



## UNWTO ACTIVITIES PROGRAMME

### Wednesday 7 - Sunday 11, March 2012



The ITB partner country is Egypt  
The ITB Convention and Culture partner country is Egypt

Date	Time	Activity	Venue
<b>7 March, Wednesday</b>			
	11:00 – 12:30	<p><b>Silk Road Ministers' Meeting</b> (by invitation only)</p> <p>Leaders of the Silk Road destinations will meet to discuss how they can work together to capitalise from the revival of the Silk Road at the UNWTO Silk Road Ministers' Meeting on 7 March 2012. Moderated by UNWTO and supported by ITB Berlin, key industry players from the public and private sectors will discuss how they can work together to ensure that the Silk Road as a travel experience delivers all that it promises and more. This year's Meeting will include a special session on the importance of tourism route development in strengthening the Silk Road product offer and attracting investment.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Hall 7.3 Berlin Room
	12:30 – 13:30	<p><b>VIP Walk "Flavours of the Silk Road"</b> (countries will be encouraged to showcase their national gastronomy at the stand during the walk)</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Silk Road stands
	14:00 – 15:00	<p><b>High Level Session on Tourism Trends and Outlook in the Mediterranean</b> (in cooperation with ITB Convention Programme and CNN)</p> <p>Around one-third of all international tourists arrive in the Mediterranean, making it the world's most visited region. Today, destinations around the Mediterranean face several challenges – economic, political and environmental. What trends are affecting the region and what is the outlook for mature and emerging destinations in the region? What challenges and opportunities face these destinations in the long-term and how can they adapt to changing market conditions? In view of UNWTO forecast "Tourism Towards 2030" what is the outlook for the region in the next two decades?</p> <p>Panel debate with Ministers of Tourism from the region and private sector representatives. Keynote speaker: Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)</p>	Hall 7.1 b Auditorium London

		For more information, please click <a href="#">here</a> or contact <a href="mailto:comm@unwto.org">comm@unwto.org</a>	
	16:00-18:00	<p><b>First Meeting of the Global NTO Think Tank – Creating value through collaboration</b></p> <p>A joint initiative of UNWTO and the European Travel Commission (ETC) (by invitation only)</p> <p>The purpose of this “Think Tank” is to provide an opportunity for the National Tourism Organizations (NTOs) from different regions of the world, to have a constructive dialogue at a global level on a shared vision and a strategic approach to clearly understand and adapt to the changing market conditions and trends. The Think Tank will also create a pro-active platform for collaboration on common issues and strategic priorities which will be identified during this meeting.</p> <p>For more information, please click <a href="#">here</a> or contact <a href="mailto:eterzibasoglu@unwto.org">eterzibasoglu@unwto.org</a></p>	Hall 7.3 Berlin Room
	17:00	<p><b>Presentation of the “Global Report on LGBT Tourism”</b></p> <p>A joint initiative of UNWTO and the International Gay and Lesbian Travel Association</p> <p>For more information, please click <a href="#">here</a> or contact <a href="mailto:unwtoam@unwto.org">unwtoam@unwto.org</a></p>	Embratur stand

### 8 March, Thursday

	10:30 – 12:00	<p><b>Preparatory Meeting for the 4<sup>th</sup> T20 Ministerial</b> (by invitation only)</p> <p>For more information, please click <a href="#">here</a> or contact <a href="mailto:comm@unwto.org">comm@unwto.org</a></p>	ICC, Room 43
	11:00 – 13:00	<p><b>Tour Operators’ Forum on the Silk Road – Creating a stronger business environment for growth</b></p> <p>Tour operators are invited to join the “Tour Operators’ Forum on the Silk Road” which will include presentations and discussion on how to create a stronger business environment for growth in the Silk Road regions. Presentations will be delivered by Tour Operators’ Initiative (TOI) and a number of specialized outbound/inbound tour operators on topics relating to improving sustainability, public-private partnerships, travel facilitation, quality assurance and more.</p> <p>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></p>	Palais West
	12:00 – 14:00	<p><b>UNWTO Press Conference</b></p> <p>Presentation of international tourism results in 2011 and prospects for 2012</p> <p>Launching of World Tourism Day 2012 - Tourism and Sustainable Energy: Powering</p>	ICC, Hall 4/5

		Sustainable Development <i>For more information, please contact <a href="mailto:comm@unwto.org">comm@unwto.org</a></i>	
	14:30 – 17:30	<b>Executive Committee of the World Tourism Network on Child Protection (for Committee Members only)</b> <i>For more information, please click <a href="#">here</a> or contact <a href="mailto:ethics@unwto.org">ethics@unwto.org</a></i>	Villa Kastania Hotel Room Fresko
<b>9 March, Friday</b>			
	09:30 – 11:00	<b>Meeting on Crisis Management - TERN: Information needs in times of crises for the travel and tourism sector</b>  The impact of negative events on tourism demand is widely known. While the importance of communications is proven, members of the Tourism Emergency Response Network (TERN) and UNWTO will present and discuss their information needs and requirements in times of crises to help minimize the negative perception on consumer's behavior while at the same time, ensuring safety and well-being and allowing for a fast recovery.  Presenting members will include the European Travel Agents' and Tour Operators' Association (ECTAA), the French Association of Tour Operators (CETO), the British Federation of Tour Operators (ABTA), and the German Travel Association (DRV).  <i>For more information, please click <a href="#">here</a> or contact <a href="mailto:rcm@unwto.org">rcm@unwto.org</a></i>	ICC, Salon 21
	11:00 – 13:00	<b>UNWTO Session on the Protection of Tourists/Consumers - Accommodation related Issues</b>  <i>If a tourist loses their property at the accommodation, is that accommodation service provider liable? What information should be provided to the tourists/consumers by the accommodation service provider? Should the lack or misleading nature of information be sanctioned?</i>  These are just some of the unanswered questions facing tourists and businesses due to the absence of international regulations governing the rights and responsibilities of tourists/consumers and tourism service providers. In response, and reflecting Member States' requests, UNWTO has set up a working group to elaborate an international convention for the protection of tourists/consumers and tourism professionals. This year ITB will host a special UNWTO Session focusing on accommodation related issues which will be the topics for the next meeting of the working group. This event will give a unique opportunity for representatives of the governments, private accommodation sectors and NGOs to trigger debate on these scope elements of the future convention.  <i>For more information, please click <a href="#">here</a> or contact <a href="mailto:cpt@unwto.org">cpt@unwto.org</a></i>	ICC, Hall 7

10:00 – 13:00	<p><b>Affiliate Members Extraordinary Plenary Session</b> (by invitation only)</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:unwtoam@unwto.org">unwtoam@unwto.org</a></i></p>	ICC, Hall 4/5
14:30 – 17:30	<p><b>27<sup>th</sup> Meeting of The World Tourism Network on Child Protection (former Task Force for the Protection of Children in Tourism)</b></p> <p>This open-ended Network features the multi-stakeholder participation of a range of actors, from governments, international organisations and non-governmental organisations (NGOs), to tourism industry groups and media associations. Originally established in 1997, during its first decade it primarily focused on countering the phenomenon of “child sex tourism”. Since 2007, its mandate has been broadened to the prevention of all potential forms of youth exploitation within the tourism sector (i.e. sexual exploitation, child labour and trafficking, etc.). The body’s 2012 gathering will feature a reporting session, which will serve as a platform for tourism stakeholders to exchange experiences and best practices, present awareness-raising materials and capacity building tools, and promote the adoption of professional codes of conduct or other responsible practices in line with the UNWTO Global Code of Ethics for Tourism. The central focus of the event will be a special session on “Young Workers in the Tourism Sector: Risks and Opportunities”, jointly organized by UNWTO and the International Labour Organization (ILO), along with the International Programme on the Elimination of Child Labour (ILO–IPEC).</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:ethics@unwto.org">ethics@unwto.org</a></i></p>	ICC, Hall 7

**Please visit UNWTO stand at 20/127**