

# Travel: A Love Letter

Some of us do it for business, others for pleasure. Many do it for both, combining purpose, profit and passion. It's where curiosity meets possibility and fantasy meets reality. It's where we can be the best version of ourselves while opening up to others and finding that increasingly elusive commodity: real-world community.

Travel unites and inspires; transports and transforms. For me, like so many of you, this is more than just an industry or a holiday. This is a way of life. **This is why we love travel, and in challenging times it's always good to be reminded.**

## Travel is a window on the world

We all have so much to discover in life: new people, new experiences, new worlds. Neuroscience shows we're far more receptive to different cultures and ideas when we move beyond our daily boundaries. By opening us to limitless places and possibilities, travel is an incredible source of knowledge and understanding – a never-ending cultural exchange that lets us celebrate difference with people we never thought we'd meet.

As Marcel Proust said, "The real voyage of discovery consists not in seeing new sights, but in looking with new eyes." And, no matter where you've been or how far you've ventured, travel is a journey that never ends, each trip a fresh step into the unknown. From Berlin to Bogotá; Dakar to Dhaka; Boston, Massachusetts to Boston, Lincolnshire; every place helps realign our perspectives and discover more about ourselves. Everywhere has the power to shape us.

## Travel goes beyond business

Yes, travel is an industry, and we could view it in simple, impressive statistics: more than 319 million jobs; over 10% of global GDP; upwards of \$8.8 trillion contributed to the economy, and still the world's second-fastest growing sector. But travel is more than numbers; it's bigger than the bottom line.

As well as providing employment and stability to so many, it also empowers individuals and transforms communities. It gives people an education they might not have had. It means parents can offer children opportunities they never dreamed of. It elevates lives by providing a sense of purpose, both for those who travel and those who create unforgettable experiences.

## Travel brings us together

There are few things more powerful and life affirming than sharing stories and finding common ground. Travel is the world's great connector, the irresistible force that facilitates so much that's good about life. Some use it to visit family in far-flung parts of the globe. Some travel to cities they've never heard of in the name of supporting sports teams. Some venture out alone, only to return with unexpected friends and life-long collaborators.

Above all, travel provides a sense of belonging that goes beyond the walls of our home or the borders of our country. It lets us know we're part of something far bigger: a global community with no rules about who can join, no restrictions about who you need to be. **Put simply, travel is knowing that the world is open, and you're always welcome.**

It's a blessing of our modern times that so many can move so far, with so much benefit for all involved – let's not take it for granted. Let's preserve this right, this privilege, this thing we all love so much.

We are all global citizens, all travelling together, all learning together.

And, no matter what, we are all in this together. So, as we look forward to a time when we can all travel again, join me in downloading this letter and sharing it on social media, with the hashtag **#allinthistogether**, and a quick word on why you love travel, too.