



**H.E. Erkki Keldo**

Minister of Economic Affairs and Communications  
Ministry of Economic Affairs and Communications

Madrid, 23 April 2026

**Invitation to the WTTC Exclusive Leadership Cruise “Recovery, Leadership and the Next Decade of Travel Transformation”**

Your Excellency,

We are pleased to acknowledge your leadership and commitment to advancing the Travel & Tourism sector, a vital pillar of economic development, social progress, and international cooperation.

We are pleased to extend a formal invitation to the World Travel & Tourism Council (WTTC) Exclusive Leadership Cruise, to be held from 6–9 May 2026, aboard Crystal Serenity by Crystal Cruises, transiting the Suez Canal, one of the world’s most historic and strategic crossroads, linking continents, cultures, and global trade routes.

The WTTC Exclusive Leadership Cruise, “Recovery, Leadership and the Next Decade of Travel Transformation,” hosted by Abercrombie & Kent with the support of the Ministry of Tourism and Antiquities of Egypt, will bring together a select group of Travel & Tourism leaders to advance cooperation at a moment of profound geopolitical and economic change. With accelerating recovery now the sector’s top priority, decisive and coordinated leadership is essential. Ministers, CEOs, and international partners will explore the policy frameworks, workforce strategies, and technological innovations needed to restore confidence, reignite growth, and rebuild momentum, particularly across the Middle East.

The programme will offer a unique platform for strategic dialogue and forward-looking collaboration on the key challenges and opportunities shaping the sector. Discussions will explore critical themes including the future of work, sector resilience, seamless travel, global mobility, and long-term investment. It will also underscore how strengthened public–private collaboration can unlock the full potential of Travel & Tourism in the decade ahead.

As part of the high-level programme, a Global Ministerial Dialogue will be convened bringing together public and private sector leaders to exchange perspectives on international coordination in times of crisis and we would also be honoured to welcome your participation.



As Travel & Tourism accounts for over 10% of global GDP and continues to outpace overall economic growth, particularly across the Middle East and North Africa region, this gathering will focus on how destinations located at the intersection of regions, cultures, and historic trade routes can convert strategic geography into long-term, resilient tourism leadership.

We believe that this Leadership event comes at a critical moment for the region, when, more than ever, collective action and strategic alignment are essential to accelerate recovery and restore confidence across the Travel & Tourism sector. This gathering will serve as an important platform to advance the region's recovery by fostering dialogue, strengthening partnerships, and aligning priorities between public and private stakeholders.

We would be honoured to welcome Your Excellency to this unique occasion. Your participation would greatly enrich the discussions at this distinctive gathering to help shape the agenda for the next decade of the Travel & Tourism sector.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Gloria Guevara".

**Ms. Gloria Guevara**  
President & CEO  
World Travel & Tourism Council

A handwritten signature in blue ink, appearing to read "Sherif Fathy".

**H.E. Sherif Fathy**  
Minister of Tourism and Antiquities  
Government of Egypt