
From: [REDACTED]
Sent: Friday, October 20, 2023 11:21 AM
To: [REDACTED]
Subject: WTTC/STGC Environmental Impact Report - Embargo

Hi [REDACTED],

I'm reaching out to offer you a first look at a new report that the **World Travel and Tourism Council (WTTC)** and the **Sustainable Tourism Global Center (STGC)** are releasing at FII in Riyadh next week. The report offers the first-ever global assessment of the Travel & Tourism industry's environmental footprint, spanning 185 countries and territories, and provides a framework to monitor the sector's environmental impact across five areas: greenhouse gas emissions, energy use, water consumption, air pollution, and extraction of raw materials.

If you can agree to an embargo of October 24, 2023 at 11 am KSA time, I can share additional findings with you and set up an interview with **Her Excellency Gloria Guevara – Chief Special Advisor to the Saudi Minister of Tourism and Head of STGC** – who is able to discuss the report, its insights, and its implications during her upcoming visit to Riyadh.

For background, the Sustainable Tourism Global Center (STGC) is the world's first multi-country, multi-stakeholder global coalition to lead, accelerate, and track the tourism industry's transition to net-zero emissions, as well as drive action to protect nature and support communities.

The World Travel and Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, drive exports, and generate prosperity.

Please let me know if you're interested and agree to the embargo.

Thanks, and looking forward to hearing back.

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