



WTTC appoints Gloria Fluxà as Vice-Chair and Chair of its Sustainability Committee

London, UK: The World Travel & Tourism Council ([WTTC](#)) is pleased to announce Gloria Fluxà, Vice-Chairman and Chief Sustainability Officer of Iberostar Group, as its new Vice-Chair, and Chair of its Sustainability Committee.

Fluxà takes over the role from Intrepid Group Co-founder and Chairman, Darrell Wade, who took the reins in 2020.

Since 2018, she has held the position of Vice-Chairman and Chief Sustainability Officer at Iberostar Group, passionately championing sustainability initiatives and driving the company's commitment to responsible tourism. As a trustee and the Chairman of the Iberostar Foundation, Gloria has shown unwavering dedication to environmental and social causes.

In May 2018, Gloria Fluxà was named a "Young Global Leader" by the World Economic Forum for her tireless efforts to advance sustainable tourism, particularly in the area of marine and oceans preservation through the "Wave of Change" movement. This initiative focuses on reducing plastic consumption, promoting sustainable fishing practices, and enhancing coastal health.

Gloria Fluxà said: "I am honoured to take on this role supporting our industry's commitment to drive meaningful change. Responsible tourism isn't just a vision; it's a necessity for our planet and the well-being of our communities."

Julia Simpson, WTTC President & CEO said: “Firstly, I would like to thank Darrell for his hard work and dedication to the role over the last few years. His contribution has been invaluable.

“Gloria's impressive track record, her dedication to sustainability, and her vision for harmonising economic growth with environmental preservation and social impact, make her the perfect fit for her new role as Vice-Chair at WTTC and Chair of the Sustainability Committee.

During its Global Summit, WTTC also announced Greg O'Hara, Founder and Senior Managing Director of Certares Management LLC, as its new Chair, bringing his extensive experience and leadership to the global tourism body. Under this new leadership, WTTC and its Members look forward to advancing the global Travel & Tourism sector toward a brighter and more sustainable future.

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