



**The Hon Guiseppe Conte MP**  
Prime Minister  
Italy

Cc:  
The Hon Luigi Di Maio, Minister of Foreign Affairs and International Cooperation  
The Hon Dario Franceschini, Minister of Cultural Heritage and Activities  
The Hon Lorenza Bonaccorsi, Secretary of State for Tourism

August 2020

### **A call for your personal engagement and leadership to recover global Travel & Tourism**

Dear Prime Minister,

On behalf of the global Travel & Tourism private sector, we thank you for the measures your government has implemented to contain the spread of the COVID-19 virus and to support our sector during the worst crisis of our generation.

Italy has a proud history of showing leadership when the world needed it the most. We are now requesting your urgent personal engagement and leadership to ensure international collaboration and alignment that is desperately needed for the recovery of the Travel & Tourism sector. As you will be aware, Travel & Tourism has been a critical catalyst for economic growth, and is responsible for 330 million jobs, or one in ten jobs globally, and 10.3% of global GDP (USD 8.9 trillion).

The restart and recovery of Travel & Tourism, and its associated economic and social benefits, is highly dependent on rebuilding traveller confidence and consistent alignment amongst countries.

According to medical experts we can protect lives and recover the economy by supporting travelling and the application of the following four measures in a global consistent way:

1. **Wearing a mask:** This should be mandatory on all modes of transport throughout the entire traveller journey, as well as when visiting any interior venue and in locations where there is restricted movement which results in close personal contact and required physical distancing cannot be maintained. According to medical evidence, such measures can reduce the risk of the spread by up to 92%<sup>1</sup>.

<sup>1</sup> [Harvard T.H. Chan School of Public Health](#)

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2. **Testing and contact tracing** – We need extensive, rapid and reliable testing before departure and/ or after arrival (symptomatic *and* asymptomatic would-be travellers), supported by effective contact tracing tools. The application of multiple tests will help to isolate infected people.
3. **Quarantine for positive tests only:** Quarantine for healthy travellers should not be necessary and damage the economy if testing and effective containment measures are in place before departure and/ or after arrival. This can replace blanket quarantine in a more targeted and effective way significantly reducing the negative impact on jobs and the economy.
4. **Reinforcing global protocols and standardise measures:** The adoption of global health and safety protocols will help rebuild traveller confidence and ensure a consistent, coordinated and aligned approach of the travel experience in addition to significantly reducing the risk of infection. We also support the Public Health Corridor Concept which promotes a clean and safe end-to-end journey.

We are convinced that our leaders of the G-7 can rescue the world from this unprecedented crisis by acting in an effective and coordinated way that will allow us to bring back more than 120m jobs and livelihoods affected. We are calling on the leaders of the G7, plus Australia, The Republic of Korea and Spain (as ten of the top global tourism source markets) to work together to commit to and deliver the measures needed.

You have understandably focused on your important domestic priorities during the early stage of the COVID-19 pandemic but now the hope and the future of the world is in your expert hands as one of the most important global leaders we have. With power comes the responsibility of global leadership and now is the time to act.

We are sending a similar letter to the Leader of the Opposition, in the firm belief that this is a non-partisan issue, requiring their full support and commitment to your actions to help us during these difficult times.

### **Can we count on your leadership?**

We intend to make public on Monday 10 August our proposals and requests to the ten governments. We therefore respectfully request your response to this letter before Friday 7 August, so that we can confirm your personal engagement and the commitment of your government.

We already work very well with your Minister of Tourism and we kindly ask you to nominate an additional senior Minister of Foreign Affairs or similar to join his efforts and support the recovery of the sector, whilst also delivering the unquestionable benefits of the measures that we have proposed.

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We urge these selected ministers of the ten countries to hold an urgent COVID-19 global summit on restarting Travel & Tourism to deliver a coordinated action plan with immediate impact.

WTTC, its Members and the entire Travel & Tourism industry, are fully committed to support you and your government colleagues in this endeavour of resolving the worst crisis of our generation.

Thank you in advance and with our highest respects,

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