

# GLOBAL SUMMIT

RIYADH, SAUDI ARABIA | 28 NOV – 1 DEC '22

## GLOBAL LEADERS' DIALOGUE

28 November 2022, 10:00 AM – 01:00 PM  
Ritz Carlton, Kingdom of Saudi Arabia

Updated: 26 November 2022

### Objective:

The Global Summit is the leading event in Travel & Tourism, bringing together the most powerful voices within the sector to address and redesign the priorities for the future. The Summit will provide an opportunity to showcase Governments' own policies in support of a sustainable future for tourism.

To create a more sustainable and inclusive future for Travel & Tourism, the public and private sectors will need to collaborate and **invest in both people and the planet**. **These investments must address current challenges, which include climate change, staff shortages, and connectivity, while also identifying future challenges.**

Reflecting the theme of the Global Summit, **"Travel for a Better Future"**, the Global Leaders' Dialogue will bring together public and private sector leaders to **explore the most important investments required to build a better future for all.**

### Programme:

10:00 - 10:15	<b>Arrival &amp; Networking</b>
10:15 - 10:30	<b>Family Photo</b>
10:30 - 10:45	<b>Opening</b>
10:45 - 12:45	<b>Ministerial dialogue with the private sector</b>
12:45 - 13:00	<b>Closing Remarks</b>
13:00	<b>End</b>
13:00 - 14:00	<b>Global Leaders' Dialogue Lunch</b>

### Moderator

Mr. Peter Greenberg, Travel Editor for CBS News

### Opening

1. H.E. Ahmed Al Khateeb, Minister of Tourism, **Kingdom of Saudi Arabia**
2. Ms. Julia Simpson, President & CEO, **WTTC**
3. Mr. Zurab Pololikashvili, Secretary-General **UNWTO**

### Government representatives

1. **Austria**, Hon. Susanne Kraus-Winkler, State Secretary for Tourism
2. **Bulgaria**, H.E. Ilin Dimitrov Minister of Tourism of the Republic of Bulgaria
3. **EU**, José Ramón Bauzá Díaz, Member of the European Parliament (tbc)
4. **Japan**, Hon. Mitsuaki Hoshino, Vice Commissioner, Japan Tourism Agency, MLIT
5. **Kingdom of Saudi Arabia**, H.H. Princess Haifa Al Saud, Vice Minister of Tourism
6. **Maldives**, H.E. Dr. Abdulla Mausoom, Minister of Tourism

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7. **Oman**, H.E. Salim AL Mahrooqi, Minister of Heritage and Tourism
8. **Philippines**, H.E. Christina Garcia Frasco, Secretary of Tourism of Philippines
9. **Tanzania**, H.E. Dr. Hussein Ali Mwinyi, President of Zanzibar
10. **USA**, Hon. Mark Keam, Deputy Assistant Secretary for Travel and Tourism, National Travel and Tourism Office

## Private Sector

1. Nadhmi Al-Nasr, CEO, NEOM
2. Keith Barr, CEO, InterContinental Hotels Group
3. Arnold Donald, Vice Chair, Carnival Corporation & PLC
4. Desirée Bollier, Chair and Global Chief Merchant, Value Retail
5. Zubin Karkaria, CEO, VFS Global
6. Svend Leirvaag, Vice President, Industry & Regulatory Affairs, Amadeus IT Group
7. Jerry Noonan, Co-founder, Global Hospitality & Leisure Practice, Spencer Stuart
8. Julie Shainock, Global Managing Director, Travel, Transport & Hospitality, Microsoft Corporation
9. Jeremy Springall, Vice President SITA at Borders

## Discussion topic

**Investing in both people and the planet. These investments must address current challenges, which include climate change, staff shortages, and connectivity, while also identifying future challenges.**

## Guiding questions

### Investment in environmentally sustainable destinations

- What are some key investments, from the public or private sector, you have witnessed that have had a positive contribution to sustainable and inclusive growth?
- With an increasing number of tourists focusing on sustainable tourism experiences, tourism businesses will need to adapt to meet this demand and the benefits this can bring. What kind of sustainable products and practices most need further investment in this context?
- Noting discussions at COP27 earlier in the month, what needs to/can be done within Travel & Tourism to address climate change risks within our sector at the required pace?

### Investment in Travel & Tourism's people

- The Travel & Tourism sector needs to evolve its workforce future readiness to account for staff shortages and other pre-existing issues. By initiating training, upskilling, and reskilling schemes this will allow a new generation of workers to be trained in the T&T sector but also attract investors attention. What schemes have been successful so far?
- When investing in human and social capital, what targets should the public and private sector each prioritise in the short term and in the long term?

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## Investment in connected and resilient destinations

- What are some examples of destinations and governments fostering an effective enabling environment for private sector to flourish?
- What do both the public and private sector need to invest in to make travel more seamless and simpler? Do you have any examples of travel facilitation policies you have seen?
- What are some specific government policies that have helped attract private sector investments into destinations, resorts or other tourism infrastructure?
- How can the public and private sector in destinations work to diversify their product offer and identify alternative revenue generating systems?

## Investment to support new Travel & Tourism trends

- The pandemic accelerated pre-existing travel trends, with many travellers now opting for travelling to rural areas instead of the usual urban areas. To facilitate tourism flows from larger cities to secondary and tertiary destinations, investment into physical infrastructure and air connectivity will be essential. What are some suggestions we can make to ease this and attract the appropriate infrastructure?
- What long-term investments can be made into rural and remote areas to better distribute tourism spending across destinations, mitigate overcrowding and create new job opportunities?
- The pandemic has also inspired many to reconnect with nature. Destinations that offer nature-based experiences while protecting the environment or offer insight into wildlife will continue to outperform. What are some key investment areas that need work on to continue to facilitate this growth in nature tourism?