Le 13ème Sommet Mondial du WTTC a rassemblé des ministres des gouvernements et des dirigeants des secteurs public et privé à Abu Dhabi durant deux jours (9-10 Avril) pour discuter des nombreux enjeux et défis aux quels seront confrontés les industries du tourisme à court et à long terme.

Dans son discours de clôture de ce 13ème Sommet Mondial, le Président de la WTTC David Scowsill a déclaré que les perspectives de croissance à venir devraient être une sonnette d'alarme pour le secteur privé et public et devrait les inciter à se réunir et planifier des stratégies durables et à long terme.

Pour 2023, WTTC prévoit que la contribution du secteur des voyages et du tourisme à l'économie mondiale sera de 10% du PIB mondial, pour un montant de 10 500 milliards de dollars, ainsi qu'un emploi sur 10. Le nombre total des emplois lié au secteur devrait augmenter de 70 millions d'emplois au cours de la prochaine décennie (dont deux tiers en Asie). L'Asie continuera à mener la croissance du secteur avec une croissance annuelle moyenne de plus de 6%.

Le texte complet en anglais

"WTTC issues wake up call to private and public sector to work closely together for Travel & Tourism's long-term future 10 April 2013

"The private and public sector must come together and focus on long term strategies, infrastructure and initiatives, not just short term goals, to ensure that our industry is ahead of the growth curve" says David Scowsill, the President & CEO of the World Travel & Tourism Council.

In his closing speech at the 13th WTTC Global Summit in Abu Dhabi, Mr Scowsill explained that, by 2050, there will be 3 billion people enjoying middle class wealth – meaning more middle class consumers, enjoying more travel, creating more jobs and generating more GDP. He said the growth opportunities ahead should be a wake-up call to the private and public sector to join together and plan sustainable, long term strategies: "The industry needs to work together to drive investment in infrastructure, which is conducive to sustainable growth, not just now, but for the next 10, 25, even 50 years in order to ensure that Travel & Tourism continues to make a vital economic contribution to global GDP and jobs and that the new wave of middle class consumers from emerging markets can cross borders with ease".

By 2023, WTTC forecasts that Travel & Tourism's total economic contribution will account for 10% of global GDP, $10 .5 trillion US dollars and 1 in 10 jobs. Total travel & Tourism employment is forecast to add over 70 million jobs over the next decade, with two-thirds of those additional jobs in Asia. Asia will continue to lead growth of the industry, with annual average growth of over 6%.

The WTTC 13th Global Summit has seen Government Ministers and public and private sector executives from all around the world come together in Abu Dhabi over the last two days (9-10 April) to discuss the many issues and challenges facing the industry in the immediate and long term. In his closing speech, Mr Scowsill also explained that lobbying Governments to stop

seeing tourists as a soft target for generating treasury cash would remain a key central strategic priority for Travel & Tourism over the next year: "WTTC will develop finance models over the next 12 months which will demonstrate, country by country, the negative economic impact on Travel & Tourism of punitive taxation on travellers. This data will be used to show government leaders, that taxing the tourist does not lead to positive economic growth – in fact, it leads to the opposite".

Mr Scowsill also said that visa facilitation would very much remain on its agenda for the next year: "Too many people still find it too complex and too difficult to cross borders as international tourists. Governments need to balance security needs with a change in mindset and implement visa waiver and trusted traveller programmes. The Travel & Tourism industry needs to continue to lobby for change and demonstrate to individual countries the economic opportunities, which will be generated, through improvements to visa processes".

He also confirmed that WTTC will continue to campaign for more winds of change in airline de-regulation to allow carriers to operate more efficiently across national borders and provide greater choice to consumers.

The theme of this year's Summit has been 'A Time for Leadership'. Ending his speech, Mr Scowsill put out a rallying call to the one thousand delegates present: "The art of leadership is to create a vision, to embrace that vision and drive it to completion. As leaders in our industry, we must continue to work together to drive our vision and to elevate the cause of Freedom to Travel, to influence policies for growth and boldly plan for a Tourism for Tomorrow. The message is clear going forwards. Travel & Tourism has a vital role to play in shaping the future and the industry needs to be at the forefront of shaping that future".

- END -

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Discussions have included:

• A key note speech from President Clinton.

• How the industry can prepare for the next 1 billion international travellers - the new wave of middle class consumers from emerging markets - so that they can cross borders with ease and connect with other destinations efficiently. Speakers including Professor Ian Goldin, Director, Oxford Martin School, University of Oxford painted a picture of the economic trends, environmental developments and consumer patterns which can be expected in the future.
• Daryl Hannah, American Actress and Activist, David de Rothschild, Adventurer and Environmentalist and Laura Turner Seydel, Chairperson, Captain Planet Foundation, highlighted the environmental constraints, which will challenge the sustainability of the industry in the future.

• the limitations and challenges facing the airline and hotel sectors with speakers including Tony Tyler, Director General and CEO, IATA and Richard Solomons, Chief Executive, Intercontinental Hotel Group
• A look at the latest and future technologies with speakers including Lee McCabe, Head of Travel, Facebook.

Les interventions sont en ligne en direct

L'intervention de Bill Clinton

Consultez la source sur Veille info tourisme: Le Sommet mondial du tourisme appelle à une plus étroite collaboration entre les secteurs publics et privés sur une stratégie à long terme pour assurer lavance du tourisme sur la courbe de la croissance