

AM News

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UN Tourism



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 2024, featuring the main UN Tourism events.

This month took place another edition of ITB Berlin, the World's Leading Travel Trade Show organized by our Affiliate Member: Messe Berlin GMBH. This international fair saw the convergence to the German Capital of many of our Affiliate Members from all over the world and provided, once again, the perfect stage to meet, discuss, and exchange valuable ideas among the key players in the Tourism Industry.

I am very satisfied with the level of engagement by our Affiliate Members and I look forward to the same promising result in the upcoming UN Tourism Statutory Meetings:

- Regional Commission for Europe*
- Regional Commission for the Americas*
- Regional Commission for the Middle East*
- 121st UN Tourism Executive Council*
- Regional Commission for Asia and the Pacific*
- Regional Commission for Africa*

Lastly, I am pleased to share with you the very positive response that the new tools and functionalities of the AMConnected+ platform have received among Affiliate Members. This user-friendly interface, inspired by the most widely used social networks, the ability to navigate based on your interests through Regional and Thematic Channels, the mobile version, and other available features, reflect our commitment to providing value to the UN Tourism Affiliate Membership.

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,

Director

Ion Vilcu

A handwritten signature in blue ink, appearing to read 'Ion Vilcu', with a long, sweeping horizontal stroke extending to the right.

AMD

the Affiliate Members Department

The UN Tourism Affiliate Members Department (AMD) fosters public-private cooperation in tourism and the synergies among Affiliate Members and Member States. Bringing together around 500 private companies, associations, educational institutions, and DMOs, the 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 of the Membership

1

VISIBILITY

Enhance the work of our Affiliate Members through the new communication channels

NETWORKING

2

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

COOPERATION

5

Foster collaboration in joint projects with the UN Tourism and in business projects among Affiliate Members

SUPPORT

6

Offer institutional support and endorsement to promote new projects developed by the Affiliate Members

DEVELOPMENT

7

Create opportunities for new innovative business projects for Affiliate Members that will contribute to the sustainable development of the Tourism sector

AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2024

UN TOURISM STATUTORY AND HIGH-LEVEL MEETINGS

UN TOURISM EXECUTIVE COUNCILS

10-12 June	121st Executive Council	Prague, Czech Republic	In Person
Q4	122nd Executive Council	TBC	In Person

UN TOURISM REGIONAL COMMISSIONS

7-9 April	70th Regional Commission for Europe	Tirana, Albania	In Person
29-30 April	69th Regional Commission for the Americas	Varadero, Cuba	In Person
22-24 May	50th Regional Commission for the Middle East	Oman	In Person
26-28 June	36th Joint Meeting of East Asia and the Pacific and South Asia	Cebu, Philippines	In Person
TBC	67th Regional Commission for Africa	Algeria	In Person

BOARD OF THE AFFILIATE MEMBERS

24 Jan.	59th Meeting of the Board of the Affiliate Members	Fitur, Madrid	In Person
Nov. TBC	60th Meeting of the Board of the Affiliate Members	WTM, London, UK	In Person

COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP

10 June	5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)	Prague, Czech Republic	In person
TBC	6th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)	TBC	Online

UN TOURISM/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

22-23 March	12th World Congress on Snow, Mountain and Wellness Tourism	Encamp, Andorra	In Person
27 Sept.	World Tourism Day	Georgia	In Person
Q3	3rd Sustainable Destinations Summit	Mallorca	In Person
Q4	9th UN Tourism World Forum on Gastronomy Tourism	Bahrain	In Person
11-13 Sept.	8th UN Tourism Global Conference on Wine Tourism	Armenia	In Person

AFFILIATE MEMBERS DEPARTMENT EVENTS

26 January	UN Tourism Affiliate Members Corner: Insights into Key Outbound Tourism Markets	Fitur, Madrid	In Person
8 February	Webinar on How to Use AMConnected+ for Affiliate Members		Online
TBC	UN Tourism Affiliate Member Corners/dedicated sessions for AMs	TBC	In Person
19 April	International Forum: “Turismo, Cultura e Industria Audiovisual: una relación de película” (Premios Platino)	Quintana Roo, Mexico	In Person
October	International Conference on Tourism and Aviation	Istanbul, Türkiye	In Person

AFFILIATE MEMBERS DEPARTMENT

Affiliate Members Department attends ITB Berlin 2024

Once again, ITB Berlin, organized by the Affiliate Member Messe Berlin, proved to be an excellent platform for global tourism trends and networking opportunities. On this occasion, UN Tourism accompanied the host, Messe Berlin, and other global tourism leaders during the opening ceremony. This international tourism fair, for this 2024 edition counted around 24,000 attendees, spread across 4 stages with a total of 17 thematic tracks.

Taking advantage of the convergence of hundreds of Affiliate Members to the German Capital, we have held bilateral meetings with the following affiliated entities to discuss future collaborations and strengthen our ongoing collaboration:

- WYSE
- Messe Berlin
- Visit Scotland
- Istanbul Convention & Visitors Bureau
- EHTTA
- Consejo de Promoción Turística de Quintana Roo
- SPET Turismo de Tenerife
- URPEAK SARL
- Four Communication Group

As well as a bilateral with the Romanian State Secretary, Lucian Rus, with whom we delved into an insightful discussion about the recently implemented expansion strategy for the Affiliate Membership, with the objective to soon welcome more entities from Romania.

Additionally, the Affiliate Members Department had the possibility to attend and support several activities organized by our Affiliate Members:

- Launch of our new global trade body by Global Travel Tech
- The signing ceremony of the MoU for the Needs Assessment between the State Agency of Tourism of Ukraine & ICF, to identify, list, assess, and prioritize the tourism-related needs under the kaleidoscope of recovery and rebuilding preparedness.
- The "European SPA Towns on Medical & Health Stage" event, organized by EHTTA, offered insightful discussions and perspectives on health tourism and sustainable wellness practices, including the insights of the affiliated entity Hungary Tourism Agency speaker.

You can find more information [HERE](#)



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



AFFILIATE MEMBERS DEPARTMENT

Fruitful meeting with the Affiliate Member Japan Association of Travel Agents (JATA) at UN Tourism Headquarters

On Thursday, February 15, UN Tourism welcomed at its Headquarters our Affiliate Member the Chairperson of the delegation from the Japan Association of Travel Agents (JATA).

On this occasion, the Affiliate Members Department, the Regional Department from Asia and the Pacific, and the Ethics, Cultural and Social Responsibility Department, led by Ms. Zoritsa Urosevic, Executive Director of UN Tourism, held a very productive meeting to explore collaboration and engagement opportunities.

The discussions focused on how JATA can be more involved in UN Tourism work on sustainability and accessibility,

as well as contributing to some priority lines of action for the Affiliate Members Department such as Sports Tourism, Thermal Tourism, and Cultural Tourism.

JATA also presented the main trends in the number of Japanese outbound and inbound travelers; their work on training and development of human resources; the Tourism Industry's Common Platform (with accessible information on 7,000 accommodation facilities across Japan); and the SDGs Awards Program.

UN Tourism will continue strengthening partnerships with the tourism private sector and working with the Affiliate Members to maximize their contribution tourism industry.

You can find more information [HERE](#)



AFFILIATE MEMBERS DEPARTMENT

Presentation of the 'Tenerife Global Summit: Tourism: The State of the Art'

On Tuesday 27 of March, the presentation of the meeting 'Tenerife Global Summit: Tourism: The State of the Art' was held. This will be the third global meeting of the academic and business community in relation to tourism, following the international summits held in 1994 and 2004 in Scotland.

The objective of 'Tenerife Global Summit 2024' is to offer solutions to the challenges of sustainability and digitalization of tourist destinations.

The event was attended by the Vice President and Councilor for Tourism of the Cabildo of Tenerife, Lope Afonso; the CEO of Tourism of Tenerife, Dimple Melwani; the Vice Rector for Sustainability and Infrastructure of the University of La Laguna (ULL), Candela Díaz; the Professor of Business Organization, Digital Economy and Tourism of the ULL, Eduardo Parra, and the technical coordinator of the Affiliate Members department of the World Tourism Organization (UN Tourism), Dmitriy Ilin.

The event, included in the UN Tourism Programme of Work 2024-2025, will be held in La Laguna, Tenerife, on June 19-21 of this year, with the support of UN Tourism.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

Data, Sustainability and Collaboration the Focus as UN Tourism Returns to ITB Berlin

UN Tourism returned to ITB Berlin, bringing its new name and look to the leading travel trade fair and uniting the sector around its focus on sustainability, investments and collaboration.

Secretary-General Zurab Pololikashvili joined the Governing Mayor of Berlin, Kai Wenger, and other public and private sector leaders in officially opening the 2024 event. He said: "Tourism's return means so much to so many people. Tourism is a great uniting force. Together, we are growing new areas of our sector, to build greater resilience and spread the benefits of tourism even wider."

UN Tourism and the World Tourism Cities Federation (WCTF) launched a joint report highlighting the need to measure the social and environmental impacts of tourism in urban destinations in a more effective and harmonized way. The report stresses the importance of embracing big data and other forms of technology and looks ahead to the creation of the first global urban tourism database.

The launch of the publication comes in the same week that all 193 UN members adopted the Statistical Framework for Measuring the Sustainability of Tourism (MST).

Continuing its leading role in the One Planet Tourism Network and the Glasgow Declaration, UN Tourism launched Policy Guidance to Support Climate Action by National Tourism Administrations (NTAs). The guide will assist NTAs everywhere to develop policies and create initiatives designed to accelerate the shift towards a low-carbon sector.

Additionally, bringing together its focus on rural development, gender equality and sustainability, UN Tourism also participated in a special side event, Sustainable Rural Tourism: A Foundation for Biodiversity Preservation and Gender Equality – Potentials and Interactions, providing insights and best practice recommendations.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism Calls on Sector to #InvestInWomen

UN Tourism has issued an urgent call to “invest in women” and accelerate progress towards gender equality across the sector.

As the world marks International Women's Day (8 March), the United Nations Specialized Agency celebrates the achievements of women in tourism while highlighting the fact that women remain under represented in leadership positions, face barriers to career progression and have limited access to education and training.

This year's theme, #InvestInWomen, highlights the need for investment to address the projected annual deficit of USD 360 billion in funding if the world is to achieve the global gender equality goals set under the 2030 Agenda for Sustainable Development, in particular Sustainable Development Goal 5 – to achieve gender equality and empower all women and girls.

The benefits of increased investment in women could be huge, with evidence showing that closing gender gaps could boost GDP per capita by 20% and create almost 300 million jobs in the global economy by 2035.

“International Women's Day provides the perfect opportunity for us to reflect on the progress that has been made and call out the huge investment that is needed for us to reach gender equality in the tourism sector” says UN Tourism Secretary General Zurab Pololikashvili. “In many countries we are seeing the fruits of previous investment, but more is needed to help unlock new opportunities for economic growth, social inclusion, and sustainable development.”

In the week leading up to International Women's Day, UN Tourism ran a webinar series in different world regions calling on governments, businesses, civil society organizations, and individuals to take concrete actions to invest in women and promote gender equality in the tourism sector.

You can find more information [HERE](#)



UN Tourism

Webinar

**Invest in women:
Accelerate progress**

International Women's Day 2024



UN TOURISM HIGHLIGHTS

UN Tourism and Moldova Launch Joint Project for Female Leadership in Tourism

UN Tourism will work with the Ministry of Culture of Moldova to advance female leadership in tourism and boost the sector's contribution to gender equality.

The “Empowering Young Women: sustainable livelihoods through tourism” initiative aims to support women at every stage of their careers in the sector, while also advancing several of the Sustainable Development Goals, including those related to gender equality, inclusive and sustainable economic growth, full and productive employment and decent work for all. The project will also count on the support of Invest Moldova Agency, and the Moldova State University, with funding from the Estonian Development Cooperation of the Ministry of Foreign Affairs of the Republic of Estonia.

To kick off the initiative, a pilot tourism skills training session, led by nine pioneering female trainers and five rural women entrepreneurs was held in Puhoi (26-27 February).

Covering a diverse curriculum from Tourist Safety and Security to Digital Literacy, this session marks the first of many, with plans to extend training to approximately 200 rural women across Moldova in April 2024.

UN Tourism's experts then worked with women identified as potential trainers in tourism skills and in advancing gender equality. The support focused on the significance of gender equality in tourism, global challenges women face in the sector, and reviewed best practices for women's empowerment. This strategy aims to cultivate a self-sustaining cycle of mentorship and growth among female trainers in Moldova, paving the way for enduring professional development.

Natalia Bayona, Executive Director of UN Tourism says: "Women are crucial to tourism sector, accounting for 54% of the global workforce. Nevertheless, gender inequality is still a real challenge, with 42% of women were working in the informal economy versus 32% of men, and women were paid 14.7% less on average than men. Education and capacity building programmes are key to transforming both the sector and women's future"

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

Resilience through Diversity and Investments the Focus on UN Tourism Visit to Jamaica

The official visit of the delegation led by Secretary-General Zurab Pololikashvili coincided with the second Global Tourism Resilience Day. A series of high-level meetings in Jamaica also advanced shared efforts around ethical, inclusive and sustainable tourism as well as the priorities of education and investment.

Through the work of UN Tourism, Global Tourism Resilience Day (17 September) was established by the United Nations General Assembly in 2023 with the aim of protecting the sector, including its businesses and workers, from future shocks. The second annual celebration was held in Montego Bay, Jamaica, itself one of the leading destinations in the Caribbean and Americas. UN Tourism Secretary-General Pololikashvili joined Jamaican Minister of Tourism Edmund Bartlett and leaders from the public and private sectors for a special one-day conference on the theme.

UN Tourism advanced work for greater resilience through:

- **Investments:** As part of an ongoing collaboration with the Development Bank of Latin American and the Caribbean (CAF), UN Tourism will add to its collection of “Tourism Doing Business” investment guidelines with an edition focused on Jamaica. The guidelines will identify opportunities for investors in the country’s tourism sector, with a focus on sustainable and resilient infrastructure.
- **Education:** In Montego Bay, the UN Tourism delegation advanced plans to work with Jamaica’s Centre for Resilience on a number of new, targeted education programmes. UN Tourism will also work with the Ministry of Tourism to explore plans to establish a Tourism Academy in Collaboration with UN Tourism. The Academy would serve the wider Caribbean region

You can find more information [HERE](#)



AFFILIATE MEMBERS NEWS

“Retaj Hotels and Hospitality” signs a management and operation agreement in the Arab Republic of Egypt

Retaj Hotels and Hospitality Company signed a contract to manage and operate the commercial floor in the Administrative Commercial Complex “Moray”, in New Cairo, Egypt. The agreement was signed between HE Sheikh Nayef bin Eid Al-Thani, Chairman and Managing Director (CMD) of Retaj Group of Companies, Mr. George Ghanem, the CEO of Main Marks Developments, and Mr. Mohamed Azzam, CEO of Misr International Investment and Project Management, attended by Retaj Group board members, Mr. Medhat Nouby, CEO of Retaj Hotels & Hospitality and Mr. Islam Yousry, Regional Director of Business Development of Retaj Hotels and Hospitality, the signing ceremony took place at Retaj Al Rayyan Hotel in Doha.

This agreement is part of a strategic partnership between Main Marks Real Estate Development, Misr Real Estate Development and Project Management, and Retaj Hotels and Hospitality. It involves the utilization of all internal and external commercial units, covering an area of 55,000 square meters for the benefit of Misr Real Estate Development, under the management of Retaj Hotels and Hospitality.

The project “Moray”, is a major commercial and administrative venture in New Cairo, Egypt.

HE Sheikh Nayef bin Eid Al-Thani, Chairman and Managing Director (CMD) of Retaj Group of Companies said: “I would like to thank, Mr. George Ghanem, and Mr. Mohamed Azzam for their precious trust in Retaj Hotels and Hospitality, to carry out the management of the commercial floor in the ‘Moray’ commercial center, in New Cairo, Egypt. Today’s signing marks the beginning of more strategic partnerships., not only in Egypt, but also in other important countries currently under consideration.”

His Excellency Sheikh Nayef bin Eid Al Thani concluded his speech by saying: “as a 100% Qatari national company, we are proud of the confidence and trust of many owners in the State of Qatar as well as around the world, and today Retaj manages hotel and real estate assets that have reached nearly 11 billion Qatari riyals.”



AFFILIATE MEMBERS NEWS

Launch of the Dynamic Digital Tourism Community within the RESETTING Project

The European-funded RESETTING project, which stands for 'Relaunching European Smart and Sustainable Tourism Models Through Digitalization and Innovative Technologies', aims to provide funding to 60 tourism SMEs across five countries to support their dual transition: digitalization and sustainability. Selected by the European Innovation Council and SMEs Executive Agency (EISMEA) under the COSME programme in 2021, RESETTING has embarked on a twenty-six-month implementation journey.

Led by the Technology Center of Catalonia, EURECAT, the consortium has achieved numerous preliminary results, including the development of several Smart Tourism Tools and additional resources, which are now available for use by various stakeholders in the tourism value chain. To centralize these resources and foster collaboration, the consortium launched a platform on the Discourse Platform on January 30, 2024, serving as a focal point for project stakeholders and the wider public.

Over the past two years, the consortium has organized a diverse range of training events, mentoring sessions, and webinars aimed at enhancing the capacity of SMEs.

These SMEs share a common goal of enhancing their businesses, primarily in the realms of digitalization, decarbonization, and sustainability, and secondarily in emerging technologies such as Augmented Reality (AR) and Virtual Reality (VR), cybersecurity, e-commerce, marketing intelligence, and innovative applications and software (CRM, ERP, smart management, data analysis, and business intelligence).

The Community has been established as an innovation and knowledge hub for the tourism sector, serving as a meeting point for project entities and providing strong support for the Smart Tourism Tools developed by partners, available free of charge to all stakeholders and interested parties. With different sections focused on various aspects of the project – from service providers where SMEs can seek expert assistance, advice, or inspiration, to tools and applications where users can explore and engage with tool creators directly, along with events sections – the community welcomes all those interested in joining this new hub for innovation in the tourism sector.

Invite link for the community:
<https://community.resetting.eu/invites/3f47QJbdHd>



eurecat
Centre Tecnològic de Catalunya

AFFILIATE MEMBERS NEWS

Alimara CETT Barcelona Awards open for applications

Created in 1984, Alimara CETT Barcelona Awards are organized by CETT together with B-Travel in cooperation with UN Tourism and Culture Department of the Generalitat de Catalunya, aim to reward those products, services, strategies or actions that bring an innovative perspective into the areas of communication, digitalization, sustainability and research applied to tourism, hospitality and gastronomy. This year, the awards are holding their 39th edition, which will take place on May 16th.

Applications can be submitted until April 8th under the following categories:

- **Through Experiences:** for products, services or marketing and communication strategies that have created an inspiring, emotional and/or motivational experience for their users/customers.
- **Through Digitalization:** for strategies, initiatives and new business models that emphasize the application of digital technologies in order to improve business competitiveness and efficiency with a view to enhancing customer experience.
- **Through Sustainability:** for strategies and initiatives that show commitment with sustainability and corporate social responsibility. This award will be given by both CETT and UN Tourism that takes part also on the jury.
- **Through Research:** for applied research carried out in either the academic or the corporate world and from public and private institutions, and/or specific actions that can help the sector face its forthcoming challenges.

You can submit an application through the following link:
<https://www.cett.es/premisalimara/en/participate/form>



Barcelona School
of Tourism, Hospitality
and Gastronomy

Centre adscrit



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BARCELONA

39th CETT Alimara Awards Barcelona

Shine on the big night
of tourism, hospitality
and gastronomy

Submit your candidacy



AFFILIATE MEMBERS NEWS

Preserving Heritage for Inclusive Growth

Promoting heritage sites and culture in Kenya is not merely about celebrating the past; it's about fostering a future where heritage preservation and inclusive growth go hand-in-hand. These endeavors serve as catalysts for community involvement and sustainable development.

In Kenya, the tapestry of cultural richness is woven into the fabric of everyday life. From the ancient Gedi Ruins, the world war museums in Taita Taveta, the Vasco da Gama pillar in Malindi, Kilifi to the picturesque Lamu Old Town and the sacred Mijikenda Kaya Forests, UNESCO World Heritage Sites stand as testament to the country's diverse history and traditions. By showcasing these sites, not only are we preserving tangible remnants of our past, but we are also inviting visitors to engage with our heritage in meaningful ways.

Key cultural festivals such as the Lamu Cultural Festival, Turkana Festival, Camel Derby, Rusinga Festival, and the Maa Cultural Festival serve as vibrant expressions of our cultural identity. Through music, dance, poetry, sports, and culinary delights, these festivals provide immersive experiences that connect visitors with our heritage. Moreover, they serve as platforms for local artisans, performers, and entrepreneurs to showcase their talents and generate economic opportunities within rural communities.

At the heart of these preservation efforts are the communities themselves. Community-led projects empower residents to take ownership of their culture and heritage sites, acting as guides, artisans, and custodians of their cultural legacy. By actively involving youth and women in these initiatives, we ensure that future generations are equipped with the skills and knowledge to safeguard our heritage for years to come.

Tourism initiatives that promote responsible travel play a pivotal role in fostering cultural exchange and community development. By encouraging visitors to engage respectfully with local customs and traditions, we create meaningful connections that transcend borders and foster mutual understanding.

The promotion of heritage sites, culture, and involvement of communities is not just about preserving artifacts or staging performances; it's about building bridges between the past and the future, between different cultures, and between communities. In doing so, we pave the way for a more sustainable, inclusive future where heritage preservation becomes synonymous with collective prosperity.



AFFILIATE MEMBERS NEWS

Mondego - Bussaco, where time takes time

The Mondego-Bussaco brand and its tourism branding strategy is the latest work developed by IPDT and presented to the public at the end of January this year. The project was the result of a shared desire on the part of the municipalities of Mealhada, Mortágua and Penacova, located in central Portugal, to develop a brand that unites them as a single tourist destination, with the ultimate aim of enhancing their offer in an integrated and sustained manner.

The three territories have shaped themselves in the image of their two main resources, the Bussaco mountain range and the Mondego river, landscape elements that give these territories a hue that varies between green and blue. It is based on these that a new tourist destination is born: Mondego-Bussaco. The essence of the brand lies in its values:

- **Unity** - a spirit shared by all those involved who are committed to working towards the same vision and objectives.
- **Quality** - a demanding, delicate territory committed to presenting its best version to those who visit it.

- **Authenticity** - a collective way of being that invites and comforts, as if it were home and family.
- **Sustainability** - a destination that is aware of the importance and vulnerability of resources and actively promotes their preservation and responsible use.

The brand was created with the aim of highlighting the singularities of Penacova, Mortágua and Mealhada, providing visitors and residents with an engaging narrative that takes them on an exciting and enriching journey. Thus, the Mondego-Bussaco brand positioning "Where time takes time" invites you to visit and discover without rushing.

The Mondego-Bussaco brand symbol represents this framework and appropriates its color palette. It seeks to illustrate in a single image the slow pace of nature, which invites those who visit this territory to slow down: from the tree that, in its own time, grows and thrives; to the water that slowly shapes the landscape with its passage over time.



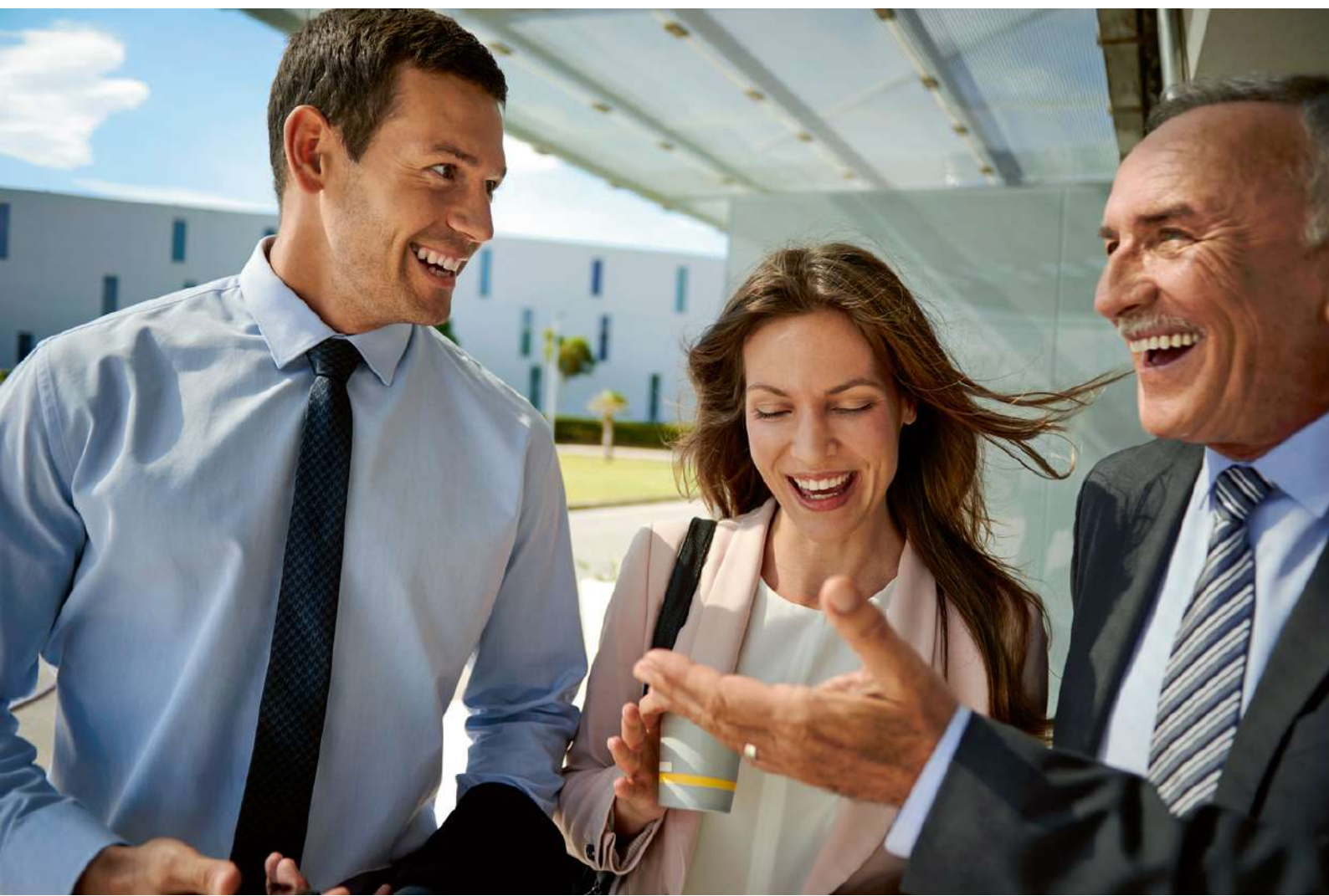
AFFILIATE MEMBERS NEWS

CNTB presents the Croatian tourist offer at the BMT fair in Naples

The Croatian National Tourist Board, in collaboration with 14 co-exhibitors, will be presenting the Croatian tourism offer at the BMT trade fair, the most significant international fair for tourist professionals in southern Italy. The fair is scheduled to take place in Naples from March 14th to 16th.

The special feature of this year's performance is the status of Croatia as a partner country, which means that Croatian regions, destinations, and tourist products will have exceptional promotional visibility compared to other countries represented in Naples.

Additionally, visitors will have the opportunity to enjoy Croatian wines, cheese, and other Croatian delicacies.



AFFILIATE MEMBERS NEWS

Festival of Lights Zagreb – When the city becomes a stage of light

Croatian capital is preparing for one of the most exciting events this spring – Festival of Lights Zagreb!

Creative, imaginative and sometimes quite unusual light installations created by local and foreign artists, including artists from Germany, Spain and Slovakia, will find their place throughout the city center and attract the visitors from all over the world.

From 20 to 24 March 2024, Zagreb will become a stage for spectacular light installations, projections and animations that will bring the streets, parks, squares and other venues throughout the city to life.

Festival of Lights Zagreb is more than just an event – it is an opportunity to celebrate the arrival of warmer and longer days and to reconnect with the city in a unique way. Enjoy more than 25 light installations, explore new parts of the city included in this year's program and experience Zagreb in a completely new light.

In collaboration with the World Wildlife Fund (WWF), an international non-governmental organization working to conserve nature and reduce human impact on the environment, this year's Festival pays special attention to the importance of conserving plant and animal life.

The main symbol of this year's Festival is the forest cyclamen (Latin: *Cyclamen purpurascens*), an endangered spring flower, reminding us of the importance of protecting natural beauty and wild species. Festival of Lights Zagreb will also show its support for highlighting the necessity and urgency of nature conservation by participating in the global event Earth Hour.

Join us at the 6th edition of Festival of Lights Zagreb and become part of this unique experience that will transport you into a world of imagination and enchantment.

See you on the streets of Zagreb!

More

info:

<https://www.festivalsvjetlazagreb.hr/en>



**Zagreb**
CROATIA

AFFILIATE MEMBERS NEWS

Tehran, the host city of Global Summit on Urban Tourism and Mayors Forum of UN Tourism in 2025

In a bilateral meeting between Tehran local officials including Dr. Alireza Zakani, Mayor of Tehran and Mr. Seyed Mohammad Hossein Hejazi, the Managing Director of Abasabad Cultural and Tourism Area, and Mr. Zurab Pololikashvili, the Secretary General of UN Tourism on Monday, February 12, Simultaneously with the 17th Tehran International Tourism & Related Industries Exhibition (TITE), the parties agreed that the city of Tehran representing by the Abasabad Cultural and Tourism Area, will be the next host city of the Global Summit on Urban Tourism and Mayors Forum of UN Tourism in 2025.

Before the meeting, the Secretary General visited the "Nature Bridge" the largest pedestrian bridge in Iran and one of the rare urban attractions in the West Asia region. This visit was accompanied by Iran's traditional music performance in the "Water and Fire" park.

He also visited the artistic live workshops and exhibition of Iranian handicrafts in "Kushk Honar" (Art Pavilion). Handicraft artists of Iran, by presenting their productions to the Secretary General, appreciated his efforts for the development of tourism in Iran and around the globe and once again displayed outstanding Iranian hospitality.

Visiting the "Ab-o-Atash Gozar" (Tourism Pass) and learning about the taste and quality of Iranian foods and souvenirs, as well as receiving a plaque of "Nature Bridge" next to the statue of "Sivash", the symbol of the true-hearted legendary heroes of Iran in "Shahnameh" of "Ferdowsi", among other parts of this Urban tourism area was short but exciting.

The 17th Tehran International Tourism Exhibition was inaugurated with the speech of President Ebrahim Raisi of Iran, Minister Ezzatollah Zarghami, Cultural Heritage, Tourism and Handicrafts, and Secretary General Zurab Pololikashvili of UN Tourism.

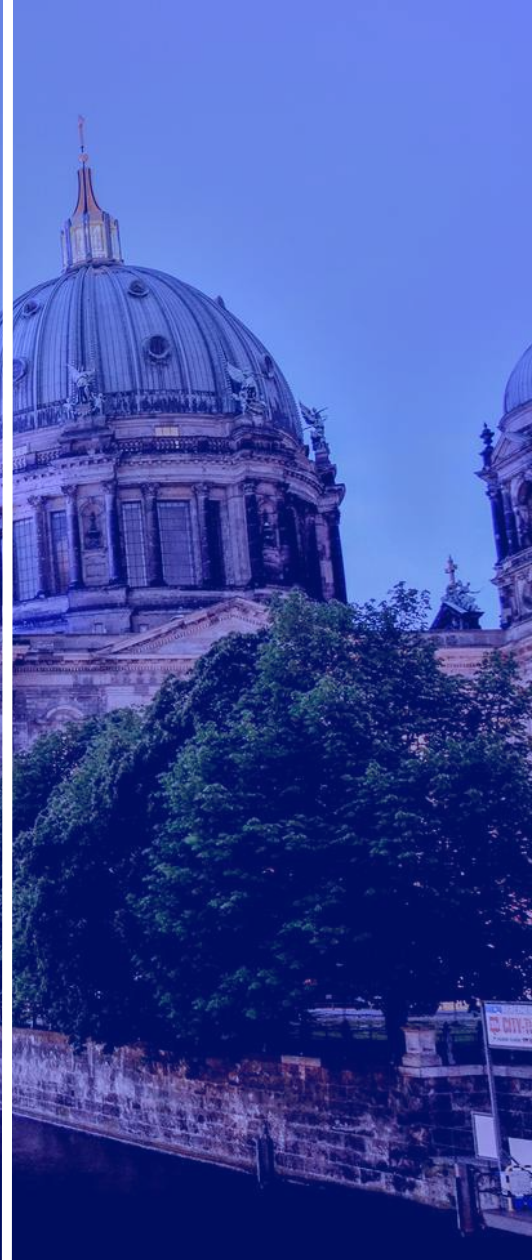


Abasabad Cultural and Tourism Area



Abasabad Renovation Company
Municipality of Tehran





The UN Tourism Affiliate Members Department is responsible for the management of the partnership between UN Tourism and the private sector.

Contact us at: am@unwto.org

UNprecedented Perspectives
by UN Tourism Affiliate Members