



# Annual Meeting 2025 - BRUSSELS

20-21 OCTOBER

## Theme: Redefining Tourism in a Changing World

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### DAY 1 : SUNDAY, October 19, 2025

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19:00 - 22:00

#### **Welcome Dinner**

(WTFI members, ministers, and heads of delegations)

An exclusive evening gathering to welcome World Tourism Forum Institute members, ministers, and heads of delegations to Brussels. The Welcome Dinner will offer a refined setting for high-level networking, cultural exchange, and informal dialogue among global tourism leaders, fostering meaningful connections ahead of the main forum sessions.

*Location: Rocco Forte Amigo Hotel*

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### DAY 2: Monday, October 20, 2025

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08:30 - 10:00

Registration

09:00 - 09:30

#### **Opening of Global Tourism Forum Annual Meeting 2025**

The Global Tourism Forum Annual Meeting 2025 will commence with a prestigious opening session that sets the tone for two days of high-level dialogue, innovation, and collaboration. Featuring welcome remarks from distinguished global leaders and forum executives, the session will highlight the Forum's vision for reshaping global tourism through investment, sustainability, and strategic cooperation.

Updated: 08.08.2025

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### **Ribbon-Cutting Ceremony**

A ceremonial ribbon-cutting will mark the official launch of the Global Tourism Forum Annual Meeting 2025. This symbolic moment, led by heads of state, ministers, and industry pioneers, will signify the beginning of a landmark gathering that brings together global stakeholders to shape the future of tourism.

10:00 - 11:00

### **Opening Speech**

The Opening Speech will be delivered by a distinguished keynote speaker, setting the strategic direction and tone for the Global Tourism Forum Annual Meeting 2025. Addressing the global challenges and opportunities in the tourism sector, the speech will emphasize themes of sustainability, investment, innovation, and international cooperation—laying the foundation for impactful discussions throughout the forum.

11:00 - 12:00

### **Presidential Session**

The Presidential Session will bring together heads of state and government leaders to share visionary perspectives on the future of global tourism. This high-level dialogue will explore tourism's role in national development, cross-border cooperation, and sustainable economic transformation. The session will serve as a platform for unveiling strategic initiatives and fostering political will to advance tourism as a key pillar of global prosperity.

12:00 - 12:30

### **Leading the Future of Tourism: Insights from the Top**

This flagship session will feature prominent CEOs, ministers, and visionary leaders who are shaping the global tourism agenda. Through bold insights and forward-looking strategies, panelists will explore emerging trends, disruptive technologies, and the evolving expectations of travelers. As industry trailblazers, they will discuss how leadership, innovation, and resilience are driving tourism into a new era of sustainable and inclusive growth.

12:30 - 13:00

### **TechFront:AI & Tourism – The \$500 Billion Transformation**

Artificial Intelligence is revolutionizing the global tourism landscape, unlocking new value chains and redefining traveler experiences. This cutting-edge session will explore how AI is driving a \$500 billion transformation across travel platforms, hospitality, mobility, and customer service. Industry innovators, tech leaders, and policymakers will discuss the opportunities, ethical considerations, and investment potential of AI-powered tourism—from predictive analytics to virtual assistants and beyond.

13:00 - 13:30

### **Global Leadership for a New Tourism Economy**

In an era of economic realignment and shifting global priorities, this session convenes influential leaders from government, business, and international institutions to chart the course for a resilient, inclusive, and innovation-driven tourism economy. Panelists will address the strategic role of tourism in national growth, climate action, digital transformation, and job creation—highlighting how bold leadership can turn global challenges into transformative opportunities.

13:30-14:00

### **Sky Horizons: The Future of Aviation & Ultra-Long Haul Travel**

As aviation technology pushes the boundaries of distance and efficiency, this session explores the next frontier of global connectivity—ultra-long haul travel. Industry leaders, airline executives, and futurists will discuss innovations in aircraft design, sustainability in long-distance routes, passenger experience enhancements, and the geopolitical and economic impacts of a world more closely connected than ever before. The skies are not the limit—they're just the beginning.

14:00-14:30

### **Women in Tourism: Empowering Leadership for a More Inclusive Future**

This session celebrates the vital contributions of women in the global tourism industry and highlights the path toward greater gender equity in leadership. Influential women from government, business, and civil society will share stories of resilience, innovation, and impact—offering actionable insights on how to break barriers, inspire the next generation, and build a more inclusive and sustainable tourism economy.

14:30-14:50

### **Keynote Speech**

14:50-15:20

### **CEO Boardroom**

An exclusive closed-door session gathering top executives from leading tourism, hospitality, and investment companies. The CEO Boardroom provides a strategic platform for candid discussions on global trends, risk management, cross-sector collaboration, and future growth opportunities. Designed for decision-makers, this session fosters trust-based dialogue and actionable partnerships to shape the future of the global tourism economy.

15:20-15:50

### **Airports 2030: Hubs of the Future (Fireside chat)**

This intimate fireside chat will explore how the world's airports are evolving into multifunctional smart hubs that drive connectivity, innovation, and sustainability. Industry leaders and visionary architects will discuss the transformation of airports into lifestyle destinations—integrating digital

technologies, green infrastructure, seamless passenger experiences, and commercial ecosystems. The session will offer a bold look at how airports will define the next decade of global mobility.

15:50 - 16:20

### **Tourism in the New World Order: Geopolitics, Power Shifts & Emerging Blocs**

As global power dynamics evolve and new geopolitical alliances emerge, the tourism sector must navigate a rapidly shifting landscape. This thought-provoking session will examine how changing international relations, trade policies, and regional blocs are reshaping travel flows, investment priorities, and tourism diplomacy. Experts and policymakers will explore strategic responses and the role of tourism in fostering global understanding in an increasingly multipolar world.

16:00 -16:30

### **Connecting the World: Airlines as Engines of Growth**

Airlines are more than just transportation providers—they are strategic drivers of economic development, trade, tourism, and global integration. This session will bring together aviation executives, policymakers, and infrastructure leaders to explore how airlines fuel regional connectivity, unlock investment, and catalyze growth in emerging and mature markets alike. Discussions will also address sustainability, airspace modernization, and future-ready fleet strategies.

20:00 - 23:00

### **World Tourism Awards**

The World Tourism Awards is the pinnacle celebration of excellence across the global tourism industry. Honoring trailblazing destinations, companies, innovations, and individuals, the ceremony recognizes those who are redefining travel through sustainability, creativity, and impact. Held during the Global Tourism Forum Annual Meeting 2025, this red-carpet event will spotlight the top 100 performers shaping the future of tourism on a global scale.

Location: Royal Museum of Fine Arts Brussels

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## **DAY 3: Tuesday, October 21, 2025**

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10:00 - 10:30

### **NextGen Policy Lab: Innovations in Public-Private Partnerships**

This forward-looking session brings together policymakers, investors, and private sector leaders to explore the next generation of public-private partnerships (PPPs) in tourism. As global challenges demand collaborative solutions, the Policy Lab will showcase innovative frameworks, financing models, and governance strategies that are unlocking transformative tourism infrastructure and destination development. A must-attend for those shaping the policy-finance nexus in the tourism economy.

Updated: 08.08.2025

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10:30 - 11:00

**Destination 2050: Smart Cities & the Future of Place-Making**

As cities evolve into dynamic hubs of technology, culture, and sustainability, the tourism industry must rethink how places are designed, experienced, and governed. This session will spotlight the intersection of smart infrastructure, data-driven planning, and human-centered design in creating next-generation destinations. Urban leaders, architects, and tech pioneers will explore how intelligent place-making can drive tourism, enhance livability, and shape the cities of tomorrow.

**Global Ministers' Summit — Regional Roadmaps to 2030**

Tourism ministers from around the world will convene for a high-level summit to present their regional visions, policies, and strategies leading to 2030. This session will explore how nations are aligning tourism with broader development goals—from climate resilience and digital transformation to inclusive growth and cross-border collaboration. The summit serves as a platform for shared learning, diplomatic engagement, and coordinated action to shape the global tourism landscape of the next decade.

11:00 - 11:30

**Asia Rising: Digital Pioneers, Smart Destinations & Innovation-Driven Growth**

11:30 - 12:00

**Africa Ascending: Tourism for Infrastructure, Youth Employment & Investment**

12:00 - 12:30

**The Americas Reset: Resilient Tourism, Cultural Power & Inclusive Growth**

12:30 - 13:00

**Europe Reimagined: Heritage Meets High-Tech – Leading the Tourism Transformation**

13:00 - 13:30

**Inspiration Keynote: Building Legacies in Tourism**

This powerful keynote will celebrate the individuals and visions that have left a lasting mark on the tourism industry. Delivered by a renowned global changemaker, the session will explore how leadership, purpose, and perseverance can transform destinations and empower communities. More than success stories, it's about creating impact that transcends generations—reminding us that tourism is not just about places, but about legacies.

14:30 - 15:00

**Beyond Earth: Space Tourism & the Commercial Frontier**

As space tourism moves from science fiction to commercial reality, a new frontier of travel is emerging. This session will explore the rise of private spaceflight, orbital hotels, suborbital experiences, and the infrastructure needed to support extraterrestrial tourism. Visionary entrepreneurs, aerospace pioneers, and futurists will discuss how space travel is redefining the boundaries of exploration—and what it means for the future of global tourism and humanity itself.

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15:00 - 15:30

### **Tourism Titans**

This premier session features the most influential figures in global tourism—visionary CEOs, investors, and pioneers who are reshaping the industry. With decades of leadership and bold decision-making behind them, these titans will share game-changing strategies, lessons from navigating crises, and predictions for the future of travel. A rare opportunity to hear from the minds behind the world's most successful tourism empires.

15:30 - 16:00

### **Capital Connect: Private Equity & Sovereign Wealth Funds in Hospitality**

This strategic session delves into the evolving role of private equity and sovereign wealth funds in shaping the global hospitality landscape. Key investors, fund managers, and hospitality leaders will examine capital flows, risk-return expectations, and the emerging investment opportunities across hotels, resorts, and tourism infrastructure. A behind-the-scenes look at how institutional capital is redefining growth, innovation, and value creation in the tourism economy.

16:00 - 16:30

### **New Media & Destination Dynamics: Shaping Travel Through Influence**

In today's digital-first world, content creators, influencers, and social platforms are powerful forces shaping travel decisions and destination branding. This session will explore how new media is transforming the tourism landscape—driving visibility, redefining storytelling, and influencing traveler behavior at scale. Industry leaders and digital strategists will reveal how destinations can harness this momentum to build authentic connections and global appeal.

20:00 - 24:00

### **VIP Dinner ( Members Only)**

Location: Corinthia Brussels