UNWTO Secretary-General, Zurab Pololikashvili, meets with the Minister Jordi Hereu

The recovery of the global tourism sector in 2023 and the good prospects for 2024 were the focus of the meeting held today between the Secretary-General of the World Tourism Organization, Zurab Pololikashvili, and the Minister of Industry and Tourism of the Kingdom of Spain, Jordi Hereu.

During the meeting, the priorities of the sector for this year were also analyzed, identifying challenges shared by both entities, including, among others; innovation, education, as well as social and environmental sustainability. In short, tourism for development focused on people, the planet and prosperity.

At the meeting, the Spanish Minister also informed Secretary-General Pololikashvili of the progress of the construction of the future UNWTO headquarters, at the Palacio de Congresos y Exposiciones in Madrid. The new building, which will replace the headquarters that have homed UNWTO for 50 years, will have an exhibition hall and three floors that will house the offices and other services.

This meeting comes just days before FITUR, a major meeting point, especially for the Spanish and Latin American tourism sector. This year’s FITUR brings together representatives from 160 countries.