



Japan. **Thank You.**

【Enclosure 7】

12th WTTC Global Summit

WTTC (World Travel and Tourism Council)

- The WTTC is a private non-profit organization consisting of the top 100 travel and tourism related companies globally (including hotels, airlines, travel agencies), with its headquarters in London.
- It is the most formal private organization in the travel and tourism industry. (It was founded in 1990.)
- The WTTC holds a global summit (general meeting) once a year.

The 12th WTTC Global Summit

- In the autumn of 2010, it was decided that the 12th WTTC Global Summit would be held in Japan in 2012. This being the first occasion for Japan, the public and private sectors have been working together to prepare for the event..

(1) Date and Time: April 16 to 19, 2012

(2) Location : Sendai (16th, morning of the 17th), Tokyo (afternoon of the 17th to the 19th)

(3) Participants: In addition to WTTC members, the host country, international organizations, governments, economic associations, international media and so on. Generally around a 1000 people attend.

(Reference) WTTC Summit locations in the last five years

2007 Lisbon, Portugal

2008 Dubai, UAE

2009 Florianopolis, Brazil

2010 Beijing, China

2011 Las Vegas, USA



Contents of the 12th WTTC Global Summit

General Theme: Sessions will be held in Sendai and Tokyo on the general theme “Leading a Dynamic Industry through Turbulent Times”. Each session will consist of lectures, question and answer sessions, panel discussions and so on with prominent leaders from industries, governments and international organizations both from overseas and Japan participating. More details can be found at the website link below.

Session Themes at the Sendai Summit

Session 1 ... Disaster Recovery-Lessons from Japan and Elsewhere

Session 2 ... Asia's Travel& Tourism : An Inside Look

Session 3 ... Asia's Travel& Tourism : Global Perspective

Session Themes at the Tokyo Summit

Session 1 ... Japan: Where Now, Where Next?

Session 2 ... Our Rapidly Changing World

Session 3 ... Airlines: The Role and Ever-Changing Nature

Session 4 ... Our Story: Speaking with One Voice

Session 5 ... Understanding Tomorrow's Consumers

Session 6 ... Tourism for Tomorrow

12th WTTC Global Summit Website Address

(Japanese) <http://wttc2012summit.com/>

(English) <http://wttc.org/events/tokyosendai-2012/>