



## **Robert Irwin Announced as Speaker for WTTTC's Global Summit in Perth, Western Australia**

*Theme for the 24<sup>th</sup> edition of the flagship event revealed*

**London, UK:** The World Travel & Tourism Council ([WTTTC](#)) and Tourism Western Australia announces the first major speaker for the 24<sup>th</sup> Global Summit, with conservationist and TV personality Robert Irwin taking to the stage in Perth (Boorloo), Western Australia, from 8-10 October.

A passionate wildlife warrior, TV presenter, producer, author, and photographer, Irwin is known for his advocacy for the natural world and his efforts in conservation.

Son of the legendary Steve Irwin, Robert's journey into conservation started at a young age, and he has since travelled the globe to raise awareness and inspire audiences with his message of positivity and change.

His award-winning photography and television appearances have made him a key figure in conservation efforts, and his work continues to bring attention to the beauty and fragility of the planet's ecosystems.

Western Australia, with its strong commitment to growing the visitor economy sustainably and conserving culture and the environment, offers an ideal setting for the 2024 Global Summit.

This year's theme for the event, "Ancient Land: New Perspectives," underscores the rich cultural heritage and natural history of Western Australia, while also focusing on innovation and sustainable growth.

The global body's annual Global Summit is the most significant Travel & Tourism event on the industry's international calendar, bringing together sector leaders and key government representatives to align efforts for a safer, more resilient, inclusive, and sustainable future.

Julia Simpson, WTTTC President & CEO, said: "We are delighted to have Robert Irwin joining us and addressing attendees at our upcoming Global Summit. His work in conservation and his ability to use his platform to drive positive change resonate with our mission.

"Western Australia is a region that not only showcases stunning natural beauty but also represents a commitment to sustainability and cultural diversity."

“Hosting the Global Summit in Perth allows us to delve into new ideas for the future of tourism while honouring the traditions and ancient roots of the land. It is an opportunity to bridge the gap between past and present, building a sustainable future for all.”

Western Australia’s Deputy Premier and Tourism Minister, the Hon. Rita Saffioti MLA said: “Robert Irwin is a household Australian name so we’re very excited to have secured him for this prestigious event.

“Robert’s passion for wildlife and nature definitely make him an ideal speaker for this event, and I have no doubt he’ll be a major drawcard for attendees.

“We’re really proud to be supporting this high-profile business event which will spotlight Western Australia as an emerging global leader, showcase our State’s incredible natural landscapes while also elevating new tourism investment opportunities.”

Sector leaders and international government officials will gather in Perth to share insights, collaborate on best practices, and explore innovative approaches to ensure the continued resilience and growth of the Travel & Tourism sector.

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