



presents

# RESET 2022

## TOURISM, HOTELS & HOSPITALITY – SUSTAINABLY

Good for Business, Planet & People

### About the Summit

RESET is the premier global sustainability, tourism and hospitality summit.

RESET returns in-person on 16<sup>th</sup> September 2022 at the Hyatt Regency London - The Churchill after a highly successful virtual summit in 2021.

Let's be clear: sustainable practice is no longer a choice; it's essential to ensure the future of the

travel and tourism industry and more importantly, the planet that we call home.

Join us for a day of unmissable panels, captivating discussions, and hard talks covering everything green in the travel and tourism industry and how you can make a real change to your business' sustainability.

### Did you know?

**66%**

of people said they 'are willing to pay more for sustainable products and services'

**71%**

of tourists said they would pay more to lower their carbon footprint

**83%**

of people agree that 'sustainability is vital for tourism'

**88%**

of travellers surveyed said they'd recommend sustainable travel

### Why does this matter to you?

Most customers are demanding sustainable practice, it's simple: unsustainable practice is unsustainable business. It's no wonder that travel brands that deploy greater ESG initiatives make greater profit: 21% to be exact.



# JOIN THE TRAVEL REVOLUTION

Sign up to attend RESET

September 16<sup>th</sup> 2022  
Hyatt Regency London,  
The Churchill

[Click here to book your space](#)

## Interested in joining us?

### Sponsorship

Sponsoring RESET will connect you with sustainable travel practitioners and business from around the world, propelling your business' sustainability practice and ultimately, reputation amongst the travel community and consumer market.

Various levels of sponsorship opportunities exist that we are now offering to brands and destinations with clear sustainable policies, narratives and experience. Our packages include opportunities for co-branding, panel sponsorship and hosting a chair and speaker. All sponsorship packages include global media coverage and tailored PR marketing packages across B2B and B2C channels.

### Delegates

Individual and corporate delegate passes for the event are available, giving flexible opportunities to ensure your team can join RESET live or virtually.

### Panelists

Our keynote speakers will be announced shortly as we call out the industry to nominate their preferred visionaries, educators and leaders.

### Media

Media partners are welcome to contact us for news and exclusive interview opportunities via

[heather@immediapr.com](mailto:heather@immediapr.com).

For further enquiries please contact Nicki Page: [nicki.pageoneworld@gmail.com](mailto:nicki.pageoneworld@gmail.com)



# RESET Sustainably. Tourism, Hospitality and Hotel Development.

16<sup>th</sup> September 2022

**Live at the Hyatt Regency London**

The Churchill, 30 Portland Square, London, UK, W1H 7BH

**POST-EVENT STREAM AVAILABLE HERE**

17<sup>th</sup> September 2022

**TRAVWELL**  
Supporting your sustainable journey



**HYATT  
REGENCY**



## AGENDA\*

## SPEAKERS

**RESET START**

**HRH Prince Charles RESET video induction**

### **Sustainable Tourism Destination Development**

#### **WELCOME & HOUSEKEEPING**

TLC RESET Tourism Hospitality,  
Hotel Development Sustainably

**NICKI PAGE**  
**Co-Founder**

**Conference Chairperson Welcome**

**Introducing speakers and managing the Q&A**

**Opening**

**DR TALEB RIFAI**  
**UNWTO Former Secretary General**

**SESSION 1 (Part 1)**  
**Sustainable Tourism**  
**Destination Development**

**DR OMAR AL-ATTAS**  
**Deputy Chief Environmental Sustainability**  
**Officer, The Red Sea Development Company, Jeddah**  
The largest tourism development in the world.

**FOSTERS + PARTNERS**  
**Architects**  
Red Sea development architects.  
A sustainable case history of projects.

**HYATT HOTELS CORPORATION**  
Operating the new Hyatt hotel  
in the Kingdom of Saudi Arabia.

**SESSION 1 (Part 2)**  
**UN Race to Zero** – the global tourism industry

**SECRETARY GENERAL**  
Video Presentation on the  
Race 2 Zero approach and targets.

**SESSION 1 (Part 3)**

**H.E. DR FÉLIX ULLOA**  
**Vice President El Salvador**  
(introduced by the UK Ambassador El Salvador)  
**The Green Triangle** (El Salvador, Guatemala,  
Honduras) Diversifying Agriculture towards  
Regenerative Tourism Development  
and Enhancing Biodiversity.

## AGENDA\* (cont'd)

## SPEAKERS (cont'd)

### SESSION 1 (Part 3)

**MIGUEL ARAUJO PADILLA**  
President SALVAnatura NGO El Salvador

HEIFER – tbc.

### COFFEE BREAK (20mins)

### SESSION 2 (Part 1) Valuing Nature True Pricing Climate and Biodiversity

**UN VALUING NATURE VIDEO**  
**LEO DOWNER**  
**TLC Founder, Exec Director**  
Measuring Planet Impacts and a guest centred approach to sustainability and regenerating nature.

### SESSION 2 (Part 2)

**GLEN MANDZIUK**  
Sustainable Hospitality Alliance.

### SESSION 2 (Part 3) Blockchain in Travel and Tourism

**MEIKE KRAUSCHIED**  
Chief Commercial Officer,  
SmartLedger, Copenhagen

### LUNCH (45mins)

### ICE BREAKER

### BIRD LIFE – VIDEO (5 mins)

### SESSION 3 (Part 1) Sustainability in Hotels and Hospitality

**ADAM MACLENNAN**  
GM U.K. Ireland PKF Hospitality

**PROFESSOR WILLY LE GRANDE**  
The Sustainability Premium  
Academic Berlin.

**ROBERT GODWIN**  
CEO, Lamington Group, UK  
The Lamington first Net Zero Whole  
Life Carbon Hotel, London.

## AGENDA\* (cont'd)

## SPEAKERS (cont'd)

### SESSION 3 (Part 2) Sustainability in Hotels and Hospitality

**HE ALI AL JASSIM**  
Chair, UAE Green Building Council, Dubai

**SOMAYEH ROKHGIREH**  
Founder, Sustained Inc.,  
Sustainability specialist, Architect, CSSBB  
Holistic systems approach to designing sustainable  
hospitality (Business Strategy, Operation Planning, Building  
Design) and training for regenerative tourism development.

**ENRICO VIANELLO**  
Founding Partner, Tamasso Venice

### COFFEE BREAK

### SESSION 3 (Part 3)

**EVELINA HEDERER**  
Expedia Group USA  
Innovation through a digital revolution  
in sustainable destination marketing.

### SESSION 3 (Part 4) Sustainably Led Wellness

**DR MAHENDRA SHAH**  
Founder, Zen, Bali

**LINDSAY MADDEN-NADEAU**  
Founder Meraki, South France

**CAROL ROSE**  
Sustainability Manager ABTA

**Marketing Sustainability – PANEL**  
Communications must be authentic and credible.  
(10 mins)

**PHILL CLARK**  
Creative Director, Travwell

**JULIE MURPHY**  
Country Sales Manager, ANA

**CHRISTOPHER IMBSON**  
WTTC Sustainability Director

**NICKI PAGE**  
Women's role in travel and wellness holiday decisions.

**Chair closing remarks and wrap up**



# VIDEO PRESENTATIONS

Singapore – A City in Nature

Transport for Wales

Africa Tourism Development

Gloucestershire

Travwell

Highlights later  
streamed...

**HERE**



United Nations  
Framework Convention on  
Climate Change



Glasgow Declaration  
Climate Action in Tourism



Press support by:

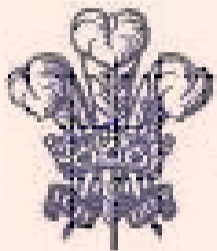


Speakers & Support:



PATRON: HIS ROYAL HIGHNESS THE PRINCE OF WALES

# What are professionals across Sustainability, Tourism and the Construction Industry saying about TLC Harmony's Sustainability Approach?



## Jennifer Jordan-Saifi

Household of The Prince of Wales & The Duchess of Cornwall,  
Clarence House, London

*"Thank you so much for sharing these inspiring documents."*

*"HRH is very eager to explore..... meaningful collaboration."*



## Taleb Rifai

Former Secretary General UNWTO

*"Sustainability is such an important outcome of Covid, I am, therefore, ready to support TLC Harmony, as they strive to support a sustainability position of tourism development in leaping forward to protect our environment, our societies and our economies and thus sustaining life on earth."*



## Dr. Abdulla Mausoom

Minister of Tourism, Maldives

*"Maldives' economic dependence on tourism makes it absolutely essential we continue to focus on sustainable tourism development, whilst we embark on nationwide tourism expansion initiatives and celebration of our tourism industry's Golden Jubilee in 2022. We endorse the TLC sustainable tourism initiative to RESET Tourism Sustainably."*



**Professor David A Kirby**

**Holder of The Queen's Award for Enterprise Promotion  
(Professor of Entrepreneurship University of Surrey/ UWTSD)  
(Tourism and Academia)**

*“Apart from being an enthusiastic and energetic advocate of wellness tourism Nicki, the founder TLC Wellness Tourism, is a passionate pioneer of the Prince of Wales’ Harmony approach to sustainability. Together with her partner, Leo Downer, she has produced the world’s first Harmony Kite Mark for Wellness Tourism - the Harmony Golden Ratio. Through it she is aiming to help tourism businesses embrace sustainability and minimise their impact on the environment, something long overdue. And for which she and Leo are to be commended.”*

**Harry Murray MBE**

**Chairman Lucknam Park Hotel & Spa & President HOSPA,  
The Hospitality Professionals Association**

*“The UK Hospitality Industry must act responsibly and do everything possible to support Government achieve its sustainability targets, I am looking forward to supporting TLC’s commitment to global hospitality and tourism sustainability at their RESET Tourism event.”*