

# AM News

VOL. 71 - December 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 a provisional calendar of events for 2025, featuring the main UN Tourism events.*

*As we conclude 2024, let's reflect on a year filled with remarkable achievements for the Affiliate Members network while looking ahead to an even more exciting 2025.*

*I am pleased to announce the inclusion of 27 new Affiliate Members, bringing our network to a record-breaking of more than 500 members. This milestone reflects the efforts undertaken by my department in order to increase the value of the membership while achieving a quality-oriented and geographically balanced network of affiliates.*

*I am also excited to report the successful conclusion of the 3rd World Sports Tourism Congress at the Santiago Bernabéu Stadium, a forum that brought together worldwide participants, including ministers, high-level officials, and sports figures, and of course, many of our Affiliate Members, to explore the transformative potential of sports tourism.*

*As we turn our focus to the new year, 2025 promises to be a landmark year for UN Tourism as we celebrate the 50th Anniversary of our Organization. We anticipate a year rich in activities and events dedicated to Affiliate Members, beginning with FITUR 2025 in Madrid. Stay tuned for further announcements and details about the upcoming initiatives.*

*I am 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 flourish extending 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 2025

---

## UN TOURISM STATUTORY AND HIGH-LEVEL MEETINGS

---

### UN TOURISM EXECUTIVE COUNCILS

---

May (TBC)	<b>123rd Executive Council</b>	Spain	In Person
Nov. (TBC)	<b>124th Executive Council</b>	Riyadh, Saudi Arabia	In Person
Nov. (TBC)	<b>26th UN Tourism General Assembly</b>	Riyadh, Saudi Arabia	In Person
Nov. (TBC)	<b>45th Affiliate Members Plenary Session</b>	Riyadh, Saudi Arabia	In Person

### UN TOURISM REGIONAL COMMISSIONS

---

11-13 Feb.	<b><u>51st Regional Commission for the Middle East</u></b>	Doha, Qatar	In Person
May (TBC)	<b>71st Regional Commission for Europe</b>	Baku, Azerbaijan	In Person
May (TBC)	<b>68th Regional Commission for Africa</b>	Nigeria	In Person
TBC	<b>37th Joint Meeting of East Asia and the Pacific and South Asia</b>	Indonesia	In Person
TBC	<b>70th Regional Commission for the Americas</b>	Peru	In Person

### BOARD OF THE AFFILIATE MEMBERS

---

May (TBC)	<b>61st Meeting of the Board of the Affiliate Members</b>	Madrid, Spain	In Person
Nov. (TBC)	<b>62nd Meeting of the Board of the Affiliate Members</b>	TBC	In Person

### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP

---

May (TBC)	<b>7th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>		TBC
Nov. (TBC)	<b>8th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>		TBC

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

---

23 Jan.	<b>Ministerial Panel Discussion - FITUR</b>	Madrid, Spain	In Person
April (TBC)	<b>1st UN Tourism World Summit on Tourism Investment</b>	Bahrain	In Person
April (TBC)	<b>2nd UN Tourism and ICAO conference on Tourism and Air connectivity in Africa</b>	Angola	In Person
28 April	<b>Expo Japan Women Pavillion: UN Tourism Innovation Network: Female Founders Scale-Up Challenge</b>	Osaka, Japan	In Person
12-13 May	<b>World Tourism Innovation Forum 2025</b>	Prague, Czech Republic	In Person
27 Sept.	<b>World Tourism Day 2025</b>	Malaysia	In Person
Oct. (TBC)	<b>10th UN Tourism World Forum on Gastronomy Tourism</b>	San Sebastian, Spain	In Person
2-6 Dec.	<b>III International Seminar on Tourism Law</b>	La Habana, Cuba	In Person

## **AM-PPC EVENTS**

---

Jan. (TBC)	<b>UN Tourism Affiliate Members Corner</b>	FITUR, Madrid	In Person
April (TBC)	<b>International Conference on Tourism and Aviation</b>	TBC	In Person
May (TBC)	<b>Affiliate Members Global Networking Session</b>	Spain (EC framework)	In Person
TBC	<b>Regional Sports Tourism Congress</b>	TBC	In Person

## AM-PPC NEWS

---

### Tourism and Sport: Creating a Lasting Legacy for Destinations at the 3rd World Sports Tourism Congress

Sports Tourism can play a key role in helping tourism destinations and businesses diversify. To achieve this, public and private cooperation will be essential for the future of this growing sector.

The 3rd World Sports Tourism Congress (WSTC) gathered worldwide experts and leaders of sports and tourism at the Santiago Bernabéu Stadium in Madrid. Co-organized by UN Tourism and the Government of the Region of Madrid, with support of Visit Nayarit and Turkish Airlines, the Congress highlighted the transformative potential of sports tourism as a driver of economic growth, social development, and sustainability.

UN Tourism Secretary-General Zurab Pololikashvili said: “This Congress, as well as the whole line of activity on Sports Tourism developed by UN Tourism through the Affiliate Members and Public-Private Collaboration Department, represents the continuation of a path we embarked upon several years ago. The World Sports Tourism Congress was designed as a platform to exchange and generate knowledge, showcasing best practices, and fostering connections.

Working together, we can make Sports Tourism a key driver of economic diversification for destinations worldwide.”

The WSTC featured 40 speakers across 10 panels, addressing a variety of topics such as government strategies, sponsorship trends, best practices in sports tourism and sustainability, reinforcing its position as a unique platform for dialogue and the exchange of knowledge. The congress also featured conversations with inspiring sports figures, including Gilberto Godoy, UN Tourism Ambassador for Sports Tourism and volleyball Olympic medallist from Brazil; Gabriela Szabo, Romanian track and field Olympic medallist and former Minister of Youth and Sports; and Teresa Perales, swimmer, and 28-time Paralympic medallist. On this occasion, UN Tourism officially welcomed Perales among its Ambassadors for Sports Tourism, recognizing her as an example and symbol of perseverance given her important contributions to sports and the promotion of inclusivity in tourism.

The main outcomes arising from the discussions of the Congress focused on:

- Innovation
- Infrastructure
- Impact of sports events
- Collaboration

You can find more information [HERE](#)



# AM-PPC NEWS

## UN Tourism Welcomes New Affiliate Members, Surpassing 500 Entities Globally

UN Tourism has welcomed 27 new entities to its growing network of Affiliate Members.

The new Members combine a wide range of profiles with diverse backgrounds and types of business: Destination Management Organizations (DMOs), for-profit companies, associations and NGOs, universities and other profiles. In terms of geographical distribution, they come from 16 different countries, representing all the regions: 5 from Africa, 8 from the Americas, 2 from Asia and the Pacific, 6 from Europe, and 6 from the Middle East.

“The incorporation of such a valuable and solid group of new Affiliate Members reflects our commitment to amplifying and fostering a high-quality and geographically diverse global network of affiliated entities within the global tourism ecosystem, now comprising 505 entities.

Strengthening connections across both public and private sectors is essential for building a more inclusive and responsible tourism sector.” said UN Tourism Director of the Affiliate Members and Public-Private Collaboration Department, Ion Vilcu.

Under the current admission procedure, the candidatures were submitted for consideration and approval of the Executive Council. 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.

The admission of these new members was endorsed during the 122nd Session of the Executive Council, which took place in Cartagena de Indias, Colombia, 14 November.

You can find more information [HERE](#)



# AM-PPC NEWS

## UN Tourism 122nd Executive Council in Cartagena de Indias Advances Affiliate Membership Engagement

The 122nd Executive Council meeting in Cartagena de Indias presented an invaluable opportunity to further enhance the engagement of Affiliate Members in UN Tourism activities:

- Admission of new Affiliate Members
- Networking Session for Affiliate Members
- Enhanced participation of Affiliate Members in UN Tourism activities
- Priorities for the upcoming period
- Progress report on the implementation of the strategy for a quality-oriented expansion
- Report of the Committee on Matters Related to Affiliate Membership (CMAM) & Report of the AM Board

## Welcome & Networking Cocktail

The activities of the Affiliate Members began with a welcome and networking event. Hosted by FENALCO, and with the support of MAPFRE, this meeting and collaboration space aimed at our network of members and partners.

## 6th Meeting of the CMAM

Prior to the Council, the members of the CMAM convened for their 6th Meeting to discuss priority topics of the Membership:

- Strategies to improve the Involvement of Affiliate Members in UN Tourism activities
- Revision and Approval of new Affiliate Members' candidatures
- Endorsement of the characteristics of the application fee to enhance the quality criteria of the Membership
- Roadmap for CMAM's activities for 2025

## Networking Meeting of UN Tourism Affiliate Members

Following the established format of the previous Statutory Meetings (121st EC, Barcelona, June 2024; and the Regional Commission in Cebu, the Philippines, June 2024) the Affiliate Members came together in six Thematic Working Groups to share best practices and insights, each group aligning closely with the Sustainable Development Goals.

You can find more information [HERE](#)





## AM-PPC NEWS

---

### Episode 4 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 new episode of the Podcast, we explore "The importance of measuring and evaluating the tourism capacity of destinations."

#### Speakers:

- Sonia Lázaro Masedo, Director at ATREVIA, (moderator)
- Javier Ruescas: Senior Programme Officer, Market Intelligence, Policies, and Competitiveness, UN Tourism
- Carlos Cendra: Director of Marketing and Communication, Mabrian
- Nikos Gkolfinopoulos: Director of Tourism, ICF

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



# UN TOURISM HIGHLIGHTS

---

## UN Tourism Executive Council Looks to Innovation and Investment-Driven Future

The Session welcomed representatives of 47 countries, including 21 Ministers and Vice-Ministers of Tourism, alongside key strategic partners from the private sector, civil society and international finance.

Opening the session, UN Tourism Secretary-General Zurab Pololikashvili welcomed the example set by Colombia in "betting on tourism" to provide a better future for the country, including for previously-marginalized groups. He said: "Colombia has chosen to invest in tourism, not in weapons or war, and as the only country to have hosted every major UN Tourism event, including two General Assemblies, it is a testament to the power of tourism as a force for change."

The Secretary-General then presented his report to Members. The report sets out the progress made in advancing the Organization's work since the Council last met, again with a special emphasis on the shared priorities of investments into tourism, education and accelerating innovation across the sector.

## Strengthening strategic partnerships

Within the framework of the 122nd Executive Council, UN Tourism further advanced its work building strong partnerships around shared goals. A special networking session of the UN Tourism Affiliate Members focused on Tourism of the Future: Moving Towards the Sustainable Development Goals, bringing together destinations, private sector leaders and civil society stakeholders.

## Best Tourism Villages 2024 announced

During the Executive Council, UN Tourism announced the latest additions to its growing Best Tourism Villages network. For the 2024 edition, a further 55 rural destinations were awarded the title, recognizing their leading work in harnessing the power of tourism to create local opportunities as well as preserving and celebrating natural and cultural heritage.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

---

## Transformational role of Artificial Intelligence Highlighted as UN Tourism Brings Leaders Together

The World Travel Market Ministers Summit, in collaboration with UN Tourism and the World Travel & Tourism Council (WTTC), returned to focus on the growing importance of Artificial Intelligence for the sector.

Taking to the floor in London were Ministers representing more than 20 countries. Providing the voice of the private sector, leaders from Expedia (Affiliate Member), HBX Group, JTB Corp. (Affiliate Member) and SITA, highlighted the importance of enterprise and public-private partnerships.

In London, Ms. Bayona set out UN Tourism's vision for the future of the sector. The Strategic Roadmap: AI For Good in Tourism provided the backdrop for the Ministerial debate, while also setting out the work UN Tourism is already doing to transform the sector through the rapid emergence and smart adoption of new technologies.

UN Tourism leads research on the role of AI in tourism. Its most recent analysis, published in collaboration with UN Tourism Affiliate Member Saxion University of Applied Sciences, "Artificial Intelligence Adoption in Tourism" sets out key considerations for sector stakeholders. In 2025, UN Tourism will also publish an in-depth analysis across member states to reveal AI adoption, challenges, and strategic recommendations.

UN Tourism Secretary-General Zurab Pololikashvili adds: "UN Tourism is proud to lead the transformation and future-proofing of our dynamic sector. The rapid emergence of Artificial Intelligence brings many opportunities, for businesses, destinations and workers. By combining the abilities of the public and private sectors, we can ensure AI lives up to its massive potential."

Throughout the Ministers Summit, UN Tourism stressed the vital importance of ensuring the adoption of AI is inclusive, with all stakeholders, including small and medium-sized enterprises (SMEs) and emerging destinations, able to benefit.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

---

## **COP29 to Feature Thematic Day on Climate Change and Tourism for the First Time**

Tourism's place in global climate action will be center stage on 20 November at COP29 in Baku, Azerbaijan, as part of the COP29 Presidential Initiatives. This achievement was welcomed by the G20 Tourism Ministers Meeting in Belem, Brazil.

For the first time, the UN Climate Change conference of the parties will welcome Tourism Ministers, placing the sector firmly within the COP29 Action Agenda and providing a high-level platform for dialogue – at the initiative and joint leadership of the State Tourism Agency of the Republic of Azerbaijan and the World Tourism Organization (UN Tourism).

This achievement reflects the leading role played by UN Tourism in a shift for a science-based approach to guide the sector on tourism climate action, and builds on the efforts of the Glasgow Declaration Initiative, which is implemented within the framework of the One Planet Sustainable Tourism Programme.

The First Ministerial Meeting on Climate Action in Tourism will be followed by three high-level thematic roundtables on measurement and decarbonization, regeneration (adaptation) and finance and innovative solutions, building towards a bold tourism climate agenda for good.

The COP29 Presidency, will lead the launch of the Baku Declaration on Enhanced Climate Action in Tourism. The Declaration is a call to action in response to the need to develop more economy-wide Nationally Determined Contributions (NDCs) to the Paris Agreement, as called for by UN Secretary-General, Antonio Guterres, UNFCCC's Executive Secretary, Simon Stiell and UN Tourism Secretary – General, Zurab Pololikashvili.

As part of the plans to continue accelerating climate action in tourism, COP29 delegates will be discussing a coordination mechanism and partnership envisaged, led by UN Tourism with the UN System, multilateral partners, the industry, academia and other key stakeholders to ensure coherence and alignment to advance a science-based agenda for positive impact.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

---

## Global tourism set for full recovery by end of the year with spending growing faster than arrivals

Around 1.1 billion tourists travelled internationally in the first nine months of 2024, as the global tourism sector recovered 98% of pre-pandemic levels. According to the latest World Tourism Barometer by UN Tourism, a full recovery from the biggest crisis in the sector's history is expected by the end of the year, despite economic, geopolitical and climate challenges.

Four years after the outbreak of the COVID-19 pandemic, which brought global tourism to a standstill, the Barometer reflects the sector's remarkable recovery, with most regions already exceeding 2019 arrival numbers in the period January to September 2024. The report also shows outstanding results in terms of international tourism receipts, with most destinations with available data posting double-digit growth compared to 2019.

UN Tourism Secretary-General Zurab Pololikashvili said: "The strong growth seen in tourism receipts is excellent news for economies around the world.

The fact that visitor spending is growing even stronger than arrivals has a direct impact on millions of jobs and small businesses and contributes decisively to the balance of payments and tax revenues of many economies."

International tourist arrivals grew strongly in the first nine months of 2024, driven by strong post-pandemic demand in Europe and robust performance from large source markets globally, as well as the ongoing recovery of destinations in Asia and the Pacific. Increased air connectivity and visa facilitation also supported international travel.

Despite the generally strong results, several economic, geopolitical and climate challenges remain. The tourism sector is still facing inflation in travel and tourism, namely high transport and accommodation prices, as well as volatile oil prices. Major conflicts and tensions around the world continue to impact consumer confidence, while extreme weather events and staff shortages are also critical challenges for tourism performance.

You can find more information [HERE](#)



## AFFILIATE MEMBERS NEWS

### PolyU Tripartite Hospitality Programme Celebrates 10 Years of Excellence

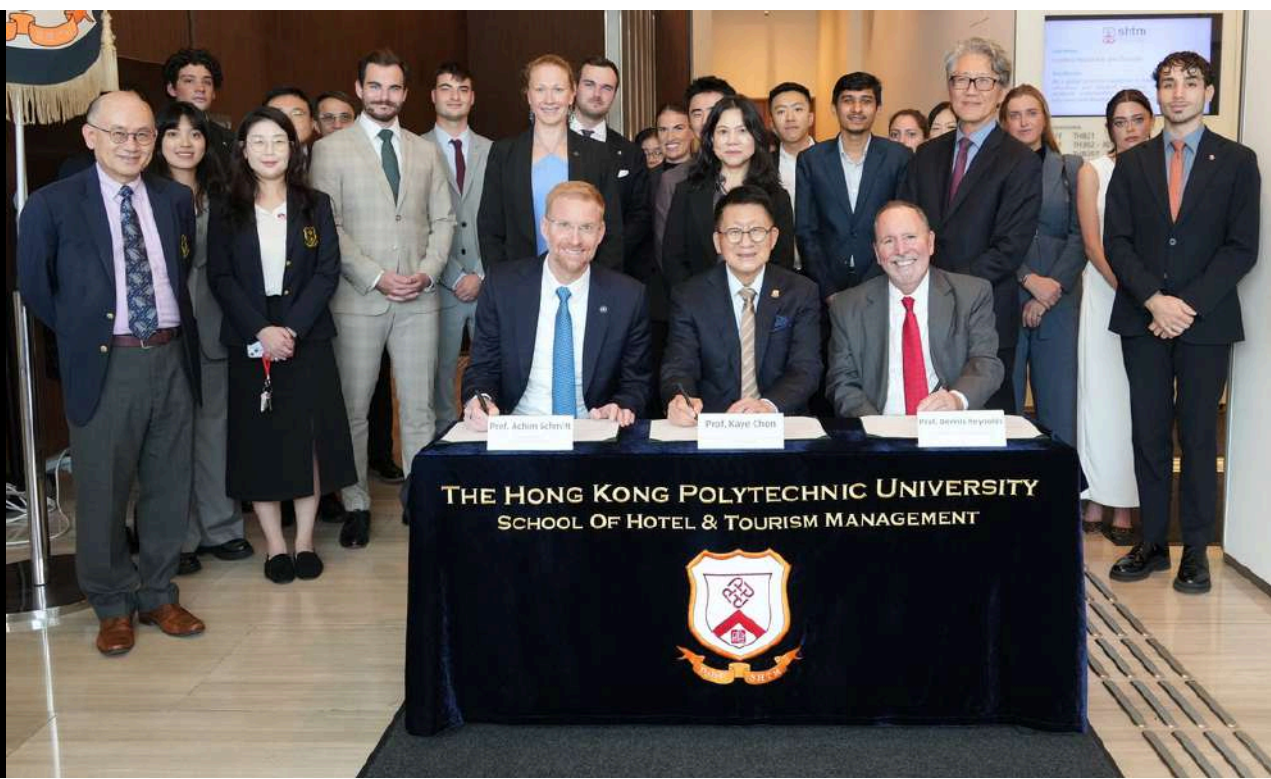
On the occasion of the 10th anniversary of the Master of Science in Global Hospitality Business (MGH) programme, three leading institutions in hospitality and tourism education – the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University, EHL Hospitality Business School (EHL) in Switzerland, and the Conrad N. Hilton College of Global Hospitality Leadership at the University of Houston (UH) in USA – have come together to sign a Memorandum of Understanding to ensure the continuation of this tripartite programme. Held on 16 October 2024, the MoU was signed by Professor Kaye Chon, SHTM Dean; Dr Achim Schmitt, EHL Dean; and Professor Dennis Reynolds, Dean of UH's Conrad N. Hilton College.

Representing the best of the East and the West, the MGH offers a unique global educational experience by allowing students to study across three continents – Europe, Asia, and North America.

It provides students with exposure to three distinct markets and three diverse cultures to develop a comprehensive understanding of global hospitality dynamics, empowering them to truly “think global, act local”.

Over the past decade, the MGH has grown from strength to strength, producing graduates who excel in a globalised environment. Recognised internationally for its innovative approach and global perspective, the MGH was selected for the McCool Breakthrough Award in 2020 by the International Council of Hotel, Restaurant and Institutional Education. In 2023, the programme was honoured with the International Strategy of the Year award at the Times Higher Education Awards Asia.

The SHTM is privileged to continue to join hands with the EHL and UH in this worthy partnership and looks forward to the added value the programme will bring to aspiring hospitality students around the world.



## AFFILIATE MEMBERS NEWS

---

### Enhancing Agritourism and Culinary Tourism in Greece

TOPOSOPHY, as part of a consortium, is proud to support an initiative to promote agritourism and culinary tourism in Greece. This project, titled "Industry Study, Strategy, and Action Plans for the Development of Agritourism and Culinary Tourism for the AGTIS Network in Greece," aims to strengthen Greece's tourism landscape. Funded by the EU Recovery and Resilience Facility under Greece's National Recovery and Resilience Plan - Greece 2.0, it represents a major advancement for the sector.

The project will establish the Agri-Food, Gastronomy, and Tourism Interconnection Network (AGTIS), under Action 16931 'Tourism Development' by the Ministry of Tourism. AGTIS will serve as a thematic Destination Management Organization (DMO) focused on agritourism and culinary tourism, positioning Greece as a prime destination for authentic, sustainable travel experiences. Additionally, the project aims to boost entrepreneurship, local employment, and investments, while promoting the digital mapping of related services.

This mapping will enhance Greece's brand awareness as a destination for agritourism and gastronomy, with the AGTIS platform linked to the Greek NTO's website, [www.visitgreece.gr](http://www.visitgreece.gr).

This initiative underscores TOPOSOPHY's commitment to sustainable tourism, supporting Greece's strategic goals for resilience and growth. The agency leverages on its tourism and placemaking expertise and draws on insights from prior studies, such as the 2017 "[2nd Global Report on Gastronomy Tourism](#)" for the UNWTO and 2019 report "[Gastronomy as a Factor Enriching the Travel Experience](#)" for INSETE.

Furthermore, TOPOSOPHY has conceptualized and produced key initiatives to highlight Athens as a gastronomic destination for residents and visitors, such as [Dine Athens](#) by Alpha Bank in partnership with Mastercard, [Around the Table](#) by Mastercard, and the [Taste of Athens](#) festival in partnership with IMG.

**TOPOSOPHY**  
PLACE MAKING & MARKETING AGENCY





## AFFILIATE MEMBERS NEWS

---

### **Diriyah Company Announces Multi-Billion Dollar Qurain Cultural District and Northern District During Bashayer '24**

Diriyah Company announced two transformative districts at the second edition of its annual “Bashayer – Delivering our Future” event. These multi-billion dollar projects are part of the \$63.2 billion Diriyah development, showcasing Saudi Arabia’s vision for cultural and educational excellence. The Qurain Cultural District will blend culture with modern urban living, featuring museums, academies for Najdi architecture, performing arts, and culinary arts, as well as 19 mixed-use buildings for retail, offices, and residences. The district will also host world-class hotels, including The Ritz-Carlton Diriyah and Address Diriyah, and provide diverse dining and retail options.

The development of the Qurain Cultural District includes a SAR 5.8 billion (\$1.55 billion) contract awarded to a joint venture between Nesma & Partners Contracting Co. UJSC and MAN Enterprise Al-Saudia LLC.

The Northern District will position Diriyah as a global learning hub, housing the King Salman Foundation, museums, a university, and the luxury Capella Diriyah hotel.

This district is designed to inspire scholars, students, and visionaries while showcasing vibrant public spaces.

Both districts highlight Diriyah’s rapid development as one of the world’s largest urban projects, contributing \$18.6 billion to Saudi Arabia’s GDP and creating 178,000 jobs.

Diriyah Company Group CEO Jerry Inzerillo commented, “Qurain Cultural District and Northern District are two of our most important and significant areas of the Diriyah masterplan and demonstrate the range and diversity of what our City of Earth has to offer. “They will both become global centers of excellence, of knowledge, learning and creativity as Diriyah once more becomes a gathering place for the world. We are delighted to share details of these major developments at Bashayer and share once more the unique range of investment opportunities and partnerships the Diriyah Company has to offer the world.”



## AFFILIATE MEMBERS NEWS

---

### **Experience the Magic of Advent Zagreb 30th November 2024 – 7th January 2025**

Step into a festive wonderland as Zagreb transforms into a Christmas haven. Twinkling lights, the inviting aroma of mulled wine, and the cheerful sounds of carols create a warm, enchanting atmosphere. Zagreb's Advent has become a must-visit, earning the title of Europe's Best Christmas Market three years in a row.

Explore the city's squares and parks adorned with dazzling decorations, perfect for romantic strolls. Visit nativity scenes in historic churches, guided by the angelic voices of choirs. Enjoy concerts of beloved Christmas melodies performed by talented local musicians, while children revel in captivating performances that spark the magic of the season.

Indulge in local holiday cuisine at cozy restaurants and festive stalls offering traditional dishes and wines. Every corner of the city radiates holiday cheer, from intricately decorated facades to warm, welcoming interiors.

These moments will create unforgettable memories, turning your visit into a living postcard of Zagreb's Advent season. The city, beautifully adorned with Christmas trees and glittering ornaments, is ready to fill your heart with joy.

For details, visit [www.adventzagreb.hr](http://www.adventzagreb.hr)



## AFFILIATE MEMBERS NEWS

---

### Rummana Season 2: A Blossoming Agritourism Experience in Jabal Akhdar

The second season of the Rummana Project in Jabal Akhdar, led by OMRAN Group's agritourism Agritourism Development Company LLC (JANAEN) in collaboration with an Omani SME Teepee, captivated visitors with its unique blend of agriculture and tourism. Held from July 4 to September 28, 2024, the project attracted over 51,000 visitors, showcasing the richness of Omani culture and agricultural heritage.

Jabal Akhdar, or "The Green Mountain," is part of the Al Hajar mountain range in Oman. Known for its breathtaking terraces, cool climate, and lush greenery, it serves as one of the country's most stunning destinations and a hub for traditional farming practices, particularly pomegranates, apricots, and walnuts.

The seasonal event celebrated the vibrant pomegranate harvest, making it a sought-after destination for eco-conscious travelers. Visitors explored pomegranate fields, learned traditional farming techniques, and indulged in weekly activities including craft workshops on pottery, flower arrangement, and candle-making. Culinary enthusiasts enjoyed delicacies prepared with local ingredients, while children delighted in entertainment zones featuring games, and circus performances.

The season also featured a thriving marketplace, offering pomegranate products, gifts, and produce, reinforcing the project's support for local businesses. With participation from 44 SMEs and sales exceeding 10,000 kilograms of produce, the initiative significantly boosted the local economy.

This year, the event expanded its footprint with nine restaurants serving dishes inspired by local flavors, and a rotating lineup of performances and competitions, ensuring fresh experiences every week. Beyond entertainment, the initiative aligned with OMRAN's vision to promote sustainable tourism, engaging the local community and creating economic opportunities while preserving Oman's natural beauty.

By combining tradition, sustainability, and tourism, the Rummana Project exemplifies the United Nations' vision of using tourism as a tool for inclusive development. The project not only highlighted the unparalleled charm of Jabal Akhdar but also demonstrated how agritourism can empower communities and foster sustainable growth.



# AFFILIATE MEMBERS NEWS

---

## Azores: The First Archipelago in the World Certified at Gold Level

After five consecutive years of monitoring and supporting the certification process of the Azores, IPDT - Tourism is proud to announce that the destination has achieved the first level of EarthCheck's Gold Certification as a Sustainable Tourism Destination. This accomplishment makes the Azores the first archipelago in the world to receive this distinction, establishing it as a success story and leader in sustainable tourism.

This recognition validates the extensive efforts undertaken by the destination to protect and enhance its natural heritage while continuously improving the quality of life for the Azorean community. Over the past years, the Azores have launched numerous initiatives, embracing education and innovation as critical drivers of change. Notable projects include:

- “Cartilha de Sustentabilidade” (Sustainability Charter)
- “Roteiro para a Neutralidade Carbónica” (Roadmap to Carbon Neutrality)
- “Azores Smart Islands”
- “Innovation Green Azores”
- “Gracióllica”
- “9 Circular Islands”
- Certification as a World Cetacean Alliance Whale Heritage Site
- International recognition by the GSTC for its local certification program for tourist accommodations: “Miosótis Azores”

In addition to these initiatives, several benchmarking results highlight the success of the Azores' certification methodology:

- 36% of electricity production comes from renewable sources
- 45% of waste is recycled, reused, or composted
- Over 3,500 Cory's shearwaters (locally known as cagarros) successfully rescued between 2013 and 2023
- 101 waste collection campaigns conducted
- 25% of buildings in the region hold energy certifications
- 6,198 passengers participated in the Voluntary Carbon Offset Program

Regarding tourism performance, 2023 saw a 15% growth in overnight stays and a 14% increase in guests compared to the previous year. Additionally, the seasonality rate decreased by 0.3 percentage points.

IPDT - Tourism takes pride in having contributed to this journey, which has resulted in numerous achievements for the destination, with many more to come.



# AFFILIATE MEMBERS NEWS

---

## CNC presents proposals for the Brazilian Tourism Development

The Vai Turismo Movement has gone all over the country collecting suggestions for public policies to boost the sector that already accounts for 8% of Gross Domestic Product (GDP).

Continental dimension, natural wealth, cultural diversity: Brazil gathers attractions capable of winning over the most varied types of visitors and has the potential to take a leading role in the global tourism scenario. However, it faces internal obstacles, such as the lack of public policies aimed at improving infrastructure, reducing costs, and increasing security.

In 2021, the National Confederation of Commerce of Goods, Services and Tourism began the Vai Turismo Project, a national movement focused on the recovery and expansion of one of the sectors that most suffered with the pandemic.

Coordinated by the Business Council of Tourism and Hospitality (CETUR/CNC), the initiative has gone to all Brazilian states and to Federal District to listen demands and draw up diagnoses.



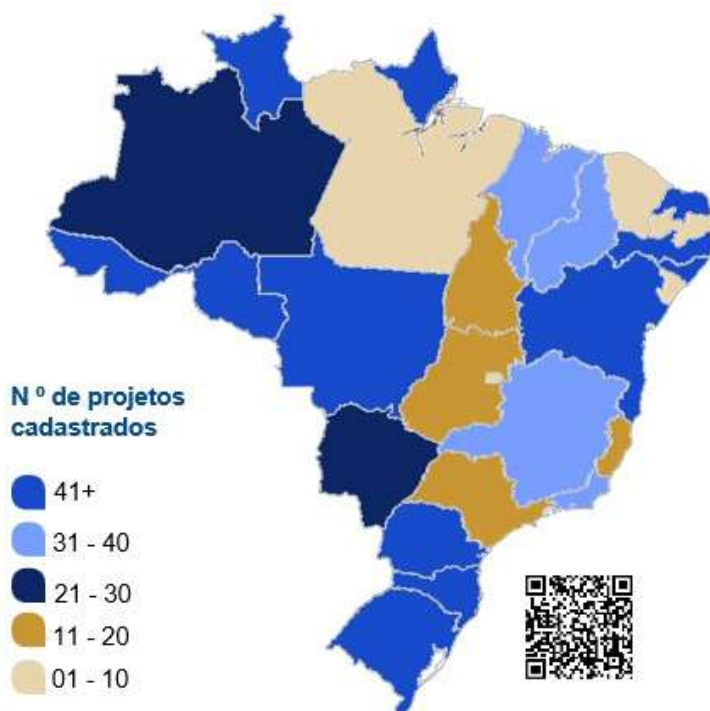
## Extensive Research

This extensive research resulted in the document *Propostas e Recomendações de Políticas Públicas de Turismo* (Proposals and Recommendations of Tourism Public Policies), with suggestions at the national, state and municipal levels. It also points to national macro-strategies, with investments in infrastructure, including ports, airports, highways, communication, sanitation, energy, health and safety.

The study refers to other key initiatives such as stimulating the creative economy, review and tax adjustment, access to credit and professional qualifications.

Between 2024 and 2026, the VAI Turismo will intensify the projects systematization entered on the Tourism Competitive Intelligence Panel, a constantly updated platform. The panel brings together 1,978 registered Tourism Public Policies projects totaling R\$ 16,57 billion in Investments, an unprecedented data for the sector in Brazil.

## Average Number of Projects Registered by Brazilian States:



## AFFILIATE MEMBERS NEWS

---

### Strengthening Tourism Safety in Tanzania: TATO's Commitment to Global Travellers

As TANZANIA celebrates being named the WORLD'S LEADING SAFARI DESTINATION 2024 at the World Travel Awards, maintaining safety and security is essential to sustaining its position as a premier global tourism destination. One key initiative that embodies this commitment is the Arusha Tourism & Diplomatic Police Station, built and maintained by the Tanzania Association of Tour Operators (TATO). This facility plays a crucial role in addressing the needs of international visitors while reaffirming Tanzania's dedication to traveller safety.

Situated in Arusha, often called the Geneva of Africa and the heart of Tanzania's tourism industry, the station was specifically designed to meet the unique needs of tourists and the diplomatic community. It serves as a vital hub for ensuring the well-being of visitors, managing crises, and fostering trust between Tanzania and global travellers. The station highlights TATO's proactive approach to creating a secure and welcoming environment for tourists from across the world.

A recent visit by representatives from the US Embassy, the British High Commission, the High Commission of Canada,

and the High Commission of Australia underscored the strong partnership between TATO and international stakeholders, focused on enhancing tourism safety and fostering diplomatic collaboration.

The station plays an instrumental role in crisis management, offering medical assistance, addressing legal matters, and ensuring swift emergency responses. It stands as a model of effective public-private collaboration, strengthening Tanzania's tourism infrastructure.

As Tanzania continues to grow as a leading tourist destination, the Arusha Tourism & Diplomatic Police Station remains a cornerstone in reinforcing the country's reputation as a secure and welcoming destination for global travellers.

As an affiliate member of UN Tourism, TATO remains steadfast in fostering strong partnerships and instilling confidence in Tanzania's vibrant tourism sector. [www.tatotz.org](http://www.tatotz.org)





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](mailto:am@unwto.org)

UNprecedented Perspectives  
by UN Tourism Affiliate Members