



**H.E. Erkki Keldo**

Minister of Economic Affairs and Communications  
Government of Estonia

Madrid, March 2026

## **WTTC Global Summit – Valletta 2026 – Official Invitation**

Dear Minister Keldo,

The World Travel & Tourism Council (WTTC), in collaboration with the Malta Tourism Authority, is delighted to invite you to attend the 26th WTTC Global Summit, the leading global Travel & Tourism event. The Summit will take place in Valletta from 7–9 October 2026, at the kind invitation of the Government of Malta.

WTTC's annual Global Summit will once again bring together public and private sector leaders, with the goal of shaping the future agenda of the industry. Discussions will focus on key priorities including seamless travel, the transformative impact of AI, future investment opportunities, and strategies to unlock the sector's full potential and support long-term growth in countries such as yours.

WTTC's Global Summit is the most influential Travel & Tourism event on the calendar. At previous WTTC Global Summits, we have welcomed high-calibre attendees and speakers, including world leaders such as the President of France, Emmanuel Macron; the Prime Minister of Spain, Pedro Sánchez; former President of the United States, Barack Obama; and the Prime Minister of Italy, Giorgia Meloni, among others.

Our most recent WTTC Global Summit in Italy brought together 2,500 delegates, including representatives from 100 high-level government delegations and over 300 CEOs and business leaders, through a dynamic two-day programme.

Travel & Tourism continues to be one of the most powerful drivers of global economic growth. In 2025, more than 1.5 billion people travelled internationally, making it the strongest year on record for global tourism. The sector contributed approximately USD 11.7 trillion to the global economy, representing 10.3% of global GDP and year-on-year growth of 6.7%.

We look forward to being in Malta, a country where Travel & Tourism is forecast to account for 16.5% of total GDP and support nearly 20% of total employment. With its rich heritage and culture, Malta also offers a forward-looking tourism vision—one that is increasingly focused on quality, sustainability, and year-round value creation.



We sincerely hope you will be able to join us in Valletta later this year, and we would be honoured by your participation, which would greatly enrich the discussions and outcomes of the event.

In the meantime, should you have any questions or require further assistance, please do not hesitate to contact us at [government.affairs@wttc.org](mailto:government.affairs@wttc.org).

Yours faithfully,

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

**Gloria Guevara**  
President and CEO  
World Travel and Tourism Council

A handwritten signature in black ink, appearing to read "Ian Borg".

**Ian Borg**  
Deputy Prime Minister and Minister of  
Foreign Affairs and Tourism  
Government of Malta