



SAVE THE DATE

UNWTO GLOBAL CONFERENCE ON LINKING TOURISM, CULTURE AND CREATIVE INDUSTRIES: PATHWAYS TO RECOVERY AND INCLUSIVE DEVELOPMENT

14 – 16 NOVEMBER 2022. LAGOS, NIGERIA.





“If we are to preserve culture, we must continue to create it”

Join us in this journey to empower and make tourism, culture and the creative industries flourish.



The World Tourism Organization (UNWTO) is the specialized agency of the United Nations responsible for the Promotion of responsible, sustainable and universally accessible tourism.

Global leaders and international community are seeking for industries that can stimulate socio-economic recovery, mitigate the effects of climate change and accelerate job creation and inclusive development. Tourism, culture and creative economies offer a huge potential to bridge this gap. According to UNWTO, 40% of international tourists are motivated principally by cultural related tourism experiences. Secondly, the value of the global market for creative goods doubled more from US\$208 billion in 2002 to US\$509 billion in 2015.

This being the case, tourism, culture and the creative industries (CCIs) most of the time are not given priority consideration as potential power-houses that can contribute to addressing current challenges of the post pandemic era, boost SMEs competitiveness and help world economies bounce back better.

Although the sectors have been greatly affected by the health crisis as a result of the unprecedented Covid-19 pandemic, positive opportunities have arisen due to digital transformation, innovation and tourists' search for the sought-after authentic experiences and active participation in creativity.

Against this backdrop, adequate policies and strategies must be put in place to support both sectors, which have been negatively affected by the pandemic.



António Guterres
UN Secretary-General

“Culture is the flower of the human being – the fruit of our minds, the product of our traditions, the expression of our yearnings. Its diversity is wondrous, part of the rich tapestry of civilization.”



Zurab Pololikashvili
UNWTO Secretary-General

“All along the Cultural Routes, tourism has the power to support jobs and create other development opportunities for communities. It is also a chance to protect and promote cultural heritage and to celebrate creativity”



In light of the foregoing, the Federal Ministry of Information of Culture of Nigeria and the World Tourism Organization are jointly organizing on 14-16 November 2022 in Lagos, the UNWTO Global Conference on linking tourism, culture and creative industries: pathways to recovery and inclusive development, which aims at addressing the current challenges and tapping into emerging opportunities to speed up global economic recovery.

In addition, the conference will build upon the Kyoto Declaration on Tourism and Culture: Investing in Future Generations of the 4th UNWTO/UNESCO World Conference in December 2019 and the UNWTO Inclusive Recovery Guide-Socio cultural impacts of COVID-19, Issue II: Cultural Tourism.

Tourism, culture and the creative industries have huge potentials to build back better societies as it can help leapfrog the gaps of jobs scarcity, infrastructure impediment, deceleration of investment and digital divide towards the advancement of the UN agenda 2030 for Sustainable Development.

As such, it can create business opportunities and entrepreneurial skills development for the youth. Moreover, income, wealth and resources for local communities can be capitalized upon and in turn help in the preservation of tangible and intangible cultural heritage of the rural communities and the society at large, as well fostering safety and security and peace-building.



In line with Promoting Cultural Heritage; one of the priority areas of the UNWTO Agenda for Africa 2030 -Tourism for inclusive Growth, which was spearheaded by the UNWTO Secretary-General and the programmatic priority of UNWTO on 'Protect Our Heritage: Social, Cultural and Environmental Sustainability', this high-level conference will have the following objectives:

1. Gather top-notch panelists and stakeholders to discuss linkages and opportunities between tourism, culture and the creative industries;
2. Offer a unique networking opportunity for industry players, practitioners, government officials and policy makers to debate contemporary and future issues
3. Promote innovative policies to harness the symbiotic potential of tourism, culture and the creative industries;
4. Identify investment avenues and mobilization of human and financial resources to boost recovery;

THE CONFERENCE: YOUR SOCIAL LEGACY

By becoming a partner of the Conference, you will support the organization of the first global event, dedicated exclusively to tourism, culture and creative industries.

Supporting this conference will position you as an advocate of culture, responsible tourism and sustainable development, with a world-wide visibility and opportunities to foster further collaborations and partnerships through networking with the global leaders of the tourism industry, public and private, including Ministers from 166 UNWTO Member States, high-level UN officials and UNWTO Ambassadors of Responsible Tourism.

Through our communication channels, your recognition and acknowledgment will go far beyond the global tourism community, placing you side by side the global brand of the UNWTO. You will increase your brand awareness and strengthen your image in the international community.

This is your opportunity to echo the alignment of your brand with the values of the United Nations. This is your opportunity to contribute to the implementation of the Agenda 2030 and the achievement of the SDGs.

We recognize that support can come in different shapes and forms, therefore we offer three options: financial contribution, in-kind contribution and mixed contribution.

Many supporters may be able to provide significant in-kind support and/or may wish to target their sponsorship for specific activities. Our tailor-made sponsorship opportunities are

Adaptable to the needs of the supporter and take into account the combined value of financial contributions and in-kind support for the categorization of the partnerships:

PARTNERSHIP BENEFITS	BRONZE 10K€	SILVER 25K€	GOLD 50K€	PLATINUM 100K€
Logo featured on the webpage of the event	○	●	●	●
Logo featured on the partners wall	○	●	●	●
Sampling logo and their promotional materials in the welcome bag	○	●	●	●
Provide the opportunity to sponsors for on-site branding		●	●	●
Logo featured in the press materials		●	●	●
Logo featured on the back of the participant badge		●	●	●
Special exposure during the registration procedure		●	●	●
Interactive presentation of the partner on site of the Conference			●	●
Targeted activity sponsorship (mention in the official agenda)			●	●
Invitation to the official reception with high-level government and UNWTO officials			●	●
Photo opportunity during the official reception with high-level government and UNWTO officials			●	●
Co-branded landing page for event Wi-Fi registration			●	●
Panelist invitation for the Conference			●	●
Visibility on the website of the Conference				●
Logo featured in the UNWTO newsletter				●
Logo featured in the official documentary video of the Conference				●
Mention in the Opening Ceremony address of the UNWTO Secretary-General				●
Logo featured on the official action plan adopted by the Conference				●
Mentions on the official UNWTO Twitter account			1	2

*Partnership packages and benefits are subject to confirmation and detailed individual partnership agreements will be signed with interested parties.

Creative industry fosters economic growth by generating income, supporting local businesses and creating jobs, while promoting positive social inclusion and cultural cohesion.

Webpage for the event

<https://www.unwto.org/event/unwto-conference-on-linking-tourism-culture-industries>

Federal Ministry of Information and Culture of Nigeria

<https://fmic.gov.ng/>



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