



World Tourism Forum Lucerne  
Where Global Leaders meet

# Impressions

Lucerne, Switzerland  
April 22 – 24, 2009



1. Rohit Talwar (Fast Future) during his speech.
2. Andreas Meyer (SBB), Urs W. Studer (Mayor of Lucerne), Doris Leuthard (Federal Councillor) and Martin Barth (WTFL).
3. Thea Chiesa (WEF), Peter Burns (University of Brighton), Martin Barth (WTFL) and Geoffrey Lipman (UNWTO) in a lively conversation.
4. Guided tour, Swiss Museum of Transport.
5. Michael Reiterer (Ambassador, Delegation of the European Commission to Switzerland and Liechtenstein).
6. Iván Gallegos (Lucerne School of Business), explaining his opinion on the future of young talents in the tourism industry.
7. Peter Burns (University of Brighton) and Jürg Stettler (Lucerne School of Business).
8. Fred Simiyu (Kenyatta Conference Centre) giving his input to Rohit Talwar and others.
9. Results of the World Café.
10. Christoph Zuber (Hotelplan), moderating a workshop.
11. Conversation about the tourism industry in 2029, headed by Jörg Bremer (Frankfurter Allgemeine Zeitung).
12. Thea Chiesa (WEF) and Vijay Poonoosamy (Etihad Airways) on the way back from the steamboat to the venue.
13. Networking break at its best.
14. Panel on future investment strategies.
15. Samih Sawiris (Orascom) during the panel.
16. Henry Tuen (University of Hong Kong) explaining his research results to his mentor Alex Bruckert (HKZ) and Anek Hirunraks (Rangsit University, Bangkok).
17. Andreas Meyer (SBB) during his explanations on the future of the rail industry.



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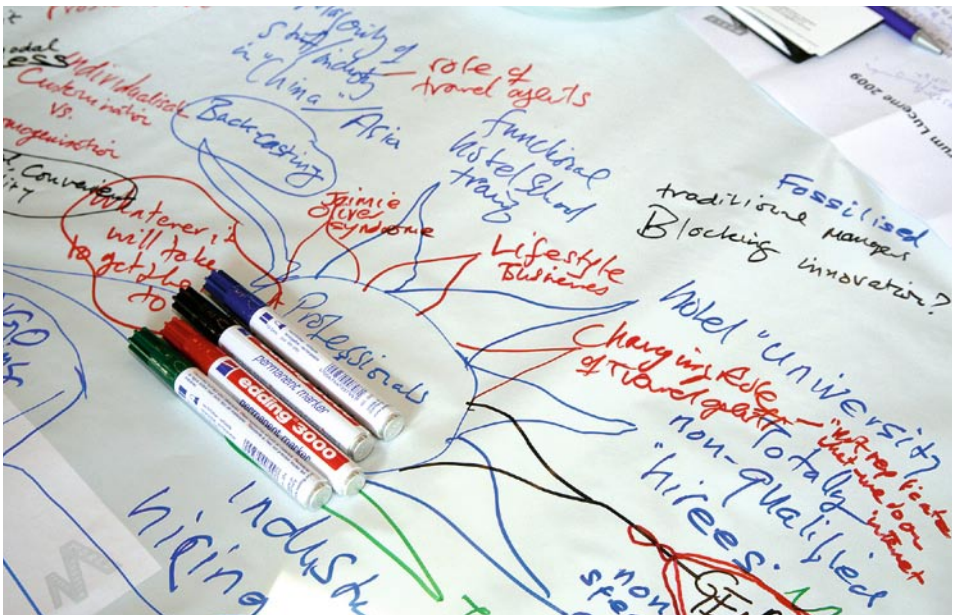
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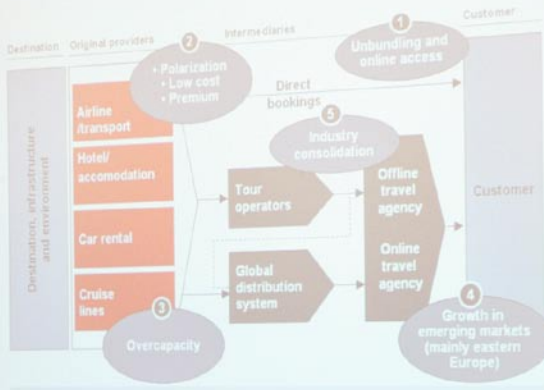
FORUM

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# Five trends that will change the travel industry...



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Panel discussion  
**The world in 2029:**  
 Opportunities or threats for the  
 tourism and mobility industries?

Peter M. Burns  
 Duncan Pollard  
 Eric Heymann  
 Michael Hartmann  
 Geoffrey Lipman

Jörg Bremer Moderator



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Panel discussion  
Future investment strategies

Samih Sawiris  
Joseph E. Gaukler  
Peter Rothwell  
Bassam Salem  
Casper Selg

Moderation



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## What participants say about the 1<sup>st</sup> World Tourism Forum Lucerne

**“The paradise of a sustained value added event based on a most useful first forum.”**

Vijay Poonoosamy, Vice President - International Affairs Etihad Airways  
(United Arab Emirates)

**“Overall very positive. I learned a lot from various participants. World Café discussion was great to meet participants.”**

Anton Mattli, CEO Swiss Estate Invest AG (Switzerland / United States)

**“Good programme, well balanced and complementary. Positive dynamic with working, speeches and panel discussion. Good interaction.”** Alain Barbey, CEO Cisalpino (Italy)

**“It felt like WTFL was a mature, established organisation – well done.”** Prof. Peter M. Burns, University of Brighton (United Kingdom)

**“It was an attractive, interactive, very useful platform for networking, discussions and impressions about current topics.”**

René Estermann, CEO myclimate (Switzerland)

**“Excellent, with superlative arrangements. Lucerne is a good venue, also the atmosphere and environments.”**

Prof. Anek Hirunraks, Rangsit University of Bangkok (Thailand)