

World Tourism Forum Lucerne 2021 (15-16 November 2021)

"Moving Forward – an Innovation Festival by World Tourism Forum Lucerne"



Version of 01 October 2021

Monday, 15 November 2021, 16.00 – 19.40 (Opening session)

16.00 – 16.20	Welcome	<ul style="list-style-type: none"> - Reto Wittwer, Chairman of World Tourism Forum Lucerne - Martin Barth, President & CEO of World Tourism Forum Lucerne - Martin Bütikofer, Chairman of Lucerne Tourism - Urs Gredig, Talk Show Host, Swiss television
16.20 – 16.50	Presentation	<p>The World of tomorrow</p> <p>David Bosshart, Futurist, CEO of the GDI Gottlieb Duttweiler Institute for consumption, economic and social studies</p>
16.50 – 17.20	Keynote	<p>The great disasters of the past and some lessons for the future</p> <p>Niall Ferguson, British historian and bestselling author</p>
17.20 – 17.25	Showcasing	The Next Generation at World Tourism Forum Lucerne
17.25 – 17.35	Involvement	What is your view about the future?
17.35 – 17.55	Insight	<p>The Story of Andermatt: from a military army place to a worldwide destination</p> <p>Samih Sawiris, Chairman of Orascom Development Holding</p>
17:55 – 18.30	Networking break	

18.30 – 19.10	Panel	The Big Picture <ul style="list-style-type: none"> - Klaus Schwab, Founder and Executive Chairman of World Economic Forum (WEF) - Doris Leuthard, Former Swiss Federal Councillor - Alexander Limpert, CEO GuestReady - Ngozi Okonjo-Iweala, Director-General WTO
19.00 – 19.25	Keynote	Morocco: top tourism investment destination in Africa Nadia Fettah Alaoui, Minister of Tourism, Air Transport, Handicrafts and Social Economy of Morocco
19.25 – 19.35	Welcome	Small but innovative! Urban Camenzind, Cantonal Councillor, Head of the Economic Department of Canton Uri
19.35 – 19.40	Wrap-Up and Outlook	Urs Gredig, Talk Show Host, Swiss television
19.45 – 22.30	Innovation Dinner, hosted by Hospitality Management School Lucerne/Night Cap	

Tuesday, 16 November 2021, 07.45 – 16.50

07.45 – 08.15	Insight	Bernhard Russi, Olympic and World Champion Ski Racer from Andermatt
08.30 – 08.40	Welcome back	Hannah Wise and Urs Gredig, Moderators
08.40 – 08.50	Presentation	<p>How innovative are you and your company?</p> <ul style="list-style-type: none"> - Stephanie Kaudela Baum (Professor at the University of Applied Sciences and Arts) - Hassan Kadbi (CEO Hapimag)
08.50 – 09.05	Pitch	Start-Up Winner Category Living
09.05 – 09.35	Best Practise Panel	<p>Best industry innovation practises from around the world</p> <ul style="list-style-type: none"> - Wybcke Meier, CEO of TUI Cruises - Simon Lehmann, CEO/Co-Founder of AJL Atelier - Stephanie Nägeli, Chief Strategic Business Development Officer of SV Group - Marloes Knippenberg, CEO of Kersten Hospitality - Adel Al Ali, CEO of Air Arabia
09.35 – 09.50	Pitch	Start-Up Winner Category Exploring
09.50 – 10.10	Insight	<p>Failure – get up and move forward again</p> <p>Peter Fankhauser, former CEO of Thomas Cook</p>
10.15 – 10.55		Networking break

11.00 – 11.15	Pitch	Start-Up Winner Category Savoring
11.15 – 11.50	Keynote/Interview	The secret of learning from other industries Koen Deryckere, Lead – Industry Network and Programs, Accenture
11.50 – 12.05	Pitch	Start-Up Winner Category Recovering
12.05 – 12.30	Panel	We made it! <ul style="list-style-type: none"> - Johannes Reck, CEO of GetYourGuide - Paras Loomba, CEO of Global Himalayan Expedition - Naomi MacKenzie, Co-Founder of KITRO - Michael Ros, CEO of Bidroom - Fernanda Barrence Mutz, CEO The Trip Boutique
12.30 – 13.45	Lunch	
13.45 – 14.00	Pitch	Start-Up Winner Category Impacting
14.00 – 14.20	Inspiration	Disruption in economy – opportunities for our planet Reto Ringer, Founder & CEO of Globalance Bank
14.20 – 14.45	Panel	Biodiversity: the topic of tomorrow <ul style="list-style-type: none"> - Josef Settele, Head of Conservation Biology - Shannon Guihan, Chief TreadRight & Sustainability Officer of The Travel Corporation - John Scanlon, CEO of the Elephant Protection Initiative Foundation - Moderated by: Shaun Vorster, Advisory Board Member of World Tourism Forum Lucerne

14.45 – 15.05	Presentation	The Next Generations Leaders view about the future <ul style="list-style-type: none"> - Marcus Bernhardt, CEO of Steigenberger Hotels - Next Generation Leader Representatives - Hester Bosma, Senior Project Manager of etventure
15.05 – 15.30	Networking Break	
15.30 – 16:00		Tourism Expert Roundtable <ul style="list-style-type: none"> - Puneet Chhatwal, CEO of IHCL - Adam Sacks, President of Tourism Economics - Christine Demen Meier, Managing Director of Les Roches - Ignasi de Delàs i de Ugarte, Deputy Director of Tourism, Barcelona - Liz Ortiguera, CEO PATA
16:00 – 16.15	Involvement	What is your view on innovation?
16.15 – 16.30	Interview	Diversity/Inclusion Aradhana Khowala, World Tourism Forum Lucerne
16.30 – 16.40	Inspiration	Take home message
16.40 – 16.50	Farewell and Outlook	<ul style="list-style-type: none"> - Timo Albiez, Deputy Director of Schweizerische Hotelfachschule Luzern (SHL) - Reto Wittwer, Chairman of World Tourism Forum Lucerne - Martin Barth, President & CEO of World Tourism Forum Lucerne - Hannah Wise and Urs Gredig
16.55 – 18.00	Farewell cocktails	