

UNWTO Commission for the Americas

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World Tourism Day 2018, 2019 & 2020

World Tourism Day (WTD) is celebrated every year on 27 September, marking the date of adoption of the original Statutes of the UNWTO.

This day serves to raise awareness about the importance of tourism and its social, cultural, political and economic contribution.

The themes of WTD are approved by the UNWTO General Assembly. They address the global challenges described in the 2030 Agenda and its 17 Sustainable Development Goals (SDGs), with special emphasis on the contribution of tourism to achieve them.

The official celebration takes place in a different region each year. It is presided over by the UNWTO Secretary-General and brings together international experts around the theme of the year, capping off a lead-up communication campaign.

The event is supported by CNN International, as a UNWTO media partner.

WTD 2018, Europe (Hungary), “Tourism and the digital transformation”

With a new seminar-based format, the official celebration offered crucial information about the actors and initiatives that are at the forefront of the digital transformation of the tourism sector. It accomplished the objective of providing participants with concrete and viable results.

WTD 2019, Asia and the Pacific (India), “Tourism and Jobs: A better future for all”

Creating and ensuring equitable employment is essential in order to increase social inclusion, peace and security. In this regard, tourism has enormous potential and responsibility, as a sector with a large component of human capital.

The theme is in line with the “Future of Work” initiative of the International Labour Organization (ILO), which celebrates its centenary this year. Therefore, the official celebrations will be held with close collaboration by this sister agency of the UNWTO.

2020: WTD returns to the Americas

The celebration of WTD 2020 in the Americas will coincide with important anniversaries that will support its dissemination and awareness-raising messages about the potential of tourism:

- 50th anniversary of the adoption of the Statutes of the UNWTO. Message: Consolidation of tourism among the main economic sectors of the world
- 75th anniversary of the United Nations. Message: Since 2004, UNWTO has been part of the UN by virtue of its impact on sustainable development.
- 10 years to go until the year 2030 and the achievement of the SDGs. Message: The effective contribution of tourism to the SDGs.



This combination of milestones will serve to support the dissemination of tourism's positive potential, with the added benefit of a prominent role for the country and the region hosting the official celebration of the WTD 2020.

