

Agenda item 7(a)

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

CE/118/7(a)
Madrid, 14 April 2023
Original: English

The UNWTO is going green. All Executive Council documents are available on the UNWTO website at www.unwto.org or use the Quick Response code here.



Executive summary

The report of the Chair of the Affiliate Members Board summarizes the most notable activities of the Affiliate Members since the 117th session of the Executive Council (Marrakesh, Morocco), 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 and the Affiliate Members will continue to work together with the Organization and the Member States for the promotion of the Affiliate Membership, with special focus on the regions with great tourism potential but underrepresented in terms of AMs.

DRAFT DECISION¹

Agenda item 7(a)

Report of the Chair of the Board of the Affiliate Members
(document CE/118/7(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. *Stresses* the importance of strengthening the institutional collaboration between the Board of the Affiliate Members and the Committee on Matters Related to Affiliate Membership to foster public-private partnership within the tourism sector;
3. *Welcomes* the readiness of the Affiliate Members Board to proactively contribute to the implementation of the Strategy for a more quality-oriented and geographically balanced expansion of the UNWTO Affiliate Membership, and
4. *Appreciates* the Affiliate Members' commitment to 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. Activities of the Board of Affiliate Members

1. The Board of the Affiliate Members (AM Board) continued to prioritize its institutional engagement and participation in the all the projects, meetings and events organized by UNWTO in order 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. In line with this approach, the Board of the Affiliate Members participated in the Survey on Members' Priorities for the General Programme of Work (PoW) and Budget for the period 2024-2025 and shared its vision on the long-term development of the sector with a view to better preparing for the future, taking into account the Affiliate Members' priorities and needs.
3. The AM Board is actively participating in the implementation of the 2023 UNWTO Strategy for the promotion of a quality-oriented and geographically balanced expansion of the UNWTO Affiliate Membership: "*No UN countries without AMs*".
4. The AM Board 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 as an institutional tool for effective integration of AMs within the Organization and collaboration with Member States.
5. The Board of the Affiliate Members met in ordinary meeting in the framework of FITUR 2023 (Madrid, Spain, 18-22 January 2023). Pursuant the Article 3.2 of the Rules of Procedure of the Committee of the Affiliate Members, the members of the Board reviewed (a) the 2022 Report of the Affiliate Members Activities and (b) the 2023 Programme of Work for the Affiliate Members, which was prepared in line with UNWTO's Management Objectives and Priorities for 2023 and based on the valuable proposals received from the Affiliate Members.
6. During the meeting, the AM Board organized consultations with the Chair of the Committee on Matters Related to Affiliate Membership to fulfil the main objectives and needs of the Affiliate Membership for the next period, with the aim of connecting private and public stakeholders for the development of high-impact investment projects in the tourism sector.
7. The Chair of the Board of Affiliate Members will participate in the 3rd meeting of the Committee on Matters Related to Affiliate Membership) to be held prior to the 118th Executive Council.

II. Participation of the Affiliate Members in UNWTO activities

8. With the objective of better integrating Affiliate Members within the Organization, the Affiliate Members have participated in 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.
9. The Affiliate Members continued to show their commitment to transforming tourism to find solutions for coexisting in the post-pandemic world and ensuring the future of our sector. The Affiliate members participated in major UNWTO initiatives, such as the signing of the Glasgow Declaration, and increased their involvement in the International Network of Sustainable Tourism Observatories (INSTO).
10. The Affiliate Members participated in the [1st Experts' Meeting on Cultural Tourism](#), (1-2 December 2022, Madrid, Spain), which worked to identify current trends in the sector and to adopt and implement governance models that harmonize the interests of all the agents that converge in destinations as well as to develop recommendations for countries and destinations in terms of positioning and tourism promotion based on cultural offerings.

11. The Affiliate Members showcased their most notable projects and innovative products at major international tourism fairs through the dedicated space, the UNWTO Affiliate Members Corner (AM Corner) at FITUR 2023 (Madrid, Spain, 18-22 January 2023). The AM Corner featured the theme "[Trends taking shape in the travel industry in 2023](#)", focusing on presentations from leading entities to best illustrate through cases how the tourism industry will look like in the tourism year ahead.
12. Within the framework of ITB Berlin (6-9 March 2023, Berlin, Germany), the Roundtable Discussion "Connecting sports tourism to health", organized by UNWTO and its Affiliate Members, offered a framework to discuss ways to unlock the synergies between the fields of sports and health within tourism, and how to secure the participation of experienced UNWTO Affiliate Members.

III. Priorities of the Affiliate Members for the upcoming period

13. 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.
14. The Affiliate Members advocate for closer and better cooperation between governments and the private sector to build a more resilient tourism sector, by finding solutions for climate change and for coexistence in the post-pandemic world.
15. The Affiliate Membership expresses the full availability and commitment of the UNWTO private sector to support the Organization and its Member States in achieving more sustainable and resilient tourism.

* * *