

UN Tourism News #24 | 11 May 2021  
Reestablishing trust in travel is a key first step towards tourism recovery



## Uniting Tourism Ministers in the Americas to Restart Tourism

Tourism leaders in the Americas committed to jointly addressing the reactivation of tourism, making the sector a priority and adopting international protocols. Additionally, they agreed to emphasize innovation and digital transformation, develop sustainable tourism and strengthen support mechanisms for workers and impacted companies.

# THE UNWTO/IATA TRAVEL TRACKER



HEALTH  
INDICATORS



CURRENT AIR  
TRAVEL  
REGULATIONS



DESTINATION  
SPECIFIC  
RESTRICTIONS



HEALTH  
REGULATIONS

## UNWTO and IATA Launch Destination Tracker

The World Tourism Organization (UNWTO) and the International Air Transport Association (IATA) announce a Destination Tracker in preparation for the restart of international travel. The UNWTO-IATA Destination Tracker is a new free online tool for governments to provide information on COVID-19 requirements for travel and the measures in place at the destination.



## **G20 Ministers Welcome UNWTO Recommendations**

The new UNWTO Recommendations developed in partnership with the G20 Tourism Working Group, were identified as a key resource for advancing progress in the policy area of “Green Transformation”. These present the main lines of action and showcase frontrunning initiatives of tourism destinations leading the way in achieving sustainability.





## **Delivering Accessible Tourism for All**

The three parties have agreed to extend their partnership agreement for a further four years to ensure that their work to improve accessibility, in every part of the tourism value chain, continues during and beyond the pandemic.



# What Intellectual Property Means for Tourism

The publication developed jointly by UNWTO and WIPO and entitled “Boosting Tourism Development through Intellectual Property,” highlights recommendations for policymakers and other tourism stakeholders on how to ensure that creativity, innovation, traditions and cultural heritage in tourism are properly protected and commercialized and that the benefits are shared by all.



## UNWTO and Facebook Partner for Digital Marketing

As tourism begins to restart in some parts of the world, a series of special sessions were held jointly with Facebook to deliver a range of key insights into how the effective use of digital marketing can help destinations gain a competitive advantage in the challenging months ahead.





## Ibero-American Leaders to Embrace Tourism for Development

The unique power of tourism to drive sustainable development was made clear as UNWTO took part in the 27th Ibero-American Summit of Heads of State and Government in Andorra.

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**More from UNWTO:**



[Join UNWTO at FITUR 2021!](#)

[UNWTO Month of tourism and African Gastronomy](#)

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## Tomorrow Today - What's new in UNWTO's Innovation, Education and Investments Department?

### Innovation:

The applications for the [UNWTO Rural Tourism Global Startup Competition](#), seeking to source new startups that advance tourism's contribution to rural development **are still open**. **Deadline for applications: July 2021**.

### Education and investments:

Check out UNWTO education and investment activities coming up next week!

- [Final event of UNWTO SDGs Global Startup Competition](#)
  - [Fitur Talent: Innovation as a driver for Education.](#)
  - [Workshop on Enabling Frameworks for Tourism Investments during COVID-19](#)
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## UNWTO media highlights:



[Interview UNWTO Executive Director Manuel Butler: Winning international support for tourism](#)

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[IATA and World Tourism Organization launch Destination Tracker](#)

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[Has the Pandemic changed Tourism?](#)

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['Leisure and hospitality providers should create packages to capture interest of local tourism market'](#)

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## Most Popular On Social Media:



[Italy bets on #RestartTourism for recovery.](#)  
[PM Mario #Draghi's #tourism support sets an example. Innovation, putting people and sustainability first, - Italy reopens borders to accelerate recovery](#)

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[Can tourism foster rural development?](#)  
[YES! Thanks to your innovative solution!](#)  
[Join #UNWTO #RuralTourism Startup Competition and be part of the transformation!](#)  
**APPLY NOW!**

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[For #diversity, #understanding and #respect #restarttourism.](#)

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On this [#EarthDay](#), show your support to environmental protection by [measuring the sustainability of tourism](#).  
[#RestartTourism](#) in a greener way using UNWTO's [#MST](#) tool and analyze [tourism's role in sustainable growth](#).  
[Make peace with nature](#)

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*The **World Tourism Organization** (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 159 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.*

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