



Media release

## International Guests at the Tourism Industry's Innovation Festival in Andermatt, Switzerland

Lucerne, 30 September 2021 – For over ten years, World Tourism Forum Lucerne (WTFL) has been bringing together industry experts, CEOs, investors and start-ups, establishing itself as a prestigious global platform for exchange. By fostering cross-generational collaboration, new ideas and solutions emerge to benefit tourism today and in the future. On 15 and 16 November 2021, WTFL is hosting an “Innovation Festival” in Andermatt. Online participation will also be possible.

At the hybrid conference, well-known personalities, such as Klaus Schwab (founder of the World Economic Forum), Laura Meyer (CEO Hotelplan), Peter Fankhauser (CEO PETRAF Ltd and former CEO Thomas Cook Group), Shannon Ghuian (Chief Sustainability Officer at TTC), Marloes Knippenberg (CEO Kersten Hospitality), Koen Deryckere (Global Lead Industry Networks and Programs at Accenture) and Alex Lampert (CEO GuestReady) will discuss the tourism industry's current challenges and demonstrate how these can be tackled with forward-thinking solutions. Innovation, a driver for development and a central factor in overcoming crises, is the focus of this two-day conference.

Adeeb Ahamed, Managing Director of Abu Dhabi based Twenty14 Holdings will also take the stage at the event. The Indian-origin hotel-owner and serial entrepreneur is the newest appointment to the WTFL Global Advisory Board. He was chosen this month to join the international body of renowned industry stakeholders and decision makers and will collaborate with them on solving the travel and tourism industry's future challenges. Known for his talents as a visionary leader, an insightful entrepreneur and a socially responsible philanthropist, Ahamed will also be a valued contributor and a key solutions architect at WTFL's Think Tank.

### Innovation knows no bounds

Society is changing and tourism must adapt to align with these broad and varied developments. Subjects such as diversity and inclusion, biodiversity, entrepreneurship and many others urgently need to become part of the conversation. For this reason, the finalists of this year's Start-Up Innovation Camp are presenting their pitches live in front of investors and interested industry representatives at the Innovation Festival. In addition to thought-provoking keynotes and panels, various side events, such as the “Think Tank”, the “Next Generation Leaders Day” and the “Young Talent Programme” will be held (see box).

A regular exchange between generations and disciplines is the key to a successful, innovation-driven future for tourism.

Register now and get your ticket at: [eveni.to/festival2021online/registration](https://eveni.to/festival2021online/registration)

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**About World Tourism Forum Lucerne**

World Tourism Forum Lucerne is an exclusive platform where leading global companies from the travel, tourism and hospitality industries meet to shape a more sustainable future for tourism. It gives decision makers in-depth insights into the most important topics faced by the tourism industry and access to a unique global network. World Tourism Forum Lucerne is the only platform to integrate start-ups, next generation leaders and students into one event. Over the past ten years it has developed to become a year-round network of CEOs and thought-leaders who are advocating for positive change in the travel, tourism and hospitality sectors.

**About the side events**

- The [Think Tank](#) is made up of 24 handpicked personalities from all over the world. Meetings take place at regular intervals to discuss and define key themes of the future, which are then explored in more detail in smaller groups.
- Promising young professionals from the tourism industry come together as [Next Generation Leaders](#) to work on solutions to the climate problems defining our times.
- Students from World Tourism Forum Lucerne's partner universities were given the opportunity to submit a project, thereby participating in the [Young Talent Programme](#). The three best projects from each of the four fields Innovation, Talent, Diversity & Inclusion and Sustainable Development, were selected and will be introduced by the students at the Innovation Festival. One winner will be chosen from each category and awarded a prize.