



World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



September  
28 -30

**THEME: La Grande Bellezza (del Viaggio) | The Great Beauty (of Travel)**

## **SUNDAY, 28 SEPTEMBER 2025**

*(WTTC members, ministers, and heads of delegations)*

### **10h45 – 13h15 GLOBAL LEADERS' DIALOGUE**

***Public-Private Sector Roundtable (By invite only)***

The Global Leaders' Dialogue brings together ministers and CEOs in a moderated exchange. Leaders will share their priorities and concerns in order to identify opportunities for mutual support and greater public-private partnership. The session will be divided into two dialogues: the first will focus on issues affecting Europe, in particular, and the second will take a more global view.

### **13h15 – 14h30 LUNCH *(By invite only)***

### **14h30 – 16h30 Open networking session in the foyer areas**

### **15h30 – 19h00 MEETINGS IN PARALLEL**

#### **15h30 – 19h00 Executive Committee Reception & Meeting *(By invite only)***

#### **16h35 – 18h00 Members' Circle Meeting *(By invite only)***

### **18h30 – 22h30 RECEPTIONS IN PARALLEL**

#### **18h30 – 20h30 Welcome Reception *(All welcome)***

#### **19h00 – 22h30 Members & VIP Dinner *(By invite only)***

## **MONDAY, 29 SEPTEMBER 2025**

Venue: Auditorium Parco della Musica

### **07h30 – 08h30 Open Networking | Leaders connect in the foyer areas**

An open opportunity for leaders to meet with each other and connect on issues of their choosing. This networking opportunity has been made available to enable leaders to make lasting and meaningful connections, drive partnerships and foster collaboration, for a stronger and more united Travel & Tourism sector.



September  
28 -30

World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



**08h00 – 09h00 WTTTC Annual General Meeting in Teatro Studio Borgna**

## **MAIN STAGE (SINOPOLI)**

### **OPENING CEREMONY**

**09h15 – 10h05 OPENING CEREMONY**

**Banda dell'Arma dei Carabinieri**

**Italian National Anthem**

***Roberto Gualtieri (Confirmed), Mayor of Rome***

***Francesco Rocca (Confirmed), President, Lazio Region***

***Daniela Santanchè (Confirmed), Minister of Tourism, Italy***

***Special guest***

### **10h05 – 10h20 CHAIR HANDOVER**

The World Travel & Tourism Council's current Chair, Greg O'Hara, hands over to the Chair-elect, Manfredi Lefebvre.

***Greg O'Hara (Confirmed), Founder and a Senior Managing Director, Certares***

***Manfredi Lefebvre d'Ovidio (Confirmed), Chairman, Heritage Group/ Abercrombie & Kent Travel Group***

### **10h20 – 10h30 OPENING SPEECH**

***Gloria Guevara (Confirmed), Interim CEO, World Travel & Tourism Council***

## **SESSION 1: THE BIG PICTURE**

### **10h30 – 10h55 Panel | La Grande Bellezza**

As we gather in the Eternal City, we are joined by some of Italy's most prominent and celebrated cultural ambassadors to share their perspectives on why the country's concept of *La Grande Bellezza* remains a beacon of excellence. From world-class hospitality and culinary artistry to the emotional power of music and heritage, how has Italy enthralled global travellers for centuries and how can it maintain its competitiveness into the future?



World Travel & Tourism Council

# GLOBAL SUMMIT

## ROME ITALY 2025


Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA 

**Andrea Bocelli** (Confirmed), Tenor

**Arrigo Cipriani** (Confirmed), Founder, Harry's Bar

**Laura Biancalani** (Confirmed), President & CEO, Andrea Bocelli Foundation

Moderated by: **Tommaso Cerno** (Confirmed), Director, Il Tempo

### 10h55 – 11h15 Fireside | Chairman's Interview

As the vision for WTTC was developed in the 1980s, Marriott International's Chairman Emeritus J.W. Marriott, Jr. played a pivotal role in shaping the organisation's purpose and mandate as Marriott International's then CEO. Marriott also became an important founding member. Now, over 30 years on and with over 1.7 million rooms across 143 countries/territories and around 250 million Marriott Bonvoy members globally, Marriott International's current President & CEO sits down with the WTTC Chair to discuss his views on the future of hospitality, luxury travel, and the wider Travel & Tourism sector.

**Anthony Capuano** (Confirmed), President & CEO, Marriott International

**Greg O'Hara** (Confirmed), WTTC Chair (2023 – 2025)

### 11h15 – 11h45 Panel | Focus on the Future

From emerging destinations to shifting traveller expectations, we take a wide-angle look at the future growth of Travel & Tourism as well as the opportunities and challenges framing the path forward. As Travel & Tourism continues to evolve, what big ideas will determine a more sustainable and inclusive future for both people and planet?

**Jane Sun** (Confirmed), CEO, Trip.com Group

**Jerry Inzerillo** (Confirmed), Group CEO, Diriyah Company

**Elie Maalouf** (Confirmed), Global CEO, IHG Hotels & Resorts

**Jason Liberty** (Confirmed), President & CEO, Royal Caribbean Group

Moderated by: **Guy Johnson** (Confirmed), Anchor, Bloomberg





September  
28 -30

World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



## 11h45 – 12h00 Fireside | Spotlight On: New Leadership in Tourism

This discussion between the Italian Minister of Tourism, Interim CEO of WTTC, and the newly elected Secretary General of UN Tourism offers a unique perspective on the forces fuelling travel and details those which will fuel the new leadership of UN Tourism. The key to the continued growth and success of tourism lies in effective public-private partnerships. How can global organisations better support the public and private sectors to collaborate for a more resilient future?

***Shaikha Al Nowais*** (Confirmed), Secretary-General-elect, UN Tourism

***Daniela Santanchè*** (Confirmed), Minister of Tourism, Italy

***Gloria Guevara*** (Confirmed), Interim CEO, World Travel & Tourism Council

## 12h00 – 12h30 Panel | Industry Deep Dive: Transport across land, sea, and air

Travel & Tourism is projected to contribute \$16.5 trillion to the global economy in 2035. To achieve this demand, transportation across land, sea, and air will play a pivotal role. From new traveller behaviours to global shifts towards more sustainability and better digital innovation, how is mobility being redefined?

***Pierfrancesco Vago*** (Confirmed), Executive Chairman, Cruise Division, MSC Group

***Tony Fernandes*** (Confirmed), CEO, Capital A Berhad

***Luca Cordero di Montezemolo*** (Confirmed), Chairman, Italo S.p.A

Moderated by: ***Kelly Craighead*** (Confirmed), CEO, Vertimas

## 12h30 – 13h00 Keynotes In a Flash: Looking at the Future

Big visions in small doses; we gather insights and key learnings from different industries. Through this series of quick-fire addresses, leaders share short, sharp insights on what's next in Travel & Tourism.

***Federico Gonzalez*** (Confirmed), CEO, Radisson Hotel Group

***Paul Griffiths*** (Confirmed), CEO, Dubai Airports

***Marco Troncone*** (Confirmed), CEO, Aeroporti di Roma

***Valeria Falcone*** (Confirmed), Head of Global Sponsorships & Events, Enel S.p.A

***Decius Valmorbida Menezes*** (Confirmed), President: Travel, Amadeus



World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA

September  
28 -30

**13h00 – 14h30 LUNCH**

**13h15 – 14h00 ITALY INVESTMENT OPPORTUNITIES** (by invite only)

## SESSION 2: SIGNATURE EXPERIENCES

### 14h30 –14h50 Fireside | Chairman's Interview

With continued global expansion and evolutions, Accor Group has ambitious plans for its future. In this exclusive fireside, the WTTC Chair sits down with the Group CEO of Accor Hotels to discuss the group's expansion plans, tourism's role in global employment, and the role of ESG in the group's growth.

**Sébastien Bazin** (Confirmed), Group Chairman & CEO, Accor

**Greg O'Hara** (Confirmed), WTTC Chair (2023 – 2025)

### 14h50 – 15h20 Panel | Luxury Fashion & Travel

Luxury fashion houses and travel brands create unforgettable experiences. The most successful of these brands offer curated, high-quality products and experiences all woven together by excellent storytelling. From flagship boutiques to fashionable takeovers of exclusive beach clubs, how is luxury fashion reshaping the aesthetics of travel?

**Leonardo Ferragamo** (Confirmed), Executive Chairman, Salvatore Ferragamo Group

**Desiree Bollier** (Confirmed), Chair & Chief Merchant, Bicester Collection

**Benjamin Vuchot** (Confirmed), CEO, Hongkong & Shanghai Hotels

**Caroline Beteta** (Confirmed), President & CEO, Visit California

**Ivana Jelinic** (Confirmed), CEO, ENIT S.p.A

Moderated by: **Maria Shollenbarger** (Confirmed), Travel Editor, How To Spend It magazine by the Financial Times



World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



September  
28 -30

## 15h20 – 15h50 Panel | Health, Wellness, & Travel

With more travellers prioritising their wellbeing, it's no surprise that predictions estimate the global wellness industry will be worth around \$1.35 trillion in 2028<sup>1</sup>. What was once an optional addition to a holiday has become the core driver of travel spend as more people seek experiences that nurture their minds as well as their bodies and souls. How is the Travel & Tourism sector creating transformative and holistic experiences that blend destination discovery with health and self-discovery?

**Audrey Hendley** (Confirmed), President, American Express Travel

**Massimo Caputi** (Confirmed), President & Owner, Terme & Spa Italia

**Nerio Alessandri** (Confirmed), President, Technogym

**Andrea Abodi** (Confirmed), Minister for Sport & Youth, Italy

Moderated by: **Andrea Grisdale** (Confirmed), CEO & Sole Founder, IC Bellagio

## 15h50 – 16h20 Panel | Land Cruising: The Rail Revolution

Rail travel has picked up speed as leisure travellers ease into slow travel. Rail is being reimagined as a journey of comfort and escapism. On luxury train journeys, slow travel meets fine dining and exclusive design amidst breathtaking landscapes. Tracing the line between heritage and innovation, what is the outlook for the vehicle of choice for discerning travellers?

**Paolo Barletta** (Confirmed), CEO, Arsenale SpA

**Thang Phan** (Confirmed), Co-Founder & Business Development Manager, Vietnam Luxury Express

**Tim Littler** (Confirmed), President & Founder, Golden Eagle Luxury Trains

**Tristan Armstrong** (Confirmed), CEO, Rocky Mountaineer

**Gianpiero Strisciuglio** (Confirmed), CEO, Trenitalia

Moderated by: **Maria Shollenbarger** (Confirmed), Travel Editor, How To Spend It magazine by the Financial Times

## 16h20 – 16h50 COFFEE BREAK

---

<sup>1</sup> <https://www.forbes.com/sites/rogersands/2025/01/16/global-wellness-tourism-surges-toward-the-1-trillion-mark/>





World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



September  
28 -30

## SESSION 3: PARTNERING FOR SUCCESS

### 16h50 – 17h20 Panel | Entrepreneurial Leadership in Tourism

In a sector that currently supports over 350 million jobs, contributes \$11 trillion to global GDP, and is forecast to create over 90 million new jobs by 2035, the success of Travel & Tourism businesses is more important than ever before. In this panel discussion, the leaders behind some of Travel & Tourism's most successful entrepreneurial ventures discuss the most pressing matters in business today. What are their views on partnership and entrepreneurship for the future success of travel?

**William E. Heinecke** (Confirmed), Founder & Chairman, Minor Hotel Group

**Elisabetta Fabri** (Confirmed), President & CEO, Starhotels Group

**Fabio Giannotti** (Confirmed), General Manager, Alpemare Beach Club

Moderated by: **Nathania Zevi** (Confirmed), Anchor, RAI

### 17h20 – 18h00 Panel | Bridging Continents: Collaborative Tourism Policies for a Connected Future

Effective tourism policies are integral to supporting a more sustainable and inclusive future for this sector. In an increasingly connected world, destinations should work together for the future benefit of tourism globally. How can public sector tourism leaders collaborate to enable more aligned global tourism policies and smoother movement of people?

**H.E. Daniela Santanchè** (Confirmed), Minister of Tourism, Italy

**H.E. Sherif Fathy** (Confirmed), Minister of Tourism and Antiquities, Egypt

**H.E. Mehmet Nuri Ersoy** (Confirmed), Minister of Culture & Tourism, Türkiye

**H.E. Ahmed al-Khateeb** (Confirmed), Minister of Tourism, Saudi Arabia

Moderated by: **Nathania Zevi** (Confirmed), Anchor, RAI

### 20h00 – 23h00 Gala dinner (By invite only)



World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



September  
28 -30

## TUESDAY, 30 SEPTEMBER 2025

Venue: Auditorium Parco della Musica

### **08h30 – 09h40 Open Networking | Leaders connect in the foyer areas**

An open opportunity for leaders to meet with each other and connect on issues of their choosing. This networking opportunity has been made available to enable leaders to make lasting and meaningful connections, drive partnerships and foster collaboration, for a stronger and more united Travel & Tourism sector.

## MAIN STAGE (SINOPOLI)

### **SESSION 4: ANCHORED IN EXCELLENCE**

#### **09h40 – 10h00 Fireside | Spotlight on: Innovation & Long-Term Sustainable Growth**

For Italy to continue to excel, critical investment in tourism, infrastructure, and innovation will set the tone for a more prosperous future. In this fireside, the Minister of Economy & Finance sits down with a key partner to discuss the investment ecosystem and its impact on the country's future.

**Giancarlo Giorgetti** (Confirmed), Minister of Economy & Finance, Italy

#### **10h00 – 10h30 Panel | Connected to the Traveller**

The future of Travel & Tourism is powered by innovation, personalisation, and smart collaboration. AI and other technologies are transforming the way we search, plan, book, and experience travel. What are the tools being created and refined to enhance the traveller journey?

**Gaurav Bhatnagar** (Confirmed), Co-Founder, TBO.com

**Julie Shainock** (Confirmed), Global Managing Director - Travel, Transport & Hospitality Industry, Microsoft

**Andrea Alori** (Confirmed), Partner, Bain & Company

**Paolo Benanti** (Confirmed), President of the AI Commission for Information & member of the UN Advisory Board on AI

Moderated by: **Guy Johnson** (Confirmed), Business Journalist & Anchor, Bloomberg





September  
28 -30

World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



## 10h30 – 10h50 Fireside | Chairman's Interview

Viking Cruises will reportedly have 112 river ships in 2028 and 23 ocean and expedition ships in 2031, underscoring important expansion in a highly valuable traveller segment. In this exclusive fireside, the WTTC Chair sits down with entrepreneurial founder and chair of Viking Holding to discuss the 55+ traveller and his vision of the future of the cruise industry in Europe and beyond.

**Torstein Hagen** (Confirmed), Founder & Chairman, Viking Cruises

**Manfredi Lefebvre d'Ovidio** (Confirmed), Chairman, Heritage Group/ Abercrombie and Kent Travel Group

## 10h50 – 11h20 Panel | Major Events: The Destination Perspective

Italy is a respected host of iconic events – from the Rome 1960 Olympics and Expo Milano 2015 to the upcoming Milano-Cortina 2026 Winter Games and the 38<sup>th</sup> America's Cup in 2027. This sets the stage for rich insights into how destinations can keep innovating to attract visitors. What role do major events play in keeping the destination's tourism offering enticing and competitive?

**Daniela Santanchè** (Confirmed), Minister of Tourism, Italy

**Archbishop Mons. Rino Fisichella** (Confirmed), Pro-Prefect, Dicastery for Evangelisation, Roman Catholic Church

**Giovanni Malagò** (Confirmed), President, Fondazione Milano Cortina 2026

**Anant Singh** (Confirmed), Member, International Olympic Committee

**Alessandro Onorato** (Confirmed), Councillor for Major Events, Sports Tourism & Fashion, Municipality of Rome

**Elena Palazzo** (Confirmed), Councillor for Tourism, Environment, Sport, Climate Change, Energy Transition & Sustainability, Lazio Region

Moderated by: **Guy Johnson** (Confirmed), Business Journalist & Anchor, Bloomberg

## 11h20 – 11h40 Panel | Major Events: Planning for the Future

Large events and tourism thrive on connection, passion, and shared experiences. Across destinations, sectors, and industries, partnership and collaboration are the powerful engines that can turn these events into economic and social successes. From business and leisure events to spiritual journeys, how can we turn the energy of a single event into a lasting legacy for tourism, communities, and future generations?



World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



September  
28 -30

**Miguel Sanz** (Confirmed), Director General, TURESPAÑA

**Ross McAuley** (Confirmed), Director General, Play Qiddiya City

**Di Bain** (Confirmed), Chair, Tourism Western Australia

**Bernardo Cueto Riestra** (Confirmed), Secretary of Tourism, Quintana Roo Tourism Board

Moderated by: **Guy Johnson** (Confirmed), Business Journalist & Anchor, Bloomberg

## 11h40 – 11h55 Fireside | Chairman's Interview

Fincantieri has consistently pushed the boundaries of design and technology, creating ships that not only enhance the passenger experience but also prioritise efficiency and improved sustainability. In this exclusive fireside, the WTTC Chair sits down with the CEO of Fincantieri – Europe's largest shipbuilder – to discuss the impact of sustainability and technology on the long-term future of the cruise industry.

**Manfredi Lefebvre d'Ovidio** (Confirmed), Chairman, Heritage Group/ Abercrombie and Kent Travel Group

**Pierroberto Folgiero** (Confirmed), CEO, Fincantieri

## 11h55 – 12h25 Keynotes In a flash: Examples of Excellence

Big visions in small doses; we gather insights and key learnings from different industries. Through this series of quick-fire addresses, leaders share short, sharp insights on examples of excellence in Travel & Tourism.

**Matthew Upchurch** (Confirmed), Founder & CEO, Virtuoso

**Hashil Al Mahrouqi** (Confirmed), CEO, OMRAN Group

**Gabriele Burgio** (Confirmed), President & CEO, Alpitour World

**Francesco Lollobrigida** (Confirmed), Minister of Agriculture, Italy

## 12h25 – 12h30 CALL TO ACTION: Child Protection

## 12h30 – 13h00 COFFEE BREAK



September  
28 -30

World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



## SESSION 5: MANAGING RESOURCES

### 13h00 – 13h15 Fireside | Investing in Italy

Two of Italy's key agencies for investment highlight the investment landscape and the country's plans for strategic growth.

**Bernardo Mattarella** (Confirmed), CEO, INVITALIA

**Luca Andreoli** (Confirmed), CEO, Difesa Servizi

### 13h15 – 13h20 Oceans Campaign Launch

The ocean covers over 70% of our planet and is the world's largest carbon sink, playing a fundamental role in stabilising life on Earth. It is also a centrepiece of tourism. Today, nearly half of all tourism is coastal, yet this vital resource is at risk. WTTC's Ocean Campaign will celebrate the ocean's profound influence on climate, culture, and tourism through human-centred storytelling that uplifts traditions, destinations, and communities.

**Gloria Fluxa** (Confirmed), Vice-Chairman & CSO, Iberostar Group

### 13h20 – 13h55 Panel | Guardians

Nature-based solutions provide a critical resource in tackling the climate crisis and, thus, ultimately ensuring that the environments on which we depend are restored and protected. Seeing nature as an ally, in what ways are tourism businesses protecting nature and supporting the communities who host visitors for some of the most incredible experiences of their lives?

**Keith Vincent** (Confirmed), CEO, Wilderness Destinations

**Hunter Lee Soik** (Confirmed), Founder & Executive Chairperson, ensō group

Moderated by: **Kelly Craighead** (Confirmed), CEO, Vertimas

### 13h55 – 14h30 Panel | Rooted in Culture

Culture and heritage are essential pillars of meaningful travel. Tourism represents a powerful means of preserving, celebrating, and elevating cultural identities, while supporting local communities. How is culture-driven travel creating lasting value for both visitors and hosts?

**Alessandra Necci** (Confirmed), Director, Estense Gallery





***Olga Kefalogianni*** (Confirmed), Minister of Tourism, Greece

Moderated by: ***Katie Briscoe*** (Confirmed), CEO, MMGY Global

#### **CLOSING CEREMONY**

**14h30 – 15h00** Closing Remarks & Announcement of 2026 host

***Gloria Guevara*** (Confirmed), Interim CEO, World Travel & Tourism Council

***Manfredi Lefebvre d'Ovidio*** (Confirmed), Chair, World Travel & Tourism Council

2026 host

***Ignazio La Russa*** (Confirmed), President, Italian Senate

**15h00 – 16h00: LUNCH**