Dear Affiliate Members,

I am pleased to introduce you to a new edition of the Affiliate Members Newsletter. This monthly publication will inform you about the latest news, events, and initiatives related to your membership and our Affiliate Members network. Also included is the updated calendar of events for 2023, featuring the main UNWTO events and those carried out by our Affiliate Members, with the participation of the Affiliate Members Department or the UNWTO.

Regarding the upcoming UNWTO statutory/high-level meetings, please be aware that the meetings of the UNWTO Regional Commission are scheduled between June and July:

- **68th Meeting of the UNWTO Commission for Europe** and “Education and Skills in Medical and Wellbeing Tourism” Conference
- **49th Regional Commission for the Middle East** and “Medical and Wellness Tourism” Conference
- **The 35th Joint Meeting of the UNWTO Commission for East Asia and the Pacific & the UNWTO Commission for South Asia, the 55th UNWTO Commission for East Asia & the Pacific, the 59th UNWTO Commission for South Asia and the Conference on the International Code for the Protection of Tourists.** In this framework, we will hold the UNWTO Affiliate Members Roundtable: Public-Private Cooperation at the Core of Tourism Sustainable Development, on June 15.
- **68th Regional Commission for Americas** and Seminar on “Sustainable Investments: a Strategy Towards Competitiveness”
- **66th Regional Commission for Africa: Rethinking Tourism For Africa: Promoting Investment And Partnerships; Addressing Global Challenges**

Check out the AMConnected Platform to know more about the above-mentioned events.

I would also like to invite you to save the date for the **25th UNWTO General Assembly, 16-20 October**, in Samarkand, Uzbekistan, and the **44th Plenary Session of the Affiliate Members**, which will take place in the same context on 16 October. The latter is the most important statutory meeting for the UNWTO Affiliate Membership and will bring together once again Affiliate Members from all around the world to meet, discuss, share, and interact around a variety of topics and set the roadmap for the Affiliate Membership’s priorities for the next years.

The Affiliate Members Department will continue to collaborate and support the Affiliate Members' initiatives to the best of its capabilities. As usual, I am at your disposal and look forward to hearing any comments you might have.

Yours sincerely,
Ion Vilcu
The UNWTO Affiliate Members Department (AMD) fosters public-private cooperation in tourism and the synergies among Affiliate Members and Member States. Bringing together more than 450 private companies, associations, educational institutions, and DMOs, the UNWTO Affiliate Membership provides an unparalleled space for members 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 Nations' Sustainable Development Goals (SDGs).

**OUR MISSION**
Helping private entities to forge alliances, fostering dialogue and collaboration, as well as strengthen synergies between Member States and Affiliate Members to face the challenges of the tourism sector.

**OUR PURPOSE**
Supporting the development of the tourism sector by contributing to the achievement Sustainable Development Goals of the United Nations.

**OUR VALUE PROPOSITION**
Assisting our members in the development of a more inclusive, responsible, sustainable and accessible tourism industry.

**Main Objectives for the Membership**

1. **VISIBILITY**
Enhance the work of our Affiliate Members through the new communication channels

2. **NETWORKING**
Promote the creation of alliances among like-minded Affiliate Members and Member States around the world

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

4. **KNOWLEDGE**
Collect and share information, data, and research relevant to the Tourism Industry

5. **COOPERATION**
Foster collaboration in joint projects with the UNWTO and in business projects among Affiliate Members

6. **SUPPORT**
Offer institutional support and endorsement to promote new projects developed by the Affiliate Members

7. **DEVELOPMENT**
Create opportunities for new innovative business projects for Affiliate Members that will contribute to the sustainable development of the Tourism sector
## UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

### UNWTO GENERAL ASSEMBLY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Attendance</th>
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</thead>
<tbody>
<tr>
<td>16-20 Oct.</td>
<td>25th UNWTO General Assembly</td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
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### UNWTO PLENARY SESSION

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<th>Attendance</th>
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<tbody>
<tr>
<td>16 Oct.</td>
<td>44th AMs Plenary Session</td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
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### UNWTO EXECUTIVE COUNCILS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Attendance</th>
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</thead>
<tbody>
<tr>
<td>17 Oct.</td>
<td>119th Session of the UNWTO Executive Council</td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
</tr>
<tr>
<td>20 Oct.</td>
<td>120th Session of the UNWTO Executive Council</td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
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### UNWTO REGIONAL COMMISSIONS

<table>
<thead>
<tr>
<th>Date</th>
<th>Commission</th>
<th>Location</th>
<th>Attendance</th>
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</thead>
<tbody>
<tr>
<td>31 May-2 June</td>
<td>68th Regional Commission for Europe</td>
<td>Sofia, Bulgaria</td>
<td>In Person</td>
</tr>
<tr>
<td>7-8 June</td>
<td>49th Regional Commission for the Middle East</td>
<td>Dead Sea, Hashemite Kingdom of Jordan,</td>
<td>In Person</td>
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<tr>
<td>15-17 June</td>
<td>35th CAP-CSA, 55th CAP, 59th CSA</td>
<td>Phnom Penh, Cambodia</td>
<td>In Person</td>
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<tr>
<td>27-28 June</td>
<td>68th Regional Commission for Americas</td>
<td>Quito, Ecuador</td>
<td>In Person</td>
</tr>
<tr>
<td>26-28 July</td>
<td>66th Regional Commission for Africa</td>
<td>Mauritius</td>
<td>In Person</td>
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### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>10 Oct.</td>
<td>4th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</td>
<td>Online</td>
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### BOARD OF THE AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>6 Nov. (TBC)</td>
<td>59th Meeting of the Board of the Affiliate Members</td>
<td>WTM, London</td>
<td>In Person</td>
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</table>
### UNWTO/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>26-27 April</td>
<td>2nd World Sports Tourism Congress</td>
<td>Zadar, Croatia</td>
<td>In Person/Hybrid</td>
</tr>
<tr>
<td>27 Sept.</td>
<td>World Tourism Day</td>
<td>Riyadh, Saudi Arabia</td>
<td>In Person/Hybrid</td>
</tr>
<tr>
<td>5-7 Oct.</td>
<td>8th UNWTO World Forum on Gastronomy Tourism</td>
<td>San Sebastian, Spain</td>
<td>In Person/Hybrid</td>
</tr>
<tr>
<td>22-24 Nov.</td>
<td>7th UNWTO Global Conference on Wine Tourism</td>
<td>La Rioja, Spain</td>
<td>In Person/Hybrid</td>
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<td></td>
<td>WTM, London</td>
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### UNWTO AFFILIATE MEMBERS DEPARTMENT EVENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Format</th>
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<tbody>
<tr>
<td>15 June</td>
<td>UNWTO Affiliate Members Roundtable: Public-Private Cooperation at the Core of Tourism Sustainable Development</td>
<td>Phnom Penh, Cambodia</td>
<td>In Person</td>
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<tr>
<td>Oct. (TBC)</td>
<td>Session dedicated to Affiliate Members</td>
<td>Buenos Aires, Argentina</td>
<td>In Person</td>
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<tr>
<td>28 Oct. (TBC)</td>
<td>Session dedicated to Affiliate Members</td>
<td>Tourism Expo Japan, Osaka, Japan</td>
<td>In Person</td>
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<tr>
<td>Nov. (TBC)</td>
<td>Session dedicated to Affiliate Members</td>
<td>WTM, London</td>
<td>In Person</td>
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<tr>
<td>Organization</td>
<td>Dates</td>
<td>Event Description</td>
<td>Location</td>
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<tr>
<td>FIA</td>
<td>20-22 June</td>
<td>FIA Conference 2023</td>
<td>Cordoba, Spain</td>
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<tr>
<td>Atletico de Madrid &amp; EGEDA</td>
<td>23-28 June</td>
<td>MADCUP</td>
<td>Madrid, Spain</td>
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<tr>
<td>Culinary Tourism Alliance</td>
<td>27-28 June</td>
<td>Taste of Place Summit</td>
<td>Toronto, Canada</td>
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<tr>
<td>F.I.C.C.</td>
<td>28-29 June</td>
<td>1st F.I.C.C. World Camping Festival F.I.C.C. GA 2023 / 90th F.I.C.C. Years</td>
<td>Zadar, Croatia</td>
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<tr>
<td></td>
<td></td>
<td>Celebration / World Camping Day 2023</td>
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<tr>
<td>CAT</td>
<td>6-7 July</td>
<td>1ª Conferencia &amp; Expo Nieve y Montaña de las Américas</td>
<td>San Martin de los Andes, Argentina</td>
</tr>
<tr>
<td>SPET Turismo de Tenerife</td>
<td>23-28 July</td>
<td>Culture and Business Pride</td>
<td>Tenerife, Spain</td>
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<tr>
<td>Tripadvisor</td>
<td>Sept. (TBC)</td>
<td>Write a Review Day</td>
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<tr>
<td>Seoul Tourism Organization (STO)</td>
<td>Sept.</td>
<td>Thematic conference (TBC)</td>
<td>TBC</td>
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<tr>
<td>CETT</td>
<td>13 Sept.</td>
<td>Terres CHECK-IN International Hospitality Film Awards</td>
<td>Lloret de Mar, Spain</td>
</tr>
<tr>
<td>Universidad del Caribe</td>
<td>27-29 Sept.</td>
<td>Seminar &quot;Advances and challenges of the tourism sector in Quintana Roo: Horizon 2030</td>
<td>Quintana Roo, Mexico</td>
</tr>
<tr>
<td>Fundación Starlight</td>
<td>18-20 Oct.</td>
<td>VI Starlight International Meeting and IV Starlight Guides and Monitors Meeting</td>
<td>Cuenca, Spain</td>
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<tr>
<td>Event</td>
<td>Dates</td>
<td>Title</td>
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<tr>
<td>European Historic Thermal Towns Association</td>
<td>9-10 Nov.</td>
<td>International Congress on Thermal Tourism 2023</td>
<td>Nancy, France</td>
</tr>
<tr>
<td>FENALCO</td>
<td>15-18 Nov.</td>
<td>Congreso Internacional de Turismo de Experiencias y Expo-Experiencias</td>
<td>Santa Marta, Colombia</td>
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<tr>
<td>Tourism Industry Association of Canada</td>
<td>21-22 Nov.</td>
<td>TIAC Canadian Tourism Congress</td>
<td>Ottawa, Canada</td>
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<tr>
<td>World Leisure Organization</td>
<td>11-15 Dec.</td>
<td>17th World Leisure Congress</td>
<td>Dunedin, New Zealand</td>
</tr>
<tr>
<td>IATA International Air Transport Association</td>
<td>TBC</td>
<td>International Conference on Tourism and Aviation</td>
<td>TBC</td>
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<tr>
<td>Tourism Development Institute of Uzbekistan</td>
<td>TBC</td>
<td>Conference on Making tourism smarter: innovation and digital transformation</td>
<td>TBC</td>
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</table>
CONCLUSIONS OF THE 118TH SESSION OF THE UNWTO EXECUTIVE COUNCIL

The 118th session of the UNWTO Executive Council was hosted in Punta Cana, Dominican Republic, on 16-18 May. The Agenda included important topics related to Affiliate Membership and provided the opportunity to consolidate the Affiliate Membership as a pillar of the Organization.

On this occasion, the representative of the Board of Affiliate Members, Mr. Juan Arrizabalaga (IFEMA), shared with the Governments of the Member States:

- **The activities of the Board of Affiliate Members**: with focus on the main outcomes collected from the Survey on Members’ Priorities for the General Programme of Work (PoW) and Budget 2024-2025, and the progress of the implementation of the expansion strategy of the UNWTO Affiliate Membership.

- **The participation and engagement of the Affiliate Members in UNWTO activities**, including Affiliate Members’ most notable projects and innovative products featured at major international tourism fairs.

- **Priorities of the Affiliate Members for the upcoming period**: a closer cooperation between governments and the private sector for the achievement of a more sustainable and resilient tourism industry.

While the Report of the Committee on Matters related to Affiliate Membership (CMAM), presented by the Chair of the CMAM/Spain, focused on:

- **Progress report on the implementation of expansion strategy the Affiliate Membership**.

- **The Status of the Affiliate Membership and the review of the new candidatures for Affiliate Membership**.

- **The election process for Members of the CMAM for the term 2023-2027**.

In this framework, it has also established the dates for the 119th and 120th sessions of the Executive Council which will take place on 17 and 20 October 2023, respectively, in Samarkand, Uzbekistan, in the context of the 25th session of the UNWTO General Assembly.

You can find more information [HERE](#).
UNWTO WELCOMES 16 NEW AFFILIATE MEMBERS

UNWTO welcomed 16 new entities from the private sector into its growing network of Affiliate Members. The newly admitted members were confirmed during the 118th Session of the UNWTO Executive Council, held in Punta Cana, Dominican Republic.

The new members combine a wide range of profiles with different backgrounds and types of business:
- 4 DMOs,
- 6 for-profit companies,
- 4 associations and NGOs,
- 2 Universities.

Regarding their geographical distribution:
- 2 come from the Americas,
- 4 from Asia and the Pacific,
- 10 from Europe.

Under the current admission procedure, the candidatures were submitted for consideration and approval of the Executive Council after being previously reviewed and endorsed by the Committee on Matters related to Affiliate Membership, during its third meeting that took place on 11 May.

These candidatures will receive the final endorsement at the 25th session of the UNWTO General Assembly to be held on 16-20 October 2023, in Samarkand, Uzbekistan.

The UNWTO acknowledges the importance of public-private partnerships for the advancement of sustainable development in the tourism industry, with the growth of its Affiliate Members network by 16 new entities being a confirmation of this.

You can find more information [HERE](#).
THE COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP HOLDS ITS THIRD MEETING

The third meeting of the Committee on Matters related to Affiliate Membership (CMAM) has been held online on Thursday, 11 May.

The meeting, moderated by the Chair of the CMAM, Félix de Paz (Spain), began with updates on the activities of the Affiliate Membership.

For this point of the agenda, Mr. Ion Vilcu, Director of the UNWTO Affiliate Members Department, and Ms. Marina Šimun, representative of the affiliated entity Croatian National Tourist Board, presented respectively the 2023 Affiliate Members PoW and the conclusions from the recently held 2nd World Sports Tourism Congress, (Zadar, Croatia, 26-27 April 2023), jointly organized by the UNWTO, the government of Croatia through its Ministry of Tourism and Sport and Croatian National Tourist Board.

After this, followed a presentation delivered by a representative of the Affiliate Members Department on the results of the survey launched at the beginning of 2023 to collect valuable inputs from Affiliate Members for the drafting of the UNWTO General PoW for 2024-2025.

Another important point of the agenda was dedicated to the revision and approval of the 16 candidatures for Affiliate Membership, which have been consequently submitted for the approval of the 118th UNWTO Executive Council.

The final point of the agenda covered the election process for the Members of the CMAM for the term 2023-2027.

To conclude, the 4th meeting of the CMAM has been scheduled for Tuesday 10 October prior to the 25th UNWTO General Assembly.
The Affiliate Members Department will hold another online Induction Session to explain the benefits and resources of the Membership and welcome the newly admitted Affiliate Members.

*The Induction Session will be held in English on Wednesday, 28 June at 16:00h CEST.*

Representatives of the Affiliate Members Department will deliver a presentation covering the following topics:

- Structure of the UNWTO
- Role of the Affiliate Members Department
- Composition of the Board of Affiliate Members
- Committee on Matters Related to Affiliate Membership
- Use of the Logo
- Access to the E-Library
- Programme of Work
- Opportunities for participation in UNWTO events and activities
- How to use the AMConnected platform

At the end of the session, participants will have the opportunity to clarify their doubts or ask questions during the dedicated Q&A.

Participation in the session is open to all Affiliate Members and it is particularly recommended to those who recently joined the network as it provides important information on how to make the best out of the Membership.

For more information and to register to this session click [HERE](#).
UNWTO PARTicipates AT THE ToSEE 2023 “Engagement & Empowerment: A Path Towards Sustainable Tourism”

The UNWTO supported the Affiliate Member, University of Rijeka at its 7th International Scientific Conference, Tourism in Southern and Eastern Europe hosted in the Faculty of Tourism and Hospitality Management in the beautiful city of Opatija, Croatia on 25 May 2023.

This international Conference, ToSEE 2023, brought together academics, policymakers, and tourism stakeholders to identify innovative solutions for sustainable tourism development.

Together with the Rector of the University and the Dean of the Faculty of Tourism and Hospitality Management, the representative of the UNWTO Affiliate Members Department offered a welcome message to the participants of this 7th edition.

Likewise, the representative of the UNWTO had the opportunity to intervene as a key speaker on the topic “Sustainable Tourism Development: Worldwide Post-Pandemic Recovery & New Trends in Tourism”. At this international event the Affiliate Member, Technische Hochschule Deggendorf (THD) was also one of the main speakers on the subject of “The forest as a driving force for the development of sustainable tourism”.

This edition of the Conference served as the perfect context to exchange innovative solutions for improving the sustainable development of tourism.

You can find more information HERE
SCOTLAND’S JOURNEY TO NET ZERO:
DELIVERING CLIMATE ACTION IN TOURISM

On 16 May, the Affiliate Member VisitScotland hosted the event “Delivering Climate Action in Tourism” in the Scotland House Brussels (Belgium).

Representing the UNWTO, a member of the Affiliate Members Department has been invited to this in-person event.

At the event, the perspectives ahead for tourism have been analyzed by the Chairman of VisitScotland, Lord Thurso. Moreover, VisitScotland’s Senior Responsible Tourism Manager provided information on the impressive actions taken by Scotland to become more sustainable.

Some of the ways VisitScotland has worked to support the industry in its journey to net zero have been through:

- The EV Charge Point Fund
- The Green Accreditation Fund
- The Climate Action Tool
- Staff Education

The event made clear one of the most critical points - the need to change the attitudes of the industry and visitors - for sustainable tourism to prevail. To further emphasize this, Visit Scotland encouraged other organizations to join the movement for sustainability by signing the Glasgow Declaration.

The representative of the UNWTO invited had the opportunity to discuss these topics with some of the UNWTO Members attending, such as NECSTouR, ISTO, and Visit Flanders.

You can find more information HERE
SAVE THE DATE

UNWTO 25th GENERAL ASSEMBLY

SAMARKAND, UZBEKISTAN, 16-20 OCTOBER 2023

SAVE THE DATE

UNWTO 44th AFFILIATE MEMBERS PLENARY SESSION

SAMARKAND, UZBEKISTAN, 16 OCTOBER 2023
UNWTO EXECUTIVE COUNCIL MEETS IN PUNTA CANA

With global tourism on track to reach pre-pandemic levels by the end of the year, UNWTO convened its Executive Council to advance plans to place education, investments and sustainability at the centre of the sector's future.

Secretary-General Zurab Pololikashvili said: “In 2022, UNWTO asked the world to “rethink tourism”. Now it’s time to put those plans into action. Building a more sustainable, resilient and inclusive tourism sector will require more and better-targeted investments, skilled workers and more innovation. UNWTO is working closely with our Member States to make significant progress in all these areas and we leave Punta Cana with a clear focus around shared goals and a shared vision for our sector.”

UNWTO welcomed delegations from 40 countries to its Council meeting, with the highlevel political support reflecting tourism’s heightened relevance, including 30 Council members.

On this occasion, Secretary-General Pololikashvili was awarded the Association of Hotels and Tourism of the Dominican Republic’s “Champion of Tourism” recognition for his leadership of the sector and friendship of the country.

The UNWTO Secretary-General gave Member States an overview of the Organization’s work since the previous Executive Council as well as UNWTO’s priorities looking ahead, an overview of UNWTO’s key achievements around its main priorities (investments, education, and jobs, innovation, and tourism and rural development), plans to open new Regional and Thematic offices, and new approaches to tourism governance.

On the eve of the Executive Council, UNWTO participated in an International Forum on Sustainable Tourism organized by the Dominican Republic. Within the framework of the Executive Council, UNWTO held the first-ever Thematic Session on tourism communications and its role in building a new narrative focused on the sector’s importance for economic development and social opportunity.

You can find more information HERE
UNWTO HIGHLIGHTS

TOURISM ON TRACK FOR FULL RECOVERY AS NEW DATA SHOWS STRONG START TO 2023

The second UNWTO World Tourism Barometer of the year shows that the sector’s swift recovery has continued into 2023:

- Overall, international arrivals reached 80% of pre-pandemic levels in the first quarter of 2023.
- An estimated 235 million tourists travelled internationally in the first three months, more than double the same period of 2022.
- Tourism has continued to show its resilience. Revised data for 2022 shows over 960 million tourists travelling internationally last year, meaning two-thirds (66%) of pre-pandemic numbers were recovered.

Recovery by Region in Q1 2023:

- The Middle East saw the strongest performance as the only region exceeding 2019 arrivals (+15%) and the first to recover pre-pandemic numbers in a full quarter.
- Europe reached 90% of pre-pandemic levels, driven by strong intra-regional demand.
- Africa reached 88% and the Americas about 85% of 2019 levels.
- Asia and the Pacific accelerated its recovery with 54% of pre-pandemic levels, but this upward trend is set to accelerate now that most destinations, particularly China, have re-opened.

UNWTO Secretary-General Zurab Pololikashvili says: “The start of the year has shown again tourism’s unique ability to bounce back. In many places, we are close to or even above pre-pandemic levels of arrivals. However, we must remain alert to challenges ranging from geopolitical insecurity, staffing shortages, and the potential impact of the cost-of-living crisis on tourism, and we must ensure tourism’s return delivers on its responsibilities as a solution to the climate emergency and as a driver of inclusive development.”

The Q1 2023 results are in line with UNWTO’s forward-looking scenarios for the year which project international arrivals to recover 80% to 95% of pre-pandemic levels. UNWTO’s Panel of Experts expressed their confidence in a strong peak season (May-August) in the Northern Hemisphere, reflected in the latest UNWTO Confidence Index which indicates performance for the period is on track to be even better than 2022.

You can find more information HERE
UNWTO has welcomed the end of the public health emergency phase for COVID-19 with a summary analysis of the travel restrictions introduced in response to the pandemic. The decision by the World Health Organization (WHO) to determine that COVID-19 is now an established and ongoing health issue which no longer constitutes a public health emergency of international concern represents a major milestone in the global effort to combat the virus. In this context, UNWTO has released its analysis of both the introduction and lifting of travel restrictions during all stages of the pandemic’s emergency phase. “The end of COVID-19 travel restrictions: Summary of findings from the COVID-19 related travel restrictions reports”, highlights key findings of the 11 reports published by the United Nations Specialized Agency for tourism on the issue.

Throughout the COVID-19 pandemic, these reports provided the global tourism sector with timely guidance and assessments on travel restrictions and examined factors influencing those restrictions.

This allowed for a deeper analysis of the relationship between travel restrictions and sustainability issues.

UNWTO Secretary-General Zurab Pololikashvili says “We welcome WHO’s decision to end the emergency status for COVID-19. This is an important signal and a moment to stand back and reflect on how we can overcome challenges only in a collaborative manner. We must ensure that we learn the lessons from this phase of the pandemic, including the ones on travel restrictions. This new UNWTO report will help in this endeavor and be another milestone in UNWTO’s actions that guided the sector through these unprecedented times.”

The findings reveal a diverse response from destinations worldwide on travel restrictions. They show that those with better environmental performance, higher health and hygiene standards, and a greater reliance on tourism tended to lift travel restrictions earlier, which allowed for faster recovery in terms of international tourist arrivals.

You can find more information HERE.
UNWTO HIGHLIGHTS

**DR. JIGANG BAO WINS UNWTO ULYSSES PRIZE FOR EXCELLENCE IN TOURISM SCHOLARSHIP**

Dr. Jigang Bao has been named as the winner of the 16th Ulysses Prize, awarded by UNWTO for excellence in the creation and dissemination of knowledge in tourism.

As Professor and Director of the Center for Tourism Development and Planning Research at Sun Yat-sen University in Guangzhou, China, Dr. Bao has played an instrumental role in growing domestic tourism in both size and significance and in establishing his country as a leading tourism destination. Alongside his pioneering role in advancing tourism education and research across China, Dr. Bao also serves as the Director of the UNWTO Monitoring Center for Sustainable Tourism Observatories and has been engaged as an expert consultant for numerous destinations and projects, with a particular focus on theme parks, urban tourism, and community participation.

The formal presentation of the Ulysses Prize will be made at the 25th session of the UNWTO General Assembly, to be held in Samarkand, Uzbekistan (16-20 October).

Here, Dr. Bao will join a long list of Ulysses Prize Laureates recognized by the United Nations specialized agency for tourism for their vital contributions to knowledge creation and education. Among the 11 criteria for the Prize are demonstrated excellence and originality of scholarship, academic leadership in their chosen field, a record of supporting sustainability, inclusiveness and innovation through their work, as well as serving as a role model to present and future generations of tourism scholars and leaders.

Dr. Bao was selected according to the established long practice of the Prize. The selection process was conducted in a rigorous, transparent and unbiased manner and an extensive evaluation was made by Previous Laureates of the Prize. Dr. Bao was then recommended to the UNWTO Secretary-General by the special Ulysses Prize Coordinating Committee, composed of three previous Laureates and one representative of UNWTO in his capacity as ex-officio.

You can find more information [HERE](#).
UNWTO HIGHLIGHTS

UNWTO IDENTIFIES PRIORITIES FOR BOOSTING RURAL TOURISM POTENTIAL

UNWTO has launched a new report to determine the status of rural tourism in its Member States and identify the main challenges and opportunities of tourism as a driver for rural development from a policy perspective. “Tourism and Rural Development: A Policy Perspective - Results of the UNWTO Survey on Tourism for Rural Development to Member States” represents the first baseline document of UNWTO on tourism and rural development with the participation of Member States worldwide.

Key Findings: Rural Tourism for Opportunity

- More than half of all Member States (59%) stated that rural tourism is a priority
- Almost all Member States (96%) foresee a better future for rural tourism in the upcoming years
- The creation of new jobs, improvement of livelihoods and fighting depopulation were the most frequently-cited opportunities offered by tourism for rural areas
- Member States also identified the conservation and promotion of cultural heritage and environmental protection as among the biggest potential benefits of rural tourism

Main Challenges in Rural Areas

- The “infrastructure gap” in rural areas.
- Rural depopulation. Seasonality and farming product competitiveness add to this challenge, increasing the instability of rural businesses.
- The lack of education and training.
- Other challenges include limitations in accessing financial systems, restrictions in the development of innovative tourism products in rural areas, managing the impacts of degradation of natural resources, and limitations in handling data, digitalization, and knowledge management.

In terms of how tourism can help in supporting the Sustainable Development Goals (SDGs), UNWTO Member States emphasized the potential of rural tourism for advancing SDG 8, SDG 1, SDG 11 and SDG 5.

The report was launched during the 118th Session of the UNWTO Executive Council in Punta Cana, Dominican Republic and it forms part of the work of UNWTO’s Tourism for Rural Development Programme.

You can find more information HERE.
UNWTO HIGHLIGHTS

WORLD COMMITTEE ON TOURISM ETHICS ADVANCES RESPONSIBLE AND INCLUSIVE TOURISM

The World Committee on Tourism Ethics (WCTE) has met again to advance its work around inclusive and decent work in tourism, environmental sustainability, intercultural dialogue, and digital transformation.

The World Committee on Tourism Ethics - a subsidiary body of the UNWTO General Assembly - is an independent and impartial body responsible for interpreting, applying and evaluating the provisions of the UNWTO Global Code of Ethics for Tourism. The current World Committee on Tourism Ethics is made up of: Chair: Phumzile Mlambo-Ngcuka; Full Members: Meyada Belal, José Ignacio Besga Zuazola, Luis Fernando Jiménez Guzman, Sue Longley, Lawal Mohammed Marafa, Hiroaki Matsuura, Daniela Otero, Gabriela Tigu and Alternate Members: Gunnur Diker, Shahid Hamid Fih and Marina Novelli.

Opening the meeting, WCTE Chair, Dr. Phumzile Mlambo-Ngcuka said: “Yesterday we celebrated World Day for Cultural Diversity for Dialogue and Development.

What a better way to celebrate it than by highlighting the big role of ethical tourism in the promotion of cultural identity and expression?”

UNWTO Executive Director Zoritsa Urosevic added: “This month, the World Health Organization declared the COVID-19 global health emergency over. The tourism sector is set to consolidate its recovery reaching 80 to 95% of its pre-pandemic international tourist arrival figures. This reflects that, while the world faces a global crisis, everything is temporary, and challenges, can be turned into opportunities.”

With a view to ensure continuity of the work of the Committee, the membership of the Committee will be renewed by half every two years. The 25th UNWTO General Assembly to be held in October 2023 in Samarkand, Uzbekistan, will be called upon to appoint 4 WCTE full members. UNWTO Member States, Associate Members and Affiliate Members can send in the nomination of their candidates by 9 June 2023.

You can find more information HERE.
ABTA LAUNCHES THE 2023 EDITION OF THE TOURISM ACCOMMODATION HEALTH & SAFETY TECHNICAL GUIDE

Good management of health, safety and security is a fundamental part of delivering fantastic travel experiences.

ABTA – The Travel Association has been working with a range of external experts and travel providers to review, update and publish the 2023 edition of its Tourism Accommodation Health & Safety Technical Guide.

Also widely known as the ‘ABTA Blue Book’, it’s the only book of its kind that brings together good health, safety and security practice from around the world and is designed to offer a suggested pragmatic approach that accommodation providers can follow when developing their own safety and risk management processes.

The content covers a breadth of health and safety topics including health and safety risk management; fire, pool, water and food hygiene safety; security; waterparks; fuel and energy management; transport; legionella; incident management; and natural disasters.

The broad nature of the subject matter means there is a wide range of accommodation and tourism staff who can benefit from the insight and information provided. The guide is now in its fifth edition and is a great example of the leading role ABTA plays - working with members, destination governments, tourist boards, accommodation, transport and other tourist services overseas - to help improve health and safety standards for the benefit of travellers, tourism accommodation staff and local people.

The guide is not intended to supersede or replace local law or regulations with regards to safety, health, hygiene and security, but can be used by accommodation providers to assist in the development of their own safety and risk management programme, in conjunction with their programme for compliance with local, regional and national safety legislation.

The guide is available in English and is currently being translated into eight further languages – Arabic, French, German, Greek, Italian, Portuguese, Spanish and Turkish.

For more information on how to access the guide please contact destinations@abta.co.uk
ZAGREB CLASSIC, JUNE 21 – JULY 1

Heavenly sounds under open skies

Zagreb Classic open air festival is truly an experience for all classical music lovers. First-class musicians from Croatia and all over the world will perform the best of classical music from 21 June to 1 July for citizens of Zagreb and their guests, on a unique stage under the stars and one of Zagreb’s most beautiful squares – King Tomislav Square.

The works of Croatian and international composers are performed for classical music lovers, and those who are about to become one, by the synergy of talented artists who performed on prestigious stages all over the world. But the one in Zagreb is, however, something special. Zagreb Classic is loved by many for the same reasons, though from different perspectives: because of the carefully selected program, beautiful ambience and that much important chemistry between the music, performers, audience and city atmosphere.

And one more thing: unlike the usual music halls, for this occasion you will wear sports or casual clothes and find your spot at free concerts on the grass. Enjoy sharing with others the experience of outstanding music in a truly special setting, overlooking the starry sky, beautiful flowers and the city lights. Being in the very center of the city, and yet, driven by music, you are so far away from everyday city life...

Zagreb Classic open air has been held since 2016, and among artists and music lovers it enjoys the cult status, further reinforced by this year’s edition. All concerts begin at 9 pm and the entry is free. Find out more: https://www.infozagreb.hr/zagreb-classic

Welcome!
Affiliate Members News

Welcome of Abas Abad Eco Park to International Bilateral Cooperation

Abas Abad Eco Park is one of the most famous and most visited sightseeing spots in the capital of Iran, which covers 560 hectares.

This group has many national and international capacities and can play an essential role in developing diplomacy and urban tourism as the only representative of Tehran Municipality in UNWTO.

In the planned development program, Abas Abad Eco Park is an environment for recreational activities based on social innovations and creative tourism, which is accompanied by environmental issues and its various aspects, and necessary training is provided.

Based on this program, a delegation from the Moscow City Tourism Committee visited Abas Abad Eco Park in July 2022, and the parties called for the consolidation and expansion of these relations within the framework of joint cooperation between Tehran and Moscow, including the sisterhood agreement between these two cities in 2015.

For this purpose, during the recent visit of Abas Abad Renovation Company to Moscow, a Memorandum of Understanding was signed between Abas Abad Eco Park and Moscow's VDNH Park, which is one of the most famous parks in the Russian Federation.

This MOU between Mohammad Hossein Hejazi, CEO of Abas Abad Renovation Company, and Sergey Shogurov, director of VDNH Park, aims to cooperate in holding cultural, social, artistic, and tourism events, develop urban knowledge-based services and cooperation in joint technology projects to make amusement parks more attractive and turn them into multi-dimensional and tech-oriented theme parks, was signed.

Abas Abad Renovation Company hopes that by developing international cooperation in the future and using the capacity of international organizations such as UNWTO, it can play a good role in the development of diplomacy and urban tourism in Tehran. Accordingly, it is ready to welcome the opinions and constructive cooperation of UNWTO Affiliate Members regarding the development of bilateral cultural exchanges and cooperation.
TORRES VEDRAS WANTS TO ATTRACT TOURISTS TO LIVE THE GOOD MOMENTS OF LIFE

Torres Vedras presented, in May 2023, the new Tourism Strategic Development and Marketing Plan for the destination (PEDMT 2028), which was developed by IPDT – Tourism. The project had the direct participation of local economic agents.

**Positioning, betting products and development model**

PEDMT 2028 intends to position Torres Vedras as the best destination to unwind and enjoy the good times of life, enhancing its image of urban rurality, less than 1 hour from Lisbon.

Priority was given to five anchor products, with different levels of maturity and potential growth. To work with these products, it was proposed to create seven clusters aimed at structuring the offer in specific areas, which will be made up of a municipal manager and the economic agents that operate in these areas.

**Audience attraction strategy**

PEDMT 2028 defined 4 levels of betting markets, with the greatest effort being directed to levels 1 and 2 (strategic markets), where the destination will reinforce its bet, as they are markets with a greater willingness to travel to Torres Vedras (accessibility, interests, travel history...). This includes Germany, the United Kingdom, the United States, France, Portugal, and Spain. Markets at levels 3 and 4 are considered complementary and have moderate or punctual bets.

Based on the motivations and travel behaviors of the markets, 9 visitor segments were identified that the destination will seek to attract (eg. Young Wine Lovers, Newly Arrived, History Enthusiast), in a targeted communication perspective based on a differentiated dynamic in digital channels. To qualify and communicate the destination, 43 actions were prioritized, in 4 areas of intervention, which will allow Torres Vedras to differentiate itself and consolidate its position with strategic audiences, ensuring that the entire territory benefits from tourism.
TOUROMETER serves as a public policy decision support system to understand public voices in a timely and ongoing manner. The results of the study show that it is important to balance the interests of residents and tourists to achieve social sustainability. As a useful tool for various tourism stakeholders, the TOUROMETER allows individuals' opinions to be heard promptly so that they can be used to inform public policymaking; industry practitioners to recognise social issues, and manage risks and opportunities effectively; and government to monitor public opinions holistically, and formulate or amend policies timely.

“This study provides important information to better enable the Hong Kong government to effectively support the sustainable development of Hong Kong’s tourism industry”, said Professor Cathy Hsu, Principal Investigator and SHTM Chair Professor. “The SHTM is proud to be able to support the development of the tourism industry in this significant way.”

VAI TURISMO 2.0 MONITORS PUBLIC POLICIES, PROJECTS AND ACTIONS FOR BRAZILIAN TOURISM

Vai Turismo – Rumo ao Futuro, project of the National Confederation of Trade in Goods, Services and Tourism (CNC), is an initiative to support and stimulate the implementation of public policies in favor of Brazilian tourism. At the national level, it has become a great movement of mobilization and connection of the main actors and institutions, reinforcing tourism as an important economic activity, essential for the Brazil's sustainable development.

In 2022, Vai Turismo succeeded in delivering proposals for tourism public policies to all candidates for the Brazilian states Governments to the Presidency of Republic. As a result, 100% of the government plans of the elected candidates in Brazil include proposals for tourism, which is unprecedented in the country.

Now, CNC, through its Tourism and Hospitality Business Council (Cetur), responsible for operationalizing the actions, will start the second part of the project. In 2023, the movement will monitor the implementation of public policies, projects and actions for the sector in all federative units, in addition to measuring the impact that this policy or action is generating for the socioeconomic and sustainable development of tourism at the state and national level.

CNC believes that the development of Vai Turismo will be used to generate an analysis of the impact of tourism in the states and in the country, which can strengthen the segment, assist in the convergence of initiatives between states and national policies and generate indicators that will serve as a subsidy for the next elections, with the idea that this movement does not end in a single management, but to be renewed every 4 (four) years.
The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

Contact us at: am@unwto.org