

A World for Travel Event to Focus on Travel Industry Response to Climate Change Lessons from the Paris Olympics to Be Shared at A World for Travel

This October 23-24 Seville will see the 5th Edition of the A World for Travel sustainability event, which is dedicated to the transformation and adaptation of the global travel industry towards becoming fully sustainable. In particular this year's event focuses on climate change and will be opened by WTTC President and CEO, Julia Simpson.

"This year's event will focus on collaborative efforts amongst industry players to find solutions addressing sustainability. Lessons from the Paris Olympics will be shared to further enlighten the global travel community," remarked Christian Delom, Secretary General, A World for Travel.

New approaches such as ICF's destination heat resistance planner and AXA's pricing model which includes a destination's propensity for severe weather will be shared. Companies around the world are developing methodologies to address the impact of raising temperatures.

"Climate emergency translates into a major threat and challenge for tourism destinations. ICF has developed a new program providing policy and strategy advisory to tourism authorities and stakeholders based on rising temperatures and extreme heat event projections, applicable to national, regional and local levels. We are excited to be sharing our novel solution as well as a Spanish case-study during the AWFT next month," explained Nikolaos Gkolfinopoulos, Head of Tourism, ICF.

The agenda this year will cover new topics including access to green financing, what happens in mountain destinations if snowfall is compromised and important communication philosophies plus critical messaging from the French Space Center (CNES) on lessons learned from space that will help us in our fight.

Rajan Dater of the BBC will again be the Master of Ceremonies and he will conduct selected one-on-one conversations with titans of industry on topics such as *coolcationing*, sustainable cruising and business travel in the climate era.

"I believe the hospitality and especially the ski industry can learn a lot from our international counterparts. Climate change is a global problem and collaboration and sharing information is

vital. I look forward to learning about new climate solutions while I am at AWFT in Spain, " confirmed Kelly Pawlak, CEO, National Ski Areas Association (NSAA) and Mount Snow.

Focus on travel industry financing brings forward companies like the Clearsky Fund, Amadeus Ventures and Roch Ventures to share the importance of impact financing as well as identifying sustainable financing.

The event will run for two days and will include an awards dinner where five companies will be recognized for impact awards on climate change, environment, technological prowess, economic advancement and resilience. Nominations can be made via the aworldfortravel.org website and are open until October 10. Special offers for registrations are also noted on the website.

Taking place alongside the Travel Innovation Summit or TIS, both events will draw thousands from the international travel industry to learn the latest on sustainability and technology.

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About A World for Travel

A World for Travel is aimed at the transformation of travel to preserve, globally and locally, humanity and the planet. This event allows all tourism stakeholders to react, take initiative and reshape tourism products to meet climate, digital and social requirements, to develop the benefits of tourism and to fix ongoing milestones. The event provides a common platform to share best practices and perspectives by involving all stakeholders with mixed interests and identifying threats to travel development. More information at aworldfortravel.org.

About the Global Travel and Tourism Resilience Council

In 2016, the Global Travel and Tourism Resilience Council was launched. The Council is a global platform to bring together the public and private sectors addressing crisis planning, preparedness, sustainability, recovery, and resilience. As an international thought leadership forum, the Council facilitates dialogue and works with best of breed companies for the benefit of destinations and the global travel industry. More information at resiliencecouncil.com