



**INTERNATIONAL
TOURISM & INVESTMENT
CONFERENCE NOV 2018 - LONDON**



2 - 3 November 2018

InterContinental London Park Lane

Overview

Over the last decades the Global Tourism Industry has shown virtually uninterrupted growth despite occasional market turmoil. This growth has generated great benefits to economies and societies across the globe. It has enriched countries with investments, foreign earnings, jobs and opportunities for social inclusion and regional development. **According to the UNWTO, international tourist arrivals stood at 1.3 billion in 2017** and it is forecast that the movement of people across the globe will reach **1.8 billion by 2030**. In 2016 the Travel and Tourism industry contributed **US\$ 2.3 trillion** and **accounted for 109 million jobs worldwide**. **Taking its wider indirect impact the sector contributed US\$ 7.6 trillion to the global economy** and **supported 292 million jobs in 2016**. This was equal to 10.2% of the world's GDP and approximately **1 out of 10 jobs**.

However, this growth is a double-edged sword: the tourism industry is full of opportunities but also involves great challenges. With increasing global competition, every destination needs to be constantly learning and reinventing itself in order to be sustainable and dynamic. There is a continuous need to identify and explore growing outbound tourism markets and tap into these new opportunities. It is also essential to focus on unique selling points which have enabled destinations to offer unconventional tourism experiences. Social media and E-marketing tools have also reshaped the operations of the whole tourism industry.

This signals massive investment and new business opportunities for developed countries, emerging economies **and also for regions that are relatively untapped, like Africa, as well as for Island Destinations** which will likely be more in fashion in the years ahead.



The Conference - THINK TOURISM 360°

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 and for a new vision for Tourism as the powerhouse for future economic growth, wealth and job creation in Africa and island states, through investment, innovation and global value chain. As island tourism gathers momentum among travellers, ITIC will also address the common challenges facing island destinations – geographic locations, connectivity, capacity building, infrastructure, human capital, resources, safety and security. These are areas bearing potentials for proper planning, development and investment through networking globally and concerted actions locally.

The Conference will provide **a platform to drive international awareness and investment into the regional tourism sector and act as a catalyst for growth.** ITIC will therefore add value to the efforts of tourist destinations by assisting to translate their vision, objectives and development strategies into **Green Bankable Project Initiatives** through high level group discussions, networking and PR among 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 to raise funds by using London as a financial hub for investment in the travel, hospitality and tourism sector within in the African continent and island nations. One of the key features will be to look at investment opportunities in **Green Tourism Projects in Africa** which will reduce 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 risks, demanding more transparency before investing. For them it is about securing profit, but they also want to contribute to scaling up much needed sustainable investments.

ITIC will compliment leading industry entities. This includes the United Nations World Tourism Organisation (UNWTO) in its policy orientation by bringing pairing specific tourism strategies with investment solutions and act as a catalyst and become an engine for inclusive growth and sustainable economic development.



THINK TOURISM 360°

MAIN TOPICS:

Day 1 - 2nd November 2018

1. key Global Tourism issues: (Ministerial panel/Panel Discussions & Plenary sessions)

- Towards a New Dimension to Island Tourism
- Sector-defining trends in travel, from Millennials to Mobile Technology and Cryptocurrencies
- Responsible Tourism/Sustainable tourism development: economic, social, cultural, natural and environmental
- Tourism and its Preparedness towards Natural Disasters, Terrorism and Climate Change
- Impact of Brexit and Geopolitical forces on Tourism
- Women Empowerment in Tourism
- Tourist Safety and Security
- Challenges facing the Airline industry
- Learning from innovative business models and benchmarking against global best practices
- Fostering a responsible/responsive leadership and a culture of trust

2. Challenges facing island destinations (Ministerial panel & Interview)

Day 2 - 3rd November 2018

- Tourism Prospects & Challenges in Africa (Ministerial Panel)
- Branding Africa (Interview)
- Why Investing in Green Tourism Projects?
- **Investment Forum** – Breakout sessions/Networking Presentation and to view investment opportunities in Tourism Projects in Africa and Island Destinations



Investment Forum

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Who will attend?

ITIC will congregate the leading voices, luminaries, policy-makers and investors from across the tourism sector globally. The Conference will shape and drive the industry forward in a sustainable manner conducive to both social and economic development.

It will stimulate new partnerships, travel and trade corridors and ensure the international co-operation is developed for a brighter, sustainable and more equitable market. Delegates will attend the Conference to get acquainted with the latest and upcoming global tourism trends and become familiar with sustainable tourism investment opportunities across the world, in the African Continent and island destinations. It will provide insights into new investment concepts and business models to drive new tourism projects to the next level.



The Conference has a unique position in the market. It is developed as an industry event which is shaped by different stakeholders to ensure it mirrors the key topics of interest for the travel, tourism and hospitality sector.

Delegates' Profile

The conference will bring together 400 international and local business leaders – CEOs, MDs, CIOs, COOs, Directors, Entrepreneurs, Investors – high-level pre-screened delegates who hold the capacity to invest in bankable projects across the tourism sector and who have specified the tourism sector as their priority markets. Over the course of the conference we will pre-arrange unique bi- and multilateral meetings to ensure projects transactions.

The conference will be attended by:

- ❖ Tourism Ministers
- ❖ International Bodies and Policy makers
- ❖ Destination Management Companies
- ❖ Hoteliers
- ❖ Airlines
- ❖ International tour operators
- ❖ Fintech and Technology and service providers
- ❖ Banks
- ❖ Private Equity Firms and Institutional Investors
- ❖ International Groups

Delegates will have the chance to attend, visit and participate in:

- ❖ Plenary sessions featuring Tourism Leaders
- ❖ Multilateral investor meetings to seize projects opportunities and expressions of interest
- ❖ Bilateral business meetings to develop LOIs and MOUs
- ❖ Access to development finance for project pipeline owners
- ❖ Access to government officials responsible for the implementation of priority projects
- ❖ Parallel sessions presenting national project insights
- ❖ Unprecedented networking for those looking into advanced talks on opportunities
- ❖ Build business relationships with local partners

Advisory Board

The Role and Structure

The role of the Advisory Board, chaired by Dr. Taleb Rifai, will act as a Think Tank to open new, deep insights across key sectors and themes, covering:

1. **Africa: prospect and challenges**
2. **Towards a New Dimension to Island Tourism**
(Creation of an institutional framework for Island Tourism)
3. **Sector-defining trends in travel, from Millennials to Mobile Technology and Cryptocurrencies**
4. **Responsible Tourism / Sustainable tourism development: economic, social, cultural, natural and environmental**
5. **Tourism and its Preparedness towards Natural Disasters, Terrorism and Climate Change**
6. **Impact of Brexit and Geopolitical forces on Tourism**
7. **Investment in African Green Tourism Projects**
8. **Women Empowerment in Tourism**

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Speakers' Profile

- Ministers and policy makers
- Senior government officials from Africa and around the world
- Airline CEOs
- Hotel Group CEOs
- Industry regulators and governing bodies
- Destination Management Companies CEOs
- Technology experts and providers
- Investors & Private Equity Firms



The Organising Committee

Chairman

Dr. Taleb Rifai - Former Secretary General UNWTO

Members:

Francois Baird - Former Chairman of Edelman Africa/ CEO Baird CMC (South Africa and USA)

Leslie Choudhury - Communication and Tourism Expert (Singapore)

Omar Ben Yedder - Managing Director of IC Publications Ltd UK – Publisher of African Business, Africa Bankers and New African Women.

Rajiv Reemul - CEO Trustlink Management Company

Sen Ramsamy - Tourism Expert and CEO – Business Intelgen

Ibrahim Ayoub - CEO Daiichi Display / President Skal International Mauritius

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