Dear Affiliate Members

I would like to convey my most sincere appreciation for your valuable participation in the 42nd UNWTO Affiliate Members Plenary Session, which took place on 5-6 November 2020 in Madrid, Spain, under the theme “Recovering Tourism. Rebuilding Trust. Reinforcing Partnerships”.

The event, which was celebrated in a hybrid format combining in-person participation at the Four Seasons Hotel in Madrid, and a very consistent virtual involvement, counted with the participation of high-level political authorities and over 200 representatives of our Affiliate Members from all over the world.

I am proud that we could organize a highly valuable hybrid event, despite the current difficult circumstances. Our goal was to make it possible for our network of more than 500 Affiliate Members to attend, either in person or virtually.

I am convinced that the most important annual meeting of the private sector affiliated to the UNWTO, our Plenary Session, provided us with an excellent opportunity to send to the sector a clear and strong message on the importance of the public-private partnership, along with the perfect platform to give visibility to the projects and good practices of our Affiliate Members.

The topics discussed during both the Plenary Session and the Thematic Sessions covered a wide thematic range and enabled us to develop a fruitful exchange of information to strengthen the public-private partnership within the tourism sector.

The feedback and comments received from all the participants – Affiliate Members, authorities, and UNWTO – was very positive and encouraging, this representing a very significant message to continue reinforcing our membership and the value of the brand “Affiliate Members”.

I was really honored to have such committed and active members presenting and sharing their work and experiences with a view to support tourism recovery, and to prepare our Programme of Work 2021. I would like to inform you that in the following days we will send you the updated draft of the PoW 2021, where we included the most consistent proposals provided by our Affiliate Members.

The COVID-19 crisis has showed us that we need to learn from each other and that we need to work together. The good news is that the means, the strategies and the knowledge are already available. We just have to learn from them, share our knowledge and strengthen our coordination to implement them. Our 42nd Plenary Session has proven to be a very important forum for this and we must carry on with the work done. I am looking forward to continue discussing and sharing with you projects and initiatives for our common goal of jointly rebuilding a stronger tourism sector.

I am looking forward to continuing the dialogue and further sharing with you projects and initiatives for our common goal of jointly rebuilding a stronger tourism sector.

Sincerely,

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ACKNOWLEDGEMENTS

THANK YOU TO ALL participants, Affiliate Members, speakers, authorities and UNWTO personnel who attended and contributed to the event, both in-person and virtually, for having made this 42nd Plenary Session a success.

We would like to express our gratitude to the host, the Madrid City Council, to the Mayor of Madrid Mr. José Luis Martínez-Almeida and to his extraordinary team in charge of the tourism sector, led by Ms. Almudena Maillo, delegate Councilor for Tourism, and to our Affiliate Member Madrid Destino, who consistently supported the organization of the event in excellent conditions within this difficult context. Our sincere thanks for the support and valuable participation to the Minister of Industry, Commerce and Tourism of Spain, H.E. Ms. Reyes Maroto, to the Government of the Community of Madrid and to the UNWTO Secretary General, Mr. Zurab Pololikashvili.

Also, our sincere thanks to the Chair of the UNWTO Board of Affiliate Members, Ms. Ana Larrañaga, for her commitment and support.
The 42nd UNWTO Affiliate Members Plenary Session - the most important annual meeting of the UNWTO Affiliate Membership - was held on 5 and 6 November at the Four Seasons Hotel in Madrid (Spain), in a very unprecedented context provoked by the COVID-19 crisis.

Under the theme “Recovering Tourism. Rebuilding Trust. Reinforcing Partnerships”, the Session echoed the need for restoring confidence in international travel and for strengthening public-private collaboration in order to recover the tourism sector in a stronger, more sustainable and more resilient way.

With 200 participants from across the world, both in-person and virtually, the event brought together leaders from the tourism industry for high-level talks aimed at strengthening cooperation between the public and private sectors.

The 42nd Plenary Session has proven to be a very important forum for the UNWTO Affiliate Membership and a unique platform for the members to work together in order to rebuild a better and stronger tourism sector.

Two days of intense work where we have exchanged very valuable experiences and best practices to recover the tourism sector in a more sustainable and resilient way, as well as presented the excellent proposals and initiatives sent by our Affiliate Members to include in the Programme of Work 2021.

Find all the information on the official webpage of the 42nd Plenary Session here.

Read the press release here.

“This is a time to work together and rebuild the tourism sector better and stronger”

UNWTO Secretary General, Mr. Zurab Pololikashvili
A great selection of proposals for the PoW 2021 from the Affiliate Members were presented during the 42nd Plenary Session, ranging from activities on tourism recovery to new priority lines of action such as Sport Tourism and Movie Tourism.

The Programme of Work (PoW) 2021 defines the priority lines of action of the UNWTO Affiliate Members Department for the year 2021, in full alignment with UNWTO’s Management Vision, Objectives and Priorities. The PoW 2021 is taking into consideration the excellent proposals received from Affiliate Members worldwide, both over the course of recent months and, more specifically, after a call for submission proposals was launched in October 2020.

During the 42nd Plenary Session, a selected group of Affiliate Members presented their very interesting projects and initiatives for the PoW 2021, in particular, those that were more fully aligned with UNWTO’s priorities.

While the activities on tourism recovery amidst the COVID19 remain a top priority, the proposals received reflect new interesting topics such as Astrotourism, Motor Tourism, Tourism and Culture Synergies and Air Connectivity and Sustainable Tourism. Next to this, we received great initiatives on received great initiatives on priority topics such as Sports Tourism and Tourism and the Audiovisual. Also, Affiliate Members from all over the world submitted proposals aimed at promoting the Affiliate Membership in their respective regions and make our international tourism network even stronger.

Watch it [here](#)
Here are mentioned some of the proposals presented by the Affiliate Members during our 42nd Plenary Session. We received many more interesting proposals, that you can see in the PoW2021.

Thank you ALL for your very valuable contributions!

• **QUINTANA ROO**: The experience of Quintana Roo.

• **CHAMELEON STRATEGIES**: UNWTO AM Strategy Roundtables

• **FC PORTO MUSEUM**: Sports Tourism – The Case of FC Porto

• **SKAL INTERNATIONAL**: Skál International Webinar Series

• **ESTUDIS D’HOTELERIA I TURISME CETT**: III Smart Tourist Congress and more.

• **INTERNATIONAL MOTORCYCLING FEDERATION (FIM)**: Biodiversity and Moto Tourism

• **XCARET GROUP**: Women’s Empowerment and IAAPA Alliance

• **ACQVILA CLUB RUCAR ROMANIA**: Promotion of Affiliate Membership in Romania through the celebration of activities in the field of eco-tourism

• **FUNDACION ONCE**: Quality tourism: accessibility and safety

• **GRUPO DE CIUDADES PATRIMONIO DE LA HUMANIDAD**: Cultural Tourism: an opportunity to overcome the COVID-19 crisis. Sustainable and Smart Heritage

• **FUNDACION STARLIGHT**: The astro tourism: driver of sustainable local economy, emerging in COVID time

• **AVANZO**: Education and tourism: The Madrid Interactiva project
The discussions, divided in three sessions, facilitated a very consistent exchange of knowledge, experiences and best practices of UNWTO Affiliate Members on COVID-19 response and recovery.

Find all the presentations [here](#)

**Session 1: Time to act: UNWTO, Governments and private sector's coordinated response to the COVID-19 crisis**

Moderated by Alicia Gomez, UNWTO Legal Counselor, this session focused on the work carried out by UNWTO and its technical assistance package. Also, representatives from the Madrid City Council, Barcelona Turisme and Castilla La Mancha shared their experiences on how they dealt with the crisis and recovered the sector.

Watch it [here](#)

**Session 2: Roadmap to new business models: Affiliate Members' best practices**

Moderated by Daniela Otero, CEO of Skål International, this session showed how to shift the business as usual to a new business model. With best-case examples from Tripadvisor, IATA, AEHM and ATREVIA.

Watch it [here](#)

**Session 3: The 2030 Agenda, Universal Goals, Practical Solutions: Affiliate Members' best practices**

Moderated by Patrick Torrent, president of Necstour, this session focused on best practices which are following the 2030 Agenda. We heard good examples from Fédération Internationale de Motocyclisme, Chameleon Strategies, The Moscow City Government and ProColombia.

Watch it [here](#)
Thank you ALL for your collaboration and great generosity in sharing your work on our newly launched AM Virtual Corner!

In these difficult times of the COVID-19 crisis, now more than ever, we must join forces and share our resources in order to defeat this global threat and rebuild tourism in a more resilient and sustainable way. On the occasion of the 42nd Plenary Session, the UNWTO Affiliate Members Department has created the UNWTO Affiliate Members Virtual Corner!

The AM Virtual Corner brings together the different projects and initiatives for the recovery of tourism of our Affiliate Members in a single virtual space, offering greater international visibility and facilitating better cooperation and networking opportunities for our Affiliate Members. The AM Virtual Corner will be publicly available on UNWTO's website until 2021.

Take a look at the all the interesting initiatives from UNWTO Affiliate Members around the world: Access to the VIRTUAL CORNER.
UNWTO AFFILIATE MEMBERS DISTINCTION AWARDS 2020 TO OUTSTANDING INITIATIVES

On the occasion of the 42nd Affiliate Members Plenary Session, UNWTO gave a timely and well-deserved recognition to a selection of Affiliate Members for their extraordinary contribution in recent months to the efforts of the Organization and the industry as a whole to mitigate the impact of COVID-19 and promote the restart of tourism.

The ceremony, which was held on 6 November at the Four Seasons Hotel Madrid, celebrated those stakeholders who best embodied the spirit of solidarity and determination that underlined the sector’s response to the COVID-19 pandemic.

Congratulations to the Affiliate Members who received this recognition for your excellent work!

You can watch the entire ceremony [here](#).

LIST OF WINNERS

**CNN** - Best “Inspirational Communication Campaign” for its work bringing the UNWTO’s #TravelTomorrow campaign to a global audience of millions.

**Chameleon Strategies** - Best “Promotion of the UNWTO Affiliate Membership in Asia” for its work promoting the Membership in the region.

**Facility Concept and Africa Tourism Partners Company** - Best “Promotion of the UNWTO Affiliate Membership in Africa” for their promotion in the African region.

**Xcaret Group** - Best “Contribution to the Reopening of Tourism: Attraction and Thematic Parks” for their guidelines to safely reopen the global attraction industry.
UNWTO AFFILIATE MEMBERS DISTINCTION AWARDS 2020 TO OUTSTANDING INITIATIVES

IATA - Best “Contribution to the Reopening of Tourism: Air Transport Sector” for their protocols to safely restarting aviation.

IFEMA - “Solidarity towards the community” for allowing its exhibition center to be repurposed as the largest hospital in Spain during the pandemic.

CAIXABANK - Best “Contribution to support the tourism private sector” for its support to tourism companies through its business line “CaixaBank Hotels and Tourism”.

EGEDA - Best “Promotion of the Sustainable Development Goals (SDGs)” for the Platino Awards for Iberoamerican Cinema “17 Awards, 17 SDGs”.

Ayuntamiento de Madrid - Best “Commitment with the Public-Private Partnership in Tourism sector” for leading by example in fostering public-private partnerships for response and recover.

Seoul Tourism Organization - Best “Promotion of Tourism as Tool for Peace and Reconciliation” for the 2019 Seoul International Fair and Sustainable Tourism Forum.

Royal Commission for Al Ula - best “Promotion of Inclusive Community Development through Tourism” for its work promoting inclusive community development.
FROM THE AFFILIATE MEMBERS DEPARTMENT, THANK YOU!
SEE YOU AT THE 43RD AFFILIATE MEMBERS PLENARY SESSION IN MOROCCO IN 2021!

HE Karima BENYAICH, Ambassador of Morocco to Spain, announces the place and date of the 43rd UNWTO Affiliate Members Plenary Session.
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