UNWTO Survey on Members’ Priorities for 2022-2023

33rd Joint Meeting
Commission for East Asia and the Pacific (CAP)
Commission for South Asia (CSA)
Virtual, 14 September 2021
Key Outcomes

- Period of survey: February-April
- Level of replies: 82% of Member States (129 countries)
- Asia and the Pacific: 97% of all Member States (28 countries)
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 as well as train tourism workforce

• Health situation due to COVID-19: hygiene protocols (meetings industry)

• Recover from COVID-19 pandemic: restart tourism, mitigate impacts, reinforce resilience
Key Opportunities for the next 3 Years

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

• Sustainability and green transition: protect nature, develop nature-based and rural tourism

• Boost investment, attract donors, create national tourism fund

• Branding and re-positioning: new markets

• Product development and diversification
Top Priorities for the next 3 Years

• Human resources development, train tourism workforce for the new normal

• Innovation and digital transformation
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