



Media Information

World Tourism Forum Lucerne expands Advisory Board with top international names

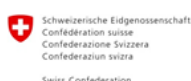
Since its launching in 2009, the World Tourism Forum Lucerne has been professionally supported by an international Advisory Board. With effect from 2016, several prominent new names have joined this consultative body. The most recent is Jacinta Nzioka (Kenya Tourism Board), who has become the Advisory Board's newest member.

Lucerne, 22 March 2017 – The World Tourism Forum Lucerne will take place in central Switzerland for the fifth time from 4 to 5 May 2017. Within the framework of the Forum's global orientation and expansion, an [international Advisory Board](#) has been supporting the event since its launching in 2009. Recently, six new members have joined the Forum's Advisory Board. With their touristic insight and expertise, they are assisting in the planning and staging of this year's event.

Aboulfas Garayev	Culture and Tourism Minister Azerbaijan
Isabel Hill	Director National Travel & Tourism Office, US Dept. of Commerce
Michael Kerkloh	President & CEO Munich Airport
Simon Lehmann	President Phocuswright
Jacinta Nzioka	Director of Marketing Kenya Tourism Board
Manfred Schoenleben	CEO TMC Partners

Reto Wittwer, Chairman of the Advisory Board, says: "We provide professional advice and assistance to the World Tourism Forum Lucerne and we often act as a "door opener". Through the extensive expertise and know-how of our members, we ensure that the Forum is always in touch with the changing times. It is due to the commitment and networking excellence of the Advisory Board's members that the Forum has in recent years been able to position itself as a globally relevant tourism platform."

The members of the international Advisory Board represent a wide range of travel and tourism sectors. This multi-sectorial make-up ensures that emerging destinations also have their place at the World Tourism Forum Lucerne as well as global concerns and locally-based service providers. After a detailed talent search process, Jacinta Nzioka, Director of Marketing of the Kenya Tourism Board, has just been appointed as the 24th member and the first representative from Africa in the Advisory Board. As Director of Marketing of the Kenya Tourism Board Jacinta Nzioka has excellent knowledge in tourism marketing and is highly experienced in the field of community-based tourism and sustainable development. Jacinta Nzioka: "Kenya is a key player in tourism in Africa and one of the global leaders in sustainable tourism. Through my seat on the Advisory Board of the World Tourism Forum Lucerne, I am offered an ideal opportunity to share and deepen my personal know-how and experience with like-minded professionals. For me this is an excellent chance to contribute actively to the future success and sustainability of tourism worldwide."



World Tourism Forum Lucerne

The World Tourism Forum Lucerne is an interdisciplinary professional platform which takes place 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 also the only international platform which enables 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 5th World Tourism Forum Lucerne will take place from 4 to 5 May 2017. www.wtflucerne.org

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