

68th Regional Commission for Europe - Affiliate Members' Report -

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

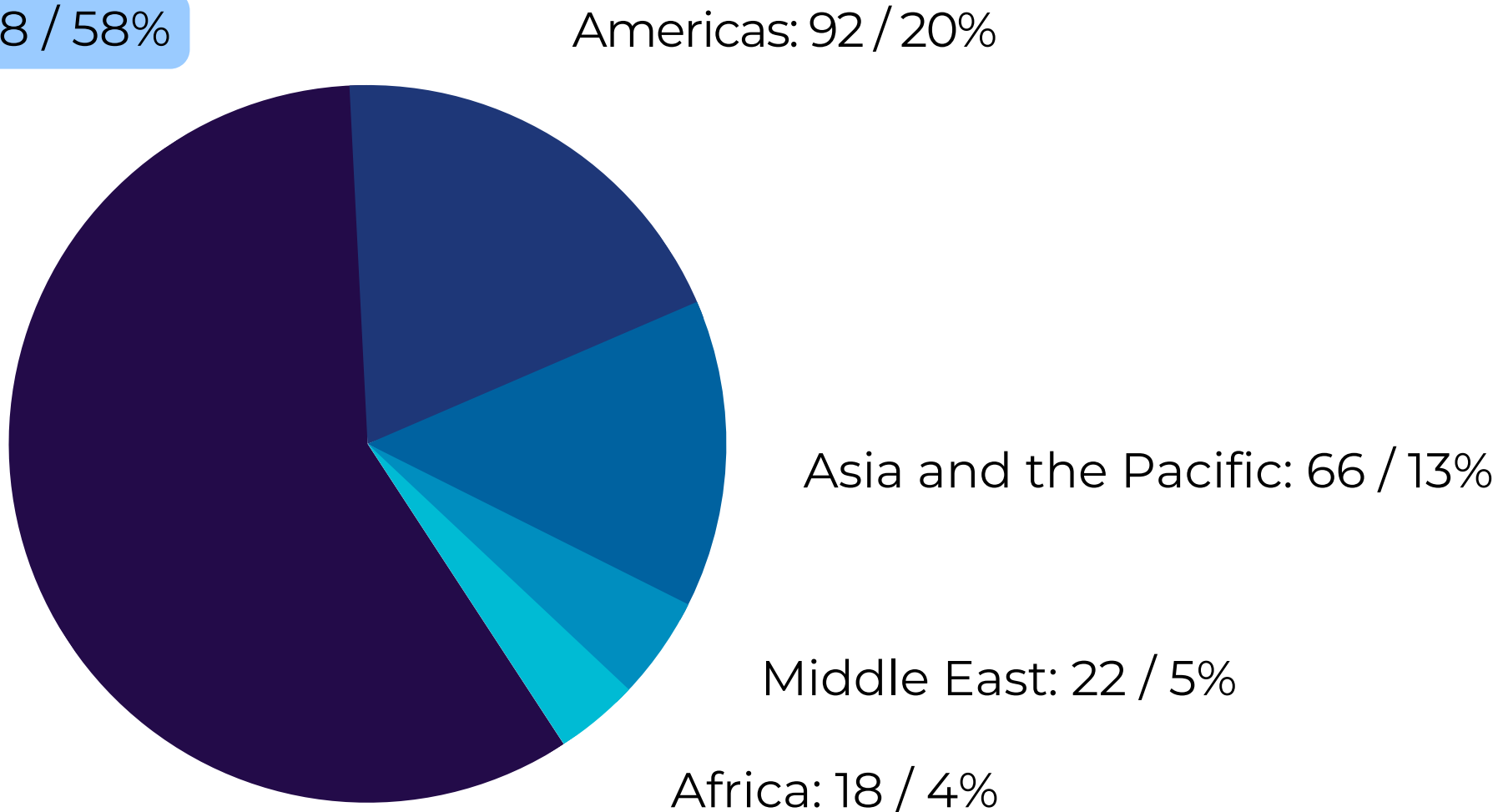
We will create opportunities for new innovative business projects for Affiliate Members that will contribute to the sustainable development of the Tourism sector



Affiliate Membership in Numbers

Regional Distribution of Affiliate Members

Europe: 278 / 58%



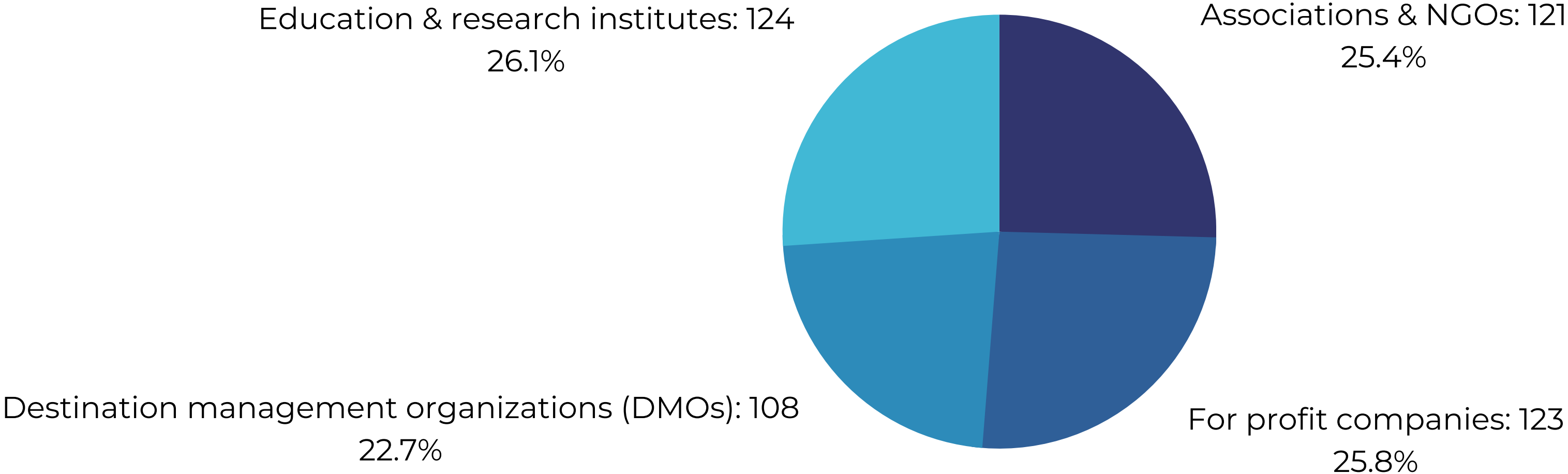
Top European Countries by Number of Affiliate Members

- Spain: 105
- France: 20
- Portugal: 14
- Croatia: 13
- Italy: 12
- Switzerland: 11
- Belgium: 10
- Germany: 10
- Türkiye: 10
- United Kingdom: 10

Total: 476 Entities
Data updated as of May 2023

Affiliate Membership in Numbers

Breakdown by Business Type



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Data updated as of May 2023

The newly admitted Affiliate Members from Europe

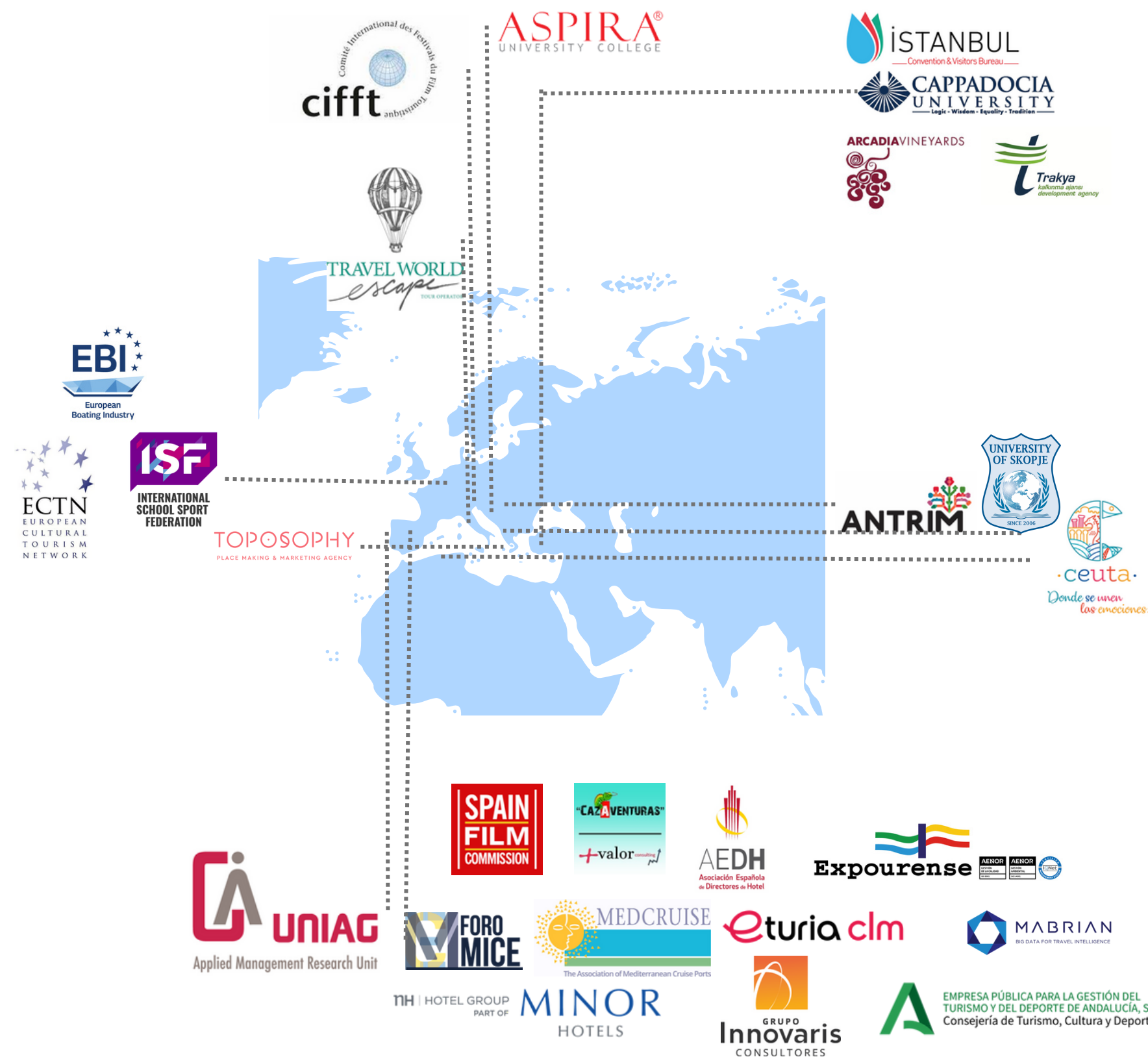
by the 116th, 117th and 118th Sessions of the UNWTO Executive Council

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
- EXPOURENSE - 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



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;

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;
- 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: Skål 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
Fotur 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
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