

**H. E. Erkki Keldo**

Minister of Economic Affairs and Communications  
Government of Estonia

Madrid, 11<sup>th</sup> February 2026

**Invitation to the WTTC Exclusive Leadership Cruise, “At the Crossroads of Culture, Connectivity & Cooperation”**

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 honoured 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 Leadership Cruise, “At the Crossroads of Culture, Connectivity & Cooperation,” hosted by Abercrombie & Kent, will bring together senior leaders from governments, businesses, and international institutions to advance cooperation at a moment of profound geopolitical and economic change. As part of the high-level programme, a Global Ministerial Dialogue will be convened, and we would 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 would be honoured to welcome you to this unique occasion. Kindly confirm your attendance via email at [government.affairs@wttc.org](mailto:government.affairs@wttc.org).

Your sincerely,



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



**Manfredi Lefebvre**  
WTTC Chairman  
Executive Chairman of Heritage Group  
Executive Chairman of Abercrombie & Kent

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Manfredi Lefebvre d'Ovidio  
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