



## Media Information

### 5th World Tourism Forum Lucerne attracts global power presence

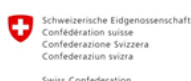
**The 5th World Tourism Forum Lucerne will be held in central Switzerland from 3 to 5 May 2017. The global event – staged every two years – will again attract top decision makers from the travel, tourism and related fields. Preparations are also under way for the staging of the first WTFL in China in 2018.**

**Lucerne, 23 November 2016** – Recent years have seen the World Tourism Forum Lucerne intensifying its international focus – a successfully tried and tested concept set to continue. Alternating with this event staged every two years, the WTFL Think Tank and Talent Boost events will continue to be held outside Switzerland. The first World Tourism Forum Lucerne in China is planned for 2018. And with the recent founding of a company in China the WTFL is well positioned for this further international expansion.

The 5th World Tourism Forum Lucerne in May 2017 will be held under the title "stay relevant in uncertain times!" It will focus on how to stay successful in the face of changes and challenges in today's often turbulent times. Experts from the fields of marketing, branding, leadership, politics and financing will explain along with best-practice examples how to achieve goals but also to exceed aims. The 2017 topics will be discussed the day prior to the opening of the Forum by the WTFL Think Tank – a high focused top-level body comprising some 65 ministers, CEOs, investors and academia.

One of the key objectives of the World Tourism Forum Lucerne is to highlight the importance of global tourism. Martin Barth, WTFL President & CEO: "The potential for world tourism is a highly significant factor in the development of many destinations. But tourism means more than filling beds. Run-of-the-mill marketing is no longer sufficient. A real strategy is required – a strategy which must be broad-based and coordinated." To focus on the economic importance of tourism, the May 2017 Forum will feature presentations on the "power of tourism" by international opinion leaders.

The World Tourism Forum Lucerne is the only platform worldwide promoting dialogue between the current and upcoming generation of senior management. This commitment is reflected in the WTFL's "Young Talent Programme", "Next Generation Competition" and newly launched "Start-Up Innovation Camp".



The World Tourism Forum Lucerne from 3 to 5 May 2017 has already attracted top decision makers as Forum speakers. They include internationally acclaimed branding expert Simon Anholt who has already advised more than 50 countries on their "Competitive Identity"; best-selling author Dr. Jason Fox on how to achieve more meaningful progress; Simon Lehmann, since 1 November new president of Phocuswright; Rasoul Jalali, General Manager Uber; Isabel Hill, Director National Travel & Tourism Office, US Department of Commerce; Ann Sherry, Executive Chairman Carnival Australia; John Perrottet, Senior Tourism Specialist with the World Bank; Chinese investor Teo Ah Khing and Jürg Schmid, CEO Switzerland Tourism.

Programme and further information: [www.wtflucerne.org/wtfl2017](http://www.wtflucerne.org/wtfl2017)

#### **World Tourism Forum Lucerne**

The WTFL is an interdisciplinary professional platform which takes place held annually, alternately in Lucerne (Switzerland) and – from 2018 – China. It offers decision-makers in business, politics, science and finance an overview of current topics and trends in the global tourism industry. It is the only international platform enabling leading decision makers and emerging young talents in the industry to interact under the "Next Generation" designation. The World Tourism Forum Lucerne is supported by an international Advisory Board under the chairmanship of Reto Wittwer. The next WTFL will take place from 3 to 5 May 2017.

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