Beat: Travel

THE TRAVEL LEADING SUSTAINABLE FORUM FOR INFLUENCE

TOURISM FACES UNCERTAINTY, 30-31 OCTOBER

PARIS, 06.11.2025, 16:01 Time

USPA NEWS - In Today's Tense Geopolitical Climate—exacerbated by Unstable Global Governance, the Rollback of Climate Policies, the Weakening of Multilateral Alliances, and Persistent Economic Uncertainty, AWFT(A World for Travel) endeavors to bring together these Captains of Industry to Collectively discuss and collaborate to ensure a Coordinated Response...

In Today's Tense Geopolitical Climate—exacerbated by Unstable Global Governance, the Rollback of Climate Policies, the Weakening of Multilateral Alliances, and Persistent Economic Uncertainty, AWFT(A World for Travel) endeavors to bring together these Captains of Industry to Collectively discuss and collaborate to ensure a Coordinated Response.

Following New York Climate Week, where Governments and Corporations renewed Global Sustainability Commitments, A World For Travel marks the Next Step: from Declarations to Delivery....The Sixth Edition of "A World For Travel (AWFT)" came to Paris from October 30 to 31, 2025, under the Theme "Tourism Faces Uncertainty."

For Two Days, ministers, CEOs, Investors, Experts and Academics met at the Hôtel de l'Industrie, a Historic Symbol of French Innovation and Debate, to translate Vision into Measurable Transformation.... A Forum hosted by Rajan Datar from BBC, featuring Plenary Sessions, eynotes, and engaging One-On-One Conversations with Industry Leaders. The First Day will end with an Awards Dinner to recognize Five Compagnies for their Positive Impact.

- Leading Through Uncertainty:

* Tourism has always been a Barometer of the World's Stability — reflecting its Crises and its Recoveries. Today, it stands at a Crossroads.
* Political Realignments, Climate Imperatives, and the Acceleration of Artificial Intelligence are redrawing Global Systems faster than Policy or Business Models can adapt.
* In this New Era, tourism is called not only to endure Uncertainty but to lead through it — by embracing Transformation as Both Strategy and Responsibility.
* "Uncertainty tests not only Our Models but Our Values," said Christian Delom, Secretary General of A World For Travel. "The Challenge Now is to transform Instability into Innovation — to make Tourism not a Spectator of Global Change, but One of its Most Constructive Forces."

- The AWFT 2025 Agenda was Anchored in 12 Pressing Challenges & Transitions that shape the Sector:

* Redefining Human Capital and Finance: Empowering talent, funding the sustainable transition
* Accelerating the Energy Shift: Breaking free from fossil fuel dependency
* Harnessing AI and Digital Tools: Building a smarter, more ethical travel economy
* Leading Through Crisis: Embodying agile and courageous leadership
* Championing Diversity and Inclusion: Making sustainability truly universal
* Greening Major Events: Turning global gatherings into models of responsibility
* Rethinking Profitability: Navigating inflation and structural transitions
* Driving the Sustainable Transport Revolution: Rail, resilience, and rising demand
* Luxury and Legacy: Can excellence drive sustainability?
* Adapting Destinations to Climate Reality: Facing the frontlines
* Communicating with the Conscious Traveler: Engaging with purpose and integrity
* Empowering Generation Z: Educating tomorrow's architects of transformation

- Five Pillars of Transformation
The 2025 Forum was structured around Five Pillars of Transformation, defining a Roadmap for navigating Volatility while ensuring

Sustainability, Trust, and Competitiveness:

1. Governance & Resilience in a Fragmented World – building Foresight and Adaptability into Global Travel Governance.
2. Decarbonizing Mobility & Infrastructure – accelerating Low-Carbon Systems across Air, Sea, Rail, and Urban Mobility.
3. Leadership, Skills & Social Cohesion – nurturing Empathetic, Future-Ready Leadership and Re-Skilling the Workforce.
4. Innovation & Technology for Sustainability – applying AI, Data, and Scientific Research Ethically to create Resilience.
5. New Value Models: Regenerative and Luxury Travel – uniting Purpose and Profitability in a Renewed Vision of Value.

These Pillars anchor every Debate, connecting Policy, Investment, Innovation, and Human Development under One Collective Framework.

- A Global Summit for a Changing Era

Among the Leading Speakers, Serge Papin, Minister, Small and Medium-Sized Enterprises, Trade, Crafts, Tourism, and Purchasing Power, Republic of France, Republic of France Gabriel Attal, Former Prime Minister of France, was addressing Europe's Role in navigating Geopolitical Turbulence.

Thomas Gratowski of the Boston Consulting Group was exploring the "10 Forces Reshaping Global Business", while Palestinian Peacebuilder Aziz Abu Sarah, CEO of MEJDI Tours, was sharing how Tourism can foster Reconciliation and Understanding in Divided Regions. Laurence Monnoyer-Smith, Vice President, Sustainable Development, CNES, French National Space Agency was reminding us that the Path to a More Sustainable Travel industry is not only mapped on Earth's Surface, but also written in the Stars.

- Conversation: Beyond the Headlines, Travel's Reaction to Global Policies & Sustainability Imperatives
* Kees Jan Boonen, Head of Compliance and Public Affairs, Travalyst, [UK]
* Gilles Babinet, Digital Champion of France at EU, co-president of the French National Digital Council, multi -entrepreneur, [France]
* Jane Thompson, Director, Aviation, Travel and Tourism, ICF [UK/US]
* Moderator: Rajan Datar, Host and Journalist, BBC [UK]

- Enlightened Destination Development (When Destinations think out of the Box)
* Adam Oubuih, CEO, Atout France, [France]
* Barbara Muckermann, CEO, Kempinski Hotel Group [Germany]
* Baptiste Orlandini, CEP, Choose Paris Region [France]
* Jerome Poirier, Photographer, Content Creator; Brand Ambassador, Expedia and SONY [US]
* Moderator: Nikolaos Gkolfinopoulos, Global Head of Tourism, ICF [Spain]

- Points of Light: Crisis Proof Leadership
In an Era of Climate Extremes and Global Uncertainty, a New Generation of Leaders in Aviation, Hospitality, Destination Management or Consultancy are shining through as Beams of Light exhibiting Crisis Proof Leadership Skills. We see Visionary Ministers, Corporate Executives, and Government Officials who have pioneered Sustainability Initiatives in Tourism proving that Responsible Travel can thrive even in the Toughest Times.
* Jean-Baptiste Lemoyne, Senator/former Minister of Tourism, Republic of France [France]
* Alastair Crossley, Head of Travel, AXA Partners [UK]
* Inge Huijbrechts, Global Chief of Sustainability and Security; Radisson Hotel Group [Netherlands]
* Teodora Marinska, COO, Head of Public Affairs, European Travel Commission [Belgium]
* Moderator: Rachel Read, Director Business Insight and Improvement, ETOA [UK]

- Unusual Suspects Providing Opportunity In Uncertain Times from Outer Space to Deep Ocean (The Travel Industry can benefit from Science and Technology's) Advancements.
* Roberto Martinoli, Member of the Board, RINA Srl [Italy]
* Will Bateman, CEO, CCell [UK]
* Laurence Monnoyer-Smith, Vice President, Sustainable Development, CNES, French National Space Agency [France]
* Myriam Younes, Managing Director, Strategic Partnerships and Advertising, Rome 2 Rio [Australia]
* Moderator: Paige McClanahan, journalist and author [US]

- Silent Signals or Bold Moves? Corporates' Accountability in the Shifting Environment

* Ziad Minkara, CEO S4BT - Solutions for Business Travel [France]
* Jesko Neuenburg, Managing Director for Global Travel & Aviation Sustainability, Accenture [Germany]
* Olivia Ruggles-Brise, Vice President Sustainability, BCD Travel [UK]
* Ben Park, Executive Director, Travel and Sustainability, Parexel, CRO/bio pharmaceuticals [Germany]

- The Rise of Sustainable Transport: Rail, Aviation, Maritime
* Julia Sattel, Partner, Skies Fifty [Spain]
* Sascha Gill, CEO, United Waterways [Switzerland]
* Julia Mason, Chief Strategy & Transformation Officer, SNCF Connect & Tech [France]
* Jane McFadzean, Senior Director, Global Sustainability, Trip.com Group [UK]
* Moderator: Figen Ayan, Founder, Ayan Consulting; EU Commission Expert; Ambassador, Seatrade; [Turkey]

- Mega Events Leading Sustainability Efforts
* Christophe Decloux, COO, Choose Paris Region [France]
* Alex Lasry, CEO, FIFA World Cup 2026, NY NJ Host Committee [US]
* Pierre Rabadan, President, Paris je t'aime; Deputy Mayor, Paris [Olympic/Paralympic Games, Sports & Seine]
* Moderator: Omar Hazineh, Strategic Advisor Tourism Development and Destination Management [Jordan]

- DEI Dead or Alive?
Diversity, Equity and Inclusion Initiatives have experienced Significant Shifts globally, influenced by Political, Social and Economic Factors.
* Zina Bencheikh, Managing Director, EMEA, Intrepid [UK]
* Carlota Galvan, Head of ESG, HBX Group [Spain]
* Edgar Weggelaar, CEO, Queer Destinations [Spain]
* Moderator: Eric De Groot, Meeting Designer, MindMeeting [Dutch]

- Technology Driving Awareness, Distribution and Profitability
* Raphael Duflos, Vice President Corporate Service Procurement, Airbus [France]
* Linda Tieu, Area Manager, Booking.com [France]
* Ada Xu, Director of International Affairs Alibaba Group-Fliggy [China]
* Bertrand Godinot, Country Director France and Netherlands, easyJet [France]
* Louis Gendry, Partner, Roland Berger [France]
* Moderator: Kate Harden-England, Executive Editor, Travolution [UK]

- Enhancing Travel Transformation through AI and New Skills
* Siddhartha Chatterjee, CDO, Club Med [India]
* Lucas Bobes, Group Environmental Officer, Amadeus [Spain]
* Didier Bréchemier, Sr. Partner, Global Head of Transport, Logistics and Tourism, Roland Berger [France]
* Audrey Brayer, Director of Operational Innovation and Information Systems., Pierre & Vacances Center Parc [France]
* Moderator: Jessica Matthias, Founder, vianova, Sustainability & Communications Strategist;Keynote Speaker & Moderator [UK]

- Luxury Experiences Leading Sustainability Efforts
* Alexandra Delf, Managing Director/EVP, MMGY Grifco [UK]
* Wassim Daoud, Head of Sustainability, Ponant Cruises [France]
* Caragh Curran, MD, Sustainable Tourism Consultants [UAE]
* Figen Ayan, Founder, Ayan Consulting; EU Commission Expert; Ambassador, Seatrade; [Turkey]
* Moderator: Rajan Datar, journalist and Host, BBC [UK]

- Practical Strategies for Advancing Sustainable Travel
* Rika Jean Francois, Founder, Mission Respo – Responsible Tourism Strategies [Germany]
* Pierre Maillard, CEO, Hellio, [France]
* Thomas Armitt, Planterra Foundation [Canada]
* Jillian Dickens, Head of Destination Stewardship and Private Training, Transformational Travel Council [US]
* Moderator: Jessica Matthias, Founder, vianova; Sustainability & Communications Strategist; Keynote Speaker & Moderator [UK]

- Climate Change Actions Exhibited by Destinations
Keynote: Nikolaos Gkolfinopoulos, Global Head of Tourism, ICF [Spain] In Conversation With: Ben Lyman, Head of Communications and Research, Travel Foundation [UK]

- Waste Management Delivers BioFuels
New Technology solves Two Problems at the Same Time, what's the Delay?
Elkie Nicholas, CMO and Co-Founder, Zeero Group [UK]

- Industry Leaders Responding to Climate Change
* Diane Binder, Head of Global Accelerators, World Sustainable Hospitality Alliance [UK]
* Sébastien Justum, Deputy Secretary General, Air France/KLM Group [France]
* Elkie Nicholas, CMO, Zeero Group [UK]
* Tim Van Hattum, Program Leader Green Climate Solutions, Environmental Sciences Group, Wageningen University & Research [Netherlands]
* Ben Lyman, Global Head of Communications and Research, Travel Foundation [UK]
* Moderator: Jessica Berk Ross, Global Public Affairs, FINN Partners, [US]

- Sustainable Marketing Strategies to Reach the Conscious Traveler
* Lottie Norman, CMO, The Travel Corporation [UK]
* Phoebe Irving, Global Head of Group Projects, GenPlus Group [Greece/UK]
* Eric De Groot, Consultant, Meeting Designer, MindMeeting [Dutch]
* Moderator: Daniela Wagner, Commercial Manager, WTTC [UK]

- Regenerative Travel, Expanding Sustainable Luxury
* Caragh Curran, MD, Sustainable Tourism Consultants [UAE]
* Florencia Allo Moreno, Regional General Manager West Europe, Intrepid [Spain]
* Amanda Ho, Co-Founder and CEO, Regenerative Travel [US]
* Moderator: Prof. Dr. Willy Legrand, Department of Tourism, Hospitality and Events, IU International University of Applied Sciences [Germany]

- Gen Z and Education: GTTP and WTTC enhancing Students Gen Involvement
Opening – The State of the Global Travel Workforce Nejc Jus, Director of Research, WTTC [UK]
A Joint Partnership between the World Travel and Tourism Council and the GTTP Young Students around the World and build Knowledge and Enthusiasm for their Future in the Travel Industry. We will hear Inspiring Stories from the Students Themselves and share the Activities of the GTTP with an Aim to furthering their Presence in more Schools.
* Anne Lotter, Executive Director, GTTP [UK]
* Jean-Michel Chapuis, PhD, Paris 1 Panthéon-Sorbonne University [France]
* Moderator: Christian Delom, Secretary General. AWFT [France]

- Climate Change Award
The Climate Change Award is dedicated to recognizing Innovative Strategies and Projects that reduce Emissions, adapt their Services and mitigate the Effects of Climate Change in the Tourism Industry.

- Environmental Impact Award
The Environmental Impact Award seeks to honour Organisations and Individuals that have implemented Projects that reduce the Environmental Footprint on Destinations or offer Solutions that address or reverse Erosion.

- TravelTech Innovation Award
The TravelTech Innovation Award acknowledges Pioneering Efforts to harness Technological Solutions and Innovation in Tourism. This Award seeks to recognize the Creative Use of Technology Particularly Artificial Intelligence, Big Data, Digital Platforms, and other Tech-Driven Tools that help solve Industry Challenges.

- Societal Development Award
The Societal Development Award acknowledges the Importance of Economic Sustainability in the Global Tourism Industry. Therefore, this Award recognizes Strategies and Activities that foster Economic Vitality and promote Job Creation as well as Sustainable

Transformation, demonstrate a Commitment to enhancing the Wellbeing of all Members of the Local Community, including the Personal and Professional Development of Employees.

Source: "Tourism Faces Uncertainty" - 30-31 October 2025
By "A World For Travel", a Two-Day Forum
@ Intellectual Heart of Saint-Germain-des-Prés, The Hôtel de l'Industrie (Paris)— A Landmark that once hosted Figures like Pasteur, Curie, Eiffel, and the Lumière brothers.

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-26221/the-travel-leading-sustainable-forum-for-influence.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619