

General Assembly

26th session
Riyadh, Saudi Arabia

7-11 November 2025

Agenda item 6(a)
Membership status

A/26/6(a) rev.1
Madrid, 20 October 2025
Original: English

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**Executive summary**

Within the framework of the current mandate, priorities, and the Member Relations Policy, the Secretary-General and other senior officials of UN Tourism have carried out active negotiations and consultations with relevant decision-makers from non-member States, including country leadership, ministries, national tourism administrations, and the diplomatic corps. A further key element has been the integration of non-member States into the implementation of the UN Tourism Programme of Work 2024-2025, thereby ensuring their active involvement in the Organization's activities.

The Organization's strategy has placed particular emphasis on attracting Anglo-Saxon, Nordic, and Baltic States from Europe, the Americas, and East Asia and the Pacific, as well as Small Island Developing States (SIDS) from the Caribbean and the Pacific.

The Secretary-General has received an official letter from the Minister of Foreign Affairs, International Trade, Commerce and Consumer Affairs, Economic Development and Investment of Saint Kitts and Nevis, formally adopting the Statutes and Financing Rules of the Organization, together with all amendments adopted to date, and accepting the obligations of membership in accordance with Article 5.

The General Assembly is informed on the applications for affiliate membership provisionally admitted by the Executive Council at its sessions held in 2024 and 2025, which the Assembly is to approve.

Since the 25th session of the General Assembly, 85 new candidatures have been provisionally approved by the Executive Council. The number of Affiliate Members as of 9 September 2025 amounts to 497 Members. The Organization works actively on the implementation of the strategy for a quality-oriented and geographically balanced expansion of the Affiliate Membership, approved by the Executive Council during its 117th session.

DRAFT RESOLUTION¹

Agenda item 6(a)

Membership status

(document A/26/6(a) rev.1 and CMAM/8/2025 report)

Having examined the report on the membership status of the Organization (Full Members) and the report of the 8th meeting of the Committee on Matters Related to Affiliate Membership,

1. *Commends* the Organization's comprehensive vision and appreciates the proactive efforts of the Secretariat in attracting non-member States, further thanking the Secretary-General and other senior officials of UN Tourism for undertaking tailored and effective actions;
2. *Welcomes* the active involvement of non-member States in the Organization's core activities, particularly those related to knowledge creation and transfer, underlines the importance of such participation, and commends the Secretariat's strategic efforts to engage key public and private sector actors, decision makers as well as academia from non-member States across diverse initiatives within the Programme of Work of UN Tourism.
3. *Appreciates* the decision of Saint Kitts and Nevis to join the Organization, and approves its candidature as a Member State which shall take effect on 1 January 2026 thereby bringing the total number of Member States to 161.

Having examined the report on the membership status of the Organization (Affiliate Members),

4. *Thanks* the members of the Committee on Matters Related to Affiliate Membership for their work;
5. *Takes note* of the withdrawals from affiliate membership as listed in Annex II of document A/25/6(a) rev.1;
6. *Decides* that the entities listed in Annex III of document A/25/6(a) rev.1 have ceased to be Affiliate Members of the Organization as of the dates indicated therein; and
7. *Acknowledges* the changes of the modified business names of entities as listed in Annex IV of document A/25/6(a) rev.1.

¹ This is a draft resolution. For the final resolution adopted by the Assembly, please refer to the Resolutions document issued at the end of the session.

I. Full Members of the Organization

1. At the date of this document, the total number of Member States of the Organization is 160. The purpose of this document is to inform the General Assembly on the changes in membership since its twenty-fifth session and to submit to it full membership applications that it is called upon to consider pursuant to Article 5 of the Statutes and Rules 49 and 50 of the Assembly's Rules of Procedure.

A. Candidatures for membership

2. The Secretary-General received a letter from the Minister of Foreign Affairs of Saint Kitts and Nevis dated 28 August 2025 informing of its government's intention to join the Organization and seeking information on the procedure, rights and obligations of membership.
3. A Member of the United Nations, Saint Kitts and Nevis was not, however, a Member of IUOTO nor a former Member of UN Tourism and must, therefore, submit its candidature in accordance with Article 5(3) of the Statutes.
4. After the Secretariat provided all the required information and consultations regarding membership, and following the internal procedures undertaken by the Government of Saint Kitts and Nevis, the Secretary-General received an official letter from the Minister of Foreign Affairs, International Trade, Commerce and Consumer Affairs, Economic Development and Investment of Saint Kitts and Nevis, dated 1 October 2025 and received on 6 October 2025, whereby the State formally adopts the Statutes and the Financing Rules of the Organization, together with all amendments adopted to date, and accepts the obligations of membership in accordance with Article 5(3) of the Statutes.
5. In accordance with Rule 50 of the Rules of Procedure of the General Assembly, which sets out the provisions governing the admission of new Members, applications for admission including a formal declaration by the State of its acceptance of the Statutes and the obligations of membership must be submitted "at least sixty days before the Assembly's session" of which the Members of the Organization shall be informed "at least thirty days before the Assembly's session". In the case of Saint Kitts and Nevis, although the letter expressing the country's intention to join the Organization was received more than sixty days prior to the session of the Assembly, the required formal application for admission was not submitted within the established deadline.
6. If the General Assembly considers the application for admission submitted by Saint Kitts and Nevis, the Secretary-General recommends that it take effect as of 1 January 2026.
7. The General Assembly is invited to consider and approve the application for admission submitted by Saint Kitts and Nevis to take effect as of 1 January 2026.

B. Withdrawals

8. At the date of the document, none of the Member States has notified the UN Tourism Secretariat and/or the Spanish Government of any intention to withdraw from the Organization.

C. Contacts with non-member States

9. The period 2024-2025 was marked by rapid change and turbulence. External factors, such as national elections, government reshuffles, and in some cases, fundamental shifts in political systems, particularly in the Anglo-Saxon context, combined with broader global challenges, significantly hindered progress in negotiations on joining or rejoining the Organization. In several instances, political transitions and evolving national priorities brought ongoing discussions to a halt. A clear example is Canada, where negotiations had reached agreement on the principal aspects of membership, but the process did not move forward following subsequent political developments.
10. In addition, the Secretariat engaged in several meetings and advanced discussions on potential membership with Iceland, Ireland, Luxembourg, and the United Kingdom.

11. In light of the impact of these external dynamics and the inconsistencies observed in the evolution of negotiations with certain developed economies, the Organization adjusted its approach to attracting non-member States. This included (1) intensifying efforts towards Small Island Developing States and (2) diversifying and balancing the engagement of non-member States in various organizational initiatives. A detailed overview is provided in Annex V. .

II. Affiliate Members of the Organization²

A. Quality-oriented expansion of the Affiliate Membership

12. Part II of this document informs the General Assembly on the applications for affiliate membership, which it is to examine and approve in accordance with Article 7 of the Statutes and Article 1(5) of the Charter of Affiliate Membership, as well as to report changes in the Affiliate Members' composition since the twenty-fifth session of the General Assembly.
13. As of the date of this document, the total number of Affiliate Members of the Organization is 497 (to be updated). By country of origin, Spain stands out with more than 20% of the total number of AMs (107), followed by the United States of America (27), Mexico (22), Japan (21) and Saudi Arabia (19). As a direct result of the expansion strategy an important increase in Affiliate Members from the Middle East was achieved, reaching a total of 49 Affiliate Members, which represents 10% of the total (compared to only 4% in 2023).
14. In accordance with Article 3(3) of the Charter of Affiliate Membership, during the period 2024-2025, the Committee reviewed and proposed for the provisional admission 85 candidatures for affiliate membership as listed in Annex I, pending ratification by the 26th session of the General Assembly.
15. As a result of the quality-focused and geographically balanced expansion strategy for affiliate membership, a substantial number of candidatures presented during the period are from regions underrepresented in terms of the number of Affiliate Members (Middle East, Africa, and Asia & the Pacific). Furthermore, many of the candidatures presented are from countries without any Affiliate Members such as Australia, Ethiopia, Gambia, Iraq, Mauritius, Namibia, Pakistan, Singapore, Zambia, Zimbabwe. The Committee on Matters Related to Affiliate Membership appreciates the diversity, consistency and solidity of these candidatures.
16. The Committee has reviewed and submits for the direct approval of this General Assembly a solid package of candidatures for affiliate membership containing 85 entities with a balanced geographical representation and with a significant number of entities from underrepresented regions. The list is attached for reference in Annex I.
17. To ensure the quality of membership, a rigorous internal verification process is used to guarantee the eligibility of membership applications. Following the exhaustive verification process carried out on the information received and the check carried out by the State, approximately 30% of the applicants succeeded in carrying out the application procedure.

B. Applications for affiliate membership approved by the Executive Council at its 121st, 122nd and 123rd sessions, pending ratification by the 26th General Assembly

18. With the new legal framework for affiliate membership adopted by the 24th General Assembly, the procedure for the admission of Affiliate Members has been strengthened through the introduction of a due diligence procedure, the enhanced role of the Government of the State in which the headquarters of the candidate is located, and the involvement of the Committee on Matters Related to Affiliate Membership in the verification process.
19. After verification that the applications for affiliate membership meet the requirements set out in the Charter of Affiliate Membership and following an internal review process, the applications are circulated to the Committee on Matters Related to Affiliate Membership for consideration for provisional admission by the Executive Council
20. In accordance with Articles 7(3) and 7(4) of the Statutes and pursuant to the provisions of Articles 1 and 3 of the Charter of Affiliate Membership, the Executive Council, through decisions CE/DEC/9(CXXI), CE/DEC/8(CXXII) and CE/DEC/9(CXXIII) has provisionally admitted, subject to subsequent approval by the 26th session of the General Assembly, a significant number of entities (refer to **Annex I** for the complete list):

² See also doc A26/10(b) Report of the Committee on Matters Related to the Affiliate Membership.

- 39 new members at the 121st session of the Executive Council (Barcelona, Spain, 11 June 2024)
- 27 new members at the 122nd session of the Executive Council (Cartagena, Colombia, 14 November 2024)
- 19 new members at the 123rd session of the Executive Council (Segovia, Spain, 30 May 2025)

C. Withdrawals and cessation of membership

21. **Withdrawals:** Since the 25th session of the General Assembly, the entities detailed in Annex II have effectively withdrawn from the Organization. In accordance with Article 4(2) of the Charter of Affiliate Membership and Article 35(3) of the Organization's Statutes, withdrawal is effective on the expiry of one year's notice in writing to the Secretary-General.
22. **Cessation of membership:** Pursuant to Detailed Financial Rule IV.2, an Affiliate Member subject to the provisions of paragraph 13 of the Financing Rules will be granted a period of six months to settle its arrears to the Organization, to establish a payment plan aimed at settling its arrears, or to withdraw from the Organization. If the Affiliate Member does not settle its situation within said period, the Secretary-General may propose to the General Assembly that such entity has ceased to be an Affiliate Member as from such date as the Assembly may decide.
23. Pursuant to the above, the Secretary-General submits to the Assembly under Annex III a list of the Affiliate Members that have not settled their arrears within the statutory deadline and further proposes that they cease to be Affiliate Members as of the dates indicated therein.

D. Change of registered business names

24. The General Assembly is informed that the entities indicated in **Annex IV** have modified their registered business name in accordance with Article 2(2)(f) of the Charter of Affiliate Membership.

E. Total number of Affiliate Members

25. Taking into account the applicants for affiliate membership provisionally admitted by the Council since the previous General Assembly, and the withdrawals mentioned above, the number of Affiliate Members as of 9 September 2025 amounts to **497 Members**.
26. As of the date of this document, 85 candidatures are presented to the General Assembly for ratification.
27. The list of entities considered by the Committee on Matters Related to Affiliate Membership at its next meeting to be held on 8 November 2025 and provisionally admitted by the 124th session of the Executive Council will be communicated in a separate document under the report of the Committee.

Annex I: List of candidatures for affiliate membership provisionally admitted by the 121st, 122nd and 123rd sessions of the Executive Council

	Name of Entity	Country
1	ABAV - Brazilian Association of Travel Agencies	Brazil
2	Academy of Hospitality, Tourism, and Wellness	Serbia
3	Altezza Travelling Limited	Tanzania
4	Amsa Hospitality Company	Saudi Arabia
5	Aseer Development Authority	Saudi Arabia
6	Asociación de Hoteles y Turismo de la República Dominicana, Inc. - ASONAHORES -	Dominican Republic
7	Asociación del Deporte Español	Spain
8	Associació de Càmpings de Girona	Spain
9	Association of travel & tourism agents in Iraq	Iraq
10	Association Régionale de l'Industrie Hôtelière Marrakech-Safi	Morocco
11	Banco de Reservas de la República Dominicana	Dominican Republic
12	Banco Popular Dominicano, S.A. Banco Múltiple	Dominican Republic
13	Batterjee Medical College	Saudi Arabia
14	Blitzscale S.A.	Spain
15	Booking.com B.V.	Netherlands
16	Buró de Congresos y Visitantes de Aguascalientes	Mexico
17	Bytetravel SA	Spain
18	Cámara de Comercio de Medellín para Antioquia	Colombia
19	Cámara Nacional De Turismo Del Perú	Peru
20	China Tourism Group Corporation Limited	China
21	Confederación De Cámaras Nacionales De Comercio, Servicios Y Turismo De Los Estados Unidos Mexicanos (Concanaco Servytur México)	Mexico
22	Conseil québécois des ressources humaines en tourisme-CQRHT	Canada
23	Consejo Federal de Inversiones	Argentina
24	Corporación Turismo Cartagena de Indias	Colombia
25	Crescentrating Pte Ltd	Singapore
26	Decanter Enterprises	Zimbabwe
27	Enjoytravel Corporate SL	Spain
28	Escuela Universitaria de Hotelería y Turismo de Sant Pol de Mar (Barcelona)	Spain
29	Ethiopian Tour Operators Association - ETOA	Ethiopia
30	Federation of Trade in Goods, Services and Tourism Rio de Janeiro – FECOMÉRCIO-RJ	Brazil
31	Fideicomiso de Promoción Turística del Estado de Nayarit	Mexico
32	Focus Brand, S.L.	Spain
33	Forward Data, S.L.	Spain
34	Fujairah Tourism and Antiquities Department	United Arab Emirates
35	Gambia Tourism and Hospitality Institute	Gambia

36	Gremio Empresarial y Profesional de Agencias de Viajes	España
37	Hospitality Association of Zimbabwe	Zimbabwe
38	Hoteliers Association of Uzbekistan	Uzbekistan
39	ICL Tours and Travels LLC	United Arab Emirates
40	IFP Qatar	Qatar
41	Institute of Gastronomy, Culture, Arts and Tourism - IGCAT	Spain
42	Instituto Nacional de Formación Técnico Profesional - INFOTEP	Dominican Republic
43	Instituto Superior de Derecho y Economía, S.A.	Spain
44	Intangible Heritage Association	Saudi Arabia
45	International Masters Games Association	Switzerland
46	International Tour Management Institute, Inc.	United States of America
47	Ishraq Hospitality	United Arab Emirates
48	Jiangsu College of Tourism	China
49	JLL Americas Inc.	United States of America
50	Jordan Hotels Association	Jordan
51	Jordan Restaurant Association	Jordan
52	Klook Travel Technology Pte. Ltd.	Singapore
53	Kuoni Global Travel Services (Schweiz) AG	Switzerland
54	Levantur S.A.	Spain
55	MADCUP, S.L.	Spain
56	Monash University	Australia
57	Namibia University of Science and Technology	Namibia
58	Navarra Impulsa Cultura, Deporte y Ocio S.L.	Spain
59	New Perspective Media FZ LLC	United Arab Emirates
60	Nexus Fostering Partnership SI	Spain
61	Observatoire du Tourisme du Maroc	Morocco
62	Pakistan Association of Tour Operators - PATO	Pakistan
63	Palacio de Ferias, Congresos y Exposiciones de Marbella S.L.	Spain
64	Passporter Technologies SL	Spain
65	Petición Balazs Companie, SL	Spain
66	PT Indonesia WISE	Indonesia
67	Radisson Hospitality Belgium, B.V.	Belgium
68	Rijeka Tourist Board	Croatia
69	Rocket DMC International - FZCO	United Arab Emirates
70	Royal Jordanian RJ	Jordan
71	Saudi Tourism Authority	Saudi Arabia
72	Scientific Research Institute for Tourism Development -TDI	Uzbekistan
73	Sulaiman Alrajhi Real Estate Company	Saudi Arabia
74	The Chamber of Commerce and Industry of Romania	Romania
75	TORNUS Agencia Creativa de Turismo	Colombia
76	Tourism Dept. of Sultan Qaboos University	Oman
77	Universidad Ean	Colombia

78	University of South Florida School of Hospitality and Tourism Management	United States of America
79	University of Technology Mauritius	Mauritius
80	Viristar LLC	United States of America
81	World Tourism Alliance	China
82	Zagreb School of Economics and Management	Croatia
83	Zambia Institute for Tourism & Hospitality Studies	Zambia
84	Zambia Tourism Agency	Zambia
85	Zanzibar Association of Tourism Investors Ltd.	Tanzania

Annex II. Withdrawals from the Organization

2023-2025

	Name of entity	Date of withdrawal
1	Basque Tourist Consulting SLU (Spain)	24.10.2023
2	Asociación de Marcas Renombradas Españolas (Spain)	18.11.2023
3	IGDS - Intercontinental Group of Department Stores (Switzerland)	13.12.2023
4	Kansai Tourism Bureau (Japan)	31.12.2023
5	Asociación para la Protección del Patrimonio Gastronómico (Spain)	09.01.2024
6	Leeds Beckett University (United Kingdom)	18.01.2024
7	Grupo Aviatur Ltda (Colombia)	19.01.2024
8	Edutus College (Hungary)	22.01.2024
9	Avanzo Learning Progress SA (Randstad) (Spain)	03.05.2024
10	Compagnie des Alpes (France)	02.08.2024
11	Brighton Business School, University of Brighton (United Kingdom)	08.11.2024
12	Kalam	20.11.2024
13	GBSB Global Business School	01.12.2024
14	Budapest Brand Nonprofit Private Limited Company	13.12.2024
15	Egyptian Tourism Federation	10.12.2024
16	The Bicester Collection	01.01.2025
17	Egyptian Hotels Association	24.01.2025
18	Gulf Air	09.05.2025
19	ViaVii	20.06.2025
20	URPEAK SARL	05.09.2025
21	ASOCIACION ESPAÑOLA DE DIRECTORES Y DIRECTIVOS HOTEL	09.09.2025
22	Conseil des Grands Crus Classés en 1855	23.09.2025
23	WINE IN MODERATION - ART DE VIVRE (WIM ASSOCIATION) AISBL	02.10.2025
24	Exhibition World Bahrain	07.10.2025
25	Ishraq Hospitality	04.11.2025

2023

	Name of entity	Date of withdrawal
1	Basque Tourist Consulting SLU (Spain)	24.10.2023
2	Asociación de Marcas Renombradas Españolas (Spain)	18.11.2023
3	IGDS - Intercontinental Group of Department Stores (Switzerland)	13.12.2023
4	Kansai Tourism Bureau (Japan)	31.12.2023

2024

	Name of entity	Date of withdrawal
5	Asociación para la Protección del Patrimonio Gastronómico (Spain)	09.01.2024
6	Leeds Beckett University (United Kingdom)	18.01.2024
7	Grupo Aviatur Ltda (Colombia)	19.01.2024
8	Edutus College (Hungary)	22.01.2024

9	Avanzo Learning Progress SA (Randstad) (Spain)	03.05.2024
10	Compagnie des Alpes (France)	02.08.2024
11	Brighton Business School, University of Brighton (United Kingdom)	08.11.2024
12	Kalam	20.11.2024
13	GBSB Global Business School	01.12.2024
14	Budapest Brand Nonprofit Private Limited Company	13.12.2024
15	Egyptian Tourism Federation	10.12.2024

2025

	Name of entity	Date of withdrawal
17	Egyptian Hotels Association	24.01.2025
18	Gulf Air	09.05.2025
19	ViaVii	20.06.2025
21	ASOCIACION ESPAÑOLA DE DIRECTORES Y DIRECTIVOS HOTEL	09.09.2025
22	Conseil des Grands Crus Classés en 1855	23.09.2025
23	WINE IN MODERATION - ART DE VIVRE (WIM ASSOCIATION) AISBL	02.10.2025
24	Exhibition World Bahrain	07.10.2025
25	Ishraq Hospitality	04.11.2025

Annex III. Entities that have ceased to be Affiliate Members

The below-listed entities will cease to be Affiliate Members as of the following dates:

Effective on 1 July 2024		
	Name of the Entity	Country
1	Amaala Company	Saudi Arabia
2	Business Association of Georgia	Georgia
3	Caribbean Public Health Agency - CARPHA	Trinidad and Tobago
4	Centro Español de Nuevas Profesiones	Spain
5	Club Atlético de Madrid S.A.D.	Spain
6	Comité Régional du Tourisme de Nouvelle-Aquitaine	France
7	Committee For Tourism - Moscow City Government	Russian Federation
8	Fondazione Romualdo del Bianco	Italy
9	Gastronomic Association of Georgia	Georgia
10	Ghana Tourism Federation - GHATOF	Ghana
11	International Foundation Sport Tourism and Youth	Georgia
12	Instituto Medio de Gestao Hotelaria e Turismo - Francisco dos Santos (IMGHT-FS)	Angola
13	Katowice School of Economics	Poland
14	Kasese Tourism Investors Forum	Uganda
15	Ou Position	Estonia
16	Patronato Provincial de Turismo Diputación de Córdoba	Spain
17	Recevin - Réseau Européen des Villes du Vin	Portugal
18	Tourisme et Hôtellerie SAUER International THSI	France
19	Tourism Kwazulu-Natal	South Africa
20	Universidad Ricardo de Palma	Peru
Effective on 1 July 2025		
	Name of the Entity	Country
21	ALIANZA DE EDUCACION SUPERIOR EN Spain S.L	Spain
22	ATHENS DEVELOPMENT AND DESTINATIONS MANAGEMENT AGENCY	Greece
23	CORPORACION MUNICIPAL TURISMO VICUÑA	Chile
24	FACILITY CONCEPT	Côte d'Ivoire
25	GLOBALIA CORPORACION EMPRESARIAL S.L.	Spain
26	HOSPITALITY & TOURISM ASSOCIATION OF ESWATINI	Eswatini
27	MANIFEST DESTINATIONS GROUP INC	United States of America
28	MIDDLE EAST UNIVESITY	Jordan
29	ONWARD	United States of America
30	ROYAL COMISSION FOR AIULA	Saudi Arabia
31	RVF INTERNATIONAL LLC	United States of America
32	SCHLOSS SCHOENBRUNN KULTUR-UND BETRIEBSGES m.b.H. (AUSTRIA)	Austria
33	THE STYLE OUTLETS-NEINVER S.A.	Spain

34	TURISMO COMERCIO Y PROMOCION ECONOMICA DE SALAMANCA, S.A.U.	Spain
35	ULSAN METROPOLITAN GOVERNMENT	Korea
36	UNIVERSIDAD SAN IGNACIO DE LOYOLA	Peru
Effective on 10 November 2025		
Name of the Entity		Country
37.	International Institute for Research and Development of Special Interest (SITI-1)	Iran (Islamic Republic of)
38.	Pardis Iranian Mana Seir International Tourism Institute	Iran (Islamic Republic of)

Annex IV. Affiliate Members that changed their registered business names

	Previous Name	Current Name
1	Almosafer Company for Travel and Tourism	Almosafer General Trading L.L.C
2	ATHENS DEVELOPMENT AND DESTINATIONS MANAGEMENT AGENCY (ADDMA)	Develop Athens S.A.
3	Diriyah Gate Company Limited	Diriyah Company
4	Dur Hospitality Co.	Taiba Investments
5	Fundación Turismo Valencia	Fundación Visit Valencia
6	Instituto de Formação Turística – Institute for Tourism Studies.	Macao University of Tourism
7	Macao Polytechnic Institute	Macao Polytechnic University
8	OMRAN Tourism Development Company SAOC (OMRAN Group)	Oman Tourism Development Company (Oman Group)
9	Tourism in Skåne AB	Visit Skåne AB
10	University College Aspira	Aspira University of Applied Sciences

Annex V. Engagement of non-member States in various organizational initiatives and activities, primarily focused on knowledge creation and transfer³

Statistics, Standards and Data

Study/Research/Publication; Event; Project(s); Initiatives; Other Activities	Period	Country / Countries	Country / Countries Engagement
Measuring the Sustainability of Tourism			
Measuring the Sustainability of Tourism (MST): R&D and statistical innovation for the development of the Statistical Framework	From November 2023 to February 2024 (when the Statistical Framework for MST was finalized)	<ul style="list-style-type: none"> • Australia • Canada • Denmark • Finland • Ireland • New Zealand • Sweden • United States 	Expert pro-bono contributions, include: drafting discussion papers and dedicated sections of the Statistical Framework for MST, active participation in the MST Expert Group, Editorial Board, and Task Teams, as well as providing input to consultations.
Global consultation on the Statistical Framework for Measuring the sustainability of Tourism	October-November 2023	<ul style="list-style-type: none"> • Canada • Finland • Norway • Tonga • United States 	Contributions to the Statistical Framework for MST.
Side event of the 55th session of the UN Statistical Commission: “Measuring the Sustainability of Tourism: Closing the gap between policy and statistics”, New York, United States	27 February 2024	<ul style="list-style-type: none"> • Canada • Norway • Singapore • United States <p>Institutions from non-UN Tourism Members States:</p> <ul style="list-style-type: none"> • DATA2X (USA) • Foreign, Commonwealth and Development Office (FCDO) (UK) 	Participation in the side event.
Statistical Framework for Measuring the Sustainability of Tourism: UN endorsement	March 2024	<ul style="list-style-type: none"> • Canada • Denmark • Finland on behalf of EU and EFTA countries; • New Zealand • United States 	<p>Official supporting statements at the 55th plenary session of UN Statistical Commission.</p> <p>Supported the diplomatic and consensus-building effort for the UN endorsement of MST Framework.</p>
Workshop “Measuring Regional Tourism and Tourism’s Environmental impact in the Nordics”, Malmo, Sweden	3-5 June 2024	<ul style="list-style-type: none"> • Denmark • Finland • Iceland • Norway • Sweden 	Countries and destinations working towards the implementation of the Statistical Framework for

³ The information provided covers the period from the 25th session of the UN Tourism General Assembly in 2023 to its 26th session in 2025.

			Measuring the Sustainability of Tourism
5th meeting of Expert Group on Measuring the Sustainability of Tourism, UN Tourism Headquarters, Madrid, Spain	1 October 2024	<ul style="list-style-type: none"> • Canada • Denmark • Norway • United States <p>Institutions from non-UN Tourism Member States:</p> <ul style="list-style-type: none"> • Oxford University and its SDG Impact Lab (UK) • University of Surrey (UK) • World Sustainable Hospitality Alliance (UK) 	Participation in the meeting.
15th meeting of Inter-agency and Expert Group on SDG Indicators (IAEG-SDGs), Oslo, Norway, co-hosted by Statistics Norway and the UNDP Global Policy Centre for Governance (GPCG)	21-23 October 2024	<ul style="list-style-type: none"> • Canada • Finland • Denmark • Ireland • Norway • Sweden • Tonga • United Kingdom • United States 	At this meeting, the IAEG-SDGs accepted the inclusion of a new tourism SDG indicator in their recommended 2025 Comprehensive Review of the SDG Global Indicator Set, for subsequent consideration by the UN Statistical Commission.
Flagship initiative to develop an Environmental, Social, Governance (ESG) Framework for Tourism Businesses			
R&D and innovation to develop a harmonized ESG Framework for Tourism Businesses	Ongoing	<p>Key players (UK):</p> <ul style="list-style-type: none"> • Oxford University SDG Impact Lab • easyJet holidays • British Airways <p>Key players (USA):</p> <ul style="list-style-type: none"> • Best Western Hotels 	Support for the initiative, either in the form of pro bono contributions or sponsorships.
Inaugural Event of the ESG Framework for Tourism Businesses, UN Tourism Headquarters, Madrid, Spain	30 September 2024	<p>Institutions from non-UN Tourism Members States:</p> <ul style="list-style-type: none"> • ABTA (UK) • BeCause (Denmark) • British Airways (UK) • easyJet holidays (UK) • European Tourism Association (ETOA) (UK) • IDEEA Group (Australia) 	Participation in the meeting, contributing to the discussion on the research findings and the key attributes of the forthcoming Framework.

		<ul style="list-style-type: none"> • Regenerative Travel (USA) • The Travel Foundation (UK) • Tiger Mountain Nepal (UK) • Travelive LTD (UK) • UN Global Compact (USA) • University of Oxford (UK) • University of Surrey (UK) • World Sustainable Hospitality Alliance (UK) 	
1st Pan European Best Western Hotels Convention, Palma de Mallorca, Spain	1-2 April	<ul style="list-style-type: none"> • Best Western Hotels (USA) 	Invitation to UN Tourism's Statistics, Standards and Data Department to participate in a panel discussion on ESG at the event plenary, including sponsorship of the trip.
8th meeting of the UN Committee of Experts on Business and Trade Statistics, Singapore	24-26 June	<ul style="list-style-type: none"> • Singapore 	
UN Tourism Statistics Database			
The UN Tourism Statistical Database provides key tourism statistics collected on inbound, outbound and domestic tourism, tourism industries, employment in tourism, trade-based indicators and tourism SDG indicators.	Nov 2023 – Sep 2025	<p>Contributing non-UN Tourism Member States include:</p> <ul style="list-style-type: none"> • Australia • Belgium • Canada • Denmark • Estonia • Finland • French Polynesia • Guam • Guyana • Iceland • Latvia • Liechtenstein • Luxembourg • New Zealand • Norway • Sweden • United Kingdom • United States 	<p>Countries voluntarily report their statistical data on a regular basis, including on:</p> <ul style="list-style-type: none"> - tourism SDG indicators - key economic data (including Tourism Direct GDP) - statistics on the tourism industries - tourism employment statistics - basic statistics on inbound, domestic and outbound tourism
UN Tourism Committee on Statistics			

20th meeting of Committee on Statistics, UN Tourism Headquarters, Madrid, Spain	2-3 October 2024	<ul style="list-style-type: none"> • Canada • Denmark • United States 	Active participation in the meeting.
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Sustainability and Resilience

Study/Research/Publication; Event; Project(s); Initiatives; Other Activities	Period	Country / Countries	Country / Countries Engagement
2023 Global INSTO ⁴ Meeting	21-22 November 2023	Australia Canada Ireland United Kingdom United States	Participation either as a speaker representing INSTO observatories or as an audience member
INSTO Insights Webinar on Local Satisfaction: Understanding the Induced Impacts of Tourism on Local Society, Economy, Culture and Environment	22 April 2024	Australia Canada Denmark Ireland New Zealand Norway Sweden United Kingdom United States	Participation either as a speaker representing INSTO observatories or as an audience member
INSTO Insights Webinar on Measuring Accessibility at the Destination Level	13 June 2024	Australia Belgium Canada Denmark Ireland Luxembourg New Zealand Norway Sweden United Kingdom United States	Participation either as a speaker representing INSTO observatories or as an audience member
19 th Committee on Tourism and Sustainability Meeting	8-10 September 2024	Iceland	Participation as a panellist
2024 Global INSTO Meeting	16 October 2024	Australia Canada Ireland United Kingdom United States	Participation either as a speaker representing INSTO observatories or as an audience member
3 rd Edition of Sustainable Destinations Summit	17-18 October 2024	Canada; Ireland	Participation as a panellist

Ethics, Culture and Social Responsibility

Study/Research/Publication; Event; Project(s); Initiatives; Other Activities	Period	Country / Countries	Country / Countries Engagement
Compendium of Good Practices in Indigenous Tourism – Regional Focus on	2025	Australia New Zealand	Submission of case studies from indigenous

⁴ INSTO refers to the International Network of Sustainable Tourism Observatories

Asia and the Pacific (https://doi.org/10.18111/9789284426461)			leaders working closely with their governments, destinations and companies.
Global Report on Women in Tourism: the Transport Industries	2025	Australia New Zealand Singapore United Kingdom	The survey questionnaire was sent to all Member and non-Member States.

Market Intelligence, Policies and Competitiveness

Study/Research/Publication; Event; Project(s); Initiatives; Other Activities	Period	Country / Countries	Country / Countries Engagement
Project on <i>Development of Sustainable Gastronomy Tourism Itineraries and Value Chains in the Pacific SIDS</i> with Mountain Partnership Secretariat at FAO	May-December 2025	Tonga Solomon Islands The overall projects covers Fiji, Samoa, Tonga, Vanuatu, Solomon Islands	Participation in project including - Regional Workshop on Gastronomy Tourism (June 2025) - National Workshops carried out by SPTO - Creation of gastronomy tourism itineraries (1 per island) - Creation of gastronomy tourism producer factsheets - Mentoring to producers
UN Tourism as a Knowledge Partner of the G20 South Africa's Presidency Presidency Documents under the following priorities Digital Innovation to Enhance Travel and Tourism Start-Ups and MSMEs Air Connectivity for Seamless Travel Enhanced Resilience for Inclusive, Sustainable Tourism Development	January-September 2025	Australia Canada Ireland Norway Singapore United Kingdom	Countries contributed through survey and revision of Presidency documents prepared by UN Tourism as a Knowledge Partner of the G20 2025 South Africa Presidency
World Tourism Barometer	January-December 2025	All non-member States	Data on international tourist arrivals, receipts and expenditure is collected and showcased
UN Tourism Chapter in ASEAN Tourism Outlook	June-October 2025	Singapore	UN Tourism chapter on the Report ASEAN Tourism Outlook including analysis of international tourism in the 10 ASEAN countries as well as forecast of international tourist arrivals in 2030 for ASEAN as a group.

UN Tourism Data Dashboard	January-December 2025	All non-member States	Data on international tourist arrivals, receipts and expenditure is collected and showcased
UN Tourism/ETC Data Lab	January-December 2025	European Travel Commission (ETC) NTOs Ireland Denmark Estonia Iceland Latvia Norway	Peer to peer learning online sessions on market intelligence and insights with UN Tourism and ETC Members in Europe.
World Tourism Report Self-assessment	August-October 2025	All non-member States	The WTR online self-assessment is intended to build a solid basis for the analysis of the policy enablers at national level globally which will inform the policy component of World Tourism Report.
Foresight Sessions within the context of the World Tourism Report	June 2025	Singapore	The Foresight sessions were highly interactive exercises that convened senior representatives from both UN Tourism Member States and non-member States, organized by region. Participants engaged in collaborative discussions on the key tourism trends driving change and explored potential future scenarios for tourism looking ahead to 2050. The insights and conclusions drawn from these sessions will serve as a basis for the Tourism Trends and Strategic Foresight chapter of the World Tourism Report.

Innovation, Education and Investments

Study/Research/Publication; Event; Project(s); Initiatives; Other Activities	Period	Country / Countries	Country / Countries Engagement
<p>1. Global Innovation Calls: Thanks to its strong innovation ecosystem, a significant share of applications and leading startups from the Global UN Innovation Network, come from the United States:</p> <ul style="list-style-type: none"> Artificial Intelligence Startup Challenge 			

(15% of total applications are based in the United States)	2024-2025	United States	Buddypass (semi-finalist) www.buddypasstrips.com
2. Contract signed, Plug and Play for projects on Open Innovation (based in the United States)	2023-2025	United States	Support for the organization of 3 global/regional competitions
3. Silicon Valley June Summit of Plug and Play, California (one of our key innovation partners)	2024	United States	Participation of the innovation team in the Summit in California (San Francisco)
Education: Partnerships Agreement Agreement with Cornell University on scholarships for the sustainable tourism course	2024/2025	Based in the United States	Global rollout of scholarships
Education: MoU with Quacquarelli Symonds on education	2024/2025	Based in the United Kingdom	Education focused