



WTTC 24th Global Summit 2024 Officially Opens in Perth

Perth, Australia: The World Travel & Tourism Council ([WTTC](#)) has officially opened its 24th Global Summit in the heart of Western Australia's vibrant capital, Perth (Boorloo). Gathering industry leaders, government officials, and distinguished guests from across the globe, the summit aims to set the strategic direction for the future of the Travel & Tourism sector.

In her keynote address, WTTC President & CEO, Julia Simpson, underscored the significance of holding the summit in Perth, a city renowned for its historical connection to the world of exploration, its deep ties to Indigenous heritage, and its modern role as a global hub for tourism innovation.

Reflecting on her visit to Western Australia earlier this year, she highlighted the importance of Indigenous tourism, noting that *"Western Australia is a shining example of how empowering Indigenous communities to tell their own stories and share their 60,000-year-old culture can create sustainable tourism opportunities, while enriching the experiences of travellers."*

Simpson further remarked: *"Perth is more than a gateway to Australia; it's a beacon for the future of Travel & Tourism. This city has shown us what is possible when we invest in connectivity, embrace technology, and empower communities. Here, Travel & Tourism is not just a sector—it's a resource that keeps giving, generating opportunities and economic freedom for so many."*

She added: *"This year, our sector is set to break all records, contributing \$11 trillion to the global economy. But our vision goes beyond numbers—it's about building a sustainable future where travel empowers local people, safeguards our planet's heritage, and brings the world closer together."*

Over the next two days, the summit will feature high-profile speakers including US Secretary John Kerry, wildlife conservationist Robert Irwin, and leaders from some of the world's most influential travel companies. The agenda will explore critical themes such as destination stewardship, the impact of AI, and the pivotal role of Indigenous tourism in fostering regenerative travel.

With delegates representing over 70 countries, the WTTC Global Summit 2024 is set to be a landmark event, shaping the future of the sector and highlighting how sustainable growth can empower local communities and preserve the unique landscapes that make travel so extraordinary.

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