



Revised as of 13 September 2015

**UNWTO/ICAO HIGH-LEVEL FORUM ON  
TOURISM AND AIR TRANSPORT FOR DEVELOPMENT  
Monday, 14 September 2015, Medellín, Colombia**

**PROGRAMME**

**Objective** - *Strengthen the common path and cooperation of aviation and tourism by addressing today's challenges related to policy convergence, connectivity, competitiveness and travel facilitation in order to harness the full potential of both sectors to create employment, drive inclusive growth and foster sustainable development in support of the Sustainable Development Goals.*

**Background** - *Aviation and tourism are major contributors to global economic prosperity. The connectivity brought by air transport is at the heart of tourism development, providing substantial economic benefits for all those involved in the tourism value chain. In 2014, over 1.1 billion tourists crossed international borders, over half of whom arrived to their destinations by air. According to the World Tourism Organization (UNWTO), the total number of international tourists, which includes both business and leisure travellers, is expected to reach 1.8 billion by 2030. Based on ICAO's latest forecasts, aircraft departures are expected to grow from 33 million today to 60 million by 2030.*

**10:00 – 10:10 Welcoming Remarks**

Dr. Taleb Rifai, UNWTO Secretary-General  
Dr. Fang Liu, ICAO Secretary General

**10:10 – 10:20 Introductory Remarks**

Mr. Richard Quest, Anchor of CNN's Quest Means Business

**10:20 – 11:45 Session 1**

**Maximizing Synergies for Sustainable Growth and Development between Aviation and Tourism in Support of the Sustainable Development Goals (SDGs)**

Separate sectorial policies in aviation and tourism result in a fundamental, and too often, conflicting disconnect, which in turn constitutes a severe deterrent towards the development of both sectors. Improving air connectivity through policy convergence can be a key element to achieving the SDGs related to sustainable tourism and economic development, particularly for Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs) and Small Island Developing States (SIDS).

This session will discuss:

- how to balance the benefits between tourism and air transport by establishing more closely knit dialogue and cooperation between tourism and aviation authorities;
- how effective policy framework and guidance can contribute to optimizing connectivity, ensuring competition, maximizing economic growth and social progress, supporting sustainable tourism, creating jobs and promoting local culture and products;
- how can States create the conditions for reliable, sustainable and resilient infrastructure development to foster economic growth and social well-being, with a focus on affordable and equitable access for all; and
- how to build on existing monitoring and measurement systems to support statistical capacity-building in developing countries.

**Moderator:** Dr. Fang Liu, ICAO Secretary General

**Remarks by Experts:**

Mr. Sergio Pimenta, Director and Global Co-Head of the International Finance Corporation's Agribusiness, Manufacturing and Services Investments (World Bank Group)

Mr. David Scowsill, President and CEO, World Travel and Tourism Council (WTTC)

**Remarks by delegations** starting with H.E. Mrs. Cecilia Álvarez-Correa, Minister of Trade, Industry and Tourism of Colombia

11:45 – 13:10 **Session 2**

### **Powering Travel and Tourism through Seamless Travel**

Travel facilitation, which allows people to cross international borders safely and efficiently, enhances a State's competitiveness, contributing directly to export growth and economic and social benefits globally. It also improves the overall travellers' experience, which in turn, fuels tourism demand.

This session will address:

- how to effectively implement international standards and procedures for border control and clearance;
- how the use of new technologies can make travel more accessible, convenient and efficient;
- how to define and implement policies which facilitate international travel and tourism while ensuring sustainable economic and social benefits globally;
- how can air transport operators, tourism service providers and governments cooperate to ensure intermodal transportation;
- how can governments and other stakeholders strike a balance between security and facilitation;
- how to build on recent initiatives on visa facilitation around the world, such as simplifying visa processes, regional cooperation and improving the delivery of information; and
- how regional and economic blocs can better foster travel facilitation and tourism development.

**Moderator:** Dr. Taleb Rifai, UNWTO Secretary-General

**Remarks by Experts:**

Dr. Kunio Mikuriya, Secretary General, World Customs Organization (WCO)

Dr. Elijah Chingosho, Secretary General, African Airlines Association (AFRAA)

**Remarks by delegations** starting with H.E. Mrs. Natalia Abello Vives, Minister of Transport of Colombia

13:10 – 13:20 **Concluding Remarks**

Mr. Richard Quest, Anchor of CNN's Quest Means Business

13:20 – 13:25 **Official closing**

Mr. Toru Hasegawa, Deputy Director, Air Transport Bureau (ICAO)

13:25 – 13:30 **Adoption of the Forum Statement**

Mr. Márcio Favilla L. de Paula, Executive Director, Operational Programmes and Institutional Relations (UNWTO)

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