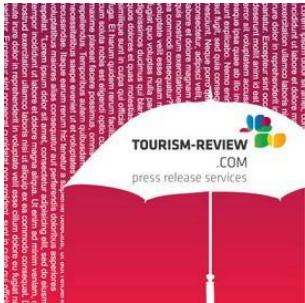


Keynote Speaker Announced for World Youth and Student Travel Conference



The World Youth Student and Educational Travel Confederation is very pleased to announce that David Rowan will be the keynote speaker for this year's World Youth and Student Travel Conference (WYSTC), taking place 20-23 September in Barcelona.

David will deliver a compelling keynote address that inspires the audience and sets the tone for the event. David is the editor of the UK edition of WIRED magazine, which won 2009 Launch of the Year at the British Society of Magazine Editors Awards. He also writes the monthly "Digital Life" column in GQ magazine and the "Tech Traveller" column in Condé Nast Traveller.

David spends his time hunting for glimpses of tomorrow today. But he is no geek or far-out futurologist. His speech is guaranteed to surprise – he has a broad intellectual range that takes him beyond simple tech-spotting and transitory trends. His engaging and insightful presentations have been called fascinating, memorable and massively motivating. He is sure to entertain, engage and inspire. You will find that his content stays with you and will make the conference more connected, thoughtful and exciting.

Recent speaking engagements have taken him to Amsterdam, Dubai, Geneva, Moscow and Shanghai, on topics ranging from the future of luxury brands to the new rules of business in a mobile Internet age.

WYSTC provides an opportunity for attendees from around the world to pursue

innovative partnerships, develop creative marketing and distribution channels, and access new markets.

It is a professional travel trade conference. It includes networking activities, professional seminars, scheduled business appointments, association meetings and an exhibition area.

The conference will officially be opened by Mr. Taleb Rifai, Secretary-General of the United Nations' World Tourism Organization.

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About WYSE Travel Confederation

WYSE Travel Confederation is a nonprofit membership association that supports the global youth, student and educational travel industry. It is endorsed by the UNWTO. Its annual event, the World Youth and Student Travel Conference (WYSTC), takes place this year 20-23 September in Barcelona.

About WYSTC

The World Youth and Student Travel Conference brings together over 800 delegates specialising in creating exceptional experiences for young people. From cultural exchange to volunteering and

language learning, these organisations unite around the knowledge that today's young travellers are tomorrow's global citizens and high-yield tourists.

WYSE Travel Confederation

Keizersgracht 174-176 | 1016 DW Amsterdam | The Netherlands

jeff.funnekotter@wyetc.org

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