

**A World For Travel – Evora Forum 2020
Launch videoconference 2020-05-28**

**Christian Delom General Secretary of A World For Travel- Evora Forum,
Introduction Speech**



Good morning, Ladies and Gentlemen,

I am very pleased to welcome you to this press conference in the presence of **Mrs. Rita Marques** Secretary of State for Tourism of Portugal and **Mr. Luis Araujo**, President of Turismo de Portugal - Visit Portugal, **Mr. Ceia da Silva**, President of the Touristic Region of Alentejo, **Mr. Vitor Silva**, President of the Tourism Agency for Tourism Promotion of Alentejo.

AWFT - Evora forum is the 1st International event which works to the recovery and the development of the travel and tourism activities owing to their transformation.
It will take place in Evora on November 5th and 6th at the university, Esperito Santo College, an historic, inspiring and symbolic place.

The origin of the event comes from a meeting between Frédéric Vanhoutte, President of Eventiz Media Group, the forum and the Secretary of State for Tourism of Portugal in London last year.

The idea was especially at that time, to consider that "Travel bashing" was endangering the very idea of travel while at the same time travel activities by their proper excesses, endanger human activities, nature and the planet.

It was already urgent to overcome these two dangers.

The Covid-19 is emphasizing and revealing all the weak and strong signals the travel industry had and now has to face:

- Climate change and access to resources,
- Co-existence amongst tourists and local inhabitants and priority given to local production,
- Changes in energy sources,
- Technological developments and changes in economic and production models,
- A desire for a gentler and slower way of life, and a search for meaning and values,
- Priority given to safety and security in an increasingly fragmented world,
- Social changes and requirements
- SECURITY!

One purpose: **TRANSFORM TRAVEL TO PRESERVE, GLOBALLY AND LOCALLY, AT THE SAME TIME AND FOR THE SAME PURPOSE BOTH HUMANITY AND THE PLANET.**

Again... There was therefore an emergency before the crisis but, now, there is no longer a choice: the transformation of tourism is a prerequisite for its recovery:

Tourism is now obliged to reinvent itself.

On travel demand, I can resume the consequences:

- Fewer
- Less often
- Longer
- Closer
- Safer
- More sense
- More share
- Less concentrated

These changes are to create new constraints and thus opportunities on travel stakeholders:

- New logistic
- Additional costs
- Less density
- More locations

- More inclusive
- More control and knowledge
- New invests

For too long we have summarized and explained tourism activity, in economic figures. The bigger it is, the more beautiful it is. The more well known it is, the more people visit it.

This paradigm is shattered when the Covid-19 reminds us that human activity is more fragile when it is concentrated.

The *Voyage* is written in the reptilian brain of Homo sapiens and the desire to travel will remain intact and that is the good news.

But there is another good news: the changes will be demanding and thanks to this transformation tourism will come out stronger.

Don't let the general bashing dictate the future of the travel industry. It comes first to the professionals, to the territories and to the population.

Evora forum aims to bring together all stakeholders in tourism.

- Institutional, international organizations, regions, countries, metropolises, tourist destinations,
- Companies in the travel sector but also those providing infrastructure, supply, transport, services, technology, energy, recycling.
- It is high time to also associate associations, NGOs and residents to the reflection, of course, but also with co-production, governance, understanding and control of tourism and travel activities that concern them.
- Finally, experts, researchers, academics to bring understanding and objectification to everyone's contributions.
- Without forgetting the journalists and influencers who will ensure the communication.

AWFT- Evora Forum deliveries & method:

- Take initiatives
- Reshape tourism offer to meet climate, health, digital & social requirements
- Develop a positive image brought by tourism
- Fix the ongoing milestones to make it happen Involve all stakeholders with mixed interests Create a common platform to share best practices and perspectives

The agenda

November 5th

Take into account all threats, claims and criticisms that challenge tourism: nothing hidden or minimized, but objective. Identify the pain points and analyze the worst behaviors and their consequences.

The topics are around the transformation needs: transformation of the World, Post Covid-10 constraints, travel bashing to be faced, local issues, climate revolution...

Plenary 1: University of Evora

2:00 pm: Opening by the Prime Minister of Portugal

2:15 Welcome address by the Forum Chairperson

2:30 pm: A systemic transformation of the World by Marc Halevy

3:00 Covid-19: A resilient sector drives to a new deal and a new leadership development for governments and industry

3:30: Post Covid-19 Travel constraints: travel allowance and travel ban - how to manage a severe crisis

4:00 pm: "Tourist Go Home", end of tourism or inclusion of citizens and NGO in the governance and control of the destinations

4:30 pm: "Localization vs globalization or Glolocalisation" – how to share space and value.

5:00 pm: Financial mechanisms for the whole supply chain - SME and forgotten sectors

5:30 pm: «Climate revolution»: A world new geography – coasts reshape.

5:45 pm: «A New Frontier under constraints »: Space, Oceans, Deserts

November 6th am

Highlight the benefits of tourism and travel for humanity:

Create a "global picture" of every benefit Travel brings to the economy, cultures, know-how and the development of skills, science, innovation, peace, inclusive emancipation, fraternity, education, elements that humanity must preserve and develop.

The topics are around the positive levers brought by Tourism: new trends, sustainability, peace, culture, safety, invests...

Plenary 2: University of Evora

9:00 am: « A World For Travel » Ambassadors reporting (Covid- 19 impact and actions in their region)

9:30 am: A new Traveler in a new Word (The demand trends, the global sustainable changes focused on security, climate, nature protection, healthy practices)

10:00 am: A Sustainable Tourism means new economical levers and sustainable employment

10:30 am: Travel: A World For Peace, (awareness, diversity, exchanges)

11:00 am: A new Governance for sustainable and safe travel achievements

12:30: Tourism for the protection of cultural and natural Heritage

13:00: Long term investments and payback: a new model and new risks

November 6th pm

Develop tourism in a virtuous way, contributing to the creation of a responsible, safer and sustainable planet for nature, heritage and humanity.

Adopt 5 commitments “The Evora Spirit” to be implemented by the audience in the 12 following months and to advocate in international forums and summits.

Among them I'd like to outline:

Plenary 3: University of Evora

2:00 pm: Report from side events and commissions and synthesis

3:00 pm: “A COP in Advance” for a Safe and Sustainable Travel

3:30 pm: « Spirit of Evora » resolutions propositions and vote “5 urgent acts”

4.00 pm: Launch of “Spirit of Evora” Label

4:30 pm: “Sprit of Evora” Awards

Granted to a personality or an organization having achieved a remarkable transformation

5:00 pm: Conclusions: Secretary of state for Tourism, Rita Marques and Forum Chairperson

On top of plenary sessions, 20 commissions will be organized with experts, tourism industry players, institutions, associations, residents.

The full list is at your disposal on the general press kit, this list will be updated in the coming months.

Among them I'd like to outline:

Part 1

> Commission 1: Impact of travel on climate and impact of climate on tourist activities (water availability, extreme temperature, weather crisis, natural risks),

> Commission 2: Health issues impacts on travel planning and prevention (pandemic, global prevention, medical resources, knowledge sharing, global governance)

> Commission 3: What means post covid-19 security for travelers (free to move against personal data sharing) – what technology? – What governance?

> Commission 4: The coexistence of tourists and inhabitants (common practices, space sharing, C2C Lodging, C2C activities, mass tourism regulation, local culture issues) – to a real coproduction? And full inclusivity...

> Commission 5: Lack of fact –based decision-making – observation and use of analytics

> Commission 6: Tourism and biodiversity: preservation, conservation and observation

> Commission 7: Management of Natural Resources and Development of Local Resources in Tourist Practices (water treatment, bioenergy, biotech, waste treatment,...)

> Commission 8: How to deal with over tourism (Regulation, prevention, pricing, forbidding, spreading, city breaks impact, holidays planning, ...) – a new orientation for technology.

> Commission 9: Social responsibility for tourist areas (durable employment, professional enhancement, salaries, lodging, ...) – a new deal for the share of wallet

> Commission 10: New mobilities and accessibility (intermodal coordination, C2C offers, last kilometer solutions, ground transportation, regulations)

Part 2

> Commission 1: Impact of travel on the evolution of human societies (sources of progress and emancipation) – education, training, wellness, revenue,

> Commission 2: Travel drives innovation and its uses (transportation, new mobilities ...) – zero km, alternative solutions, sharing

> Commission 3: Technology opportunities and new usages (digital, IA, smart travel destinations...)

> Commission 4: Zero carbon activities (new energies, behavior, norms, labels)– tourism contribute

> Commission 5: Local and circular economy priority – co-competition and coproduction

> Commission 6: The driving effect of tourism and travel on global and local economy – inter-sector contributions, employment, economic development

> Commission 7: Preserving culture and Identities – local inclusion and share

Commission 8: World celebrations tourism (sports, souvenirs, events) – how to deal with sustainability

> Commission 9: Tourism: Peacekeeper and/or Smart Power – understanding, acceptance, human values sharing, relationship between peoples

> Commission 10: Sustainable touristic design (imitate nature, architecture, materials, adopt landscapes, new codes)

Places are limited to 500 people to make the exchanges genuine and interactive, but some given parts of the plenary sessions will be broadcasted and all the commissions podcasted.

All the social part of the event will involve the population and the local producers in the spirit of Evora, that is inclusion and sharing.

We are very proud to be hosted by Portugal and Alentejo region in Evora that represents all a AWFT destination should be.

Thank you.

An exclusive release containing verbatims and announcements from Rita Marques, Luís Araújo and Christian Delom will be published in the next days following this meeting.

Press contact: press@aworldfortravel.org

Press infos and press kit: <http://www.tikamedia.com/category/aworldfortravel/>

More infos: <https://www.aworldfortravel.org/>