



# Opening speech of Isabel Novoa

- Dear friends and members of ISTO, 1st I would like to thank you for being here with us these days in beautiful Lyon. This is the 3rd time I come to Lyon, and hopefully will not be the last, this is a beautiful city and a gorgeous region so I am very glad to be here.
- Thank Région Auvergne Rhône Alpes and Auvergne Rhône-Alpes Tourisme for supporting and hosting the 1st meeting since the pandemic, Sylvie Fayolle, Vice Présidente en charge du Tourisme à la Région et Nicolas Daragon, Président de l'Agence Régionale du Tourisme, and specially thank you to Muriel Antoniotti, President of ISTO Europe and her team, which made a wonderful job so we could meet here these days, and finally meet in person.
- I want to greet as well the staff of ISTO for their commitment and great job.
- This is the 1st time we meet after the pandemic and the 1st time I am present in an event as president of ISTO, so this is such a special Forum for me. During this time at ISTO we have been working very hard, internally improving our tools, communication and working on a more dynamic way, but also externally, working very close with you, our members. We have learned to be present through virtual tools and I am very happy with the result, I want to thank Yves Godin, Secretary general for his support, the executive committee, Board of Directors and also all the staff of ISTO for their commitment.
- We have been working on our regional coordination and unity as well, finding unity in distance. Americas has great initiatives that we are learning from and bringing into other regions. (salute Vincent and Veronica).



- Europe has reactivated with Muriel's presidency, she is putting so much energy and I believe we can all see that, congratulations Muriel! We have Joel Capo Chichi, president of Africa who was not able to come but who is doing a great task with African members and I believe we will have many successes next year. We are coordinated and learning from each other. We hope in 2022 we will increase our presence in Asia.
- All this is part of our international plan 21-22, where we focus on functioning, education, communication and financial viability. I would like to highlight the conseil des sages, especially Jean Marc Mignon, former president of ISTO, who is with us here and I believe this is an important sign on how we continue to work together, ensuring a continuity in ISTO between presidencies.
- Another key project is the observatory, where we aim to create standardized information that enables us to measure our impact, we do not want to talk about growth, but we want talk about how tourism creates wealth and life quality in destinations while being more inclusive and taking care of the environment.
- Why that is important ?
- This pandemic has been so hard in many ways, but has left an economic crisis that has impacted the access to tourism, for example 28% of EU citizens can't afford a one week holiday away from home. But it has impacted the sector as well, 62 million job positions have been lost, 80% SME's.
- ISTO has a lot to say about this. We stand for fair and sustainable tourism for all, we represent the tourism that leaves no one behind, it is respectful with the community, the destination, the travelers and the well-being of the planet and nature.



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- We believe leaning on domestic tourism, brings stability to those that work in the industry, controls the fluxes of tourists and compensates the lack of international travelers. T4all is the most modern and reasonable formula to fight over tourism through local tourism and a successful formula to reactivate tourism, It brings social and economic balance.
- Tourism for all is a vision, and together, we are bringing up to date the concept of social tourism.
- All this is a strategy and now it is the time for you to talk and us to listen, so I invite you to be active participants in this event, as it is all members that create what ISTO is and will be, and the role we play in this time is more important than ever. I hope you find in ISTO a committed platform to share, innovate and grow together.