



WTTTC's 25th Global Summit Heads to the Eternal City

Perth, Western Australia: As the curtains closed on the World Travel & Tourism Council's ([WTTTC](#)) 2024 Global Summit in Perth, Western Australia, the global tourism body announced the Italian capital of Rome as the host city for the 2025 WTTTC Global Summit.

The 2025 Global Summit marks the first time the event will be held in the historic heart of Italy, the seat of ancient empires and cultural heritage.

One of the world's most popular destinations, the Global Summit in Italy will see business leaders and government delegations from around the world, converge in the city to discuss the latest challenges facing the sector, as well as the solutions of tomorrow.

Scheduled for late 2025, the 25th Global Summit will be staged in collaboration with the Italian Ministry of Tourism and marks a significant return to Europe after six years.

The 2019 WTTTC Global Summit took place in Seville, Spain, with 44th President of the United States, Barack Obama, addressing delegates.

The Summit in Perth, Western Australia concluded with nearly 800 delegates from more than 50 countries, and over 100 journalists from around the world.

The global tourism body's summit featured insights from leading figures such as John Kerry, the 68th Secretary of State of the United States, and Robert Irwin, one of Australia's foremost conservationists, reflecting on pressing global environmental challenges and the role of tourism in addressing them.

WTTTC President & CEO, Julia Simpson, stated "The success of our 2024 Global Summit is a testament to the enduring appeal and innovation within the Travel & Tourism sector. I want to extend my thanks to the team at Tourism Western Australia for all their work, in making this Summit a reality.

"History shows that all roads lead to Rome, and in 2025 that's certainly true as we head to a global city steeped in history, yet vibrantly forward-looking."

Daniela Santanchè, Minister of Tourism, Italy, emphasised: “I am proud, as the Minister of Tourism of Italy, to announce that our nation will host the WTTC Global Summit in October 2025.

“This event is recognised as the most important setting for dialogue between governments and the private sector, where leaders shape the future of global Travel & Tourism. We look forward to welcoming our guests and Members of WTTC to Rome, a city rich in history and innovation.”

The 25th WTTC Global Summit will serve as a prime opportunity to showcase Italy's rich cultural heritage and contemporary tourist offerings to the world's leading travel executives.

In Perth, WTTC released the latest Environmental & Social Research (ESR) data, revealing a significant decrease in Travel & Tourism's climate footprint emissions.

The latest data showed that whilst the sectors economic contribution to global GDP almost reached pre-pandemic levels last year, the greenhouse gas emissions intensity fell by more than 8% in the same period.

This clearly demonstrates that the sector is not only recovering, but it is growing at a cleaner rate than previously.

The Summit also addressed key issues and growth strategies globally and shone a spotlight on the Oceania Travel & Tourism sector, setting the stage for continued discussion and innovation in Rome.

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