UNWTO Survey on Members’ Priorities for 2022-2023

64th Meeting of the Commission for Africa Sal, Cabo Verde, 2 September 2021
Key Outcomes

• Period of survey: **February-April**

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

• Africa: **61% of all Member States (31 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 ———— 48%

• Train workforce for the new normal ———— 35%

• Recover from COVID-19 pandemic: restart tourism, mitigate impacts, reinforce resilience ———— 29%
Key Challenges for the next 3 Years

• Recover lost markets and access new ones
• Health situation due to COVID-19: hygiene protocols, notably for MICE
• Weak domestic tourism demand / Overdependence on international markets
Key Opportunities for the next 3 Years

- Develop/boost domestic tourism 29%
- Rethink tourism – more sustainable products 29%
- Re-positioning destinations: targeting new tourists 29%
Key Opportunities for the next 3 Years

• Infrastructure development and policy change 19%

• Digital transformation and innovation 16%

• Use great tourism potential and advantage 16%
Top Priorities for the next 3 Years

• Boost investment, attract donors, create national tourism fund  
  71%

• Human resources development, train tourism workforce for the new normal  
  65%

• Branding and re-positioning: new markets  
  58%
Top Priorities for the next 3 Years

• Product development and diversification

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

• Focus on specific projects: destinations or sites
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
UNWTO
World Tourism Organization