



MANIFESTO A WORLD FOR TRAVEL

FROM GLOBAL DISRUPTION TO COLLECTIVE ACTION

OUR BELIEF

The Travel industry doesn't need another conversation.
It needs convergence around a shared vision, with multiple pathways for action.

THE REALITY

The world of travel is changing faster than the decisions shaping it.

Climate.

AI.

Geopolitics.

Pressure on destinations.

Changing behaviours.

New economic realities.

Societal expectations.

Change is no longer ahead of us.

We are already operating inside it.

And yet, the industry remains too often fragmented.

Companies move forward alone.

Institutions move forward alone.

Destinations move forward alone.

WHILE THE CHALLENGES THEMSELVES ARE NOW DEEPLY INTERCONNECTED.

THE PROBLEM

The travel industry doesn't need another conversation. It needs convergence.
Because no single actor - public or private - will be able to transform the industry alone.

Not governments alone.

Not companies alone.

BUT A GLOBAL COMMUNITY CAPABLE OF ACTING TOGETHER.

THE VISION

We believe in a travel industry capable of becoming:

- ✓ more collaborative than fragmented,
- ✓ more responsible than short-term driven,
- ✓ more regenerative than extractive,
- ✓ more resilient in the face of crises,
- ✓ and more connected to the new realities of the world.

AN INDUSTRY CAPABLE OF GENERATING GROWTH

without losing its legitimacy.

CAPABLE OF INNOVATING

without disconnecting from territories and communities.

CAPABLE OF CONNECTING CULTURES

while protecting the very resources that make travel possible.

The future of travel can no longer be measured only in terms of volume.

IT MUST BE DEFINED THROUGH IMPACT, COOPERATION, TRUST, AND COLLECTIVE RESPONSIBILITY.

This is why A World for Travel exists.

THE RESPONSE

An independent platform bringing together those who truly influence the future of travel:

- ✓ institutions,
- ✓ global companies,
- ✓ destinations,
- ✓ scientists,
- ✓ investors,
- ✓ startups,
- ✓ media,
- ✓ international associations,
- ✓ and the next generation.

For the first time, AWFT will also welcome international student voices from the University of Lisboa and Les Roches Switzerland, bringing a Gen Z perspective into the conversations shaping the future of travel.

**NOT TO OBSERVE CHANGE.
BUT TO ACCELERATE THE COLLECTIVE RESPONSE.**

THE 5 PILLARS OF ACTION

For seven years, AWFT has built a unique framework around five pillars of action:

-  Climate
-  Environment
-  Economy
-  Technology
-  Social

Because the future of travel will not be shaped by growth alone.

But by the **INDUSTRY'S ABILITY TO BECOME MORE RESILIENT, MORE RESPONSIBLE, MORE INNOVATIVE, AND MORE CONNECTED TO THE NEW REALITIES OF THE WORLD.**

THE SHIFT

Each edition of AWFT has reflected a stage of this transformation:

- Observation.
- Recovery.
- Awareness.
- Transparency.
- Action.
- Reaction.

2026 marks a new step forward:

COLLABORATION. 

Because the most important decisions can no longer be made in silos.

They must bring together:

- ✓ public and private sectors,
- ✓ strategy and execution,
- ✓ political vision and economic reality.

This is what makes AWFT different.

WHY AWFT

An international and intentionally selective circle where business leaders and public decision-makers gather in a place of power: the **French National Assembly**.

This choice is symbolic, but not only.

Travel is no longer just an industry.

- ✓ It is an economic driver.
- ✓ A social force.
- ✓ A technological shift.
- ✓ An environmental imperative.
- ✓ A political reality.

Travel belongs at the table where futures are discussed.

At AWFT,

- **CONVERSATIONS BECOME CONNECTIONS.**
- **CONNECTIONS BECOME COALITIONS.**
- **AND COALITIONS CAN BECOME DECISIONS CAPABLE OF INFLUENCING THE GLOBAL TRAVEL INDUSTRY.**

THE PROMISE

AWFT is committed to creating more than an event.

We are building a space where:

- ✓ the right people meet,
- ✓ conversations become decisions,
- ✓ and ideas become concrete action.

A space designed to:

- ✓ accelerate cooperation,
- ✓ create coalitions,
- ✓ connect public and private actors,
- ✓ and turn the major challenges facing travel into collective responses.

BECAUSE INFLUENCE ONLY MATTERS WHEN IT CREATES MOVEMENT.

OUR COMMITMENTS

At A World for Travel, we are committed to:

- Creating an independent and open international dialogue.
- Bringing together decision-makers capable of truly influencing the transformation of the industry.
- Encouraging concrete solutions over abstract intentions.
- Fostering cooperation between public and private stakeholders.
- Giving as much importance to innovation as to responsibility.
- Amplifying international and intergenerational perspectives.
- Including the next generation in the conversations and decisions shaping the future of travel.
- Transforming discussions into collective action dynamics.
- Building a community that continues beyond the forum itself.

WHY JOIN

This is why leaders join AWFT:

- ✓ To influence major global conversations.
- ✓ To connect with the decision-makers shaping the industry.
- ✓ To create strategic partnerships.
- ✓ To understand transformations before they redefine the market.

To strengthen their influence, network, and impact.

For 2 days in Paris, AWFT brings together:

- ✓ strategic discussions,
- ✓ high-level exchanges,
- ✓ forward-looking sessions,
- ✓ real-world case studies,
- ✓ awards,
- ✓ curated networking,
- ✓ and an international community committed to transforming the sector.

Including emerging Gen Z voices from the University of Porto and Les Roches Switzerland - helping bridge today's leadership with the expectations of tomorrow's travellers, talents, and decision-makers.

This is not a volume-driven event.

IT IS A SPACE OF INFLUENCE.

A place where the right people come together at the right moment to move the issues that truly matter forward.

THE COLLECTIVE RESPONSE

The future of travel will not be decided by one company alone.

Nor by one country.

Nor by one technology.

It will be built collectively.

Or it will fragment even further.

At A World for Travel, we no longer talk about disruption.

WE ORGANISE THE COLLECTIVE ACTION.

