Dear Affiliate Member,

I hope all of you and your beloved ones are in good health in the current context. As you are probably all aware, we are approaching a new phase of cautious restart of tourism. Restrictions on travel are slowly being eased, allowing tourism to restart in a growing number of destinations.

Approaching this new phase, UNWTO continues to work with Member States, and the private sector around the world to mitigate the impact of the pandemic and ensure that tourism can help driving a responsible, inclusive and sustainable restart of the sector. In line with this, UNWTO restarted some of its "normal" activities, even if all is being done always respecting the health recommendations to ensure the safety of all the staff and the other actors involved.

During the month of June, 4 out of 5 UNWTO Regional Commissions has been held in a virtual format. Specifically, in this order, the Regional Commission for Africa, Americas, Europe and East Asia & the Pacific were celebrated. Given the current situation, all these ministerial meetings bringing together tourism authorities from across the continents focused on recovery strategies and the need for states to be resilient and ready to adapt to the new normal. I am happy to say that the Affiliate Members were institutionally represented in two of the Regional Commissions. In fact, the Chair of the Board of Affiliate Members Ana Larrañaga in the Regional Commission for Europe, and the Vice-Chair Jens Thraenhart in the Regional Commission for East Asia & the Pacific and South Asia, presented the role of the AMs and their involvement in the initiatives of the UNWTO in its efforts to mitigate the impact of the crisis and boost the restart of the sector.

Also, I am pleased to inform you that the 112th session of the Executive Council, during which the decision on the new Affiliate Members are taken, will be held in Tbilisi, Georgia, from 15-17 of September 2020. This will be the first UNWTO event, after the crisis, that will be celebrated in a hybrid format, being both presential and virtual.

From our Department, we keep working with our Affiliate Members to support them in the recovery phase and we invite you to keep sharing with us your initiatives and thoughts as valuable contributions to the ongoing debate. I am also very proud to tell you about our leading role to ensure UNWTO participation in the UN Global Compact Leaders' Summit. We set up a UNWTO Pavilion where the work and initiatives of UNWTO, and the most valuable from our Affiliate Members, were showcased. It was an amazing opportunity of networking and we are very happy about the results in terms of attendance and meetings we had.

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

Sincerely,

Ion Vilcu
The Affiliate Members Department led UNWTO participation at the UNGC Leaders’ Summit

Within our efforts to find the best way possible to provide support to the tourism stakeholders and have tourism sector as part of the global solution and restart tourism, the UNWTO Affiliate Members Department worked with the UN Global Compact to ensure UNWTO participation at the UNGC Leaders’ Summit, which took place on the 15-16 June 2020.

UNGC collaborates with many private organizations throughout the world, therefore this virtual summit represented an excellent opportunity to show them the work of UNWTO. At the event, titled Recover Better, Recover Stronger, Recover Together, participated almost 20,000 people from 180 countries, and many UN partners (ILO, UNEP, UNDP, UNODC, UNHCR, UNIDO, UNICEF, IOM, ICC). Content wise, it was focused on two main areas:

• COVID-19, Response and Recovery

• The 2030 Agenda and the 10 principles of UNGC

Our presence was guaranteed by the set up of a UNWTO Pavilion, within which we had the opportunities to share resources, establish informal interactions and participate in live sessions.

Specifically, we have focused our efforts on four main areas:

• Presenting the current COVID-19 Responses from our Affiliate Members from different sector: transportation, accommodation, destination management, provision of services, tour guides;

• Offering an overview of UNWTO activities, both from the Affiliate Members Department and other departments of the organization

• Providing public private partnership opportunities for AMs

• Promotion affiliate membership through networking activities

The summit was very successful and provided to UNWTO remarkable networking and learning opportunities.

You can find more details on our participation and activities [here](#).
The Director Ion Vilcu presented the work of the UNWTO in response to COVID-19 in an online session organized by CaixaBank

On the 23 of June, our Affiliate Member CaixaBank organized another session of its series of webinars "Tourism up to date". These are internal meetings during which external guests, from different subsectors, explain what the impact of COVID-19 and how things are changing due to the crisis.

In one of them, our Director Ion Vilcu was invited to present how the COVID-19 outbreak affected the tourism sector and what the UNWTO has been doing to lead the mitigation and recovery efforts. Mainly, his presentation was focused on four main points:

- The impact of the COVID-19 crisis on the tourism sector and some statistics issued by UNWTO

- Main role played by UNWTO in leading the mitigation and recovery efforts, presenting the main outcomes (Priorities and Global Guidelines to Restart Tourism, Technical Assistance Package

- The involvement of the Affiliate Members within these efforts and their contributions

- The future of the tourism sector

Apart from Mr. Vilcu, the Director of the UNWTO Legal Department Alicia Gomez intervened and gave a brief on the topic "International Protection of Customers". She highlighted that it is fundamental to restore the confidence of tourists as soon as the borders will be completely reopened and that an international protection framework for tourists is needed.
CNN #TravelTomorrow Campaign

Inspiring people to dream of destinations to visit and Travel Tomorrow, when it is safe to do so, is the message behind a CNN campaign for the UNWTO, which many of you will have seen. Taking viewers around the globe the film encourages imagination for future trips featuring adventure, business, culture, family and friends. Recognising that travellers of the world have been grounded by Covid-19 and are missing exploring different locations and making new connections as they did pre-crisis, it highlights the importance of holding on to hope of travelling when the time is right.

Research by GlobalWeb Index found that consumers’ number one priority for post-outbreak will be booking a vacation. Consumers won’t just be looking for beautiful countries and exciting adventures, but also must feel confident in their personal safety when they travel to and spend time in a destination. Some countries and regions are certainly closer to running destination campaigns than others, recognising the value of staying connected with global audiences as they continue to dream of their ‘where next’, be that domestically or internationally.

As every nation and each aspect of the travel, tourism and hospitality industry prepares to attract and accommodate visitors for when the world is ready to travel again, we hope the Travel Tomorrow campaign will enthuse CNN’s global audience about the places and people that they will soon be able to visit.

You can find more information: here
Reconfigura Destino

Among the measures proposed by the UNWTO crisis committee to mitigate the socio-economic impact of COVID-19 and accelerate recovery, the recommendations about **good governance of destinations at the local level and the development of digital skills** fit well in the CED’s mission.

With the collaboration of a network of tourism experts in Latin America, and in alliance with Kunapak and UTRAVEL LAB, the World Centre of Excellence for Destinations (CED) has designed a free online self-assessment questionnaire called **Reconfigura Destino**. The questionnaire is organized into three categories:

1) Destination management and development;

2) Attractiveness and marketing;

3) Continuous improvement of the destination.

The Reconfigura Destino tool allows respondents from the public and private sectors at the local level to instantly receive results and recommendations to guide them in the reconfiguration of their destination in the COVID-19 era. This tool is currently available in Spanish to serve the UNWTO member states destinations in Latin America. To date, it has been successfully tested in rural destinations in Chile, Colombia and Peru. An English version and a French version will soon be available to serve the UNWTO member states destinations in Africa.

Link: [https://www.smedlab.travel](https://www.smedlab.travel)

Information: [info@ced.travel](mailto:info@ced.travel)
CNC Studies the Losses of Brazilian Tourism

In three months, the Brazilian tourism sector lost almost USD 17 billion due to covid 19, according to estimates by the National Confederation of Commerce, Services and Tourism (CNC). One of the most affected by the crisis, the segment was strongly impacted by the intensification of measures aimed at reducing the expansion rate of the disease, such as social isolation the closing of borders in several countries.

Rio de Janeiro (USD 2.38 billion) and São Paulo (USD 6.06 billion), main focuses of the coronavirus in Brazil, concentrate more than half of the national loss registered by the sector. The airports in these two states recorded drops of up to 99% in the supply of air transport, in April and May.

The subsector of accommodation and food outside the home, which accounts for 57% of jobs in tourism, may have laid off about 350 thousand formal workers from March to May. The projection also pointed to the elimination of 211,700 formal jobs in March and April. Based on the drop in tourism revenue, CNC estimates that 727,800 jobs could be eliminated in the sector by the end of June.

CNC president, José Roberto Tadros, assesses that the emergency measures adopted by the federal government helped to reduce the impact, but additional actions will be needed to preserve jobs and companies in the sector. He believes it is not yet possible to predict a significant change in the current trend of losses in the segment.
Rallying our community during the crisis

While the Covid-19 crisis exposed the vulnerabilities in our preparedness, healthcare systems and managing the livelihoods of millions of people, we have kept ourselves busy.

• We rallied and brought together our community through a whatsapp group of close to 100 RT practitioners where we share problems, solutions and preparedness.

• We highlighted the inspirational work done by companies, communities and individuals – from food distribution, to making masks, or the talent of our artisans and cultural performers. We interviews stalwarts of our industry to discuss their future plans.

Website Facebook Instagram Twitter

• From helping raising funds for livelihoods destroyed by Cyclone Amphan, to saving the livelihood of shepherds, we have tried to help in supporting communities. We

have launched a "Covid Ready" section on our website for future travel.

• With the Ministry of Tourism, we presented a session on the 'New Age women in Responsible Tourism' in the Dekho apna Desh webinar series. Watch

• We are working with State Governments in shaping their Tourism policies in a Post-Covid world. We have instituted core groups to engage and discuss policy shifts and priorities that the States have to implement to make all tourism responsible.

• We will start a series of 'RT Local' video streams highlighting the needs and aspirations of members of our community – a tourist guide, a boatman, a birding guide or a housekeeping staff. We also aim to extend our Future Forum initiatives on a global scale with webinars with stalwarts of our industry on a post-pandemic travel industry.
#BlueFlagStaysStrong

This season will be like no other for the tourism sector. The COVID-19 pandemic is having a huge impact on the worldwide tourism industry and the livelihoods that depend on it. As one of the most recognised ecolabels in the world, Blue Flag has been closely monitoring the situation across its network of 50 countries running the Blue Flag programme for beaches, marinas and tourism boats around the world.

Many Blue Flag sites have had to close down due to public health measures in the past months, and there have been many doubts concerning the upcoming tourism season. In order to be ready for the summer season, Blue Flag’s network of beaches, marinas, tourism boats and international experts has been working even harder to provide a safe and smooth experience for visitors to the awarded sites without sacrificing Blue Flag’s high quality standards. The situation is fortunately getting better in many parts of the world, and the Blue Flag will be flying high at most of the awarded sites in summer 2020.

The full list of 2020 Northern Hemisphere sites has now been released, and thanks to the recognised excellence of the Blue Flag award, the public can be assured that it is safe to visit these sites when the Blue Flag is flying. In addition to that, Blue Flag has naturally asked that all awarded sites respect all national and local health guidelines.

Last but not least, Blue Flag has been gathering best practices regarding COVID-19, which are available to the public at https://www.blueflag.global/best-practices.

In these uncertain times, Blue Flag plays an important role in helping local communities and tourists identify safe and sustainable destinations. Blue Flag stays strong, for the benefit of our planet and our people.
Post-Coronavirus Consumption and Tourism Tendencies

The emergence of the COVID-19 pandemic marked a before and after in the evolution of society as we knew it. Despite the devastating impact on tourism, consumption expectations for the post-coronavirus stage provide a glimmer of hope for the sector.

According to three surveys carried out in Argentina1, Costa Rica2 and Paraguay3 by Singerman & Makón LATAM Consulting between May 13th and June 5th, tourism is at the top of consumption priorities for the post-quarantine stage. In Argentina, 51% of respondents stated that the confinement situation has increased their desire to travel, percentage that rises to 61% considering only young people. The same trend can be observed in Paraguay and Costa Rica.

In each study, around 60% of the respondents expect to travel again by the end of 2020 and the beginning of 2021. Nearly 40% believe that guaranteeing health security in tourist destinations will be the key to incentivize travel choices and to overcome the main threat highlighted by respondents: fear of travelling for fear of contagion.

This trend is validated by the fact that in the three studies, more than 60% believe that their next trip will be within their country, mostly short stays. However, around 30% of the cases are willing to take a trip abroad, mostly long stays.

Purchase priority, after the end of quarantine (1 = Minimum priority, 5 = Maximum priority)

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Source: Singerman & Makón LATAM Consulting based on own survey

¿What incentive would you need to take a trip?

Source: Singerman & Makón LATAM Consulting based on own survey
NH Hotel Group redefines the customer experience and enhances safety in its hotels with the launch of Feel Safe at NH

NH Hotel Group has launched a new set of measures to address the current health crisis. Feel Safe at NH is designed to preserve the safety of travellers and employees through various initiatives and adaptation of nearly 700 operating standards, completely redesigning the customer journey.

Endorsed by experts, these measures will be implemented in each of the Group’s 364 properties. Feel Safe at NH follows a comprehensive review of all the Company’s operations and concentrates all the initiatives under 10 lines of action, in response to the needs of travellers in the new social reality brought about by COVID19. From cleaning and sanitisation processes, to new digital solutions, processes and protocols for restaurant management, social distancing policies, and control of air and water purification, the measures will allow the Company’s hotels to reopen with maximum safety assurances for customers and employees.

For more information:

https://www.nh-hotels.com/highlights/feel-safe

Contact: corporate.affairs@nh-hotels.com
Quito, safely reopening for Tourism

Quito Tourism Board is happy to announce the city of Quito, capital of Ecuador, is safely and gradually reopening for both national and international tourism, while implementing the highest health and safety protocols so local people and tourists feel safe and confident to travel to the destination soon.

The Quito International Airport resumed on June 1st the operations of commercial passenger flights applying strict sanitary security protocols. Several international airlines have already submitted their proposals for a date to resume operations at Quito airport. American Airlines and United are already flying since June 4th, with KLM following in June and Iberia and Air Europa, during July.

The protocols outlined by the National Emergency Operations Committee (COE) for national and international arrival passengers, as well as general recommendations for an efficient and safe way to travel, are available on Quito’s Airport website in the following link: Quito Airport Protocols.

In order to open to the "new normal", the National Tourism Authority unveiled the guidelines and biosafety protocols to be implemented by all restaurants, hotels, attractions and establishments in general, to get ready for reopening in a very safe and responsible way, giving local and travelers the tranquility and confidence to travel and enjoy this marvelous destination.

Restaurants and coffee shops are open at 30% capacity, also for delivery and take out, orders can be made by phone or through online delivery platforms. They are delivering high quality products and dishes, under very strict protocols to take care of staff, distributors and consumer at the same time.

For Quito Tourism Board, your health and safety are a priority, and we are committed to providing accurate and timely information and updates to assist you with your travel planning.

We’re waiting for you with open arms...

...Quito is reloading!
PERU: Contributing to the revival of Peru’s Tourism Sector

As part of the measures implemented by the Peruvian government to deal with the pandemic generated by COVID-19, Ministry of Foreign Trade and Tourism, through the Tourism Training Centre – CENFOTUR, convened experts from the country’s hotel, tourism and health activities who, together, they developed health protection measures within the accommodation activity. As a result of this work, the Peruvian Government published the “Sectoral Health Protocol to Covid-19 for Categorized Hotels”.

The implementation of this health protocol will progressively contribute to the reactivation of companies, hotel activity in the country, protecting the health of domestic and foreign visitors, industry workers and suppliers related services to the sector. Thus, it is estimated that this measure will benefit about 3,000 lodging establishments and approximately 70,000 workers.

In line with the above, through the realization of a webinar aimed at entrepreneurs and workers in the Peruvian hotel sector, CENFOTUR presented the main points that make up this health protocol, detailing regulatory and operational aspects to be taken into account in the pre- and post implementation phases of the protocol in hotels.

Finally, given the importance of the tourism sector in the economy and employment, CENFOTUR in conjunction with the private sector, continues the work of generating and implementing new measures that contribute to the reactivation of other tourism-related activities in Peru.

Link data to download protocols and infographics:

About the protocol
Infographics
Vienna one of the safest travel destinations in Europe

You can safely say there’s plenty to experience in Vienna. And while we’re on the topic of safety: the travel site “European Best Destinations” has just ranked Vienna as one of few cities among the 20 safest travel destinations – also with regard to COVID-19.

Europe is gradually opening its borders. Hotels and flights are also starting up again. All travelers who want to play it safe this year – especially with regard to the cities/countries least affected by COVID-19 – will be in good hands in Vienna. A list has just been published of the 20 safest destinations in Europe that are least affected by COVID-19, have taken sufficient safety precautions, and have appropriate healthcare infrastructure. Vienna is one of few cities to have made it onto this list.

According to the justification of European Best Destinations, Vienna will be visited all year round by travelers “who are looking for a safe and peaceful travel destination. Vienna is often chosen for this reason, which isn’t just a feeling but a reality: the crime rate is three times lower than in all other European capitals.

With its many parks and environmentally friendly transport, Vienna is one of the cities with the best quality of life in Europe. It is a good compromise for city travelers and nature lovers.”

The business magazine “Forbes” has also published a list of the world’s 100 safest countries in terms of Covid-19. Austria ranks sixth among the top 10.

Vienna is therefore not only the world’s greenest city but also one of the safest cities in Europe.

European Best Destinations: Ranking
Forbes: The 100 Safest Countries In The World For COVID-19

#ViennaOpenNow

V I E N N A
N O W ◆ F O R E V E R

Photo: © WienTourismus/Paul Bauer
World Tourism Forum Lucerne champions the next generation with it’s Young Talent Programme 2021

We cannot think about the future without including tomorrow’s generation. World Tourism Forum Lucerne recently launched its Young Talent Programme 2021, an initiative designed to help foster a cross-generational exchange of expertise within the tourism industry.

Students of WTFL partner universities in Africa, Asia, America, Australia and Europe were invited to submit a short application, consisting of a problem statement, a visualization of the concept and a brief outline of a solution. The problem had to address one of four topics: talent, innovation, diversity and sustainable development.

Over the summer, the WTFL jury will choose the most promising and inspiring contributions and ask these students to submit a video presenting their idea. Twelve will be selected as finalists and invited to Switzerland to participate in the World Tourism Forum Lucerne from April 28 - 30, 2021.

At the Forum, the finalists will have the exceptional opportunity to present their papers to an international audience, attend a career planning session and meet internationally renowned CEOs and world-famous opinion leaders from within the travel, tourism & hospitality industries. It’s an incredible platform for them to hone their skills and start building a professional network.

Full participation at the Forum, including meals and the side programme (e.g. skiing), flights to Switzerland and accommodation in Lucerne are free of charge, thanks to the Forum’s Talent Management sponsors.

WTFL is proud to once again be leading such a successful initiative that fosters an intergenerational exchange and reinforces the importance of a talent pipeline between universities and the industry.
An innovative official programme imparted at Nebrija University

Master’s Degree in Tourism Companies and Destinations is one of the Nebrija University’s postgraduate degrees. The official programme is focused on tourism industry, which, based on an innovative and ambitious learning perspective, aims to demands of tourism environment.

The Master’s Degree will encourage students to entrepreneurship and business innovation, enabling them to acquire all skills and knowledge concerning business managers or institutions to respond with efficiency to new challenges and taking advantage of opportunities in the field of digital transformation.

The Master’s curriculum stands out for its specialized and multidisciplinary training, with two itineraries: The first one with a professional orientation, for those who will seek to undertake in the industry and, therefore, need a technological training that will enable them to respond to future challenges. The second, will deep on research activity, for those who will be interested in enrolling in a doctorate in tourism, which is also imparted at Nebrija University.

The Master’s Degree is taught in Spanish language and offers both face-to-face and online learning, with a total of 60 ECTS that are taught in one academic year. Additionally, the Master’s Degree offers an optional programme focused on Innovation and Tourism Intelligence that requires extra 12 ECTS.

Finally, the Master’s Degree in Tourism Companies and Destinations has the support of the Smarttour-Inn Lab, Nebrija’s tourism research group that aims to generating knowledge through research on tourism as a spatial, economic and social phenomenon. The Master is also supported by an advisory council composed by relevant institutions and businesses in the tourism industry and technological field.

+ info. 900 321 322,
email: informa@nebrija.es
Madrid, Spain.
Centre for Sustainable Development of North Ossetian State University (Russia) in collaboration with Universidad Isabel 1 (Spain) are launching online course on UN Sustainable Development Goals

At initiative of NOSU Centre for Sustainable Development an educational course "Project development in the area of sustainability" has been introduced into NOSU educational programmes in 2020-2021. Theoretical part of the course will also be available online as "Sustainable Development and Images of the Future" on the platform developed by a NOSU partner university Universidad Isabel 1 based on the agreement on collaboration signed during a NOSU visit to Spain in 2019.

Online course consists of 7 units accompanied by video lectures, and covers such topics as "Images of the future in SDGs", "Detailed look into social, economic and ecological SDGs", "Partnerships between the state, business and civil society in realization of the SDGs", etc. At the moment, NOSU Centre for Sustainable Development is negotiating details of collaboration in developing the course with Russian Green Movement "EKA".

Online course will go on for 3.5 months, will be launched on the platform developed by Universidad Isabel 1, and will be available in Russian, English, and Spanish languages both in free access and with an option to earn a verified certificate, for NOSU students and anyone interested from outside the University.

Full course "Project development in the area of sustainability" for NOSU students will be available to 2-3d years of bachelor's and 1st year of master's students. Having studied theoretical part based on the online course described above, students will be developing their own projects aimed at achieving UN SDGs in the NOSU and the region.

Tel: +7-918-838-54-21 (WhatsApp) - Lara Dzabolova

UNWTO AFFILIATE MEMBERS NEWS

NOSU CENTRE FOR SUSTAINABLE DEVELOPMENT
Greece clinches second place in the world on the 2020 Blue Flag quality award list- 13 beaches nearby Thessaloniki among them

When you’re looking to go on a beach holiday the sight of a Blue Flag beach is a sign that you have arrived at one of the best beach spots in the world.

Greece clinched second place in the world on the 2020 Blue Flag quality award list for beaches, marinas and sustainable tourism boats, which was recently released by the Hellenic Society for the Protection of Nature (EEP). The Blue Flag is a voluntary eco-label, awarded to beaches, marinas, and sustainable boating tourism operators. The Blue Flag voluntary eco-label program is operated under the auspices of the Foundation for Environmental Education (FEE).

Greece ranked second among 47 countries with 497 of its beaches receiving the Blue Flag label. This corresponds to 13 percent of the total number of beaches awarded by the program this year. Most of Greece’s Blue Flags – 94 Blue flags in total- went to beaches in Halkidiki, for another year in a row.

Just a breath away from Thessaloniki, you can find irresistible blues in one of the 13 beaches that have also been awarded with the Blue Flag status for high water quality standards.

Here’s the list with the 13 beaches nearby Thessaloniki:

Municipality of Volvi:
- Asprovalta
- Nea Vrasna
- Paralia Vrasnon
- Porto Fino
- Serraiki Akti
- Stavros East
- Stavros West
- Stavros Central

Thermaikos Municipality
- Agia Triada/PIKPA
- Michaniona-Tourmpali
- Nei Epivates
- Peraia-Kochyli
- Potamos

With the Blue Flag recognition, this year, Greek tourism can offer an excellent combination of nature and high-quality services to Greek citizens and international travelers: Natural beauty, variety of locations, health and environmental safety in Greek seas and beaches.
UNWTO HELD VIRTUAL REGIONAL COMMISSIONS IN JUNE

In June, the UNWTO restarted some of its "normal" activities, after all the meetings and events have been postponed due to the COVID-19 outbreak. Specifically, the UNWTO held four Regional Commissions, which are ministerial meetings organized once a year, in which Ministers of Tourism (or other authorities within the tourism sector) from all the Member States meet to discuss the future of the sector in the region. Also, Affiliate Members from the region, participate as observers.

REGIONAL COMMISSION FOR AFRICA (8th JUNE)

The 63rd UNWTO Regional Commission for Africa was held the 8th of June. Due to the extraordinary circumstances, this meeting has been the first taking place virtually, bringing together Ministers of Tourism from across the African continent. The meeting enjoyed the virtual presence of 140 participants from 30 countries, including 24 ministers of Tourism from the region ready to plot a united course towards a stronger and better tourism sector.

Recovery and resilience were the central themes discussed during the meeting, as well as the need of readapting the UNWTO’s Agenda for Africa created to guide the sector towards a sustainable growth up to 2030. In line with this, the UNWTO Secretary General, Zurab Pololikashvili, presented the latest initiatives aimed at supporting African Tourism, such as the ‘Brand Africa Challenge’. This initiative points at designing an innovative branding campaign to position Africa on the wish list of international travellers to help supporting recovery and sustainable growth.

More information about the meeting and the outcomes can be found here.

REGIONAL COMMISSION FOR THE AMERICAS (18th JUNE)

On the 18th of June the 65th UNWTO Regional Commission for the Americas took place virtually. During the meeting, participants addressed the future of tourism in the region and stressed the need to build a stronger, greener and more innovative tourism to build opportunities for millions in the path to sustainable and inclusive growth. The Chairman of the Commission, H.E. Edmund Bartlett, Minister of Tourism of Jamaica, and Ministers from other Member States of the region, discussed and exchanged views on policy issues in response to COVID-19.

Furthermore, two new projects launched by UNWTO were presented. The first one, "Beyond Tourism Innovation Challenge", was designed in collaboration with IDB Lab, a laboratory to catalyse innovation for inclusion in Latin America and the Caribbean. The second one, "Green Investments for Sustainable Tourism", was launched by UNWTO in partnership with IFC (a sister organization of the World Bank) aimed at facilitating green investments to boost a more sustainable future for the tourism sector.

You can find more information on the meeting and the topics discussed here.

REGIONAL COMMISSION FOR EUROPE (25th JUNE)

On the 25th of June the UNWTO celebrated virtually the 65th Regional Commission for Europe, which had to be held in Uzbekistan. The meeting was opened by the Deputy Prime Minister and Chairman of the State Committee for Tourism Development Aziz Abdukhakimov, as representative of the host country, which presented the situation in Uzbekistan and how the country coped with the crisis. Then, there was a very interesting ministerial discussion on policy issues in response to COVID-19, in which all the representatives from Member States explained the impact of the virus in their countries and their responses.

Please find more information about the meeting here.
The Affiliate Members Department was represented by the Chair of the Board Ms. Ana Larrañaga, who presented the involvement of the Affiliate Members in the efforts and discussions to mitigate the impact of the crisis and boost the restart of tourism. Finally, Ms. Anna Athanasopoulou, Head of the European Commission’s DG Tourism Unit, addressed the audience and pleaded the role played by the UNWTO in leading the response to the crisis, highlighting as well as the need to harmonize policies and measures within the European Union.

REGIONAL COMMISSION FOR EAST ASIA & THE PACIFIC & SOUTH ASIA (30th JUNE)

The 32nd UNWTO Commission for East Asia & the Pacific and South Asia took place virtually on June 30. After an introductory communication by the representative of Sri Lanka, which was the designated country to host the meeting, the UNWTO Secretary General presented the main initiatives and activities implemented in response to the COVID-19 outbreak. Later, the Director of the UNWTO Legal Department Alicia Gomez talked about a very relevant topic in the current context - The International Protection of Tourists: Rebuilding Consumer’s Confidence. In the second part, the representatives of the Member States briefed the audience on how they reacted to the crisis and which policies and measures they implemented in order to mitigate the impacts and start the recovery. Finally, Mr. Jens Thraenhart from Chameleon Strategies, on behalf of the UNWTO Affiliate Members, highlighted their active involvement in the discussions and initiatives implemented by the UNWTO during the last three months.

You can find more information on the meeting 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