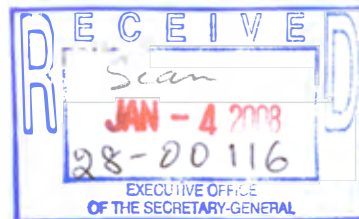


THE GLOBAL
Travel & Tourism

S U M M I T
DUBAI • 20-22 APRIL 2008

Dubai • 20-22 April 2008 • www.globaltraveltourism.com



Mr. Ki-Moon
from letter

To Central

UNWTO

Dear Mr Ki-Moon,

I take great pleasure in personally inviting you to attend the 2008 Global Travel & Tourism Summit which will take place under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Prime Minister and Vice President of the United Arab Emirates and Ruler of Dubai.

Invited leaders of industry and government will come together at the Dubai Summit on 20 to 22 April 2008 for discussions that can shape the future of the world's largest generator of wealth and employment - Travel & Tourism. An exemplary international public and private sector partnership comprising the Department of Tourism and Commerce Marketing, Emirates, Jumeirah Group, Nakheel and the World Travel & Tourism Council, have joined forces to host this event.

With so much attention on issues that affect our businesses, markets and the global community, there has never been a more appropriate time to focus the attention of world leaders on ways to tackle the challenges and to unlock the opportunities for sustainable and responsible growth.

Generating more than 231 million jobs across the world and contributing 10 per cent of global GDP, our industry is at the very heart of the challenges, as well as being one of the potential drivers that can nurture social and economic success in the long term. With this objective in mind, the unique setting for the Summit of *The Round* engages leaders in a frank exchange of ideas. Open dialogue will be enhanced by the active participation of globally renowned press and media including BBC World, Newsweek International, Financial Times and USA Today.

I would be honoured to have you join us in Dubai, to participate in Summit discussions aimed at unlocking the full and sustainable potential of Travel & Tourism and enhancing this industry's contribution to the future of the world. Please indicate your availability to participate by returning the enclosed RSVP form.

I look forward to welcoming you in Dubai.

Khalid A bin Sulayem

Khalid A bin Sulayem
Director General
Department of Tourism and Commerce Marketing





THE GLOBAL
Travel & Tourism
SUMMIT
DUBAI • 20-22 APRIL 2008

Please complete and return this form to confirm your attendance at the 8th Global Travel & Tourism Summit.

RSVP today

☐ I will be attending the WTTC Summit in Dubai, 20-22 April 2008

Please check the accuracy of your contact details and amend or complete as necessary:

Unique ref: 15111655VWFLTE

Name: Mr Ban Ki-Moon

Company: United Nations

Email:

Telephone no:

If your participation in the Summit is being managed on your behalf, please provide the appropriate contact details below:

Name:

Organisation:

Email:

Telephone no:

Invitations are non-transferable.

☐ I will not be attending the WTTC Summit 2008 in Dubai

Signed: _____

Date: _____

We would recommend that you return this RSVP by **31st December 2007** to formally accept your personal invitation and guarantee your place at the Summit. There are 3 ways to respond:

Fax: +44 (0) 1452 797653

Post: World Travel & Tourism Council, 1-2 Queen Victoria Terrace
Sovereign Court, London E1W 3HA, United Kingdom

Online: Visit www.globaltraveltourism.com and enter your unique reference number to register online.

Further enquiries: Please contact WTTC on +44 (0)207 481 8007 or email rsvp@wttc.travel

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Summit Patrons:



*HE Khalid bin Sulayem, Director General,
Dubai Government Department of Tourism and Commerce Marketing
and the World Travel & Tourism Council
request the pleasure of the company of*

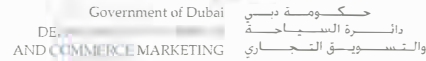
Ban. Hi-Moon

at the 8th Global Travel & Tourism Summit in Dubai, 20-22 April 2008

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*RSVP - see enclosure
STRICTLY NON-TRANSFERABLE*

THE GLOBAL
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SUMMIT
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Travel & Tourism is an inseparable part of the world in which we live, making a vital contribution to the world's economy as well as to the quality of life of its citizens. This industry accounts for more than 10% of global GDP and 8% of total employment worldwide.

This industry recognizes that the 21st century is bringing major new challenges and opportunities – not only for its own business, but also for the world in which Travel & Tourism forms such a crucial part. We take great pleasure in inviting you to the 8th Global Travel & Tourism Summit, to participate in discussions with government and industry leaders, that will shape the future of Travel & Tourism worldwide.

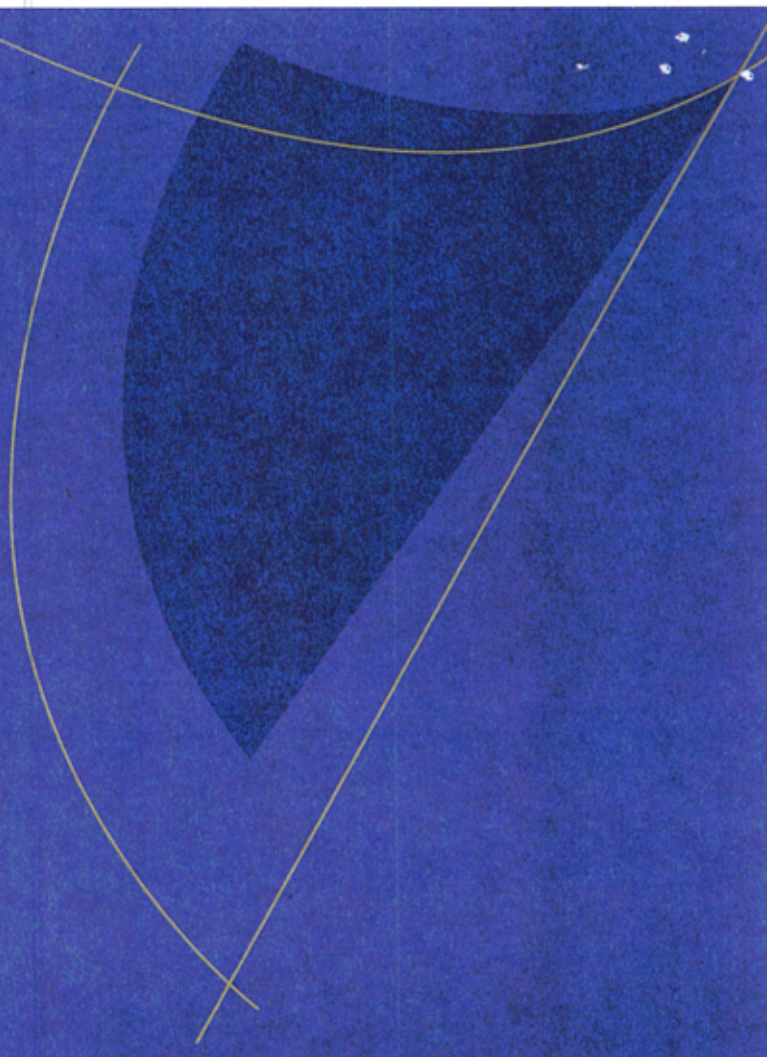
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A personal invitation from

*The Government
of Dubai and the
World Travel &
Tourism Council*