



In partnership with  Global Travel & Tourism  
Resilience  
Council

***A World for Travel  
Sustainable Travel Conference to Be Held in Évora on September 16<sup>th</sup> - 17<sup>th</sup> 2021***

**7<sup>th</sup> June 2021** – Organizers of the ‘A World for Travel – Évora Forum,’ the new annual sustainable travel industry event, have confirmed dates for September 16<sup>th</sup> and 17<sup>th</sup> of this year and registrations are well under way.

Évora Forum – A World For Travel - was developed with the purpose of transforming the industry, bringing together stakeholders from the public and private sectors to create a common platform that will reshape Tourism as a more sustainable and responsible activity.

The first edition of the event will focus on key components of the industry where change is mandatory, identifying the steps that need to be taken and consolidating solutions to be implemented. The conference will approach themes intrinsic to sustainability such as economic model variations, climate impact, tourism’s environmental impact, coastal and marine shifts as well as agricultural and carbon neutral policies.

With the aim of creating actionable pledges from all delegates and form a new blueprint for the Travel industry, top specialists in travel economics, environment, city planning, cultural heritage travel, climatology, food development, aeronautic development and cruise will come together for the first time. Over 140 high level speakers from around the world will participate in a stellar line up of workshops and presentations.

Speakers will include Mike Horn, Professional Explorer, Adventurer and Survival Expert with his speech ‘*Courage and Perseverance in Difficult Times*’. Mike is globally acknowledged as one of the world’s greatest, modern day explorers. Jean-Baptiste Lemoyne - Secretary of State for Tourism, France; Zurab Pololikashvili - Secretary General, UNWTO and Rita Marques – the Portuguese Secretary of State for Tourism are all confirmed to take the stage.

The event is run by Eventiz Media Group, the largest travel media group in France, in partnership with the Global Travel & Tourism Resilience Council and with the support of Visit Portugal, the United Nations World Tourism Organization (UNWTO) and the World Travel and Tourism Organization (WTTC).

Rita Marques, Portuguese Secretary of State for Tourism commented: “The very fact that this summit gathers over than 140 high level speakers is not only testament to the resilience of our industry but also to the commitment and dedication of its leaders to tackle the issues we face without delay. We look forward to welcoming our industry community to Évora and to what we believe will be a ground-breaking event.”

Taleb Rifai, Co-Chair, Global Travel and Tourism Resilience Council commented: “Sustainability is about sustaining life on earth for future generations, no more, no less. We strive to preserve our environment for future generations to live with a good quality of life, therefore, we must address social, economic and political sustainability as well. These models matter as much as the environmental policies in order to

sustain a universal quality of life. Sustainability is not only about conservation or preservation. The challenge is one of innovation and management, both are intrinsic to moving forward, to progress with purpose, and grow in a truly sustainable way.”

Christian Delom, Secretary General, A World for Travel commented: “Never has the travel industry been under so much pressure, from the environment, climate, technology, social responsibility, safety and health risks, all at the same time. This event will lead the revolution for the mandatory transformation of the industry for the good of humanity.”

The event will have an in-person attendance limitation of 350 attendees, the ticket proceeds will be mostly channeled to sustainable organizations but will also be streamed live to thousands of virtual delegates for no charge.

To register visit <https://www.aworldfortravel.org/registration>

A full agenda can be found [www.aworldfortravel.org](http://www.aworldfortravel.org)

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### About the Global Travel and Tourism Resilience Council

In 2016, Jacobs Media Group launched the Global Travel and Tourism Resilience Council. The Council is a global platform to bring together the public and private sectors addressing crisis management, preparedness, recovery, and resilience. As an international thought leadership forum, the Council facilitates dialogue and works with best of breed companies for the benefit of destinations and the global travel industry. More information [resiliencecouncil.com](http://resiliencecouncil.com)

### About A World For Travel

Organized by Eventiz Media Group, the largest travel media group in France, *A World for Travel* is aimed at the transformation of travel to preserve, globally and locally, at the same time and for the same purpose both humanity and the planet. *A World For Travel* allows all tourism stakeholders to react, take initiatives, reshape the tourism product to meet climate, digital & social requirements, develop a positive image brought by tourism, fix the ongoing milestones to make it happen, create a common platform to share best practices and perspectives by involving all stakeholders with mixed interests and identifying threats to travel development.

