

WORLD TOURISM DAY 2021: TOURISM FOR INCLUSIVE GROWTH

Message by the UNWTO Secretary-General

The human desire to travel and explore is universal, which is why tourism must be open for everyone to enjoy.

So too must the many social and economic benefits that tourism brings be available to everybody.

World Tourism Day 2021 highlights the power of 'Tourism for Inclusive Growth'.

By celebrating this day, we state our commitment that, as tourism grows, the benefits that come will be felt at every level of our broad and diverse sector, from the biggest airline to the smallest family business.

Today, we reaffirm our pledge that, as we move forward and work to build a more prosperous and peaceful world through tourism, we will not leave anyone behind.

It is a pledge that is both timely and necessary. The pause in international travel caused by the pandemic has made clear the relevance of tourism to our societies.

The economic and social impact has been felt far beyond the sector itself. And in many places, the most vulnerable members of society have been hit hardest of all.

Working for inclusive growth means getting everybody behind a better vision for tourism. Only this way can tourism's restart reach the people and communities that need it the most right now and build the foundations for a better future for all.

I welcome all our Members, Affiliate Members, governments, destinations and businesses to join us in marking this day, celebrated as tourism's importance to every part of our societies is more evident than ever before.

ZURAB POLOKASHVILI
SECRETARY-GENERAL