

**Comments by Helen Marano, Senior Vice President,
World Travel and Tourism Council**

**World Tourism Day, Opening Ceremony - 27 September
Doha, Qatar**

Thanks to Taleb for the introduction

Your Excellency Abdullah bin Nasser bin Khalifa Al Thani, Prime
Minister and Minister of Interior of the State of Qatar

Ministers and esteemed guests

My dear friend, Secretary General

Thank you for inviting me today as a leader from the World Travel and
Tourism Council to celebrate World Tourism Day with you all.

- It is of particular significance of WTD this year as it is the International Year of Sustainable Tourism for Development
- For an industry that produces 10% of global GDP and 1 in 10 jobs globally, it is crucial we protect the growth to be sustainable. These are the same proportions for T & T in Qatar, with an average annual growth of 5.3% in GDP projected over the next decade.
- Our Global Summit in Bangkok in April focussed on sustainability in its broadest sense – important that T&T is sustainable across the board, not a niche
- We are gathered to celebrate this International Year, BUT also to ensure that this year of celebration creates a legacy.
- What will that legacy be? Three key aspects to consider:

1. We need better management to protect from impacts of T&T. And this happens at all levels – governments need to recognise the sector and plan for growth. As our friends here in Qatar have done so effectively. But holistic planning is also vital at the destination level – as tourist numbers grow to the forecast 1.8 billion how can we plan to manage and distribute these new travellers effectively? Later this year, WTTC will launch a new study on how this can be done ...

2. We need to continue to work closely together as partners, not just UNWTO and WTTC, but private and public sectors across destinations and countries. We are in this together – our businesses, our people, our places. That is why we have formed both the Global Travel Association Coalition, called Uniting Travel – of 7 international organisations to speak with one voice, both government and private sector. And we formed the National Travel Association Coalition to help coordinate common agendas among nations to support efforts for a better business environment to grow T & T sustainably!

3. We need to tell the stories, share the inspiration, keep talking about it. Today WTTC is launching a new campaign 'Transforming our World'. We have commissioned a series of films which show how T&T is transforming peoples' lives around the world. Just three such people include:
 - a. Huber from Mexico who was a turtle poacher, he is now a chef for tourists who come to watch the turtles

- b. Evelyn from Kenya who has found a livelihood as a safari guide, one of only a handful of women in the country
- c. Krishna from Mumbai whose company runs tourism in the infamous Dharavi slum

All these examples are from our annual Tourism for Tomorrow awards programme. You can see them and more on our website at wttc.org

We ask you to share your stories with us, apply for the awards, so we can continue to promote the positive impact our sector is having.

Yes, today is the celebration of what we do every day to help the world become a more peaceful place with a better understanding of our diversified cultures and peoples.

Thank you for your kind attention.