



Press Release, 02.11.2020

‘A World for Travel - Évora Forum’ announces Virtual Teaser Event on November 5th 2020

The new event will be headlined by Gloria Guevara, President & CEO of WTTC

‘A World for Travel’ - Évora Forum announces today a virtual teaser event which will run on Thursday 5 November, 10am – 12pm (London time). The event will provide a flavour of the full Évora Summit which due to the pandemic restrictions has been rescheduled to 10-11 May, 2021.

The teaser event will start with remarks from **Rita Marques, Secretary of State for Tourism, Portugal** and **Zurab Pololikashvili, Secretary General of UNWTO** addressing the turn of events and the global travel condition. **Gloria Guevara, President & CEO of WTTC** ((World Travel & Tourism Council), will provide a global outlook.

The event includes some of the many brilliant speakers due to take the stage in November this year including **Mike Horn**, Professional Explorer, Adventurer and Survival Expert who is globally acknowledged as one of the world’s greatest, modern day explorers. From swimming the Amazon River to an unmotored circumnavigation of the globe at the equator, Mike’s list of accomplishments as a solo explorer is unparalleled. He will open the new teaser session with some inspiration on the art of survival and overcoming adversity.

Mike will be followed by a session entitled **The Millennial Outlook** where three young professionals call for a new world for travel. A fascinating session on leadership will include **Najib Balala Minister of Tourism and Wildlife for Kenya**, **Edmund Bartlett, Minister of Tourism for Jamaica**, and **Jean-Baptiste Lemoyne, Secretary of State for Tourism, France** who will discuss their leadership strategies during such an unprecedented crisis.





The event will close with a session attended by a number of star moderators confirmed for the Summit who will provide a preview of the topics for debate on their panels in May. Global travel heavyweights **Peter Greenberg, CBS News and Rajan Datar, BBC News** will banter about the content of their sessions dealing with important topics from the new mindset needed enabling travel mainstreaming of sustainability to the evolution or not of travel economics and risk mitigation. PR guru, **Debbie Flynn of FINN Partners** will be discussing the best ways of communicating with the new world traveler. Continuing with the theme of sustainability, Oliver Martin from Twenty31 Consulting will give a brief overview on the impact of weather patterns on destinations and how the travel industry needs to adjust to climate change.

Christian Delom, Secretary General, A World For Travel, said : “The pandemic will not get the better of our industry's determination to take up the challenge of transformation, this virtual event with top-level speakers will provide a teaser of the forum that will take place on May 10th & 11th, 2021 in the beautiful, inspiring and prestigious University of Évora, Portugal.”

To register: <https://www.aworldfortravel.org/>

For more information contact: sarah.long@finnpartners.com or press@aworldfortravel.org.

About A World For Travel

Founded and organized by Eventiz Media Group, ‘A World for Travel’ is aimed at the transformation of travel to preserve, globally and locally, at the same time and for the same purpose both humanity and the planet. A World for Travel’ is set to be the first global, B2B travel event held in person as well as virtually since the onset of COVID-19. Considering that human being is a nomad and must remain for their own good, A World For Travel allows all tourism stakeholders to react, take initiatives, reshape tourism offer to meet climate, digital & social requirements, develop a positive image brought by tourism, fix the ongoing milestones to make it happen, create a common platform to share best practices and perspectives, involve all stakeholders with mixed interests identifying threats to travel development

About Visit Portugal

Part of the Ministry of Economy and Digital Transition, Turismo de Portugal is the national tourism authority responsible for the promotion, enhancement, and sustainability of tourism activity. It brings together in a single entity all the institutional competences related to the dynamization of tourism, from supply to demand. With a privileged relationship with other public entities and economic agents, both at home and abroad, Turismo de Portugal is committed to achieving the objective of strengthening tourism as one of the pillars of the growth of the Portuguese economy.

About the Global Travel and Tourism Resilience Council

In 2016, Jacobs Media Group launched the Global Travel and Tourism Resilience Council. The Council is a global platform to bring together the public and private sectors addressing crisis management, preparedness, 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 here enter link resiliencycouncil.com

