

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

1000 Opening ceremony

- H.E. Mauricio Macri, President of the Republic of Argentina
- Chris Nassetta, CEO, Hilton & Chairman, WTTC
- H.E. José Gustavo Santos, Minister of Tourism, Republic of Argentina
- Gloria Guevara Manzo, President & CEO, WTTC
- Zurab Pololikashvili, Secretary General, UNWTO

1050 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. Friedrich Joussen, 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.

- Manuel Muñoz, Dean, IE School of International Relations
- Friedrich Joussen, CEO, TUI Group
- Greg O'Hara, Founder and Managing Partner, Certares

Moderator: Nick Ross, Summit Anchor

1130 Our consumer today, our consumer tomorrow

Shifting expectations of consumers in a world of robots, artificial intelligence, machine learning and driverless cars is one of the greatest challenges for Travel & Tourism, especially as it relates to workforce development. Two global CEOs will discuss the innovations in their sectors, and the risks and opportunities they are experiencing.

- Arne Sorenson, President & CEO, Marriott International

1155 BREAK

1225 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. José Gustavo Santos, Minister of Tourism, Republic of Argentina (G20, 2018)
- H.E. Keiichi Ishii, Minister of Land, Infrastructure, Transport and Tourism, Japan (G20, 2019)*

- H.E. Derek Hanekom, Minister of Tourism, South Africa
- H.E. Matilde Pastora Asian González, State Secretary for Tourism, Spain*

Moderator: Peter Greenberg, Travel Editor, CBS News

1250 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:

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

1325 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
- Chris Nassetta, CEO, Hilton & Chairman, WTTC

1345 LUNCH

1515 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.

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

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 - 1620 PART 1: Identifying technologies

- Diana Robino, SVP, Mastercard
- Miguel Leitmann, CEO, Vision-Box
- Glenda McNeal, President, Enterprise Strategic Partnership, American Express Company*
- Paul Griffiths, CEO, Dubai Airport

Moderator: Nick Ross, Summit Anchor

1620 - 1650 PART 2: Aligning the processes

- Fang Liu, Secretary General, International Civil Aviation Organization
- Martin Eurnekian, President, Aeropuertos Argentina 2000
- Paul Steele, Senior Vice President Member & External Relations, Corporate Secretary at International Air Transport Association
- John Moavenzadeh, Head of Mobility Industries and System Initiative, World Economic Forum

Moderator: Arnie Weissmann, Editor in Chief, Travel Weekly

1650 - 1715 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 'Our People, Our World, Our Future'

- Arnold Donald, President & Chief Executive Officer Carnival Corporation

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 three 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

- Cathy Tull, SVP Marketing, Las Vegas Convention and Visitors Authority
- Sean Donohue, CEO, Dallas Fort Worth International Airport
- H.E. Enrique de la Madrid, Minister of Tourism, Mexico
- Dr Michael J Ryan, Assistant Director – General, WHO Health Emergencies Programme*
- Fred Dixon, President & CEO, NYC and Company*

Moderator: Kathleen Matthews, Journalist and Broadcaster

1830 PART 2: Recovery and resilience

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

Moderator: Nathan Lump, Editor, Travel & Leisure

1900 END OF DAY ONE

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.

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

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 Calderon Hinojosa, President of Mexico, 2006-2012
- Laura Chinchilla Miranda, President of Costa Rica, 2010-2014

Moderator: Gloria Guevara Manzo, President & CEO, WTTC

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..

- Roger Dow, CEO, US Travel Association
- Chris Thompson, CEO, Brand USA
- Jim Murren, CEO, MGM Resorts*
- Caroline Beteta, President & CEO, Visit California*

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.

- Gerald Lawless, Immediate past Chairman, WTTC
- Gary Chapman, President, Emirates**
- John E Scanlon, Special Envoy, African Parks

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, Chief Executive Officer, AIG Travel

1200 BREAK

1245 Sustainable Growth

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 – tbc

1255 Value vs volume: harnessing growth to create a quality product

- Alex Dichter, Senior Partner, McKinsey & Company
- Matthew Upchurch, President & CEO, Virtuoso
- Ninan Chacko, CEO, Travel Leaders Group
- H.E. Ana Mendes Godinho, Secretary of State for Tourism, Portugal
- Mario Quintana, Secretary of Interministerial Coordination, Argentina*
- H.E. Tshekedi Khama II, Minister of Environment, Conservation, Natural Resources and Tourism*

Moderator: Nick Ross

1330 Putting communities at the centre of tourism development

- Gonzalo Robredo, President of the Tourism Entity of the City of Buenos Aires*
- H.E. Nikolina Angelkova, Minister of Tourism, Bulgaria
- Katie Fallon, Global Head of Corporate Affairs, Hilton
- H.E. Wanda Teo, Secretary of Tourism, Philippines

Moderator: Tim Willcox, BBC

1330

1410 Hollywood, hospitality and travel

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

1440 Closing remarks

- Gloria Guevara Manzo, President & CEO, WTTC

1450 Handover to next Summit Host

1500 LUNCH & CLOSE