



WTTC Americas Summit

Travel & Tourism: Generating jobs and prosperity

The World's Travel & Tourism Council's Americas Summit united for the very first time Travel & Tourism leaders from across the hemisphere, bringing together top representatives from the public and private sectors, NGOs and the media in a unique networking and discussion forum.

This was the first of a series of WTTC 'Regional Summits' which took place in Riviera Maya, Mexico from 16-18 May 2012. Mexico also hosted the UNWTO T20 meeting of Tourism Ministers on May 15-16 in Merida, Yucatan. Amongst the Americas Summit' attendees were prestigious personalities such as the Mexican President Felipe Calderón Hinojosa, Carlos Slim Helú, Robert Redford, and Roberto Hernández Ramírez.

The meeting approached topics regarding tourism business growth, infrastructure for tomorrow, sustainability, marketing and media. The main outcome was that the T20 meeting (G20 government ministers) produced a declaration on the size of the industry and the visa issue, which has been formally received by President Calderon. As the Chairman, he will take this to the G20 leaders meeting next month in Los Cabos, to demonstrate the power of the industry to create jobs and drive growth.

Mr. José Koechlin, Inkaterra Chairman & CEO, participated at this event and had the honor to share a panel for the discussion session "Succeeding with Sustainability", with Robin Tauck, Tauck & Partners Founder; Chris Brophy, MGM Mirage – Environmental Compliance Vice President; Andrés Pan de Soraluce Maguiro, OHL Development President; and José Napoleón Duarte Duran, Minister of Tourism of El Salvador. This session involved matters of viability and success of the industry, the environmental and social wellbeing of the destinations, and the sustainable development of them. The discussion put emphasis in the increasingly recognized integration of sustainability practices into planning and operations, which is critical to the future of the industry.



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