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All Sectors of Travel Together as Drivers of Change for Sustainability at Inaugural Evora Forum, A World For Travel

The first Evora Forum, A World For Travel opened today at the University of Evora

16 September 2021: Today marked a momentous day for the Evora Forum, A World For Travel, *davos-style think tank* for travel, which opened to 350 in-person delegates and over 3000 virtual attendees over 80 countries. This is the first conference solely dedicated to the transformation of the travel industry to build a more sustainable future.

[Oliver Wyman](#) kicked off the event with a concerning set of statistics benchmarking the travel industry against a set of sustainable actions and goals. Worryingly only 17% of consumers globally consider sustainability in the top three priorities when making travel choices. This is where the travel industry has an opportunity to reset and rebuild for the better.

They continued to reveal further statistics about leisure travel including:

- 76% of respondents expecting to travel the same or more for leisure post-COVID (+14pts vs Oct.20): The pandemic is expected to have limited impact on leisure travel through the end of the year.
- Spend should be rebalanced towards better experiences (dining, activities, and accommodation) while travellers plan to cut back on high season or first-class travel expenses in the next 12 months.

[Mabrian](#) unveiled the results of a real-time study about the behaviour of travellers during summer 2021. Mabrian's analysis of the spontaneous behaviour of travellers during July and August shows that people are travelling differently, more domestically and they want to stay longer in the destination they are visiting.

Interestingly they found that the length of stay whilst in destination is increasing, with this August seeing a 10% increase over 2019. I.e., there are less trips, but for longer. The 'staycation' trend for UK domestic tourism might continue when international travel recovers since Brits are showing greater satisfaction scores for their domestic holiday experiences.

Frédéric Vanhoutte, founder and managing director of Eventiz Media Group and the creator of the Evora Forum, A World for Travel opened the conference and remarked that "Greta Thunberg should not be the only voice talking





about climate change and sustainable practices. We have brought together a cross-section of the travel industry including tourism ministers, professors and industry leaders to find new ways for tomorrow's tourism."

Over 70 countries are dependent on tourism with 440 million jobs created globally. The result of the global pandemic has devastated the sector internationally and together with vaccine inequity across the globe recovery is still hindered. This delays border reopenings and meaningful tourism numbers to return.

The ambition of the Evora Forum is to create confidence in the transformation of travel and tourism and leadership is critical to this. A key theme of the day was that collaboration between government and the sector needs to improve in order to reach the zero-carbon target set by COP21 in Paris.

HE Minister Bartlett, Co-Chair of the Global Travel and Tourism Resilience Council, "The future of the tourism industry is at a critical crossroads. Since the 2008 economic downturn, the industry has had to overcome major events changing it forever like 9/11, SARS and now the global covid pandemic. Each of these seismic events has had lasting impact on tourism, and we are at this conference today to talk about building a more sustainable future. By the A World for Travel Forum establishing the benchmark of where the industry is on sustainability, we can move forward collectively."

The foundation of Visit Portugal's strategy is based on their sustainable purpose making it a nature host for the inaugural Evora Forum. Luis Araujo, president, Visit Portugal said "tourism is an industry for peace, we need to accept and encourage diversity and inclusion. Only 20% of the 50% of women working in the travel industry are in senior positions, more needs to be done to rebalance this. Tourism needs to have a positive effect on countries' economy and how it impacts individuals lives."

Finally, Christian Delom, Secretary General of A World For Travel recaps the essence of AWFT21, "It is now time to think local and act global."

To watch day two of the conference visit <http://www.liveaworldfortravel.com/>

-Ends-

For more information contact: evora@finnpartners.com





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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.

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

About the survey

The third edition of our travel sentiment survey involved nearly 5,300 people across nine countries (Australia, Canada, China, France, Germany, Italy, Spain, United Kingdom, United States), all of whom had flown at least once in 2019; nearly 90 percent had been vaccinated against COVID-19 or are planning to be vaccinated.

The full Edition 3 survey report is available here. You can also access online Edition 1 of our survey from May 2020 here and Edition 2 from October 2020 here

About Oliver Wyman

Oliver Wyman is a global leader in management consulting. With offices in 60 cities across 29 countries, Oliver Wyman combines deep industry knowledge with specialized expertise in strategy, operations, risk management, and organization transformation. The firm has more than 5,000 professionals around the world who work with clients to optimize their business, improve their operations and risk profile, and accelerate their organizational performance to seize the most attractive opportunities

About Mabrian

Since it was founded in 2015 Mabrian has grown into a team of 31 employees working from its Menorcan HQ and Barcelona satellite office. Mabrian now provides Travel Intelligence services to more than 40 destinations worldwide ranging from whole countries down to small regions and municipalities, as well as hospitality companies.

