



WORLD
TOURISM
FORUM
LUCERNE

PERSONAL INVITATION

6th WORLD TOURISM FORUM LUCERNE 2 – 3 MAY 2019, LUCERNE, SWITZERLAND

Human Capital in an Age of Disruption



Ras Al Khaimah
Tourism Development Authority
www.raktda.com

TATA TRUSTS

IHCL

www.wtflucerne.org

WELCOME

Dear Friends

We are delighted to invite you to the **sixth World Tourism Forum Lucerne on 2 – 3 May 2019 in the beautiful city of Lucerne.**

We are proud of what we have achieved in the last 10 years: being a worldwide platform that brings together all relevant stakeholders for an open, creative and out of the box exchange in a relaxed atmosphere. One of the features that makes the World Tourism Forum Lucerne unique is that we truly involve Start-Ups, the Next Generation and Young Talents in all our activities. Our mission is simple: we want to connect open minded people, allow them to learn from each other and let them become one voice. All with the aim of shaping a more sustainable future for the travel, tourism and hospitality industry.

Human Capital in an Age of Disruption is the topic of the Forum 2019. New and innovative business models constantly disrupt the travel, tourism and hospitality industry. They challenge established structures and organisations, forcing them to rethink and reorganise in order to follow this fast and technology driven change.

Apart from innovation, our key focus at the World Tourism Forum Lucerne 2019 will be on people – the innovators, the creators, the drivers and the future influencers – in short: the human capital of our industry.

Registration is now open:

wtfl2019.wtflucerne.org/registration

We look forward to welcoming you soon in Lucerne.



Reto Wittwer
Chairman

Martin Barth
President & CEO

YOUR OPPORTUNITY

WHO WILL BE THERE?

- Global CEOs, entrepreneurs, leaders and business experts
- Ministers and governmental representatives
- Investors
- University Professors
- Innovative Start-Ups with disruptive business ideas
- Next Generation representatives
- Outstanding Young Talents from our university network

WHY WILL I BE THERE?

- I want to be inspired by other perspectives.
- I love to be challenged by tomorrows business models.
- I am eager to learn from the best.
- I am keen to experience new ways of networking.
- I want to influence the path of development.
- I wish to be part of finding new solutions.

WORLD TOURISM FORUM LUCERNE 2019 IN FIGURES

75+

Countries

600+

Participants

3

Generations

GUEST DESTINATION

Ras Al Khaimah is the exclusive Guest Destination Partner of World Tourism Forum Lucerne 2019/2020.

One of the world's fastest growing tourism destinations, Ras Al Khaimah boasts a rich culture and long-standing history dating back 7,000 years. The Emirate boasts an array of archaeological sites and breath-taking natural vistas, reaching from golden sand beaches, awe-inspiring terracotta dunes and a green belt of date palms to Jebel Jais, the highest mountain in the United Arab Emirates.

Find out more about the strategy, development and culture of Ras Al Khaimah and its Tourism Development Authority at the World Tourism Forum Lucerne 2019.



Human Capital in an Age of Disruption

World Tourism Forum Lucerne pursues a two-year agenda for talent, innovation, and diversity. The Forum 2019 boosts all of these main issues, always focusing on Human Capital as a key factor for success in the travel, tourism and hospitality industry.

Here you find some insights into formats and content of the Forum 2019:

DISRUPTIVE FORMATS

- Create your own workshop
- 360° stage
- Creative Lab
- Masterclasses

INSPIRING CONTENT

- Does innovation follow disruption or the other way around?
- How to be and stay innovative as new destination: the story of Ras Al Khaimah
- Wow: 15 disruptive business models on stage!
- The role of government to foster and facilitate innovation
- How does tomorrow's talent in a disrupted industry look like?
- Disruptive view: Millennial Reality Show
- Reward for the best: Young Talent Award
- Explore the enormous potential of diversity!
- Learn more about today's hot topics in short presentations
- Guess who: be surprised by our final speaker...

See wtfl2019.wtflucerne.org for an updated programme.

MINDS



HAITHAM MATTAR

CEO Tourism Development
Authority of the Government
of Ras Al Khaimah,
United Arab Emirates



HE RANIA AL MASHAT

Minister of Tourism,
Arab Republic of Egypt



ANDREAS SCHMID

Entrepreneur,
Chairman Helvetica Capital AG,
Board Member Radisson Hospitality,
Chairman Zurich Airport,
Switzerland



CAROLINE MUTOKO

Group CMO and General Manager
Digital, Radio Africa, Kenya



**ACHILLES V.
CONSTANTAKOPOULOS**

Chairman and CEO Temes S.A.,
Greece



KAROLIN FRANKENBERGER

Professor School of Management
University of St. Gallen (HSG),
Switzerland

KEY FACTS

DATE

Thursday, 2 May 2019, 12.45 until
Friday, 3 May 2019, 17.00

TOPIC

Human Capital in an Age of Disruption

VENUE

KKL Luzern, Culture and Convention
Centre, Europaplatz 1, 6002 Lucerne,
Switzerland

TICKETS (CHF INCL. 7.7% VAT)

1200 for the whole 2-day conference
600 Thursday only (2 May)

900 Friday only (3 May)

Special rate for Start-Ups, Next
Generation, Young Talents and
representatives of partner universities

Early bird rate (20%) until 31 January
2019

The fee includes: Forum participation,
documentation, ground transportation,
shuttle-service within Lucerne, coffee
and lunch breaks, networking dinner on
Thursday, farewell reception on Friday
and optional programme on Saturday.

PERSONAL INVITATION

Transfer of personal invitations must
be agreed upon with the organiser.

OPTIONAL PROGRAMME (4 MAY)

- Skiing Day Mount Titlis
- Sightseeing Tour in Lucerne
- Experience Guest Canton Schwyz

TRANSPORT

The closest airport is Zurich. There
is a direct train from Zurich Airport
to Lucerne. Once in Switzerland, we
recommend you to use the Swiss
Federal Railways (SBB), our official
land transport partner. Train tickets
can be ordered with your registration.

CONFERENCE LANGUAGE

English

DRESS CODE

Business attire or national dress

CANCELLATION

Cancellations received by 31 March
2019 will be fully refunded, minus an
administration fee of CHF 300. No
refunds will be given for cancellations
after this date.

CONTACT

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info@wtflucerne.org

Visit wtfl2019.wtflucerne.org for
registration, updated programme
and more information.

HIGHLIGHTS

BRIDGING THE SILOS

World Tourism Forum Lucerne fosters interaction between CEOs of different sectors, Ministers, University Professors, Investors and Start-Ups with the Next Generation of Talent in order to build a strong multi-stakeholder community.

Meet, discuss and think out of the box in order to shape a sustainable future for the travel, tourism and hospitality industry.

HUMAN CAPITAL

At the World Tourism Forum Lucerne we put a spotlight on people – the innovators, the creators, the drivers and the future influencers – in short, the human and most important capital in our industry. At the Forum, we therefore focus on you, your message and contribution.

BE CHALLENGED

We are convinced that we have to leave the comfort zone and regularly question our vision, strategy and actions by listening to others, learning from disruptive business models and taking other perspectives while talking to interesting people. World Tourism Forum Lucerne 2019 offers you an encouraging involvement in an age of disruption.

LEARN FROM EACH OTHER

Walk the talk with us and work together on new business models and action plans. Come and join the exchange of views, broaden your perspectives and learn from others at World Tourism Forum Lucerne 2019 and in a continuing and lasting exchange.

SIDE EVENTS

THINK TANK

At the WTFL Think Tank the most influential global leaders gather and face the key challenges of the industry (per invitation only).

- Exclusive exchange of insights and foresight
- Out of the box thinking in an inspiring setting

START-UP INNOVATION CAMP

The Start-Up Camp is a unique platform to drive innovation, attract capital, talents and partnerships.

- Coaching Talk with business experts
- Pitches during the main Forum (open to all Forum participants)
- Exhibition to showcase disruptive business models

NEXT GENERATION SESSION

Specially for employees with high career potential

- Register together with your accompanying next generation representative for the main Forum online
- Your candidate will benefit from a special session before the Forum starts (Thursday morning, 2 May)

YOUNG TALENT PROGRAMME

For the best students of the Forum's partner universities

- Special Career Planning session with expert advice on how to advance their career and how to network and market themselves
- Young Talent Award with attractive prizes for the best Young Talents



PARTNERS AND SPONSORS

GUEST DESTINATION



FORUM PARTNERS

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INNOVATION PARTNERS



SUSTAINABLE DEVELOPMENT PARTNERS



TALENT PARTNERS



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NEXT GENERATION PARTNER



MOBILITY PARTNERS



INTERNATIONAL MEDIA PARTNER



GUEST CANTON



SWISSNESS PARTNERS



VENUE PARTNERS



SUPPLIERS

- Hotel Schweizerhof Lucerne
- The cantons of Uri, Schwyz, Nidwalden, Obwalden and Lucerne
- Xtendx

INITIATORS

- Lucerne Events
- Lucerne University of Applied Sciences and Arts
- Lucerne Hotels
- Tourism Forum Lucerne