

The logo features a stylized world map with continents in red, yellow, and blue. The text "FOCUS on TRAVEL NEWS" is overlaid on the map.

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### 5th TOURISM LEADERSHIP FORUM

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To mark the fifth anniversary of the TOURISM LEADERSHIP FORUMS held by EXCELTUR every two years, as a result of the recent agreement between the UNWTO and EXCELTUR «Alianza para la Excelencia Turística», the next forum on the eve of FITUR 2010 will be co-organized by both institutions with the special participation of the World Travel and Tourism Council (WTTC), an organization similar to EXCELTUR that comprises the presidents and chairs of one hundred of the world's foremost tourism companies.

Under the title "TOURISM RECOVERY CHALLENGES AND PROSPECTS FOR 2010" and with the aim of making it the first major forum for reflection at worldwide level of the year, that puts forward from Madrid some first trends for 2010 as a whole, the 5th TOURISM LEADERSHIP FORUM will discuss the key global issues and changes that will most influence tourism at international level next year, as well as other matters focused more on the challenges for and opportunities for recovery of the Spanish tourist industry itself.

On this occasion the 5th TOURISM LEADERSHIP FORUM will feature talks from a highly distinguished list of leading figures in the sector, including the maximum tourism authorities from some of the main inbound and outbound tourism countries in the world and the presidents of large international and Spanish companies, leaders in their particular field of tourism.

Likewise, and to coincide with the start of Spain's Presidency of the European Union, in the first six months of 2010, the 5th TOURISM LEADERSHIP FORUM aims, in turn, to mark a turning point and set a precedent emanating on this occasion from Spain and that highlights the importance of joining forces and promoting public-private cooperation to the maximum, in order to put together and agree on the best business policies and strategies that make it possible to speed up world tourism recovery. In short, to give renewed impetus to the notable socio-economic multiplying effects that tourism has on the other sectors, in a still adverse situation, stemming from the biggest economic crisis in recent history.