

Media release

## Innovation Festival: The world's leading experts discuss the tourism of tomorrow in Andermatt, Switzerland

Lucerne, 25th January 2021 – In Andermatt, Switzerland a course is to be set for the tourism of tomorrow. At the «Innovation Festival», leading personalities from the tourism industry and politics, as well as investors and start-ups will come together to discuss the brightest new approaches. World Tourism Forum Lucerne (WTFL) has been connecting tourism industry experts for over 10 years and has established itself as a global platform for high-calibre individuals.

Every two years, the World Tourism Forum Lucerne offers an incomparable platform for exchange, which aims to advance tourism as a globally important economic sector. In recent years there has been an increased emphasis on «Innovation» and «Transformation», and this is being compounded still further as a consequence of the current pandemic. With the Innovation Festival, WTFL's new format, the organisation is keeping abreast of these developments and intends to dial up the dynamic in the fast-changing tourism sector. From 29 - 30 April 2021, the world's most important tourism industry stakeholders will meet, as long as permitted by the authorities, in Andermatt. The Radisson Blu Hotel and the Andermatt Concert Hall provide an ideal environment to discuss current challenges and new approaches.

### Tourism reinvented: innovative spirit meets expertise

The motto, «Moving Forward», is an affirmation that the tourism industry can handle these big challenges, that it can face them head-on and continue to advance with conviction. Some central topics are, for example, new means of transportation, climate change, digitalisation, and globalisation. At the same time, current business models will be questioned and strategies discussed, that will ensure ongoing success. Smart solutions and innovative ideas are called for. That's why the Innovation Festival is also incorporating start-ups. From over 400 applications, 15 start-ups will be chosen to present their promising ideas and concepts for the future of tourism at the Innovation Festival.

By continually screening fledgling businesses, WTFL has built up a unique network of start-ups over the years. This makes it possible to connect young talents with the expertise of experienced industry personalities, investors and CEOs. Because innovative business models, agility and strong partnerships form the basis of tomorrow's success stories.

### An alpine environment for new ideas

For the new event format, World Tourism Forum Lucerne is moving to the tourism destination Andermatt. This retreat, in a picturesque mountain setting, is the perfect environment to re-think tourism. Due to the current situation, the Innovation Festival will have a limited number of participants. In order to provide access to all those who cannot be there in person, the festival's reach will be extended by a simultaneous satellite event in the guest country Morocco. Furthermore, it will be possible to participate online.

Please note: World Tourism Forum Lucerne is closely observing the pandemic situation and reserves the right to make changes to the date and programme. In times like these, it is more important than ever to exchange ideas and be forward-thinking. WTFL is confident that the event can be held successfully and safely at the end of April with the planned limited number of participants on-site. Furthermore, interactive online participation will be available to an unlimited number of participants. In order to ensure everyone's safety at all times, situation-specific protective measures will be implemented.



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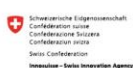
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