

Agenda item 5(a)

**Communication of the Chair of the
Board of the Affiliate Members**

CE/116/5(a)
Madrid, 30 May 2022
Original: English

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Executive Summary

The report of the Chair of the Affiliate Members Board summarizes the most relevant activities of the Affiliate Members since the 115th session of the Executive Council (Madrid, Spain), whose main objectives were to strengthen the integration of the Affiliate Members within the Organization and to improve the collaboration with the Member States.

The Affiliate Membership – as representatives of the private sector – stands ready to contribute to the recovery and development of the tourism sector for the benefit of the Affiliate Members, of the Member States and of the Organization.

The Affiliate Members elected in December 2021 their new Board, which took office at the beginning of the year for a four-year mandate.

The Board of the Affiliate Members manifests its willingness to convene consultations with the Committee on Matters Related to Affiliate Membership regarding the strategy and objectives for the Affiliate Membership for the period 2022-2023.

The Affiliate Members will continue to work together with the Organization for the promotion of the Affiliate Membership, with special focus on the regions with great tourism potential but relatively fewer Affiliate Members.

DRAFT DECISION¹

Communication of the Chair of the Board of the Affiliate Members (document CE/116/5(a))

The Executive Council,

Having examined the Communication of the Chair of the Board of the Affiliate Members,

1. *Thanks* the Chair of the Board for her Communication;
2. *Congratulates* the Members of the Board for their four-year mandate;
3. *Welcomes* the initiatives proposed by Affiliate Members to be included in the 2022 Programme of Work, aimed at the recovery of the tourism industry;
4. *Stresses* the importance of strengthening the institutional collaboration between the Board of the Affiliate Members and the Committee on Matters Related to Affiliate Membership; and
5. *Appreciates* the Affiliate Members' commitment and readiness for a more sustainable and resilient tourism.

¹This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

I. Participation of the representatives of the Board in UNWTO statutory meetings

1. The Members of the AM Board, with the support of the Affiliate Members Department, have attended the UNWTO statutory meetings organized during the first semester of 2022, ensuring the representation of the Affiliate Members with the aim of sharing with Member States their proposals and points of view on the priority topics of the Organization and of the tourism industry.
2. Since the 115th session of the Executive Council, the Affiliate Members' representatives have participated/will participate in the following UNWTO statutory meetings in 2022:
 - Participation of the Chair of the AM Board in the Extraordinary General Assembly, held in Madrid on 27-28 April;
 - Participation of the Chair of the AM Board in the 2nd Emergency Session of the Executive Council, held In Madrid on 8 March;
 - Participation of 1st Vice-Chair of the AM Board – Camara Argentina de Turismo – in the 67th Meeting of the Regional Commission for the Americas, to be held in Punta del Este, Uruguay, on 19 May;
 - Participation of the representative of the AM Board – the Red Sea Development Company – in the 48th Meeting of the Regional Commission for the Middle East, held in Cairo, Egypt, on 28 March; and
 - Participation of the representative of the AM Board – Croatian National Tourist Board-in the 67th Meeting of the Regional Commission for Europe, to be held in Yerevan, Armenia, on 1 June.

II. Collaboration with the Committee on Matters Related to Affiliate Membership (CMAM)

1. The Chair of the Board of Affiliate Members participated in the 1st meeting of the Committee on Matters Related to Affiliate Membership (CMAM), held virtually on 26 May and expressed the satisfaction of the Affiliate Members with the creation of this important institutional channel to enhance the interaction between the Affiliate Membership and the Member States which will contribute to the effective integration of AMs with the Organization.
2. The Board of the Affiliate Members will hold consultations with the Committee on Matters Related to Affiliate Membership to establish the strategy and objectives for the period 2022-2023, considering a) the UNWTO Programme of Work approved by the General Assembly and b) the main expectations and needs of the Affiliate Members for the next period.

III. Participation of the Affiliate Members in UNWTO activities

3. The Board of the Affiliate Members expresses its satisfaction as UNWTO is giving the right priority to the objective of better integrating Affiliate Members within the Organization, as shown by the inclusion in the Affiliate Members Programme of Work (PoW) 2022 of several Affiliate Members' ongoing initiatives focused on the recovery of the tourism sector.
4. The Affiliate Members improved their visibility by showcasing their relevant projects and innovative products within major international tourism fairs through the dedicated space AM Corner, like in FITUR 2022 under the theme "*Strategies by Tourism Boards*", focused on the changing and adaptive role of tourism boards in the current scenario and how they are contributing to an effective recovery of tourism.
6. The Affiliate Members appreciate the UNWTO initiative to organize a new format of informative sessions, dedicated exclusively to Affiliate Members to let them know as far in advance as possible the details of the future major events of the UNWTO and to take advantage of the collaboration opportunities that membership offers.

IV. Activities of the Board of the Affiliate Members (mandate 2022 – 2025)

7. After the recent elections (December 2021), the new Board of the Affiliate Members took office for a 4-year mandate on 20 January 2022 on the occasion of its 55th Meeting, held in Madrid, Spain (see Annex I: Composition of the new AM Board). On said occasion the following officers of the Board were elected:

Chair: **Ms. Mar de Miguel Colom, Asociación Empresarial Hotelera de Madrid (Spain)**

First Vice- Chair: **Cámara Argentina de Turismo** *(Argentina)*

Second Vice-Chair: **Chameleon Strategies** *(Thailand)*

8. With a four-year mandate, the Board of the Affiliate Members seeks to increase its presence at the statutory and specialized committees of UNWTO and to that end has started a mechanism of consultations to decide the representation to each UNWTO specific body or structure.
9. The Board, with the support of the Affiliate Members Department, has organized briefing sessions to convene consultation on the implementation of the new legal framework adopted by the 24th General Assembly.

V. Priorities of the Affiliate Members for the upcoming period

10. The Affiliate Members manifest their commitment and readiness for a stronger engagement within the main UNWTO initiatives and projects in topics such as sustainability, rural development, innovation, digitalization and education.
11. The Affiliate Members supports the efforts of the Organization towards a quality-oriented expansion of the Affiliate Membership and for prioritizing the promotion of membership in regions with great tourism potential but relatively fewer Affiliate Members like Middle East and Africa.
12. The Affiliate Membership expresses the full availability and commitment by the UNWTO private sector to support the Organization and its Member States in achieving a more sustainable and resilient tourism.
