Report of the Secretary-General

23rd General Assembly.
St. Petersburg.
Russian Federation.
Programme of work
Based on the Management Vision
1. Make tourism smarter: innovation and the digital transformation

2. Grow our competitive edge: investments and entrepreneurship

3. Create more and better jobs: education and employment

4. Build resilience and facilitate travel: safe, secure and seamless travel

5. Protect our heritage: social, cultural and environmental sustainability
Innovation

Partnerships

Tourism Tech Adventures Fora

Tourism Startup Competitions

Tourism Innovation Hubs Network

• Wakalua
• Unidigital
• UN recognition
Investment and competitiveness

- Tourism Investment Network
- Partnerships
- WTM Ministers’ Summit on investments
- INVESTOUR
- Supporting investment through Market Intelligence
- Promotion of specific products
What is next on investment?

- Investment forums
- Foreign direct investment guidelines
- New team
UNWTO.Academy

2019 UNWTO Year of Education, Skills and Jobs

UNWTO Tourism Student’s league
UNWTO Online Academy

Objective: 500,000 persons over 20 years

Worldwide and pioneer project to train in tourism skills
Travel facilitation

- Work with ICAO on air transport
- Work with World Health Organization
- Visa openness reports
Protect heritage and planet

- Measuring the Sustainability of Tourism
- One Planet Sustainable Tourism Programme
- Resolution on the promotion of sustainable tourism
- Tourism and Climate change
- Global Report on Women in Tourism
- Accessible Tourism Destination
- Culture and tourism
- Ethics
2030 UNWTO Agenda for Africa

Responding to the African members’ request

Build a more resilient, sustainable and innovative tourism sector

Integral part of the Programme of Work 2020-2021 endorsed by the Council
UNWTO Technical Cooperation

Number of Projects

Africa: 23
Americas: 4
Asia: 26
Europe: 6
Middle East: 7
# Audited Financial Report 2018

## Unqualified (positive) opinion of the External Auditor on the Financial Statement

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regular Budget</strong></td>
<td>- EUR 749,598 (deficit)</td>
<td>+ EUR 2,423,634</td>
</tr>
<tr>
<td><strong>Cash balance</strong></td>
<td></td>
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<tr>
<td><strong>Net Equity</strong></td>
<td>- EUR 3,065,961 (deficit)</td>
<td>+ EUR 468,839</td>
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### Why?
- Arrears Collection
- Travel Policy Reforms
- Cost Reduction
Election of the External Auditor for 2020-2021

Any Member State may present its candidature.

Spain has made a contribution as auditor.
Affiliate Members

Mobile App & Web Platform for Affiliate Members
Full Members

Building better value for Members and expanding membership
tailor-made proposals for each country
actively negotiating with non-members