Agenda item 6(a)
Report of the Chair of the Board of the Affiliate Members

CE/117/6(a)
Madrid, 17 October 2022
Original: English

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Executive summary

The report of the Chair of the Affiliate Members Board summarizes the most notable activities of the Affiliate Members since the 116th session of the Executive Council (Jeddah, Saudi Arabia), 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 all Members of the Organization.

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

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(document CE/117/6(a))

The Executive Council,

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

1. **Thanks** the Chair of the Board for her communication;

2. **Welcomes** the initiatives proposed by the Affiliate Members to be included in the 2023 Programme of Work, aimed at the recovery of the tourism industry;

3. **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

4. **Appreciates** the Affiliate Members’ commitment to 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 Board of the Affiliate Members continued to prioritize its institutional engagement and participation in the statutory ministerial meetings to share with the Governments of the Member States their proposals and points of view on the priority topics of the Organization and of the tourism industry.

2. The Members of the AM Board, with the support of the Affiliate Members Department, have attended the UNWTO statutory meetings organized during the period June-November 2022, ensuring the representation of the Affiliate Members.

3. Since the 116th session of the Executive Council, the Affiliate Members’ representatives have participated in the following UNWTO statutory meetings in 2022:

   (a) Participation of the representative of the AM Board – JTB Corporation – in the 34th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia (34th CAP- CSA) held in Maldives on 14 June 2022;

   (b) Participation of the Chair of the AM Board in the 12th Meeting of the UNWTO Committee on Tourism and Competitiveness (CTC), held virtually on 12 September 2022; and

   (c) Participation of the representative of the AM Board – Facility Concept – in the 65th Meeting of the UNWTO Regional Commission for Africa, held on 5-7 October in Arusha, United Republic of Tanzania.

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

4. The Board of AMs considers extremely promising the creation of the Committee on Matters Related to the Affiliate Membership (CMAM), as a much-needed institutional channel for enhanced interaction of AMs with UNWTO statutory bodies and an institutional tool for effective integration of AMs with UNWTO and Member States.

5. The Board of the Affiliate Members will consult with the Committee on Matters Related to Affiliate Membership to establish the strategy and objectives for the 2023 Programme of Work, 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.

6. The Chair of the Board of Affiliate Members will participate in the 2nd meeting of the Committee on Matters Related to Affiliate Membership (CMAM), to be held virtually on 17 November 2022, to enhance the interaction between the Affiliate Membership and the Member States which will contribute to the effective integration of AMs with the Organization.

III. Participation of the Affiliate Members in UNWTO activities

7. 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 by opening a new call for proposals for the Programme of Work 2023 and offering to the Affiliate Members the opportunity to participate in ongoing initiatives focused on the recovery and transformation of the tourism sector.

8. A significant number of the Affiliate Members shared their commitment - by signing the Glasgow Declaration - to actively participate in transforming tourism to find solutions for coexisting in the post-pandemic world for the future of our sector and to deliver effective climate actions.

9. The Affiliate Members have participated at the main conferences and events organized by UNWTO and other projects and activities in fields such as sustainability, wine tourism, gastronomy, audio-visual tourism and sports tourism.
10. The Affiliate Members improved their visibility by showcasing their most notable projects and innovative products at major international tourism fairs through the dedicated space, the UNWTO Affiliate Members Corner (AM Corner). At Tourism Expo Japan 2022 (Tokyo, Japan, 22-25 September 2022) the AM Corner featured the theme “Sustainability and Digitalization in Tourism Product Development”, focusing on key topics related to the recovery and the development of the tourism sector in the post-pandemic stage, helping destinations and companies’ strategies to become more sustainable and in line with the 2030 Agenda, and using digitalization and innovation as a tool to accelerate the recovery.

11. Within the framework of the World Tourism Day 2022 (Bali, Indonesia), the session “UNWTO Affiliate Members: Breaking the Ground in Public-Private Partnership”, showed the value of UNWTO’s Affiliate Members and promoted the importance of public-private partnership as a fundamental pillar of tourism.

IV. Activities of the Board of the Affiliate Members

12. The 57th meeting of the AM Board will take place in London on 9 November 2022 within the framework of the World Travel Market 2022. The AM Board will analyse the situation of the Affiliate Membership and the lines of action for the Programme of Work 2023.

13. The AM Board will actively participate in the implementation of the 2023 UNWTO strategy for the promotion of a quality-oriented and geographically balanced expansion of the UNWTO Affiliate Membership.

V. Priorities of the Affiliate Members for the upcoming period

14. The Affiliate Members manifest their commitment to and readiness for stronger engagement within the main UNWTO initiatives and projects in topics such as sustainability, rural development, innovation, digitalization and education.

15. The Affiliate Members support 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 the Middle East and Africa.

16. The Affiliate Members advocate for closer and better cooperation between governments and the private sector to build a more resilient tourism, finding solutions for climate change and for coexisting in the post-pandemic world.

17. The Affiliate Membership expresses the full availability and commitment of the UNWTO private sector to support the Organization and its Member States in achieving a more sustainable and resilient tourism.