



Analysis



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Process



Management

UNWTO

Tourism Market
Intelligence and
Competitiveness





Mission

Make Tourism Destinations More Competitive

Understand.Plan.Act



Objectives

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

Understand

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



Output

Guidelines & Policy
Recommendations

Research &
Knowledge

Benchmark &
Good Practices



Principles

Members
Service

Partnerships

Innovation in
delivery

Sharing &
Networking

Work Plan 2018/2019

Tourism,
GDP &
Employment

Market
Intelligence

Long terms
Forecasts

Domestic
Tourism

Source
Markets &
Segments

Short-
tourism
Trends

Data Management and visualisation tools

Work Plan 2018/2019

Governance
(UNWTO.
QUEST)

DM &
Competitiveness

Product
Development
(UNWTO
Prototypes)

Key Issues
& Policy
Guidelines

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

Work Plan 2018/2019

Governance
(UNWTO.
QUEST)

DM &
Competitiveness

Key Issues
& Policy
Guidelines

Product
Development
(UNWTO
Prototypes)

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