

Saudi Arabia responds with billions to rescue UNWTO countries

A Monitor Report

Date: 01 September, 2021



Riyadh : The future and recovery of one of the largest global industries may be in the hand of the Kingdom of Saudi Arabia.

The leader with a 2030 vision behind all of this, if successful, will be the Minister of Tourism for Saudi Arabia, Ahmed Al-Khateeb. The lady behind the reformation of world tourism may be the former CEO of WTTC, Gloria Guevara from Mexico, who is now working as a top advisor with the same minister, Ahmed Al-Khateeb.

As a matter of fact, Saudi Arabia is spending close to USD 500 billion to build the world tourism industry both in its own country, but also in helping and investing in others.

While money is running dry in most countries to put behind this industry, oil-rich Saudi Arabia sees its investment in tourism not only as a win/win opportunity but as a contribution to the world.

In May 2021 WTTC under the leadership of Gloria Guevara succeeded in the first global summit of tourism leaders to come together in Cancun, Mexico.

Her intention as the CEO of WTTC, the organisation having the largest companies in travel and tourism as members, was to rescue the private sector. Guevara was

looking for international coordination. A response came from Saudi Arabia packaged with an invitation to attend the G20. This was the first time private stakeholders were invited.

This was what the private industry needed, a public-private partnership with those that can make a difference.

The first global travel and tourism summit since the outbreak of Covid-19 took place. The venue was the resort town Cancun in Mexico. A proud Gloria Guevara, who had the post of the Secretary of Tourism for Mexico from March 10, 2010, to November 30, 2012, concluded this successful summit of communication and hope for the world of tourism.

This was what the private industry needed, a public-private partnership with those that can make a difference.

The first global travel and tourism summit since the outbreak of Covid-19 took place. The venue was the resort town Cancun in Mexico. A proud Gloria Guevara, who had the post of the Secretary of Tourism for Mexico from March 10, 2010, to November 30, 2012, concluded this successful summit of communication and hope for the world of tourism.