



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®

# ITB BERLIN TRAVEL AND TOURISM DECLARATION

Composed at ITB Berlin NOW  
March 2021



## **A warm Hello from Berlin,**

Although the live part of ITB Berlin NOW is now over, we are continuously working with all our passion to remain the World's Leading Travel Trade Show®. Our motivation is to keep the worldwide B2B travel community connected. With the ITB Berlin Travel and Tourism Declaration we are giving the industry a public voice. This initiative once again reflects the impact and relevance of the travel industry. Read why.

### **Martin Ecknig**

CEO Messe Berlin



## **Ladies and Gentlemen,**

Never before has our industry had to overcome such enormous challenges. And never before has politics been more important than it is today. What policy decisions do the CEOs of the world's largest travel and tourism companies recommend? We asked our ITB Berlin NOW Convention speakers. Their answers provide guidance and motivation for what needs to be done. You can look forward to reading them!

Yours

### **Prof. Dr. Roland Conrady**

Scientific Director ITB Berlin Convention



**Read more about the power  
of the travel industry**



# THE POWER OF THE GLOBAL TRAVEL INDUSTRY

Travel & Tourism is one of the leading drivers of job creation across the world

**1 in 10**

jobs of the planet



**330 m**

around the world



**2.9 m**

in Germany

more than the automotive industry or engineering



(source: WTTC 2021, reference year 2019 & BTW study 2012 Development Factor Tourism)

Travel & Tourism's direct & indirect impact

**US\$ 8.9 tn**

contribution to global GDP (**10.3%**)

**US\$ 1.7 tn**

visitor exports

**6.8%** of all exports  
**28.3%** of global services exports

**US\$ 948 bn**

capital investment

**4.3%** of all investment

(source: wtcc.org)

International tourist arrivals and tourism receipts (2019)

**1.46 bn**

international tourist arrivals



**US\$ 1.48 tn**

international tourism revenue



(source: UNWTO)

Travel by Germans to developing and emerging markets

**>11 m**

tourists from Germany annually

**€ 13.5 bn**

average total expenditures

**~€7 bn**

direct contribution to GDP

**740,000**

jobs created by German tourists

**15** tourists from Germany = **1** job in destination



(source: BTW study 2012 Development Factor Tourism)

Over two thirds plan private trips in 2021

**69%**

GER

**69%**

USA

**74%**

CHN

**There is good reason for optimism in 2021:**

According to a study of travel behaviour and travel plans in Germany, the US and China, in 2021 around 70 per cent of respondents are planning to travel or intend to plan a trip soon.


(source: Statista 2021, primary data collection)



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# What must policy-makers now do for the tourism industry?



Answers from  
the global travel industry's  
leading decision-makers.



## Accommodation Portals

**Patrick Andrae**, CEO, HomeToGo  
**Nathan Blecharczyk**, Co-Founder, Airbnb,  
CSO & Chairman, Airbnb China

## Airlines

**Ed Bastian**, CEO, Delta  
**Jens Bischof**, Chairman of the Management Board  
& CEO, Eurowings  
**Sir Tim Clark**, President, Emirates  
**Harry Hohmeister**, Member of the Executive Board  
& CCO Passenger Airlines, Lufthansa  
**Ben Smith**, CEO, Air France KLM  
**Eddie Wilson**, CEO, Ryanair

## Airports

**Kadri Samsunlu**, CEO, International Airport Istanbul

## Associations

**Christoph Carnier**, President, German Business  
Travel Association, VDR  
**Norbert Fiebig**, President, German Travel  
Association (DRV)  
**Gloria Guevara Manzo**, President & CEO, WTTC  
**Stephanie M. Jones**, Founder & CEO, National  
Blacks, part of the Travel & Tourism Collaborative  
**Phyllis Mwangi**, National Coordinator of SheTrades,  
Kenya

## Carriers

**Dara Khosrowshahi**, CEO, Uber

## Cruises

**Lisa Lutloff-Perlo**, President & CEO,  
Celebrity Cruises  
**Wybcke Meier**, CEO, TUI Cruises  
**Harry Sommer**, President & CEO, NCL  
**Pierfrancesco Vago**, Chairman, MSC Cruises &  
Global Chairman of Cruise Lines International  
Association (CLIA)

## Hospitality Industry

**Satya Anand**, President for Europe, EMEA,  
Marriott International  
**Markus Bernhardt**, CEO, Deutsche Hospitality  
**Mark S. Hoplemazian**, President & CEO, Hyatt  
**Stefan Leser**, CEO, Langham Hospitality Group  
**Madhu Rajesh**, CEO, Sustainable Hospitality  
Alliance

## Online Travel Agencies

**Glenn Fogel**, CEO, Booking.com  
**Deep Kalra**, CEO, MakeMyTrip.com  
**Stephen Kaufer**, President & CEO, Tripadvisor  
**Damian Scokin**, CEO, Despegar

## Tour Operators

**Sören Hartmann**, CEO, DER Touristik Group  
**Friedrich Jousen**, CEO, TUI

## Travel Services

**Dan Richards**, CEO, Global Rescue

## Travel Technology Providers

**Olga Heuser**, Founder & CEO Dialogshift  
**Sean Menke**, CEO, Sabre  
**Andy Owen-Jones**, CEO & Co-founder, bd4travel

Accommodation Portals



**Patrick Andrae,**  
CEO, HomeToGo

*“...vacation rentals should be green-lighted first as they are the safest accommodation option. ...give travelers and the industry time to plan accordingly in the months ahead.”*



**Nathan Blecharczyk,**  
Co-Founder, Airbnb,  
CSO & Chairman,  
Airbnb China

*“ ... this is an important time to put into place clear, fair, balanced rules around how homesharing can be done both to help consumer demand, but also to make sure that ordinary people can participate in the industry of tourism.”*

Airlines



**Ed Bastian,**  
CEO, Delta

*“ ... one of the most pressing issues we face collectively in this world is sustainability. ... I would ensure that the measures that are being discussed for the airline industry create incentives ... to ... invest in a sustainable future”*



**Jens Bischof,**  
Chairman of the  
Management Board &  
CEO, Eurowings

*“ ... I think we should reacknowledge the value of the air travel industry by connecting people, cultures and economies. ... instead of sending people in general quarantine, I would say that effective testing concepts and of course also the eligibility of travel has to be digitally captured ... ”*



**Sir Tim Clark,**  
President, Emirates

*“ ... I’m still surprised at a number of governments that don’t recognize the potency of leisure and the multiplier effect of that on their economies. ... the regulators, the policymakers have got to facilitate that.”*



**Harry Hohmeister,**  
Member of the Executive Board & CCO  
Passenger Airlines,  
Lufthansa

*“ ... I really would do my utmost to put a framework into the environment that we really would be able to invest into the future for a better and more sustainable world and activity.”*



**Ben Smith,**  
CEO, Air France KLM

*“ ... I’m looking for harmonization, coordination, consistency in terms of health requirements, not only in the E.U., around the world.”*



**Eddie Wilson,**  
CEO, Ryanair

*“ ... That greatest thing that has happened in Europe over the last 20 years has been deregulation. ... we need to keep that and remain competitive ... ”*

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Airports



**Kadri Samsunlu,**  
CEO, International  
Airport Istanbul

*“We are still very far from effective and wider internationally agreed and recognised coordination from vaccines to testing. Our efforts should ... include the establishment of vaccination and testing certificates for travel purposes that can be adopted at the national level. ... we need to end mandatory quarantine measures before summer holidays.”*



**Christoph Carnier,**  
President, German  
Business Travel  
Association, VDR

*" ... ensure travelers safety with clear rules for the suppliers as well for the travellers. Having digital solutions, which really supports everything at its best."*



**Norbert Fiebig,**  
President, German  
Travel

*"We need an internationally recognized digital vaccination certificate. And for those who could not get been vaccinated, a conclusive and consistent testing procedure to enable safe travel for all again as soon as reasonably possible."*



**Phyllis Mwangi,**  
National Coordinator  
of SheTrades, Kenya

*"... I would develop and implement policies to protect our natural resources, look into developing polices that would involve the local communities in the product development to encourage inclusivity and ownership and consider a gender rule when it comes to tourism leadership positions thus addressing gender inequality."*



**Gloria Guevara Manzo,**  
President & CEO, WTTC

*" ... implement the best mobility, international mobility protocols so that we can have a seamless and safe experience and resume international travel. ... offer common standards, common approach and clear rules ... including testing, wear the masks, the vaccination and all the solutions that are needed combined."*



**Stephanie M. Jones,**  
Founder & CEO,  
National Blacks, part  
of the Travel & Tourism  
Collaborative

*"As legislator for the day, I would introduce legislation for the Travel & Tourism Equity Act. The Travel & Tourism Equity Office will ensure that diversity, inclusion and equitable opportunities are created and available for Black, Native Indian, Hispanic, Asian, LGBTQ and physically-challenged workers and small minority businesses. This will help ensure their growth and sustainability in the industry."*



## Statements

### Carriers



**Dara Khosrowshahi,**  
CEO, Uber

*" ... safety is number one. So from my standpoint, focus on vaccinations and expanding the vaccinations as quickly as possible."*

### Cruises



**Lisa Lutoff-Perlo,**  
President & CEO,  
Celebrity Cruises

*"Be prepared. I think we all learned that this caught us by surprise. We can't let that happen in the future. The future needs to look different."*



**Wybcke Meier,**  
CEO, TUI Cruises

*" ... looking for other ways to make travel possible and not just locking it down. And that can be a test, that can be vaccination."*



**Harry Sommer,**  
President & CEO, NCL

*" ... restoring confidence and reducing fear are really, really important. And I think a collaborative approach with perhaps slightly more uniform standards would really help build that."*



**Pierfrancesco Vago,**  
Chairman, MSC  
Cruises & Global  
Chairman of Cruise  
Lines International  
Association (CLIA)

*" ... I ... would ensure that we would have the vaccine, that we would have the right quantities and the supply chain insured . ... I would ensure ... green passport for travelling in order to allow freedom of movement of people once more."*



**Satya Anand,**  
President for Europe,  
EMEA, Marriott  
International

*" ... first of all, the travel and tourism industry is such a critical part of the world economy. ... we need to create a good perspective for the future and provide the industry with tools and a roadmap of how we can get out of this crisis. People need a perspective and governments are in a bell position to do that."*



**Mark S. Hoplamazian,**  
President & CEO, Hyatt

*" ... in the immediate short term, it's about vaccination and testing and contact tracing. We have to continue to focus on that. One of the key challenges that we face now is understanding what someone's status is with respect to their health in a format and in a way that is valid across all markets. ... a health passport, preferably digital, that would be one standard that we could use across the globe."*



**Markus Bernhardt,**  
CEO, Deutsche  
Hospitality

*" ... politics should enable the travel industry to make their contribution in fighting the corona pandemic. ..."*



**Stefan Leser,**  
CEO, Langham  
Hospitality Group

*" ... our travel industry is very low on the radar when it comes to setting policy decisions at the governing level ... widespread lockdowns and twenty one day quarantines are neither logical nor beneficial."*



**Madhu Rajesh,**  
CEO, Sustainable  
Hospitality Alliance

*" ... policy making is incentivizing action and sustainability ... the second is regulation ... regulation has made so much impact."*



**Glenn Fogel,**  
CEO, Booking.com

*" ... we need to have regulations that apply equally to everyone - i.e. a level playing field."*



**Deep Kalra,**  
CEO, MakeMyTrip.com

*" ... incentivize domestic travel for the next two years ... everyone needs to be tested before they travel."*



**Stephen Kaufer,**  
President & CEO,  
Tripadvisor

*" ... standardize on what an open border means to you. ... whatever the rules are, making (them) as consistent as possible ... consistent rather than bespoke for each and every country."*



**Damian Scokin,**  
CEO, Despegar

*" ... provide support to the touristic operators of small hotels and airlines that are now facing growing demand ... use incentives to encourage individuals to start traveling as soon as it's safe ... quickly come up with hassle-free vaccination passports ..."*



**Tour Operators**



**Friedrich Jousen,**  
CEO, TUI

*“ ... it’s very important that travel and tourism comes back because it’s so instrumental for so many destinations in the world. ... I would do everything to make it possible. Vaccination, rapid testing.”*



**Sören Hartmann,**  
CEO, DER Touristik  
Group

*“Be ready for an enormous restart ...”*

**Travel Services**



**Dan Richards,**  
CEO, Global Rescue

*“ ... form an international task force to make testing of exhaled breath mandatory for international air travel. The technology to do this rapidly, effectively, and noninvasively exists today.”*

**Travel Technology Providers**



**Olga Heuser,**  
Founder & CEO,  
Dialogshift

*“...I would streamline and expedite the vaccination process and vastly expand testing capacity. I would open hotels and restaurants to anyone who has a corona vaccination, or who has proven immunity via antigen testing, or was tested negative on site. In the long run we should include tourism policy in economic policy in a way that reflects its share in overall economic performance and its importance for the labor market.”*



**Andy Owen-Jones,**  
CEO & Co-founder,  
bd4travel

*„Tourism and travel are vital for our economies and mental health. But they are also among the last areas that can be opened safely. I would do everything to put in place a clear, reliable and data-driven policy for opening travel channels, research and propositions for vaccine passports and constructive testing approaches to helping open up businesses in lockdown. This requires more dialogue not less, more co-operation, not less and more thoughtfulness.“*



**Sean Menke,**  
CEO, Sabre

*“ ... we’re going to need a global collaboration. A requirement for traveler health standards is needed, as well as understanding the economic impact of travel.”*

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Thank you!

**We thank all the global travel industry leaders listed here in for their clear messages to policy-makers.**



**What do YOU have to say?  
What must policy-makers now do  
for the tourism industry?**

**Share your thoughts: #ourtimeisnow**