World Travel & Tourism Council launches #TogetherInTravel campaign to inspire the global tourism community

LONDON, 17th April 2020: The World Travel & Tourism Council (WTTC) is launching a new marketing campaign, #TogetherInTravel, aimed at galvanizing the global travel and tourism community and showing how the sector is a vital part of our zest for life.

Going live at 11.00hrs BST on Monday 20th April, the campaign encourages travellers from around the world to share the hashtag #TogetherInTravel along with a video simultaneously uniting everyone in solidarity at the same moment.

The marketing campaign comprises three key elements; a highly visual and emotive video; a hashtag, #TogetherInTravel, to stimulate the conversation across social platforms and a microsite, TogetherInTravel.com, to host the video and user generated content and stories.

WTTC has developed the campaign in conjunction with one of its Members, marketing and communications firm MMGY Hills Balfour.

Gloria Guevara, President & CEO of WTTC, added: “Dreaming is part of our zest for life and our new campaign encourages thoughts of the brighter days ahead. Travel & Tourism is a critical sector to the global economy, accounting for one in four of all new jobs worldwide and contributing 10.3% to GDP.

"Our sector touches everyone. It builds communities, reduces poverty in the world and improves the social impact of everyday lives. Yet we are uniquely exposed at this time due to Covid-19.

“The concept for the #TogetherInTravel campaign was borne out of a desire to rally everyone who is passionate about travel, to unify those who are working hard to rebuild the sector and to spread a message of solidarity that we are one global community, and one where travel brings us closer, at the right time.

“Our message is that everyone can still stay inspired with future travel ideas and bookings - and in the meantime be part of a virtual space for sharing, connecting, and collectively inspiring.

“We want to thank Amanda Hills, President of MMGY Hills Balfour and her team for their efforts in building this campaign with donated time, and we hope that as many people as possible will share the video, as we look forward to a future time when we will be able to travel again.”

-ENDS-

Notes to the Editor:
For more information, visit TogetherInTravel.com.
Download the #TogetherInTravel video at: https://we.tl/t-fn2UJxLe6N
Interview opportunities with Gloria Guevara, President & CEO of WTTC, and/or Amanda Hills, President of MMGY Hills Balfour, are available upon request.

About the World Travel & Tourism Council:
The World Travel & Tourism Council (WTTC) represents the global Travel & Tourism private sector. Members include over 200 CEOs, Chairpersons and Presidents of the world’s leading Travel & Tourism companies from all geographies, covering all industries. For 30 years, WTTC has conducted research to quantify the economic impact of Travel & Tourism in 185 countries and 25 regions. Travel & Tourism is one of the world’s largest economic sectors, supporting one in 10 jobs worldwide, and generating 10.3% of global GDP. In 2019, the Travel & Tourism sector experienced 3.5% growth, outpacing that of the global economy (2.5%) for the ninth consecutive year. For more information, visit WTTC.org.

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