



# AMNEWS

*The bulletin of UNWTO's Affiliate Members from the tourism sector*

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A photograph of a modern glass building with a red and blue facade. The word "Madrid" is visible on the glass facade. The building has a complex structure with many windows and a prominent red horizontal band. The sky is blue with some clouds.

# **FITUR 2021 HIGHLIGHTS**

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# **AFFILIATE MEMBERS**

# **ACTIVITIES**

Puerta Sur South Entrance

Dear Affiliate Members,

I am pleased to share with you this special edition of our AM News bulletin, highlighting the main activities organized by our department at FITUR.

This edition of the fair was very unique, given the current circumstances and the challenges that our sector is facing. However, the tourism sector demonstrated more than once its resilience and capacity to recover from adverse situations, and FITUR sent an unequivocal message that we are ready to do it again by restarting our normal activities such as the organization of these big in-person events.

Our main goal is to strengthen our relationships with our Affiliate Members and we work to offer you opportunities for networking and platforms to increase the visibility of your activities, to respond to your expectations and needs

Furthermore, as you know our department organized several events and provided spaces to the Affiliate Members to showcase their projects and initiatives, such as the Expert Meeting on Accessible Tourism and the AM Corner. I am very proud of the outcomes, the level of participation and the support we received from many of you, despite the challenging context.

We have met at FITUR 2021 in a very difficult context for our sector, but we are looking to the future with hope and optimism. It is important and timely to highlight that tourism is a very cross-cutting sector and that it has repeatedly demonstrated its amazing capacity for rapid recovery after difficult times, as has been seen in the last crisis in 2008 -2009.

I am convinced that this edition of FITUR represents the turning point for our sector, as it showed to all of us that we have the capabilities to restart our normal activities. I would like to reiterate that from the Affiliate Members Department we will continue working to support you in your efforts towards the recovery and you can always count on us.

From the UNWTO and especially from Affiliate Members Department, I would like to express you all our congratulations for the great work you are carrying out and for the commitment to modernizing and adapting tourism sector to the new challenges.

We will continue to focus on all the other projects that we included in the Programme of Work 2021 and in the organization of all the events that we are planning for this year.

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

Yours sincerely,

Ion Vilcu



## HIGHLIGHTS OF AMD ACTIVITIES AT FITUR EXPERT MEETING ON ACCESSIBLE TOURISM – GOOD PRACTICES ON ACCESSIBLE TOURISM IN NATURE AREAS

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*The UNWTO Affiliate Members Department launched a publication on Accessibility and Inclusive Tourism Development in Nature Areas at FITUR Next*

On May 19 the UNWTO Affiliate Members Department, within the framework of the activities of the Working Group on Accessible Tourism, organized the Expert Meeting on Accessible Tourism – Good Practices on Accessible Tourism in Nature Areas at FITUR Next.

This event provided a space to recognize the importance of incorporating accessibility into the tourism practices in nature environments, share knowledge and experiences by UNWTO Affiliate Members and other tourism stakeholders, and provide recommendations on how to strengthen accessibility and create an accessible tourism for all.

The event offered the opportunity to launch the publication “Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices”, which is now available in the UNWTO E-Library. This publication is the result of the work carried out in the last months by the Working Group on Accessible Tourism, coordinated by the Affiliate Members Department and chaired by the Spanish

Network for Accessible Tourism (RedEstable).

It addresses the relative lack of research carried out into the topic of accessibility in nature areas to date. Through 11 cases studies and examples of best practices drawn from UNWTO Affiliate Members and other organizations, it illustrates different ways of designing and implementing projects aimed at improving accessibility in nature and so enabling persons with disabilities to travel to these areas.

We hope the compiled examples can inspire all tourism stakeholders from both the public and private sectors, including Destination Management Organizations, tourism businesses, NGOs and other tourism entities to launch similar initiatives achieving a greater inclusivity and making nature accessible for all.

Furthermore, within the framework of the event, representatives of some of the entities which contributed to the publication shared with the audience their projects, all very different in terms of content but sharing the common goal of promoting Accessible Tourism for All and supporting the right of people with disabilities to travel. Specifically, we had the pleasure to listen to these projects:



- “Can Morei – An Accessible Accommodation in Nature”, implemented by the Can Morei’s group and promoted by the Catalan Tourism Board
- “DONATAPA – Beaches for all by re-using plastic”, developed by the Costa Rica Accessible Tourism Network and promoted by the International Social Tourism Organization (ISTO)
- “Breaking Barriers”, implemented by the Aigüestortes i Estany de Sant Maurici National Park and promoted by the Catalan Tourism Board
- “Blue Flag Programme as a Promoter for Accessible Tourism”, developed by the Foundation for Environmental Education
- “Implementation and Certification of a Universal Accessibility Management System at Las Canteras Beach”, implemented by the Las Palmas de Gran Canaria City Council

This event, and the launch of the publication, represents the clear evidence that by working together, the public and private sectors can contribute to create a more inclusive and accessible tourism sector.

Thanks to all the panellists and the other organizations which contributed to this great work!

#### RELATED LINKS:

[Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices.](#)

[Expert Meeting on Accessible Tourism – Good Practices on Accessible Tourism in Nature Areas.](#)



## HIGHLIGHTS OF AMD ACTIVITIES AT FITUR UNWTO AFFILIATE MEMBERS CORNER

*UNWTO gives voice to the initiatives of the private sector at FITUR 2021*

Our Affiliate Members Corner has become a meeting point for Affiliate Members to share their ideas and latest projects, and the most recent edition was focused on the much-needed “Recovery of Tourism”. It was held in the framework of FITUR 2021, on May 21, when a selection of 16 Affiliate Members of UNWTO presented their latest initiatives to restart tourism.

Since the start of the pandemic, the Affiliate Members Department of UNWTO has been working to liaise the tourism sector in order to accelerate the retake of tourism. This event is yet another proof of the work being done in this direction. Through the presence of Affiliate Members from very diverse countries, such as Russia, Mexico, Colombia or Turkey, we conveyed the message that tourism and, most importantly, their main actors (tourism boards, destinations, hotels, and companies) are ready to welcome tourists again.

The session was divided into three blocks addressing key topics related to the recovery of tourism. First, our Affiliate Members presented how technology has helped overcome

the current situation and how technology is a strategic component of the competitiveness of destinations and tourism companies. Secondly, we gathered a selection of initiatives that showed us how Affiliate Members are adapting their marketing strategies to best keep the travel desire alive in tourists and inspire confidence to welcome them again. The final block addressed how the transition into safer destinations and the adoption of reactivation protocols are shaping tourism towards a more sustainable and inclusive sector.

The Affiliate Members Corner at FITUR 2021 received great media coverage with the official press release from UNWTO being echoed by a wide range of media outlets. We would like to thank the engagement as well of some Affiliate Members to make resonate in their own country or region the message highlighted at the Affiliate Members Corner.



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**First block:** Embracing digitalization and innovation in tourism: Focused on how the implementation of new technologies is shaping the way visitors experience tourism across their travel journey and the way DMOs and public administrations make their planning for the tourism sector.

1. Moscow City Tourism Committee (Russia)
2. NECStouR (Belgium)
3. Allianz Partners (Spain)
4. Catalan Tourism Board (Spain)
5. Eurecat (Spain)

**Second block:** Marketing strategies for tourism recovery: Addressing how tourism boards and other tourism organizations are adapting their marketing and communication strategies to the current scenario in order to accelerate the return of tourists.

6. Quintana Roo Tourism Promotion Council (CPTQ) (Mexico)
7. Turisme de Barcelona (Spain)
8. Expedia Group (USA)
9. Turismo de Santiago de Compostela (Spain)
10. World Leisure Organization (USA)
11. Guanajuato Tourism Observatory (Mexico)

**Third block:** Reactivation Strategies – Towards a safer, more inclusive and more sustainable tourism: As the current crisis offers the chance to press the reset button, this block brings together initiatives that have gained traction recently to build a better tourism sector for all.

12. FENALCO (Colombia)
13. Fundació Mallorca Turismo (Spain)
14. Turkey Tourism Promotion and Development Agency (TGA) (Turkey)
15. Tourism Data Driven Solutions (Spain)
16. Starlight Foundation (Spain)

RELATED LINKS:

[Youtube](#)

[AM Virtual Corner](#)



## HIGHLIGHTS OF AMD ACTIVITIES AT FITUR UNWTO/NETFLIX PANEL OF EXPERTS ON SCREEN TOURISM AND CULTURAL AFFINITY

*The UNWTO Affiliate Members Department and Netflix organized a Panel of Expert on Screen Tourism and Cultural Affinity*

As part of their collaboration started several months ago, the UNWTO Affiliate Members Department and Netflix organized a Panel of Experts on Screen Tourism and Cultural Affinity, which took place at FITUR Screen on Thursday 20 May.

The event started with the presentation of the Global Report on Cultural Affinity and Screen Tourism, a joint project between the two organizations that will be soon published. In particular, this study looks into screen tourism and expands this concept to include its connection with cultural affinity and the growing affection that people develop towards a particular country or local culture when displayed on the screen.

Its ultimate goal is to support policy-makers and key stakeholders within the tourism and audiovisual sectors to implement policies and strategies that make destinations attractive for producers by establishing partnerships while fostering the UN Sustainable Development Goals.

Following the presentation of the main findings and conclusions of the Global Report, experts on tourism and the audiovisual industry shared their knowledge and points of view on the growing trends in screen tourism, its positive impact towards strengthening cultural affinity, and how public-private partnerships can support destinations to promote themselves as attractive locations for audiovisual producers.

Among them, Mr. Ion Vilcu, Director of the UNWTO Affiliate Members Department; Mr. Carlos Rosado Cobián, President of the Spain Film Commission; Ms. Esperanza Ibañez Lozano, Director of Public Policy of Netflix; and Ms. Antonia del Rey Reguillo, Professor at the University of Valencia.

It was great to contribute to this event, which highlighted once again how relevant is the screen tourism and how it can contribute to the recovery of the sector, the affinity between different cultures and people, and the achievement of the SDGs.

### RELATED LINKS:

[Cultural Affinity and Screen Tourism: The Case of Internet Entertainment Services.](#)

[Panel of Experts on Screen Tourism and Presentation of the Global Report on Cultural Affinity and Screen Tourism.](#)



## HIGHLIGHTS OF AMD ACTIVITIES AT FITUR CAIXABANK HOTELS & TOURISM AWARDS

*UNWTO supported special edition of the CaixaBank Hotels & Tourism Awards at FITUR*

The UNWTO, represented by the Director of the UNWTO Affiliate Members Department, Mr. Ion Vilcu, participated at the third edition of the CaixaBank Hotels & Tourism awards. The event, celebrated the 19 of May within the framework of FITUR, is another example of the commitment of CaixaBank, a UNWTO Affiliate Member, to the tourism market and, specifically, to social and innovative projects in the tourism sector in Spain.

This special edition wanted to recognize the efforts of several stakeholders in the tourism sector to support the recovery from the COVID-19 pandemic. In fact, the best social and innovative initiatives launched by the sector in 2020 to adapt to the crisis, mitigate its impact and boost the restart of tourism were awarded.

Three private Spanish entities in the hotel sector, Artiem Hotels, Apartamentos Vistasol and Hosbec, were announced as the winners in the national phase of this third edition for their respective initiatives in the “Social”, “Innovation” and “Institutional” categories of the awards.

Specifically, Artiem Hotels was awarded for the Best Social Initiative for the solidarity projects “OneRoomOneLife” and “Menorca in your hands”. Apartamentos Vistasol were

honored with the Best Innovative Initiative award, for its capacity to adapt to the circumstances through a flexible model in terms of offer and cancellation policy. Lastly, the award Best Institutional Initiative was conceded to Hosbec, for its efforts in supporting the sector during the pandemic.

The jury for the awards was composed of CaixaBank specialists in the tourism sector and Corporate Responsibility, professionals from leading institutions in the sector, such as Mr. Ion Vilcu from the UNWTO, Mr. Ramón Estalella – Secretary General CEHAT (Confederación Española de Hoteles y Alojamientos Turísticos), Mr. Juan Cierco, president of the Tourism Commission Spanish Chamber of Commerce.

The UNWTO welcomes with great enthusiasm the initiatives of CaixaBank Hotels & Tourism area aimed at implementing more sustainable practices, which ultimately make tourism companies more competitive, with the goal of promoting the development of the sector in line with the values and priorities of the 2030 Agenda.



## HIGHLIGHTS OF AMD ACTIVITIES AT FITUR BOARD OF THE UNWTO AFFILIATE MEMBERS

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*The Board of the Affiliate Members celebrated its 54th meeting at FITUR*

Within the framework of FITUR, the Board of the Affiliate Members met for the first time in 2021 a hybrid format, combining in-person and virtual participation. The meeting was presided by the Chair of the Board of the Affiliate Members Ms. Ana Larrañaga, representative of the host FITUR. She was accompanied by the Director of the Affiliate Members Department, Mr Ion Vilcu.

Mr. Vilcu updated the members of the Board on the status of the implementation of the Programme of Work of the Affiliate Members for the current year. During his speech, he underlined the need to ensure the presence of Affiliate Members during the General Assembly in Morocco in October, a great opportunity to build a solid network for Affiliate Members.

The Chair informed the participants on the dates of the upcoming UNWTO Regional Commissions. She invited the Members of the Board to participate as representatives of the Affiliate Members in order to guarantee their involvement of the in these statutory events.

Furthermore, the results of the survey conducted by the Affiliate Members Department to collect inputs and feedback about the membership were presented to the Board. The ninety-two answers received and nine interviews realized allowed for a complete overview of the knowledge and insights gathered. The AMConnected Library is the first measure that was implemented based on the inputs of the survey. In this section of the platform, the most important documents related to the membership will be available. This is just a first step, and the Affiliate Members Department will continue working in order to maximize the value of the membership through a clear plan.

Lastly, the Board members were updated on the evolution of the important ongoing process of the Reform of the Legal Framework of the Affiliate Membership, in line with the firm commitment by the department to carry out this reform process in permanent collaboration and consultation with the members.



## HIGHLIGHTS OF AMD ACTIVITIES AT FITUR UNWTO STAND MADE AVAILABLE FOR AFFILIATE MEMBERS AT FITUR

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As part of its activities at FITUR, the UNWTO offered to its Affiliate Members a space to meet, network, and hold B2B sessions. The stand, that could be found at FITUR Next, was organized and coordinated by the Affiliate Members Department with the support of the other Departments of the organization.

In addition to the B2B sessions with the Affiliate Members and other entities interested in getting to know more on the organization's activities and initiatives, the visitors could find promotional brochures, videos and other communication materials describing our mission, projects and events.

This was the first time after a few years that the UNWTO had its own stand at FITUR, and we are already planning to do it again, and better, in the next edition of the fair in January 2022. We are open to any suggestions from our Affiliate Members on how to improve it and involve as many entities as possible.



## PRESS COVERAGE

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### EXPERT MEETING ON ACCESSIBLE TOURISM - GOOD PRACTICES ON ACCESSIBLE TOURISM IN NATURE AREAS

HOSPITALITY NET: [Tourism for all – UNWTO presents “Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices”.](#)

LA PROVINCIA - DIARIO DE LAS PALMAS: [La playa de Las Canteras, un ejemplo de buenas prácticas en accesibilidad para la OMT.](#)

TRAVEL PRNEWS: [UNWTO presents Accessibility and Inclusive Tourism Development – Compendium of Best Practices at FITUR Next.](#)

### UNWTO AFFILIATE MEMBERS CORNER

TRAVEL 2 LATAM: [La OMT da visibilidad a las iniciativas del sector privado en FITUR 2021.](#)

24 HORAS: [Recuperación turística del Caribe mexicano ejemplo a nivel mundial.](#)

MIRAGE: [UNWTO gives voice to initiatives of private sector at FITUR 2021.](#)

### CAIXA BANK HOTELS & TOURISM AWARDS

TORNOS NEWS: [UNWTO supports special edition of CaixaBank Hotels and Tourism awards at FITUR show.](#)

LA VANGUARDIA: [Las tres compañías hoteleras que mejor han sabido adaptarse a la pandemia.](#)

20 MINUTOS: [Turismo. El Plan 8 local, accésit a Mejor Iniciativa Institucional de los premios Hotel & Tourism de CaixaBank.](#)

EL ECONOMISTA: [Apartamentos Vistasol gana el premio nacional Hotels & Tourism de CaixaBank.](#)

EUROPA PRESS: [Ilunion, Cool Room Atocha, Grupo GAT y AEHM ganan el premio Hotels & Tourism de CaixaBank en Madrid.](#)

### UNWTO/NETFLIX PANEL OF EXPERTS ON SCREEN TOURISM AND CULTURAL AFFINITY

NEXOTUR: [Netflix, con UNWTO, en FITUR: screen tourism y más.](#)

IFEMA: [Netflix y UNWTO analizan en FITUR Screen el impacto de las producciones españolas en el turismo en nuestro país.](#)

SEÑALNEWS: [¿Cómo repercuten las producciones españolas en el turismo local?](#)

PEN MEDIA INC: [Netflix and UNWTO at FITUR Screen analyze the impact of Spanish production on tourism.](#)



Socio FITUR



Línea Aérea Oficial



Miembro Afiliado



**Somos turismo  
Somos reencuentro**

**19-23  
May**

**2021**

**Recinto Ferial  
ifema.es**





The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

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