Dear Affiliate Members,

I would like to start by updating you on the outcome of the Emergency Session of the UNWTO Executive Council, held in Madrid on March 8 at the request of several Member States to address the suspension of the membership of the Russian Federation. The members agreed to convene the first ever Extraordinary UNWTO General Assembly in the coming days to decide on this critical matter.

Focusing now on this edition of the AM Newsletter, this includes some of the most recent activities carried out by the Department and others which will be implemented in the next weeks. In particular, I am pleased to inform you that the new affiliation procedure is now available in the UNWTO webpage. Among the main changes, there is the introduction of a more rigorous and demanding procedure for the admission of new Affiliate Members, which will allow us to foster a more quality-oriented expansion of our network. This is part of our efforts towards the implementation of the provisions of the Legal Reform of the Affiliate Membership, which was approved at the 24th UNWTO General Assembly.

Also, to meet a specific request raised by the Board of Affiliate Members at its last meeting, we have held an informative session on the Affiliate Members’ Legal Framework for its members to learn more on the main changes introduced by the reform and the functioning of UNWTO Governance. We counted on the participation of the Chair of the Board, Ms. Mar de Miguel and the UNWTO Legal Counsel, Ms. Alicia Gomez.

I would also like to talk about a new product developed by our Department called “UNWTO Briefing for Affiliate Members”. This is a format dedicated exclusively to the Affiliate Members offering them first-hand insights on upcoming major events and initiatives. The first one, to be organized on 21st March, will focus on the upcoming Global Youth Tourism Summit (GYTS), that will be celebrated in Sorrento, Italy on 27 June – 3 July. I strongly encourage you to participate as you will have the opportunity to get to know more about the specific content of the event and opportunities for you to engage. You will receive all the information through the platform AMConnected.

Lastly, I am glad to say that we are already working with our Affiliate Members on the implementation of some of the initiatives that were included in our Programme of Work 2022 and please do not hesitate to reach us out and explore future collaboration with us!

As always, I am at your disposal and look forward to hearing any comments you might have.

Yours sincerely,

Ion Vilcu
AGENDA OF THE AFFILIATE MEMBERS – EVENTS 2022

UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

UNWTO EXECUTIVE COUNCILS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 7-8</td>
<td>116th Session of the UNWTO Executive Council</td>
<td>Saudi Arabia</td>
<td>In person / hybrid</td>
</tr>
<tr>
<td>Q4 (TBC)</td>
<td>117th Session of the UNWTO Executive Council</td>
<td>TBC</td>
<td>In person / hybrid</td>
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UNWTO REGIONAL COMMISSIONS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 28-29</td>
<td>48th Regional Commissions for the Middle East</td>
<td>Egypt</td>
<td>In person / hybrid</td>
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<tr>
<td>May 9-11</td>
<td>67th Regional Commission for the Americas</td>
<td>Punta del Este, Uruguay</td>
<td>In person / hybrid</td>
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<tr>
<td>June 1-3</td>
<td>67th Regional Commission for Europe</td>
<td>Yerevan, Armenia</td>
<td>In person / hybrid</td>
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<tr>
<td>July 5-7</td>
<td>34th Regional Commission for Asia Pacific and South Asia</td>
<td>Maldives</td>
<td>In person / hybrid</td>
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<tr>
<td>October 5-7</td>
<td>65th Regional Commission for Africa</td>
<td>Tanzania</td>
<td>In person / hybrid</td>
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UNWTO / AMD MAIN CONFERENCES AND EVENTS WITH PARTICIPATION OF AFFILIATE MEMBERS

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Type</th>
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<tbody>
<tr>
<td>March 23-25</td>
<td>11th World Congress on Snow and Mountain Tourism</td>
<td>Andorra La Vella, Andorra</td>
<td>In person / hybrid</td>
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<tr>
<td>June 27–July 2</td>
<td>1st Global Youth Tourism Summit</td>
<td>Sorrento, Italy</td>
<td>In person / hybrid</td>
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<tr>
<td>September 27</td>
<td>World Tourism Day</td>
<td>Bali, Indonesia</td>
<td>In person / hybrid</td>
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<tr>
<td>Q3 (TBC)</td>
<td>3rd Mayors Forums for Sustainable Tourism</td>
<td>Madrid, Spain</td>
<td>In person / hybrid</td>
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<tr>
<td>Q3 (TBC)</td>
<td>6th UNWTO Global Conference on Wine Tourism</td>
<td>Alba, Piedmont, Italy</td>
<td>In person / hybrid</td>
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<tr>
<td>Q3-Q4 (TBC)</td>
<td>7th UNWTO World Forum on Gastronomy Tourism</td>
<td>Nara, Japan</td>
<td>In person / hybrid</td>
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<tr>
<td>Q3-Q4 (TBC)</td>
<td>1st World Forum on Rural Tourism</td>
<td>Mexico City, Mexico</td>
<td>In person / hybrid</td>
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## AGENDA OF THE AFFILIATE MEMBERS – EVENTS 2022

### EVENTS ORGANIZED BY THE UNWTO AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Global Performance Group</th>
<th>March 22</th>
<th>Collaboration for Success: Improving Teamwork, Decision-Making &amp; Innovation within Teams</th>
<th>Virtual: Register</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fondazione Romualdo del Bianco</td>
<td>November 16-18</td>
<td>“The World in Florence” – International Festival World's Cultural Expressions</td>
<td>Florence, Italy</td>
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<tr>
<td>European Cities Marketing</td>
<td>March 30 – April 2</td>
<td>ECM International Conference &amp; General Assembly</td>
<td>Hamburg, Germany</td>
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<td>June 2-3</td>
<td>11th City Cards Expert Meeting</td>
<td>Genoa, Italy</td>
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<td>June 9</td>
<td>City Fair Workshop</td>
<td>Virtual</td>
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<td>August 27-31</td>
<td>36th ECM Summer School</td>
<td>Turin, Italy</td>
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<td>September 8-9</td>
<td>17th TourMIS Users' Workshop &amp; International Seminar</td>
<td>Wien, Austria</td>
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<td></td>
<td>November 24-25</td>
<td>9th TIC Expert Meeting</td>
<td>Gothenburg, Sweden</td>
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<tr>
<td>International Gay &amp; Lesbian Travel Association</td>
<td>October 26-29</td>
<td>IGLTA 38th Global Convention</td>
<td>Milan, Italy</td>
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The new procedure for admission to the Affiliate Membership is now available in the UNWTO webpage

In last weeks the Affiliate Members Department (AMD) has been working in the implementation of a more rigorous and demanding new procedure for the admission of new Affiliate Members, in line with the provisions of the new Legal Framework for the Affiliate Membership approved during the 24th UNWTO General Assembly.

This improved admission process intends to foster a more quality-oriented expansion of the Affiliate Membership. To this end, AMD introduced more demanding eligibility criteria and, accordingly, implemented an enhanced process of verification of the eligibility of each candidate.

Below you will find a resume of the main steps that, if successful, will bring to the admission of new entities as UNWTO Affiliate Members.

1) Fill out the Application Form and submit the supporting documents: the first step consists in obtaining from the candidate all the information required concerning the profile of the entity and its capacity to support UNWTO activities and mission. This information is obtained mainly through the submission by the candidate of the Affiliate Membership Application Form, as well as through the additional information that the AMD could request.

2) Internal verification by the UNWTO: once the information is received, the AMD will proceed to verify its compliance with the current eligibility criteria and consult with other UNWTO departments on aspects that eventually.

3) Endorsement from the Government of the State in which the headquarters is located: each application previously cleared by UNWTO, the AMD will proceed to inform the corresponding Member State on the candidature received and to request the letter of governmental support, in accordance with the Guidelines for States on Criteria for Support of Affiliate Membership.

4) Preliminary approval by the Committee on Matters related to Affiliate Membership (CMAM): upon receipt of the letters of support, all the applications shall be circulated to the Members of the specialized CMAM for its preliminary approval and submit a report to the Executive Council for its provisional admission.

5) Provisional Admission by the Executive Council: the Executive Council meets twice a year and proceeds to provisionally admit the applications received by the CMAM. Once approved, the entities shall assume their obligation to pay the prorated portion of the established annual contribution of EUR 2,500 based on its date of admission.

6) Admission by the General Assembly: all the candidatures provisionally admitted by the Executive Council have to be subsequently presented to the General Assembly at its next session for ratification, as stipulated in the UNWTO Statutes. You can find all the information on the eligibility criteria and affiliation procedure on the UNWTO Webpage.
The Affiliate Members Department organized a virtual briefing on the Legal Framework for Affiliate Members

On Thursday 3rd of March, the Board of the Affiliate Members has attended an informative session on the Affiliate Members’ Legal Framework organized by the Affiliate Members Department. Holding this session was a specific request raised by the members of the Board of the Affiliate Members in its last meeting, who expressed their desire to learn more about the Legal Framework of the UNWTO Affiliate Members and the main changes introduced by the recent reform.

The session was moderated by the Chair of the Board, Mar de Miguel, and by the Director of Affiliate Members, Ion Vilcu, and included a presentation by the UNWTO Legal Counsel, Alicia Gómez.

During the session, the following topics were discussed and explained in more detail:

- The intergovernmental character of the Organization
- The functioning of UNWTO Governance
- The main changes of the New Legal Framework
- How to get the most out of the membership

The presentation by the Legal Counsel was then followed by a space for questions and answers on issues of interest to the Affiliate Members.
The Affiliate Members Department organizes the first UNWTO Briefing for Affiliate Members on the “Global Youth Tourism Summit”

On the 21st of March at 16:00h (CET) the Affiliate Members Department will hold the first UNWTO Briefing for AMs, a new format of informative session dedicated exclusively to Affiliate Members offering them first-hand insights on upcoming major events and initiatives.

This first session will focus on the upcoming Global Youth Tourism Summit (GYTS), that will take place in Sorrento, Italy on 27 June – 3 July 2022. At the session, the Affiliate Members will have the opportunity to get to know more about the specific content of the event and the main activities scheduled along with the opportunities for their engagement (i.e., speakers, presentation of case studies, academic contributions etc.).

The session will be moderated by the Director of the Affiliate Members Department, Ion Vilcu, who will deliver his introductory remarks, followed by a presentation by the Director of the Regional Department for Europe, Alessandra Priante, who will provide the participants with in-depth information on the GYTS and the potential participation of the Affiliate Members. The final part will be dedicated to a Q&A session.

We strongly encourage all the Affiliate Members to attend this interesting session and get first-hand information on the GYTS, which includes a series of international events, workshops and other educational initiatives that will give youth a unique platform to share and discuss ideas and shape their visions for the future of sustainable tourism and the Agenda 2030 of the United Nations.

We will share all the details through the platform AMConnected!
UNWTO HIGHLIGHTS

UNWTO to hold Emergency General Assembly on Russian Membership

The UNWTO Executive Council, held in Madrid on March 8th at the request of several Members, met amid ongoing global concern and condemnation for the unilateral actions of the Russian Federation. Its Members has decided to hold an extraordinary UNWTO General Assembly in the coming days to address the suspension of the membership of the Russian Federation.

This was the first time in the history of UNWTO that the Executive Council met to address a request to consider suspending a Member from the Organization.

UNWTO Secretary-General, Zurab Pololikashvili said: “War is never a solution! But it is evident that not everybody is committed to this deal”. Moreover, he added: “For this reason, UNWTO – and me as the voice of the Organization – must be loud and clear. If you are a Member, you commit to our rules and you must embrace our values. So, when Members go against our goals, there must be consequences.”

The aggression against Ukraine is inconsistent with the United Nations Charter and contravenes the fundamental aim of the UNWTO as enshrined in Article 3 of its Statutes, which states the “promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights”, as the fundamental principles of the Organization.

You can find more information HERE
UNWTO and WHO leaders met in Geneva and call for the lifting of travel bans

In Geneva, the leaders of the World Tourism Organization (UNWTO) and the World Health Organization (WHO) have called for the lifting of travel bans as they do not provide added value and continue to contribute to economic and social stress. Blanket restrictions should be replaced with risk-based, evidence-informed, context-specific policies.

UNWTO Secretary-General Zurab Pololikashvili underscored the need to “continue to follow WHO advice, and to open up again, safely and responsibly, and allow tourism to deliver on its unique potential as a driver of recovery and growth”.

WHO Director-General Dr. Tedros Adhanom Ghebreyesus said: “As countries ease travel restrictions, health must remain the key priority. By basing their decisions on evidence and a risk-based approach adapted to their specific context, countries can find the right balance between keeping people safe, protecting livelihoods and the economy, and keeping borders open”.

The two UN Agencies also stressed the need for clear and consistent rules relating to health and travel, a global trust architecture for societies and economies in the context of the pandemic.

You can find more information HERE
UNWTO and UEFA announced a partnership around shared values of Sport and Tourism

On 23rd of February the leaders of the World Tourism Organization (UNWTO) and the Union of European Football Associations (UEFA) met at the UEFA headquarters and agreed to jointly promote the benefits of sports and sports tourism for development and opportunity for all, including young people.

UNWTO Secretary General Zurab Pololikashvili and UEFA President Aleksander Čeferin recognized the values shared by tourism and football, both prominent people-led sectors with the capacity to promote understanding, friendship and solidarity and drive social and economic change.

As part of the agreement, the UEFA Foundation will join representatives of the different divisions of UEFA at the UNWTO Global Youth Tourism Summit (July 2022, Sorrento, Italy), designed to give young people a say in the future of the sector and to give them the skills and knowledge needed to lead tourism forward.

UNWTO Secretary-General Zurab Pololikashvili said: “Tourism and football are natural partners, bringing joy to many millions. Working together, UNWTO and UEFA will build on our potential to celebrate our shared humanity, foster friendship across borders and create experiences and opportunities for people everywhere.”

Under the new partnership, UNWTO and UEFA will work together to grow sports tourism across Europe, including through facilitating travel and mobility and through promoting the opportunities for jobs and education this can bring. The agreement emphasises the far-reaching impact of both tourism and sports, touching on almost every part of economies and societies the world over.

For more information please click HERE
UNWTO HIGHLIGHTS

New Guidelines put women’s empowerment at heart of Tourism’s Restart

The World Tourism Organization (UNWTO), with the support of the German Federal Ministry for Economic Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and UN Women, published a new set of guidelines that will help both governments and businesses better address the needs of women in the tourism sector.

“Gender Mainstreaming Guidelines for the Public Sector in Tourism” and “Gender-inclusive Strategy for Tourism Businesses” recognize that, given the disproportionate loss of employment suffered by women, as well as the high proportion of women workers within tourism and their concentration in lower-skilled and lower-paid jobs, plans for the sector’s restart must address their specific needs.

The guidelines for the public sector provide specific tools to support national, regional, local and other tourism institutions, focusing on policies, programmes and thematic issues in the tourism sector. Meanwhile, the strategy for businesses is intended to support tourism enterprises of all types and sizes to achieve effective and consistent strategies and programmes for gender equality across their operations.

Moreover, these guidelines provide concrete recommendations for governments working to achieve the Sustainable Development Goals (particularly Goal 5 – Gender Equality and Women’s Empowerment) and the objectives of international women’s rights treaties.

You can find more information and the link to the guidelines HERE.
CETT SMART TOURISM CONGRESS BARCELONA TO BE HELD ON NOVEMBER 23RD AND 24TH 2022 WITH UNWTO AS A CO-ORGANIZER

On November 23rd and 24th 2022, the IV edition of the CETT Smart Tourism Congress Barcelona will be held. A congress that is framed as a global space of reference and a meeting between professionals, academics and scholars about the smart phenomenon applied in the tourism sector. The congress is organized by the UB Chair of Tourism, Hospitality and Gastronomy CETT, promoted in 2016 by the CETT and the University of Barcelona, together with Barcelona City Council and the CETT Fundació. The UNWTO also participates as a co-organizer.

Papers must deal with any of the Congress’ topics of interest and will be evaluated anonymously by the members of the Scientific Committee. Selected papers will be presented orally during the congress and will be published, along with the speeches, in a digital and registered (ISBN) conference proceedings book.
As fellow UNWTO Affiliate Members, Global Performance Group invites you to innovate together. Engagement levels are at an all-time low and we are seeing this impact the tourism industry as much – if not more – than any other industry in the global economy.

Too many employees are not contributing what they were hired to contribute, and decision-making is being impacted. Join us for the virtual live strategy session “Collaboration for success: Improving Teamwork, Decision-Making & Innovation Within Teams” on Tuesday March 22nd @ 08:00 am EST to get more from your teams, ensuring that the right decisions are made by the right people at the right time.

Let’s talk about how to help your team constructively challenge themselves, each other, and the status quo. Register to the session [HERE](#).

This strategy session is designed specifically for UNWTO Affiliate Members to help spark fresh conversations and ideas around innovation and revenue growth in the tourism industry.
THE WORLD’S UNIQUE EVISITOR SYSTEM FURTHER ENHANCED

As part of the Croatian Digital Tourism project, which is carried out by the Ministry of Tourism and Sports and co-financed by the EU within the Operational Program Competitiveness and Cohesion 2014-2020 from the European Regional Development Fund, a new and upgraded version of the eVisitor system of the Croatian National Tourist Board was published, which is intended for the registration of tourist traffic and the calculation and control of tourist tax collection.

“One of the Croatian Digital Tourism project segments is upgrading the award-winning eVisitor system to be even more efficient and better adapted to users’ needs. New functionalities have been introduced to improve business processes, so it will no longer be necessary to physically go to the tourist board to register a non-commercial facility, and communication between private renters and tourist boards has been improved. Ultimately, the Croatian Digital Tourism project will create a complete digital story - a set of innovative tools to facilitate stakeholders’ business in the tourism system”, said Minister of Tourism and Sports Nikolina Brnjac.

The eVisitor system has positioned Croatia at the top of the world regarding innovative technological solutions in tourism. The most significant innovations include a completely new design that is in line with the Croatian Digital Tourism project’s design and allows adaptation for people with dyslexia and visual impairment. Also, it is possible to display basic information about the tourist membership fee, download payment slips for the tourist membership fee, and it is easier to edit and post pictures of accommodation facilities on the Croatia.hr portal.
YOUTH TAKING A LEAD IN PROMOTING TOURISM THROUGH SPORTS IN UGANDA

Uganda is a landlocked country in East Africa. Known for her beautiful scenery, savanna land, excellent climatic conditions, the Big Five, and a host to the Rwenzori Mountains.

KTIF, together with Kasese Youth in Tourism Association (KAYITA) is hosting the Baboon Tourism Football Tournament 2022 whose objective is to engage young people through sports to promote tourism, and attract investments in to the Rwenzori region.

The tournament is a major event under KTIF, aimed at celebrating the re-opening of the tourism and sports sector, and the benefits this brings.

The event started on Saturday 5th February 2022 and will end on Easter Monday, 18th April 2022 with an Award Ceremony.

Tournament is bringing positivity through sports and creating a tourism conscious community. This tournament is a pre-cursurer to activities that await the forthcoming Rwenzori Tourism Festival week.
The A strategic visitor, associated with quality, attracted by culture, shopping, life sciences and health who values understanding and discovering the culture inherent to the place they are visiting.

In order to establish alliances with the main airlines operating in Barcelona and thus fostering connectivity, the consortium, met with Emirates airlines to look at increasing the frequency of its current non-stop flight to Barcelona. The meeting was also attended by the Catalan Tourism Agency, with the focus on working together to boost the UAE’s inbound sector. This is a strategic sector associated with non-seasonal visitors, with high-spending levels, which has evolved towards personalisation, unique experiences, a search for authenticity and genuine experiences that bring added value, as well as a demand for excellence and professionalism in the services they are being offered.
LEEDS BECKETT UNIVERSITY LAUNCHES NEW INTERNATIONAL SCHOLARSHIP SCHEME

The School of Events, Tourism and Hospitality Management, Leeds Beckett University, has been awarded funding for fifteen Commonwealth Distance Learning scholarships for students from Kenya, Rwanda, Tanzania, Ghana or The Gambia to study for our TEDQual accredited MSc Responsible Tourism Management.

Scholarships include all tuition fees and fieldtrips, and the cost of flights for those students selected from outside of the country where face-to-face teaching is delivered.

The course is aimed at early to mid-career tourism professionals who will study part-time over three years. During this period, they will have opportunities to apply their learning to their workplace and contribute to local economic development via responsible tourism. The course is taught by staff with first-hand experience in tourism management, research, and consultancy, who will share their global expertise.

Scholarship applications for candidates open on Tuesday 1 February and must be made by the closing date, Tuesday 15 March via the Commonwealth online application system.

For further information and how to apply click here.

In addition to the Commonwealth application, candidates must also apply for a place on the MSc at Leeds Beckett University before the deadline and can apply here.

For more details about the School, please click here.

If you have any queries about the course, the scholarships or your application please email Lucy McCombes (Senior Lecturer) (l.mccombes@leedsbeckett.ac.uk) or Dr Milka Ivanova (Course Director) (m.ivanova@leedsbeckett.ac.uk) at Leeds Beckett University. We can also put you in touch with our in-country partners for more local enquiries.
NEW IGLTAF REPORT DELIVERS DEI STRATEGIES FOR GLOBAL TOURISM

“For an organization and its employees to be the most successful, a culture that merely supports DEI and belonging is not enough. Instead, DEI and belonging must be the cultural foundation upon which the organization is built.”

The IGLTA Foundation, the charitable arm of the International LGBTQ+ Travel Association, recently released the report “DEI Strategies for a Stronger Global Tourism Industry.”

Resulting from a Think Tank during IGLTA’s 37th Global Convention that focused on diversity, equity and inclusion and responsible tourism, the report highlights the importance of multi-sector collaboration to address workforce challenges effectively.

Included are key mechanisms to foster responsible tourism and a general framework for DEI strategic work in the areas of professional development, DEI culture and accountability.

The report is free to download [HERE](#).
THE WORLD IN FLORENCE - INTERNATIONAL FESTIVAL
WORLD’S CULTURAL EXPRESSIONS

This Festival is promoted by the Romualdo Del Bianco Foundation, UNWTO Affiliated Member, with its “Life Beyond Tourism-Travel to Dialogue” Movement.

It aims to enlarge worldwide the turnout of higher educational institutes in tourism and heritage management, local communities and public administrations engaged in contributing to raise awareness, interpret and directly communicate the local cultural expressions of their sites. This will allow to address tourism to a real H2H (human to human) industry that pursues a people-centred approach to discovery of the destination site and to make “inclusiveness” and intercultural dialogue the key factors for an “exclusive” tourist experience.

Due to the worldwide sanitary situation, the 2022 edition of the Festival will be in “hybrid” format. Participants will produce a “storytelling” of a specific cultural tourism destination, by emphasizing those aspects that favour the quality of visiting and the human experience, transgressing the hitherto prevalent economic-oriented exploitation of heritage sites. They will help to build a future where travelling for culture regenerates the human spirit of knowledge, mutual respect and dialogue everywhere, bringing people together, creating human unity and making the World a better place to live.

Call for Participation [HERE](#)
RE-UNITED DESTINATIONS

It’s time for European Cities Marketing to reunite as a community, as destinations, as professionals, as friends and colleagues in Hamburg, March 30-April 1, 2022 for ECM International Conference.

It’s also time for a new beginning for urban tourism after two turbulent years of lockdowns and uncertainty. If anything, the pandemic has shown that there is need to reconnect travel and tourism to the needs and wishes of local habitats, but also to the big global agendas where tourism holds potential to make a positive difference. The reason to be for DMOs is no longer just to grow tourism, but to do so with purpose, people and planet. Therefore, it is time to create new narratives, new partnerships and a new trajectory for urban tourism. How can tourism help fix the world, and how can we as DMOs be catalysts for change?

Register HERE
FESTIVAL OF LIGHTS ZAGREB - MARCH 16 – 20, 2022

In Croatia’s capital Zagreb, light is literally life, because Zagreb is a city that loves the outdoors. When spring sneaks up, the sun bursts out and the day is longer than the night, everybody and everything moves outside. The citizens of Zagreb open another long-awaited season of hanging out and enjoying countless cups of coffee in their favourite living room – city squares and streets. But somebody has to turn on the light in the living room first and invite the others in. Let that be the Festival of Lights Zagreb, the strongest adversary of winter and the brightest welcome to spring!

As spring sets in, the city turns into a spectacular light show directed by the Festival of Lights Zagreb. Streets, squares, parks, buildings and landmarks become a stage for playful light installations. The familiar and well-known becomes new and exciting again, thanks to the artists whose visions shed a new light on Zagreb, literally. Beams of light and the multitude of colours bring new life to the quiet and magnificent Upper Town, while the lively Lower Town becomes more dazzling than ever. The wonders of the modern era are responsible for the transformation of the old town beyond the wildest dreams of its citizens.

The Festival of Lights Zagreb 2022 goes on from March 16th – 20th, brighter than ever! During these five days, modern technology, visual and performing arts will be joined in a unique experience for all generations. The sun does the job during the day, and the city bathed in light takes over in the evening – in extending a warm welcome to the new season. The Festival of Lights Zagreb was made to become a new tradition and the first herald of spring in Zagreb. Welcome!

Detailed program HERE.
CNC TAKES INNOVATIONS IN TRADE AND TOURISM TO RIO INNOVATION WEEK

The entity supports the event and presents initiatives that collaborate to leverage the sectors in the country

The future of Brazilian retail and tourism was in focus at Rio Innovation Week, one of the most comprehensive events on technology and innovation in Latin America that the National Confederation of Trade in Goods, Services and Tourism supported strategically through its spaces of innovative and training solutions:

Conecta: to promote exchanges between entrepreneurs, executives and exhibitors searching for ideas to leverage sales, optimize logistics and production;

Turistech Zone: focused on the global tourism future, it presents the Vai Turismo - Rumo ao Futuro Project, initiative that aims to integrate proposals and institutions to recommend public policies that encourage the sustainable development of Brazilian tourist destinations.

The CNC’s president, José Roberto Tadros, highlights: “The Commerce System could not fail to participate in an event of such importance, not only for its integrative character, providing opportunities for learning, networking, and business, but also for what means for the State. Everyone’s objective is to turn Rio de Janeiro and Brazil into references for innovation and technological entrepreneurship.”
THE FIRST UNIFIED 360° DESTINATION DASHBOARD FOR MEMBER STATES AND THEIR REGIONS

Member States and their Tourism Authorities, Tourism Boards (DMOs) and other respective stakeholders can now enjoy the new unified Destination Dashboard, providing all insights and statistics along the entire customer journey of travellers.

All analytics and insights from search demand, impressions, views on search engines, the visibility of the Destination and its tourism providers on the internet, detailed insight on Google business performance as well as the entire view of the destination’s reputation based on guest reviews. Plus the entire reach, engagement and performance of social media and digital advertising.

This is accompanied with accommodation statistics such as average occupancy, average rate, average length of stay and other metrics.

Other insights and statistics from i.e. immigration can be integrated easily. For the first time, a fully fledged unified market intelligence dashboard provides a 360° view of the entire customer journey based on the traveller mental model - dreaming, planning, booking & paying, experiencing and sharing. Now, the most important information to make fully informed decisions is at your fingertips.

rainmaker.travel | success@rainmaker.travel
The cultural week of Iran is planned to be held in Vladikavkaz. One of the main venues for the visitors of the event will be the facilities of the NOSU University; this was announced by the rector of the university Alan Ogoev following a meeting with Kazem Jalali, Ambassador Extraordinary and Plenipotentiary of the Islamic Republic of Iran to the Russian Federation, who is in the region on a working visit.

The Ambassador named NOSU University one of the largest in the country and influential in the Caucasus and noted that his visit to the university will also help strengthen relations between the countries.

“Our region, due to its geographical location, historical and cultural heritage, has all the necessary resources, infrastructure and human resources to act as a regional center in the Caucasus of multi-vector cooperation,” the rector noted.

NOSU University is actively developing academic ties with the Islamic Republic of Iran. NOSU cooperates with the University named after Allameh Tabatabai and the University of Tehran. There is a regular exchange of students and teachers between universities. The joint master’s program “Iran in the Modern World” is being implemented for the third year.

Representatives of the Embassy of the Islamic Republic of Iran in the Russian Federation visited the Center of Iranian Culture and Farsi Language and the Museum of Antiquities at NOSU University.
The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

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