Item 4 of the Provisional Agenda

MARKETS PERFORMANCE AND PROSPECTS

(b) COUNTRY BRIEFS: PUBLIC-PRIVATE SECTOR PERSPECTIVES

Note by the Secretary-General

This agenda item aims at providing the Commission with a structural perspective of markets performance and their short term prospects in the Middle East - North Africa region, and to identify common priority technical assistance requirements from UNWTO during 2013.
MARKETS PERFORMANCE AND PROSPECTS

4(b) – COUNTRY BRIEFS:
PUBLIC-PRIVATE SECTOR PERSPECTIVES

1. This document provides a proposed outline for the presentation of short briefs by Members of the Commission (5 minutes maximum for each brief) on:
   (a) Inbound and outbound international Tourism Market Trends and assessment of the impact of exogenous variables pertaining to the political environment in the region.
   (b) Promotional measures
   (c) Short-term prospects
   (d) Priority technical assistance requirements

2. As far as possible, Members of the Commission are invited to address the following issues in their briefs, which should be prepared in close consultation with tourism industry representatives (at the federation/associations level) and, if possible, presented jointly with them:

   A. Overall assessment of markets performance:
   A.1 International Tourism Inbound.
       A1.1 Inter-regional (arrivals from other regions)
       A1.2 Intra-regional (arrivals from countries of the Middle East–North Africa)
   A.2 International Tourism Outbound
       A.2.1 Inter-regional (departures to other regions)
       A.2.2 Intra-regional (departures to other countries within the region)
   A.3 Domestic Tourism
   A.4 Main changes affecting source markets
   A.5 Main changes affecting products / segments
   A.6 Main changes affecting supply:
       A.6.1 Investment (public and private) in infrastructure and facilities
       A.6.2 Air routes / capacity
       A.6.3 Occupancy levels

   B. Promotional measures:
   B.1 Government initiatives
   B.2 Industry initiatives
   B.3 Joint Public-private partnerships

   C. Short-term prospects (2012 -2013):
   C.1 For international tourism
   C.2 For domestic tourism

   D. Priority technical assistance requirements from UNWTO:
   D.1 Priority areas
   D.2 Priority activities (corresponding to the above areas).