

The logo for the World Tourism Forum Lucerne is positioned in the top right corner. It consists of three blue, ribbon-like banners stacked vertically. The top banner contains the word "WORLD", the middle banner contains "TOURISM", and the bottom banner contains "FORUM LUCERNE".

WORLD  
TOURISM  
FORUM  
LUCERNE

A white grid representing a world map is located in the top left corner of the image.

# WORLD TOURISM FORUM LUCERNE

Where global leaders meet the next generation

## OPENING SESSION: PERSONAL INVITATION

Sustainability in tourism:  
Challenges, pathways and intelligent business models

Lucerne, Switzerland, 13 April 2011

# PERSONAL INVITATION

Dear Sir or Madam

In the name of the Management and the Advisory Board of World Tourism Forum Lucerne, it is a great honour to invite you as our guest to the opening session and the following dinner. The opening session of the second World Tourism Forum Lucerne will take place at the **Swiss Museum of Transport in Lucerne on 13 April 2011 at 17:00**. Since we expect participants from all continents, the entire event will be held in English.

World Tourism Forum Lucerne is a new and innovative platform for managers from around the world. Every two years, CEOs and experts from business, government, research and finance meet in Lucerne to discuss the future challenges in tourism and to jointly work out solutions. Participation is by invitation only. World Tourism Forum Lucerne 2011 is dedicated to the topic of **Sustainability in tourism: Challenges, pathways and intelligent business models**. You will find more information about the Forum in the enclosed brochure and on [www.wtflucerne.org](http://www.wtflucerne.org). Please return the enclosed application **as soon as possible** so that we can reserve a place for you at the opening session.

We look forward to having you with us to welcome the international tourism representatives when they arrive in Switzerland. Thank you for submitting your registration.

Yours faithfully

World Tourism Forum Lucerne

Alfred N. Becker  
Chairman

Prof Martin Barth  
General Manager

# PROGRAMME

|               |                                                                                                                                                                       |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16:00 – 17:00 | Arrival and registration at the Swiss Museum of Transport in Lucerne                                                                                                  |
| 17:00 – 17:10 | Welcome by Prof Martin Barth (General Manager, World Tourism Forum Lucerne) and Adrian Finighan (Moderator, BBC, CNN and Al Jazeera)                                  |
| 17:10 – 17:30 | Official welcome address                                                                                                                                              |
| 17:30 – 18:00 | Keynote speeches by James Hogan (CEO of Etihad Airways) and Tim Jackson (Sustainable Development Commission, UK)                                                      |
| 18:00 – 19:00 | Panel with James Hogan, Tim Jackson, Marthinus Van Schalkwyk (Minister of Tourism, South Africa) and Samih Sawiris (CEO and Chairman, Orascom Development Holding SA) |
| 19:00 – 19:30 | Transfer to Hotel Montana                                                                                                                                             |
| 19:30 – 23:00 | Welcome cocktails followed by networking dinner at Hotel Montana                                                                                                      |

# WORLD TOURISM FORUM LUCERNE 2011

www.wtflucerne.org

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