



Partnership programs >

THE SHIFT

# NEW TOURISM REALITIES:

From Global Disruption to Collective Action

29-30 oct 2026

Paris, France



# #INFLUENCE

WHERE TRAVEL DECISIONS CONVERGE.  
A CURATED HYBRID GATHERING OF 200 GLOBAL LEADERS.  
TURNING DIALOGUE INTO COLLECTIVE ACTION IN PARIS.

29-30 OCT 2026

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An independent platform bringing together global leaders to address the most pressing challenges facing tourism.

Through open dialogue and collaboration, the forum encourages bold thinking and collective action.

Together, participants help shape the policies, strategies and partnerships that will define the future of travel.

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“The first global forum dedicated to the sustainable transformation of the travel and tourism industry through leadership and innovation.”



# SUMMARY

The **international thought leadership forum** that brings together all industries that touch the traveller with the goal of ensuring transformation is addressed by all.

The davos-style format allows **public and private sector players** to discuss and collaborate on important projects of benefit.



# HISTORY

**2021 > 2026**

## **From Dialogue to Collective Action**

In just six years, A World for Travel has grown from an initiative highlighting solutions to a global platform for tourism leadership.

From its virtual beginnings to Evora (Portugal), Nîmes (France), Seville (Spain) and Paris (France), the forum has brought together decision-makers to **showcase impact and accelerate change**.

Now, the time has come to move further — **from dialogue to collective action shaping the future of travel**.



# 2026 > 7TH EDITION



**2026**  
PARIS, FRANCE  
**COLLABORATION**



**2025**  
PARIS, FRANCE  
**REACTION !**



**2024**  
SEVILLE, SPAIN  
**ACTION !**



**2023**  
SEVILLE, SPAIN  
**TRANSPARENCY**



**2022**  
NÎMES, FRANCE  
**AWARENESS**

**2021**  
EVORA, PORTUGAL  
**RECOVERY**



**2020**  
**VIRTUAL MEETING**

# THE FORUM ADDS VALUE TO YOUR ORGANIZATION

- Worldwide Influence and Exposure
- International Network (elite yet personal)
- Global Brand positioning
- New audiences
- Inclusion in the Industry transformation through action
- Learning
- Stay Current, Relevant and Up-To-date

INFLUENCE

NETWORKING

BRAND POSITIONING

LEARNING

# TOP VOICES OF AWFT



**H.E. Edmund Bartlett,**  
Minister of Tourism,  
Jamaica



**H.E. Jean-Baptiste Lemoyne,**  
Secretary of State for  
Tourism, France



**Dr. Taleb Rifai,**  
Co-Chair, GTRCMC and of  
Global Travel and Tourism  
Resilience Council  
former Secretary General,  
UNWTO



**H.E. Ghada Shalaby,**  
Vice Minister  
Tourism and  
Antiquities, Arab  
Republic of Egypt



**H.E. Pedro Siza Vieira,**  
Minister of State and  
the Economy and  
Digital Transition,  
Portugal



**H.E. Memunatu Pratt,**  
Minister of Tourism,  
Sierra Leone



**Rita Marques,**  
Secretary of State for  
Tourism of Portugal



**H.H. Mohamed Al Fayez,**  
Minister of Tourism  
and Antiquities,  
Kingdom of Jordan



**Julia Simpson,**  
President and CEO,  
WTTC



**Prof Alessandra Priante,**  
President, ENIT SpA



**Christian Mantei,**  
President,  
Atout France



**Eduardo Santander,**  
Director General,  
European Tourism  
Council



**James Thorton,**  
CEO, Intrepid Travel



**Ola Wright,**  
Chief Executive  
Officer at the West  
Africa Tourism  
Organisation (WATO)



**Catherine Logan,**  
Regional VP Global  
Business Travel  
Association (GBTA)



**Michelle Dyer,**  
VP Global Strategic  
Transformation,  
American Express  
Global Business



**Mike Horn**  
Professional Explorer,  
Adventurer & Survival  
Expert



**Gloria Guevara,**  
Former President &  
CEO, WTTC



**H.E. Najib Balala,**  
Minister of Tourism &  
Wildlife, Kenya



**Hon. Zurab Pololikashvili,**  
Secretary  
General, UN Tourism



**H.E Olivia Gregoire,**  
Minister Commerce,  
SME, Handicrafts and  
Tourism French  
Republic



**Gavin Tollman,**  
President The Travel  
Corporation



**Isabel Hill,**  
Advisor to  
governments,  
organizations and  
enterprises on travel  
and tourism strategies  
Former Director, National  
Travel and Tourism Office at  
U.S. Department of  
Commerce.



**Eliza Reid,**  
First Lady of Iceland



**Peter Greenberg,**  
Travel Editor at CBS  
News



**Rajan Datar,**  
Broadcaster at BBC,  
moderator &  
Journalist



**Franck Gervais,**  
CEO, Pierre et  
Vacances Center  
Park



**Flinge Huijbrechts,**  
Global Chief  
Sustainability  
Security Officer -  
Board member  
Radisson Group



**Jane Sun,**  
CEO Trip.com



**Brune Poirson,**  
CSO Accor

# TOP VOICES OF AWFT



**H.E. Serge Papin**  
Minister, Small and Medium-Sized Enterprises, Trade, Crafts, Tourism, and Purchasing Power, Republic of France, Republic of France



**MP Gabriel Attal**  
Member of Parliament; former Prime Minister and Member of Parliament, Republic of France



**Pr. Dr. Willy Legrand**  
Department of Tourism, Hospitality and Events, IU International University of Applied Sciences



**Jane Thomson,**  
Director, Aviation, Travel and Tourism, ICF



**Aziz Abu Sarah**  
Founder and CEO, MEJDI Tours, peace builder



**Amanda Ho**  
Co-Founder and CEO, Regenerative Travel



**Taphaël Duflos**  
Vice President Corporate Service Procurement, Airbus



**Gilles Babinet**  
Digital Champion of France at EU, co-president of the French National Digital Council



**JBaptiste Orlandini,**  
CEP, Choose Paris Region



**Jane McFadzean**  
Senior Director, Global Sustainability, Trip.com Group



**Adam Oubuih**  
CEO, Atout France



**Barbara Muckermann**  
CEO, Kempinski Hotel Group



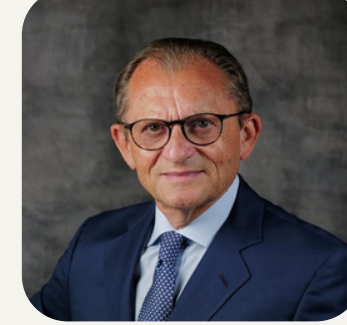
**Julia Mason**  
Chief Strategy & Transformation Officer, SNCF Connect & Tech



**Myriam Ben Younès,**  
Managing Director, Strategic Partnerships and Advertising, Rome2Rio



**Siddartha Satterjee,**  
CDO, Club Med



**Roberto Martinoli**  
Member of the Board, RINA Srl



**Diane Binder**  
Head of Global Accelerators, World Sustainable Hospitality Alliance



**Bertrand Godinot**  
Country Director France & Netherlands, easyJet



**Ziad Minkara**  
CEO S4BT - Solutions for Business Travel

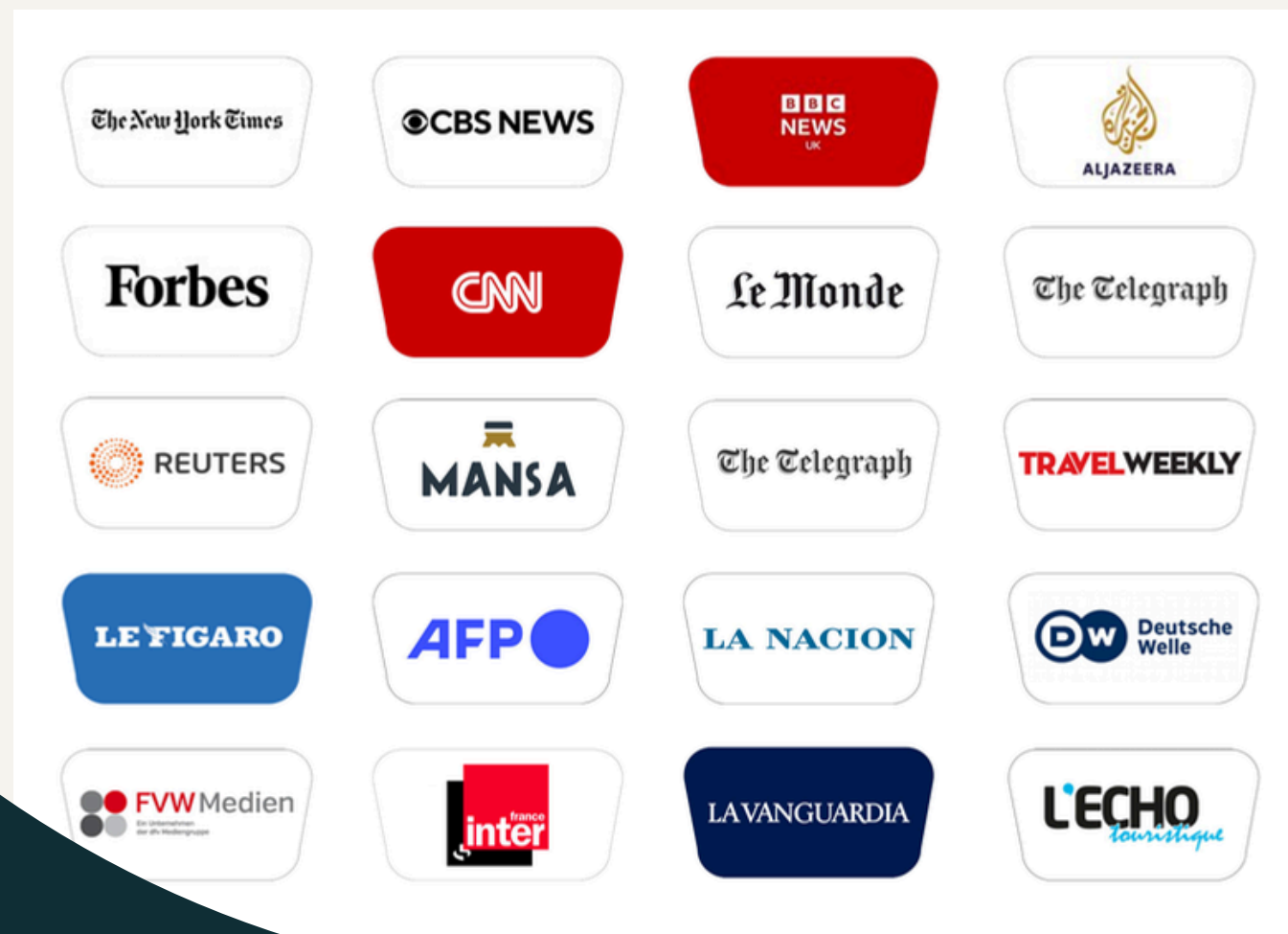
*to be continued..*

# SOME GLOBAL MEDIA COVERAGE

## SINCE ITS 1ST EDITION IN 2020, A WORLD FOR TRAVEL:

The national and international press was mobilized as well as numerous specialized media: Tourism, Economy, Aeronautics, Business Travel

- generated more than **3,000 press reports**
- mobilized more than **150 journalists around the world**
- reached more than **25 million readers and viewers**
- reached more than **70,000 spectators via its livestreams** (2020-2022)



# THE AWFT 2026 AGENDA IS ANCHORED IN 12 PRESSING CHALLENGES & TRANSITIONS THAT SHAPE THE SECTOR FOR COLLECTIVE ACTION

- **Redefining Human Capital and Finance:** Empowering talent, funding the sustainable transition
- **Accelerating the Energy Shift:** Breaking free from fossil fuel dependency
- **Harnessing AI and Digital Tools:** Building a smarter, more ethical travel economy
- **Leading Through Crisis:** Embodying agile and courageous leadership
- **Championing Diversity and Inclusion:** Making sustainability truly universal
- **Greening Major Events:** Turning global gatherings into models of responsibility
- **Rethinking Profitability:** Navigating inflation and structural transitions
- **Driving the Sustainable Transport Revolution:** Rail, resilience, and rising demand
- **Luxury and Legacy:** Can excellence drive sustainability?
- **Adapting Destinations to Climate Reality:** Facing the frontlines
- **Communicating with the Conscious Traveler:** Engaging with purpose and integrity
- **Empowering Generation Z:** Educating tomorrow's architects of transformation

# #PARTNERSHIP OPPORTUNITIES

LET'S REVIEW OUR PARTNERSHIP PROGRAMS  
AND HOW THEY CAN STRENGTHEN YOUR BRAND'S INFLUENCE.

29-30 OCT 2026

# EVENT PARTNER PROGRAM

- Logo on the web site & all support (screen, TV, Print, media add)
- 2 Pass for the forum
- Half table (5 guests) for the gala dinner

**3K**  
**euros**



# SUPPORTIVE PARTNER PROGRAM

- Enlarged Logo on the web site and all support ( screen, TV, Print, media add)
- 5 Pass for the forum
- Full branded table ( 10 guests) for the gala dinner



**5K**  
**euros**

# INVOLVED PARTNER PROGRAM

- Enlarged Logo on the web site and all support ( screen, TV, Print, media add)
- 10 pass
- Full branded table (10 guests) for the gala dinner
- 1 interview with a travel media on video
- Social media communication mentioning your brand/ attendee
- Inclusion of one speaker on a round table session (on demand)

**10K**  
**euros**



# COMMITTED PARTNER PROGRAM

- Enlarged Logo on the web site and all support ( screen, TV, Print, media add)
- 15 pass for the forum
- 1 Full branded tables (10 guests) for the gala dinner
- 1 interview with a travel media on video
- Social media communication mentioning your brand/ attendee (1 post and 1 video)
- Inclusion of one speaker on a round table session

**15K**  
**euros**



# STRATEGIC PARTNER PROGRAM

- Enlarged Logo on the web site and all support ( screen, TV, Print, media add)
- 20 pass (for your guests)
- 1 Full branded table (10 guests) for the gala dinner
- 1 interview with a travel media on video and Social media communication focusing on your brand ( 1 post and 1 video)
- Inclusion of one speaker on a round table session
- Award ceremony ( awards giving, logo projection at the gala dinner)
- Speaker at the press conference
- Nomination calls for the awards
- Logo on replay · Special « thank you » mailing post event

**20K**  
**euros**



# GALA DINNER STRATEGIC PARTNER PROGRAM

- Opening speech at the Gala Dinner ceremony
- 1 Full branded tables (10 guests) for the gala dinner
- Award ceremony (awards giving, logo projection)
- 1 interview with a travel media on video and Social media communication focusing on your brand ( 1 post and 1 video)
- Logo on all tables and menus
- Logo on replay
- Enlarged Logo on the web site and all support ( screen, TV, Print, media add)
- 10 pass for 2 days at the forum (for your guests)
- Speaker at the press conference

**30K  
euros**



# MISCELLANEOUS

All Coffee breaks > **5 K€**

Photocall Forum > **8 K€**

All Lunchs > **15 K€**

VIP salon > **5 K€**

Necklaces > **3 K€**



# **\*SHORT NOTICE ABOUT PASS ALLOCATION**

Given the exceptional nature of the forum to be held at the National Assembly on 29 October 2026, the organisers will not be issuing accreditations for this event on a routine basis. To maintain the quality of exchanges and ensure alignment with the event's objectives, the organisers reserve the right to validate the allocation of passes between the two days.

The second day of the forum, on 30 October 2026, will accommodate a larger number of participants from across the travel and tourism ecosystem.

Many thanks for your understanding.

\*Included across all partnership levels.

# TEAM



**FREDERIC VANHOUTTE**  
FOUNDER AWFT, PRESIDENT EVENTIZ

An INSEAD graduate, Frédéric Vanhoutte is a **visionary leader in Travel, Innovation & Sustainability**. With **over 30 years of experience in travel**, he has dedicated his career to **transforming the tourism industry** through innovation and technology. He **co-founded Travelprice, France's first online travel agency**, expanding into six countries before its acquisition by Lastminute. He later led Selectour.com, the digital arm of France's top physical travel network, and **created the first Thalasso Tour Operator**. As **founder of the online travel agency association Level.com**, he helped **shape France's digital travel landscape**. In 2008, he launched Eventiz Media Group, the **leading travel media and events company** in France, behind **industry-shaping brands** like TOM.travel, Travel d'Or, Totec, and the **Travel Pavilion at VivaTech**. Frédéric also **founded the international forum A World For Travel (AWFT)** to drive the sustainable transformation of tourism. A **respected entrepreneur and strategic board advisor**, he brings **vision, operational excellence, and global influence to the travel ecosystem**.



**DANIELA WAGNER**  
VP DEVELOPEMENT

With **over 3 decades of experience in the travel industry**, Daniela has played a vital role in driving international growth and partnership for leading B2B travel media brands in Europe and the UK. Curently, Daniela serves as the **Group Business Development Director for Jacobs Media Group**, leading the **expansion into new markets and developing a portfolio of international events** and media partnerships in EMEA and the Americas. **Under her leadership, the international travel trade team contributed 25% of annual group revenue**. The group was awarded the Queen's award for international growth and exports in 2020. In addition, Daniela has held various other positions in the travel industry, including **Director for Europe, Middle East and Africa at PATA**. **Co-founder of e-Waterways Cruises** and CEO EMEA for Cendant/Travelport B2C Business Group. She also served as the **VP of Corporate Affairs at the World Travel & Tourism Council (WTTC)** and the **Executive Director of the European Tour Operators Association (ETOA)**.



**JULIETTE LAVERDANT**  
EVENT & MARKETING DIRECTOR

With **over 15 years of experience in communication, marketing, and media**, Juliette operates at the **crossroads of tourism, technology, and sustainability**. She drives transformation across the industry by designing and **implementing high-impact brand and communication strategies, with a strong focus on sustainable development**. Former Communications Director at France's leading travel SaaS platform (Orchestra/Travelsoft), now an independent consultant, Juliette is also an **active member of the organizing committee of the global forum A World for Travel**, working closely with major international organizations. Her strategic vision, collaborative leadership, strong ethical sense, and ability to unite stakeholders around a shared mission make her a recognized asset to executive boards in the global tourism sector.



**NICOLAS DE DIANOUS**  
COMMUNICATION ADVISOR

Nicolas de Dianous is a **marketing strategist and advisor to leaders in the travel industry**. He supports international brands, destinations, institutions, and travel companies on marketing strategy, digital transformation, communications, social media, influence, and customer engagement. He is also a speaker and author, and is known for helping tourism organizations **strengthen visibility, brand preference, and business performance in a fast-changing digital environment**.



**LUCAS RADONDY**  
PROJECT & SALES MANAGER

Lucas Radondy is an **international communications, public relations and influence specialist** with over fifteen years of experience at the intersection of travel aviation, tourism, and global events. Former Head of Communications at French bee airline and long-term consultant at Air Caraïbes, he played a key role in **strengthening the airline brands visibility and international positioning**. Today, he advises global organizations, companies and **strategic initiatives on communications, marketing activations and global engagement**. He led staff and hospitality programs on various major international gatherings such as the **G7 Summit, IA Summit, Ocean Summit and Olympic Games**. He thinks communications and partnerships are not only about visibility, but also about **building dialogue, creating strong meaningful bonds, and lasting impact**. Always ready to go overseas and beyond, he is a positive and optimistic leader who believes in paving the correct way for the younger generation.

# THANK YOU FOR COMMITTING

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A CURATED HYBRID GATHERING OF 200 GLOBAL LEADERS.  
TURNING DIALOGUE INTO COLLECTIVE ACTION IN PARIS.

29-30 OCT 2026

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## Work with us :

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**WELCOME TO PARIS!**