

20
Years of Routes



World Routes Tourism Summit Programme

Monday 22 September 2014
Room W184, Level 1, McCormick Place West

   #WorldRoutes



routesonline.com



Part of World Routes



DiscoverAmerica.com
Tourism Summit Sponsor



Organiser

Programme Monday 22 September

09:00

Pre-Summit Refreshments

09:15 – 09:20

Opening Remarks from the Summit Chairman

Alfredo Gonzalez, Senior Vice President, Global Market Development, Brand USA

Presentation to Summit Sponsor, Brand USA

Adrian Newton, Group Director, Transport & Technology, UBM Live

09:20 – 09:35

Welcome Address

Don Welsh, President & CEO, Choose Chicago

09:35 – 10:30

Session 1

Global tourism I: The rising stars and re-inventors

What new adventures are travellers seeking? As destinations try new methods of attracting growing world tourists, who is creating new tourist flows? How will established and emerging destinations attract new visitors, with global tourism estimated to increase by 3.3% a year and reach 1.8 billion by 2030.

Moderator

Michael Bell, Consultant, Spencer Stuart

Hon. Ricky Skerritt, Minister of Tourism and International Transport for St Kitts and Nevis

Rosemarie Andolino, Commissioner, Chicago Department of Aviation

James Berresford, CEO, Visit England

Rafael Alberto Smith, Director of Landside Operations, Punta Cana International Airport

Miguel Angel Perez, Aviation Manager, Valencia Tourism

10:30 – 10:50

Keynote Presentation

Ndabo Khoza, Chief Executive Officer, Tourism KwaZulu-Natal

10:50 – 11:15

Morning Refreshments

11:15 – 12:15

Session 2

Global tourism II: Where is the shifting traveller demand?

Which destinations and countries are experiencing a shift in traveller demand? Are traditional destinations seeing a rise or fall in visitors? Where will new industry capacity be needed in the future?

Moderator

Aaron Heslehurst, News Anchor & Presenter, BBC World News

Angelos Loizou, CEO, Visit Cyprus

Subhash Goyal, Chairman, STIC Travel Group

Julie Chase, Vice President of Marketing & Tourism, Austin CVB

Benito C. Bengzon Jr, Assistant Secretary, Philippines Department of Tourism

12:30 – 14:00

Lunch

14:00 – 14:20

Keynote Presentation

Enrico Marchi, Chairman, Venice Airport System

14:20 – 15:20

Session 3

Success to stress: How can infrastructure keep up with demand?

Many traditional destinations face problems with airport capacity. Many likewise emerging destinations have similar challenges. What success have we seen in utilising capacity and ensuring efficient passenger flow?

Moderator

Kevin Burke, President and CEO, ACI North America

Aluizio Margarido, Commercial Director, Sao Paulo-Viracopos International Airport

Amit Rikhy, Senior Vice President, ADC&HAS Airports Worldwide

Vernice Walkine, President and CEO, Nassau Airport Development Company

Prof. John D. Kasarda, Director, Center for Air Commerce, Kenan-Flagler Business School, The University of North Carolina

Guy Stephenson, Chief Commercial Officer, London Gatwick Airport

15:20 – 15:40

Presentation

Mark Conroy, Executive Advisor, Cruise Lines International Association (CLIA)

15:40 – 16:00

Afternoon Refreshments

16:00 – 17:00

Session 4

Future patterns of travel

Online has revolutionised the way we travel and how we communicate our experiences. What will the future traveller be looking for and how can destinations influence their decisions? What travel booking options are on the rise?

Moderator

Nigel Mayes, Senior Vice President Consulting & Product Development, ASM

Dr. Adam Wu, COO, China Business Network

Peter Cerda, RVP The Americas, IATA

Stephanie Wear, Director of Economic and Air Service Development, Tenerife Tourism

Helgi Mar Björgvinsson, Senior Vice President of Marketing and Sales, Icelandair

17:00 – 17:05

Closing Remarks from Summit Chairman

Alfredo Gonzalez, Senior Vice President, Global Market Development, Brand USA

Speakers



Rosemarie Andolino

Commissioner
Chicago Department
of Aviation



Michael Bell

Consultant
Spencer Stuart



James Beresford

CEO
Visit England



Benito C. Bengzon Jr

Assistant Secretary
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of Tourism



Helgi Mar Björgvinsson

Senior Vice President
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Kevin Burke

President & CEO
ACI North America



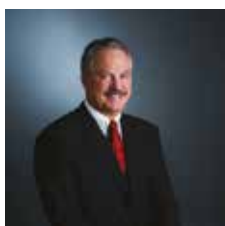
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