About the UNWTO Affiliate Membership

Bringing together around 500 entities worldwide, the UNWTO Affiliate Membership provides an unparalleled space 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 Nation's Sustainable Development Goals (SDGs).

The membership is open to all entities as long as their activities are related to the aims of the UNWTO and are directly or indirectly concerned with tourism.

Scan the QR code to know more:
Main Objectives for the Membership

1. VISIBILITY
   We will enhance the work of our Affiliate Members through the new communication channels.

2. NETWORKING
   We will promote the creation of alliances among like-minded Affiliate Members and Member States around the world.

3. PARTICIPATION
   We will facilitate the participation of our Affiliate Members in major events and international initiatives that will provide them with value and visibility.

4. KNOWLEDGE
   We will collect and share information, data, and research relevant to the Tourism Industry.

5. COOPERATION
   We will foster collaboration in joint projects with the UNWTO and in business projects among Affiliate Members.

6. SUPPORT
   We will offer institutional support and endorsement to promote new projects developed by the Affiliate Members.

7. DEVELOPMENT
   We will create opportunities for new innovative business projects for Affiliate Members that will contribute to the sustainable development of the Tourism sector.
Affiliate Membership in Numbers
Regional Distribution of Affiliate Members

Europe: 278 / 58%
Americas: 92 / 20%
Asia and the Pacific: 66 / 13%
Middle East: 22 / 5%
Africa: 18 / 4%

Total: 476 Entities
Data updated as of May 2023

Top European Countries by Number of Affiliate Members
- Spain: 105
- France: 20
- Portugal: 14
- Croatia: 13
- Italy: 12
- Switzerland: 11
- Belgium: 10
- Germany: 10
- Türkiye: 10
- United Kingdom: 10
Affiliate Membership in Numbers
Breakdown by Business Type

Education & research institutes: 124
26.1%

Associations & NGOs: 121
25.4%

For profit companies: 123
25.8%

Destination management organizations (DMOs): 108
22.7%

Total: 476 Entities
Data updated as of May 2023
The newly admitted Affiliate Members from Europe
by the 116th, 117th and 118th Sessions of the UNWTO Executive Council

2022
- Spain Film Commission
- Basque Tourist Consulting SLU
- FORO MICE
- Istanbul Convention & Visitors Bureau
- MedCruise
- NH Hotel Group
- Servicios Turísticos de CEUTA SLU
- Travel Escape Tour Operator S.R.L
- UNIAG - Applied Management Research Unit
- University College Aspira
- Asociación Española de Directores y Directivos de Hotel
- Cappadocia University / Kapadokya Üniversitesi
- Comité International Des Festivals Du Film Touristique - CIFFT
- Eturia CLM
- Innovaris SL
- National Inbound and Domestic Tourism Association of Moldova

2023
- Arcadia Vineyards LTD.
- Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.
- European Boating Industry
- European Cultural Tourism Network – ECTN
- EXPОURENSE - Fundación de Feiras e Exposições de Ourense
- International School Sport Federation
- Mabrian Technologies S.L.
- Toposophy Limited GR
- Trakya Kalkınma Ajansı / Trakya Development Agency
- University of Skopje
Activities organized by the Affiliate Members Department

57TH MEETING OF THE BOARD OF AFFILIATE MEMBERS
9 NOVEMBER 2022, WTM, LONDON, UNITED KINGDOM

58TH MEETING OF THE BOARD OF AFFILIATE MEMBERS
19 JANUARY 2023, FITUR, MADRID, SPAIN

MAIN TOPICS:
- Report on the latest developments and activities of the AMs;
- AMD Programme of Work 2023 and beyond;
- PoW 2024-2025: ongoing process for aligning the elaboration of the PoW for Affiliate Members with the overall PoW of UNWTO;
- Contributions & proposals of AMs on priority topics;

MAIN TOPICS:
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- AMD Programme of Work 2023;
- Contributions & proposals of AMs on priority topics;
Events organized by the Affiliate Members Department in 2022, with the participation of Affiliate Members

AMCorner
"Sustainability and Digitalization in Tourism Product Development"
TOURISM EXPO JAPAN 2022

Dedicated Session for AMs
"Breaking the Ground in Public-Private Partnership"
WORLD TOURISM DAY 2022

1st World Experts Meeting on Cultural Tourism
December 1-2, Madrid, Spain.
Jointly organized by AMD and the AM: Comunidad the Madrid
Events organized by the Affiliate Members Department in 2023, with the participation of Affiliate Members

UNWTO Affiliate Members Corner
"Trends taking shape in the travel industry in 2023"
FITUR 2023, 20 January

UNWTO Roundtable discussion
"Connecting sports tourism to health"
ITB Berlin, 9 March

2nd World Sports Tourism Congress (WSTC)
Zadar, Croatia, 26-27 April
Main Affiliate Members’ activities carried out with UNWTO support in 2022

- **Traveling for Happiness Award**, organized by AEHM with UNWTO participation/support
- **Congreso Culinaria Castilla-La Mancha**, organized by Castilla la Mancha with UNWTO participation/support
- **Iberseries & Platino Industria**, organized by EGEDA with UNWTO participation/support
- **International Congress on Thermal Tourism**, organized by European Historic Thermal Towns Association with UNWTO participation/support
- **Skål International Sustainable Tourism Awards**, organized by Skal International with UNWTO participation/support
- **Annual International Convention of Vatel Hotel and Tourism Business Schools**, organized by SAS Institut Vatel with UNWTO participation/support
Main Affiliate Members' activities carried out with UNWTO support in 2023

- Fundación ONCE: Seminar on Tourism for All
  Fitur 2023, Madrid, Spain

- WFTGA: International Tourist Guide Day
  21 February, Online

- CETT: 38th Premios CETT Alimara
  23 March, Barcelona, Spain

- FORO MICE: VI Encuentro anual del Foro MICE
  28 March, Madrid, Spain

- Mallorca Tourism Foundation: II Sustainable Destinations Summit
  30-31 March, Mallorca, Spain

- ASICOTUR: Workshop on International Tourism Cooperation
  25-26 April, Santiago de Compostela, Spain
Join the UN Family, Join the UNWTO Affiliate Members

For more information reach out to the Affiliate Members Department at:

am@unwto.org