Implementation of the Programme of Work for 2020-2021

Affiliate Members Activities

During 2020 and the first months of 2021, the efforts of the Affiliate Members Department (AMD) have been focused on achieving the strategic objective established by the Secretary General of consolidating the Affiliate Membership as an essential asset of the Organization. The department’s work has been focused on the following priority lines of action:

1. Incorporating substantial contributions from our Affiliate Members to strengthen the capacity of the Organization to achieve its mission.
   - Since the outbreak of the COVID-19 crisis AMD have permanently interacted with our network of Affiliate Members through the interactive platform AMConnected to collect mitigation and recovery initiatives and protocols. Many of them were reflected in several products that the UNWTO has been developing during this period, such as the UNWTO Global Guidelines to Restart Tourism
   - Call for Proposals for the Programme of Work 2021 (POW 2021), launched in October 2020, prior to the 42nd UNWTO Plenary Session of the Affiliate Members. Currently those projects and activities, already included in the PoW 2021, are being designed and implemented.
   - Strengthening partnership between the Affiliate Membership and Members States by delivering AMs products tailored made to the Member States, as part of the UNWTO package offered to the Member States (Training on tourism recovery and finding solution and building trust, help destinations to build communication strategies in the “new normality” etc)

2. Organizing dedicated activities aimed to offer to our Affiliate Members opportunities to showcase their relevant projects and products.
   - Thematic Sessions: Recovering Tourism. Rebuilding Trust. Reinforcing Partnership, 42nd UNWTO Plenary Session of Affiliate Members, 6 November 2020
   - Virtual Corner of the Affiliate Members, a dedicated space in the UNWTO webpage showcasing initiatives implemented by our Affiliate Members

3. Expanding and reinforcing the Affiliate Membership: the evolution of the Affiliate Membership was encouraging despite the context: since September 2020 to date we have registered 36 (29 + 7) new Affiliate Members. Among them, 8 were from the Americas, where the number of AMs is now 111
representing 21% of the total. This makes of the Americas the region with the second highest representation of AMs.

4. Building better value for Members, through:

- Sharing UNWTO activities and resources with the Affiliate Members. AMD has kept the AMs permanently informed and updated, through the modern dedicated Platform AMConnected, sharing with them the latest documents and online activities organized by the UNWTO.

- Increased the presence of relevant AMs on the main UNWTO activities, statutory meetings such as regional commissions.

- Holding regularly bilateral and multilateral meetings with the AMs, in different thematic and regional formats (including meetings of the Board, Working Groups etc.).

- Signing Memorandum of Understanding to strengthen collaboration and partnerships with our Affiliate Members:
  - June 2020: MoU with Global ReformBnB Forum
  - August 2020: MoU with Estudis d'Hoteleria i Turisme CETT, S.A. (CETT-UB)
  - September 2020: MoU with the International Air Transport Association (IATA)
  - May 2021 (TBC): MoU with Grupo Xcaret
  - May 2021 (TBC): MoU with CEAPI (Consejo Empresarial Alianza por Iberoamérica)
  - May 2021 (TBC): MoU with Grupo Ciudades Patrimonio de la Humanidad
  - May 2021 (TBC): MoU with Allianz Partners

- Launch of a Survey in February 2021 to assess the level of satisfaction of the Affiliate Members with the services offered. Currently individual interviews are being carried out to further understand the AMs needs and areas for improvement.

5. Modernizing management of the Affiliate Membership network

- Consolidation and expansion of the facilities offered by the dedicate interactive platform AMConnected.

- Launching the process of an Integral Reform of the Legal Framework of Affiliate Members, to be ratified at the 24th UNWTO General Assembly, including the creation of the Committee for Affiliate Members and ensuring a modern and adapted framework for the Affiliate Membership. The Working Group for the Reform of the UNWTO Affiliate Membership, counts on the participation and support of 14 Member States. 4 of them are from the Americas: Honduras, Argentina, Colombia, Mexico.

6. Implementing joint projects and organizing events with our Affiliate Members in 2021:

Events

- FITUR 2021, 19-23 May, Madrid (Spain): activities for our Affiliate Members such as the Corner of the Affiliate Members and an Expert Meeting on Accessible Tourism.

- International Conference on Tourism and the Audio-visual Industry, September 2021, Madrid: organized by the AMD in collaboration with the AM EGEDA.
• World Sports Tourism Congress, 25-26 November 2021, Lloret de Mar (Spain): organized in collaboration with the AM Catalan Tourism Board

• 43rd Affiliate Members Plenary Session, 25-29 October, Marrakech, Morocco

• Global Report on Cultural Affinity and Screen Tourism: the AMD is working with NETFLIX in a joint publication outlining the value of the audio-visual industry as a driver for tourism.

• Publication “Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices”, developed as part of the activities of the Working Group on Accessible Tourism, that will be launched at FITUR 2021

• Dashboard on **COVID 19: Travel Restrictions and Health related Travel Requirements**: the AMD worked with the AM International Air Transport Association (IATA), on the development of a dashboard on travel restrictions and status of the destinations related to the COVID-19 launched at the end of April

• International Astrotourism Conference in Évora, Portugal, 8-11 September, organised by Affiliate Member Starlight Foundation