

Agenda item 8

World Tourism Day: themes and host countries for 2024 and 2025 to be proposed to the General Assembly

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Executive summary

The recommendations of host countries for World Tourism Day 2024 and 2025 will be made by the UNWTO Regional Commission for Europe at its meeting in Sofia, Bulgaria, on 31 May - 2 June 2023, and by the UNWTO Regional Commission for South Asia at the Joint CAP-CSA Meeting in Phnom Penh, Cambodia, on 15-17 June 2023, respectively.

The suggested themes for the celebrations are::

World Tourism Day 2024, hosted in Europe: "Tourism and Peace"

World Tourism Day 2025, hosted in South Asia: "Tourism and Sustainable Transformation"

The nominations will be presented to the 25th session of the General Assembly (Samarkand, Uzbekistan).

In 2023, the official World Tourism Day celebrations will be hosted in Riyadh, Saudi Arabia, under the theme "Tourism and Green Investments".

DRAFT DECISION¹

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to be proposed to the General Assembly
(document CE/118/8)

The Executive Council,

1. *Invites* the Regional Commission for Europe and the Regional Commission for South Asia to recommend to the 25th session of the General Assembly host countries for the 2024 and 2025 editions of World Tourism Day; and
2. *Proposes* to the General Assembly the following themes for the World Tourism Day celebrations:

2024: "Tourism and Peace"

2025: "Tourism and Sustainable Transformation"

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. World Tourism Day host countries for 2024 and 2025

1. By resolution 470(XV), the General Assembly endorsed the proposal of the Executive Council and decided that the following geographic order would apply to World Tourism Day celebrations beginning in 2006: Europe; South Asia; Americas; Africa, East Asia and the Pacific and Middle East.
2. In this regard, the recommendation of host countries for World Tourism Day 2024 and 2025 will be made by the UNWTO Regional Commission for Europe at its 68th Meeting (Sofia, Bulgaria, 31 May to 2 June 2023) and by the UNWTO Commission for South Asia at its 59th Meeting (35th CAP-CSA Joint Meeting in Phnom Penh, Cambodia, 15 to 17 June 2023).
3. Upon recommendation of the aforementioned Regional Commissions, the host countries for the official celebrations of World Tourism Day 2024 and World Tourism Day 2025 will be proposed for endorsement to the 25th session of the General Assembly (Samarkand, Uzbekistan, September 2023).

II. World Tourism Day themes for 2024 and 2025

4. For World Tourism Day 2024, hosted in Europe, the following theme is proposed: "Tourism and Peace". This theme will address the role of tourism in promoting peace and international understanding, and the role of peace as a vital contributor to sustainable tourism development.
5. For World Tourism Day 2025, hosted in South Asia, the following theme is proposed: "Tourism and Sustainable Transformation". The theme will focus on how tourism as the sector with the widest economic value chain and deepest social footprint is a critical contributor in the context of climate change response and the sustainable socio-economic transformation for people and planet.

III. World Tourism Day 2023

6. For 2023, the official World Tourism Day celebrations return to the Middle East. The theme will be "Tourism and Green Investments" as a key priority for the sector as per resolution [A/RES/744\(XXIV\)](#).
7. Supported by the Regional Office in Riyadh, Saudi Arabia, [World Tourism Day 2023](#) will put the spotlight on the vital need for more and better-targeted investments to transform tourism everywhere.

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