

2nd World Tourism Marketing Summit



The Power of Marketing

Beijing, China

October 28-30, 2007

Presented By:



World Trade University Global Secretariat

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Introduction

The World Trade University Global Secretariat organized the 2nd World Tourism Marketing Summit in Beijing, China from October 28 – 30, 2007. The theme for this Summit was the ‘Power of Marketing’. Whether promoting an attraction, establishing joint ventures, or promoting high quality standards for hospitality – all aspects of tourism are marketing led. In today's industry, many new and increasingly complex marketing challenges continue to arise. We have repeated the ‘Power of Marketing’ theme for it reminds us of the continued challenges in the global marketplace and the solutions it demands. This prestigious Summit was hosted by the Beijing Tourism Administration in partnership with the World Tourism Organization, the Multilateral Investment Fund and many others. The World Tourism Marketing Summit is established as an integral part of the World Trade Forum, a United Nations Global Partnership Platform (UN Resolution A/58/220), to respond to the challenges raised by the World Tourism Organization, World Travel and Tourism Council and ‘10+3’ Ministerial Conference in China.

The World Tourism Marketing Summit is heavily focused on emerging, high growth destinations for inbound, outbound, and domestic tourism for the leisure, corporate, and group MICE markets. This Summit involved an exclusive selection of the world's most prominent travel & tourism executives and professionals in global discussions and interactive workshops, while stimulating joint venture creation through dynamic networking sessions and high-powered social activities. The 2nd World Tourism Marketing Summit promoted and integrated approach to tourism marketing that extends throughout every aspect of the experience being offered. In total over 350 delegates from over 39 countries attended this most successful event.

The Summit's aim was to unleash creative forces and concepts in tourism and destination marketing, and help enhance industry growth and stability by facilitating high value strategic relationships among industry peers around the world. A key aspect of achieving this aim for the World Tourism Marketing Summit was to enhance cooperation between China and the international tourism industry, and explore new techniques in marketing for inbound, outbound and domestic tourism.

The 2nd World Tourism Marketing Summit provided exciting and timely opportunities to boost the development of tourism worldwide; enhanced cooperation between emerging economies and international tourism industries at large; advanced the promotion of sustainable tourism as a development strategy for emerging economies; and facilitated new techniques in marketing for outbound, inbound, and domestic tourism. A major goal of the World Tourism Marketing Summit was the facilitation of networking opportunities between international and domestic leaders involved in the tourism industry. This was a goal successfully met and exceeded according to all participants of this event.

Message from the Secretary General

It was my privilege to welcome the delegates to the 2nd World Tourism Marketing Summit held over the period of three intensive full days in Beijing, China, between October 28 and 30, 2007 and hosted by the Beijing Tourism Administration of the People's Republic of China with participation of the China National Tourism Administration. His Excellency Jakaya Mrisho Kikwete, the President of Tanzania was our Honorary Global Patron. We were honoured to have our Gala Dinner and Award Ceremony in the Great Hall of People, of the People's Republic of China. Building on the momentum from the 2004 Summit, we are again fortunate to engage over 350 people and institutions of the highest caliber, from the public and private sectors, and from over 39 different countries representing all corners of the globe, who took an active role in implementing the collaborative process that this summit strived to provide. We were privileged to have Dr. Taleb Rifai, Deputy Secretary-General of the World Tourism Organization give the opening keynote message. And we were delighted and flattered to have a remarkable message from His Majesty King Abdullah II bin Al Hussein.

International Tourism is projected to double by 2020. This growth will see the rise of new and undiscovered destinations, while we endeavour to communicate to our stakeholders in increasingly personal, one to one, communications strategies. In this pursuit, The World Tourism Marketing Summit provided a unique forum to facilitate and harness the vital human resource capital and institutional capacity necessary to support this growth. Delegates had the opportunity to cultivate new achievements and build upon the prosperity already achieved for the tourism industry. The challenges of doubling growth in a sustainable, prosperous manner can only be achieved through innovative partnerships to overcome common obstacles.

Tourism is an industry for the ages, constantly evolving. Great companies rise from targeted associations and innovative thinking that endeavours to redefine what is possible and what good things may come. Interaction between fellow delegates and the creativity that surrounded us served their interests and came to define the associations and innovation presented by 2nd World Tourism Marketing Summit.

Destination promotion, be it a place, a hotel, or a cultural heritage site is about telling a 'good story'; however, a great destination also provides a 'memorable experience'. It is a question of being delighted, surprised and wowed! As the 'battle of the brands' intensifies, leveraging innovation through human networks is paramount, as we know that a handshake, a hug or a smile is the ultimate dealmaker! Great companies don't push; they lead through targeted networks and connections by redefining the possible — such as where created at the 2nd World Tourism Marketing Summit.

I was delighted to be able to facilitate the participation of delegates, speakers, sponsors, observers and certainly as a collaborator. The Summit was truly a converging platform.

The Summit was comprised of Ceremonial Opening and Closing Sessions, five Executive Hot-Seat Panels, five simultaneous interactive workshops, the Special Ministerial Panel, several "Let's Make a Deal" sessions, A Colloquium on Cultural Understanding Through Tourism, Tourism Marketing Showcase, several Case Studies, Award Ceremony and Recognition, Gala Dinners and Cultural Performances, Beijing Tours, and the Handover Ceremony for the WTMS -2008 in Busan, South Korea.

In the spirit of cooperation,

A handwritten signature in black ink that reads "Sujit Chowdhury". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Sujit Chowdhury

President and CEO, World Trade University Global Secretariat – Canada
Secretary General, World Tourism Marketing Summit – Beijing, China



The President of the
United Republic of
Tanzania

The State House
Dar es Salaam

I acknowledge with a deep sense of humility and appreciation my appointment as the Honorary Global Chair of the 2nd World Tourism Marketing Summit (WTMS) to be held in Beijing, China, between October 28 - 30, 2007. I thank the World Trade University Global Secretariat for this honour. My selection, as an African leader, reflects the importance attached to trade and economic ties between Africa and China and the vast untapped potential that China represents in enhancing shared prosperity.

Travel and Tourism is the world's largest Industry. It contributes significantly to the economic growth and employment creation in many nations, the world over. It is, therefore, a critical factor in the social and economic life of the majority of our nations. This is why this Summit will be attended by more than 400 leading Industry Executives worldwide. Indeed, this is precisely the reason why I consider the holding of this Summit as very opportune.

The World Tourism Marketing Summit is an important forum and a unique opportunity for participants to exchange views and share experience about the current state of the industry and how to do better in future. There is so much talent and experience within the broad spectrum of the industry which, if shared, will definitely assist many stakeholders to put their acts together and improve on the performance of the industry as a whole.

I look forward with a lot of anticipation to the 2nd World Tourism Marketing Summit in Beijing. I have every reason to be hopeful that the Summit will be a resounding success and, will meet the expectations of the various constituencies and players.


Jakaya Mrisho Kikwete

PRESIDENT OF THE UNITED REPUBLIC OF TANZANIA

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



ABDULLAH II IBN AL HUSSEIN

Distinguished Guests and Honorable Delegates,

Tourism is a bridge builder amongst nations and peoples. Your Second World Tourism Marketing Summit has a most pertinent theme: The Power of Marketing. With a rise in tourism comes a mobile population and a new era of global cooperation, creating a new dynamic for interaction among cultures. This very occasion is an example, hosted by the Beijing Tourism Administration, globally coordinated by the Canadian-based World Trade University Global Secretariat, bringing together delegates from every part of the globe.

Marketing is the 'interface' between visitor and nation, between cultural exchange and shared prosperity. We ought to inspire open doors, continue to build relations amongst countries, and foster education between travelers and their hosts. A broader understanding in the ways of the world is what tourism can offer, through effective marketing.

An integral part of this commitment is the belief that tourism generates greater understanding, nurturing diversity and tolerance. In this regard, Jordan is proud to be on the forefront of world tourism partnership promotion. We enjoy partnerships with many of the countries represented here today, and a remarkable relationship with China

As a part of our continued commitment to global partnership, I wish to express Jordan's interest to be the venue for the World Trade University campus in the Middle East. I also hope that in the very near future, this Summit could be held in Jordan.

The Second World Tourism Marketing Summit happily coincides with my visit to Beijing. Representing Jordan here today are our World Tourism Officials: Dr. Taleb Rifai, the UNTWO Deputy Secretary General; Mr. Sultan Abu Jaber, the Secretary General of the Arab Tourism Council based in Saudi Arabia; and Senator Akel Biltaji, Jordan's Tourism Ambassador at Large.

Our gratitude goes to the hosts and coordinators for holding this important event, and I wish you all a resounding success at this Summit.



Premier of Bermuda

25 July 2007nd

It is truly a delight to be invited as the 'Strategic Global Partner' of the 2nd World Tourism Marketing Summit and I take great pleasure in reaffirming Bermuda's partnership, especially considering that the Summit is hosted in China. We in Bermuda, a spectacular and thriving island Nation, have a great deal to share with the global audience of the Summit.

Our very partnership with this Summit, hosted by the prestigious Beijing Tourism Administration of the People's Republic of China and globally coordinated by the Canada based World Trade University Global Secretariat, is strategic in itself as it is our hope to explore both economic and tourism opportunities with the Chinese People.

I've learned that change is an absolutely critical part of business. Indeed, the travel industry is changing rapidly and radically. Much of these changes are driven by a more mature, experienced and demanding consumer. Now, more than ever, it is essential that our marketing, advertising and product development teams obtain the knowledge and in-depth analysis of what travelers truly desire.

The 2nd World Tourism Marketing Summit provides an international forum to seek new opportunities, set new goals, generate new ideas, and embrace the new changes taking place in tourism today.

I look forward to being with you all at the Summit and hope that we will come together to make this an extraordinary palpable event!

Sincerely,

A handwritten signature in black ink, appearing to be 'E. Brown'.

Dr. the Hon. Ewart F. Brown, JP, MP
Premier and Minister of Tourism and Transport
Government of Bermuda

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2nd World Tourism Marketing Summit
Beijing – China October 28-30, 2007

Message of Dr. Taleb Rifai, Deputy Secretary-General of the World Tourism Organization (UNWTO)

On this auspicious occasion, I would like to congratulate the World Trade University Global Secretariat and its Global Partners on taking the initiative to organize the *2nd World Tourism Marketing Summit*. I would like to thank Mr. Sujit Chowdhury in particular for the efforts made in putting this event together. I was really hoping to come in person to this august gathering but regrettably, circumstances beyond my control have prevented me from attending.

It is common knowledge that travel and tourism have become the world's largest and fastest growing industry, and its growth continues unabated year in year out. It is also an indisputable fact that tourism in Asia and the Pacific region is gradually changing the world tourism scenario because it has a proven record as the motor propelling global tourism. This is a region that has been experiencing one of the highest growth rates of international tourist arrivals since 1990. And its robust growth rate of 7.1 per cent, from 1990 to 2006, is even higher than the world average.

Within this global and regional tourism scope, I am pleased to underline the fact that China is firmly positioned at the head of the growth of Asia's tourism. China has surpassed all possible forecasts with the outstanding and constant growth of its tourism industry for more than a decade. It has consolidated its status as Asia's largest outbound tourism market, and at the same time it has shown a great potential as the most lucrative source market for tourism. In addition to this, China is not only the most visited country of the Asian region and the fourth most popular destination of the world. It will also become the world's leading tourism destination, overtaking traditional destinations such as France, Spain and the United States of America by 2020 according to UNWTO forecasts. And owing to its exponential growth in recent years, it is very probably that China will become the top world destination even before the forecast year 2020.

This explosion in China's tourism growth has been more noticeable after its entry into the World Trade Organization in 2001, when Chinese tourists could visit only 18 destinations. However, to date China has granted 132 countries and regions (including Hong Kong and Macao) approved destination status for Chinese tourists. In 2001, 12.13 million Chinese traveled overseas. Last year, the number soared to 34 million. In terms of inbound tourists, 31.2 million visited China in 2000 and this shot up to 49.6 million six years later.

The probability that China will become the most visited destination before 2020 could be accelerated by the 2008 Beijing Olympics and the 2010 World Expo of Shanghai, as they present China with unprecedented opportunities to step up the already strong development of its tourism industry. However, this needs to be firmly supported by sustainability principles.

The *World Tourism Marketing Summit* comes at an opportune time to play a two-pronged role: provide valuable information to China about the tourism products and services its potential visitors could demand; and what countries that desire to enjoy a fair share of the substantial cake China's tourism presents need to know about the needs of Chinese tourists.

I wish this summit every success.

Opening Plenary

The 2nd World Tourism Marketing Summit was officially opened by Xiong Yumei of the Beijing Tourism Administration. His opening speech stated that this was a grand event for tourism, to develop opportunities and explore prospects. As an Asian capital of 3500 years, Beijing represented both old and new China. He further said that the Olympics brings room for further development and success in the future.

Next the delegates were welcomed by the Secretary General of the Summit Mr. Sujit Chowdhury who gave a synopsis of the goals and theme of the summit.

Following this there was a message from the Honorary Global Chair of the Summit His Excellency Jakaya Mrisho Kikwete the President of the United Republic of Tanzania delivered by the Honourable Professor Juamane Maghembe, Minister of Natural Resources and Tourism of Tanzania. His message was that the 21st century will belong to the peoples of Africa and Asia. While Tanzania and Africa in general have learned a lot about the growth of tourism globally, the talent and experience gathered at the summit will help increase the performance of this industry greatly. He explained that Africa's share of the global tourism market is still quite small as most of the positive aspects of Africa are still relatively unknown. Most people still consider Africa one homogenous country. As an example he offered the violence in Darfur which is seen as violence everywhere in Africa. When there is no rain and famine takes place in one country, it is seen as happening in all of Africa. Yet the positive accomplishments seen in Senegal, Kenya, Uganda and Tanzania are not widely reported. A MOU on the establishment of the World Tourism University Africa, which will help position Tanzania to benefit from the growth of the tourism industry, has been created and a strong delegation from Tanzania arrived to benefit from the summit. Additionally a request has been made to bring the summit to Africa in 2011 and Tanzania has offered to host to coincide with the launch of the World Tourism University Africa.

“This is a grand event for tourism, to develop opportunities and explore prospects”

Xiong Yumei, Vice Bureau Chief of Beijing Tourist Administration

Wu Jingmi, Head of Olympic Village stated that with only 285 days to the Olympics, China is in the final stage of preparation and excitement is brewing, expectations are high. There has been large scale construction and refurbishment, holiday and leisure zone development, and social and industrial optimization. They have created a new landscape, presented for the Olympics, combined with the charisma of Asian culture and wisdom of ancient China.

Hwan Myung Joo, of the Tourism Promotion Organization stated that China is the second highest recipient of tourism growth in the world. He believes that this will lead to more competition, but there also is a need for more cooperation to ensure a stable market and continued prosperity. He said “There is always a need for more cooperation as well as

competition, and more discussion. The Summit deals with what can be shared, and is an opportunity for networking and collaboration in the industry.”

Abdel Hamid Mamdouh, the Director of Trade in Services Division of the World Trade Organization, commented that China is interfacing with globalization, a process that is not new, the Chinese and the Egyptians started doing it thousands of years ago. And that China is learning more and more about tourism and is focused on the incredible treaty process to progressively liberalize. He said that tourism is not just about hotels, it is a multitude of sectors: health care, education, distribution, and on. How governments handle this complex group of sectors for tourism will speak directly to how well the regulatory system and its policies are implemented and coordinated.

“Tourism is not just about hotels, it is a multitude of sectors”

Abdel Hamid Mamdouh, Director,
Trade in Services, World Trade
Organization

Finally His Excellency Akel Biltaji, Chairman of the Tourism Committee and Ambassador at Large for Tourism Promotion of Royal Hashemite Kingdom of Jordan said that the word marketing in academic terms is how one defines and identifies the market. To him in tourism, it has to have a geographic location. It also has to manufacture a product – made up of its physical assets, its intellectual assets, and its opportunity assets. Only once all this is ready is there an actual product.

He stated that tourism is not a laboratory. The destination is as it is and its assets have to be its attributes. This can include its religion, culture, nation, recreation, or strategic location for events. An inventory must be established, to look at the attributes available and relate them to the markets. The segments of each market must also be identified.

But before that happens, H.E Biltaji asserts, one must step back and look at the prerequisites to have a positive tourist destination. First, he said, must be the infrastructure of land, sea, and air. These basics must be in place first or else all else is wasted. Second must be the superstructure and how it is managed. This includes restaurants, terminals at airports, and conference centres, but most important of all is the human capital such as schools and training. Next is legislature, and the related topics of insurance, immigration and professions and whether there are regulations in place for these topics. Fourth is accessibility, even with all the previous items in place, if no one can reach the destination, or it is too difficult, then none of the previous will help. Taking China as an example as it is in a rapid move to get all its logistics in place, it is estimated that 10,000 pilots will be needed in the next ten years. Finally there is security, this is the golden pillar of the tourism

“In tourism management, we must avoid short term planning and gain. Under government planning, we can create border control, infrastructure, and a diverse market. The cooperation of the entire society is needed.”

Yu Guozhi, Bureau Chief, Jilin Tourism Bureau, China.

product and destination in this day and age and all else relies on it for success.

The human element is always most important. The power of marketing is in how strong, how credible, how clear a product is presented.

One of the finest outcomes of the Summit was the founding of the 1st ever World Tourism University in Tanzania. In signing the Memorandum of Understanding, Mr Sujit Chowdhury, CEO World Trade University and Secretary General of the WTMS said “Seven years ago our world entered the new millennium. I don’t think there was a continent more enthusiastic, optimistic, and jubilant about the promise of the 21st century than Africa. The excitement was palpable. It was, and still is, the idea that this era can usher in a new view and a new global relationship. For Africa, the millennium was, and still is, a passionate belief in a new way forward.

Shared prosperity, improved livelihoods, and enhanced cultural understanding – these are the goals which drive Africa’s optimism. They are also the same goals which propel the WTMS. This is our vast common ground. I see it as a threshold and we are standing right on it: global convergence *can* become a reality. I see Tanzania in particular, standing at this threshold.

That is why the World Tourism University, the first of its kind in the world, will be launched in the African continent, in the nation of Tanzania. World Tourism University Africa will dedicate itself to mobilizing young entrepreneurs and leaders, creating new talent and new initiatives.

I believe witnessing is important. Though the MOU we are about to sign has already been approved by President Kikwete, I ask the Honourable Minister to symbolically sign the document.

So many talk Africa, but few act. I urge you all to act. World Tourism University will be located in a place that is so in need of action. It is part of our shared commitment to the promise of the 21st century, and the future of Africa in it.”

“The power of marketing is our secret weapon, without it we cannot fly.”

H.E. Akel Biltaji, Hashemite Kingdom of Jordan

Spirit of the Olympics

Facts and Figures Presented by

Xiang Ping, President, Sports Service Department, Beijing Olympic Committee

Xiong Yumei, Vice Bureau Chief, Beijing Tourism Administration

Zhang Jianzhong, Director, Policy and Regulation Department, CNTA

Scope of the Olympics:

- \$4.7 billion Yuan in revenue expected.
- 500,000 spectators will be present during games.
- 21,000 people will represent international media.
- 4 billion viewers around the world.
- 17,000 athletes.
- 7000 sponsors and guests.
- 117,000 beds needed for spectator accommodation.
- 75% tickets sold in China, 25% overseas, ranging from \$200 to 5000 Yuan.
- Education program established for students – 40% of domestic tickets reserved for students in \$5-10 Yuan range.
- 2.2 million tickets sold in first phase, distributed via computerized lottery.

Service Preparations for the Olympics:

- 32,000 items standardized for English translation of restaurant menus.
- 248 menus finalized.
- \$80 million Yuan invested to improve service quality.
- 200 common questions answered for service industry training textbooks.
- 70,000 volunteers needed; 30,000 for Para-Olympics; 391,000 current applicants.

Accommodations and Infrastructure:

- 740 star-grade hotels established, including central booking service website and government website links to services.
- 186 km of new rail lines.
- New airport terminal and new addition to the Ring Roads.
- 56 locations identified for information kiosks.
- 124 key projects underway to upgrade city infrastructure.
- 37 venues for games established, 8 temporary.
- 87 venues established for training, 31 of them in Beijing.
- 5 non-competition venues established.

Torch Relay:

- Largest relay ever, spanning 130 days and covering 5 continents.
- 27,000 people involved in relay, 19,000 from China.

The Summit was divided into 4 major sections: executives in the hotseat panels, technical workshops, planeries, and Lets Make A Deal Sessions.

Executives in the Hotseat

The first “Executives in the Hotseat” panel was named “The Hospitality of Olympic City Tour & Regional Cooperation”. It was moderated by Ms. Juliana Liu, the presenter of the Asia Business Report for BBC World. The Keynote Address was presented by Mr. Dai Bin the Assistant President at the Beijing International Studies University. The panellists were Mr. Chen Gang the Mayor of Nanjing City in China, Mr. Xu Chenchang the mayor of Tibet City, Mr. Wang Xinyong of the Tourism Administration of Hebei Province, Ms. Ma Congling a researcher for Tourism Research Centre at the Chinese Academy of Social Science, Mr. Tony Potter, CEO of Corinthia Hotels International in Malta, and Mr. Grahame Carder, the Vice President-Marketing for Asia/Pacific for Hyatt International based in Hong Kong.

“People will remember how they were handled, not what they thought about airport arrival levels. Everyone needs to get behind this word hospitality”.

Tony Potter, CEO, Corinthia Hotels International.

The questions posed to the delegates were: What will the impact be on surrounding cities like Nanjing? Will more permits be available so more people will be able to visit Lhasa? How easy will it be to visit? How ready is China for the number of visitors? Is China prepared in terms of hospitality, hotels, transport, language, credit card acceptance? About \$40 billion has been invested. How much is too much? Are you worried about investment and return? What will be the impact on Chinese youth, especially culturally? How do you market winter tourist products? Are you worried about impact of Bird Flu and SARS? What investments are planning for post-games?

“The message is: those involved in air transport are key and tourism today cannot function without airlines. People need to be mobile”

Prof. Israel Borovich, Chairman of the Board, El Al Israeli Airlines Ltd.

The second “Executives in the Hotseat” panel was titled “The Changing World of Air Transport” and was chaired by Mr. Bill Astling, the CEO of Asia Pacific Air Services P.L. of Australia. The keynote address was given by Professor Israel (Izzy) Borovich, who is Chairman of the Board of Directors for EL AL Israeli Airlines Ltd. The panellists were Mr. Geoffrey Conaghan, General Manager of Melbourne Airport Authority in Australia, Mr. Eddie Lim the Former Chief of Emirates of Singapore, Mr. James Barrett, Member of the Board for AVIO, and Mr. Dave Race, the Business Unit Leader for

Aviation for Connell Wagner Group of Australia.

The questions posed to the panellists were: What will be the impact of low cost carriers in the industry and tourism? Will airports be able to sustain growth? What role does deregulation currently play? What is the new role of alliances? Why have they emerged?

The next panel was “Destination Development & Investment Services”. It was chaired by Mr. Tony Potter, CEO of Corinthia Hotels International. The keynote speech was presented by Mr. Yu Guozhi, Bureau Chief of Jilin Tourism Bureau for Jilin, China. The panellists were Mr. Abdel Hamid Mamdouh, the Director of Trade in Services Division of the World Trade Organization in Switzerland, Dr. Ranjan Bhaduri the Vice President of Morgan Stanley-Graystone Research, USA, Mr. Nabil Fawaz, the Global Head of Tourism Services for the World Bank Group (MIGA), USA, Mr. Bu Fanzhou, the President of Beijing Divos Destination Planning Design Institute in China, Mr. William Astling, CEO of Asia Pacific Air Services in Australia, and Mr. Ruan Yongwen, Vice President of Beihai Tourism Group Co.

The questions delegates posed to the panellists were: What is the perception of government’s role in destination development? Has there been too much focus on infrastructure, and not enough on cultural value? How do we reflect the local culture in destination development? What does it mean to accurately position the destination product? What are the common risks associated in destination development?

“Once upon a time, there were no tourism ministries. You had a national airline and that’s it. Now tourism is an industry vital to governments and cities are fighting to attract airlines”.

William Astling, CEO, Asia Pacific Air Services.

The next executives in the hotseat panel was on “Global Distribution Model – China to the World” it was co-chaired by Mr. David Chestler, Senior Vice President - Corporate Business Development of Pegasus Solutions Inc., USA, and Mr. Charles Deyo, President of Cendyn, USA. The following served as panellists: Mr. Robert Wang, Director of Sales and Marketing for Beijing Tourism Group – Jianguo Hotels and Resorts, Mr. Fritz Demopoulos, CEO of Qunar.com, Mr. Olivier Dombey, Regional Vice President of Utell Hotels and Resorts in Singapore, and Ms. Vivienne Lin, President of ETravel Solutions Co., Ltd. China.

“The concept we want to share with you is how to bring the hotel into your world – your home away from home. Tourism is about communicating experiences.”

David Chestler, Senior Vice President, Corporate Business Development, Pegasus Solutions Inc.

The questions posed to the panellists were: How can distribution be simplified? What is your criteria in establishing new markets? What would be your response to establishing in Tanzania? How do you address the language barrier? How quickly can you make money in this business? Everyone wants to keep it simple – how do you do this and keep costs down?

“The critical success factors in online distribution are connectivity in distribution, management of channels, analysis of customers, and marketing of distribution.”

Charles Deyo, President, Cendyn, USA.

The final "executives in the hotseat" panel was on the topic of "Media as a New Marketing Medium". It was moderated by Ms. Sandy Dhuyvetter, the executive producer and host of Travel Talk Media from the USA.

The panellists were Mr. Juergen Thomas Steinmetz, the publisher of eTurboNews USA, Mr. Woon Tai Ho, the Manager Director of MCN International Pte. Ltd from Singapore, Mr. Yuan Ti Ho, from Channel A News in Singapore, Ms. Karen Hoffman, the Senior Vice president of Bradford Marketing Group, of the USA, Ms. Maggie Liao, Editor-in-Chief of National Geographic Traveller Chinese Language Edition, China, Mr. Charlie Gatt, the Publisher of Travel World News based in USA, Mr. Steven Asimwe, the Editor of East Africa Business Week from Uganda.

“When you are promoting your destination, always remember: you are selling experience.”

Karen Hoffman, Senior Vice President, Bradford Marketing Group, USA.

The questions the panellists had to answer were: How will you target an international audience and present China to the World during the Olympics? How do you spin a negative situation in a good place? What do we do about "if it bleeds it leads"? How do you understand how an audience receives and responds to content? Why is tracking the most important device now in online publishing? How do you bring in the revenue if you are not an advertising-driven publication?

Let's Make a Deal Sessions

There were two Let's Make a Deal sessions offered on the first and second days of the summits respectively. Summit delegates were offered three minutes to state who they are, what they represent, and what they are looking for in these dynamic sessions

Statements made at the Let's Make a Deal sessions:

“This Summit is a good platform and we cherish it as an opportunity to promote our gateway city as a holiday destination.” –Chinese delegate

“We would like to use this Summit as an opportunity to meet Chinese tour operators and work with private companies in China, and gain greater understanding of Chinese government protocol.” --Iranian delegate

“My purpose is to meet people from different parts of the world, especially China, whose growth is amazing. I want to partner and connect” Ugandan delegate.

“China has 8 million passport holders and 100 million that want to go abroad. We want to partnership for destinations to Tanzania and South Africa, to break down the language barrier and reach a greater audience.” Chinese delegate.

“We invite our friends in Australian and South Africa to meet and talk as tour operators”. –South African delegate.

“We seek sources of development for our small island on the Indian ocean. We want to promote our destination.” Sri Lankan delegate.

“We want to meet people who want to promote their destination to Americans and in return promote Americans to China. Let's make the world a better place”. USA delegate.

Simultaneous Technical Workshops

There were 2 simultaneous technical workshops held on the second day dealing with the topics of “Technology: Making Sense of Loyalty Marketing” and “Branding and Promotion”.

The workshop on “Technology: Making Sense of Loyalty Marketing” was presented by Charles Deyo, the President & CEO of Cendyn, Qin Yu, the Director of Hotel Management Department at Beijing International Studies University, and Ge Qun, the Vice President of China Youth Tourism Services.

The workshop on “Branding & Promotion” had Mr. Aifeng, Vice Chief Editor of China Economy News, Sandy Dhuyvetter, Producer & Host of Travel Talk Media, Karen Hoffman, Senior Vice President of the Bradford Marketing Group, and Gao Shunli, Vice President of Comprehensive Coordination Department for China National Tourism as presenters.

Special Keynotes, Panels and Events:

Over the course of the 2nd World Tourism Summit, there were a number of special panels and events. These ranged from special presentations by key speakers to colloquiums to a ministers panel featuring high ranking officials from around the world.

These began on the first day of the summit with a special presentation by Mr. Manuel C. Menendez III the Chairman and CEO of 8m8 LLC and MCM Group Holdings, Ltd on the topic of “How to Unlock China Opportunity”

“This Summit deals with what we can share”

Hwan Myung Joo, Secretary General, Tourism Promotion Organization.

On the second day there was a special presentation on “Tourism Security” given by Mr. Anthony Moorehouse, the Managing Director for DynamiQ Group of Australia. Following that there was a

“Colloquium on Cultural Understanding through Tourism – A Dialogue among Civilizations”. This was chaired by His Excellency Akel Biltaji, the Chairman of the Tourism Committee for the Upper House of Parliament and Ambassador at Large for Tourism Promotion for the Royal Hashemite Court of Jordan. Contributing to this colloquium were Peter J. Mwenguo, the Managing Director for the Tanzania Tourist Board, Professor Israel Brovich, the Chairman of the Board for El Al Israeli Airlines, Ms. Carol L. Patterson, the President of CMA Consulting of Canada, Mr. Bi Youqi, the Vice Mayor of Zhangqui City, of the ShangDong Province of China, and Mr. Chen Shaofeng, the Vice President of the China Cultural Industry Institution at the Beijing University in China. There was also a special Global Keynote Address by the Honourable Dr. Ewart f. Brown, J.P. the Premier and Minister of Tourism and Transport for the Government of Bermuda.

On the Third day of the Summit there was the Ministers Panel which was on the topic of “Convergence of Public and Private Interests - The Way must be Tried” This was also chaired by His Excellency Akel Biltaji. There was a special presentation by the Honourable Y.B. Datuk Seri Tengku Adnan Tengku Mansor, the Minister of Tourism for Malaysia. The panellists for this esteemed gathering were His Excellency the Honourable Dr. Ewart F. Brown J.P., M.P., Premier and Minister of Tourism and Transport for the government of Bermuda, the Honourable Professor Jumanne Maghembe, MP Minister for Natural Resources & Tourism for the United Republic of Tanzania, Sultan Abu Jaber, the Secretary General for the Arab Tourism Organization of Saudi Arabia, the

“Often the money pours in faster than the investments can structure – government coordinating is essential in any region”.

Tony Potter, CEO, Corinthia Hotels International, Malta.

Honourable Mohamed Zoheir Garana, the Minister of Tourism for Egypt, His Excellency Hur Nam-Sik, the Mayor of Busan, South Korea, and Mr Abdel Hamid Mamdouh, Director of Trade in Services Division of the World Trade Organization based in Switzerland.

The Honourable Y.B. Datuk Seri Tengku Adnan Tengku Mansor, the Minister of Tourism for Malaysia's special presentation at the ministries panel was as follows:

“Salutations

Your Excellencies, Distinguished guests, Members of the travel trade fraternity, Members of the media, Ladies and Gentlemen

Good morning to each and everyone present here.

First of all, I thank the organizer for inviting me to present my views today at the Ministers Panel Global Roundtable during the 2nd World Tourism Marketing Summit.

I've been asked to focus on the theme, “Redefine the Possible,” and offer some thoughts on Malaysia's tourism industry and our marketing strategies. I would also like to share my experience during my term as Minister of Tourism, Malaysia, regarding the challenges we face in the tourism industry.

The tourism industry has proven to be a money spinner for many economies. Unfortunately, it is also an industry that is susceptible to external forces. They say the only constant in the tourism industry is change itself.

As such, the management and thinking in the tourism industry has to be flexible. When the unexpected happens to turn the tourism industry upside down, we all need to think of the possibilities rather than the impossibilities.

This was exactly what happened in Malaysia's tourism industry in 1998 and 1999.

The period from 1998 to 1999 spelled bad times for Malaysia because we were straddled by a number of crises such as the Asian Financial Crisis and also by the haze. As a result:

- Tourism arrivals declined
- 1997: 6.21 million tourist arrivals
- 1998: 5.55 million tourist arrivals
- Jobs were lost
- Some tour operators and agencies had to close
- Flights were either suspended or cancelled

With dipping arrivals and tourist receipts, the Ministry of Tourism had to respond quickly to stem the negative effects from spreading. Thus the 3-Pronged Action Plan was

launched to restore confidence to travelers and to make Malaysia a top-of-mind destination.

The 3-Pronged Action Plan was implemented to:

- concentrate marketing and promotion efforts on markets not affected by the economic downturn such as West Asia and regional markets including China and India etc.
- give emphasis to neighbouring markets that can generate immediate returns such as Singapore and Brunei
- stimulate growth in our domestic tourism through the domestic holiday campaign

The Malaysia Truly Asia (MTA) brand was conceived to put the plan into action.

The MTA Brand is the amalgam of three of Asia's largest civilizations (the Chinese, Indians and the Malays) plus ethnic minorities in the states of Sabah and Sarawak, and the cultural influences from the Dutch, Portuguese, Thais, and British, which give Malaysia its uniqueness and color as it stands out from the rest of the region.

The fact is, the whole focus is on the people. We have a multi-cultural population. We talk in terms of their culture, customs, food and traditions which are a composite of all the Asian cultures and traditions. The uniqueness of the whole blending is that everyone lives peacefully and harmoniously with one another.

The MTA Brand strategy consists of four components:

- the Malaysia Truly Asia theme song
- the "Malaysia" logotype
- The five girls to represent Malaysia's key ethnic groups
- All components have the ability to transcend language differences in various target markets

The MTA brand is marketed through advertising and promotions, information dissemination and public relations exercises. The promotions include the organization of familiarization tours for international media and tour operators. Each year, several hundred familiarization participants are hosted in Malaysia for them to receive first-hand information and experience of various destinations, services and products in Malaysia.

While the Ministry of Tourism has always emphasized the variety of events in Malaysia as a tourist attraction, increased competition in the global tourism industry has required us to once again "Redefine the Possibilities" by being more destinations-focused in our promotions and implement dual-destination marketing.

Now in its 8th year of implementation, we can say that the MTA brand has achieved much success for the Malaysian tourism industry. Not only is it a recognized brand among marketing gurus, but its implementation has brought in millions of tourists and billions of revenue for Malaysia.

The MTA brand is well discussed in marketing and branding literature worldwide. According to brand “gurus” such as Al Ries, Jack Trout and Paul Temporal who cited ‘Malaysia Truly Asia’ in their book ‘The 22 Immutable Laws of Marketing in Asia’, the Malaysia Truly Asia brand is an example of a brand that created a new dimension in an existing category with the positioning of a multi cultural one-stop destination.

In terms of tourist arrivals and receipts, our track record in the past years substantiates the fact that the MTA brand has successfully generated increased arrivals each year.

- Year 2000 - tourist arrivals increased by 29% (10.2million)
- Year 2001 - tourist arrivals increased by 25% (12.7 million)
- Year 2002 - Malaysia registered 13.3 million arrivals against receipts increased by 117%
- Year 2003 - total tourist arrivals registered 10.5 million
- Year 2004 - a record-breaking year with 15.7 million tourists and RM29.7 billion in tourism receipts, a growth of 48.5%.
- Year 2005 - tourist arrivals registered at 16.4 million
- Year 2006 - 17.5 million tourists came to Malaysia

The MTA brand has also won many accolades:

- Best Brand Campaign category of the Travel Weekly (Asia) 2007
- Malaysia Gold Award for the “Malaysia Now” global online campaign and a silver award for its 60-second TV commercial themed “The Time is Now, The Place is Malaysia” at the Golden City Gate Awards in Berlin 2007
- Three PATA Gold Awards 2007 for Tourism Malaysia’s Malaysia Truly Asia campaign in broadcast, print and website
- One PATA Gold Award in 2003

To conclude, in order to ensure a tourism industry that continues to thrive and prosper in whatever situation, crisis or otherwise, we have to adopt a more proactive mindset and follow through with corrective actions, in other words, “Redefine the Possibilities.”

- We have to be resilient and creative to remain competitive
- Above all, we must be able to accept changes if we are to achieve our goals

I hope that my presentation today has shed some light on how Malaysia managed its tourism industry and promotions. I also wish that you will all one day have the opportunity to visit Malaysia and experience for yourself the Malaysia Truly Asia that we have been promoting all this while.

Lastly, I thank the organiser once again for the opportunity to speak before you today. May you all have a fruitful and successful session at the World Tourism Marketing Summit 2007.

Thank you.”

Gala Dinner at the Great Hall and Awards Ceremony

On the eve of the second day H.E. Dr. The Hon. Ewart F. Brown, J.P., M.P., Premier, and Minister of Tourism & Transport for the Government of Bermuda hosted a special Gala Dinner and Awards Ceremony in the Great Hall. This was an opportunity for all to see the tourism potential of Bermuda, as well as a chance to recognize those most deserving with awards. Recognition that night was awarded to the Jilin Province of China for Eco-Tourism. The Scenic Tourism Award was given to Jiazuo and the Heritage Destination Award given to Lhasa. The Tourism Gift Services Award was won by the Zhejiang Necktie Group Co., Ltd. The MICE Destination award went to Nanjing. The Coastal Destination award was one by Beihai and the Cultural Destination award by Zhangqiu. Finally the World Tourism Leadership Award was accepted by Dr. Hon. Ewart Brown on behalf of all the citizens of Bermuda.

“That Beijing is hosting this signing is a great achievement, and shows how sincere China is in bringing the people of the world together. As an international citizen, I thank you.” H.E. Akel Biltaji

Closure of Summit and Passing of the Flag to Busan, South Korea for the 3rd WTMS

“Tourism and Understanding are really a synonym”.

Prof. Israel Borovich, Chairman of the Board, El Al Israel Airlines

An incredible WTMS Flag- passing ceremony featured the Vice Bureau Chief of Beijing Tourism Administration Mr. Yu Debing, WTMS Secretary General Mr. Sujit Chowdhury, and the Honourable Professor Juamane Maghembe, Minister of Natural Resources and Tourism of Tanzania representing the Honorary Global Chair of the Summit H.E Jakaya Mrisho Kikwete, President of the United Republic of Tanzania officially handing over the WTMS to the next host city, Busan, South Korea.

Mr. Debing gave an eloquent address with many kind words of thanks and acknowledgement.

Mr. Sujit Chowdhury in his closing comments said “It has come to that time where we must take what we have learned here at the Summit and reflect on the new networks we have created. We must put what we have done here to work at home!

Productivity, engagement, and global convergence, these are some of the things I wanted to see at the Summit and I believe we have achieved it. One of our esteemed delegates perhaps said it best: “Small is beautiful and productive”. We have been privileged at this Summit to explore networks and ideas in a much more closer fashion than is usual at such conferences. The advantage of the WTMS is in the close ties created between the delegates. I hope we have made some friends here today, and created opportunities for the companies, governments, and organizations we collectively represent.

Many of us came to the Summit wanting to know – how can I tap into global tourism growth? I want the Summit to be a broker of solutions, deals, and collaboration. As we exit the 2nd WTMS, and as you pack and leave to catch your flights, consider the fellow delegates you have engaged with. Consider the assets you have to bring to the table, and how you can cooperatively enhance each other’s prosperity and profile.

Tourism growth is a happy global phenomenon, but it will not sustain itself. We must capture its momentum and bring it back to our communities, to distribute its positive impacts and share in its wealth. I leave this challenge to all of you.

Thank you, each and every one, for your contribution to the Summit and to tourism development at large.”

“I am indebted to the Secretary General for the invitation to this Summit”.

Dr. Hon. Ewart Brown, Premier of Bermuda and Minister of Tourism and Transport

Closing Speech by Mr. Kyung-hoo Lee Vice Mayor of Busan, South Korea

Mr. Kyung-hoo Lee, the Vice Mayor of Busan in South Korea gave the closing address to the 2nd World Tourism Marketing Summit. His speech said:

“Your excellencies, your honourable ministers, and distinguished guests from around the world, and ladies and gentlemen.

I am privileged to be here at the Second World Tourism Marketing Summit in Beijing China, I am so impressed with the great efforts and success that has been accomplished by the hard work of the Beijing Tourism Administration and the World Trade University Secretariat staff and their President Mr. Sujit Chowdhury.

And thank all of you for giving me an opportunity to introduce Metropolitan Busan, the official host city of the World Tourism Summit 2008.

Here at the WTMS in Beijing, I keenly realized the importance of the tourism industry again. As all of us agree, the tourism is the very industry leading the world economy in the 21st century. This is not a slogan or a wish, but a reality. The World Tourism Organization estimated that worldwide receipts from international tourism reached US\$ 735 billion last year.

A lot of experts around the world are now paying special attention to the tourism industry of the Asia Pacific region. The reason is just the tourism industry of this region has been growing much faster than that of the other regions. As a matter of fact, the Asia Pacific region earned US\$153 billion, or 21 per cent of the world total last year. And it achieved 9 % growth in receipt, which is the highest but Africa's.

This high growth of the tourism industry has brought about lack of tourism infrastructures in the region. So governments and public organizations are making efforts to attract foreign investment. From investors' point of view, a lot of new investment opportunities are being created.

The World Tourism Summit held in Busan next year, focuses its subject on the investment. A number of investors and key persons of investment related institutions from around the world will congregate in Busan. Through this event we will provide government organizations with opportunity for promoting their tourism investment attraction, investors with detailed information on new development projects, and tourism experts from investment related organizations with serious discussions on improvement of investment environments.

Busan Metropolitan City is the economic center of southern part of Republic of Korea. Busan is an international tourist city that has about two million international visitors every year. It is also a city of festival where many cultural events full of fun and

excitement are held in succession all the year round. And it has gained the fame as an international convention city by hosting plenty of international mega-events such as the World Cup and the Asian Games in 2002 and the APEC Leaders Meeting in 2005. Next year the Ministerial Meeting of China, Japan and Korea is to be held in Busan.

I would like to cordially invite all of you present here to the World Tourism Investment Summit 2008 that will be held on October 6th to 9th, 2008, in Busan, the hub city of the East Asian tourism. In Busan you will experience the Korean traditional hospitality which is full of warm-heartedness and excitement. Please be sure and visit Busan next year.

Thank you very much.”

Appendix 1: Final Itinerary

ARRIVAL: SATURDAY, OCTOBER 27, 2007

10.00am - 8.00pm Registration

DAY ONE: SUNDAY, OCTOBER 28, 2007

8.00am - 5.00pm Registration

8.30am – 9.15am Opening Ceremony:

Moderated by the Secretary General of the Summit

Official Welcome:

Summit Host:

Senior executive to be determined, Beijing Tourism Administration, People's Republic of China

Summit Honorary Global Chair:

H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania

Summit Secretary General & Global Coordinating Headquarters:

Mr. Sujit Chowdhury, President & CEO, World Trade University Global Secretariat, Canada

Greetings & Salutations:

- China National Tourism Administration
- Beijing Municipal Government
- Beijing Olympic Committee
- The Hashemite Kingdom of Jordan
- The Government of Bermuda
- World Trade Organization
- UN World Tourism Organization
- World Bank Group – MIGA

9.15am - 9.35am Opening Keynote Address:

H.E. Taleb Rifai, Deputy Secretary General UN World Tourism Organization, Spain

9.35am - 9.55am Special Global Keynote Address:

H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania

9.55am – 10.05am World Tourism Leadership Award

10.05am – 10.15am Launching Global Partnerships

10.15am - 10.30am Coffee Break

10.30am – Noon Tourism & Global Events: Marketing Tourism Experiences in the Spirit of Olympics

- Ms. Xiang Ping, Beijing Olympic Committee
- Mr. Zhu Shan Zhong, Director of Promotion & International Relations Department, China National Tourism Administration
- Senior executive to be determined, Beijing Tourism Administration

Noon - 1.15pm

Lunch

1.20pm – 3:45pm

Executives in the Hot Seat: The Hospitality of Olympic City Tour & Regional Cooperation

Chair: Mr. Dai Bin, Assistant President, Beijing International Studies University

Keynote: Mr. Chen Gang, Mayor, Nanjing City, China; and Host of the 2004 World Tourism Marketing Summit, China

Panellists:

- Mr. Wang Tianyi, Vice Mayor, Jinan City, Shangdong Province, China
- Mr. Wang Xinyong, Tourism Administration of Hebei Province
- Mr. She Qingwen, Tianjing Tourism Administration
- Mr. Yi Jun, Dalian Tourism Administration
- Senior executive to be determined, Qingdao
- Mr. Tony Potter, CEO, Corinthia Hotels International, Malta
- Mr. Grahame Carder, Hyatt Hotels & Resorts, Hong Kong
- Mr. Wang Tianyi, Vice Mayor, Jinan City, Shangdong Province, China

3.45pm - 4.00pm

Coffee Break

4.00pm - 5.15pm

Executive in a Hot Seat: The Changing World of Air Transport

Chair: Mr. Bill Astling, CEO, Asia Pacific Air Services P.L., Australia

Keynote: Professor Israel Borovich, Chairman of the Board, EL AL (Israeli Airlines), Israel

Panellists:

- Mr. Geoffrey Conaghan, General Manager, Melbourne Airport Authority, Australia
- Mr. Eddie Lim, Former Chief of Emirates – Singapore
- Mr. Dave Race, Business Unit Leader – Aviation, Connell Wagner Group, Australia
- Mr. James Barret, Member of the Board AVION

5.20pm – 5.30pm

Special Presentation: How to Unlock China Opportunity

Mr. Manuel C. Menendez III, Chairman & CEO, 8M8 LLC and MCM Group Holdings, Ltd.

5.30pm-6.00pm

Let's Make a Deal – Session I

6.30pm - 9.30pm

Official Opening Gala Dinner – at the Hotel Grand Ball Room

Host: Beijing Tourism Administration, China

DAY TWO: OCTOBER 29, 2007, MONDAY

8.15am – 9.30am

Executives in the Hot Seat: Destination Development & Investment Services

Chair: Mr. Tony Potter, CEO, Corinthia Hotels International, Malta

Keynote: Mr. Yu Guozhi, Bureau Chief, Jilin Tourism Bureau, Jilin, China

Panellists:

- Dr. Ranjan Bhaduri, Vice President, Morgan Stanley-Graystone Research, USA

- Mr. Pu Fanzhou, President, Beijing Divos Destination Planning Design Institute, China
- Mr. Abdel Hamid Mamdouh Director, Trade in Services Division World Trade Organization, Switzerland
- President, China Huanqiao City Investment Group

9.30am – 9.45am

Coffee Break

9.45am – 11.00am

Executives in a Hot Seat: Global Distribution Model - China to the World

Co-Chair: Mr. David Chestler, Senior Vice President - Corporate Business Development, Pegasus Solutions Inc., USA

Co-Chair: Mr. Charles Deyo, President, Cendyn, USA

Panellist:

- Mr. Olivier Dombey, Utell Hotels and Resorts, Singapore
- Mr. Xue Qiang, Travelsky (GDS)
- Ms. Vivienne Lin, ETT/Easy Res
- Mr. Tang Wenjian, Chairman, Jinling Hotel, China

11.00am - 11.30am

Global Keynote Address:

11.30pm - 12.45pm

Lunch

12.50pm – 1.50pm

A Colloquium on Cultural Understanding Through Tourism – A Dialogue Among Civilizations

Chair: H.E. Akel Biltaji, Chairman of the Tourism Committee, The Upper House of Parliament; Ambassador at Large for Tourism Promotion, The Royal Hashemite Court, Jordan

Keynote: Ms. Dawn Drew, Publisher and Vice President, National Geographic Traveler, USA

Contributors:

- Mr. Xu Chenchang, Mayor, Tibet City
- Hon. Prof. Jumanne Maghembe, MP Minister for Natural Resources & Tourism, The United Republic of Tanzania
- Mr. Guo Qiruo, Vice Mayor of Tainshui City, Gansu Province, China
- Mr. Sultan Abu Jaber, Secretary General, Arab Tourism Organization, Saudi Arabia
- Ms. Carol L. Patterson, President, CMA Consulting, Canada
- Mr. Bi Youqi, Vice Mayor, Zhangqui City, ShangDong Province
- Mr. Chen Shaofeng, Vice President, China Culture Industry Institution, Beijing University

1.50pm – 2.20pm

Special Global Keynote Address:

H.E. Dr. The Hon. Ewart F. Brown, J.P., M.P., Premier, and Minister of Tourism & Transport, Government of Bermuda

2.20pm – 3.10pm

Coffee Break

3.10pm – 3.40pm

Lets' Make a Deal – Session II

3.40pm – 5.00pm

- **Simultaneous Workshops**

1. Technology: Making Sense of Loyalty Marketing

Presenter:

- Charles Deyo, President & CEO, Cendyn
- Qin Yu, Director of Hotel Management Department, Beijing International Studies University
- Ge Qun, Vice President, China Youth Tourism Service

2. Branding & Promotion

Chair: Mr. Aifeng , Vice chief Editor , China Economy News, China

Presenters:

- Sandy Dhuyvetter, Product & Host, Travel Talk Media
- Karen Hoffman, SVP, Bradford Marketing Group
- Gao Shunli, Vice president, Comprehensive Coordination Department, China National Tourism Administration

5.45pm

Depart Hotel for Gala Dinner—People’s Civic Auditorium

6.30pm - 9.00pm

Gala Dinner: An Evening with Unforgettable Bermuda

Host: The Premier and Minister of Tourism & Transport, Government of Bermuda

9.00pm - 10.00pm

Award Ceremony

Host: The Second World Tourism Marketing Summit

DAY THREE: OCTOBER 30, 2007, TUESDAY

8.30am - 9.45 am

Executives in the Hot Seat: Media as a New Marketing Medium

Moderator: Ms. Juliana Liu, Presenter of the Asia Business Report, BBC World, Singapore

Panellists:

- Mr. Juergen Thomas Steinmetz, Publisher, eTurboNews, USA
- Ms. Sandy Dhuyvetter, Executive Producer and Host, TravelTalk Media, USA
- Mr. Charlie Gatt, Publisher, Travel World News, USA

9:45am - 10.00am

Coffee Break

10.05am – 11.55am

Ministers Panel: Convergence of Public and Private Interests—the way must be tried

Chair: H.E. Akel Biltaji, Chairman of the Tourism Committee - The Upper House of Parliament; Ambassador at Large for Tourism Promotion - The Royal Hashemite Court, Jordan

Keynote: Senior executive to be determined, China National Tourism Administration

Special Presentation: Hon. Y. B Datuk Seri Tengku Adnan Tengku Mansor, Minister of Tourism, Malaysia

Panellists:

- H.E. Dr. The Hon. Ewart F. Brown, J.P., M.P., Premier, and Minister of Tourism & Transport, Government of Bermuda
- Hon. Prof. Jumanne Maghembe, MP Minister for Natural Resources & Tourism, The United Republic of Tanzania
- Mr. Abdel Hamid Mamdouh Director, Trade in Services Division World Trade

Organization, Switzerland

11.55am - 1.00pm

Closing Ceremony

Chair: Mr. Sujit Chowdhury, Secretary General, World Tourism Marketing Summit, Canada

Co-Chair: Beijing Tourism Administration &
Other Dignitaries

Summit Official Flag Handover Ceremony to the Next Host-City

Summit Honorary Global Chair: H.E. Jakaya Mrisho Kikwete, President of The United Republic of Tanzania

Closer of the Summit

1.00pm - 2.00pm

Lunch

Appendix 2: Speakers

Hon. Dr.	Ewart F.	Brown, J.P, M.P	Premier and Minister of Tourism and Transport		Bermuda
Hon. Dr.	Y.B Datuk	Seri Tengku Adnan Tengku Manson	Minister of Tourism		Malaysia
H.E.	Taleb	Rifai	Deputy Secretary General	United Nations World Tourism Organization	Spain
Mr.	Abdel Hamid	Mamdouh	Director, Trade –in Services	World Trade Organization	Switzerland
H.E.	Jakaya Mrisho	Kikwete	President of the United Republic of Tanzania		Tanzania
Mr.	Sujit	Chowdhury	Secretary General	WTMS	Canada
Hon. Prof.	Jumanne	Maghembe	MP Minister for Natural Resources & Tourism		Tanzania
H.E. Hon.	Janat	Mukwaya	Minister of Tourism, Trade and Industry		Uganda
Mr	Wang	Xinyong	Director of Tourism Administration	Hebei Province	China
H.E.	Akel	Biltaji	Chairman of the Tourism Committee	Upper House of Parliament	Jordan
Mr.	Bill	Xiaoqi	Mayor	Zhangqiu City	China
Dr.	Chen	Gang	Deputy Mayor	Nanjing City	China
Mr.	Kyung-hoo	Lee	Vice Mayor	Busan Metropolitan City	Korea
Mr.	Xue	Chencang	Vice Mayor	Lasha City	China
Mr.	Olivier	Dombey	Vice President	Utell Hotels and Resorts	Singapore
Mr.	Eddie	Lim	Former Chief of Emirates - Australia & New Zealand		Singapore
Ms.	Juliana	Liu	Presenter of the Asia Business Report	BBC World	Singapore
Mr.	Geoffrey	Conaghan	General Manager	Melbourne Airport Authority	Australia
Mr.	Bill	Astling	CEO	Asia Pacific Air Services P.L.	Australia
Ms.	Carol L.	Patterson	President	CMA Consulting	Canada
Mr.	Grahame	Carder	Vice President-Marketing Asia/Pacific	Hyatt International	Hong Kong
Mr.	Dave	Race	Business Unit Leader	Connell Wagner Group	United Kingdom
Mr.	David	Chestler	Senior Vice-President Corporate Business Development	Pegasus Solutions Inc.	USA
Mr.	Charles	Deyo	President	Cendyn	USA
Ms.	Dawn	Drew	Publisher and Vice President	National Geographic Traveler	USA
Dr.	Ranjan	Bhaduri	Vice President	Morgan Stanley-Graystone Research	USA
Mr.	Manuel C.	Menedez III	Chairman and CEO	8M8 LLC and MCM Group Holdings Ltd.	USA
Ms.	Sandy	Dhuyvetter	Executive Producer and Host	TravelTalk Media	USA
Mr.	Juergen Thomas	Steinmetz	Publisher	eTurboNews	USA
Ms.	Karen	Hoffman	Senior Vice-President	The Bradford Group	USA
Mr.	Charlie	Gatt	Publisher	Travel World News	USA
Mr.	Xue	Qiang		Travelsky (GDS)	China
Ms.	Vivien	Lin	President	Etravel Solutions	China
Mr.	Tim	Hentschel	CEO	HotPlanner.Com	USA
Mr.	Bruce	Bommerito	President	TIA	USA

H.E.	Sultan Abu	Jaber	Secretary General	Arab Tourism Organization	Saudia Arabia
Prof.	Israel	Borovich	Chairman	El Al – Israeli Airlines	Israel
Mr.	Ruan	Yongwen	Vice CEO	Beihai Tourism Group Co., Ltd	China
Mr	Bu Fan	Zhou	President	Davos Landscape Designing Institute	China
Mr.	Tony	Potter	Chief Executive Officer	Corinthia Hotels International	Malta
Mr.	Hua	Zefei	CEO	Yunnan Expo Group	China
Mr.	Xu	Changren	Bureau Chief	Jiaozuo Tourism Administration	China
Mr	Woon	Tai Ho	Managing Director	MediaCorp News Pte Ltd	Singapore
Mr	Robert	Wang	Director of Sales & Marketing	BTG - Jianguo Hotels & Resorts	China
Dr.	Dai	Bin	Director of Research Department	Beijing International Studies University	China
Mr.	Yu	Guozhi	Bureau Chief	Jilin Tourism Administration	China
Mr.	Wang	Zhenghua	Chairman	Spring International	China
Dr.	Yu	Qin	Head of Hotel Management Studies	Beijing International Studies University	China
Mr.	Ma Cong	Ling	Assitant Reseach Fellow	Academy of Social Sciences	China
Mr.	Hwan Myung	Joo	Secretary General	TPO	Korea
Mr.	James	Barrett	Member of the Board	AVIO	UK

Appendix 3: Delegates

Among the over 350 delegates representing 39 different countries some of the featured delegates were:

Mr.	Emmanuel Olantunde	Abimbola	CEO	Fes Ade Nigeria LTD	Nigeria	
Mr.	Ramzi	Abu Yazid		Ministry of Tourism	Malaysia	
Mr.	William	Adams	International Secretary-Treasurer	International Longshore and Warehouse Union	USA	www.ilwu.org
Mr.	Duncan	Au		Deks Air (HK) Ltd.	Hong kong	http://www.deksairgroup.com
Ms.	Narmandakh	Balidir	General Manager	Three Camel Lodge	Mongolia	www.threecamellodge.com
Mr.	Mohmoud	Bonakdarnia	Vice Chairman	Aria Poonel Tour and Travels Company	Iran	www.poonel.com
Mr.	Suleiman S.	Chasama	Managing Director	Sun Tours And Travel Ltd	Tanzania	www.suntourszanz.com
Ms.	Sibi	Cole	Sr. Account Manager	BBC World	UK	www.bbc.co.uk
Ms.	Margaret E.	Dillon	Executive Vice President	Bradford Group	USA	www.bradfordglobalmarketing.com
Ms.	Michell	Garcia	Director - New Business Development	This Week Magazines	USA	www.thisweek.com
Ms.	Shan-Ling	Guo	Managing Director	Golden Bridge International	Hong Kong	www.goldenbridge.net
Ms.	Fauziya	Jalaluddin		Ministry of Tourism	Malaysia	
Ms.	Kimberley	Kalesnik- Bruns	Director	Shannon Tourism	Ireland	
Mr	Tumendelger	Khumbaa	Executive Director	Three Camel Lodge	Mongolia	www.threecamellodge.com
Dr	Panagoda Don Prince Soloman Anura	Liyanage	Chairman	SUNFO	Sri Lanka	www.sunfo.org
Mr.	Samuel	Lugemalila	Managing Director	Victoria Expeditions & Safaris	Tanzania	www.victoriatz.com
Mr.	Charles	Lukambaiga	Executive Director	ML Tours and Safaris Ltd	Tanzania	
Mr.	Emmanuel	Makubo	Executive Chairman	ML Tours and Safaris Ltd	Tanzania	
Mr.	Anyitike	Mbuba	Director	Butman International Ltd.	Tanzania	
Mr.	Anthony	Moorhouse	Managing Director	Dynamiq Pvt. Ltd.	Australia	www.dynamiq.com.au
Ms.	Elizabeth	Moshi	Head of Marketing	Kibo Palace Hotel	Tanzania	
Hon.	Lucy	Ndesamburo		Keys Hotels, Travels and Tours	Tanzania	
Mr.	Kareem	Olajide	Project Manager	Tropical Ecotours International	Nigeria	
Mr.	Gerrit N	Opperman	CEO	Voortrekker Monument	S. Africa	www.voortrekkermon.org.za
Mr.	Ford	Pedersen	CEO	Ethos Immersive Corp	USA	
Mr.	Mohd. Rahimi	Rejab		Ministry of Tourism	Malaysia	
Mr.	Vinesh	Sukhari	Executive Chairman	Expo International	S.Africa	www.expoholdings.com
Ms.	Silvia Emi	Takano	Director	All Travels	Brazil	www.alltravel.com.br
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