



World Travel & Tourism Council

GLOBAL SUMMIT ROME ITALY 2025


Hosted by



MINISTERO
DEL TURISMO
REPUBBLICA ITALIANA



REGIONE
LAZIO

ROMA 

September
28 -30

THEME: La Grande Bellezza (del Viaggio) | The Great Beauty (of Travel)

SUNDAY, 28 SEPTEMBER 2025

(WTTC members, ministers, and heads of delegations)

10h45 – 13h15 GLOBAL LEADERS' DIALOGUE

Public-Private Sector Roundtable (By invite only)

The Global Leaders' Dialogue brings together ministers and CEOs in a moderated exchange. Leaders will share their priorities and concerns in order to identify opportunities for mutual support and greater public-private partnership.

13h15 – 14h30 LUNCH

14h30 – 16h30 Open networking session

16h00 – 19h00 MEETINGS IN PARALLEL

16h00 – 19h00 Executive Committee Reception & Meeting *(By invite only)*

16h35 – 18h00 Members' Circle Meeting *(By invite only)*

18h30 – 22h30 RECEPTIONS IN PARALLEL

18h30 – 20h30 Welcome Reception *(All welcome)*

19h00 – 22h30 Members & VIP Dinner *(By invite only)*

MONDAY, 29 SEPTEMBER 2025

07h30 – 08h30 Networking | Leaders Connect

08h00 – 09h00 WTTC Annual General Meeting

OPENING CEREMONY

09h30 – 10h10 OPENING CEREMONY

10h10 – 10h30 CHAIR HANDOVER



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Through a discussion on the vision for the future of the organisation, the World Travel & Tourism Council's outgoing Chair hands over to the Chair-elect.

10h30 – 10h40 OPENING SPEECH

SESSION 1: THE BIG PICTURE

10h40 – 10h50 La Grande Bellezza: Italy Through the Lens

A powerful address by one of Italy's most iconic names will bring the spirit of La Grande Bellezza into the auditorium. This will set the tone for the journey ahead, capturing the soul of Italy not just as a destination, but as a poetic experience layered with history, emotion, and elegance.

10h50 – 11h10 Chairman Interview

In this exclusive fireside, the WTTC Chair sits down with titans of industry to discuss the most pressing issues in business and their visions for the future of Travel & Tourism.

11h10 – 11h45 Panel | Focus on the Future

From emerging destinations to shifting traveller expectations, we take a wide-angle look at where the sector is heading and what opportunities and challenges are framing the path forward. As Travel & Tourism continue to evolve, what big ideas are shaping this future?

11h45 – 12h00 Spotlight On: New Leadership in Tourism

This one-on-one discussion between the President & CEO of WTTC and the newly elected Secretary General of UN Tourism offers a unique perspective on the forces redefining travel worldwide. From policy and sustainability to innovation and resilience, they will discuss the drivers for inclusive growth in this rapidly changing landscape.

12h00 – 12h30 Hotseat | Industry deep dive: Transport across land, sea, and air

Travel & Tourism is projected to contribute \$16.5 trillion to the global economy in 2035. To achieve this demand, transportation across land, sea, and air will play a pivotal role. From new traveller behaviours to global shifts towards more sustainability and better digital innovation, how is mobility being redefined?

12h30 – 13h00 In a Flash: Innovations for the future

Big visions in small doses; we gather insights and key learnings from different industries. Through this series of quick-fire addresses, leaders share short, sharp insights on what's next in Travel & Tourism.

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13h00 – 14h30 LUNCH

13h15 – 14h00 ITALY INVESTMENT OPPORTUNITIES (by invite only)

SESSION 2: SIGNATURE EXPERIENCES

14h30 –15h00 Hotseat | Luxury Fashion

Luxury fashion houses and travel brands create unforgettable experiences. The most successful of these brands offer curated, high-quality products and experiences all woven together by excellent storytelling. From flagship boutiques to fashionable takeovers of exclusive beach clubs, how is luxury fashion reshaping the aesthetics of travel?

15h00 – 15h30 Hotseat | Land Cruising: The Rail Revolution

Rail travel has picked up speed as leisure travellers ease into slow travel. Rail is being reimaged as a journey of comfort and escapism. On luxury train journeys, slow travel meets fine dining and exclusive design amidst breathtaking landscapes. Tracing the line between heritage and innovation, what is the outlook for the vehicle of choice for discerning travellers?

15h30 – 16h00 Hotseat | Destination: Wellness & Sport

With more travellers prioritising their wellbeing, it's no surprise that predictions estimate the global wellness industry will be worth around \$1.35 trillion in 2028¹. What was once an optional addition to a holiday has become the core driver of travel spend as more people seek experiences that nurture their minds as well as their bodies and souls. How is the Travel & Tourism sector creating transformative and holistic experiences that blend destination discovery with self-discovery?

16h00 – 16h10 The Ethics of Work

In this short keynote, a Spanish politician shares lessons from her time in politics and her perspectives on the ethics of work.

16h10 – 17h00 COFFEE BREAK

¹ <https://www.forbes.com/sites/rogersands/2025/01/16/global-wellness-tourism-surges-toward-the-1-trillion-mark/>



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SESSION 3: PARTNERING FOR SUCCESS

17h00 – 17h30 Hotseat | Entrepreneurial Leadership in Tourism

In a sector that currently supports over 350 million jobs, contributes over \$11 million to global GDP, and is forecast to create over 90 million new jobs by 2035, the success of Travel & Tourism businesses is more important than ever before. In this panel discussion, the leaders behind some of Travel & Tourism's most successful entrepreneurial ventures discuss the most pressing matters in business today. What are their views on partnership and entrepreneurship for the future success of travel?

17h30 – 18h10 Panel | Bridging Continents: Collaborative Tourism Policies for a Connected Future

Effective tourism policies are integral to supporting a more sustainable and inclusive future for this sector. In an increasingly connected world, destinations should work together for the future benefit of tourism globally. How can public sector tourism leaders collaborate to enable aligned global tourism policies?

18h10 – 18h40 Hotseat | Connected to the Traveller

The future of this sector is powered by innovation, personalisation, and smart collaboration. AI and other technologies are transforming the way we search, plan, book, and experience travel. What are the tools being created to enhance the traveller journey?

19h30 – 23h00 Gala dinner

TUESDAY, 30 SEPTEMBER 2025

08h30 – 10h00 Networking | Leaders Connect

A networking experience designed for leaders to make lasting and meaningful connections, driving partnerships and fostering collaboration, for a stronger and more united Travel & Tourism sector.

SESSION 4: ANCHORED IN EXCELLENCE

10h00 – 10h40 Panel | Italy & Major Events

Both sport and tourism thrive on connection, passion, and shared experiences. Across destinations, sectors and industries, partnership and collaboration are the powerful engines that can turn sporting events into economic success. From mega-events to local community festivals, what's in the winning playbook for tourism and sport?



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10h40 – 11h00 Chairman Interview

In this exclusive fireside, the WTTC Chair sits down with titans of industry to discuss the most pressing issues in business and their visions for the future of Travel & Tourism.

11h00 – 11h30 In a flash: Examples of excellence

Big visions in small doses; we gather insights and key learnings from different industries. Through this series of quick-fire addresses, leaders share short, sharp insights on examples of excellence in Travel & Tourism.

11h30 – 12h00 COFFEE BREAK

SESSION 5: PROTECTING RESOURCES

12h00 – 12h15 In a Flash: Investing in Italy

In this short keynote, Italy's agency for strategic growth highlights the myriad investment opportunities available in Italy.

12h15 – 12h35 Hotseat: Guardians

Not only does tourism benefit economies, but it also shapes lives, landscapes, and legacies. From regenerative practices to community empowerment, we look at the long-term effects of being responsible guests and hosts and reflect with leaders who are redefining success for the people and places travellers love to visit.

12h35 – 13h10 Hotseat| Rooted in Culture

Culture and heritage are essential pillars of meaningful travel. Tourism represents a powerful means of preserving, celebrating, and elevating cultural identities, while supporting local communities. How is culture-driven travel creating lasting value for both visitors and hosts?

13h10 – 13h45 Fireside chat

As the Summit draws to a close, attendees are invited to this fireside chat with an industry leader about their perspectives on success, achievement, and longevity.

13h45 – 15h00: CLOSING CEREMONY

13h45 – 14h00: Deal Announcement



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As the leading event on the global Travel & Tourism calendar, the WTTC Global Summit is often the site of successful business deals. In this Summit-first, business leaders can unveil strategic deals made at the event, thus highlighting their ongoing commitment to a stronger, more aligned Travel & Tourism sector.

14h00 – 14h45: Closing remarks

15h00 – 16h00: LUNCH