

The Business Case for Responsible Tourism Conference

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for your early bird
discount

Thursday 12 November 2009 | ExCeL London
North Gallery Rooms 14 & 15 | 11.00 – 16.00

A groundbreaking one-day conference on how to increase profitability from the responsible tourism sector

The conference will explore new ideas and **strategies to achieve business success** while supporting economic, social and environmental responsibility.

Speakers include:



Xavier Font
Director of Studies at the International Centre for Responsible Tourism, Leeds Metropolitan University UK



Justin Francis,
Managing Director and co-founder of responsibletravel.com



George Hickton,
Chief Executive, Tourism New Zealand



Catherine Mack,
National journalist on responsible tourism



Emma Stratton,
Co-owner of Bedruthan Steps Hotel, Cornwall



Tim Williamson
Customer Director, TUI Travel UK & Ireland

Attend to learn how to:

- Boost revenue growth
- Save overhead costs
- Motivate and inspire staff
- Secure market advantage
- Enhance brand value
- Improve customer service

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responsible
tourism
programme
www.wtmwrtd.com



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Speakers and Programme Highlights

Each speaker will address the **contribution** which **Responsible Tourism** has made to their **bottom line through cost savings, improved products, PR and marketing, repeat business, enhanced staff morale and retention**. Each presentation will be followed by questions and discussions.

Tim Williamson, *Customer Director, TUI Travel UK & Ireland and Chairman of the Federation of Tour Operators Responsible Tourism Committee* and a member of the ABTA board will demonstrate **how TUI has secured market advantage from responsible tourism**.

Justin Francis, *Managing Director and co-founder of responsibletravel.com* will show how his radical approach has proved that it is **possible to be a profitable business at the same time as being an ethical business**.

Emma Stratton, *Co-owner of Bedruthan Steps Hotel, Cornwall*, which has built a formidable **brand reputation on the strength of its commitment to sustainability**. Among the hotel's many awards are South West Tourism's Silver Sustainable Tourism 2008 and Cornwall Tourist Board's Gold Sustainable Hotel of the Year 2008.

Catherine Mack, *National journalist on responsible tourism* will talk about **how a reputation for being sustainable adds value to your brand, as well as attracting growing media interest**.

George Hickton, *Tourism New Zealand's Chief Executive*, will outline **how the role of sustainable tourism boosted the highly respected and acclaimed '100% Pure New Zealand' marketing strategy**.

Dr Xavier Font, *Director of Studies at the International Centre for Responsible Tourism, Leeds Metropolitan University UK*, will speak about **web marketing**. He is currently completing research for the International Finance Corporation on World Hotel Link, proactively seeking out, listing and promoting accommodation and other services which support sustainable objectives.

This professional conference is being organised with support from the International Centre for Responsible Tourism at Leeds Metropolitan University www.icrtourism.org



Conference chaired by Professor Harold Goodwin, *Director of the International Centre for Responsible Tourism at Leeds Metropolitan University, UK*

Who Should Attend?

- Airline and airport executives
- Car rental managers
- Corporate social responsibility executives
- Cruise line and ferry managers
- Health resort managers
- Hotel managers and trade associations
- Press and media
- Public relations executives
- Rail executives
- Travel agencies
- Tour operators and trade associations

Conference Fees including a networking lunch (inc VAT)

	Register before 18 September 2009	Register before 6th November 2009	Register after 6th November 2009
All	£195	£230	£275
MCM*	£135	£160	£190

* Meridian Club members discounts code can be found on your confirmation of registration for WTM. Alternatively, contact the Meridian Club Hotline on **+44 (0) 845 218 6050**

How to register

Book online at www.wtmlondon.com/businesscase
Email: businesscase@reedexpo.co.uk **Fax:** +44 (0) 208 334 0614
Phone: +44 (0) 208 910 7967

Sponsorship Opportunities

The Business Case for Responsible Tourism Conference represents a unique sponsorship and advertising opportunity with a selection of options available to help build awareness, generate traffic and maximize exposure. For further details call Simon Press on +44 (0) 208 910 7876 or email simon.press@reedexpo.co.uk

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