66th Meeting of the UNWTO Commission for Africa
- 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: 252 / 58%
- Americas: 85 / 20%
- Asia and the Pacific: 62 / 14%
- Middle East: 18 / 4%
- Africa: 15 / 4%

Africa: countries ranking by number of Affiliate Members:
- South Africa: 4
- Angola: 2
- Kenya: 2
- Côte d’Ivoire: 1
- Ghana: 1
- Equatorial Guinea: 1
- Eswatini: 1
- Morocco: 1
- Nigeria: 1
- Uganda: 1

Total: 432 Entities
Data updated as of July 2023
Affiliate Membership in Numbers

Breakdown by Business Type

- Education & research institutes: 113 (26.2%)
- Associations & NGOs: 112 (25.9%)
- Destination management organizations (DMOs): 101 (23.4%)
- For profit companies: 99 (22.9%)
- Other: 7 (1.6%)

Total: 432 Entities

Data updated as of July 2023
The newly admitted Affiliate Members from Africa

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

- Hospitality and Tourism Association of Eswatini
- Johannesburg Tourism Company
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 Africa without Affiliate Members: Algeria, Benin, Botswana, Madagascar, Mauritius, Mozambique, Democratic Republic of Congo, Seychelles, Tanzania, Tunisia.
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.
Activities organized by the Affiliate Members Department

57TH MEETING OF THE BOARD OF AFFILIATE MEMBERS
9 NOVEMBER 2022, WTM, LONDON, UNITED KINGDOM

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 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;

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
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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