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THE 5TH GLOBAL  
**Travel & Tourism**  
SUMMIT

New Delhi, India • 8 - 10 April 2005  
www.globaltraveltourism.com

REALIZING THE POTENTIAL



Incredible India



## REALIZING THE POTENTIAL



“Today, our industry generates more than 214 million jobs and 10 per cent of global GDP, as well as stimulating capital investment and exports. As one of the fastest generators of employment and career opportunities, Travel & Tourism can help to alleviate poverty, while providing jobs, skills and dignity, even in areas where there are few alternatives for economic development, as well as in areas with more developed economic models.

More and more governments have started to recognize that Travel & Tourism is not just a ‘nice to have’ but a ‘need to have’ activity in our global economy and community. Recent natural disasters around the world, including the Tsunami tragedy affecting countries in the Indian Ocean Rim, have demonstrated the importance of Travel & Tourism to the economic and social livelihood of nations.

Going forward, public and private sector leaders, together with local communities and the media, will need to find effective ways to tap into the true potential of the industry.

Join our interactive debates and discussions with the industry leaders and focus on ways in which businesses, regions, countries and local communities can realize the full social and economic potential of Travel & Tourism.”

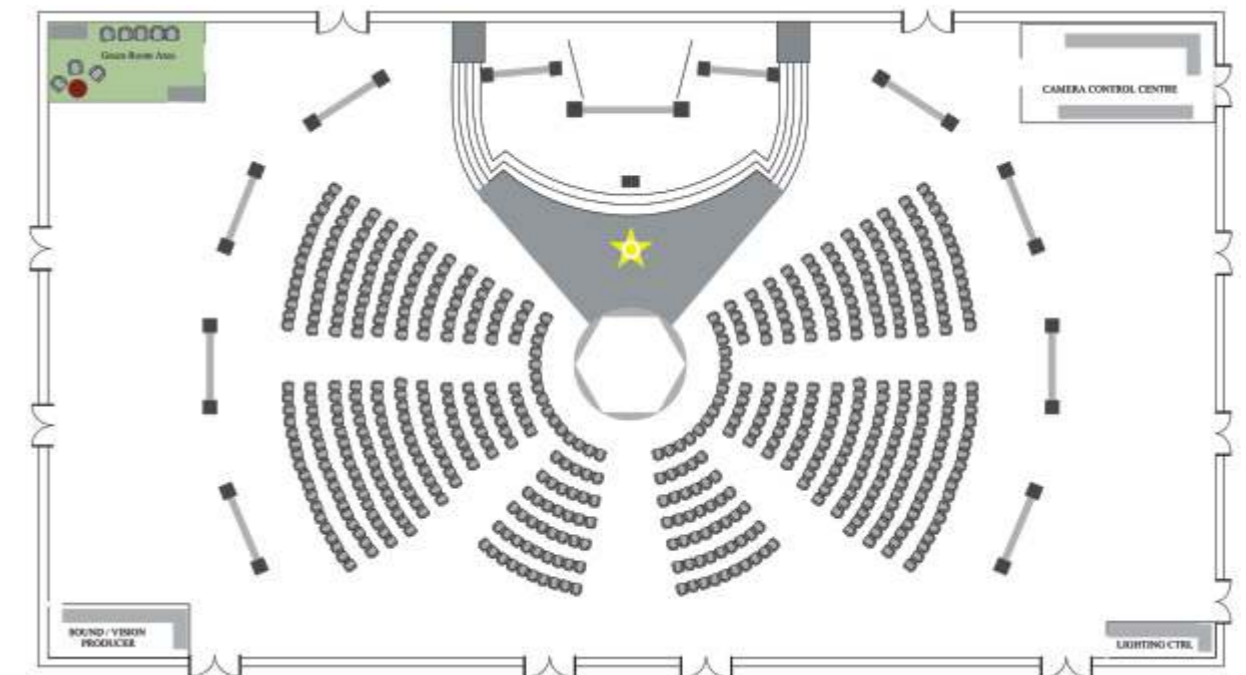
JEAN-CLAUDE BAUMGARTEN  
President  
World Travel & Tourism Council

## THE 5<sup>TH</sup> GLOBAL TRAVEL & TOURISM SUMMIT

## CONFERENCE PROGRAMME: REALIZING THE POTENTIAL

### THE FORMAT

The Summit revolves around a series of highly interactive discussions set ‘in the round’. Rather than speakers, ‘Lead Contributors’ stimulate debate among all conference participants. Renowned journalists and TV presenters will moderate the interactive sessions and ensure audience participation to create lively debates.



CONFERENCE CHAIR: JEAN-CLAUDE BAUMGARTEN, President, World Travel & Tourism Council

THE HOSTS: VINCENT A WOLFINGTON, Chairman WTTC and Chairman Emeritus, Carey International

LALIT SURI, Chairman of the WTTC India Initiative and Chairman, Bharat Hotels Ltd.

THE MODERATORS: NIK GOWING, BBC World

PETER GREENBERG, Travel Editor, NBC Today Show & Chief Correspondent, Discovery Networks' Travel Channel

NISID HAJARI, Managing Editor, Newsweek International

ALEX KYRIAKIDIS, Managing Partner, Travel, Tourism & Leisure, Deloitte

## PROGRAMME AT A GLANCE

### 7 April 2005

19.30 - 22.00 Welcome Dinner  
InterContinental The Grand Hotel, New Delhi

### SUMMIT DAY ONE 8 April 2005

08.30 - 10.15 Annual General Meeting (WTTC Members Only)  
InterContinental The Grand Hotel, New Delhi

10.45 - 11.45 WTTC Press Conference: Economic Impact of the Tsunami  
Ashok Hotel, New Delhi

11.50 - 12.45 Inauguration of the Summit,  
His Excellency The President of India  
Ashok Hotel, New Delhi

12.45 - 14.15 Lunch  
Ashok Hotel, New Delhi

14.15 - 18.00 5 Global Travel & Tourism Summit, Day 1  
Ashok Hotel, New Delhi

19.30 - 22.00 Gala Dinner  
Presentation of the Tourism for Tomorrow Awards  
Historical Site, New Delhi

### SUMMIT DAY TWO 9 April 2005

07.30 - 09.00 Breakfast Session: Information Not Misinformation  
(sponsored by Marriott International Inc.)  
Banqueting Hall, Ashok Hotel, New Delhi

09.30 - 18.15 5 Global Travel & Tourism Summit, Day 2  
Ashok Hotel, New Delhi

13.00 - 14.30 Lunch  
Ashok Hotel, New Delhi

19.30 - 22.00 Farewell Dinner  
Taj Palace Hotel, Darbar Hall, New Delhi

## THE 5<sup>TH</sup> GLOBAL TRAVEL & TOURISM SUMMIT

## CONFERENCE PROGRAMME: REALIZING THE POTENTIAL

### 8 April 2005

11.50 - 12.00 WELCOME BY THE HOSTS

12.00 - 12.45 INAUGURAL SPEECH: 'REALIZING THE POTENTIAL'

KEYNOTE SPEAKER: HIS EXCELLENCY THE PRESIDENT OF INDIA

12.45 - 14.15 LUNCH

14.15 - 14.30 SETTING THE SCENE

KEYNOTE SPEAKER: JEAN-CLAUDE BAUMGARTEN, President, World Travel & Tourism Council

14.30 - 15.15 CREATING PROSPERITY TOGETHER

KEYNOTE SPEAKER: JW MARRIOTT JR. Chairman & CEO, Marriott International Inc.

Deepening private sector commitment to people, their communities and environments, can harness the power of Travel & Tourism as a driver of sustainable development. It can also act as a contributor to the dignity of the people and cultures it touches. The social and economic benefits of the industry extend beyond those who work in the sector, or use its services, or spend the tax revenues it generates. They can flow through to the people at the receiving end of Travel & Tourism – local citizens in destinations, entire populations for whom Travel & Tourism can radically improve prospects of growth and prosperity. Marriott International presents one of the world's leading examples of a private sector organization helping to create prosperity, together with its partners around the world.

15.15 - 16.30 DEBATE: SYNERGY MATTERS

MODERATOR: NIK GOWING, BBCWorld

With the public and private sectors working together at all levels, growth can be planned as a shared pursuit of long term prosperity, not only to develop the sector's potential, but also to defend it against severe disruption due to external events beyond its direct control. Are there any examples of successful government, media or industry partners, adopting a new form of long-term thinking and a new degree of openness and cooperation? Alternatively, would a more optimal approach to stimulating growth stem from less cooperation and greater competition at every level of the industry?

LEAD CONTRIBUTORS:

- RON ANDRUFF, President & CEO, Tralliance Corporation
- DAVID CLIFTON, Managing Director, Europe, Middle East, Africa & Asia, Interval International
- JAMES HOGAN, President & Chief Executive, Gulf Air
- DINESH KESKAR, President, Boeing, India
- BRUNO MATHEU, Vice President, Network Management, Air France
- DR NGQULA, President & CEO, South African Airways
- JUDY SLATYER, CEO, Lonely Planet
- LALIT SURI, Chairman & Managing Director, Bharat Hotels Ltd

16.30 - 16.45 COFFEE BREAK

16.45 - 18.00 DEBATE: THE POWER TO INFLUENCE DESTINATION SUCCESS

MODERATOR: NISID HAJARI, Managing Editor, Newsweek International

If it is true that Travel & Tourism is an economic gateway to prosperity and growth at all levels of society, why are some countries missing the opportunity to realize the potential? Do heads of state recognize the strategic importance of the industry? If so, are Tourism Ministers sufficiently empowered to drive policy in crucial areas like security, infrastructure, regulation and education? And what are governments doing to make destinations stand out to travellers and investors?

LEAD CONTRIBUTORS:

- AKBAR AL BAKER, Chairman, Qatar Tourism Authority
- DIMITRIS AVRAMOPOULOS, Minister of Tourism, Greece
- DOUGLAS BAKER, Deputy Assistant Secretary for Service Industries, Tourism & Finance, US Department of Commerce
- RENUKA CHOWDHURY, Minister of Tourism, India
- GLEN DAVIDSON, Senior VP Worldwide Travel Insurance & Related Services, American International Group
- MANUEL FERNANDO ESPIRITO SANTO, Chairman, Espirito Santo Tourism
- HE AHMED EL MAGHRABY, Minister of Tourism, Egypt
- PEDRO MEJIA, Secretary of State of Tourism & Commerce of Spain
- ERKAN MUMCU, Minister of Tourism, Turkey
- CARL RUDERMAN, Chairman, Universal Media

### TOURISM FOR TOMORROW AWARDS 2005

The prestigious Tourism for Tomorrow Awards recognize best practice in Travel & Tourism across the world in four categories:-

- Destination
- Conservation
- Investor in People
- Global Tourism Business



The winning entries in 2005 highlight the world's leading examples of organizations and destinations that are actively Realizing the Potential of Travel & Tourism.

Together with our Tourism for Tomorrow sponsors including Avis, British Airways, InterContinental Hotels Group, octopustravel.com, Reed Travel Exhibitions and Time, we look forward to welcoming you to the Award Ceremony, taking place at the Gala Dinner of the 5<sup>th</sup> Global Travel & Tourism Summit in New Delhi, India, 8-10 April 2005.

9 April 2005

07.30 - 09.00 SPECIAL BREAKFAST: INFORMATION NOT MISINFORMATION

Sponsored By Marriott International Inc.

Communications by Government, the private sector and the media all play an important role in shaping public opinion and policy. How do you reconcile the self interest of all these groups and ensure that communications are accurate and balanced? How do you promote the economic importance of Travel & Tourism even at times of crisis? One way to establish common ground could be to commission authoritative economic research that provides all stakeholders with reliable information. In this session, WTTC will unveil an economic model that will help forecast the impact of disaster and estimate the speed of recovery. Going forward, how can such a model improve our response to external events?

LEAD CONTRIBUTORS:

- JEAN-CLAUDE BAUMGARTEN, President, WTTC
- CHRISTOPHER BROWN, Managing Director and Chief Executive, TTF Australia Ltd
- NIK GOWING, BBC World
- PETER GREENBERG, Travel Editor, NBC Today Show & Chief Correspondent, Discovery Networks' Travel Channel
- PETER DE JONG, President & CEO, PATA
- RICHARD MILLER, Executive Vice President, WTTC
- VINCENT A WOLFINGTON, Chairman, WTTC and Chairman Emeritus, Carey International
- JOSE-LUIS ZOREDA, Chief Executive Officer, Exceltur

09.15 - 10.00 ECONOMIES OF SIGNIFICANCE

KEYNOTE SPEAKER: ROGER BOOTLE, Managing Director, Capital Economics

Roger Bootle has a track record of correctly making economic predictions that have flown in the face of prevailing opinion. In this session, he will highlight the major trends and influences that will affect Travel & Tourism over the next five years, giving specific attention to factors such as outsourcing, demographic trends, fluctuating currency, capital and stock markets, as well as rising fuel costs. Which economies will have the greatest impact?

10.00 - 11.00 DEBATE: THE BUSINESS PERSPECTIVE

MODERATOR: WALL STREET JOURNAL

The Travel & Tourism industry is undergoing dramatic structural change. While demand is growing again, some sectors of the industry are losing money. Is this the perfect environment for reorganization and consolidation? In which case who will be the winners and losers? Going forward, how can we reach harmonised growth for all the partners of the Travel & Tourism industry?

LEAD CONTRIBUTORS:

- HENRIK BARTL, Managing Director, Head of Real Estate Structured Finance, Aareal Bank AG
- ALEX CHRISTOU, Partner, Travel Services, Accenture
- LAURENCE GELLER, Chairman & CEO, Strategic Hotel Capital
- DAVID MONGEAU, Vice Chairman, CIBC World Markets
- DAVID STEIN, Chairman, The Stein Group
- SARMAZ ZOK, Chief Executive Officer, Kingdom Hotel Investments

11.00 - 11.30 COFFEE BREAK

11.30 - 12.30 DEBATE: THE LATEST INNOVATIONS

MODERATOR: NIK GOWING, BBC World

What new innovations are on the horizon? What are the new attractions that entrepreneurs will create? What new experiences and opportunities will technology facilitate for Travel & Tourism businesses as well as consumers? And how will these new developments improve performance and market access?

LEAD CONTRIBUTORS:

- AKBAR AL BAKER, Chairman, Qatar Tourism Authority
- EULOGIO BORDAS, CEO of THR Tourism Consultants and President of Dream Resorts
- DOUGLAS GOLLAN, President & Editor-in-Chief, Elite Traveler Magazine
- MARY GOSTELOW, President, Gostelow Travel
- WANG PING, President, Chamber of Tourism, All-China Federation of Industry Commerce
- PHILIP WOLF, CEO, PhoCusWright, Inc
- PETER WONG, Chairman, MK Corporation

12.30 - 14.00 LUNCH

14.00 - 14.45 CITIZENS OF VIRTUE

KEYNOTE SPEAKER: MARILYN CARLSON NELSON, Chairman & CEO, Carlson Companies

Increasing competition puts pressure on organizations to reach ever higher levels of performance, often with the unintended side effect of negatively impacting customer, employee and community satisfaction. When profitability depends on keeping the trust of the people who deliver the service and the community's respect for the brand, how do you connect employees to the real values of a corporation in a meaningful way? Then, how do you exhibit those values in the marketplace and community and make Travel & Tourism welcome additions to any economy?

14.45 - 15.45 DEBATE: TRAVEL & TOURISM CITIZENS

MODERATOR: PETER GREENBERG, Travel Editor, NBC Today Show & Chief Correspondent, Discovery Networks' Travel Channel

In an industry so dependent on its people, a key factor of success is inspirational leadership. Who are our icons? What are their defining characteristics? How do they inspire their people?

LEAD CONTRIBUTORS:

- GIOVANNI ANGELINI, CEO & Managing Director, Shangri-La Hotels and Resorts
- RAYMOND BICKSON, Managing Director, Indian Hotels Company
- JENNIE CHUA, Chairman & CEO, Raffles International Ltd
- SEBASTIÁN ESCARRER, Vice Chairman, Sol Meliá
- DAVID BAFFSKY, Chairman, Accor, Asia Pacific
- TOM NUTLEY, Chairman, Reed Travel Exhibitions
- JEAN-GABRIEL PÉRÈS, President & CEO, Mövenpick Hotels & Resorts

15.45 - 16.00 COFFEE BREAK

16.00 - 16.30 BRANDING SUCCESS

KEYNOTE SPEAKER: BARRY STERNLICHT, Executive Chairman, Starwood Hotels & Resorts Worldwide

Starwood Hotels & Resorts Worldwide has clearly positioned itself as the innovator in the hotel industry and has made fantastic strides to distinguish its brands and speak to its customers in a unique and meaningful way. Barry Sternlicht, the architect of Starwood's success, will share his personal views on the widest aspects of branding including identity, culture, product and service.

16.30 - 17.45 GLOBAL VIBRATIONS DEBATE: INNOVATOR OR TRADER?

MODERATOR: NIK GOWING, BBC World

Analysts argue that in today's competitive environment, the consumer is king. Is the best strategy for success to give customers what they want, rather than create the experience for them? Does innovation begin with the consumer or with the supplier? Are we shaping the product or merely trading with the customer? And which approach has the higher moral ground?

LEAD CONTRIBUTORS:

- WELF EBELING, Executive Vice President & COO, The Leading Hotels of the World Ltd
- PETER GREENBERG, Travel Editor, NBC Today Show & Chief Correspondent, Discovery Networks' Travel Channel
- PRS OBEROI, Chairman, The Oberoi Group
- DANIELA WAGNER, Managing Director International, Octopustravel.com
- PETER C YESAWICH PHD, Chairman & CEO, Yesawich, Pepperdine, Brown & Russell
- TIM ZAGAT, Chairman & CEO, Zagat Survey LLC

17.45 - 18.30 REALIZING THE FULL POTENTIAL

MODERATOR: ALEX KYRIAKIDIS, Managing Partner, Travel, Tourism & Leisure, Deloitte

Travel & Tourism leaders will highlight the points discussed at the Summit that they feel have the greatest significance for their individual businesses and the industry as a whole.

LEAD CONTRIBUTORS:

- EDOUARD ETTEDGUI, Group Chief Executive, Mandarin Oriental Hotel Group
- DR MICHAEL FRENZEL, Chairman, TUI AG
- GEOFFREY KENT, Chairman & CEO, Abercrombie & Kent
- ALAN PARKER, Chief Executive, Whitbread plc
- CHRISTOPHER RODRIGUES, President & CEO, Visa International
- JONATHAN M TISCH, Chairman & CEO, Loews Hotels

18.30 CLOSING REMARKS

JEAN-CLAUDE BAUMGARTEN, President, WTTC

## SOCIAL PROGRAMME

**Thursday 7 April**

19.30 - 22.00

WELCOME COCKTAILS AND DINNER  
AT INTERCONTINENTAL THE GRAND

Shiva Mani and Louis Banks will entertain guests on percussion instruments and the piano.

**Friday 8 April**

19.30 - 22.00

GALA DINNER AT THE PURANA QUILA

This fort, built by Humayun, the second Mughal emperor, is now a heritage site.

Tourism for Tomorrow Awards and an Indian Cultural extravaganza will precede the dinner.

**Saturday 9 April**

19.30 - 22.00

FAREWELL DINNER AT THE TAJ PALACE HOTEL

A Farewell Dinner will be held at The Taj Palace Hotel followed by entertainment.

**Sunday 10 April**

09.00 - 13.00

HALF DAY SIGHTSEEING TOUR OF DELHI

Delhi is the capital of India and its third largest city. The city actually consists of two parts. Old Delhi was the capital of Muslim India between the 17<sup>th</sup> and 19<sup>th</sup> century and has many mosques, monuments and forts. The other Delhi is New Delhi, the imperial city created as the capital of India by the British. In Old Delhi, visit the Raj Ghat, a memorial at the site where Mahatma Gandhi was cremated and drive past the Red Fort, once the most opulent fort and palace of the Moghul empire. In New Delhi, see Humayun's Tomb, an early example of Moghul architecture and the Qutub Minar, the 72.5 metre high victory tower that dates from the onset of Muslim rule in India. Drive along the ceremonial avenue, Rajpath, past the imposing India Gate, Parliament House and the President's Residence.



InterContinental The Grand Hotel



Dance Performance



Taj Palace Hotel



Purana Quila



Qutub Minar

## PARTNERS' PROGRAMME

**Friday 8 April**

09.00 - 13.00

HALF DAY SIGHTSEEING TOUR OF DELHI  
FOLLOWED BY A SHOPPING TRIP

You will be taken for an orientation drive along the ceremonial avenue of New Delhi, past the imposing India Gate, Parliament House, President's Residence and the Diplomatic area. Time will be available for photo stops.

Thereafter, you will be given an opportunity to do some shopping. India is renowned for its textiles, silver ware and handicrafts. Carpets, saris, jewellery and shawls are a treat to behold.

**Saturday 9 April**

10.30 - 12.00

COOKING DEMONSTRATION

A feast for all the senses! The hotel chefs will create spicy, aromatic and colourful Indian delights for you to savour at the Westview Restaurant at ITC Hotel Maurya Sheraton & Towers.



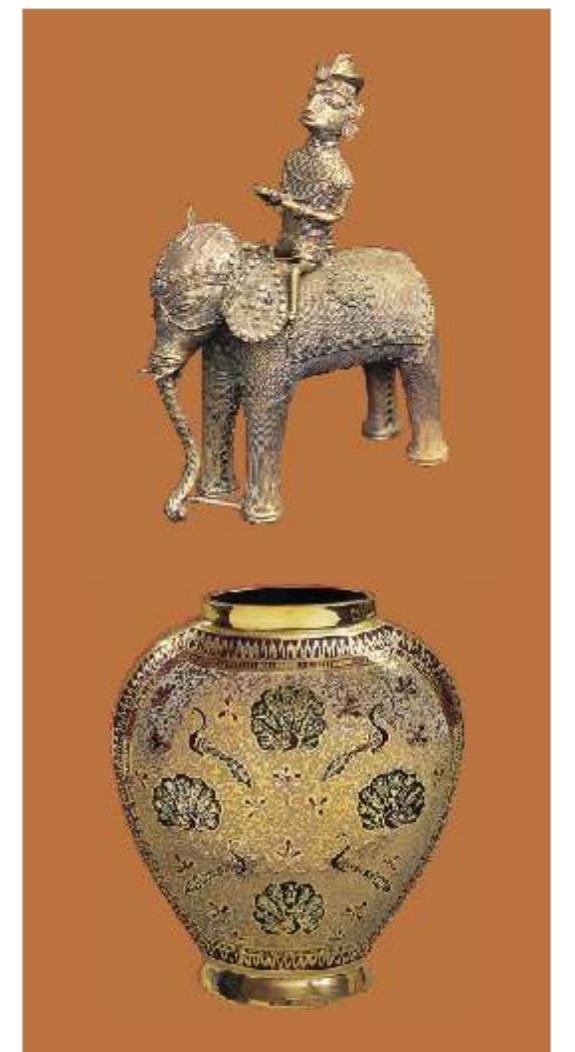
Spices



Red Fort



Humayun's Tomb



Handicraft Items