



Dear Safe Travels Destination

I wish to thank you for implementing enhanced health and safety measures, in line with the WTTC global Safe Travels protocols, developed to optimise sector-wide recovery efforts by rebuilding confidence among travellers and ensuring a coordinated approach of the global Travel & Tourism public and private sectors.

WTTC is delighted to recognise your efforts through the WTTC Safe Travels stamp.

As a user of the stamp you will have certain benefits as well as responsibilities designed to maximise the stamp's positive impacts. I invite you to carefully read this letter and the annexes, which cover your benefits and your responsibilities


The Safe Travels stamp is the world's first ever global safety and hygiene stamp for Travel & Tourism, designed specifically to address COVID-19 and similar outbreaks. It is proving a great success, demonstrating its importance not only to destinations and businesses, but also to travellers and the hundreds of millions of people around the world who work in, and depend on, the Travel & Tourism sector.

You are part of a fast-growing global network of important national, regional and local destinations that have committed to rebuilding confidence among travellers, and within the sector, so "Safe travels" can be enjoyed as restrictions are eased. You will also have the important responsibility of growing this network among your own stakeholders

Please note that while the protocols take into account current WHO and CDC guidelines, they are living documents which we will update as new information becomes available about COVID-19 and – in the future – similar outbreaks. The Safe Travels stamp is based on self-assessment and it is not a certification. Countries, destination authorities and companies using the stamp have confirmed that they have implemented, and will ensure ongoing compliance with, the Safe Travels protocols and, for aviation, the International Civil Aviation Organization's "Takeoff: Guidance for Air Travel through the COVID-19 Public Health Crisis".

I wish to thank you again for your commitment to restarting Travel & Tourism in a safe and coordinated manner and look forward to our ongoing collaboration.

Yours sincerely,


Gloria Guevara
President & CEO

- Annex 1. Benefits and responsibilities
- Annex 2. Guide to the Safe Travels protocols and stamp
- Annex 3. Core Requirements
- Annex 4. Terms and Conditions

The World Travel & Tourism Council, 25 Southbank St, London SE1 1UK, United Kingdom
Tel: +44 (0) 20 7481 8007 Email: enquiries@wttc.org
A Company Limited by Guarantee. Registered No. 1010101

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Hilton

PRESIDENT & CEO

Gloria Guevara Manzo
World Travel & Tourism Council

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