We come together united
LIKE NEVER BEFORE
When the pandemic hit, tourism came to a standstill.
TOURISM LOST:
$ 4.2 trillion
collective loss in direct GDP from tourism
Recovery is well ON TRACK
700 MLN TOURISTS
TRAVELLED INTERNATIONALLY BETWEEN
JANUARY AND JULY OF THIS YEAR
International arrivals in the Middle East
53 million: 120% of 2019 levels
International arrivals in Europe
375 million: 91% of 2019 levels
Uzbekistan had welcomed 5.2 mln visitors by the end of July. 80% of pre-pandemic levels.
International arrivals in Africa
30 million: 92% of 2019 levels
International arrivals in the Americas
112 million: 87% of 2019 levels
International arrivals in Asia and the Pacific

130 million: 61% of 2019 levels
What does the future look like?
Russia’s invasion of Ukraine led to a strong, united response.
WE MUST FACE THE ONGOING CHALLENGES OF THE WAR
OUR EFFORTS TO MOVE FORWARD
350,000 kilometers

450 hours
OUR MAIN PROGRAMME PRIORITIES:

1. Scale up innovation and digital transformation
2. Invest in People: Human Capital, Education and Jobs
3. Boost investments, financing and entrepreneurship
4. Foster sustainable and green transition
5. Enhance competitiveness and resilience
Scale up innovation and digital transformation
WE HAVE TRANSFORMED OUR SECTOR

18 000 APPLICATIONS

150 COUNTRIES
1,000 SMALL BUSINESSES IN 140 COUNTRIES
We are widely recognised as the leading supporter of tourism innovation
The picture can't be displayed.
THE FOCUS ON INNOVATION NOW INFORMS EVERYTHING WE DO
Invest in People: Human Capital, Education and Jobs
WE SUPPORT THE TOURISM WORKERS OF TODAY AND TOMORROW
EDUCATION TOOLKIT

For the incorporation of tourism as a subject in high schools.

Academic Partners for the use of their methodologies:

ib
AHLEI
Cambridge Assessment International Education
The picture can't be displayed.
The picture can't be displayed.
22000 STUDENTS FROM 150 COUNTRIES
We now serve as the bridge between jobseekers and employers
The picture can't be displayed.
Boost investments, financing and entrepreneurship
TOURISM DOING BUSINESS
INVIRTIENDO EN
ECUADOR

TOURISM DOING BUSINESS
INVIRTIENDO EN
COLOMBIA

TOURISM DOING BUSINESS
INVIRTIENDO EN
PARAGUAY

TOURISM DOING BUSINESS
INVIRTIENDO EN
REPÚBLICA DOMINICANA

TOURISM DOING BUSINESS
INVESTING IN
TANZANIA
Forum Mondial de l'OMT sur l'Investissement Touristique en Afrique
20-22 FEVRIER 2020
ABIDJAN - COTE D'IVOIRE
SOFITEL ABIDJAN HOTEL LE BOURJ
12 SETS OF INVESTMENT GUIDELINES

5 TOURISM DOING BUSINESS
  – with 11 more on the way

5 UNWTO INVESTMENT FORUMS
  and over 30 events
UNWTO is part of the World Investment for Development Alliance
Foster sustainable and green transition
Extreme weather events are already affecting tourism everywhere.
The greatest legacy we can leave future generations is a healthy planet.
Global Roadmap for Food Waste Reduction
28 MST pilots in countries in all regions
UNWTO INSTO

World Tourism Organization International Network of sustainable Tourism Observatories

38 MEMBERS each providing data to guide smart decisions
The picture can’t be displayed.
Enhance competitiveness and resilience
UNWTO as Knowledge Partner

8  DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Tourism for Rural Development Programme
the next Best Tourism Village
by UNWTO
We are transforming tourism for now. And for the future.
Our data shows that recovery remains uneven.
Building more ethical and more inclusive sector
Framework Convention on Tourism Ethics
460 SIGNATORIES to our Private Sector Commitment to the Global Code of Ethics
60 MEMBER STATES are closely looking at our new global standard on Accessible Tourism
OUR TECHNICAL ASSISTANCE WORK

40 PROJECTS IN 30 COUNTRIES

US$ 11 000 000

The total value of these projects
Believe in **TOURISM** as a force for good
Our sector needs to be visible, transparent and trusted.
International Code for the Protection of Tourists
UNWTO International Conference on Tourism Law
We make sure tourism is on the agenda.
WHAT ABOUT UNWTO AS AN ORGANIZATION?
Regular budgetary income for 2023:

€ 14 300 000

Voluntary contributions in 2022:

€ 7 900 000

Voluntary contributions so far in 2023:

€ 5 900 000
186 members of personnel, with 58 nationalities represented
New Regional Offices

In conversation:

- Brazil
- Morocco
- Argentina
- China
- India
- Uzbekistan
Our Affiliate Members Network keeps growing
For a better FUTURE
THIS IS OUR LEGACY