



Annual Meeting 2026 – BRUSSELS

9-10 November

www.globaltourismforum.org

info@worldtourismforum.net



Annual Meeting 2026 - BRUSSELS

We would be honored to invite you to join the Global Tourism Forum Annual Meeting 2026 as a distinguished speaker.

The Annual Meeting will bring together heads of state, ministers, global investors, tourism leaders, policymakers, and senior executives to discuss the future of tourism, investment, sustainability, aviation, hospitality, and destination development. Your expertise and leadership would add significant value to the global dialogue and help shape meaningful conversations on how tourism can drive economic growth,



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Introduction

Since its inception 16 years ago, the Global Tourism Forum (GTF) has evolved into a premier international platform where heads of state, ministers, CEOs, investors, and innovators convene to shape the future of travel and tourism.

Following the strong impact of the 2025 Annual Meeting in Brussels, the 2026 edition will further strengthen GTF's role as a bridge between policy, investment and industry, with a clear focus on high-level leadership, tourism investments, technology and sustainable growth.

Brussels, as the political heart of Europe, provides an ideal setting to connect global tourism stakeholders with European institutions, international organisations and leading private-sector decision-makers.

Expected Outcomes

Building on the strong benchmark established by the Annual Meeting 2025 in Brussels, the GTF Annual Meeting 2026 is expected to further strengthen Brussels’ position as a strategic global hub for tourism dialogue, investment cooperation and high-level international engagement.

The 2026 edition is expected to deliver the following outcomes:

- Participation of **more than 70 high-level speakers** and moderators, including government leaders, ministers, international organisations, global hotel groups, airlines, airports, investors, development finance institutions, technology companies and leading media representatives.
- Attendance of **more than 2,000 international delegates from over 50 countries**, representing Europe, the Middle East, Africa, Asia and the Americas.
- A comprehensive high-level programme featuring keynote speeches, ministerial sessions, investment panels, CEO discussions and fireside chats focused on tourism investments, artificial intelligence, digital transformation, sustainability, aviation, urban development, security and new media.



Expected Outcomes

- Strong digital visibility, with an expected online reach of around **100,000 viewers** through live broadcasts, digital platforms and social media channels.
- Direct engagement with key target participants, including ministers, international organisations, sovereign wealth funds, development finance institutions, hotel groups, airlines, airports, technology companies, investors, destination authorities and global media.
- Enhanced political and institutional participation, positioning the Annual Meeting as a key platform for public-private dialogue in the global tourism economy.
- A sharper investment focus, creating opportunities for strategic partnerships, investment discussions, destination promotion and cross-border cooperation.

GTF Annual Meeting 2026 is designed as an expanded, next-level edition that builds on the momentum of 2025 while delivering greater scale, stronger political presence and a more focused investment agenda.



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Apostolos Tzitzikostas

European Commissioner for Sustainable
Transport and Tourism

Annual Meeting 2025

Event Snapshot

Event: Global Tourism Forum – Annual Meeting 2026

Location: Brussels, Belgium

Venue: Royal Museum of Fine Arts of Belgium (Grand Forum & Agora spaces)

Dates: 9-10 November 2026

Participants: 2000+ high-level delegates over 2 days

High-Level Attendance: At least 5 Heads of State and dozens of ministers expected

Exhibition Area: 10 exclusive, high-impact booths only

Organizer: World Tourism Forum Institute



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**WORLD
TOURISM
FORUM**
Institute

 **Royal Museums
of Fine Arts of Belgium**

Key Highlights

2,000+ High-Level Delegates

Over three days, the Forum will convene more than 2,000 high-level participants, including heads of state, ministers, CEOs, investors, mayors, international organisations and global media.

At Least Five Heads of State

The 2026 edition is expected to host a minimum of five Heads of State, positioning GTF Brussels as one of the most politically high-profile tourism gatherings worldwide.

Only 10 Exclusive Booths

The exhibition area will be strictly limited to 10 booths, reserved for destinations, investors and strategic partners. This limited number ensures exclusivity, maximum visibility and premium positioning for each exhibitor.



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Shaikha Nasser Al Nowais
Secretary-General, UN Tourism
Annual Meeting 2025



Strengthen the Policy–Investment–Industry Triangle

Bring together political leaders, investors and industry executives to align priorities and unlock concrete tourism and infrastructure projects.



Mobilise Capital for Tourism & Hospitality

Present investment opportunities in destinations worldwide and connect them with sovereign wealth funds, private equity, DFIs, family offices and institutional investors.



Accelerate Digital & AI Transformation in Tourism

Highlight real use cases of AI, big data and digital platforms in aviation, hospitality, mobility and destination management.



Advance Sustainability, Resilience & Inclusion

Promote green transition, climate-smart infrastructure, regenerative tourism and inclusive growth for local communities.



Empower Women & Youth in Leadership

Showcase role models and create visibility for women and young leaders in government, business and civil society.

Thematic Pillars



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The content of the Annual Meeting 2026 will be organised around the following core pillars:

DAY -1: WELCOME DINNER

DAY 1: INVESTMENT CONFIDENCE

- Global investment outlook
 - Bankable projects & PPPs
 - Hospitality investment
 - Development finance
 - Connectivity & climate-resilient investment
 - Investment Deal Room
 - GALA DINNER
-

DAY 2: SECURITY CONFIDENCE

- Tourism security outlook
- Cybersecurity & digital trust
- Borders & seamless mobility
- Event security & MICE
- Crisis management & destination resilience
- Brussels Agenda closing session

(Detailed session titles and daily agenda will be developed at a later stage in alignment with partners and speakers.)





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