



# Annual Meeting 2023 - BRUSSELS

September 5-6

[www.globaltourismforum.org](http://www.globaltourismforum.org)



# Overview

---

The Global Tourism Forum (GTF) is pleased to announce that its Annual Meeting in 2023 will take place in Brussels, Belgium, September 5th. As the capital of the European Union, Brussels is an ideal location for the summit, which will bring together leaders and experts from across the globe to discuss the latest developments and challenges facing the tourism industry.

The Global Tourism Forum is a leading platform for discussing sustainable tourism practices, promoting cross-border collaboration, and identifying innovative solutions to industry challenges. The annual meeting attracts a diverse range of participants, including government officials, representatives from international organizations, academics, and industry leaders.



**Annual Meeting**  
**2023 - BRUSSELS**





## Why Brussels?

---

As the “capital” of Europe, Brussels is an ideal location for our discussion of tourism practices, which are critical to the economic, social, and environmental well-being of the region and the world.



# ABOUT THE

**WORLD  
TOURISM  
FORUM**  
*Institute*



Taleb Rifai

**Secretary General of WTFI**

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.



# GTF Annual Meetings

Global Tourism Forum organizes several regional summits and one Annual Meeting every year. All these events are conceived and structured to produce a global impact on the tourism industry.

The purpose of our GTF Annual Meetings is to provide the host country with a prestigious and highly effective platform to enhance its global visibility, and to demonstrate its commitment to become – or maintain its role as – a tourism leader. Our meetings are attended by a variety of ‘movers and shakers’ of the global arena, such as heads of state, ministers, public authorities, local and foreign businessmen, senior executives, investment groups and bankers, consultancy firms, strategists, and technologists, as well as – of course – tourism professionals such as transport companies, travel agencies, tour operators, etc.

In short, those very people who are actively contributing to shape and drive the future of the Travel & Tourism industry on a global scale.

The high level of our Annual Meeting’s conference speeches and panel discussions – coupled with the various workshops and networking events that we offer – provide an invaluable guide about the changing trends across multiple sectors, geographies, and functional aspects of the travel industry. But first and foremost, they actively and effectively promote the internationalization of businesses and the attraction of foreign direct investments (FDIs) to the host nations.

GTF Annual Meetings normally gather up to 500–2000 delegates (depending on the host destination’s specific goals and preferences) coming from all latitudes, including keynote speakers, C-level executives of international companies, key stakeholders, influencers, academicians, and politicians.





# Statistics

Estimated numbers for  
Annual Meeting 2023

500k+

Unique Online  
Views

70+

Speakers &  
Moderators

20+

Hours of Content

600

International  
Delegates

30+

International  
Media Members

50+

Countries



---

# Who is Attending?

**%1**

Ultra High Net Worth  
Individuals

**%19**

C-level decision makers  
(CEO's, Founders, Partners)

**%30**

Senior Management (VPs,  
Directors)

**%30**

Government Officials  
From World

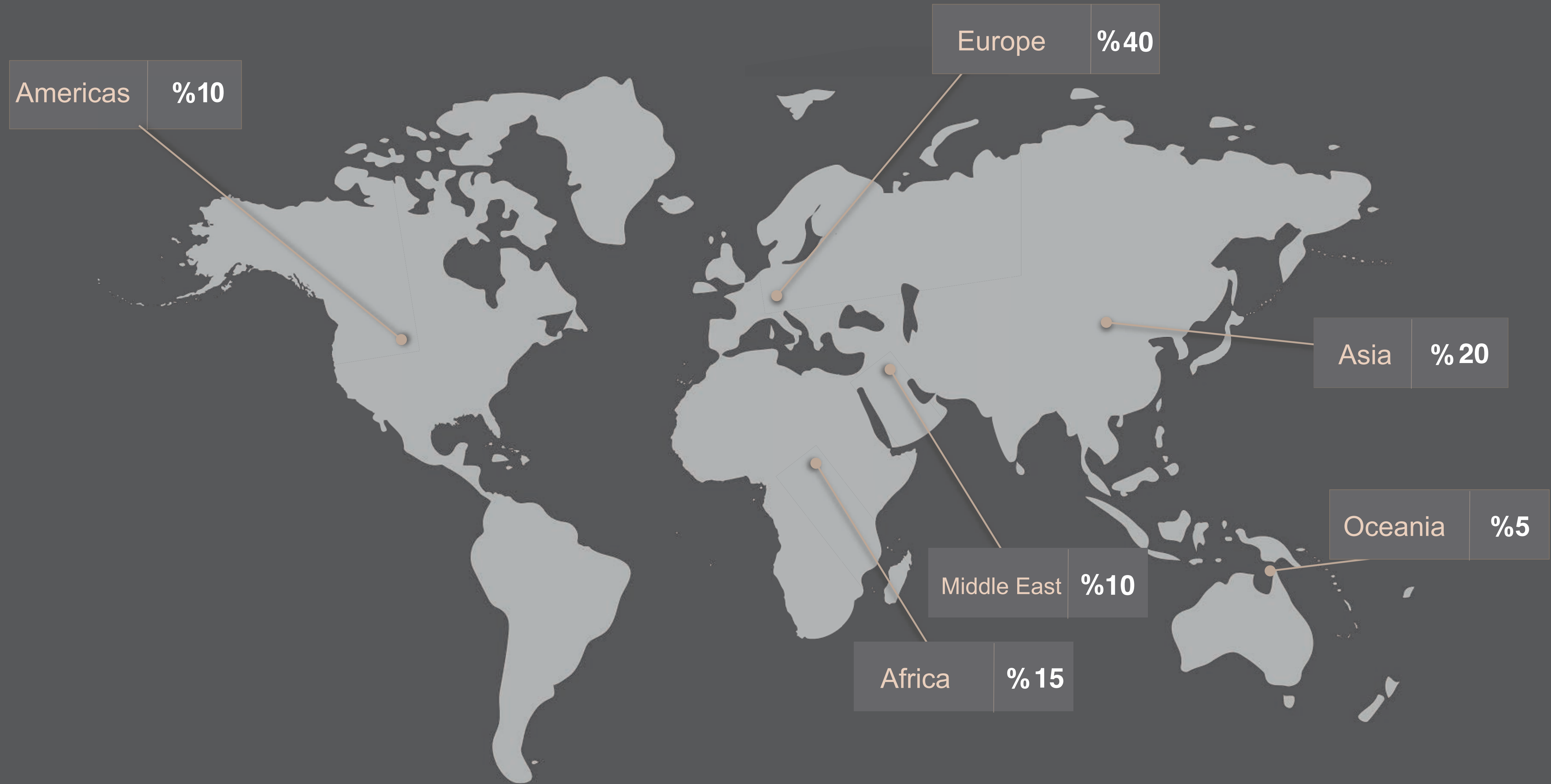
**%15**

Representors of International  
Organizations

**%5**

Digital Influencers





Estimated  
Geographical Breakdown  
of International Delegation



# Possible Topics



Europe on Tourism Map

---

Global investment  
opportunities in tourism

---

“It’s Spring Break”  
Tourism trends for the new  
generation of travellers

---

Development, desing,  
delivery and operations of  
New Destinations

---

Future of aviation and air  
transportation

---

More to explore:  
Europe Tourism Showcase

---

Enhancing global  
connectivity

---

Tourism in a digitalized  
world:  
Technology and innovation

---

Tourism trends for new  
generation of travellers

---

Realestate market for  
tourism

---

Recover, Rethink,  
Revitalise Strategy  
Outcomes

---

Soft Power of Peace:  
Tourism Diplomacy

---

Sustainable Tourism and  
Climate Crisis

---

Becoming a hub of arts and  
culture

---

Mega development projects

---



# Media Partners





## Previous GTF Events

---

# 2023 - 2013

2023 - Global Tourism Forum Earth Summit  
2022 - Global Tourism Forum Annual Meeting - Bali  
2022 - Global Tourism Forum Leader Summit Europe - Brussels  
2022 - Global Tourism Forum, Dubai Block Chain for Travel Summit  
2021 - Global Tourism Forum Leader Summit Europe - Brussels  
2021 - Global Tourism Forum Leaders Summit Asia - Jakarta  
2021 - Global Tourism Forum Bodrum Summit  
2020 - Global Tourism Forum Annual Meeting - Istanbul  
2019 - World Tourism Forum Annual Meeting - Luanda  
2017 - World Tourism Forum Africa Summit - Accra  
2017 - World Tourism Forum Annual Meeting - Istanbul  
2017 - World Tourism Forum Russia Summit - Moscow  
2016 - World Tourism Forum Mediterranean Summit - Antalya  
2016- Eto'o Charity Match - Antalya  
2016 - World Tourism Forum Annual Meeting - Istanbul  
2015 - World Tourism Forum Mediterranean Summit - Antalya  
2015 - World Tourism Forum Annual Meeting - Istanbul







# Sub-Attractions Annual Meeting 2023

---

- Welcome Dinner
- Tourism 20, Ministerial Meeting
- 'Pace' Declaration
- Tourism CEO Club
- World Tourism Awards
- B2B Meetings



# Welcome Dinner

---



The main objective of our GTF Welcome Dinner is to let our guests savour a taste of Europe's special and diversified culture of hospitality. Held at the beginning of the event, this sets the scene for the upcoming experience of the 1-day event, and lends all invitees an opportunity to get to know each other in a cosy, relaxed and convivial atmosphere.

Our guests will avail of the ideal environment to make acquaintances, form sincere relations, and expand their professional network both quality and quantity-wise.





## “Tourism20” Ministers’ Round Table

This Meeting gathers around the table Ministers from a variety of interconnected sectors, such as Tourism and Culture / Economic Development / Transport / Business, Innovation and Employment / Sustainability and the Environment, etc., and lends them a formidable platform to share their visions and plans regarding the industries that lie at the very core of a nation’s socio-economic development.

The idea is to have all the European Tourism Ministers around the table and provide them an opportunity to invite their counterparts from various countries







Held as a sub-meeting of the main event, the "Tourism CEO Club" brings C-level decision makers of top companies to the table, with the purpose of making acquaintance, exchanging ideas, evaluating synergies and discussing investment possibilities in Europe and rest of the world .





# World Tourism Awards

---

World Tourism Awards provide an opportunity to showcase the best of global tourism service providers as well as promote, encourage and reward tourism excellence. The awards are open to all tourism businesses and suppliers to the tourism industry and serve to demonstrate the value of tourism to world.





# B2B Meetings

---

Annual Meeting 2023 represents an unparalleled network opportunity for participating entities and stakeholders, both local and international, as illustrated in the following slides.

We organise B2B meetings specifically geared towards improving synergies and linkages between private and public entities. In particular, travel and hospitality companies, tour operators, hotels, and even tech companies related to tourism. These face-to-face meetings can play a significant role in market growth and can either be general or niche, depending on the destination's specific needs.





# Brussels | PACE Declaration

---



The Brussels PACE\* Declaration embodies many of the issues closest to its leaders core values, promoting and supporting a “sustainability” focused travel tourism industry, that has people and communities at its heart.

An initiative that supports tourism businesses, organisations, and individuals in declaring a climate emergency and taking purposeful action to reduce their carbon emissions – through a strategic framework for measuring, planning, and reducing greenhouse gas (GHG) emissions and related climatic impacts.

## \*Pace Meaning

Verb

as in to *stride*

to move along with a steady regular step especially in a group

### **PACE Touchpoints within this framework and context:**

- P People Planet Pollution Profitability
- A Air Animals Advocacy
- C Climate Culture Cleanliness Communities
- E Environmental, Ecosystems Endurable



# Flow Of The Program

## 4 Sep. Wednesday

- Arrivals
- Welcome reception

## 5 Sep. Thursday

- Opening Ceremony
- Exhibition Area
- Forum – Sessions
- B2B Lounge
- Gala Dinner / Award Ceremony

## 6 Sep. Friday

- Exhibition Area
- Forum – Sessions
- B2B Lounge
- Closing Ceremony
- Departures

## 7 Sep. Saturday

- Departures



---

# Speaker Profiles From Our Previous Events

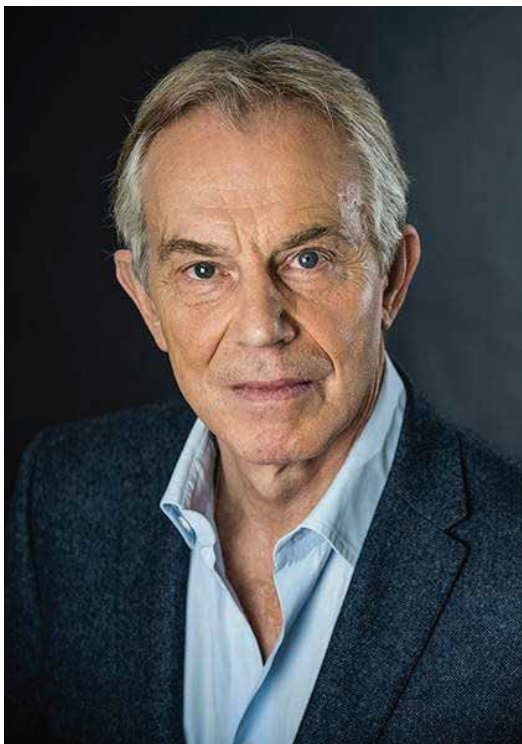
The World Tourism Forum Institute and Global Tourism Forum tap into their vast network to bring leaders and top-level executives together at the GTF events. We collaborate with our host countries to invite the most appropriate guests of the highest possible calibre.

Our events attract some of the most notable names and faces in the world as VIP speakers. The level of speakers at Annual Meeting 2023 Brussels will help in order to maximise exposure and visibility of Indonesia.





**MA'RUF AMIN**  
Vice President  
Republic of Indonesia



**TONY BLAIR**  
Prime Minister of United Kingdom  
1997 - 2007



**RECEP TAYYİP ERDOĞAN**  
President of Republic of Turkey



**JOSE MANUEL BARROSO**  
President (2004-2014), European  
Commission



**TALEB RIFAI**  
Secretary General,  
United Nations World Tourism Organization  
2010 - 2018



**DAVID SASSOLI**  
President of European Parliament



**SEBASTIAN BAZIN**  
CEO of Accor



**AKBAR AL BAKER**  
Group CEO of Qatar Airways



**FRANÇOIS HOLLANDE**  
President of French Republic  
2012 - 2017



**JOÃO LOURENÇO**  
President of Angola



**NANA AKUFO-ADDO**  
President of Ghana



**LIM JOCK HOI**  
Secretary General of ASEAN



**FREDRIK REINFELDT**  
Former Prime Minister, Sweden



**ERIC ADAMS**  
Mayor of NEW YORK CITY



**KEN LIVINGSTONE**  
Mayor of London  
2000 - 2008



**HENRIK HOLOLEI**  
Directorate-General for Mobility and  
Transport European Commission







**ISMAIL ERTUG**  
Member of European Parliament



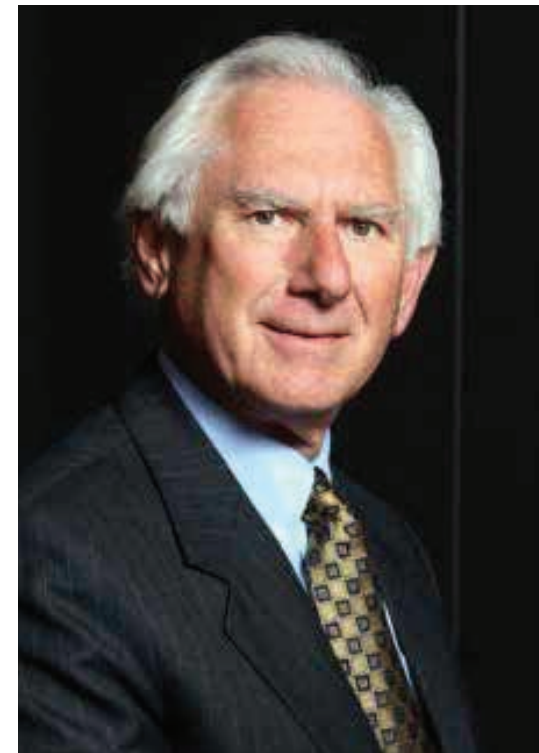
**JOSÉ RAMÓN BAUZÁ**  
Member of European Parliament



**FETTAH TAMINCE**  
Chairperson, Rixos Hotels



**MOUSSA FAKI MAHAMAT**  
Chairperson – African Union Commission



**FRANK P. STANEK**  
Former President of Universal Studios  
International



**WILLIAM "CHIP" ROGERS**  
President & CEO – American Hotel &  
Lodging Association



**JACK STRAW**  
Home and Foreign Secretary, UK  
1997 – 2010



**BINALI YILDIRIM**  
Prime Minister of Republic of Turkey  
2016 – 2018



**HAITHAM MATTAR**  
Managing Director IMEA, IHG



**ZACH KING**  
Influencer



**DAVID MILIBAND**  
The President and Chief Executive of Inter-  
national Rescue Committee (IRC)



**DR. MICHAEL FRANZEL**  
Special Ambassador of UNWTO and Former  
Chairman of World Travel & Tourism Council



**DR. BADR AL BADR**  
CEO, Dur Hospitality



**ADINA-IOANA VĂLEAN**  
European Commissioner  
for Transport



**NEŞET KOÇKAR**  
Chairperson ANEX Tour



**JAVIER ZANNETTI**  
Vice President of Inter Milan







**ROGER DOW**  
CEO of U.S. Travel  
Association



**FEDERICO J. GONZÁLEZ**  
President & CEO of Radisson  
Hospitality



**DIMITRIOS PAPADIMOULIS**  
Vice-President of the European  
Parliament



**JÓZSEF JÁNOS VÁRADI**  
CEO of Wizz Air



**WILLIE WALSH**  
Director General of International Air  
Transport Association (IATA)



**GLORIA GUEVARA**  
Chief Special Advisor to Ministry of  
Tourism of Saudi Arabia



**VALENTINA SUPERTI**  
Director at European Commission,  
Industry and Internal Market



**MARIE-CAROLINE LAURENT**  
Director General Europe of CLIA



**PETER GERBER**  
CEO of Brussels Airlines



**MARIAN MURO**  
CEO of Barcelona Tourism



**EDUARDO SANTANDER**  
Executive Director European Travel  
Commission



**CAROLINE LEBOUCHER**  
Director General / CEO of Atout  
France







**NANCY SHUKRI**  
Minister of Tourism, Arts,  
and Culture of Malaysia



**ANITA MENDIRATTA**  
Special Advisor of SG UNWTO



**JASON LUO**  
Co-Founder & CEO of BitForex



**ELLIOTT FERGUSON**  
President & CEO  
of Destination DC



**SENTHIL GOPINATH**  
CEO of International Congress  
and Convention Association



**DR. PATRICK L OSEWE**  
Chief of the Health Sector  
Group of Asian Development  
Bank



**FLAVIA SANTORO**  
President-Colombia  
Tourism Board



**VALASIA IAKOVOGLOU**  
Director of Ecotourism Sector,  
UNESCO chair "Con-E-Ect"



**OLIVIER GRANET**  
CEO, Kosada Capital



**TERRY KANE**  
Head of Travel, Instagram & Facebook



**GREG WEBB**  
Vice Chairman, Sabre



**BOBBY ROTH**  
Director / Producer



**ANGELA GEREKOU**  
President of Greek National  
Tourism Organization



**YULIA STARK**  
President of European Women  
Association







**NATALIA BAYONA**  
Director of Innovation, Education and Investments of UNWTO



**CHARLOTTE BELL**  
CEO & President - Tourism Industry Association of Canada



**DATO' KU JAAFAR KU SHAARI**  
Secretary General of Developing-8 (D-8)



**MICHAEL CHRISTIDES**  
Secretary General of the Organization the Black Sea Economic Cooperation (BSEC)



**CRAIG T. DAVIS**  
President & CEO of Visit DALLAS



**REBECCA STA MARIA**  
Executive Director of The Asia-Pacific Economic Cooperation, APEC



**HALA MATAR CHOUFANY**  
CEO of HVS MEA



**ANJU GOMES**  
Regional Director of Middle East, ICCA



**SCOTT BECK**  
President & CEO of Tourism TORONTOv



**KAI HATTENDORF**  
CEO - Global Association of the Exhibition Industry - UFI



**SUSAN ROBERTSON**  
President & CEO, American Society of Association Executives, ASAE



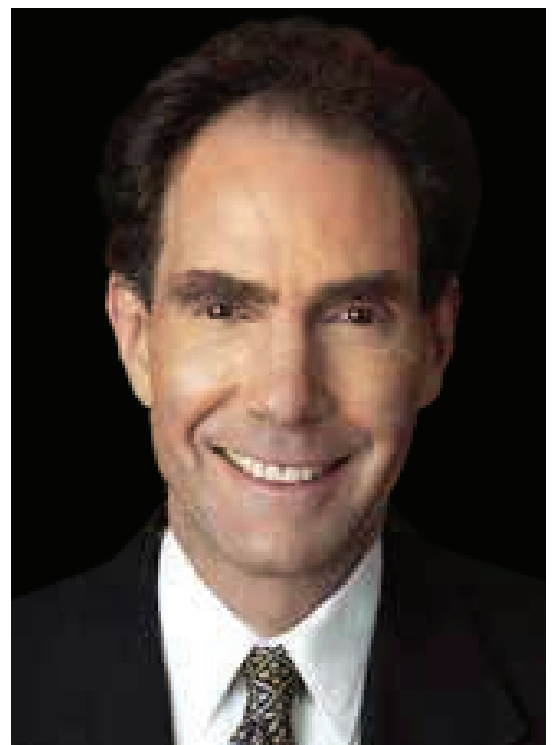
**SVEN BOSSU**  
CEO, International Association of Convention Centres, AIPC



**VALERIE LEVINE**  
Founder and Chief Executive Officer for EcoGreen Resources Ltd



**MAXIM GRISHAKOV**  
Director of Commerce, YANDEX



**TODD BENJAMIN**  
Financial Editor, CNN International



**ANDREY KRINITSKIY**  
Director, MICE Department, ATH AMERICAN EXPRESS





# Contact and Secretariat

## Management

[annual.meeting@worldtourismforum.net](mailto:annual.meeting@worldtourismforum.net)

## Sponsorship

[be.partner@worldtourismforum.net](mailto:be.partner@worldtourismforum.net)

## Secretariat

### **Bariş Kahrıman**

+90 5334055617 (Whatsapp)

### **Trần Bảo Trân**

+84 90 9056363 (Whatsapp)

[www.globaltourismforum.org](http://www.globaltourismforum.org)

