

AM News

VOL. 70 - November 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.

November promises to be an eventful month for Affiliate Members, with a rich lineup of events and initiatives. Kicking off with the World Travel Market in London, this global gathering serves as a vital platform for the travel and tourism industry. Following this, UN Tourism's 122nd Executive Council will take place from 13-15 November in Colombia. Taking advantage of the presence of many Affiliate Members at this event, my department has organized dedicated networking sessions and activities. For more information, please refer to the AMConnected+ platform.

Further into the month, we look forward to the 9th UN Tourism World Forum on Gastronomy Tourism, which will convene in Manama, Bahrain, on 18-19 November. Closing the month on an exciting note, the 3rd World Sports Tourism Congress will be held on 28-29 November at Madrid's iconic Santiago Bernabéu Stadium. This congress will bring together ministers, high-level officials, sports figures, and key stakeholders to explore innovative approaches to sports tourism, with a focus on maximizing local impact, advancing the Sustainable Development Goals (SDGs), and leveraging sports events to boost tourism and support local economies.

I am also pleased to also 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.

AM-PPC

the Affiliate Members and Public-Private Collaboration Department

The UN Tourism Affiliate Members and Public-Private Department (AM-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
13-15 Nov.	<u>122nd Executive Council</u>	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
27 Nov.	60th Meeting of the Board of the Affiliate Members	Madrid, Spain	In Person

COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP

6 June	5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)		Online
13 Nov.	6th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)	Cartagena de Indias, Colombia	Hybrid

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

11-13 Sept.	<u>8th UN Tourism Global Conference on Wine Tourism</u>	Armenia	In Person
27 Sept.	<u>World Tourism Day</u>	Georgia	In Person
17-18 Oct.	<u>3rd Sustainable Destinations Summit</u>	Mallorca, Spain	In Person
21-22 Oct.	<u>1st Regional Conference on Women's Empowerment in Tourism in Latin America and the Caribbean</u>	Asuncion, Paraguay	In Person
18-19 Nov.	<u>9th UN Tourism World Forum on Gastronomy Tourism</u>	Manama, Bahrain	In Person
28-29 Nov.	<u>3rd World Sports Tourism Congress</u>	Madrid, Spain	In Person
28 Nov.	<u>2nd UN Tourism International Seminar "Tourism Law and Sustainability"</u>	Cordoba, Spain	In Person
9-11 Dec.	<u>First UN Tourism Conference on Tourism for Rural Development and Second Best Tourism Villages by UN Tourism Network Annual Meeting</u>	Hoi An, Vietnam	In Person

AM-PPC EVENTS

26 January	<u>UN Tourism Affiliate Members Corner: Insights into Key Outbound Tourism Markets</u>	Fitur, Madrid	In Person
8 February	<u>Webinar on How to Use AMConnected+</u>		Online
19 April	<u>International Forum: "Turismo y Cultura: una relación de película" (Premios Platino)</u>	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
13 Nov.	<u>UN Tourism Affiliate Members' Global Networking Session</u>	Cartagena de Indias, Colombia	In Person

AM-PPC NEWS

Only a few weeks left until the 3rd World Sports Tourism Congress

The iconic Santiago Bernabéu Stadium will welcome the 3rd World Sports Tourism Congress on 28-29 November 2024.

The Congress, jointly organized by UN Tourism and the Government of the Region of Madrid, will once again bring together high-level stakeholders from these sectors to share innovative ideas, best practices, and insights of sports tourism, including its economic impact, contribution to the Sustainable Development Goals (SDGs), and strategies for effectively promoting destinations through sports events and sponsorships.

Destinations globally recognize the potential of this segment and seek to position themselves as Sports Tourism destinations by investing in sporting infrastructure, bidding to host sports events, and implementing marketing strategies to promote their sports offer.

Topics on the Agenda

- Sports Tourism on Government Agendas
- Partnership models between governments and sports entities
- Long-term planning in Sports Tourism
- Sponsorship trends
- Brand alignment between destinations and sports businesses
- Brand Activation
- Community engagement in sports events
- Best practices in bidding for sports events
- Innovation in sports infrastructure and tourist experience
- New technologies (i.e., Virtual Reality, Augmented Reality, IoT, Artificial Intelligence)
- Measuring the impact of Sports Events

You can find more information and the registration details [HERE](#)

Register Now

UN Tourism

3rd Edition

World Sports Tourism Congress

#WSTC2024

28 - 29 November
Santiago Bernabéu Stadium,
Madrid, Spain

WORLD SPORTS TOURISM CONGRESS

UN Tourism

Comunidad de Madrid

AM-PPC NEWS

IGLTA's 2024 Global Convention Brings Together Leading Voices in LGBTQ+ Travel and Tourism

The 40th edition of the conference connected LGBTQ+ and LGBTQ+ welcoming travel and tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops, and networking receptions.

The event, organized by the Affiliate Member IGLTA, took place in Osaka, Japan, known as Japan's friendliest city, from 23-26 October 2024, and counted with participation from around the world.

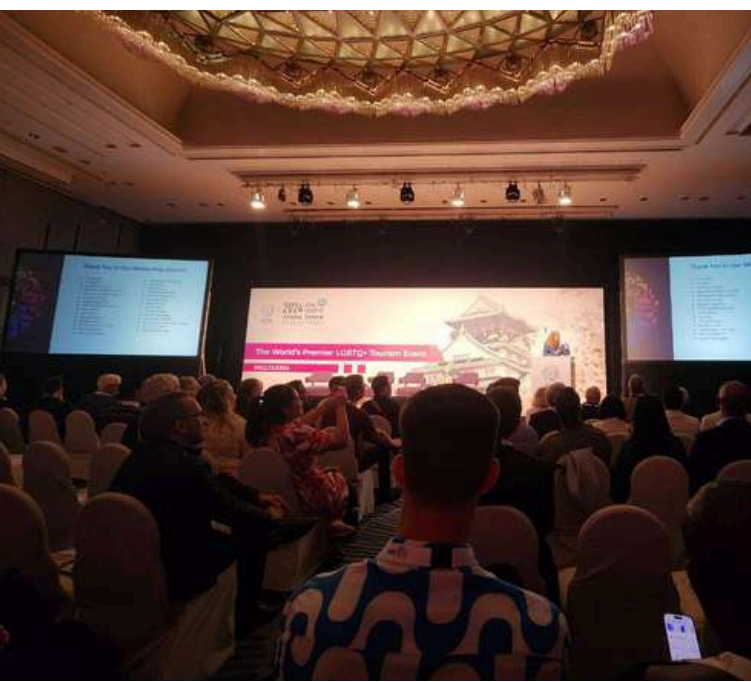
On this occasion, also took place the IGLTA Foundation Leadership Think Tank a pioneering initiative that brings together the most influential executives from LGBTQ+ welcoming companies and destinations worldwide to discuss the most pressing issues facing LGBTQ+ tourism and the communities it impacts.

This unique platform for exchanging ideas and experiences featured valuable insights from a representative of UN Tourism, emphasizing the UN's strategies and commitment to fostering inclusivity.

Through our Affiliate Membership, we continue to collaborate closely with private sector entities, working together to promote LGBTQ+ inclusivity within the tourism sector.

On the last day of the convention, the representative from UN Tourism had the opportunity to present the IGLTA Foundation Impact Award which recognizes a small LGBTQ+ business whose initiatives encourage the responsible development of tourism in three key areas: environment, community, and diversity & inclusion.

You can find more information [HERE](#)



AM-PPC NEWS

Episode 3 of the ATREVIA-UN Tourism Podcast “ON THE GO” 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 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 and 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 this episode of the Podcast, we delve into the fascinating world of Food and Wine Tourism with the episode “From the Vineyard to the Plate: Discovering Food and Wine Tourism”.

Speakers:

- Sonia Lázaro Masedo, Director at ATREVIA, (moderator)
- Sandra Carvao, Director of Market Intelligence, Policies and Competitiveness at UN Tourism
- Daniel Solana, General Director of Basquetour Basque Tourism Agency (Affiliate Member)
- Rodrigo Espinel, Producer at Morena Films

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

AM-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 guides 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



UPCOMING EVENTS



UN Tourism

Register Now

122
EXECUTIVE COUNCIL

Cartagena de Indias, Colombia
13 – 15 November 2024

unwto.org



UN Tourism

Register Now!

**9th UN Tourism
World Forum
on Gastronomy
Tourism**

Manama, Bahrain
18 – 19 November 2024

unwto.org



Consult AMConnected+ for more information: <https://amconnected.unwto.org/>

UN TOURISM HIGHLIGHTS

Sustainable Tourism through Destinations: Mallorca Hosts 2024 Global INSTO Meeting and III Sustainable Destinations Summit

UN Tourism has brought together its International Network of Sustainable Tourism Observatories to explore actionable policy recommendations that drive sustainable practices across destinations.

Organized by the Affiliate Member Fundació Mallorca Turisme (Consell de Mallorca) with the support of UN Tourism, the 2024 meeting of the Network (INSTO) was held alongside the III Sustainable Destinations Summit. Welcoming more than 100 participants, the events featured thought leaders, academics, government officials, and development practitioners to address key issues surrounding the advancement of sustainable tourism worldwide.

Topics discussed included the vital need to enhance governance between national and regional levels, as well as measuring the local impact of tourism through effective data management.

Out of these discussions, delegates identified the best ways to forge actionable policies that drive sustainable practices across destinations.

Launched in 2004, the UN Tourism International Network of Sustainable Tourism Observatories (INSTO) aims to foster continuous improvement in sustainability and resilience within the tourism sector. Through systematic monitoring of tourism performance, INSTO connects dedicated destinations, enabling the exchange of knowledge and best practices for responsible tourism management.

Today, INSTO numbers 45 members from the Americas, Asia & the Pacific, and Europe, with exciting new additions from observatories in Colombia and Austria.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

Latina Women Centre Stage in New UN Tourism Study

UN Tourism and the Ministry of Tourism of Paraguay have released a groundbreaking report on the role of women in the tourism sector. The study was presented ahead of the First Regional Conference on Women's Empowerment in Tourism in Latin America and the Caribbean, held in Asunción, Paraguay, on 21-22 October.

In addition to providing an overview of the contribution women make to tourism globally, the paper highlights the importance of women's participation in driving sustainable, inclusive transformation in the sector.

Among other points, this new report highlights:

- The role of tourism as a vehicle for women's empowerment: women workers already represent 52% of the total regular workforce in the sector – a figure that rises to 60% in certain segments, such as accommodation and catering.
- The number of women in tourism education: 69% of the total number of people enrolled in tourism-related studies in the region are women – a figure that shows that they see tourism as a great source of opportunity for their future.

The Asunción conference, which marks an important step towards gender equality in the tourism sector, brings together representatives from various Member States, women leaders in the tourism sector, as well as gender and tourism experts to discuss the findings of the report, and to share best practice from such initiatives in their own countries.

The event also includes roundtables and workshops to enable participants to explore strategies for implementing the report's recommendations and encouraging improved working conditions, as well as getting more women into leadership positions in the tourism sector.

"Tourism has enormous potential for women's empowerment, especially in the Latin American and Caribbean region," said Zurab Pololikashvili, Secretary-General of UN Tourism. "Latina women are the sector's driving force in the region, and this study makes concrete suggestions for promoting greater equality and women's participation in tourism – a key sector for economic development in many countries."

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism Launches National Open Innovation Challenge in Collaboration with France

UN Tourism has announced the UN Tourism National Open Innovation Challenge, in partnership with France. This groundbreaking collaboration marks a significant milestone as it is the first time UN Tourism and the Government of France have joined forces to empower innovation and entrepreneurship in the sector.

France, the most visited country in the world with 100 million international tourist arrivals in 2023, is also a vibrant hub for innovation and entrepreneurship. With nearly 60,000 startups and over 30 unicorns, it stands as a beacon of innovation.

As the world's leading tourist destination and a land of innovation with a dynamic ecosystem of start-ups, France is now giving itself the resources it needs to nurture the future champions of travel tech.

This is good news for the tourism economy, but it's also good news for the planet. It's in our start-ups that the solutions for building a more sustainable, more responsible tourism and for decarbonising the entire sector are being born. I am delighted that they can now benefit from the recognition and support of UN Tourism, which will enable them to become more international and share their best practices', says Marina Ferrari, Delegated Minister for Tourism Economy of France.

The Challenge is open to pairs of French startups and large companies (French or foreign) in the tourism sector.

- The co-developed solution must address a use case in travel tech or tourism innovation.
- Startups must have a minimum viable product (MVP), a prototype, or a solution ready for scaling.
- Companies must be able to provide resources, mentorship, and support for implementation and expansion.

Applications are now open and will close at the end of March 2025. You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism and Amadeus report Continued Growth in Travel to the Americas

A new report released by the Affiliate Member Amadeus in collaboration with UN Tourism reveals continued growth in demand for travel to destinations across the Americas, despite economic and geopolitical challenges.

According to data from Amadeus' Navigator360™, North America continues to be the most popular and searched-for destination in the region, seeing 13% growth in September to December compared to the same period last year. Central America has seen similar growth (12%) as travelers look for sun.

The third report in the series, Travel Insights: Focus on Americas, September to December 2024, highlights the top travel trends for the region and is designed to support National Tourism Administrations (NTAs) and National Tourism Organizations (NTOs), Destination Management Organizations (DMOs) and private sector companies to drive tourism in their regions.

The top 10 most searched destinations remain the same as in 2023, with the U.S., Canada, and Mexico topping the list. Demand for beach destinations over the holiday season continues to trend, as searches for Mexico stand out with 19% growth for the period analyzed. The highest growth rate in destinations was seen by Chile (29%), followed by Colombia (27%), and Peru (24%).

A noteworthy trend can be seen in the resurgence of Chinese travelers, largely due to the improved air connectivity and the easing of travel restrictions. When looking at North America, China is in the top 30 origin markets based on search volume, with a 53% growth in travelers searching for trips to the Americas compared to 2023. Japan saw a similar significant growth rate of 40%.

You can find more information [HERE](#)



AFFILIATE MEMBERS NEWS

Skål International Sustainable Tourism Awards presented in Izmir, Turkey

The 83rd Skål International World Congress, held on 17 October 2024 in Izmir, Turkey, welcomed around 300 travel executives from 40 countries. Key participants included prominent tourism figures such as Seyhan Müşerref Kulalı, Head of the Tourism Commission of Izmir Metropolitan Municipality, Hasan Eker, Vice President of the Association of Turkish Travel Agencies, Jaime Mayaki, UN Tourism Director for Technical Cooperation, and Annette Cardenas, Skål International President.

This year's edition saw a remarkable 56 entries from 20 countries competing in eight newly revamped categories, reflecting Skål International's ongoing commitment to environmental stewardship and industry transformation. As a proud Affiliate Member of UN Tourism since 1984, Skål International continues to foster positive change in the tourism sector through initiatives like the Sustainable Tourism Awards.

Since 2018, the Responsible Tourism Institute and Biosphere Tourism support these awards offering each winner a complimentary one-year subscription to the Biosphere Sustainable Platform.

Sustainable Travel International also partners with Skål in recognizing excellence in sustainable tourism.

A distinguished panel of judges evaluated submissions based on sustainability leadership, measurable environmental benefits, business improvements, and community impact. We extend our gratitude to:

- Mr. Ion Vilcu, Director of Affiliate Members Department at UN Tourism
- Mr. Patricio Azcárate Díaz, General Secretary of the Responsible Tourism Institute
- Ms. Paloma Zapata, CEO of Sustainable Travel International

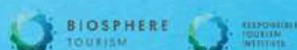
SSkål International proudly presents the third, second, and first-place winners across all categories in the 2024 edition <https://skal.org/web/content/948864>

Want to apply for next edition?

The guidelines will be updated for the 2025 edition and the details will be published on the [Skål International website](#). The entry must be endorsed by a Skål International Club (except Government entities).



With the collaboration of



AFFILIATE MEMBERS NEWS

Porto and Northern Portugal Visitors Profile

Since 2008, market research has been at the core of IPDT-Tourism's activities, recognizing analysis and monitoring as essential tools for achieving success. Recently, IPDT launched a new edition of the "Porto and Northern Portugal Visitors' Profile" in partnership with Porto Metropolitan Area (AMP) to identify visitors who stay overnight in the 17 municipalities of this region, that travel by plane, and have "leisure/holiday" or "business" as their primary motivation.

The survey, conducted at Francisco Sá Carneiro Airport from October 1 to November 10, 2023, excluded AMP residents and transit passengers. A total of 840 questionnaires were validated.

The study's main findings show that 9 out of 10 tourists visit the region for leisure and holidays, with Culture and Heritage as the primary motivation, and 60% are first-time visitors.

In planning their trips, 74% of bookings were made within four weeks of departure, with flights purchased directly from airline websites, and accommodation booked through platforms such as Booking and Airbnb. Regarding accommodation, 70% of tourists stayed in Porto, primarily in hotels or local lodging, with an average stay of five nights.

The average spend per person is €673. Additionally, 96% of travelers would recommend the destination to friends or family, and 62% intend to return within two years.

The top five foreign markets are Spain, France, Germany, the United States, and Brazil. Most visitors from these markets show a strong intention to recommend the destination, although the Spanish market has the lowest score. The American market reports the highest average spend per person at €1,013. Brazilian and North American tourists are the most satisfied with their experience in the destination.



Visitors Profile | Global Analysis



AFFILIATE MEMBERS NEWS

CIFFT Circuit 2025: Global Competition for Tourism Videos Accepting Entries

The CIFFT Circuit 2025 is officially accepting entries, inviting tourism brands, destinations, creative agencies, and production companies to compete for international recognition in the world's most prestigious tourism video competition.

Renowned for its global reach and influence, the CIFFT Circuit showcases entries across a network of prestigious international corporate and tourism film festivals, including the Cannes Corporate Media & TV Awards (France), the New York Festivals TV & Film Awards (USA), the US International Awards (USA), and the Terres Travel Festival (Spain), among others.

At every festival, an international panel of experts judges each entry. Winning productions earn points towards the exclusive CIFFT Rankings, which highlight the most awarded and effective tourism videos and campaigns of the year.

The CIFFT Circuit culminates in the prestigious World Tourism Film Awards, where the top five videos in categories such as City, Region, Country Promotion, Tourism Products, and Tourism Services will be recognized as the World's Best Tourism Films of the Year.

The CIFFT Circuit provides more than just accolades. Winners will gain international recognition and access to a global network of industry professionals. Additional awards include the CIFFT "People's Choice" Award, determined by global audience votes, and the Tourism Press Award, judged by a panel of travel journalists.

Previous winners include Switzerland Tourism, Go Turkiye, Qatar Tourism, Business Iceland, Lithuania Travel, Uganda Tourism Board, Wonderful Indonesia, and Tourism Australia, demonstrating the high caliber and impact of the competition.

The CIFFT Circuit is an initiative of the International Committee of Tourism Film Festivals (CIFFT), endorsed by the UN Tourism and the European Travel Commission, among other prominent organizations.

To submit your tourism video to the CIFFT Circuit 2025 and embark on a journey of recognition and global acclaim, please visit www.cifft.com.



AFFILIATE MEMBERS NEWS

The 40th edition of Alimara CETT Barcelona Awards is here | Submit your application

Alimara CETT Barcelona Awards host a special 40th anniversary celebration in 2025. Created in 1984, these 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 to tourism, hospitality and gastronomy, the awards are divided into four categories:

- Experiences: products, services, or strategies that have created an inspiring, emotional and/or motivational experience for their customers.
- Digitalization: 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.

- Sustainability: strategies and initiatives that show commitment with sustainability and corporate social responsibility. This award will be given by both CETT and UN Tourism.
- Research: 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.

If you have developed a groundbreaking project in the last year related to any of those categories, submit now your candidacy and make it shine at The Night of Alimara, a night full of creativity and high-level networking.

For more information and to submit your application, please click on the following [link](#).



Centre adscrit



40
years



Alimara
CETT Awards
Barcelona 2025

Shine more than ever!

[Submit your application](#)

AFFILIATE MEMBERS NEWS

OMRAN Group Publishes ESG Framework, Advancing Sustainable Tourism in Line with Global Goals

OMRAN Group, Oman's leading tourism development company, has released its Environmental, Social, and Governance (ESG) framework, reflecting a strong commitment to the United Nations Sustainable Development Goals (UN SDGs) and Oman Vision 2040. The framework lays the foundation for sustainable tourism development, driving both environmental protection and economic growth in line with global best practices.

Sustainability is at the core of OMRAN's projects, as evidenced by key initiatives such as The Sustainable City – Yiti, which is on track to become Oman's first net-zero city, and the Ras Al Hadd development, where eco-tourism is integrated with marine conservation. These developments highlight OMRAN's mission to balance responsible tourism with profitable growth.

OMRAN's efforts are paying off. The Group reported a 10% increase in hotel occupancy in 2023, alongside an 11.5% rise in guest numbers, reflecting the growing demand for sustainable tourism destinations. These trends are driven by travelers increasingly seeking eco-conscious experiences that emphasize wellness and cultural heritage.

OMRAN's upcoming projects, including the Santani Wellness Resort, will continue to cater to this demand. This luxury wellness destination in Oman will combine holistic wellness experiences with sustainable design, further positioning Oman as a leading player in the global wellness tourism sector. In addition to sustainability, OMRAN's focus on In-Country Value (ICV) is a key driver of its economic success. Last year, OMRAN invested OMR 15 million in Small and Medium Enterprises (SMEs), further boosting the local economy. This commitment to supporting local businesses and reducing the carbon footprint has also contributed to OMRAN's growth as a preferred partner for international investors.

"Our ESG framework ensures that sustainability is embedded in every aspect of our business," said Badriya Al Siyabi, Director of Sustainability and Social Investment at OMRAN Group. "By prioritizing sustainability, we're able to create projects that not only protect Oman's environment but also deliver long-term economic and social value."

OMRAN Group's sustainability-driven projects are setting a new standard for eco-conscious tourism, with a focus on creating destinations that respect the environment, support local communities, and contribute to the country's economic diversification.

For more information, visit [OMRAN.om](https://www.OMRAN.om).



AFFILIATE MEMBERS NEWS

Zagreb Tourist Board has launched new campaign and platform "Museums, maybe"

The Zagreb Tourist Board has launched the "Museums, maybe" campaign, which promotes Croatia's capital unusual collections. There are 12 of them in this platform, such as the Museum of Broken Relationships, the Museum of Illusions, Museum of Chocolate and others.

One of the key elements of this campaign is emphasizing the creativity and innovation behind each of these museums. The Museum of Broken Relationships, opened in 2010, is an example of global success with its continuous expansion of exhibitions worldwide, while the Museum of Illusions, with its interactive and educational offerings, has become a favorite destination for families and individuals of all age groups.

Ms Martina Bienenfeld, the director of TZGZ, emphasized that this initiative aims not only to attract tourists but also to further raise the visibility of Zagreb as a cultural metropolis.

The recognition of these unusual museums has already spread beyond the borders of Croatia, and the "Museums, maybe" campaign provides additional momentum for local private initiatives.

Thanks to the "Museums, maybe" campaign, Zagreb Tourist Board positions Zagreb as a leader in promoting innovative and creative cultural attractions. Private initiatives behind these collections demonstrate that culture and tourism can go hand in hand, creating new opportunities for the development of the local community and attracting international visitors. Through this campaign, the Zagreb Tourist Board ensures that the city remains recognizable on the map of cultural destinations.

More info can be found at: <https://www.infozagreb.hr/hr/museums-maybe>



AFFILIATE MEMBERS NEWS

Boomerang: a solution to reduce seasonality impacts on Human resources

Tourism seasonality, prevalent in many destinations, hinders the adoption of sustainable development models. Its effects are particularly felt on the workforce, often forced to change sectors or rely on temporary unemployment, leading to a loss of skills. These fluctuations degrade service quality, reduce employee retention, and create long-term job vulnerability. According to the UN, tourism is a key sector, employing one in ten people worldwide.

To mitigate these impacts and retain employees, the CQRHT (Quebec Council for Human Resources in Tourism) has launched Boomerang, a digital job-sharing platform. This application facilitates exchanges between employers and workers in the tourism industry by recommending qualified employees from other companies to fill full-time or part-time positions during the low season.

According to Xavier GRET (The GM of CQRHT): “Sustainability is no longer just a goal, but a reality. By actively connecting talent with businesses and stabilizing employment across seasons, we continue to shape a more resilient tourism ecosystem—

one where skills are preserved, communities thrive, and tourism truly becomes sustainable on a global scale”. In fact, sustainable tourism seeks to create long-term, stable employment opportunities. Seasonality often leads to staff turnover, where skilled workers leave the sector during low-demand periods, resulting in a loss of expertise. A staff-sharing platform allows businesses to retain talent by offering them temporary roles in other companies, preserving valuable skills and ensuring high-quality services year-round. By providing continuous employment opportunities, the platform helps workers maintain steady incomes, reducing their reliance on unemployment benefits or job changes. This economic stability fosters more sustainable local economies while providing regional employment opportunities.

Transparency, fairness, and inclusion are at the heart of this initiative. Employees know their salary and working conditions in advance, while businesses benefit from uninterrupted operations. Boomerang could also be replicated in other destinations facing staff shortages.



AFFILIATE MEMBERS NEWS

TACI's 2600 Km Coast-to-Coast Rally: Promoting Tourism, Safety, and Sustainability in Iran

In celebration of World Tourism Day, the Touring and Automobile Club of Iran (TACI) successfully organized the second edition of its coast-to-coast tourism rally, spanning an impressive 2,600 kilometers from the Caspian Sea to the Persian Gulf. This unique event, held from September 27 to October 4, 2024, highlighted the Club's commitment to promoting safe driving, environmental responsibility, and the cultural richness of Iran.

Over 80 participants in 30 SUV vehicles embarked on this exciting journey, which traversed ten provinces, starting from the port city of Bandar Anzali in the north and ending in Bandar Abbas in the south. From the lush forests of the north to the deserts of central Iran, the rally provided a rich cultural experience, showcasing the country's historical and natural treasures. Beyond the adventure, the rally incorporated a significant environmental effort, with participants dedicating time to cleaning historical sites, including Persepolis. This initiative, supported by local volunteers, emphasized TACI's dedication to preserving Iran's heritage while raising environmental awareness.

supported by prominent brands like Giti Tire, the event also featured side activities including culinary competitions, desert excursions, and performances by renowned Iranian artists in cities like Shiraz and Esfahan. These activities enriched the rally experience, promoting the cultural diversity of Iran and fostering a strong sense of community.

The journey concluded with a prize-giving ceremony, recognising the skills of the drivers and navigators. A gala dinner followed, offering participants the chance to celebrate their achievements and build lasting connections. TACI President Mohammad Hossein Soufi expressed pride in the rally's success: "This year's rally achieved its key objectives—promoting responsible travel and safe driving, boosting domestic tourism by showcasing Iran's diverse attractions, raising environmental awareness, and fostering community spirit. It was not only a celebration of Iran's vast tourism potential but also a tribute to the enduring legacy of the Persian Gulf in the world's collective memory."



AFFILIATE MEMBERS NEWS

Transformations in Tourism For a Changing World: Challenges and Opportunities

The AECIT 2024 International Conference, organized by the Faculty of Commerce and Tourism at Universidad Complutense de Madrid, took place from October 24th to October 26th, 2024, and was a remarkable success. The conference, themed “Transformations in Tourism for a Changing World: Challenges and Opportunities” brought together top experts to address the evolving dynamics in the tourism sector.

Key speakers included Ana Muñoz Llabrés, Director General of Tourism Policies at Spain's Ministry of Industry and Tourism, who opened the event by discussing current tourism policy challenges. Barbara Neuhofer from Salzburg University of Applied Sciences delivered an inspiring keynote titled “Never-ending Tourism: A Shift Towards Digital, Green, and Resilient Tourism by 2030”. Other external contributors, such as Oscar Perelli from Exceltur and Paula De Blas from the UN Tourism Division, provided expert insights into tourism trends and talent management, respectively.

Several faculty members from Universidad Complutense played pivotal roles in the conference. Miguel Ángel Sastre Castillo, Vice-Rector for Quality, participated in the opening ceremony,

while M^a Francisca Blasco López, Dean of the Faculty of Commerce and Tourism, moderated discussions on sustainable tourism practices. Diana Gómez Bruna coordinated a session on tourism policy analysis, and Libertad Troitiño Torralba led discussions on rural tourism development. Francisco Femenia Serra chaired debates on the digital transformation of tourism destinations.

The conference covered a wide range of topics, including:

- Tourism policy and public policy challenges
- Sustainable business practices in tourism
- Digitalization opportunities and challenges for tourism destinations
- Talent management and workforce development in the hospitality sector
- Rural tourism and sustainable development in the Sierra Norte
- Resilient tourism strategies for 2030

The event provided a valuable platform for the exchange of ideas, networking, and collaboration, setting a high benchmark for future conferences in the field. For more details, visit congresoaeicit.com.



AFFILIATE MEMBERS NEWS

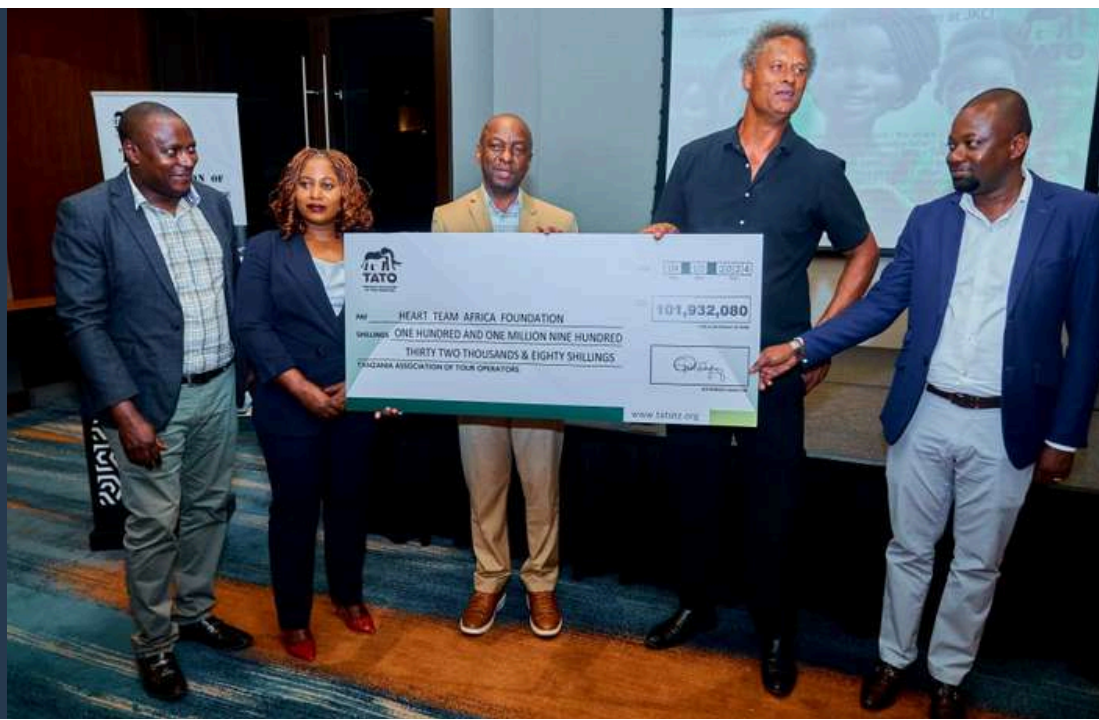
Uniting for a Cause: TATO's Mission to Heal Young Hearts

The Tanzania Association of Tour Operators (TATO) has taken a compassionate step in supporting children born with congenital heart defects. Understanding the financial burden local families face, TATO members felt a call to action and united in a successful fundraising drive, collecting an impressive 101,932,080 TZS. During the recent Nyerere Day ceremony, these funds were formally handed over to the Jakaya Kikwete Cardiac Institute (JKCI), ensuring that vital heart surgeries for children in need can proceed.

TATO Chairman, Mr. Willbard Chambulo, expressed his heartfelt appreciation for the contributions from TATO members. The funds, contributed to JKCI's "Heart Team Africa" foundation, will enable life-saving surgeries for 20 to 30 children. This initiative not only helps children receive critical medical care but also supports their journey to grow up healthy and strong—future leaders for Tanzania.

Beyond immediate impact, this collaboration is unlocking exciting new opportunities. JKCI has announced plans to co-host the World Cardiac Forum in Arusha in 2026, with TATO playing a vital role in positioning Tanzania as a premier destination for medical tourism. This emerging field is creating opportunities to serve both local and international patients, who may seek specialized treatments while discovering Tanzania's natural wonders.

Since its founding in 1983, TATO has grown from 35 members to over 300, representing nearly 80% of Tanzania's licensed tour operators and standing as a credible leader in East Africa's tourism sector. As an affiliate member of UN Tourism, TATO is committed to impactful partnerships. www.tatotz.org



AFFILIATE MEMBERS NEWS

The Future of City-Region Visitor Dispersal in the Amsterdam Region

As a pioneer in visitor dispersal, Amsterdam is leading the way with its '[Visit Amsterdam, See Holland](#)' (Amsterdam Bezoeken, Holland Zien - ABHZ) strategy, which encourages tourists to explore beyond the city centre and supports tourism across the broader Metropolitan Region. Implemented by [Amsterdam & Partners](#) in 2008, the strategy distributes visitors among 29 surrounding municipalities and two provinces, promoting a more balanced visitor economy.

In partnership with [For the Love of Place](#), TOPOSOPHY is assessing the impact of this initiative, identifying areas for improvement, and evaluating how effectively ABHZ meets its goals. Our approach includes:

- In-depth desk research: Analyzing tourism performance, market trends, and policy frameworks across the Amsterdam Metropolitan Region.
- International benchmarking: Comparing nine European city regions to identify best practices for balanced visitor economies.

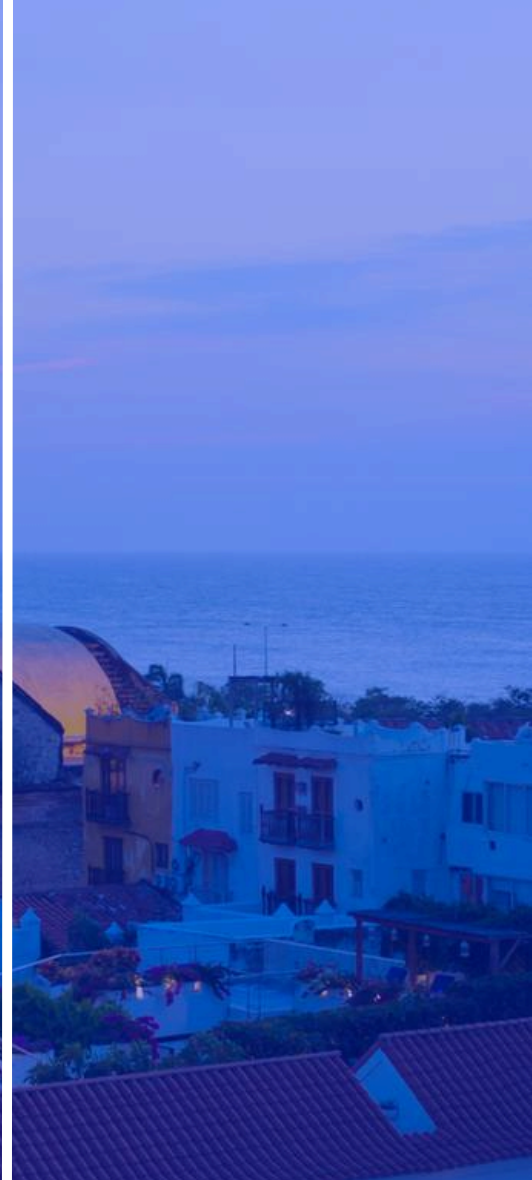
- Stakeholder consultations: Engaging local municipalities to understand on-the-ground impacts and future management needs.
- Strategy sprint facilitation: Convening local experts and international peers to co-develop actionable recommendations.

Our goal is to support a sustainable and balanced visitor economy that benefits both the Amsterdam Region and its communities. With a proven record in sustainable tourism strategies across the Netherlands—such as our work on the [2025 Sustainable Visitor Economy Strategy](#), the future of [tourism in Rotterdam](#), and [supporting the VVV Destination Knowledge Network](#), TOPOSOPHY is committed to creating vibrant, resilient destinations.

Read more about our ongoing work in the [Amsterdam Region](#).

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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