



49th Regional Commission for the Middle East - 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

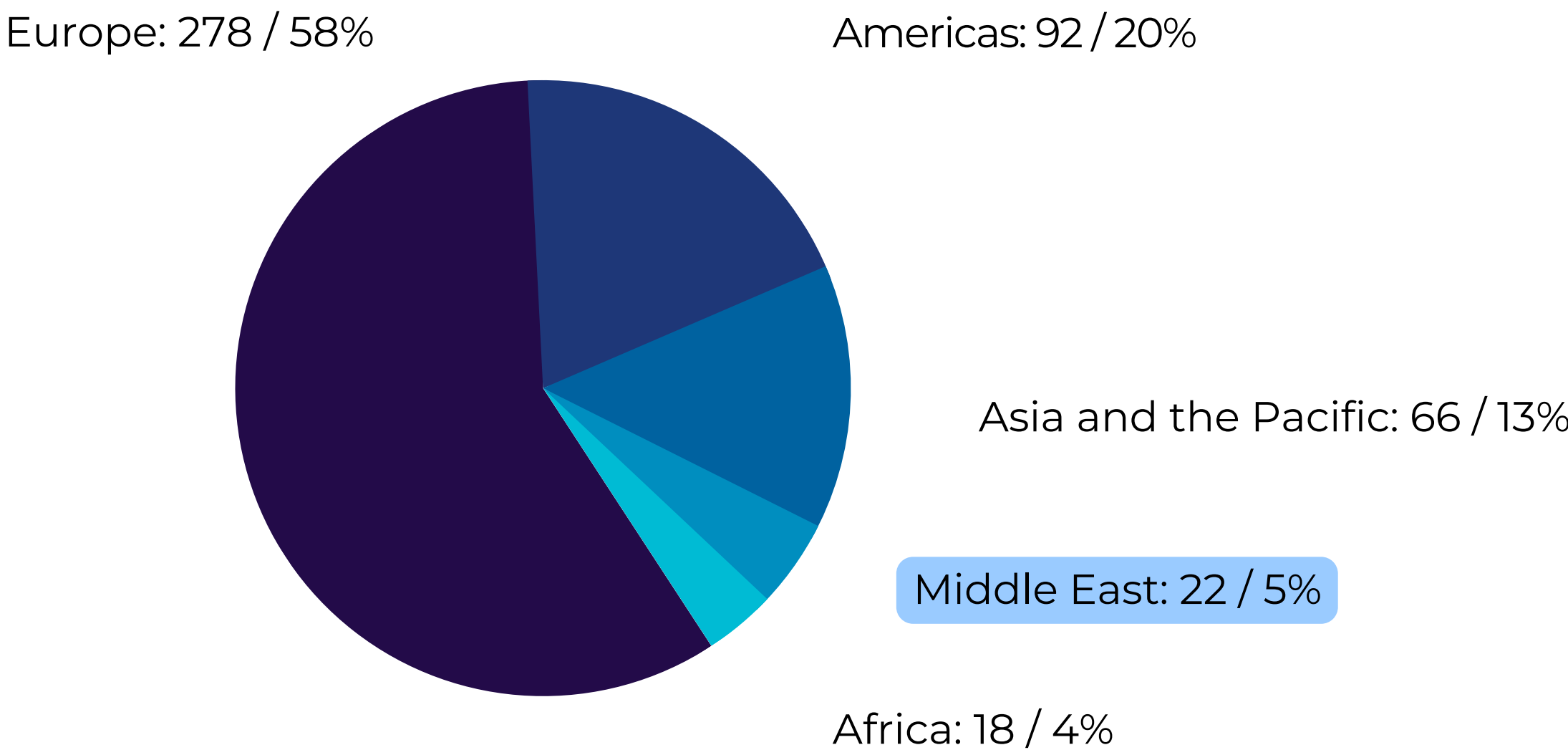
DEVELOPMENT

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



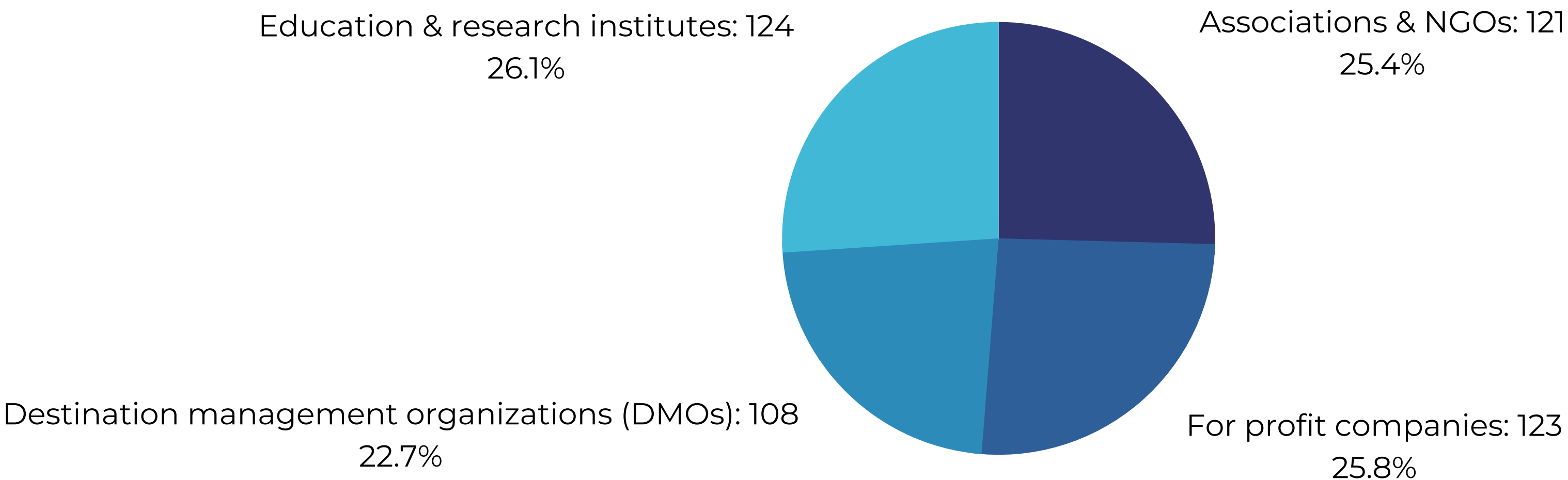
Middle East countries ranking by number of Affiliate Members

- Saudi Arabia: 10
- Jordan: 4
- Bahrain: 3
- Egypt: 3
- United Arab Emirates: 2

Total: 476 Entities
Data updated as of May 2023

Affiliate Membership in Numbers

Breakdown by Business Type

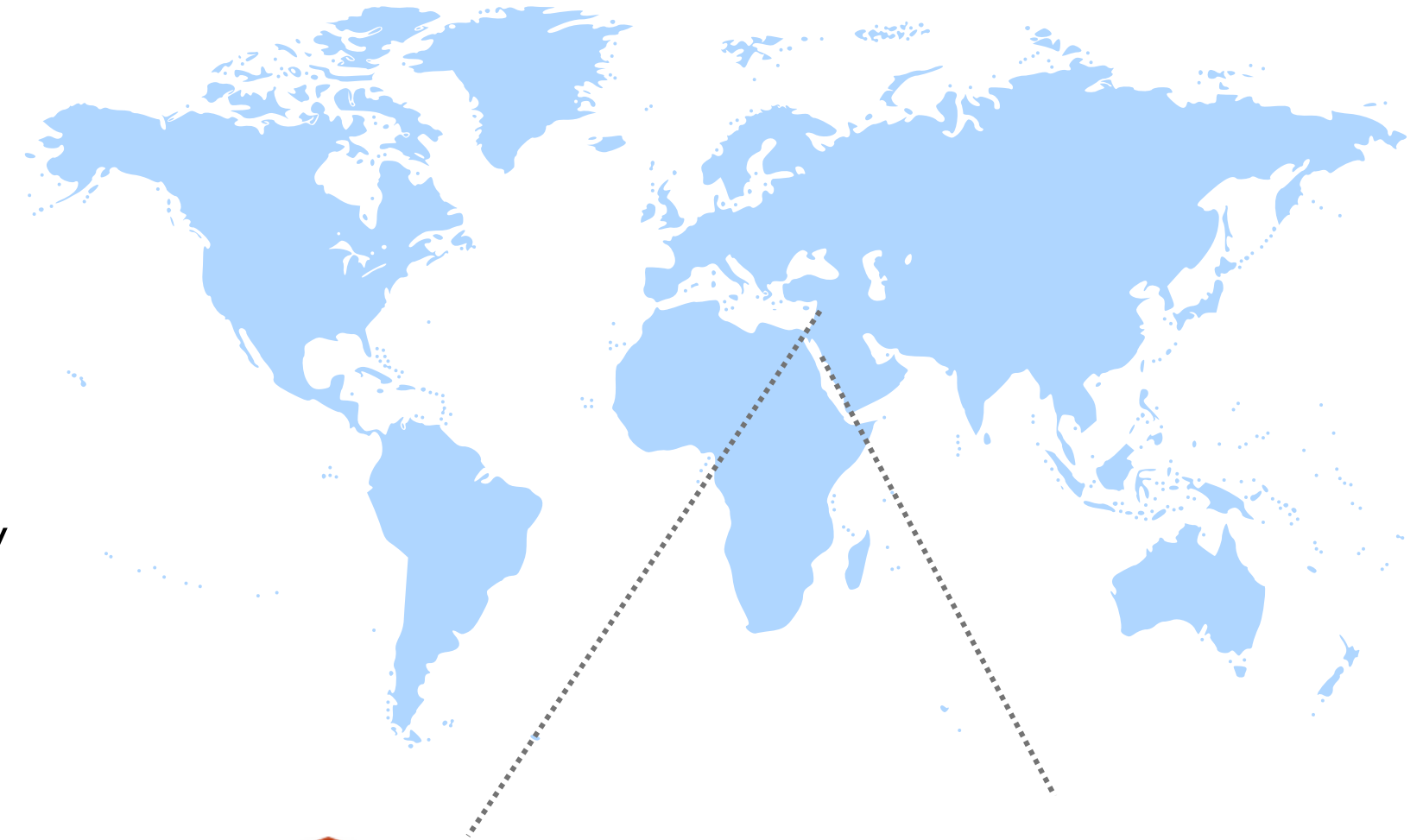


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The newly admitted Affiliate Members from the Middle East

117th Session of the UNWTO Executive Council
Marrakesh, Morocco. 23-25 November 2022:

- Jeddah Central Development Company
- Petra Development and Tourism Region Authority



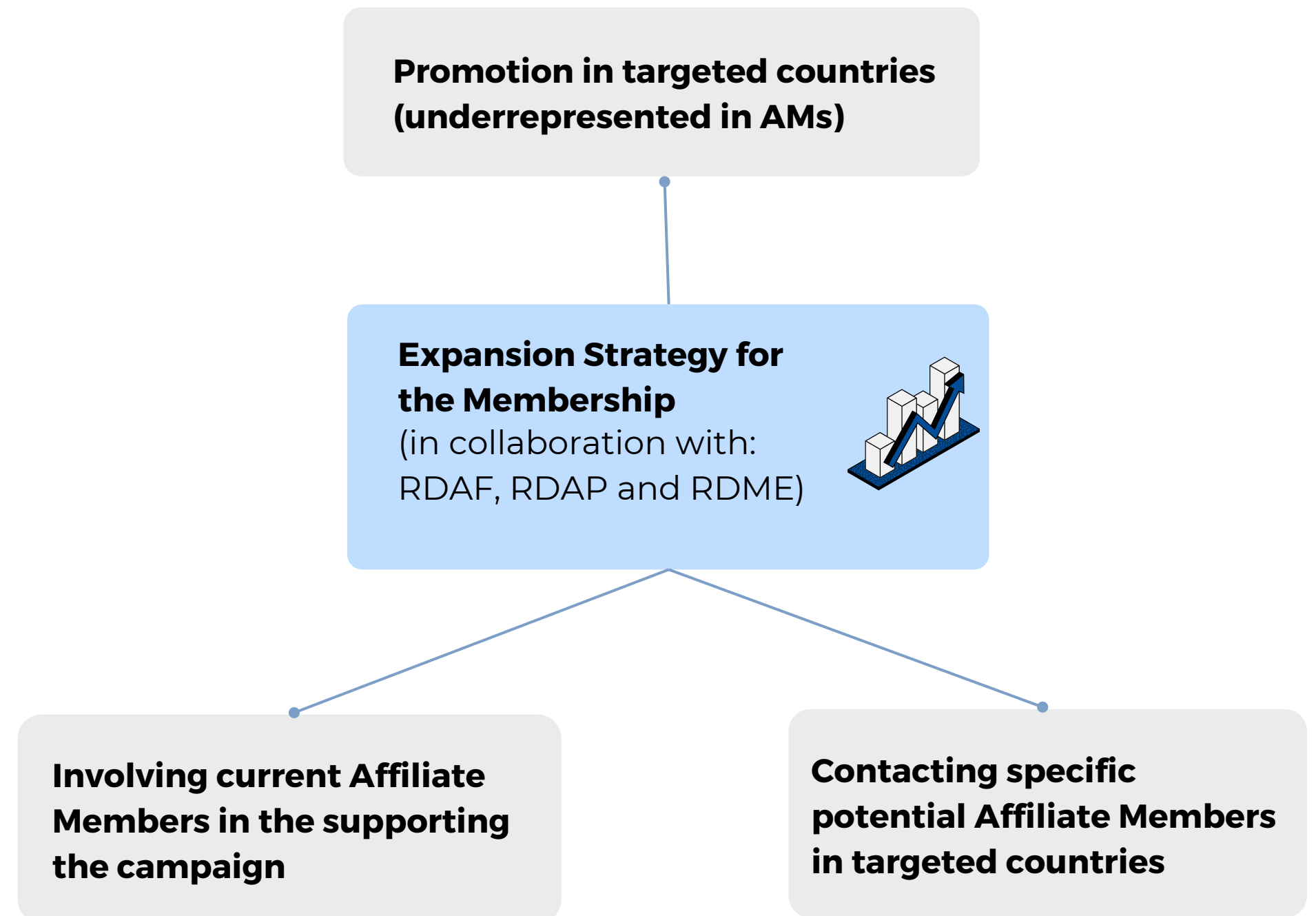
Implementation of Expansion Strategy for the Affiliate Membership

The more quality companies join the Affiliate Members network worldwide, the greater chances to establish valuable partnerships and generate collaboration opportunities.

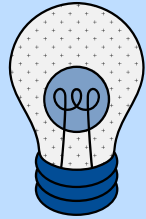
The value of public-private partnerships in tourism has become even more relevant in a context marked by the need to build a more resilient, sustainable, and responsible sector.

A key aspect of achieving greater diversification is to increase the number of newly incorporated Affiliate Members from underrepresented regions. Especially from countries that currently do not have any Affiliate Members from any region.

Target Countries without Affiliate Members in the Middle East: Qatar, Oman and Kuwait

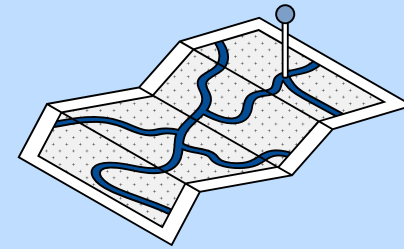


The UNWTO / Affiliate Members Department seeks to establish a long-term prospect for the expansion of the Affiliate Members network based on:



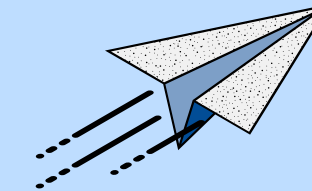
Quality Expansion:

focusing on incorporating new Affiliate Members that meet the eligibility criteria and with proven potential to bring value to the membership.



Geographically balanced expansion:

priority on targeting countries underrepresented in terms of Affiliate Members, to achieve a more balanced distribution of Affiliate Members per region.



Increased Membership value & prestige:

through a more qualitative interaction and dialogue of the Organization with each Member, which is key to meeting the expectations of the Affiliate Membership and consolidating the value of said membership.

Member States can request additional information about the status of the Affiliate Membership in their region to am@unwto.org, along with support from UNWTO through the Affiliate Members Department on how to promote the UNWTO Affiliate Membership in their own countries.



MIDDLE EAST DISTRIBUTION BY COUNTRY		UNWTO AFFILIATE MEMBER
	BAHRAIN 1. Gulf Air 2. The Arab Regional Centre for World Heritage 3. Vatel School in Bahrain	
	EGYPT 1. Egyptian General Company for Tourism and Hotels (EGOTH) 2. Egyptian Hotel Association 3. Egyptian Tourism Federation (ETF)	
	JORDAN 1. Ammon Applied University College 2. Jordan Tourism Board 3. Middle East University 4. Petra Development and Tourism Region Authority	
	SAUDI ARABIA 1. Amaala Company 2. Bunyan Riyadh Higher Training Institute 3. Diplomatic Quarter General Authority (DQGA) 4. Jeddah Central Development Company 5. Higher Institute for Tourism and Hospitality 6. Middle East Automobile and Tourism Club 7. Neom 8. Royal Commission for Alula 9. Soudah Development Company 10. The Red Sea Development Company	
	UNITED ARAB EMIRATES 1. Modul University Dubai 2. Ras Al Khaimah Tourism Development Authority	

STATUS OF THE UNWTO AFFILIATE MEMBERSHIP
- JORDAN



Current Affiliate Members in Jordan
1. Ammon Applied University College
2. Jordan Tourism Board
3. Middle East University
4. Petra Development and Tourism Region Authority

Key facts about UNWTO Affiliate Membership in Jordan

- Jordan is the second country with the highest number of Affiliate Members from the Middle East region.
- However, with 4 Affiliate Members from the country at the moment, it is still underrepresented taking into account its well-developed tourism industry.
- Further promoting the involvement of the private sector in Jordan can lead to investments to develop additional travel infrastructure, as well as creating new tourism offer in the country.
- Counting on local entities affiliated to UNWTO can raise international visibility of Jordan's tourism sector along with enhancing business opportunities.

Targeted new Affiliate Members from Jordan
1. Royal Jordanian
2. The University of Jordan - School of Tourism and Hospitality
3. Jordan Hotel Association
4. Jordan Inbound Tour Operators Association



Additional information
Jordan will host the 49th Meeting of the UNWTO Regional Commission for the Middle East in 2023



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:

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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

Join the UN Family, Join the UNWTO Affiliate Members

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

am@unwto.org



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