



## UNWTO Commission for the Americas

Fifty-seventh meeting  
Cartagena de Indias, Colombia, 25 June 2014  
Provisional agenda item 7

CAM/57/7  
Madrid, 19 May 2014  
Original: English

### ROUNDTABLE DISCUSSION

#### THE NATIONAL NUMBER ONE SHORT-TERM CHALLENGE FOR TOURISM DEVELOPMENT

The Roundtable Discussion of the 57<sup>th</sup> meeting of the UNWTO Regional Programme for the Americas will focus on “The National Number One Short-Term Challenge for Tourism Development”.

The Americas accounts for the 16% share of international arrivals worldwide and 20% share in receipts. The region reached a total of 168 million international arrivals and 230 billion US \$ in receipts. North America (Canada, Mexico and USA) received around the two-thirds of total arrivals in the region with a + 3.5 %, followed by Central America with +4.2% and South America was below the region’s average with 2.6.

According to UNWTO’s long-term forecast, Tourism Towards 2030, Asia and the Pacific, the Middle East and Africa will grow above the world average of 3.3%, while the Americas, influenced in the overall figures by the weight of the more mature USA market, will grow below the world’s average at 2.6%. The competitiveness of the region’s tourism sector depends not on how it has performed, but rather on what the sector is doing now and plans to do over the coming years.

This Roundtable aims to give the RPAM a snapshot of the number 1 short term challenge for each Member State of the Americas over the next few years, with a view to identifying similarities, opportunities for collaboration, and innovative solutions.

#### Speakers are asked to:

1. Identify and explain briefly the number 1 short-term challenge for tourism development in their country;
2. Describe the measures in place and/or to be implemented in order to address the challenges, including key issues and opportunities related to such measures.

Delegates wishing to intervene will be kindly requested to ask for the floor and to limit as much as possible the interventions to 5 minutes, as to allow for a broad participation of all delegations and inclusive debate.