

*With one in five new jobs created in the last five years coming from Travel & Tourism; recognised sector leaders are prioritising the Future of Work and engaging in this important initiative.*

**LONDON, September 19, 2019** —Accounting for one in 10 jobs on the planet, Travel & Tourism is a key driver of job creation. To ensure a successful transformation in the digital revolution, WTTC and Deloitte today announced a collaboration to support the Travel & Tourism sector in addressing the anticipated work and workforce shifts in the sector and associated public policy impacts. *The Future of Work in Travel & Tourism* report will bring together industry expertise to identify sector best practices and public policy recommendations, to help Travel & Tourism businesses navigate future of work challenges over the next decade and beyond.

Evolution in the Travel & Tourism space, along with shifts taking place across the global workforce, will continue to drive the need for businesses to pay special attention to talent models – particularly as they look to new digital technologies to improve the experience of travel. The *Future of Work in Travel & Tourism* report will provide insights for businesses taking on these challenges, including relevant and actionable recommendations that will support a reimagination of work and workforce across the Travel & Tourism sector.

Gloria Guevara, WTTC President & CEO, said: “With one in five of all new jobs created in the last five years coming from Travel & Tourism and 100 million jobs expected to be created by the sector worldwide in the coming decade; it is vital that our sector is fully prepared to make the most of this opportunity. This means that we must understand the roles which people will be performing across our sector; the influence of technology in enhancing the way that companies work with consumers; and the importance of government policy to facilitate best practice and innovation across the sector. We look forward to working with Deloitte on this crucial piece of work.”

“As a trusted leader and recognised organisation within the travel & tourism sector globally, WTTC is an ideal research partner to explore industry challenges, and help organisations sustain growth in the golden age of travel,” said Guy Langford, Vice Chairman and US leader of the Transportation, Hospitality & Services industry, Deloitte LLP. “The Future of Work in Travel & Tourism report will allow us to rethink how work and workforces enabled by digital transformations can enhance customer experiences across a number of industries including hotels, cruises, airlines, transportation and restaurants – all supported by the collaboration and coordination of public and private sectors.”

WTTC and Deloitte will begin the groundwork immediately with plans to unveil *The Future of Work in Travel & Tourism* report in April 2020 at the WTTC Global Summit in San Juan, Puerto Rico.

Follow us at: @wttc @GGuevaraM, @DeloitteCB, @guy\_lanford

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#### **About WTTC**

WTTC is the body which represents the Travel & Tourism private sector globally. Members consist of the leaders of the world’s most important Travel & Tourism companies, destinations, and industry organisations engaging with Travel & Tourism who bring specialist knowledge to guide government policy and decision-making and raise awareness of the importance of the sector.

For almost 30 years, WTTC has quantified the economic impact of the sector in 185 countries. Travel & Tourism is a key driver for investment and economic growth globally. The sector contributes US\$8.8 trillion or 10.4% of global GDP, and accounts for 319 million jobs or one in ten of all jobs on the planet.

### **About Deloitte**

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world's most admired brands, including nearly 90% of the Fortune 500® and more than 5,000 private and middle market companies. Our people work across the industry sectors that drive and shape today's marketplace — delivering measurable and lasting results that help reinforce public trust in our capital markets, inspire clients to see challenges as opportunities to transform and thrive, and help lead the way toward a stronger economy and a healthy society. Deloitte is proud to be part of the largest global professional services network serving our clients in the markets that are most important to them. Our network of member firms in more than 150 countries and territories serves four out of five Fortune Global 500® companies. Learn how Deloitte's approximately 286,000 people make an impact that matters at [www.deloitte.com](http://www.deloitte.com).

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