

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 16%
- Health situation due to COVID-19: hygiene protocols, notably for MICE 16%
- Weak domestic tourism demand / Overdependence on international markets 16%

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 39%
- Sustainability and green transition: protect nature, develop nature-based and rural tourism 29%
- Focus on specific projects: destinations or sites 26%



Programme of Work 2022-2023

Next Steps





UNWTO

World Tourism Organization