



UNWTO

World Tourism Organization

68th Regional Commission for the Americas - 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

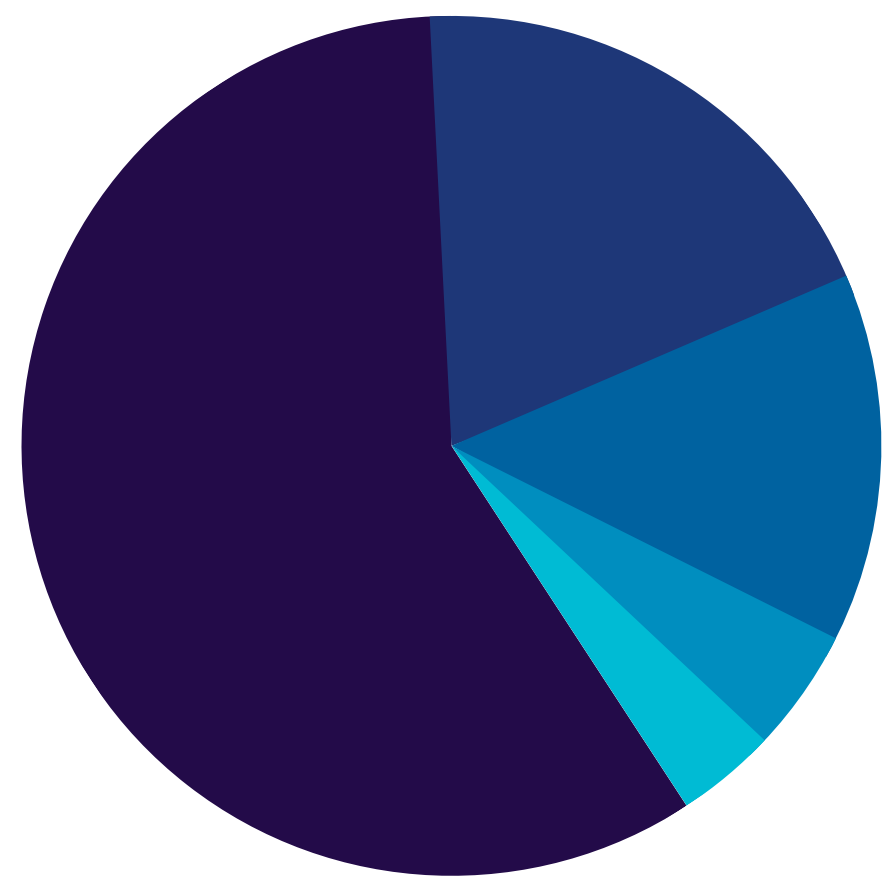


Affiliate Membership in Numbers

Regional Distribution of Affiliate Members

Europe: 278 / 58%

Americas: 92 / 20%



Asia and the Pacific: 66 / 13%

Middle East: 22 / 5%

Africa: 18 / 4%

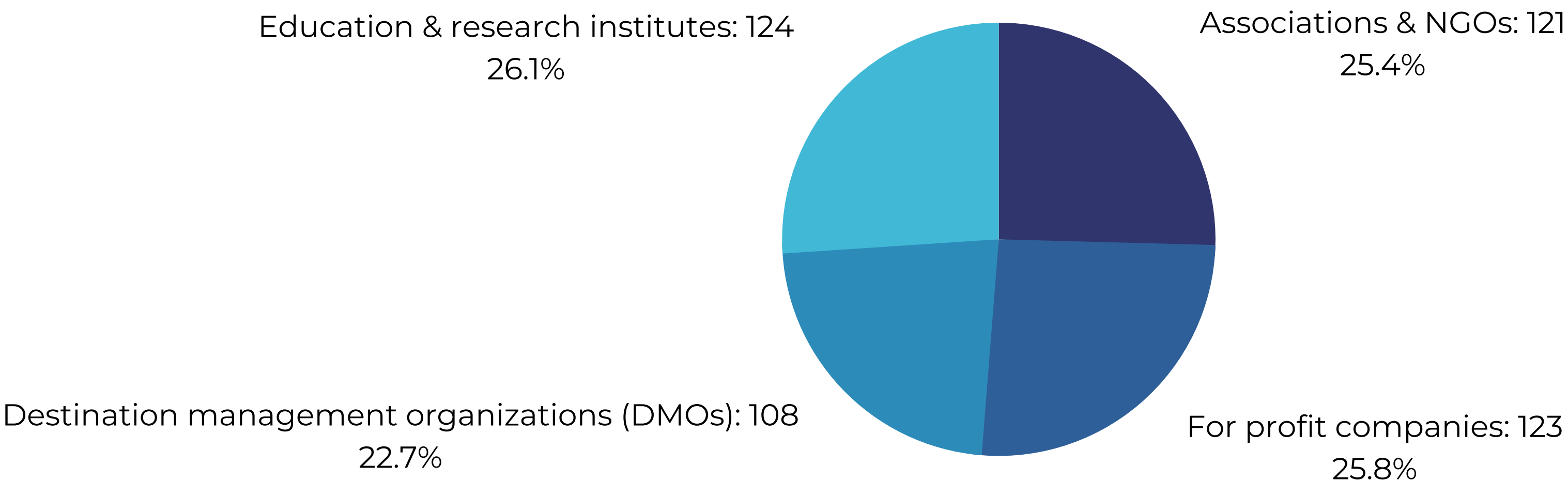
Americas countries ranking by number of Affiliate Members

- United States of America: 29
- Mexico: 20
- Colombia: 10
- Argentina: 9
- Peru: 7
- Canada: 5
- Brazil: 4
- Ecuador: 2
- Bolivia: 1
- Chile: 1
- Paraguay: 1
- Panama: 1
- Trinidad and Tobago: 1
- Uruguay: 1

Total: 476 Entities
Data updated as of May 2023

Affiliate Membership in Numbers

Breakdown by Business Type



Total: 476 Entities
Data updated as of May 2023

The newly admitted Affiliate Members from the Americas

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

116th Session of the UNWTO Executive Council,
Jeddah, Saudi Arabia, 7-9 June 2022:

- Corporación Municipal de Turismo de Vacuña (Chile)
- Netflix (US)
- Tourism Industry Association of Canada (Canada)
- Universidad Laica Eloy Alfaro de Manabí -
Facultad de Turismo (Ecuador)

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

- Escuela Profesional de Turismo de la Universidad
Nacional de San Antonio Abad del Cusco (Peru)
- Manifest Destinations Group (US)
- Onward (US)
- Smart Tourism & Hospitality Consulting (Panama)

118th Session of the UNWTO Executive Council,
Punta Cana, Dominican Republic, 16-18 May 2023:

- Blue Purple Vail (US)
- Observatorio Turístico Sostenible del Estado de
Querétaro (Mexico)



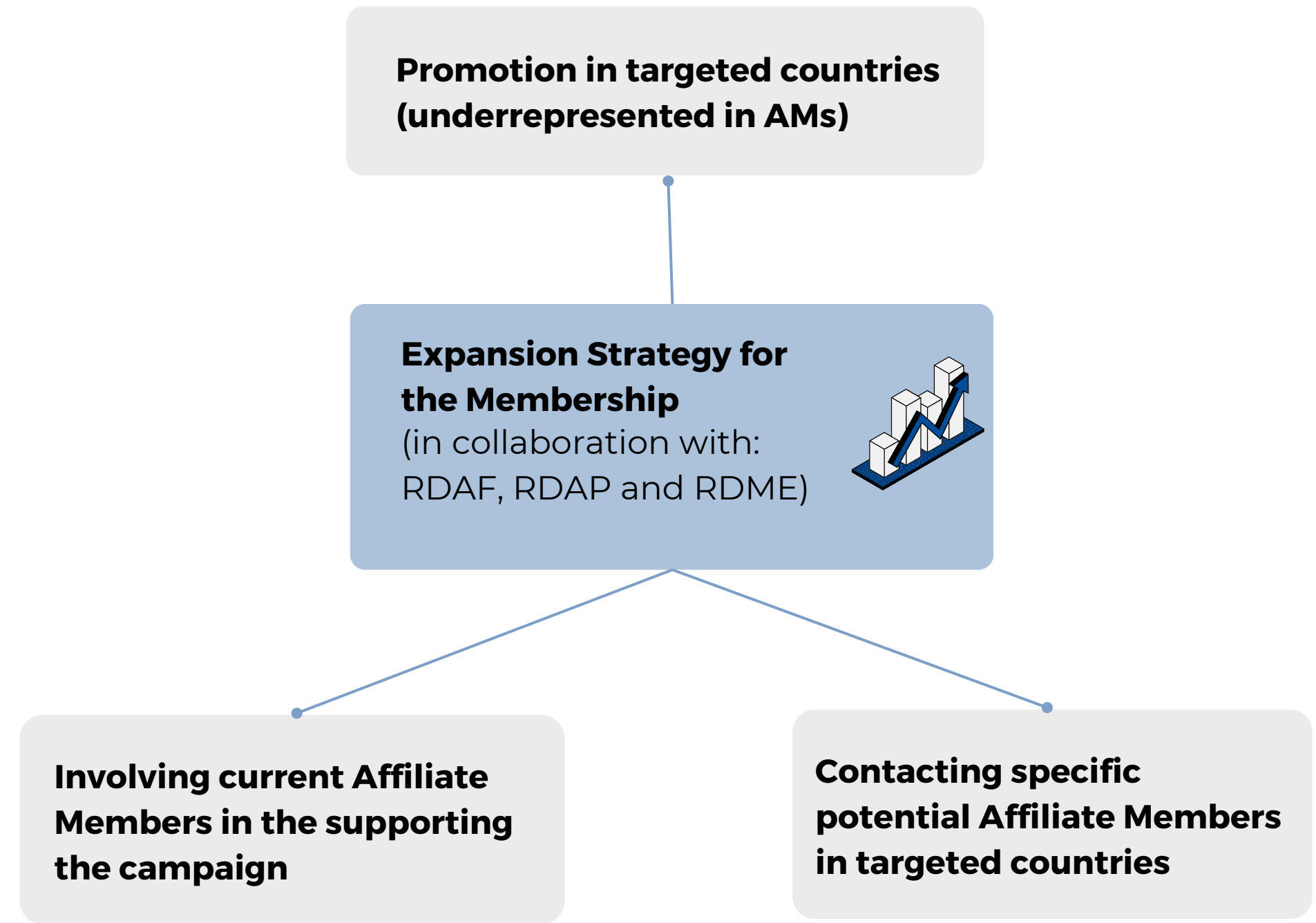
Implementation of Expansion Strategy for the Affiliate Membership

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

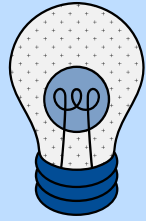
The value of public-private partnerships in tourism has become even more relevant in a context marked by the need to build a more resilient, sustainable, and responsible sector.

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 in the Americas without Affiliate Members:
Costa Rica and Dominican Republic

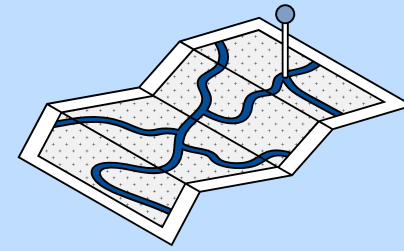


The UNWTO / Affiliate Members Department seeks to establish a long-term prospect for the expansion of the Affiliate Members network based on:



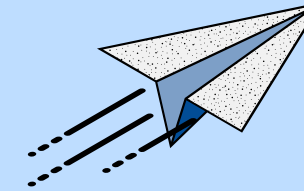
Quality Expansion:

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.



THE AMERICAS LIST OF AFFILIATE MEMBERS BY COUNTRY		UNWTO AFFILIATE MEMBER
	ARGENTINA 1. Asociación de Hoteles de Turismo de La República Argentina (AHT) 2. Camara Argentina de Turismo 3. Defensoría del Turista de la C.A.B.A. 4. Ente de Turismo de la Ciudad De Buenos Aires 5. Federacion Argentina de Asociaciones de Empresas de Viajes y Turismo (FAEVYT) 6. Federación Empresaria Hotelera Gastronómica de la República Argentina (FEHGRA) 7. Instituto Latinoamericano de Aviación Civil (ILAC) 8. Singerman & Makón - Latam Tourism Consulting 9. Smart Clip Argentina	
	BOLIVIA 1. Universidad Católica Boliviana San Pablo	
	BRAZIL 1. Confederação Nacional do Comercio de Bens, Serviços E Turismo (CNC) 2. Empresa Municipal de Turismo de Belo Horizonte - Belotur (Municipal Tourism Office) 3. Sebrae - Serviço Brasileiro de Apoio Às Micro e Pequenas Empresas 4. Serviço Nacional de Aprendizagem Comercial	
	CANADA 1. Culinary Tourism Alliance 2. Thompson Okanagan Tourism Association 3. Tourism Industry Association of Canada 4. Université du Quebec a Montréal 5. World Centre of Excellence for Destinations	
	CHILE 1. Corporación Municipal de Turismo de Vicuña	

STATUS OF THE UNWTO AFFILIATE MEMBERSHIP
- BRAZIL



Current Affiliate Members from Brazil

- Confederação Nacional do Comercio de Bens, Serviços E Turismo (CNC)
- Empresa Municipal de Turismo de Belo Horizonte - Belotur (Municipal Tourism Office)
- Sebrae - Serviço Brasileiro de Apoio Às Micro e Pequenas Empresas
- Serviço Nacional de Aprendizagem Comercial

Key objectives of UNWTO Affiliate Membership in Brazil

- Despite the size of the Brazilian tourism sector, the number of Affiliate Members from the country is relatively small.
- Further promoting the involvement of the private sector in Brazil 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 Brazil's tourism sector along with enhancing business opportunities.

Targeted new Affiliate Members from Brazil

- RIOTUR (Re-admission)
- BRAZTOA (Re-admission)
- Associação Brasileira De Agencias De Viagens (Re-admission)
- São Paulo Turismo (SPTuris)
- Universidade de Sao Paulo





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

Sample activities by Affiliate Members in the Americas with the support of UNWTO



Taste of Place Summit (27-28 June 2023)
- Organized by AM Culinary Tourism Alliance (Canada)



1st Snow & Mountain Conference & Expo of the Americas (6-7 July 2023), organized by AM Cámara Argentina de Turismo

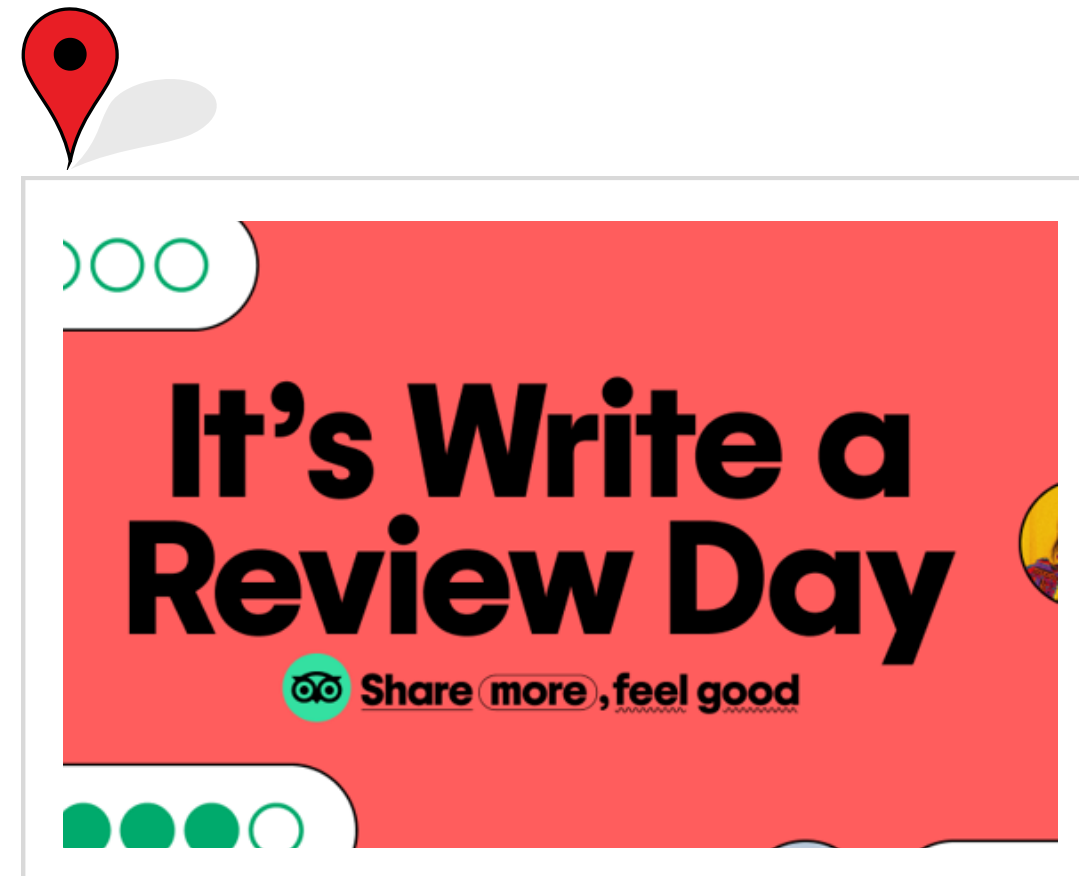


High-school Hospitality & Tourism Management (HTM), by AM American Hotel & Lodging Educational Institute (United States)

Sample activities by Affiliate Members in the Americas with the support of UNWTO



Upcoming 3rd Global Report on LGBT Tourism, with AM International LGBTQ+ Travel Association (United States)



Write a Review Day (September 2023), with AM Tripadvisor (United States)



TIAC Canadian Tourism Congress (21-22 November), by Tourism Industry Association of Canada

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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