



Press Release

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1st World Tourism Forum Lucerne was a success

The 1st World Tourism Forum Lucerne attracted top managers of the tourism industry from all continents. Senior executives in the hotel business, destinations, tour operating and mobility exchanged their opinions on the long term perspective of tourism. They face the future with slightly optimistic terms, even despite the current economic crisis.

Tourism is one of the most important industries in the world, and in many countries the development of the whole national economy depends on the state of tourism. Considering the global importance of the industry, it might come as a great relief to many that the members of the top management in the tourism business expect a rather positive development of their industry. According to the discussion in Lucerne, tourism has proven to be a resistant industry, and it recovers quickly from economic downturns.

Demographic change as an important factor

The demographic change and the upcoming developments in mobility were identified as two of the major changes influencing the tourism industry in the next 20 years. The immense growth of the Asian population opens huge potential to tourism on one hand, especially to Airlines and European cities. On the other hand, the ageing populations of Europe and Northern America mean a tremendous challenge for the product management and human resources in the tourism business.

The future is green

The participants of the Forum agreed that tourism must still become a much greener industry. This might be realised through the use of energy efficient technology, as e.g. in aircrafts or in the cooling and heating systems of hotels. Another important aspect is that clients need to be able to distinguish green products from the rest. This however would require a general classification of green products.

Successful start for the World Tourism Forum

The organisers at the Lucerne Business School may be satisfied with the 1st Forum, which attracted a 130 participants (half of them from abroad), and a crowded final discussion panel on future investment strategies on Friday afternoon. Martin Barth, CEO of the World Tourism Forum, commented on this first Forum in these words: "A lot of new contacts were established. We reached our goal of a small and exclusive platform for the exchange between members of the touristic top management".

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