

**WTM Ministers Summit in association with UN Tourism and WTTC –
Strengthening Tourism for a Resilient and Regenerative Future
Wednesday 4 November 2026**

The United Nations has declared 2027 the International Year of Sustainable and Resilient Tourism. Travel & Tourism is a driver of economic growth, employment and international cooperation. But, as recent events have shown, it remains vulnerable to crises, insecurity and disruption. At the same time, well planned and managed tourism can strengthen economies, communities and destinations.

To mark 20 years of the Ministers Summit at World Travel Market, UN Tourism and the World Travel and Tourism Council (WTTC) will bring together public and private sector leaders from every global region to ask: in an uncertain and interconnected world, how can we strengthen tourism's resilience and its contribution to sustainable development?

By bringing together ministers, multilateral institutions and the private sector leaders that invest in and operate the sector, the WTM Ministers Summit will explore how tourism can contribute to more resilient and sustainable economies, societies and destinations, including through regenerative approaches. The session aims to build shared understanding, identify areas for collective action, and reinforce tourism's role as a positive force for long-term global prosperity.

The dialogue will focus on five objectives:

- **Build policy for resilience and investment:** Examine how governments can strengthen national tourism policy to build resilience, attract sustainable investment and support long-term regeneration across destinations, including through predictable regulation, enhanced international connectivity, seamless travel facilitation and the conditions that make destinations investment-ready.
- **Shift from recovery to resilience:** Look past crisis response to focus on building resilience and restoring environmental and social value, ensuring that local communities benefit from tourism development and embedding resilience into long-term tourism planning and investment.
- **Strengthen public-private collaboration:** Explore how closer cooperation between governments and private sector leaders can improve preparedness for future shocks and support innovation, competitiveness, skills development and sustainable growth.
- **Rethink how success is measured:** Consider how can countries advance beyond established measures of arrivals and tourism's economic contribution by implementing internationally agreed and comparable indicators capture community and environmental impact.
- **Set direction for collective action:** Use WTM London as a common global platform to identify shared priorities, strengthen international cooperation, and encourage concrete public-private commitments that translate policy discussions into measurable actions to ensure tourism becomes more resilient, inclusive and sustainable while contributing to broader societal resilience.

This year at WTM, Ministers will also answer directly to people with a real stake in tourism's future. Joining them on stage will be young people looking to build a future in the sector, entrepreneurs and small business owners vulnerable to downturns, and communities already feeling the impact of climate change.