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ADDRESSING TERRORISM REQUIRES COMMITMENT

Whether we like it or not, terrorism has become a factor in our industry simply because it influences decisions around the travel that is an inherent part of the events we support. At the same time, we recognise the potential implications of such acts on both the long-term success of our sector and of the values we promote in global exchange, cooperation and advancement.

As a result, we need to have a collective position on this issue – and that was the purpose a statement agreed at our recent JMIC meeting – that we encourage industry members to adopt and reflect on their own decisions. This statement identifies three measures:

First, we encourage a sense of perspective around such incidents. While certain of travel-related challenges or even safety in one’s own place of residence, and should be seen in this context.

Secondly, we urge a higher level of vigilance, understanding that we have a collective responsibility for the safety and security of delegates participating in our events. We are proud of the considerable measures that have been adopted by organisers, venues and service providers in this regard and commit to even greater cooperation; however at the same time, we would actively discourage overreaction in ways that would adversely and unduly impact the travel experience and/or unnecessarily restrict access by event participants.

Finally, we need a collective sense of resolve that reflects the proud role we play in

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destinations have received a lot of attention in this regard, the reality is that anywhere in the world may be targeted in future so we should not unfairly discriminate against individual destinations unless there are immediate and specific reasons for concern – important in an industry that often makes long-term decisions. At the same time, these events, while frightening, represent a very small proportion encouraging and supporting global exchange and understanding and of leading the return to normal travel patterns following disruptions. We will therefore strive to maintain event timing, participation and rotation in the face of what is clearly an effort to disrupt these and all other beneficial travel activities.

This kind of commitment will make us a stronger industry – and a better partner.