

Our People, Our World, Our Future

100 million new jobs in a world where the future of work is uncertain.

1.8 billion travellers crossing borders while security is paramount.

4% growth with a 2 degree limit.

Which people? Which world? Which future?

The World Travel & Tourism Council's (WTTC) 18th Global Summit, the flagship Travel & Tourism event of the year, will take as its theme "*Our People, Our World, Our Future*". The Global Summit will ask the tough questions facing Travel & Tourism today, explore what this means for the future, and demonstrate the sector's role in our fast evolving and ever more unpredictable world.

DAY ONE: 18 April 2018

0930 Opening ceremony

- H.E. Mauricio Macri, President of the Republic of Argentina
- Christopher J. Nassetta, CEO, Hilton & Chairman, World Travel & Tourism Council (WTTC)
- H.E. José Gustavo Santos, Minister of Tourism, Republic of Argentina
- Gloria Guevara Manzo, President & CEO, WTTC
- Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)

1030 Our world of today, our world of tomorrow

What are the megatrends impacting the world and Travel & Tourism in 2018? Manuel Muniz, Dean of the IE School of International Relations, will set the scene with an insight into how we can create a shared future in a fractured world. Fritz Jousen, CEO of TUI Group and Greg O'Hara, Founder and Managing Partner, Certares will then give an overview of how Travel & Tourism is adapting to this new world.

KEYNOTE: Manuel Muñiz, Dean, IE School of International Relations

PANELLISTS:

- Greg O'Hara, Founder and Managing Partner, Certares
- Fritz Jousen, CEO, TUI Group
- Arne Sorenson, President & CEO, Marriott International

Moderator: Nick Ross

1130 BREAK

1215 KEYNOTE: H.E. Guillermo Dietrich, Minister of Transport, Republic of Argentina

1225 Leadership in a digital age

In an industry defined by increasing digital disruption this session will look at what it takes to be an effective leader in an uncertain climate. How will the sector cope with the opportunities and challenges of robotics and Artificial Intelligence? How will the next generation of consumers and workers shape the industry? What kind of leadership will be required in the future?

KEYNOTE:

- Peter Fankhauser, CEO, Thomas Cook Group

PANELLISTS:

- Desiree Bollier, Chair, Value Retail
- Julián Díaz González, CEO, Dufry AG
- Chris Lehane, Head of Policy, Airbnb
- Joan Vilà, Executive Chairman, Hotelbeds Group

Moderator: Matt Vella, Executive Editor, TIME Magazine

1300 Tourism as a partner for climate action

The leader of a global initiative on climate change will explore the linkages between tourism and climate change, and the role of tourism in supporting global action, and a new WTTC initiative on Climate Change will be announced.

- Patricia Espinosa, Executive Secretary, United Nations Framework Convention on Climate Change (UNFCCC)
- Christopher J. Nassetta, CEO, Hilton & Chairman, WTTC

1325 Geoffrey Kent interview

Geoffrey J W Kent, Founder, Chairman & CEO Abercrombie & Kent, will hold his annual interview with a well-known personality and recount entertaining stories from an illustrious career in Travel & Tourism.

- H.R.H Prince Sultan bin Salman, Chairman & President, Saudi Commission for Tourism and National Heritage (SCTH)
- Geoffrey J W Kent, Founder, Chairman & CEO, Abercrombie & Kent

1345 LUNCH

1515 Tourism - an engine for employment

Following the Meeting of G20 Tourism Ministers the previous day, tourism ministers from across the G20 give an overview of the key outcomes of the meeting, and highlight how tourism is contributing to the G20 agenda.

- H.E. Derek Hanekom, Minister of Tourism, South Africa
- H.E. Kazuo Yana, Parliamentary Vice-Minister, Ministry of Land, Infrastructure, Transport and Tourism, Japan
- H.E. Vinícius Lummertz, Minister of Tourism, Brazil

Moderator: Peter Greenberg, Travel Editor, CBS News

1540 Secure and seamless travel: defining a vision for the future

Travel & Tourism has enormous power to create jobs but only if people are able to travel efficiently and safely. How do we ensure that the world remains open to travel and that travel is facilitated in a secure way? What are the opportunities around biometrics? This discussion will look at how we can align technologies, agree and implement processes, and explore ways in which the industry can connect with governments to aid travel facilitation.

KEYNOTE: Ge Huayong, Chairman of the Board, China UnionPay

1555 PART 1: identifying technologies

- Paul Griffiths, CEO, Dubai Airport
- Richard Camman, VP Business Innovation, Vision-Box
- Diana Robino, SVP, Travel Industries, Enterprise Partnerships, Mastercard

Moderator: Nick Ross, Summit Anchor

1625 PART 2: aligning the processes

- Mario Hardy, CEO, Pacific Asia Travel Association (PATA)
- Dr Fang Liu, Secretary General, International Civil Aviation Organization (ICAO)
- John Moavenzadeh, Head of Mobility Industries and System Initiative, World Economic Forum (WEF)
- Paul Steele, Senior Vice President Member & External Relations, Corporate Secretary, International Air Transport Association (IATA)

Moderator: Arnie Weissmann, Editor in Chief, Travel Weekly

1650 PART 3: working with governments

- Isabel Hill, Director, Office of Travel & Tourism Industries, USA
- Istvan Ujhelyi, Chair of Tourism Task Force, European Parliament
- Earl Anthony Wayne, Former US Ambassador to Mexico

Moderator: Kathleen Matthews, Journalist and Broadcaster

1715 BREAK

1745 KEYNOTE: Arnold W. Donald, President & CEO, Carnival Corporation

1800 Readiness, resilience, recovery

In the aftermath of a crisis, countries are often at their most vulnerable. How do we ensure that we support the longer-term resilience of those facing the growing threats of external shocks? What can we do as an industry to better prepare against the impact of such shocks? This session will explore different types of crises – health pandemics, security and terror attacks, and natural disasters - and the actions taken to enhance preparedness, management, and resilience.

1800 PART 1: Planning for and managing a crisis

KEYNOTE:

- Peter Jan Graaff, Director Global Initiatives, WHO Health Emergency Programme

Draft as at: 17 April 2018

*Please note all sessions, times, and speakers may change *=tbc ** = to be invited*

PANELLISTS:

- H.E. Najib Balala, Cabinet Secretary for Tourism, Kenya
- Sean Donohue, CEO, Dallas Fort Worth International Airport
- Cathy Tull, CMO, Las Vegas Convention and Visitors Authority

Moderator: Kathleen Matthews, Journalist and Broadcaster

1830 PART 2: Recovery and resilience

- H.E. Edmund Bartlett, Minister of Tourism, Jamaica
- Miguel Frasilho, Chairman of the Board, TAP Group
- Mark Hoplamazian, President & CEO, Hyatt Hotels
- Hiromi Tagawa, Chairman of the Board, JTB Corp

Moderator: Nathan Lump, Editor in Chief, Travel + Leisure

1900 END OF DAY ONE

DAY TWO: 19 April 2018

This session will take place in **ATLANTICO A** and breakfast will be served from 0745

0815 - 0915 Cybersecurity: are you ahead of the curve?

This session will take an executive view and explore the nature of new technologies and the security threats they bring to our Travel & Tourism sector in the context of ensuring the collective safety and resilience of our industry.

- Nick Fishwick, Advisor, HSBC
- Robin Ingle, Chairman and CEO, Ingle International
- Dee K. Waddell, General Manager, Global Travel & Transportation Industry, IBM
- Adam Weissenberg, Global Leader, Travel, Tourism and Hospitality, Deloitte and Touche

Moderator: Matt Vella, Executive Editor, TIME Magazine

0930 The voices of experience

Former presidents and prime ministers from the Spanish speaking world will discuss the challenges and opportunities for sustainable tourism development against the backdrop of an ever-shifting political landscape.

- José María Aznar, Prime Minister, Spain, 1996-2004
- Felipe Calderón Hinojosa, President of Mexico, 2006-2012
- Laura Chinchilla Miranda, President of Costa Rica, 2010-2014
- Marcos Peña, Chief of Cabinet of Ministers of the Argentine Nation

Moderator: Gloria Guevara Manzo, President & CEO, WTTC

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1015 Power, politics and policy

In a world where politics is ever more complex, and where political messaging can impact tourism growth both positively and negatively, we hear from players in the USA on how to navigate the challenges successfully.

- Caroline Beteta, President & CEO, Visit California
- Roger Dow, President & CEO, US Travel Association
- Christopher L. Thompson, President & CEO, Brand USA

Moderator: Nick Ross, Summit Anchor

Tourism for Tomorrow

1045 Travel & Tourism declaration on illegal trade in wildlife

Presentation of a new WTTC initiative to support global action to combat illegal trade in wildlife.

- Catherine Arnold, Head of Illegal Wildlife Trade Unit, Foreign and Commonwealth Office, United Kingdom
- Gary Chapman, President Group Services & dnata, Emirates Group
- Gerald Lawless, Immediate past Chairman, WTTC
- John E. Scanlon, Special Envoy, African Parks
- Darrell Wade, Co-Founder & Executive Chair, Intrepid Group*

Moderator: Peter Greenberg, Travel Editor, CBS News

1115 Tourism for Tomorrow Awards

WTTC's annual Tourism for Tomorrow Awards ceremony will showcase and celebrate the very best in sustainable tourism from around the world.

- Fiona Jeffery, Founder & Chairman, Just a Drop and Chair, Tourism for Tomorrow Awards
- Jeffrey C. Rutledge, CEO, AIG Travel

1200 BREAK

1245 Sustainable Growth: tourism that benefits everyone

WTTC work with McKinsey & Company on how to manage tourism growth highlighted the importance of community engagement for sustainable tourism growth. How can stakeholders come together to agree a shared vision for their destination? How can we shift the focus away from numbers of tourists and towards a more quality driven, value focused approach.

KEYNOTE: Tourism, development and peace – The story of Rwanda

- The Rt. Hon. Prime Minister of the Republic of Rwanda, Dr Edouard Ngirente

1300 Value vs volume: harnessing growth to create a quality product

- Jillian Blackbeard, Executive Manager – Marketing, Botswana Tourism Organisation (BTO) Ninan Chacko, CEO, Travel Leaders Group
- Alex Dichter, Senior Partner, McKinsey & Company
- H.E. Ana Mendes Godinho, Secretary of State for Tourism, Portugal
- Matthew Upchurch, President & CEO, Virtuoso

Moderator: Nick Ross, Summit Anchor

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1330 Putting communities at the centre of tourism development

- H.E. Nikolina Angelkova, Minister of Tourism, Bulgaria
- Fred Dixon, President & CEO, NYC and Company
- Katie Fallon, Global Head of Corporate Affairs, Hilton
- Gonzalo Robredo, President of the Tourism Entity of the City of Buenos Aires
- H.E. Wanda Teo, Secretary of Tourism, Philippines

Moderator: Tim Willcox, Presenter, BBC News

1410 Hollywood, hospitality and travel

- Five-time Academy Award winning director and hotelier, Francis Ford Coppola, interviewed by Costas Christ, CEO, Beyond Green Travel

1440 Closing remarks

- Gloria Guevara Manzo, President & CEO, WTTC
- H.E. José Gustavo Santos, Minister of Tourism, Republic of Argentina

1450 Handover to next Summit Host

1500 LUNCH & CLOSE

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