



LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL

THE VISION

Stakeholders across Travel & Tourism must come together to effectively address COVID-19 and mitigate its present and future impact, it is essential for Travel & Tourism to join forces to plan a coordinated and consistent approach, together with governments and health experts to ensure speedy and effective recovery once the crisis has stabilised.

THE GOAL

The World Travel & Tourism Council (WTTC) aims to support the sector in achieving an effective recovery by developing meaningful action plans that optimise sector-wide recovery efforts and providing the public and private sectors with the insights and toolkits for interaction and implementation.

In its approach, WTTC will consider the perspectives of governments, health experts, the private sector, and travellers; working together on joint solutions and protocols to ensure that people are and feel safe. **It is paramount to have common rules.** Ultimately, WTTC envisions a future of travel which is safe, secure, seamless and provides an authentic and meaningful experience to the traveller across the journey; one which supports the livelihoods of millions and contributes to sustainable economic growth.



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In the context of its recovery initiative, WTTC will work with Members, governments and health experts to design new operational & health protocols and guidelines to support the sector's recovery.

Specifically, WTTC will create short protocol documents for at least eight industries within Travel & Tourism so as to align the private sector behind common standards to ensure the safety of its workforce and of travellers are the sector shifts to a new normal. The proposed initial eight industries within Travel & Tourism are:

- **Hospitality**
- **Outdoor Retail**
- **Aviation**
- **Airports**
- **Cruise**
- **Tour Operators**
- **Convention Centres and MICE**
- **Car Rental (likely)**
- **Insurance (likely)**

This work will take a collaborative approach and build on the efforts underway by international organisations and industry associations in Travel & Tourism and our Members. WTTC will collaborate with governments and health experts whilst ensuring that the needs of the private sector are considered and integrated within public policies.



CONTACT

For any questions or to discuss engagement further please contact, Tiffany Misrahi, Vice-President of Policy, WTTC at tiffany.misrahi@wttc.org.

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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