

WORLD TRAVEL & TOURISM COUNCIL

GLOBAL SUMMIT

PERTH, WESTERN AUSTRALIA

24TH GLOBAL SUMMIT 8-10 OCTOBER 2024

Location: Perth | Boorloo

Theme: Ancient land; New perspectives

TUESDAY, 8 OCTOBER 2024

(WTTTC members, ministers, and heads of delegations)

10h45 – 13h00 **GLOBAL LEADERS' DIALOGUE**

10h45 – 13h00 **Public-Private Sector Roundtable** *(by invite only)*

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.

13h00 – 13h10 **GLD Photo**

13h10 – 14h30 **GLD Lunch** *(by invite only)*

19h30 – 22h30 **Member & VIP dinner at Sandalford Winery** *(by invite only)*

19h30 – 22h30 **Welcome reception at Fraser's Restaurant, Kings Park & Botanic Gardens** *(All welcome)*

WEDNESDAY, 9 OCTOBER 2024

08h30 – 09h30: **WTTTC Annual General Meeting**

10h00 – 10h25 **OPENING CEREMONY**

Welcome to Country

Cultural performance

Greg O'Hara *(Confirmed), Chair, World Travel & Tourism Council*

Hon. Roger Cook MLA *(Confirmed), Premier, Western Australia*

10h25 – 10h35 **OPENING SPEECH**

Julia Simpson *(Confirmed), President & CEO, World Travel & Tourism Council*

SESSION 1: PLANNING FOR THE FUTURE

10h45 – 11h25: **Panel: Sharpening the Edge: *Redefining Tourism Competitiveness***

With projections estimating Travel & Tourism will be worth US\$ 16 trillion – and 11.4% of GDP – in 2034, tourism competitiveness is more important than ever especially in more mature markets. Tactical investments will be key to ensuring destinations can regain or maintain their positions and even exceed their competitors. What is defining competitiveness in the current and future landscape and what is required to grow global market share?



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James Thornton (Confirmed), CEO, Intrepid Travel

Audrey Hendley (Confirmed), President, American Express Travel

Brian Beall (Confirmed), Director, National Travel & Tourism Office, USA

Jason Waters (Confirmed), CEO, Perth Airport

Moderated by Arnie Weissmann (Confirmed), Editor-in-Chief, Travel Weekly

11h30 – 11h40: My story: Our Origins

In this short keynote, attendees will learn more about Aboriginal culture and the Country on which Perth city now sits from a Traditional Owner of that land.

Walter McGuire (Confirmed), Traditional Owner of Noongar Boodja

11h40 – 12h00: In a flash: Markets To Watch

In these short keynotes (5 to 7 minutes each) industry leaders will share lessons on Chinese and Indian travellers, highlighting what these key segments are looking for in their travel experiences and the destinations they travel to.

Jane Sun (Confirmed), CEO, Trip.com Group

Puneet Chhatwal (Confirmed), MD & CEO, Indian Hotels Company Limited

12h00 – 12h40: Investors' Nest (pitch)

Global university students will pitch their ideas for sustainable tourism to astute Travel & Tourism investors in a Dragon's Den-style engagement. This will be the introduction to the session with some highlights of the projects. Students will then share an elevator style pitch in the lunch break. Winners will be announced on stage on 10 October 2024.

Moderated by Hotel School The Hague

12h40 – 14h00: LUNCH with Investors' Nest

SESSION 2: UNDERSTANDING OUR CUSTOMERS

14h00 – 14h10: Guiding to New Experiences

Travel is an integral part of the human story – people have an innate drive to explore the world. What have we learnt about why people travel, how technology has changed exploration over time, and how the travel experiences

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we seek deepen our understanding of ourselves and others? In this short keynote, Tripadvisor Group CEO Matt Goldberg will speak to the future of travel, the role of AI, sustainability, and whether travel can be a force for good.

Matt Goldberg (Confirmed), President & CEO, Tripadvisor Group

14h10 – 14h50: Panel: Tickets for 5: *The opportunity in large events*

Football fans who venture into lesser-known municipalities in support of their lifelong club can later return with their families as guests of the same community. Conference attendees have been known to extend their business trip to include a day or two exploring the bustling city. From the FIFA World Cup to international conferences and trade shows, large events inject much-needed cash into local economies. The payments made by these travellers, often using mobile payment solutions, are integral to their contributions to local businesses. Projections show that this segment will be worth US\$ 2.38 trillion by 2034¹. Indeed, large events have a significant impact on tourism but also on local infrastructure. How is MICE redefining tourism and what can we do now to better equip our destinations to welcome thousands of short-term, and hopefully repeat, visitors?

Daniel Richards (Confirmed), Founder & CEO, Global Rescue

Christie Travers-Smith (Confirmed), Head of Retail & Travel EMEA Partnerships, Google

Douglas Feagin (Confirmed), President, Ant International

Bradley Woods (Confirmed), Chair, Business Events Perth

Moderated by: Narelda Jacobs (Confirmed), Anchor, Network 10

14h50 – 15h30: Panel: What is the Vintage?: *The role of food & wine tourism*

81% of travellers say trying local foods and cuisines is the highlight of their trip and 47% of Gen Z and Millennials have planned an entire trip around visiting a specific restaurant. Deliciously, the scent of a tasty local meal is drawing more and more travellers to new locations while learning about the history and culture of a place. What is the future of gastronomy and wine tourism and how is this helping travellers connect with culture and place?

Christina Garcia Frasco (Confirmed), Secretary of Tourism, Philippines

Dale Tilbrook (Confirmed), Owner, Dale Tilbrook Experiences

Alexandra Burt (Confirmed), Co-founder & Proprietor, Voyager Estate

David Burgess (Confirmed), CEO, Miles Partnership

Moderated by: Anita Mendiratta (Confirmed), CEO, AM&A

15h30 – 16h15: TEA

¹ <https://www.futuremarketinsights.com/reports/event-tourism-sector-outlook>



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16h15 – 17h40: SESSION 3: FACILITATING EXPLORATION

16h15 – 17h00: Panel: Easy but Secure

Safety and security remain the top priority for destinations as visitors enter their borders. The public and private sectors need to manage risk while still enabling travellers to discover new and exciting experiences. However, lengthy and complicated border systems can create a difficult hurdle before travellers get to enjoy all a destination has to offer. What are the risk considerations the Travel & Tourism sector needs to make? What innovations are transforming border security and how can the Travel & Tourism sector better align in making travel easy as well as secure?

Hon. I Chester Cooper (Confirmed), Deputy Prime Minister & Minister of Tourism, Investments & Aviation, Bahamas

Jeffrey Rutledge (Confirmed), CEO, AIG Travel

Ellen Bettridge (Confirmed), CEO, Uniworld Boutique River Cruise Collection

Jeremy Springall (Confirmed), Senior Vice President, SITA At Borders

Moderated by Arnie Weissmann (Confirmed), Editor-in-Chief, Travel Weekly

17h00 – 17h40: Fireside Chat: United We Stand

As we navigate unprecedented challenges, the Travel & Tourism sector recognises the critical role of strong leadership and effective partnerships. Secretary John Kerry is a leading global voice who has been instrumental in shaping global climate policy and forging lasting intergovernmental collaboration. He served as the United States' 68th Secretary of State from 2013 to 2017. His tenure was marked by achievements including the successful negotiation of the Paris Climate Agreement. In 2021, he was sworn in as the USA's inaugural Special Presidential Envoy for Climate and the first-ever Principal to sit on the National Security Council entirely dedicated to climate change. In May 2024, Secretary Kerry was awarded the Presidential Medal of Freedom in recognition of his lifetime commitment to public service. He was also the Democratic Party's nominee for President of the United States in 2004.

In this unmissable fireside chat, he will share insights into navigating the international political landscape, forging strong alliances, and facilitating international cooperation for a more resilient and sustainable future.

Secretary John Kerry (Confirmed), 68th Secretary of State, USA

Moderated by: Julia Simpson (Confirmed), President & CEO, World Travel & Tourism Council

19h00: Gala dinner at Optus Stadium (All welcome)

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THURSDAY, 10 OCTOBER 2024

08h00 – 09h30: Members Investment Breakfast *(by invitation only)*

10h00 – 11h45: SESSION 4: ENABLING CONNECTIONS

10h00 – 10h20: Together in Travel

The official launch of WTTC's Together in Travel initiative to support small to medium enterprises in Travel & Tourism.

Matthew Upchurch *(Confirmed), Chairman & CEO, Virtuoso*

Julia Simpson *(Confirmed), President & CEO World Travel & Tourism Council*

10h20 – 11h00: Panel: Welcome to My Home

As Indigenous people welcome travellers to their traditional and ancestral homes, they often share their history and culture. These inspiring visits are frequently cited as a highlight of travellers' journeys. However, many Indigenous communities have been overlooked or excluded from actively participating in the profits from Travel & Tourism. What steps must we take to ensure Indigenous people and communities are properly and fairly included in the Travel & Tourism ecosystem and the workplace?

Hon. Viliame Gavoka *(Confirmed), Deputy Prime Minister & Minister for Tourism & Civil Aviation, Fiji*

Steffan Panoho *(Confirmed), General Manager, Ngāti Kuri Tourism*

Dawnielle Tehama *(Confirmed), Senior Associate Principal, Coraggio Group*

Johani Mamid *(Confirmed), Managing Director, Mabu Buru Pty Ltd*

Moderated by: Narelda Jacobs *(Confirmed), Anchor, Network 10*

11h00 – 11h45: Panel: Swapping Desks

As restrictions have lifted some businesses have chosen to remain fully remote while others have returned to full-time in-person models. Now, with most of the world reopen, the future of work looks quite different to what was envisaged just four years ago. What does the workplace of the future look like, which models will persist, and what are the skills needed in that future?

Frank Marini *(Confirmed), President & CEO, Railbookers Group*

Will House *(Confirmed), Global Lead: Hospitality & Leisure Practice, Spencer Stuart*

Di Bain *(Confirmed), Chair, Tourism Western Australia*

Rajeev Menon *(Confirmed), President, Asia Pacific excluding Greater China, Marriott International*

Moderated by: Anita Mendiratta *(Confirmed), CEO, AM&A*

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11h45 – 12h15: TEA

12h15 – 14h00: SESSION 5: NURTURING OUR PLANET

12h15 – 12h55: Panel: For the Planet

Travel & Tourism is one of only six economic sectors with more than 80% of the value of its goods and services highly dependent on nature. This reliance on nature requires a symbiotic relationship in which our sector acts as a Guardian of Nature. What are the practical steps to better protect our oceans, repair and restore the environment, and still grow sustainably?

Phillipa Harrison (Confirmed), Managing Director, Tourism Australia

Hashil Al Mahrouqi (Confirmed), CEO, OMRAN Group

Kelly Craighead (Confirmed), President & CEO, Cruise Lines International Association (CLIA)

Rosa Harris (Confirmed), Director of Tourism, Cayman Islands Department of Tourism

Moderated by: Narelda Jacobs (Confirmed), Anchor, Network 10

12h55 – 13h45: Fireside Chat: Protecting our Wildlife

Robert Irwin has dedicated his life to advocating for nature and wildlife. He has carried on his father's legacy of preserving endangered species and inspiring new generations to safeguard our planet's precious creatures. With some unforgettable stories from his adventures in the wild, he will share how Travel & Tourism can play a vital role in creating a future where nature is enjoyed while being protected and celebrated.

Robert Irwin (Confirmed), Wildlife Conservationist, Australia Zoo

Moderated by: Greg O'Hara (Confirmed), Chair, World Travel & Tourism Council

13h45 – 14h00: Investors' Nest: champions

The winners of the Investors' Nest are announced and the university students have the opportunity to share their winning idea with the wider Global Summit audience.

14h00 – 14h30: Closing ceremony

Julia Simpson (Confirmed), President & CEO, World Travel & Tourism Council

Hon. Rita Saffioti MLA (Confirmed), Deputy Premier & Tourism Minister, Western Australia

Greg O'Hara (Confirmed), Chair, World Travel & Tourism Council

2025 host



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14h30 – 15h30: Light lunch