UNWTO Commission for the Middle East
48th Meeting

Report by the Secretary-General

28 March 2022
Trusted data, guidelines and technical assistance

World Tourism Barometer
From Crisis to Transformation
Travel Restrictions reports
Recovery Tracker and Dashboard
UNWTO-IATA Destination Tracker
Tourism trends and scenarios

International tourist arrivals (% change over 2019)

- Europe: -68, -68, -62, -52
- Asia and the Pacific: -76, -73, -69
- Americas: -73, -75
- Africa: -73, -75
- Middle East: -63

2020, 2021, Jan 2022
Tourism trends and scenarios

International tourist arrivals: 2020, 2021 and Scenarios for 2022
(y-o-y monthly change over 2019, %)

-73% Annual change (over 2019)
-71% Annual change (over 2019)
-50% Scenario 1
-63% Scenario 2
Actual data

World Tourism Organization. A Specialized Agency of the United Nations
The Middle East

One of the strongest performing regions

increase in arrivals

+52%
Russian invasion of Ukraine
The war will have a wider impact
Looking ahead
5 priorities

Priority 1: To make tourism smarter: innovation and digital transformation

Priority 2: Green investments and entrepreneurship

Priority 3: Education and jobs

Priority 4: Build resilience, foster market intelligence and facilitate travel

Priority 5: Protect our heritage: social, cultural and environmental sustainability
Responding to a triple crisis: climate, the pandemic and a war
The voice of tourism

Informal Conference of Tourism Ministers of the European Union

First ever thematic session at the UN General Assembly (4 May 2022)

G20 Tourism Working Group
Building trust and confidence

International Code for the Protection of Tourists (ICPT)
adopted by the 24th UNWTO General Assembly

Global principles and recommendations to protect tourists in emergency situations

Consumer rights

Providing guarantees to international tourists in the post-pandemic scenario

Harmonizing tourism standards and protocols
Youth, sustainability & innovation

Supporting Member States across the Middle East in product development

UNWTO Digital Futures for SMEs Programme.

Tourism Tech Adventures Forum in the United Arab Emirates during EXPO 2020 (25 March 2022)

First Observatory on Quality of Tourism Education and Jobs

Human Capital Development by E-learning project with the Kingdom of Saudi Arabia in Arabic

UNWTO Innovation Lab
Responding To The Climate Emergency

Glasgow Declaration on Climate Action in Tourism

Global Tourism Plastics Initiative in the framework of the One Planet Sustainable Tourism Programme
Reliable Data for Efficient Policies

Technical guidance for measuring, monitoring and analysing sustainable tourism development at destination level

Measuring the Sustainability of Tourism (MST)

The UN standard to measure the economic, social and environmental links of tourism
Regional Actions

The Green Hotel Revitalization Programme

To reduce carbon footprints in emerging markets

Training at least 30 hotels from Egypt on green investments and green finance mechanisms in collaboration with the International Finance Corporation (IFC)
Empowering Future Generations

Global Youth Tourism Summit - a unique platform for children and youth to share innovative ideas, shape their vision of sustainable tourism. The first Summit in Italy (June 2022)

National UNWTO Students’ Leagues towards a Global Edition
Building a fairer, more equal and inclusive tourism

Signatories of the Private Sector Commitment to the Global Code of Ethics

Advancing Accessible Tourism for All
Gender Equality

Weaving the Recovery – Indigenous Women in Tourism

“Centre Stage: Women’s empowerment during the COVID-19 recovery” (with GIZ and UN Women)

Implementing a one-year action plan for women’s empowerment in Jordan
Regional Office for the Middle East

Ready to deploy hired personnel to the UNWTO Regional Office for the Middle East

A Hub for sustainable tourism recovery in the region around

1) Tourism and rural development
2) Innovation, Education & Investments