

CHAIRMAN

Christopher J Nassetta
Hilton

PRESIDENT & CEO

Gloria Guevara Manzo
World Travel & Tourism Council

VICE CHAIRMEN

Jeffrey C Rutledge
AIG Travel

Alex Zozaya
Apple Leisure Group

Arnold W Donald
Carnival Corporation

Jane Jie Sun
Ctrip.com International

Paul Griffiths
Dubai Airports International

Gary Chapman
Emirates Group

Hiromi Tagawa
JTB Corp

Jerry Noonan
Spencer Stuart

Desirée Bollier
Value Retail

EXECUTIVE COMMITTEE

Geoffrey J W Kent
Abercrombie & Kent

Glenda McNeal
American Express Company

Doug Anderson
*American Express Global
Business Travel*

Kurt Ekert
Carlson Wagonlit Travel

Sean Donohue
*Dallas Fort Worth International
Airport*

Tony Douglas
Etihad Aviation Group

Mark Okerstrom
Expedia Inc.

Zhang Ling
HNA Group

Joan Vilà
HotelBeds Group

Darrell Wade
Intrepid Group

James Riley
Mandarin Oriental Hotel Group

Arne Sorenson
Marriott International

Pierfrancesco Vago
MSC Cruises

Richard Fain
Royal Caribbean Cruises

Sean Menke
Sabre Corporation

Pansy Ho
Shun Tak Holdings Limited

Manfredi Lefebvre d'Ovidio
Di Balsorano De Clunieres
Silversea Cruises

Brett Tollman
The Travel Corporation

Gordon Wilson
Travelport

Fritz Jousen
TUI Group

Caroline Beteta
Visit California

Stephen P Holmes
Wyndham Worldwide

Communication of Engagement with UN Global Compact

Statement of continued support for the UN Global Compact by the President & CEO

The World Travel & Tourism Council (WTTC) is a not-for-profit, private sector Member organisation that develops, shares and promotes research, good practice and knowledge on key issues within Travel & Tourism. The work that we do aims to ensure greater long-term sustainability for the destinations and residents who work and engage with tourists.

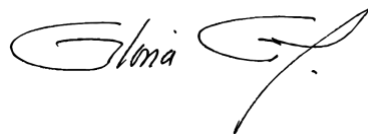
Travel & Tourism contributes 10.4% of global GDP across the world and the Members of WTTC collectively represent 12.5% of that figure. The sector creates jobs in both urban and rural destinations and often in areas of a country where little other industry may operate. Indeed, in 2017, one in five of all new net jobs created in the world was in Travel & Tourism. The sector also employs higher proportions of women and youth than many other industry sectors.

WTTC has shown our continued participation in the activities of the UNGC by providing WTTC Members and the wider Travel & Tourism sector with guidance and tools to respond effectively to environmental and social issues on the understanding that the issues that dominate the sustainable development agenda including climate change, destination stewardship, resource use and social benefit are often too big for individual companies to tackle alone.

The sector must work together to achieve improvements that have real impact and improve its environmental and social performance and WTTC plays an important role in facilitating and coordinating this action.

WTTC's communication of Engagement (COE), describing the actions taken to support the mission of the UNGC are detailed below.

Yours faithfully,



Gloria Guevara Manzo
President & CEO
World Travel & Tourism Council

Period covered by this Communication on Engagement: November 2016 to October 2018.

Statement of Continued Support

The World Travel & Tourism Council (WTTC) reaffirms its commitment to sustainability and to responsible business practices and to participating in the United Nations Global Compact

WTTC participates in UNGC as a successful international business organization representing the global private sector within the sector of Travel & Tourism. Travel & Tourism, which supports 10.4% of global GDP and makes a greater economic contribution than the global automotive, chemicals manufacturing, agriculture, mining and banking sectors, understands the responsibility that our scale has.

As a Member organisation, WTTC contributes through our research resources and engagement with both industry and government to raise understanding and awareness of sustainability in Travel & Tourism in order to shape better businesses of the future.

We are committed to embracing, supporting and enacting within our sphere of influence the UN Global Compact core values.

Description of Actions

In 2016, WTTC carried out a wide consultation with key governmental and non-governmental figures from both within and outside of Travel & Tourism to identify the most critical sustainability issues for the Travel & Tourism sector to address and help to focus the priorities for the organisation. The issues that emerged as most relevant/impactful were further assessed through the lenses of being long-term, strategic, influential and cross-sector.

The core 'critical issues' of climate change, destination degradation and crisis & disruption identified in that work (and published in March 2017) now help to guide action, research and advocacy for WTTC.

Climate action

WTTC brings together experts to help the Travel & Tourism sector understand and address the impact of climate change both from its activities and on the places it operates. Its practical actions help to support the UN Global Compact's environment particularly Goal 13 on climate action. WTTC has been actively engaged in climate change conversations since 2009 when the Council set out a comprehensive framework for the sector and set an aspirational target of reducing total carbon emissions by no less than 50% by 2035 with an interim target of 30% by 2020 with a follow up report issued in 2015.

- Since January 2016, WTTC has attended numerous events to engage in ongoing dialogue and learning and provide expertise on relevant subject matters. At COP 24, WTTC will be an official observer and host an official event with a panel discussion exploring best practice actions to ensure low emissions in Travel & Tourism.
- At COP24, WTTC will further commit to:
 - Develop programmes with our Members to provide travellers with greater levels of awareness and engagement on sustainability issues.
 - Create a network of responsible Travel & Tourism organisations that can be showcased for their action on sustainability.
 - Produce an annual 'pulse' report that presents the latest developments in climate action within Travel & Tourism.
 - Host an annual Travel & Tourism climate change event to recognise, share best practice and report back on Travel & Tourism's efforts to deliver on the Paris Agreement.
- In April 2018, together with the UN Framework Convention on Climate Change (UN Climate Change), WTTC signed a Common Agenda for climate Action in Travel & Tourism. Recognising the ambition set by the Paris Agreement to maintain temperature levels at 2 degrees above pre-industrial levels, and the economic importance of Travel & Tourism to the world's economy (10.4% of GDP and 1 in 10 jobs), the Common Agenda sets out a framework for the two organisations to recognise and address the linkages between T&T and climate change. Given the importance of Travel & Tourism to the world economy and achievement of the UN Sustainable Development Goals (SDGs), and the growing imperative to address climate change in a meaningful way, WTTC and UN Climate Change will work together towards a carbon neutral world with the aim of:
 - Communicating the nature and importance of the interlinkages between T&T and climate change
 - Raising awareness of the positive contribution T&T can make to building climate resilience
 - Reducing the contribution of T&T to climate change and supporting quantitative targets and reductions
- Also in 2018, with the European Travel Commission, WTTC funded a report that provides both the first global analysis of the risks to the tourism industry from climate change and a roadmap towards a low-carbon tourism economy.

Environment

WTTC promotes environmentally responsible actions across Travel & Tourism. We convene our Members as well as industry and other stakeholders to work on issues that affect the long term sustainability of their operations and of the destinations that they work in.

Our practical actions help to support the UN Global Compact's environment principles as well as the UN SDGs.

- For the past 15 years, WTTC has led and financially supported our flagship Tourism for Tomorrow Awards. These awards, independently judged and audited by sustainability experts, recognise the highest ethical standards in the sector and are respected by industry leaders, governments and international media alike. The Awards show examples of best practice, scalable operations and policies for sustainable tourism based upon the principles of environmentally friendly operations; support for the protection of cultural and natural heritage; and direct benefits to the social and economic well-being of local people in travel destinations around the world. The award categories for 2019 have been further changed to align with the strategic priorities of our organization and with many of the UN SDGs.
 - Social Impact (UN SDGs: 1,2,3,4,8,16)
 - Destination Stewardship (UN SDGs: 1,6,8,9,11, 14,15)
 - Climate Action (UN SDGs: 3,6,7,12, 13,14,15)
 - Investing in People (UN SDGs: 4,8)
 - Change makers (anti-wildlife trafficking focus for 2019) (UN SDGs: 8,12,14,15)
- In October 2017, WTTC produced guidance on sustainability reporting that provides information and tools for private sector businesses in reporting the environmental, social and governance impacts of their operations. The guidance starts with the 12 steps a company needs to take to begin sustainability reporting, before looking in detail at eight issues that have emerged as important across all of Travel & Tourism in ESG reporting and managerial decision-making: Climate Change; Community; Energy; Governance, Risk and Compliance; Supply Chain; Waste Generation and Diversion; Water; and Workforce.
- WTTC has also provided funding for the Nature Conservancy to continue work that was first recognised by WTTC in 2017 as a Tourism for Tomorrow Innovation Award winner. This new work provides a sharp focus on the value of coral reefs in the Caribbean. Threats to coral reefs abound, but there is evidence that local management can improve their ability to survive or to recover from regional and global impacts.
- WTTC undertook a study with McKinsey & Company (published in December 2017), that for the first time set out to define the problem that tourism can bring to destinations and provide tactics and guidance on strategies to manage visitor numbers.
 - The report addresses aspects such as mobility, safety, cleanliness, quality of life, the look & feel of the city, the comfort and the sense of belonging among residents, are all feeling the stress of tourism.

- Since the launch of the report in December 2017, we have spoken at a great number of international events on the topic and have held a webinar and a face-to-face workshop with public and private sector representatives of Barcelona to try help find solutions for the city.
- WTTC will convene further solution-oriented workshops with the private and public sectors over the coming months in destinations that are keen to better manage their relationship with tourism.
- WTTC continues to engage its Members and the wider Travel & Tourism community through online webinars, workshops, speeches, presentations and our own hosted events. For example, across 2017 and 2018, webinars were held *on impacts of terrorism, water risk, destination stewardship and building leadership*, while panel discussions, speeches to help companies and destinations better manage and plan for tourism growth were held in Macao, Lisbon, Singapore and South Africa. WTTC has given speeches, interventions or has participated in panel presentations on the topic of the long term sustainability in over 40 international events this year.

Social responsibility

WTTC has taken concrete action to eradicate both human and wildlife trafficking from Travel & Tourism.

At the 2017 WTTC Global Summit, a meeting of senior public and private sector figures from the wide Travel & Tourism sector, John Scanlon, the former Executive Director of CITES, gave an impassioned speech about the scale and scourge of wildlife trafficking in the world and the opportunities for Travel & Tourism to help in its eradication.

- Since then, we have developed a declaration on illegal wildlife trade (IWT) that has been signed by over 100 WTTC Member organisations and the Travel & Tourism communities more widely. WTTC and the signatories will work together towards a common goal of changing behaviour of 1 billion travellers as it relates to illegal wildlife trade.
- We have signed a MoU with WWF to enhance cooperation and consultation with one another to achieve their common objectives of combating illegal wildlife trafficking.
- WTTC was one of just five industry sectors with active participation at the October 2018 High Level IWT conference in London in October 2018.

On our work to eradicate human trafficking:

- WTTC serves on the High Level Task Force for Child Protection in Travel and Tourism, focused on implementing recommendations

resulting from the ECPAT Study on Sexual Exploitation of Children in Travel and Tourism.

- WTTC co-sponsored the inaugural Summit on Child Protection in Travel and Tourism in Bogota, Colombia in June, 2018, which resulted in a Call for Action for all key stakeholders to adopt a comprehensive, child rights-centred multi-stakeholder framework where all key actors actively work together to end impunity of the travelling child sex offenders. Specific actions were outlined and will be carried forward now by the High Level Task Force.
- WTTC separately is forming a Task Force on Human Trafficking which will also include child protection issues and modern slavery to galvanize the Members to highlight current practices and activities as ways to help other companies and Members in combatting this social ill.
- WTTC will lead the special session at the UN annual Forum on Business and Human Rights in late November 2018 on Human Rights Due Diligence in Practice in the Travel and Tourism Sector.

Crisis Preparedness and Management

As the Travel & Tourism sector grows, it is becoming increasingly vulnerable to crises. To help minimise the negative effects of the aftermath of crises events, WTTC brings public and private sector organisations together to be better prepared for such events and involved in the dialogue with government and other industry from the very beginning. At the same time, we seek to provide the Travel & Tourism sector with an understanding of the emerging and important risks and equip the public and private sectors with tools, protocols, and solutions to support them in preparing and responding to crises.

- WTTC is working with World Health Organisation (WHO) and World Economic Forum (WEF) by co-chairing a high level forum to ensure T&T is embedded and engaged in the crisis escalation process
- We have established Member Task Forces to lend support, particularly in the area of communications, to the affected destination.
- In April 2018, WTTC produced a report that looks at the economic impact of the hurricanes on Travel & Tourism in the Caribbean in autumn 2017. In the Caribbean, the sector is one of the largest employers and drives the economies of many of the small island states, contributing 15.2% of the Caribbean's GDP and 13.8% of employment. It is vital to the region's economy that Travel & Tourism recovers as quickly as possible from the damage.

In the two years since joining the UN Global Compact, the World Travel & Tourism Council has taken its commitments to sustainability to a higher level. Sustainable growth is one of three strategic priorities for the organisation (the other two being Security & Travel Facilitation and Crisis Management, Recovery and Response).

Within the Sustainable Growth priority, WTTC has taken action in a number of areas: climate change, destination stewardship, social responsibility and our Tourism for Tomorrow Awards, which celebrate industry best practice. All of this work helps to support the UN Global Compact's environment principles as well as the UN SDGs, particularly Goals 11 for sustainable communities and cities, Goal 14 on life below water and Goal 15 on life on land.