





*Dear Affiliate Members,*

*We are pleased to begin the year 2023 with 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. Additionally, we would like to share with you that the Affiliate Members Department has been working on a strategic analysis that has allowed us to redefine our mission, purpose, and value proposition in order to maximize the benefits we offer you as a member of the UNWTO.*

*In this edition of our AMNewsletter, you will find a brief description of the mission and purpose of the Affiliate Members Department, and the main objectives of the membership. Also included is the updated calendar of events for 2023, including UNWTO events and those carried out by or with the participation of our Affiliate Members.*

*Regarding the upcoming initiatives organized by the Affiliate Members Department, we are pleased to inform you that on Tuesday, 10 January, we have scheduled another edition of the Induction Session for Affiliate Members. This webinar is open to all Affiliate Members and it offers the perfect opportunity to learn more about the benefits and resources of the membership and how to make the best out of it.*

*In preparation for another edition of FITUR (18-22 January, Madrid, Spain), the global meeting point for tourism professionals and the leading fair for inbound and outbound markets in Ibero-America, we are pleased to inform you that In this framework, we will organize the 58th Meeting of the Board of Affiliate Members, as well as another edition of the UNWTO Affiliate Corner, under the theme "Trends taking shape in the travel industry in 2023". Make sure to check out the AMConnected platform to learn how to participate.*

*After the very positive results of 2022, in terms of participation and engagement of the Affiliate Members within the UNWTO's events and initiatives, the Affiliate Members Department is committed to maintaining and improving the ongoing collaboration and support of the Affiliate Members' initiatives and objectives during 2023 and beyond.*

*As usual, I am at your disposal and look forward to hearing any comments you might have.*

*Yours sincerely,  
Ion Vilcu*



# AMD

## Affiliate Members Department

---

The Department of Affiliate Members of the UNWTO fosters the connection between Affiliate Members and Member States from all over the world and offers its Members a space 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

To support the development of the tourism sector by contributing to the achievement Sustainable Development Goals of the United Nations

### OUR VALUE PROPOSITION: TO ASSIST OUR MEMBERS IN THE DEVELOPMENT OF THE TOURISM SECTOR

To outline action plans that will enhance the development of a more accessible, inclusive, sustainable, and profitable tourism industry

## 7 MAIN OBJECTIVES OF THE MEMBERSHIP:

1

### **VISIBILITY**

We will enhance the work of our Affiliate Members through the new communication channels

2

### **NETWORKING**

We will promote the creation of alliances among like-minded Affiliate Members and Member States around the world

3

### **PARTICIPATION**

We will facilitate the participation of our Affiliate Members in major events and international initiatives that will provide them with value and visibility

4

### **KNOWLEDGE**

We will collect and share information, data, and research relevant to the Tourism Industry

5

### **COOPERATION**

We will foster collaboration in joint projects with the UNWTO and in business projects among Affiliate Members

6

### **SUPPORT**

We will offer institutional support and endorsement to promote new projects developed by the Affiliate Members

7

### **DEVELOPMENT**

We will 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 2023

---

## UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

---

### UNWTO GENERAL ASSEMBLY

---

Oct. (TBC)	<b>25th UNWTO General Assembly</b>	Samarkand, Uzbekistan	In Person
---------------	------------------------------------	--------------------------	-----------

### UNWTO EXECUTIVE COUNCILS

---

June (TBC)	<b>118th Session of the UNWTO Executive Council</b>	Dominican Republic	In Person
Oct. (TBC)	<b>119th Session of the UNWTO Executive Council</b>	Samarkand, Uzbekistan	In Person

### UNWTO REGIONAL COMMISSIONS

---

(TBC)	<b>49th Regional Commission for the Middle East</b>	Jordan	In Person
(TBC)	<b>68th Regional Commission for Americas</b>	Galápagos, Ecuador	In Person
31 May-2 June	<b>68th Regional Commission for Europe</b>	Bulgaria	In Person
(TBC)	<b>35th Joint Meeting of the UNWTO Commission for East Asia and the Pacific &amp; for South Asia</b>	Cambodia	In Person
(TBC)	<b>66th Regional Commission for Africa</b>	Mauritius	In Person

### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)

---

May (TBC)	<b>3rd Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>		Online
Sept. (TBC)	<b>4th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>	Samarkand, Uzbekistan	In Person

### BOARD OF THE AFFILIATE MEMBERS

---

Jan. 19	<b>58th Meeting of the Board of the Affiliate Members</b>	FITUR, Madrid, Spain	In Person
TBD	<b>59th Meeting of the Board of the Affiliate Members</b>	TBD	TBD

## UNWTO/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

---

18-22 Jan.	<b>FITUR 2023</b>	Madrid, Spain	In Person
30-31 March	<b>2nd Sustainable Destinations Summit</b>	Palma de Mallorca, Spain	In Person/ Hybrid
27 Sept.	<b>World Tourism Day</b>	Riyadh, Saudi Arabia	In Person/ Hybrid
(TBC)	<b>7th UNWTO Global Conference on Wine Tourism</b>	La Rioja, Spain	In Person/ Hybrid
(TBC)	<b>8th UNWTO World Forum on Gastronomy Tourism</b>	Basque Country, Spain	In Person/ Hybrid

## UNWTO AFFILIATE MEMBERS DEPARTMENT EVENTS

---

18 Jan.	<b>Presentation of the report "Guidelines for maximizing the potential of cultural tourism"</b>	FITUR, Madrid, Spain	In Person
20 Jan.	<b>AM Corner: Trends taking shape in the travel industry in 2023</b>	FITUR, Madrid, Spain	In Person
TBC	<b>AM Corner</b>	IBT, Berlin, Germany	In Person
TBC	<b>AM Corner</b>	WTM, London	In Person
TBC	<b>AM Corner</b>	Japan Tourism Expo	In Person



## AFFILIATE MEMBERS' EVENTS WITH UNWTO/AMD SUPPORT

<b>Tourism Industry Association of Canada</b>	March	<b>National Virtual Tourism Job Fair</b>	TBC
<b>FENALCO</b>	March	<b>International Congress of Tourism of Experiences in Colombia</b>	Santa Marta, Colombia
<b>Tourism Industry Association of Canada</b>	April	<b>Canadian Tourism Investor Forum</b>	TBC
<b>ASICOTUR</b>	April	<b>Workshop on International Tourism Cooperation</b>	Santiago de Compostela, Spain
<b>SPET Turismo de Tenerife</b>	May	<b>Culture and Business Pride</b>	Tenerife, Spain
<b>University of Rijeka</b>	25-27 May	<b>ToSEE – Tourism in Southern and Eastern Europe Conference</b>	Opatija, Croatia
<b>Culinary Tourism Alliance</b>	27-28 June	<b>Taste of Place Summit</b>	Toronto, Canada
<b>F.I.C.C.</b>	28-29 June	<b>1st F.I.C.C. World Camping Festival F.I.C.C. GA 2023 / 90th F.I.C.C. Years Celebration / World Camping Day 2023</b>	Zadar, Croatia
<b>Seoul Tourism Organization (STO)</b>	Sept.	<b>Thematic conference (TBC)</b>	TBC
<b>Universidad del Caribe</b>	27-29 Sept.	<b>Seminar "Advances and challenges of the tourism sector in Quintana Roo: Horizon 2030"</b>	Quintana Roo, Mexico
<b>SPET Turismo de Tenerife</b>	Sept.-Nov.	<b>Arona SOS Atlántico</b>	Tenerife, Spain
<b>European Historic Thermal Towns Association</b>	Nov.	<b>International Congress on Thermal Tourism 2023</b>	Nancy, France
<b>Tourism Industry Association of Canada</b>	21-22 Nov.	<b>TIAC Canadian Tourism Congress</b>	Ottawa, Canada
<b>World Leisure Organization</b>	11-15 Dec.	<b>17th World Leisure Congress</b>	Dunedin, New Zealand
<b>IATA International Air Transport Association</b>	TBC	<b>International Conference on Tourism and Aviation</b>	TBC
<b>Tourism Development Institute of Uzbekistan</b>	TBC	<b>Conference on Making tourism smarter: innovation and digital transformation</b>	TBC

## AMD NEWS

---

### ANOTHER EDITION OF THE UNWTO AFFILIATE MEMBERS CORNER AT FITUR 2023

Fitur, the global meeting point for tourism professionals and the leading fair for inbound and outbound markets in Ibero-America, will be held in Madrid, Spain on 18-22 January.

Within this framework, the Affiliate Members Department, in line with the calendar of activities established through the Programme of Work for 2023 of the Affiliate Members Department, organized another **"UNWTO AFFILIATE MEMBERS CORNER."**

As 2023 is set to be the final year of recovery, for this reason, this edition of the UNWTO Affiliate Members Corner will follow the theme: **"Trends taking shape in the travel industry in 2023."**

On 20 January, at Fiturtechy, Pavilion 10, in IFEMA, selected Affiliate Members will have the opportunity to illustrate how the industry will look like in the tourism year ahead and how to capitalize on the changes happening in the sector.

The presentations of the Affiliate Members will cover the trends below:

- Tech-empowered travel
- Public-private cooperation
- Aviation rebound
- Green transformation
- Digital nomads
- Experience tourism
- Product development: Wellness tourism
- Product development: Cultural-urban destinations
- Product development: Sports Tourism
- Product development: Screen Tourism
- Other

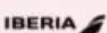
Following the success of the UNWTO Affiliate Members Corner as a tool for visibility of Affiliate Members, the Affiliate Members Department is pleased to organize another edition during the first international tourism fair of the year bringing together a wide range of tourism stakeholders.

You can find more information [HERE](#)



**Cuidamos del mundo.  
Somos turismo.**  
We care for the world.  
We are tourism.

Official Airline



Affiliate Member



18-22  
Ene/Jan  
2023





### THE AFFILIATE MEMBERS DEPARTMENT ORGANIZE INDUCTION SESSION FOR AFFILIATE MEMBERS

The Affiliate Members Department organized another online Induction Session to explain the benefits and resources of the Membership and to welcome the newly admitted Affiliate Members.

The session is scheduled to take place on Tuesday, 10 January, at 16:00 CET.

Participation in the session is open to all Affiliate Members and it is particularly recommended to those who recently joined the network as it provides important information on how to make the best out of the Membership.

After the comprehensive presentation by the Affiliate Members Department Team, the participating Affiliate Members will have the opportunity to make comments and clarify their doubts about during the Q&A session.

More in detail, the topics of the webinar are the following:

- Structure of the UNWTO
- Role of the Affiliate Members Department
- Composition of the Board of Affiliate Members
- Committee on Matters Related to Affiliate Membership
- Use of the Logo
- Access to the UNWTO E-Library
- Programme of Work
- Opportunities for participation in UNWTO events and activities
- How to use the AMConnected platform

You can find more information [HERE](#)

The Affiliate Members Department presents:

## Induction Session for Affiliate Members

Affiliate Members are invited to join this webinar and learn about the benefits and resources to make the best out of their UNWTO Affiliate Membership!

- 1 Welcome Remarks
- 2 UNWTO & AMD Organization
- 3 Membership Benefits & Resources
- 4 How to use AMConnected
- 5 Q&A



Webinar - Tuesday, 10 January @16:00

Looking forward to seeing you!

# UNWTO HIGHLIGHTS

## UNWTO GASTRONOMY TOURISM FORUM HIGHLIGHTS TALENT DEVELOPMENT AND WASTE REDUCTION

'Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve' was the theme as national and international experts met in Nara for the 7th UNWTO Forum on Gastronomy Tourism.

Organized by UNWTO and the Basque Culinary Center (BCC), the Forum provides a platform to advance the contribution of gastronomy tourism to empower women and youth, and to support sustainability.

This edition counted on the participation of more than 450 delegates from 30 countries alongside over 1,000 online participants from 125 countries over the two days of the event.

Opening the Forum, UNWTO Secretary-General Zurab Pololikashvili said: "This year's Forum represents a unique opportunity for experts to share their best practices and enhance the role of Gastronomy Tourism in talent, sustainability, innovation, and social inclusion, and highlight its importance for regional and rural development."

To ensure that gastronomy tourism can serve as a leverage to promote women and youth empowerment, participants highlighted the need for providing better working conditions and engagement to attract and retain talent. Alongside this, the Forum also focused on the best ways of designing gastronomy tourism strategies and practices that ensure the sustainable use of resources, the promotion of local products and know-how, and on responsible consumption.

On this occasion, UNWTO launched the public consultation for the Global Roadmap on Food Waste Reduction in Tourism, developed within the framework of the One Planet Sustainable Tourism Programme, to enable consistent action and enhance circularity.

Nara was also the host of the 3rd UNWTO Global Gastronomy Startup Competition organized by UNWTO and BCC. Here, six talented entrepreneurs shared solutions for the challenges posed by the Sustainable Development Goals. The 2023 Forum will take place in Donostia-San Sebastian, in the Basque Country, Spain.

You can find more information [HERE](#)





# UNWTO HIGHLIGHTS

---

## BEST TOURISM VILLAGES' OF 2022 NAMED BY UNWTO

From Austria to Vietnam, 32 destinations from all around the world have been named 'Best Tourism Villages 2022' by the World Tourism Organization (UNWTO).

The accolade recognizes rural destinations that are embracing tourism as a driver of development and new opportunities for jobs and income while preserving and promoting community-based values and products. The initiative also recognizes villages for their commitment to innovation and sustainability in all its aspects – economic, social, and environmental – and a focus on developing tourism in line with the Sustainable Development Goals (SDGs).

In 2022, a total of 32 villages from 18 countries across the five world regions were awarded the recognition.

The villages were evaluated by an independent Advisory Board based on a set of criteria covering nine areas:

- 1.Cultural and Natural Resources
- 2.Promotion and Conservation of Cultural Resources
- 3.Economic Sustainability
- 4.Social Sustainability
- 5.Environmental Sustainability
- 6.Tourism Development and Value Chain Integration
- 7.Governance and Prioritization of Tourism
- 8.Infrastructure and Connectivity
- 9.Health, Safety, and Security

Welcoming the news, UNWTO Secretary-General Zurab Pololikashvili said:

“For rural communities everywhere, tourism can be a true game-changer in providing jobs, supporting local businesses, and keeping traditions alive. The Best Tourism Villages by UNWTO showcase the power of the sector to drive economic diversification and create opportunities for all outside of big cities.”

The Best Tourism Villages initiative is the flagship project of the UNWTO Tourism for Rural Development Programme, aiming to ensure tourism contributes to reducing regional inequalities in income and development, fighting depopulation, progressing gender equality and women’s and youth empowerment, advancing innovation and digitalization, improving connectivity, infrastructure, access to finance and investment, innovating in product development and value chain integration, promoting sustainable practices for more efficient use of resources and a reduction of emissions and waste and enhancing education and skills. The Programme promotes multi-level governance and partnerships and the active involvement and empowerment of communities.

You can find more information [HERE](#)



# UNWTO HIGHLIGHTS

---

## THE WORLD TRAVEL & TOURISM COUNCIL ANNOUNCE COLLABORATION WITH UNWTO AND SUSTAINABLE HOSPITALITY ALLIANCE AT COP15

Travel & Tourism sector commits to vision to halt and reverse biodiversity loss by 2030

During COP15 in Montreal, the World Travel & Tourism Council (WTTC), United Nations World Tourism Organisation (UNWTO), and the Sustainable Hospitality Alliance (the Alliance) announced a new collaboration which will bring together the public and private sectors in a shared vision to halt and reverse biodiversity loss by 2030.

The vision sees the global Travel & Tourism sector supporting and inspiring governments, businesses, and society to implement the post-2020 Global Biodiversity Framework and help to transform our relationship with the natural world.

Zoritsa Urosevic, Executive Director at UNWTO and Special Representative to the United Nations in Geneva said: "A people-centred agenda for biodiversity is the path towards a more sustainable tourism.

As part of the broad Alliance of stakeholders for 'Nature Positive Travel & Tourism', UNWTO shows its commitment to the Global Biodiversity Framework of COP15 – making tourism the Guardian of Nature."

Complementing the power of the private sector, UNWTO, as the voice of tourism at the global governance level, will work to bring governments and international organisations on board and announce the shared vision of tourism as a pillar of wildlife conservation and habitat protection. Progress will also be guided by UNWTO's trusted data and analysis, including groundbreaking Measuring the Sustainability of Tourism (MST) initiative and its growing International Network of Sustainable Tourism Observatories (INSTO).

Signatories to the vision have committed to adopt a nature positive approach to tourism through integrating biodiversity safeguards by reducing carbon emissions, the impact of pollution, the unsustainable use of resources, and by protecting and restoring nature and its wildlife.

Almost 150 organisations have signed up to the vision so far including international hotel groups, tour operators, travel agents, destinations, and international wildlife charities.

You can find more information [HERE](#)





# UNWTO HIGHLIGHTS

---

## WINNERS OF 2022 UNWTO STUDENTS' LEAGUE-SWITZERLAND ANNOUNCED

The first national edition of the UNWTO Students League concluded with a celebration of Swiss tourism talent with Team SHL from SHL Schweizerische Hotelfachschule Luzern, winning this edition.

The competition for undergraduates, organized with the support of the State Secretariat for Economic Affairs (SECO), attracted students from leading educational institutions across Switzerland. In the end, four teams made it to the final, representing the Swiss Hotel Management School, César Ritz Colleges, Schweizerische Hotelfachschule Luzern, and the Zurich University of Applied Sciences.

The winning solutions included data analysis, social media campaigns, and initiatives to support rural development in Switzerland. In making their decision, the expert jury looked at the feasibility of the ideas presented by the four teams. The ideas were also judged on how closely they aligned with the wider National Swiss Tourism Marketing Plan as well as on their potential to contribute to the fulfillment of the Sustainable Development Goals.

According to the participants, the Students League offered a unique chance to gain practical experience within the tourism sector while also benefiting from networking and mentorship opportunities.

For this first national edition, the jury panel was made up of national and international experts from UNWTO and SECO, as well as Salvatore Cavallaro, the coordinator of the European Union Tech Chamber and representatives from GoodRebels, St.Gallen-Bodensee Tourismus, Mabrian Technologies and the winner of the 2021 UNWTO Students' League.

The UNWTO Students League aims to empower and motivate tourism students by giving them real-time experience working in creating and implementing innovative and sustainable solutions for the challenges that the sector is facing. The UNWTO Students League benefits from the support of leading international partners, including the Zurich University of Applied Sciences, Foodward Foundation, St Gallen & Bodensee, Swiss Tourism, Aldeias Historicas de Portugal, Mabrian Technologies.

You can find more information [HERE](#)



# UNWTO HIGHLIGHTS

---

## WORLD COMMITTEE ON TOURISM ETHICS MEETS TO PLAN FOR FAIRER FUTURE

The World Committee on Tourism Ethics (WCTE) has met to advance the fair and responsible recovery of the sector.

Meeting in Madrid on 7 December 2022 and guided by the principles of the Global Code of Ethics for Tourism, the Committee explored the main topics of its working groups for the next four years (period of 2022-2025).

The focus of the Committee will be on analysing the ethical aspects and impacts of the following tourism-related areas:

- Decent Work, Inclusive Growth & Community Empowerment,
- Technology & Digital Platforms,
- Climate Change & Environmental Sustainability,
- Social Sustainability & Intercultural Dialogues.

These areas will include several issues to which the committee will pay specific attention.

At UNWTO's headquarters in Madrid, WCTE Chair, Dr. Phumzile Mlambo-Ngcuka welcomed members to the first in-person Committee session since the start of the pandemic.

She said: "Right now, it is safe to say that while many precautions must still be applied, the world is moving towards a positive destination. It is our job in this Committee to keep an eye open on the ethical applications of a tourism inclusive recovery." UNWTO Executive Director Zoritsa Urosevic, added: "This year we have recovered almost 60% of international tourist arrivals in comparison to pre-pandemic numbers. This shows that the tourism sector, while in deep crisis, has the capacity to bounce back. Most importantly, we must have the right ethical tools as many livelihoods depend on tourism."

The World Committee on Tourism Ethics - a subsidiary body of the UNWTO General Assembly - is an independent and impartial body responsible for interpreting, applying and evaluating the provisions of the UNWTO Global Code of Ethics for Tourism. The current World Committee on Tourism Ethics is made up of: Chair: Phumzile MlamboNgcuka; Full Members: Meyada Belal, José Ignacio Besga Zuazola, Luis Fernando Jiménez Guzman, Sue Longley, Lawal Mohammed Marafa, Hiroaki Matsuura, Daniela Otero, Gabriela Tigu and Alternate Members: Gunnur Diker, Shahid Hamid Fih and Marina Novelli.

You can find more information [HERE](#)



# AFFILIATE MEMBERS NEWS

---

## TOURISM DIGITAL TRANSFORMATION PROJECT

According to the Marrakesh call to action on SMEs digitalization published on the occasion of the 117th Session of the Executive Council of the UNWTO, "[...] investments in digitalization and its cross-sectorial impact have a multiplier potential to not only strengthen strategic large global and regional projects, but also stimulate the tourism recovery and safeguard jobs by supporting the survival of SMEs [...]."

From Global Journey Consulting, we believe these words to be true and in fact, we have been working towards the digitalization of the travel & tourism industry for the last couple of years. In doing so, we created Wanderlust Global Life ([www.wanderlust-global.com](http://www.wanderlust-global.com)), a company focused on helping local, national, and regional governments find the best technological solutions to digitalize the travel and tourism industry.

Our main goal is to make technology accessible and affordable to every stakeholder of the sector while generating sustainable business models and boosting positive impacts locally.

We bring together the most appropriate tools depending on the destination and elaborate a strategic plan to implement a digital ecosystem which simplifies and unifies the travel and tourism industry.

We always keep in mind the needs, challenges, and objectives of the different actors of each destination and adapt to them. Our partners are leaders on their respective fields, and they help us combine their solutions to piece together a reliable and efficient environment where everyone can find their place.

From travel experiences and cultural identity products to multimedia entertainment and training on digital skills, our ecosystem embraces change and tradition by merging the physical and the virtual worlds. Ours is a universe for travelers, suppliers, professionals, and institutions. Somewhere you can develop your full potential no matter your role, your resources, or your background. Somewhere simple and worthwhile.





## AFFILIATE MEMBERS NEWS

---

### THE INFLUENCE OF TRAVEL VIDEO MARKETING: CASE STUDIES, INTERVIEWS, AND INSIGHTS

The International Committee of Tourism Film Festivals (CIFFT) and the Tourism and Society Think Tank (TSTT) launched the new edition of "The Influence of Travel Video Marketing", an eBook that aims to increase conversation about the importance of video in tourism promotion and become a benchmarking platform that highlights the latest trends in tourism communication.

From awareness to purchase, video is part of customers' lives and has a significant impact on travel decisions. It gives a fuller view of the tourism experience with its ability to portray images, details, and sensations in a slip of a second.

This eBook brings together 24 case studies of successful tourism campaigns from across the globe, which are exclusive inputs from the CIFFT Circuit's participants. From idea to reality, each one presents the video's creative process, strategies, challenges, and results.

This indispensable read also presents interviews with professionals who play a vital role in developing the Tourism Industry through creativity, innovation, and video usage, such as Amora Carbajal (Executive President of Promperú), Anna Roca (General Director of Proximity España), Constanza Cea (Executive Director of Imagen de Chile), Juan Maqueda (CEO of Latam One), Matteo Prato (CEO of Tourism Hub), Miguel Pérez (Brand & Markets Director of Visit Valencia), and Terry Savage (Chairperson of the London International Awards and the Marketing Academy).

The eBook key learnings cover the power of storytelling, the emergence of a human-centered approach, especially in a post-pandemic world, and the appeal to humor to develop a positive feeling associated with the brands. These insights may inspire you to push for even greater creative excellence in the projects you work on.

Click **[HERE](#)** to download the free eBook and enjoy learning from some of the best in Travel Video Marketing

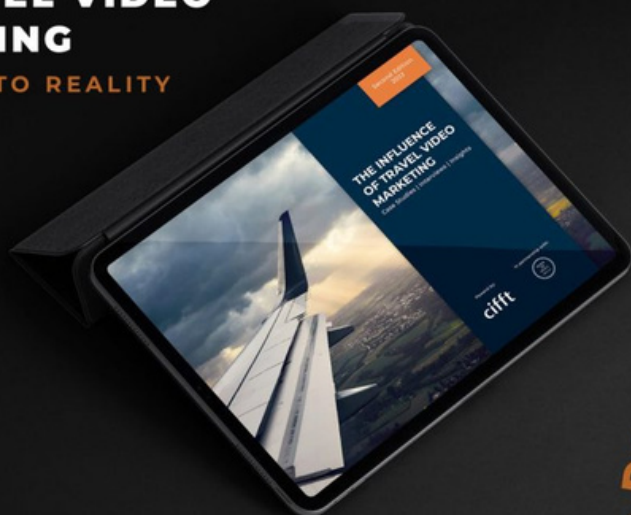
### THE INFLUENCE OF TRAVEL VIDEO MARKETING

FROM IDEA TO REALITY

CASE STUDIES

INTERVIEWS

INSIGHTS



DOWNLOAD  
FREE  
E-BOOK



## AFFILIATE MEMBERS NEWS

---

### **GONBAD MINA PLANETARIUM AND SCIENCE CENTER (GMPSC); A PROMOTER IN URBAN SCIENTIFIC TOURISM**

The GMPSC is a scientific and international tourism component in Abbas Abad Cultural and Tourism Complex of Tehran, I.R.Iran where works in the field of promotion of scientific culture. Along with the common activities of planetariums, GMPSC is becoming "a generative pioneer Astro-tourism" redefining its policies in order to increase its qualities with the hand of Tourism in addition to the quantities of scientific activities. Therefore, in order to achieve this plan, the following measures are taken:

#### *1-GMPSC is a tourism destination for astronomy*

- Educational activities
- Scientific festivals (World Astronomy Week, World Science Promotion Week and etc).
- International events (NASA International Moon Observation Night).
- Related productions (books, documentaries, movies and multimedia).

#### *2- GMPSC is the driving factor of Astro-tourism in I.R.Iran*

According to the wonders of astronomy and the attractions of tourism, it seems that the synergy of these categories leads to a new form of tourism called "astronomical tourism or Astro-tourism". With this attribute, astronomy enthusiasts benefit from the advantages of tourism, and tourism audience also adds to the depth of their consciousness along with a new experience of the pleasure of tourism.

Thus, GMPSC has considered the following attitude in the development of "Astro tourism":

- Introducing observation centers as tourist destinations in I.R. Iran (observatories and observation sites such as deserts, highlands and any location where has the possibility of clear sky-seeing).
- Organizing the interactive educational astronomy tours in given destinations.
- Solidarity of active astronomical units in I.R. Iran with the approach of scientific tourism.

Ultimately, considering to the 17077 tourists in GMPSC (2022), and increase in demand for Astro-tourism participation, a clear horizon can be observed with the message of "science and tourism; Manifestation of human ethics".



## AFFILIATE MEMBERS NEWS

---

### ARCOS DE VALDEVEZ | THE 4 SEASONS OF ARCOS DE VALDEVEZ

By invitation of the municipality of Arcos de Valdevez, IPDT is developing a tourist experience whose concept is associated to the 4 seasons: The 4 seasons of Arcos de Valdevez. The experience aims to offer visitors various reasons to visit the destination all year round, and to do it across 4 itineraries defined for each season, thus reducing seasonality and excessive concentration of tourists at certain times of the year.

The municipality has a diverse tourist offer, based on nature, culture, history, and heritage, as well as know-how and traditions preserved in space and time. From megalithic monuments to Roman remains, there are countless attractions that give the destination a powerful cultural identity.

#### *4 seasons, 4 experiences*

The project developed by IPDT included the creation of a promotional image, the definition of positioning messages and target audiences, the development of an interactive brochure dedicated to the 4 proposed experiences, and a communication plan to promote them in 2023.

The interactive brochure has one itinerary and a map associated to each season, aggregating the natural, cultural and heritage offer and the municipality's events, to create an appealing narrative for those who visit the destination.

Since nature is the territory's anchor product, the appeals defined are in line with this positioning, with these being:

- Spring: Naturally fascinating
- Summer: Naturally memorable
- Autumn: Naturally charming
- Winter: Naturally unforgettable

Regarding the integrated offer, emblematic events such as Expovez, the Re-encounter of Valdevez, the Autumn's Festival and the festival Sounds of Vez, are organized across the territory. These, together with heritage elements like the villages of Soajo and Sistelo and the Paço de Giela, complemented by identity attractions like sightseeing, pilgrimages, gastronomy and wines, and landscape elements as Peneda Gerês National Park, confirms Arcos de Valdevez as a must visit destination in the North of Portugal.





## AFFILIATE MEMBERS NEWS

---

### **EQUATORIAL GUINEA WILL HOST THE NEXT EDITION OF THE AFRICAN FILM FESTIVAL**

Equatorial Guinea will host the next African Film Festival which will take place in 2023 and is considered the largest event in African cinema. Through a letter sent to the Vice President of the Republic of Equatorial Guinea Teodoro Nguema Obiang Mangue by the largest film company in Africa, Nollywood, this information has been confirmed, a letter that has been delivered by the Secretary of State for Tourism Catalina Martínez Asumu.

Nollywood the Nigerian film industry is the third largest in the world, behind Bollywood and Hollywood. Nigerian films are the link between foreign Nigerian communities and their homeland. The result of this phenomenon, which is barely a decade old, has meant the annual creation of more than 600 films, placing Nigeria among the nations that produce the most films in the world with more than 7,000 titles in 13 years.

This will be the first time that this event will be held in Equatorial Guinea. Through this event, local filmmakers will have the opportunity to share experiences with those from other countries. Likewise, the actors, film directors and different personalities who attend the festival will be able to discover Equatorial Guinea.

This upcoming event will mobilize the country's tourism sector and could attract foreign investment to Equatoguinean soil in the field of cinema and others.



## AFFILIATE MEMBERS NEWS

---

### CROATIA COUNTRY PARTNER AT FAIRS IN MUNICH AND VIENNA

In 2023, Croatia will be a partner country at the f.re.e - Travel and Leisure Fair in Munich from February 22 to 26, 2023.

Exhibiting at the fair in Munich, one of the most important fairs on the German market, is significant for Croatia because Germans, especially residents of southern regions like Bavaria, have accounted for the largest share of Croatia's total tourist traffic for years.

For this occasion, a musical stage program will be prepared for the ceremonial opening on February 22, 2023. Alkari of Sinj, KUD Peruća, Sinj City Band and Sinj majorettes will perform at the opening ceremony. Sinjska Alka is a symbol of patriotism and a part of Croatian culture and tradition included in the UNESCO list of world intangible heritage.

In addition to the Croatian National Tourist Board, 27 co-exhibitors will present the Croatian tourist offer at the 325 m2 stand. Additionally, regional tourist boards exhibiting at the CNTB stand, will also present themselves through musical and stage performances.

In addition to the fair in Munich, Croatia is also a partner country at the Ferien Messe fair, which takes place in Vienna from March 16 to 19, 2023. Ferien Messe is the largest and most significant international tourism fair in Austria.

On this occasion, the National Folk Dance Ensemble of Croatia LADO will present Croatian UNESCO heritage through its repertoire at the opening ceremony.

The Croatian National Tourist Board and 19 co-exhibitors will present their tourist offer at a 224m2 stand.





## AFFILIATE MEMBERS NEWS

### REVITALIZING BAHAMAS TOURISM AND HEALTH PROGRAM FOR HEALTHIER SAFER POPULATIONS, TOURISM AND ECONOMIC SUSTAINABILITY

Developed to improve the Caribbean's preparation and rapid response to public health threats, CARPHA's Regional Tourism and Health Program (THP) continues to protect the health and safety of visitors and locals, boost tourism resilience, and enhance economic sustainability.

Bahamas continues to accelerate their tourism product through the implementation of THP's tools, reiterated at the THP-Bahamas visit in December 2022. One ongoing activity is the re-engagement of THP with private and public tourism and health stakeholders to promote the use of the Tourism and Health Information System (THiS), creating healthier and safer tourism facilities.

THiS is a real-time web-based, early warning and response information system which confidentially captures travellers' illnesses, with a built-in alert system to trigger a rapid and coordinated response, reducing illness spread, and economic and reputational negative impact.

THP is committed to provide knowledge and build capacity in Bahamas with the Prevention & Control of Infectious Diseases training planned for tourism stakeholders in January 2023. This training seeks to amplify persons' awareness of potential infectious disease threats, their associated risks and proper management in the tourism industry. Following active reporting on This together with the aforementioned training, tourism establishments can attain the internationally and regionally recognised Caribbean Traveller's Health Assurance Stamp for Healthier Safer Tourism. Endorsed by the World Travel & Tourism Council (WTTC), the Caribbean Tourism Organization (CTO) and the Caribbean Hotel & Tourism Association (CHTA), the Stamp is the only measurable and verifiable travellers health assurance and recognition award for tourism entities that are implementing the recommended proactive health monitoring and safety measures.

THP's tools will not only benefit the health and safety of Bahamas' transient and local population, but it can lead to more arrivals, profits and improved reputation. These initiatives can only further advance the marketability and competitiveness of Bahamas as a healthier, safer destination.





## AFFILIATE MEMBERS NEWS

---

### **17TH WORLD LEISURE CONGRESS "LEISURE: LEARN WELL, LIVE WELL" CALL FOR ABSTRACTS IS NOW OPEN!**

The 17th World Leisure Congress to be celebrated from December 11th to 15th, 2023 in Dunedin, New Zealand will be devoted to the theme "Leisure: Learn Well, Live Well".

It will bring together leisure and tourism professionals from academia, government, and industry to promote informative, stimulating, and challenging discussions on the latest issues in tourism, leisure, and sustainability, and other topics related to the latest trends in the tourism and leisure industry.

From World Leisure Organization (WLO) we are pleased to announce that the call for abstracts is now open and warmly invite you to submit a paper. Abstracts are open for oral presentations (20-minute presentation and 10-minute Q&A) or contribution to a special topic session.

Learn more here: [Open call for abstracts](#)

The Special topic sessions focus on a specific topic of interest and will feature within the main Congress programme. Selected special topic sessions are open for contribution from presenters as part of the Congress call for abstracts.

Learn more here: [Special topic sessions](#)

Please find some key dates of the Congress here:

- Call for Abstracts close: April 4th, 2023, at 11:59 pm NZST
- Abstracts presenters notified: From May 25th, 2023
- Special topic session and abstract presenters' deadline for registration: August 15th, 2023
- Special topic session and abstract full papers due: September 14th, 2023
- Full programme available: September 2023
- Presentations due: November 22nd, 2023

We are looking forward to welcoming the World Leisure community in December 2023 at the University of Otago in Dunedin, New Zealand!





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

Contact us at: [am@unwto.org](mailto:am@unwto.org)