

30%

UNWTO

Tourism Market Intelligence and Competitiveness

Analysis

\$\$\$





<u>Mission</u>

Make Tourism Destinations More Competitive

Understand.Plan.Act





Create a one-stop shop on major tourism trends and forecasts (updated and relevant)

Set Recommendations and Guidelines on key issues defining tourism competitiveness

Create platforms for sharing of good practices on tourism planning, development and management



Areas of Work

<u>Understand</u>

From data to market Intelligence

- Global Trends and impact on tourism (consumer changes, demographics,)
- Global and Regional Tourism Trends
- •Trends on Source Markets
- •Trends on Products & Segments

Plan & Act

Destination Management & Competitiveness

- Competitiveness factors
- Planning
- Destination Management
- Product Development
- Marketing & Branding

Competitiveness Committee





Guidelines & Policy Recommendations

Research & Knowledge

Benchmark & Good Practices



Principles

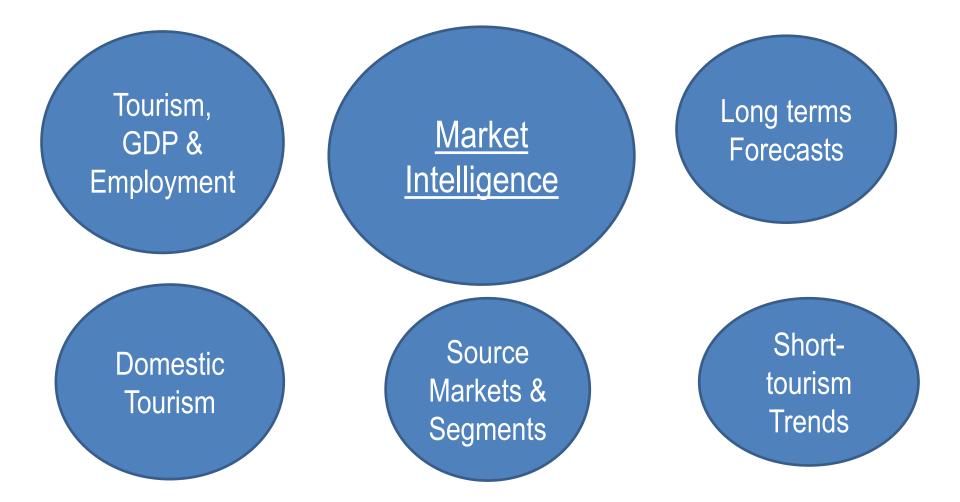
Partnerships

Members Service

Innovation in delivery

Sharing & Networking

Work Plan 2018/2019



Data Management and visualisation tools

Work Plan 2018/2019

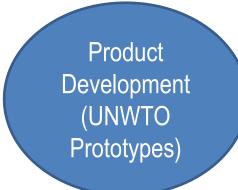




- Visitors Management
- New Platform Tourism Services
- Seasonality
- Employment
- Tourism Strategy

Work Plan 2018/2019





- Urban & Rural Tourism
- Gastronomy & Wine
- Mountain Tourism
- Thematic Routes
- Cruise Tourism
- Meeting Industry
- Sports & Tourism