Dear Affiliate Members,

These past weeks have been full of important events that I am pleased to share with you.

On 7-8 June took place the 116th session of the Executive Council, during which Ms. Tracy Lanza (Red Sea Development Company), had the opportunity to present the Report of the Chair of the Board of AMs, focusing on the activities carried out by the Affiliate Members since the previous Executive Council, and the main objectives to strengthen the integration of the Affiliate Members within the UNWTO.

On 1-3 of June, Yerevan, Armenia hosted the 67th Regional Commission for Europe and counted on the participation and intervention of the Croatian National Tourist Board as a representative of the Affiliate Members. Moreover, on 14-16 June took place the 34th joint Commission for East Asia and the Pacific and South Asia in the Maldives, which counted on the intervention of JTB Corp. as representative of the Affiliate Members as well as the participation as speakers of several Affiliate Members during the Global Summit on Community-based Tourism.

I cannot stress enough the importance of the participation of our Affiliate Members during these events as they provide an excellent stage to showcase proposals and initiatives for the Membership, and exchange information and knowledge with the authorities representing the Member States from the Region.

It is also worth mentioning that on 26 May, the Committee on Matters related to Affiliate Membership (CMAM) met for the first time and officially began its activities as a much-needed institutional vehicle for the promotion of the tourism public-private sector cooperation.

Focusing now on the upcoming future initiatives and activities, I would like to share with you that on 21 June, we will hold the second UNWTO briefing for Affiliate Members.

I strongly encourage the participation of our Affiliate Members in this session as it provides first-hand information on the upcoming UNWTO event: the 7th World Forum on Gastronomy Tourism.

Lastly, I am glad to keep working with our Affiliate Members to implement some of the initiatives and activities included in our Programme of Work 2022. We are always available to explore potential collaborations with all of you.

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

Yours sincerely,
Ion Vilcu
## UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

### UNWTO GENERAL ASSEMBLY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>April 27-28</td>
<td>1st Extraordinary Session of the General Assembly</td>
<td>Madrid, Spain</td>
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### UNWTO EXECUTIVE COUNCILS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>March 8</td>
<td>Emergency Session of the Executive Council</td>
<td>Madrid, Spain</td>
<td>In Person</td>
</tr>
<tr>
<td>June 7-8</td>
<td>116th Session of the UNWTO Executive Council</td>
<td>Jeddah, Saudi Arabia</td>
<td>In Person</td>
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<tr>
<td>Q4 (TBC)</td>
<td>117th Session of the UNWTO Executive Council</td>
<td>TBC</td>
<td>In Person</td>
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### UNWTO REGIONAL COMMISSIONS

<table>
<thead>
<tr>
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<th>Event Description</th>
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<tbody>
<tr>
<td>March 28-29</td>
<td>48th Regional Commission for the Middle East</td>
<td>Cairo, Egypt</td>
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<tr>
<td>May 19-20</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>June 14-16</td>
<td>34th Regional Commission for Asia Pacific and South Asia</td>
<td>Republic of 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>Arusha, Tanzania</td>
<td>In Person / Hybrid</td>
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<tr>
<td>1st Global Youth Tourism Summit</td>
<td>Sorrento, Italy</td>
<td>In Person / Hybrid</td>
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<tr>
<td>6th UNWTO Global Conference on Wine Tourism</td>
<td>Alba, Italy</td>
<td>In Person / Hybrid</td>
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<td>World Tourism Day</td>
<td>Bali, Indonesia</td>
<td>In Person / Hybrid</td>
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<tr>
<td>3rd UNWTO Mayors Forums for Sustainable Urban Tourism</td>
<td>Madrid, Spain</td>
<td>In Person / Hybrid</td>
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<tr>
<td>UNWTO Global Conference on Cultural Tourism and Creative Industries</td>
<td>Lagos, Nigeria</td>
<td>In Person / Hybrid</td>
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<tr>
<td>1st World Forum on Rural Tourism</td>
<td>Mexico City, Mexico</td>
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<td>Smart Destinations Conference</td>
<td>Valencia, Spain</td>
<td>In Person / Hybrid</td>
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<tr>
<td>7th UNWTO World Forum on Gastronomy Tourism</td>
<td>Nara, Japan</td>
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<td>Organization / Event</td>
<td>Date(s)</td>
<td>Event Name</td>
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<tr>
<td>Observatorio Turístico del Estado de Guanajuato</td>
<td>June 2-3</td>
<td>9th National and International Meeting of Tourism Observatories Guanajuato 2022</td>
<td>Guanajuato City, Mexico</td>
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<tr>
<td>City Destinations Alliance</td>
<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></td>
<td>Aug. 27-31</td>
<td>36th CityDNA Summer School</td>
<td>Turin, Italy</td>
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<td>Sept. 8-9</td>
<td>17th TourMIS Users' Workshop &amp; International Seminar</td>
<td>Wien, Austria</td>
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<td>Oct. 19-22</td>
<td>CityDNA Autumn Conference</td>
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<td>Nov. 24-25</td>
<td>9th TIC Expert Meeting</td>
<td>Gothenburg, Sweden</td>
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<tr>
<td>Africa Tourism Partners</td>
<td>July 27-29</td>
<td>4th Africa Youth in Tourism Summit and Innovation Challenge 2022</td>
<td>Windhoek, Namibia</td>
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<td></td>
<td>Oct. 24-26</td>
<td>Africa Tourism Leadership Forum 2022</td>
<td>Gaborone, Botswana</td>
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<tr>
<td>International Gay &amp; Lesbian Travel Association (IGLTA)</td>
<td>Oct. 26-29</td>
<td>IGLTA 38th Global Convention</td>
<td>Milan, Italy</td>
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<tr>
<td>Fondazione Romualdo del Bianco</td>
<td>Nov. 16-18</td>
<td>“The World in Florence” - International Festival World’s Cultural Expressions</td>
<td>Florence, Italy</td>
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116th Executive Council: Promising outlook for the Affiliate Members

The 116th session of the Executive Council took place in Jeddah, Saudi Arabia on 7-8 June.

The agenda included the Report of the Chair of the Board of the Affiliate Members, presented by Ms. Tracy Lanza, Group Head of Global Brand Development for the Red Sea Development Company, who, during her intervention, summarized the most relevant activities of the Affiliate Members since the 115th session of the Executive Council (Madrid, Spain) and the main objectives to strengthen the integration of the Affiliate Members within the Organization and to improve the collaboration with the Member States.

Point 5 of the agenda of the Council was dedicated to the Affiliate Membership, and included, along with the Report of the Chair of the Board of Affiliate Member, the Report of the Committee on Matters related to Affiliate Membership (CMAM).

The Report of the CMAM presented the recently elected Chair and Vice-Chair of the CMAM: Spain and Côte d'Ivoire; defined the strategy and further actions for 2022 (upon consultation with the Board of the Affiliate Members and the Secretariat); and validated and submitted for the consideration and the approval by the Executive Council the 15 candidatures to Affiliate Membership received until 9 May 2022.

It is worth noting that the Executive Council counted on the relevant attendance of the following Affiliate Members: AHLEI, Amadeus, Arab Regional Centre For World Heritage, IFEMA, NEOM, Netcom, and The Red Sea Development Company.

The representation of the Affiliate Members during the UNWTO statutory meetings is of crucial importance to raise awareness of proposals and points of view on priority topics of the Organization and the tourism industry from the perspective of the private sector.
The Committee on Matters related to Affiliate Membership is officially operational

On 26 May, the Committee on Matters related to Affiliate Membership (CMAM) met for its first meeting, marking the launch of the activity.

In line with the Department’s objective to improve the involvement of the private sector within the UNWTO, this specialized committee serves as an institutional vehicle for a better integration and interaction of the Affiliate Members with the Governments and the Member States.

One of the priority issues of the meeting, the elections for the Chair and Vice-Chair of the CMAM, have been carried out with full normality: Spain and Côte d’Ivoire have been elected respectively Chair and Vice-Chair for the period 2022-2023.

The agenda also included a presentation on the “Mandate, Working Procedure, and 2022 Agenda of CMAM” presented by the Director of the Affiliate Members Department, Ion Vilcu. Followed by the revision and approval of the 15 new candidatures for Affiliate Membership, that have been accepted and submitted to the approval of the Executive Council to be held in Jeddah, Saudi Arabia on 7-8 June.

To conclude, Director Ion Vilcu gave the floor to Michele Pitta, Project Specialist within the Affiliate Members Department, who presented the “Updates on the Status of Affiliate Membership.”

The creation of this specialized Committee, which is replacing and consistently expanding the mandate of the former Committee for the Review of the Applications for Affiliate Membership, marks another important step toward strengthening the ongoing partnership between UNWTO and the private sector.

You can find more information HERE
The Affiliate Members Department organizes the 56th meeting of the Board of Affiliate Members

On 24 May, the 56th meeting of the Board of the Affiliate Members took place in a virtual format.

Convened by the Chair of the Board, Ms. Mar de Miguel, accompanied by the Director of the Affiliate Members Department, Ion Vilcu, the meeting aimed at informing the Board members of important updates and key topics for the agenda of 2022.

During the meeting, the Chair of the Board summarized the report on the participation of the Board representatives during the UNWTO statutory meetings.

Her intervention was followed by a presentation by the Director of the Affiliate Members Department on the Report of the Affiliate Members Department, which focused on the latest activities carried out from January to May, and upcoming activities.

Moreover, members of the Board had the opportunity to take the floor and share opinions comments and suggestions on the presented arguments and make proposals for new priority topics & collaboration opportunities for the UNWTO Affiliate Membership agenda.

To conclude the meeting, the Chair of the Board proposed Wednesday, 9 November 2022, in London as date and place for the 57th meeting of the Board of Affiliate Members. The meeting is to be held in the framework of the World Travel Market London (WTM), in a hybrid format.
The Affiliate Members represented at the 34th Joint Meeting of the UNWTO Commissions for East Asia, the Pacific and South Asia

The 34th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia (34th CAP-CSA) took place in the Maldives from 14-16 June, alongside the celebration of the 50th anniversary of Maldives’ tourism industry.

It is worth noting that during the Commission, Mr. Hiroyuki Kitagawa, President of JTB Corp. and member of the Board of Affiliate Members, presented the “Latest Developments, Reforms and Future Outlook” and explained to the Member States and Tourism Leaders from the Region the main achievements and future perspective of the Affiliate Membership.

Concluding the joint meeting, Member States voted to hold the next gathering in Cambodia in the first semester of 2023.

In the framework of the 34th CAP-CSA Joint Meeting, several Affiliate Members attended as speakers in the following thematic sessions of the UNWTO Global Summit on Community-based Tourism:

Thematic Session 1: Gastronomy Tourism
- Amadeus

Thematic Session 2: Agro-tourism
- JTB Corp.

Thematic Session 3: Community-based Tourism
- Korea Culture & Tourism Institute,
- Maldives Association of Tourism Industry (MATI),
- Kerala Institute of Tourism and Travel Studies,
- ICF.

The Global Summit raised awareness on learning from good practice in inclusive community-based tourism, destination resilience, mainstreaming of inclusive policies and practices, and development of sustainable tourism business models.
Representatives of the Affiliate Members during the meetings for Regional Commissions of the Americas and Europe

Regional Commissions provide a great opportunity to reinforce the ongoing collaboration between the private sector and the Member States by highlighting the progress of the Membership and share proposals for the future.

On 19-20 May 2022, the 67th meeting of the UNWTO Regional Commission for the Americas (CAM) was held in Punta del Este (Uruguay). The First Vice-Chair of the Board of Affiliate Members, represented by Mr. Horacio Reppucci, Secretary of Institutional Relations of the Argentine Chamber of Tourism, delivered a message on behalf of the Board of Affiliate Members.

This Commission included the Policy Discussion: "Accelerating Recovery and Building Resilience", an counted on the intervention as speakers of two representatives from Affiliate Members: Mr. Horacio Reppucci and Mr. Clovis Casemiro, from the International LGBTQ+ Travel Association.

A few weeks later, on 1-3 June the 67th UNWTO Regional Commission for Europe (CEU) took place in Yerevan, Armenia. On this occasion, Mr. Kristjan Stanić, Managing Director of the Croatian National Tourist Board, attended as a representative of the Affiliate Members.

During his intervention, Mr. Stanić presented the report “UNWTO Affiliate Members: Latest developments, reforms, and future outlook” summarizing the line of actions undergone and the strategy to consolidate the Affiliate Membership as a pillar of the Organization, including the following topics:

- Deliver value for the UNWTO Members;
- Expand and reinforce the Affiliate Membership;
- Modernized management of the Affiliate Membership network;
- Ongoing activities and upcoming deliverables.

The next Regional Commissions for the Americas and for Europe will be taking place in 2023, respectively in Ecuador and Bulgaria.
The Affiliate Members Department schedules the second UNWTO Briefing for Affiliate Members on the 7th UNWTO World Forum on Gastronomy Tourism

The Affiliate Members Department has rescheduled for 21 June 2022, 16:00 (CEST) the second UNWTO Briefing for AMs, a new format of informative sessions dedicated exclusively to Affiliate Members, offering first-hand insights on upcoming major UNWTO events and initiatives.

This session will focus on the upcoming 7th UNWTO World Forum on Gastronomy Tourism, which will be taking place in Nara, Japan on 12-15 December 2022 (TBC).

During the briefing, Affiliate Members will have the opportunity 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, along with Mar de Miguel, Chair of the Board of Affiliate Members, will deliver the introductory remarks.

Followed by a presentation by the Chief of Market Intelligence and Competitiveness Department, Sandra Carvao, who will provide participants with in-depth information on the Forum on Gastronomy Tourism, and the potential participation of the Affiliate Members.

The final part will be dedicated to a Q&A session.

Affiliate Members are strongly encouraged to save the date and attend this interesting briefing to get first-hand information on the Forum, which represents a unique opportunity for experts from across the growing field of gastronomy tourism to share new ideas and best practices.

You can find more information HERE
UNWTO HIGHLIGHTS

TURNING POINT FOR TOURISM: UNWTO EXECUTIVE COUNCIL LOOKS BEYOND RECOVERY

The Executive Council (EC) of UNWTO has met to advance the recovery of tourism around shared goals and a common vision for the sector. Held for the first time in the Kingdom of Saudi Arabia, the 116th session was the largest meeting of the Executive Council since the start of the pandemic, with more than 200 participants and 32 countries represented.

“We have faced up to a triple crisis: an ongoing pandemic, a climate emergency, and now the return of war in Europe,” UNWTO Secretary-General Zurab Pololikashvili said in his report to Members on achievements since the previous Council. He stressed that “tourism is united and determined like never before, and UNWTO is guiding it forward, with inclusivity and sustainability at the very heart of all our work”.

UNWTO laid out its plans to keep advancing the priorities around fostering sustainability, promoting tourism jobs and education, growing tourism investments, and accelerating its digital transformation.

Members agreed to hold the 117th session of the UNWTO Executive Council in Morocco, in the second half of this year and the 118th session in the Dominican Republic in 2023.

In the same framework of the EC, took place the Forum “Tourism Futures – New Governance and Advocacy”, featured two distinct sessions - “Towards a New Tourism Governance” and “Raising Tourism’s Visibility” outside of the sector.

With the pandemic having showed the systemic vulnerabilities of the sector, the UNWTO called for the construction of a new and reimagined system of governance and financing with the aim of building resilience against future shocks while also making tourism more sustainable.

Public and private leaders have been called on to unite behind the Jeddah Call to Action, a commitment to align with UNWTO’s approach to rethink tourism governance at every level to keep adapting to the challenges faced by tourism as a global driver for recovery.

You can find more information HERE
UNWTO HIGHLIGHTS

AS ASIA AND PACIFIC OPENS UP, LEADERS LOOK TO INNOVATIVE AND RESILIENT TOURISM

The 34th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia (34th CAP-CSA), was held in the Maldives as destinations across the region begin welcoming back international tourists.

UNWTO Secretary-General Zurab Pololikashvili provided an overview of tourism trends and statistics, both for the region and globally, followed by an update on the Organization’s work in the months since the previous Joint Commission meeting (hosted virtually by Spain in 2021). He stressed the importance of working together to lift travel restrictions, with coordination key to restarting tourism and for restoring confidence in international travel.

“For many millions of people across Asia and the Pacific, tourism is an essential lifeline. Its return is vital and must be based around the pillars of inclusion and sustainability, for the benefit of all”, he said.

The meeting was the first in-person gathering of the CAP- CSA for two years and brought together representatives of 19 Member States, as well as from UNWTO’s network of Affiliate Members and was held in the Maldives as the country celebrated 50 years as an international tourism destination.

Against the backdrop of the Golden Jubilee, the Ministry of Tourism of the Maldives and UNWTO also partnered to host a Ministerial Roundtable on Tourism Resilience through Innovation and Digitalization in Asia and the Pacific. Recognizing the vulnerabilities exposed by the pandemic, the discussion explored ways in which new technology and new ideas can help better protect tourism against shocks including future pandemics as well as extreme weather events.

Concluding the joint meeting, Member States voted to hold the next gathering in Cambodia in the first semester of 2023.

You can find more information HERE
UNWTO HIGHLIGHTS

JOBS, RECOVERY, SUSTAINABILITY: EUROPEAN TOURISM LEADERS MEET AS SECTOR RESTARTS

The 67th meeting of the UNWTO Commission for Europe (Yerevan, Armenia, 1-3 June 2022) convened as the restart of European tourism gathered pace. Of the 47 countries in the world that have lifted all restrictions on travel, 31 are in Europe. Against this backdrop, Member States looked to the future to address both short-term challenges and longer-term opportunities for tourism to grow as a driver of sustainable and inclusive development.

Opening the session, the Deputy Prime Minister of the Republic of Armenia, Hambardzum Matevosyan called tourism a "locomotive" for recovery and opportunity, both in Europe and globally, with Armenia celebrating 25 years as a UNWTO Member State.

UNWTO Secretary-General Zurab Pololikashvili provided an updated overview of the latest international tourism data and trends and made clear how even in challenging times, UNWTO advanced its priority areas of work, with a focus on boosting tourism investments, promoting innovation and entrepreneurship, tourism jobs and education and accelerating sustainability.

On the occasion of the Commission Meeting, UNWTO and the Food and Agriculture Organization (FAO), with the support of the government of Armenia, partnered to set the stage for a discussion about tourism’s role in rural development and how to build bigger synergies between agriculture and tourism. The event closed with a Masterclass on Gastronomy Tourism to support knowledge building and capacity for Members States and stakeholders in Armenia.

Members of the region unanimously agreed to have Bulgaria host the 68th session of the UNWTO Regional Commission in 2023.

You can find more information HERE. 
UNWTO HIGHLIGHTS

UNWTO’S MEMBERS IN THE AMERICAS ADVANCE COMMON GOALS

On 20 May 2022, Punta del Este, Uruguay hosted the 67th meeting of the UNWTO Regional Commission for the Americas (CAM), bringing together the American Members of the World Tourism Organization and tourism leaders from across the region to assess the current state of the sector and plan for its sustainable future.

Across two days, Tourism Ministers and high-level representatives from the private sector, leaders, and delegates from international organizations reviewed UNWTO’s leadership of the sector over the past year, with Secretary-General Zurab Pololikashvili’s report focused on key international tourism trends and the Organization’s key priorities for the region, including work around education and investments.

UNWTO Secretary-General Zurab Pololikashvili said: “Tourism has proven potential to inspire change and drive growth across the Americas and UNWTO’s Member States of the region are showing the way forward in building a tourism sector that works for everyone, with sustainability and inclusiveness at its heart.”

Against the backdrop of the CAM, Secretary-General Pololikashvili enjoyed a productive high-level meetings to further strengthen international cooperation and advance a shared vision for the future, with the America Region leaders, including country’s President Luis Lacalle Pou.

Also within the framework of the Regional Commission, Members met for a seminar on the UNWTO International Code for the Protection of Tourists (ICPT). The landmark legal code, designed to offer tourists more protection and to increase confidence in international travel, was adopted by Members at the UNWTO General Assembly in 2021. To date, Ecuador, Guinea Bissau, Moldova and Paraguay have formally adhered to the ICPT, with the aim of integrating the Code in their national policies and legislation, and Uruguay has also announced it intends to do so.

To conclude, Members States voted to hold the 68th meeting of the UNWTO Regional Commission for the Americas in Ecuador in the first half of 2023.

You can find more information HERE.
UNWTO HIGHLIGHTS

THE YUKON JOINS UNWTO NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES

UNWTO has welcomed the Yukon Sustainable Tourism Observatory into its growing International Network of Sustainable Observatories (INSTO).

The Yukon Sustainable Tourism Observatory, hosted by the Government of Yukon, will identify, measure and interpret sustainable tourism conditions to guide evidence-based decision making. This will help the Yukon to better deal with post-pandemic recovery and future growth, ensuring the sector is managed in a sustainable and responsible manner.

UNWTO Secretary-General Zurab Pololikashvili said: “We warmly welcome the Yukon into our growing global network of observatories. The Observatory can help Yukon to better manage its tourism sector, recovering and growing back more sustainably for the benefit of visitors and residents alike.”

The Yukon is one of Canada’s vast northern territories with a strong and burgeoning tourism industry. The Yukon Tourism Development Strategy “Sustainable Tourism. Our path. Our Future. 2018-2028” called for the establishment of a framework to measure progress on the sustainable tourism development goals in accordance with the vision, goals and actions of the Strategy.

Within this context, Yukon pursued the establishment of an observatory on sustainable tourism within the INSTO Framework, with the aim to provide the sector with knowledge on the state of sustainability to make informed decisions and investments.

The Yukon Sustainable Tourism Observatory is the second Observatory in Canada, after the Thompson Okanagan Sustainable Tourism Observatory and brings the worldwide total to 31.

You can find more information HERE
UNWTO HIGHLIGHTS

UNWTO AND ETC DATALAB TO POWER EUROPEAN TOURISM FORWARD

More than 30 countries in Europe have signed up to share knowledge and best practices with the aim of enhancing tourism competitiveness and supporting the recovery of the sector across the region.

The DataLab network, led by the World Tourism Organization (UNWTO) and the European Travel Commission (ETC) will provide a unique platform for sharing best practices, including know-how in data management and analytics. Users will also be able to share knowledge on the identification of relevant data sources, the use of big data, and the implementation of market intelligence systems.

The UNWTO-ETC DataLab network represents an innovative and collaborative way to grow the competitiveness of countries through market intelligence. This will help tourism organizations to be better prepared in light of an increasingly digitalized and data-driven sector,” says Zoritsa Urosevic, UNWTO Executive Director.

Market intelligence has become paramount to accelerate tourism’s sustainable recovery from the Covid-19 crisis, understand current and future trends, and make informed decisions. At the same time, there is a need to address data gaps, support the development of new digital tools and improve access to real-time data. According to a recent survey carried out by UNWTO and ETC on data needs and use, issues related to data access, cost and skills appeared to be some of the major constraints faced by NTOs and NTAs across Europe.

In this regard, “the network will explore ways to better understand the current data requirements, enhance knowledge and strengthen capacity by learning from each other”, indicated Sandra Carvão, Director of UNWTO Tourism Market Intelligence and Competitiveness.

You can find more information HERE.
CALL CAMPAIGN LAUNCHED ACROSS 14 MARKETS

The Croatian National Tourist Board has launched its brand campaign "Your Life, Your Time, Your Experience" across 14 markets, which aims to promote the high season, that is, to encourage foreign guests to visit Croatia during the upcoming summer months. The campaign, which will be active until the end of July, is being implemented in Germany, Slovenia, Austria, Italy, Poland, the United Kingdom, the Czech Republic, Hungary, France, the Netherlands, Slovakia, Sweden, Switzerland and Belgium.

For this campaign, 14 special promotional videos lasting 30 seconds were created, which will be used for advertising on online channels. Tourist products advertised through the campaign are specially adjusted to the preferences of each individual market, i.e., these are the most common motives for coming to Croatia.

For example, in addition to the sun and the sea, culture and nautical are especially emphasized in the French market, nature and active holidays in Poland, camping in the Netherlands, eno-gastronomy and nautical in Sweden, etc. Furthermore, a special sustainability label will be highlighted throughout the campaign - Croatia, naturally yours. The shape of the logo represents the rings on the tree, i.e., the harmony and interweaving of blue and green Croatia through sustainable tourism.

"Activities within the campaign are being carried out on the most-watched TV channels and the most read portals and newspapers in each market, but also via social networks, outdoor advertising on billboards, digital panels and public transport. Through May and June, we expect press conferences and special presentations in Bratislava, Vienna and New York that will provide additional visibility and promotion to Croatia in the run-up to the summer, along with the main brand campaign", said Croatian Tourist Board Director Kristjan Stanicic.
AFFILIATE MEMBERS NEWS

ANOTHER GREAT OPPORTUNITY TO ENTER THE 4TH AFRICA YOUTH IN TOURISM INNOVATION CHALLENGE

Africa Tourism Partners and the Namibia Ministry of Environment, Forestry and Tourism (MEFT) in collaboration with UNWTO and BDO South Africa are pleased to announce the extension of the 2022 4th Africa Youth in Tourism Innovation Challenge entries to 20 June 2022.

COVID - 19 has impacted all industries on a global scale and tourism has been no exception to this. Development of young people and innovative entrepreneurship is the driving force to creating sustainable and inclusive tourism recovery in Africa. It is time for youth in tourism to think bigger, think green, and think long term as stakeholders continue to build, sustain and elevate the sector. No idea is too small, if it brings value to this continent, it is worth being part of the Innovation Challenge.

The Summit is a platform that calls for youth running innovative and solution-driven projects that go beyond technology, but are related to the travel and tourism industry to submit their projects for review and adjudication by an expert panel of judges. Shortlisted innovators are later introduced to industry leaders and potential partners for mentorship and support. The winner of the Africa Tourism Innovation Challenge will receive a seed grant of US$1000.00, whilst 1st & 2nd runners-up receive US$500 among several benefits.

The Summit is anticipated to bring together over 250 physical and over 1000 virtual attendees including tourism youth in tourism, entrepreneurs, start-ups, and small enterprises to reconnect, engage, learn and do business from 26 to 29 July 2022. Through the Ministry of Environment, Forestry and Tourism, the Summit further aims to restore confidence and re-activate the tourism sector in order to rebuild a more resilient tourism economy in the future.

4th Africa Youth in Tourism Innovation Summit and Challenge
WINDHOEK, NAMIBIA
26TH- 29TH JULY
#AYTIS2022
REGISTER NOW TO ATTEND
WWW.YOUTHTOURISMSUMMIT.COM
For participation contact:
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ASSISTED VIRTUAL EXPERIENCES OF MADRID / EXPERIENCIAS VIRTUALES ASISTIDAS DE MADRID

Madrid City Council’s Tourism Department is offering guided virtual visits to the most iconic monuments and outstanding tourism resources of the city. This innovative service combines the benefits of digitalization, which enables to showcase in the most aesthetic manner the treasures of the city, and the warmth of personal attention, the unrivaled human touch.

How does it work?
Tourists that are preparing their trip to Madrid can set an appointment with one of the members of the Madrid Tourist Office’s information staff through the webpage: https://videoatencion360.esmadrid.com/en/

During the video call, the information staff will find out the needs and preferences of the tourist and will adapt his/her recommendations and suggestions to his/her profile. It is precisely this human interaction that makes this 360 virtual service really unique. The City Council’s Tourism Department has chosen emblematic and really appealing shots for each monument/tourist resource but these are not exhaustive because the aim of the service is to encourage the user to pay a real visit to the resource.

What the user gets
This service offers an immersive experience by using sequential images in 360-degree virtual reality that not only will show the tourist resources at their bests but also the information will be provided as a whole morning/afternoon/evening or a full day plan. Including useful information as to where to eat or what to shop in the area surrounding the resource. Besides, useful links have been added to each monument/resource page aiming to the official web pages of each resource so that the user, assisted by the information staff, can buy the tickets on spot.

LOOKING AT THE FUTURE
The positive reception of the service has encouraged Madrid City Council’s Tourism Department will keep including virtual experiences broadening the array of resources also to selected restaurants, emblematic shops, etc.
BRAZILIAN PROJECT THINKS ABOUT THE FUTURE OF TOURISM

CNC’s initiative gathers representatives from entities and entrepreneurs from the tourism sector to discuss proposals for public policies toward sustainable development of Brazilian tourist destinations.

From March up to May 2022, workshops of the VAI Turismo – Rumo ao Futuro Project (Go Tourism - Towards the Future) are being held in the Brazilian states. The meetings are part of the National Confederation of Trade in Goods, Services and Tourism (CNC) initiative and aim to formulate public policies proposals in a participative way, considering regional characteristics in order to deliver them to the candidates of the executive power of the state and federal elections in 2022.

CNC hopes to identify needs, opportunities, and critical points to draw up guidelines and recommendations for a period of 4 years, which corresponds to the candidates’ mandates.

In Brazil, only 14 states have tourism secretaries and the Project objective is to propose advances and improvements based on the five pillars of the Methodology of Intelligent Tourist Destinations: governance, technology, innovation, sustainability, and accessibility.

The impacts of the pandemic on the Brazilian tourism sector accumulated losses of 473.7 billion between February 2020 and December 2021, according to the CNC calculations.

Priority Recommendations

The VAI Turismo Project does not finish with the proposals delivery. CNC intends to establish a process for monitoring and incentive to continue the actions for turning these proposals into projects with specific goals. They are already 136 institutions involved and more than 400 professionals working in sense of making the touristic activities advance by expanding the attraction of investors and Generation of jobs, in a sustainable and continued way.
CITYDNA SUMMER SCHOOL ENLARGES ITS SCOPE TOWARD DESTINATION REGENERATION AND DIVERSITY

In challenging times, it is fundamental to keep our values high and stay one step ahead. City Destinations Alliance is proud to contribute to the resilience of the Meetings Industry and keeps on educating newcomers through its freshened ECM Summer School in Turin, on August 27-31, 2022.

CityDNA launches a refreshed programme containing the most advanced issues of the meetings industry, explained by the best experts on the market.

The faculty members will lead the newcomers and freshly-employed professionals of the global Meetings Industry through the most advanced professional protocols for a successful introduction, complemented by hands-on workshops. There will also be a challenging hackathon among the students, in order to seed the principles of an effective network in a very efficient competition.

This year sees the addition of a session on sustainability and regenerative destinations that will focus on giving the students all the necessary tools to implement a strategy in their destination with sustainability and regeneration at its heart.

Another session will also focus on diversity, inclusion, and equity strategies in destinations. City Destinations Alliance commits to encourage a meetings industry where everyone is welcome and to ensure that systemically overlooked voices and perspectives are finally heard and respected.

“Since 1987, the ECM then CityDNA Summer School gives a thorough introduction to all the necessary bases to start off a career in the Meetings Industry on the right track but also state-of-the-art practices, brought by the most experienced European professionals. The format of the Summer School also guarantees students will meet with as many counterparts as possible whether challenging and interacting with speakers and peers in plenary sessions, group work, networking, or socializing,” said Pier Paolo Mariotti, CityDNA Summer School course leader.

Register on http://citydestinationsalliance.eu
SUMMER BUZZG

When everything is happening in Zagreb

In warm and sunny days ahead of us, within the Summer BUZZG, Zagreb will stage a handful of attractive outdoor projects and cultural events, both for the locals and its guests. Croatian capital is one of the greenest and most walkable cities in Europe, and this summer will see it come to life, as Zagreb’s growing reputation as a destination of art, music and culture will be enhanced with an enviable summer program with something for all the family. Live outdoor performances will be the norm not the exception, so get your walking shoes on and prepare to discover the sounds and sights of this beautiful city with Summer BUZZG.

Enjoy Zagreb Classic - heavenly sounds under the open skies – featuring 7 classical music concerts by famous artists and orchestras.

In addition, the upcoming Greencajt Festival, which will bring together top international experts, further moves Zagreb on the list of green and sustainable capitals. We invite you to explore miniature installations of Mali Zagreb, take part in various music and entertaining festivals or try out different outdoor incentive activities.

Zagreb is coming alive for one more epic summer season. And there is plenty to enjoy in the outdoors in the capital this year – Welcome to Summer BUZZG, a season when everything is happening in Zagreb. Green oases, beautiful parks and unique venues invite you to enjoy the irresistible Zagreb vibe of the season - Be there!

More info available at: https://www.infozagreb.hr/summerbuzzg.
TACI WELCOMES “PARIS TO PERSEPOLIS” INTERNATIONAL MOTORCYCLE TOURISM RALLY TOUR

Paris to Persepolis rally tour motorcyclists, have visited Iran's natural, historical and tourist attractions, and met the rich culture and civilization of Iran.

20 tourists from France, Switzerland, and the Netherlands started their journey with 16 motorcycles and 3 two-wheel automobiles from Paris, and entered West Azerbaijan province (Iran) through Makou borders on April 22th, 2022.

They will be remaining in Iran for 21 days and will pass through Kandovan, Tabriz, Saghez, Kermanshah, Golpayegan, Isfahan, and Yasouj, visiting their heritages. They will also attend the gathering of Iranian Campers and Caravans in Shiraz, then leave Iran through Astara border, while visiting Isfahan, Arak, Ghazvin, Gilan on the route.

These motorcyclists have met TACI's President, Dr. Mohammad Hossein SOUFI, and discussed about Iran, as a safe and unique tourism destination.

Erick from France, who was visiting Iran for the seventh time said: “Iran news spreading around the world differs a lot from the image formed in the eyes of tourists after visiting Iran. When we enter Iran, we face kind and hospitable people who treat special with tourists, and also the safety is tangible and remarkable.”

The large width of Iran, covered by roads, jungles, vast plains beside the mountains, vast deserts and diverse flora and fauna which represents a unique four-season country, was stunning and interesting for them.

Iran's geographical diversity and numerous beauties, suits motorcycling.
Iranians emphasis on their readiness, safety and hospitality to welcome other nations in Iran.
NOSU UNIVERSITY IS LAUNCHING SOCIAL SPORTS SCHOOL IN COLLABORATION WITH REAL MADRID FOUNDATION

A framework agreement between NOSU University and Real Madrid Foundation for the opening of Social Sports School in North Ossetia was signed back in 2019, following the institutional visit of the delegation to Spain.

Due to COVID-19 pandemic, the opening had to be postponed, but the time has been used for the organization of the online training courses for trainers and volunteers by the coordinators of the training department of Real Madrid Foundation in order to plan the courses.

The social sports schools are educational football programmes and they seek to promote enjoyment and learning through football and values as a suitable way to spend leisure time and develop healthy lifestyle habits.

These schools involve mixed-gender training activities for all minors aged 5-17 who are interested in learning to play values-based football and basketball, regardless of their circumstances and abilities, and receiving holistic training through the practice of sport in equal conditions, whilst being educated on the positive values of team sports that will remain with them for a lifetime.

The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

Contact us at: am@unwto.org