



Communications

The Tourism Story

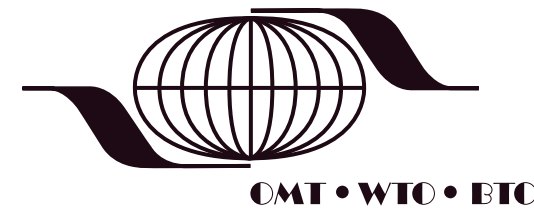
1947



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)



The Tourism Story

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

Logo Brand Values



UNWTO

World Tourism Organization

Transformation

**The World around us has changed.
So must we to avoid becoming irrelevant.**

**New narratives & digital interaction to close
the gaps to innovative communications.**

Guiding Principle: **Listen First!**

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**



UNWTO

World Tourism Organization