

UNWTO Strengthens Cooperation Around Tourism Investments

Madrid, Spain, 13 April 2023 - UNWTO has further advanced its focus on investments in a more resilient and sustainable tourism by strengthening its cooperation with both the international community and with the private sector.

In this context, **UNWTO** has joined the **World Investment for Development Alliance (WIDA)**. As part of the Alliance, UNWTO will work to enhance both the level and effectiveness of investment in the sector with the aim of supporting and accelerating the implementation of the Agenda 2030 and its Sustainable Development Goals.

UNWTO Secretary-General Zurab Pololikashvili says: "Investment is all too often the missing ingredient for turning our shared plans for a more sustainable, inclusive and resilient tourism sector into reality. UNWTO is proud to join the World Investment for Development Alliance and we look forward to working together to re-think and transform investments into tourism."

WIDA Chair James Zhan adds: "WIDA fully recognizes that UNWTO has been playing a leading role in promoting investment in tourism for sustainable development and inclusive growth. It believes that UNWTO shares the same values as WIDA and can make a significant contribution to our common causes."

Boosting post-pandemic investments

UNWTO data shows that, as a result of the pandemic, levels of investment into tourism dropped dramatically. The United Nations Specialized Agency will hold this year's World Tourism Day (27 September) around the theme of 'Green Investments' and, according to Secretary-General Zurab Pololikashvili, enhanced cooperation with private sector stakeholders will be vital for both boosting investment levels and for directing funding to projects centred around sustainability.

"For this reason, I am happy UNWTO has confirmed our new agreement with the Annual Investment Meeting (AIM)," Mr Pololikashvili says. "We consider this collaboration as mutually beneficial, as we recognize the significant contributions that can be made by the private sector to our organization's strategic objectives."

In line with the two Organizations' commitment to cooperate in the implementation of the Memorandum of Understanding, UNWTO will spearhead the "**Tourism Investment Segment**", an official side event of the upcoming Annual Investment Meeting, to be held on 8-10 May in Abu Dhabi, United Arab Emirates.

AIM President Dawood Al Shezawi said: "It has been AIM's mission to provide an interactive platform where investment opportunities can be formed, thereby not only strengthening economic relations among nations but also addressing issues that have profound effects on a global scale. We also want to provide a platform where the brightest minds, from all sectors, can converge to find solutions and scale up development ideas. We welcome this great chance to cooperate with the UNWTO and we are certain that this collaboration will be fruitful."

About WIDA

The World Investment for Development Alliance (WIDA) is a global platform dedicated to promoting investment for sustainable development. Promote sustainable and inclusive investment through an open and structured network of multiple organizations drawn from the investment-for-development community. WIDA pursues this overarching objective by creating synergies and maximizing impact through joint advocacy, joint organization and joint actions among participating organizations.

About AIM

The Annual Investment Meeting (AIM) is an initiative of the AIM Foundation, an independent international organization fully committed to empower the world's economy by boosting effective promotion strategies and facilitating opportunities for economic productivity and expansion. The Foundation also undertakes the operation and management of the AIM Global Investment Network and its 15 affiliated Business Groups, including the supervision of the Annual Investment Meeting Global and Regional Chapters.

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