

**World Tourism Forum Lucerne 2019, 1 - 3 May 2019**  
**List of participants as of 30.04.2019**



Last name	First name	Function	Affiliation	Headquarter Affiliation	Industry
Abdullah	Sharrina	Ambassador	Embassy of Malaysia	Malaysia	Government
Abrahams	Diane	Director	University of Johannesburg	South Africa	Academia
Affentranger	Bruno	Journalist / Lucerne Magazin	BA Media Luzern	Switzerland	Media
Agarwal	Yash	Founder	Ellora Stores	India	Industry
Al Midfa	Khalid Jasim	Chairman	Sharjah Commerce & Tourism Development Authority	United Arab Emirates	Government
Al Shehhi	Muna	Receptionist	Ras Al Khaimah Tourism Development Authority	United Arab Emirates	Destination
Al Shehhi	Wafa	Accountant	Ras Al Khaimah Tourism Development Authority	United Arab Emirates	Destination
Albannay	Afnan	Tourism Development Executive	Ras Al Khaimah Tourism Development Authority	United Arab Emirates	Destination
Albiez	Timo	Deputy Director	SHL Schweizerische Hotelfachschule Luzern	Switzerland	Academia
Aldrigui Carvalho	Mariana	Professor	Universidade de São Paulo (USP)	Brazil	Academia
Alieva	Liudmila	Head of International Projects and Programmes Department	North-Caucasus Federal University	Russian Federation	Academia
Alieva	Veronika	Young Talent	North-Caucasus Federal University, Stavropol	Russian Federation	Academia
Allemann	Fabienne	Support	World Tourism Forum Lucerne	Switzerland	WTFL
Allemann	Thomas	Member of the management board	Swiss Hotel Association	Switzerland	Hospitality
Al-Mashat	Rania	Minister of Tourism	Ministry of Tourism Egypt	Egypt	Government
Alsaud	Noorah	HR development researcher	Saudi Commission for Tourism & National Heritage	Saudi Arabia	Government
Anderson	Tim	Vice President Marketing and Insights, Global and EMEA	BBC Global News	United Kingdom	Media
Andricopoulos	Ari	CEO	RoomPriceGenie	Switzerland	Start-Up
Archibald	Robert	GM Coach Operations	Fun Over Fifty Travel & Tours	Australia	Travel
Ari Ragavan	Neethiahnathan	Executive Dean	Taylor's University Sdn Bhd	Malaysia	Academia
Arnet	Beat	Economist	University of Applied Sciences & Arts	Switzerland	Academia
Artho	Sigrid	Partner	SpencerStuart	Switzerland	Consulting
Atkins	Ros	Presenter and Creator Outside Source	BBC Global News	United Kingdom	Media
Augsburger	Christa	Director	SHL Schweizerische Hotelfachschule Luzern	Switzerland	Academia
Ayo	Elibarika	Companion	Tourism Star	Tanzania	Other
Azoolay	Lahcen	Ambassador	Embassy of the Kingdom of Morocco	Marocco	Government
Bader	Alobaid	Tourism Jobs Localization Manager	Saudi Commission for Tourism & National Heritage	Saudi Arabia	Government
Baidya	Haragobinda	Executive Director	Minority Self Empowerment Foundation	Bangladesh	Sustainability

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Bailly	Maud	Chief Digital and Diversity Officer	AccorHotels	France	Hospitality
Balsiger	Jürg	CEO	CabriO Mt. Stanserhorn	Switzerland	Mobility
Bandi Tanner	Monika	Leiterin Forschungsstelle Tourismus	Universität Bern	Switzerland	Academia
Banyai	Zsuzsanna	Economic Attache	Embassy of Hungary	Hungary	Government
Barrence Mutz	Fernanda	CEO	The Trip Boutique	Switzerland	Start-Up
Barth	Martin	President & CEO	World Tourism Forum Lucerne	Switzerland	WTFL
Barth	Seraphin		World Tourism Forum Lucerne	Switzerland	WTFL
Batsuuri	Munkhbayar	Third Secretary	Embassy of Mongolia	Mongolia	Government
Bäurle	Gregor	Delegate for regional economic relations, Central Switzerland region	Swiss National Bank	Switzerland	Investment
Becker	Alfred N.	Former Chairman	World Tourism Forum Lucerne	Switzerland	WTFL
Behesht	Max	Academic Dean	César Ritz Colleges Switzerland	Switzerland	Academia
Bekic	Andrea	Ambassador	Embassy of Croatia	Croatia	Government
Benetatos	Theodore	CEO & Academic Dean	International Management Institute Switzerland (IMI)	Switzerland	Academia
Bentum-Williams	Kojo	Managing Editor	Voyages Afriq	South Africa	Media
Berger	Sandro	CEO	rebagdata ag	Switzerland	Technology
Bernal	Luciano	CTO	Cocoche	Argentina	Start-Up
Bernet	Werner	Fachexperte Tourismus	Schweizer Berghilfe	Switzerland	Sustainability
Beutnagel	Jenny	Director Corporate Development	Interlake Learning GmbH	Germany	Expert
Bhusal	Sunil Kumar	CEO	Premier Hotel School Nepal	Nepal	Academia
Bin Mohamed	Zulkifli	Senior Assistant Director	Malaysia Tourism Promotion Board	Malaysia	Government
Bincoletto	Susan	Ambassador	Embassy of Canada	Canada	Government
Bitzi Staub	Franziska	Head of Department of Finance	City of Lucerne	Switzerland	Government
Biver	Jean-Claude	Chairman	HUBLOT SA	Switzerland	Expert
Bochud	Laetitia	Network Development	Virtual Switzerland	Switzerland	Technology
Böhme	Manfred	Director	Tourist Board Saxony	Germany	Destination
Boonkam	Somsak	CEO & Founder	Local Alike	Thailand	Start-Up
Borgefalk	Gustav	Chairman	Katla Aero	Sweden	Start-Up
Borner	Daniel	Director	GastroSuisse	Switzerland	Hospitality

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Bosma	Hester	Senior Project Manager Corporate Innovation	etventure / Ernst & Young	Switzerland	Consulting
Bosshard	Philipp	Projektleiter	Uffer AG	Switzerland	Other
Bounsavath	Valyna	Third Secretary	Embassy of the Lao PDR	Lao PDR	Government
Branca	Sofia	Young Talent	IMI International Management Institute	Switzerland	Academia
Brennan	Courtney	HR & Product Development Officer	Fun Over Fifty Travel & Tours	Australia	Travel
Brennan	Toni	Chief Executive Officer	Fun Over Fifty Travel & Tours	Australia	Travel
Brentel L.	Guglielmo	President	Zürich Tourismus	Switzerland	Destination
Bruehlmann	Carrie-Ann	Dipl. Hôtelier/ère-Restaurateur/rice HF Programme Manager	IMI International Management Institute	Switzerland	Academia
Brunner	Adrian	Treuhänder mit eidg. Fachausweis	Trescor Treuhand Luzern AG	Switzerland	Investment
Bucher	Peter	Member of the Board	swissfuture	Switzerland	Destination
Buchwieser	Sarah	Head of Marketing	Safety Tax Free	Germany	Start-Up
Buck	Ivan	Director	Lucerne Business	Switzerland	Government
Büeler Zischler	Maria	Directrice	Cartier Luzern	Switzerland	Other
Buetikofer	Martin	CEO	Swiss Museum of Transport	Switzerland	Mobility
Bürgin-Brook	Ditti	CEO / Producer	La Siala Entertainment GmbH	Switzerland	Technology
Burkhardt	Philipp	Division manager project development	Auviso audio visual solutions AG	Switzerland	Technology
Buschek	Markus	Project Manager AR/VR	Interlake Learning GmbH	Germany	Technology
Bütler	Adelbert	Board Member	Bucherer SA	Switzerland	Other
Caballero	Luz	Embassy of Peru	Embassy of Peru	Peru	Government
Caduff	Giacun	Festival Director	Gässli Film Festival	Switzerland	Culture
Calabretti	Beat	Group Director Talent, Recruitment, Leadership & Learning	TUI Group	Germany	Travel
Carr	Neil	Professor	University of Otago	New Zealand	Academia
Caviezel	Christoph	Projektleiter Fachstelle Wirtschaft	Finanzdirektion Stadt Luzern	Switzerland	Government
Chan	Jared	CEO and Co-Founder	Kwikcar Technologies	Malaysia	Start-Up
Chantha	Tith	Deputy Minister	Ministry of Tourism Cambodia	Cambodia	Government
Chemtob	Nathalie	Founding partner	Alpana Ventures	Switzerland	Expert
Chen	Bo	Director General of Liaison and Event Department	World Tourism Cities Federation	China	Destination
Chen	Joanna	Co-Founder	GIBBON	The Netherlands	Travel

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Chhatwal	Puneet	Managing Director & Chief Executive Officer	The Indian Hotels Company Limited (IHCL)	India	Hospitality
Chon	Kaye	Dean & Chair Professor	School of Hotel & Tourism Management at The Hong Kong Polytechnic University	China	Academia
Christides	Michael B.	Secretary General	Black Sea Economic Cooperation (BSEC Permis)	Turkey	Sustainability
Coray	Vendelin	CEO	Schwyz Tourismus AG	Switzerland	Destination
Crescini	Gabriella	Head of Client and Partner Relationships	Swisscontact - Swiss Foundation for Technical Cooperation	Switzerland	Sustainability
Cuvillers	Julien	CEO	The Bar Corner	France	Start-Up
Darc	Arnaud	Chairman and CEO	Thalias Hospitality Group	Cambodia	Hospitality
Darwazeh	Bahsar	Chargée d'Affaires	Embassy of The Hashemite Kingdom of Jordan	Jordan	Government
De Buman	Dominique	Conseiller national	Parlement Suisse	Switzerland	Government
De Morsier	Doré	Director	EuroTube	Switzerland	Start-Up
De Roquefeuil	Guillaume	Founder and CEO	EuroPass - 欧洲通	France	Start-Up
De Stefano	Diego	CEO & Co-Founder	Trip Loop	United States	Start-Up
Decarolis	Riccardo	Sustainability Adviser	South Pole	Switzerland	Sustainability
Deep Ford	John Ronald	Permanent Mission of Guyana	Permanent Mission of Guyana	Guyana	Government
Degen	Stefan	Experte in accounting & controlling	Lucerne University of Applied Sciences and Arts	Switzerland	Academia
Dell'Anna	Monica	Head of Products (CPO)	NZZ Media Group	Switzerland	Media
Demisch	Daniel	Head of Innovation Management	Munich Airport	Germany	Mobility
Dendle	Eliza-rose	International Liaison Manager	World Travel & Tourism Council	United Kingdom	Travel
D'Eramo	Marco	Book Author / Journalist		Italy	Other
Deuber	Andreas	Director Tourism	HTW Chur	Switzerland	Academia
Díaz Fortuny	Faustino	Director	Tourist Office of Spain	Spain	Travel
Disler	Marius	Founder & CEO	mikafi	Switzerland	Sustainability
Doig	Mhorag	Founder & CEO	Harbour84	Switzerland	Technology
Dominguez Rodriguez	Elizabeth Sara	Young Talent	University of Queensland	Australia	Academia
Downey	William	Commercial Director	KITRO	Switzerland	Start-Up
Duff	Archie	Co-Founder, COO	OffWeGo	United States	Start-Up
Durrer	Peter	Manager	Hotel Palace Lucerne	Switzerland	Hospitality



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Durrer Eggerschwiler	Beatrice	project manager and lecturer	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Eckhardt	Ulrich	Executive Vice Chairman & CEO	Smart Hospitality Solutions	United Arab Emirates	Hospitality
Eddie	Irene Nthenya	Operations manager	Hotel Mare Pineta Resort	Italien	Hospitality
Eggli	Florian	Talent Management Director	World Tourism Forum Lucerne	Switzerland	Talent Management
Egloff	Daniel	Director	Basel Tourismus	Switzerland	Destination
Ehret	Rebekka	Lecturer/Researcher	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Eichkorn	Sedrik		SRF Schweizer Radio und Fernsehen	Switzerland	Media
Elia	Letizia	Head of Business Development	Switzerland Tourism	Switzerland	Destination
Eller	Elke	HR Director & Labour Director	TUI Group	Germany	Travel
Elliot	Donavan	Managing Director UK	The Travel Corporation (TTC)	Guernsey	Travel
Elschek	Oskar	Spouse of the Ambassador H.E. Andrea Elschekova Matisova	Embassy of the Slovak Republic	Slovak Republic	Government
Elschekova Matisova	Andrea	Ambassador	Embassy of the Slovak Republic	Slovak Republic	Government
Enzler	Rafael	Consultant, Project developer	gutundgut gmbh	Switzerland	Consulting
Ermatov	Farrukh	Senior Specialist	The State Committee of the republic of Uzbekistan for Tourism Development	Uzbekistan	Government
Espinosa	Fernando	Charge d'affairs	Embassy of Mexico in Switzerland	Mexico	Government
Estermann	René	Director BD	South Pole	Switzerland	Sustainability
Evagelou	Ioannis	Lecturer in Tourism & Postgraduate Programmes Leader	International Management Institute Switzerland (IMI)	Switzerland	Academia
Fäh	Mario	Country Manager Switzerland	EY etventure	Switzerland	Consulting
Fahrni	Thomas	Head of Higher Education	GastroSuisse	Switzerland	Hospitality
Fallegger	Daniel	Dipl. Treuhandexperte	Trescor Treuhand Luzern AG	Switzerland	Investment
Farag	Soha	Advisor to the minister for capacity building and training	Ministry of Tourism	Egypt	Government
Fehr	Nora	Inhaberin & Geschäftsführerin	Blue Loft Communications GmbH	Switzerland	Media
Felder	Josef	Chairman	Stöckli Swiss Sports AG	Switzerland	Mobility
Felder	Chris	Head of Sales & Marketing	Intersport Titlis	Switzerland	Other
Felder	Philipp	Owner	Intersport Titlis	Switzerland	Other
Fellows	Max	Director of Client Services	MCI Experience	United Kingdom	MICE
Ferreira	Teresa	Director for Development and Innovation	Turismo de Portugal	Portugal	Government
Ferwerda	Bart	Director SHL Interntional	SHL Schweizerische Hotelfachschule Luzern	Switzerland	Academia

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Figaro	Alyssa	MICE, Executive	Ras Al Khaimah Tourism Development Authority	United Arab Emirates	Destination
Firoz	Aurangzeb	Member, Board of Directors	City Schools Pvt Ltd	Pakistan	Talent Management
Forbes	Murray	CEO	CM Travels	Switzerland	Industry
Fraefel	Charlie	CEO	xtendx AG	Switzerland	Technology
Frankenberger	Karolin	Professor, Director of the Institute of Management & Strategy	University of St.Gallen	Switzerland	Academia
Frauenknecht	Lena		World Tourism Forum Lucerne	Switzerland	WTFL
Frauenrath	Marie-Claude	Senior Trade Promotion Officer	International Trade Centre	Switzerland	Government
Frei	Manuela	Market Manager DACH	Ras Al Khaimah Tourism Development Authority	United Arab Emirates	Destination
Fries	Othmar	Owner / Manager	FRIESMANAGEMENT	Switzerland	Talent Management
Frommenwiler	Raffael	Produktionsingenieur	Duagon	Switzerland	Start-Up
Fulton	Peter	Group President – EAME/Southwest Asia	Hyatt International LLC	Switzerland	Hospitality
Funk	Simon	CEO	Tree Stones	Switzerland	Industry
Furrer	Roger	General Manager	Lucerne Golf Club	Switzerland	Destination
Gabobofane	Senatla Courageous	Young Talent	Botho University	Botswana	Academia
Gacaferri	Virtyt	Owner	Balkan Natural Adventure	Kosovo	Sustainability
Gallo	Juliana	Business Development Manager		Switzerland	Travel
Gama	Antonia	Human Resources administrator	Young People Uprising	United Kingdom	Talent Management
Gan	Hui Yu	Manager	Singapore Tourism Board	Singapore	Destination
Gechsoun	Khun	Tourism Entrepreneur	Kek Soon Cuisine & Culture Tours Cambodia	Cambodia	Travel
Gehring	Michael	General Manager & Host	Alpina Resort Tschiertschen	Switzerland	Hospitality
Geiser	Manuela		World Tourism Forum Lucerne	Switzerland	WTFL
Givel	Yves	Vice President Human Resources EAME/SWA	Hyatt Hotels Corporation	Switzerland	Hospitality
Gnatyuk	Lyubov	CEO	AVENTOUR LLC	Ukraine	Travel
Govori	Malva	Tourism Sector Coordinator	Swisscontact	Kosovo	Sustainability
Graber	Patric	CEO	Hotel Waldstätterhof Lucerne	Switzerland	Hospitality
Graf	Samuel	Bereichsleiter Wirtschafts- und Regionalentwicklung	Kanton Luzern	Switzerland	Government
Gredig	Urs	Broadcast Journalist	CNN Money	Switzerland	Facilitator
Groelly	Nicolas	Chief Operating Officer	EuroPass - 欧洲通	France	Start-Up

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Gruhl-Bégin	Dominique	Head of Start-ups and Next-Generation Innovators Division	Innosuisse - Swiss Innovation Agency	Switzerland	Government
Gschwind	Daniel	CEO	Queensland Tourism Industry Council	Australia	Destination
Gspurning Lekov	René	Innovation Lead	Quicktixx	Switzerland	Technology
Guevara	Gloria	President & CEO	World Travel & Tourism Council	United Kingdom	Travel
Gulati	Alok	Young Talent	Institute of Hotel Management, Aurangabad	India	Academia
Gurney	Rob	CEO	oneworld	United States	Mobility
Gurtner	Reto	Chairman & CEO	Weisse Arena Gruppe	Switzerland	Destination
Haji Karim Jabbari	Mohammad Reza	Ambassador	Embassy of Iran	Iran	Government
Hall	Evan	CEO	Tourism Council Western Australia	Australia	Destination
Hardwick-Cox	Rachel	Group Program Manager	Booking.com International B.V.	The Netherlands	Travel
Haskuka	Mytaher	Mayor of Prizren Municipality	Municipality of Prizren	Kosovo	Government
Hauser	Guido	Leiter Multikanalmanagement	Luzerner Kantonalbank	Switzerland	Investment
Heinrich	Brigitte	CEO	netzwerk - kommunikation. projekte. events.	Switzerland	Media
Heising	Brett	CEO	brettapproved, Inc.	United States	Travel
Helg	Martin	Head of Marketing & Partnerships	Europcar AMAG Services AG	Switzerland	Mobility
Hentschel	Christina	EVP Marketing & Communications	C.F. Bucherer	Switzerland	Other
Hen-Wollmarker	Isabelle	Head of Red Bull Media World	Red Bull AG	Switzerland	Media
Herrmann	Andreas	Professor	University of St Gallen	Switzerland	Academia
Hill	Isabel	Director	U.S. Department of Commerce - National Travel & Tourism Office	United States	Government
Hilland	Susanne	Research officer	University Heilbronn	Germany	Academia
Ho	Giselle	Account Manager	Publicis Groupe	Malaysia	Media
Hofer	Jürgen	Director	Solothurn Tourismus	Switzerland	Destination
Hofmann	Anastasia	Co-founder	KITRO	Switzerland	Start-Up
Hofmann	Daniel	CEO	Tree Stones	Switzerland	Industry
Hörburger	Norbert	Leiter Weiterbildung Tourismus	HTW Chur - Institut für Tourismus und Freizeit	Switzerland	Academia
Howard	Sandra	Senior Consultant	Viveajar Colombia	Colombia	Travel
Hydon	Derek	President	MaCher	United States	Travel
Ibrahimova	Khanim	Ambassador	Embassy of Azerbaijan	Azerbaijan	Government

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Imhof	Jean-Marc	Sales Manager	EuroPass	Switzerland	Start-Up
Inauen	Gregory	Operations Director	EuroTube	Switzerland	Start-Up
Iseppi Steiger	Francesca	Support	World Tourism Forum Lucerne	Switzerland	WTFL
Jakob	Eric	Ambassador Head of Promotion Activities	State Secretariat for Economic Affairs (SECO)	Switzerland	Government
Jalagania	David	Ambassador	Embassy of Georgia	Georgia	Government
Jamal	Hassan	Councillor	Embassy of the Kingdom of Morocco	Marocco	Government
Janett	Marc	Kaufmann	Uffer AG	Switzerland	Other
Janik	Marianne	CEO	Microsoft Switzerland	Switzerland	Technology
Jayaram	Satish	Principal	Institute of Hotel Management Aurangabad (IHM-A)	India	Academia
Joho-Schumacher	Ronald	Media	Akomag Corporate Communications AG	Switzerland	Media
Juen	Christoph	Inhaber und Geschäftsführer	Juen Consulting GmbH	Switzerland	Consulting
Kadbi	Hassan	CEO	Hapimag AG	Switzerland	Hospitality
Kämpf	Richard	Head of Tourism Policy	State Secretariat for Economic Affairs (SECO)	Switzerland	Government
Kanyoro	Musimbi	President & CEO	Global Fund for Women	United States	Diversity
Kapoor	Sidharth	Co-Founder	Planet Rovers	India	Technology
Kariza	Belise	Chief Tourism Officer	Rwanda Development Board	Rwanda	Destination
Kasim	Faisal	Director	Sekolah Tinggi Pariwisata (STP) Bandung Institute of Tourism	Indonesia	Academia
Kasimov	Nabijon	Ambassador	Embassy of the Republic of Uzbekistan	Uzbekistan	Government
Kaufmann	Claudio			Switzerland	Other
Kavita	Erling	Senior Lecturer	Namibia University of Science and Technology	South Africa	Academia
Keiser	Lukas	Schulleiter	Seitz Schulen	Switzerland	Academia
Kerkloh	Michael	President and CEO	Munich Airport	Germany	Mobility
Kertai	Michel	Startup Attorney	EMBARK.LAW	Switzerland	Expert
Kesego	Obona	Young Talent	Botho University	Botswana	Academia
Keusch	Ramon	Community Manager	Hapimag AG	Switzerland	Hospitality
Khamidov	Jamshed	Ambassador	Mission of Tajikistan	Tajikistan	Government
Khater	Mohamed	Assistant Director Tourism Development	Ras Al Khaimah Tourism Development Authority	United Arab Emirates	Destination
Khowala	Aradhana	CEO & Founder Steering Committee	Aptamind Partners World Tourism Forum Lucerne	United Kingdom	Travel



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Kistler	Thomas	CEO	up4distribution GmbH	Switzerland	Start-Up
Klette	Kathrin		NZZ Media Group	Switzerland	Media
Knieriem	Casper	Chief Business Development	Bidroom.com	The Netherlands	Start-Up
Kohl	Simone	Human Resources Manager	aovo Touristik AG	Germany	Talent Management
Kok	Christina	Manager Hotel & Convention	Zurich Airport Ltd	Switzerland	Mobility
Kolkaila	Ala'a	Project Development Manager : Digital Transformation and Innovation	Ministry of Tourism Egypt	Egypt	Government
Kouabile	Symphorien	International Travel, Tourism, MICE and Destination Management Consultant	Voyages Afriq Media Ltd.	South Africa	Media
Kouassi	Michel		Voyages Afriq Media Ltd.	South Africa	Media
Kreckler	Luis María	Ambassador	Embassy of Argentina	Argentina	Government
Kriegl	Ursula	Executive Director	Ernst & Young Real Estate GmbH	Germany	Consulting
Kronthaler	Franz	Professor für Volkswirtschaftslehre	Hochschule für Technik und Wirtschaft HTW Chur	Switzerland	Academia
Kuhnenn	Ulrike		Higher Education	Switzerland	Talent Management
Kulkarni	Akshay	Co-founder	Sanskrit studio	India	Technology
Küng	Thomas	CEO	Brunni-Bahnen Engelberg AG	Switzerland	Mobility
Kwon	Haeryong	Ambassador	Embassy of the Republic of Korea	Korea	Government
Läderach	Manuela	Marketing & Communication Manager	EuroTube	Switzerland	Start-Up
Lalicic	Lidija	Assistant Professor	Modul University Vienna	Austria	Academia
Landher	Domagoj	Senior Associate EMEA CFO Practice	Korn Ferry	United Kingdom	Consulting
Larbig	Christine	Quality Manager	Lucerne University of Applied Sciences and Arts	Switzerland	Academia
Lattion	Mireille	Scientific collaborator	State Secretariat for Economic Affairs (SECO)	Switzerland	Government
Lau	Kar Kien (Ken)	CEO / Founder	Adventoro Travel Technologies	Malaysia	Start-Up
Laube	Olivier	Journalist	Laube Media	Switzerland	Media
Lauber	Maurus	CEO	Swiss Travel System AG	Switzerland	Destination
Le	Linh Lan	Ambassador	Embassy of Vietnam	Vietnam	Government
Lebron de Wenger	Liliane	Ambassador	Embassy of Paraguay	Paraguay	Government
Lehmann	Marc		SRF Schweizer Radio und Fernsehen	Switzerland	Media
Leirvaag	Svend O.	Vice-President Industry Affairs	Amadeus IT Group SA	Spain	Technology
Lekgau	Refiloe	Young Talent	University of Johannesburg	South Africa	Academia

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Lengefeld	Klaus	Managing Director	Tourism DreamTeam	Germany	Consulting
Leonard	Mona	Mandatsleiterin	FRIESMANAGEMENT	Switzerland	Talent Management
Lepatan	Denis	Ambassador	Philippine Embassy	Philippines	Government
Leresche	Grégoire	Independent Consultant	Leresche Consulting	Switzerland	Consulting
Levpuscek	Polona		World Tourism Forum Lucerne	Switzerland	WTFL
Li	Xinbi	Manager Event Department	World Tourism Cities Federation	China	Destination
Lienert	Jörg	Chairman	Jörg Lienert AG	Switzerland	Talent Management
Lindenmayer	Michael		The Tata Trusts, Global Partnerships	India	Industry
Lipman	Geoffrey	Creative Disruption Architect / Professor	greeneearth.travel	Belgium	Sustainability
Lloyd	Simon	Dean - Faculty of Hospitality an Sustainable Tourism	Botho University	Botswana	Academia
Locher	Martina	Program Manager	State Secretariat for Economic Affairs (SECO)	Switzerland	Government
Lohmann	Anne	EY Ambassador for digitalswitzerland	Ernst & Young - Switzerland	Switzerland	Consulting
Lopez	Ana Sofia	International Tourism Bachelor Academic Program	Universidad de Monterrey	Mexico	Academia
Loretan	Simone	Regional Vice President Global Communications EAME/SWA	Hyatt International EAME LLC	Switzerland	Hospitality
Lukac	Ante	Co-Founder	Oxidian GmbH	Switzerland	Industry
Lund-Durlacher	Dagmar	Department Head and Full Professor	Modul University Vienna	Austria	Academia
Lundeg	Purevsuren	Ambassdor	Embassy of Mongolia	Mongolia	Government
Lüthi	Stefan		BHP - Bruggler und Partner AG	Switzerland	Consulting
Luu	Meng	President	Cambodia Tourism Federation	Cambodia	Destination
Lyu	Xiaoxiao	Partner Relationship Manager	EuroTube	Switzerland	Start-Up
MacKenzie	Naomi	Co-founder	KITRO	Switzerland	Start-Up
MacKevett	Douglas	Head of MScBA Major in Online Business and Marketing, Lecturer in Business Communication	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Macola	Giulia	Associate Programme Officer	International Trade Centre	Switzerland	Government
Maksumov	Azizkhon	Head of Department	The State Committee of the Republic of Uzbekistan for Tourism Development	Uzbekistan	Government
Maramane	Tumisang	Founder	Godisang Spaces	South Africa	Technology
Markova	Jitka	Country Director	ImpactExplorer	United Kingdom	Start-Up
Marongiu	Gianluca	Partner & Senior Consultant	SHS Swiss Hospitality Solutions AG	Switzerland	Hospitality
Mattar	Haitham	CEO	Ras Al Khaimah Tourism Development Authority	United Arab Emirates	Destination

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McLeod	Erin	General Manager	Australian Tourism Industry Council	Australia	Destination
Meier	Claude	Director	hotelleriesuisse	Switzerland	Hospitality
Meier	Wybcke	CEO	TUI Cruises GmbH	Germany	Mobility
Mendiratta	Anita	Special Advisor to Secretary General	United Nations World Tourism Organization (UNWTO)	Spain	Government
Metzger	Bernard	Founder	Travelindex Media Group	Hong Kong	Media
Meuli	Jonas	Co-Founder	Pricenow AG	Switzerland	Consulting
Meyenane	Paulette Gaelle	Journalist	La Voix Libre	Cameroon	Media
Mhorag	Doig	Founder & CEO	Harbour84	Switzerland	Technology
Michel	Simon	CEO	Prognolite	Switzerland	Start-Up
Mirzaakhmedov	Ibrokhimmirza	Deputy Head of Department	The State Committee of the Republic of Uzbekistan for Tourism Development	Uzbekistan	Government
Misrahi	Tiffany	Director of Policy	World Travel & Tourism Council	United Kingdom	Other
Misrahi	Tiffany	Director of Policy	World Travel & Tourism Council	United Kingdom	Travel
Mocka	Rovena	Director of Planning Policies at the Ministry	Albanian Ministry of Tourism and Environment	Albania	Government
Mofokeng	Morgan	Director/IT Manager	Unqeto IT Solutions	South Africa	Technology
Mthembi Mahanyele	Sankie Dolly	Ambassador	Embassy of South Africa	South Africa	Government
Mueller	Thomas	Founder & CEO	rainmaker digital cc	Namibia	Start-Up
Müller	Tina	Deputy General Manager & Head of Tourism	Swiss Parks Network	Switzerland	Sustainability
Mutoko	Caroline	Group CMO and General Manager Digital	Radio Africa	Kenya	Facilitator
Mutsaerts	Jasper	The Start-Up Coach Chairman of the WTFL Startup Innovation Camp	World Tourism Forum Lucerne	The Netherlands	Start-Up
Mutz	Cédric	Co-founder and CTO	The Trip Boutique	Switzerland	Start-Up
Mwakajila	Elizabeth	Project Coordinator	Thomson Safaris / Tourism Star	Tanzania	Sustainability
Naef	Isabelle	Support	World Tourism Forum Lucerne	Switzerland	WTFL
NAK	Chhun	Deputy Director	Ministry of Tourism Cambodia	Cambodia	Government
Navas Iturralde	Maria Fernanda	Chargée d'Affaires a.i. de l'Equateur	Embassy of Ecuador	Ecuador	Government
Ngallopi	Enxhi	Specialist in the Tourism Sector	Embassy of Albania	Albania	Government
Ngarambe	François Xavier	Ambassador	Embassy and Permanent Mission of Rwanda	Rwanda	Government
Ngo	Minh		Embassy of Vietnam	Vietnam	Government
Nguyen	Ba Sang	First Secretary	Embassy of Vietnam	Vietnam	Government

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Last name	First name	Function	Affiliation	Headquarter Affiliation	Industry
Nibigira	Carmen	Project Director	Horwath HTL	Rwanda	Academia
Nick	Claudia	Support	World Tourism Forum Lucerne	Switzerland	WTFL
Nikolova	Gergana	Regional Manager - Europe	Adventure Travel Trade Association	United States	Travel
Noerpel-Schneider	Judith	Co-Founder	Pricenow AG	Switzerland	Consulting
Nyffenegger	Marion	Innovative Storytelling	Gässli Film Festival	Switzerland	Culture
Nzioka	Jacinta	Director of Market Development	Kenya Tourism Board	Kenya	Destination
Obona	Kesego Oratile	Young Talent	Botho University	Botswana	Academia
Ohimor	Ore	Director	Industry Support Systems Ltd	Nigeria	Technology
Olumuyiwa	Omololu	Managing Editor	Travelscope Magazine	Nigeria	Media
Opprecht	Andreas	Corporate Partnerships Manager	Foundation myclimate	Switzerland	Sustainability
Osmani	Afrim	CEO	Tirana Solar Energy	Albania	Technology
Pachikov	Mincho	Deputy General Manager	AccorHotels	Poland	Hospitality
Pachon	Daniela	COO & Co-Founder	Trip Loop	United States	Start-Up
Pallmer	Christian	Tourism Expert	Swisscontact - Swiss Foundation for Technical Cooperation	Switzerland	Sustainability
Parmelin	Guy	Federal Councillor	Federal Department of Economic Affairs, Education and Research	Switzerland	Government
Pasche	Philippe	Directeur	Société Suisse de Crédit Hôtelier SCH	Switzerland	Investment
Patkos	Bianca	CEO	XPONIA	Switzerland	Technology
Pearson	David	Director	KPMG	United Kingdom	Industry
Pelouard	Véronique	Young Talent	Ecole Hôtelière de Lausanne Four Seasons Hotel London at Park Lane	Switzerland	Academia
Perren	Marcel	CEO	Lucerne Tourism	Switzerland	Destination
Pham	Tuan	Program Manager, Corporate Social Responsibility	Booking.com International B.V.	The Netherlands	Sustainability
Plancic	Daniel	Geschäftsführer	SHS Academy AG	Switzerland	Academia
Platzer	Casimir	President	GastroSuisse	Switzerland	Hospitality
Poh	Chi Chuan	Director, Digital Transformation	Singapore Tourism Board	Singapore	Destination
Politano	Christopher	Business Development Manager	South Pole	Switzerland	Sustainability
Pongault	Lydie	Conseiller du Président de la République, Chef du département de la culture, des arts et du tourisme	Présidence de la République du Congo-Brazzaville	Republic of the Congo	Government
Popp	Markus	CEO	Mühlemann & Popp Online Media AG	Switzerland	Technology
Pretscher	Valerie	Young Talent	Modul University Vienna	Austria	Academia



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Priedite	Inguna	Manager	Riga Tourism Development Bureau	Latvia	Destination
Ramel	Ione	Country Manager Switzerland	EuroPass Swiss	Switzerland	Start-Up
Ramos	Vincent	Area Director IHCL Goa & General Manager Taj Exotica Resort & Spa	The Indian Hotels Company Limited (IHCL)	India	Hospitality
Ramstad Kristiansen	Maria	Head of Marketing & Sales	SHL Schweizerische Hotelfachschule Luzern	Switzerland	Academia
Rasetti	Nadia	Support	World Tourism Forum Lucerne	Switzerland	WTFL
Räss	Nadja	Musician		Switzerland	Culture
Rauch	Ole	Geschäftsführer	Schneesportinitiative Schweiz - GoSnow.ch	Switzerland	Sustainability
Reinhardt	Olaf	Chairman	Private Selection Hotels	Switzerland	Hospitality
Reisinger	Nicole	Head of Marketing and Sales	zb Zentralbahn AG	Switzerland	Mobility
Reist	Franziska	Consulting Services Leader Switzerland	IBM Switzerland	Switzerland	Industry
Richard	Pablo	Owner	Patoro AG	Switzerland	Other
Ringger	Reto	CEO & Founder	Globalance Bank AG	Switzerland	Investment
Roesfian	Erfin	Deputy Director for Partnerships & Quality Assurance	Sekolah Tinggi Pariwisata (STP) Bandung Institute of Tourism	Indonesia	Academia
Romanescu	Gerry	Director	PwC Switzerland	Switzerland	Consulting
Ros	Michael	COO / Co-founder	Bidroom.com	The Netherlands	Start-Up
Röthlisberger	Samuel		Habegger AG	Switzerland	Other
Rotich	Laban	Tutorial Fellow	The Technical University of Kenya		
Rüedi	Patrick	CEO	HFT Luzern AG	Switzerland	Academia
Rust	Benno	Area Manager	Booking.com (Schweiz) AG	Switzerland	Travel
Rutishauser	Cornelia	Corporate Partnerships Manager	Foundation myclimate	Switzerland	Sustainability
Rybchenko	Artem	Ambassador of Ukraine	Embassy of Ukraine	Ukraine	Government
Rychener Kistler	Hanna E.	CEO	IST AG	Switzerland	Academia
Safarov	Daler	Assistant Ambassador	Mission of Tajikistan	Tajikistan	Government
Sager	Christine	Diplomatic Liason Officer	World Tourism Forum Lucerne	Switzerland	WTFL
Sah	Arun	Coordinator	Growell	Nepal	Industry
Saif Majid Al-Mahrouqi	Maitha	Undersecretary	Ministry of Tourism Oman	Oman	Government
Saini	Sharanjeet	Student	University of Applied Sciences and Arts - Institute of Tourism ITW	Switzerland	Academia
Salamin	Sarah	Support	World Tourism Forum Lucerne	Switzerland	WTFL

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Sardinha	Carlos	CEO	Europcar - AMAG Services AG	Switzerland	Mobility
Sawiris	Samih	Chairman	Orascom Development Holding AG	Egypt	Investment
Scanlon	John E.	Special Envoy	African Parks	South Africa	Sustainability
Schanderl	Veronika	Sustainable Tourism Development Expert	Swisscontact - Swiss Foundation for Technical Cooperation	Switzerland	Sustainability
Schefer	Nico	Business Development	Prognolite	Switzerland	Start-Up
Schiffhauer	Peter	Geschäftsleitung	Capsule Hotel	Switzerland	Start-Up
Schmid	Andreas G.	Entrepreneur, Chairman, Board Member	neveuca Capital AG, Radisson Hospitality, Zürich Airport	Switzerland	Investment
Schneider	Ueli	Mitglied der Geschäftsleitung	hotelleriesuisse	Switzerland	Hospitality
Schoenleben	Manfred	CEO	TMC Partners	Germany	Consulting
Schöpfer	Bruno H.	Member of the Board of Directors	Katara Hospitality	Switzerland	Hospitality
Schulz	Insa	Young Talent	University of Applied Sciences Bremerhaven	Germany	Academia
Schwarz	Jürg	CEO	Habegger AG	Switzerland	Other
Seifeldin	Hisham	Assistant	Egyptian Embassy	Egypt	Government
Setiarini	Hebra Sarah	Entrepreneur	Anya design	Indonesia	Technology
Shahna	Salar	CEO	World VR Forum	Switzerland	Technology
Shrikent	Vijay	General Manager	The Indian Hotels Company Limited (IHCL)	India	Hospitality
Siegel	Joerg	Developer	RoomPriceGenie	Switzerland	Start-Up
Sigrist	Viktor	Dean / Managing Director	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Silginer	Ingrid	Office and Project Manager	Falkensteiner Ventures AG	Switzerland	Industry
Simplice Guemole	Ibara	Attached to the Advisor of the Head of State	Cabinet du Chef de l'État de la République du Congo	Congo	Government
Singh	Gursharn	Duty Manager	The Indian Hotels Company Limited (IHCL)	India	Hospitality
Sisaketh	Sitsangkhom	Diplomat	Embassy of the Lao PDR	Lao PDR	Government
Sokhom	Thok	Under Secretary of State of Tourism	Ministry of Tourism Cambodia	Cambodia	Government
Solovyeva	Irina	Vice-rector for academic activities	North-Caucasus Federal University	Russian Federation	Academia
Sonderegger	Lars B.	Founder & CEO	Quantonomics LLC	Switzerland	Talent Management
Soria	Alejandro	CEO	COHOSTING	Spain	Start-Up
Speh	Marvin	CEO	RoomPriceGenie	Switzerland	Start-Up
Sprecher	Leonhard	Senior Consultant Executive Search & Recruiting Services	Wilhelm AG	Switzerland	Consulting

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Stadler	Martina	Director	Tourismus Engadin Scuol Samnaun Val Müstair AG	Switzerland	Destination
Stalder	Marcel	Managing Partner Markets - Germany, Switzerland & Austria	Ernst & Young	Switzerland	Consulting
Staub	Melanie	Marketing & Sales	RoomPriceGenie	Switzerland	Start-Up
Steele	Paul	Senior Vice President Member and External Relations & Corporate Secretary	International Air Transport Association (IATA)	Switzerland	Mobility
Stefini	Silvia	Director	Corporate Advisory	Italy	Consulting
Stettler	Juerg	Deputy Dean	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Stevens	Elisabeth	Start-Up Advisor & Scale-up expert, Owner	E.A.S.T. Ventures	The Netherlands	Industry
Stowell	Shannon	CEO	Adventure Travel Trade Association	United States	Travel
Strüby	Franz-Xaver	Chairman	Schwyz Tourismus AG	Switzerland	Destination
Stucki	Juerg H.	Inhaber/CEO	HSM Finanz und Investment AG	Switzerland	Investment
Sturzenegger	Martin	CEO	Zurich Tourism	Switzerland	Destination
Sui Sang	Yum	Chairman	UCB Bank	Cambodia	Investment
Suk	Jerry	Bereichsleiter VGR Analyse	Bundesamt für Statistik	Switzerland	Government
Sullivan	Ted	Vice President Destination Analytics	ADARA The World's Travel Data Co-OP	United Kingdom	Travel
Suphap	Naruemon	Young Talent	Mahidol University International College	Thailand	Academia
Surpito	Eka	Chargé d'affaires a.i	Embassy of Indonesia	Indonesia	Government
Tami	Pierre	Founder and CEO	Shift360 Foundation and ACAC	Cambodia	Destination
Tarnutzer	Daniela	Kauffrau	Uffer AG	Switzerland	Other
Tawfik Hamza	Saher	Ambassador	Embassy of Egypt	Egypt	Government
Taylor	Ian	executive editor	Travel Weekly Group	United Kingdom	Media
Tedie	Joachim	First Secretary	Embassy of Cameroon	Cameroon	Government
Testorelli	Florence	KITRO	KITRO	Switzerland	Start-Up
Theler	Luc	Head of Business Development	Hapimag AG	Switzerland	Travel
Tichaawa	Tembi	HOD: Tourism	University of Johannesburg	South Africa	Academia
Timmann	Patrick	Editor	hotelrevue	Switzerland	Media
Tollman	Brett G.	CEO	The Travel Corporation (TTC)	United States	Travel
Tosun	Atahan	Co-founder	Indy Guide GmbH	Switzerland	Start-Up
Trombitas	Mila	Assoziierte Partnerin	Conim AG	Switzerland	Consulting

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Tschudy	Daniel	Coach, Consultant & Journalist	about hospitality	Switzerland	Hospitality
Tziallas	George	Secretary General	Ministry of Tourism	Greece	Government
Uffer	Andrea	CEO/Inhaberin	Uffer AG	Switzerland	Other
Uffer	Enrico	CEO/Inhaber	Uffer AG	Switzerland	Other
Ugur	Lauren	Professor International Tourism Management	Hochschule Heilbronn	Germany	Academia
Ulrich	Mathias	Deputy Head Office for Economy	Canton Schwyz	Switzerland	Government
Urosevic	Zoritsa	UNWTO Special Representative to the United Nations in Geneva	United Nations World Tourism Organization (UNWTO)	Spain	Government
Valotti	Willi	Musician		Switzerland	Other
Vanoli	Nina	Marketing Coordinator	Bürgenstock Selection	Switzerland	Hospitality
Varga	Peter	Professor	Ecole Hoteliere de Lausanne	Switzerland	Academia
Vincenz	Patric	Kaufmann	Uffer AG	Switzerland	Other
Vogelsang	Axel	Head of Research Group Visual Narrative	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
von Arx	Widar	Professor	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Vorster	Shaun	Extraordinary Professor Steering Committee	University of Stellenbosch Business School	South Africa	Academia
Wagenseil	Urs	Head of Tourism	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Wagner	Daniela	Group Business Development Director	Jacobs Media Group	United Kingdom	Media
Wagner	Kerstin	Professor	Hochschule für Technik und Wirtschaft HTW Chur	Switzerland	Academia
Walbaum	Rémi	Chief Innovation Officer	Ecole hôtelière de Lausanne	Switzerland	Academia
Walsh	Kate	Dean and E.M. Statler Professor	Cornell University School of Hotel Administration	United States	Academia
Walter	David		World Tourism Forum Lucerne	Switzerland	WTFL
Walters	Gabrielle	Senior Lecturer	The University of Queensland	Australia	Academia
Wanzenried	Gabrielle	Professor of Banking and Finance	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Warema	Nangasu	Director	Daima Media co ltd	Tanzania	Industry
Wasmeier	Joerg	CTO	Yoordi		Industry
Wattanacharoensil	Walanchalee	Lecturer	Mahidol University International College	Thailand	Academia
Weber	Fabian	Lecturer	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Weber	Kaspar	Director	Agenzia Turistica Ticinese SA	Switzerland	Destination
Weber	Peter	Delegate for Economic Affairs	City of Lucerne	Switzerland	Government



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Last name	First name	Function	Affiliation	Headquarter Affiliation	Industry
Wedam	Pascal	Customer Success Manager	xtendx AG	Switzerland	Technology
Weingärtner	Tim	Professor	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Wiberg	Gustav	Founder and CTO	Katla Aero	Sweden	Start-Up
Wick	Christian	CEO	WickPR AG	Switzerland	Media
Wiedmer	Martin	Vice Director	Lucerne University of Applied Sciences & Arts	Switzerland	Academia
Wijnen	Tobias	Head of Digitalization	Gehrig Group		Technology
Wijsen	Elvira	Founder	Bye Bye Plastic Bags	Indonesia	Sustainability
Wijsen	Isabel		Bye Bye Plastic Bags	Indonesia	Sustainability
Winchenbach	Anke	Teaching Fellow	University of Surrey	United Kingdom	Academia
Wittwer	Reto	Chairman	World Tourism Forum Lucerne	United Arab Emirates	WTFL
Wolter	Burkhard	General Manager	Waldhaus Flims / WF Swiss Hospitality GmbH	Switzerland	Hospitality
Worsley	Jonathan	Chairman Bench Events & Board Director, STR	Bench Events	United Kingdom	Travel
Wosnitza	Gabriele		rainmaker digital cc	Germany	Start-Up
Wray	Christopher	CTO	ImpactExplorer	United Kingdom	Start-Up
Wyer	Stefan	Partner	Communicators	Switzerland	Media
Xu	Jianguo	Senior Advisor for European Affairs	WTFL China	China	WTFL
Yick	Hoi Yee	Product Manager	Local Alike	Thailand	Start-Up
Youssef	Mohamed	Senior Consultant - Tourism Affairs	Sharjah Commerce & Tourism Development Authority	United Arab Emirates	Destination
Zaugg	Alexander	CEO	re:spondelligent GmbH	Switzerland	Start-Up
Zehnder	Ferdinand	VRP	Hotel Ambassador Luzern AG	Switzerland	Hospitality
Zeier	René	Head of Smart-Up Programme	Lucerne University of Applied Sciences and Arts	Switzerland	Academia
Zeiss	Harald	Professor for sustainable tourism	Harz University of applied sciences	Germany	Academia
Zenhäusern	Robert	Wissenschaftlicher Mitarbeiter	Schweizer Tourismus-Verband	Switzerland	Destination
Zhai	Chengyuan	Founder & CEO	Safety Tax Free	Germany	Start-Up
Zhang	Nan	Director of HR and Administration	World Tourism Cities Federation	China	Destination
Zitz	Nina	Young Talent	Modul University Vienna	Austria	Academia
Zschiesche	Arnd	Managing Director	Büro für Markenentwicklung GbR	Germany	Expert