



**UNWTO**

World Tourism Organization

**UNWTO Affiliate Members:  
Latest developments and reforms**

**48<sup>th</sup> Commission for the Middle East**

Cairo, Egypt 28 March 2022

# INCORPORATE SUBSTANTIAL CONTRIBUTIONS FROM OUR AMs



Calls for contributions for the  
**Programme of Work 2022**



Affiliate Members contribution  
to the COVID-19 response



## RESTART TOURISM



# OPPORTUNITIES TO SHOWCASE AMs PROJECTS

## New editions of the **Affiliate Members Corner**



**AMCorner: Destinations to Producers**

**IBERSERIES Platino Industria**

*30<sup>th</sup> September 2021*



**AMCorner: We are Affiliate Members**

**24<sup>th</sup> UNWTO General Assembly**

*3<sup>rd</sup> December 2021, Madrid, Spain*



**AMCorner: Strategies by Tourism Boards**

**FITUR, 21 January 2022**

# MORE CONSISTENT INVOLVEMENT IN UNWTO STATUTORY MEETINGS

## AMs Participation in Regional Commissions, Executive Councils and 24<sup>th</sup> General Assembly



**114<sup>th</sup> session of the UNWTO  
Executive Council**

*30 November 2021*



**115<sup>th</sup> session of the UNWTO  
Executive Council**

*3 December 2021*



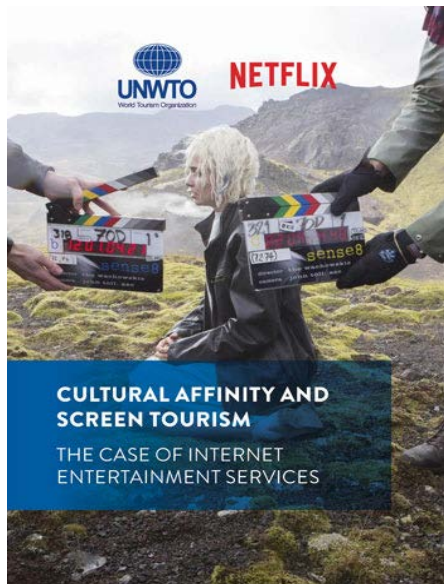
**47<sup>th</sup> Meeting UNWTO Commission for  
the Middle East**

*26-27 May 2021, Riyadh, Saudi Arabia*



**24<sup>th</sup> UNWTO General Assembly**

*30 November – 3 December 2021, Madrid*



Launched on 1<sup>st</sup> October 2021



Published on 19<sup>th</sup> May 2021

# STRENGTHEN AND EXPAND UNWTO'S AFFILIATE MEMBERSHIP



**Strengthen Membership:**  
Quality - oriented promotion



**Expand Membership:**  
promotional campaigns



***Evolution:***

**36 new AMs** since September 2021  
**(4 from the Middle East)**

**AMs from the Middle East: 28 (5% of total AMs)**

1

**Creation of an AMs dedicated institutional framework –  
*Committee on Matters Related to Affiliate Membership***

- \* Operational channel for the interaction of AMs with UNWTO statutory bodies (GA, EC, RegComs).
- \* Institutional support for effective integration of AMs with UNWTO & Member States.

2

**Demanding Admission criteria & procedures**

- \* *Criteria:* quality AMs oriented
- \* *Procedure:* involvement of the Member State of the candidate & due diligence.

3

**Faster withdrawal procedure**

- \* Withdrawal of AMs with accumulated debts reduced from 4 to 2 years).

4

**Regulation of the functions & working methods for AMs governing bodies**

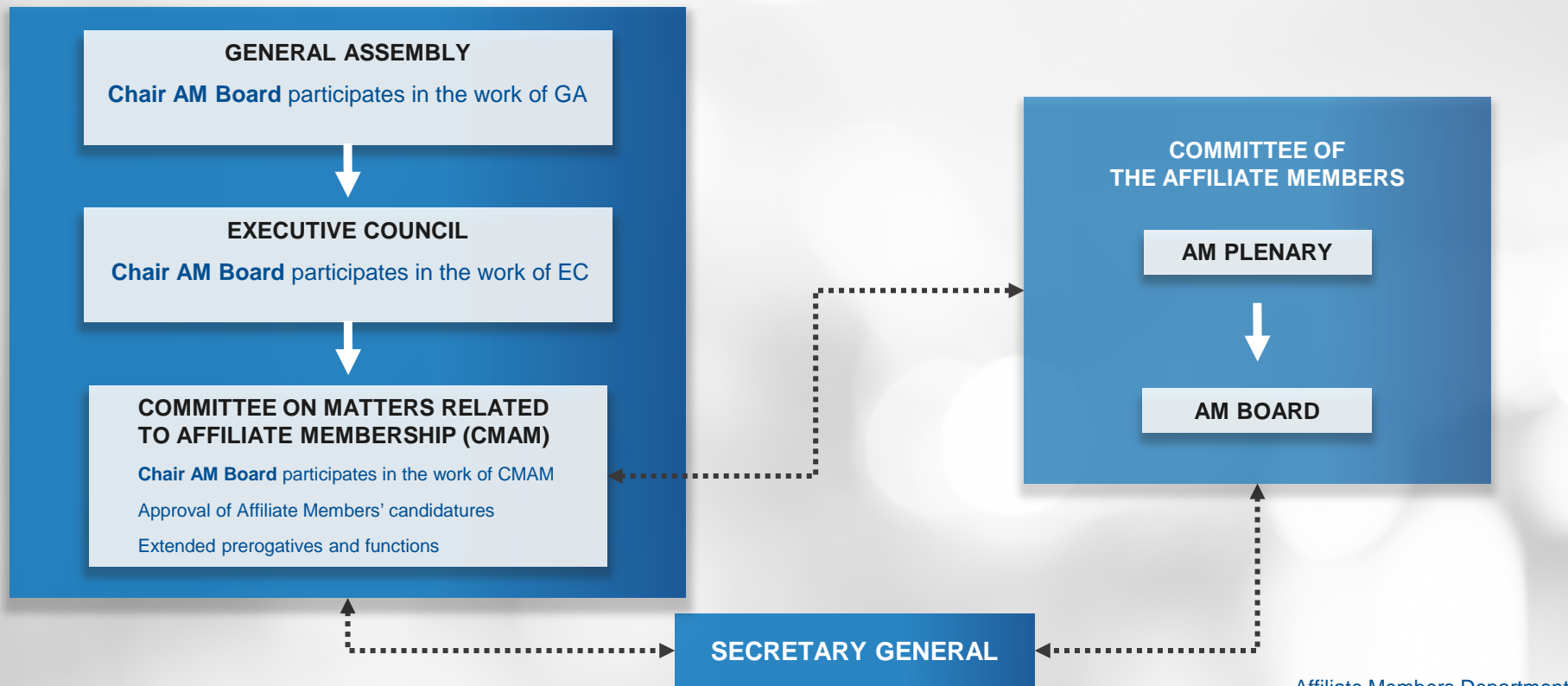
- \* For the Board & the Plenary Session.

5

**Coherent structure of the new Legal Framework**

- \* Two legal documents, to reflect who is responsible for what.

# MAIN IMPROVEMENTS: REINFORCED INSTITUTIONAL FRAMEWORK





1

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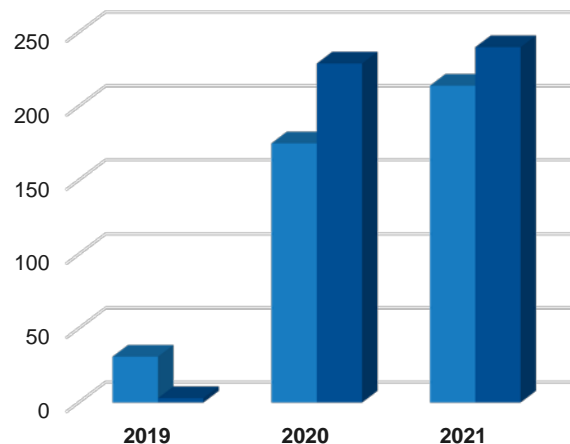
## In 2021 :

- \* 6.090 started sessions
- \* 5.473 views
- \* 4.393 downloads
- \* 56.237 messages sent



## AM Connected

Shared content in HOME



Shared resources	31	175	214
Recommendations	3	229	240

# Thank you!



**UNWTO**

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