STAY HOME TODAY
#TRAVELTOMORROW
Dear Affiliate Member,

First of all, I hope all of you are doing well during these hard times. The COVID-19 pandemic is above all a health crisis that requires decisive and consistent actions to flatten the curve and stop the spread of the virus. However, it also has significant socio-economic implications not only for the tourism sector as a whole, but also for friends and colleagues whose livelihood and wellbeing depend on tourism, who are experiencing very challenging times.

As you all are aware, UNWTO, in close collaboration with other relevant UN Agencies and the private sector, has taken a strong stance and leadership to minimize all the imposed challenges while setting the framework for tourism stakeholders to be part of the global solutions. During the past weeks, we have shared with our Affiliate Members the main activities and initiatives carried out by the Organization on a daily basis, through our dedicated interactive platform AMConnected.

It is worth recalling that the Global Tourism Crisis Committee - a mechanism of coordination among Members States, the UN system and the private sector - held another meeting on April 16, and the inputs received from all the Affiliate Members have been convened through the institutional representation of the Chair of the Board of Affiliate Members.

At the same time, from our Department we have invited the Affiliate Members to share with us their initiatives and thoughts in order to incorporate the most valuable inputs into the ongoing exchange of information and debate. I would like to take the opportunity to encourage you to continue to share with us measures and initiatives you have envisaged to tackle the challenges at this stage and your prospect plans.

As always, I am at your disposal and look forward to hearing any comment you may have.

Sincerely,

Ion Vilcu
The UNWTO Affiliate Members Department supports UNWTO initiatives to boost the recovery of the tourism sector

The UNWTO Affiliate Members Department is contributing to all the initiatives the UNWTO is working on to boost the recovery of the tourism sector in the post COVID-19 scenario. Our role is very relevant as we bring to the attention of the UNWTO COVID-19 management the main initiatives and contributions launched by our Affiliate Members.

In line with above mentioned, It is worth highlighting some of the main initiatives that are being carried out by the UNWTO and our Department is supporting.

First of all, we are contributing to the Impact Assessment of the COVID-19 outbreak on international tourism. A first set of estimates has already been published at the end of March and we expect a new updated version to be disseminated at the beginning of May. These predictions are based on the latest developments and measures implemented worldwide and also using reports and impact assessments from the private sector.

Then, we are collaborating closely with the Technical Cooperation and Services Department in the launch of the COVID-19 Tourism Recovery Technical Assistance Package, aimed at offering guidance to both public and private tourism sector stakeholders in their crisis response by outlining UNWTO’s range of technical assistance and by detailing potential areas of intervention, roles and responsibilities. This represents a great opportunity for our Affiliate Members to get involved and contribute jointly with governments to develop initiatives that help mitigate the impact of the crisis and to accelerate recovery, and the possibility to be recipients of financial support and/or technical assistance to this.

Finally, part of our work is focused on bringing to the attention of the Global Crisis Committee on Tourism the most valuable initiatives implemented by our Affiliate Members for the mitigation and recovery phase. Now the Committee is working on a recovery plan for the tourism sector which will be published before the end of May and it will take into account the concerns raised by our Affiliate Members, who play a fundamental role in the tourism sector and must be taken into account when it comes to the recovery phase.
The Affiliate Members Department held a regional virtual meeting with members of the Board

The UNWTO Affiliate Members Department convened a virtual meeting, on Friday 24 of April, integrated by all the members of the Board of Affiliate Members from Spain or Latin America, as part of the permanent contact and consultations we maintain with our Affiliate Members. The aim of the meeting was offering to the members of the Board the necessary space and facilities to inform each other about the situation on tourism and to share relevant inputs about what they are doing.

The participation was massive as all the members from the region took part at the meeting bringing very useful information and concrete proposals. Their contributions were very useful to shed a light on the situation in different countries (such as Spain, Mexico, Colombia and Argentina) and on how governments are reacting, which measures they implemented and especially how they are supporting the tourism sector during these difficult times.

All the participants highlighted the leading role of UNWTO in the recovery phase of the tourism sector. The UNWTO, according to the suggestions of the members of the Board, has to play a key role in all the mechanisms of creation of standards, protocols and procedures favouring the recovery of the sector and has to be in permanent contact with governments to transmit the messages and proposals suggested by the private sector.
The Affiliate Members Department participated in the online session "Plans cannot be undone! The changing world & Business Map"

On April 24, St. Petersburg Convention Bureau, in collaboration with the Roscongress Foundation, organized an online session: "Plans cannot be undone! The changing world tourist & business map", aimed to analyze the current situation within the tourism sector and the congress and exhibition industry during this crisis caused by the COVID-19, as well as the prospects for development of both these sectors and ways for recovery in the post-crisis period.

The UNWTO Affiliate Members Department took part in the discussions, which focused on priority areas for the development and stabilization of the tourism industry in the current environment and suggested their recommendations to normalize the MICE industry and to put it back on track.

The experts believe that domestic and medical tourism need a special attention. After the pandemic crisis is over, they will be the most required at the Russian market, including its MICE segment.

The session was organized as a video conference. The audience could interact with the participating experts through a chat. All the suggestions for the crisis recovery measures within the tourism and event industry, that were put forward during the discussion, will be used to develop the second business support measure package in St. Petersburg.
Quito: Your story begins at home

Today, Quito lives a mandatory isolation in order to safeguard and protect the life of all its citizens and visitors, to prevent the spread of COVID-19.

United to the worldwide campaign “Stay at Home”, Quito invites you to take a pause through our campaign “Your Story Begins at Home”. Let’s take a break in order to protect our families, neighbors, colleagues and our entire society, so that when we return, we come back stronger, more empathetic and supportive.

This strategy derives from the official destination promotional campaign “Your Story Begins In Quito”, which has been disseminated since 2018 internationally.

“Your Story begins at Home” comes along the production of a video that, in one minute, shows Quito as a destination that is taking a pause but is ready for you to visit the capital of Ecuador, where you will discover an array of cultures culture, heritage, adventure, biodiversity, gastronomy, experiences and more, that you can only live in the Center of the World.

This promotional campaign is carried out on social media both in the local, national and international markets. We invite you to watch this emotive video on our digital channels:

Facebook: www.facebook.com/VisitUIO

Twitter: https://twitter.com/VisitQuito

Instagram: https://www.instagram.com/visit_quito/

Plan the trip of your dreams: Quito will be waiting for you!

Let’s look at this situation as an opportunity to reflect about and renew ourselves to be the builders of a better society. For now, “Your Story Begins at Home”!

A pause... to contemplate...

QUITO®

Your story begins at Home

WWW.QUITO.COM.EC
Tripadvisor Launches Worldwide Initiative to Enable Diners and travellers to Help Local Communities Impacted by COVID-19 Crisis

Tripadvisor®, the world’s largest travel platform has launched the first of several initiatives to provide immediate economic support to local communities, enabling diners and travellers to assist in the long-term recovery of travel, tourism and hospitality businesses impacted by the COVID-19 pandemic.

Tripadvisor is enabling diners and travellers, through the #LoveYourLocal campaign, to take actions now that help the five million hospitality businesses listed on its platform, such as encouraging take-away or delivery and gift card purchases at a favourite restaurant. Gift card or gift voucher purchases, in particular, serve as much needed microloans to help operators pay their rent, continue to pay employees, as well as fund other critical expenses.

Additionally, Tripadvisor is calling on its own global community to help generate much-needed donations to causes that are supporting the industry during this time of need. Diners can also show their appreciation for a restaurant or chef on social media and generate donations for a hospitality industry in need. The Tripadvisor Foundation is committing $1 Million to support organisations serving the most vulnerable populations around the world in response to COVID-19, with $150MM specifically targeted towards organisations supporting the restaurants sector.

Restaurants can claim their listing for free and update their management centre with info on if they offer delivery or gift cards today. For more information, click here.
National Restaurant Association - Free Restaurant Take-Out & Delivery Courses

For over 100 years, the National Restaurant Association through its ServSafe brand has been at the forefront of preparing restaurant and foodservice workers to deliver safe dining experiences for their guests, while also keeping themselves safe. Every day, we train the restaurant and food service industry on topics like cooking temperatures, safe storage, and cross contamination, as well as hygiene, sanitation, and other risk mitigation activities.

As the industry faces ongoing challenges with COVID-19, the National Restaurant Association remains dedicated to helping everyone stay safe. Food safety training and education are more critical now than ever before. Because of the challenges presented by COVID-19, we have purposely developed this month FREE training resources aimed at keeping restaurant workers and the dining public safe, to reinforce safe food handling with a focus on practices to keep food and employees safe during coronavirus outbreak and address COVID-19 precautions for restaurant takeout and delivery. Available in English and Spanish. These short courses cover:

- An overview of coronavirus, symptoms of COVID-19 and details about its transmission
- Review of five-step handwashing process
- Respiratory hygiene practices to reduce the spread of the virus
- Keeping guests safe through heightened cleaning and sanitizing
- Guidelines for single-use gloves
- Packaging considerations for takeout and/or curbside pickup
- Guest contact precautions during takeout

To access these courses please click here.

We are sure that these training modules can make the difference as they can help with the awareness of how to deal with food safety in Takeout and Delivery situations.
Barcelona Visits You, a new campaign to remind the city of its visitors

Donation to the Hospital Clínic through the solidarity #StJordi2020SolidarityRose

Turisme de Barcelona is currently running an online campaign with the aim of disseminating and lending visibility to the virtual offer the tourism and cultural sector has posted on social networks during lockdown. The campaign, in five languages, transforms the iconic #VisitBarcelona into #BarcelonaVisitsYou, so that, this time, it’s Barcelona that visits its followers to keep them company, make self-isolation more bearable and, at the same time, show them all the treasures that await when they are able to travel again.

Turisme de Barcelona’s different communication channels have more than 475,000 users and have made themselves available to all the businesses in the sector so they can publish, disseminate and post all the initiatives that the city’s travel operators, amenities and agents are promoting online. Virtual museums, books, classical music, are just some of the suggestions that will be featured on Turisme de Barcelona’s networks to bring the best of the city into people’s homes, just like other destinations around the world.

Another campaign is for Sant Jordi’s day, around love and books. This year Sant Jordi is not on April 23rd but on July 23rd. But to mark this year’s Sant Jordi, the consortium has launched a solidarity campaign to raise funds for research into the pandemic with a donation to the Hospital Clínic.

The campaign invites social network users to download a solidarity rose for 1 € and send it to a loved one. The funds raised will be donated in full to the Hospital Clínic to help in its fight against the coronavirus. Users can also download a free digital booklet featuring Barcelona’s Literary Trails as part of an initiative to promote Catalan literature and writers.

The campaign is being promoted in the banners of VisitBarcelona, Tickets and on all Turisme de Barcelona’s social networks. The rose is also featured on a poster that will be displayed on 23rd July, the rescheduled date of our book.

This initiative is also a way to show our commitment with not stopping promoting culture and showing our solidarity with health and medical services. As you probably know, for Catalans and Barcelonians, Sant Jordi’s Day is an important celebration, where people show their love to their beloveds”
Discover Baku, the city of contrasts, from the very comfort of your living room

Like so many countries battling coronavirus, Azerbaijan has been forced to close its borders and invite everyone to stay home, which sadly means our vibrant capital, Baku, is temporarily off-limits to travelers. So instead, Baku Tourism Information Center has decided to bring it to all travelers who were planning to visit Baku and inspire them for their future trip.

On the specially designed platform, BTIC encourages everyone to take a virtual tour of everything that makes Baku brilliant: from its UNESCO-listed Old City and dazzling Flame Towers to its world-class museums, mud volcanos and ever-burning fires.

#StayHomeBaku platform was designed with the contribution of Azerbaijan 360 – the virtual platform which specializes on promotion of sightseeing spots and historical sites of Azerbaijan in a virtual world.

In addition to the virtual tours, the content of the website is planning to be updated every week with a wide range of informative and visual materials regarding Azerbaijani culture, local events, national cuisine etc. As people stay home and have plenty of time for cooking, different master classes of national food preparation from local chefs and gourmends will be also available for the virtual visitors. The first masterclass is dedicated to dolma making and sharing tradition – national food inscribed in 2017 (12.COM) on the Representative List of the Intangible Cultural Heritage of Humanity.

It is great opportunity to discover all shapes of the city from the very comfort of your living room just by visiting www.salambaku.travel website.

#StayHomeBaku #StaySafe #ExperienceAzerbaijanLater
Heartwarming short movie shows Budapest’s empty spaces awaiting visitors’ return

“Budapest awaits!” is the message of the Budapest Festival and Tourism Centre’s new image spot video, aimed at citizens as well as foreign tourists. The current lockdown situation has taken a toll on Budapest’s cultural and tourism sectors alike. Through its video, BFTK’s campaign intends to highlight that the unique atmosphere of the Hungarian capital is created by all of us, and to express that Budapest is looking forward to having its streets and public spaces full of life once again after the health crisis is over.

The video shows the formerly vibrant and lively city in its current, empty state, but the harmonious composition of music, dancing and lights fills viewers with hope and anticipation. The video focuses on iconic places of Budapest: the Buda Castle, quiet Heroes’ Square and Széchenyi Bath, its pools empty, are all shown in charming sunset hues. The interplay between contemporary choreographer János Feledi and cimbalom player Miklós Lukács fills the desolate city with a unique dynamism.

Produced by Zoltán Vozo Végh, the aim of the Budapest Festival and Tourism Centre’s short movie is to send a message to those who wish to return to the city as visitors. For this reason, the spot shows well-known touristic sights and reveals hidden details in a new light for the whole world to see. The city’s spring rejuvenation is thus captured for those who can’t yet be there.

#budapestawaits #budapestwaitsforyou #takecareofeachother

Watch the video ‘Budapest awaits!’ here:

Facebook Youtube
Adventure Travel Trade Association Takes Action for Climate

The Adventure Travel Trade Association is releasing two climate initiatives this spring. First: Neutral Together, a carbon offset bulk purchase program. Participating businesses achieve a lower per ton price for emissions offsetting as part of this group buy than they would individually. If the industry group offsets 84,000 tons of CO2 that would be equivalent to the amount of carbon captured by 12.25 million trees! In addition, the ATTA has been incubating Tomorrows Air, with the website live April 15, 2020. Tomorrows Air invites travelers to join a collective with the mission of inspiring and educating more broadly about the need for carbon dioxide clean up along with funding the removal of excess carbon dioxide stored in the atmosphere.

The ATTA approaches climate action in three main areas: education to support the transformation of how travel experiences are delivered, carbon offsetting, and carbon clean up. As the COVID-19 pandemic has shown, people around the world can come together to take action to save lives. The travel industry has an incredible opportunity to build on the spirit of global collective action fostered during the pandemic and bridge it to climate action. Travel companies and travelers are in the unique position of having broad perspective and deep appreciation for local culture and the necessity of our world’s natural assets. Leveraging the travel trade community and the passion of travelers around the world ATTA programs inspire and provide direct access to tangible climate action for companies and travelers. Learn more here.
Mesa Brasil SESC and the Hunger for Music Festival

The National Confederation of Commerce Services and Tourism proudly presents Mesa Brasil SESC, a national network of food banks against hunger and waste. Its objective is to contribute to the promotion of citizenship and the improvement of the quality of life of people in poverty, in a perspective of social inclusion. It is essentially a Food and Nutritional Security Program, based on educational actions and the distribution of surplus or non-commercial food standards, but which can still be consumed. It is present in 602 cities, in all 27 capitals of Brazil, serving 1,424,479 people every day.

Thus, Mesa Brasil seeks where there is surplus and delivers where it lacks. It contributes to the reduction of waste, while reducing the condition of food insecurity of children, youth, adults and the elderly. Mobilization strategies and educational actions encourage solidarity and community development.

During the COVID-19 crisis Brazilian artists have come together for a cause: the fight against hunger. Fome de Música (Hunger for Music) Festival was presented to the public on April 12th. It is a project of online musical shows in which the public made food donations and enjoyed their favourite singers while indoors. All cash contributions were transferred to the Mesa Brasil SESC program, responsible for distributing it to social entities. The broadcast can be seen on the Fome de Música channel on Youtube. According to the latest survey, the project raised an amount equivalent to 300 tons of food. All donations will be allocated to SESC’s program to combat hunger.
Archeological zones of Guanajuato success model in the country

With a unique management model in Mexico, the Guanajuato State has assumed in a novel and successful way the challenge of preserving and disseminating the archaeological heritage of our entity, since it is from its establishment that important investigations have come to light making possible to understand the pre-Hispanic past present in five archaeological zones open to the public and one more in investigation.

The management model for the Guanajuato archaeological project is administered through a Trust, which makes it possible to finance the investment for the research, conservation, dissemination, and operation of these sites.

The participation of the three levels of government is also one of the characteristics to be highlighted within this model that has additionally allowed the implementation of novel schemes for visitor such as: commuter vehicle, tourist-class facilities, visitor service to through the figure of a guidebook as well as a competitive offer of services.

This successful model has also allowed the systematic programming of alternative activities for animation of sites such as temporary exhibitions, craft and gastronomic fairs as well as astronomical observations among others, consolidating the Guanajuato Management Model as a national benchmark that has allowed successful recovery and appreciation of a significant part of our history.
Together we will rebuild, believe it

In the wake of the COVID-19 pandemic that has crippled the nation and your livelihoods, we want to let you know that we’re with you!

Although you and your businesses are facing the greatest challenge, just know that we recognise your struggle and appreciate your commitment to curbing the spread of this disease by closing your doors for business.

Remember, with great sacrifice comes great regard, stay strong and think of this time as a time to strategise and to plan for the new world that’s about to emerge.

We believe that together, we can come out of this stronger! So stay focused, stay hopeful, stay safe...your business has the support of Tourism KwaZulu-Natal and we are committed to promoting the province that has it all!

Let’s start planning KZN’s ‘welcome back’.
#IAMGUIDETO0, EUROPAMUNDO
SOLIDARITY. JOIN US, EVERYTHING COUNTS

After the situation caused by the coronavirus pandemic in the tourism sector, the vast majority of tourism companies have been forced to do an TERF (Temporary Employment Regulation Files) for unforeseeable time.

Europamundo is living but the situation, but with an added problem. Office employees who are 50% of the workforce have been in an TERF since April 1, but the other group of employee guides cannot take TERF because they are self-employed, or hired for temporary services.

The group of Europamundo guides, the vast majority have been linked to our company for many years, they are people with a traveling, adventurous, slightly bohemian soul, most work about 6 months a year from April to November then travel, and they are the image of our company to our travelers, our passengers.

A Solidarity Fund has been created with the particularity of giving the guides a chance of showing their others gifts in exchange of people donations for the Solidarity Fund.

This Solidarity Fund will be distributed according to needs, assessing case by case by a Valuation Commission.

In addition, we have created a Facebook page so that many guides can collaborate with what they know, being able to transmit their knowledge online: language classes, (we have 37 nationalities in the company), cooking classes, tourist geography classes, travel virtual....

All these virtual activities are free, but there is an account for voluntary donations to this Solidarity Fund through our Europamundo Foundation.

Facebook
UNWTO hosts the 3rd meeting of the Global Tourism Crisis Committee

A new virtual meeting of the Global Tourism Crisis Committee took place on 16 of April 2020. The discussions were focused on the recovery phase and topics related with the preparation of procedures for the phase of reopening the borders and restart travelling in a safe manner. One of the main concerns was the urgency to find a balance between the security and health of the tourists and the need to rebuild and restart the economic activity.

During the meeting, UNWTO Secretary General Zurab Pololikashvili urged the members of the Committee to increase pressure on world leaders to rethink tax and employment policies related to tourism and to make sure businesses will survive by driving wider recovery efforts.

All the participants agreed that, as a next step, new guidelines and security protocols ensuring traveller’s safety are needed. UNWTO committed to work together with governments, international agencies and organizations and the private sector on a Recovery Plan centered around opening borders and enhancing connectivity.

Something which was very much highlighted is the need to rebuild tourists’ confidence to travel and only together we will be able to boost the demand, prepare the travel and accommodation industry to adapt its services to the new reality.

We will keep you informed and permanently updated on the dialogue carried out and the outcomes of the next meetings.
UNWTO ACADEMY MAKES AVAILABLE TO EVERYBODY A SET OF ONLINE EDUCATION AND TRAINING UNITS

"By studying from home today, we can acquire skills for tomorrow"

As the COVID-19 situation evolves, the UNWTO observes that full or partial travel restrictions have been introduced across the world. This situation represents a unique opportunity for tourism professionals to improve their knowledge and skills.

Taking into account all the above, UNWTO Academy is committed to make available to everybody, a set of different online Education and Training units on different topics – from us and from our Partner institutions.

In line with this, the UNWTO Academy, in collaboration with the other Departments, created a webpage that compiles all the available online tourism resources, trainings, webinars that either UNWTO or our partners are currently offering on their own sites.

The webpage has the following structure:

- Tourism Online Academy, is an online learning platform that provides self-paced, 100% online courses that mainly focus on concepts, areas of interest and fundamental principles related to the tourism sector;

- Webinars, those delivered by UNWTO and those created by our partner institutions and experts aimed at improving your skills and knowledge

- Partners’ Online Training, this catalogue of online resources is constantly updated with the contribution of UNWTO TedQual Certified institutions, UNWTO Affiliate Members and other collaborating institutions and organizations

While staying home, we want to encourage you to make the most of this time, to invest in your tourism career, so that when tomorrow comes and we can travel again, you will be more skilled to face the challenge of recovery.

Please find more information here.
The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

Contact us at: am@unwto.org