

Roadmap for Recovery

Sustainable tourism in challenging times

UNWTO Ministers' Summit **World Travel Market**

Tuesday 10 November 2009

ExCeL London

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ExCeL London 9-12 Nov 2009
The Premier Global Event for the Travel Industry

CELEBRATING 30 YEARS

UNWTO Ministers' Summit – World Travel Market

Roadmap for Recovery: Sustainable tourism in challenging times

Tuesday 10 November 2009, ExCeL London

As part of World Travel Market's Ministers' Programme, the United Nations World Tourism Organization (UNWTO) will for the third time work in partnership with World Travel Market (WTM) to host a half day Ministers' Summit at this year's event in London on Tuesday 10 November on 'Roadmap for Recovery: Sustainable tourism in challenging times'.



UNWTO and WTM will bring together ministers and leading tourism experts to determine the best course of action for the industry. The summit will have three output-oriented debate panels, dealing with key considerations and actively engaging public and private stakeholders:

1

Tourism: Tackling the Global Economic Crisis – focus on the impact of the current global crisis on tourism demand and innovative solutions.

2

Positioning Travel and Tourism in the Global Agenda: focus on the role tourism can play within the G20 initiative to stimulate the global economy, support poor countries facing the crisis and prepare for a Green Economic transformation.

3

The Way Forward: Future Challenges and the Transformation to a Green Economy – focus on the post-crisis industry, relevant structural changes and the need to pursue a green agenda.



Ministers of Tourism are formally invited to participate at this important international event. The UNWTO Ministers' Summit at World Travel Market is very significant for travel and tourism this year, helping to secure a roadmap for the future.

World Travel Market's Programme 2009

Focus for Ministers World Travel Market in London

Monday 9 – Thursday 12 November 2009, ExCeL London

More than a hundred tourism ministers and senior government officials are to meet at this year's World Travel Market in London to address the most far-reaching and challenging global environment ever experienced by travel and tourism.

The high-level third annual UNWTO Ministers' Summit is on Tuesday 10 November at ExCeL London, hosted by World Travel Market. Crucially, the summit will assess the effects of the economic crisis on the industry and examine new solutions to overcome serious long term issues such as climate change and poverty.

Each year the leading international business to business event attracts over 2,500 international media and in recognition of its global significance, the summit will be broadcast live to the attending media in a press room and on screens for WTM delegates in the Central Boulevard at ExCeL London.

Nearly 50,000 travel professionals, senior management and buyers are expected to attend World Travel Market 2009 at ExCeL London, representing every region, country and industry sector throughout the world. They come to conduct business, negotiate and agree contracts, network, exchange views, share information and keep their finger on the ever changing pulse of the public and private sectors.

Monday 9 November | WTM Conference set, Platinum Suite 4
11.30 WTM 30th Anniversary VIP Opening and Reception
12.30 Visit WTM, destination stands and conduct media interviews

Tuesday 10 November | WTM Conference set, Platinum Suite 4
10.30 for 11.00 UNWTO Ministers' Summit on Roadmap for Recovery:
Sustainable tourism in challenging times at World Travel Market.

Wednesday 11 November | WTM Conference set, Platinum Suite 4
10.30 WTM World Responsible Tourism Day

Thursday 12 November | WTM Conference set, Platinum Suite 4
11.00 WTM Global Economic Forum



UNWTO Ministers' Summit World Travel Market



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Tuesday 10 November 2009, ExCeL London

UNWTO Ministers' Summit at WTM: Roadmap for Recovery: Sustainable tourism in challenging times

Conference Set | Platinum Suite 4 | Level 3 | ExCeL London | 11.00 -14.00

Due to the limited capacity of the venue, delegations should include a Minister/Head of National Tourism Administration and only one Aide from each country.

URGENT

Please complete online the Ministers and Aids registration on www.wtmlondon.com/ministers or complete the attached minister's registration form and return to

e-mail: ministers@reedexpo.co.uk | Fax: +44 (0)20 8334 0624 | Any queries call: +44 (0)20 8910 7020

The Summit will be divided into 3 interactive sessions with 4-5 ministers and relevant private sector stakeholders, discussing the issues affecting the tourism sector and sharing practical experience and measures taken in their countries / companies / sectors. It will examine the opportunities and define new strategies to maintain tourism as a key driver for socio-economic progress.

10.00 – 11.00 **Registration – Tea/Coffee**
Opening session | Fiona Jeffery – Welcome to World Travel Market
Chairman, World Travel Market

11.00 – 11.25 **Keynote speech Taleb Rifai** | Secretary-General a.i., UNWTO

11.25 – 12.15 **Panel I - Tourism: Tackling the Global Economic Crisis**

The panel will focus on the impact of the current global crisis on tourism demand (markets/segments) and identify innovative solutions implemented by governments and the industry to respond to these challenges.

12.15 – 13.00 **Panel II – Positioning Travel and Tourism in the Global Agenda**

The panel will focus on Tourism & Travel as a primary vehicle for job creation and economic regeneration. It will debate the role tourism can play within the G20 initiative to stimulate the global economy, support poor countries facing the crisis and prepare for a Green Economic transformation.

13.00 – 13.45 **Panel III – The Way Forward: Future Challenges and the Transformation to a Green Economy**

The panel will focus on the post-crisis, relevant structural market changes, in particular the need for the sector to begin its transformation towards a Green Economy. It will examine the opportunities and define new strategies for governments and the private sector to reinforce tourism as a key driver for socio-economic development in the framework of a new economic model.

13.45 – 14.00 **Closing summary**

14.00 **Minister's Lunch and Minister's Interview opportunities**
Conference Set | Platinum Suite 3 | Level 3 | ExCeL London

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