Tourism’s recovery from the wide-ranging impacts of the global pandemic presents the opportunity for a great reset moment – one which addresses long-standing challenges and their underlying vulnerabilities and inequalities, alongside the lessons learned from the pandemic to ensure a more sustainable trajectory.

Experts have observed that tourism is already in transition to a future state which may be remarkably different, and is unlikely to return to business-as-usual as we knew it prior to the pandemic. Within this context, the usefulness of futures thinking and a foresight methodology enables us to reassess the possible future states and their implications on policies and strategies amid shifting market dynamics and emerging opportunities and risks.

With the theme of “Tourism Futures Reimagined”, the World Tourism Conference (WTC) 2022 aims to provide an interdisciplinary platform which champions thought leadership on tourism futures and strategies driving tourism’s recovery and resilience in a post-pandemic world. WTC 2022 will feature a line-up of world-renowned speakers in four sessions:

- **Session 1: Decoding Tourism Futures – Foresight and Scenarios;**
- **Session 2: Discovering Niche Opportunities for Growth;**
- **Session 3: Redefining Tourism Success – Inspiring Stories;**
- **Session 4: Rebuilding Tourism Resilience and Readiness.**

**EVENT DETAILS**

**VENUE**
Sabah International Convention Centre
Kota Kinabalu, Sabah, MALAYSIA

**DATES**
28-30 November 2022
(Mon – Wed)

**FORMAT**
Fully in-person

**PROGRAMME OVERVIEW**

- **28 November**
  - Conference Day 1 – Exhibition, Opening Ceremony, Sessions 1-2, Official Dinner

- **29 November**
  - Conference Day 2 – Exhibition, Sessions 3-4, Closing Ceremony

- **30 November**
  - Technical Tour for International Delegates
    (Kinabalu National Park, Tunku Abdul Rahman Park, Mari Mari Cultural Village)

**GUESTS OF HONOUR**

- Hon. Datuk Seri Panglima Haji Hajii Haji Noor
  - Chief Minister of Sabah

- Hon. Dato’ Sri Nancy Shukri
  - Minister of Tourism, Arts and Culture Malaysia

- Ms. Zoritsa Urosevic
  - UNWTO Executive Director

**FEATURED SPEAKERS**

- **H.E. Dr. Abdulla Mausoom**
  - Minister of Tourism, Maldives

- **Prof. Jafar Jafari**
  - Professor of Hospitality & Tourism, University of Wisconsin-Stout

- **Dr. Wouter Geerts**
  - Senior Research Analyst, Skift

- **Dr. Ian Yeoman**
  - Professor of Tourism Futures, Victoria University of Wellington

- **Ms. Sarah Mathews**
  - Director of Media Partnerships APAC, Tripadvisor

- **Dr. László Puczkó**
  - CEO & Co-Founder, Health Tourism Worldwide

- **Dr. Amran Hamzah**
  - Professor in Tourism Planning, Universiti Teknologi Malaysia

- **Mr. Gary Bowerman**
  - Director, Check-in Asia

- **Mr. Brent Anderson**
  - Regional General Manager, Tourism Australia

- **Ms. Jessica Yew**
  - Co-Founder & Director, Sticky Rice Travel

- **Mr. Albert Albert**
  - Co-Founder, Traveloka

- **Mr. Chin Yoon Khen**
  - Founder & CEO, LokaLocal

- **Ms. Carol Mackenzie**
  - Group Head of Crisis Management & Business Continuity, TUI Group

...AND MORE SPEAKERS TO BE ANNOUNCED SOON