



Press release

Lucerne, 9. December 2008

World Tourism Forum Lucerne: the new international tourism platform

The World Tourism Forum Lucerne is an international conference launched by the Lucerne School of Business. It will be held in April 2009 and present an agenda that addresses the challenges for the global tourism industry. The event is aimed at CEOs and chairmen in the tourism industry who seek to share their experiences and learn more about current developments and trends in an informal setting. The main focus of this first conference will be on mobility.

Tourism is considered to be the largest sector of the world economy. International arrivals grew from 760 million in 2004 to almost 900 million today. People working in tourism have to be able to anticipate economic, environmental and societal developments – and think in global terms. The World Tourism Forum Lucerne is an initiative launched by the Lucerne School of Business and aimed at CEOs and chairmen in tourism and allied sectors who work on an international level. It provides them with a platform to debate on current developments away from the daily business – and to develop visions for the future. The World Tourism Forum Lucerne is set to be a biennial event.

Interdisciplinarity as a guiding principle

The main focus of the first conference taking place from 22–24 April 2009 is on the theme of mobility in all its facets: how will we be travelling in 20 years' time? How much mobility will be affordable? And how will changes in Western populations' age distributions influence tourism products? These and many more issues are on the agenda with lectures, workshops, thesis presentations and 'world café' settings. Interactive forms of communication and an emphasis on interdisciplinarity will provide the World Tourism Forum Lucerne with a unique character. The tourism experts will be joined by representatives from politics and the corporate finance sector, as well as those involved in global mobility. It is one of the important goals of the event to get tour operators and hotel directors to cross-pollinate with railway and airline operators and work together in order to define mutually beneficial opportunities.

Academic contribution: international mobility study

The existence of an advisory council of prominent professionals is helping to boost the international reputation of the World Tourism Forum Lucerne: it includes Samih Sawiris (Chairman and CEO of Orascom Development Holding AG), Thea Chiesa (Head of Aviation, Travel and Tourism Industry of the WEF) and Geoffrey Lipman (Assistant Secretary-General UNWTO/Christel DeHaan Institute). The patron of the World Tourism Forum Lucerne is Swiss Federal Councillor Doris Leuthard.

One of Switzerland's leading tourism research institutions will provide the World Tourism Forum Lucerne with academic rigour: the Institute of Tourism at the Lucerne School of Business. It will present the results of an international trend study on the future of mobility and impacts on tourism.

Switzerland and Lucerne as ideal hosts

Tourism has played a vital role in the Swiss economies for many decades, and Switzerland possesses the world's densest public transport network. Lucerne is one of the country's best-known tourist destinations and brings together a superb infrastructure with longstanding conferencing know-how and an excellent transport system – optimum conditions to establish an international, forward-looking tourism forum.

Contact:

World Tourism Forum Lucerne

c/o Lucerne School of Business, Institute of Tourism
Prof. Martin Barth, General Manager
P.O. Box 3140
6002 Lucerne
Switzerland
T: +41 41 228 99 80
F: +41 41 228 41 44
martin.barth@hslu.ch
www.wtflucerne.org

Lucerne School of Business

Sigrid Cariola
Head of External Corporate Communications
P.O. Box 2969
6002 Lucerne
Switzerland
T: +41 41 228 40 34
F: +41 41 228 42 43
sigrid.cariola@hslu.ch