UNWTO Survey on Members’ Priorities for 2022-2023

66th Meeting of the Commission for the Americas
Virtual Meeting, 24 June 2021
Key Outcomes

• Period of survey: February–April

• Level of replies: 82% of Member States (129 countries)

• The Americas: 71% of all Member States
Main Areas of the Survey

• Challenges, Opportunities and Priorities
• Recovery from the COVID-19 crisis
• Online activities and services
• Web and social media
• Agenda 2030
• Regional and Sub-regional cooperation
Key Challenges for the next 3 Years

• Resources to improve infrastructure and support business environment 35%
• Recover from COVID-19 pandemic 35%
• Closed borders and air travel restrictions 29%
• Recover lost markets and access new ones 24%
• Health situation due to COVID-19: hygiene protocols, notably for MICE 18%
Key Opportunities for the next 3 Years

- Rethink tourism – more sustainable products 59%
- Digital transformation to boost innovation 53%
- Re-positioning destinations: targeting new tourists 41%
- Use great tourism potential and comparative advantage 35%
- Develop/boost domestic tourism 18%
Top Priorities for the next 3 Years

- Branding and re-positioning: new markets 47%
- Innovation and digital transformation 47%
- Boost investment, create national tourism fund, attract donors and international brands 41%
- Sustainability and green transition: protect nature, develop nature-based and rural tourism 41%
Top Priorities for the next 3 Years

- Safe destinations and good health protocols: restore tourists’ confidence  41%
- Product development and diversification: seasonality  35%
- Prepare for the new normal: trainings, etc.  24%
- Protect and stimulate jobs  24%
Programme of Work 2022-2023

Next Steps

- Examine: Programme and Budget Committee
- Endorse: 114th Session of the Executive Council
- Approve: 24th Session of the General Assembly