

# The 'Uber' Airline. What next?

**Disruptive innovation, disintermediation, and the democratization of travel are impacting the aviation sector like never before.**

Consumers, once captive, have become more sophisticated, demanding and fickle in their choice of travel provider. The millennial generation is demanding more experiential, personalised offerings and the sector has to respond. Be it a student embarking on their first low cost adventure or a seasoned business traveller expecting excellence as standard, never before has the consumer been more liberated or unpredictable. The dynamics have shifted, and this is equally relevant in the quest for talent.

The World Tourism Forum Lucerne is the world's leading platform on the travel, tourism and hospitality industry, bringing together highly influential and committed leaders with the Next Generation of talent for an exchange of industry perspectives. Korn Ferry, in conjunction with the World Tourism Forum Lucerne, is carrying out a global study to evaluate how the aviation industry is rising to today's challenges and contrasting this with the career hopes and expectations of millennials. The results will be formally announced at the World Tourism Forum Lucerne in May 2017

**We'd like your organisation  
to be part of that study.**

## Key contacts

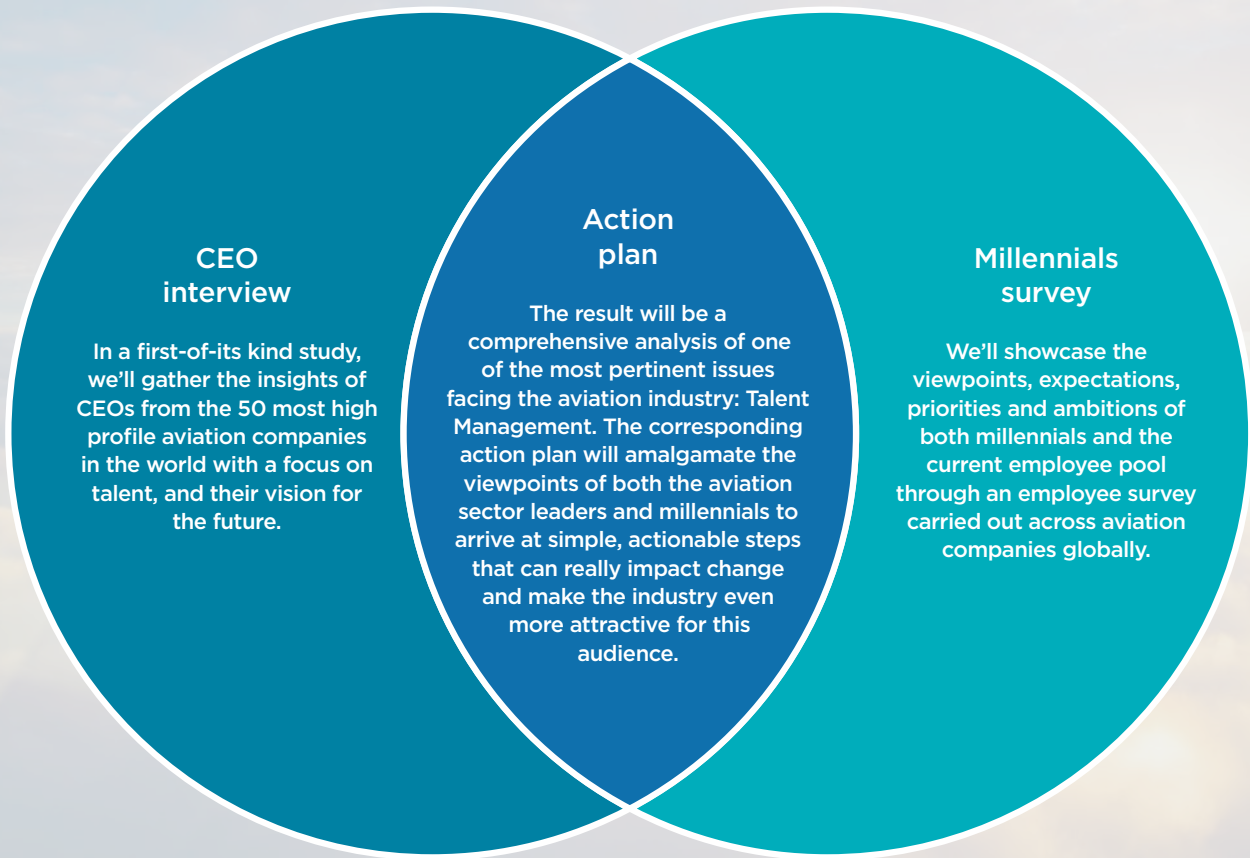
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## The mandate of the Talent Management study



### What you give:



Your time for a one-to-one conversation over the phone or in person, delving into the aviation industry's challenges – especially in terms of Talent Management.



Your take on the challenges and solutions surrounding talent attraction, acquisition, development, management and evolution within your company. We'll need access to your millennial talent to carry out our survey.

### What you get:



Profile your company as a Talent Management trailblazer at the World Tourism Forum Lucerne.



Access to the exclusive study covering insights from the CEOs of 50 top aviation companies globally and the millennials talent survey.



# World Tourism Forum Lucerne

## 3 - 5 May 2017

Where global leaders in travel, tourism and hospitality meet the next generation

[www.wtflucerne.org](http://www.wtflucerne.org)

The annual summit engages some 600 participants from 65+ countries, many of whom are top leaders from business, government, civil society, academia and media. It's all about sharing existing knowledge on best practice and generating new, innovative approaches to the most pressing issues facing the travel, tourism and hospitality industry.

At the core of the World Tourism Forum Lucerne's agenda is the provision of a highly exclusive, independent platform enabling top managers from around the globe to meet a selection of handpicked future talent. It's an opportunity to shape global, regional and industry agendas, and to devise ways to make the industry more attractive for future talent.

[www.kornferry.com](http://www.kornferry.com)

Korn Ferry is the preeminent global people and organizational advisory firm. We are nearly 7,000 colleagues, sharing a single purpose: helping leaders, organizations, and societies to succeed by releasing the full power and potential of people.

We deliver services through three divisions:

- Korn Ferry Executive Search, which helps attract the best executive talent to leading organisations.
- Korn Ferry Hay Group - the advisory, reward and talent strategy side of the business.
- Korn Ferry Futurestep, which delivers everything from global and regional RPO and project recruitment, through to individual professional search and consulting in a range of specialisms.

Through our combined strength and specialized expertise, we have an unrivalled ability to address the entire talent continuum.