

## **UNWTO and Facebook Partner to Support Member States to Leverage Digital Marketing to Restart Tourism**

**Madrid, Spain, 16 April 2021** - *The World Tourism Organization (UNWTO) and Facebook have partnered to help global destinations make use of the power of digital marketing as they look to welcome tourists back safely.*

Over the past year, the United Nations specialized agency for tourism has been supporting its Member States on a series of initiatives relating to market intelligence and marketing. Now, as tourism begins to restart in some parts of the world, a series of special sessions were held jointly with Facebook to deliver a range of key insights into how the effective use of digital marketing can help destinations gain a competitive advantage in the challenging months ahead.

Three sessions, one each in English, Spanish and French, welcomed participants from 30 countries. The sessions focused on Facebook and Instagram Communication Insights and Best Practices, with participants also given an overview of digital tools and tips for communicating with their target audiences, including through Messenger and WhatsApp. Alongside this, the sessions highlighted the importance of metrics and other key tools in measuring the success of digital marketing campaigns, and role of advertising and creativity in reaching new audiences.

Sandra Carvao, UNWTO Chief, Market Intelligence and Competitiveness, says: "We are very happy to have Facebook on board with us to bring the fundamentals and best cases of digital marketing to our Members. Our partnership will help destinations be better prepared for a new market framework and allow them to use data and digital marketing to reach new audiences and restart their tourism sectors.

Nicolai Gerard, Facebook EMEA Government Politics & NonProfit Marketing Solution Director says: "We are very pleased to work with UNWTO to help global destinations take advantage of all the benefits that digital solutions and tools can offer. In the times we are living, it is key for the travel industry to implement digital marketing strategies to accelerate the road to recovery. With this partnership, we believe that travel destinations will gain the necessary tools and skills that will allow them to use all the services available through our family of apps".

**Related Links:**

[UNWTO and Facebook Immersion Session \(English\)](#)

[UNWTO: Tourism Market Intelligence](#)

[UNWTO and COVID-19: Guiding Tourism's Recovery](#)