



AMNEWS

The bulletin of UNWTO's Affiliate Members from the tourism sector

VOL. 28
MARCH 2021



SPECIAL PRIORITIES FOR 2021

Dear Affiliate Members,

I am pleased to share with you this issue of the AM Newsletter featuring some of the strategies that our Affiliate Members will implement in 2021.

As you will read, we share the common vision to achieve a tourism that is more responsible, fairer and respectful for the environment and populations, with strategies for sustainable development being at the core of the recovery efforts. Also, digitalization as a tool for sustainability, along with furthering global partnerships and reinforcing collaboration are all highlighted by our membership as important elements to implement in 2021.

The aforementioned strategic lines are all aligned with UNWTO's priorities to make tourism smarter through fostering innovation and leading the digital transformation of the sector; to promote investment and entrepreneurship; as well as harnessing tourism's unique potential to protect social, cultural, and environmental sustainability.

Over the last months, my team has listened to your valuable inputs and proposals and has incorporated the ones aligned with UNWTO's objectives and priorities into our Programme of Work for 2021.

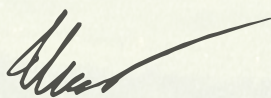
I am pleased to announce that the **updated version of Programme of Work for 2021 of the Affiliate Members Department has been validated** by the Board of Affiliate Members. This was one of the main points for discussion at our Plenary Session -held in Madrid in November 2020, when a first draft containing the inputs received from our Affiliate Members was presented. Since then, my team has been in permanent contact with our membership, encouraging them to continue sending us their proposals and expressing our availability to continue enriching this work program.

The updated Programme of Work for 2021 contains the objective and priority lines of action that will guide the activities of the Affiliate Members Department in 2021, which you can see summarized in this issue. Most importantly, it incorporates an enriching variety of projects and activities proposed by our Affiliate Members and that will be supported by my Department. These activities cover a wide range of important areas including sustainability and accessibility projects, COVID-19 response initiatives, and priority topics such as tourism and audiovisual, sports tourism and rural tourism.

I am confident that we can stay positive and focused on the future and on working together to make our strategies for the recovery of tourism a success.

As always, I am at your disposal and look forward to hearing any comments you may have. I also encourage you to actively use our AMConnected platform by sharing your information and staying up-to-date with the latest information of the UNWTO.

Yours sincerely, Ion Vilcu



WHAT'S ON! AGENDA OF AFFILIATE MEMBER'S EVENTS 2021

Check out the agenda of events organized by the UNWTO and the Affiliate Members in 2021! For your event to be featured in this section, please send us the details at am@unwto.org.

March, 9-12: ITB Berlin 2021. Online.

UNWTO events. See programme [here](#).

Organizer: ITB Berlin Now

[Website](#)

March, 16-18: MEETEX 2021, Croatian MICE industry trade show. Online, with the "live event" in September.

Organizer: Croatian Meeting Professionals Association with the support of Zagreb Tourist Board, the Croatian National Tourist Board and Croatian Chamber of Commerce.

[Website](#)

March, 17-19: ECM International Conference Exploring your DMOJO. Online.

Exploring recovery and the future role of DMOs

Organizer: European Cities Marketing (ECM)

[Website](#)

March, 24-25: 2021 Africa Business Tourism MICE Masterclass. Online and in Johannesburg (South Africa)

Organizer: Africa Tourism Partners in collaboration with South African Tourism, Gauteng Tourism Authority and BDO South Africa.

[Website](#)

April, 15-21: 16th World Leisure Hybrid Congress "Leisure Makes Life Better"

Organizer: World Leisure Organization.

[Website](#)

April, 6-8: 47th Meeting of the UNWTO Regional Commission for the Middle East in Riyadh, Saudi Arabia.

Organizer: UNWTO

[Website](#)

Tecnología aplicada al turismo: soluciones y tendencias

PONENCIA

"Aplicación de la tecnología a la experiencia de Casa Vicens" a cargo de Pilar Delgado, responsable de Comunicació y Marc Vila, Director de Casa Vicens.

MESA REDONDA CON

Aínhua Raso, VP Innovación y Nuevos Desarrollos en TDDS
Pablo Soto, Innovation Manager en Vodafone
Rosa Paradell, Innovation Business Development Manager en Fi2cat

15 de marzo a las 17.30 h (CET)

Virtual y gratuito previa inscripción [aquí](#)



5a edición
CETT Seminars
on Contemporary
Issues in Tourism



WHAT'S ON! AGENDA OF AFFILIATE MEMBER'S EVENTS 2021

May, 19-23: FITUR, the International Tourism Fair in Madrid (Spain)

Special edition dedicated to the recovery of tourism.

Organizer: IFEMA-FITUR.

[Website](#)

May, 19-23: Dedicated Affiliate Member's activities at FITUR in Madrid (Spain)

Organizer: UNWTO Affiliate Members Department (AMD)

Website: Check AMConnected for updates

June, 2-4: 66th Meeting of the UNWTO Regional Commission for Europe in Athens (Greece)

Organizer: UNWTO

[Website](#)

June, 15-16: UN Global Compact (UNGC) Leaders Summit 2021

Organizers: UN Global Compact

[Website](#)

September, 9-11: 1st International Conference on Astro tourism in Évora (Portugal)

Organizer: Starlight Foundation and Dark Sky Associação.

[Website](#)

September: 5th UNWTO Global Wine Tourism Conference in Alentejo (Portugal)

Organizer: UNWTO

[Website](#)

September, 27: World Tourism Day "Tourism for Inclusive Growth" in Abidjan (Côte d'Ivoire)

Host: Côte d'Ivoire

Website: TBC

September: Platino Awards Gala "17 Awards, 17 SDGs" and Platino Industria Fair in Madrid (Spain)

Organizer: EGEDA and UNWTO

Website: TBC

October, 25-29: 24th UNWTO General Assembly and 43rd UNWTO Affiliate Members Plenary Session in Marrakech (Morocco)

Organizer: UNWTO

[Website](#)

November, 25-26: World Sports Tourism Congress in Lloret de Mar, Catalonia (Spain)

Organizer: UNWTO and Agencia Catalana de Turismo

[Website](#)

DATES TBC SOON! Other UNWTO events

Q2: Meetings of the UNWTO Regional Commissions (RC)

- 66th Meeting of the UNWTO RC for the Americas in Montego Bay (Jamaica)
- 64th Meeting of the UNWTO RC for Africa in Cape Verde (Africa)
- 33rd Joint Meeting of the UNWTO RC for East Asia and the Pacific and the UNWTO RC for South Asia in Colombo (Sri Lanka)

Q4: UNWTO World Forum on Gastronomy Tourism in Flanders (Belgium)

UNWTO HIGHLIGHTS

Official visit to Morocco initiates preparations for 24th UNWTO General Assembly

Led by the Secretary-General, Zurab Pololikashvili, a delegation from UNWTO has concluded an [official visit to Morocco](#) to discuss the programme, calendar and facilities to be prepared for the 24th UNWTO General Assembly, which will be held in October 2021 and will focus on Education and Youth, Rural Development and Digital Innovation.

The Minister of Tourism of Morocco, Nadia Fettah Alaoui, expressed their commitment to organizing an “historic” General Assembly to showcase the importance of restarting international tourism in a safe and more sustainable way.

Transforming Tourism: UNWTO Global Startup Competition Winners Announced

[25 startups from around the world have been recognized](#) for their unique contributions to sustainable and responsible tourism in the UNWTO SDGs Global Startup Competition.

The competition, which was supported by the United Nations Innovation Network, attracted some 10,000 initial proposals. The participants were judged according to criteria such as the potential of the startups to contribute to a specific Goal, their ability to be scaled-up and the maturity of both the product and the team behind it.

2020: Worst year in tourism history with 1 billion fewer international arrivals

[According to the latest UNWTO World Tourism Barometer](#), global tourism has suffered its worst year on record in 2020, with international arrivals dropping by 74%. Destinations worldwide welcomed 1 billion fewer international arrivals in 2020 than in the previous year due to an unprecedented fall in demand and widespread travel restrictions. The collapse in international travel represents an estimated loss of USD 1.3 trillion in export revenues, and the crisis has put between 100 and 120 million direct tourism jobs at risk.

Harnessing the Power of Culture and Creativity in Tourism Recovery – UNWTO and UNESCO

As a result of the pandemic, 90% of World Heritage Sites and museums introduced total or partial closures. The UNWTO invited the UN Educational, Scientific and Cultural Organization (UNESCO) to contribute to the [UNWTO Inclusive Recovery Guide: Cultural Tourism](#). The Guide focus on the responsible restart of cultural tourism, and draws on the insights and expertise of the two UN agencies to analyse the impact of the pandemic on their respective sectors. 2020 than in the previous year due to an unprecedented fall in demand and widespread travel restrictions. The collapse in international travel represents an estimated loss of USD 1.3 trillion in export revenues, and the crisis has put between 100 and 120 million direct tourism jobs at risk.



24TH UNWTO GENERAL ASSEMBLY
October, 25-29. Marrakesh (Morocco)

AMD NEWS

PROGRAMME OF WORK FOR 2021 ADOPTED BY THE BOARD OF AFFILIATE MEMBERS

The updated Programme of Work (PoW) for 2021 of the Affiliate Members Department was reviewed and adopted by the Board of Affiliate Members at the 52nd Board Meeting held on 18 February 2021.

The Affiliate Members' main objective and priority lines of action are fully aligned with UNWTO's management vision, and, at the same time, reflect the outcomes of the permanent dialogue and consultations with the Affiliate Members.

One Strategic Objective:

The activities included in the PoW for 2021 are oriented towards achieving the strategic objective established by the Secretary General for the Affiliate Members Department:

#1 Strengthen UNWTO's capacity to deliver value through the contribution of its Affiliate Membership

Three Priority Lines of Action:

In line with this objective, our activities in 2021 will be guided by the following priority lines of action:

#1 Deliver value for UNWTO Members

- Boost the visibility of the inputs received from the Affiliate Members
- Further develop the recently incorporated priority topics:
 - Tourism and the Audiovisual Industry
 - Sport Tourism
 - Rural Tourism
- Consolidate the activity of the active Working Groups (WGs)
- Better opportunities for networking and information-exchange
- Develop new joint UNWTO - AMs projects for Member States

#2 Expand and reinforce the Affiliate Membership

- Promote the expansion of the Membership:
 - more Affiliate Members
 - Promotional activities
 - Develop effective communication and promotional campaigns
- Focus on the quality dimension: stronger new Affiliate Members
 - Better eligibility criteria and selection procedures
 - Reinforce the brand UNWTO Affiliate Membership

3# Provide a modernized and efficient management for the Affiliate Membership network

- Integral reform of the Legal Framework of the Affiliate Membership
- Consolidate AMConnected, the exclusive platform for Affiliate Members

You can download the full Programme of Work 2021 on the AMConnected platform [here](#).

AMD NEWS

2021 CALENDAR FOR THE ELECTIONS OF THE NEW BOARD OF AFFILIATE MEMBERS

The Affiliate Members Department is carrying out an important Reform of the Legal Framework for the Affiliate Membership, which is expected to be approved in October 2021. This reform contemplates an extension of the mandate of the Board of Affiliate Members from two to four years. Therefore, the 2021 calendar for the elections of the new Board has been adapted to the approval of the new legal basis.

The 2021 elections of the new Board of Affiliate Members will be postponed until after the new legal framework has been approved at the UNWTO's General Assembly from 25 to 29 October 2021.

As a consequence, the mandate of the current Board of Affiliate Members -which expires on September 2021-, has been extended until December 31, 2021.

With this reform, the new Board of Affiliate Members will begin its mandate on 1st January 2022, at the same time that the re-elected UNWTO Secretary General, and for the same 4-year period (2022-2025).

2021 ELECTIONS CALENDAR FOR THE NEW AM BOARD

June 2021:

Publication of guidelines for the election procedure

July- August 2021:

Publication and update of the electoral census

September 2021:

Publication of the final electoral census

Presentation of candidatures

October 2021:

Publication of the list of the candidatures

November 2021:

Voting period

December 2021

Publication of the results

UNWTO Secretary General's appointment of 3 members

January 2022

First meeting of the new Board of Affiliate Members

YOUR OPINION MATTERS TO US! TAKE OUR UNWTO AFFILIATE MEMBERSHIP SURVEY!

Help make our membership stronger! Let us know more about your experiences and expectations as a UNWTO Affiliate Member. It only takes 7 minutes and it will help us find ways to better serve your organization and to maximize the support offered to our membership, in a joint effort to bring back the tourism industry in a sustainable, responsible and resilient way!

If you prefer to remain anonymous, you can leave the name of your organisation unanswered. Your open and honest comments are most welcome!

Take the survey in English [here](#), and in Spanish [here](#).



AFFILIATE MEMBERS NEWS STRATEGIES FOR 2021

Skål International takes over for 2021

The 2021 Skål International Executive Board has met for the first time on a virtual meeting to kick start 2021 with a new set of goals.

The Skål International Executive Board 2021 will prioritize and focus on supporting collective passion for Skål International and Tourism by furthering global partnerships, developing relationships, increasing awareness and influence through Tourism industry events to increase its membership value.

In 2021 Skål International will continue to work closely with UNWTO as Daniela Otero, is an Affiliate Board Member. The organization will also continue close collaboration with other partner associations such as WTTC and PATA, among others.

“Governments, organizations, businesses, and ultimately all of us will need to invest the next few months in more training focused on recovery. Working together and collaborating has been, and will continue to be, vital.” Daniela Otero, CEO of Skål International.

Read more about Skål International and membership [here](#).



Athens 2021 Tourism Strategy to Focus on Sustainability

The Athens Development and Destination Management Agency (ADDMA) is adding the unique signature of Athens to global strategies for sustainable development.

ADDMA recently became a member of the Global Sustainable Tourism Council and is proceeding toward GSTC certification, training, and consultation with local stakeholders. We are utilizing GSTC criteria to assess the sustainability risks and achievements that are specific to Athens, and we are keen to identify best practices that will help realize our sustainable development goals.

ADDMA will capitalize on the success of Athens as a tourism destination over the last decade, adding its momentum to projects that adapt the city's infrastructure to climate change while helping to promote sustainable development abroad through our global brand "This is Athens." representatives of the specially protected natural area "National Park Alania" and State Natural Reserve, in order to determine the scale of current activities in environmental volunteering and draw up a general plan of common measures to improve environmental situation in the region.



AFFILIATE MEMBERS NEWS STRATEGIES FOR 2021

“The Home of Port Wine”. This is the motto of Gaia Tourism Strategy led by IPDT

The strategy for Vila Nova de Gaia’s tourism (horizon 2025) aims to attract new tourists and to promote the recovery of the sector in the municipality. The strategic process, led by [IPDT® - Turismo e Consultoria](#), projects tourism in Vila Nova de Gaia as a catalyst for growth in the local economy.

According to António Jorge Costa, President of IPDT, the strategy’s main goal is to promote a differentiated offer which enhances the visitor experience while preserving the territory’s resources and traditions, with a commitment towards a positive impact for residents and business stakeholders.

The document considers two phases, with the aim to respond to the current and future needs of the sector. Initially, the destination will be looking at support measures and health-related solutions to help the recovery of the Travel & Tourism sector. The second phase focuses on the sustainable development of tourism flows, supported by a continuous monitoring and evaluation program.

The priorities of the action plan include the preservation of the identity of the Port Wine Cellars, the promotion of the Atlantic blue flag beaches, the tourist dynamics of the Douro River and the promotion of the local culture.

Gaia, which until 2019 had been registering a continuous increase in the number of guests, overnight stays, tourism revenues and in the dispersion of demand throughout the year, aims to continue reducing tourism seasonality - which is currently 30% - in close alignment with the goals of the Portuguese National Tourism Strategy 2027.

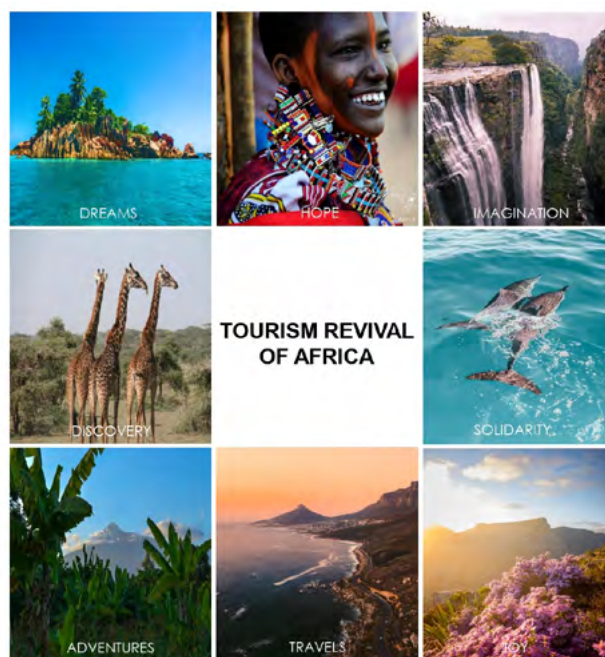


Tracks of Reflections for the Operational Revival of African Tourism by Facility Concept

After a particularly difficult and painful year 2020 for the tourism sector, it is time to set new foundations, put in place a real tourism policy in Africa with a long-term vision. A tourism that is more responsible, fairer and respectful for the environment and populations.

The period of this pandemic is a time of involuntary pause, nevertheless a great opportunity to reflect on all the opportunities for development.

Find our complete tracks of reflections on the revival and development of African tourism [here](#).



AFFILIATE MEMBERS NEWS STRATEGIES FOR 2021

Turisme de Barcelona: New Strategic Lines 2021-2022

The new plan considers the creation of new contents and associated projects to the attributes and segments of Barcelona. The Consortium will be focused on culture: the architecture, the art, the creative industries, the design, Barcelona as a city of literature and cinema.

Promotion and Marketing: All the marketing strategy has been redefined starting from the storytelling and the Barcelona attributes, with an initial budget of 12Millions € for two years and looking for the co-marketing agreements with stakeholders.

Promotion for Markets and segments: Domestic, European and Global markets. During this two year we want to increase a 15% the domestic market.

To neutralize the carbon footprint: Actions to neutralize the carbon footprint in the tourism industry, providing new circuits for a responsible visit of Barcelona.

Digitalisation: The digitalisation as a tool for sustainability, but also to obtain knowledge (Big data) in order to make decisions.



Thessaloniki Tourism Organisation: Vaccinations and Bilateral Agreements, Vital for Greek Tourism Recovery

“The recovery of Greek tourism depends on the course of vaccinations on a European level and the bilateral agreements that Greece is expected to sign with other countries”, Thessaloniki Tourism Organization (TTO) President Voula Patoulidou has said during an online press conference. Ms Patoulidou also referred to the contribution of UNWTO and TTO efforts to promote Thessaloniki to potential travelers around the globe.

According to Mrs. Patoulidou, during 2020, the Covid-19 pandemic highlighted the significance of digital apps and how they contributed to the acceleration of the organization’s digital transformation.

To maintain the interest of potential travelers for Thessaloniki, TTO proceeded with a number of promotional actions on digital media. Among them, the promotion of Thessaloniki’s main attractions were presented to travelers, journalists and tour operators, through digital applications, photos and VR videos. Also, digital campaigns on social media, the brand-new blog and new videos that attracted thousands of views in many countries around the world.

The organization will continue to promote Thessaloniki with digital campaigns and activities throughout 2021.

Read more [here](#).



THESSALONIKI TOURISM ORGANIZATION
www.thessaloniki.travel

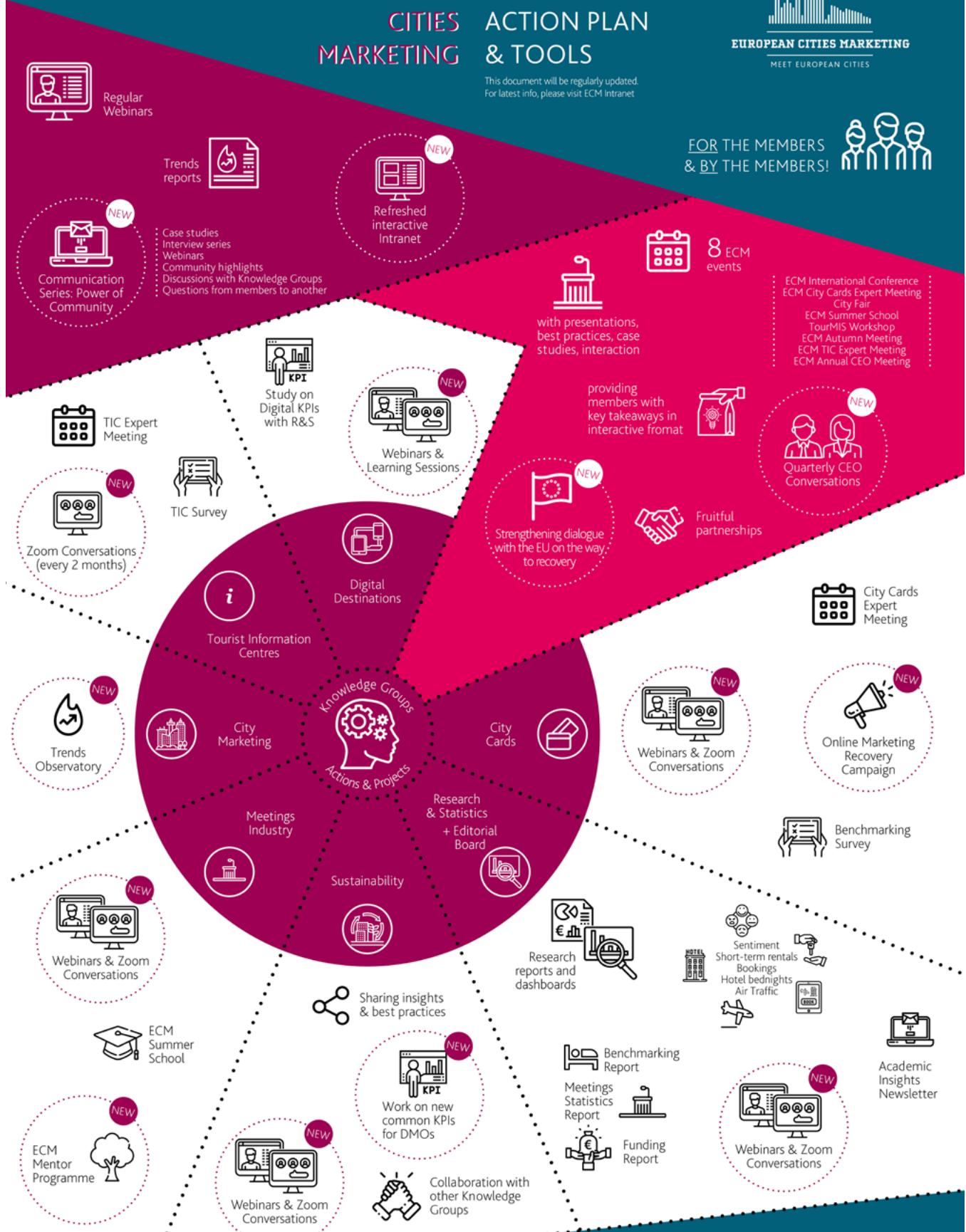
AFFILIATE MEMBERS NEWS STRATEGIES FOR 2021

EUROPEAN CITIES MARKETING 2021 ACTION PLAN & TOOLS



This document will be regularly updated. For latest info, please visit ECM Intranet

FOR THE MEMBERS & BY THE MEMBERS!



AFFILIATE MEMBERS NEWS STRATEGIES FOR 2021

Gulf Air and Etihad Airways: Strategic commercial cooperation agreement

Gulf Air, the national carrier of the Kingdom of Bahrain, and Etihad Airways, the national airline of the United Arab Emirates, have signed a Strategic Commercial Cooperation Agreement (SCCA) to deepen commercial cooperation, building on the Memorandum of Understanding (MOU) the airlines signed in 2018.

With this SCCA, Gulf Air and Etihad will be able to offer up to an additional 30 combined destinations beyond the Bahrain and Abu Dhabi hubs, across the Middle East, Africa, Europe and Asia. The partners will work together to optimise joint operations on the Bahrain-Abu Dhabi route. They will also enhance their respective offerings to premium tier customers of Falconflyer and Etihad Guest, including reciprocal lounge access at the hubs and enhanced recognition through a guest's journey, regardless of the operating airline. Moreover, the partners will work together to improve the customer journey on Bahrain - Abu Dhabi, making it more seamless, regardless of the operating carrier, with enhanced and harmonised policies and products in areas such as baggage and ancillaries.

Read more [here](#).



Cruise Lines International Association (CLIA): Partnering for a future of responsible tourism

Contributing to the success and sustainable development of cruise destinations is of vital importance to the cruise industry. Cruise Lines International Association (CLIA) is partnering with the Global Sustainable Tourism Council (GSTC), city leaders and port authorities to map out the future of sustainable tourism in popular destinations.

CLIA and GSTC have teamed with the cities and ports of Corfu and Heraklion in Greece to develop Destination Assessments that will help the municipalities understand how to capture the social and economic benefits of tourism for residents while safeguarding the long-term sustainability of these popular Greek destinations.

This latest cooperation, which builds on CLIA's collaboration with GSTC and the City of Dubrovnik, Croatia, offers an example of how city authorities, industry and local communities can collaborate to achieve a common vision for responsible tourism.

Read more [here](#).



AFFILIATE MEMBERS NEWS STRATEGIES FOR 2021

Santiago de Compostela is committed to tourism sustainability: 2021-2023 Tourism Sustainability Plan

Santiago de Compostela is developing a 2021-2023 Tourism Sustainability Plan whose main objective is adapting the city's tourism model to the new situation, promoting a model that combines the sector's sustainable tourism profitability with the coexistence of tourists and visitors.

The Plan centres on five areas that will provide fresh impetus to the tourism sector, at a time when it is experiencing a grave crisis due to COVID-19, namely: Governance, Strategy and Activation of the Tourism Sector; Intelligent Destination, Sustainable Mobility and Accessibility; Old Town and Green Strategy; Ecological Transition of the Tourism Sector; and Revitalisation of Marketing and Creation of New Products and Sustainable Experiences.

The Tourism Sustainability Plan has a budget of three million euros, co-financed by Santiago City Council, the State Secretariat for Tourism and the Xunta de Galicia.

Safe tourism: Moscow joins the Safe Travels project of the World Travel and Tourism Council

In January 2021, Moscow has joined the [Safe Travels project of the World Travel and Tourism Council \(WTTC\)](#). Safe Travels is the first global travel safety initiative in view of the coronavirus pandemic. Its essence stands on the fact that travel companies, agencies, hotels and tourist infrastructure facilities can receive a special Safe Travels Stamp, the presence of which confirms that this organization fully adheres to sanitary standards and recommendations of relevant authorities.

To receive a Stamp, Moscow tourism organizations need to apply on the [official website of the Safe Travels initiative in Moscow](#). Ten days are allotted for checking each object or organization. If the applicant meets all the requirements, it will be registered in the Safe Travels system and information about it will be placed in the Safe Travels Discover Moscow register.

To date, 94 organizations have already received Safe Travels Discover Moscow Stamps, with a total of 116 applications received.





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

Contact us at: am@unwto.org