UNWTO Commission for the Americas
61st meeting
San Salvador, El Salvador – Roatán, Honduras
30-31 May 2017
Decisions

Decisions adopted by the UNWTO Commission
for the Americas at its sixty-first meeting

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MINUTES OF THE SIXTY-FIRST MEETING OF THE UNWTO COMMISSION FOR THE AMERICAS

On May 30 and 31, 2017, the Regional Commission of the Americas held its 61st session in the city of San Salvador, El Salvador and Roatán, Honduras, under the chairmanship of Haiti, represented by the Minister of Tourism and Creative Industries, Ms. Jessy Menos. The meeting was attended by representatives of all the Member States of the Commission: Argentina, Bahamas, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic and Uruguay. A large number of Affiliate Members of the region, regional and international organizations, as well as other special guests, also attended the event.

I. Agenda

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14. Place and date of the 62nd meeting of the UNWTO Commission for the Americas

1. Adoption of the agenda
   (Document CAM/61/ODP)

The Chair submitted the provisional agenda to the Regional Commission for approval, but the Argentine delegation requested that item 12 of the provisional agenda be dealt with at the meeting of 30 May 2017 in San Salvador, El Salvador, as the country’s Minister of Tourism had to return to his country due to other commitments.

The Commission accepted the request from Argentina and decided that item 12 of the provisional agenda would be dealt with on the requested date.

2. Communication of the Chair of the Commission (Haiti)
   (Document CAM/61/2)

In her communication as Chair of the Committee, Haiti thanked all the delegations, of Full Members and Affiliate Members alike, for the presence of 20 delegations from Member States and a large number of Affiliate Members.

The Chair emphasized that our Organization should be open to the diversity of the peoples of the Americas, without marginalization, without exclusions. She urged that the necessary mechanisms and structures be put in place to increase the capacities of peoples, thus enhancing the development of tourism activities and the living conditions of the populations as the driving force for sustainable tourism.

The Chair encouraged the delegations to look for the best way to build tourism routes for our families and children with an education that leads to greater integration of the peoples of our continent.

3. Report of the Secretary-General
   (Document CAM/61/3)

The report of the Secretary-General focused mainly on the following points:

(a) International tourism in 2016 and 2017
(b) Priorities and Management vision
(c) Mainstreaming tourism in the global agenda
(d) Administrative and financial matters

(a) The demand for international tourism remained strong in 2016 despite difficulties. According to the UNWTO World Tourism Barometer released in April, international tourist arrivals increased by 3.9% to 1,235 million, around 46 million more tourists than in 2015.
2016 was the seventh consecutive year of sustained growth following the global economic and financial crisis of 2009. Since the 1960s there had been no solid and uninterrupted period of growth like this.

By region, Asia and the Pacific (+9%) led the growth, thanks to strong demand from both intraregional and interregional generating markets. Africa (+8%) experienced a very significant rebound after two rather sluggish years. In the Americas (+4%), the previous positive momentum was maintained. Europe (+2%) yielded uneven results, with double-digit increases in some destinations and declines in others. Demand in the Middle East (-4%) also recorded increases in some destinations and setbacks in others, which also led to irregular results.

The arrival of international tourists in the Americas (+4%) increased by 7 million to reach 200 million, consolidating the good results of the last two years. Growth in South and Central America (both +6%) was somewhat higher, while in the Caribbean there was an increase of 5% and 3% in North America.

**International tourism revenues** grew at a similar rate in this period (the full 2016 figures will be published at the end of May).

**With regard to outbound tourism, as measured by spending on international tourism**, data available for the first three quarters of 2016 indicate positive results in most of the world’s top 10 generating countries: China (+12%), the United States (+8%), the United Kingdom (+14%), France (+7%), the Republic of Korea and Australia (+8%).

Based on current trends, forecasts from the UNWTO Experts Group and economic prospects, the UNWTO estimates that international tourist arrivals worldwide will increase by 3 to 4 per cent in 2017.

In Europe, growth is expected to be between 2% and 3%; in Asia and the Pacific as well as in Africa, between 5% and 6%; in the Americas between 4% and 5%; and in the Middle East between 2% and 5%, due to the greater instability of the region.

**Priorities and Management vision**

Management priorities for 2016-2017, approved by the Executive Council at its 103rd session were as follows:

**The promotion of safe and seamless travel** through the integration of tourism systems within national and local disaster risk management and emergency structures, emphasizing that responsibility is shared by all stakeholders, at the local, national and international levels. The UNWTO has been working on tourism, security and crisis management for a long time and in this area has maintained its awareness-raising efforts and provided technical assistance and training to Member States. The events focused on this issue have been the following:

**Enhancing the role of technology in tourism** through the World Conference on Smart Destinations, organized by the World Tourism Organization, the Ministry of Energy, Tourism and Digital Agenda of Spain and the Region of Murcia, which took place in Murcia, Spain, from 15 to 17 February 2017 with the aim of setting up a tourism model for the 21st century, based on innovation, technology, sustainability and accessibility.
The Secretariat also presented the preliminary results of the research on new tourism service platforms (the so-called sharing economy) during the ITB 2017 and informed those present that the Secretariat is preparing a roadmap to mainstream this and strengthen it within the programme of work of the Organization.

The Secretary-General reaffirmed that sustainability must be at the core of tourism development and that the UNWTO is working hard to promote the role of sustainable tourism in achieving the Sustainable Development Goals (SGDs), with three main pillars:

- **The International Network of Sustainable Tourism Observatories (INSTO):** INSTO is a network of tourism observatories that monitor the economic, environmental and social impact of tourism in destinations and is committed to the regular supervision of tourism to better understand the use of resources in all destinations and to encourage responsible tourism management. At present, there are 18 operational observatories worldwide, most of them in Asia and the Pacific (8 in China, 3 in Indonesia and 1 in New Zealand).

- **The Measuring Sustainable Tourism initiative:** The UNWTO has made significant progress in the Measuring Sustainable Tourism initiative, which received congratulations and support from the forty-eighth session of the United Nations Statistical Commission, held from 7 to 10 March 2017. This initiative, which is being carried out in cooperation with the United Nations Statistics Division, aims to develop a new statistical framework for tourism, integrating the various dimensions of sustainable tourism (economic, environmental and social) and their development at all the necessary levels (global, national and subnational).

- **Ten-year framework of sustainable consumption and production programmes:** The UNWTO, one of the co-leads of the Sustainable Tourism Programme of the 10-year framework, continues to contribute to the advancement of the 10-year framework of programmes on sustainable consumption and production, a collaborative platform that aims to bring together and scale up existing initiatives and alliances to accelerate the shift towards a sustainable consumption and production model. In this context, and in parallel with the 22nd meeting of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP 22), a meeting was held in Morocco on 11 and 12 November 2016. International Symposium on the Sustainable Tourism Programme of the 10-year framework to increase awareness of the role and commitment of tourism in the fight against climate change.

(c) **Mainstreaming Tourism in the Global Agenda:** The Secretary-General recalled that one of the priorities of the Organization is to promote the contribution of tourism to economic growth, inclusive development and environmental sustainability in national and international agendas. With the adoption of the Universal Sustainable Development Goals (SDGs) by the end of 2015, the UNWTO’s awareness-raising efforts have been geared towards supporting tourism as an effective tool to help achieve the seventeen SDGs.

With regard to the promotion of the role of tourism in national agendas, the UNWTO continues to promote the Open Letter on travel and tourism initiative of the UNWTO and the World Travel and Tourism Council. Since its inception in 2011, the Letter has been submitted to a total of 85 heads of State and Government: Since its inception the Open Letter has been presented to a total of 17 countries in the Americas (by date): Mexico, Colombia, Jamaica, Peru, Argentina, Haiti, El Salvador, Guatemala, Uruguay, Paraguay, Dominican Republic, Bahamas, Chile, Honduras, Barbados and Brazil.
The Secretariat continues to work to place tourism more prominently on the agenda of the United Nations system, as well as other relevant international and regional organizations, including that UNWTO has been strengthening its relationship with the EU and that it is carrying out a joint project with the European Commission (DG GROW) entitled “Towards a better understanding of European tourism” which aims to improve knowledge of the socio-economic dimension of tourism, European tourism and the contribution of tourism to growth Economic and job creation, thus enhancing the competitiveness of the sector in Europe. The project includes four components: 1) increased cooperation and training in tourism statistics; 2) evaluation of tourism market trends; 3) promotion of cultural tourism in the Western Silk Road; and 4) promotion of sustainable, responsible, accessible and ethical tourism.

He also mentioned the designation of the International Year of Sustainable Tourism for Development, 2017 by the United Nations General Assembly at its seventieth session. The International Year aims to support a change in policies, business practices and consumer behaviour that favours the sustainability of the tourism sector so that it can contribute to the SDGs. The International Year will promote the role of tourism in the following five key areas:

(a) Inclusive and sustainable economic growth.

(b) Social inclusion, employment and poverty reduction.

(c) Efficient use of resources, environmental protection and the fight against climate change.

(d) Cultural values, diversity and heritage.

(e) Mutual understanding, peace and security.

The UNWTO has been mandated to facilitate the organization and observance of the International Year in collaboration with governments, interested United Nations system organizations, international and regional organizations and other actors.

The Secretary-General emphasized that this was a unique opportunity to raise awareness among public and private sector decision-makers and the general public about the contribution of sustainable tourism to development and to mobilize all stakeholders so that they work together to make tourism a catalyst for positive change; and he invited all Member States to participate and make this opportunity a priority.

(f) Administrative and financial matters

The Secretary-General informed those present that financial year 2016 closed with a balance between income from contributions and budgetary expenditure, and that the advance charged against the Working Capital Fund in 2015 was partially repaid. The financial report and the audited financial statements of UNWTO for the year 2016, as well as the unqualified opinion of the External Auditors, were submitted to the 105th session of the Executive Council.

Finally, UNWTO has concluded an agreement with UNDP on the management of a Young Professionals Programme for the United Nations as a whole. Through this framework agreement, UNWTO is able to receive young professionals from Member States who wish to send them to UNWTO for periods of between one and three years, funding such positions.
After the remarks of the Secretary-General, the Minister of Tourism of El Salvador expressed agreement with the steps taken by the Secretariat to update the budget (a 4% increase for 2019 contributions compared to 2018) which will result in a greater number of activities in the Organization's Programme of Work. The Costa Rican delegate, Hermes Navarro, also welcomed the budget reform because, as he said, it could no longer be maintained without increasing contributions.


(Document CAM/61/4)

The Executive Director for Member Relations made his presentation on the General Programme of Work of the Organization, dividing it into the main areas of work: Competitiveness and sustainability and, subsequently, global and regional activities.

The activities referred to by the Director-Executive Secretary were carried out by the Organization between July 2016 and March 2017. He noted that some areas of work already addressed during 2014 and 2015 have become particularly important in 2016, namely, (a) promoting safe and seamless travel, (b) enhancing the role of technology in tourism, and (c) linking growth and sustainability and promoting tourism as a tool for development.

Subsequently, the Deputy Regional Director for the Americas explained that the Regional Programme has worked with the Member States with the aim of improving the competitiveness of the tourism sector in these States by promoting quality, innovation and excellence in tourism policy and destination management, promoting travel facilitation and connectivity, reducing seasonality, and providing updated and relevant market information and information on trends, forecasts and the contribution of tourism to the economy and employment.

Following regional activities, Mr. Vogeler mentioned that, as in previous biennia, the programme of work is structured around two interdependent strategic objectives: (a) improve competitiveness and quality and, at the same time, (b) promote the sustainability and ethics of tourism development.

The first strategic objective is to improve the competitiveness of the tourism sector in Member States by promoting quality, innovation and the use of technologies in tourism policy and destination management, product development and marketing, travel facilitation, seasonality mitigation, provision of up-to-date information on markets, and data on (a) trends, (b) forecasts and (c) tourism's contribution to the economy and employment.

The second strategic objective is to promote sustainability and accountability in all aspects of tourism development in both the public and private sectors. This includes promoting ethical policies, practices and behaviours, improving resource management, increasing accessibility for all, promoting the contribution of tourism to peace, development, poverty eradication and conservation of cultural heritage and natural environments, combating climate change, and the achievement of (a) full integration of tourism into local economies, (b) equitable sharing of the benefits of the sector among host communities, (c) their full participation in the development of tourism, (d) respect for their social and cultural values, and (e) a general contribution to the resilience of the sector.
Several delegations requested the floor. Firstly, the representative of the Iberoamerican General Secretariat referred to the work programme of SEGIB and invited delegations to participate in the Meeting of Ministers of Tourism scheduled for the Iberoamerican Summit to be held this year in Antigua, Guatemala, in November.

The delegate from Jamaica, Jennifer Griffith, invited delegations to participate in the major event in the region related to the International Year of Sustainable Tourism for Development to be held in Montego Bay, Jamaica, from 26 to 29 November 2017.

The Mexican delegate informed those present about the 13th session of the Conference of the Parties to the Convention on Biological Diversity held in Cancún, Mexico, from 4 to 17 December 2016 and invited all countries to continue discussing this subject in the context of the forthcoming General Assembly in China.

The Chilean Undersecretary of Tourism, Javiera Montes, referred to two events to be held in that country: The Adventure Tourism Summit in September 2017 and another event related to scientific tourism in December 2017.

For his part, the Minister of Tourism of Argentina invited delegations to participate in the Second Global Forum on Wine Tourism to be held in September 2017 in the city of Mendoza and invited countries to participate in the UNWTO Themis Regional Course that will deal with gastronomy tourism.

Finally, Paraguay invited the delegations to the three events that will take place in the city of Asunción next October: Themis Course, Multi-destination Route Seminar and the UNWTO Secretary-General’s visit.

To access the presentation of the Regional Programme for the Americas click [here](#).

### 5. Reports on UNWTO Committees:

The Executive Director for Operational Programmes and Institutional Relations introduced the countries involved in the various committees of the UNWTO: in the Programme and Budget Committee, Argentina which serves as Chair; in the Committee on Tourism and Sustainability, Colombia which is the Vice-Chair; in the Committee on Tourism and Competitiveness, Peru, which is Chair, and lastly, Chile, which reported on behalf of the Committee on Statistics and the Tourism Satellite Account.

Each of these countries made a brief presentation based mainly on priorities and activities, the members of each committee, and finally on the results and follow-up of their latest meetings.

(Document CAM/61/6)

The Executive Director for Member Relations introduced the document which follows up on the previous reports prepared for the sessions of the Executive Council and for the last three General Assemblies, which pointed out the shortcomings of existing binding global rules in matters of rights and obligations of tourists/consumers and providers of tourist services.

The report presented to the 61st meeting summarizes the recent activities in this area since November 2016, which are listed in the second part of the report.

After explaining how the process will be for countries to issue comments on the draft Convention, the Executive Director reported that bilateral and multilateral meetings (mainly through video conferences) will be organized with the aim of achieving maximum consensus on the issues which are still under discussion.

The delegations raised some differences of opinion as to the text of the draft, but it was decided to wait for all comments to be collected in order to make a more accurate assessment of the text.

7. Report of the working group on the review of the procedure for the amendment of the Statutes

(Document CAM/61/7)

The Executive Director of Member Relations explained the reasons for the creation of this working group and the importance for the UNWTO to establish a more agile mechanism for the incorporation of amendments into the Statutes, since the procedure requiring the modification of the Statutes does not allow the rapid adaptation of the Organization to the real will of its organs.

Therefore, the Executive Director urged delegations to do everything in their power to initiate all internal procedures necessary for approval of the amendment to Article 33 in order to promptly notify the depositary country of their approval of such amendment once adopted by the General Assembly and thereby accelerate the entry into force of the new amendment procedure, and requested the Member States to approve as soon as possible all pending amendments to the Statutes and Financing Rules contained in the Annex to the document.

8. Tourism and Ethics

(Document CAM/61/8)

The Executive Director for Operational Programmes and Institutional Relations made the presentation on this agenda item and then the floor was given to Mr. Eugenio Yunis, member of the World Committee on Tourism Ethics, who is promoting the idea of the creation of National Committees on Tourism Ethics.

His proposal consists of improving the visibility and reinforcing the promotion of the Global Code of Ethics for Tourism, and in this context, the establishment of multi-stakeholder national committees on tourism ethics was proposed with a view to promoting the application of the principles of Code at the national level.
National committees, once constituted, could also consider, where necessary, the inclusion of representatives of NGOs, academic institutions or ecumenical or religious institutions.

National committees should report their work and results to their respective national tourism authority at least once a year. The tourism authority should in turn transmit these reports to the World Committee on Tourism Ethics, which will define a standard reporting format for national committees and may decide to make public the results of their overall assessment.

With regard to the draft Framework Convention on Tourism Ethics, the Secretary-General established a special Working Group to examine the transformation of the Global Code of Ethics for Tourism, the main policy document of the UNWTO, into an international convention, with a view to strengthening its effectiveness. The Working Group, composed of representatives of 36 States, has held two meetings since its inception in 2016.

The draft Framework Convention on Tourism Ethics was presented to the 105th session of the Executive Council together with a set of guidelines related to the process of review, amendment, adoption and possible adoption of the text by the General Assembly at its twenty-second session.

With regard to the issue of ethics in particular, Uruguay informed those present that their country had the Coordination of the Regional Action Group of the Americas (GARA) since March 2017 and requested an even greater commitment by the countries to the principles of the Global Code of Ethics for Tourism.

Affiliate Member COTELCO called for a joint position on the part of governments to prevent AirBnB from becoming a member of the Organization, an issue that will be addressed at the next 22nd session of the General Assembly in September 2017. The exchange of views was intense and the Secretariat urged governments and stakeholders to meet with representatives of these tourism service platforms to reach agreements on taxation, registration and inspection (safety and security).

It was also announced that UNWTO will present in the short term a report on "digital tourism services" whose objective is to understand more comprehensively the importance of this new business model, to describe the different aspects generated by their operation and ultimately explain the way destinations interact with these digital service platforms.

9. UNWTO on the ground: technical assistance missions

Update on the ST-EP initiative

(Document CAM/61/9)

The first part of the agenda item was presented by the Deputy Director of the Regional Programme for the Americas, who provided a description of the ten projects that had been carried out during the period under review and noted that most of the requests focused on tourism statistics which entails a commitment on the part of the countries to apply the methodology of the UNWTO in order to have the reliable figures necessary for responsible and appropriate management.
Subsequently, Ms. Young-Shim Dho, Chair of the ST-EP Foundation, gave an overview of what the ST-EP Foundation has done around the world with the creation of 180 small libraries in 20 countries, and 120 ST-EP projects in 45 countries since 2002, among other activities.

Ms. Dho invited delegations to join the project of the International ST-EP Organization and reported that the Republic of Korea is finalizing the documents for its formal constitution as an international organization.

The countries present welcomed the report and expressed their desire for the International ST-EP Organization to become fully operational as soon as possible.

10. Update on Affiliate Member activities

(Document CAM/61/10)

The Executive Director introduced this item of the agenda stating that, as it has done for the past couple of years, the Affiliate Members Programme continues to use various instruments, such as prototypes, reports, networks, joint projects with other programmes and technical seminars; these different initiatives contribute to the implementation of public-private partnerships by engaging and grouping different members by areas of interest, by encouraging interaction and networking and by sharing knowledge.

He also emphasized that the Organization’s 504 Affiliate Members are an enormously valuable asset in projecting and expanding the principles and image of the UNWTO in the world. Today, we can feel satisfied by the high degree of commitment of these entities to the best values of world tourism, being a clear example for other tourism organizations in the world. By the same token, their diversity, prestige and professionalism link us with the best management practices they represent.

In relation to the UNWTO Prototypes: The Affiliate Members Programme has developed the Prototype Methodology in order to establish a formal framework where the public and private sectors can collaborate in the development of innovative tourism products that contribute to improving the competitiveness of destinations. So far, three prototypes have been carried out: “Precious Time”, an exercise in the creation of tourism products for the premium segment focused on urban areas, which was developed in the city of Madrid; “365”, a project designed to overcome seasonality, applied in Punta del Este; and the “Joyful Journey” wine tourism prototype, focused on the development of a tourism product that allows the identification of the correlative relationship between wineries and their environment, that is, their influence on local and regional history, socio-economy and culture.

Following interventions by CNN, Global DIT, VIP Events and COTELCO, the Secretary-General invited Member States to work more closely with the AMs, noting that UNWTO’s role is to facilitate public-private partnerships.

11. Debate on the International Year of Tourism for Sustainable Development 2017

(Document CAM/61/11)

The Secretary-General gave a brief introduction about the characteristics of this debate and its main theme, as well as the manner in which the delegations were to participate. The Secretary-
General gave the floor to Colombia, which was the first country to request it, and many delegations then participated in the debate.

Topics varied according to the characteristics and problems of each subregion. At the end of the presentations, the Secretary-General gave a brief summary of the topics discussed:

- Urging Member States to work towards a tourism sector that is more closely linked to the principles of sustainability.
- Working together with relevant government bodies, showing that tourism is a sector that clearly contributes to the economic development of countries
- Developing tourism policies that include five key elements: 1) Sustainable economic growth, 2) Social inclusion, employment and poverty reduction, 3) Efficient use of resources, environmental protection and climate change, 4) Cultural values, diversity and heritage, 5) Mutual understanding, peace and security

12. Preparations for the twenty-second session of the UNWTO General Assembly

(Document CAM/61/12)

The Executive Director informed those present that the twenty-second session of the UNWTO General Assembly will be held in Chengdu, China, from 11 to 16 September 2017 and will be held at the InterContinental Century City Hotel and invited delegations to participate in the High-Level / Ministerial Segment on “Tourism and the Sustainable Development Goals: Journey to 2030”.

He also mentioned that with regard to the drafts of the international conventions, a special committee composed of Member States could be established during the first plenary session of the Assembly to review and prepare the final texts or texts of one or both conventions in accordance with resolutions 654(XXI) and 668(XXI) concerning, respectively, the draft Convention on the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers and the draft Framework Convention on Tourism Ethics.

He also highlighted that the ratification of the candidate nominated by the Executive Council for the post of Secretary-General of the Organization for the period 2018-2021 would be taken up.

As for the issues concerning the region in particular, he reminded the delegations that four candidatures had been submitted to occupy two seats on the Executive Council, plus one floating seat, which, if awarded to the Region of the Americas, would imply a third seat in the Council for the Region.

Lastly, he invited the Affiliate Members of the region to participate in the Plenary to be held on 11 September.

At the end of the presentation of the Executive Director, the Argentine delegation requested the floor to present to the Commission its candidature to host the 23rd General Assembly of the UNWTO in the city of Buenos Aires.

Following Argentina’s statement, the Regional Commission received the candidature of Argentina to host the General Assembly of UNWTO in 2019 and expressed its support for it, understanding that it complies with the requirements of General Assembly resolution A/20/5(II)(i), paragraph 9(b), as noted by the Secretary-General.
13. Other matters

The Chair invited the members of the Regional Commission to speak if there were any matters that they would like to address under this item. As no statements were forthcoming, the meeting moved to the next item.

14. Place and date of the 62nd meeting of the Regional Commission for the Americas

(Document CAM/61/14)

The Secretariat announced that the 62nd meeting of the UNWTO Commission for the Americas will take place on 12 September 2017 in the morning.

Regarding the sixty-third meeting of the CAM, it was announced that Paraguay had submitted its candidature to host the Regional Commission and delegations were reminded that Paraguay had ceded its place on two consecutive occasions (2015 and 2016).

When the time came for the departure of the delegations, the Chair of the Commission, Colombe Emilie Jessy Menos, Minister of Tourism of Haiti, thanked the Governments of El Salvador and Honduras for their hospitality and for the organization of the meeting and the seminar, and the UNWTO Secretary-General reiterated, on behalf of all the delegates, the gratitude to the authorities of both countries for their generosity and kindness in the organization of events.
# ANNEX I: LIST OF PARTICIPANTS

## 1. Chair of the Commission

**HAITI**  
*Head of delegation*  
H.E. Ms. Colombe Emilie Jessy Menos  
Minister of Tourism

*Delegates*  
Ms. Lucie Carmel Paul  
Chief of Cabinet  
Ms. Marie Nadège Jeune  
Executive Assistant  
Ms. Luz Kurta Cassandra François  
Cabinet Assistant

## 2. Full Members

**ARGENTINA**  
*Head of delegation*  
H.E. Mr. José Gustavo Santos  
Minister of Tourism

*Delegates*  
Mr. Pablo Casals  
Undersecretary  
Mr. Luis Bellando  
Ambassador  
Ms. Ana Inés García Allievi  
Technical Assistant, Department of International Relations  
Ministry of Tourism

**BAHAMAS**  
*Head of delegation*  
Mr. Earlston McPhee  
Director

**BRAZIL**  
*Head of delegation*  
H.E. Mr. Alberto Alves  
Vice-Minister of Tourism

*Delegates*  
Mr. Rafael Luisi  
Chief of International Relations  
Ms. Javiera Montes Cruz  
Undersecretary of Tourism  
Ms. Verónica Kunze Neubauer  
Head of Research and Land Planning
COLOMBIA
Head of delegation: H.E Ms. Sandra Victoria Howard Taylor
Vice-Minister of Tourism

Delegates: Mr. Julio Aníbal Riano Velandia
Ambassador in El Salvador

COSTA RICA
Head of delegation: Mr. Hermes Navarro
Head of Investment Attraction

CUBA
Head of delegation: Ms. Marivel Pérez
Department of International Relations

ECUADOR
Head of delegation: Ms. Emilene Carbal
International Relations Coordinator

EL SALVADOR
Head of delegation: H.E. Mr. José Napoleón Duarte Durán
Minister of Tourism

Delegates: Ms. Michelle Treminio
Marketing and international fairs

GUATEMALA
Head of delegation: H.E. Mr. Juan Pablo Nieto Cotera
Vice-Minister of Tourism

Delegates: Ms. Ericka Guillermo
Head of Competitiveness Unit

HONDURAS
Head of delegation: H.E. Mr. Ernie Emilio Silvestri Thompson
Minister of Tourism

Delegates: Ms. Laura Acosta
Technical Assistant for Management

JAMAICA
Head of delegation: H.E. Mr. Edmund Bartlett
Minister of Tourism

Delegates: Ms. Jennifer Griffith
Permanent Secretary

MEXICO
Head of delegation: Mr. Javier Esteban Guillermo Molina
Head of International Affairs and Cooperation Unit

Delegates: Mr. Ariel Juárez Morales
Director General of Sectoral Information Integration
NICARAGUA
Head of delegation

H.E. Ms. Shanthanny Anasha Campbell
Co General Director - Minister of Tourism of Nicaragua

Delegates

Ms. Flora Karina Ramírez
Officer for External Cooperation and Tourism Projects

PANAMA
Head of delegation

Ms. Gina Valderrama
Director of Tourism Investments

Delegates

Ms. Karla Barrios
Planning Department

Ms. Daisy Carolina Trujillo
Head of Technical Cooperation

PARAGUAY
Head of delegation

H.E. Ms. Marcela Bacigalupo
Minister of Tourism

Delegates

Mr. Rubén David Granada López
Technical Assistant

Ms. Claudia Guadalupe Bogado González
Communication Officer

Ms. Giannina Riboldi
Director of Cabinet

PERU
Head of delegation

Mr. Edwin Gutiérrez
Head of Mission in Honduras

DOMINICAN REPUBLIC
Head of delegation

H.E. Mr. Radhamés Martínez Aponte
Vice-Minister of Tourism

Delegates

Mr. Sigfredo Miranda Valenzuela
Analyst

URUGUAY
Head of delegation

H.E. Ms. Liliam Kechichiam
Minister of Tourism

Delegates

Mr. Fernando Arroyo
Ambassador in El Salvador

3. Affiliate Members

AECIT

Mr. Juan Miguel Moreno Magaña
Director of International Affairs and Social Relations

AirBnB

Mr. Shawn Sullivan
4. International Organizations

ACS
Mr. Julio Orozco
Director of Sustainable Tourism

CATA
Ms. Ana Carolina Briones Pereyra
Secretary-General

Fondo España-SICA
Ms. Olga del Pino

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5. World Tourism Organization

Mr. Taleb Rifai
Secretary-General

Mr. Márcio Favilla
Competitiveness, External Relations and Partnerships

Mr. Carlos Vogeler
Executive Director for Member Relations and Regional Director for the Americas

Mr. Alejandro Varela
Deputy Regional Director for the Americas

Ms. Daniela Urcuyo
Regional Programme for the Americas

Ms. Esther Ruiz
Regional Programme for the Americas