

WTTC appoints Gloria Fluxà Vice-Chair and Chair of WTTC Sustainability Committee

November 13 2023, London, UK.- The World Travel & Tourism Council ([WTTC](#)) is pleased to announce [Gloria Fluxà as its new Vice-Chair and Chair of its Sustainability Committee](#). Fluxà takes over the role from Intrepid Group Co-founder and Chairman, Darrell Wade, who took the reins in 2020.

Gloria Fluxà serves as the **Vice-Chairman and Chief Sustainability Officer at Iberostar Group**. Passionate to evolve the industry towards a model of responsible tourism, she drives Iberostar's sustainability strategy; including its **Wave of Change movement** supporting coastal health, a decarbonisation strategy to achieve net zero by 2030, and evolving operations to circularity. Drawing upon her extensive knowledge of the sector and passion for sustainability she was recognized as a Young Global Leader by the World Economic Forum. A fourth-generation member of the family business, Gloria continues Iberostar's legacy as an organisation with purpose, embedding its values and commitment towards clients, the environment, its people and communities - something that Iberostar has been recognized for, during the past 65 years.



Gloria Fluxà said: *"I am honored to undertake this important role. Responsible tourism is not just a vision; it stands as a crucial imperative for fostering the sustainable growth of our industry, preserving our natural resources, and nurturing the well-being of local communities."*

Julia Simpson, WTTC President & CEO said: *"Firstly, I would like to thank Darrell for his hard work and dedication to the role over the last few years. His contribution has been invaluable. Gloria's impressive track record, her dedication to sustainability, and her vision for harmonising economic growth with environmental preservation and social impact, make her the perfect fit for her new role as Vice-Chair of WTTC and Chair of the Sustainability Committee."*

During its Global Summit, WTTC also announced **Greg O'Hara**, Founder and Senior Managing Director of Certares Management LLC, as its new Chair, bringing his extensive experience and leadership to the global tourism body. Under this new leadership, WTTC and its Members look forward to advancing the global Travel & Tourism sector toward a brighter and more sustainable future.

About WTTC

The World Travel & Tourism Council (WTTC) represents the global Travel & Tourism private sector. Members include CEOs, Chairs and Presidents of the world's leading Travel & Tourism companies from all geographies

covering all industries. For more than 30 years, WTTC has been committed to raising the awareness of governments and the public of the economic and social significance of the Travel & Tourism sector.

About Iberostar Group

Iberostar Group is a 100% family-owned Spanish multinational company with a rich history of over 65 years in the tourism industry and business origins dating back to 1877. Iberostar Hotels and Resorts is its largest business unit, encompassing a portfolio of more than 100 four and five-star hotels across 16 countries, including those under the Iberostar Beachfront Resorts brand*.

The Group has earned recognition for its efforts in promoting a more responsible tourism model that prioritizes the well-being of both people and the environment. Its [Wave of Change](#) movement, an innovative initiative from Iberostar, reflects the company's specific commitment to the environment and oceans, and its efforts to promote these concerns to society as a whole.

With sustainability embedded throughout the business, the company positions the circular economy as the cornerstone of its strategy. Pursuing its own [2030 Agenda](#), goals include becoming waste-free by 2025, attaining carbon neutrality by 2030, ensuring complete responsibility in its seafood supply chain by 2025, and enhancing the health of the ecosystems that surround its hotels.

Iberostar Group has a global team of over 35,000 people from 95 different nationalities. Their unwavering commitment to quality serves as a key differentiator, driving continuous improvement, innovative products, and exceptional customer service.

*The portfolio of Iberostar Beachfront Resorts excludes Iberostar's interests in Cuba. Find out more about us at press.iberostar.com
