

MOST INFLUENTIAL LEADERS OF TOURISM

WHO HAD THE GREATEST IMPACT ON TOURISM IN 2024?

WORLD  
TOURISM  
FORUM  
Institute

GLOBAL TREND SETTERS IN TRAVEL

WHO DROVE INNOVATION, WHO SHAPED POLICIES?

# POWER 30 LIST

2024

## DR MOHAMED MUIZZU

Maldives Success  
as a top luxury,  
sustainability-focused  
island destination.

Power 30 List is an annual ranking by  
the World Tourism Forum Institute.

February  
2025



The logo for the Global Tourism Forum, featuring the text "GLOBAL TOURISM FORUM" in a bold, white, sans-serif font. The text is arranged in three lines: "GLOBAL" on the top line, "TOURISM" in the middle, and "FORUM" on the bottom. The text is enclosed within a white circular outline that is open at the top and bottom.

**GLOBAL  
TOURISM  
FORUM**

The main title of the event, "Annual Meeting 2025 Brussels - October", displayed in a large, white, sans-serif font. The text is centered horizontally and positioned to the right of a vertical white line. The background of the entire image is a blue-tinted photograph of several European Union flags waving in front of a modern building with a grid of windows.

**Annual Meeting 2025  
Brussels - October**



The image features two European Union flags, one in the foreground and one partially visible to the left. They are set against a background of a modern building with a grid-like facade of windows. The text is overlaid on the right side of the image.

# WHERE THE LEADERS MEET!

[www.globaltourismforum.org](http://www.globaltourismforum.org)



**Bulut Bağcı**  
President of WTFI

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The tourism and hospitality sectors are witnessing a profound transformation, where traditional models are being challenged and new paradigms of travel are taking shape. The Power List 30 for 2024 is a tribute to those who have exhibited unwavering leadership, ingenuity, and influence across five fundamental dimensions:

#### 1. Business Performance & Global Expansion

The most successful leaders in tourism are those who have not only sustained their businesses through volatility but have also expanded, acquired, and evolved in response to a dynamic marketplace. These individuals have successfully:

- Achieved record-breaking revenue growth and market dominance in highly competitive environments.
- Led multi-billion-dollar expansions, acquisitions, and strategic partnerships to solidify their influence.
- Revolutionized guest experiences through innovative business models, redefining hospitality, transportation, and destination management.

#### 2. Technological Innovation & Digital Transformation

The future of travel is digital, and technology pioneers on this list are spearheading innovations that are redefining convenience, personalization, and efficiency in tourism. This includes:

- The rise of AI and machine learning to create ultra-personalized experiences.
- Big data analytics shaping demand forecasting, customer engagement, and hyper-targeted marketing.
- The emergence of smart tourism—where IoT-powered, AI-integrated platforms provide seamless, end-to-end experiences for travelers.

#### 3. Sustainability & Responsible Tourism

Sustainability is no longer a trend—it is a non-negotiable pillar of the tourism industry. The individuals featured in this list are leading the charge in:

- Carbon-neutral and net-zero travel initiatives, reducing environmental footprints across aviation, hospitality, and destination management.
- Eco-conscious travel policies and investment in regenerative tourism models, preserving destinations while empowering local communities.
- Plastic-free, green-certified hotels, carbon-offset airline programs, and ethical tourism initiatives that set new benchmarks for sustainable travel.

#### 4. Strategic Leadership & Resilience in an Era of Change

The global travel industry has weathered unprecedented challenges, from economic downturns and geopolitical crises to shifting regulatory landscapes. The Power List 30 honorees have displayed:

- Exceptional agility in navigating disruptions, ensuring continuity, innovation, and long-term growth.
- Visionary leadership in repositioning brands for a post-pandemic world, adapting to new traveler mindsets.
- Transformational business strategies, driving inclusive employment, digital skill-building, and workforce empowerment.

#### 5. Global Tourism Impact & Policy Influence

True industry leaders extend their impact beyond corporate boardrooms; they shape global policies, international alliances, and regulatory landscapes. The Power List 30 acknowledges those who:

- Advocate for policies that enhance tourism's contribution to economies worldwide.
- Collaborate with governments and international organizations to establish stronger tourism infrastructure and governance.

- Drive cross-border collaborations, strategic investments, and sustainable tourism models that benefit both travelers and local economies.

#### Tourism's Defining Moment: A Look Toward the Future

We stand at the dawn of a new golden age of tourism, one that is smart, sustainable, and experience-driven. The Power List 30 honorees are not just executives and entrepreneurs—they are architects of the future, reimagining how the world explores, connects, and discovers.

Their game-changing innovations, fearless decision-making, and unwavering commitment to excellence have set them apart as the true powerhouses of global travel.

The Power List 30 is not merely a ranking—it is a recognition of influence, ingenuity, and industry-shaping leadership. These individuals are turning challenges into opportunities, ideas into revolutions, and visions into realities that will define the future of travel for generations to come.

At the World Tourism Forum Institute, we are proud to honor these inspirational figures who continue to elevate the industry, drive innovation, and ensure that tourism remains a transformative force in the world.

Welcome to the Power List 30 – 2024. Welcome to the future of travel.

The most successful leaders in tourism are those who have not only sustained their businesses through volatility but have also expanded, acquired, and evolved in response to a dynamic marketplace.

# POWER 30 LIST

## The Most Influential Leaders of 2024

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#### Publisher:

World Tourism Forum Limited

#### Phone:

+44 20 3289 0252

#### Mail:

info@worldtourismforum.net

#### Chairman:

Bulut Bagci

#### HQ Address:

284 Chase Road Block A 2nd Floor, Chase Road, London, England, N14 6HF

#### MEAA Office:

District – Business Bay – 406-A TOWER  
The Opus by Omniyat – Burj Khalifa Blvd –  
Dubai, United Arab Emirates

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**WORLD  
TOURISM  
FORUM**  
*Institute*

# POWER 30 LIST

The Tourism Power List 30 is a testament to the influential figures at the helm of these trends, driving innovation, shaping policies, and redefining the boundaries of what it means to travel in the 21st century.

Welcome to the Tourism Power List 30, an authoritative compilation meticulously curated by the World Tourism Forum Institute. In a world marked by rapid change and evolving landscapes, the tourism industry stands as a dynamic force, constantly shaped by innovation, sustainability, and shifting consumer preferences. As we delve into the realms of travel and hospitality, we witness not only the emergence of groundbreaking trends but also the trailblazers who spearhead these transformative movements.

In the year 2024, the global tourism sector

continued its dynamic evolution, marked by a confluence of transformative forces. The emphasis on sustainable and responsible travel intensified, with a growing focus on minimizing environmental impact and supporting local communities. Technological advancements further integrated into the travel experience, offering personalized itineraries, seamless bookings, and immersive virtual explorations. Simultaneously, a renewed appreciation for authentic cultural encounters and off-the-beaten-path destinations emerged, driving a shift towards more meaningful and enriching travel experiences.



# PARAMETERS

The year 2024 saw the global tourism landscape further diversify and evolve. Sustainability emerged as a non-negotiable cornerstone, with travelers increasingly seeking eco-conscious options and supporting businesses committed to environmental and social responsibility. Technology continued to revolutionize the industry, from AI-powered travel planning tools and augmented reality experiences to the rise of blockchain technology for secure and transparent travel transactions.

## Business Performance

- Financial metrics (e.g., revenue, EBITDA, market share, passenger/customer volume).
- Growth trajectory in key business areas (hotel openings, new routes, expansions, M&A).

## Leadership & Strategy

- Vision and strategic direction (e.g., entering new markets, pivoting post-COVID, embracing digital transformation).
- Corporate culture and employee engagement (e.g., DEI initiatives, retention).

## Innovation & Technology

- Investment in cutting-edge technology (mobile, AI, data analytics) to enhance customer experience.
- Development of new products/services (e.g., contactless check-in, dynamic pricing, personalization).

## Sustainability & Social Responsibility

- Commitments to environmentally friendly practices (e.g., carbon footprint reduction, eco-friendly fleets).
- Community impact (support for local economies, social programs, responsible tourism practices).

## Global Tourism Impact

- Influence on global travel ecosystems (collaborations with tourism boards, partnerships across continents).
- Industry advocacy—participation in major associations (e.g., WTTC, IATA, UNWTO) shaping travel policies.

# POWER 30 LIST

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Names are listed in alphabetical order. The main purpose of this list is to identify the 30 most influential leaders, not to rank them against each other.



**Helal Saeed Almarri**

Chairman of Dubai Tourism

**Sebastian Bazin**

CEO of Accor

**Ed Bastian**

CEO of Delta Airlines

**Anthony Capuano**

President and CEO of Marriott International

**Brian Chesky**

Co-founder and CEO of Airbnb

**Augustin de Romanet**

CEO, Groupe ADP (Aéroports de Paris)

**Sebastian Ebel**

CEO of TUI Group

**Larry Fink**

Chairman & CEO, BlackRock

**Glenn D. Fogel**

CEO of Booking Holdings

**Dr. Kao Kim Hourn**

Secretary-General of ASEAN

**Nicolas Huss**

CEO, Hotelbeds

**Bob Iger**

CEO, The Walt Disney Company

**Alfred F. Kelly Jr.**

Executive Chairman, Visa

**Peter M. Kern**

CEO of Expedia Group

**Scott Kirby**

CEO, United Airlines

**Dara Khosrowshahi**

CEO of Uber

**Neşet Koçkar**

Founder of ANEX Tour

**Elie Maalouf**

CEO, IHG Hotels & Resorts

**Michael Miebach**

CEO, Mastercard

**Dr. Mohamed Muizzu**

President of Maldives

**Christopher J. Nassetta**

CEO of Hilton Worldwide

**Michael O'Leary**

Group CEO, Ryanair

**Sundar Pichai**

CEO, Alphabet (Google)

**Stephen A. Schwarzman**

Chairman, CEO & Co-Founder, Blackstone

**Randy Smith**

Co-Founder & Chairman, STR

**Jane Sun**

CEO, Trip.com Group

**Anurag Singh Thakur**

Member of Parliament & Former Cabinet Minister, India

**William M. Walsh**

Director General of IATA

**Josh Weinstein**

CEO & Chief Climate Officer, Carnival Corporation

**Mark Zuckerberg**

CEO of Meta



Helal Saeed Almarri,  
Chairman of Dubai Tourism

# HELAL SAEED ALMARRI

## Chairman of Dubai Tourism

### POSITIONS DUBAI AS A PREMIER GLOBAL HUB FOR BUSINESS, LUXURY, AND LEISURE TRAVEL.

Helal Saeed Almarri, the Chairman of Dubai Tourism, has been instrumental in shaping Dubai into one of the world's top travel destinations. Under his leadership, the emirate has seen record-breaking visitor numbers, economic growth, and global recognition, reinforcing its position as a leading hub for tourism, business, and investment.

#### **Driving Growth in Dubai's Tourism Industry**

Dubai continues to be one of the most visited cities in the world, with over 17 million international visitors in 2024, surpassing pre-pandemic levels. This success is attributed to strategic initiatives that enhance the city's hospitality sector, global connectivity, and event-driven tourism. Dubai's hotels recorded an average occupancy rate of over 80%, one of the highest globally, demonstrating strong demand across luxury, mid-range, and budget segments.

Almarri has played a key role in expanding Dubai's aviation network, making it easier for travelers worldwide to visit. Dubai International Airport (DXB) remains the busiest airport for international passengers, welcoming over 90 million travelers in 2024. Partnerships with Emirates and flydubai have further strengthened Dubai's connectivity, opening new flight routes across Asia, Africa, and Europe.

#### **The Impact of Major Events and Expo 2020 Legacy**

A major part of Dubai's tourism strategy is its focus on global events and experiences. Almarri has overseen the transformation of Expo 2020 Dubai into Expo City Dubai, now a sustainable business and tourism hub that attracts millions of visitors. Events such as the Dubai Shopping Festival, Dubai Food Festival, and Arabian Travel Market

continue to draw global attention, boosting tourism revenues and positioning Dubai as a leader in experiential travel.

#### **Smart and Sustainable Tourism Initiatives**

As part of Dubai's long-term tourism strategy, Almarri has championed smart and sustainable tourism. In 2024, Dubai launched new AI-driven visitor experiences, seamless digital services, and personalized travel recommendations, making travel more efficient and tailored to individual preferences. Sustainable tourism projects, including carbon-neutral hotels and eco-tourism attractions, have also been a major focus, aligning with Dubai's vision for responsible tourism growth.

Strengthening Dubai as a Business and Investment Hub  
Beyond leisure tourism, Dubai has become a major business and investment destination. In 2024, it cemented its status as the world's leading MICE (Meetings, Incentives, Conferences, and Exhibitions) destination, hosting millions of business travelers and investors. This aligns with the Dubai Economic Agenda D33, which ensures tourism remains a core pillar of the emirate's long-term economic strategy.

#### **Looking Ahead**

Under Almarri's leadership, Dubai's tourism industry continues to evolve, embracing technology, sustainability, and international partnerships to maintain its global edge. As Dubai moves forward, it remains a model for smart, sustainable, and investment-driven tourism, shaping the future of global travel beyond 2024.





Sébastien Bazin,  
CEO of AccorHotels



# SÉBASTIEN BAZIN

## CEO of AccorHotels

OVERSEES A DIVERSE HOSPITALITY PORTFOLIO (SOFITEL, RAFFLES, IBIS), DRIVING DIGITAL INNOVATION AND BRAND EXPANSION.

Sébastien Bazin, the Chairman and CEO of Accor, has played a transformative role in the global hospitality industry. Since taking the helm in 2013, he has reshaped Accor into a modern, technology-driven, and asset-light hospitality powerhouse. With a diverse portfolio spanning over 40 brands across 110 countries, Bazin has positioned Accor as one of the world's most influential hotel groups.

### **Expanding Accor's Global Presence**

Under Bazin's leadership, Accor has expanded rapidly, solidifying its position in luxury, lifestyle, and economy hospitality segments. The group's brand portfolio includes Raffles, Fairmont, Sofitel, MGallery, Pullman, Novotel, Mercure, and ibis, catering to a wide range of travelers. His strategy has focused on acquisitions, partnerships, and brand diversification, ensuring Accor remains competitive in an evolving global market.

### **Innovation and Digital Transformation**

Bazin has been at the forefront of digital transformation in hospitality, investing heavily in technology, guest experience, and loyalty programs. Under his leadership, Accor launched ALL – Accor Live Limitless, a dynamic loyalty ecosystem that integrates hotels, dining, experiences, and partnerships, creating a more immersive and rewarding customer journey.

In 2024, Accor continued expanding its lifestyle hospitality division, investing in new digital services, AI-powered guest experiences, and smart hotel technology to enhance personalization and operational efficiency.

### **Sustainability and ESG Commitments**

Recognizing the importance of sustainability in hospitality, Bazin has made ESG (Environmental, Social, and Governance) policies a key focus for Accor. The company has committed to reducing carbon emissions, eliminating single-use plastics, and promoting energy efficiency across its properties. In 2024, Accor accelerated its net-zero carbon strategy, expanding investments in sustainable hotel designs, green-certified properties, and eco-conscious tourism initiatives.

### **Financial Strength and Asset-Light Strategy**

Bazin has led Accor's transition to an asset-light business model, focusing on hotel management and franchising rather than direct ownership. This approach has strengthened the group's financial resilience, enabling faster expansion and greater agility in a competitive market. Accor's financial performance in 2024 reflected strong revenue growth, higher occupancy rates, and increased global demand for lifestyle hospitality experiences.

### **Future Vision for Accor**

As a visionary leader in the hospitality industry, Sébastien Bazin continues to steer Accor toward digital innovation, sustainability, and lifestyle-driven experiences. With a focus on personalization, technology, and responsible tourism, he is ensuring Accor remains at the forefront of modern hospitality, shaping the future of travel for years to come.



Ed Bastian,  
CEO of Delta Air Lines

# ED BASTIAN

## CEO of Delta Airlines

### KNOWN FOR OPERATIONAL RELIABILITY AND CUSTOMER-CENTRIC INNOVATION IN GLOBAL AVIATION.

Ed Bastian, the CEO of Delta Air Lines, has established himself as one of the most influential leaders in the aviation industry. Under his leadership, Delta has solidified its position as one of the world's most respected airlines, recognized for operational reliability, customer service, and innovation. His strategic approach has enabled Delta to navigate challenges, including economic downturns, industry disruptions, and the global pandemic, while maintaining a strong focus on long-term growth and sustainability.

Bastian joined Delta in 1998 and steadily rose through the ranks, serving in key financial and strategic roles before becoming CEO in 2016. Since taking the helm, he has guided the airline through significant transformations, including fleet modernization, digital innovation, and global expansion. His leadership has been instrumental in Delta's continued success, particularly in enhancing passenger experience through technology-driven services and customer-focused improvements.

In 2024, Delta continues to thrive under Bastian's leadership, setting industry benchmarks in performance, profitability, and sustainability. The airline has invested heavily in upgrading its fleet with fuel-efficient aircraft, reducing its carbon footprint while improving operational efficiency. Delta remains a pioneer in sustainable aviation, with ongoing initiatives focused on carbon offset programs, the use of sustainable aviation fuels, and partnerships aimed at achieving net-zero emissions in the coming decades.

Bastian has also emphasized the importance of digital transformation in aviation, integrating cutting-edge technology to improve efficiency and enhance the

customer experience. Delta has expanded its biometric check-in and boarding processes, streamlined airport operations, and introduced AI-driven personalization for travelers, ensuring seamless journeys from booking to arrival. The airline's loyalty program, SkyMiles, has been further enhanced, strengthening customer engagement and retention through strategic partnerships with global brands.

One of Bastian's defining leadership traits is his commitment to Delta's workforce. He has consistently prioritized employee well-being, advocating for industry-leading compensation and benefits while fostering a strong company culture. His approach has helped Delta maintain one of the most dedicated and customer-focused teams in the aviation sector, contributing to its reputation as a premium airline.

Under Bastian's leadership, Delta has expanded its global network, strengthening partnerships with international carriers to provide seamless connectivity across major hubs worldwide. The airline's strategic alliances with global partners have enhanced its reach in key markets, reinforcing its status as a preferred carrier for business and leisure travelers alike.

Looking ahead, Bastian remains focused on driving Delta's next phase of growth by embracing new technologies, advancing sustainability efforts, and maintaining the airline's reputation for excellence. His leadership continues to shape the future of aviation, ensuring that Delta remains a leader in innovation, customer experience, and operational performance.





Anthony Capuano,  
President and CEO of Marriott  
International



# ANTHONY CAPUANO

## President and CEO of Marriott International

### LEADS THE WORLD'S LARGEST HOTEL CHAIN, EXPANDING MARRIOTT BONVOY'S GLOBAL FOOTPRINT.

Anthony Capuano, the President and CEO of Marriott International, has been at the forefront of the company's growth and innovation, reinforcing its position as the world's largest hotel chain. With a career spanning over two decades at Marriott, Capuano has played a pivotal role in expanding the company's global footprint, strengthening its brand portfolio, and driving digital transformation in hospitality. Since assuming the role of CEO in 2021, he has led Marriott through a period of strong recovery and strategic growth, ensuring the company remains at the forefront of the industry.

Capuano has overseen the expansion of Marriott's extensive portfolio, which now includes more than 8,000 properties across 139 countries. His leadership has been instrumental in broadening the company's luxury, lifestyle, and mid-scale offerings, reinforcing the strength of Marriott's world-renowned brands such as Ritz-Carlton, St. Regis, JW Marriott, and W Hotels. Under his guidance, Marriott has also expanded its presence in emerging markets, capitalizing on increasing global travel demand.

A strong advocate for innovation, Capuano has prioritized the digital transformation of Marriott's services, enhancing guest experiences through technology. The company has invested heavily in artificial intelligence, data-driven personalization, and mobile-first solutions to create a more seamless and tailored customer journey. Marriott Bonvoy, the company's flagship loyalty program, has continued to grow, offering members exclusive benefits, unique travel experiences, and enhanced connectivity with partner brands.

Sustainability and social responsibility have also been key areas of focus for Capuano. Marriott has intensified its commitment to environmental, social, and governance (ESG) initiatives, working toward ambitious sustainability goals such as reducing carbon emissions, increasing energy efficiency, and implementing responsible sourcing practices across its global supply chain. In 2024, Marriott launched several sustainability-driven projects, including net-zero carbon hotels and expanded eco-conscious travel experiences that align with evolving consumer expectations.

Capuano's leadership has also emphasized workforce development and corporate culture. He has championed employee engagement programs, diversity and inclusion initiatives, and professional growth opportunities for Marriott associates worldwide. His people-first approach has reinforced Marriott's reputation as a company that values its employees as much as its guests.

Under Capuano's guidance, Marriott has navigated global challenges with resilience while identifying new opportunities for growth. His strategic vision ensures that Marriott International continues to evolve in an ever-changing hospitality landscape, maintaining its status as a leader in luxury, technology-driven experiences, and sustainable travel. As he looks toward the future, Capuano remains committed to shaping the next chapter of hospitality by balancing innovation, guest satisfaction, and responsible business practices.



Brian Chesky,  
Co-founder and CEO of Airbnb

# BRIAN CHESKY

## Co-founder and CEO of Airbnb

### TRANSFORMS ACCOMMODATIONS WITH HOME-SHARING, EXTENDED STAYS, AND LOCALIZED TRAVEL EXPERIENCES.

Brian Chesky, the Co-founder and CEO of Airbnb, has redefined the global hospitality industry by pioneering the home-sharing economy. Since launching Airbnb in 2008, Chesky has transformed a simple idea into a multi-billion-dollar travel tech giant, disrupting traditional hotel models and reshaping how people experience accommodations. His leadership has propelled Airbnb from a niche platform into a household name, operating in over 220 countries and regions with millions of listings worldwide.

Chesky's vision for Airbnb goes beyond just providing places to stay. He has focused on creating immersive travel experiences, fostering a sense of community, and democratizing hospitality. Under his leadership, Airbnb has expanded into long-term stays, digital nomad-friendly options, and customized travel experiences, catering to evolving consumer preferences. The platform has also introduced Airbnb Experiences, enabling travelers to engage with local cultures through guided activities hosted by locals.

A key aspect of Chesky's leadership has been his ability to navigate challenges and adapt to market disruptions. During the COVID-19 pandemic, Airbnb faced significant setbacks, but Chesky's decisive actions—including cost reductions, a renewed focus on core services, and a shift toward local and extended stays—enabled the company to rebound stronger than ever. By 2024, Airbnb had surpassed pre-pandemic revenue levels, demonstrating resilience and the growing appeal of alternative accommodations.

Innovation has been central to Airbnb's growth under Chesky's leadership. The company has invested heavily in AI-driven personalization, dynamic pricing models, and

enhanced search capabilities, making it easier for travelers to find unique and tailored accommodations. Chesky has also led efforts to improve safety, trust, and customer service, introducing stricter verification processes, more host protections, and responsive support systems to enhance user confidence in the platform.

Sustainability and responsible travel have become focal points for Chesky in recent years. Airbnb has launched initiatives to promote eco-friendly stays, encourage sustainable tourism, and support local economies through community-driven travel. The platform's flexible booking model has also contributed to the rise of remote work-friendly travel, allowing guests to explore new destinations while working remotely.

Beyond business, Chesky is recognized for his forward-thinking leadership style and commitment to social impact. He has pledged to donate a significant portion of his wealth to philanthropic causes, focusing on housing affordability, education, and refugee assistance. His leadership philosophy emphasizes creativity, innovation, and empowering individuals to become entrepreneurs through the Airbnb platform.

As Airbnb continues to evolve, Chesky remains dedicated to expanding the platform's influence in global tourism, fostering deeper connections between travelers and hosts, and shaping the future of hospitality through technology and community-driven experiences. His ability to anticipate and respond to industry trends ensures that Airbnb will remain a dominant force in travel and accommodation for years to come.





Augustin de Romanet,  
CEO, Groupe ADP (Aéroports de Paris)



# AUGUSTIN DE ROMANET

**CEO, Groupe ADP  
(Aéroports de Paris)**

**MANAGES MAJOR AIRPORTS (CDG, ORLY), CRUCIAL GATEWAYS FOR  
GLOBAL PASSENGER TRAFFIC.**

Augustin de Romanet, the CEO of Groupe ADP (Aéroports de Paris), is a key figure in the international aviation industry, overseeing one of the world's largest airport groups. Under his leadership, Groupe ADP has solidified its status as a global aviation powerhouse, managing a vast network of airports, including Paris Charles de Gaulle, Orly, and Le Bourget, as well as a portfolio of international hubs across Europe, Asia, and Africa.

Since assuming leadership in 2012, de Romanet has spearheaded major infrastructure expansion projects, improved airport efficiency, and enhanced passenger experiences across Groupe ADP's network. He has played a crucial role in modernizing Paris's airports, particularly Charles de Gaulle (CDG), one of the busiest international transit hubs in the world, ensuring it remains competitive among leading global airports. His vision has driven investments in airport innovation, technology integration, and sustainability to meet the evolving demands of air travel.

A strong advocate for sustainability in aviation, de Romanet has led Groupe ADP in adopting green airport initiatives, including carbon neutrality goals, sustainable fuel adoption, and energy-efficient airport operations. Under his leadership, the company has committed to achieving net-zero emissions by 2050, with strategic investments in renewable energy, electric ground operations, and eco-conscious infrastructure. In 2024, Groupe ADP launched new airport sustainability projects, further cementing its

role as a leader in environmentally responsible aviation.

Innovation has also been a key focus for de Romanet, with Groupe ADP implementing smart airport technologies, including biometric boarding systems, AI-powered security checks, and digital passenger services. These advancements have significantly improved airport efficiency, reducing wait times and enhancing the overall traveler experience.

Beyond Paris, de Romanet has led Groupe ADP's global expansion strategy, strengthening its presence in key international markets. The company now operates over 30 airports worldwide, partnering with leading aviation stakeholders to enhance air connectivity and develop next-generation airport hubs. His strategic approach has helped ADP secure its position as a leading airport operator and infrastructure investor on the global stage.

Under de Romanet's leadership, Groupe ADP has successfully navigated challenges such as the COVID-19 pandemic, airline industry fluctuations, and evolving passenger expectations. By prioritizing resilience, sustainability, and technological advancement, he has ensured that Groupe ADP remains at the forefront of the aviation industry's transformation. Looking ahead, de Romanet continues to focus on enhancing air travel efficiency, reducing environmental impact, and maintaining Groupe ADP's status as a world-class airport operator.



Sebastian Ebel,  
CEO of TUI Group

# SEBASTIAN EBEL

## CEO of TUI Group

### HEADS ONE OF THE WORLD'S LARGEST LEISURE/TRAVEL CONGLOMERATES, SPANNING TOURS, RESORTS, AND CRUISES.

Sebastian Ebel, the CEO of TUI Group, is a key figure in the global travel and tourism industry, steering one of the world's largest tourism companies through a period of transformation and growth. With extensive experience in tour operations, hospitality, and aviation, Ebel has been instrumental in shaping TUI's strategy, ensuring the company remains at the forefront of modern leisure travel.

Since taking over as CEO in 2022, Ebel has focused on digitalization, sustainability, and expanding TUI's global reach, responding to changing consumer preferences and the evolving travel landscape. Under his leadership, TUI Group has strengthened its position as a fully integrated travel provider, offering all-inclusive holiday experiences across hotels, cruises, airlines, and destination services. His vision has been key in adapting TUI to post-pandemic travel demand, ensuring continued recovery and long-term growth.

Ebel has prioritized sustainability initiatives, reinforcing TUI's commitment to carbon reduction, eco-friendly hotel operations, and responsible tourism practices. The company has invested heavily in sustainable aviation fuels (SAF), carbon offset programs, and next-generation cruise technology to reduce its environmental impact. In 2024, TUI expanded its portfolio of sustainable hotels and eco-friendly vacation packages, aligning with global efforts to promote responsible tourism.

Another major focus under Ebel's leadership has been digital innovation and customer experience enhancement. TUI has embraced AI-powered booking systems, personalized travel recommendations, and streamlined mobile services, making trip planning more accessible and user-friendly. The company has also expanded its direct-to-consumer channels, reducing reliance on third-party travel agencies and enhancing customer engagement.

TUI's aviation sector has also seen significant growth and operational improvements, with Ebel overseeing fleet modernization, expanded flight routes, and enhanced in-flight services. By optimizing airline efficiency and expanding capacity, TUI has strengthened its position as a leading provider of charter and leisure flights in key markets across Europe, the Mediterranean, and beyond.

Despite challenges in the global travel industry, Ebel has successfully led TUI through financial recovery and strategic expansion, ensuring profitability and long-term resilience. His leadership has positioned TUI as a forward-thinking, customer-centric travel company, adapting to new trends while maintaining its status as a trusted leader in global tourism. Looking ahead, Ebel continues to drive TUI's vision of sustainable, technology-driven, and experience-focused travel, shaping the future of leisure tourism worldwide.





Larry Fink,  
Chairman & CEO, BlackRock

# LARRY FINK

## Chairman & CEO, BlackRock

### LEADS ONE OF THE WORLD'S LARGEST ASSET MANAGERS, WIELDING SIGNIFICANT INFLUENCE THROUGH REAL ESTATE AND HOSPITALITY INVESTMENTS

Larry Fink, the Chairman and CEO of BlackRock, is one of the most influential figures in global finance, overseeing the world's largest asset management firm with over \$9 trillion in assets under management. Under his leadership, BlackRock has transformed into a dominant force in global investment, shaping industries ranging from real estate and infrastructure to tourism and hospitality. His advocacy for long-term investment strategies, sustainable finance, and corporate responsibility has positioned BlackRock as a key player in the evolving economic landscape.

Fink co-founded BlackRock in 1988, and through strategic expansion and technological innovation, he has built it into the world's most powerful asset manager, influencing capital flows in sectors including hospitality, aviation, real estate, and travel infrastructure. His leadership has steered BlackRock into large-scale hotel and tourism investments, funding key developments that define modern hospitality experiences.

A strong proponent of Environmental, Social, and Governance (ESG) investment principles, Fink has emphasized sustainability and responsible investing, encouraging companies to prioritize long-term value over short-term profits. Through BlackRock, he has championed

net-zero commitments, green financing, and sustainable tourism projects, shaping the way investment impacts the global travel industry. In 2024, BlackRock continued to increase its portfolio of eco-conscious hotels, energy-efficient infrastructure, and carbon-neutral travel initiatives, reinforcing Fink's stance on responsible corporate leadership.

Beyond hospitality, Fink has been a leading voice in global economic policy, advising governments, financial institutions, and corporations on issues such as climate risk, digital finance, and economic resilience. His annual letters to CEOs have become a defining moment in corporate governance, setting the tone for responsible investment and long-term business strategy worldwide.

As the world's tourism and hospitality industries evolve, BlackRock's financial influence—under Fink's leadership—remains pivotal. His vision ensures that investment in travel infrastructure, hotel assets, and aviation continues to align with technological innovation and sustainability goals. Looking ahead, Fink's ability to anticipate global economic shifts and shape investment trends will continue to impact not only financial markets but also the broader future of the travel and hospitality industries.



Glenn D. Fogel,  
CEO of Booking Holdings

Booking.com



# GLENN D. FOGEL

## CEO of Booking Holdings

### OVERSEES DATA-DRIVEN PLATFORMS (BOOKING.COM, PRICELINE), CENTRAL TO HOW TRAVELERS DISCOVER AND BOOK TRIPS.

Glenn D. Fogel, the CEO of Booking Holdings, is a key figure in the digital transformation of the global travel industry. As the leader of the world's largest online travel company, Fogel oversees a portfolio that includes Booking.com, Priceline, Agoda, Kayak, OpenTable, and Rentalcars.com, making him one of the most influential executives in travel technology and e-commerce. Under his leadership, Booking Holdings has expanded its global reach, strengthened its data-driven strategies, and solidified its position as the most comprehensive digital travel marketplace.

Since taking over as CEO in 2017, Fogel has focused on innovation, personalization, and AI-driven customer experiences, ensuring that Booking Holdings remains at the forefront of the evolving travel landscape. He has prioritized machine learning and predictive analytics, enabling the company to refine search algorithms, enhance pricing models, and deliver seamless travel experiences across multiple platforms. In 2024, Booking Holdings further advanced its AI-powered travel planning tools, making trip customization more intuitive and user-friendly for consumers worldwide.

A major driver of the direct-to-consumer travel model, Fogel has successfully reduced dependency on third-party marketing while increasing customer retention through Booking Genius loyalty programs and mobile-first strategies. His leadership has also helped expand alternative accommodations, ensuring

Booking Holdings competes directly with platforms like Airbnb by offering a wider range of private rentals, villas, and boutique lodging options.

Sustainability and responsible tourism have become central themes of Fogel's strategy. Under his guidance, Booking Holdings has invested in carbon reduction initiatives, eco-friendly accommodation filters, and partnerships that support sustainable travel choices. In 2024, the company introduced new features to help travelers make more environmentally responsible booking decisions, reinforcing its commitment to reducing the environmental impact of global tourism.

Fogel's financial expertise has also played a crucial role in navigating industry challenges, including the recovery from the COVID-19 pandemic and adapting to shifts in traveler behavior. His ability to balance profitability with long-term investment in technology and consumer experience has kept Booking Holdings ahead of its competitors in the highly competitive online travel space.

Looking to the future, Fogel continues to focus on AI-driven innovation, travel automation, and an enhanced digital ecosystem that seamlessly integrates flights, hotels, car rentals, and experiences. His leadership ensures that Booking Holdings remains a dominant force in shaping how people book and experience travel in the digital age.



Dr. Kao Kim Hourn,  
Secretary-General of ASEAN

# DR. KAO KIM HOURN

## Secretary-General of ASEAN

### COORDINATES COLLABORATION AMONG 10 SOUTHEAST ASIAN NATIONS, SHAPING VISA POLICIES, TRAVEL PROTOCOLS, AND TOURISM INITIATIVES.

Dr. Kao Kim Hourn, the Secretary-General of the Association of Southeast Asian Nations (ASEAN), is a prominent leader in regional diplomacy, economic development, and international relations. As the head of ASEAN, he plays a pivotal role in shaping policies that promote economic integration, political stability, and social progress among the 10 member states, which include Indonesia, Malaysia, the Philippines, Singapore, Thailand, Brunei, Vietnam, Laos, Myanmar, and Cambodia.

With decades of experience in policy-making, academia, and government, Dr. Kao has been a driving force in enhancing ASEAN's global influence, strengthening diplomatic ties, and fostering economic cooperation. Since taking office as ASEAN Secretary-General in 2023, he has worked to advance initiatives that support regional connectivity, digital transformation, sustainable development, and security collaboration.

One of Dr. Kao's key priorities has been boosting ASEAN's tourism and travel industry, recognizing its significance as a major economic driver for the region. In 2024, he spearheaded efforts to harmonize visa policies, improve regional air connectivity, and promote sustainable tourism across ASEAN nations. Under his leadership, ASEAN has expanded initiatives such as the ASEAN Tourism Strategic Plan, which aims to enhance infrastructure, promote cultural heritage, and attract international investment into the region's travel and hospitality sector.

A strong advocate for economic resilience and innovation, Dr. Kao has encouraged greater public-private partnerships, digital trade, and cross-border investments to strengthen ASEAN's position as a key player in the global economy. In 2024, he played a critical role in expanding ASEAN's digital economy framework, facilitating e-commerce growth, fintech development, and smart city initiatives to modernize infrastructure and improve quality of life across the region.

His leadership has also been instrumental in advancing ASEAN's sustainability agenda, particularly in areas such as climate action, renewable energy, and green infrastructure. Dr. Kao has emphasized the importance of regional cooperation in addressing environmental challenges, pushing for policies that promote carbon reduction, clean energy investment, and biodiversity conservation.

Beyond economic policies, Dr. Kao has focused on regional security, crisis management, and diplomatic collaboration. He has strengthened ASEAN's role as a mediator in international affairs, ensuring that the organization continues to serve as a platform for dialogue and cooperation among global powers.

As ASEAN moves forward, Dr. Kao remains committed to fostering greater integration, innovation, and sustainability, ensuring that the region remains a dynamic and influential force in global affairs. His leadership continues to drive ASEAN's vision of a more connected, competitive, and sustainable Southeast Asia, benefiting the 680 million people who call the region home.





Nicolas Huss,  
CEO, Hotelbeds

# NICOLAS HUSS

**CEO, Hotelbeds**

## OPERATES A PIVOTAL B2B BEDBANK, LINKING HOTELS AND DISTRIBUTORS WORLDWIDE.

Nicolas Huss, the CEO of Hotelbeds, is a key leader in the global travel and hospitality industry, overseeing one of the world's largest B2B bedbanks. Under his leadership, Hotelbeds has strengthened its role as a critical intermediary between hotels and travel distributors, providing a seamless, technology-driven platform for accommodation, transfers, and travel services across more than 180,000 hotel properties worldwide.

With extensive experience in finance, technology, and travel distribution, Huss has focused on enhancing Hotelbeds' digital capabilities, expanding its global partnerships, and optimizing its business model to meet the changing demands of the industry. Since taking over as CEO, he has prioritized AI-driven automation, dynamic pricing strategies, and data analytics to improve efficiency and maximize revenue for both hotels and travel sellers.

One of Huss's key achievements in 2024 has been the expansion of Hotelbeds' strategic partnerships with global hotel chains, tour operators, and OTAs, reinforcing its position as a leading B2B travel provider. By strengthening supplier relationships and improving inventory distribution, Hotelbeds has increased its market reach, offering exclusive wholesale rates to travel agents, airlines, and tour operators.

Huss has also placed a strong emphasis on sustainability and responsible tourism, integrating eco-friendly hotel options and carbon-offset travel solutions into Hotelbeds' offerings. In 2024, the company expanded its "Green Hotels" program, which promotes properties that meet strict environmental and sustainability criteria, aligning with the growing demand for eco-conscious travel.

Recognizing the importance of digital transformation, Huss has led Hotelbeds in modernizing its platform, incorporating cloud-based solutions, advanced API integrations, and machine learning algorithms to enhance customer experience and improve booking efficiencies. These innovations have helped Hotelbeds strengthen its competitive advantage in the rapidly evolving travel distribution sector.

Under Huss's leadership, Hotelbeds continues to shape the future of B2B travel, offering cutting-edge solutions that bridge the gap between hotel suppliers and global travel distributors. His strategic vision, commitment to technology, and focus on sustainability ensure that Hotelbeds remains a key player in the global travel ecosystem, driving efficiency, revenue growth, and innovation in the hospitality sector.





Bob Iger,  
CEO, The Walt Disney Company



# BOB IGER

## CEO, The Walt Disney Company

### OVERSEES DISNEY PARKS & RESORTS, A GLOBAL MAGNET FOR FAMILY AND ENTERTAINMENT-BASED TOURISM.

Bob Iger, the CEO of The Walt Disney Company, is one of the most influential executives in the entertainment and tourism industries. With a career spanning decades at Disney, Iger has played a transformative role in shaping the company's global expansion, technological innovation, and immersive storytelling. His leadership has solidified Disney as a dominant force in media, theme parks, and travel experiences, making it a cultural and economic powerhouse worldwide.

Iger first served as CEO from 2005 to 2020, during which he spearheaded Disney's acquisitions of Pixar, Marvel, Lucasfilm, and 21st Century Fox, expanding the company's entertainment empire. In 2022, he returned as CEO, tasked with revitalizing Disney's media division, streaming services, and theme park business. His ability to merge creativity with business acumen has been instrumental in maintaining Disney's industry leadership.

A major aspect of Iger's leadership has been the growth and modernization of Disney Parks, Experiences, and Products, which includes Disneyland, Walt Disney World, Disneyland Paris, Tokyo Disney Resort, Hong Kong Disneyland, and Shanghai Disney Resort. Under his guidance, Disney's theme parks have undergone massive expansions, incorporating next-generation attractions, immersive experiences, and cutting-edge technology to enhance guest engagement. In 2024, Disney continued expanding its Star Wars: Galaxy's Edge,

Marvel-themed lands, and digital innovations like Genie+ and AI-powered guest services, ensuring that theme parks remain at the forefront of modern entertainment tourism.

Beyond parks, Iger has overseen Disney's cruise line expansion, adding new ships to the Disney Cruise Line fleet, with itineraries that bring Disney magic to global destinations. The company has also continued its investments in Disney-branded resort experiences, including developments in Hawaii, the Caribbean, and Asia, reinforcing Disney's influence in the luxury and family travel segments.

Under Iger's renewed leadership, Disney has emphasized sustainability and responsible tourism, incorporating eco-friendly resort initiatives, carbon-neutral strategies, and renewable energy projects across its theme parks and cruise operations. The company has committed to achieving net-zero emissions and reducing environmental impact, aligning with global efforts toward greener tourism.

As Disney continues to evolve, Iger's leadership ensures that the company remains a pioneer in entertainment, tourism, and global experiences. His ability to balance business innovation, digital transformation, and creative storytelling makes Disney a powerhouse in family entertainment and tourism, shaping the future of immersive travel experiences for generations to come.



Alfred F. Kelly Jr.,  
Executive Chairman, Visa

# ALFRED F. KELLY JR.

## Executive Chairman, Visa

### FACILITATES CROSS-BORDER TRANSACTIONS, FOUNDATIONAL TO INTERNATIONAL TOURISM FLOWS.

Alfred F. Kelly Jr., the Executive Chairman of Visa, is a key figure in the financial and payments industry, leading one of the world's most influential digital payment networks. With a career spanning decades in finance, technology, and consumer services, Kelly has played a crucial role in shaping Visa's global expansion, digital transformation, and innovation in secure transactions.

Kelly served as CEO of Visa from 2016 to 2023, during which he led the company through unprecedented growth, technological advancements, and strategic acquisitions that strengthened Visa's dominance in the global financial ecosystem. Under his leadership, Visa expanded its digital payments infrastructure, enabling seamless, secure, and contactless transactions in over 200 countries and territories. His tenure as CEO also saw Visa accelerate fintech partnerships, integrate blockchain-based solutions, and invest in AI-driven fraud detection, ensuring the company remained at the forefront of innovation in financial services.

In his current role as Executive Chairman, Kelly continues to guide Visa's strategic direction, focusing on financial inclusion, digital payments innovation, and cross-border transaction efficiency. He has been a strong advocate for expanding Visa's global tourism and travel payment ecosystem, ensuring that travelers worldwide have seamless, secure, and convenient payment solutions across international markets. In 2024, Visa expanded its biometric payment technology, enhanced real-

time currency exchange features, and deepened collaborations with major airlines, hotels, and travel platforms, making international travel more efficient and secure.

A strong proponent of sustainability and corporate responsibility, Kelly has overseen Visa's commitment to carbon neutrality, ethical financial practices, and fintech-driven sustainability initiatives. In 2024, Visa launched new programs aimed at reducing the environmental impact of payments, including green banking solutions and eco-conscious credit card programs that incentivize responsible consumer spending.

Beyond payments, Kelly has been a major advocate for financial literacy and inclusion, driving Visa's efforts to expand access to digital payments in emerging markets. His leadership has helped bridge the gap for unbanked and underbanked populations, ensuring that more people worldwide benefit from secure and reliable financial services.

As Visa continues to evolve, Kelly remains a visionary leader in digital finance, shaping the future of cashless transactions, global commerce, and travel-friendly payment solutions. His strategic foresight ensures that Visa remains a cornerstone of the digital economy, providing consumers and businesses with innovative, secure, and borderless financial solutions for years to come.





Peter M Kern,  
CEO of Expedia Group



# PETER M KERN

## CEO of Expedia Group

### LEADS DIGITAL TRANSFORMATION AND PLATFORM INTEGRATIONS AT ONE OF THE WORLD'S LARGEST OTAS.

Peter M. Kern, the CEO of Expedia Group, is a pivotal figure in the global travel and tourism industry, spearheading the company's evolution into a technology-driven travel powerhouse. Since assuming the role of CEO in April 2020, Kern has guided Expedia Group through a period of digital transformation, strategic expansion, and industry recovery, ensuring that the company remains a dominant force in online travel services.

With a background in media, technology, and investment, Kern has brought a fresh perspective to Expedia Group, focusing on AI-driven personalization, user experience improvements, and a more integrated travel ecosystem. Under his leadership, the company has streamlined its operations, strengthened its Expedia, Hotels.com, Vrbo, and Egencia brands, and enhanced its B2B travel solutions, making Expedia a one-stop platform for both consumers and businesses.

One of Kern's major initiatives has been optimizing Expedia Group's loyalty ecosystem, integrating rewards programs across multiple brands to create a seamless customer experience. In 2024, the company expanded its Expedia One Key loyalty program, offering travelers more flexibility in earning and redeeming rewards across hotels, flights, vacation rentals, and car rentals. This move has reinforced Expedia's competitive edge against rivals such as Booking Holdings and Airbnb.

Kern has also led the company's advancements in AI and machine learning, significantly improving search results,

dynamic pricing models, and trip customization. The integration of AI-powered travel assistants has allowed Expedia users to receive personalized recommendations, real-time travel updates, and automated itinerary planning, enhancing the booking experience.

A strong advocate for sustainable travel, Kern has positioned Expedia Group as a leader in eco-friendly tourism initiatives. The company has partnered with hotels, airlines, and travel service providers to promote carbon offset programs, green-certified accommodations, and sustainable tourism experiences. In 2024, Expedia introduced new sustainability-focused filters, enabling travelers to make more environmentally conscious booking decisions.

Beyond leisure travel, Kern has strengthened Expedia's corporate travel division, expanding its Egencia and B2B lodging solutions, making it a key player in the business travel sector. He has also expanded partnerships with airlines, hotel chains, and tour operators to diversify offerings and provide better inventory access for global travelers.

Under Kern's leadership, Expedia Group has successfully navigated industry challenges, emerging stronger, more technology-driven, and customer-focused. His vision ensures that Expedia remains at the forefront of digital travel innovation, sustainability, and seamless global booking experiences, shaping the future of online travel for millions of users worldwide.



Scott Kirby,  
CEO, United Airlines

# SCOTT KIRBY

CEO, United Airlines

## ADVOCATES SUSTAINABLE AVIATION FUELS AND OPERATIONAL EFFICIENCY, GUIDING A MAJOR GLOBAL AIRLINE'S FUTURE.

Scott Kirby, the CEO of United Airlines, is a transformative leader in the global aviation industry, recognized for his strategic vision, commitment to operational excellence, and leadership in sustainable air travel. Since becoming CEO in 2020, Kirby has steered United through a period of industry-wide disruption, positioning the airline as a leader in customer experience, technology adoption, and environmental responsibility.

With an extensive background in aviation, having previously held executive roles at American Airlines and US Airways, Kirby brought deep industry expertise to United, helping the airline expand its global network, enhance operational efficiency, and invest in next-generation aviation technologies. His leadership has been instrumental in revamping United's fleet, modernizing its services, and expanding route connectivity, ensuring that United remains one of the world's most competitive airlines.

One of Kirby's defining priorities has been sustainability and the future of eco-friendly air travel. Under his leadership, United has committed to achieving net-zero carbon emissions by 2050 without relying on traditional carbon offsets. In 2024, the airline made significant strides in its sustainable aviation fuel (SAF) initiatives, increasing its investment in low-carbon fuel production, electric aircraft technology, and hydrogen-powered aviation research. United has also partnered with climate technology companies and aviation startups to accelerate the development of cleaner, more efficient aircraft.

Customer experience remains a core focus for Kirby. He has

led major improvements in United's onboard service, digital enhancements, and premium travel offerings. The airline has expanded its Polaris business class experience, introduced AI-driven personalization for travelers, and integrated biometric boarding systems to improve airport efficiency. In 2024, United also expanded its Wi-Fi connectivity, in-flight entertainment options, and loyalty rewards, ensuring a more seamless experience for passengers.

United's global expansion has continued under Kirby's leadership, with new international routes added to key business and leisure destinations across Asia, Europe, and Latin America. The airline has also strengthened alliances with international carriers, increasing connectivity through Star Alliance partnerships and codeshare agreements.

Beyond business growth, Kirby is known for his employee-first leadership approach, advocating for higher wages, diversity initiatives, and workforce development programs within United. He has championed pilot training programs, recruitment diversity efforts, and enhanced employee benefits, making United one of the most employee-centric airlines in the industry.

As United Airlines continues to evolve, Kirby's leadership ensures the airline remains a pioneer in aviation innovation, sustainability, and customer-centric travel experiences. With a strong focus on technological advancements, operational efficiency, and environmental responsibility, he is shaping the future of sustainable and modern air travel for generations to come.



Dara Khosrowshahi  
CEO of Uber



# DARA KHOSROWSHAHI

## CEO of Uber

### DRIVES GLOBAL MOBILITY (RIDE-HAILING, SCOOTERS), ESSENTIAL FOR LAST-MILE AND URBAN TOURIST CONNECTIVITY.

Dara Khosrowshahi, the CEO of Uber, is a visionary leader in the technology and transportation sectors, driving innovation, expansion, and sustainability in the global mobility industry. Since taking over as CEO in 2017, Khosrowshahi has reshaped Uber's business model, expanding it beyond ride-hailing into food delivery, freight, autonomous vehicles, and multimodal transport solutions. Under his leadership, Uber has evolved into a comprehensive mobility platform, operating in over 70 countries and serving millions of users worldwide.

With a strong background in finance and online travel, having previously served as CEO of Expedia Group, Khosrowshahi brought deep expertise in digital transformation, operational efficiency, and global expansion to Uber. He has successfully led the company through major industry challenges, including regulatory battles, public scrutiny, and financial restructuring, ensuring Uber's long-term growth and stability.

One of Khosrowshahi's major achievements has been expanding Uber's ecosystem beyond ride-sharing, positioning it as a leader in on-demand services. Uber Eats has grown into one of the world's largest food delivery platforms, while Uber Freight has established itself as a key player in digital logistics. In 2024, Uber continued to integrate electric scooters, bikes, and public transit partnerships, offering users more options for seamless urban mobility.

Sustainability has been a core focus of Khosrowshahi's leadership. He has committed Uber to becoming a zero-

emissions company by 2040, with major investments in electric vehicle adoption, sustainable ride-sharing solutions, and partnerships with EV manufacturers. In 2024, Uber expanded its Green Mobility initiatives, introducing new incentives for drivers to switch to EVs and expanding access to charging infrastructure in major cities worldwide.

Technology and AI-driven innovation have also been central to Uber's transformation. Khosrowshahi has overseen the development of advanced algorithms, AI-powered pricing models, and predictive analytics, improving driver efficiency and passenger experiences. Uber has also expanded its autonomous vehicle testing, working with partners to develop self-driving technology that could revolutionize urban transportation in the coming years.

Under Khosrowshahi's leadership, Uber has enhanced driver benefits and worker protections, addressing long-standing concerns about gig economy employment. The company has introduced healthcare benefits, earnings guarantees, and safety features to support its workforce while maintaining flexibility for drivers and couriers.

As Uber continues to evolve, Khosrowshahi remains committed to innovation, sustainability, and customer experience. His leadership ensures Uber stays at the forefront of the future of mobility, offering efficient, environmentally responsible, and technology-driven transportation solutions worldwide.

# POWER 30 LIST

# NEŞET KOÇKAR

## Founder of ANEX Tour

### EXPANDS AN INTERNATIONAL TOUR OPERATION SPECIALIZING IN EUROPEAN PACKAGE TRAVEL.

Neşet Koçkar, the Founder and Chairman of ANEX Tour, is one of the most influential figures in the global tourism industry, having transformed ANEX Tour from a regional operator into an international travel conglomerate. With a keen business acumen and a deep understanding of the evolving travel market, Koçkar has expanded ANEX Tour's reach across Europe, the Middle East, Asia, and the Americas, making it one of the largest tour operators in the world.

Since founding ANEX Tour in the 1990s, Koçkar has played a pivotal role in diversifying and expanding the company's portfolio, which now includes tour operations, hotel investments, airline services, and cruise experiences. Under his leadership, ANEX Tour has established a strong presence in key outbound tourism markets, catering to millions of travelers annually with all-inclusive packages, charter flights, and tailor-made travel experiences.

One of Koçkar's most significant achievements has been strategic acquisitions and expansions. In recent years, ANEX Tour acquired Thomas Cook's Nordic assets, strengthening its presence in Scandinavia, Germany, and other European markets. The company has also expanded its in-house airline operations, enhancing its ability to offer seamless travel experiences to customers worldwide.

In 2024, Koçkar continued to drive ANEX Tour's growth, focusing on digital transformation, sustainability, and luxury tourism investments. The company has invested in AI-

powered booking platforms, personalized travel experiences, and environmentally responsible tourism projects to align with changing consumer preferences. Additionally, Koçkar has been at the forefront of expanding ANEX Tour's hotel investments, ensuring a vertically integrated approach that gives the company greater control over service quality and pricing.

A strong advocate for sustainable and experience-driven travel, Koçkar has positioned ANEX Tour as a leader in eco-friendly tourism, cultural travel, and high-end resort experiences. Under his leadership, the company has launched new sustainable travel packages, exclusive luxury resorts, and eco-conscious destination partnerships, catering to the increasing demand for responsible tourism.

Beyond business expansion, Koçkar is known for his strategic mindset and ability to adapt to market shifts, ensuring ANEX Tour remains a competitive force in the dynamic travel industry. His vision for the future includes further international expansion, advanced technology integration, and greater investment in premium travel experiences.

As a self-made entrepreneur, Koçkar's leadership, ambition, and global outlook continue to shape ANEX Tour's trajectory, making it a key player in international travel and tourism. His commitment to growth, innovation, and customer-centric services ensures that ANEX Tour remains a dominant name in the global tour operator sector for years to come.





Elie Maalouf,  
CEO, IHG Hotels & Resorts

# ELIE MAALOUF

## CEO, IHG Hotels & Resorts

### GUIDES INTERCONTINENTAL, HOLIDAY INN, AND CROWNE PLAZA WITH AN EMPHASIS ON EXPANSION AND ESG.

Elie Maalouf, the CEO of IHG Hotels & Resorts, is a distinguished leader in the global hospitality industry, overseeing the expansion, innovation, and sustainability initiatives of one of the world's largest hotel groups. With a career spanning decades in real estate, hospitality, and business strategy, Maalouf has played a pivotal role in strengthening IHG's brand portfolio, accelerating digital transformation, and expanding the company's global footprint.

Since assuming the role of CEO in 2023, Maalouf has guided IHG through a period of strong post-pandemic recovery and strategic expansion, reinforcing its status as a leader in luxury, premium, and midscale hospitality. Under his leadership, IHG continues to grow its presence across key markets, operating more than 6,200 hotels in over 100 countries with a robust development pipeline that includes thousands of new properties.

Maalouf has been instrumental in enhancing IHG's brand portfolio, ensuring that the company caters to a wide range of travelers. IHG's diverse offerings include InterContinental Hotels & Resorts, Six Senses, Kimpton, Regent, Crowne Plaza, Holiday Inn, and Hotel Indigo, among others. In 2024, the company introduced new brand innovations, focusing on lifestyle hospitality, extended-stay hotels, and personalized guest experiences, aligning with changing consumer preferences.

A strong advocate for digital transformation, Maalouf has overseen IHG's investment in AI-driven personalization,

seamless booking experiences, and next-generation loyalty programs. In 2024, IHG expanded its IHG One Rewards program, offering more tailored benefits, exclusive experiences, and enhanced digital services to improve guest engagement and retention.

Sustainability remains a top priority under Maalouf's leadership. IHG has committed to achieving net-zero carbon emissions by 2050, with a focus on energy-efficient hotel designs, sustainable operations, and eco-conscious guest initiatives. The company has expanded its Green Engage system, which allows properties to track and reduce their environmental impact. In 2024, IHG also launched sustainability-focused hotel projects, reinforcing its role as an industry leader in responsible tourism.

Maalouf has also emphasized franchise and owner relations, ensuring that IHG maintains strong partnerships with hotel owners, developers, and investors worldwide. His strategic vision includes expanding IHG's presence in high-growth markets, particularly in Asia, the Middle East, and Latin America, where demand for premium and luxury hospitality continues to rise.

As IHG moves forward, Maalouf's leadership is shaping the future of modern hospitality, focusing on technology, sustainability, and premium guest experiences. His ability to balance financial growth, brand innovation, and customer-centric strategies ensures that IHG remains a dominant force in the evolving global hotel industry.



Michael Miebach  
CEO, Mastercard

# MICHAEL MIEBACH

## CEO of Mastercard

### ACCELERATES DIGITAL AND CONTACTLESS PAYMENTS, CRUCIAL FOR SEAMLESS GLOBAL TRAVEL SPENDING.

Michael Miebach, the CEO of Mastercard, is a transformative leader in the global financial sector, driving digital payment innovation, financial inclusion, and cross-border commerce. Since becoming CEO in 2021, Miebach has expanded Mastercard's role beyond traditional card payments, positioning the company at the forefront of fintech, blockchain, cybersecurity, and real-time digital transactions. Under his leadership, Mastercard continues to reshape the global payment ecosystem, enabling secure and seamless transactions for businesses and consumers across 210 countries and territories.

With a strong background in banking, technology, and financial services, Miebach has overseen Mastercard's transition into a multi-rail payments company, offering a diverse range of digital solutions, AI-powered fraud protection, and payment security services. His leadership has been instrumental in strengthening Mastercard's presence in emerging markets, open banking, and contactless payment technology, ensuring the company remains a leader in the evolving global economy.

In 2024, Mastercard accelerated its investment in biometric authentication, tokenization, and AI-driven payment security, reinforcing consumer trust in digital transactions. Miebach has championed initiatives such as click-to-pay solutions, frictionless e-commerce, and real-time cross-border payment networks, enhancing the speed and efficiency of international transactions.

A strong advocate for sustainability and financial inclusion, Miebach has led Mastercard's efforts to expand access to

banking and digital financial services for underserved populations. The company's financial inclusion programs have provided over 500 million people with access to digital financial tools, supporting the global shift toward a cashless, inclusive economy.

Under Miebach's leadership, Mastercard has also reinforced its commitment to green finance and ESG initiatives, launching eco-friendly credit cards, carbon tracking solutions, and partnerships to support sustainability-driven commerce. In 2024, the company introduced new programs that allow consumers to track their carbon footprint based on purchasing behavior, empowering them to make more environmentally responsible spending decisions.

Mastercard's role in the global travel and tourism sector has grown significantly under Miebach's guidance. The company has expanded its partnerships with airlines, hotels, and travel platforms, ensuring seamless, secure, and real-time cross-border payments. Innovations such as contactless travel payments, biometric identity verification, and digital wallets have enhanced the travel experience for millions worldwide.

As Mastercard continues to evolve, Miebach remains committed to driving innovation in digital payments, strengthening cybersecurity, and expanding financial access. His leadership ensures that Mastercard remains a pioneer in global commerce, secure transactions, and next-generation payment technologies, shaping the future of how businesses and consumers engage in a rapidly digitalizing world.





Dr. Mohamed Muizzu,  
President of Maldives

# DR. MOHAMED MUIZZU

## President of Maldives

### PROMOTES THE MALDIVES AS A TOP LUXURY, SUSTAINABILITY- FOCUSED ISLAND DESTINATION.

Dr. Mohamed Muizzu, the President of the Maldives, is a visionary leader dedicated to advancing the nation's economic growth, sustainable development, and global tourism leadership. As the head of one of the world's most sought-after travel destinations, Muizzu plays a pivotal role in shaping the Maldives' infrastructure, environmental policies, and tourism expansion, ensuring the country's long-term prosperity while preserving its natural beauty.

With a background in engineering and urban planning, Dr. Muizzu has brought a strategic, development-focused approach to governance. Before assuming the presidency in 2023, he served as Minister of Housing and Infrastructure, where he spearheaded transformative projects aimed at enhancing urban development, coastal protection, and national infrastructure. His expertise in large-scale project execution has positioned him as a leader capable of navigating the Maldives' unique challenges, including climate resilience, economic diversification, and sustainable tourism development.

Under his leadership, the Maldives has continued to thrive as a premier luxury travel destination, attracting high-end tourists, investors, and global hospitality brands. In 2024, President Muizzu launched new initiatives to expand the Maldives' tourism sector, focusing on sustainable resort development, eco-tourism experiences, and enhanced air connectivity. His administration has worked closely with international hotel chains, aviation partners, and private

investors to further position the Maldives as a top-tier travel hub.

A key priority for Muizzu has been addressing climate change and environmental sustainability, given the Maldives' vulnerability to rising sea levels. His administration has advanced coastal protection projects, renewable energy investments, and marine conservation programs, ensuring that the country's tourism industry grows responsibly and sustainably. In 2024, the Maldives expanded its carbon-neutral tourism initiatives, promoting eco-friendly resorts, green infrastructure, and ocean conservation efforts to align with global sustainability goals.

Beyond tourism, Muizzu has focused on strengthening economic resilience, infrastructure modernization, and diplomatic relations. His policies aim to enhance foreign investment, trade partnerships, and technology-driven solutions, ensuring that the Maldives continues to diversify its economy beyond tourism.

As the Maldives moves forward, President Muizzu's leadership remains instrumental in balancing economic development with environmental preservation, ensuring that the country remains a global model for luxury tourism, sustainability, and innovation. His vision for a resilient, prosperous, and environmentally conscious Maldives is shaping the nation's future, securing its place as a leader in sustainable island tourism and global hospitality investment.



Christopher J. Nassetta  
CEO of Hilton Worldwide

# CHRISTOPHER J. NASSETTA

## CEO of Hilton Worldwide

### LEADING GLOBAL BRAND EXPANSION AND MAJOR SUSTAINABILITY INITIATIVES IN HOSPITALITY.

Christopher J. Nassetta, the President and CEO of Hilton Worldwide, is a key figure in the global hospitality industry, recognized for his strategic leadership, expansion initiatives, and commitment to innovation and sustainability. Since taking the helm in 2007, Nassetta has transformed Hilton into one of the most successful and recognizable hotel brands worldwide, overseeing its global expansion, digital transformation, and commitment to guest experience excellence.

Under his leadership, Hilton has grown to operate more than 7,500 properties across 126 countries, with a portfolio that includes some of the most well-known hospitality brands, such as Waldorf Astoria, Conrad, Hilton Hotels & Resorts, DoubleTree, Curio Collection, and Hampton Inn. Nassetta has successfully expanded Hilton's footprint in key global markets, reinforcing the company's reputation as a leader in both the luxury and economy travel segments.

A strong advocate for technology and innovation in hospitality, Nassetta has led Hilton's digital transformation, introducing AI-driven personalization, mobile room keys, and enhanced digital booking platforms to improve customer experiences. Hilton Honors, the company's flagship loyalty program, has expanded significantly under his leadership, offering more customized benefits and increasing guest engagement through strategic partnerships.

In 2024, Hilton continued its sustainability-focused expansion, with new eco-friendly hotel designs, carbon-reduction initiatives, and investments in renewable energy solutions. Nassetta has been a driving force in sustainable hospitality, committing Hilton to cut its environmental impact in half by 2030. The company has also focused on responsible sourcing, waste reduction, and green-certified hotel developments, reinforcing its leadership in environmentally conscious travel.

Beyond sustainability, Nassetta has prioritized workforce development and diversity initiatives, ensuring Hilton remains an employer of choice in the hospitality industry. Under his leadership, Hilton has consistently been recognized as one of the best places to work globally, thanks to its employee training programs, career development opportunities, and inclusive corporate culture.

As the hospitality industry continues to evolve, Nassetta remains focused on expanding Hilton's market presence, enhancing guest experiences through technology, and driving sustainable growth. His forward-thinking leadership and customer-centric approach have solidified Hilton as a dominant force in global hospitality, ensuring it remains at the forefront of luxury, business, and leisure travel for years to come.





Michael O'Leary  
Group CEO, Ryanair

# MICHAEL O'LEARY

**Group CEO, Ryanair**

## DRIVES EUROPE'S ULTRA-LOW-COST MODEL, AGGRESSIVELY EXPANDING ROUTES AND SLASHING FARES.

Michael O'Leary, the Group CEO of Ryanair, is one of the most influential and outspoken leaders in the global aviation industry. Known for his aggressive cost-cutting strategies, expansion initiatives, and disruptive leadership style, O'Leary has transformed Ryanair into Europe's largest low-cost airline, redefining air travel affordability and accessibility.

Since taking the helm in the 1990s, O'Leary has spearheaded Ryanair's rapid growth, operational efficiency, and route expansion, making it a dominant force in the airline sector. Under his leadership, the airline has expanded to over 230 destinations across 40 countries, operating a fleet of more than 550 aircraft. Ryanair's business model, built on low fares, high aircraft utilization, and cost-efficient operations, has made it the most profitable airline in Europe, consistently outperforming competitors in passenger volume and revenue growth.

In 2024, O'Leary continued to drive Ryanair's expansion and fleet modernization efforts, securing new aircraft orders from Boeing and further reducing the airline's per-passenger costs. The company has also focused on improving customer experience, rolling out digitized booking platforms, streamlined airport processes, and enhanced ancillary revenue services to maximize profitability.

A strong advocate for sustainability and operational efficiency, O'Leary has led Ryanair's commitment to net-zero carbon emissions by 2050. In 2024, the airline expanded its investment in sustainable aviation fuels (SAF), fuel-efficient aircraft, and carbon offset programs, reinforcing its position as one of the most fuel-efficient carriers in Europe. Despite his often controversial statements, O'Leary has been a strong supporter of aviation industry reforms, advocating for lower airport taxes, deregulation, and improved air traffic control efficiency across Europe.

Beyond cost management, O'Leary's leadership has been key in navigating Ryanair through industry challenges, including Brexit, the COVID-19 pandemic, and economic downturns. His ability to adapt to market conditions while maintaining profitability has cemented Ryanair's position as the world's leading low-cost airline model.

As Ryanair continues to grow, O'Leary remains committed to expanding market share, lowering fares, and improving operational efficiency, ensuring that Ryanair stays at the forefront of affordable European air travel. His visionary leadership, relentless focus on cost efficiency, and willingness to challenge industry norms continue to shape the airline industry, reinforcing Ryanair's dominance in the low-cost aviation sector.





Sundar Pichai,  
CEO, Alphabet (Google)

# SUNDAR PICHAI

## CEO, Alphabet (Google)

### OVERSEES GOOGLE TRAVEL (FLIGHTS, HOTELS, MAPS), RESHAPING HOW TRAVELERS PLAN AND BOOK JOURNEYS.

Sundar Pichai, the CEO of Alphabet Inc. and Google, is a globally recognized leader in technology, artificial intelligence, and digital transformation. Since taking over as CEO of Google in 2015 and later Alphabet in 2019, Pichai has played a pivotal role in shaping the company's growth, innovation, and expansion into AI-driven technologies, ensuring Google remains the world's leading digital ecosystem.

Under Pichai's leadership, Google has expanded its influence across search, advertising, cloud computing, hardware, and AI, revolutionizing how billions of people interact with digital services daily. He has overseen the development and growth of Google Search, YouTube, Android, Chrome, Google Cloud, and Google Workspace, making them indispensable tools in both consumer and enterprise markets.

In 2024, Pichai continued to drive Google's AI-first strategy, spearheading advancements in Google Bard, Gemini (AI-powered search), and AI-driven automation for businesses. His leadership has positioned Alphabet as a frontrunner in generative AI, machine learning, and quantum computing, shaping the future of digital interaction, enterprise solutions, and AI-integrated consumer products.

A key focus of Pichai's tenure has been Google's role in travel and tourism, with platforms like Google Flights, Google Maps, Google Hotels, and AI-powered travel planning

tools becoming essential resources for global travelers. In 2024, Google introduced enhanced AI-driven itinerary planning, predictive travel insights, and seamless booking integrations, making travel more intuitive and accessible for users worldwide.

Beyond technology, Pichai has emphasized sustainability and responsible AI development, ensuring Google advances carbon-neutral initiatives, energy-efficient data centers, and ethical AI governance. Under his leadership, Google has committed to operating on carbon-free energy by 2030, reinforcing its role as a leader in sustainable innovation.

Pichai has also expanded Google's influence in cloud computing, cybersecurity, and digital transformation for businesses, with Google Cloud emerging as a major competitor to Amazon Web Services (AWS) and Microsoft Azure. His strategy focuses on AI-enhanced cloud services, cybersecurity advancements, and enterprise digital solutions, strengthening Google's position in the corporate technology sector.

As Alphabet and Google continue to evolve, Pichai remains focused on advancing AI, expanding Google's ecosystem, and integrating emerging technologies into daily life. His leadership ensures that Google remains at the forefront of digital innovation, reshaping industries from search and advertising to AI-driven automation and sustainable technology.





Stephen A. Schwarzman,  
Chairman, CEO & Co-Founder,  
Blackstone

# STEPHEN A. SCHWARZMAN

Chairman, CEO & Co-Founder,  
Blackstone

## MAJOR PRIVATE EQUITY FORCE WITH SUBSTANTIAL REAL ESTATE AND HOSPITALITY ASSETS, SHAPING INDUSTRY GROWTH.

Stephen A. Schwarzman, the Chairman, CEO, and Co-Founder of Blackstone, is one of the most influential figures in global finance, overseeing the world's largest alternative asset management firm with over \$1 trillion in assets under management. As the head of Blackstone, Schwarzman has played a pivotal role in shaping global real estate, private equity, and infrastructure investments, including a significant footprint in the travel, hospitality, and tourism sectors.

Since co-founding Blackstone in 1985, Schwarzman has built the firm into a financial powerhouse, investing across real estate, private credit, infrastructure, and corporate acquisitions. Under his leadership, Blackstone has been a key player in the hospitality industry, acquiring and managing some of the world's most valuable hotel portfolios, resorts, and travel-related assets. The firm has invested heavily in luxury and midscale hotel brands, including Hilton, Center Parcs, and Extended Stay America, reinforcing its dominance in hospitality real estate.

In 2024, Schwarzman continued Blackstone's aggressive investment strategy, focusing on high-growth travel markets, sustainable hospitality ventures, and luxury hotel acquisitions. The company expanded its global tourism footprint by acquiring new resort developments and funding large-scale hotel infrastructure projects, ensuring Blackstone remains one of the biggest private investors in

the hospitality industry.

A strong advocate for sustainability in real estate and tourism, Schwarzman has guided Blackstone's green investment initiatives, including energy-efficient building designs, sustainable tourism projects, and environmentally conscious resort developments. In 2024, Blackstone strengthened its commitment to ESG (Environmental, Social, and Governance) investing, ensuring that its hospitality and infrastructure assets align with global sustainability goals.

Beyond hospitality, Schwarzman has influenced global financial markets, real estate trends, and corporate acquisitions, positioning Blackstone as a leader in technology-driven investment strategies. His expertise in private equity, debt financing, and capital markets has enabled Blackstone to consistently generate strong returns while expanding into emerging markets.

As one of the most respected voices in finance, business, and philanthropy, Schwarzman remains committed to long-term investment strategies, innovation in real estate, and the transformation of travel and hospitality assets. His leadership continues to shape the future of luxury travel, urban development, and tourism infrastructure, making Blackstone one of the most powerful players in global hospitality investment.



Randy Smith,  
Co-Founder & Chairman, STR

# RANDY SMITH

## Co-Founder & Chairman, STR

### PIONEERS HOSPITALITY DATA & ANALYTICS, OFFERING GLOBAL HOTEL PERFORMANCE INSIGHTS FOR STRATEGIC DECISIONS.

Randy Smith, the Co-Founder and Chairman of STR (Smith Travel Research), is a key figure in the global hospitality industry, recognized for revolutionizing hotel data analytics, performance benchmarking, and market intelligence. Under his leadership, STR has become the leading provider of data and analytics for the global hotel industry, shaping how hoteliers, investors, and tourism professionals assess market trends, occupancy rates, and financial performance.

Since co-founding STR in 1985, Smith has played a pivotal role in transforming hospitality analytics from a niche service into an industry necessity. STR's data covers over 75,000 hotels worldwide across 190 countries, providing critical insights on revenue per available room (RevPAR), average daily rate (ADR), and occupancy levels, helping businesses make strategic investment and operational decisions.

Under Smith's leadership, STR has continuously evolved to meet the changing needs of the hospitality sector, expanding its services into hotel market forecasting, real-time performance tracking, and big data-driven decision-making. In 2024, STR launched new AI-powered analytics tools, enabling hoteliers to gain deeper insights into pricing strategies, traveler demand patterns, and regional market shifts, reinforcing STR's position as the industry's go-to

source for hospitality intelligence.

Smith has also been instrumental in advancing transparency and standardization in hospitality metrics, ensuring that the industry has access to reliable, unbiased performance data. His work has helped hotel operators, investors, and tourism boards optimize their market strategies, leading to more efficient and profitable decision-making.

A respected thought leader in global tourism and real estate, Smith has contributed to major industry reports, conferences, and academic research, helping shape discussions on hotel investment, revenue management, and tourism market forecasting. In 2024, STR expanded its partnerships with governments, hospitality brands, and travel organizations, ensuring that industry professionals worldwide have access to the latest data-driven insights.

As the hospitality industry continues to evolve, Randy Smith's contributions to travel intelligence, hotel benchmarking, and tourism forecasting remain indispensable. His vision has positioned STR as the most trusted source for hospitality market data, ensuring that hoteliers, investors, and policymakers can navigate an increasingly complex and competitive travel landscape with confidence.





Jane Sun,  
CEO, Trip.com Group

# JANE SUN

## CEO, Trip.com Group

### ELEVATES CHINESE OUTBOUND TRAVEL THROUGH ROBUST TECH INVESTMENTS AND CONSUMER-FACING INNOVATION.

Jane Sun, the CEO of Trip.com Group, is a leading figure in the global travel industry, recognized for her role in expanding, digitalizing, and globalizing China's largest online travel agency (OTA). Under her leadership, Trip.com Group has evolved from a domestic travel service into one of the world's most influential travel technology companies, competing with major international platforms such as Booking Holdings and Expedia Group.

Since taking over as CEO in 2016, Sun has focused on strategic international expansion, AI-driven personalization, and seamless travel experiences, ensuring that Trip.com Group continues to grow as a trusted travel provider across Asia, Europe, and North America. She has played a pivotal role in expanding the company's partnerships with global airlines, hotel chains, and tourism boards, making Trip.com Group an essential platform for travelers worldwide.

A strong advocate for technology-driven travel, Sun has led Trip.com Group in investing heavily in AI, big data, and machine learning to enhance customer experience. The company has introduced AI-powered itinerary planning, smart hotel booking systems, and predictive pricing models, allowing users to enjoy a more personalized and efficient booking process. In 2024, Trip.com Group expanded its virtual travel assistant services, using AI to provide real-time travel recommendations, automated customer support, and

seamless itinerary management.

Sustainability has also been a major focus under Sun's leadership. She has championed green travel initiatives, including carbon offset programs, eco-friendly accommodation filters, and incentives for travelers to choose sustainable travel options. In 2024, Trip.com Group launched a new sustainable tourism program, encouraging hotels and airlines to adopt greener practices while helping travelers make environmentally responsible choices.

Sun is also known for her commitment to diversity and employee empowerment, fostering a work culture that promotes gender equality and professional development. As one of the few female CEOs in the global travel industry, she has been an outspoken advocate for women in leadership and corporate inclusivity, earning international recognition for her contributions to advancing gender equality in business.

Under Jane Sun's leadership, Trip.com Group continues to expand its influence in global travel, drive technological advancements, and promote sustainable tourism. Her vision ensures that the company remains a leader in digital travel services, offering innovative solutions that enhance the way millions of people explore the world.



Anurag Singh Thakur,  
Member of Parliament & Former  
Cabinet Minister, Government of India

# ANURAG SINGH THAKUR

**Member of Parliament & Former Cabinet  
Minister, Government of India**

## INFLUENCES ECONOMIC AND TOURISM POLICIES IN ONE OF THE WORLD'S FASTEST-EMERGING TRAVEL MARKETS.

Anurag Singh Thakur, a Member of Parliament and Former Cabinet Minister in the Government of India, is a key figure in India's economic, financial, and tourism development policies. With a strong background in governance, finance, and sports administration, Thakur has played a pivotal role in driving investment, infrastructure expansion, and tourism growth across India.

During his tenure as Union Minister for Information & Broadcasting and Minister of Youth Affairs & Sports, Thakur was instrumental in promoting India's cultural heritage, media industry, and sports tourism on a global scale. His leadership contributed to the expansion of India's tourism footprint, strengthening international partnerships, and developing infrastructure to boost domestic and inbound tourism.

A strong advocate for economic growth and investment-driven development, Thakur has been a key figure in attracting foreign investment, improving ease of doing business, and enhancing India's digital and financial ecosystems. He has supported policies that promote public-private partnerships in tourism, hospitality, and infrastructure, helping position India as a leading global destination for business, leisure, and spiritual travel.

In 2024, Thakur continued his efforts to promote India's travel and tourism sector, encouraging investment in smart cities, heritage conservation, and eco-tourism. His initiatives have helped boost India's profile as a top-tier destination for heritage tourism, adventure travel, and film tourism, aligning with the government's vision for "Incredible India 2.0".

Beyond tourism, Thakur has been a strong advocate for youth empowerment, job creation, and entrepreneurship. His policies have focused on fostering start-ups, supporting MSMEs (Micro, Small & Medium Enterprises), and leveraging India's digital transformation to create employment opportunities in various sectors, including hospitality and travel tech.

As a prominent political and economic strategist, Anurag Singh Thakur continues to play a critical role in shaping India's global economic policies, investment climate, and tourism growth strategies. His leadership and policy initiatives ensure that India remains at the forefront of sustainable, investment-friendly, and technology-driven tourism development, further strengthening its position as a key player in global travel and economic diplomacy.





William M. Walsh,  
Director General of IATA

# WILLIAM M. WALSH

## Director General of IATA

### FORMER IAG CEO, NOW SHAPING GLOBAL AIRLINE POLICY AND STANDARDS AT THE HIGHEST INDUSTRY LEVEL.

William M. “Willie” Walsh, the Director General of the International Air Transport Association (IATA), is one of the most influential leaders in global aviation. With a career spanning decades in airline management, Walsh has played a pivotal role in shaping international aviation policies, improving airline profitability, and driving industry sustainability efforts.

Since assuming leadership of IATA in 2021, Walsh has been at the forefront of advocating for airline industry recovery, regulatory reforms, and technological advancements. Under his guidance, IATA has worked closely with governments, airlines, and aviation stakeholders to ensure that the industry adapts to post-pandemic challenges, digital transformation, and carbon reduction initiatives.

A former airline executive, Walsh previously served as the CEO of International Airlines Group (IAG), the parent company of British Airways, Iberia, Aer Lingus, and Vueling. His extensive experience in airline operations and business strategy has enabled him to position IATA as a global advocate for airline efficiency, cost reductions, and market deregulation.

In 2024, Walsh has been instrumental in accelerating the industry’s transition toward net-zero emissions by 2050, promoting the adoption of sustainable aviation fuels (SAF), improved air traffic management, and advancements in fuel-

efficient aircraft technology. Under his leadership, IATA has expanded its Carbon Offsetting and Reduction Scheme for International Aviation (CORSA), encouraging airlines to meet sustainability targets while maintaining operational profitability.

Walsh has also led efforts to enhance airline digitalization, pushing for advancements in biometric identification, AI-driven airport management, and seamless travel technologies to improve passenger experiences. His advocacy for global harmonization of travel regulations has helped airlines reduce operational inefficiencies and streamline cross-border aviation protocols.

Beyond sustainability and technology, Walsh has been a strong critic of excessive taxation, airline slot constraints, and regulatory hurdles that impact airline profitability. He has actively lobbied for lower airport fees, improved airspace management, and policies that foster a more competitive and cost-effective airline industry.

As the global aviation industry continues to evolve, Walsh’s leadership at IATA remains vital in shaping policies that enhance airline sustainability, digital transformation, and global connectivity. His expertise and strategic vision ensure that IATA continues to advocate for the interests of airlines while navigating the complexities of an ever-changing travel landscape.



Josh Weinstein,  
CEO & Chief Climate Officer, Carnival  
Corporation

# JOSH WEINSTEIN

## CEO & Chief Climate Officer, Carnival Corporation

### OVERSEES THE WORLD'S LARGEST CRUISE LINE, EMPHASIZING DECARBONIZATION AND SUSTAINABILITY.

Josh Weinstein, the CEO and Chief Climate Officer of Carnival Corporation, is a key figure in the global cruise industry, leading the world's largest cruise company through expansion, sustainability transformation, and digital innovation. With a career spanning over two decades in corporate strategy and cruise operations, Weinstein has been instrumental in modernizing Carnival's fleet, advancing environmental initiatives, and enhancing guest experiences across its multiple brands.

Weinstein took over as CEO in 2022, following a successful tenure in senior leadership roles, including Chief Operations Officer and CFO. Under his leadership, Carnival Corporation—home to iconic cruise brands such as Carnival Cruise Line, Princess Cruises, Holland America Line, Costa Cruises, and Seabourn—has focused on post-pandemic recovery, fleet efficiency, and next-generation cruise experiences.

A strong advocate for sustainable tourism, Weinstein has positioned Carnival Corporation as a leader in eco-friendly cruising, championing investments in LNG-powered ships, shore power technology, and advanced wastewater treatment systems. In 2024, Carnival expanded its commitment to achieving net-zero emissions by 2050, launching new carbon-

reduction initiatives, integrating AI for energy-efficient operations, and increasing the use of sustainable fuels.

Weinstein has also led digital transformation efforts within the cruise sector, enhancing guest personalization, seamless booking experiences, and smart technology integration onboard ships. Carnival has introduced AI-driven guest services, cashless payments, and real-time itinerary updates, ensuring a more connected and efficient cruise experience.

Beyond technology and sustainability, Weinstein has focused on fleet expansion and global market diversification, bringing new cruise itineraries, luxury experiences, and immersive travel programs to cater to evolving consumer preferences. Carnival has expanded its reach into Asia, the Middle East, and emerging cruise markets, reinforcing its position as a global leader in the travel and leisure industry.

Under Weinstein's leadership, Carnival Corporation continues to set industry standards for innovation, sustainability, and guest satisfaction, ensuring that cruising remains an essential part of the global travel experience. His strategic vision, emphasis on climate-conscious tourism, and commitment to digitalization make him a key force in shaping the future of ocean travel and cruise hospitality.



Mark Zuckerberg,  
CEO of Meta



# MARK ZUCKERBERG

## CEO of Meta

### DRIVES SOCIAL MEDIA'S ROLE IN DESTINATION MARKETING; EXPLORES AR/VR "METAVERSE" TRAVEL EXPERIENCES.

Mark Zuckerberg, the CEO and Founder of Meta (formerly Facebook), is one of the most influential figures in global technology, shaping the evolution of social media, artificial intelligence, virtual reality, and digital connectivity. Since founding Facebook in 2004, Zuckerberg has transformed the company into Meta, a multi-billion-dollar technology conglomerate that owns platforms such as Facebook, Instagram, WhatsApp, and Reality Labs, pioneering advancements in AI, the metaverse, and digital commerce.

Under Zuckerberg's leadership, Meta has expanded beyond social networking to focus on AI-driven content discovery, immersive virtual experiences, and next-generation communication technologies. In 2024, Meta continued to lead the industry in generative AI development, integrating AI-powered assistants, advanced chatbots, and personalized content recommendations across its platforms.

A major area of focus for Zuckerberg has been the metaverse, an ambitious initiative aimed at creating an immersive digital world powered by augmented reality (AR) and virtual reality (VR). Through Meta's Reality Labs division, the company has launched next-generation VR headsets, AI-powered avatars, and interactive virtual environments, transforming how people engage with entertainment, work, and social interactions.

Zuckerberg has also revolutionized digital advertising and

e-commerce, making Meta a dominant force in AI-driven ad targeting, influencer marketing, and business monetization. Platforms like Instagram and Facebook have introduced advanced shopping features, automated ad optimization, and AI-generated content, helping businesses of all sizes reach global audiences.

Beyond technology, Zuckerberg has played a key role in expanding digital infrastructure and connectivity, particularly in developing markets. Meta has invested in AI-powered internet expansion, satellite connectivity projects, and affordable digital access initiatives, aiming to bring billions of people online and integrate them into the digital economy.

In 2024, Zuckerberg intensified Meta's AI research and development, positioning the company as a leader in machine learning, voice recognition, and autonomous AI systems. These innovations are set to redefine how people interact with digital environments, social platforms, and communication tools.

Despite facing regulatory challenges and privacy concerns, Zuckerberg has remained at the forefront of digital innovation, AI ethics, and metaverse expansion. His vision ensures that Meta continues to lead the way in AI, immersive experiences, and the future of digital interactions, shaping how people and businesses connect in the modern world.



## François Hollande

Former President of France



“

World Tourism Forum is one of the most influential organization over tourism. It brings political leaders and investors together all around the world.



## Tony Blair

Former Prime Minister of United Kingdom



“

I am delighted to speak for this important summit that is organized by the World Tourism Forum Institute.



## Roger Dow

President and CEO of U.S. Travel Association



“

It was a pleasure to be with you and I had hundreds of these speeches and GTF was the most prepared platform i've ever been on.



## David Sassoli

President of the European Parliament



“

Happy to be a part of this successful organization. The topics which will be covered during the forum and will open new horizons for tourism and travel business.





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