LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL

#SAFETRAVELS
MAY 2020
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.

GLOBAL PROTOCOLS FOR THE NEW NORMAL
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 as 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.
ABOUT WORLD TRAVEL & TOURISM COUNCIL

WTTC promotes sustainable growth for the 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.

WTTC works to raise awareness of Travel & Tourism as one of the world’s largest industries, supporting over 330 million jobs and generating 10.3% of global GDP in 2019.

To download reports or data, please visit www.wttc.org