

Executive summary

Building better value for Members and expanding membership are among the core points of the Management Vision and Priorities of the Organization, and attracting new Member States and Affiliate Members represents one of the top priorities of the incumbent Secretary-General for the period of 2022-2025.

The COVID-19 pandemic and all its related financial and health challenges have very negatively affected the world economy, including the economies of non-member States, and have significantly slowed the process of attracting new members to join or re-join the Organization.

Despite all the challenges caused by the pandemic globally, the Secretariat continued its efforts to negotiate with non-member States, namely Anglo-Saxon, Nordic and Baltic States, as well as Small Island Developing States from the Caribbean and Pacific and other States. The Secretariat systematically involved non-member States in the implementation of its Programme of Work in light of the pandemic and the overall work generated by the Global Tourism Crisis Committee, addressing to government of non-members key recommendations and guidelines on restarting tourism and reopening tourism operations.

The following progress has been achieved: The Secretary-General received a letter from the Head of Mission of **Antigua and Barbuda** to Spain announcing his country's formal acceptance of the UNWTO Statutes, with a view to joining the Organization as a Full Member.

The General Assembly is informed on the applications for affiliate membership, which the Assembly is to examine in accordance with Article 7 of the Statutes and Rules 49 and 50 of its Rules of Procedure, as well as on the changes in the Affiliate Members' composition since the twenty-third session of the General Assembly.

Since the 23rd session of the General Assembly, 36 new candidatures have been provisionally accepted by the Executive Council. The number of Affiliate Members as of 10 June 2021 amounts to 533 Members. The Organization continues to work actively to attract new members and promote membership worldwide.

Actions to be taken by the General Assembly

DRAFT RESOLUTION¹

The General Assembly,

¹ This is a draft resolution. For the final resolution adopted by the Assembly, please refer to the Resolutions document issued at the end of the session.

Having examined the report on the Membership of the Organization (Full Members),

1. Commends all the systematic actions and approaches undertaken by the UNWTO Secretary-General and other senior officials in attracting non-member States and new Affiliate Members to join or re-join the Organization despite the COVID-19 pandemic and its negative impact worldwide.
2. *Welcomes* the decision of Antigua and Barbuda to join the Organization and approves its candidature together with the Secretary-General's recommendation that its membership obligations take effect on 1 January 2022;
3. *Calls upon* the member countries of the United Nations that are non-member States of the UNWTO to join the Organization and encourages the Secretary-General to continue his efforts in this area;

Having examined the report on the Membership of the Organization (Affiliate Members),

Having taken cognizance of the report of the Committee for the Review of Applications for Affiliate Membership on candidatures submitted directly to the Assembly for approval at its 24th session,

4. *Ratifies* the affiliate membership of the candidates provisionally admitted by the Executive Councils as listed in document A/24/6(a);
5. *Thanks* the Members of the Committee for the Review of Applications for Affiliate Membership for their work;
6. *Takes note* of the withdrawals from affiliate membership; and
7. *Acknowledges* the changes of the modified business names of companies.

Part I: Full Members of the Organization

I. Present membership

1. At the date of this document, the total number of Member States of the Organization is 159. The purpose of this document is to inform the General Assembly on the changes in membership since its twenty-third session and to submit to it membership applications that is called upon to consider pursuant to Article 5 of the Statutes and Rules 49 and 50 of the Assembly's Rules of Procedure.

II. Candidatures for membership

2. By letter, dated 9 February 2021, addressed to the UNWTO Secretary-General, with copy to the Ministry of Foreign Affairs and Cooperation of Spain as Depository of the Organization's Statutes, the Head of Mission of Antigua and Barbuda to Spain submitted the country's candidature to full membership of the Organization formally adopting the Statutes and the Financing Rules of the UNWTO and all the amendments and accepting the obligations of membership in accordance with Article 5 of the Statutes. In accordance with past practice, the Secretary-General recommends that the obligations of membership of Antigua and Barbuda take effect on 1 January 2022.

III. Withdrawals

3. At the date of the document, none of the Member States notified the UNWTO Secretariat and the Spanish Government of their intention to withdraw from the Organization.

IV. Contacts with non-member States

4. From October 2019 until now, the Secretary-General and the senior officials of the UNWTO have regularly conducted talks and negotiations with non-member States, namely: Anglo-Saxon, Nordic, Baltic and Small Island Developing States from the Caribbean and Pacific as well as other States. The information on the meetings are given below:

Africa

5. Communication was held with the Ministry in charge of Tourism of **South Sudan** in 2021.

The Americas

6. The highest ever delegation (two Assistant Secretaries of State) from the Department of State of the **United States** visited the UNWTO Headquarters in October 2019.
7. The Deputy Chief of Staff of the President of the **United States** accompanied by a delegation of the White House and the Department of State visited Madrid in January 2020 upon the invitation of the UNWTO Secretary-General on the occasion of the FITUR 2020.
8. A proposal on the **USA** re-joining the UNWTO was included in the State Department and U.S. Agency for International Development (USAID) FY 2021 Budget Request.
9. The Secretariat maintained regular contacts with the White House and the Department of State throughout 2020, though the process had been delayed due to the extremely difficult situation in the **USA** caused by the pandemic.

10. The Secretariat has re-activated relations with the Administration of the 46th President of the United States of America. A letter from the UNWTO Secretary-General was addressed to the Secretary of State of the USA regarding its re-joining along with the proposal/package.
11. Several letters have been sent from the Secretary-General to the Minister of Economic Development and Official Languages of **Canada** on possible membership and involvement in the UNWTO's activities during the COVID-19 crisis.
12. A meeting with the Head of Mission of **Antigua and Barbuda** to Spain was held in 2021.

Asia and the Pacific

13. A meeting was held with the Assistant Minister for Regional Tourism of **Australia** within the G20 Tourism Ministers Meeting in Japan in October 2019. Several letters have been sent from the Secretary-General to the Minister for Trade, Tourism and Investment and Assistant Minister for Regional Tourism of Australia on membership and involvement in the UNWTO's activities during the COVID-19 crisis.
14. A meeting with the Ambassador of **New Zealand** to Spain was held at the UNWTO Headquarters in 2020.
15. Communication was carried out with ministries of tourism and national tourism administrations of the Small Island Developing States of **Solomon Islands** and **Tonga**.

Europe

16. A meeting was held with the Minister for Arts, Heritage and Tourism of the **United Kingdom** during WTM London in 2019.
17. A meeting was held with the Prime Minister of Estonia on the occasion of COP25 in Madrid in December 2019.
18. In-person and online bilateral meetings were held with Ambassadors and high-level officials of the national tourism administrations as well as other authorities from **Denmark, Estonia, Iceland, Luxembourg** and **Sweden** in 2020-2021.
19. A meeting was held with the former Prime Minister of **Belgium** and the Minister President of the Wallonia Region in June 2021 at the UNWTO Headquarters.
20. Regular communication was carried out with the **Anglo-Saxon, Nordic** and **Baltic States** in 2020-2021, involving them in the UNWTO's activities in light of the COVID-19 pandemic.

V. Integration of non-member States into the UNWTO Programme of Work: Key areas

21. **The Committee for the development of an International Code for the Protection of Tourists: Belgium, Denmark, Ireland, Latvia, Luxembourg** as observers.
22. **The Working Group of Experts on Measuring the Sustainability of Tourism (MST)** includes the following non-member States: **Australia, Canada, Ireland, New Zealand, Sweden**.
23. **MST pilots** among UNWTO non-member States:
 - (a) Country pilots: **Canada, Sweden**
 - (b) Expressions of interest in pilot: **Belize, Guyana, St. Kitts**

24. The publication “**Experiences from Pilot Studies in Measuring the Sustainability of Tourism – A Synopsis for Policy Makers**” launched for the UNWTO 2021 Executive Council includes the results of **Sweden’s** MST pilot.
25. **The UNWTO Statistical Database** is the most comprehensive global database on tourism available worldwide. UNWTO Members and non-Members provide their reporting of up to 150 standards-based data series and indicators on tourism. It represents one of UNWTO’s unique value propositions.
26. **2021 Global UNWTO Students’ League Competition** calls out to all students/institutions from UN member States, including non-member States of the UNWTO. There are the following non-members: **Latvia, United Kingdom, and United States.**
27. **Recommendations for the Transition to a Green Travel and Tourism Economy** developed by UNWTO and G20 tourism working group on the occasion of Italy’s Presidency of the G20 in 2021. Non-member States represented in the discussions so far include: **Denmark, Finland, Sweden, and United Kingdom.**
28. Annex I provides detailed information on the involvement of various startups, projects and initiatives, etc. from non-member States in the areas of Innovation, Education and Investments of the UNWTO.

Part II: Affiliate Members of the Organization

I. Applications for affiliate membership approved by the Executive Council

29. In accordance with the Executive Council decisions at its 112nd session in Tbilisi, Georgia (16 September 2020) (CE/DEC/13(CXII)), and at its 113rd session in Madrid, Spain (19 January 2021) (CE/DEC/6(CXIII)), the Executive Council provisionally admitted the following bodies to affiliate membership, in accordance with Articles 7(3) and 7(4) of the Statutes, subject to subsequent approval by the General Assembly:
1. Alianza de Educación Superior en España, S.L. (Spain)
 2. Allianz Partners (Spain)
 3. Asaase GPS Limited (Ghana)
 4. Associazione Italiana Confindustria Alberghi (Italy)
 5. Athens Development and Destinations Management Agency (Greece)
 6. Conseil des Grands Crus Classés en 1855 (France)
 7. Cruise Lines International Association (United States of America)
 8. Diplomatic Quarter General Authority (Saudi Arabia)
 9. Federación Nacional de Comerciantes FENALCO (Colombia)
 10. Feel IQM Consultancy (Croatia)
 11. Fundación Mallorca Turisme (Spain)
 12. Globalia Corporación Empresarial Sociedad Limitada (Spain)
 13. Guineatur S.L. Tourism Office (Equatorial Guinea)
 14. Gulf Air (Bahrain)
 15. Inspire Hospitality Holdings LLC. (United States of America)
 16. Institute of Hospitality & Tourism Studies, Duy Tan University (Vietnam)
 17. Instituto Latinoamericano de Aviación Civil S.A. (ILAC) (Argentina)
 18. International Convention Center JeJu (Republic of Korea)
 19. International University of Tourism and Hospitality (Kazakhstan)
 20. Media Consulta International Holding AG (Germany)
 21. Neemrana Hotels Pvt. Ltd. (India)
 22. NOVA School of Business and Economics (Portugal)
 23. Observatorio de Turismo de Canarias (Spain)
 24. Observatorio Turístico Sostenible Estado de Tamaulipas (Mexico)
 25. Osaka Seikei University (Japan)
 26. Patronato Provincial de Turismo de la Diputación de Córdoba (Spain)
 27. Quality Shopping and Travellers, S.L.U. (Spain)
 28. Smartclip Argentina S.A. (Argentina)
 29. Solimar International (United States of America)
 30. Spring Healthcare Services AG (Switzerland)
 31. Technische Hochschule Deggendorf (Germany)
 32. Tourism Data Driven Solutions (Spain)
 33. Tourism Development Institute (Uzbekistan)
 34. Turkish Tourism Promotion and Development Agency (Turkey)

35. Universidad Panamericana – ESDAI (Mexico)
36. Well Hospitality (France)

Withdrawals

30. Since the 23rd session of the General Assembly, the following bodies have ceased to be Affiliate Members or have announced that they will be withdrawing from affiliate membership in accordance with Article 35(3) of the Organization's Statutes (one year advance notice):

2019:

- | | | |
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| 1. | KYOTO UNIVERSITY | 16.10.2019 |
| 2. | AENOR | 31.10.2019 |
| 3. | FEST TRAVEL | 26.11.2019 |
| 4. | REVIEW BANK | 03.12.2019 |
| 5. | CAWAB | 05.12.2019 |
| 6. | FREIXENET S.A. | 17.12.2019 |

2020:

- | | | |
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| 7. | MEDICAL TOURISM ASSOCIATION | 07.01.2020 |
| 8. | ENTE PARCO NAZIONALE DELLA SILA | 21.01.2020 |
| 9. | UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA | 13.02.2020 |
| 10. | AYUNTAMIENTO-PALACIO DE CONGRESOS DE TORREMOLINOS | 01.04.2020 |
| 11. | UNIVERISTY COLLEGE OF BUSINESS IN PRAGUE | 10.07.2020 |
| 12. | MINTEL | 20.11.2020 |
| 13. | CLUB MEDITERRANÉE | 21.11.2020 |
| 14. | TTF AUSTRALIA | 22.11.2020 |
| 15. | OREX LOISIRS | 26.11.2020 |
| 16. | CENTRO CONGRESSI AL DUOMO | 09.12.2020 |
| 17. | FACULTAD DE TURISMO Y DIRECCIÓN HOTELERA SANT IGNASI (UNIVERSIDAD RAMON LLULL) | 20.11.2020 |
| 18. | TEA-CEGOS | 20.12.2020 |

2021:

- | | | |
|-----|--|------------|
| 19. | CAMARA DE COMERCIO DE BOGOTÁ | 16.01.2021 |
| 20. | GOOGLE | 24.01.2021 |
| 21. | TEAM TOURISM CONSULTING | 21.01.2021 |
| 22. | FACULTAD DE TURISMO – UNIVERSITAT DE LES ILLES BALEARS | 28.01.2021 |
| 23. | HAAGA-HELIA OY | 22.01.2021 |
| 24. | KOHL & PARTNERS | 30.01.2021 |

25.	MADISON TELECYL	04.02.2021
26.	GHOHNOS TOUR AND TRAVEL AGENCY	09.02.2021
27.	ADMINISTRATION OF STATE HISTORICAL-ARCHITECTURAL RESERVE "ICHERISHEHER	10.02.2021
28.	CM ADVISOR	10.02.2021
29.	TAXBACK ADAMANT	12.02.2021
30.	CCRA INTERNATIONAL, INC.	20.02.2021
31.	DESTINO PUNTA DEL ESTE	21.02.2021
32.	OHL DESARROLLOS	04.03.2021
33.	BERCHTESGADENER LAND TOURISMUS GMBH	05.06.2021
34.	ADARA	09.06.2021
35.	NUNO NOBRE	23.07.2021
36.	NH HOTEL GROUP	10.09.2021
37.	UNIVERSIDAD AGUSTINIANA - UNIAUGUSTINIANA	24.09.2021
38.	FUNDACIÓN POUR LA CULTURE ET LES CIVILISATIONS DU VIN	18.09.2021
39.	SOENT INTERNATIONAL TOURISM CONSULTING GROUP	14.10.2021

31. In accordance with the Secretary-General's decision, Affiliate Members subject to the provisions of Article 34 of the Statutes are granted a period of six months to regularize their situation with the Organization or to establish a payment plan aimed at settling their arrears, before their membership is cancelled. Therefore, the following Affiliate Members that have not settled their situation within such period are considered to be former members with contributions owing, effective on the indicated dates.

II. Affiliate

Affiliate Members with more than four years of accumulated contribution arrears (Art. 34):

Effective 1 July 2020:

1.	APTECE – ASSOCIAÇÃO PORTUGUESA DE TURISMO DE CULINÁRIA E ECONOMIA	01.07.2020
2.	ASOCIACIÓN CLUSTER DE TURISMO DE MONTAÑA	01.07.2020
3.	ASOCIACIÓN EUROPEA PARA EL DESARROLLO DE LA CULTURA GASTRONOMICA	01.07.2020
4.	CARIBBEAN OFFICE OF TRADE & INDUSTRIAL DEVELOPMENT LTD	01.07.2020
5.	COCAL – FEDERACIÓN DE ENTIDADES ORGANIZADORES DE CONGRESOS Y AFINES DE AMERICA LATINA	01.07.2020
6.	DEPARTMENT OF TOURISM – PORTO ALEGRE CITY COUNCIL	01.07.2020
7.	DESTINATION DEVELOP – QUESTEX HOSPITALITY	01.07.2020
8.	ESCUELA SUPERIOR DE TURISMO DEL INSTITUTO POLITECNICO NACIONAL	01.07.2020

9.	GANGNAMEH HAMADAN TOURISM RECREATION AND SPORTS COMPANY	01.07.2020
10.	GRAND AURUM MARKETING FZ LLC	01.07.2020
11.	INSTITUCIÓN UNIVERSITARIA COLEGIO MAYOR DE ANTIOQUIA	01.07.2020
12.	JAMES COOK UNIVERSITY – SCHOOL OF BUSINESS	01.07.2020
13.	KWELA GROUP	01.07.2020
14.	MDP CONSULTING	01.07.2020
15.	NEOTURISMO	01.07.2020
16.	PARAMOUNT HOTELS AND RESORTS FZ-LLC	01.07.2020
17.	PREFECTURA DEL GUAYAS	01.07.2020
18.	RCM GLOBAL TRADE SA	01.07.2020
19.	SANTUR – SANTA CATARINA TURISMO	01.07.2020
20.	ST. PETERSBURG STATE UNIVERSITY OF SERVICE AND ECONOMY	01.07.2020
21.	SUSTAINABLE TOURISM PARTNERSHIP PROGRAMME (STTP)	01.07.2020
22.	TOURISM HOTEL SECURITY WORLDWIDE MAGAZINE / POLYMEDIA MEICHTRY SA	01.07.2020
23.	TRAVEL IN MED	01.07.2020
24.	TTIC (IRAN TOURING & TOURISM INVESTMENT COMPANY)	01.07.2020
25.	URAL INTERNATIONAL INSTITUTE OF TOURISM	01.07.2020
26.	VILLAGE FOR ALL SRL	01.07.2020
27.	WORLD TOURISM FORUM	01.07.2020

Effective 1 July 2021:

28.	AFRO TOURISM	01.07.2021
29.	AGENCY PAN-UKRAINE LTD	01.07.2021
30.	ANTALYA INTERNATIONAL COLLEGE FOR TOURISM	01.07.2021
31.	ASSOCIAÇÃO DOS HOTEIS E RESORTS DE ANGLOA - AHRA	01.07.2021
32.	ASSOCIATION OF EUROPEAN NETWORK OF PLACE OF PEACE (ENPP)	01.07.2021
33.	BANCO NACIONAL DE COMERCIO EXTERIOR S.N.C.	01.07.2021
34.	CAMARA NACIONAL DE COMERCIO, SERVICIOS Y TURISMO DE CHILE - CNC	01.07.2021
35.	CATERING & TOURISM TRAINING INSTITUTE	01.07.2021
36.	CHINESE FRIENDLY INTERNATIONAL S.L.	01.07.2021
37.	CICTOURGUNE	01.07.2021
38.	CONFEDERACIÓN ESPAÑOLA DE AGENCIAS DE VIAJE -CEAV	01.07.2021
39.	CONSOLIDATED TOURISM AND INVESTMENT CONSULTANTS LTD CTICO	01.07.2021
40.	DISCOVERYMICE	01.07.2021

41. FEDERAL ESTABLISHMENT OF HIGHER EDUCATION "RUSSIAN STATE UNIVERSITY"	01.07.2021
42. GAUTENG TOURISM AUTHORITY	01.07.2021
43. INSTITUTO DE FOMENTO TURÍSTICO (INFOTUR)	01.07.2021
44. INSTITUTO MEDIO DE GESTAO HOTELARIA E TURISMO FCO DOS SANTOS (IMGHT-FS)	01.07.2021
45. INTERNATIONAL SUSTAINABLE TOURISM INITIATIVE HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH	01.07.2021
46. JEJU TOURISM ORGANIZATION (JTO)	01.07.2021
47. NON COMMERCIAL ORG. DEFENCE RIGHTS PEOPLE DISABILITY "INTERNATIONAL ACADEMY UNIVERSITY DESIGN	01.07.2021
48. RIOTUR – EMPRESA DE TURISMO DO MUNICIPO DE RIO DE JANEIRO S/N	01.07.2021
49. TURA TURIZM	01.07.2021
50. UNIVERSITY OF NOVIY SAD FACULTY OF SCIENCES	01.07.2021
51. WESGRO	01.07.2021

Change of registered business names

32. The General Assembly is informed that the companies indicated below have modified their registered business name:

2019

<i>PREVIOUS NAME</i>	<i>NEW NAME</i>
<i>VIP WORLD EVENTS</i>	<i>TOURISM OPTIMIZER PLATFORM</i>
<i>ECOLE HOTELIÈRE DE LAUSANNE</i>	<i>EHL HOLDING SA</i>
<i>INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES BAD HONNEF-BONN</i>	<i>IUBH INTERNATIONAL HISCHCHULE GMBH</i>
<i>NHTV – BREDA UNIVERSITY OF APPLIED SCIENCES</i>	<i>BUAS BREDA UNIVERSITY OG APPLIED SCIENCES</i>
<i>VALUE RETAIL PLC</i>	<i>VALUE RETAIL MANAGEMENT LIMITED</i>
<i>TUROFED – TURISTIK OTELCILER, ISLETMECILER, YATIRMCILAR, FERERASUONU</i>	<i>TUROFED – TURKISH HOTELIERS FEDERATION</i>
<i>EURAIL GROUP G.I.E.</i>	<i>EURAIL BV</i>

2020

<i>PREVIOUS NAME</i>	<i>NEW NAME</i>
<i>COLLEGE OF REGIONAL DEVELOPMENT AND</i>	<i>AMBIS UNIVERSITY</i>

<i>BANKING INSTITUTE - AMBIS</i>	
<i>BRIGHTON UNIVERSITY</i>	<i>BRIGHTON BUSINESS SCHOOL, UNIVERSITY OF BRIGHTON</i>
<i>INSTITUTE OF HOSPITALITY & TOURISM STUDIES DUY TAN UNIVERSITY</i>	<i>HOSPITALITY AND TOURISM INSTITUTE, DUY TAN UNIVERSITY</i>
<i>CONSORCIO TURISMO DE SEVILLA</i>	<i>CONGRESOS Y TURISMO DE SEVILLA, SAU</i>
<i>INTERNATIONAL SUSTAINABLE TOURISM INITIATIVE, CENTER FOR HEALTH AND THE GLOBAL ENVIRONMENT, HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH</i>	<i>INTERNATIONAL SUSTAINABLE TOURISM INITIATIVE, HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH</i>

Present number of Affiliate Members: 533

33. Taking into account the applicants for affiliate membership provisionally admitted by the Council since the previous General Assembly, and the withdrawals mentioned above, the number of Affiliate Members as of 10 of June 2021 amounts to 533 Members. As of the date of this document, 36 candidatures are presented to the General Assembly for ratification.
34. An updated list of Affiliate Members will be distributed during the General Assembly.

Annex I. Information on the involvement of various start-ups, projects and initiatives, etc. from non-member States in the areas of Innovation, Education and Investments of the UNWTO

INNOVATION

1. Competitions, Challenges and Tech Forums

Between early 2020 and 2021, the Organization conducted 8 start-up competitions, challenges, and tech forums that directly contributed to the strengthening of the entrepreneurial ecosystem in the tourism sector of a great number of non-member states.

Connecting start-ups with potential partners and investors from the public and private sectors help to ensure their implementation at local and global levels. This flow of knowledge and investments is a novel paradigm for introducing state-of-the-art technologies in tourism for both countries and corporations. Below you can see a list of finalists from non-member state countries.

Startup Top Participant	Non-member State	Competition or Challenge
Travello	Australia	Healing Solutions for Tourism Challenge
Agaru	Canada	2nd Global Gastronomy Tourism Startup Competition
Stay22	Canada	SunCycles Namibia cc
BlueDot	Canada	SDGs Global Startup Competition
Travel Kollekt	Denmark	2nd UNWTO Tourism Startup Competition
I like Local	Netherlands	2nd UNWTO Tourism Startup Competition
FOODIEcations	Puerto Rico	2nd Global Gastronomy Tourism Startup Competition
Lumitics	Singapore	SDGs Global Startup Competition
Seven Clean Seas (Singapore)	Singapore	SDGs Global Startup Competition
Snaptivity	United Kingdom	Smart Solutions for Smart Destinations Challenge
Visualfy	United Kingdom and Northern Ireland	2nd UNWTO Tourism Startup Competition
Airside/Digital Identity Network	United States	Healing Solutions for Tourism Challenge
Planet Happiness	United States	Healing Solutions for Tourism Challenge
TravelX	United States	2nd UNWTO Tourism Startup Competition
TimeLooper	United States	TTA: Americas - Argentina
Wheel the world	United States	TTA: Chile - 2ndUNWTO Tourism Tech Adventure for the Americas: EdTech
Source	United States	SDGs Global Startup Competition
Enexor BioEnergy	United States	SDGs Global Startup Competition
DefinedCrowd	United States	SDGs Global Startup Competition
Opus 12, Inc.	United States	SDGs Global Startup Competition

Concretely, a great number of start-ups from these countries benefitted from UNWTO innovation and investments network. For example:

- **USA based start-up Airside**, after the visibility and investment opportunities brought by UNWTO start-up competition, **raised over USD 12 million and recently reached a deal with the US Government** on a contact tracing protocol for passengers landing in the US from international flights – their app will serve as the tracing platform.

Other non-member states applications received in 2020-2021 competitions/challenges include the following countries:

Other non-member states competition/challenges participants	
Antigua and Barbuda	Liechtenstein
Belgium	Luxembourg
Belize	Marshall Islands
Comoros	New Zealand
Dominica	Saint Kitts and Nevis
Estonia	Saint Lucia
Finland	Saint Vincent and the Grenadines
Grenada	Samoa
Guyana	Singapore
Iceland	Somalia
Ireland	Suriname
Kiribati	Sweden
Latvia	United Kingdom & North Ireland

2. Collaboration with Singapore Tourism Board (STB)

UNWTO and STB signed a Memorandum of Understanding with the following areas of focus: promoting innovation and digital transformation in Singapore and globally, fostering entrepreneurship in tourism and sectors related to tourism, and driving and promoting the mission of UNWTO for a universally sustainable, accessible and inclusive tourism. Specific collaboration in early 2021:

- **STB Accelerator Programme:** focuses on supporting companies that are developing solutions to future-proof the travel and tourism industry and help tourism companies thrive amidst the challenges brought about by COVID-19. 15 selected companies will gain access to work with some of Asia's and the world's most important industry players.

INVESTMENTS

Between 2020 – 2021, the Organization has been actively working to support tourism economic recovery through sustainable investments by building partnerships with key sector actors from across the world – including non-member states.

1. Collaboration with Financial Times - United Kingdom

Early 2021 we signed a **Memorandum of Understanding** to frame our collaboration with fDI intelligence from the Financial Times, United Kingdom with the purpose of:

- Using Foreign Direct Investment (fDi) Intelligence data and combined insights and information to raise awareness among UNWTO members about FDI in Tourism as well as related sectors.
- To help UNWTO Member States to attract foreign direct investment.

We are currently working on **facilitating knowledge and data sharing** through the development of data driven reports on greenfield investments, and the promotion of events and content to events, and digital platforms. Joint publications include:

- Third report on Global FDI Greenfield Investment Trends in Tourism (September 2020).
- UNWTO Enabling Frameworks for Tourism Investments (June 2021).
- Strategies to Safeguard Tourism Investments during COVID-19 (2021).

2. Collaboration with Destination Capital

Early 2021 UNWTO and Destination Capital (Thailand based but with focus on some non-member states) signed a **Memorandum of Understanding** with the following areas of focus: support green investments in the hospitality, green building standards promotion for hotels and hospitality assets and share knowledge and networks on sustainable investments standards and guidelines. Specific collaboration:

- The Green Hotel Bond Fund will be focus on: Indonesia, Maldives, Philippines, **Singapore (non-member state)**, Cambodia and Thailand.

3. Collaboration with IFC

In the first semester of 2021, **UNWTO and IFC launched the Green Hotel Revitalization programme** to reduce carbon footprint of hotel industry in Emerging Markets to mitigate impact of COVID- 19 and support economic development by providing support to Financial Institutions to create green portfolios. The pilot involves 6 countries in South East Asia. This project is expected to later expand its focus and potentially include many non-member states such as Caribbean Islands and Asia Pacific Islands.

4. Collaboration with Investment funds and VCs (from non-member states)

As part our investments network, we are currently engaging with +50 investors coming from non-member states, mainly from North America, connecting them with top finalists from our UNWTO start-up competitions and help them identify investment opportunities in the tourism sector.

5. Tourism for Tomorrow collaboration (private sector partners from non-member states)

The Tourism for Tomorrow program was created to accelerate digitalization of the tourism value chain targeting different tiers of SMEs (including non-member states) to enhance future resilience in the linkages of the tourism sector post COVID-19. Current partners for this initiative:

- MasterCard (USA) – in the process of renewing Memorandum of understanding.
- Facebook (USA) – Memorandum of Understanding signed.
- Telefonica (Spain – global operations) - Memorandum of Understanding signed.
- Amadeus (Spain – global operations) - Memorandum of Understanding signed.
- Other partners with whom we are having advanced conversations to join the initiative:
 - AWS (USA)
 - MIT Horizons (USA)
 - Cisco (USA)

6. Online events that reached audiences globally (including non-member states)

- Webinar on Green Investments Readiness in collaboration with IFC
 - a. Date: June 2020
 - b. Number of people registered: 296
- Tourism investments trends and challenges during COVID-19 in the Americas
 - a. Date: May 2021
 - b. Number of people registered: 239
- New challenges shaping tourism investment in collaboration with IDB and Barbados.
 - a. Date: March 2021
 - b. Number of people registered: 180
- Inversión en Turismo: clave para la reactivación de las Américas.
 - a. Date: August 2020
 - b. Number of people registered: 220.

EDUCATION

Between 2020 – 2021, the Organization has been actively working towards scaling-up education for supporting added value jobs worldwide through the **UNWTO Tourism Online Academy**. This platform

has experienced remarkable growth after the start of the COVID-19 pandemic with more than **10.9000 students coming from all over the world – including non-member states citizens.**

1. Collaboration with USA-Based Universities

UNWTO is working closely with the below listed universities for the development of new courses to be available in the UNWTO Tourism Online Academy this coming year.

- Cornell University – through the Travel Foundation (UK), a Memorandum of Understanding was signed.
- Northwestern University – in advanced conversations.
- Massachusetts Institute of Technology – in advanced conversations.

Annex II: Applications for affiliate membership submitted directly to the General Assembly

The following is a list of the new candidatures, as of ... September 2021, to be presented to the General Assembly for admission after being examined by the Committee for the Review of Applications for Affiliate Membership:

1. ASOCIACIÓN INTERNACIONAL PARA LA COOPERACIÓN TURÍSTICA (ASICOTUR)
2. CEOE – CONFEDERACIÓN ESPAÑOLA DE ORGANIZACIONES EMPRESARIALES
3. COSTA CROCIERE S.P.A.
4. GASTRONOMIC ASSOCIATION OF GEORGIA
5. GHANA TOURISM FEDERATION (GHATOF)
6. GIATA GMBH
7. RVF INTERNATIONAL LLC
8. SAINT PETERSBURG CONVENTION BUREAU
9. SPET – TURISMO DE TENERIFE S.A.
10. SUNSETBIRD TRAVEL AGENCY & TOUR ASSOCIATES LTD
11. UNAUTO VTC