Agenda item 12(a)
Report of the Chair of the Affiliate Members

A/25/12(a)
Madrid, 14 September 2023
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Executive summary
This report presents an analysis of the current situation and the initiatives carried out by the Board Members and the Affiliate Members since the 24th General Assembly in Madrid, Spain (December 2021), up to the date of this report (August 2023).

The Affiliate Membership- as representative of the private sector- stands ready to and to share with the Governments of the Member States their proposals and expertise on priority topics of the Organization and of the tourism industry.

The Chair of the Affiliate Members invites the General Assembly to acknowledge the proposals and initiatives included in this report with the aim to improve the cooperation between the Member States and the Affiliate Members for the recovery of the global tourism industry.

These different initiatives contribute to the practical application of public-private collaboration by way of encouraging interaction and networking, as well as the exchange of knowledge and innovative initiatives, with the ultimate goal of achieving the strategic objective established by the Secretary-General of consolidating the Affiliate Membership as an essential asset of the Organization.

Action by the General Assembly

DRAFT RESOLUTION

The General Assembly,

Having examined the Report of the Chair of the Affiliate Members,

1. Thanks the Chair of the Board of Affiliate Members for her report and congratulates the Members of the Board and the Affiliate Members for their activities;

   Takes note of the information presented concerning the outcomes of the 44th Plenary Session of the Affiliate Members

2. Expresses its appreciation for the close cooperation between the Board of the Affiliate Members and the Committee on Matters related to Affiliate Membership (CMAM);

3. Thanks the Affiliate Members for their active participation to the elaboration of the UNWTO Programme of Work 2024-2025 and encourages the Affiliate Members to contribute on the achievement of PoW’s objectives and programmatic priorities;

4. Welcomes the initiatives of Affiliate Members aimed to contribute to the transformation of the tourism industry; and

1 This is a draft resolution. For the final decision adopted by the Assembly, please refer to the Resolutions document issued at the end of the session.

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations
5. *Requests* the Secretary-General to strengthen the cooperation of Affiliate Members with Member States.
I. Activities of the Board of Affiliate Members

1. As Article 6(3) of the Rules of Procedure of the Committee of Affiliate Members indicate, the Chair of the Board shall report to the General Assembly on the activities of the Affiliate Members and on points of interest for the discussion, definition and execution of the general Programme of Work for the Affiliate Members.

2. The Affiliate Members elected in December 2021 their new representatives in the AM Board, whose composition is attached to the present report. The new AM Board took office on 20 January 2022, for a four-year mandate. On said occasion the following authorities of the Board were elected:

   Chair: Asociación Empresarial Hotelera de Madrid (Spain)
   First Vice-Chair: Cámara Argentina de Turismo (Argentina)
   Second Vice-Chair: Chameleon Strategies (Thailand)

3. In January 2022, the elected Chair of the AM Board has celebrated a coordination meeting with the UNWTO Secretary General, at the Headquarters of the Organization, with the objective to establish the best ways to work together to strengthening the public-private partnership and cooperation between the Member States and the Affiliate Members, to reinforce the contribution of the affiliated entities to achieve a stronger, more resilient and sustainable tourism, after the unprecedented impact of the COVID19 pandemic.

1. Since the 24th General Assembly in Madrid, Spain, in December 2021, the Board of the Affiliate Members has held the following statutory Board meetings:
   a. 55th Board Meeting – Madrid, 20 January 2022 (in hybrid format, in person & on-line)
   b. 56th Board Meeting – Madrid, 24 May 2022 (hybrid format)
   c. 57th Board Meeting – London, 9 November 2022 (hybrid format)
   d. 58th Board Meeting – Madrid, 19 January 2023

2. The Board of the Affiliate Members continued to prioritize its institutional participation and effective engagement in the UNWTO ministerial meetings, as an ideal framework to share with the Governments of the Member States relevant proposals and innovative initiatives on priority topics for the Organization and of the tourism industry.

3. Since the 24th Session of the General Assembly, the Affiliate Members’ representatives have participated in the following UNWTO statutory meetings:
   a. Participation of the Chair of the AM Board in the Extraordinary UNWTO General Assembly, held in Madrid on 27-28 April 2022.
   b. Participation of the Chair of the AM Board in the 2nd Emergency Session of the Executive Council, held in Madrid on 8 March 2022.
   c. Participation of the company Red Sea Global (Kingdom of Saudi Arabia), a member of the Board, as institutional representative of the Board of the Affiliate Members, in the 116th Session of the Executive Council (Jeddah, Saudi Arabia, 7 June 2022); in the 48th Meeting of the Regional Commission for the Middle East (Cairo, Egypt, 28 March 2022) and in the 49th Meeting of the Regional Commission for the Middle East (Jordan, Dead Sea, 7-9 June 2023).
   d. Participation of the Chair of the AM Board in the 117th Session of the Executive Council (Marrakesh, Morocco, 23-25 November 2022).
   e. Participation of the member of the company IFEMA (Spain), a member of the Board, as institutional representative of the Board of the Affiliate Members, in the 118th Session of the Executive Council (Punta Cana, Dominican Republic, 16-18 May 2023) and in the 66th Meeting of the UNWTO Regional Commission for Africa (27-28 July 2023, Mauritius).
   f. Participation of the organization Camara Argentina de Turismo (Argentina), 1st Vice-Chair of the AM Board, as institutional representative of the Board of the Affiliate Members, in the 67th Meeting of the Regional Commission for the Americas (Punta del Este, Uruguay, 19 May 2022) and in the 68th Meeting of the Regional Commission for the Americas (Quito, Ecuador, 27-28 June 2023).
g. Participation of *Croatian National Tourist Board (Croatia)*, a member of the Board, as institutional representative of the Board of the Affiliate Members, in the 67th Meeting of the Regional Commission for Europe (Yerevan, Armenia, 1st June 2022).

h. Participation of the company *JTB Corp. (Japan)*, a member of the Board, as institutional representative of the Board of the Affiliate Members, in the 34th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia / 34th CAP- CSA (Maldives, 14 June 2022), and in the 35th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia / 35th CAP- CSA (Cambodia, 14 June 2023).

i. Participation of the company *Facility Concept (Cote d’Ivoire)*, a member of the Board, as institutional representative of the Board of the Affiliate Members, in the 65th Meeting of the UNWTO Regional Commission for Africa (5-7 October 2022, Arusha, United Republic of Tanzania).

j. Participation of the entity *Türkiye Tourism Promotion and Development Agency (Türkiye)*, a member of the Board, as institutional representative of the Board of the Affiliate Members, in the 68th Meeting of the Regional Commission for Europe, held in Sofia, Bulgaria, on 1 June 2023.

4. The Chair of the AM Board has also participated in the meetings of the UNWTO technical committees organized during the period of this report.

5. The Board of AMs considered extremely important and encouraging the creation, in 2021, of the Committee on Matters Related to the Affiliate Membership (CMAM), as a much-needed framework for enhanced interaction of AMs with UNWTO statutory bodies and an institutional tool for an effective integration and coordination of the affiliate members with the Member States and within the Organization.

6. The Board of AMs has maintained a permanent and constructive coordination with CMAM, especially on the elaboration of a solid Programme of Work for AMs, trying to adequately take into consideration the main expectations and proposals of the Affiliate Members for the next period.

7. In line with this approach, the Chair of the Board has participated in all the meetings of the CMAM organized since its creation and the Chair of CMAM was invited and has attended the 58th meeting of the AM Board, which offered the opportunity of an effective exchange of ideas and dialogue with the members of AM Board.

8. The AM Board thanks to all the members of the CMAM for their excellent collaboration in the last 2 years and manifests the readiness to continue working with the new members of the CMAM for the period 2023-2027.

9. The Affiliate Members participated in the Survey on Members’ Priorities for the General Programme of Work (PoW) and Budget for the period 2024-2025 and consistently contributed with their vision on the long-term development of the sector and with concrete proposals, reflecting the Affiliate Members’ priorities and needs.

10. The AM Board is actively participating in the implementation of the 2023 UNWTO Strategy for a quality-oriented and geographically balanced expansion of the UNWTO Affiliate Membership, mainly through the ongoing promotional campaign “No UN countries without AMs”.

11. The AM Board welcomes the efforts made by the Affiliate Members Department to attract new and solid affiliate members from the regions of Asia – Pacific, Africa and Middle East and reaffirms its plenty availability to actively support said Expansion Strategy.

II. **44th UNWTO Plenary Session of the Affiliate Members**

12. An extremely relevant statutory meeting of the Affiliate Members is the 44th Plenary Session (Samarkand, 16 October 2023).

13. The Affiliate Members will focus their debate on the objectives and programmatic priorities established by UNWTO for the period 2024-2025. They have active participated in the
process of drawing up and developing the UNWTO Programme of Work for 2024-2025, which is largely based on the inputs and priorities received through the mentioned survey.

14. The Affiliate Members submitted numerous proposals to the UNWTO/Affiliate Members Department to be incorporated into the Programme of Work, especially regarding areas where the AMs have the experience and the capacity to support the activities and projects carried out by UNWTO and by its Member States. This approach is fully aligned with the objective of improving opportunities for cooperation between Member States and Affiliate Members.

III. Participation of the Affiliate Members in UNWTO activities

15. As indicated by Article 6(1) and (2) of the Rules of Procedure of the Committee of Affiliate Members, the Affiliate Members shall be represented and participate in the activities of the Organization. With this purpose, the Board of the Affiliate Members continued to prioritize its institutional engagement and participation in all the relevant events, projects and meetings organized by UNWTO, in order to share with the Governments of the Member States their proposals and expertise on priority topics of the Organization and of the tourism industry. There has been an increased presence of relevant AMs in the main UNWTO activities.

16. The Affiliate Members were permanently informed and updated, through the dedicated platform AM Connected, on the UNWTO agenda, to allow them to further engage with the Organization.

17. With the objective of better integrating Affiliate Members within the Organization, the Affiliate Members have participated in the main conferences and events organized by UNWTO and other projects and activities in fields such as sustainability, wine tourism, gastronomy, audio-visual tourism and sports tourism.

18. The Affiliate Members continued to show their commitment to contribute to the effort of transforming tourism for a better and more sustainable future of the sector. The Affiliate members participated in major UNWTO initiatives, such as the signing of the Glasgow Declaration, and increased their involvement in the International Network of Sustainable Tourism Observatories (INSTO).

19. The Affiliate Members showcased their most notable projects and innovative products at major international tourism fairs through dedicated formats and sessions - the UNWTO Affiliate Members Corners:

   a. “Strategies by Tourism Boards,” an AMCorner organized in the framework of FITUR 2022 (Madrid, Spain), addressing the key topic of the changing and adaptive role of tourism boards in the challenging current scenario and on how they are contributing to the effective recovery of tourism.

   b. “Sustainability and Digitalization in Tourism Product Development,” an AMs dedicated session organized on the occasion of Tourism Expo Japan (Tokyo, 23rd of September 2022) – which offered to the participating AMs to showcase their projects and initiatives focused on the sustainability and digitalization.

   c. “Trends taking shape in the travel industry in 2023,” in the framework of FITUR 2023, held in Madrid on 20 January – addressing some of the main trends for the tourism sector in the next period and how to capitalize on the changes happening in the sector.

20. Within the framework of ITB Berlin (6-9 March 2023, Berlin, Germany), the Roundtable Discussion "Connecting sports tourism to health", organized by UNWTO and its Affiliate Members, offered a framework to discuss ways to unlock the synergies between the fields of sports and health within tourism, and how to secure the participation of experienced UNWTO Affiliate Members.

21. Within the framework of the celebration of the World Tourism Day 2022 (Bali, Indonesia) and 2023 (Riad, Saudi Arabia) the Affiliate Members were invited to share their vision about the transformation of the tourism sector and promote the importance of public-private partnership as a fundamental pillar of the ongoing process of relaunching tourism on more sustainable basis.
22. The Affiliate Members showed their commitment to the UNWTO value by signing agreements and Memorandum of Understanding with UNWTO on different thematic and projects.

23. The new Affiliate Members incorporated in 2022 and 2023 have been invited to special dedicated sessions “Induction Session for Affiliate Members,” held after each Executive Council, with the objective to help them to better understand the main benefits and resources of the Membership and ways to engage with UNWTO.

Priorities of the AM Board and the Affiliate Membership for the period 2024-2025

24. The Affiliate Members will prioritize their engagement and support for the initiatives aimed at achieving an improved cooperation between governments and the private sector, under the approach of the public-private partnership, as the ideal basis to build a more resilient and sustainable tourism.

25. The Affiliate Members manifest their commitment and readiness for stronger engagement within the main UNWTO initiatives and projects, to enhance competitiveness and resilience of the sector and foster sustainability and inclusiveness.

26. The AM Board will support the efforts of the UNWTO Affiliate Members Department towards achieving a more geographically balanced expansion of the Affiliate Membership, through joint organization of promotional activities in the targeted regions: Africa, Asia and the Pacific and Middle East.

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