

Brussels to host GTF 2025 amid global shifts

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Dhaka: The Global Tourism Forum (GTF) annual meeting 2025 will take place on 20-21 October in Brussels, spotlighting the evolving role of tourism amid economic transformation, geopolitical shifts, and rapid technological innovation.

Now in its 15th year, the Forum has become a key international platform where government leaders, CEOs, investors, and innovators convene to address urgent challenges and opportunities in the travel industry.

Brussels, often regarded as Europe's political hub, was chosen for its strategic role in connecting institutions, nations, and cultures.

The city provides a vantage point for aligning tourism priorities with broader European goals on sustainability, innovation, and global cooperation.

The two-day programme will focus on seven core themes: tourism and security; women and youth empowerment; urbanisation and destination governance; AI and data privacy; sustainability in aviation and hospitality; new media dynamics; and tourism's role in geopolitics and economic resilience.

GTF aims to foster concrete investment and partnerships, leveraging tools like the World Tourism Investment Index and initiatives such as the Tourism CEO Club.

The event expects over 1,000 delegates from more than 100 countries to engage in panels, roundtables, and networking.

A highlight will be the World Tourism Awards – Top 100 gala at the Royal Museums of Fine Arts of Belgium, celebrating innovation and leadership in the sector.

“The Forum is more than dialogue; it's a catalyst for sustainable economic growth and global cooperation,” said the President of the World Tourism Forum Institute.

“Tourism creates jobs, fosters understanding, and builds bridges of peace.”

The GTF annual meeting 2025 invites global leaders and stakeholders to shape the future of travel — emphasizing that tourism is central not only to where we go but to the future we build together.

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