



World Travel & Tourism Council

# GLOBAL SUMMIT ROME ITALY 2025

Hosted by



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



REGIONE  
LAZIO

ROMA



September  
28 -30

**Hon. Erkki Keldo**

Minister of Economic Affairs and Communications  
Government of Estonia

London UK, 13 June 2025

## **WTTC Global Summit – Rome 2025 – Official Invitation**

Your Excellency,

The World Travel & Tourism Council (WTTC), in association with the Italian Ministry of Tourism, the Italian National Tourist Board (ENIT), and with the participation of the Municipality of Rome and the Lazio Region, is delighted to invite you to the **25<sup>th</sup> edition of the WTTC Global Summit in Rome, Italy.**

From **28-30 September 2025**, the Eternal City will host business leaders, government representatives and industry pioneers from across the Travel & Tourism sector at the **Auditorium Parco della Musica, Rome** to discuss the most pressing challenges and opportunities shaping the Travel & Tourism sector.

WTTC's Global Summit is the most influential international Travel & Tourism event on the calendar. Previous WTTC Global Summits have welcomed high-level attendees and speakers, Tourism Ministers from around the world and senior representatives from the public and private sector.

Over three days, the Summit convenes Ministers, CEOs, and thought leaders to engage in strategic dialogue on the future of the sector. The programme includes high-level plenaries, closed-door sessions, and exclusive networking events. As the sector's premier annual gathering, it offers a unique platform to advance national priorities and explore new opportunities for collaboration and growth.

With Rome as the backdrop, the 2025 Global Summit promises to be a spectacular event, with a spotlight on the latest developments in digital transformation, regenerative tourism, and investment strategies, alongside discussions on the growing importance of technology in driving the sector forward.

We sincerely hope you will be able to join us. Your active presence will be an invaluable addition to the conference, and we are eager to host you in Rome later this year. To confirm your participation, kindly complete the following registration link, <https://cvent.me/vbYQdR>

Should you require any further information or assistance, please do not hesitate to contact us at [government.affairs@wttc.org](mailto:government.affairs@wttc.org).

Kind regards,

**Julia Simpson**  
President & CEO  
World Travel & Tourism Council

**Daniela Garnero Santanchè**  
Minister of Tourism  
Italy