

## WTTC announces agenda for Summit in Washington DC and Summit Theme 'Open Mind, Open World'

2006-01-20

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CEOs, industry leaders, government officials and foreign leaders to convene in April - Washington beats out five international cities as host - first time U.S. city selected

The World Travel & Tourism Council (WTTC) announced the agenda for its prestigious 6th Global Travel & Tourism Summit. Speaking during a press conference, WTTC Chairman Vincent Wolfington said, 'The United States is the world's largest single travel and tourism economy, making it a fitting place for us to frame the most significant issues facing our industry.' WTTC President Jean-Claude Baumgarten added, 'Our site choice was quite deliberate, and we are delighted to be welcomed here.'

The annual gathering of the CEO-level group will take place April 10-12, 2006, at the Washington Convention Center. This year's theme, 'Open Mind, Open World' conveys the need to encourage cultural exchange, to promote better understanding between nations, and to bolster economies through increased business and leisure travel. The summit's agenda will reflect topical issues surrounding travel, and the far-reaching economic impact the travel and tourism industry has on a wide range of business sectors.

Baumgarten noted that although the global travel and tourism industry last year generated more than 10 percent of the global GDP, its collective heft and impact are not widely understood. Therefore, he said, the influential WTTC is holding six sessions across three days to generate discussion between industry leaders, government officials, and the media. Topics range from the effects of aging populations to the promises of new technology, and the challenges of travel in a post-Sept. 11 world. [Agenda and session summaries attached.] 'Our industry created more than 200 million jobs last year,' said Baumgarten. 'We affect economies and lives in thousands of ways. Our industry is truly a force for social change and sustainable development.'

Washington Mayor Anthony A. Williams and Greek Tourism Minister, Dimitris Avramopoulos, joined Baumgarten for the announcement today.

WTTC leaders and industry executives who participated include:

- \* Vincent Wolfington - Chairman, World Travel & Tourism Council and Chairman Emeritus, Carey International
- \* J.W. Marriott Jr. - Chairman and CEO, Marriott International
- \* Jonathan Linen - Advisor to the Chairman, American Express
- \* Paul Chiu - Managing Partner, Accenture, Transportation and Travel Services Practice, North America
- \* Dimitris Avramopoulos - Tourism Minister, Greece

Based in London, the WTTC is the preeminent advocacy group for the global travel and tourism industry. It is the only body representing the private sector in all parts of the travel and tourism industry worldwide. WTTC's mission is to raise awareness of the full economic impact of the world's largest generator of wealth and jobs: travel and tourism.

This year's summit is co-sponsored by the Travel Industry Association of America (TIA) and the Travel Business Roundtable (TBR).

Agenda - World Travel & Tourism Council 6th Global Travel & Tourism Summit

### Session 1

Travel & Tourism: A 1.6 Trillion Dollar Industry in Search of an Identity

The inherent fragmentation of travel & tourism has meant that, over the years, its immense social and economic impacts have not been recognized fully. Similarly, its far-reaching potential to create jobs and prosperity and to cement peace has yet to be realized.

- \* What is the outlook for travel & tourism growth in the global context? How does this compare with other economic sectors?
- \* What is the role for government in helping the industry realize its potential?
- \* Similarly, what is the role of the private sector?
- \* How can the two sectors align their actions to reach goals of overall prosperity?

### Session 2

## 2025: 7.8 Billion People and the Challenge of Demographics

Demographics will be one of the most important factors affecting the shape of the industry in the medium- to long-term. Booming population growth across much of the developing world, combined with an aging population in the world's major developed economies, will raise a series of questions including:

- \* How will the new population landscape affect travel & tourism demand across the world?
- \* How does the industry respond to the world's aging and growing population?
- \* As global demographic patterns change, is travel & tourism part of the answer to the increasing disparity between the 'haves' and the 'have nots'? How can it contribute?

### Session 3

#### Moving Around the World: The New Dynamics of Travel

Air travel is a vital component of the travel & tourism industry. Some airline models are losing money and are unable to achieve long-term profitability while facilitating the safe, efficient, and enjoyable transportation of people. Security, social, and environmental challenges are constantly slowing down the adaptation of infrastructure to increasing demand while technology-based opportunities offer a range of future scenarios.

- \* What are the scenarios for success?
- \* Which business model for aviation will ensure the industry's long-term viability?
- \* How can we balance the needs of travel with those of the environment?
- \* How can we balance security needs with those of cross-border travel?

### Session 4

#### Harnessing Innovation and Technology: Bringing New Capabilities to the Fore.

From biometrics and new aircraft designs to travel distribution networks and state-of-the-art resorts and destinations, travel & tourism continues to harness technologies that meet the new and increasingly sophisticated levels of demand.

- \* To what extent have these developments been pursued by public and private partners?
- \* Can new information technology systems be synchronized for the overall benefits of the industry, so that international standards regarding, for example, security-related systems (such as visas) can help to harmonize international efforts around the world?
- \* How can the private sector achieve individual recognition in a mass-production system?
- \* What role can 'standards' play in ensuring integrated solutions?

### Breakfast Session

#### Information, Integration, and Communication: Being Prepared for the Unknown

As in previous years, this session will concentrate on a topical issue with practical implications for travel & tourism. Over the past five years, travel & tourism has proved to be one of the most resilient human activities. The speed of recovery after terrorist attacks has become significantly shorter, as if travelers have integrated such events into their decision-making processes. Now, a new kind of threat - posed by existing or potential natural and health disasters - has surfaced and must be addressed. The tsunami, Hurricane Katrina, the Asian earthquake, and H5N1 avian flu are the kinds of global problems for which our industry and the international community as a whole have to prepare.

- \* What contingency plans do governments have in place in the event of a natural disaster or disease pandemic?
- \* Which national and international organizations should the industry interact with in order to be kept up to date on such plans?
- \* What strategies should the industry adopt to ensure effective preparation and communication in the event of a disaster?
- \* How can the impact of such a crisis on travel & tourism, and as a result the global economy, be mitigated?

### Session 5

#### Destination Stories: Sharing Knowledge and Looking Ahead

There are examples throughout the world, from destinations as diverse as Las Vegas, Dubai, and Spain, where travel & tourism has been developed using different models and means. This session will bring together aims and ambitions with know-how and experience, to identify key factors for consideration in developing prosperous travel & tourism economies around the globe.

- \* Is there one or are there many different models for developing travel & tourism?
- \* What are the 'golden rules' for public and private partners to achieve successful development of a destination?
- \* Do we always take past failure or success stories into account when developing new destinations?
- \* Which components make up the image of a particular destination, and how do cultural differences (changing/emerging national identities) determine travel patterns?

## Session 6

### Open Mind, Open World

Throughout the Summit, the aim has been for travel & tourism leaders from both the public and private sectors to share their experiences and to be open to new ideas. In our concluding session, we reach outside the industry in order to share a vision. A globally renowned keynote speaker will give a new perspective on how they believe world affairs will evolve and how their company is securing its future.

This article comes from Hotel News Resource

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