UNWTO Capacity Building Course on eMarketing

Harare, Zimbabwe, from 23 to 27 March 2015

NOTE VERBALE

The Secretariat of the World Tourism Organization (UNWTO), presents its compliments to the recipients of this Note verbale and has the honour to inform them to participate in the Regional Capacity Building Course on eMarketing to be held in Harare, Zimbabwe from 23 to 27 March 2015, which is organized jointly by UNWTO, the UNWTO Themis Foundation and the Ministry of Tourism and Hospitality Industry of Zimbabwe.

The recipients of this Note Verbale are kindly requested to extend also this invitation to executive officials and stakeholders of their respective country who have responsibility for the design, implementation and monitoring of E-Marketing in the tourism sector.

It would be appreciated, if the recipients of this note could confirm their attendance by registering online at the following link http://africa.unwto.org/registration-e-marketing-course, no later than Friday 20 March 2015. The provisional programme and the general information note are attached to this communication. Due to the limited number of participants required for the course, it is advisable for each country to be represented by one delegate.

The Secretariat of the World Tourism Organization avails itself of this opportunity to renew to the recipients of this note, the assurances of its highest consideration.

Madrid, 24 February 2015