UNWTO
AFFILIATE MEMBER

AMNEWS

The bulletin of UNWTO's Affiliate Members from the tourism sector

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Dear Affiliate Members,

I am pleased to introduce you to a new edition of the Affiliate Members Newsletter. This monthly publication will inform you about the latest news, events, and initiatives related to your membership and our Affiliate Members network. Also included is the updated calendar of events for 2023, including the main UNWTO events and those carried out by our Affiliate Members, with the participation of the Affiliate Members Departments or the UNWTO.

Regarding the upcoming initiatives organized by the Affiliate Members Department, we are pleased to inform you that we will be present at ***ITB Berlin****, the world's leading travel trade show. In this framework, the UNWTO and the host of the fair, ITB Berlin have jointly organized a Roundtable Discussion on "Connecting sports tourism to health" that will count on the participation and contribution of experienced Affiliate Members in this area.*

I am also pleased to inform you that the UNWTO, in collaboration with the Ministry of Sports and Tourism of Croatia and the Affiliate Member Croatian National Tourist Board will host the ***Second World Sports Tourism Congress****, on the 26-27 April, in Zadar, Republic of Croatia. More information regarding this event will soon be shared through the AMConnected platform.*

Regarding the upcoming UNWTO statutory/high-level meetings, I would like to remind you that the ***118th session of the UNWTO Executive Council*** *is scheduled for the16 -18 May, in Punta Cana, Dominican Republic. I take this opportunity to highlight 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 the opportunity to network and exchange information and knowledge with the entities, authorities, and key stakeholders attending. More information regarding this event will soon be shared through the AMConnected platform.*

The Affiliate Members Department will continue to collaborate and support the Affiliate Members' initiatives to the best of its capabilities.

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

Yours sincerely,
Ion Vilcu

AMD

the Affiliate Members Department

The UNWTO Affiliate Members Department (AMD) fosters public-private cooperation in tourism and the synergies among Affiliate Members and Member States. Bringing together more than 450 private companies, associations, educational institutions, and DMOs, the UNWTO Affiliate Membership provides an unparalleled space for members to engage in dialogue, exchange knowledge, support new measures and create synergies that promote the development of the sector, and contribute to the promotion of the United Nations' Sustainable Development Goals (SDGs).

OUR MISSION

Helping private entities to forge alliances, fostering dialogue and collaboration, as well as strengthen synergies between Member States and Affiliate Members to face the challenges of the tourism sector

OUR PURPOSE

To support the development of the tourism sector by contributing to the achievement Sustainable Development Goals of the United Nations

OUR VALUE PROPOSITION:
TO ASSIST OUR MEMBERS IN THE DEVELOPMENT OF THE TOURISM SECTOR

To outline action plans that will enhance the development of a more accessible, inclusive, sustainable, and profitable tourism industry

Main Objectives for the Membership

1. **VISIBILITY**
   Enhance the work of our Affiliate Members through the new communication channels
2. **NETWORKING**
   Promote the creation of alliances among like-minded Affiliate Members and Member States around the world
3. **PARTICIPATION**
   Facilitate the participation of our Affiliate Members in major events and international initiatives that will provide them with value and visibility
4. **KNOWLEDGE**
   Collect and share information, data, and research relevant to the Tourism Industry
5. **COOPERATION**
   Foster collaboration in joint projects with the UNWTO and in business projects among Affiliate Members
6. **SUPPORT**
   Offer institutional support and endorsement to promote new projects developed by the Affiliate Members
7. **DEVELOPMENT**
   Create opportunities for new innovative business projects for Affiliate Members that will contribute to the sustainable development of the Tourism sector

AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2023

UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

UNWTO GENERAL ASSEMBLY

16-20 Sept. (TBC)	**25th UNWTO General Assembly**	Samarkand, Uzbekistan	In Person

UNWTO PLENARY SESSION

16 Sept. (TBC)	**44th AM Plenary Session**	Samarkand, Uzbekistan	In Person

UNWTO EXECUTIVE COUNCILS

16-18 May	**118th Session of the UNWTO Executive Council**	Punta Cana, Dominican Republic	In Person
(TBC)	**119th Session of the UNWTO Executive Council**	Samarkand, Uzbekistan	In Person
(TBC)	**120th Session of the UNWTO Executive Council**	Samarkand, Uzbekistan	In Person

UNWTO REGIONAL COMMISSIONS

31 May-2 June	**68th Regional Commission for Europe**	Sofia, Bulgaria	In Person
7-8 June	**49th Regional Commission for the Middle East**	Jordan	In Person
19-21 June	**35th Joint Meeting of the UNWTO Commission for East Asia and the Pacific & for South Asia**	Phnom Penh Cambodia	In Person
27-28 June	**68th Regional Commission for Americas**	Galápagos, Ecuador	In Person
26-28 July	**66th Regional Commission for Africa**	Mauritius	In Person

COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)

May (TBC)	**3rd Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)**		Online
Sept. (TBC)	**4th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)**	Samarkand, Uzbekistan	In Person

BOARD OF THE AFFILIATE MEMBERS

19 Jan.	**58th Meeting of the Board of the Affiliate Members**	FITUR, Madrid, Spain	In Person
6 Nov.	**59th Meeting of the Board of the Affiliate Members**	WTM, London	In Person

UNWTO/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

18-22 Jan.	**FITUR 2023**	Madrid, Spain	In Person
26-27 April	**2nd World Sports Tourism Congress**	Zadar, Croatia	In Person/ Hybrid
27 Sept.	**World Tourism Day**	Riyadh, Saudi Arabia	In Person/ Hybrid
5-6 Oct.	**8th UNWTO World Forum on Gastronomy Tourism**	Basque Country, Spain	In Person/ Hybrid
22-24 Nov.	**7th UNWTO Global Conference on Wine Tourism**	La Rioja, Spain	In Person/ Hybrid

UNWTO AFFILIATE MEMBERS DEPARTMENT EVENTS

18 Jan.	**Presentation of the report "Guidelines for maximizing the potential of cultural tourism"**	FITUR, Madrid, Spain	In Person
20 Jan.	**AM Corner: Trends taking shape in the travel industry in 2023**	FITUR, Madrid, Spain	In Person
9 March	**UNWTO Roundtable Discussion "Connecting Sports Tourism to Health"**	ITB, Berlin, Germany	In Person
Oct. TBC	**Session dedicated to Affiliate Members**	FIT Latin America Buenos Aires, Argentina	In Person
28 Oct. (TBC)	**Session dedicated to Affiliate Members**	Tourism Expo Japan Osaka, Japan	In Person
6 Nov.	**Session dedicated to Affiliate Members**	WTM, London	In Person

AFFILIATE MEMBERS' EVENTS WITH UNWTO/AMD SUPPORT

CETT	23 March	**Premio CETT Alimara Barcelona**	Barcelona, Spain
COTELCO	24-25 March	**LXIX Asamblea Anual de Afiliados Cotelco 2023**	Pasto, Colombia
Fundación Mallorca Turisme	30-31 March	**2nd Sustainable Destinations Summit**	Palma de Mallorca, Spain
Tourism Industry Association of Canada	April	**Canadian Tourism Investor Forum**	TBC
ASICOTUR	25 April	**Workshop on International Tourism Cooperation**	Santiago de Compostela, Spain
Tourism Industry Association of Canada	May	**National Virtual Tourism Job Fair**	TBC
Tripadvisor	3 May	**Write a Review Day**	
University of Rijeka	25-27 May	**ToSEE – Tourism in Southern and Eastern Europe Conference**	Opatija, Croatia
FENALCO	21-23 June	**Congreso Internacional de Turismo de Experiencias y Expo-Experiencias**	Santa Marta, Colombia
Culinary Tourism Alliance	27-28 June	**Taste of Place Summit**	Toronto, Canada
F.I.C.C.	28-29 June	**1st F.I.C.C. World Camping Festival F.I.C.C. GA 2023 / 90th F.I.C.C. Years Celebration / World Camping Day 2023**	Zadar, Croatia
CAT	6-7 July	**1ª Conferencia & Expo Nieve y Montaña de las Américas**	San Martin de los Andes, Argentina
SPET Turismo de Tenerife	23-28 July	**Culture and Business Pride**	Tenerife, Spain

Seoul Tourism Organization (STO)	Sept.	**Thematic conference (TBC)**	TBC
CETT	13 Sept.	**Terres CHECK-IN International Hospitality Film Awards**	Lloret de Mar, Spain
Universidad del Caribe	27-29 Sept.	**Seminar "Advances and challenges of the tourism sector in Quintana Roo: Horizon 2030**	Quintana Roo, Mexico
SPET Turismo de Tenerife	Oct.-Dec.	**Arona SOS Atlántico**	Tenerife, Spain
European Historic Thermal Towns Association	9-10 Nov.	**International Congress on Thermal Tourism 2023**	Nancy, France
Tourism Industry Association of Canada	21-22 Nov.	**TIAC Canadian Tourism Congress**	Ottawa, Canada
World Leisure Organization	11-15 Dec.	**17th World Leisure Congress**	Dunedin, New Zealand
IATA International Air Transport Association	TBC	**International Conference on Tourism and Aviation**	TBC
Tourism Development Institute of Uzbekistan	TBC	**Conference on Making tourism smarter: innovation and digital transformation**	TBC

OTHERS AFFILIATE MEMBERS' EVENTS

Higher Institute for Tourism and Hospitality	19-20 March	**World Hospitality Student Championship 2023**	Riyadh, Saudi Arabia

AFFILIATE MEMBERS DEPARTMENT

THE AFFILIATE MEMBERS DEPARTMENT ATTENDS ITB BERLIN 2023

The Affiliate Members Department of UNWTO will be present at ITB Berlin (7-9 March).

In this framework, UNWTO and ITB Berlin jointly organized a Roundtable discussion on 9 March. Under the theme "Connecting sports tourism to health" selected and experienced Affiliate Members will discuss ways to unlock the synergies between the two growing fields within tourism: sports and health.

The selected speakers for this event are the following Affiliate Members:

- Croatian National Tourist Board
- Catalan Tourism Board
- European Historic Thermal Towns Association
- Türkiye Tourism Promotion and Development Agency (TGA)

Additionally, aware of the desire of Affiliate Members to take advantage of international tourism fairs to network and meet with other Affiliate Members, the Affiliate Members Department wants to further facilitate this fruitful interaction in frameworks such as ITB Berlin.

Through this **LINK**, Affiliate Members are invited to send ahead of time planned events and activities for ITB Berlin, such as:

- Presentation of destinations
- Networking cocktails and social events
- Participation or organization of thematic panels or presentations
- Side events outside Messe Berlin
- Other

The submissions received will be put together into an agenda/programme that will be shared among all Affiliate Members so that interaction and networking can be promoted within the network.

For more information click **HERE**

AFFILIATE MEMBERS DEPARTMENT

ENGAGEMENT OPPORTUNITIES FOR AFFILIATE MEMBERS AT THE TASTE OF PLACE SUMMIT

The UNWTO Affiliate Member Culinary Tourism Alliance & George Brown College presents the Taste of Place Summit, a global summit taking place in Toronto on 27-28 June, 2023, where destinations and economic developers, managers, thought leaders, and marketers meet to build their tastes of place, unlocking the positive power of growing culinary tourism.

According to the UNWTO, "*88.2% of destinations consider gastronomy a strategic element in defining their image and brand*." The intangible cultural heritage of food can also serve as a key point of differentiation and provide economic opportunities for less visited destinations.

Moreover, by increasing demand for local food, providing additional channels for its consumption, and celebrating local cultures, food tourism can contribute to community-building and sustainable local food systems.

This activity, included in the Affiliate Members Department Programme of Work 2023, seeks to bring together stakeholders in the field of culinary tourism and to serve as forum for discussion on its further development. Affiliate Members are invited to participate in this event through one of the following formats:

- **Attend the Taste of Place of Summit** - with the discounted rate for Affiliate Members.
- **Be a speaker**: share your experience in culinary tourism.
- **Become a sponsor.**

You can find more information **HERE**

AFFILIATE MEMBERS DEPARTMENT

UNWTO ATTENDED THE OFFICIAL PRESENTATION OF THE MADCUP 2023

On 9 February, the Auditorium of the Civitas Metropolitano hosted the official presentation of the 3rd edition of the MadCup, in collaboration with the Affiliate Member the Academy of Atlético de Madrid, and supported by UNWTO.

MadCup is one of the largest international youth soccer tournaments, for both men and women, and this edition will welcome +600 teams, +10,000 participants, and +1,500 games, that will be held on 23-28 of June with as main venue the Ciudad Deportiva Alcalá de Henares del Atlético de Madrid.

Beyond football, this tournament pays particular attention to education in values through sport, and principles such as effort, hard work, and capacity for self-improvement, as well as working towards fulfilling the SDGs.

The Director of the Affiliate Members Department, Ion Vilcu, highlighted that UNWTO is proud to be an institutional partner of this project, with which it shares values and goals. Moreover, he underlined the positive impact of tourism in the Community of Madrid, contributing to reducing seasonality, and strengthening sectors like accommodation and hospitality.

You can find more information **HERE**

UNWTO HIGHLIGHTS

UNWTO LOOKS TO "RE-WRITE TOURISM HISTORY" AT OFFICIAL RE-OPENING OF CHINA

UNWTO has heralded the re-opening of China as 'the final piece in tourism's recovery' from the biggest crisis in the sector's history.

Leading a high-level delegation to the city of Hangzhou to join in the official re-opening, UNWTO Secretary-General Zurab Pololikashvili, warmly welcomed the lifting of travel restrictions as a major boost to economic growth and social opportunity both in Asia and the Pacific and globally. According to UNWTO data, the pandemic cost destinations worldwide a combined US$270 billion in Chinese outbound tourist spending in 2020 and 2021 alone. The re-opening of borders, therefore, represents "the moment the world has been waiting for", Mr. Pololikashvili noted.

The UNWTO Secretary-General is the first UN Head of Agency to visit China since restrictions were lifted. China's Minister of Culture and Tourism Hu Heping welcomed UNWTO's support throughout the pandemic and for joining the official re-opening celebrations.

According to UNWTO data, China grew to be the biggest tourism source market in the world prior to the pandemic. In 2019, Chinese tourists spent a collective US$255 billion on international travel, while domestic tourism served as a pillar of growth and employment, with more than 6 billion trips that year alone, supporting jobs and businesses across the country.

Reflecting UNWTO's work to make tourism a driving force of rural development, the high-level delegation was welcomed to Yucun, one of four Chinese destinations to be recognized among the 'Best Tourism Villages by UNWTO.'

UNWTO will return to China in September for the Global Tourism Economic Forum (GTEF), to be held in Macau. The tenth edition of the Forum will again provide a platform for governments, business leaders, experts, and academics to advance shared plans for the sustainable development of tourism.

You can find more information **HERE**

UNWTO HIGHLIGHTS

G20 TOURISM SIDE EVENT FOCUSES ON RURAL TOURISM FOR COMMUNITY EMPOWERMENT

The first meeting of the G20 Tourism Working Group to be held under the Indian Presidency placed the focus on the sector's role in in advancing the 2030 Agenda.

UNWTO is working as the knowledge partner to the Presidency to deliver the Goa Roadmap for Tourism as a Vehicle for Achieving the SDGs. This week's meeting, held in the Rann of Kutch (7-9 February), featured as well a side event dedicated to rural tourism for community development and poverty alleviation. Here, UNWTO shared its recently launched Tourism for Rural Development Programme, including the Best Tourism Villages Initiative.

The side event was an opportunity to highlight opportunities for rural tourism, including new consumer behaviors and growing interest in new destinations. The meeting also explored the main challenges facing the sector, particularly with regards to digital and non-digital infrastructure, the empowerment of local communities and skills development.

Representatives from Indonesia, Spain, Italy and Japan joined UNWTO, the UN Environmental Program, the International Labor Organization and the South Asia Women's Network (SWAN) in discussing how can tourism policy can support tourism's contribution to rural development. Participants stressed that the sustainability of tourism in rural areas is dependent on a comprehensive planning strategy is adopted and implemented based on a multi-action and multi-stakeholder participatory approach. Furthermore, it was noted that rural tourism requires the support of regional and local governments, the private sector, industry associations, civil society, communities and tourists.

In 2021 the Ministry of Tourism of India formulated a National Strategy and Roadmap for Development of Rural Tourism. Reflecting this, the event included also rural tourism cases from India, including examples from Astro-tourism, homestays and women empowerment as well as the Indian village selected by UNWTO to join the Best Tourism Villages Upgrade Programme – the Khonoma Village in Nagaland.

You can find more information **HERE**

UNWTO HIGHLIGHTS

UNWTO AND ANTIGUA AND BARBUDA AMBASSADOR DARIO ITEM SHARE VISION OF TOURISM FOR GROWTH AND OPPORTUNITY

UNWTO has identified the potential of tourism to drive economic growth and social opportunity across its newest Member State, Antigua, and Barbuda.

The Ambassador of Antigua and Barbuda to Spain, Dr. Dario Item, along with the embassy's Advisor, Daniel Yakovlev, were welcomed to the UNWTO headquarters in Madrid to build on the friendly cooperation in place since the Caribbean destination became the Organization's newest Member State and eighth in the Caribbean region when it joined in 2021. Since then, Dr. Dario Item has served as his country's Permanent Representative to UNWTO, alongside his Ambassadorial role.

Welcoming the delegation, UNWTO Secretary-General Zurab Pololikashvili, commended the leadership of Prime Minister Gaston Browne and congratulated him on his recent re-election.

He also sent his thanks to Minister of Tourism, Civil Aviation, Transport and Investments Charles Henry Fernandez for his ongoing support.

In 2021 Antigua and Barbuda welcomed around 170,000 international arrivals and revenues from the sector reached US$490 million. As with many Small Island Developing States (SIDS), tourism is a key economic sector for Antigua and Barbuda and UNWTO is working with the Government to maximise its potential as a pillar of sustainable and inclusive growth.

The official visit to the UNWTO headquarters took place within the framework of the 2023 FITUR tourism trade fair in Madrid. To conclude, Dr. Dario Item and his delegation extended an invitation for UNWTO Secretary-General to visit Antigua and Barbuda, with details to be confirmed in due course.

You can find more information **HERE**

UNWTO HIGHLIGHTS

UNWTO ANNOUNCES WINNING START-UPS FOR "AWAKE TOURISM CHALLENGE"

UNWTO has announced the winners of its Awake Tourism Challenge, celebrating the start-ups that are contributing to the development of an inclusive, resilient and sustainable tourism sector.

The Challenge was the second edition of the UNWTO Global Startup Competition focusing on the Sustainable Development Goals (SDGs).

UNWTO Secretary-General Zurab Pololikashvili said: "Tourism startups have the power and agility to transform the sector in line with the Sustainable Development Goals. The winners of the UNWTO Awake Tourism Challenge all have the potential to help build a more inclusive and resilient sector and we look forward to supporting them as they grow in size and influence."

Reflecting the broad talent of the global tourism sector, the winning start-ups are Coastruction (the Netherlands), Noytrall (Portugal), SmArt Tourism and Hospitality Consulting (Panama), Quantum Temple (USA), Socialbnb (Germany), Instituto de Accesibilidad (Spain), Kamatjona (Namibia), Baahdy & Birdy (Norway), WeavAir (Singapore), r3charge (Germany), Impact Innovations Institute (Armenia), NomadHer (South Korea), Murmuration (France), Evelity by Okeenea Digital (France) and Accessible Qatar (Qatar). More information on the winners and finalists can be found on the competition website.

The winning start-ups will be offered an incubation period of three months at SPARK Crans-Montana, the Innovation Hub of Les Roches from the Sommet Education group, in addition, they will also receive scholarships for the UNWTO Tourism Online Academy, be included in the UNWTO Catalogue of top innovators, be featured in a global communications campaign to showcase each winner and invited for mentorships with project partners.

The competition was organized in collaboration with Wakalua, powered by Ávoris, and counted with great support from: SPARK, the Innovation Hub of Les Roches from the Sommet Education group, Amadeus, IE University, NEST, KPMG, MasterCard, Telefonica, Wayra, ClarkeModet, The FarCo, BBVA, MentorDay, Finnova, Google for Startups, the Valley Digital Business School, the Future Food Institute and the InterAmerican Development Bank and the Singapore Tourism Board.

You can find more information **HERE**

AFFILIATE MEMBERS NEWS

SECOND EDITION OF THE SUSTAINABLE DESTINATIONS SUMMIT
LEADING THE TRANSFORMATION

The Fundació Mallorca Turisme of the Consell de Mallorca together with the World Tourism Organization (UNWTO) collaborate again in the second edition of the Sustainable Destinations Summit, under the theme "Leading the Transformation" on March 30 and 31, 2023 at the Convention Center of the Hipotels Gran Playa de Palma, Mallorca.

The forum is focused on 2 days of work based on topics aligned with the Glasgow agreement, the Sustainable Development Goals of the 2030 Agenda and the UNWTO Action Plan.

Its main objective is to foster an environment of exchange and learning, as well as to promote knowledge of the best practices in environmental, social and economic sustainability that are being developed in the world.

The call is aimed, among others, at key players in the tourism sector, journalists and academics.

In this second edition, we will have panel discussions where speakers will talk about topics related to sustainability and first-person interviews.
Panel discussions on:

- Renewing sustainable perspectives:
  - the indigenous perspective
  - the external perspective
  - the financial perspective
- Destinations: catalysts for sustainable and regenerative development
- Pre-competitive cooperation for sustainable actions
- Putting circularity into practice
- Nature data for management
- Governance models that reinforce sustainability
- Action frameworks that drive transformation

First-person interviews:

- A society in transformation: learning from history
- Two generations, one perspective

On Friday afternoon, March 31, and Saturday, April 1, we propose a social program dedicated to visiting some of the most outstanding sustainable initiatives taking place in Mallorca.
Registrations are now available at https://mallorcasustainablesummit.com/

AFFILIATE MEMBERS NEWS

IGLTA FOUNDATION INDIA INITIATIVE

Looking to the future of LGBTQ+ tourism in India, the International LGBTQ+ Travel Association Foundation (IGLTA Foundation) is moving forward with its India Initiative.

The recent LGBTQ+ Tourism Symposium held in New Delhi, India on 2 February was a key milestone for this initiative, bringing together a range of industry professionals to discuss topics such as "Best Practices for LGBTQ+ Tourism" and "Creating Inclusive Spaces in India." IGLTA President/CEO John Tanzella believes that initiatives like this can increase understanding of global LGBTQ+ tourism and promote its growth in emerging destinations such as India.

As part of its ongoing commitment to supporting the global LGBTQ+ travel community, the IGLTA Foundation has appointed Keshav Suri, Executive Director of The Lalit Suri Hospitality Group, as the committee chair of the India Initiative. Suri's role is critical, given his long-standing advocacy for LGBTQ+ rights in India, including his work with the Keshav Suri Foundation, which focuses on empowering marginalized communities and promoting LGBTQ+ inclusion.

With Suri at the helm, the India Initiative will continue to push for progress in creating safe spaces for LGBTQ+ travelers while promoting growth for this sector in India's inbound and outbound tourism markets.

In addition to the symposium, IGLTA is taking concrete steps toward promoting LGBTQ+ tourism in India. The organization is actively seeking to hire a membership development manager based in India, to help support its ongoing efforts in the region.

To further solidify its presence in the region, IGLTA is also seeking to hire two LGBTQ+ interns from India to assist with the India Initiative. The organization is determined to work with individuals and organizations who represent the communities it serves, and who possess the local expertise and cultural knowledge necessary to promote LGBTQ+ tourism effectively in the region. By engaging local talent and fostering relationships with local communities, the IGLTA Foundation hopes to promote greater inclusivity and understanding of LGBTQ+ travel in India.

If you are interested in learning more about the IGLTA Foundation's India Initiative and supporting LGBTQ+ tourism in India, please click here.

AFFILIATE MEMBERS NEWS

WORLD'S FIRST CERTIFIED "GREEN" TOURIST CARD: VIENNA CITY CARD AWARDED AUSTRIAN ECOLABEL

The Federal Ministry for Climate Action has issued the Vienna City Card, Vienna's official tourist card, with Austrian Ecolabel certification for encouraging environmentally friendly mobility. As a result, it is not only one of Europe's most popular city cards, but also one of its most sustainable. Starting this spring, only hotels with sustainability certification will be included in the broad range of offerings made available to purchasers of the Vienna Tourist Board's tourist card.

The Vienna City Card, which is also available in digital format, gives access to over 200 discounts and free travel on public transport and an add-on for traveling into the city from the airport by public transport. It offers discounted entry to museums and attractions in Vienna and price advantages for tours and in hotels, as well as for music and theater, leisure and sport, shopping, dining, and night life. Visitors to Vienna who purchase the card before their journey also enjoy a discount on their Westbahn train ticket. Now in its 27th year, with the Austrian Ecolabel it is the world's first certified green tourist card.

With more than 6.5 million City Cards sold to date, it is also one of the most popular tourist cards in Europe. The Vienna City Card is available to purchase online at www.viennacitycard.at, through the Vienna Tourist Board's "ivie" destination app, or from a Tourist Info office.

Vienna's visitor economy is placing a strong focus on sustainable development and has set itself the goal of raising the number of tourist accommodation providers bearing the Austrian Ecolabel by 25% over 2018 levels (Vienna's Visitor Economy Strategy: shaping.vienna.info). The Vienna Tourist Board provides information for accommodation providers wishing to gain the Austrian Ecolabel certification and, at industry events, advises Vienna's tourism industry as a whole on how acting sustainably can create a competitive advantage. Starting April 2023, only hotels bearing the Austrian Ecolabel, or similar, internationally recognized environmental certifications, may become Vienna City Card partners.

Vienna City Card: https://www.wien.info/en/travel-info/vienna-city-card

VIENNA
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AFFILIATE MEMBERS NEWS

HIGH QUALITY IN CROATIAN TOURISM

In the IQM Destination project, which implements integral management of quality within a destination, the results of the online reputation measurements for 2022 are presented, done in 20 different Croatian destinations (all of which will be mentioned).

Overall, 1000 facilities in tourism have been evaluated and the data has been gathered through the TrustYou system. The results of the guests' reviews based on 220.000 ratings in 2022 are as follows; quality (overall score) 88/100, which brings us to the conclusion that the guests are more than satisfied with the service and products in Croatian tourist destinations, shown also with the increase by 2,4% in relation to 2021.

According to structure: the quality of attractions is 93/100, campsites 87/100, hotels 88/100, hostels 85/100, catering facilities 88/100 in 2023.

The standards of quality in the IQM Destination state the minimal recommended quality to rate 80/100, with 25% minimum participation of local products in the tourist offer and minimally 10 local stakeholders involved in the tourist destination.

By evaluating the results and goals achieved in a tourist destination we act proactively, continuously advancing to the benefit of the whole community, all of it in accordance with sustainable development and responsible tourism.

AFFILIATE MEMBERS NEWS

THE CNC PROJECT MANAGES TO INCLUDE TOURISM IN 100% OF THE STATES GOVERNMENT PLANS IN BRAZIL

The Vai Turismo – Rumo ao Futuro is an initiative led by the National Confederation of Commerce of Goods, Services, and Tourism (CNC) that counts with the engagement of more than 320 institutions, of Commerce Federations in all federative units and of 1800 leaders of the sector and technicians from all over Brazil.

The movement was conceived as an opportunity to integrate proposals and to connect institutions to recommend public policies related to the strengthening of Brazilian tourist destinations, and it was recognized as one of the most consistent programs referred to Tourism. The Proposals and Recommendations of Tourism Public Policies worked out by the VAI Turismo Movement were delivered to all candidates for Brazilian state governments.

With the Vai Turismo results survey, the CNC celebrates a historical mark in Brazil: Tourism is present in 100% of the Government plans of candidates elected to governments in Brazilian states.

The survey was based on documents registered in Superior Electoral Court and regional electoral courts. In all, 182 public policies proposals were submitted to candidates, and this articulation already has repercussions in the 2023-2026 mandates.

In such a way to analyze the alignment between the Vai Turismo proposals and the Government plans, it was created an index that considers the correlation between the quantity of proposed actions and the quantity of projects and actions in the Government Plans that refer to each of the 5 Dimensions Of Intelligent Tourist Destinations (DTI).

In 2023, the Vai Turismo challenge is to monitor and to encourage the transformation of intentions into policies and good practices that stimulate the development of Brazil through sustainable tourism.

AFFILIATE MEMBERS NEWS

WORLD HOSPITALITY STUDENT CHAMPIONSHIP AT HTMI SAUDI ARABIA

HTMi Switzerland proudly presents The World Hospitality Student Championship 2023 to be hosted in the Higher Institute for Tourism and Hospitality in Riyadh, Saudi Arabia during 19th – 20th March 2023. https://htmisa.com/

The Championship will be supervised by HTMi Switzerland. The judges of the Championship are invited from the industry for each category.

The HTMi World Hospitality Student Championship has four key objectives.

The first objective is to develop and showcase the talent that exists among the students of HTMi and its partner institutions globally.

Secondly, the Championship presents an opportunity for all participants to develop high-level training skills and experience a high-pressure industry-standard competition.

The third objective is to utilize the Championship to raise the profile of schools participating and the abilities of all students. This can assist in having a positive influence on the CV and brand profiles of all.

Finally, the championships are designated to increase collaboration with industry partners. Having such partners involved in the various judging panels it can serve to strengthen existing connections and initiate new ones.

Categories for the Championship:

- Culinary
- Live Cake Decorating
- Barista
- Mocktail
- F&B Service
- Front Office
- Housekeeping

The contact person of the Championship at HTMi Saudi Arabia – International Relations Manager Dr. Mukhtar Khan, m.mukhtar@menadev.edu.sa

HTMi
Hotel and Tourism Management Institute Saudi Arabia

AFFILIATE MEMBERS NEWS

TOURISM DEVELOPMENT BY INCREASING INTERNATIONAL COOPERATION IN ABASABAD ECO PARK

Cities, along with the growth of information technology and the development of communication networks in a space with historical, cultural, environmental, social, and economic characteristics, have become the main actors of international communication. In this regard, tourism companies, recreational places, historical centers, and service, cultural and social institutions can play an effective role in urban diplomacy by relying on their abilities and capacities.

Abasabad Renovation Company, as one of the affiliated members, is trying to play its effective role by helping to develop international cooperation in this field and to improve the position of these institutions in urban development, and strengthen the economic, technological, cultural, service, and infrastructure sectors of the cities.

For this purpose, at the same time as the 16th Tehran International Exhibition of Tourism and Related Industries, Abasabad Renovation Company, hosting all foreign representatives participating in this exhibition and inviting them to visit Abasabad Eco Park, signed a memorandum of understanding with the Saint Petersburg Convention Bureau of the Russian Federation, concluded as an affiliated member of UNWTO.

This MOU aims to identify areas of joint cooperation and strive to develop it, and exchange experiences in order to strengthen the effective role of the parties in realizing the goals of urban diplomacy and the development of urban tourism and participation in preserving the historical and spiritual heritage of the two countries, between Mr. Mohammad Hossein Hejazi, the CEO of Abasabad Renovation Company and Ms. Maria Pomazanova, the head of Event and Exhibition Department of the Saint Petersburg Convention Bureau, were concluded.

It is hoped that with the help of other affiliated members of this organization, more similar fields of international cooperation will be provided so that we can return to the era of tourism before the pandemic.

Abasabad Renovation Company

AFFILIATE MEMBERS NEWS

MSC CRUISES AND EQUATORIAL GUINEA COULD WORK TOGETHER IN THE TOURISM SECTOR

Leonardo Massa, director of the Mediterranean Shipping Company (MSC), visits Equatoguinean lands with the purpose of strengthening cooperation in tourism between the institution he directs and Equatorial Guinea. The Italian businessman Leonardo Massa arrives in the African country with the intention of investing in the tourism sector; and could be received in the near future by the Equatoguinean vice president, Nguema Obiang Mangue, who leads the national tourism macro-project; to finalize an agreement between MSC Cruises and Equatorial Guinea.

Last October, Equatorial Guinea and Italy opened the way to a possible collaboration in terms of tourist cruises, in a meeting held by the Secretary of State for Tourism, Catalina Martínez Asumu, with the three most prestigious companies in this Italian industry, from among them, MSC Cruises.

Mediterranean Shipping Company is currently one of the largest shipping companies in the world in terms of container ship cargo capacity. It is headquartered in Geneva and operates 459 vessels worldwide.

In this sense, as a potential partner of this multinational, the Government through the Vice President of the Republic wants to make tourism a profitable sector in the Equatorial Guinean economy, using tools such as the implementation of the online visa.

GUINEATUR

THE EQUATORIAL GUINEA YOU WISH YOU KNEW

AFFILIATE MEMBERS NEWS

FESTIVAL OF LIGHTS ZAGREB, 15. – 19. MARCH 2023

The arrival of spring and the notion of light have always been associated with each other. Full of joy returns to the streets of Croatia's capital and absorb the new energy illuminated by the brilliant art, proving that spring really is the renaissance within us and around us. A combination of art, design, spectacle, entertainment and architecture will once again enliven the popular locations of Zagreb's Upper and Lower Town.

Festival of Lights Zagreb is not only a place of magical light installations, impressive projection mapping, playful animations and colourful objects, but also a place of good emotions, positive energy and a perfect spot to welcome the spring that we're all eagerly anticipating.

During the five days of the festival, Zagreb will hand over the streets, parks, squares, promenades and buildings to local and foreign artists who will transform the city into their own canvas and a playful backdrop for numerous forms of innovative art.

With the beginning of the Festival of Lights Zagreb, everyone is invited to come to the city and to welcoming the arrival of longer and warmer days in this spectacular way. This year's program combines the best of visual and performing arts and modern technology. Indulge yourself in the emotions that the light awakens in us as we welcome a new beginning and new hope - spring!

More info: https://www.festivalsvjetlazagreb.hr/?lang=en

AFFILIATE MEMBERS NEWS

PÓVOA DE LANHOSO WANTS TOURISTS TO BE PART OF THE EXPERIENCE

As part of the Minho Tourism Design Experience project, IPDT is developing a tourist experience for Póvoa de Lanhoso's municipality, with the claim "Threads of Gold by Póvoa de Lanhoso - Create Your Own Jewel".

The concept is related to the filigree theme and the objective is to create an innovative tourist experience, which includes a set of attractive suggestions, to capture new segments, encouraging people to return and to help establish the municipality as a memorable and exclusive tourist destination.

Being part of the creation process
The project THREADS OF GOLD - by Póvoa de Lanhoso - refers to the connection between gold, filigree and the several places that links them, and that are firmly rooted in the municipality's life and traditions. The claim defined for the project - Create Your Own Jewel - refers to the main asset and originality of this experience: visitors can take part in the process of creating their own piece, in one of the ateliers that produce Filigrana de Portugal, in Póvoa de Lanhoso.

While the piece is being produced, tourists are invited to discover and explore the municipality, which will allow them to know the destination's offer, from the most iconic places to the typical gastronomy and all the material and immaterial heritage. This strategy intends to increase tourist flows and overnight stays, especially in low season periods, positioning Póvoa de Lanhoso as an exclusive destination.

In terms of communications supports, a logo is being developed for the project, as well as positioning messages, target audience and a micro website that will contain all the information about the tourist experience. The project will also have a communication plan to promote the experiences over 12 months.

With this experience, it's hoped that visitors can establish an affective bond with the destination, taking home a piece co-produced by themselves, in a place that will always be special and memorable.

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