

UNIQUE APPROACHES TO TRAVEL INDUSTRY SUSTAINABILITY FORTHCOMING AT ‘A WORLD FOR TRAVEL’ EVENT

- *TRANSFORMATIONAL TRAVEL INDUSTRY EVENT PROMISES EXCITING ANNOUNCEMENTS*

SEVILLE, SPAIN - The highly anticipated 5th edition of A World for Travel event is set to take place on October 23-24 in Seville, Spain, and promises to showcase unique and exciting aspects of addressing sustainability challenges within the global travel industry. This year's event will not only focus on collaborative actions but will also draw on tangential industries to share innovative approaches.

Julia Simpson, President and CEO of the World Travel and Tourism Council opens the event this year and said: *“Our sector is making significant progress towards becoming more sustainable but more needs to be done. We need the public and private sector to work together to maximize the benefits of Travel & Tourism while building a better future for all.*

“WTTC is committed to driving initiatives that reduce the environmental footprint of Travel & Tourism and contributes positively to the communities upon which it depends, whilst promoting economic growth.”

One of the highlights of the event will be hearing from Ponant about their sustainable approach to cruising and the revelation that cruise lines are working collaboratively to advance the cruise sector sustainably.

‘The whole industry must work together on all topics concerning the mitigation of our impact. Each sectors’ value chain must be engaged both within the sector and across sectors, as well as with governments and local communities,’ Wassim Daoud, Head of CSR and Sustainability for Ponant.

In addition, attendees will also hear from the head of the 2024 Olympics in Paris, who will be sharing their first-time efforts in setting the standard for sustainable Olympics. As the world's largest sporting event, the Olympics have the potential to make a significant impact on global

sustainability efforts, and the insights shared at the event are sure to be valuable for attendees. Organizers shared that the Paris 2024 Olympic and Paralympic Games focused on greater inclusivity, enhancing participation and accessibility for all, while also prioritizing sustainable practices to reduce their ecological footprint with the intension of setting a new standard for future Games.

At the A World for Travel events the attendees are always presented with unique ways to address the transformation of the travel industry and this year the Transformational Travel Council (TTC) will share its revolutionary approach to engaging local communities in ensuring industry efforts are aligned with community desires.

“As our sector leans into resident-first approaches to development and management, in-depth community engagement must be prioritized. The Transformational Travel Council is seeing success in this area through facilitating regenerative capacity building and inner development with individual tourism leaders and community groups,” Jillian Dickens, Head of Destination Stewardship and Private Training, Transformational Travel Council. The TTC will also share its unique partnership models, including working with the Port of Seattle, responsible for the main cruise terminals and airports in their region.

A unique aspect of this year’s event will be a video created by Gen Z students from the Tourism Management School, who will be sharing their views on the travel industry and how they see it evolving over the next several decades. As the future leaders of the industry, their perspectives are sure to offer a fresh and insightful look at how sustainability can be integrated into the travel industry.

For more information on the event, including how to register and participate, please visit the official A World for Travel website, [AWORLDFORTRAVEL.ORG](https://aworldfortravel.org).

..//..

About A World for Travel

A World for Travel is aimed at the transformation of travel to preserve, globally and locally, humanity and the planet. This event allows all tourism stakeholders to react, take the initiative and reshape tourism products to meet climate, digital and social requirements, to develop the benefits of tourism and to fix ongoing milestones. The event provides a common platform to share best practices and perspectives by involving all stakeholders with mixed interests and identifying threats to travel development. More information at aworldfortravel.org.

About the Global Travel and Tourism Resilience Council

In 2016, the Global Travel and Tourism Resilience Council was launched. The Council is a global platform to bring together the public and private sectors addressing crisis planning, preparedness, sustainability, recovery, and resilience. As an international thought leadership forum, the Council facilitates dialogue and works with best in breed companies for the benefit of destinations and the global travel industry. More information at resiliencecouncil.com