

AM News

VOL. 66 - July 2024



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 the Affiliate Members' network. Also included is the updated calendar of events for 2024, featuring the main UN Tourism events.

The recently celebrated 121st Session of the UN Tourism Executive Council took place with the remarkable participation of Affiliate Members from all Regions. In this framework, many priority topics for the Membership have been discussed, including the admission of 39 new Affiliate Members to our growing network! The increasing number of new entities joining the network, especially those from "underrepresented Regions" in terms of the number of Affiliate Members, is the result of the on going Expansion Strategy for a quality-oriented and geographically balanced Membership that my department is carrying out.

As the last Meeting of the Regional Commission approaches: the Regional Commission for Africa; we are optimistic about counting on a high level of engagement from our Affiliate Members, whose perspective from the tourism private sector is crucial to the development of an inclusive, accessible, and sustainable tourism industry.

We are also pleased to report that the new tools and functionalities of the AMConnected+ platform have been received positively by Affiliate Members. The user-friendly interface, inspired by the most widely used social networks, allows for easy navigation based on 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 and Public-Private Collaboration Department is committed to collaborating and supporting our Affiliate Members' projects to the best of our abilities. We are always available to hear your comments and feedback.

Sincerely,
Ion Vilcu
Director

A handwritten signature in blue ink, appearing to read 'Ion Vilcu', with a long, sweeping underline that extends to the right.

AMD-PPC

the Affiliate Members and Public-Private Collaboration Department

The UN Tourism Affiliate Members and Public-Private Department (AMD-PPC) 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
- 2 NETWORKING**
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
- 5 COOPERATION**
Foster collaboration in joint projects with the UN Tourism and in business projects among Affiliate Members
- 6 SUPPORT**
Offer institutional support and endorsement to promote new projects developed by the Affiliate Members
- 7 DEVELOPMENT**
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	<u>121st Executive Council</u>	Barcelona, Spain	In Person
Q4	122nd Executive Council	Cartagena de Indias, Colombia	In Person

UN TOURISM REGIONAL COMMISSIONS

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

6 June	5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)		Online
TBC	6th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)	TBC	Online

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

22-23 March	<u>12th World Congress on Snow, Mountain and Wellness Tourism</u>	Encamp, Andorra	In Person
27 Sept.	<u>World Tourism Day</u>	Georgia	In Person
22-24 July	<u>2nd UN Tourism Regional Conference on Brand Africa</u>	Livingstone, Zambia	In Person
26-28 July	<u>First UN Tourism Regional Forum on Gastronomy Tourism for Africa</u>	Victoria Falls, Zimbabwe	In Person
11-13 Sept.	<u>8th UN Tourism Global Conference on Wine Tourism</u>	Armenia	In Person
17-18 October	<u>3rd Sustainable Destinations Summit</u>	Mallorca, Spain	In Person
Q4	<u>9th UN Tourism World Forum on Gastronomy Tourism</u>	Bahrain	In Person

AMD-PPC EVENTS

26 January	UN Tourism Affiliate Members Corner: Insights into Key Outbound Tourism Markets	Fitur, Madrid	In Person
8 February	<u>Webinar on How to Use AMConnected+</u>		Online
19 April	International Forum: “Turismo y Cultura: una relación de película” (Premios Platino)	Quintana Roo, Mexico	In Person
25 June	<u>Webinar on How to Use AMConnected+ (in Spanish)</u>		Online
28 June	<u>UN Tourism Affiliate Members’ Global Networking Session</u>	Cebu, the Philippines	In Person
October (TBC)	International Conference on Tourism and Aviation	Istanbul, Türkiye	In Person

AMD-PPC NEWS

UN Tourism Executive Council in Barcelona Advances Affiliate Membership Engagement

The 121st Executive Council presented an invaluable opportunity to further enhance the engagement of Affiliate Members in UN Tourism activities.

Key topics addressed included:

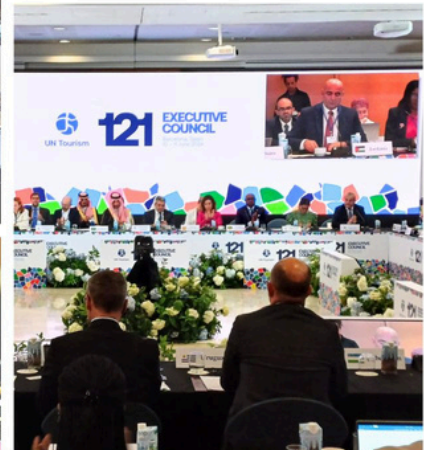
- Admission of 39 new Affiliate Members
- Enhanced participation of Affiliate Members in UN Tourism activities
- Progress report on the implementation of the strategy for a quality-oriented expansion
- Priorities of the mandate 2024-2027 of the Committee on Matters Related to Affiliate Membership (CMAM)
- Report of the Chair of the Board of Affiliate Members on their main activities
- Report of the Chair of the CMAM, Jordan, on the status of the membership, its consistent contribution to UN Tourism's mission, and the newly admitted Affiliate Members.

In the framework of the Executive Council, the first Affiliate Members Global Networking Event has been hosted and co-organized by the the Affiliate Members Grup CETT.

The event provided an excellent platform for insightful discussions and fruitful exchanges on priority topics, enhancing visibility and fostering connections among over 20 participating affiliated entities.

Taking advantage of around 20 different Affiliate Members converging to Barcelona for this statutory Meeting, Ion Vilcu, Director of the Affiliate Members and Public-Private Collaboration Department, had the opportunity to hold bilateral meetings with several Affiliate Members, as well as personally welcome some new Affiliate Members.

You can find more information [HERE](#)



AMD-PPC NEWS

Affiliate Members Network Keeps Growing: We Are Now 500

UN Tourism announces the addition of 39 new entities from the private sector to its growing network of Affiliate Members. The admission of these new members was approved during the 121st Session of the Executive Council, which took place in Barcelona, Spain, on June 10-11.

The new members combine a wide range of profiles with diverse backgrounds and types of business:

- 3 Destination Management Organization (DMOs),
- 14 for-profit companies,
- 10 associations and NGOs,
- 7 education and research institutes,
- 5 others.

In terms of geographical distribution, the newly admitted members come from all the regions:

- 6 from Africa
- 10 from the Americas
- 3 from Asia and the Pacific
- 13 from Europe
- 7 from the Middle

Under the current admission procedure, the candidatures were submitted for consideration and approval of the Executive Council after being previously reviewed and endorsed by the Committee on Matters related to Affiliate Membership (CMAM), during its 5th meeting that took place on 6 June.

These candidatures are the results of the implementation of the expansion strategy of the Affiliate Membership, aiming at improving the quality and geographical balance of the Affiliates network.

You can find more information [HERE](#)



AMD-PPC NEWS

Highlights from the Affiliate Members' Global Networking Session (36th CAP-CSA)

An exclusive event focused on the Affiliate Membership was held as part of the 36th UN Tourism Commission for East Asia and the Pacific & the UN Tourism Commission for South Asia's activities.

The second Affiliate Members' Global Networking Session, under the theme "Forging Public-Private Alliances", took place on June 28th in Cebu, the Philippines, and served as a platform for discussing, exchanging ideas, and identifying potential collaborations.

This gathering was opened by Ms. Natalia Bayona, UN Tourism Executive Director, who emphasized the crucial role of the private sector in promoting sustainable, resilient, and responsible tourism.

Following her opening remarks, Michele Pitta, Project Specialist at the Affiliate Members and Public-Private Collaboration Department (AMD-PPC), delivered a brief presentation on upcoming regional initiatives and ways to enhance engagement with the Organization.

Approximately 15 different affiliated entities from the region, several delegates from Member States, and other local tourism stakeholders participated in the session. This is particularly important because it is a clear sign of the strong interest of the Member States to be more involved in the Affiliate Membership's initiatives and of other local stakeholders to know more about the benefits of being an Affiliate Member.

This dedicated networking session for Affiliate Members is the second of the year, after the celebration of the inaugural session in the framework of the 121st session of the UN Tourism Executive Council.

You can find more information [HERE](#)



AMD-PPC NEWS

UN Tourism Participated at Lufthansa City Center Annual Summit in Braga, Portugal

UN Tourism participated in the annual Lufthansa City Center (LCC) summit, held from June 12 to 15 in the historic cities of Braga and Guimarães, Portugal. This global gathering brought together 255 operators and travel agents, representing over 75 different nationalities.

UN Tourism was represented by its Affiliate Members and Public-Private Collaboration Department, highlighting the organization's commitment to fostering global partnerships and promoting further engagement in the tourism private sector. The department's participation was marked by a keynote presentation delivered during the opening of the event, focusing on the latest data and trends in the tourism industry, collected in [the issue of May 2024 of the World Tourism Barometer](#).

In his address, Juan Carlos Baena, Project Specialist, presented the most recent performance data of the tourism sector,

shedding light on significant consumer trends and future market forecasts.

This presentation underscored the importance of staying attuned to evolving consumer preferences and adapting strategies accordingly to sustain growth and competitiveness in the tourism industry. Additionally, UN Tourism participated in the panel discussion "Next Generation Traveller: How Destinations and the Industry Prepare for Accelerating Sustainability and New Demands." This panel addressed issues related to sustainable tourism and the evolving demands of current travelers, emphasizing the need for innovative and sustainable approaches within the industry.

The LCC summit, organized with the support of Turismo do Porto e Norte de Portugal, provided a dynamic platform for business meetings, workshops, networking sessions, and conferences. The event facilitated valuable interactions among LCC members, enabling them to forge new partnerships and explore business opportunities.

You can find more information [HERE](#)



AMD-PPC NEWS

ON THE GO, the podcast about the future of the Tourism Industry is now available

The Affiliate Member ATREVIA and UN Tourism are jointly producing a series of podcasts that will address current events, trends, and challenges in the tourism sector.

This initiative counts with the participation of managers and experts, from UN Tourism itself, as well as representatives of companies and relevant public entities in the sector, Affiliate Members who are leading specific areas of the tourism industry.

The objective of the podcast is to highlight the valuable knowledge, information, and best practices for the sector of our Affiliate Members, reaching a wide and diverse audience thanks to the potential offered by a dynamic format such as this series of podcasts.

In the introductory episode of the Podcast, Esther Benito, Global Director of Tourism, ATREVIA (moderator), and Ion Vilcu, Director of the Affiliate Members and Public-Private Collaboration Department, explored key opportunities and trends in Tourism and the vision and priorities of UN Tourism.

The first episode of the podcast will be focused on Sports Tourism. On this occasion, the speakers will discuss:

- The growing importance of Sports Tourism in the tourism agenda and the main trends.
- The specific benefits that Sports Tourism provides to local communities and visitors
- The role of Sports Tourism in generating employment and economic opportunities in the tourism industry
- Examples and case studies from our Affiliate Members
- And many more!

You can find more information [HERE](#)



 Podcast de Turismo

ATREVIA

On
the
go

Diálogos
sobre el futuro
del turismo

Con la colaboración de



ONU Turismo

AMD-PPC NEWS

Second Webinar on How to Use AMConnected+

On June 25, Affiliate Members joined the webinar on how to make the most out of the platform's capabilities to bring discussions on collaboration opportunities. The online session, the second of the year, was organized by the Affiliate Members and Public-Private Collaboration Department, and explored how to use and navigate the new set of features and upgrades offered to the Affiliate Members:

- **Enhanced User Interface:** seamless navigation similar to popular social networks for an intuitive experience.
- **Upgraded Functionality:** a comprehensive set of features tailored to our members' evolving needs.
- **Web and Mobile Access:** allowing to connect on the go ([APPLE STORE/iOS](#) & [GOOGLE PLAY/Android](#))

- **Modernized Communication and Collaboration Tools:** regional and thematic channels for networking and collaboration opportunities.

After the success of the previous edition of the webinar, during which participated around 100 Affiliate Members from all regions, For this second edition, the webinar has been held in Spanish, in order to accommodate the Spanish-Speakers Members of the network.

After months of coordinated effort, the new AMConnected+ began officially operating in December 2023, as previously announced during the 44th Affiliate Members Plenary Session (Samarkand, Uzbekistan), and has since then received very positive feedback from the Affiliate Members' network.

You can find more information and the recording of the Webinar [HERE](#)



AMD-PPC NEWS

News from AMConnected+, the exclusive Affiliate Members' platform

Are you a UN Tourism Affiliate Member new to the AMConnected+ platform, and willing to share content with the rest of the network?

We encourage Affiliate Members to publish news, events, initiatives, and publications related to tourism. Your knowledge and ideas can spark engaging conversations and benefit the entire network of Affiliate Members within AMConnected+.

In this tutorial, we provide some simple instructions so that you can learn how to publish and share news and information.

Click below on the links to watch the video tutorial and start posting now:

- [AMConnected+, How to create relevant content on AMConnected+ \(English\)](#)
- [AMConnected+, Cómo crear contenido relevante en AMConnected+ \(Spanish\)](#)

If you have any doubts, the Thematic Channel "First Steps" provides the main guidelines on how to use the platform. Access it [HERE](#)

And do not forget, your community guide are available to assist you. You can reach out to them: [HERE](#)

See you on AMConnected+!



AMConnected+

Stay connected on the go!
Download AMConnected+ on your phone:

iOS



Android



UN TOURISM HIGHLIGHTS

UN Tourism Executive Council Meets to Place Tourism in Global Economic Agenda

Tourism leaders from across the world have met again to shape the sector's future, emphasizing the sector's vital economic importance while also placing it firmly on the political agenda.

The 121st session of the Executive Council of UN Tourism welcomed representatives of 47 countries, including 18 Ministers of Tourism, to advance the Organization's vision for the sector as it achieves full recovery from the impacts of the pandemic. According to UN Tourism data, around 285 million tourists travelled internationally in the first quarter of 2024, 20% more than the same period of last year, while international tourism receipts grew back to US1.5 trillion in 2023.

Opening the session, UN Tourism Secretary-General Zurab Pololikashvili, said: With tourism having bounced back from the biggest crisis in its history, now is the time to channel our energy into building greater resilience against any future shocks."

"At the same time, we must ensure tourism's growth benefits people everywhere, above all by expanding access to education and job opportunities and harnessing the power of new technology."

Chairman of the Executive Council of UN Tourism and Minister of Tourism of Saudi Arabia, His Excellency Ahmed Al-Khateeb said, "Chairing the UN Tourism 121st Executive Council Meeting was a monumental moment for us, uniting global leaders to tackle the pressing challenges in tourism and progress the industry forward. This gathering underscored our collective vision for a dynamic and flourishing global tourism sector, fuelled by innovation, investment, growth, and strategic partnerships."

To conclude, the 122nd session of the Executive Council will be held in Cartagena de Indias, Colombia, the 123rd in Spain in the first semester of 2025, and the 124th session in the Kingdom of Saudi Arabia in the second semester of 2025.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

First Gastronomy Tourism Forum for Asia and Pacific Unites Governments, Businesses and Top Chefs

Asia and the Pacific's growing status as a gastronomy tourism destination has been celebrated as key stakeholders look to a more inclusive and sustainable future.

The first UN Tourism Regional Forum on Gastronomy Tourism for Asia and the Pacific built on the success of the global event to serve as a platform for public and private sector leaders to address the main challenges and opportunities in this fast-emerging part of global tourism.

As with the World Forum, the event was co-organized by UN Tourism and the Basque Culinary Centre (BCC) and hosted by the Department of Tourism of the Philippines.

Reflecting the strong commitment of its Member States to harnessing the economic and social benefits of gastronomy tourism, UN Tourism put the focus on policy frameworks and government action.

UN Tourism Secretary-General Zurab Pololikashvili said: "Food is at the heart of every tourist experience, and gastronomy tourism delivers many social and economic benefits. For it to deliver on its potential, we need to create well-defined gastronomy tourism policies and strategies that bring together all stakeholders with a common vision and mission, as exemplified by this first regional Forum."

The event concluded with the Cebu Call to Action on Gastronomy Tourism, calling for both public and private sector leaders to develop comprehensive strategies at all levels to integrate gastronomy tourism into policy and practice. It urges the creation of governance mechanisms uniting stakeholders under a shared vision, fostering cooperation across sectors such as agriculture and culture, and supporting small businesses to enhance their market position. Emphasis was placed on empowering local communities through training and financing, promoting unique culinary experiences, and advocating for sustainable practices that protect local cultures and the environment.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

Education and diversification recognized as key to future of tourism in Asia and the Pacific

Diversifying tourism across Asia and the Pacific, alongside promoting more and better education, will be key to building a more resilient and sustainable sector.

According to UN Tourism's data, the sector is experiencing a rapid recovery in Asia and the Pacific, with arrivals reaching 82% of pre-pandemic levels in the first quarter of 2024, boosted by the re-opening of many destinations throughout 2023.

Now, with full recovery on the horizon, the latest joint meeting of UN Tourism's Commission for Asia and the Pacific (CAP) and its Commission of South Asia (CSA), focused on the challenges and opportunities for creating a positive and lasting transformation.

The 36th meeting of the CAP-CSA welcomed more than 130 delegates from 25 countries and territories.

All Members were provided with a comprehensive overview of UN Tourism's work and achievements since the last meeting, with key priorities then presented for the years ahead.

UN Tourism Secretary-General Zurab Pololikashvili said: "As our data shows, tourism's recovery is close to complete here in Asia and Pacific. We worked together to face the crisis head-on. And now we must work together to focus on our priorities for the future. That means supporting education, driving investments into our sector, and further strengthening the ties between public and private to build resilience and advance sustainability and inclusive growth."

The meetings concluded with Members agreeing to accept Indonesia's offer to host the 37th Joint Meeting of UN Tourism's 2 Asian Commissions in 2025. The exact dates will be confirmed in due course.

You can find more information [HERE](#)



AFFILIATE MEMBERS NEWS

JTB Signs Declaration of Cooperation in Partnerships for Sustainable Tourism with the JTB-Affiliated Ryokans & Hotels Federation to Accelerate Sustainable Tourism

On June 5, JTB and JTB-Affiliated Ryokans & Hotels Federation (JTB-Ryohoren) signed a Declaration of Cooperation in Partnerships for Sustainable Tourism (The Declaration) at the 2024 regular general meeting. JTB President and CEO Eijiro Yamakita took the podium on this occasion and signed the Declaration together with JTB-Ryohoren's Chairman, Mitsuhiko Miyazaki.

The Declaration was signed with the aim of fostering stronger partnerships and accordingly achieving JTB's vision of contributing to a sustainable society (sustainability) based on expanded exchange through close ties established with a range of stakeholders.

Drawing from established international standards for sustainable tourism, JTB and JTB-Ryohoren will together strive for legal compliance, the promotion of social accountability and improved economic sustainability, the preservation and utilization of cultural assets, and protection of the global environment.

Shared Partnership Objectives

- i. Endeavor to contribute to regional economies through the proactive utilization of local materials and services.
- ii. Endeavor to protect and nurture local cultures and customs.
- iii. Endeavor to protect natural and environmental attributes that serve as foundations for tourism.
- iv. Endeavor to appropriately manage and sustainably utilize tourism resources and minimize related environmental impacts.
- v. Endeavor to establish fair working environments and foster the creation of healthy and pleasant workplaces.

JTB Ryohoren is an organization that proactively engages with JTB to increase accommodation sales and strengthen the managerial capabilities.

Together, we conduct a range of campaigns, tourism-related promotions, and community revitalization activities, as well as human resource development, panel-driven surveys and research, and employee training programs. Current number of member hotels and ryokans are around 3,600(as of May 2024).



Perfect moments, always



AFFILIATE MEMBERS NEWS

Join Tanzania Association of Tour Operators (TATO) in the Fight Against Poaching: Support the Serengeti De-Snaring Program

Poaching remains a major challenge to conservation in Africa, with the bushmeat trade posing a serious threat. In response, the Serengeti De-snaring Program, launched in 2017, stands as one of TATO's flagship conservation initiatives in Tanzania. This collaborative effort involves Tanzania National Parks (TANAPA), the Frankfurt Zoological Society (FZS), and dedicated TATO members who provide financial support by contributing 1 US\$ per guest per day while staying in the Serengeti.

Managed by the FZS, the de-snaring program supports TANAPA by deploying experienced 8-man teams, including rangers and former poachers, on 2-week patrols. These teams canvass areas of the Serengeti National Park to remove snares and free trapped animals. Since 2017, this effort has led to the removal of over 100,000 wire snares and the rescue of hundreds of animals. Notably, the most recent wildebeest census in the Serengeti ecosystem has recognized the program's positive impact, showing an increased population of wildebeest.

This program not only disrupts poaching and the bush meat trade,

but also provides employment opportunities for former poachers, contributing to local livelihoods and conservation efforts.

Tourism stakeholders depend on the region's wildlife and healthy ecosystems. Through this initiative, TATO has demonstrated how collaborative efforts can protect Tanzania's wildlife heritage, benefiting everyone involved.

Despite significant progress, the mission is far from complete. Join us in backing the Serengeti De-snaring Program! Funds donated are used to equip and support the de-snaring teams actively working in the field. Every contribution matters.

Worldwide support is needed to sustain the efforts and ensure the Serengeti remains a sanctuary of biodiversity and natural beauty for generations to come!

For more details on how to support the Serengeti De-snaring Program, please visit: <https://fzs.org/en/projects/tanzania/serengeti-national-park/serengeti-de-snaring-program/>
Asante sana, thank you!



AFFILIATE MEMBERS NEWS

IPDT TOURISM BAROMETER PREDICTS INCREASE OF FOREIGN TOURIST DEMAND THIS SUMMER

The 71st edition of IPDT Tourism Barometer® announces a positive evolution of Portuguese tourism dynamics in the upcoming months, according to the predictions of its panel of more than 170 experts and professionals.

The trust index for tourism performance reached its second-highest value since 2016, 84.2 points, a result that confirms the industry's post-pandemic recovery and the 2024 summer predictions.

According to this report, a general increase in tourism performance indicators is expected, particularly in " Foreign Tourism Demand", " Number of People Employed" and "Tourism Activity", a promising scenario for the national labour market and economy.

Regarding tourist demand, the results indicate that international demand will evolve more significantly, with 7 out of 10 respondents agreeing that the number of tourists, overnight stays, RevPAR (Revenue per Available Room) and international revenues will grow.

In addition, the North American market will continue to increase its presence as a source market for tourists in Portugal, according to 84 % of respondents. However, the domestic market is expected to remain in line with last year's performance.

This summer, it is expected that tourists will primarily choose "Sun and Sea" as the main tourism product.

With the election of the new Portuguese government, the panel was asked to reflect on the priorities it should address. Tax relief and Lisbon's new airport were identified as the main priorities, according to 61% and 41 % of respondents respectively.

IPDT Tourism Barometer, the first of its kind in Portugal, was launched in 2006, to bring together the sector's main decision-makers to discuss and interpret major tourism issues. The survey period for this edition was 26th March to 2nd April 2024, with a total of 51 valid responses.



AFFILIATE MEMBERS NEWS

Developing Visit Belfast's Strategy: Enhancing Sustainability, Social Impact, and Economic Growth

We were delighted to work with Visit Belfast over the past several months to develop a forward-looking three-year strategy for 2024-2027 and a comprehensive business plan for the first year. Building on the success of the 2021-2024 Rebuilding City Tourism strategy, this new plan strengthened Visit Belfast's positioning and enhanced Belfast's tourism sector by focusing on sustainability and maximizing social and economic impact.

Belfast, known for its vibrant spirit and unique character, is undergoing a significant transition. With a rich portfolio of stories to share, it is crucial for Visit Belfast, the city's destination marketing and management organisation (DMMO), to adapt and thrive. We approached this project by conducting a detailed analysis of European consumer trends and engagement with local stakeholders, including Belfast City Council, Tourism Northern Ireland, key commercial partners, and community representatives. This ensured the new strategy aligns with local and regional policies, such as Northern Ireland's 10-Year Plan for Tourism, Belfast's citywide plan 'The Belfast Agenda' and city's tourism strategy, Make Yourself at Home.

Our approach included in-depth interviews, focus groups, and continuous collaboration with Visit Belfast's senior management and Board. We emphasized place-focused methods to achieve greater social and economic impact from the visitor economy while identifying new KPIs for tracking progress. By benchmarking against international best practices, we provided actionable insights for boosting neighborhood tourism, enhancing the city's leisure tourism appeal, and overcoming barriers to visitor engagement.

The strategy and business plan were unanimously approved by Visit Belfast's Board on 22nd February 2024. We are eager to see Visit Belfast implement these strategies and achieve lasting positive impacts for the city.

For further information or support, contact TOPOSOPHY to explore how we can assist your destination in achieving sustainable growth and resilience.

TOPOSOPHY

PLACE MAKING & MARKETING AGENCY





The UN Tourism Affiliate Members and Public-Private Collaboration Department is responsible for the management of the partnership between UN Tourism and the public and private sectors.

Contact us at: am@unwto.org

UNprecedented Perspectives
by UN Tourism Affiliate Members