



# REPORT OF THE SECRETARY-GENERAL

116

**EXECUTIVE  
COUNCIL**

Jeddah, Saudi Arabia,  
7-8 June 2022





# UNWTO

24 GENERAL ASSEMBLY  
MADRID, SPAIN  
30 NOVEMBER - 3 DECEMBER 2021



UNWTO  
World Tourism Organization



VICEPRESIDENTE

VICEPRESIDENTE

VICEPRESIDENTE

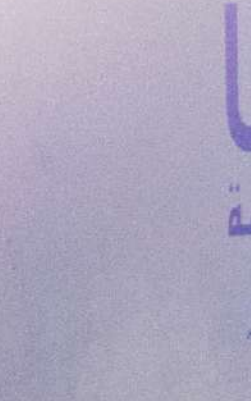
PRESIDENTE DE LA ASAMBLEA GENERAL

SECRETARIO GENERAL



UNWTO  
24 GENERAL ASSEMBLY  
MADRID, SPAIN

UNWTO  
24 ASAMBLEA GENERAL  
MADRID, ESPAÑA  
30 NOVIEMBRE - 3 DICIEMBRE 2021





# DOUBLE CHALLENGE

**PANDEMIC**

**CLIMATE  
CHANGE**





# WAR IN EUROPE



# FROM MADRID TO JEDDAH







**KEEP OUR WORK  
ON TRACK**



An aerial night photograph of a mountain resort. A winding road with light trails curves through a snowy landscape dotted with evergreen trees. In the center, a cluster of buildings, including a church with a prominent steeple, is warmly lit. The background shows steep, snow-covered mountain slopes under a dark sky.

# TOURISM TRENDS AND FORECASTS





# TOURISM TAKES OFF



A large commercial airplane is parked on a tarmac at sunset. A jet bridge is connected to the front of the plane. The sky is filled with clouds, and the sun is low on the horizon, casting a warm glow. Another airplane is visible in the distance. The foreground shows the tarmac with some orange traffic cones.

**+182%**

**INTERNATIONAL  
ARRIVALS**



An aerial photograph of a crowded beach. The sand is light-colored, and the water is a clear, vibrant blue-green. Numerous people are scattered across the beach and in the water. Many colorful beach umbrellas are open, providing shade. Several boats are visible in the water, including a prominent white boat with a red canopy on the left and a larger boat with an orange canopy on the right. The overall scene depicts a busy, popular vacation spot.

**+76 MILLION  
INTERNATIONAL  
TOURISTS**



A world map rendered in various shades of blue, with the continents appearing as lighter blue areas against a darker blue background. The map is centered and serves as the background for the text.

**A SIGNIFICANT  
REBOUND  
IN EVERY REGION**



**EUROPE +50 MLN  
(+280%)**







**MIDDLE EAST +4.6 MN  
(+132%)**





**AMERICAS +15.2 MN**  
**(+117%)**







**AFRICA +2.9 MN**  
**(+96%)**



**ASIA & PACIFIC +2.7 MN**  
**(+64%)**





A person is walking on a beach, pulling a dark suitcase. They are wearing a light-colored shirt and shorts. In the background, there is a large ship on the water under a hazy sky. The text is overlaid in the center.

**+ SPENDING  
US\$ 1,400**



# INTERNATIONAL TOURISM RECEIPTS

2021: US\$ 713 BLN

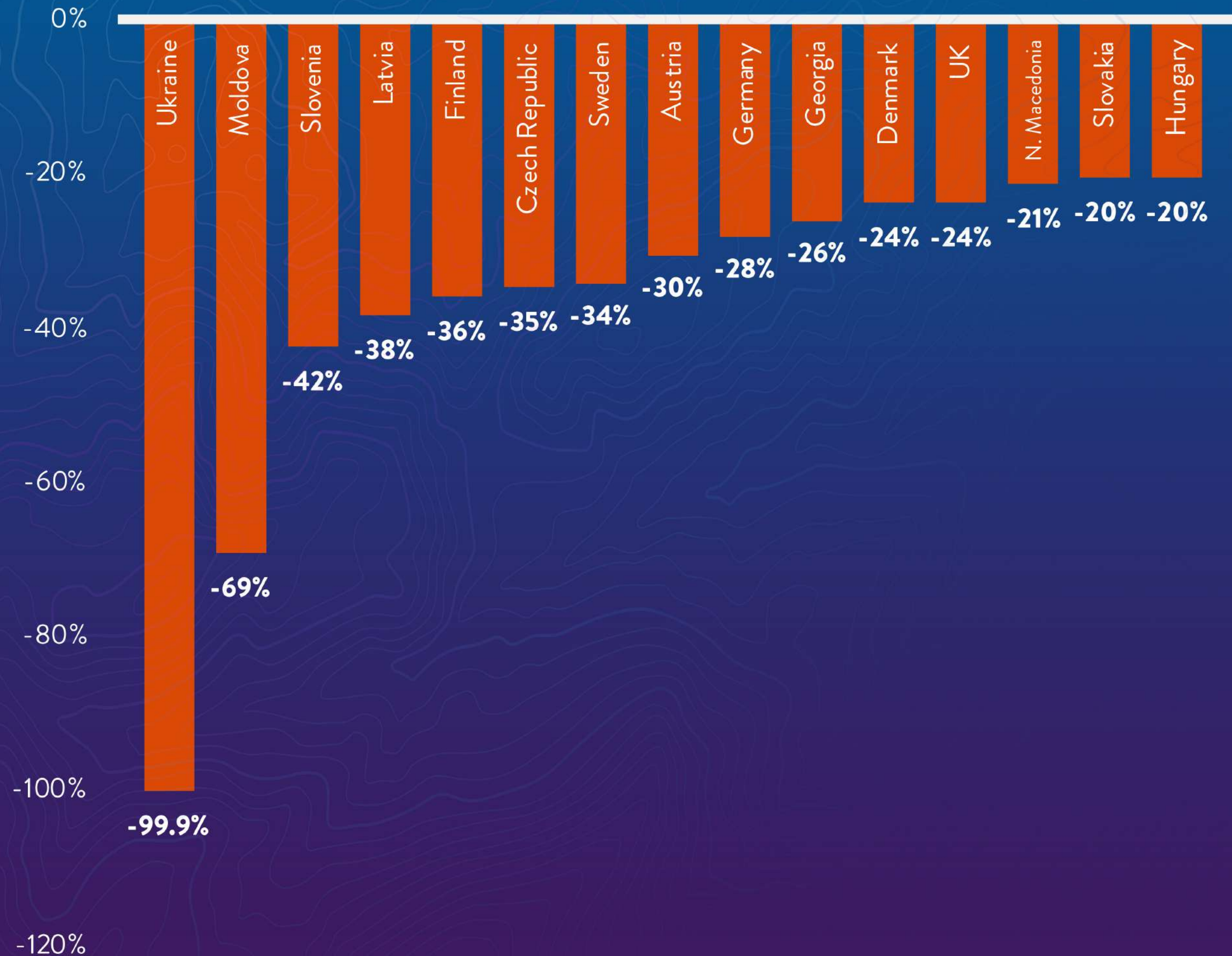
(+4%)



## European countries with largest decline in number of flights, 24 February to 11 May 2022

Source: compiled by UNWTO from Eurocontrol

Based on 41 countries covered by Eurocontrol





# CHALLENGES

A photograph of several oil pumpjacks (jackals) in an oil field, silhouetted against a warm, orange-hued sunset sky. The pumpjacks are in various stages of their pumping cycle.

**OIL  
PRICES**

A close-up of a hand typing on a laptop keyboard. The background is a dark, semi-transparent overlay featuring a financial candlestick chart with red and blue bars, and a table of numerical data in the upper left corner.

**INFLATION**

A long-exposure photograph of a multi-lane highway at night. The lights from cars create long, colorful streaks of white, yellow, and red, indicating traffic flow. The highway is flanked by trees and infrastructure.

**SUPPLY  
CHAINS**



An aerial photograph of a winding asphalt road that curves through a dense forest. The trees are in various stages of autumn, with some showing vibrant orange and yellow leaves, while others remain green. The road has white lane markings and a few small vehicles are visible in the distance. The overall scene is serene and scenic.

**TOURISM TO  
CONTINUE  
RECOVERING**



# UNWTO CONFIDENCE INDEX



# IN SUMMARY

**ECONOMIC  
ENVIRONMENT**

**TRAVEL  
RESTRICTIONS**

**DOMESTIC  
TOURISM**

**INTERNATIONAL  
TOURISM**





**OUTLOOK FOR 2022:  
+55 TO +70%**





# RISING DEMAND





A hand is holding a boarding pass and a smartphone. The boarding pass is for a flight from Chicago to London, dated 12/06, with a departure time of 07:15. The passenger's name is John Doe. The background is a blurred airport terminal with people walking.

# HUMAN RESOURCES SHORTAGES





# FOCUS ON JOBS AND TRAINING





# UNWTO PROGRAMME OF WORK





# STRATEGIC OBJECTIVES

**COORDINATION  
AND PARTNERSHIPS**

**SERVICES TO  
OUR MEMBERS**

**MODERNIZE THE  
ORGANIZATION**





**INVESTING  
IN PEOPLE**



**FOSTERING  
THE GREEN  
TRANSITION**



**BOOSTING  
INVESTMENTS**



**COMPETITION  
AND RESILIENCE**



**INNOVATION  
AND DIGITAL  
TRANSFORMATION**

# UNWTO PRIORITIES



# I THANK YOU FOR THE HONOUR





A lighthouse stands on a rocky shore at sunset. A wooden walkway with railings leads from the foreground towards the lighthouse. The sky is filled with dramatic, colorful clouds in shades of orange, yellow, and blue. The lighthouse has a bright light emanating from its top, creating a lens flare effect. The water is calm, reflecting the colors of the sky.

# ADVANCING OUR OBJECTIVES AND PRIORITIES





# EDUCATION JOBS EMPOWERMENT









# EDUCATION FOR QUALITY JOBS





**UNWTO**

**TOURISM ONLINE ACADEMY**

# UNWTO ACADEMY



Lucerne University of  
Applied Sciences and Arts

**HOCHSCHULE  
LUZERN**





GLOBAL



YOUTH

TOURISM



SUMMIT







**UNWTO**  
*Students  
League*

2021 UNWTO Students'  
Rural Development



# **GENDER MAINSTREAMING GUIDELINES FOR THE PUBLIC SECTOR**







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# CENTRE STAGE

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WOMEN'S EMPOWERMENT  
COVID19 TOURISM RECOVERY

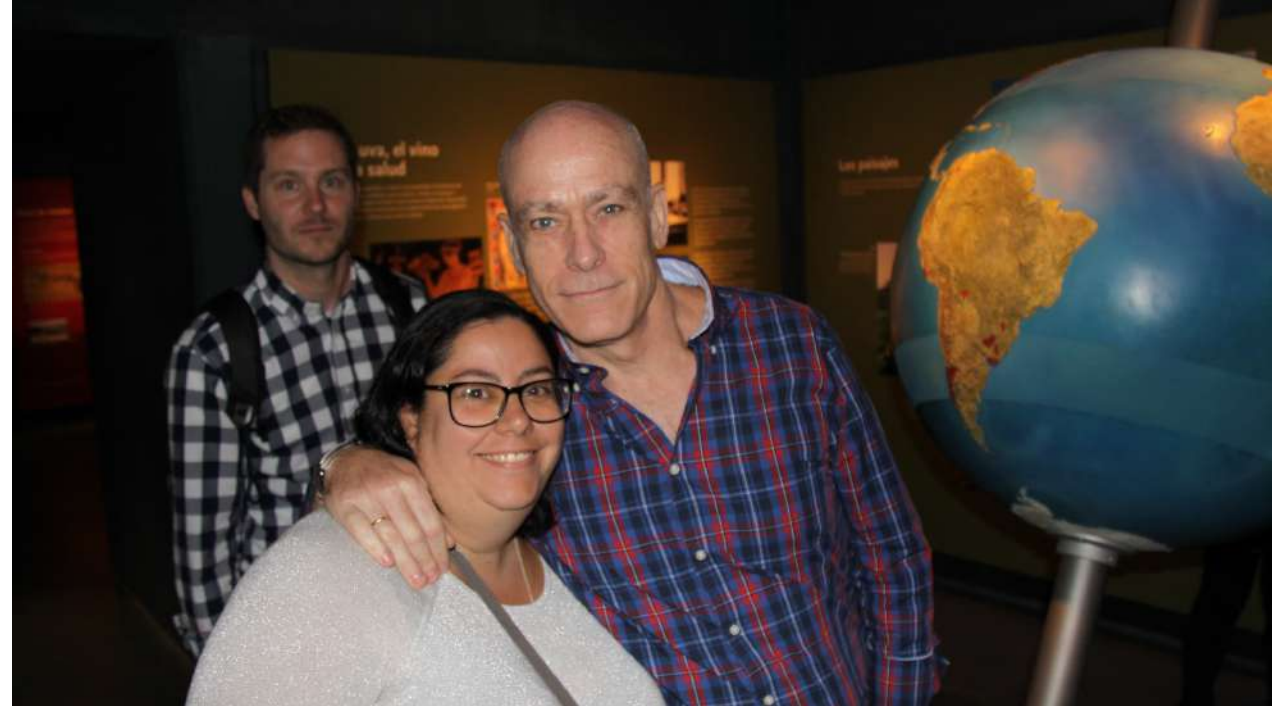
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# INDIGENOUS COMMUNITIES IN THE AMERICAS







The background of the image is a photograph of rolling green hills, likely a landscape in the UK. The hills are covered in lush green grass and are marked with numerous thin, dark, diagonal lines, possibly from a plow or a similar agricultural tool. The hills are arranged in a series of ridges and valleys, creating a sense of depth and movement. The lighting is soft, suggesting a time of day like dawn or dusk. Overlaid on this background is the text 'FOSTERING THE GREEN TRANSITION OF OUR SECTOR' in a bold, white, sans-serif font. The text is centered horizontally and vertically, with 'FOSTERING' on the top line, 'THE GREEN TRANSITION' on the second line, and 'OF OUR SECTOR' on the third line.

# **FOSTERING THE GREEN TRANSITION OF OUR SECTOR**



**01-12 NOV 2021**

**GLASGOW**

# **COP26**

**IN PARTNERSHIP WITH ITALY**







CLARATION:  
NT TO A DECADE  
CTION IN TOURISM

N CLIMATE CHANGE CONFERENCE

TE A... ON

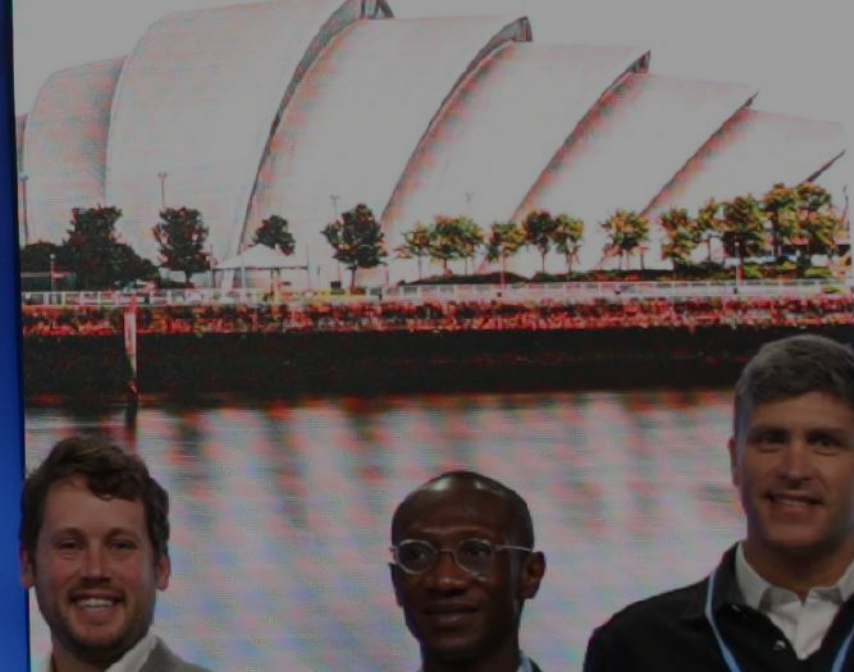


United Nations  
Climate Change



UN CLIMATE CHANGE  
CONFERENCE UK 2021

IN PARTNERSHIP WITH ITALY



# GLASGOW DECLARATION





# THE GLOBAL TOURISM PLASTICS INITIATIVE





# GLOBAL ROADMAP ON FOOD WASTE REDUCTION



An aerial photograph of a coastline. On the left, deep turquoise ocean waves with white foam are crashing onto a sandy beach. The beach is composed of light-colored sand and is scattered with numerous dark, jagged rocks of various sizes. In the top right corner, there is a small patch of green vegetation. The overall scene is vibrant and dynamic, capturing the power of the ocean meeting the land.

# BLUE ECONOMY



2-3 JUNE 2022

# STOCKHOLM

A HEALTHY PLANET FOR THE PROSPERITY OF ALL  
– OUR RESPONSIBILITY, OUR OPPORTUNITY



**One planet**  
travel with care



**Global Tourism**  
Plastics Initiative



**Glasgow Declaration**  
Climate Action in Tourism



A scenic landscape featuring a lush green mountain in the background, a calm lake in the foreground, and a small village with a few houses and trees on the shoreline. The text "GO GREEN AND BUILD RESILIENCE" is overlaid in large, white, bold letters.

**GO GREEN  
AND  
BUILD RESILIENCE**





# BOOSTING INVESTMENTS AND PROMOTING ENTREPRENEURSHIP



# THE GREEN HOTEL REVITALIZATION PROGRAMME



**UNWTO**

World Tourism Organization



**IFC**

**International  
Finance  
Corporation**

**WORLD BANK GROUP**



GUÍA DE INVERSIÓN TURÍSTICA

# UNWTO INVESTMENT GUIDELINES





The background is a dark blue field filled with a complex, interconnected network of thin, light blue lines. These lines connect numerous small, semi-transparent blue circular nodes, creating a dense, web-like pattern that suggests a global or digital network. The overall effect is one of dynamic connectivity and complexity.

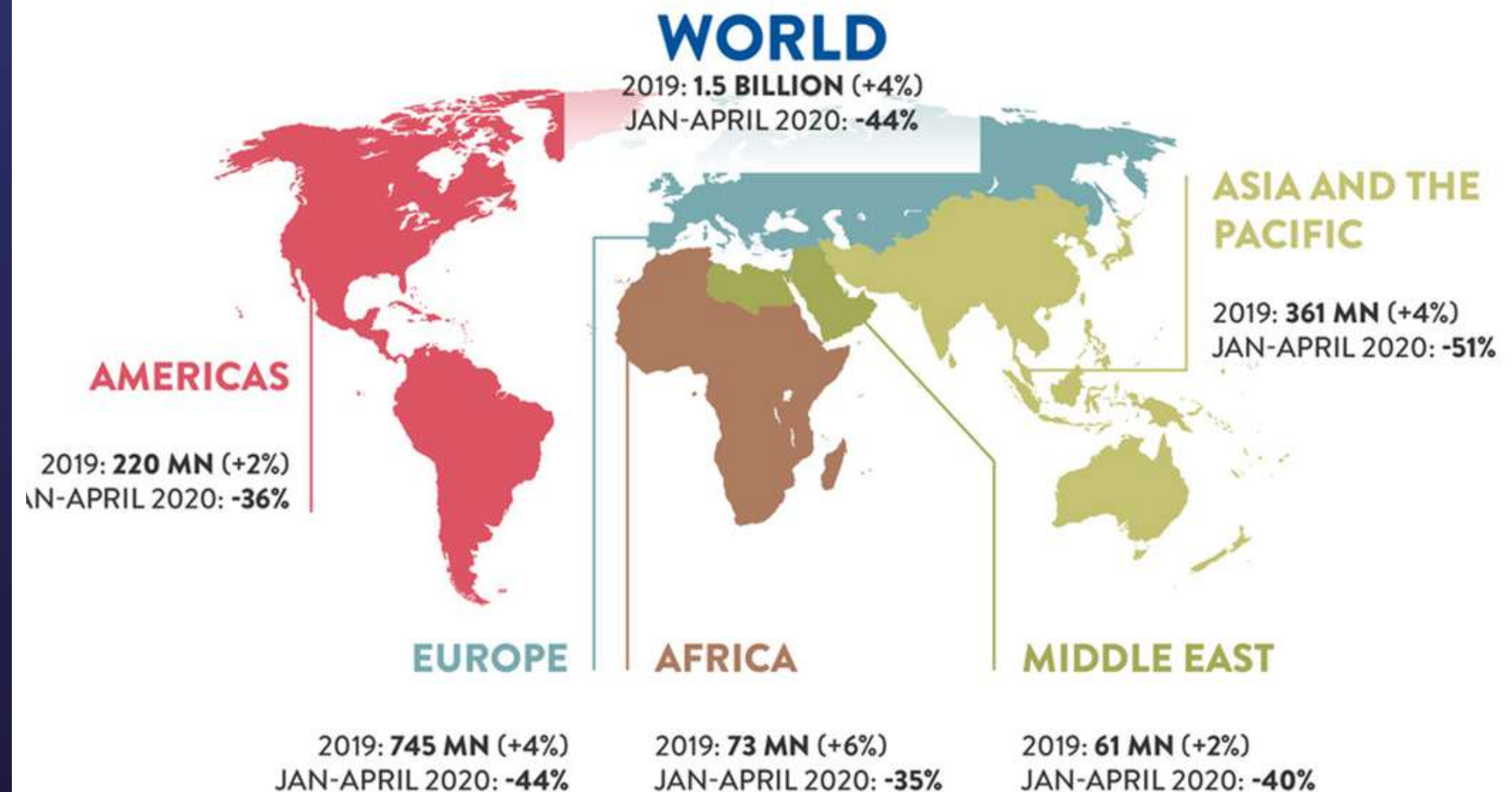
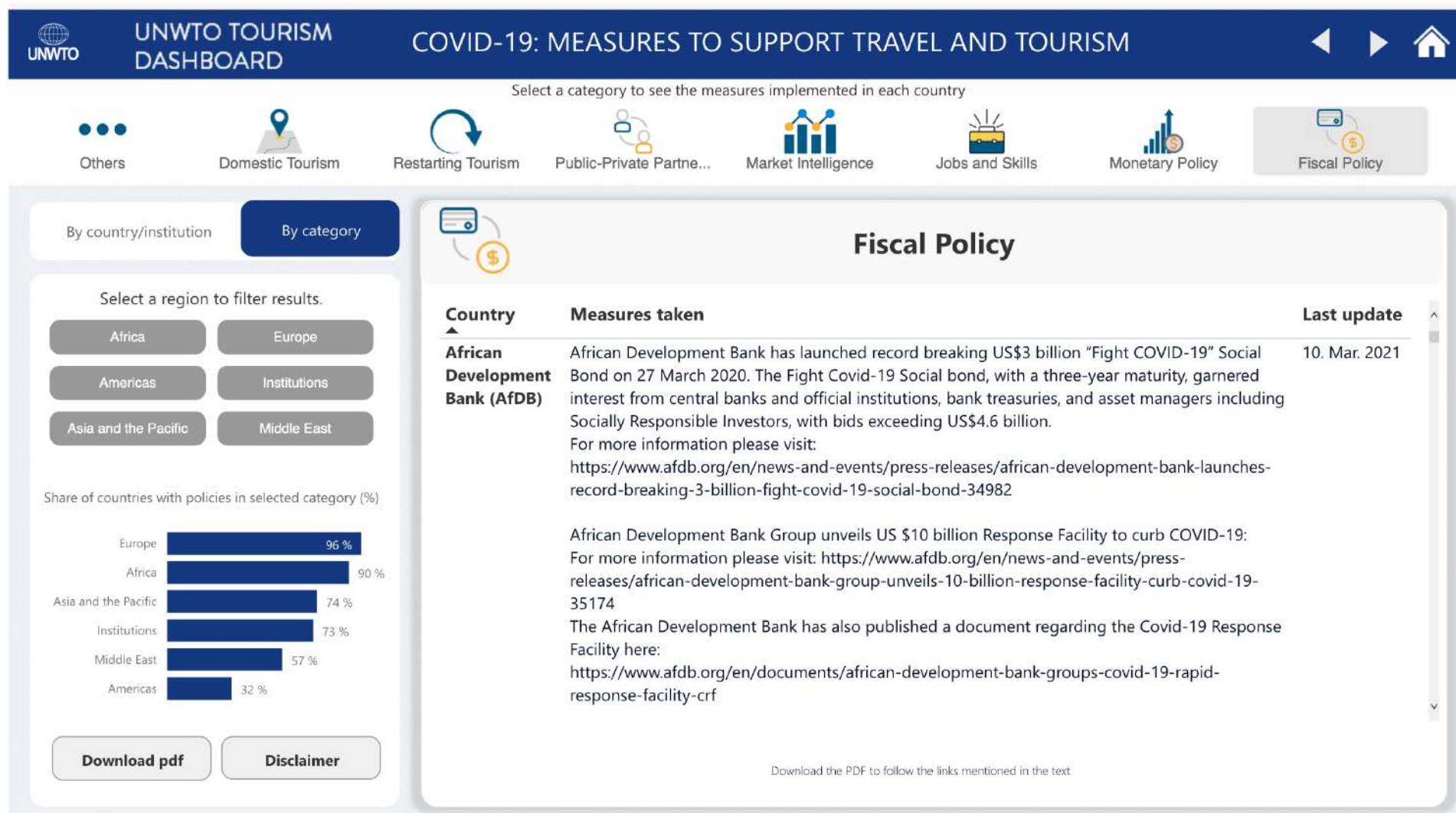
# **COMPETITION AND RESILIENCE**



# TRUSTED INFORMATION



# DESTINATION TRACKER





World Economic  
Situation  
and Prospects



2022



United Nations

# SUSTAINABLE DEVELOPMENT GOALS





# INTERNATIONAL CODE FOR THE PROTECTION OF TOURISTS





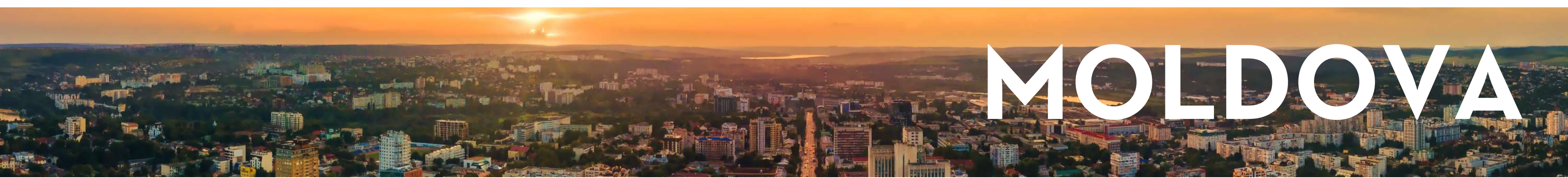


ADHERED TO BY

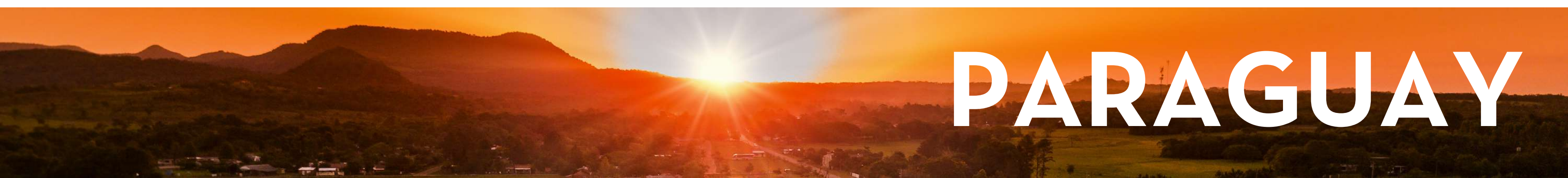
ECUADOR



GUINEA BISSAU



MOLDOVA



PARAGUAY



URUGUAY





# ADVANCING GLOBAL STANDARDS AND PROTOCOLS



# MEASURING SUSTAINABILITY OF TOURISM





A dramatic scene of a lighthouse on a rocky island. The lighthouse is a tall, cylindrical structure with a blue lantern room, perched on a dark, craggy rock. The sky is dark and stormy, with large, white, billowing clouds or smoke rising from the base of the lighthouse and the surrounding rocks. The foreground shows the ocean with white-capped waves crashing against the shore. The overall mood is one of resilience and strength in the face of adversity.

# RESILIENCE THROUGH DIVERSIFICATION



A group of four professionals, two men and two women, are seated in a modern office environment, engaged in a discussion. They are sitting on black and white chairs around a glass table. The man on the left is wearing a teal shirt and gesturing with his hands while holding a pen and paper. The woman next to him is wearing a white patterned top. The man on the right is wearing a grey blazer and glasses, holding a tablet. The woman next to him is wearing a blue blazer and is looking at a laptop. The background shows a modern office with large windows and shelves. The text "TOURISM AND CREATIVE INDUSTRIES" is overlaid in large white letters across the center of the image.

# TOURISM AND CREATIVE INDUSTRIES

Nigeria, November 2022



# 2030 AGENDA FOR AFRICA











# UNWTO

World Tourism Organization

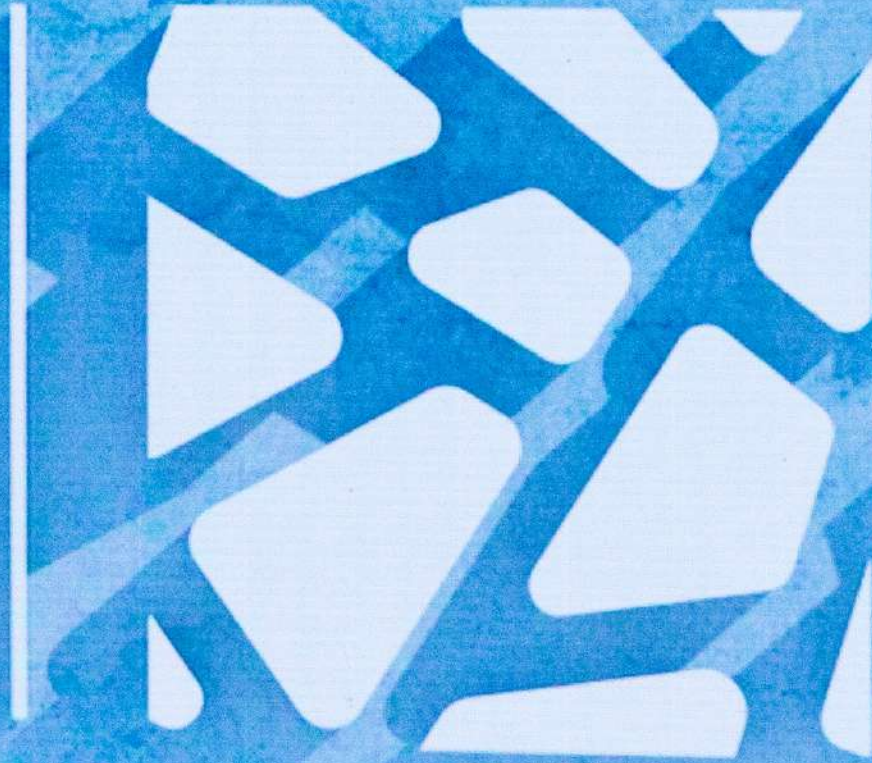






UNWTO

World Tourism Organization



BEST  
TOURISM  
VILLAGES




by UNWTO

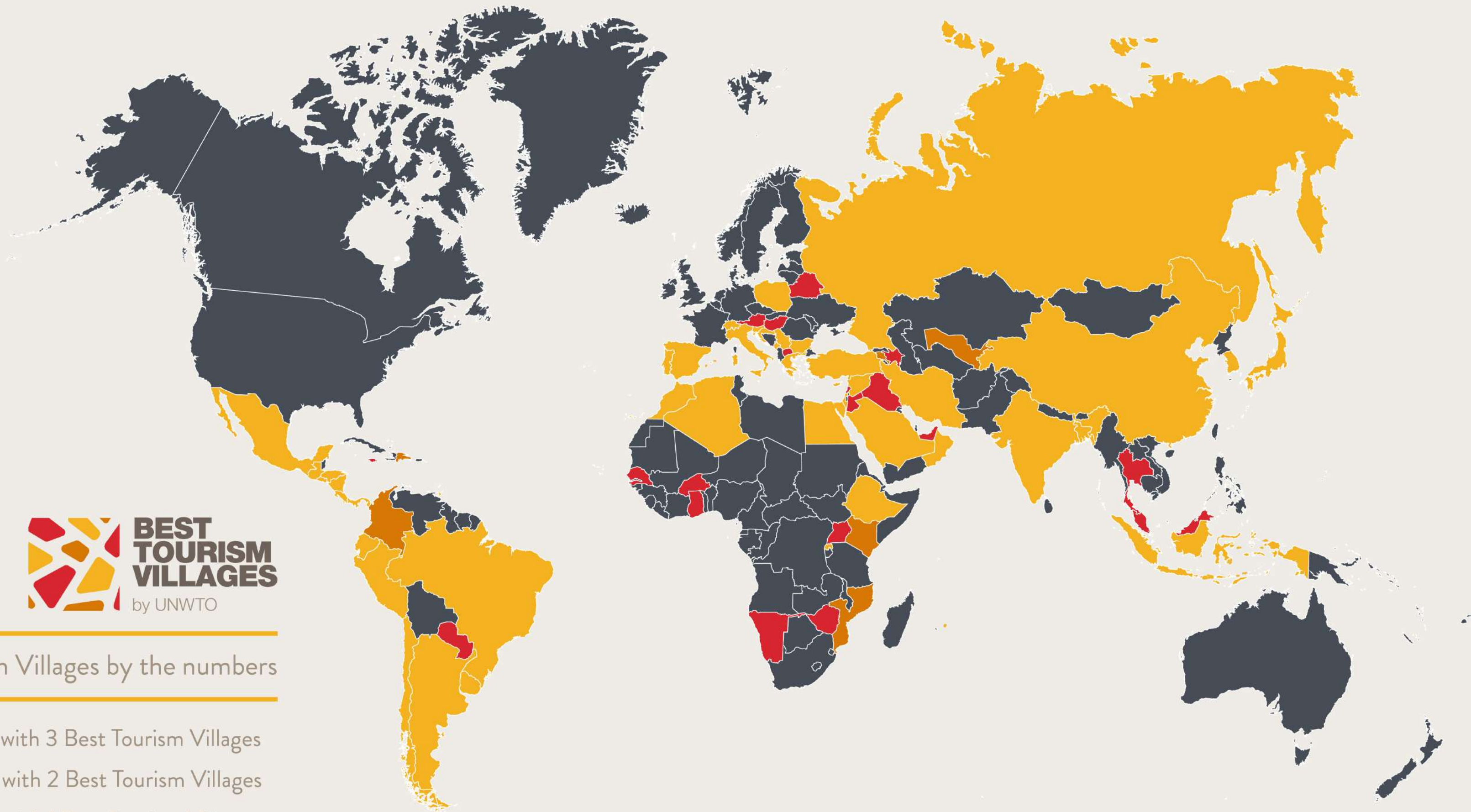






## Best Tourism Villages by the numbers

-  Country with 3 Best Tourism Villages
-  Country with 2 Best Tourism Villages
-  Country with 1 Best Tourism Village







PICK UP  
-  
DROP OFF

UNWTO

Regional Office  
for the Middle East  
Opening Ceremony  
Riyadh, 20 May 2021





# SCALING UP INNOVATION AND DIGITAL TRANSFORMATION





OPENING  
REMARKS



ZURAB POLOLIKASHVILI  
SECRETARY-GENERAL UNWTO

PANEL WITH THE PARTICIPATION

PANEL WITH THE PARTICIPATION OF:



ama

# UNWTO DIGITAL FUTURES for SMEs



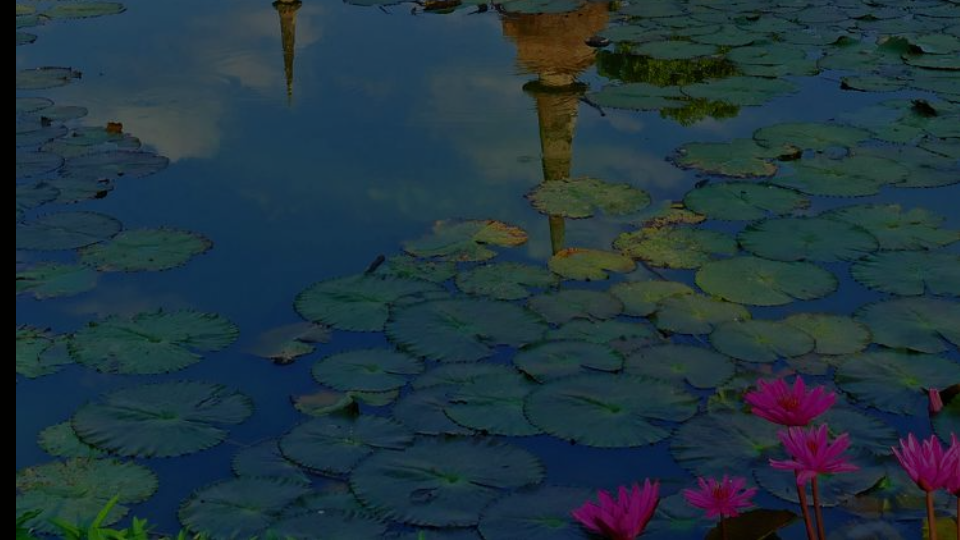
A dark blue world map with a textured, watercolor-like appearance, centered on the Atlantic Ocean. The continents are outlined in a lighter blue color. The text is overlaid on the map, centered horizontally and slightly above the vertical center.

**20,000 SMEs FROM  
22 COUNTRIES**









# DESTINATION MANAGEMENT GOVERNANCE





**UNWTO**

World Tourism Organization





# UNWTO FRAMEWORK CONVENTION ON TOURISM ETHICS





A stylized world map with a dark blue background. The map features glowing white nodes at various global locations, including North America, South America, Europe, Africa, Asia, and Australia. These nodes are interconnected by thin, curved white lines, suggesting a global network or communication system. The text is centered over the map.

**COOPERATION  
AT EVERY LEVEL  
IS KEY**





WE CARE ABOUT FOOTBALL









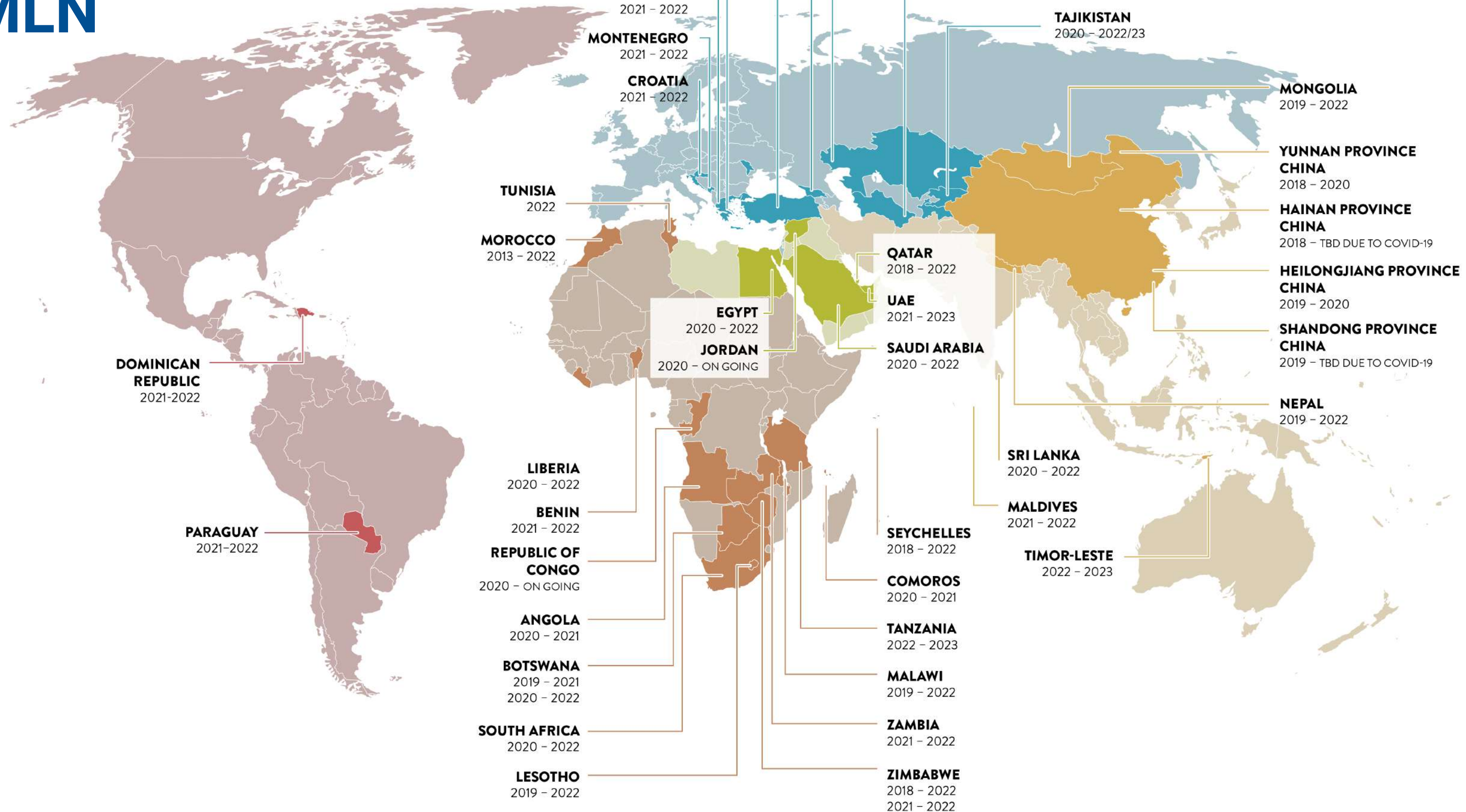
A small green plant with several leaves is growing out of a crack in dark, textured soil. The soil is composed of fine particles and small dark rocks. The lighting is dramatic, with strong shadows and highlights on the plant and the soil's surface.

# **COVID-19 TOURISM RECOVERY**



# 50 PROJECTS

## US\$ 9 MLN







**European Bank**  
for Reconstruction and Development





A group of people are seated around a large wooden conference table in a meeting room. In the background, a large white wall features a prominent gold-colored World Health Organization (WHO) logo. To the left, a blue United Nations flag is partially visible. The participants, including men and women in professional attire, are engaged in discussion or writing. On the table, there are blue and silver thermal carafes, glasses, and various documents. A large blue banner with the text "MARCH 2020" is overlaid at the bottom of the image.

**MARCH 2020**





**FEBRUARY 2022**



# EU TOURISM MINISTERS











**UNWTO**

World Tourism Organization

**THE VOICE OF  
TOURISM**



# TOURISM AND TRAVEL DEVELOPMENT INDEX



**UNWTO**  
World Tourism Organization

**WORLD  
ECONOMIC  
FORUM**

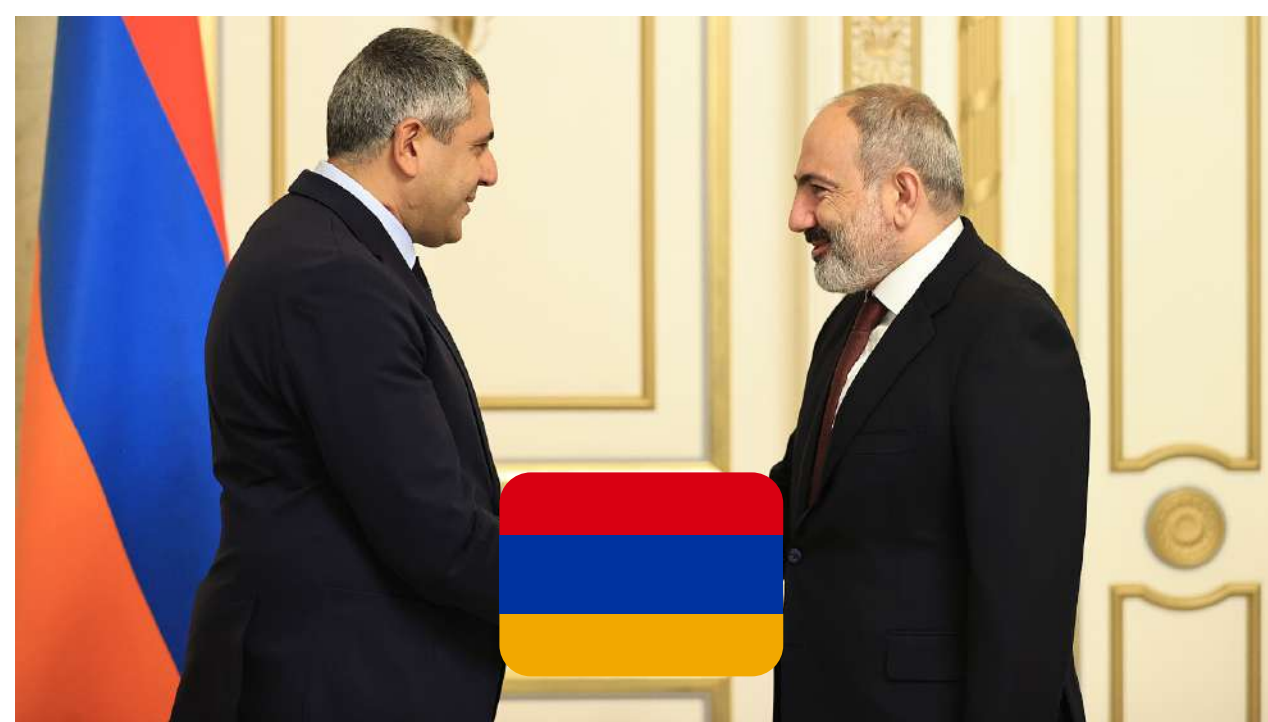














The image features a dramatic landscape with a line of fire burning across a field of dry, golden-brown grass. The fire is bright orange and yellow, with some smoke rising from it. The background is a dark, textured expanse of what appears to be a forest or a field of tall, dark vegetation, possibly covered in ash or soot. The overall color palette is dominated by the warm tones of the grass and fire, contrasting sharply with the dark, cool background.

# WAR IN EUROPE







NOVEMBER      DECEMBER      FEBRUARY      MARCH      APRIL      MAY      JUNE

TUESDAY  
**30**



GENERAL ASSEMBLY - TWENTY-FOURTH SESSION  
ALL RESOLUTIONS - 29 NOV 22

- General Assembly Twenty-fourth Session

FRIDAY  
**3**



EXECUTIVE COUNCIL - 115TH SESSION  
ALL RESOLUTIONS - 3 DEC 21

- Executive Council 115 Session

SUNDAY  
**20**

- Russia launches invasion of Ukraine.



WEDNESDAY  
**2**

- SG conveys **emergency Executive Council** on suspension of membership of Russian Federation



2ND EMERGENCY SESSION OF THE EXECUTIVE COUNCIL  
ALL RESOLUTIONS - 2 MAR 22

MONDAY  
**28**

- **Regional Commission for the Middle East**
- Middle East Members focus on tourism's sustainable recovery



MIDDLE EAST MEMBERS FOCUS ON TOURISM'S SUSTAINABLE RECOVERY  
ALL RESOLUTIONS - 28 MAR 22

WEDNESDAY  
**27**

- First ever extraordinary UNWTO General Assembly
- Extraordinary Session of the UNWTO General Assembly to vote on the suspension of the membership of the Russian Federation - Russia announces its withdrawal from UNWTO



FIRST EXTRAORDINARY SESSION OF THE GENERAL ASSEMBLY  
ALL RESOLUTIONS - 27 MAR 22

WEDNESDAY  
**4**

- first ever high-level debate on tourism at the UN General Assembly
- UNWTO brings tourism for transformation to UN General Assembly



UNWTO BRINGS TOURISM FOR TRANSFORMATION TO UN GENERAL ASSEMBLY  
ALL RESOLUTIONS - 4 MAY 22

FRIDAY  
**20**

- **Regional Commission for the Americas**
- UNWTO's members in the Americas Advance Common Goals



UNWTO'S MEMBERS IN THE AMERICAS ADVANCE COMMON GOALS  
ALL RESOLUTIONS - 20 MAY 22

MONDAY  
**7**

- **Executive Council in Saudi Arabia**
- 116th Session



EXECUTIVE COUNCIL - 116TH SESSION  
ALL RESOLUTIONS - 7 JUN 22





# UNITED NATIONS GENERAL ASSEMBLY

New York, 4 May 2022