



GLOBAL SUMMIT 2023

Theme: *Building Bridges to a Sustainable Future*

WEDNESDAY, 1 NOVEMBER 2023

(WTTC members, ministers, and heads of delegations)

13h30 – 15h30 GLOBAL LEADERS' DIALOGUE

13h30 – 15h30 Public-Private Sector Roundtable

The Global Leaders' Dialogue brings together ministers and CEOs in a moderated exchange. Leaders will share their priorities and concerns in order to identify opportunities for mutual support and greater public-private partnership.

WTTC forecasts estimate Travel & Tourism investment will increase by 11.5% in 2023 and return to pre-pandemic levels in 2025. At the same time, surveys have found that environmental risks represent half of the top 10 global risks¹ and the industry is seeing increasing scrutiny of its social impacts. In this context, the 2023 dialogue will focus on investment in sustainability. Framed by data and insights on investment as well as the environmental and social impact of Travel & Tourism, decision-makers will share their respective experiences and priorities in aligning investment with wider objectives related to nature, people, and communities.

Continuing to create a more sustainable sector remains a priority and one that can only be achieved through effective public-private collaboration.

Main stage programme: 2 & 3 November 2023

Main auditorium

THURSDAY, 2 NOVEMBER 2023

10h30 – 10h45 OPENING CEREMONY

Cultural performance

Arnold Donald (Confirmed), Chair, World Travel & Tourism Council

Francis Gatare (Confirmed), Chief Executive Officer, Rwanda Development Board

10h45 – 10h55 OPENING SPEECH

Julia Simpson (Confirmed), President & Chief Executive Officer, World Travel & Tourism Council

¹ World Economic Forum: Global Risks report 2022

**10h55 – 11h35 PRESIDENTIAL REMARKS**

As the world's second-largest and second-most populous continent, Africa has plenty to offer in Travel & Tourism – from inspiring tourism experiences to lessons in being Guardians of Nature. It also has the world's youngest population with the UN reporting that 70% of sub-Saharan Africans are under the age of 30. It is truly a continent of promise.

Two Heads of State and a Vice President will share opening remarks and their vision for the future of Africa.

H.E. Prosper Bazombanza, Vice President, Republic of Burundi

H.E. Samia Suluhu Hassan, President, United Republic of Tanzania

H.E. Paul Kagame, President, Republic of Rwanda

11h45 – 12h15 TEA**12h15 – 14h20 SESSION 1: CONNECT****12h15 – 12h55 Panel: Clearing the Pathway**

With global international arrivals in Q4 of 2023 expected to reach 96% of 2019 levels², connectivity and access to incredible destinations is crucial. Furthermore, the reopening of key markets has injected much-needed tourism flows into the value chain. What are the barriers to increased connectivity in Africa and the world? What are the lessons the global community can apply to other regions to ensure travel continues to drive the global economy as it has for decades?

Patricia de Lille (Confirmed), Minister of Tourism, South Africa

Paul Griffiths (Confirmed), Chief Executive Officer, Dubai Airports

Alfred Mutua (Confirmed), Minister of Wildlife & Tourism, Kenya

Moderated by: *Larry Madowo (Confirmed), International Correspondent, CNN*

12h55 – 13h30 Panel: AI: Threat or Promise?

Technological advancements have continued to permeate modern life and work, with new research stating that AI is expected to see an annual growth rate of 37% between 2023 and 2030 and create 97 million new jobs by 2025³. How are technological advancements enhancing Travel & Tourism or are they hindering it? What are the accommodations our sector must make to ensure we remain at the forefront of modern society and continue to exceed consumer expectations?

Yves Iradukunda (Confirmed), Permanent Secretary, Rwanda Ministry of ICT & Innovation

Nelson Boyce (Confirmed), Managing Director: Travel, Google

² ForwardKeys

³ Forbes Advisor: <https://www.forbes.com/advisor/business/ai-statistics/>



Julie Shainock (Confirmed), Global Managing Director for Travel, Transport Logistics and Hospitality, Microsoft

Mark Antipof (Confirmed), Chief Growth Officer, HBX Group

Moderated by: *Peter Greenberg (Confirmed), Travel Editor, CBS News*

13h30 – 14h00 Hotseat: For the Communal Good

Communities are integral to Travel & Tourism and creating a truly wonderful experience for travellers. In fact, 79% of Gen-Z and Millennial survey respondents say they would love to experience a day in the life of locals and 69% of all respondents agreed that they would spend more on a holiday if they knew it supported the local community⁴. However, promises of skills development programmes without real benefits harm communities. What are the interventions that truly enable SMEs, youth, and wildlife to prosper? How is the sector improving the talent pool and recruiting labour?

Jerry Inzerillo (Confirmed), Group Chief Executive Officer, Diriyah Company

Dianne Bain (Confirmed), Chair, Tourism Western Australia

Satya Anand (Confirmed), President for Europe, Middle East & Africa, Marriott International

Moderated by: *Anita Mendiratta (Confirmed), Founder, Anita Mendiratta & Associates*

14h00 – 14h20 In a Flash: Reconnected

The Travel & Tourism sector is a key connector, facilitating meaningful connections between people and even the planet. Expert leaders share how the sector continues to facilitate amazing connections across the Travel & Tourism value chain and how the sector can grow more sustainably and inclusively.

Matthew Upchurch (Confirmed), President & Chief Executive Officer, Virtuoso

Rosette Rugamba (Confirmed), Founder & Managing Director, Songa Africa

14h20 – 15h15 LUNCH

15h15 – 16h15 SESSION 2: INVEST

15h15 – 15h45 Hotseat: In Pursuit of Prosperity

The COVID-19 pandemic has highlighted the need for more resilient and sustainable tourism models, which require a collaborative effort between investors, businesses, and governments. With 13% of people spending more money on holidays since the global pandemic⁵, the industry's challenge is to keep up with the pace of demand. To ensure scalability and competitive advantage, organisations must focus on technology and ESG. How are Travel & Tourism investments changing in today's economy and what are the challenges and opportunities leaders are facing?

⁴ American Express 2023 Global Travel Trends survey

⁵ YouGov



Greg O'Hara (Confirmed), Founder & Senior Managing Director, Certares

Manfredi Lefebvre d'Ovidio (Confirmed), Chairman, Heritage Group, & Co-Chair, Abercrombie & Kent

Mariana Oleskiv (Confirmed), Chairperson, Ukraine State Agency for Tourism Development

Moderated by: *Tania Habimana (Confirmed), Anchor, CNBC Africa*

15h45 – 16h15 **Hotseat: Meet the Traveller of the Future**

Understanding global consumer demand is crucial to long-term success as is understanding how these demands change over time. For example, many countries in Africa – home to the world's youngest population⁶ – are heavily investing in empowering younger generations and creating exciting new opportunities to tap into this market. Globally, traveller demand ranges from a heavier focus on mental health to higher demand for adventure tourism. Which trends are here to stay? Which trends are worth investing in to meet future travellers' needs?

Bert Fol (Confirmed), Managing Director: Africa, Radisson Hotel Group

Caroline Moultrie (Confirmed), Managing Director, MMGY

Tom Starr (Confirmed), Global Vice President: Destinations, Amadeus

Moderated by: *Larry Madowo (Confirmed), International Correspondent, CNN*

16h15 – 16h45 **TEA**

16h45 – 18h35 **SESSION 3: COLLABORATE**

16h45 – 17h15 **Panel: What's Your ETA?**

The travel experience begins when you leave the house making how you get there just as important as where you go. In fact, 75% of travellers would prefer to use biometric data over passports and boarding passes⁷ indicating their preference for smoother processes from the time they leave home. From Sustainable Aviation Fuels and data-enabled processing at points of entry, what are the solutions needed to tackle the unique challenges facing the aviation industry?

Yvonne Makolo (Confirmed), Chief Executive Officer, RwandAir

James Hogan (Confirmed), Chairman, Knighthood Global

Gary Renfrow (Confirmed), Assistant Administrator for International Operations, USA Transportation Security Administration

Moderated by: *Peter Greenberg (Confirmed), Travel Editor, CBS News*

17h15 – 17h50 **Panel: Room for More**

⁶ Statista

⁷ IATA 2022 Global Passenger Survey



The hospitality industry has had a remarkable recovery, with reports stating over 3 billion hotel rooms were sold in the period January to August 2023 – a 10.8% increase compared to last year⁸. In addition, 87% of survey respondents would appreciate it if their accommodation provider enabled them to learn more about local culture and history⁹. As the hospitality industry continues to adapt to create even more immersive holidays and remarkable guest experiences, how is this industry evolving to meet the demands of the modern traveller?

Sébastien Bazin (Confirmed), Group Chairman & Chief Executive Officer, Accor

Gloria Fluxà Thienemann (Confirmed), Vice-Chairman & Chief Sustainability Officer, Iberostar Group

Andrea Grisdale (Confirmed), Founder & Chief Executive Officer, IC Bellagio

Paolo Barletta (Confirmed), Chief Executive Officer, Arsenale Spa

Moderated by: *Larry Madowo (Confirmed), International Correspondent, CNN*

17h50 – 18h20 **Hotseat: Striking a Balance**

Sport is a fantastic unifier and travel is an incredible connector of people. In fact, the global sports tourism market was valued at US\$587.9 billion in 2022 and is anticipated to expand at a compound annual growth rate of 17.5% from 2023 to 2030, highlighting the huge attraction of this industry. In terms of revenue, the football segment dominated the market with a share of over 37% in 2022¹⁰. When destinations combine the love of sport with unique destinations, they can create new and varied experiences for travellers. How are sports partnerships changing the face of destination marketing and to what end? What lessons can Rwanda share from its journey with sports partnerships?

Amadou Gallo Fall (Confirmed), President, Basketball Africa League

Setti Solomon (Confirmed), Chief Strategy & Communications Officer, Rwanda Development Board

Juliet Slot (Confirmed), Chief Commercial Officer, Arsenal Football Club

Moderated by: *Tania Habimana (Confirmed), Anchor, CNBC Africa*

18h30 end of day 1

19h30 – 22h00 Gala dinner

FRIDAY, 3 NOVEMBER 2023

09h00 – 11h00 **SESSION 4 – PROMOTE**

09h00 – 09h40 **Panel: A New Source: Understanding New and Emerging Markets**

⁸ STR/CoStar

⁹ American Express 2023 Global Travel Trends survey

¹⁰ GVR Sports Tourism Market Size & Share Analysis report 2023



The UN estimates India's population has overtaken China as the most populous country¹¹ and Indian travellers are said to be among travellers who spend more¹². Additionally, 64% of global survey respondents say they have been inspired to visit a destination they saw on a tv show or movie¹³ suggesting newer marketing opportunities for destinations. With new source markets and sources of inspiration, what are the emerging source markets for the next decade and where are travellers finding inspiration to travel?

Fawaz Farooqui (Confirmed), Managing Director, Cruise Saudi

Ashish Sanghrajka (Confirmed), President, Big Five Tours & Expeditions

Olivier Granet (Confirmed), Chief Executive Officer, Kasada Capital

Nikolina Angelkova (Confirmed), Minister of Tourism of Bulgaria (2014-2020)

Moderated by: *Anita Mendiratta (Confirmed), Founder, Anita Mendiratta & Associates*

09h40 – 10h20 **Panel: With Open Arms**

For travel to flourish and achieve its sustainable and inclusive goals, the public and private sectors must work with local communities to create destinations that are inspiring to visit and wonderful to live in. Travel executives agree that supporting local communities resonates most with their customers, accounting for 66% of respondents, emphasising the importance of a positive social impact beyond jobs and economic opportunities¹⁴. What can public sector leaders from across the globe learn from each other about building and maintaining innovative, sustainable, and inclusive destinations?

James Thornton (Confirmed), Chief Executive Officer, Intrepid Travel

Rodney Ellis (Confirmed), Commissioner, Harris County, Texas

Daniel Fenton (Confirmed), Executive Vice President, JLL Hotels & Hospitality

Debbie Flynn (Confirmed), Managing Partner, Global Travel Practice Leader, Finn Partners

Moderated by: *Larry Madowo (Confirmed), International Correspondent, CNN*

10h20 – 11h00 **Panel: From the Boardroom to the Stadium**

Business travel was worth over US\$946.6 billion and accounted for 19% of travel spending in 2022¹⁵. As recovery gains momentum so, too, does this key segment. From business trips to large events, what are the factors that make a destination truly competitive in the MICE industry and how are large events modifying destinations' unique selling points?

Aurore Munyangaju (Confirmed), Minister of Sport, Rwanda

J.D. O'Hara (Confirmed), Chief Executive Officer, Internova Travel Group

¹¹ UN Department of Economic and Social Affairs

¹² Economic Times: <https://economictimes.indiatimes.com/nri/visit/indians-expenditure-on-overseas-travel-flies-at-record-high-at-10-billion/articleshow/98078631.cms?from=mdr>

¹³ American Express 2023 Global Travel Trends survey

¹⁴ Euromonitor: Sustainable Travel Index 2023

¹⁵ WTTC EIR 2023



Raki Phillips (Confirmed), Chief Executive Officer, Ras Al Khaimah Tourism Development Authority

Victor Williams (Confirmed), Chief Executive Officer, NBA Africa

Moderated by: *Tania Habimana (Confirmed), Anchor, CNBC Africa*

11h00 – 11h30 **TEA**

11h30 – 13h45 **SESSION 5 – PROTECT**

11h30 – 11h40 **My story: Climate Activism**

Land degradation due to extreme rainfall and water scarcity is heavily affecting communities; in fact, about 76% of Rwandan women rely on farming as their primary source of income. In this personal account, a young Rwandan leader shares how she is using innovative sustainable solutions to reduce the climate change knowledge gap, especially among youth, and ensure sustainable development.

Ineza Umuhoza Grace (Confirmed), Founder, The Green Protector and Loss & Damage Youth Coalition

11h40 – 11h50 **Demo: Sustainable Hospitality Challenge**

By empowering the next generation of Travel & Tourism leaders, the sector is able to push the boundaries of innovation and design purpose-driven solutions. Recent winners of the Global Sustainable Hospitality Challenge share their innovative solutions to overcome today's most pressing issues as travel strives to protect nature.

Winners of the 2023 Sustainable Hospitality Student Challenge

11h50 – 12h20 **Hotseat: Saving the Elephant in the Room**

Travel & Tourism is one of six economic sectors with over 80% of its goods and services dependent on nature¹⁶. As such, our sector must be a Guardian of Nature and grow in a Nature Positive way by supporting biodiversity. What are the steps private sector leaders, governments, youth, and communities can take together to restore nature, prevent further harm to nature and decarbonise operations while effectively managing, and growing tourist flows?

Michaella Rugwizangoga (Confirmed), Chief Tourism Officer, Rwanda Development Board

Hamish Keith (Confirmed), Chief Executive Officer, EXO Travel

Keith Vincent (Confirmed), Chief Executive Officer, Wilderness Safaris

Moderated by: *Anita Mendiratta (Confirmed), Founder, Anita Mendiratta & Associates*

12h20 – 13h00 **Panel: Creating Safe Spaces**

Travel & Tourism enables people to share and discover new and different cultures. Indeed, an inclusion and diversity survey found that more than half of travellers surveyed said it's important

¹⁶ WTTC report: Nature Positive Travel & Tourism



that the company they book with is committed to Diversity & Inclusion practices¹⁷. As WTTC's newly launched report on Diversity, Equity, Inclusion, & Belonging emphasises, it is imperative to embrace and value differences to create a more inclusive and equitable society. How are Travel & Tourism leaders addressing discrimination to create workplaces and travel experiences where all people feel welcomed, valued, and empowered to succeed?

Jeffrey Rutledge (Confirmed), Chief Executive Officer, AIG Travel

Nombulelo Guliwe (Confirmed), Acting Chief Executive Officer, South African Tourism

Billy Kolber (Confirmed), Partner & Head of Strategy, HospitableMe

David Burgess (Confirmed), President & Chief Executive Officer, Miles Partnership

John Sage (Confirmed), Chief Executive Officer, Accessible Travel Solutions

Moderated by: *Tania Habimana (Confirmed), Anchor, CNBC Africa*

13h00 – 13h30

Closing ceremony

Francis Gatare (Confirmed), Chief Executive Officer, Rwanda Development Board

Julia Simpson (Confirmed) President & Chief Executive Officer, World Travel & Tourism Council

2024 host

13h30 – 14h30

Light lunch

¹⁷ Accenture report: Travel Inclusion & Diversity Drives Loyalty Growth report 2019