

WORLD TRAVEL & TOURISM COUNCIL

GLOBAL SUMMIT REPORT

The Summit in Numbers:

20+
Ministerial Delegations

110+
Speakers

600+
International in-person delegates

30K+
Virtual attendees

174M
Social Media Impressions



FOREWORD

While 2020 was not the year we expected it to be, it was a year during which people really came together. We saw our sector join forces to support our workforce and the local communities that host us.

It is clear is that we are not going back to 2019; we are moving forward. Travel & Tourism will come out of this crisis stronger and better. But to do so, it is crucial we continue working together to achieve recovery both financially and socially. We need to be united. That is why we have chosen our theme for this year: **Uniting the World for Recovery**. By turning this crisis into an opportunity, we can make sure we become more inclusive and more sustainable.

Our very presence here in Cancun, Mexico, with over 600 in-person participants and over 30,000 attendees joining us virtually from across the world, shows that we can resume international travelling once more, by observing the latest health and safety protocols, which WTTC has helped develop for businesses large and small throughout the sector. Indeed, this Global Summit is the world's first major gathering of world Travel & Tourism leaders since the outbreak of the pandemic.

As we accelerate our recovery, we need to redouble our efforts to remove barriers to mobility such as quarantines, focus on testing, and accelerate the vaccination rollout globally, while continuing to support health and safety protocols.


Gloria Guevara, WTTC

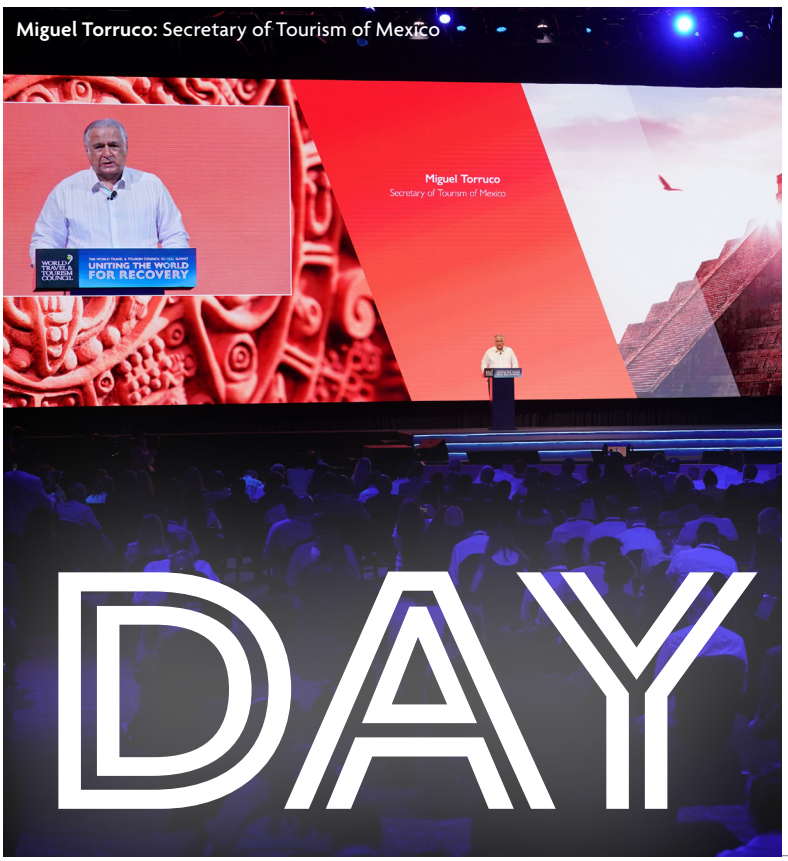
Together and with a united front, both the private and public sectors in Travel & Tourism can drive change and get the world moving again so that we can continue travelling, exploring, and sharing experiences face-to-face. Together we can revive a sector which will generate the world's economic recovery and bring people back together, maximising the amazing benefits that Travel & Tourism brings.

Our sector is one that provides opportunities, reduces poverty, brings hope, and not only changes lives, but changes the world. This is the beginning of a new chapter, the beginning of the recovery. We have much work to do and only if we are united, we can change the lives of the millions that depend on us.



Christopher J. Nassetta: Outgoing Chair, WTTC and President & CEO, Hilton





Miguel Torruco: Secretary of Tourism of Mexico

DAY 1



Gloria Guevara: President & CEO, WTTC

OPENING CEREMONY

Chris Nassetta, WTTC's Chair opened the Global Summit, highlighting the importance of working together and reconnecting the world to build a truly inclusive future for the sector. He asked for a moment of silence for Arne Sorenson, former President and CEO of Marriott, who passed away earlier this year.

Given the immense economic and social impact of the crisis, Chris noted that the sector must create new opportunities for people. He called on the sector to advocate for the reopening of international borders, safety and consistency at every step of the traveller journey, and testing to reduce the need for quarantines.

"Together, we can define a new age of travel and every one of us will be critical to creating a better future."

Governor Carlos Joaquin Gonzalez of Quintana Roo welcomed WTTC to his home State. He was honoured to receive the WTTC Global Leadership Award for his service in guiding Quintana Roo through the COVID-19 crisis. Through re-assessing existing strategies and implementing new health & safety protocols, Quintana Roo was able to accelerate once again economic recovery and protect people's wellbeing. The Governor reminded us that we must consolidate these measures as permanent policies, and that:

"Our sector will recover, stronger than ever, so long as people continue to invest in, support and cherish Travel & Tourism."

Gloria Guevara, WTTC, welcomed all participants and reiterated the social, human, and economic impact of the crisis, and reminding the audience that every decision made has an impact on our present and future. In 2020, our sector lost 62 million jobs, with GDP falling by USD$4.5 trillion. Yet, 2020 was a year when the sector truly came together, joining forces to support our workforce and local communities.

We created the Safe Travels Global Protocols to achieve consistency and reassure travellers. We engaged over 150 governments to advocate for policies needed for the survival of our sector, including our close collaboration with Saudi Arabia as it chaired the G20 in 2020. As we look ahead, Uniting the World for Recovery will be key. We need to redouble our efforts to remove barriers to mobility and quarantines, focus on testing and accelerate the vaccination rollout while supporting safety protocols. And by turning this crisis into an opportunity, we can also make sure we become even more inclusive and sustainable.

After over 13 months living with this pandemic, **Secretary Miguel Torruco** from Mexico expressed it was an honour to be able to receive this year's Global Summit participants in his native Mexico. He spoke of the rich customs, incredible history and enigmatic cultures of his country and how part of Quintana's Roo Travel & Tourism success came from its open expression and recognition of its Mayan culture and heritage. He noted that COVID-19 allowed Mexico to regard Travel & Tourism in a different way, highlighting that all future decisions must actively be taken to safeguard the sustainable future of the sector.



Carlos Manuel Joaquin Gonzalez:
Governor of Quintana Roo


Opening Performance from the local children's choir

SESSION 1: The Big Picture

COVID-19, From Start to Present

The COVID-19 crisis revealed the true resilience and spirit of the Travel & Tourism sector and community, emphasising the importance of preparedness to decisively safeguard operations, communication, and robust collaboration between governments as well as between the public and private sectors. Issues raised to accelerate the recovery of the sector included removing travel barriers and implementing uniform health & hygiene protocols globally as well as clear communication from trusted sources and organisations and rebuilding traveller confidence to re-incentivise travel.

As the sector looks to recovery, preserving destinations, supporting local communities, and managing growth sustainably will be key. The pandemic has given people an opportunity to reassess how they travel. Within the sector, we must become better 'story tellers', providing the public with stories of people and how their lives are benefited by Travel & Tourism. We must weave this into the core of who we are, not simply discuss these issues as an appendix.

In terms of learnings, leaders highlighted the importance of being able to quickly recognise an impending crisis, establishing liquidity for their businesses, and learning how to manage a business and staff virtually, changing the nature of communication forever. Technology is a defining asset of our sector, which must be acknowledged as a key to recovery.



From left to right: Greg O'Hara, Arnold Donald, Rita Marques, José Reynoso del Valle, Matthew Upchurch, Kathleen Matthews

Flash Learnings: From Impact to Recovery

It is an important time to reflect on how we emerge as better leaders, companies, and industry. **Keith Barr,** IHG, stated the power and importance of purpose, noting IHG's purpose-true hospitality for good. This is essential across stakeholders, from making sure customers are treated to a safe stay and looking after our colleagues' health and wellbeing to supporting the 1000s of small business owners and advocating and engaging with governments on solutions to protect jobs through furlough schemes and businesses with policies relating to liquidity- to ultimately to reopen the sector.

In leadership, authenticity and the power of communication are invaluable. This crisis has showcased the importance of humanity and showing people we care about them as individuals. Our communication needs to be personal, frequent, transparent and a two-way street. We need to make sure everyone know we are in this together and will get through this crisis- as we have, many times before.

During this crisis, industry leaders, such as Expedia, not only focused their efforts on helping people do their jobs while working from home, but also offered support with regards to mental wellbeing. Expedia, for instance, has put in place a mental wellness hub, an extended employee assistance programme which allows employees to get easy access to therapy services, and implemented meeting free Fridays.

Ariane Gorin, Expedia, noted the need to address the uneven impact that the crisis has had on women, with McKinsey calculating that women's jobs were 1.8 times more likely to be vulnerable to COVID-19 than men's. While women make up 39% of the global workforce, they accounted for 54% of job losses. Responsible for 1 in 10 jobs on the planet in 2019, our sector has an important role to play in overcoming issues of gender inequalities.

This period has highlighted the need for human connections, whether that is between colleagues or building relationships with clients or suppliers; with business travel viewed less as a cost and more as an investment for the future growth. If 2020 was a year of crisis for our sector, 2021 is a year of opportunity.

Reshaping a Shared Future: The North American Story

Recovery across the North America has not been uniform; some areas have recovered a lot quicker than others due to the differing protocols and rules of their respective states. Northern destinations have been hit the hardest, whilst Mexico has been the fastest to recover. **Alex Zozaya,** Apple Leisure Group, noted that the Mexican hospitality sector has done a robust job at enforcing health & safety protocols, as well as offering testing at hotel sites and an additional 14-night stay for free if you or your party test positive.

Two-thirds of current bookings are to leisure destinations, showcasing the recovery of the leisure segment. North America has experienced a rise in demand for 'outdoor' travel, both in natural spaces, such as National Parks, but also in cities. **Fred Dixon,** NYC & Company, mentioned that New York is building back leisure tourism occupancy, and re-thinking how spaces can be used. 'Outdoor' dining, activities and culture have soared in the recent months.

As travellers expect trusted advisors to guide them through uncertainty, travel agencies will become increasingly important. Travellers will want to be clear on where their money is going and what they can expect from travelling to certain countries and destinations, both domestically and internationally. They will also want to know how sustainability is integrated throughout the journey.



Clockwise from left: Alex Zozaya, Arnie Weissmann, J.D. O'Hara, Fred Dixon, Robin Tauck, Greg Webb









Tales from the East: Asia-Pacific's Path to Recovery & Beyond

While Asia-Pacific's experience with outbreaks has enabled the region to enact strong policies, the recovery has not been uniform across countries. Although domestic travel has kept the industry afloat, the sector has struggled to survive, with at times negative cashflows and significant job losses. In the Philippines, for instance, 4.7 million of the 5.7 million Travel & Tourism jobs were affected.

With no handbook available to deal with this crisis, the sector kept the Bayanihan spirit, a spirit of communal unity to deal with COVID-19. From its workforce to its citizens, businesses and governments worked to help keep people safe. Governments had to proactively address and reassure their citizens and travellers while prioritising their welfare.

A step-by-step approach built on alignment, collaboration and communication is key. Yet, the vaccination rollout has exposed deep inequalities between countries, requiring readily available testing as a robust interim alternative. In the Philippines, front line Travel & Tourism workers have been included as priority for vaccinations, while Japan has been preparing strong protocols as it readies itself for the Olympics.

The crisis has required the sector to be innovative and enhance its flexibility to re-incentive travel purchase and speed up recovery from the use of hybrid and livestream to digital tourism and sales marketing, to drive domestic demand. To reboot the sector which has remained largely closed to international travel, a common digital certification and health & hygiene protocols will be needed at the global level, rather than coordinated bilaterally, to facilitate travel and rebuild confidence. As the sector looks forward, travel can be used as a platform to build a culture of tolerance and collaboration, while tapping on the basic human desire to travel.

Shifting Gears for Recovery: Rebuilding Travel & Tourism in Latin America

The pandemic represents a historic opportunity to embrace a transformative agenda; communication, humility, collaboration, trial and error, adaptability, and resilience were highlighted as key lessons learnt in Latin America in the wake of COVID-19. Moreover, consistent processes in the end-to-end journey are essential for the region's recovery.

Governments have a crucial role in promoting their destinations and turn this crisis into an opportunity. Select Caribbean islands, for instance, are enabling foreigners to become temporary residents, thereby boosting tourism by allowing people to work remotely from their destinations.

The region expects less airflow in the short to medium term as many airlines have filed for Chapter 11, having received little support from governments compared with some European and Asian airlines. As a result, it is expected that there will be fewer and more expensive flights to destinations in the region, requiring Latin American countries enhance their competitiveness to compete with their European and Asian counterparts.

The importance of reprioritising sustainability was highlighted, with climate change noted as the biggest threat to humanity. In this context, putting climate resilience at the heart of Travel & Tourism will be key to continue to showcase the sector as a force for good.

Map to the Future: Accelerating the European Recovery

Quick decision-making by governments and public private collaboration have enabled access to effective and necessary data and the implementation of measures, such as furlough schemes, and their necessary extensions. In the United Kingdom, it was the government's engagement with the private sector and industry organisations that led to the extension of the furlough scheme and VAT reductions for the sector.

Contrary to initial perceptions, travellers do not mind testing, provided it is quick and affordable. At the same time, vaccination rates are increasing the appeal of destinations. TUI and Ingle International have seen increased demand from vaccinated travellers as well as for destinations a highly vaccinated local population.

An increase in traveller confidence resulted in a rise in bookings and enhanced domestic tourism strategies in the short term. While Silversea Cruises has seen increased demand for sustainability and experiential travel, France and the UK have prioritised domestic campaigns, improving services and offering incentives for local tourism.



From left to right: Enrique Ybarra, Fernando Valdes Verelst, Gibran Chapur, Marian Muro, Daniel Richards, Arnie Weissmann

SESSION 2: Accelerating the Recovery

Flash Learnings: From Impact to Recovery

People, setting priorities and agility stood out in responding to the pandemic. At Royal Caribbean, people have been crucial in navigating this crisis from protecting the health of safety of guests and fellow employees.

Aligning and having clarity on goals has also been essential, starting with liquidity to ensure the survival of the company and that all guests and crew got home safely. The next phase prioritised how to operate responsibly during the pandemic, which included forming the Healthy Sail Panel, and preparing for a safe return to service.

Workforce agility has been a gamechanger, with many people moving outside of their comfort zones, and offering to pitch it and contribute; with people who had never worked in Government Affairs talking to Cabinet level officials about how to repatriate citizens and employees. **Richard Fain,** Royal Caribbean Cruises, noted that "one doesn't often realise how important something is until it is taken away and that adage applies here. This pandemic has not only taught us a lot of new medical terms, but also how important Travel & Tourism is to the physical, financial and mental health of people around the world".

Testing, Until a Vaccine

Minister Harry Theocharis from Greece explained that through greater scientific knowledge, which can guide decision-making, and the widescale availability of low cost, rapid tests, and constantly increasing levels of vaccination; Travel & Tourism's recovery was feasible. Given the uncertain global context, he advocated for a risk-based approach which provides transparency on the rules and date for the reopening of the sector.

He recommended countries move towards an individual traveller-based approach to managing risk, determined by their vaccination or test status. Greece developed a digital certificate for vaccinated or tested individuals and by utilising their national health records, can also issue recovery certificates for individuals who have experienced and recovered from COVID19. Regardless of reciprocity, Greece will welcome international travellers from May and hopes that other countries will soon follow suit.

Rebuilding Traveller Confidence in the Wake of COVID-19

Building on its experience with overcrowding, **Marian Muro,** Turisme de Barcelona noted that Barcelona developed digital tools that enable visitors to see if attractions or areas are busy, offer alternatives where available and provide information on the health & safety protocols in place; in turn enhancing travellers confidence in visiting Barcelona. To rebuild traveller confidence, **Enrique Ybarra,** City Sightseeing Worldwide, noted the importance of contactless experiences enabled by technologies, the prioritisation of sustainability, the increased interest to travel closer to home and shift to remote work which has enabled people to work from abroad.

For traveller demand to fully recover, **Dan Richards,** Global Rescue, explained the need to remove the fear and uncertainty associated to travel by demonstrating it is safe, and that people will be able to get home or be treated abroad if they fall ill. This requires international co-ordination to ensure travellers will not face sudden travel restrictions or border closures. Secretary of State from Spain, **Fernando Valdes** Verelst agreed that addressing uncertainty was crucial, noting that the EU had launched a Digital Green Certificate scheme which would easily demonstrate an individual's COVID19 status through a vaccination, test, or recovery certificate.

Gibran Chapur, Palace Resorts, reflected on how Palace Resort's health & safety protocols video was their most visited online feature. He reiterated the importance of consistency in protocols across all stages of a travellers journey – from departure to resort and back again - and the need for clear and simple communication of health and safety protocols.

The Traveller of the Future

This is probably the most isolated period in modern history according to **Brian Chesky**, Airbnb, with individuals yearning for travel and human connection. Mass travel is giving way to some degree to meaningful and more conscious travel. Despite the economic downturn, there is no disparity in people's desire to travel, regardless of their income. People do not travel to feel safe, but that is now the price of admission, it is an expectation.

Travellers will no longer go to the same 20-30 destinations, rather they will go to small towns and rural communities and reconnect with nature. Diversity is more than diversity of people; it is diversity of communities. It means spreading economic benefits of Travel & Tourism to many more destinations. Airbnb is partnering with 100 DMOs, including in France and Mexico, to accelerate recovery through rural travel.

To be resilient, the sector needs to continue to be relevant to what people want and shifting trends. Travelling will start blurring with living. The once-a-year vacation is an outdated concept as people can now work remotely and travel for one month rather one week. While automation is here to stay, the last jobs which will get automated are those that service with heart. This is what will future proof a company.



Brian Chesky talking to Glenda McNeal



From left to right: Sean Donohue, Andrew Wingrove, Kelly Craighead, Ewald K. Biemans, Jose Ricardo Botelho, Peter Greenberg

Travel in the Fast Lane: Safe & Seamless Travel

Prior to the pandemic, airports had been working on new technologies to improve the traveller experience, with **Sean Donohue,** Dallas Fort Worth International Airport, noting how biometrics were now even more of a priority to enhance customer satisfaction and facilitation. This view was supported by **Andrew Wingrove,** CLEAR, who noted how biometrics could be combined with digital health pass credentials to address COVID19 public health requirements and provide safe and frictionless journeys.

Jose Ricardo Botelho, ALTA, further highlighted the importance of communication in achieving safe and seamless travel, noting how misinformation at the start of the pandemic regarding air filtration on aircraft led to traveller confusion and concern; requiring the airlines industry to educate travellers.

Within cruise, **Kelly Craighead,** CLIA, emphasised the creation of safe experiences and requirement for 100% testing of all passengers and staff. Kelly also noted that collaboration and communication between the cruise industry, ports, Government regulators and health authorities was enabling markets to open and the cruise industry to demonstrate safe and seamless traveller journeys. Still, **Ewald Biemans,** Bucuti & Tara Beach Resort Aruba, advised that travellers not only wanted safe and seamless experiences, but they also wanted 'guilt free vacations' that can be achieved by industry reducing their carbon footprints.

From Turmoil to Transformation: Protecting our Workforce & Recovering 100 Million Jobs

Protecting the sector's workforce is a priority, with employee retention schemes such as furloughs, employee retention credit, cash grants, vouchers and tax reduction highlighted as effective policies. France's scheme, for instance, enabled workers to continue earning 84% of their salaries while on furloughs, while Singapore's tourism fund offered vouchers for staycations which helped protect jobs whilst re-incentivising tourism.

Governments need to move away from risk avoidance to risk management, balancing medical security, social welfare, and economic prosperity; with Israel, the UK, and the UAE being highlighted as strong examples.

Mental health and holistic wellbeing need to be proactively addressed. Hyatt, for instance, deployed a web application to help employees self-diagnose stress, anxiety, and depression, with 8,000 employees having used the platform to date. Similarly, Singapore, launched a mental health helpline supported by the government; whilst Indonesia and Thailand are building on a sense of community to overcome challenges around mental wellness. Still, there stigma associated to mental wellbeing, requiring leaders to talk about their own mental health so overcome the fear of self-expression.

Individual responsibility and respecting lockdowns are significant to a faster recovery. In 2020, Hyatt calculated how many days it took for local occupancy to return to a pre-lockdown occupancy following localised outbreaks in China. Whereas, in the earlier part of the year it took 80 days to recover, by the end of the year, the figure was below 40 days.

Distant Lands, Familiar Processes: The Harmonisation of Health & Safety Protocols

While vaccinations offer a great way to enable travel, about 30% of the population be getting vaccinated. Having a harmonised framework to enable travel within and across countries will be key, with alternative solutions for those who cannot or do not want to be vaccinated. Uniform health protocols will be essential, with Aruba highlighting protocols are critical to reopen the sector and attract visitors.

Technology can facilitate health information sharing to airlines, governmental systems, and even with travellers including travel requirements, COVID-19 test results and vaccination status. Denver International Airport, the fifth busiest airport in the USA, for instance, is trialling a process with TSA to remotely screen passengers, enabling them to have a completely touchless experience. Similarly, SITA is adapting and upgrading its current systems to accommodate for COVID-19 requirements, with a large uptake of biometrics. To showcase the travel experience for travellers, IC Bellagio has had members of its team travel Italy and document it on social media.

Reboot, Adapt and Thrive: The Path to Recovery for Destinations

There are marked improvements in travel intent, according to Google, with 1 in 3 US consumers planning to take a leisure trip in July. There has been a dramatic increase in domestic travel globally and particularly secondary markets queries, with Jackson Wyoming, up 46% and Key West up 70+%. Simultaneously, queries around the term work-cation are up 220% year on year.

National & State Parks, like Tahoe, became overwhelmed with visitors; requiring a COVID filter around sustainability, and countries and States to work to "spread the love" across their destinations. People and planet in addition to profit, will be key going forward.

Destinations have focused on domestic travel to shorten the recovery curve, with California, for instance, launching a campaign called "Calling on All Californians" to incentivise its 40 million residents to discover their own State. Digital communication remains key to boost travel. In fact, Seera, is chatting with 15,000 customers a day in Saudi Arabia over WhatsApp and making bookings over WhatsApp and Twitter. Interestingly, 75% of top travel spenders are using videos to support their decision-making; with a 50% year to year increase of road-trip related videos.

While there may be a lower frequency of business travel, trips are likely to last longer. Business travel will become more responsible, with some corporations even starting to track the corporate footprint of their employees. With five different generations in the workforce, there will be different interpretations of what is an ideal workplace, work-life balance, and business environment. As JLL highlighted, you can continue to sustain a company virtually, but you cannot really grow a company unless you meet in person.

SESSION 3: Resilience through Leadership

The G20 in Action

Travel & Tourism is about connecting people to each other's cultures, cuisines, and ways of life. **Minister Ahmed Al Khateeb,** of Saudi Arabia, stated that demand for travel is stronger than ever, but we must ensure our recovery is as safe and seamless as possible. Events like the Global Summit give us all hope for the future and a platform to work together to achieve this

Saudi Arabia was honoured to receive the Global Leader Award. The Minister noted that under Saudi's Presidency of the G20, he collaborated not only with G20 countries but with the private sector to agree on protocols and regulations that will help accelerate the recovery of the sector.



Minister Ahmed Al Khateeb receiving the Global Leader Award from Arnold Donald and Gloria Guevara



–**From left to right:** Luis Felipe de Oliveira, Craig Smith, Isabel Hill, Gilson Machado Neto, Luís Araújo, Aradhana Khowala

Recovering 100 Million Jobs

With over 62 million jobs lost, it is essential that we focus on each lost livelihood and source of income each of those jobs lost represent. The impact on personal lives should be the driving force to continue to build back and succeed.

Luis Felipe de Oliveira, ACI World, and **Isabel Hill,** US Department of Commerce, reiterated that international collaboration has been vital to save and restore jobs. Governments and the private sector are engaging more than ever before, and it has become evident that working together is critical for success. **Craig Smith,** Marriott, stressed that to preserve and save jobs, we must encourage governments to exercise flexibility and fluidity in their decision-making process and shift policies when the desire outcome is not achieved.

Luis Araujo, European Travel Commission & Portugal Tourism Board, noted the sector's longstanding reputation for upskilling, retraining, and retaining talent. Given the job losses in the sector, creating a level of job certainty and rebuilding trust with the workforce will be key; through, for instance, investment in training and by showcasing development opportunities. **Minister Machado,** from Brazil, noted the importance of training staff to align with the evolving sector requirements.

Luis Araujo stated the need to work with staff in a way that supports their family life, ongoing studies, and personal life. We must also be considerate and kind to our employees, respecting and appreciating.

Transitioning from Crisis to Sensation

The Pacific Alliance formed in 2011 between Colombia, Chile, Peru, and Mexico, presented Colombia with a great opportunity to integrate on the global main stage, the biggest since gaining its independence. **President Juan Manuel Santos** shared the tale of how he instigated the Pacific Alliance and how it ultimately enabled Colombia to advocate for policies support regional integration, reducing barriers and implementing visa free travel between the nations, which in turn led to a surge of tourism to Colombia. The Pacific Alliance showcases how priority alignment and collaboration can effectively bring about positive impact.

Santos highlighted how he worked to build their tourism sector into a foreign exchange earner, through a bigger budget and plans were to modernise its tourism facilities and airports. Tourism became the second highest earner in foreign exchange, behind oil.

Santos noted that the Travel & Tourism must collaborate to issue 'joint' statements that can get the world to listen and pay attention. As a sector, we should be encouraging governments to share vaccines with other countries, as none of us are safe until we all are. Hoarding vaccines when we have plenty to spare does not make sense. The sooner, more people are vaccinated globally, the sooner our sector can get back to 'normal'.

Santos highlighted the importance of humour in leadership. He recounted the tale of his first encounter with former President Hugo Chavez and how he used humour to break the ice and ultimately renew ties with Venezuela.


Juan Manuel Santos: President of Colombia (2010 – 2018)



Juan Manuel Santos with Gloria Guevara


From left to right: Brett Tollman, Flavia Santoro, Frank R. Rainieri, Aileen Clemente, José Carlos Azcárraga, Kathleen Matthews


Joko Widodo :
President of Indonesia


Emmanuel Macron :
President of France


E. David Burt :
Premier of Bermuda



SESSION 4: Making a Lasting Difference

The Future of Travel & Tourism

Indonesia's **President Joko Widodo,** highlighted many steps Indonesia has taken to revive tourism and restore the jobs of tourism workers, notably by preparing destinations to ensure they are safe and comfortable for tourists, vaccinating all tourism workers, enforcing strict health and safety protocols, and operating affordable COVID testing. Through these efforts Indonesia has gradually reopened destinations and supporting facilities, whilst establishing international travel corridors providing access for international mobility.

Reviving the Travel & Tourism sector must not be done alone. **President Widodo** "calls on every country to collaborate, to unite, join hands, move in synergy to support one another to be part of the global economic recovery". President Widodo is hopeful that 2021 will be the moment for global tourism recovery and revival.

Bermuda's **Premier E. David Burt** reflected on prioritising Bermudians safety, which included protecting them economically. This also included allowing tourism to continue safely, with a strong and effective testing regime for all citizens and visitors alike. Through this approach, Bermuda has been able to keep its borders open and support thousands of jobs in Travel & Tourism. Today, travellers expect their chosen destination to be safe and provide them with peace of mind, "an expectation we must all work hard to meet".

Premier Burt "is confident that the Bermuda Tourism Industry and tourism worldwide will fully recover and even strengthen through creativity and innovation".

Prime Minister Pedro Sanchez of Spain noted the importance of the vaccination process to support the health of its people and the recovery of international mobility, which is key to resuming Travel & Tourism and guaranteeing the safety of all travellers. He highlighted the importance of Travel & Tourism businesses and jobs to Spain and his commitment to supporting the sector until the end of the crisis; public-private cooperation is key.

Spain believes the Green Digital certificate, an EU initiative, which is be interoperable, digital, non-discriminatory, and simple to use, will play a decisive role in the recovery of European and international mobility. Still, we cannot lose sight of the climate crisis and the acceleration of digital transformation. To address these, Spain has put in place an ambitious competitiveness plan, focused on sustainability, digital and quality, whilst ensuring health & safety for Travel & Tourism, backed by an unprecedented budget.

France's **President Macron** noted that Travel & Tourism has been one of the most affected sectors of the pandemic, employing more than 1.3 million people in France, including many young men and women who do not have educational diplomas. In developing countries Travel & Tourism is a leading economic driver, requiring us to unite to ensure its recovery. As the leading destination for international tourism, France wants the accelerate the path to recovery and is working hard to welcome travellers this summer, thanks to the benefits of vaccination and digital health passes.

To deepen our reflections on this very important topic President Macron offered to host an event in France before the end of the year to address how we could work together to facilitate the recovery of Travel & Tourism, with a focus on public-private collaboration, job creation, investment, and sustainability.

Looking to a Sustainable & Inclusive Future

Reflecting on how the last year had been used to drive sustainability and inclusivity for when travellers returned, **Flavia Santoro,** ProColombia, noted the renewal of a sustainable tourism law in Columbia that will help local communities to grow, **Frank Rainieri,** Grupo Puntacana, highlighted the introduction of new protocols at Grupo Puntacana, and **Aileen Clemente,** Rajah Travel Corporation, mentioned a new human capital development plan by the Rajah Travel Corporation that had, for instance, enabled fishermen to become tour guides. **Brett Tollman,** The Travel Corporation, also explained how The Travel Corporation developed of measurable sustainability goals and climate actions, whilst **José Carlos Azcárraga,** Grupo Posasas, created value for local communities and job opportunities at Grupo Posadas.

The concept of 'slow travel' was discussed and how people may want to achieve a greater sense of calm in future travel. Looking ahead, travellers will be looking for deeper cultural experiences, including more activities with nature and local communities in lower density environments. Flavia Santoro shared that a new ProColombia plan included how local communities can benefit from responsible tourism.

Thinking about goals for 2030 around sustainability, inclusivity and diversity, the speakers highlighted the need for tourism to be much more integrated within the local areas and communities in which they operate, for tourism to be viewed as the

'new petroleum' with its economic and social benefits understood by everyone, moving towards a better tourism world that embraces everyone's differences, with all tourism businesses fully recovered and carbon neutral.

Flash Learnings: Making a Lasting Impact

Whilst many suspected that sustainability would fall away under the health and economic pressures of managing the virus, but the opposite is true. **Darrell Wade,** Intrepid Group, believes that "sustainability has found a new energy that has never been seen before". A new political paradigm is also emerging with more and more countries committing to legally binding climate neutral targets by 2050.

To advance and accelerate the sustainability agenda, WTTC established a new CEO Level Sustainability Committee, which Darrell is chairing and an experts Task Force. Darrell believes "that claiming ignorance will be no defence in the future, we need for all companies to get on board. It is time for change, and you better get on board if you don't want to be seen as a dinosaur of our industry". Darrell invites industry leaders to join the journey, noting that "if we all work together, not only will the results be better for our own organisations and the industry, but we will also manage to preserve the destinations on which are industry is based".

Kike Sarasola, Room Mate and Be Mate Group,stated that Travel & Tourism is a solution for this pandemic, that will return people to work, reinvigorate the economy and whilst continuing to contribute in many other ways. He donated many properties to help those most in need, including health care workers so they could stay near their hospitals, or for the elderly to protect them from outbreaks in their local care home facilities.



It is this focus on the human, that Kike believes must be carried forward after the pandemic through "human sustainability", so that guests, clients, and staff feel valued and taken care of. Kike therefore invited all CEO's present at the Summit to follow his lead and offer one week of extra holiday leave for all staff, thereby providing a better quality of life at a time when many have not been able to a financial pay rise. For guests and clients, Kike believes the Travel & Tourism sector must become a "maker of dreams" and bring back the joy of travel.



From left to right: Ivan Eskildsen Megan Morikawa, Frank Marini, Kathleen Matthews



From left to right: Luis García Codrón, Fahad Hamid Addin, Geoffrey Kent, Norma Elena Negrete Aguayo, Raki Robert Phillips, Peter Greenberg

SESSION 5: The Journey Ahead

Going Green

During COVID-19, many companies kept working to embed sustainability strategies into the fabric of their businesses. For instance, **Megan Morikawa,** Iberostar, explained that Iberostar took the opportunity to accelerate its sustainability objectives, including the removal all single use plastics, and make sure that sustainability issues were prioritised in the same way as their health & safety protocols.

Minister Ivan Eskildsen, of Panama, stated that travellers increasingly want to travel sustainably and are demanding more sustainability products; with climate change science driving this trend. **Frank Marini,** Yankee Leisure Group, witnessed a rise in demand for rail, a sustainable way to travel, with 90% of its travellers in 2020-2021 being new travellers.

Interest in sustainable tourism crosses generations, yet there was a recognition that there is more appetite from younger generations, including millennials who hold significant economic power and will be able to drive sustainable demand. Long-term competitiveness will require businesses to embrace this trend. Similarly, global leaders should lead by example, driving policy that prioritise sustainability issues and generate positive impact on local communities.

Sustainability through Social Responsibility

Eco-tourism should not be viewed as a 'sub-sector' of Travel & Tourism, but rather as the future of Travel & Tourism. It is our responsibility to act as regulator, activate sustainable tourism communities and encourage consumers to choose more sustainable tourism experiences. **Fahad Hamidaddin,** Saudi Tourism Authority, noted Saudi Arabia's pledge to learn from other sustainable tourism initiatives as it reopens for international tourism. **Raki Phillips,** Ras Al Khaimah Tourism Development Authority, highlighted the need to work together to ingrain sustainability into the Travel & Tourism culture, giving incentives both to businesses and travellers to be sustainable.

The sector must work to get local communities involved in sustainable tourism. **Geoffrey Kent,** Abercrombie & Kent, highlighted his work in empowering local communities and encouraging them to protect local species, from funding tribes such as the Maasai Mara in Kenya, to building schools and hospitals. This not only enhances education and health prospects, but enabled the tribes protect their land and species.

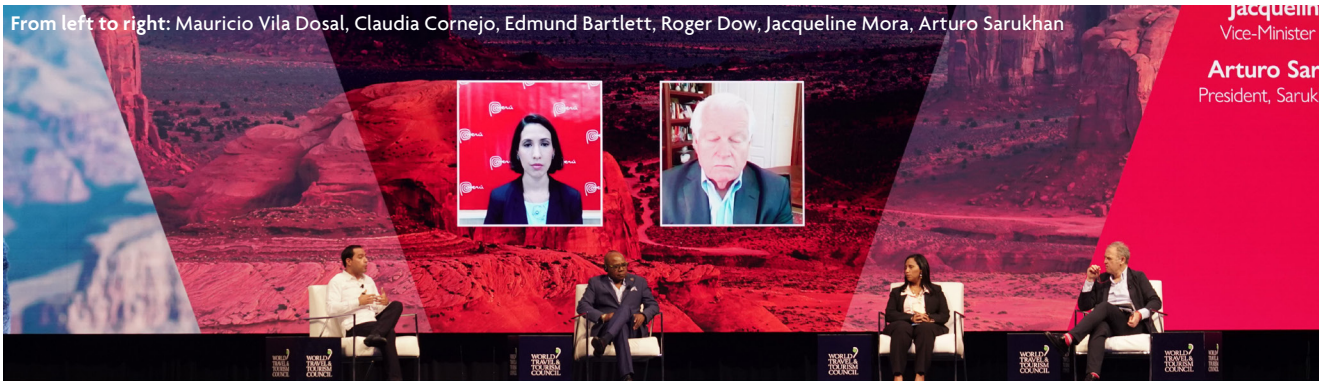
Luis Garcia Codron, Europamundo Vacaciones, discussed how without global peace and understanding, achieving worldwide sustainability will be impossible. Within the broader societal responsibility to combat the issue of human trafficking, **Norma Negrete Aguayo**, ECPAT Mexico, spoke of the need to protect our communities and families from the horrors of human trafficking. She stated that a lot of countries still do not have specific protocols, requiring the sector to promote robust protocols and train Travel & Tourism workers to identify when a child is at risk or in the process of being trafficked.

The State View

To enhance destination readiness in a sustainable and inclusive manner, there is a need for a 'patchwork of solutions' between the private sector and local and state officials, according to **Roger Dow,** U.S. Travel Association. **Governor Mauricio Vila Dosal** of Yucatan, explained how the State of Yucatan coordinated with other States and the federal government to ensure alignment in health & safety protocols, in turn leading to the recovery of 10,000 jobs and the regeneration of new employment opportunities. The sector must operate together as one entity and show how critical Travel & Tourism is to our world. **Minister Claudia Cornejo** of Peru**,** agreed, noting the importance of creating economic opportunities for sustainable development and investing in human capital.

Vice-Minister Jacqueline Mora, Dominican Republic, spoke of how centralising tourism offerings could allow the Dominican Republic to generate more jobs. With 80% of tourism experiences driven by SMEs and only 20% of financial returns going back to them, **Minister Edmund Bartlett,** of Jamaica, highlighted the need to build back capacity and focus on SMEs particularly given their disproportionate job losses.

Minister Bartlett emphasised the importance of a holistic approach to managing COVID-19 but also the need for personal responsibility- as citizens need to respond, respect, and comply with legislations for them to be successful.



From left to right: Mauricio Vila Dosal, Claudia Cornejo, Edmund Bartlett, Roger Dow, Jacqueline Mora, Arturo Sarukhan



Martina Navratilova (Former Tennis World No 1) **with Arnold Donald**

Celebrating Diversity, Empowering Women

In her conversation with **Arnold Donald,** Carnival, **Martina Navratilova**, Former Professional Tennis Player and World No 1, maintained the key to her decades long tennis success came from coordinated teamwork, support from family and a love of the sport. She stressed that it is vital to chase and work in a field that you genuinely love, and do not get pushed into something that does not fulfil you. Becoming successful takes time and dedication, but it is so important to 'love the process' of getting there.

Martina realised she was gay when she was 18, recognising that she would likely have to fight harder than her counterparts to gain respect and recognition. After gaining her U.S citizenship, she felt empowered to speak up on her sexuality and for other LGBT people and their fundamental human rights.

Real and long-lasting change is top to bottom process. Whilst grass roots activism and self-advocacy is necessary; quicker, and fundamental change can be ignited with support from the leaders. Martina expresses that it is in the best interest of businesses to become more diverse and inclusive with their staff, as the customer base they support is diverse. The inclusion of LGBT community, people of colour and women can only strengthen businesses and lead to a healthier and more dynamic environment.

Martina stressed that women must start to advocate more for themselves, remembering that they do not have to be 'better' than men to succeed but rather 'just as good'. Women must aim to have more confidence in their work and abilities, given how much they do both at work and in their homes.

Whilst women advocating for themselves is necessary, men also play a critical role in gender equity. We need more male voices, speaking up and supporting women, speaking up to bridge the pay gaps and encouraging workforces to be diverse in gender as well as race and sexuality.



Signatories of the **Cancun Declaration for Women Empowerment in Travel & Tourism**

Declaration

While women account for 54% of our sector's workforce, there are still a lot of barriers for women to maximise their potential and more work to be done to reach gender equality and equity. In this context, WTTC worked with the Government of Quintana Roo on the **Cancun Declaration for Women Empowerment in Travel & Tourism,** with specific commitments for the private sector, governments, and academia that was adopted by more than 100 companies, industry associations and destinations:

> ***"WTTC continues to invite businesses, government, and academic institutions alike to join WTTC to promote diversity, equity, and inclusiveness in Travel & Tourism and to ensure we shape a better future for all of us."***

CLOSING CEREMONY

Governor Carlos Joaquin Gonzalez, of Quintana Roo, expressed his pleasure to host the 2021 WTTC Global Summit in Cancun, Quintana Roo to facilitate such a rich dialogue on a post-pandemic model for Travel & Tourism. **Secretary Miguel Torruco** of Mexico, noted this was now a new start for sustainable and responsible Travel & Tourism. He read an extract from the Mayan Sacred Book, "let us rise up as one, let no one be left behind, let there be neither one nor two of us, but all of us". Both leaders highlighted that we have witnessed the relaunch of a new era of global tourism.

Philippines' **Secretary of Tourism, Bernadette Romulo-Puyat** looks forward to hosting the next WTTC Global Summit in Manila, Philippines. The Philippines is eager to share their hopes, dreams and plans for our sector and are ready to overcome barriers in this new, dynamic, and unpredictable global environment. This pandemic showed us the value of cooperation, perseverance, and sustainability. Working with a shared spirit of hope and optimism we can emerge from this adversity and begin our road to recovery. Through our determination and unwavering dedication to this sector, tourism will once again be a driver of social economic growth and improve the lives of millions of people around the world.

Chris Nassetta, Hilton,expressed that we will remember this WTTC Global Summit as a positive point of departure, that we are not only on the road to recovery, but on the quick road to recovery. As Chris steps down as WTTC Chair after 3 years he reflected that he joined this sector because he loves people, places, experiences. The future holds some of the best years in travel as long as the sector stays united, purposeful and continues to make the world a better place.

As **Arnold Donald,** Carnival, accepted the position of Chair of WTTC, he thanked Chris for his leadership and calmness during the most challenging years any of us have experienced. The pandemic has shown how globally interconnected we are and the need to enhance our global collaboration, work across the public and private sector and work with every community that needs our help and support. Arnold reminded the audience:

> ***"We work in an industry that creates joy. Travel & Tourism lifts up communities, provides good jobs and creates businesses all over the world."***

In closing, **Gloria Guevara**, WTTC, thanked the WTTC team, host, speakers, sponsors, and participants, who joined both in person and virtually, for making this a fantastic Global Summit and exceptional experience. She thanked Chris and welcomed Arnold, as WTTC looks forward to writing a new chapter for WTTC and the whole Travel & Tourism sector. WTTC looks forward to its upcoming Global Summit in Manila.



Arnold Donald and Gloria Guevara thank Chris Nassetta for his leadership as Chairman of WTTC

SPEAKERS IN ORDER OF APPEARANCE:

- **Christopher J. Nassetta,** Chair, World Travel & Tourism Council and President & CEO, Hilton
- **Carlos Manuel Joaquin Gonzalez**, Governor of Quintana Roo
- **Gloria Guevara**, President & CEO, World Travel & Tourism Council
- **Miguel Torruco**, Secretary of Tourism of Mexico
- **Arnold Donald**, President & CEO, Carnival Corporation
- **Greg O'Hara**, Founder and Managing Partner, Certares
- **Rita Marques**, Secretary of State of Tourism of Portugal
- **José Reynoso del Valle**, Executive Vice-President and Chief Revenue Officer, Telmex
- **Matthew Upchurch**, Chairman and CEO, Virtuoso
- **Kathleen Matthews**, Journalist & WTTC Ambassador
- **Keith Barr**, CEO, InterContinental Hotels Group
- **Ariane Gorin**, President, Business Services, Expedia
- **Alex Zozaya,** Chairman, Apple Leisure Group
- **J.D. O'Hara**, CEO, Internova Travel Group
- **Robin Tauck**, Co-Owner, Tauck Inc; Chairman, Tourism Cares USA
- **Fred Dixon**, President & CEO, NYC & Company
- **Greg Webb**, CEO, Travelport
- **Arnie Weissmann**, Editor-in-Chief, Travel Weekly
- **Pansy Ho**, Co-Chairperson and an Executive Director, MGM China Holdings Limited
- **Tadashi Fujita**, Director, Japan Airlines
- **James Liang**, Co-Founder and Executive Chairman, Trip.com Group
- **Bernadette Romulo-Puyat**, Secretary of Tourism of the Philippines
- **Puneet Chhatwal**, CEO & Managing Director, Indian Hotels Company
- **Aradhana Khowala**, CEO and Founder, Aptamind Partners
- **Caroline Leboucher**, CEO, Atout France - France Tourism Development Agency
- **Friedrich Joussen**, CEO, TUI Group
- **Nigel Huddleston** MP, Minister of Tourism of the United Kingdom
- **Roberto Martinoli,** President & CEO, Silversea Cruises
- **Robin Ingle**, Chairman and CEO, Ingle International
- **Ros Atkins**, Presenter, BBC World News
- **Martin Zanone**, Managing Director, Eurotur
- **Hugo Desenzani,** CEO, Libertador Hotels, Resorts & Spas
- **Gordon Wilson**, President, WorldReach Software
- **Julián Guerrero Orozco**, Vice-Minister of Tourism of Colombia
- **Arturo Sarukhan**, President, Sarukhan + Associates
- **Richard Fain**, Chairman & CEO, Royal Caribbean Cruises Ltd.
- **Harry Theocharis**, Minister of Tourism of Greece
- **Peter Greenberg**, Travel Editor, CBS News
- **Marian Muro**, Director General, Turisme de Barcelona
- **Enrique Ybarra**, Founder, President & CEO, City Sightseeing Worldwide
- **Fernando Valdes Verelst**, Secretary of State of Tourism of Spain
- **Gibran Chapur**, Executive Vice-President, Palace Resorts
- **Daniel Richards**, CEO & Founder, Global Rescue
- **Brian Chesky**, Co-Founder & CEO, Airbnb
- **Glenda McNeal**, President, Enterprise Strategic Partnerships, American Express
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- **Andrea Grisdale**, CEO and Sole Founder, IC Bellagio
- **Chris Ship**, Journalist & Presenter, ITV News
- **Shirley Tan**, CEO, Rajawali Property Group
- **Jean-Baptiste Lemoyne**, Minister of State for Tourism, French Nationals Abroad and Francophonie of France
- **Mark Hoplamazian**, President & CEO, Hyatt Hotels Corporation
- **Paul Griffiths**, CEO, Dubai Airports International
- **Richard Quest**, Journalist & Presenter, CNN
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- **Isabel Hill**, Acting Deputy Assistant Secretary and Director, National Travel and Tourism Office; U.S. Department of Commerce
- **Gilson Machado Neto**, Minister of Tourism of Brazil
- **Luis Felipe de Oliveira**, Director General, Airports Council International (ACI) World
- **Juan Manuel Santos**, President of Colombia (2010 – 2018)
- **Pedro Sánchez**, Prime Minister of Spain
- **Joko Widodo**, President of Indonesia
- **E. David Burt**, Premier of Bermuda
- **Emmanuel Macron**, President of France
- **Aileen Clemente**, Chairman & President, Rajah Travel Corporation
- **Brett Tollman**, Chief Executive, The Travel Corporation
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- **Kike Sarasola**, Founder & President, Room Mate Group
- **Ivan Eskildsen**, Minister of Tourism of Panama
- **Megan Morikawa**, Global Director of Sustainability, Iberostar
- **Frank Marini**, President, Yankee Leisure Group
- **Geoffrey Kent**, Founder and Co-Chairman, Abercrombie & Kent
- **Norma Elena Negrete Aguayo**, CEO, ECPAT Mexico

- **Raki Robert Phillips**, CEO, Ras Al Khaimah Tourism Development Authority
- **Luis García Codrón**, CEO, Europamundo Vacaciones
- **Fahad Hamid Addin**, CEO, Saudi Tourism Authority
- **Mauricio Vila Dosal**, Governor of the State of Yucatán
- **Edmund Bartlett**, Minister of Tourism of Jamaica
- **Claudia Cornejo**, Minister of Foreign Trade & Tourism of Peru
- **Roger Dow**, President & CEO, U.S. Travel Association
- **Jacqueline Mora**, Vice-Minister of Tourism of the Dominican Republic
- **Martina Navratilova**, Former Professional Tennis Player and World No 1



Indoor Mask use was part of COVID health and safety protocols to ensure a safe event

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World Travel & Tourism Council

The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 330 million jobs and generating 10.3% of global GDP in 2019. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTC produces a world report highlighting global trends and 25 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit **www.wttc.org**

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