guillaume Pépy, President SNCF,
approached

Plenary session

**"Are our students ready to meet the
challenges of tomorrow?"**

Senator Horst Rahe, Managing owner
of Deutsche Seereederei and Chairman of
A-ROSA, together with other leading
personalities and students
Chair: Dr. Björn Johansson, Dr. Björn
Johansson Associates

Plenary session

"Future Investment Strategies"

Samih Sawiris, Chairman and CEO Orascom
Development Holding,
Alexander E. Lebedev, Chairman of the
Board of Directors of JSC National Reserve
Corporation,
Joseph E. Gaukler, Executive Director UBS
Portfolio Manager – European Hotel Fund
and other leading personalities.

Farewell cocktails and transition to
optional programme.

Further information on organisation
and sponsors, programme updates and
speakers is published at:
www.wtflucerne.org.

You will receive the detailed pro-
gramme in November, but please note
this important date already now:
April 22–24, 2009.

Since attendance is limited, you are
recommended to register for the WORLD
TOURISM FORUM LUCERNE as soon as
possible at: **www.wtflucerne.org**.



Key data

Participants

Board chairmen and CEOs in tourism and transport, business and finance, science and politics.

Participation fee

CHF 1950 (including VAT). This covers: forum participation, preparatory information, forum documentation, meals from Wednesday evening until Friday lunchtime, and free use of the entire Swiss public transport network (first class).

Partner fee

CHF 350 (including VAT). This covers: participation in partners' programme, meals, and free use of the entire Swiss public transport network (first class).

Optional programme

Optional activities on Friday and Saturday April 24 and 25 after the WORLD TOURISM FORUM LUCERNE. Free of charge (not including meals).

Registration and hotel reservations

Online at www.wtflucerne.org

The transmission of the registration to another person is only allowed by agreement with the organiser.

Closing date

December 31, 2008

Information

WORLD TOURISM FORUM LUCERNE
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Institute of Tourism
Rösslimatte 48
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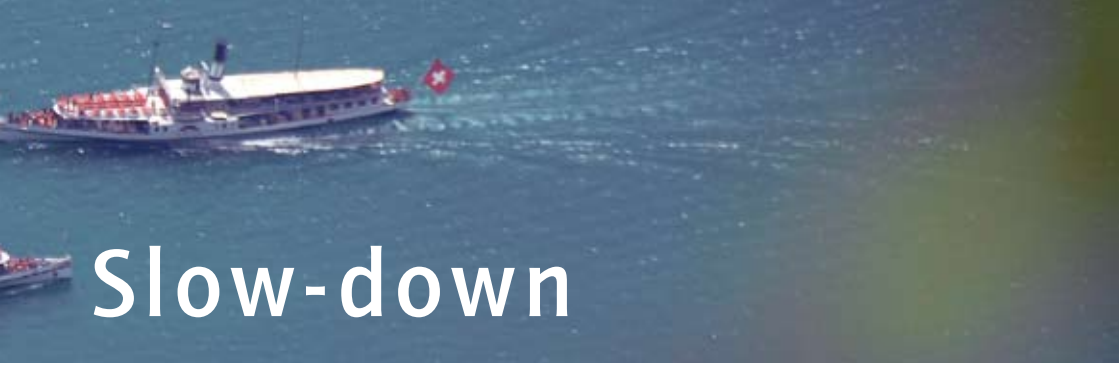
Fax: +41 41 228 41 44

Mail: info@wtflucerne.org

www.wtflucerne.org

Conference language

English



Slow-down

Social programme

Make the most of your trip to the WORLD TOURISM FORUM LUCERNE! We offer participants the following attractions:

Guided tour of the Swiss Museum of Transport, Lucerne

Lucerne city highlights tour

Steamer trip on the dreamy Lake of Lucerne

Partners' programme

Partners have the unique opportunity on April 23 and 24 of taking part in an exclusive programme as follows:

An extensive tour around the beautiful old city of Lucerne

A marvellous daytrip to the Ticino, Switzerland's suntrap, with lunch in a typical stone-built "Grotto" restaurant.

A fantastic excursion up the Stanserhorn with its breathtaking alpine panorama (1900 m.a.s.l.)

Optional programme

After coming all the way to Switzerland, why not extend your stay a little? We offer you and your partner some attractive post-forum activities without extra charge:

Alternatives on Friday afternoon April 24

Guided tour of the Rosengart Collection and Picasso Donation with unique groups of works by Picasso, Klee, Kandinsky, Monet, Braque, Miró and others

or

Visit to Berne, Swiss Federal Capital and UNESCO World Heritage Site

Alternatives on Saturday April 25

Skiing with guide on Mount Titlis (we provide you with all equipment)

or

Visit to the new Gotthard subalpine rail tunnel site (NEAT): the longest in the world.

WORLD TOURISM FORUM LUCERNE

www.wtflucerne.org

Presenting partners



SBB CFF FFS

Europcar

Forum sponsors

Hosts: City and Canton of Lucerne



Lucerne University of Applied Sciences and Arts

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Official Carrier



Network partners

Switzerland Tourism, State Secretariat for Economic Affairs SECO,
Swiss Tourism Federation and the Swiss Association of Public Transport

Patronage

Cantons of Uri, Schwyz, Nidwalden, Obwalden and Lucerne

Initiators

Tourism Forum Lucerne, Lucerne Hotels, Lucerne Events

Partner school

The Hong Kong Polytechnic University

Media partner

Swiss Equity Magazine