

WORLD
TOURISM
FORUM
LUCERNE

ANNOUNCEMENT

WORLD TOURISM FORUM LUCERNE
Where Global Leaders Meet

Lucerne, Switzerland, 13 - 15 April 2011

Europcar



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WORLD TOURISM FORUM LUCERNE

Where Global Leaders Meet

Exclusive Platform

After its successful launch in 2009, World Tourism Forum Lucerne will be held for the second time in April 2011. The Forum is a small and exclusive platform for CEOs and chairpersons in the industry, for policy makers, and for leaders in finance and academia. Participation is by personal invitation only. Taking place in a first-class setting, the Forum facilitates close interaction among participants and speakers.

Next Generation

World Tourism Forum Lucerne is the only international platform where top-level decision makers interact with up and coming leaders. To this end, you are asked to invite the most promising young talent of your company to Lucerne to become part of the Next Generation programme.

Excellent Venue

Lucerne looks back on a long tradition in tourism and features excellent convention facilities and a relaxed setting on Lake Lucerne, not to mention the type of discretion Switzerland is famous for. All this makes Lucerne the ideal venue for an international forum.

"We are convinced that thinking about tomorrow will help us make better decisions today. With this in mind, we cordially invite you to come to Lucerne and invest in the future of your business."

Prof. Martin Barth, General Manager



RE-THINK THE TRAVEL & TOURISM INDUSTRY

Real Sustainability

Sustainability has become a megatrend in the travel and tourism industry that is of particular relevance for the twenty-first century. By addressing the challenges of limited natural resources on the one hand and rapidly growing demand for travel on the other, sustainability offers an adequate concept to face these challenges.

New Players and Intelligent Business Models

What opportunities does this create for new players and intelligent business models? What will happen if we ignore rising oil prices and climate change as strategic topics for the industry? Questions of this calibre call for a joint course of action. In response, World Tourism Forum Lucerne provides an ideal platform for exchanging ideas, opinions and visions on sustainability.

In April 2011, World Tourism Forum Lucerne will present the latest research findings on sustainability in tourism and introduce new and intelligent business models aimed at making the industry more sustainable. Numerous entrepreneurs from the industry will be there to share their experience and offer proof that business models based on sustainability can indeed be very successful.

> Please visit www.wtflucerne.org for the latest details on the programme and for the registration. You will receive a personal invitation in October 2010.

WORLD TOURISM FORUM LUCERNE 2011

www.wtflucerne.org

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For China: China Luxury Travel Network (CLTN)

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