UNWTO
World Tourism Organization
Affiliate Member

42nd PLENARY SESSION OF THE UNWTO AFFILIATE MEMBERS
RECOVERY TOURISM. REBUILDING TRUST. REINFORCUNG PARTNERSHIPS

// PROPOSALS FOR THE
PROGRAMME OF WORK 2021

CHAMELEON
STRATEGIES

UNWTO
World Tourism Organization
Affiliate Member

// UNWTO AM
STRATEGY
ROUNDTABLES

CHAMELEON
STRATEGIES

// BACKGROUND

- The UNWTO Affiliate Members are underrepresented in some regions

- All members would benefit from an enhances network of members, especially in regions which have a strong tourism industry

- We suggested to organize UNWTO Affiliate Member Strategy Roundtables in collaboration with Governments, Members, and the AM Department in key regions

- The proposal has been presented and well received at the UNWTO Asia Pacific Commission Meeting. Chameleon Strategies and Hong Kong Polytechnic will collaborate in conducting Strategic Roundtables in Asia

// GEOGRAPHICAL DISTRIBUTION OF AFFILIATE MEMBERS

Americas; 21%

Asia & Pacific; 13%

Africa; 5%

Middle East, 4%

Europe; 57%
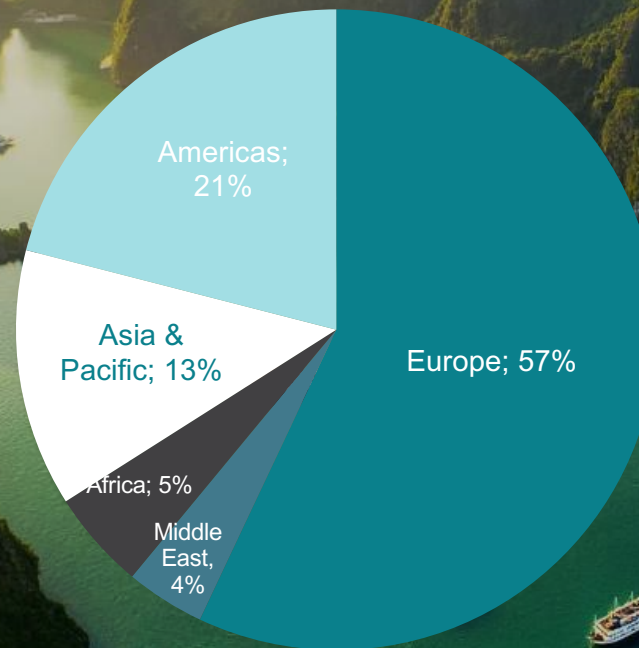
// BENEFITS TO MEMBERS

Increase awareness of AM Network

Identify public-private sector collaboration opportunities

Access to more initiatives for Members

Increase strength of our network of networks

Promote important issues, such as needs for recovery and SDGs

17 PARTNERSHIPS FOR THE GOALS

// FORMAT

Virtually – by Country / Region / Destination in underrepresented regions
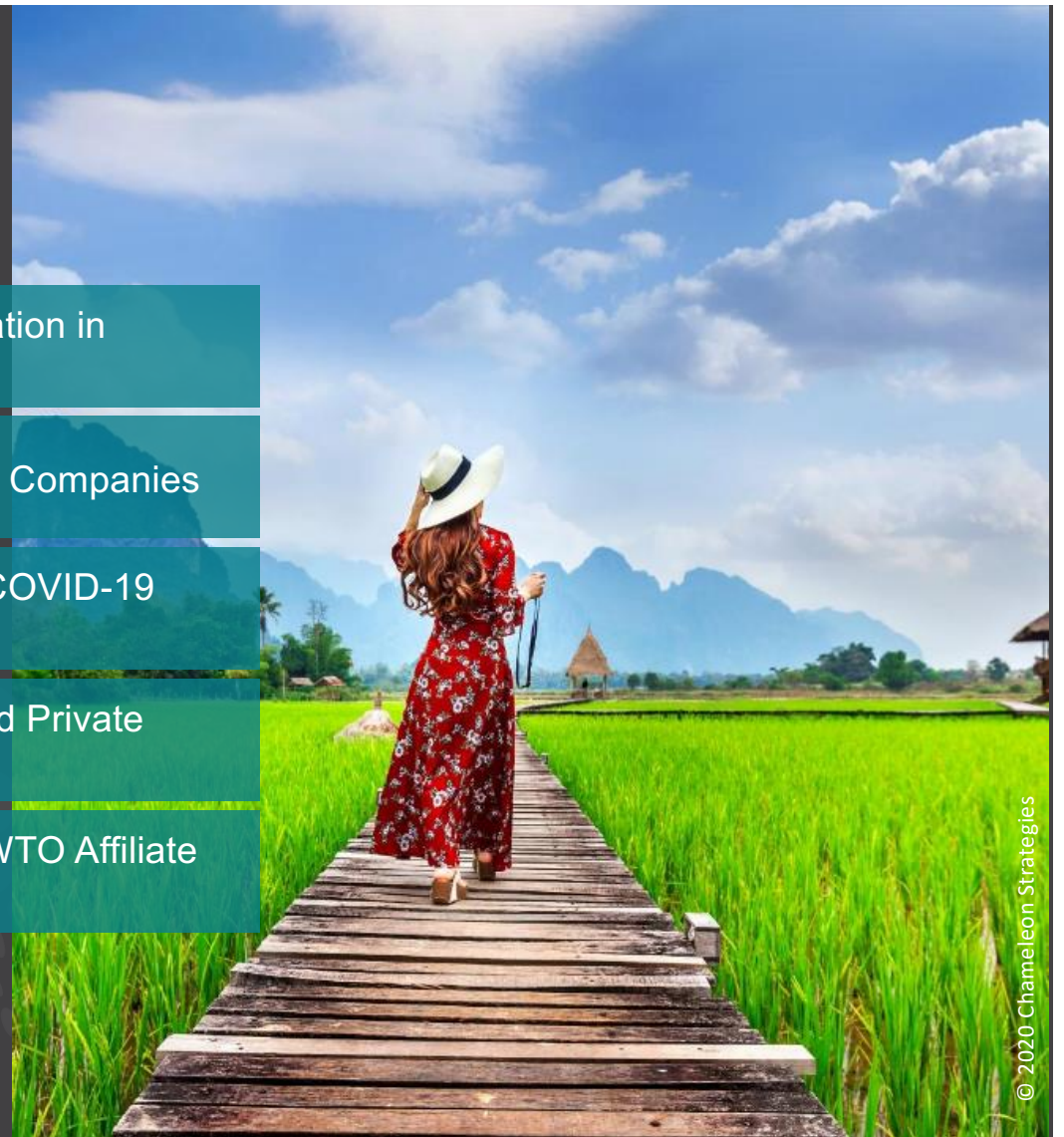
By Invitation by NTOs – CEOs of Travel Companies

Discuss Important Issues – Especially COVID-19 Recovery

Foster Collaboration between Public and Private Sectors

Promote the Benefits of joining the UNWTO Affiliate Program

// ACTION STEPS

1. Creation of roundtable work sheet with event outline by AM Department and Board

2. Identification of members to head roundtables in their regions

3. AM Department to ask governments to invite industry leaders to the roundtables
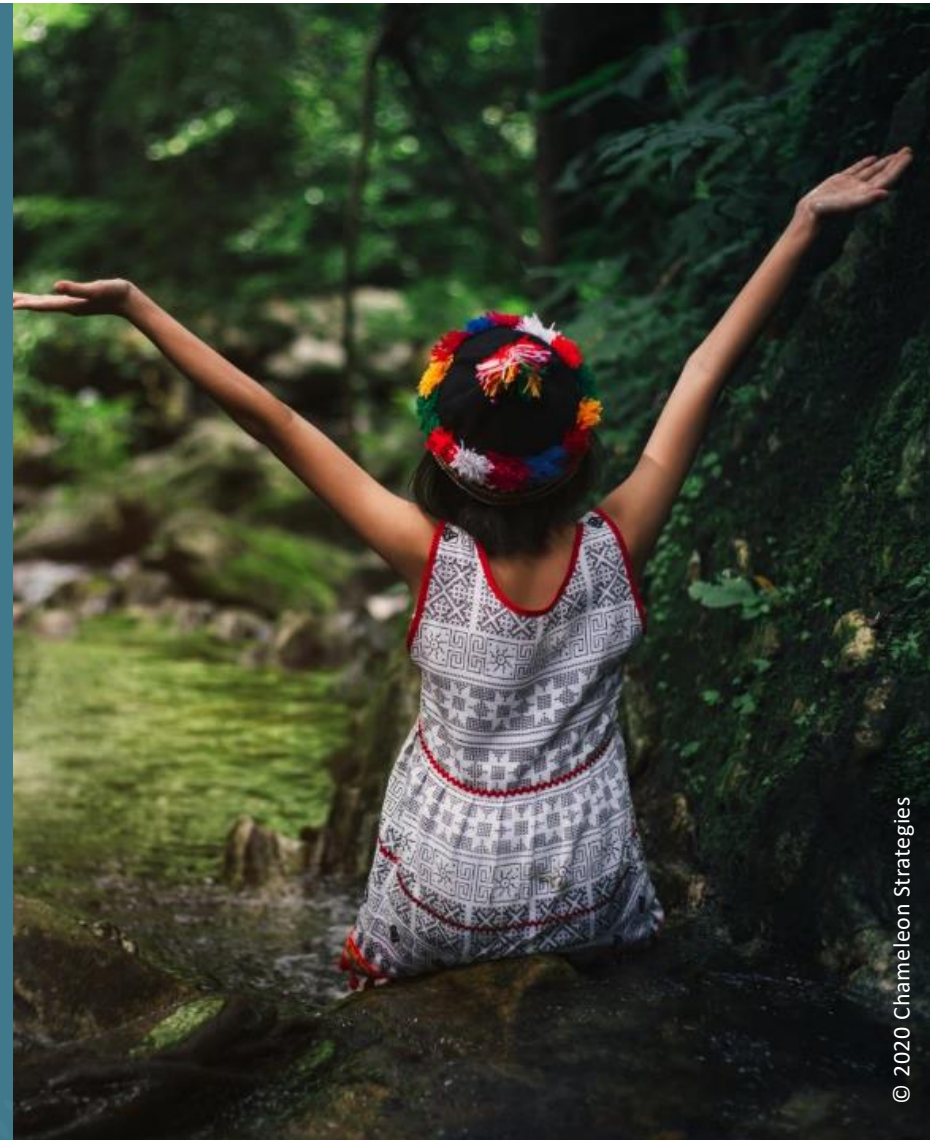
// TIMELINE

- Q4 2020:   Event outline and dates for event
- Jan-Feb 2021:   Invitations by governments
- Feb 2021:   First Round Table

// UNWTO SILK ROAD COLLABORATION

// BACKGROUND

- The Silk Road comprises of 35 member countries of the UNWTO.

- The AM have an opportunity to position themselves as leaders in recovery and building resilience.

- Using stakeholder engagement solutions, we can support the creation of tourism networks based on Geographics (regions, destination) or themes (Rural Tourism) and build capacity in these regions

- Chameleon Strategies has presented the solution to the Minister meeting at ITB 2019, committing technology to manage the framework of the project.
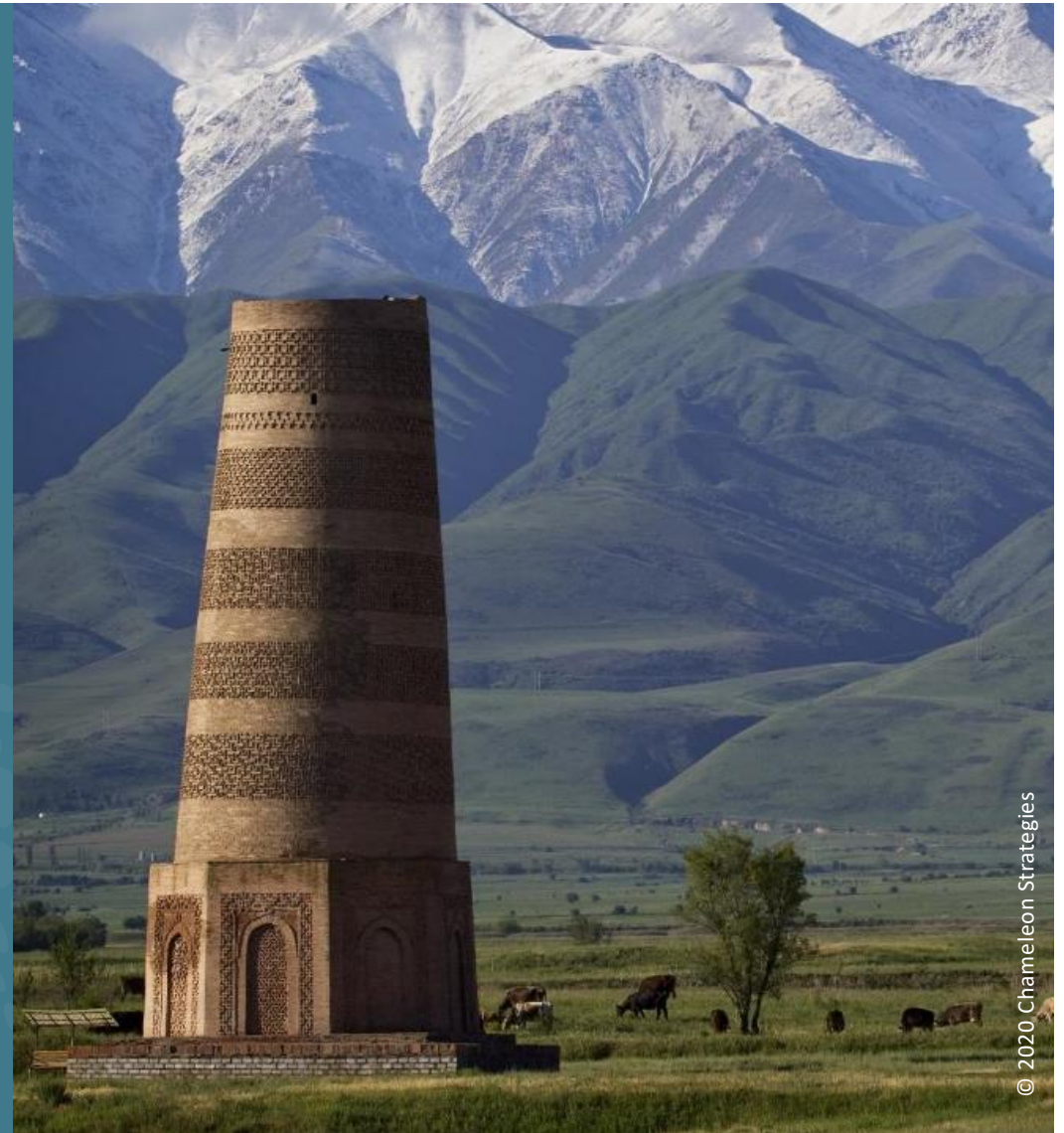
// COLLABORATION IN DESTINATIONS

Chameleon Strategies' has invested in the Enwoke technology suite designed for tourist destinations, associations, and brands to build mutually beneficial relationships and collaboratively promote a common goal.

It allows stakeholders regardless of budget or size to promote the overall community by providing a suite of services enabling

- capacity building,
- collaboration,
- content distribution,
- marketing automation, and
- customer engagement.

Travelers:
- Have access to standardized information and certifications of experiences
- Get information matching their preferences
- Are rewarded and win prizes
- Share their experiences and inspire others

Experiences:
- Are able to engage consumers
- Aggregate visual content from consumers
- Increase exposure through connected channels
- Have a central portal to run or participate in targeted consumer campaigns

Experiences:
- Have a communication portal with their destinations/groups
- Get access to initiatives by destinations/groups
- Receive recognition and certifications
- Increase exposure through association with group
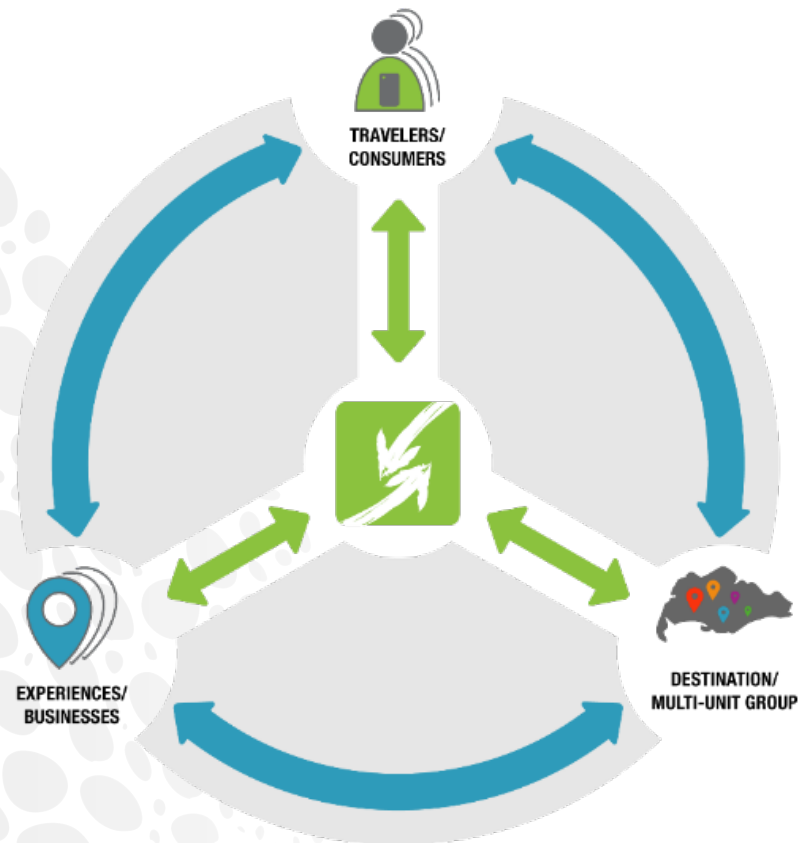
Travelers:
- Have access to targeted in-depth destination information
- Get inspired by visual content from other travelers
- Are rewarded and win prizes

Destinations/Groups:
- Are able to engage travelers
- Aggregate visual content from consumers
- Increase exposure many-fold
- Have a central portal to run or participate in targeted consumer campaigns
- Gain detailed insights about traveler interests, traveler flow, demographics, health data, and attitudes.

Experiences/Groups:
- Are able to manage member experiences/businesses
- Aggregate visual content from businesses
- Increase exposure through activities of members
- Have a central portal to campaigns and communicate with stakeholders

TRAVELERS/CONSUMERS

EXPERIENCES/BUSINESSES

DESTINATION/MULTI-UNIT GROUP

// FORMAT

GEOGRAPHIC NETWORKS

- Spearheaded by Chameleon Strategies (CS) in collaboration with other members, local governments, NGOs, and development agencies

- Creation of regional portals supported by CS

- Management of portals by local stakeholders

- Aggregation of regional content into geographic portals and Silk Road portal

- Creation of recovery campaigns and capacity building activities

THEMATIC NETWORKS

- Thematic networks are created based on themes, such as rural tourism to meet the niche demand of each thematic group

- Creation of thematic portals supported by CS

- Management of portals by thematic group leaders

- Aggregation of thematic content into individual and silk road portal

- Creation of targeted recovery campaigns and capacity building activities

SILKROAD

UNWTO
World Tourism Organization

The Silk Road
Connecting Cultures

Explore Thematic Traveling

History & Culture   Family Activities   Nature   Wellness   Gastronomy   Festivals   Community Based Tourism   Adventure

Take the Silk Road Journey

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SILKROAD UNWTO

White Tower

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www.address.com

Features : :

Affiliations : :
Affiliation   Affiliation   Affiliation

VISIT SITE

Search   GO

TRAVEL BY THEMES

☑ History & Culture   ☑ Nature
☑ Family Activities   ○ Festivals
○ Community Based   ○ Wellness
○ Gastronomy   ○ Adventure

Reset   Select all   Search by Categories

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SILKROAD
UNWTO

Reset   Select all   Search by Travel Themes

∨ **TRENDING TAGS**

   #silkroad
   #silkroadtrip
   #silkroadtour
   #silkroadtravel
   #silkroadexplore
   #silkroadjourney

∨ **THE COUNTRY**

─ **#ITALY**
      #venice
      #rome
+ **#GREECE**
+ **#TURKEY**
+ **#RUSSIA**
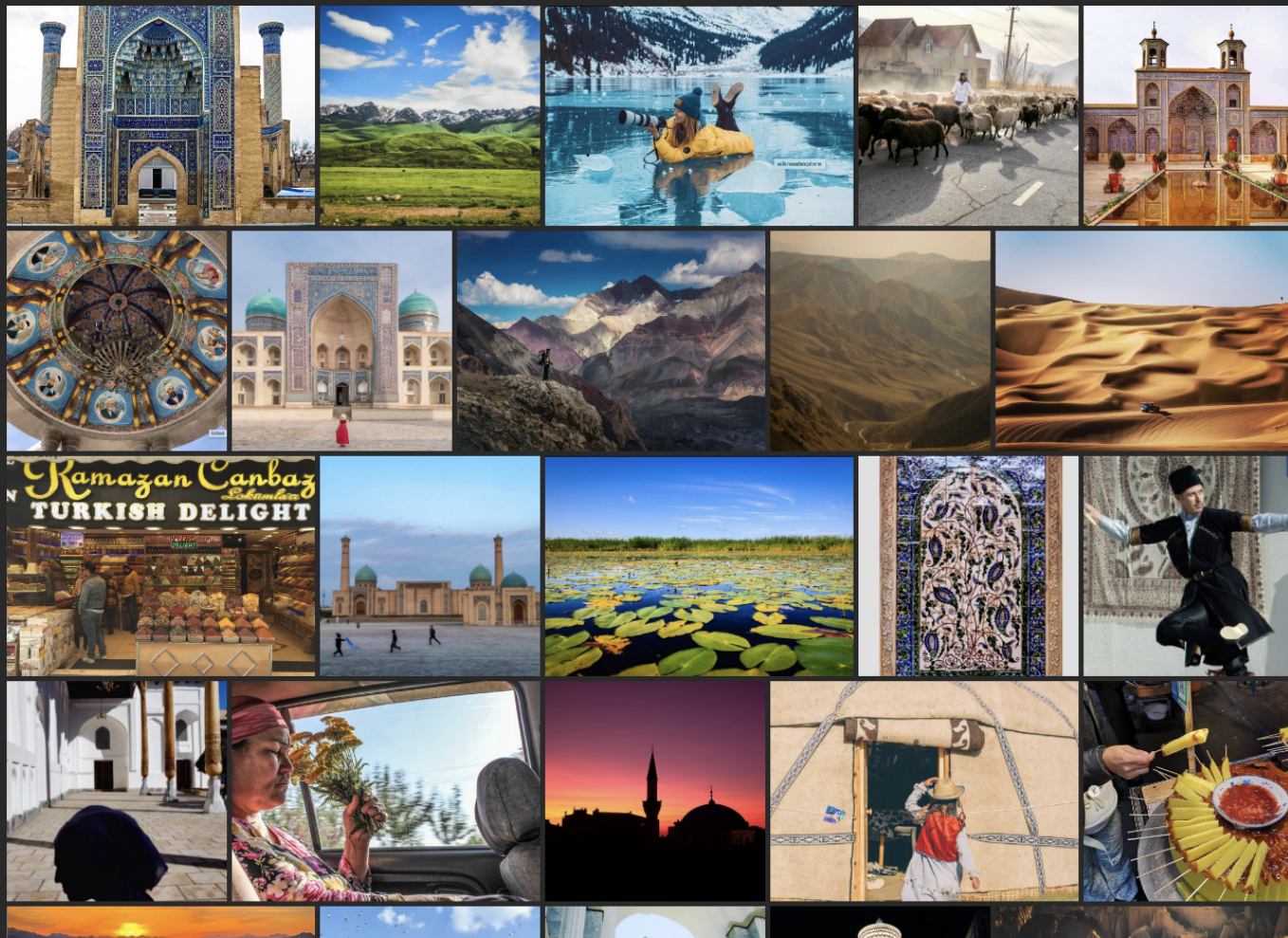+ **#GEORGIA**
+ **#ARMENIA**
+ **#LEBANON**
+ **#IRAN**
+ **#TURKMENISTAN**
+ **#UZBEKISTAN**
+ **#KYRGYZSTAN**

// BENEFITS TO MEMBERS

Public-private sector collaboration opportunities

Increase strength of AM network

Opportunity to enhance network and access new territory

Increase awareness of brand/destination

Business Opportunities

Promote important issues, such as needs for recovery and SDGs

1 NO POVERTY

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES
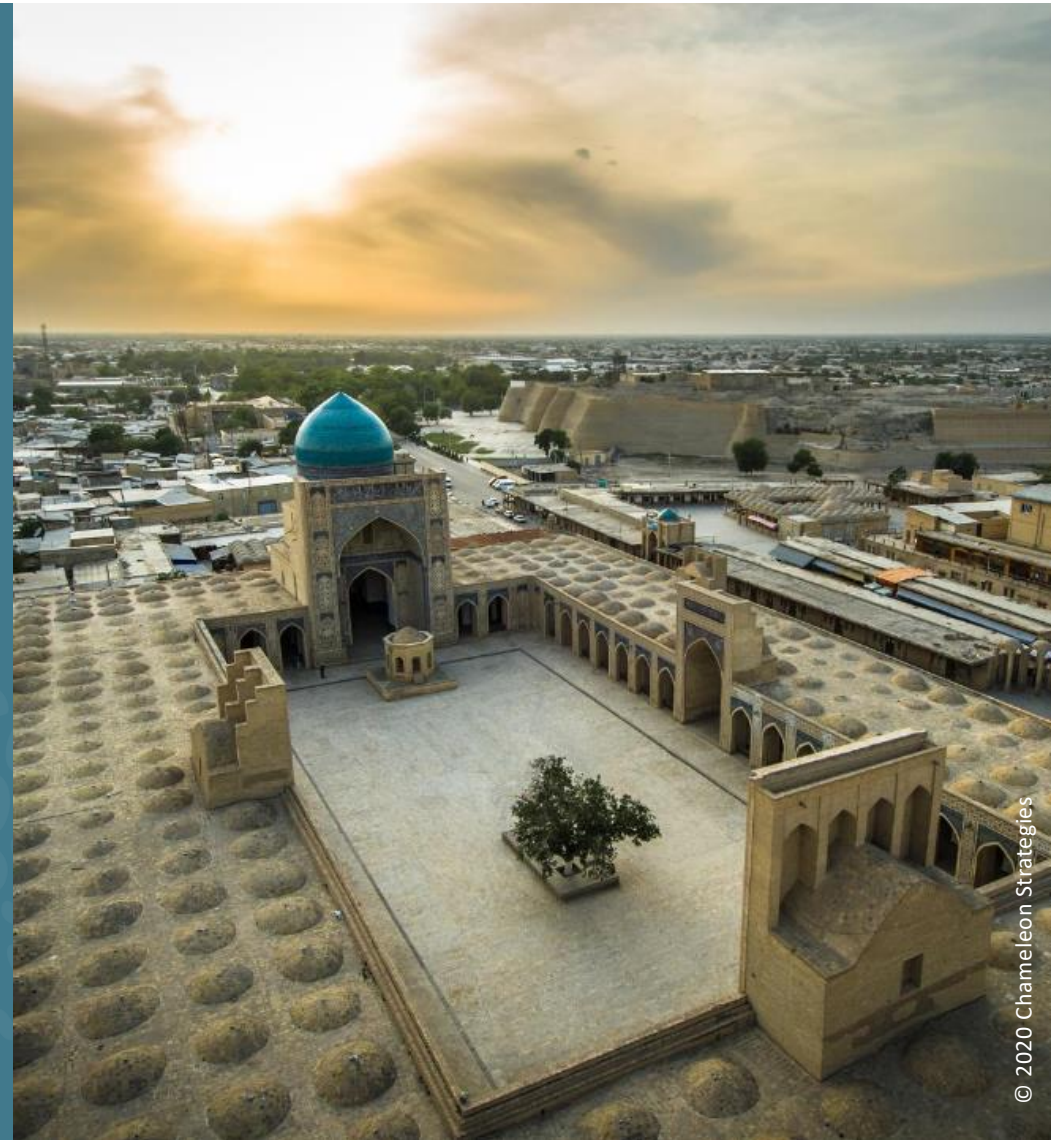
11 SUSTAINABLE CITIES AND COMMUNITIES

17 PARTNERSHIPS FOR THE GOALS

// ACTION STEPS

1. UNWTO commits to support project
2. Creation of project deliverables and outline
3. Founding of Public-private-partnership frameworks to manage project components
4. Stakeholder engagement
5. Development of program
6. Roll-out

// TIMELINE

➢ Q4 2020:   Creation of project
                  deliverables and outline

➢ Q1 2021:   Founding of PPP frameworks
                  with other members

➢ Q2 2021:   Development of program

➢ Q3 2021:   Roll-out
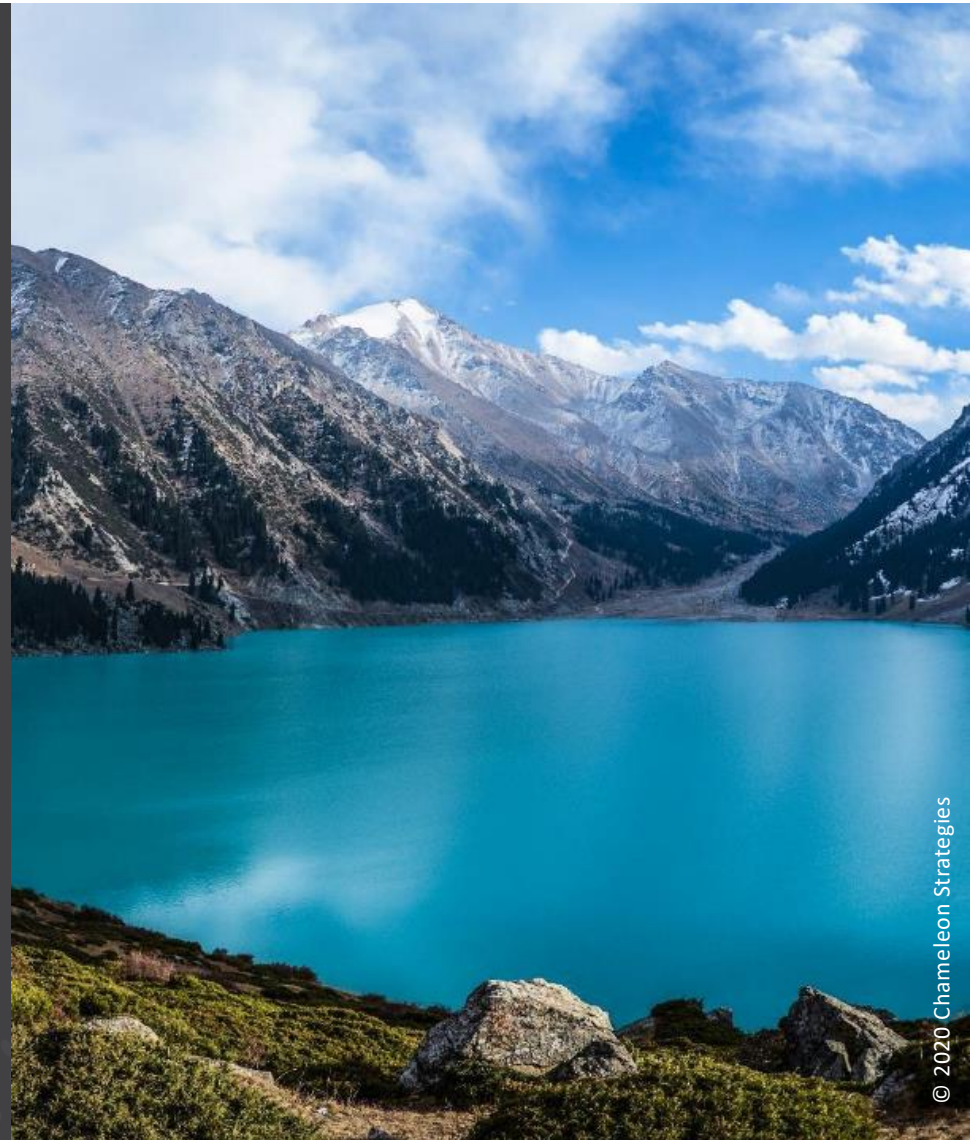
// COLLABORATION
FOR
RURAL
EXPERIENCES

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// BACKGROUND

- Small and micro businesses are often the cornerstones of destinations.

- They are able to collectively build a regional attraction or brand.

- Very often they are sustainable businesses and more integrated in the communities.

- Helping these businesses to connect with each other and to build capacity and help them to compete in an international market, enhance recovery, and sustainability, should be the goal of many destinations.

- Chameleon Strategies offers their support to the UNWTO to build sustainable rural tourism networks in collaboration with fellow members.

// BENEFITS TO MEMBERS

Public-private sector collaboration opportunities

Build resilient sustainable communities

Increase awareness of brand/destination

Promote important issues, such as needs for recovery and SDGs

1 NO POVERTY

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

17 PARTNERSHIPS FOR THE GOALS

// ACTION STEPS

1. Create framework between UNWTO and stakeholders
2. Identify Affiliate Members to spearhead the initiative
3. Chameleon Strategies will provide the frameworks for the initiative
4. On-board businesses into network
5. Run recovery activities to individual regions

// TIMELINE

➢ Q4 2020:   Creation of basic framework

➢ Q1 2021:   Identify potential partner AM

➢ Q1-2 2021: Invite businesses in regions to create their own network, onboarding, and training activities

➢ Q3 2021:   Launch of collaborative marketing activities

CHAMELEON STRATEGIES

Adapting to change - since 1999

www.chameleonstrategies.com

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