The Tourism Story

1947
25 million international tourists
Top 5 destinations had 71% market share

1975
222 million international tourists
WTO is set up in Madrid

1998
680 million international tourists
UN Approves Tourism Satellite Account (TSA)
Millennium Declaration is adopted (MDGs)
2003

700 million international tourists
Transformation into specialized UN agency
UNWTO initials approved
Facebook, Twitter, Airbnb, Uber (2004-2009)
Rio+20 highlights tourism’s development role
MDG and SDG funds established (Spain)

2018

1.3 billion international tourists
Top 5 destinations have 28% market share
The World around us has changed. So must we to avoid becoming irrelevant.

New narratives & digital interaction to close the gaps to innovative communications.
What's the story? How do we tell it?

Fact based communications for results based management

1. Open eyes & ears
   Information demand & interests
   Measure & Analyze UNWTO presence

2. Implement
   External audiences need results, not the process
   Internal audiences need both
Output

Visibility
- Strategic media relations & partnerships
- Media tracking, outreach & engagement
- New media formats for +quality interaction

Reputation
- UNWTO Tourism Ambassadors
- Trade events: Fitur, ITB, WTM
- Strategic corporate relations
- UN presence: UNCG, DPI, UNRIC

Thought Leadership
- New UNWTO initiatives
- Member services:
  - Crisis Communications, Why tourism?
- Mainstreaming events:
  - WTD, Tourism & Media, UNWTO Awards
Visibility + Reputation + Thought Leadership

Reinforcing Vision & Priorities
Growing political & policy influence
Value for members & membership & tourism sector