



WE ACHIEVED!

NOUS AVONS RÉALISÉ!
WIR HABEN ERREICHT!
¡HEMOS LOGRADO!
我们做到了！
МЫ ДОСТИГЛИ!

GLOBAL
TOURISM
FORUM





ABOUT US

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. This is especially important considering the pandemic, and how the industry intends to move beyond the Covid-19 crisis.

**WORLD
TOURISM
FORUM**
Institute

>

**GLOBAL
TOURISM
FORUM**

Global Tourism Forum
is the Event Brand of
World Tourism Forum Institute

2022- 2013

2022 - Annual Meeting 2022 Indonesia

2022 - Leaders Summit Europe

2022 - Global Tourism Forum, Dubai
Blockchain for Travel Summit

2021 - Global Tourism Forum Leaders Summit Europe

2021 - Global Tourism Forum Leaders Summit Asia

2021 - Global Tourism Forum Bodrum Summit

2020 - Global Tourism Forum Annual Meeting

2019 - World Tourism Forum Annual Meeting

2017 - World Tourism Forum Africa Summit

2017 - World Tourism Forum Annual Meeting

2017 - World Tourism Forum Russia Summit

2016 - World Tourism Forum Mediterranean Summit

2016 - Eto'o Charity Match

2016 - World Tourism Forum Annual Meeting

2015 - World Tourism Forum Mediterranean Summit

2015 - World Tourism Forum Annual Meeting

2013 - Intercontinental Shot by Tiger Woods



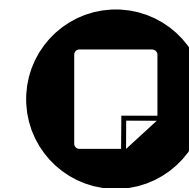
55
SPEAKERS



264
PARTICIPANT



762,000
ONLINE VIEWER



24
TOPICS



SANDIAGA UNO
Minister of Tourism and
Creative Economy of Indonesia



DATO PADUKA LIM JOCK HOI
Secretary General of ASEAN



JOSÉ RAMÓN BAUZÀ
Member of the European Parliament



CONRAD CLIFFORD
Senior Vice President &
Deputy Director General





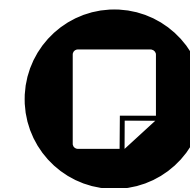
55
SPEAKERS



264
PARTICIPANT



762,000
ONLINE VIEWER



24
TOPICS



LIZ ORTIGUERA
CEO, Pacific Asia Travel Association
PATA



BUDI KARYA SUMADI
Minister of Transportation
of Indonesia



ARSLAN KIRAN
Head of Growth Turkey/Germany/
MENA, The Sandbox



TAN SRI DR REBECCA STA
Executive Director of the Asia-Pacific
Economic Cooperation (APEC)



GLOBAL
TOURISM
FORUM

Annual Meeting 2022 - BALI, INDONESIA

wonderful
indonesia



TOURISMVERSE DEFINITION

TOURISMVERSE

Tourismverse created by The Sandbox, where users can experience cultural content and meet global and local experiences from around the world.

The vision of Tourismverse is to provide culturalised experiences to TSB users around the world by using content from each country and reflecting the cultural influence on entertainment on the metaverse platform.

OVERVIEW

Overall IP Land Size 24x24

24 experiences:

- 1 social hubs
- 12 Tourism experience
- 6 Game experience
- 2 Music experience
- 3 Art experience





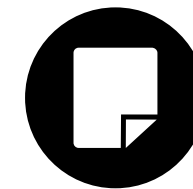
43
SPEAKERS



150
PARTICIPANT



230,000
ONLINE VIEWER



17
TOPICS



DIMITRIS PAPADIMOULIS
Vice President of
European Parliament



AKBAR AL BAKER
Chairman of Qatar Tourism



FEDERICO J. GONZÁLEZ
CEO Radisson Hotels Group



CAROLINE LEBOUCHER
CEO Atout France





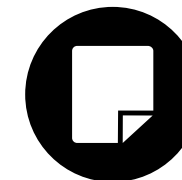
43
SPEAKERS



150
PARTICIPANT



230,000
ONLINE VIEWER



17
TOPICS



WILLIE WALSH
Director General IATA



GLORIA GUEVARA
Chief advisor
Saudi Ministry of Tourism



MARIAN MURO
CEO, Barcelona Tourism



VALENTINA SUPERTI
Director in charge of tourism, DG GROW
(Internal Market, Industry, Entrepreneur-
ship and SMEs), European Commission.





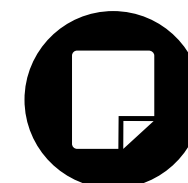
43
SPEAKERS



150
PARTICIPANT



230,000
ONLINE VIEWER



17
TOPICS



ADINA-IOANA VALEAN
European Commissioner
for Transport



HENRIK HOLOLEI
Director-General for Mobility and
Transport, European Commission



PETER GERBER
CEO at Brussels Airlines,
Chief Representative of European
Affairs at Lufthansa



EDUARDO SANTANDER
CEO, European Travel Commission





GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

Leaders Summit
Europe 2022 | Brussels, September 6





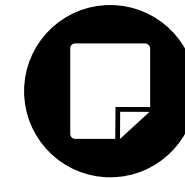
34
SPEAKERS



200
PARTICIPANT



24,500
ONLINE VIEWER



14
TOPICS



FRANÇOIS HOLLANDE
President of French Republic
2012 - 2017



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



DR. MICHAEL GEBERT
Chairman of
European Blockchain Association



HAITHAM MATTAR
Managing Director IMEA, IHG





34
SPEAKERS



200
PARTICIPANT



24,500
ONLINE VIEWER



14
TOPICS



JASON LUO
Co-Founder & CEO of BitForex



ISMAIL ERTUG
Member of European Parliament



JOSÉ RAMÓN BAUZÁ
Member of European Parliament



ANITA MENDIRATTA
Special Advisor of SG UNWTO



GLOBAL TOURISM FORUM

DUBAI

BLOCKCHAIN SUMMIT



ORGANIZED BY:



WORLD
TOURISM
FORUM
Institute

SUPPORTED BY:

DUBAI



GLOBAL
TOURISM
FORUM
DUBAI
BLOCKCHAIN SUMMIT





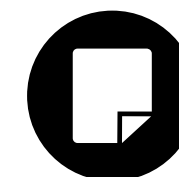
40
SPEAKERS



80 VVIP
PARTICIPANT



670K
ONLINE VIEWER



15
TOPICS



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

LEADERS SUMMIT EUROPE

BRUSSELS 2021



BRUSSELS 2021



AL BAKER

BRUSSELS 2021



BAZIN



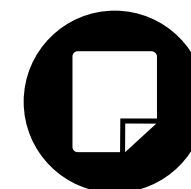
81
SPEAKERS



100
PARTICIPANT



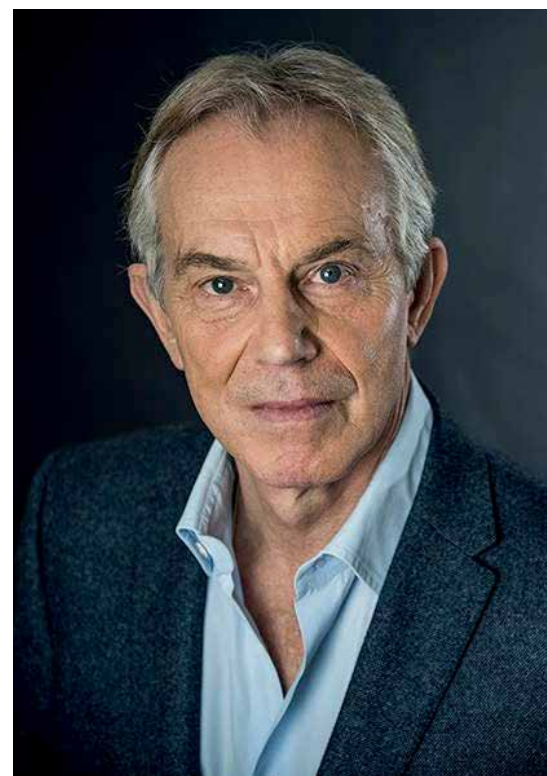
1.1M
ONLINE VIEWER



35
TOPICS



MA'RUF AMIN
Vice President
Republic of Indonesia



TONY BLAIR
Prime Minister of United Kingdom
1997 - 2007



LIM JOCK HOI
Secretary General of ASEAN



ANITA MENDIRATTA
Special Advisor of SG UNWTO







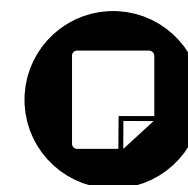
78
SPEAKERS



300
PARTICIPANT



100K
ONLINE VIEWER



31
TOPICS



BOBBY ROTH
Director / Producer



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



HAITHAM MATTAR
Managing Director IMEA, IHG



HENRIK HOLOLEI
Directorate-General for Mobility and
Transport European Commission







88
SPEAKERS



200 VVIP
PARTICIPANT



1M
ONLINE VIEWER



48
TOPICS



DAVID SASSOLI

President of European Parliament



MEHMET KASAPOĞLU

Minister of Youth Sports, Republic of Turkey



NEŞET KOÇKAR

Chairperson ANEX Tour



JAVIER ZANNETTI

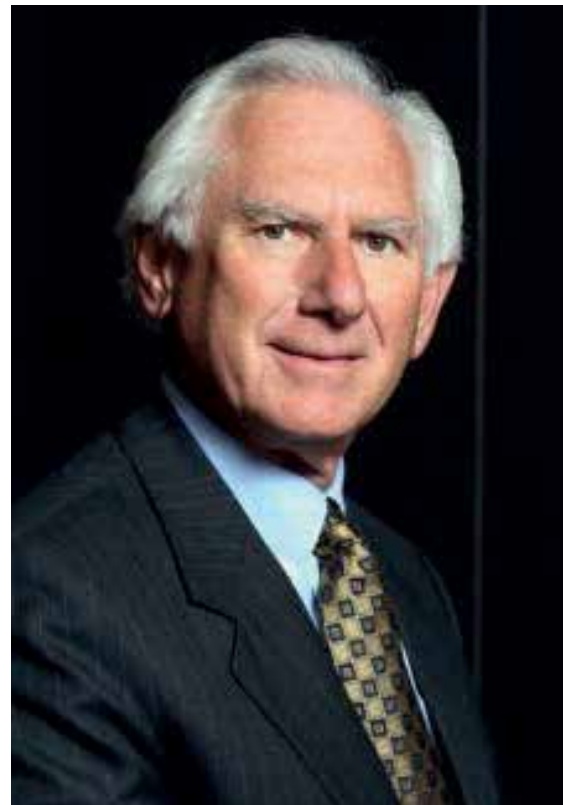
Vice President of Inter Milan



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



A woman with dark hair, wearing an orange dress, stands at a podium holding a tablet. She is speaking and gesturing with her left hand. The background is a large blue screen featuring a world map and the text 'GLOBAL TOURISM FORUM' in white. The text is centered and framed by a white arc. Below the main text, there are several smaller logos of the 'GLOBAL TOURISM FORUM' arranged in a grid.

GLOBAL TOURISM FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM

GLOBAL
TOURISM
FORUM



Annual Meeting

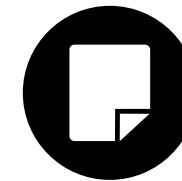
2020 - ISTANBUL - JAKARTA - WASHINGTON, D.C.



50
SPEAKERS



3K
PARTICIPANT



40
TOPICS



FRANÇOIS HOLLANDE
President of French Republic
2012 - 2017



JOÃO LOURENÇO
President of Angola



OLIVIER GRANET
CEO, Kasada Capital



KEN LIVINGSTONE
Mayor of London
2000 - 2008



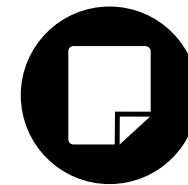




50
SPEAKERS



3K
PARTICIPANT



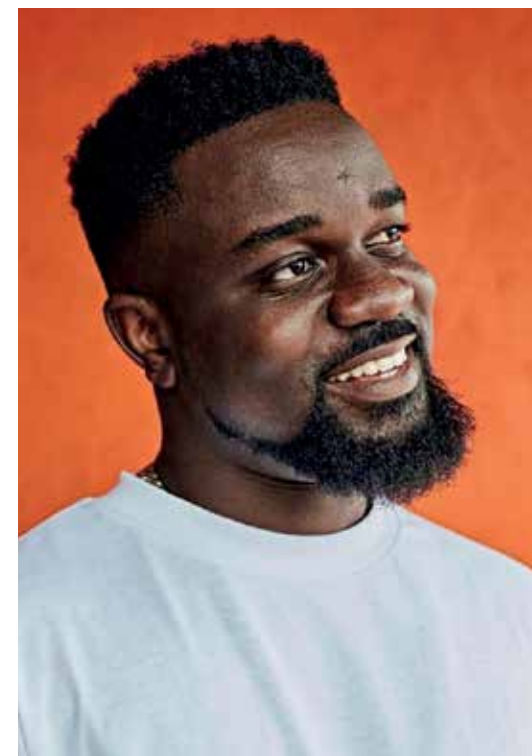
40
TOPICS



NANA AKUFO-ADDO
President of Ghana



JACK STRAW
Home and Foreign Secretary, UK
1997 -2010



SARKODIE
Ghanian Musician

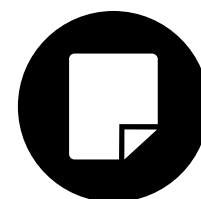




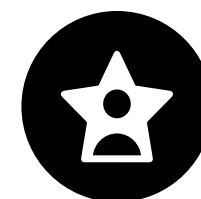
170
SPEAKERS



12K
PARTICIPANT



50
TOPICS



152
INFLUENCERS



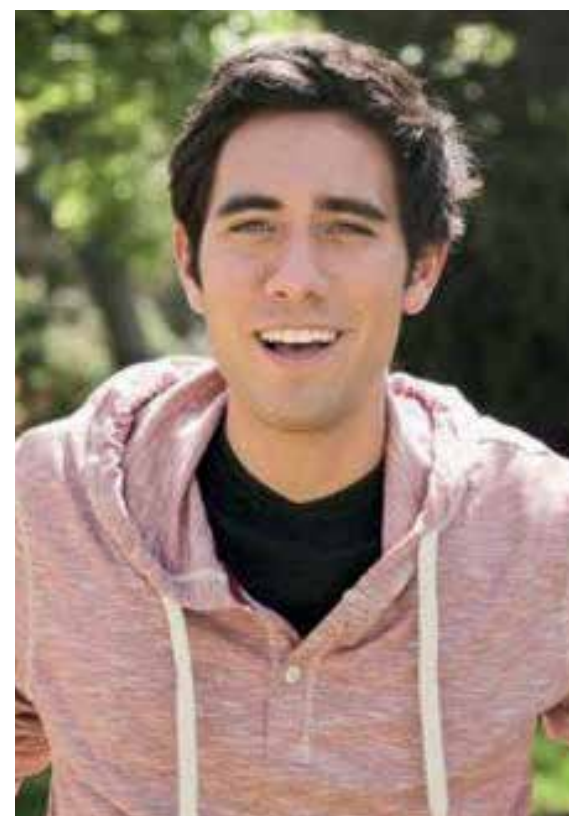
JACK STRAW

Home and Foreign Secretary, UK
1997 - 2010



BINALI YILDIRIM

Prime Minister of Republic of Turkey
2016 - 2018



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



NEŞET KOÇKAR

Chairperson ANEX Tour



FETTAH TAMINCE

Chairperson, Rixos Hotels





WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM



WORLD
TOURISM
FORUM



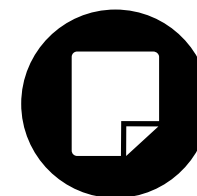
Annual Meeting
2017 - ISTANBUL, TURKEY



25
SPEAKERS



1K
PARTICIPANT



7
TOPICS



HAKAN ATEŞ
CEO, DenizBank



BORIS ISKRITSKIY
Head of Performance Sector, Yandex



KASIA MADERA
TV News Presenter, BBC News



BAS LEMMENS
Founder, ROOMLR

RUSSIA SUMMIT
Moscow, 28 January 2017

Российский Саммит
Москва, 28 января 2017



WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM



WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

HAKAN ATEŞ
CEO
DENİZBANK



WORLD
TOURISM
FORUM

RUSSIA SUMMIT
Moscow, 28 January 2017

Российский Саммит
Москва, 28 января 2017

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM

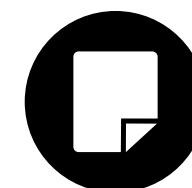
WORLD
TOURISM
FORUM



30
SPEAKERS



200
PARTICIPANT



10
TOPICS



EGEMEN BAĞIŞ

Minister of EU Affairs and State, THE
REPUBLIC OF TURKEY (2009-2013)



MAXIM GRISHAKOV

Director of Commerce, YANDEX



SABBAS JOSEPH

Director, WIZCRAFT WORLD



ANDREY KRINITSKIY

Director, MICE Department, ATH AMERICAN
EXPRESS







Eto'o Charity Match and Gala Dinner

ANTALYA/TURKEY July, 2016

Samuel Eto'o, the Cameroonian football legend, celebrated the Eto'o Private Foundation's 10th Year Anniversary with a Gala Dinner. The event was organized by the World Tourism Forum and honored by former and present football stars and entertainers alike.

His Excellency President Recep Tayyip Erdoğan and Menders Türel, the Mayor of Antalya, was there to celebrate the player, who boosted tourism in Turkey since his arrival in early 2015. Almost every television channel in Turkey broadcast the gala event live and the whole nation cherished those moments at the Regnum Carya Golf & Spa Resort, Antalya.

 **35K**
PARTICIPANT



Samuel Eto



Fabio Capello



Jose Mourinho



CRISTIANO RONALDO



LIONEL MESSI



NEYMAR



DIDIER DROGBA



CARLES PUYOL



XAVI



FRANCESCO TOTTI



EDEN HAZARD





I am honored to be a part of
Etoo Charity Match
with partnership of

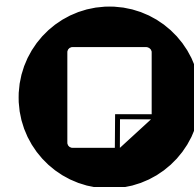
World Tourism Forum



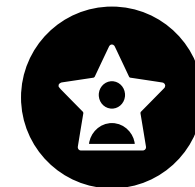
110
SPEAKERS



7K
PARTICIPANT



38
TOPICS



150
INFLUENCERS



RECEP TAYYİP ERDOĞAN
President of Republic of Turkey



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



TERRY KANE
Head of Travel, Instagram & Facebook



GREG WEBB
Vice Chairman, Sabre



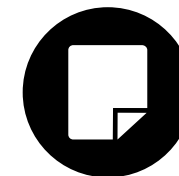




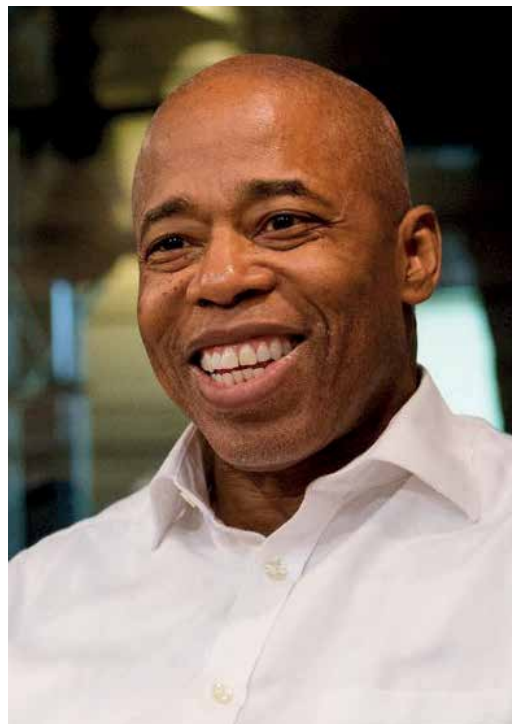
24
SPEAKERS



1K
PARTICIPANT



7
TOPICS



ERIC ADAMS
Borough President of Brooklyn, USA



MEHMET ERSOY
Chairman of, ETS Tour



MARTIN WIDENKA
Social Media Manager, THOMAS COOK



MICHAEL COLLINI
Vice President Development, HILTON
WORLDWIDE



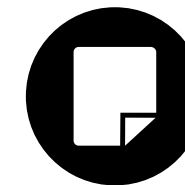




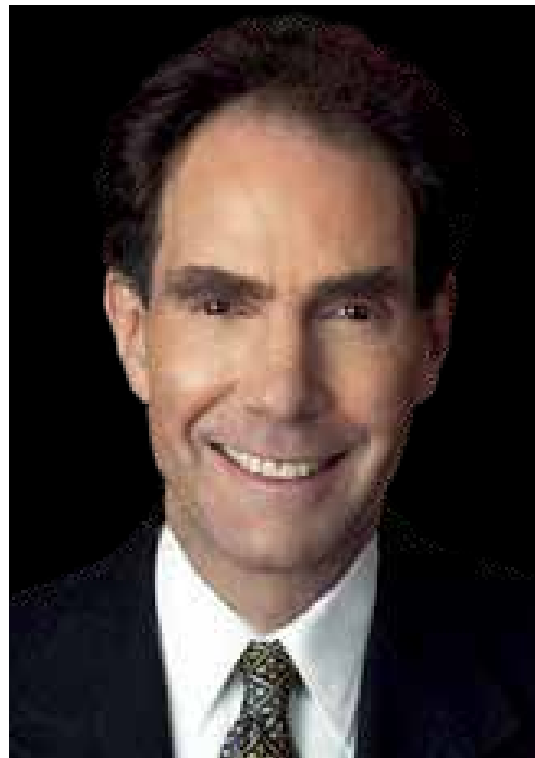
17
SPEAKERS



1K
PARTICIPANT



9
TOPICS



TODD BENJAMIN
Financial Editor, CNN International



FREDRIK REINFELDT
Former Prime Minister, Sweden



SVEND OLAV LEIRVAAG
Vice President Industry Affairs and Corporate
Social Responsibility, Amadeus



MARTY MARKOWITZ
Vice President, Borough Engagement
and Promotion NYC & Company





An Intercontinental Shot!

Tiger Woods Shots golf balls From Asia To Europe Across Bosphorus Bridge, Istanbul, Turkey.

Tiger Woods hit a ball from Europe to Asia from Bosphorus Bridge in November 2013. Golfing legend sets out to raise awareness of the Turkish Airline Open with the publicity event of World Tourism Forum in Istanbul.





417 Linen Hall 162-168 Regent Street London W1B 5TE, United Kingdom
Landline : +44(0) 207 193 1271
Registered in the United Kingdom
License Number 12383347

www.globaltourismforum.org