

# 2<sup>nd</sup> WORLD TOURISM MARKETING SUMMIT



The  
**Power**  
of Marketing

Beijing, China  
OCTOBER 28-30, 2007

Host:



Beijing Tourism  
Administration

With the Support of:



China National  
Tourism Administration

Honorary Global Chair:



The President of  
the United  
Republic of Tanzania

Strategic Global Partner:



The Government  
of Bermuda

Lead Global Partner:



Multilateral  
Investment Fund  
(IADB), USA

China National  
Coordinating Agency:



Beijing Starter  
Mass Communication  
Beijing, China

Greetings

On behalf of the Summit Global Coordinating Agency, we invite you to participate in the 2nd World Tourism Marketing Summit. Beijing Tourism Administration is the host of the Summit with the support of China National Tourism Administration. The President of the United Republic of Tanzania is the Honorary Global Chair, Multilateral Investment Fund (IDB, USA) is the Lead Global Partner and the Government of Bermuda is the Summit Strategic Global Partner, where the Deputy Secretary General of the UN World Tourism Organization will deliver the "Opening Keynote".

The Summit will be attended by 400 highly select senior travel and tourism executives, with half attending from China, along with 50 other countries which have great potential of conducting business with China; including executives of national and international corporations and organizations; Ministers of Tourism; leading world tourism experts from Asia, Europe, Africa, the Americas and Australia; and global mass media representatives interested in the promotion of travel and tourism in and with Chinese counterparts.

Astonishingly, the UN World Tourism Organization has indicated that China will be the fourth largest tourism source of outbound travelers by 2020, while concurrently becoming the largest tourism destination in the world. Addressing these anticipated quantum gains for inbound and outbound tourism in China--and globally--provides the basis for the Second World Tourism Marketing Summit's innovative format, including Moderated 'Talk Show-Style' Global Round Tables with Influential Executives; Interactive Workshops addressing present and future issues; Interactive "Let's Make a Deal" sessions; Business-to-Business Meetings; the Marketing Showcase; China's 100 Best demonstration; and a Gala Dinner and cultural pageant at the Great Hall of People.

Travel has long been a catalyst for cultural and economic exchange. From the convergence perspective, the maturing tourism industry is increasingly tied to the global economies, while concurrently meeting people's insatiable appetite for adventure, knowledge and contributing to a more civil society, particularly the facilitation of partnerships between the developed and developing economies.

Your active participation within this unique format provides unprecedented opportunity for your organization and for our industry--at all levels--adding to the considerable momentum generated from the First Summit to the 3<sup>rd</sup> Summit being planned to be hosted in Busan, South Korea in 2008 and beyond.

For more information on the 2<sup>nd</sup> World Tourism Marketing Summit program, speakers, registration and more, please visit our website, <http://www.worldtourismsummit.com>.

I stand ready to assist you with any questions you may have. Once again, we assure you an exciting event, productive engagement and a marvelous marketing opportunity.

Thank you for your consideration.  
Yours truly,

Sujit Chowdhury  
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