



## **WTTTC's Global Leaders' Dialogue Yields Strategic Insights for Future of Travel & Tourism**

**Perth, Western Australia:** The World Travel & Tourism Council ([WTTTC](#)) concluded its annual Global Leaders' Dialogue (GLD) during its Global Summit in Perth, Western Australia today, where government officials and industry leaders discussed pivotal strategies to foster long-term sustainable growth in the global Travel & Tourism sector.

Throughout the GLD, participants focused on enhancing resilience and unlocking growth avenues in Travel & Tourism.

Leaders outlined their strategic priorities and target markets, emphasising the need for robust public-private partnerships to leverage mutual strengths and the opportunities Travel & Tourism provides.

The session also spotlighted specific areas where both sectors can invest to realise the full potential of Travel & Tourism. These areas included technology integration, sustainable practices, and infrastructure development, aimed at enhancing the tourist experience while boosting economic impact and providing quality jobs.

The GLD concluded with a commitment from all participants to continue working together, taking practical steps towards implementing the strategies discussed.

The outcomes of this dialogue are expected to shape the future strategies of both public and private entities within the global Travel & Tourism landscape.

The GLD brought together a distinguished array of attendees, including high-ranking government ministers and representatives, and top executives from the private sector.

Key government figures attending the event included Sultan Mohammed Al Musallam, Deputy Minister of Tourism for International Affairs, Ministry of Tourism of the Kingdom Saudi Arabia; Ms Erika Guerri, Chief of Cabinet, Ministry of Tourism of Italy; Brian Beall, Director of the National Travel and Tourism Office USA; the Hon. Chester Cooper, Deputy Prime Minister of The Bahamas and Minister of Tourism, Investments & Aviation; Ion Vilcu, UN Tourism, amongst others.

The event also marked significant representation from Australia, featuring Western Australia's Deputy Premier and Tourism Minister, Hon. Rita Saffioti MLA, among other notable delegates.

Representatives of the private sector included organisations such as Certares, Arsenale SPA, Cruise Saudi, Indian Hotels Company, JP Morgan Chase, JTB, MegaWorld Hotels and Resorts, MMGY, Radisson Hotel Group, VFS Global.

WTTC President & CEO Julia Simpson stated "The collective insight and commitment demonstrated here today show that Travel & Tourism is strongest when governments and businesses work together.

"Discussing emerging markets, growing traveller categories, and aligning travel patterns, today's dialogue underscored the collaborative efforts needed to foster sustainable and inclusive growth in our industry."

The Hon. Rita Saffioti MLA Deputy Premier and Tourism Minister Western Australia added "We know the tourism industry is one of the key pillars of economic growth for many countries across the world.

"There is so much opportunity for sustainable growth and impact across the tourism industry, and Western Australia is incredibly well-placed to play a key role in that future."

Government stakeholders from more than 25 other countries joined the GLD, providing invaluable insight from around the world.

**Ends**