



Survey Findings on Members' Priorities for the UNWTO Programme of Work (PoW) 2024-2025 and the Long-term Vision

Rationale of the Survey

- Define short and long-term approaches in terms of the sector's development vision and the required reforms for the Organization
- Identify member and non-member States' primary needs, challenges, and viewpoints for the UNWTO to address tailored services
- Consolidate feedback from the public sector and the industry stakeholders to reflect as a unified voice in the PoW

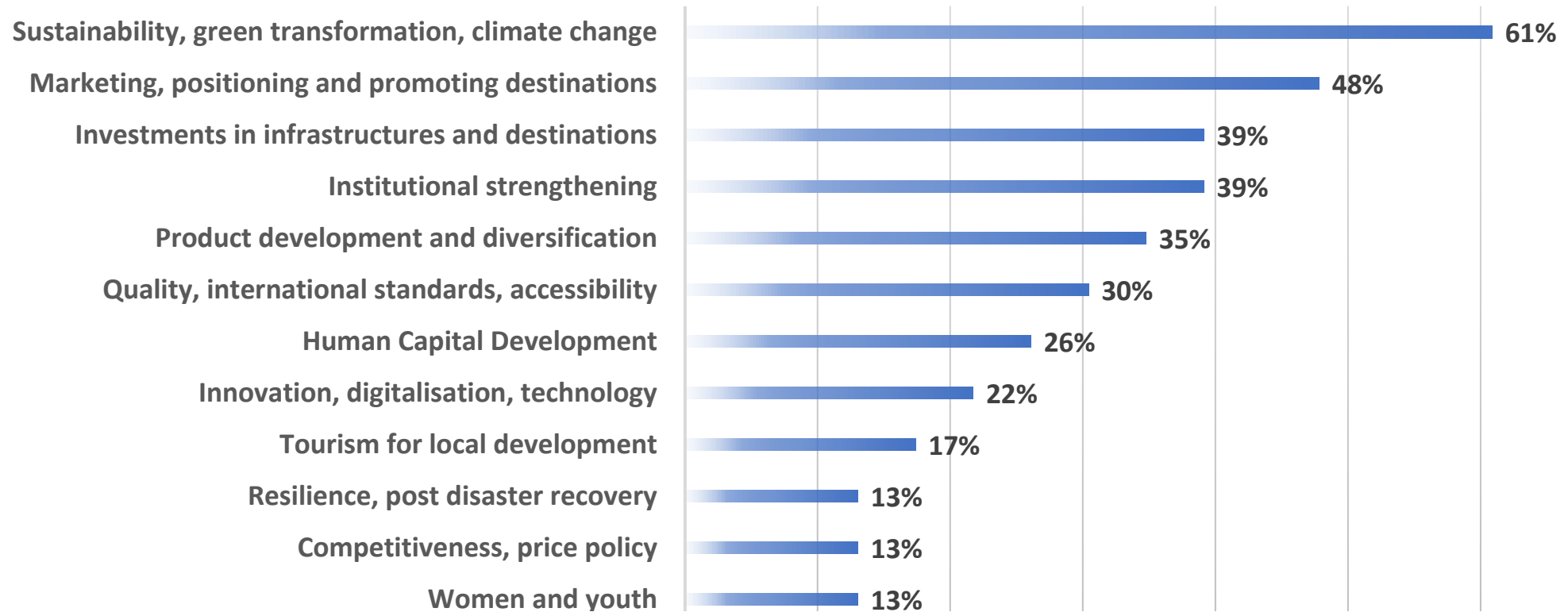
Characteristics of the Survey

- Planning and implementation phases and the rigor and transparent process
- Robust and reliable qualitative data derived and inductive method employed
- Closed and open-ended questions
- Diversity of focus: global, regional, sub-regional and national

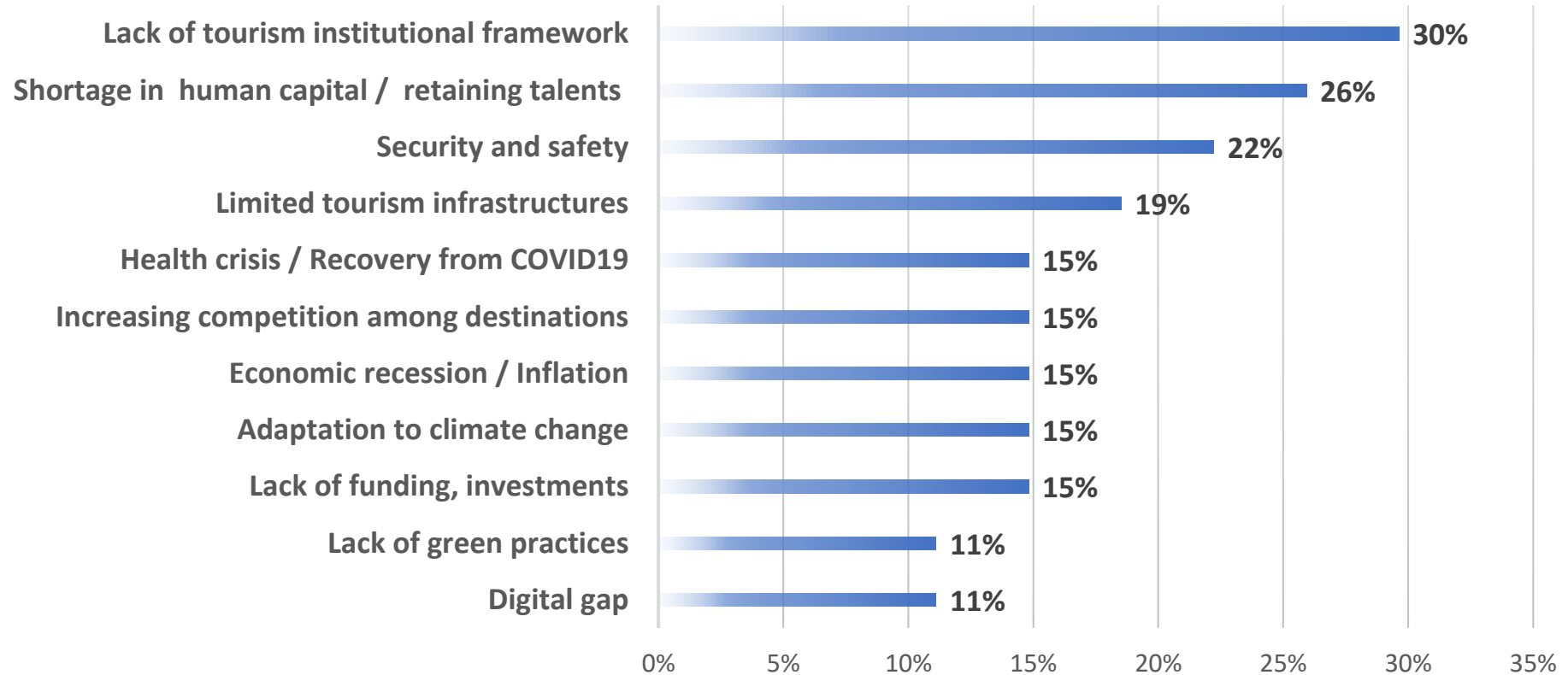
Level of Performance

- 132 Member States and 4 Associate Members
- 82% of coverage of the entire membership (Full and Associate)
- Contributions received from:
 - 23 American States and territories, i.e. 85%
 - 7 non-member States (worldwide)
 - Affiliate Members Board

Members Priorities for 2024-2025 (The Americas)



Short-term Challenges and Threats (The Americas)

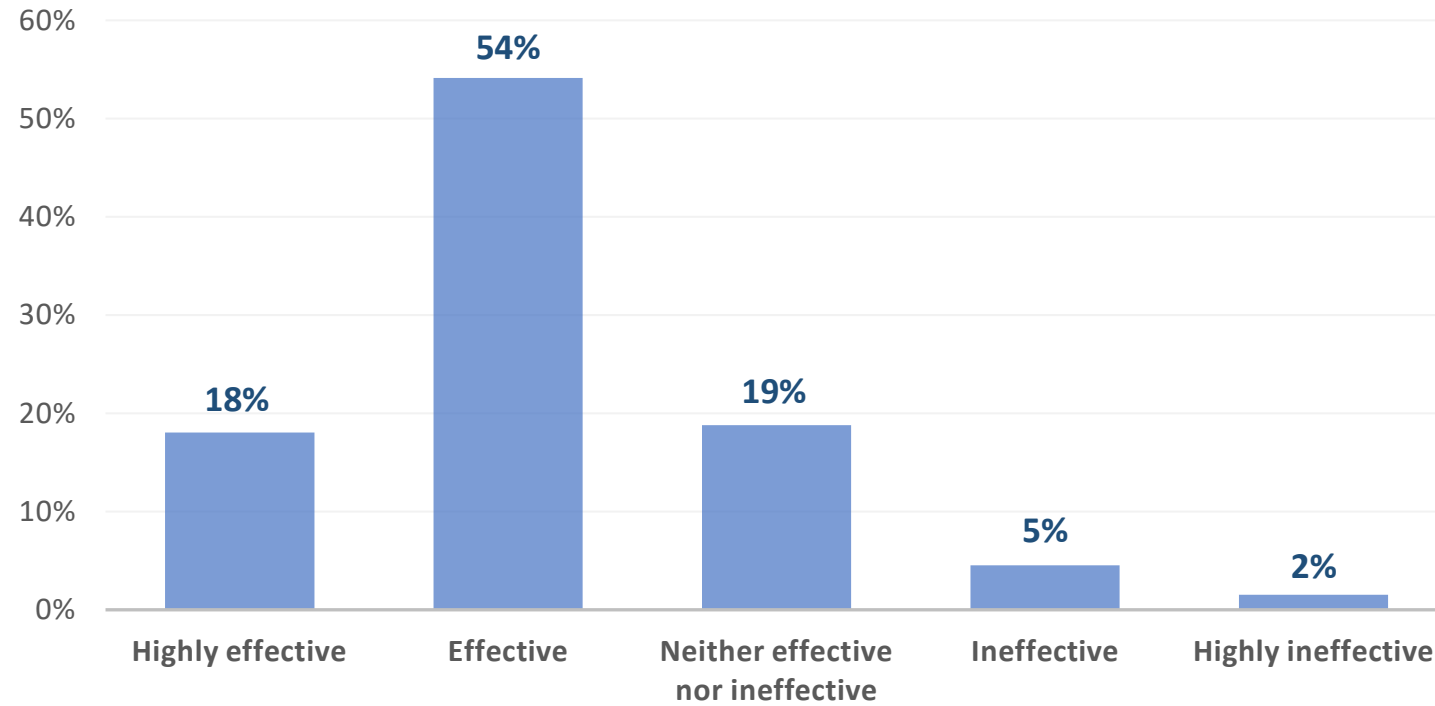


Opportunities for 2024-2025 (The Americas)

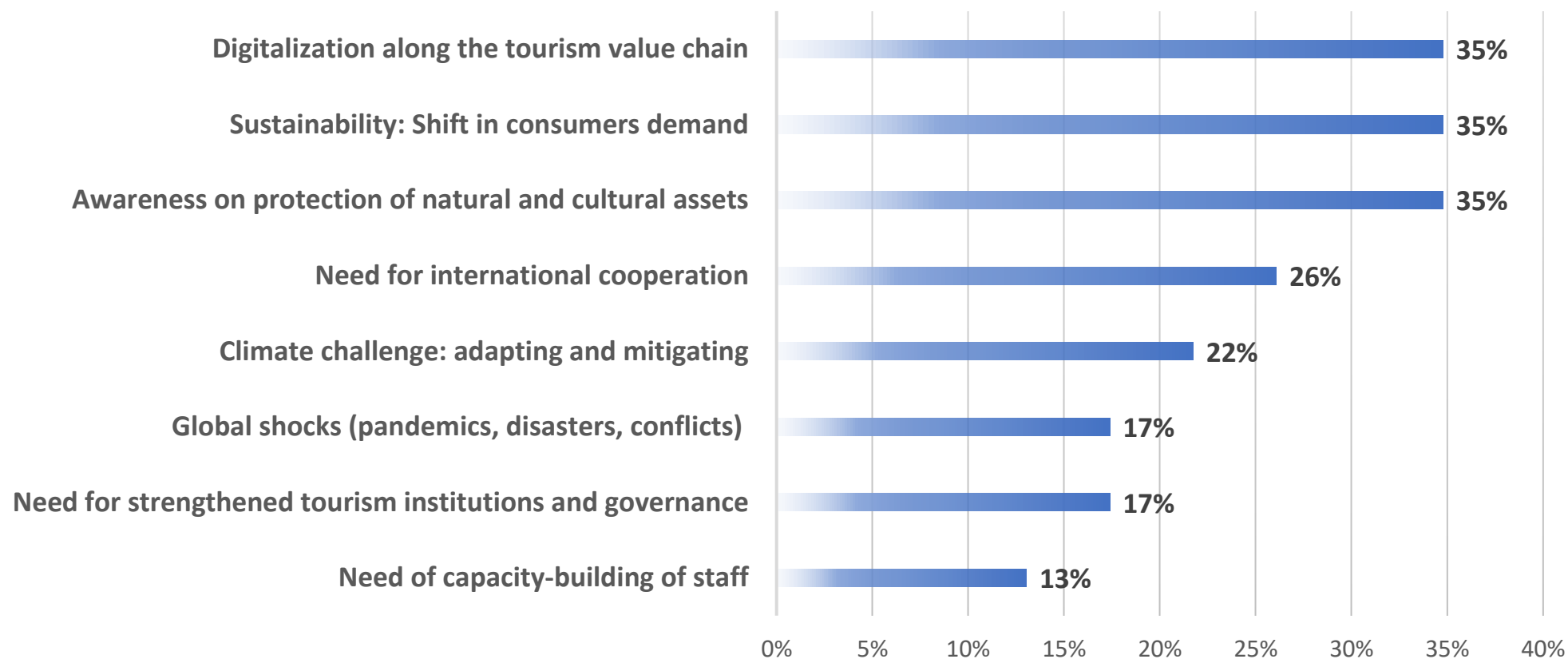
Strong potential: unique or unexplored natural or cultural assets	30%
Favourable investment, PPP and business environments	26%
Reform of tourism legal and policy framework or governance model	22%
Destination branding and positioning	19%
Growing demand for specific destinations and products	15%
Improvement of tourism infrastructures, notably to be climate resilient	15%
Road, sea and air connectivity	11%
Diversification / differentiation of tourism offer	11%
Raising quality (standards, labels)	11%



Measuring the UNWTO Effectiveness



The sector's long-term development patterns and challenges (The Americas)



The value of UNWTO in terms of outputs: Long-term approach

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- **Creating and disseminating knowledge: policy guidance, standards, regulatory frameworks, data, market intelligence**
 - Mainstreaming tourism in the global, regional and national agenda: Advocating the value of tourism on a political level and in different fora
 - Supporting Members in their efforts on the ground to develop and promote the tourism sector: technical cooperation, training, etc.
 - Building partnerships in tourism: Engaging with the private sector, NGOs, academia and research institutions, civil society and the UN system

Desirable Changes for the UNWTO's Internal and External Environments (The Americas)

More training and capacity-building courses on demand, including online	22%
Enhance cooperation among members (twin programs, networks, etc.)	22%
Expanding and decentralizing the Organization	22%
Specific technical assistance by experts	19%
Support resource mobilization for Members	19%
Deliver policy guidance, strategic advice to governments	19%
Adapt PoW according to regions and levels of development	19%
Apply innovation at Secretariat and support MS with its implementation	11%
More involvement of Members' delegates in activities	11%



Affiliate Members Survey for 2024-2025

A variant of the Survey adapted to the specific case of private and public local entities sent to the members of the Board of the Affiliate Members, to better incorporate in the future Programme of Work 2024-2025 the perspective of the private sector

Key desirable changes:

- Facilitating collaboration and partnerships
- Accelerating UNWTO decision-making process
- Better access to content of UNWTO activities and data

Opportunities:

- Growing demand for specific products
- Reshaping the business models into a more sustainable manner and improving the customer experience

An Extensive Consultative Process

