

Dubai, September 21, 2026

H.E. Liina Vahtras
Minister of Economy and Industry
Ministry of Economic Affairs and Communications
Republic of Estonia

Subject: Official Invitation to Speak at the Global Tourism Forum Annual Meeting 2026 – Brussels

Your Excellency,

On behalf of the **World Tourism Forum Institute (WTFI)**, it is our great honour to invite you to participate as a **Distinguished Government Speaker** at the **Global Tourism Forum Annual Meeting 2026**, taking place on **9–10 November 2026 at the Royal Museums of Fine Arts of Belgium in Brussels**.

Convened under the theme “**Investment and Security**,” the Annual Meeting will bring together senior government representatives, policymakers, international institutions, investors, tourism authorities and executives from across the global tourism, hospitality, aviation and transport sectors.

In recognition of your leadership of Estonia’s economy and industry portfolio and your responsibilities in European Union matters relating to tourism, innovation and the internal market, we would be particularly honoured to welcome Your Excellency to contribute to:

Session: Ministerial Dialogue

This high-level dialogue will bring together tourism ministers and senior government tourism leaders to exchange perspectives on the priorities shaping the future of global tourism, with particular attention to **investment, destination competitiveness, connectivity, sustainability, resilience and international cooperation**.

Your Excellency’s participation would bring an important Estonian perspective to this exchange, particularly as Estonia advances a sustainable, innovative and internationally competitive tourism economy with a strong focus on year-round demand and higher value creation.

Estonia’s Tourism Action Plan 2026–2029 places particular emphasis on year-round tourism, business tourism, stronger international transport connections, digital accessibility and sustainable tourism development. We therefore believe your perspective at the intersection of economic policy, innovation and tourism would make a valuable contribution to the exchange among government tourism leaders in Brussels.

The Annual Meeting will also provide opportunities for high-level engagement with government representatives, European and international institutions, investors, tourism authorities and senior

private-sector leaders, opening pathways for international cooperation and potential partnerships.

We sincerely hope that Your Excellency will honour us with your presence and contribute Estonia's perspective to this important international dialogue.

Our team remains at your disposal to coordinate all necessary programme and participation arrangements.

Please accept, Your Excellency, the assurances of our highest consideration.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'B. Baęcı'.

Bulut Baęcı

President

World Tourism Forum Institute