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2009 Ministers' Summit: Roadmap for Recovery - Sustainable Tourism in Challenging Times

MADRID, SPAIN / LONDON, UK, 8 JULY 2009

The 3rd annual Ministers' Summit will be held on 10 November 2009 in London by UNWTO and the World Travel Market (WTM). This key gathering of travel & tourism stakeholders will serve to assess the effects of the economic crisis on the industry and provide new solutions to overcome current challenges.

The sector is under tremendous pressure as it must deal with the credit crunch and mounting unemployment rates, whilst bearing in mind the long-term issues of climate change and poverty alleviation. UNWTO figures for 2009 indicate a continuation of the negative growth already experienced in the second half of 2008. Destinations across the globe have suffered from a decrease in demand in all major source markets.

UNWTO is currently in the process of monitoring and evaluating response actions to counter the effects of the crisis on tourism. These actions include fiscal and monetary measures, increased marketing and promotion efforts and international cooperation, as reflected in the [Initial Assessment on Tourism and Economic Stimulus](#) report.

UNWTO is furthermore developing a [Roadmap for Recovery](#), a set of guidelines to help tourism stakeholders navigate through the crisis. With the right guidance the sector can not only recover but also play an important role on a global level.

Against this background, UNWTO and WTM will bring together ministers and leading tourism experts to determine the best course of action for the industry. The Summit will focus its output-oriented debates around three panels, each dealing with key considerations and composed of public and private stakeholders:

1. Tourism: Tackling the Global Economic Crisis – focus on the impact of the current global crisis on tourism demand and innovative solutions.
2. Positioning Travel and Tourism in the Global Agenda – focus on the role tourism can play within the G20 initiative to stimulate the global economy, support poor countries facing the crisis and prepare for a Green Economic transformation.
3. The Way Forward: Future Challenges and the Transformation to a Green Economy – focus on the post-crisis industry, relevant structural changes and the need to pursue a green agenda.

Note to editors:

The Ministers' Summit is an annual event and is part of the WTM Ministers' Programme. It provides the essential tourism leadership review and sets the direction for an economically sustainable and ecologically carbon neutral future. The Summit is hosted by World Travel Market at ExCeL in London.

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Broadcast material, including interventions and interviews, shall be produced throughout the Summit and will be available for the media.

Online registration form at: www.wtmlondon.com/ministers

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