



INTERNATIONAL TOURISM & INVESTMENT CONFERENCE - LONDON

Launch Event: **02 NOV 2018**

Conference: **01-02 NOV 2019**

InterContinental Park Lane - London

www.itic.uk



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The International Tourism and Investment Conference (ITIC) 2019 takes place amidst rapidly changing geopolitical scenes. It is intended to trigger a new thought process in sustainable tourism development driven by new technological innovations such as blockchain, virtual reality and artificial intelligence. Join us!

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Dr. Taleb Rifai

Former Secretary-General

United Nations World Tourism Organization
and Chairman

Advisory Board

International Tourism and Investment Conference (ITIC)

Overview

Over the past decades, the Global Tourism Industry has shown practically uninterrupted growth despite economic uncertainties and even unforeseen market turmoil. This growth has generated far-reaching benefits to several developed and developing economies and societies across the globe. It has enriched countries with investments, foreign exchange earnings, job opportunities, enabling social inclusion and regional development. According to the UNWTO, international tourist arrivals stood at 1.3 billion in 2017 and it is forecasted that the movement of people across the globe will reach 1.8 billion by 2030. In 2017 the Travel and Tourism industry generated US\$ 1.3 trillion and accounted for 109 million jobs worldwide. From the wider direct and indirect perspectives, the sector contributed US\$ 7.6 trillion to the global economy and supported nearly 300 million jobs in 2017. This was equal to 10.2% of the world's GDP and approximately to 1 out of every 10 jobs.

However, this growth is a double-edged sword - the tourism industry is full of opportunities but also involves adapting to continuously evolving new challenges. With increasing global competition, every destination needs to be constantly learning and reinventing itself in order to maintain its sustainability and dynamism. There is a constant, ongoing need to identify and explore growing outbound tourism markets and tap into emerging opportunities. It is also essential to focus on unique selling points which have enabled destinations to single out by offering unconventional tourism experience. Social media and e-marketing tools have also reshaped the operations of the whole tourism industry.

These factors are the forerunners of massive investment and new business opportunities for developed countries, emerging economies and also for regions that are relatively untapped like Africa as well as island destinations which will gain in popularity and will likely be more fashionable in the years to come.

WHY INVEST IN THE GLOBAL TOURISM SECTOR?

According to the UNWTO

1.3 billion
tourists moved
across the globe in **2017**

In **2017** the Travel & Tourism industry generated **USD 1.3 trillion** and accounted for **109 million jobs** worldwide

As at **June 2018**, **ITIC** has received proposals for live and bankable tourism projects in Africa worth **USD 3 billion**.

Tourism project promoters are invited to send their **Expression of Interest** for those projects that are in need of investment.



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The International Tourism and Investment Conference comes at a time when global tourism leaders are continuously engaged in the development of sustainable tourism and product differentiations; promotion of safe and secure travel and in the advent of technological innovation.

With a view to stimulating new ideas and defining a new vision for tourism through investments, we need to build a global alliance through strategic partnership in order to globalize travel and tourism, invest in infrastructure, product development and destination marketing.

The International Tourism and Investment Conference is the ideal platform to trigger a new thought process for the advancement of world tourism.

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Honourable Najib Balala, EGH

Cabinet Secretary

Ministry of Tourism and Wildlife

KENYA

and Vice-Chairman

Advisory Board

International Tourism and Investment Conference (ITIC)

The Conference

THINK TOURISM 360°

The International Tourism & Investment Conference (ITIC) has been designed to stand out as a sought-after platform to stimulate a new thought process focusing on key global issues impacting positively or negatively on the industry. It may also herald a new vision and new perspectives for tourism as the powerhouse for future economic growth and investment for wealth and job creation through innovation and global value chain. As tourism gathers greater momentum among travellers, ITIC will also address the concerns and challenges facing destinations worldwide – geographic locations, connectivity, capacity building, infrastructure, human capital, resources, safety and security, amongst others. These are areas bearing potentials for investment based on proper planning, development strategies through a blend of global networking and concerted local actions.

Tourism Investment Platform

The Conference will provide a platform to drive international awareness and investment into the tourism sector and it will also act as a catalyst for inclusive growth. ITIC will therefore add value to the efforts of tourist destinations by assisting in translating their vision, objectives and development strategies into bankable project initiatives. Delegates will have the opportunity to participate in high level group discussions, networking and PR with policy makers, private sector stakeholders, private equity firms, funding agencies, high-net worth investors, bankers, fund managers, tourism experts, business innovators and influencers, who have the power to channel capital and raise funds by using London as the prime financial hub for investment. One of the key factors will be to explore investment opportunities in green tourism projects in Africa with the aim of reducing emissions and building a climate-resilient future, while at the same time minimizing negative impacts on the local environment. Investors across the world are becoming more concerned about these issues asking for more transparency before investing their money in projects.

ITIC will give visibility to leading industry entities and emerging destinations in their policy orientation by pairing specific tourism strategies with investment solutions, thus acting as a catalyst and an engine for inclusive growth and sustainable economic development.



Towards a New Dimension To Island Tourism



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This theme comes at a very critical time. Issues of sustainability, which have long been on the agenda of island destinations, now need our immediate attention especially as they are issues over which we have little or no control. With climate change, island destinations must seek to diversify their product offering and reconsider urban and rural planning as sea level rises and beaches disappear. With intensifying weather systems, island destinations must be better prepared to mitigate the disruptive and destructive effects of these natural disasters. Furthermore, as visitor arrivals continue to grow at phenomenal rates, island destinations must avoid the effects of over-tourism by devising strategies to manage tourism in a way that is economically viable, socially acceptable and environmentally sustainable.

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Honourable Edmund Bartlett, CD, MP

Minister of Tourism

Jamaica

and Keynote Speaker

International Tourism and Investment Conference (ITIC)

ITIC Advisory Board

For the purpose of this conference, the organisers have set up a high level ITIC Advisory Board to take appropriate decisions with regard to the organisational aspects of the conference: themes, institutional involvement, key decision-makers, resource persons, opportunities for networking, venue, logistics etc.

The ITIC Advisory Board is chaired by Dr Taleb Rifai, former Secretary-General of the United Nations World Tourism Organization. He leads a team of tourism experts from across the globe to discuss the modus operandi of the conference with a focus on rolling-out a roadmap for the future of this industry amidst the prevailing world conditions: economic uncertainties, conflicts, natural calamities, climate change, terrorism, changing paradigm for tourist safety and security, and more. Consequently, technical interventions by sector specialists in the conference will be duly screened by the Board with a view of ensuring high-level discussions for a high calibre audience.

ITIC Advisory Board Members

Chairman

Dr. Taleb Rifai - Former Secretary-General United Nations World Tourism Organization

Vice-Chairman

Hon. Najib Balala, EGH - Cabinet Secretary, Ministry of Tourism and Wildlife (Kenya)

Secretary

Sen Ramsamy - Managing Director, Tourism Business Intelligence (Vanilla Islands/Africa/Middle East)

Members

Gerald Lawless - WTTC Ambassador, Former Chairman of WTTC and Former President and Group CEO of Jumeirah Group

Isabel Hill - Director, National Travel and Tourism Office (USA)

Anita Mendiratta - Founder & CEO of Cachet Consulting

Daniela Wagner - Director, International Partnership, Jacobs Media Group (UK)

Prof Dimitrios Buhalis - Director, E-Tourism Lab and Deputy Director, International Centre for Tourism and Hospitality Research (UK)

Dr Catheryn Khoo-Lattimore - Senior Researcher and Lecturer, Griffith Institute for Tourism (Australia)

Susanna Saari - President, Skai International and Senior Lecturer, Turku University of Applied Sciences (Finland)

Ibrahim Ayoub - CEO Daiichi Display UK

Main Themes

Launch Event: 02 November 2018

Day 1: 01 November 2019

THINK TOURISM 360°

GLOBAL TOURISM – Inter-Ministerial Panel High Level Panel Discussions/Live Interviews/Networking and PR

- New trends and prospects in Travel and Tourism
- Towards a New Dimension to Island Tourism
- Sustainable tourism development: Beyond mere greening of destinations
- Tourism Preparedness to Natural Disasters, Conflicts, Terrorism and Climate Change.
- Impact of Brexit on Travel and Tourism
- Women Empowerment in Tourism
- Tourist Safety and Security
- Room Capacity and Air Connectivity - Balancing the Equation
- Innovation and New Business Models to stimulate Investment in Tourism
- New Defining Trends in the Shared Economy by and for the Millennials
- The Silk Road Expedition

GALA DINNER

Honouring Three of **GLOBAL LEADERS IN TOURISM INVESTMENT** for their visionary commitment and leadership in **Tourism Development** focused on community upliftment, business innovation and value creation for destinations. These great leaders will be celebrated for their courage and conviction towards setting the highest standards in evolving world tourism through the application of intelligent, inclusive investment as a lever for sustainable, united and inspiring tourism growth and development.

Day 2: 02 November 2019

INVEST TOURISM - AFRICA AND ISLAND DESTINATIONS

TOURISM INVESTMENT PLATFORM – Ministerial Panel/Interviews/Networking and PR

- Tourism Prospects & Challenges in Africa
- Branding Africa
- Innovative Tourism projects in Africa and Island destinations
- Why Invest in the Tourism industry in Africa?
- Interviews and Panel Discussions
- Breakout sessions/B2B meetings and investment networking

Speakers' Profile

- Ministers of Tourism
- Senior government officials
- Airline CEOs
- Hotel group CEOs
- Industry regulators and governing bodies
- Branding experts
- CEOs of Destination Management Companies
- Technology experts and service providers
- Institutional Investors & Private Equity Firms
- Bankers

Who will attend?

ITIC will group the leading voices, luminaries, policy-makers and high net worth individuals from across the tourism sector globally. The Conference will contribute towards shaping and driving the industry forward in a sustainable manner conducive to harmonious socio-economic development in various destinations.

It will stimulate new partnerships among stakeholders and prompt a new dynamism through networking and sharing of information. Delegates will also get acquainted with the latest and upcoming global tourism trends and be exposed to sustainable tourism investment initiatives across the world, with a special focus on Day 2 on Africa and Island Destinations which are on the rise. It will also provide insights into new investment concepts and business models to drive new tourism projects to the next level, worthy of the expectations of the travellers of tomorrow.

The conference has a unique position on the market due to the maturity and high-level experience of its key drivers. It is developed as a tourism industry event, shaped by well-known stakeholders with a view to ensuring that it mirrors the key topics of interest for the travel, tourism and hospitality sector.



Delegates' Profile

The conference is expected to bring together about 450 business leaders from various parts of the world – CEOs, MDs, CIOs, COOs, directors, entrepreneurs, investors – high-ranking public officials and private sector delegates who are empowered to take decisions and/or invest in bankable projects in tourism sector. These delegates will travel from countries that have identified tourism as the priority sector for economic growth and job creation. During the course of the conference, one-to-one meetings will be arranged to ensure project visibility and eventual partnership agreements among interested stakeholders.

The conference will be attended by:

- Heads of State
- Tourism Ministers
- International institutions and policy-makers
- Destination Management Companies
- Hotel Chains
- Airline companies
- Tourism Projects Owners
- International tour operators
- Fintech and Advanced Technology service providers
- Banks
- Private Equity Firms and Institutional Investors
- Venture Capitalists

Delegates will have the opportunity to participate in:

- Plenary sessions
- Multilateral and bilateral business meetings

Delegates will have access to:

- Development finance opportunities for project owners
- Public officials responsible for the implementation of tourism projects
- Networking sessions where projects of national importance will be presented
- Business links with international partners

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The International Tourism & Investment Conference (ITIC) is a unique platform uniting a broad spectrum of stakeholders of the global tourism industry: tourism ministers, policy makers, tourism experts, tourism project owners, funding agencies, high-net worth investors, bankers, private equity firms, fund managers, venture capitalists, family offices and law firms in order to tackle key global tourism issues and challenges faced by African and Island economies. We aim at bridging investments and innovation in tourism projects in Africa and Island nations with a view to promoting inclusive growth and sustainable economic development.

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Ibrahim Ayoub
CEO - Daiichi UK and ITIC Organiser

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Get in touch...

Now is the time to get involved

Contact us right now to find out more about the tourism opportunities for your business and your country.

Ibrahim Ayoub
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