

**Rochelle Turner**  
**ICAO 13<sup>th</sup> Passenger Recognition Symposium**  
**Montreal, 24 October 2017**  
**10-minute opening remarks, no AV**

[Welcoming remarks to come]

Thank you for giving the World Travel & Tourism Council the honour of addressing you today.

I salute the work which ICAO, ACI, IATA and all the other organisations present here today have undertaken to advance this crucial issue.

Each year 1.2 billion passengers cross international borders for leisure or business purposes. The vast majority of these are airline passengers passing-through an airport, en-route to their destinations so what happens in this sector has resonance far beyond the airport terminal.

As you know, aviation sits at the heart of the wider Travel & Tourism sector, which is a major driver of economic growth, a creator of jobs worldwide and a substantial contributor to global prosperity.

According to most recent WTTC Economic Impact data, T&T directly accounted for 3.1% of total global GDP in 2016 (or \$2.3 trillion), and this could reach nearly 3.5 percent by 2027 (or \$3.5 trillion).

In addition, there are the sector's indirect contributions, such as food and laundry purchases by hotels. And finally, there are knock-on or "induced" effects, related to the economic contributions of those employed in Travel & Tourism.

Adding it all up, WTTC estimates that our sector contributes 10% of global GDP and one in ten of all jobs on the planet.

Let me just repeat those numbers for you: What we do day-in day-out contributes 10% of global economy GDP and one in ten of all jobs in the world. Last year, one in every five new jobs created on the planet were in Travel & Tourism.

This is a vast sector stretching from airlines to airports, cruise lines to sea ports, car hire, air traffic control, hotels, travel agents, tour operators. We encompass the sharing economy of Airbnb to the most traditional of Japanese Ryokans.

And, ladies and gentlemen, the sector doesn't stand still.

We know that the global middle class will more than double in size by 2030. In the next 5 years 400 million more people will have access to travel as they move into the middle classes. WTTC predicts that we will grow by about 4% on average per year for each of the next ten years – well above the rate of global economic growth. By 2027 we will need another 90 million people working in our airports, hotels, and airlines to accommodate this predicted growth.

But this growth cannot be taken for granted. It won't happen by itself. It needs government and the private sector to work together – in forums just like this – to enable it.

And when we take a global view of the issues affecting our sector, we see three dominant themes.

First, as I have said, our sector is growing by 4% a year. This means that by about 2035 the number of international travellers will have doubled to 2 billion, while billions more will travel domestically. By 2020, the most visited 20 countries alone are projected to add another 130 million more arrivals—or almost twice as much as the rest of the world combined.

This growth will bring about enormous social and economic development. But we have a serious responsibility to ensure that we decouple the growth of the sector from its impact on our environment, to ensure that tourism can continue to contribute to socio-economic inclusiveness and development in the long term.

The adoption of the United Nations' Sustainable Development Goals and the Paris Agreement to combat climate change place a legal burden on every nation state to develop plans to reduce carbon emissions as we take the steps necessary to live within a 2 degree world.

Outstanding work is being done across aviation with the CORSIA agreement. As of 23 August 2017, 72 States, representing 87.7% of international aviation activity, intend to voluntarily participate in the global MBM scheme from its outset.

But issues of sustainability don't stop with our carbon footprint. This summer bought stories from Venice, Dubrovnik and Barcelona about the impact of Travel & Tourism at the destination level. The citizens of Barcelona, one of the great Travel & Tourism success stories of the last 25 years, elected a mayor on an anti-tourism ticket.

And we mustn't forget the impact of visitors and of development on individual habitats and natural resources.

Second, we advocate for government policies which provide a supportive physical, regulatory, fiscal and social environment that encourage the sustainable growth of Travel & Tourism.

Through the long-term planning of infrastructure requirements, easy access, travel facilitation and the adoption of intelligent taxation regimes to incentivise sustainable growth, rather than seeing tourists as cash cows, results can be maximised.

Although Travel & Tourism's economic importance is now widely recognised by governments around the world, the sector often suffers from a lack of co-ordination between different ministries/departments and agencies. This can result in conflicting policy decisions and a frequent lack of coherence in terms of tourism governance. We advocate for a whole of government approach to T&T development and

management.

Finally, in our third key issue, we believe in making it easier for individuals to cross international borders.

On top of increasing political risks and geopolitical instability, we have infrastructure that is creaking at the seams – either too old or unable to cope with the current demand. Many would argue that our airports, ports and borders already struggle to cope with today's travellers. So, a prospective doubling of international travellers in the next 20 years, places greater emphasis on facilitating the efficient movement of people across the borders.

Yet, while we advocate tirelessly for countries to make it easier for people to cross international borders, it is this very issue which is causing our biggest policy challenge.

For many years we all campaigned for Freedom to Travel.

And year after year there were reductions in the number of people needing a traditional paper visa to enter a country.

- In 2016, according to the UNWTO, 58% of the world's population needed a traditional visa prior to departure, down from 77% in 2008.
- And in the same year 20% of the world's population was able to enter a destination without a visa, as compared to 17% in 2008 – a small percentage movement but a big number of people.

But it is an indictment of the febrile state of global politics that the concept of travel being a "freedom" is now rejected by many.

The question for those who make the laws and for us within the Travel & Tourism sector, is: "how can we keep our borders safe, while keeping those same borders open to legitimate travellers?"

We must learn the lessons of the "lost decade" in American Travel & Tourism after 9/11 and avoid the closure of borders as homeland security officials search for the needle in a haystack. The lesson closer to home within WTTC Membership where the TUI Group reported a year-on-year loss of 46.4 million euros in the first quarter of 2012 as a result of weaker demand for travel to destinations in unrest-afflicted North Africa.

So, I commend the extraordinary steps made by your organisations to help shrink the size of that haystack.

And that's why my message is different to those we have already heard: How can WTTC help?

Airlines and Airports are represented here through IATA, ACI and, of course, ICAO. But WTTC represents the biggest private-sector cruise operators, hotel, car hire

firms, online travel agents and tour operators.

The work being done here to ensure that more safe, secure and efficient processing of people through international aviation borders will be applied across all parts of the sector.

Biometrics designed for airports will soon be applied to checking-in securely at a hotel; or allowing cruise passengers to visit numerous countries in a single trip; or collecting a car from any rental company in the world.

As the representative body for the global private-sector leaders, WTTC seeks a common security standard using the very best technology available. Our goal – like yours – is to help the security experts by inserting biometric data into the passenger identification systems. We need to identify the path and the roll-out across the industry.

So I stand before you today with four objectives for my time here in Montreal.

1. To learn more about the great work that is being done by TRIP in facilitating and authenticating travel identity documentation.
2. To recognise the reassurances that the consumer needs to surrender personal information that will facilitate travel facilitation while meeting security expectations.
3. To understand how our sector can help to drive a standard system for the greatest efficiency of the traveller, reflecting security requirements.
4. To deliver the message from our council's leadership and diverse membership that we stand ready to lead the effort for integrating security solutions across T&T as a whole, capitalising on the technical capabilities we can offer.

Ladies and Gentlemen, Travel & Tourism is one of the world's most extraordinary drivers of economic growth, job creation and societal development. We must stand-up for the notion of travel as being a force for good in the world. And the discussions over the next two days will move us a lot closer to that.

Thank you