



GLOBAL  
TOURISM  
FORUM

LEADERS SUMMIT EUROPE  
2022 - BRUSSELS

SEPTEMBER 6th



# ABOUT THE **WORLD TOURISM FORUM** *Institute*

In collaboration with our host nations, the World Tourism Forum Institute is reshaping economies through tourism development. We do this by working with countries that have untold tourism stories to share, as well as countries with already established tourism industries that are seeking to drive the narrative about their current and future success. Our aim is to reduce the negative impact of tourism, by increasing the more positive impact of sustainable development goals in tourism globally.

As the leading international tourism development and investment brand, the World Tourism Forum Institute, is a London, UK-based organisation, committed to promoting countries in the fields of tourism development, economic growth, FDI through tourism investments, and human resource development within the industry.

The World Tourism Forum Institute creates a legacy for the host country, by way of carefully selected and tailor-made initiatives aiming to promote the country's image internationally, create greater visibility and determine the industry's objectives through soft power. These experiences - from Global Tourism Forum conferences, WTFI's masterclasses, and international media promotions - are designed to strengthen the nation's brand abroad, as well as highlight the importance of the tourism sector in the economic landscape.



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# About Leaders Summit Brussels



Taleb Rifai  
**Secretary General of WTFI**

## “Investment, Connectivity and Hospitality”

The need for a paradigm shift in global tourism existed long before the SARS-CoV-2 pandemic. The very success of international tourism, with five times the number of trips in 2019 compared to the year 1980, often made a mockery of the idea of hospitality and ran in many places a juggernaut over local nature, local culture, authenticity, diversity and serendipity, negatively impacting satisfaction levels of all stakeholders involved. Gigantic cruise ships, all-inclusive resorts, overcrowded beaches and disneyfied tourist cities are all examples of forms of tourism organisation which in effect prevents meaningful guest-host encounters and do not help to fight seasonality and its consequences of low yield, low wages and seasonal employment in many European destinations.

By 2019, overtourism, ecological degradation and increasing protests of host communities already signalled the need to change the structure of global tourism. The pandemic has increased the perception of the importance of travel and tourism for the global economy and provided a chance to pause and rethink the future of tourism.

The Leaders Summit Brussels is the right place at the right time to review what has been done already and even more importantly what still needs to be done to move forward to a more meaningful and sustainable tourism in Europe and around the world, to balance the interests of hosts, guests, employees and owners of service provider companies in hospitality and tourism and not least the environment.

The dialogue between political and industry leaders from European and global countries, organisations and companies will help to find new ways to use the tools of digitalization, training, and empowerment and of political support and guidance to not only find a way out of the crisis, but to move forward to a new, better ‘normal’.





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## Co-Chairs of the Conference:



**Ismail Ertug**

Member of European Parliament



**José Ramón Bauzá**

Member of the European Parliament







#LeadersSummit**Europe2022**

**Date:** September 6th, 2022

**Venue:** Radisson Collection Hotel, Grand Place Brussels

**Address:** Rue du Fossé aux Loups 47, 1000 Bruxelles, Belgium

**Capacity:** 80 Leaders and Professionals

**Topic:** Investment, Connectivity and Hospitality

**Organiser:** World Tourism Forum Institute



# Global tourism leaders gather in Brussels to discuss a new era in Travel and Tourism

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Under the theme “Investment, Connectivity and Hospitality”, the Global Tourism Forum Leaders’ Summit Europe 2022 kicks-off on September 6th at the Radisson Collection Hotel, Grand Place Brussels.

The full day event has brought together over 40 top high-level speakers to boost and support the start of a new era of growth for the Travel & Tourism sector for Europe and the world.

European Commissioners, EC Director General and Directors; the most important representatives of the European Parliament; Ministers of Tourism from Asia and Africa; CEOs of major airlines, hotel Groups, technology providers as well as prominent European destinations and Travel & Tourism value chain European and International Associations get together in brussels to speak with one voice to address the challenges and opportunities faced by the Travel & Tourism ecosystem in the post-pandemic world and be at the forefront of a ‘new era’ of tourism trends, offering new options to a new generation of travelers, as well as opportunities led by digitalisation.

The Summit raised the the most important matters faced by the sector, such as the sector’s vision on smart tourism, the green transition, new trends in mobility; investment models for travel & tourism, sustainability, gender equality & women empowerment or how digitalization & blockchain technologies shape tourism.



# Statistics

Leaders Summit Europe 2022  
with numbers

**230K**  
Online Views

**43**  
Speakers &  
Moderators

**8**  
Hours of Content

**150**  
International  
Delegates

**40+**  
Countries





# Program

SEPTEMBER 6, 2022

09:45 - 10:05	<b>WELCOME AND OPENING REMARKS</b>  Maria Ramos, Master of Ceremonies, Journalist, TV News Anchor Ismail Ertug, Member of European Parliament José Ramón Bauzá Díaz, Member of European Parliament Bulut Bağcı, President of WTFI
10:10 - 10:20	<b>KEYNOTE</b> Dimitris Papadimoulis, Vice President of European Parliament
10.20 -10.35	<b>KEYNOTE</b> Adina-Ioana Vălean, European Commissioner for Transport
10:40 - 11:10	<b>SESSION 1: Mobility Challenges and New Trends</b>  İsmail Ertug, Member of European Parliament <b>(Moderator)</b> Henrik Hololei, Director-General for Mobility and Transport, European Commission Eduardo Santander, CEO, European Travel Commission József Váradi, CEO, Wizz Air
11:10 - 11:40	<b>KEYNOTE ON CHANGE</b> Federico J. González, CEO Radisson Hotel Group
11:40 - 12:00	<b>1:1 CONVERSATION: BIG EVENTS AND IMPACT ON TOURISM: The case of FIFA World Cup</b>  José Ramón Bauzá, Member of European Parliament, <b>(Moderator)</b> Akbar Al Baker, Chairman of Qatar Tourism
12:00 - 12:15	<b>KEYNOTE:</b> Global Initiative - Making tourism part of the solution Gloria Guevara, Chief advisor Saudi Ministry of Tourism
12:20 - 13:20	<b>NETWORKING LUNCH</b>
13:20 - 13:30	<b>Video message on GTF Annual Meeting 2022 Indonesia</b> Sandiaga Uno, Ministry of Tourism and Creative Economy of the Republic of Indonesia





# Program

SEPTEMBER 6, 2022

#LeadersSummit**Europe2022**

13:30 - 14:00	<b>SESSION 2:</b> A Sustainable Future for Travel and Tourism  <b>Cristina Núñez</b> , NECSTouR, <b>(Moderator)</b> <b>Claudia Monteiro de Aguiar</b> , Member of European Parliament, SME Europe <b>Peter Gerber</b> , CEO Brussels Airlines <b>Marie-Caroline Laurent</b> , Director General Europe, CLIA <b>Willie Walsh</b> , Director General IATA
14:00 - 14:30	<b>SESSION 3:</b> Digitalisation and Blockchain in Travel  <b>Janette Ceja</b> , TV Host and Travel Journalist, <b>(Moderator)</b> <b>Eric Dresin</b> , Secretary General, ECTAA <b>Claudia Tapardel</b> , Chief Communication Officer of Ariva <b>Emmanuel Mounier</b> , EU Travel Tech <b>Josianne Cutajar</b> , Member of the European Parliament
14:30 - 14:40	<b>KEYNOTE</b> <b>Thomas Emanuel</b> , Senior Director of STR
14:40 - 15:10	<b>COFFEE BREAK / FAMILY PHOTO</b>
15:10 - 15:25	<b>KEYNOTE</b> <b>Vladimir Norov</b> , Ministry of Foreign Affairs of Uzbekistan
15:25 - 15:45	<b>SPECIAL SESSION:</b> New Investment Models for Travel and Tourism  <b>Bulut Bağcı</b> , President of WTFI <b>(Moderator)</b> <b>Hugues Mbadinga Madiya</b> , Minister of Promotion and Investment of Gabon <b>(ON ZOOM)</b> <b>Mounira Hassaballah</b> , Minister of Tourism of Republic of Tchad <b>István Ujhelyi</b> - Member of the European Parliament
15:45 - 15:55	<b>KEYNOTE</b> <b>Valentina Superti</b> , Director in charge of tourism, DG GROW (Internal Market, Industry, Entrepreneurship and SMEs), European Commission.





# Program

SEPTEMBER 6, 2022

15:55 – 16:30	<b>SESSION 4:</b> Destination 2030: Smart Tourism and Resilience  <b>Neslihan Gundes</b> , Non-Executive Director of World Tourism Forum <b>(Moderator)</b> <b>Caroline Leboucher</b> , CEO Atout France <b>Marian Muro</b> , CEO of Barcelona Tourism <b>Patrick Bontinck</b> , CEO of Visit Brussels <b>Ali Rafat</b> , CEO of SKIFT <b>(ON ZOOM)</b>
16:30 – 17:00	<b>SESSION 5:</b> Women Leadership in Tourism  <b>Claudia Tapardel</b> , Former MEP, Chief Communication Officer & Vice President for International Affairs of Ariva <b>(Moderator)</b> <b>Yulia Stark</b> , President, EWA European Women's Association <b>Elena Kontoura</b> , Member of the European Parliament <b>Janette Ceja</b> , TV Host and Travel Journalist <b>Cristina Núñez</b> , NECSTouR
17:00 – 17:10	<b>KEYNOTE</b> <b>Angela Gerekou</b> , President of Greek National Tourism Organization (GNTO) <b>(ON ZOOM)</b>
17:10 – 17:30	<b>SESSION6:</b> Design, Delivery and Operation of New Destinations  <b>Erdal Seyhan</b> , CEO of World Tourism Fund & Investment <b>(Moderator)</b> <b>Dan Anderson</b> , Director of Fourth Street London
17:30 – 17:40	<b>CLOSING REMARKS</b>



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# Session and Speakers

The World Tourism Forum Institute and Global Tourism Forum tap into their vast network to bring leaders and top-level executives together at the GTF events. We collaborate with our partners to invite the most appropriate guests of the highest possible calibre.

Our events attract some of the most notable names and faces in the world as VIP speakers.



Master of Ceremonies

**Maria Ramos**

Journalist, TV News Anchor



# Welcoming and Opening Remarks

🕒 20 min.



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Europe 2022 | Brussels



Master of Ceremonies

**Maria Ramos**

Journalist, TV News Anchor



**Ismail Ertug**

Member of European Parliament



**José Ramón Bauzá**

Member of the European Parliament



**Bulut Bağcı**

President of WTFI







## **Bulut Bağcı**

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"Together we are stronger to boost and support the start of a new era of growth for the Travel & Tourism sector for Europe and the world"



## Ismail Ertug

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"Tourism is a major economic activity in the EU with wide-ranging impact on economic growth, employment and social development."





## José Ramón BAUZÁ DÍAZ

"We should claim tourism in Europe as an economic engine ahead of a potential recession. The next few years are crucial and other countries are ahead of us. I urge the EU leaders to promote European tourism and mitigate the effects of the energy crisis in the sector. The EU must be capable of offering attractive and affordable products and selling our continent to the world. Starting by creating a true European brand that attracts visitors from the rest of the world and put tourism in the centre of our economies. Tourism can, once again, play a fundamental role in this crisis and the European Union cannot lose the opportunity."





Keynote

🕒 10 min.



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**Keynote Speaker:**

**Dimitrios Papadimoulis**

Vice-President of the European Parliament







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Leaders Summit



Keynote

🕒 15 min.



**Leaders Summit**  
Europe 2022 | Brussels



**Keynote Speaker:**

**Adina-Ioana Vălean**

European Commissioner for Transport







## **Adina-Ioana Vălean**

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"It's difficult to imagine tourism without transport. When transport is restricted, tourism suffers – as we saw at the height of the pandemic. It is imperative we have a resilient and robust transport sector. A transport sector that is prepared for future challenges, sustainable, accessible and affordable".



## Session 1:

# Mobility Challenges and New Trends

🕒 30 min.



**Leaders Summit**  
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**Moderator**

**Ismail Ertug**

Member of European Parliament



**József János Váradi**

CEO of Wizz Air



**Eduardo Santander**

Executive Director of  
European Travel Commission



**Henrik Hololei**

Director-General of the European Commission's  
department for Mobility and Transport





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## József Váradi

"Wizz Air has been carrying the flag of low-cost travel in new markets to democratize the travel industry. Mobility and accessible flights to everyone will remain fundamental across Europe and beyond. Moving forward, deregulation and maintaining a level playing field will be key to encourage competition of airlines, strengthening market efficiency and enabling affordable travel."







## Henrik Hololei

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"A well-functioning and well-connected market, underpinned by strong competition is essential. These principles are at the heart of the European transport system. Our role as regulator is to ensure that new operators can enter the market with new business models and ideas, to help drive innovation and sustainability. This in turn will create opportunities for the transport and tourism sectors, businesses and consumers alike."



## Eduardo Santander

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"Today in Brussels we are discussing how to shape Europe's tourism future in the best way. As travel to European destinations finally restarts in full swing, the sector is already facing the old problems with capacity and management. The EU must lead the way fostering best practice sharing and new forward-looking policies, which put people – local citizens, travellers, workers – as the top priority. Still, I am confident that tourism in Europe will prevail and continue thriving."



# Keynote on Change

🕒 30 min.



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**Keynote Speaker:**

# Federico J. González

CEO of Radisson Hotel Group







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**Leaders Summit**  
Europe 2022 | Brussels, September 6



**1:1 Conversation:**

## **Big Events and Impact on Tourism: The case of FIFA World Cup**

🕒 20 min.



**Leaders Summit**  
Europe 2022 | Brussels



**José Ramón Bauzá**

Member of the European Parliament



**Akbar Al Baker**

Group CEO of Qatar Airways,  
Secretary-General of Qatar Tourism





## Akbar Al Baker

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"I am pleased to participate in the Global Tourism Forum Leaders Summit on behalf of Qatar Airways and Qatar Tourism. It is of paramount importance to align on the global tourism recovery, and the key role aviation plays. This year, I am excited to share with you Qatar's key preparations for the FIFA World Cup 2022 and the long-lasting impact it will have on tourism in Qatar. I hope to see you all in Doha this November."





**Keynote:**

## **Global Initiative: Making Tourism Part of the Solution**

🕒 15 min.



**Leaders Summit**  
Europe 2022 | Brussels

**Keynote Speaker:**

# **Gloria Guevara**

Chief Special Advisor to  
Ministry of Tourism of Saudi Arabia







## **Gloria Guevara**

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"We need to work together to make travel & tourism part of the solution in the fight against climate change". The global initiative aims to accelerate the transition to net zero of this very important sector, while driving action to protect nature and supporting communities. Millions of MSMEs need knowledge, tools and support to be climate neutral. Youth, academia, NGOs, destinations and all stakeholders should be part of the process ... we were delighted to share the initiative in this very important forum in the capital of Europe ."



## Session 2:

# A Sustainable Future for Travel and Tourism

🕒 30 min.



**Leaders Summit**  
Europe 2022 | Brussels



**Willie Walsh**

Director General of International  
Air Transport Association (IATA)



**Cláudia Monteiro de Aguiar**

Member of the European Parliament



**Peter Gerber**

CEO of Brussels Airlines



**Marie-Caroline Laurent**

Europe Director General of CLIA



**Moderator**

**Cristina Núñez**

Managing Director of NECSTouR









## Willie Walsh

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"A sustainable tourism industry is a must for Europe and the airline industry is determined to play its part. Airlines are committed to achieving net zero by 2050. Accelerating and scaling up the availability of Sustainable Aviation Fuel (SAF) will be critical in the transition to net zero and represents a fantastic opportunity for Europe. With the right policy framework and incentives, SAF production will help to improve energy independence, create new highly skilled jobs and guarantee a sustainable future for aviation and tourism."







## Peter Gerber

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"Brussels Airlines, part of Lufthansa Group, is clearly committed to becoming CO2-neutral by 2050. However, a global level playing field for aviation must be ensured by European policy makers."



## Marie-Caroline Laurent

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"The cruise industry is integral to sustainable tourism strategies. Our comprehensive approach tackles sustainability through reduced cruise ship emissions, environmental protection measures onboard and leading practices at destinations we visit."



## Session 3:

# Digitalisation and Blockchain in Travel

🕒 30 min.



**Leaders Summit**  
Europe 2022 | Brussels



**Eric Dresin**

Secretary General of ECTAA



**Claudia Tapardel**

Former MEP, Chief Communication Officer  
& Vice President for International Affairs  
of Ariva, Global Public Speaker



**Moderator**

**Jeannette Ceja**

TV Host and Travel Journalist



**Emmanuel Mounier**

Secretary General of EU Travel Tech

**eu travel tech**



**Josianne Cutajar**

Member of the European Parliament









## Claudia Tapardel

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“ Ariva Digital is essential for bringing the travel & tourism industry at the next level, in the new era dominated by growth & innovation through our digital & blockchain solutions.”





**Keynote:**

# What does the hotel data currently tell us?

🕒 10 min.



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**Keynote Speaker:**

## Thomas Emanuel

Senior Director of STR





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Leaders Summit  
Europe 2022 | Brussels, September 6

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Keynote

🕒 15 min.



**Leaders Summit**  
Europe 2022 | Brussels

**Keynote Speaker:**

# Vladimir Norov

Minister of Foreign Affairs, Uzbekistan









**Special Session:**

# New Investment Models for Travel and Tourism

🕒 20 min.



**Leaders Summit**  
Europe 2022 | Brussels



**Moderator**

**Bulut Bağcı**

President of WTFI



**Mounira Hassaballah**

Minister of Tourism, Republic of Tchad



**István Ujhelyi**

Member of the European Parliament



**Hugues Mbadinga Madiya**

Minister of Investment Promotion of Gabon









## Mounira Hassaballah

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“Chad has put a lot of resources into the tourism sector is a crossroads of culture and an all in one. By choosing to invest in Chad, one can benefit from unparalleled advantages, a favorable political and economic environment geared towards encouraging private and public foreign investment”





# Keynote

🕒 10 min.



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**Keynote Speaker:**

## Valentina Superti

Director in charge of tourism, DG GROW  
(Internal Market, Industry, Entrepreneurship  
and SMEs), European Commission.







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## Session 4:

# Destination 2030: Smart Tourism and Resilience

🕒 35 min.



**Leaders Summit**  
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**Caroline Leboucher**

CEO of Atout France



**Patrick Bontinck**

CEO of VISITBRUSSELS



**Moderator**

**Neslihan Gundes**

Chief Commercial Officer of WTFI



**Marian Muro**

Director of Barcelona Tourism

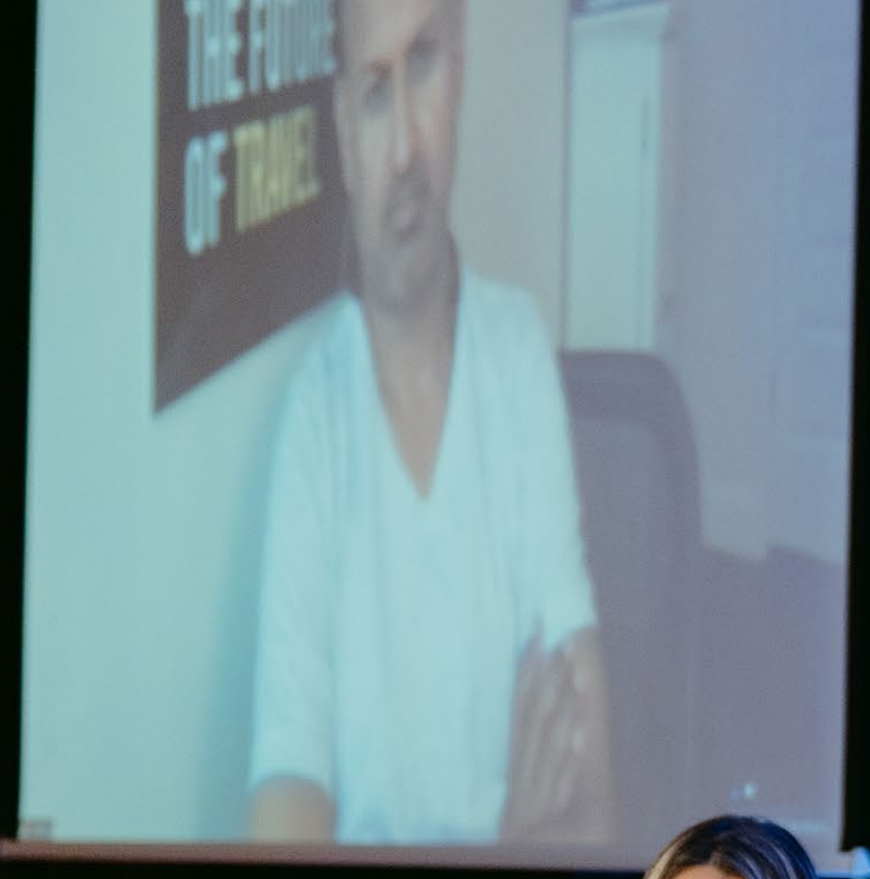


**Ali Rafat**

CEO of SKIFT







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## Caroline Leboucher

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"The pandemic and the various hazardous weather events we experienced this summer are wake up calls for the travel and tourism industry. It's high time to accelerate together, public and private partners, alongside NGOs and local communities to implement more coordinated and concrete actions towards a more resilient, responsible, inclusive and sustainable tourism. Atout France, the French NTO, is fully committed to taking part in that global challenge."





## Marian Muro

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"Barcelona has been the first city to obtain Biosphere certification as a destination. The challenge now is to reconvert the entire industry and speed up the process of transforming the tourism model. A process that will take time, as a change of model requires time, efforts, sacrifices and investment. Our goal is for Barcelona to be an example of a sustainable urban destination."





## Session 5:

# Women Leadership in Tourism

🕒 30 min.



**Leaders Summit**  
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**Cristina Núñez**

Managing Director of NECSTouR



**Elena Kountoura**

Member of the European Parliament



**Jeannette Ceja**

TV Host and Travel Journalist



**Yulia Stark**

President of, European Women's Association (EWA)



**Moderator**

**Claudia Tapardel**

Former MEP, Chief Communication Officer & Vice President for International Affairs of Ariva, Global Public Speaker







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## Elena Kountoura

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"Women's leadership in tourism is directly linked not only with the sector's success, but also with the social and economic growth of whole destinations and local societies, worldwide!"





**Keynote**

🕒 10 min.



**Leaders Summit**  
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**Keynote Speaker:**

**Angela Gerekou**

President of Greek National Tourism  
Organization (GNTO)



[www.visitgreece.gr](http://www.visitgreece.gr)



## Session 6:

# Design, Delivery and Operation of New Destinations

🕒 20 min.



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Europe 2022 | Brussels



**Moderator**

**Erdal Seyhan**

CEO of World Tourism Fund  
& Investment



**Dan Anderson**

Director, Fourth Street, London











## **Erdal Seyhan**

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What we learned with pandemic that tourism is in DNA of human and cards are reshuffled. Therefore Public and Private sectors must work closer to implement changes to meet requirements of sustainable and environmental friendly developments.





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