

Agenda item 6(a)

**Report of the Chair of the Board of the
Affiliate Members**

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Executive summary

The Report of the Chair of the Board of the Affiliate Members summarizes the most relevant activities carried out by the Affiliate Members (AMs) since the 116th session of the Executive Council (Jeddah, Saudi Arabia), to achieve the objective to strengthen the UNWTO Affiliate Membership and to continuously improve its integration within the Organization, including a more effective collaboration with the Member States.

The Board of the Affiliate Members continued to prioritize its participation and effective engagement in the UNWTO ministerial meetings, considered an ideal framework to share with the Governments of the Member States their proposals and innovative initiatives on priority topics and, in line with this approach, have actively attended the main UNWTO statutory meetings organized during the reporting period.

The Board of AMs maintained a permanent coordination with the Committee on Matters Related to Affiliate Membership (CMAM), the Chair of the Board of AMs participating in the 2nd meeting of CMAM, which addressed key topics of the agenda of the Affiliate Membership.

The Affiliate Members are contributing to the elaboration of the Programme of Work 2023, by submitting many valuable proposals, based on a “*call for contributions*” opened by the Affiliate Members Department (AMD) to this end.

The AMs had an increasingly substantial participation in the main conferences and events organized lately by UNWTO, such as the Tourism Expo Japan 2022, through a new Affiliate Members Corner “*Sustainability and Digitalization in Tourism Product Development*” and World Tourism Day 2022, through the session “*UNWTO Affiliate Members: Breaking the Ground in Public-Private Partnership*”, on the importance of public-private partnership.

The Board of AMs celebrated its 57th meeting on 9 November, with an agenda focused on the status of the Affiliate Membership and the best ways to further reinforce and the objectives and main lines of action for the 2023 Programme of Work.

The Affiliate Membership – as the institutional link of UNWTO with the private sector and the local tourism stakeholders – stands ready to work together with the Organization and to contribute to a fast and solid recovery and to build a more competitive, resilient and sustainable tourism sector.

DRAFT DECISION¹

Agenda item 6(a)

Report of the Chair of the Board of the Affiliate Members
(document CE/117/6(a) rev.1)

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 and projects proposed by the Affiliate Members to be included in the 2023 Programme of Work, aimed at supporting a sustainable recovery of the tourism industry and the strengthening of the UNWTO Affiliate Membership;
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 contributing to the efforts of the Organization in favour of the edification of 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 of AMs in UNWTO statutory meetings

1. The Board of the Affiliate Members continued to prioritize its institutional participation and effective engagement in the UNWTO ministerial meetings, as an ideal opportunity and framework to share with the Governments of the Member States relevant proposals and innovative initiatives on priority topics for the Organization and of the tourism industry.
2. The Members of the Board of AMs, with the support of the Affiliate Members Department (AMD), have attended the main UNWTO statutory meetings organized during the reporting period (June-November 2022), ensuring the institutional representation of the Affiliate Members. Since the 116th session of the Executive Council, the Affiliate Members' representatives have participated in the following UNWTO statutory meetings:
 - (a) 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; the member of the Board, JTB Corp. (Japan), participated as institutional representative of the AMs.
 - (b) the 12th Meeting of the UNWTO Committee on Tourism and Competitiveness (CTC), held virtually on 12 September 2022 - participation of the Chair of the Board of AMs; and
 - (c) the 65th meeting of the UNWTO Regional Commission for Africa, held on 5-7 October in Arusha, United Republic of Tanzania, with the affiliated entity Facility Concept participating as institutional representative of the AMs.

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

3. The Board of AMs considers extremely important and encouraging the creation of the Committee on Matters Related to the Affiliate Membership (CMAM), as a much-needed framework for enhanced interaction of AMs with UNWTO statutory bodies and an institutional tool for an effective integration of AMs with UNWTO and Member States.
4. The Board of AMs maintained a permanent and constructive coordination with CMAM, especially on the elaboration of a solid Programme of Work for AMs for 2023 that adequately takes into consideration the main expectations and proposals of the Affiliate Members for the next period and that it is fully aligned with the current 2022-2023 Programme of Work of the Organization.
5. In line with this approach, the Chair of the Board of AMs participated in the 2nd meeting of CMAM, held virtually on 17 November 2022, which addressed the important topic of the 2023 PoW for AMs.

III. Contributions of the Affiliate Members to the elaboration of PoW 2023

6. The Board of the Affiliate Members expresses its satisfaction as the UNWTO Affiliate Members Department is giving priority to the effective engagement of the Affiliate Members in the elaboration of the Programme of Work 2023, by opening a new *"call for contributions"* which is offering AMs the opportunity to submit valuable proposals in this regard.

IV. Participation of the Affiliate Members in the main UNWTO initiatives, activities and events

7. A significant number of the Affiliate Members shared their commitment – by signing the Glasgow Declaration – to actively participate in the global effort to deliver effective climate actions.
8. During the reporting period the AMs have participated at the main conferences and events organized by UNWTO, as well as in other projects and activities in fields such as sustainability, wine tourism, gastronomy, audio-visual tourism and sports tourism.
9. The Affiliate Members have shown their solid expertise by showcasing relevant projects and innovative products within the most recent UNWTO Affiliate Members Corner (AM Corner), organized at Tourism Expo Japan 2022 (held in Tokyo, Japan, 22-25 September 2022), under the theme *"Sustainability and Digitalization in Tourism Product Development"*. The

projects showcased by the participating AMs addressed 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.

10. Within the framework of the celebration of World Tourism Day 2022 (Bali, Indonesia), the session "UNWTO Affiliate Members: Breaking the Ground in Public-Private Partnership" offered to AMs the opportunity to promote the importance of public-private partnership as a fundamental pillar of the ongoing process of relaunching tourism on more sustainable basis.

V. Activities of the Board of the Affiliate Members

11. The 57th meeting of the Board of AMs took place in London on 9 November 2022, within the framework of the World Travel Market 2022. The members of the Board focused their discussions on analysing the status of the Affiliate Membership and the main challenges to be addressed in order to further reinforce it, as well as the objectives and main lines of action for the 2023 Programme of Work.
12. The Board of AMs supported the new strategy for the promotion of a quality-oriented and geographically balanced expansion of the UNWTO Affiliate Membership, prepared by the Secretariat, and expressed its willingness and availability to actively support its implementation in the upcoming period.

VI. Priorities of the Affiliate Members for the upcoming period

13. The Affiliate Members will support the efforts of AMD towards achieving a more geographically balanced expansion of the Affiliate Membership, through the joint organization of promotional activities in regions with great tourism potential but underrepresented in terms of Affiliate Members, like the Middle East and Africa.
14. The Affiliate Members are committed to achieve a stronger engagement within the main UNWTO upcoming statutory meetings, events, initiatives and projects, specifically in priority topics such as sustainability, rural development, innovation, digitalization and education.
15. The Affiliate Members will prioritize their engagement in and support for the initiatives aimed at achieving an improved cooperation between governments and the private sector, under the approach of the public-private partnership, as the ideal basis to build a more resilient and sustainable tourism.
