Secretary-General Welcomes Yavuz Selim Yükselir Ahead of Big Year for UNWTO Ambassadors

Madrid, Spain, 14 January 2022 - As UNWTO gets set to return to the FITUR tourism trade fair in Madrid (19-23 January), the United Nations specialized agency is drawing on the influence of its growing team of Ambassadors to highlight the role the sector will play in driving recovery and providing opportunity in 2022 and beyond.

Ahead of the official opening of FITUR, Secretary-General Zurab Pololikashvili met with entrepreneur and hotelier Yavuz Selim Yükselir. Visiting the Organization’s headquarters in Madrid, the Turkish national, who joined last year as UNWTO Tourism Ambassador, discussed opportunities for further collaboration, with a particular focus on hotels and tourism accommodation.

Secretary-General Zurab Pololikashvili says: “I thank Yavuz Selim Yükselir for his enthusiastic support for UNWTO at the start of a year of great challenge and great opportunity for tourism. Now is the time for our esteemed Ambassadors for Sustainable Tourism to be the faces of our sector, using their status and influence to showcase its unique power to drive recovery and transform lives.”

Reflecting the need for diverse voices, UNWTO counts on the generous support of its Ambassadors for Sustainable Tourism to amplify its messages and promote its work to audiences around the world. Yavuz Selim Yükselir serves as Chairman of the Board of Yükselir Group, which is active in 12 different sectors, most notably in tourism accommodation, aviation and innovation and technology, and has a presence in 24 countries. He was named a UNWTO Ambassador in January 2021, joining leading figures from the worlds of sport, entertainment, gastronomy, business and more.