



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

8th Global Travel & Tourism Summit, Dubai

The project

Client: World Travel and Tourism Summit (WTTC)

Project Type: Annual Summit

Venue: Madinat Jumeirah, Dubai

Audience: 1,350 of the most influential decision makers in the travel and tourism industry - CEOs, senior government officials and media representatives from around the globe.

The overcoming challenges

- High profile of attendees: Worldwide CEOs of airlines, hotel groups, tour companies, and DMCs
- US\$3.15 million of sponsorship (the highest figure ever for a WTTC Summit)
- Developed a successful strategy and marketing approach for sponsorship
- World-class delegate management: from the first point of contact at the airport to the hotel arrangements, the attendees were looked after like royalty
- Event corporate identity respected: the set up of a Coliseum style auditorium for 1,350 persons was one of the most harrowing challenge
- Enhanced security measures: With the presence of HH Sheikh Mohammed bin Rashid Al-Maktoum, Prime Minister and Vice President of the United Arab Emirates and Ruler of Dubai, other heads of state and VIPs, security was of utmost importance

The tools

- Experienced and enthusiastic team of event managers and co-ordinators
- Cutting-edge event business management software (IT system)
- Proven and recognised methodology of work resulting in a professional and hassle-free Summit organisation

The verdict

Ufi Ibrahim, Chief Operations Officer, WTTC, said:-

"The 8th Global Travel & Tourism Summit has been a resounding success. The programme format worked very well, and the delivery of it was top-notch. The summit is the most important event in the global travel and tourism calendar and CSI did an excellent job in bringing together both public and private sector partners – it was this collaboration that made this edition stand out and surpass previous events. Feedback from our board members and delegates has been extremely positive, and we can commend CSI on a job well done."

The results

- An increased delegate attendance of 90% compared to last year's Summit in Lisbon (1350 vs 800 attendees)
- Set a new record of event sponsorship, US\$ 3.15 million
- A successful Summit for the destination: Dubai

WHY CSI?

CSI demonstrated an in-depth knowledge of the event industry whilst ensuring a meticulous preparation with a proactive and dedicated team, which resulted in a **memorable Summit and a long term relationship** with the client.