

Global Agenda

Travel, Trade and Tourism Summit Report

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Message from the Forum



The travel and tourism sector has become an important driver of growth and prosperity for many countries. By 2015, member countries of the Association of Southeast Asian Nations (ASEAN) aim to establish the ASEAN Community: a security, economic and sociocultural community of over 600 million people, which should account for 5% of worldwide GDP.

ASEAN leaders have long recognized the vital role that the travel and tourism sector can play in realizing this vision. The travel and tourism sector currently accounts for 4.9% of total ASEAN GDP or 10.9% when indirect contributions are factored in. It directly employs 9.3 million people or 3.2% of total employment, directly supporting 25 million jobs. In recognizing the industry's growth potential, the ASEAN countries have joined forces to address travel and tourism-related issues, such as promotion and marketing, connectivity, environmental protection, visa policies and sector liberalization. The common vision of ASEAN governments regarding the potential of travel and tourism to provide the necessary impetus for job creation and economic growth is reflected in the ASEAN Plus Three Memorandum of Understanding on Tourism, signed in January 2012 in Indonesia.

Undoubtedly, the region has many assets to lure visitors, including spectacular landscapes, vast ecosystems with stunning wildlife, rich culture and history and a long-standing tourism tradition. Moreover, the region is uniquely positioned between China and India, two of the largest and fastest growing markets with their rising middle class. Still, the travel and tourism performance in ASEAN countries is very mixed. The sector is well developed in some countries (Malaysia and Singapore) and less so in others (Philippines and Vietnam).

Against this background, over 60 global, regional and national public and private sector leaders from the Aviation, Travel & Tourism Industry gathered in Bangkok on 30 May 2012 to address "Open Borders: Revitalizing Asia's Growth through Travel, Trade and Tourism". At the World Economic Forum on East Asia, participants strove to address the theme, "Shaping the Region's Future through Connectivity". Following a rich and exciting full day of interactive sessions focusing on some of the most pressing travel and tourism issues, the following important messages were delivered:

- Travel and tourism is a powerful driver of economic growth and job creation for East Asia, yet government leaders do not necessarily understand these benefits. Better quantification of the effects of the sector, not only on jobs and GDP, would greatly improve policy-making.
- Effective policy development requires that dialogue be established by Ministers of Tourism among a broad range of government entities.
- The private sector must increase its efforts to communicate with governments regarding effective policies to encourage the growth of tourism. Two measures to advance this goal could be streamlining visa processes and enhancing the use of technology to plan and share travel experiences.
- ASEAN has outperformed most regions in the world in terms of trade, despite significant regulatory and infrastructure barriers. There is a need to reduce these barriers to improve opportunities for the future.

- Speed-to-market is a priority for all businesses. The ASEAN member countries should make a conscious effort to deploy the infrastructure necessary to increase competitiveness, of which road and air transport infrastructure developments are essential.
- Standardization and interoperability would increase the region's trade connectivity. The private sector could lead these efforts, instead of waiting for mandates from governments.
- The region can propel forward developed economies by embracing advanced environmental technologies.
- Securing a critical role in the production of alternative energy could provide an element of additional competitiveness for ASEAN. Alternative energies are critical to the region's transport sector, which functions as the backbone for trade and tourism. However, the biomasses selected for the production of alternative energy should not compete with food crops.
- As new consumers/travellers enter the market, catering to them will call for new strategies from the industry. This is especially important as the Y-generation replaces the X-generation in travelling. This younger population seeks "experiential travel" and a trip that grants them bragging rights among their friends and family.
- While many governments are still pursuing expensive nation-branding campaigns basic outreach tools are not being used to reach new travellers and maximizing their value.

On behalf of the World Economic Forum, we would like to thank all the participants for your valuable input to the Travel, Trade and Tourism Summit and look forward to engaging the Travel & Tourism Council Members as well as all Members of the Forum to future-related sessions and summits.

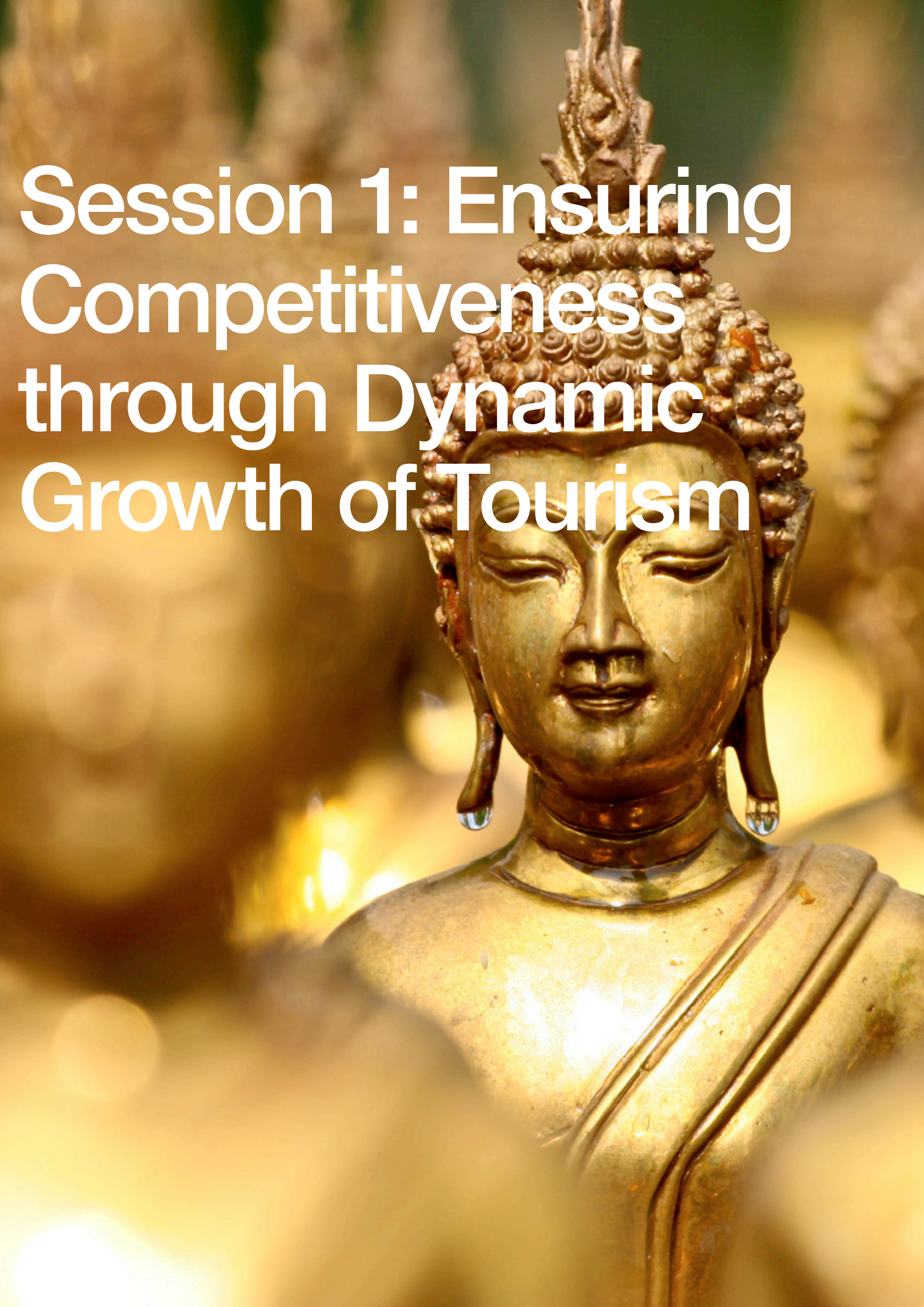
We look forward to welcoming you to our 2013 events: the next Travel, Trade and Tourism Summit at the World Economic Forum on Latin America, to be held in Peru, and the Travel & Tourism Roundtable at our World Economic Forum on East Asia in Myanmar.

Thea Chiesa
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Session 1: Ensuring Competitiveness through Dynamic Growth of Tourism



John Moavenzadeh, Senior Director, Head of Mobility Industries, World Economic Forum, welcomed the participants to the first day of the Travel, Trade and Tourism Summit. He highlighted tourism as a powerful driver of regional competitiveness, economic growth and job creation for East Asia, despite challenges related to infrastructure and sustainability.

- While many in the industry are aware of the positive benefits of tourism, government leaders do not necessarily understand them. Quantifying these effects could improve policy-making.
- Increasing East Asia's competitiveness also requires better understandings of tourists' behaviour – where they come from, what kind of trips they seek and what services enhance their experiences.
- The industry must increase efforts to communicate with governments on the matter of effective policies to encourage the growth of tourism.
- Two specific measures to advance this goal would be streamlining visa processes and enhancing the use of technology to plan and share travel experiences.
- Effective policy development requires the involvement of a broad range of government officials, not just Ministries of Tourism.

Synopsis

The growth of travel and tourism in East Asia has become a tremendous driver of economic growth in the region. The industry is estimated to account for almost 5% of the region's GDP and to support more than 3% of overall employment. Its potential impact on economies is even greater, if opportunities for development are pursued. However, it is not enough for those in the travel and tourism industries to assume governments understand the relationships between tourism and economic growth. Quantifying the effects of tourism is essential to facilitating productive policies and sustainable, vibrant growth.

In addition to understanding the macroeconomic effects of tourism, it is also important for East Asian countries to recognize the type of tourists they attract. Travellers from Asia and Australia already account for 26% of the region's travel expenditures. By 2020, that figure is expected to increase to 43%. This finding suggests that airlines should increase their capacity to support regional travel accordingly.

Additionally, data-sharing between vendors, financial institutions and governments can help identify "productive corridors" of tourism and shed light on tourists' goals. Analysis of such information has highlighted that, for example: "It's not just about the beaches in Thailand," as pointed out by **Elizabeth Buse**, Group President, Asia Pacific, Central Europe, Middle East and Africa, Visa Inc., Singapore.

Buse noted that medical tourism, particularly from the Middle East, is a source of economic growth for Thailand and that these tourists often travel as families. This insight can help the tourism industry design suitable packages and increase revenue.

While many individuals in the aviation and travel industries are aware of changes that could improve the region's competitiveness in tourism, greater emphasis should be placed on outreach and communication with governments. "We are world class, in travel and tourism, at talking to ourselves. We are very mediocre at external advocacy," said **Martin J. Craigs**, Chief Executive Officer, Pacific Asia Travel Association (PATA), Thailand.

Without the necessary dialogue, government officials may be tempted to impose fees on tourists, which can bring about a decline in tourism.

Geoffrey Lipman, President, International Council of Tourism Partners, Belgium; Global Agenda Council on Aviation, Travel & Tourism, said: "You don't automatically start by saying, 'How much I can tax the tourist?' You think, 'Can I secure creative ways to get them to pay more?'"

“

We are world class, in travel and tourism, at talking to ourselves. We are very mediocre at external advocacy.

”

Martin J. Craigs, Chief Executive Officer, Pacific Asia Travel Association (PATA), Thailand

Two initiatives that would profoundly enhance tourism are easing visa restrictions and improving the use of technology. Streamlined systems for granting visas – such as Ireland's policy that automatically admits tourists holding multiple-entry visas to the United Kingdom – are beneficial tourism.

Additionally, technology plays an increasingly important role. Travellers use it not just for booking hotels and flights, but for documenting and sharing experiences. Increasing access to technology can improve knowledge-sharing, expand the range of destinations accessible to tourists and encourage growth throughout the industry.

For governments to implement changes that enhance tourism, it is necessary to have an integrated approach to policy-making. "We are not the one building the roads. We are not the ones to police the border restrictions. It has to be a whole football team approach, including private sector cooperation," noted **Mari Elka Pangestu**, Minister of Tourism and Creative Economy of Indonesia; Global Agenda Council on Competitiveness.



01: John Moavenzadeh, Senior Director, Head of Mobility Industries, World Economic Forum USA

“

We are not the one building the roads. We are not the ones to police the border restrictions. It has to be a whole football team approach, including private sector cooperation.

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Mari Elka Pangestu, Minister of Tourism and Creative Economy of Indonesia; Global Agenda Council on Competitiveness

Opening Remarks by

John Moavenzadeh, Senior Director, Head of Mobility Industries, World Economic Forum

Panellists

Piyasvasti Amranand, President, Thai Airways International, Thailand; Global Agenda Council on Aviation, Travel & Tourism

Elizabeth Buse, Group President, Asia Pacific, Central Europe, Middle East and Africa, Visa Inc., Singapore

Gerald Lawless, Executive Chairman, Jumeirah Group, United Arab Emirates; Co-Chair of the World Economic Forum on East Asia; Global Agenda Council on Aviation, Travel & Tourism

Mari Elka Pangestu, Minister of Tourism and Creative Economy of Indonesia; Global Agenda Council on Competitiveness

Chumpol Silapa-Archa, Deputy Prime Minister and Minister of Tourism and Sports of Thailand

Moderated by

Geoffrey Lipman, President, International Council of Tourism Partners, Belgium; Global Agenda Council on Aviation, Travel & Tourism



01: Mari Elka Pangestu, Minister of Tourism and Creative Economy of Indonesia

Elizabeth Buse, Group President, Asia Pacific, Central Europe, Middle East and Africa, Visa Inc., Singapore

02: Geoffrey Lipman, President, International Council of Tourism Partners, Belgium



- 01:** Gerald Lawless, Executive Chairman, Jumeirah Group, United Arab Emirates and Piyasvasti Amranand, President, Thai Airways International, Thailand
02: Supachai Panitchpakdi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva; Gloria Guevara Manzo, Secretary of Tourism of Mexico; Simon F. Cooper, President and Managing Director, Asia Pacific, Marriott International, Hong Kong SAR; Márcio Favilla Lucca de Paula, Executive Director, Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO), Madrid and Alexander Rayner, Special Adviser, Mekong Tourism Coordinating Office, Thailand
03: Jorge Chen Charpentier, Ambassador of Mexico, Embassy of Mexico to the Kingdom of Thailand
04: Vijay Poonoosamy, Vice-President, International and Public Affairs, Etihad Airways, United Arab Emirates
05: Joon Ooi, Partner, Managing Director South East Asia, A.T. Kearney Inc., Malaysia and Maunu von Lueders, Regional Vice-President, Asia Pacific, International Air Transport Association (IATA), Singapore





Session 2: Reducing Obstacles to Travel Mobility

Key Points

- Governments seeking to support growth in tourism need to balance security concerns against the need to lower barriers and minimize inefficiencies in the processing of visas.
- Reciprocity in visa-issuing policies can undermine economic growth and global connectivity.
- Reducing complexity of the visa system could have a tremendous impact on increasing tourism; and the travel industry should adopt a unified voice in supporting policies such as e-visas.
- Creative approaches to visas and security screenings, such as “trusted traveller” programmes, can also increase travel mobility.
- Governments and tourism industry leaders can make progress by helping to make regional and domestic travel easier.

Synopsis

This year, the world will reach the landmark of one billion international arrivals, and the impact of this travel on economic growth has been clearly documented. For example, one new job is created with every 36 tourists. In today’s economic environment, it is tempting to conclude that that travel mobility should be maximized.

However, governments must balance this economic potential with the need to protect security. A single security incident in one nation can upset travel around the world. “All it takes is another Mumbai and there’s a ripple effect that goes way beyond one’s own borders,” said **Douglas Smith**, Assistant Secretary, Private Sector, US Department of Homeland Security, USA.

The challenge for policy-makers and industry leaders, therefore, is to maximize travel mobility without compromising security or environmental sustainability. In order to achieve this goal, it is essential to move beyond the notion of reciprocity (that of imposing reciprocal conditions on travellers between countries).

Gloria Guevara Manzo, Secretary of Tourism of Mexico; Global Agenda Council on Aviation, Travel & Tourism, noted that reciprocity policies resemble the adage that an eye for an eye leaves everyone blind. Developing economies, which have more to gain from the economic benefits of tourism, can suffer disproportionately from these policies.

Around the world, there is a tremendous need to reduce the complexity of visa processing. **Alexander Rayner**, Special Adviser, Mekong Tourism Coordinating Office, Thailand, gave the example a 20-

page visa application form for one country that included a 15-page instruction guide. Unified industry support for simplified visa processing, lower barriers to travel and e-visas could have a significant effect on promoting these policies. In other national contexts, governments have responded when industry leaders have spoken with a unified voice.

Trusted traveller programmes can also promote travel mobility. For example, in the United States, the security infrastructure cannot cope with a significant increase in international travellers, even though such an influx would have positive economic effects. Initiatives, e.g. that allow pre-screened passengers to pass through borders simply by registering at a kiosk, can free up the time of security personnel to process other passengers.

Many nations look to international bodies to lobby for tourism. East Asian nations should not overlook the potential gains of developing regional and domestic tourism. **Supachai Panitchpakdi**, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva, commented that regional forums could make great strides in improving access to tourism in East Asia: “On the regional basis, we do a lot of things on trade, except for the mobility of our people and then we always go to [international agencies].”

Additionally, domestic tourism should not be overlooked as a source of economic growth. “In all G20 countries, domestic tourism has had a greater effect than international trade,” noted **Márcio Favilla Lucca de Paula**, Executive Director, Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO), Madrid.

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Márcio Favilla Lucca de Paula, Executive Director, Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO), Madrid

Key Takeaways

- Increasingly, tourism is shifting to younger demographics. This trend is particularly evident in the People’s Republic of China, in which 80% of the nation’s wealth is held by people under the age of 40.
- Improving travel mobility requires an understanding these new travellers’ expectations and the types of experiences they seek.

Panellists

Simon F. Cooper, President and Managing Director, Asia Pacific, Marriott International, Hong Kong SAR

Márcio Favilla Lucca de Paula, Executive Director, Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO), Madrid

Gloria Guevara Manzo, Secretary of Tourism of Mexico; Global Agenda Council on Aviation, Travel & Tourism

Supachai Panitchpakdi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva

Alexander Rayner, Special Adviser, Mekong Tourism Coordinating Office, Thailand

Douglas Smith, Assistant Secretary, Private Sector, US Department of Homeland Security, USA

Moderated by

Gerald Lawless, Executive Chairman, Jumeirah Group, United Arab Emirates; Co-Chair of the World Economic Forum on East Asia; Global Agenda Council on Aviation, Travel & Tourism



01: Douglas Smith, Assistant Secretary, Private Sector, US Department of Homeland Security, USA

Session 3: Enabling Trade



- East Asia has outperformed most regions in the world in terms of trade, despite significant regulatory and infrastructure barriers.
- Reducing these barriers would improve trade opportunities in the future and promote economic growth.
- Speed-to-market is a priority for today's businesses and poor regional infrastructure leads to costly delays and reduced productivity.
- Standardization and interoperability would increase the region's trade connectivity; and the private sector can lead these shifts, without waiting for a mandate from government.
- The region can propel forward developed economies by embracing advanced environmental technologies. East Asia's successes in improving sustainability can also guide developed markets.

Synopsis

In the Global Enabling Trade and Travel & Tourism Competitiveness rankings, East Asia has outperformed many of its peers around the world, despite significant the challenges of trade barriers and poor infrastructure. Reducing obstacles to connectivity could enhance trade to an even greater degree in the future, but requires action from both policy-makers and private sector leaders.

Speed-to-market is one of the top concerns in global trade; and lack of infrastructure development in many parts of the region presents problems throughout the supply chain. For example, because of outdated ports and poor roads, it can take more than a month for a container of goods to reach its destination. The complexity of moving freight by air also undermines connectivity.

Vijay Poonoosamy, Vice-President, International and Public Affairs, Etihad Airways, United Arab Emirates, mentioned that every cargo shipment involves 30 documents. These time-consuming procedures undermine connectivity.

Standardization throughout supply chains and interoperability would greatly enhance regional trade. The private sector need not wait on governments to embrace such uniform standards. For example, the internationally accepted specifications for shipping containers resulted largely from industry leadership, not government policies.

“

Every cargo shipment involves 30 documents. These time-consuming procedures undermine connectivity.

”

Vijay Poonoosamy, Vice-President, International and Public Affairs, Etihad Airways, United Arab Emirates

East Asia can propel forward developed economies by embracing advanced environmental technologies. **Uwe Raschke**, Member of the Board of Management, Robert Bosch, Germany, explained that customers in developing economies can teach companies useful lessons about cheaper, simpler and more environmentally sustainable processes and products to share with developed economies.

“

We learn from our customers in China, for example, that you can [make something] much simpler and cheaper.

”

Uwe Raschke, Member of the Board of Management, Robert Bosch, Germany

Businesses can also play a role in demonstrating to governments the economic rationale for investing in sustainable technologies. As multinational companies focus increasingly on improving carbon efficiency, they can share best practices with governments regarding the long-term savings generated by these investments.

Key Takeaways

- China's current five-year plan includes a mandate to standardize pallets to streamline logistics and ease the trade of goods; embracing similar standards could improve connectivity throughout Asia and reduce trade barriers.
- For many international businesses, the majority of the cost in trading regionally comes from known trade barriers, such as regulatory complexity in different nations and poor infrastructure.

Panellists

Lars Amstrup, President, CHEP Asia, CHEP, Singapore

Vijay Poonoosamy, Vice-President, International and Public Affairs, Etihad Airways, United Arab Emirates

Uwe Raschke, Member of the Board of Management, Robert Bosch, Germany

Peter Ter Kulve, Executive Vice-President, South-East Asia and Australasia, Unilever, Singapore

Moderated by

Wolfgang Lehmacher, Partner and Managing Director, Greater China and India, Corporate Value Associates (CVA), Hong Kong SAR



01: Wolfgang Lehmacher, Partner and Managing Director, Greater China and India, Corporate Value Associates (CVA), Hong Kong SAR; Peter Ter Kulve, Executive Vice-President, South-East Asia and Australasia, Unilever, Singapore and Lars Amstrup, President, CHEP Asia, CHEP, Singapore



Session 4: Flight Plan for Sustainable Aviation

- Though air travel plays a vital role in trade and tourism, the aviation industry has become a focus of concern because of its high carbon emissions.
- There is considerable debate as to whether emission-reduction targets should be imposed by governments – as is the case with recent European Union emission standards – or should be led by coordinated private sector action or international consensus.
- While use of biofuel can improve sustainability, these energy sources are currently too costly to be adopted as the industry standard.
- To be viable as a long-term solution, biofuel should not compete with food security.
- A breakthrough in technology is needed to achieve the industry's target of reducing emissions 50% by 2050.

Synopsis

The aviation industry, which produces 2% of all human-generated CO₂ emissions, has become a focus of concern related to environmental sustainability. The industry has embraced voluntary targets of being carbon-neutral by 2020 and of reducing emissions by 50%, by 2050; however, EU emissions' trading schemes impose additional compliance standards on international aviation businesses. There is considerable debate as to whether these requirements, imposed unilaterally, are the best way to improve sustainability.

Greater use of biofuel is one possible means of reducing emissions, and there have been substantial improvements in trial phases of second-generation biofuels. However, these energy sources remain more expensive than conventional jet fuel. Given the already low margins on which airlines operate, the industry cannot afford to adopt biofuel on a widespread basis, without support from other stakeholders.

"We can't do this alone," argued **Maunu von Lueders**, Regional Vice-President, Asia Pacific, International Air Transport Association (IATA), Singapore. "Governments support a lot of other energy developments. So we hope and expect that governments will support aviation biofuel developments too."

There is concern about potential competition arising between biofuel and food security. New technology has reduced the consumption of corn and other raw materials that are vital to nations' food supplies. But even these new forms of energy pose supply questions. For example, Thailand relies on palm oil for cooking and uses urban waste to create some forms of energy. Using these materials for biofuels involves trade-offs.



01: Piyasvasti Amranand, President, Thai Airways International, Thailand; Ricardo Pesce, Managing Director, Embraer Asia Pacific, Singapore; Kurujit Nakornthap, Deputy Permanent Secretary, Ministry of Energy of Thailand, Thailand; Maunu von Lueders, Regional Vice-President, Asia Pacific, International Air Transport Association (IATA), Singapore and Joon Ooi, Partner, Managing Director South East Asia, A.T. Kearney Inc., Malaysia

“**Governments support a lot of other energy developments. So we hope and expect that governments will support aviation biofuel developments too.**”

Maunu von Lueders, Regional Vice-President, Asia Pacific, International Air Transport Association (IATA), Singapore

Investment in technology could greatly improve aviation sustainability. "We need a major breakthrough to reach the 50% goal of emissions reduction by 2050," said **Ricardo Pesce**, Managing Director, Embraer Asia Pacific, Singapore.

While experiments in electricity-powered aviation have not been successful, hydrogen cells could offer efficiency gains. In addition, stratospheric flight – in which aircraft leave the atmosphere on long-haul flights to reduce drag and fuel consumption – could hold even greater promise. Although considerable work lies ahead in terms of increasing sustainability, the forecast has improved significantly in the last decade.

Coordinated action between the private and public sectors will be essential if the aviation industry is to realize its targets for a more sustainable future.

“**We need a major breakthrough to reach the 50% goal of emissions reduction by 2050.**”

Ricardo Pesce, Managing Director, Embraer Asia Pacific, Singapore

Key Takeaways

- The aviation industry can increase sustainability through better management, creative route planning and more efficient air traffic control systems.
- Diversifying flight options, including using less crowded travel hubs with shorter taxiing wait times, can help optimize fuel consumption.

Panellists

Piyasvasti Amranand, President, Thai Airways International, Thailand; Global Agenda Council on Aviation, Travel & Tourism

Maunu von Lueders, Regional Vice-President, Asia Pacific, International Air Transport Association (IATA), Singapore

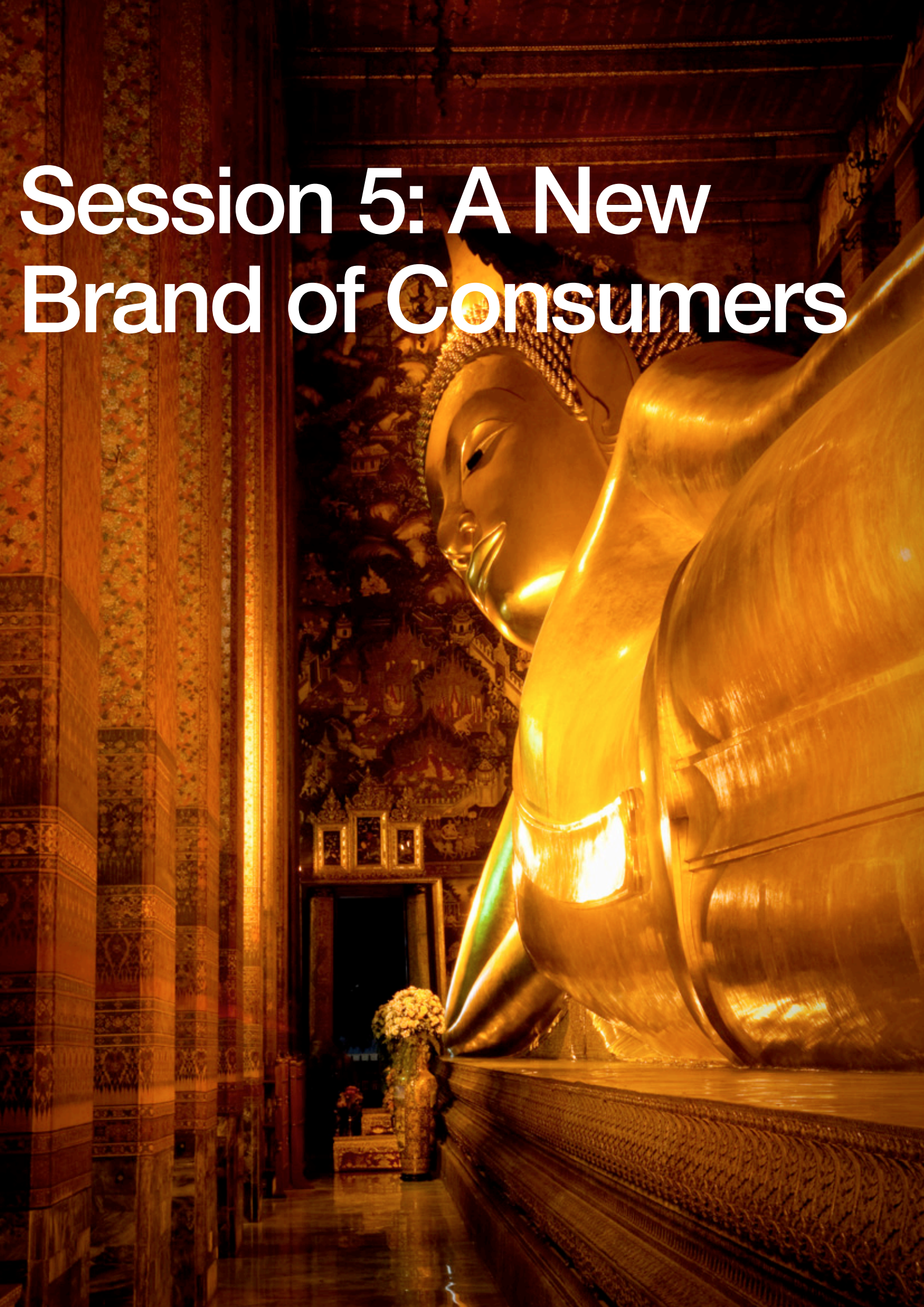
Kurujit Nakornthap, Deputy Permanent Secretary, Ministry of Energy of Thailand, Thailand

Ricardo Pesce, Managing Director, Embraer Asia Pacific, Singapore

Moderated by

Joon Ooi, Partner, Managing Director South East Asia, A.T. Kearney Inc., Malaysia

Session 5: A New Brand of Consumers



- The rise of the middle-income class around the world has greatly increased global tourism.
- Catering to this class – many of whom are first-time travellers – requires the travel industry to employ new strategies and to understanding better the preferences of tourists from emerging economies.
- Better use of technology, including creative uses of mobile devices, e-tourism and “game-ification” marketing, can increase the appeal of travel destinations.
- While many governments are pursuing expensive nation-branding campaigns, basic outreach tools are not being utilized adequately to reach new travellers and maximize value of these campaigns.
- Moreover, governments sometimes act inappropriately towards visitors.
- Easing visa processing and paying greater attention to travellers’ experience of obtaining visas can increase the competitiveness of nations’ tourist destinations.
- The young generation of travellers want “experiential travel” that grants them bragging rights to their friends and family.

Synopsis

“We live in the golden age of travel and tourism, especially here in the east and in the south,” noted **Vincent Chin**, from Boston Consulting Group, Malaysia. The rise of the consumer class in developing economies has increased the diversity of tourists. Catering to these new tourists, as opposed to experienced travellers, calls for different strategies.

“

We live in the golden age of travel and tourism, especially here in the east and in the south.

”

Vincent Chin, Senior Partner and Managing Director, Boston Consulting Group, Malaysia

Many traditional tourist destinations are experienced in handling certain types of tourists, such as those from Europe. By contrast, many first-time tourists are drawn to travel packages and often value travel for the “bragging rights” that they can carry home. These travellers originate increasingly from countries, such as the Russian Federation and the People’s Republic of China, not just from urban areas like Beijing and Shanghai.

“You cannot just make a blanket statement about ‘the Chinese consumer’. There is not just one Chinese consumer to market to,” said **Emily Chong**, Vice-President of Marketing, APEC, frog, People’s Republic of China.

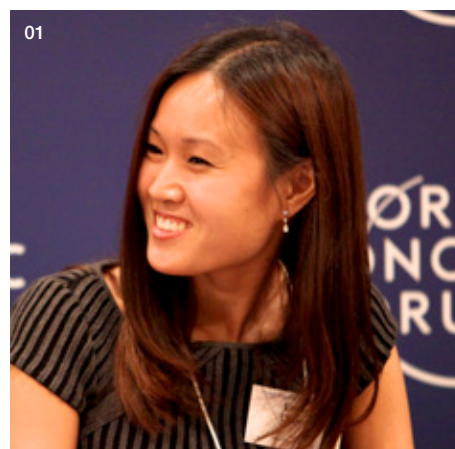
Chong noted that in the coming years, many first-time travellers to the ASEAN region will come from “tier-two and tier-three” cities in China. The tourism industry will need to be sensitive to these consumers’ demands.

“

You cannot just make a blanket statement about ‘the Chinese consumer’. There is not just one Chinese consumer to market to.

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Emily Chong, Vice-President of Marketing, APEC, frog, People’s Republic of China



01: Emily Chong, Vice-President of Marketing, APEC, frog, People’s Republic of China

Technology has increased demand for tourism in recent years. Would-be travellers can research destinations, examine photos and read about other consumers’ experiences. Consumers from developing nations increasingly rely on mobile devices and the technologies that give the tourism industry access to new travellers. In addition, e-tourism platforms help tourists obtain information about non-traditional locations.

A key question for the industry is: “How do you get people to stay longer and spend more?” asked **Maarten Kelder**, Chairman, Asia Pacific, Monitor Group, Singapore.

One way of reaching this goal is to use technology to increase awareness about new destinations. In addition, by promoting online competitions and quizzes that generate web traffic, “game-ification” has attracted tourists to a wider range of destinations.

Many governments have poured millions of dollars into nation-branding campaigns to attract tourists. But few countries take advantage of basic opportunities to communicate directly with tourists. For one visa application, “I filled in 32 pages of information about myself. Not once did they ask me for my email address,” observed **Ranjana Singh**, Chairwoman, Indonesia and Vietnam, WPP, Indonesia. Countries could improve their appeal as a tourist destination by taking advantage of these opportunities to engage consumers.



02: Maarten Kelder, Chairman, Asia Pacific, Monitor Group, Singapore

“

I filled in 32 pages of information about myself. Not once did they ask me for my e-mail address.

”

Ranjana Singh, Chairwoman, Indonesia and Vietnam, WPP, Indonesia

Simplifying the visa application process can also increase access to new travellers. Because many travellers plan vacations at the last minute, countries with complex visa-processing systems cannot compete with more accessible destinations. In addition, visa application processes, which typically focus on enhancing security, often lack sensitivity in their treatment of potential visitors.

“We cannot keep treating people as if they are second-class citizens, secondary businessmen. We need to radically change the way we accept people into our countries if we want to keep this industry going and if we want to keep our way of life going,” said **Pavlos Yeroulanos**, Minister of Culture and Tourism of Greece (2009-2012); Global Agenda Council on Aviation, Travel & Tourism.

“

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Pavlos Yeroulanos, Minister of Culture and Tourism of Greece (2009-2012); Global Agenda Council on Aviation, Travel & Tourism

Panellists

Maarten Kelder, Chairman, Asia Pacific, Monitor Group, Singapore

Emily Chong, Vice-President of Marketing, APEC, frog, People's Republic of China

Ranjana Singh, Chairwoman, Indonesia and Vietnam, WPP, Indonesia

Pavlos Yeroulanos, Minister of Culture and Tourism of Greece (2009-2012); Global Agenda Council on Aviation, Travel & Tourism

Moderated by

Vincent Chin, Senior Partner and Managing Director, Boston Consulting Group, Malaysia

Closing Remarks by

Suwat Sidhilaw, Permanent Secretary, Ministry of Tourism and Sports, Thailand

01: Vincent Chin, Senior Partner and Managing Director, Boston Consulting Group, Malaysia; Ranjana Singh, Chairwoman, Indonesia and Vietnam, WPP, Indonesia and Pavlos Yeroulanos, Minister of Culture and Tourism of Greece (2009-2012)

02: Chumpol Silapa-Archa, Deputy Prime Minister and Minister of Tourism and Sports of Thailand and Mari Elka Pangestu, Minister of Tourism and Creative Economy of Indonesia





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