



UNWTO, WTTC & WTM Ministers' Summit commits to Investing in Tourism's Sustainable Future

Tourism leaders from around the world will once again come together for the [UNWTO, WTTC & WTM Ministers' Summit](#) at [WTM London](#) this November, to commit to investing in the sector's sustainable future.

The summit is the largest annual gathering of tourism ministers and will take place on **Tuesday 2nd November** during WTM London – the leading global event for the travel industry. Ministers, industry leaders, entrepreneurs, and experts are invited to take part.

For more than 10 years, the [United Nations World Tourism Organization](#) (UNWTO) and WTM London have partnered to host a high-level summit, focusing on key challenges and opportunities facing the sector.

The 2021 Summit will also be presenting an opportunity for leaders to discuss ways to build back better and invest in a sustainable future for the travel and tourism industry.

The **UNWTO, WTTC & WTM Ministers' Summit 2021** will provide a practical platform for tourism leaders of the public and private sectors to share best practices and explore investment opportunities, uniting sector leaders and top thinkers to examine tourism's sustainable future and the essential role that targeted 'green investment' will play in achieving this.

WTM London Exhibition Director, **Simon Press** said:

"This will be our 15th Ministers' Summit and, as with previous events, what will be discussed and agreed will prove to be of paramount importance. We know how much destinations rely on the tourism industry for economic growth, jobs and wellbeing.

“Yet at the same time, this wellbeing is being threatened by weather that is becoming more extreme – as witnessed in recent news coverage of floods, heat waves, wildfires and other phenomena. We cannot simply sit back and do nothing. Urgent action is needed now to establish a sustainable future for the globe and the people who rely on travel and tourism.

“This will be the second opportunity for ministers and global industry leaders to meet in the wake of the pandemic and is a proven effective platform for exploring the best ways to work together.

“The Ministers’ Summit promises important debate and the exchange of ideas and best practice, to spur action for the good of the communities we support and the environment.”

UNWTO Director-General, **Zurab Pololikashvili** said:

“The World Travel Market provides UNWTO with a unique platform for bringing together the political influence of governments and public sector leaders and the dynamism of the private sector. The Ministers’ Summit 2021 could not be more timely and will provide a blueprint for promoting investments in tourism’s sustainable future, one of UNWTO’s key priorities as we guide the global restart of the sector.”

WTTC President & CEO, **Julia Simpson** said:

“This Summit comes at a crucial time and will offer a vital forum for planning and sharing ideas for 2021 and onwards, as we begin to recover from this global pandemic. The aim of sustainable tourism is to increase the benefits and to reduce the negative impacts caused by tourism for destinations, and this year’s Minister Summit will address the needs of visitors, the industry, the environment and host communities”

The **UNWTO, WTTC & WTM Ministers’ Summit – Investing in Tourism’s Sustainable Future** takes place on the WTM Global Stage at WTM London from 10:30-12:30 on Tuesday 2 November 2021.

The Ministers’ Summit is available for anyone who has registered for WTM London to attend.

[Registration for the summit is now open for Ministers](#)