

**UNWTO & WTM Ministers' Summit
"Investment in Tourism Technology"**

6 November 2018 at 11:00-13:00

London, United Kingdom

WTM Global Stage, Exhibitor Floor, South Hall Entrance S10 - AS1050, ExCeL

PROVISIONAL PROGRAMME

Tuesday, 6 November 2018

Master of Ceremonies: **Richard Quest**, CNN

11:00 – 11:15 **Opening & Welcome Remarks**

Simon Press, Reed Travel Exhibitions, Director, WTM London
Zurab Pololikashvili, Secretary-General, UNWTO

11:15 - 12:00 **Panel: Investment in Tourism Technology**

Considering the impact of technology in tourism, from ICTs to AI, for a seamless, personalized and exciting tourism experience and for the growing necessity for stakeholders to adopt a digital strategy, investment in tourism technology is growing in importance. Leading traditional and non-traditional investors will present the challenges and opportunities in investing in tourism technology.

12:00 - 12:45 **Ministerial Discussion: Investing in the Future of Tourism**

Ministers and other public sector stakeholders will join the private sector panelists and engage in a discussion on the way forward for tourism. The backdrop is a world where tourists are one click away from their next destination and share their interest and emotions in real-time, and where technological advances have an exponential impact on management efficiency and sustainability. Ecosystem development, data-driven decision making, digital destination branding, the role of government and policy, are among the topics to be addressed.

12:50 – 13:00 **Closing Remarks**