



## UNWTO Commission for the Americas

57th meeting  
Cartagena de Indias, Colombia, 25 June 2014  
Decisions

CAM/57/DEC  
Madrid, July 2014  
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### Decisions taken by the UNWTO Commission for the Americas at its fifty-seventh

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MINUTES OF THE FIFTY-SEVENTH MEETING OF THE UNWTO  
COMMISSION FOR THE AMERICAS

On 25 June 2014, the Regional Commission for the Americas held its 57th meeting in the city of Cartagena de Indias, Colombia, under the chairmanship of Colombia, represented by the Vice-Minister of Tourism, Sandra Howard Taylor. The meeting was attended by representatives of the following Member States of the Commission: Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Paraguay, Peru and Uruguay, along with the Affiliate Members of the region (see detailed list of participants in Annex 1). Also attending, as observers, were the President of the World Travel and Tourism Council (WTTC), David Scowsill, and the Executive Secretary of the Central American Tourism Integration Secretariat (SITCA), Anasha Campbell.

I. **Agenda**

1. Adoption of the agenda
2. Communication of the Chair of the Commission (Colombia) (CAM/57/2)
3. Report of the Secretary-General (CAM/57/3)
4. Report on the implementation of the programme of work
  - 4.1 Global activities (CAM/57/4.1)
  - 4.2 Regional activities (CAM/57/4.2)
5. Enhancing Affiliate Members integration in the general activities of the Organization (CAM/57/5)
6. World Tourism Day (Mexico 2014): "Tourism and Community Development" (CAM/57/6)
7. General debate: "National short term challenges for tourism development" (CAM/57/7)
8. Other matters
9. Place and date of the 58th meeting of the UNWTO Commission for the Americas (CAM/57/9)

## **2. Communication of the Chairman of the Commission (Colombia)**

[\(Document CAM/57/2\)](#)

In her communication as Chair of the Commission, the Vice-Minister of Tourism of Colombia thanked the delegations of Full Members and Affiliate Members and special guests and in her message noted that the figures relating to tourist arrivals to emerging destinations would grow by 4.4%, double the expected growth in developed destinations. She shared with delegations the efforts of National Tourism Administrations (ANT) in the Americas to strengthen the sector along with the tourism image of the Americas in the world.

She underlined the efforts and joint work of the Americas region for the holding of two of the most important events of the UNWTO in the world: the celebration of World Tourism Day 2014 to be held in Guadalajara, Mexico, and the 21st session General Assembly in 2015 that will be held in the city of Medellín, Colombia.

Lastly, she said that it was vital that the countries of the region share successful experiences that allow us to achieve rapid but sustainable development of tourism in each of our countries share, utilizing the cultural ties that bind us to further joint actions that will allow us, as a region, to consolidate the Americas as the largest tourist destination in the world.

## **3. Report of the Secretary-General**

[\(Document CAM/57/3\)](#)

The Secretary-General's report focused mainly on the following points:

1. Global tourism trends <sup>1</sup>
2. The mainstreaming of tourism in the global agenda
3. Management vision and priorities
4. Administrative and financial matters

The Secretary-General noted that despite the increasing global economic instability, which is particularly affecting the eurozone, international tourist arrivals grew by 5.1% in 2013 to reach 1.087 billion. Meanwhile, emerging economies (+4.7%) and advanced economies (+5.5%) grew at a similar rate.

By region, Asia-Pacific (+6.5%) took the top spot, while by subregion South-East Asia (10.6%), Central and Eastern Europe (6.9%), Southern and Mediterranean Europe (+ 5.7%) and North Africa (6.1%) were the best-performing ones.

Among the top ten tourist destinations, revenues increased significantly in Thailand (+23%), Hong Kong (China) and Macao (China) (+18% in both cases), United Kingdom (+13%), and the United States (+ 10.6%). Receipts in Spain, France, Italy, Germany and China grew between 1% and 5%.

International tourist arrivals in the Americas increased by 3.4% in 2013, with 5.5 million tourists more than in 2012 and reached a total of 168.2 million. Results in Central America and

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<sup>1</sup> The figures in this document have been updated according to the latest UNWTO Barometer (June 2014 edition) and therefore may not coincide with those listed in the document CAM / 57/3 presented at the meeting.

South America (2.6% in each case) and the Caribbean (2.4%) were below the average for the region, while North America (3.9%) reported the highest results.

Receipts from international tourism in the Americas grew more than arrivals (+6.6% as measured in real terms) to reach a new record of 229.3 million US dollars, 16.6 million more than in 2012. Growth was strongest in North America (+7.8%) than in the other subregions: receipts in Central America and South America increased by 4.2% and 3.1% respectively, and in the Caribbean, 2.6%.

International tourism in 2014: The UNWTO forecasts international tourist arrivals to grow between 4% and 4.5% in 2014, again above the long-term forecast of 3.8% per year between 2010 and 2020. The UNWTO Confidence Index based on comments received from more than 300 experts from around the world confirms this forecast with the outlook for 2014 higher than in previous years.

The most positive regional outlooks are those for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both between +3% and +4%). In the Middle East (0% to +5%), the outlook is positive but also more unstable.

The Open Letter on travel and tourism campaign of the UNWTO and the World Travel and Tourism Council (WTTTC) has progressed substantially during 2013 and the early months of 2014. The campaign, a joint initiative of the UNWTO and WTTTC includes submitting an Open Letter to the Heads of State and Government from around the world, in order for them to recognize the importance of tourism in the face of the global challenges of our time and support policies that promote the growth of the sector. Since 28 February 2011, when the then President of Mexico, Felipe Calderon, was the first to receive the Open Letter to the end of April 2014, 61 world leaders have joined the campaign.

Of the 61 Heads of State and Government who have received the Open Letter, five are from countries of the Americas (by date of acceptance): Mexico, Colombia, Jamaica, Peru, Argentina, Haiti, El Salvador, Guatemala, Uruguay and Paraguay, Dominican Republic and the Bahamas. This year, the Secretariat hopes to present the Open Letter to the Heads of State of the following three countries: Chile, Bolivia and Paraguay.

He also pointed out that there is a recognized need to address at the same time both the short-term challenges the market raises and the principles of sustainable development in the long term; this need should be an integral part of tourism policies and strategies at the national and global levels, and therefore, of the work of the UNWTO.

In the field of **competitiveness**, there are three immediate challenges that have been identified as key issues to be addressed by the policies of the Organization: travel facilitation, taxation and connectivity. In this regard, the Secretariat has carried out the work described below.

(a) Travel facilitation: Recognizing that travel facilitation can generate large economic benefits by increasing tourism demand, the UNWTO has continued to advance in the visa facilitation agenda, especially in connection with T20 ministers, leaders of the Asia-Pacific Economic Cooperation (APEC) forum and of the Association of South-East Asian Nations (ASEAN) and the Ministers of Tourism of the Silk Road.

After the presentation of the joint UNWTO/WTTC report entitled “The Impact of Visa Facilitation in APEC Economies” during the High Level Dialogue on travel facilitation policies held Bali, Indonesia, APEC leaders gave their support to travel facilitation in their final declaration as a way to promote tourism and facilitate trade, while making travel more accessible, comfortable, efficient and also safer. The leaders called for enhanced partnerships to simplify visa procedures and take advantage of new technologies to promote the e-visas, depending on the visa regime in each economy.

A new report released by the UNWTO and WTTC, and presented at the 2014 ASEAN Tourism Forum (ATF) shows that improving the processing of visas in ASEAN countries could generate between 6 and 10 million more visitors by 2016.

(b) Taxation: The Secretariat continues to advocate intelligent taxation and raising awareness of the need to assess the economic impact on travel and tourism caused by increased taxes or the introduction of new taxes. In this regard, a pilot project has been carried out in cooperation with the WTTC on an econometric model to assess the impact of changes in tax policies on tourism.

(c) Connectivity: Given that 51% of international tourists arrive to their destinations by plane, the Secretariat has also continued working to promote connectivity, particularly in terms of air transport, in order to bring awareness to the importance of a closer relationship between tourism policies and air transportation in order to promote mutual benefits.

This matter was the central subject of the general debate at the 20th session of the General Assembly of the UNWTO and other ministerial meetings held during 2013: UNWTO Ministerial Forum / Arabian Travel Market (ATM), “Tourism and Aviation: Building a Common Agenda for Growth”, held in Dubai (United Arab Emirates); UNWTO/WTM Ministerial Summit during the World Travel Market in London (United Kingdom); and two ministerial round tables in the Americas in 2014 (Dominican Republic and the Bahamas).

The UNWTO will continue to prioritize this issue in its programme of work through several initiatives, including the forthcoming publication of the UNWTO/PATA/Tourism Promotion Organization for Asia Pacific Cities (TPO) report on the connections and synergies between air transport and tourism in Asia, which specifically discusses the development of air infrastructure, especially in cities with secondary hubs, its impact on tourism, and the organization of a meeting of Ministers of Tourism and Air Transport of Africa, which will be held in cooperation with the International Civil Aviation Organization (ICAO) in October 2014 in Seychelles.

Within the framework of **sustainability**, the Secretariat continued to focus on the overarching priority of the UNWTO's work—sustainability with its three pillars—through various initiatives. The UNWTO, among other activities, continued to promote the creation of sustainable tourism observatories under its auspices in several Member States, namely Greece and China; the inclusion of tourism in the global post-Rio+20 agenda, particularly in the ten-year framework of programmes on sustainable consumption and production; sustainable development of tourism in islands; and tourism in relation to biodiversity.

Likewise in our region, observatories in Honduras (La Ceiba and Roatán) and Mexico (Guanajuato), which are currently in an evaluation process, are expected to form part of the network of sustainable tourism observatories under the auspices of the UNWTO.

Subsequently, two subjects being addressed by the Secretariat were discussed: **Tourism and Culture**. During 2014, several activities and events will be held in close cooperation with UNESCO, culminating in 2015 with the holding in Cambodia of the UNWTO/UNESCO International Conference on the subject.

As for the **ethical and social dimensions of tourism** the Secretariat has made progress in promoting the implementation of the UNWTO Global Code of Ethics for Tourism (GCET) during the period under review. Likewise, the Private-Sector GCET Commitment campaign has been reinforced. As of May 2014, the Commitment includes 243 signatories spanning 35 countries, of which 86 are from the Americas: Canada (1), Costa Rica (60), the Dominican Republic (11), Ecuador (1), Mexico (11), Uruguay (1) and a regional association (1), with now Chile and Colombia now joining.

The promotion and implementation of the Code, in close cooperation with the World Committee on Tourism Ethics, will be one of the priorities the programme of work of the UNWTO.

In addition to the three aforementioned policies and in line with the normative role of the UNWTO, the Secretary-General informed the meeting that the scope of the former Destination Management Programme has been modified with a view to enhancing the quality of tourism destinations. With the support of the Committee on Tourism and Competitiveness, it will provide general and specific guidance on competitiveness and quality of destinations and also disseminate useful practices.

Finally, he announced the creation of additional mechanisms for articulating the work of the Secretariat and to respond to two challenges of a very different nature, though with strong interconnections:

- how to improve in an efficient and integrated manner, relations with the Full, Associate and Affiliate Members; and
- how to comply with the normative role of the UNWTO following a consensus-based research strategy and ensure the highest quality of the products and services of the UNWTO.

Taking into account the above challenges, two internal committees have been created: the Committee on Member Relations and the Committee on Research and Publications, which join the already existing Host Country Relations Committee.

With regard to **administrative and financial**, matters, the Secretariat has noted with satisfaction the efforts made by the vast majority of Member States to keep current with their financial obligations and, in some cases, advancing payment of accumulated arrears, especially in the current economic context. Without the continued financial means provided by its Members, the Organization would not be able to operate properly.

The Secretariat welcomes the decision of the 20th General Assembly to amend the zero nominal growth policy of the Organization's budget, which had been maintained for several years and was imposing severe limitations on the ability of the Secretariat to properly carry out its programme of work.

Regarding the financial situation for 2014, the Secretariat has developed an expenditure plan based on prudent financial estimates presented at the meeting of the Program and Budget Committee, held on 12 and 13 May 2014, and subsequently at the 98th session of the Executive Council.

The Secretariat maintains a firm commitment to strengthen its efforts to increase the extra-budgetary funds for technical cooperation, as well as other programmes, and wishes to remind all Member States, as reported in the 19th session of the General Assembly, that the UNWTO has been recognized as eligible organization for bilateral Official Development Assistance (ODA), which means that the funds channelled through the UNWTO for projects in countries eligible for ODA can now be reported as the official development assistance.

Before concluding, the Secretary-General made a brief reference to the area of **human resources**, in terms of the publication of five vacancies, all of which have been filled: Chief of the Human Resources Programme, Senior Assistant of the Regional Programme for Africa, Senior Assistant of the Regional Programme for the Middle East, Senior Programme Assistant of the Fairs and Special Field Projects, and Programme Assistant of the Affiliate Members. Also, upon completion of the selection process announced in the previous report, the post of Regional Director for Africa has been filled.

He concluded his presentation by inviting delegations to make use of existing **institutional training programme**, through which Members can propose loaning one of its officials to the Organization on a non-reimbursable basis. The assignment will be formalized through an agreement. The current procedure requires that such requests be routed through the respective regional programmes.

The Chair of the CAM thanked the Secretary-General for his remarks and invited those present to make their comments. The delegation of Costa Rica appreciated the presentation by the Secretary-General and concurred with the main ideas expressed by the Secretary-General in terms of air connectivity and travel facilitation, especially regarding the issuance of visas.

It noted the need to continue the sustainability agenda for the future of the region and stressed the link between tourism and culture as enriching and complementary to the prevailing natural offerings in the Americas region.

The Dominican Republic's delegation began by congratulating Haiti on the efforts it is making in areas of the tourism in its country and noted, as President pro tempore of the Central American Tourism Council (CCT), that air connectivity and travel facilitation should be priority issues in the Commission. It urged the Secretariat to reinforce the idea of tourism not only as a generator of jobs, but also as a means of social inclusion and noted that the theme of WTD is of utmost importance in the region, as community-based tourism is a tool in the fight against poverty.

The Minister of Tourism and Creative Arts of Haiti agreed with the comments made by the delegate of the Dominican Republic and suggested to the Secretariat the need to organize a meeting with the airlines to directly address the issues of connectivity and travel facilitation in the Caribbean. With no more statements forthcoming, the meeting moved to the next agenda item.



**4.1 Report on the implementation of the programme of work**  
**Global activities**  
[\(Document CAM/57/4.1\)](#)

The Executive Director for Operational Programmes and Institutional Relations gave a presentation on the latest UNWTO publications dividing them among the main areas of work: competitiveness and sustainability.

Then, he mentioned the main events in the field of competitiveness and sustainability planned for the remainder of the year. He also mentioned the creation of the Committee on Tourism and Sustainability and the Committee on Tourism and Competitiveness, both chaired by countries of the Americas region (Bahamas and Mexico, respectively).

Previously, a form had been distributed to the delegations listing the users of the e-library by country and inviting the countries to update this database.

To access the presentation click [here](#)

**4.2 Report on the implementation of the programme of work**  
**Regional activities**  
[\(CAM/57/4.2\)](#)

In relation to the situation of global and regional tourism, the Regional Director for the Americas made a presentation on the results of 2013, the trends for 2014 and the state of affairs of the activities undertaken or to be undertaken by the Regional Programme during the remainder of the year.

To access the presentation click [here](#)

There being no interventions, the Chair declared the agenda item approved and moved on to the next.

**5. Enhancing the participation of Affiliate Members**  
**in the general activities of the Organization**  
[\(CAM/57/5\)](#)

The Regional Director for the Americas introduced this item on the agenda, explaining the need on the part of the UNWTO to detect and reinforce organizations that share the overall objectives of the UNWTO in order to establish partnerships that can serve as vehicles to extend the reach and impact of the Organization worldwide.

As the UNWTO is one of the few UN agencies that have the full cooperation of non-governmental and private entities whose participation is channelled through the Affiliate Members Programme, it is important to proactively use the diversity of the Affiliate Members and to substantively apply the capacity that exists within the Organization, in order to enhance the integration of the work of the Affiliate Members in the overall programme of work of the UNWTO.



Lastly it was reported that the Secretary-General has established in the mandate specific actions to enhance the mainstreaming of the Affiliate Members in the general programme of work of the UNWTO and created the Committee on Member Relations, chaired by the Secretary General and coordinated by Carlos Vogeler in his capacity as Director-Executive Secretary of Member Relations, which meets periodically to ensure coordination among the various Regional Programmes and Affiliate Members, and to establish a specific protocol for the participation of the Affiliate Members Programme in the Regional Commissions and their proactive participation in the activities of the UNWTO.

Then, Yolanda Perdomo, Director of Affiliate Members explained the mission and functions of the Affiliate Members Programme and noted the benefits of strengthening the relations between the Full and Affiliate Members of the Organization.

Following the presentation of the Director of Affiliate Members, there was a brief exchange between the delegations and the Secretariat on whether to continue holding meetings of the Affiliate Members at meetings of the Regional Commission.

#### **6. Report on the celebration of World Tourism Day 2014: *Tourism and Community Development* [\(CAM/57/6\)](#)**

The Regional Director for the Americas explained that World Tourism Day is celebrated every year around a theme chosen by the UNWTO General Assembly, on the recommendation of its Executive Council, and in recent years, the official slogans have achieved a higher profile thanks to their alignment with the themes proclaimed for the year by the United Nations.

The General Assembly at its 20th session held in the Victoria Falls area (Zambia/Zimbabwe, August 2013) approved the theme “*Tourism and Community Development*” for World Tourism Day 2014 and designated Mexico as host country for the celebrations, which will be presided over by the Secretary-General.

The Chair of the Commission subsequently gave the floor to the Mexican delegation to briefly present the events planned for the celebration of World Tourism Day to be held in the city of Guadalajara.

The delegations welcomed the information provided by Mexico and the Chair declared the agenda item approved and moved on to the next item.

#### **7. General debate: *National short term challenges for tourism development* [\(CAM/57/7\)](#)**

The Secretary General gave a brief introduction about the characteristics of this debate, its main theme and how the delegations were to participate. The Secretary General gave the floor to Chile, which was the first country to request to speak, and then all the countries represented took part in the debate.

The topics varied according to the characteristics and issues of each subregion. At the end of the presentations, the Secretary General gave a brief summary of the topics discussed listed below:

- Connectivity
- Sustainability (balance between the product and the demand)
- Brand image, its relationship to travel advisories
- Regional cooperation on routes and products, promotion and training of human resources
- Community development

### **9. Place and dates of the fifty-sixth meeting of the Commission for the Americas**

[\(Document CAM/57/9\)](#)

The Regional Director informed the meeting about the countries that submitted their candidatures to host the 58th meeting of the Regional Commission for the Americas: Mexico and Haiti, with the subsequent withdrawal of the Mexican bid.

The Minister of Tourism and Creative Arts of Haiti confirmed before those present the decision to host the 58th meeting of the Regional Commission and the delegations present welcomed the invitation extended by the Member State.

In his parting remarks to the delegates, the Secretary-General reiterated, on behalf of all the delegates, his thanks to the authorities of Colombia for their hospitality and for the impeccable organization of all the events.

**ANNEX I: LIST OF PARTICIPANTS****1. Chairman of the Commission****COLOMBIA***Head of delegation*

**Ms. Sandra Howard Taylor**  
 Viceministra de Turismo  
 Ministerio de Comercio, Industria y Turismo

*Delegates*

**Ms. Clara Inés Sánchez Arciniégas**  
 Directora de Calidad y Desarrollo Sostenible del Turismo  
 Viceministerio de Turismo

**Mr. Alejandro Villamizar**  
 Contratista  
 Ministerio de Comercio, Industria y Turismo

**Ms. Alejandra Femo Rico**  
 Asesor DIEJA  
 Cancillería

**2. Full Members****ARGENTINA***Head of delegation*

**Ms. Patricia Vismara**  
 Subsecretaria de Promoción Turística Nacional  
 Ministerio de Turismo

*Delegates*

**Ms. Ana Inés García Allievi**  
 Asistente Técnica, Dirección de Relaciones Internacionales  
 Ministerio de Turismo

**Ms. Ana Julia Montenegro**  
 Asistente, Ceremonial y Protocolo  
 Ministerio de Turismo

**Ms. Alicia Lonac**  
 Directora Nacional de Desarrollo Turístico  
 Ministerio de Turismo

**BRAZIL***Head of delegation*

**Mr. Acir Pimenta Madeira**  
 Director Relaciones Internacionales  
 Ministerio de Turismo

*Delegates*

**Mr. Italo Mendes**  
 Asesor del Ministro  
 Ministerio de Turismo

**CHILE**

*Head of delegation*

**Ms. Javiera Montes Cruz**  
Subsecretaría de Turismo  
Ministerio de Economía, Fomento y Turismo

*Delegates*

**Ms. Carmen Gloria Barrera Criado**  
Jefa de Gabinete  
Subsecretaría de Turismo

**Mr. Francisco Javier Leiva Lizana**  
Asesor  
Subsecretaría de Turismo

**COSTA RICA**

*Head of delegation*

**Mr. Wilhelm Von Breymann Barquero**  
Ministro de Turismo  
Instituto Costarricense de Turismo

*Delegates*

**Mr. Hermes Navarro**  
Jefe de Atracción de Inversores  
Instituto Costarricense de Turismo

**CUBA**

*Head of delegation*

**Ms. María del Carmen Orellana**  
Directora Comercial  
Ministerio de Turismo

**GUATEMALA**

*Head of delegation*

**Ms. Maru Acevedo**  
Sub-Directora  
Instituto Guatemalteco de Turismo (INGUAT)

*Delegates*

**Ms. Erika Guillermo**  
Asesora  
Instituto Guatemalteco de Turismo (INGUAT)

**HAITI**

*Head of delegation*

**Ms. Stéphanie Villedrouin**  
Ministra de Turismo  
Ministerio de Turismo

*Delegates*

**Ms. Luz K. Cassandra Francois**  
Directora de Gabinete  
Ministerio de Turismo

**HONDURAS**

*Head of delegation*

**Ms. Syntia Solomon**  
Asesora de la Dirección  
Instituto Hondureño de Turismo

**MEXICO***Head of delegation*

**Ms. Daniela Garza Ríos Eychenne**  
Directora de Organismos Internacionales  
Secretaría de Turismo

*Delegates*

**Mr. Ernesto Bartolucci**  
Director General del Instituto de Competitividad Turística  
Secretaría de Turismo

**NICARAGUA***Head of delegation*

**Ms. Mayra Salinas**  
Ministra de Turismo y Presidenta Ejecutiva  
Instituto Nicaragüense de Turismo (INTUR)

*Delegates*

**Ms. Flora Karina Ramírez Sampson**  
Responsable Cooperación Externa  
Instituto Nicaragüense de Turismo (INTUR)

**Mr. Fidel Francisco Hernández Romero**  
Web Master & Desarrollador de Tecnología  
Instituto Nicaragüense de Turismo (INTUR)

**PARAGUAY***Head of delegation*

**Ms. Marcela Bacigalupo**  
Ministra - Secretaria Ejecutiva  
Secretaría Nacional de Turismo (SENATUR)

**PERU***Head of delegation*

**Mr. Max Rodríguez Guillén**  
Director de Oficina Comercial en Colombia

**DOMINICAN REPUBLIC***Head of delegation*

**Mr. Luis Simó**  
Director de Asuntos Internacionales  
Ministerio de Turismo

*Delegates*

**Mr. Sigfrido Miranda**  
Analista en Clasificación Hotelera  
Ministerio de Turismo

**URUGUAY***Head of delegation*

**Mr. Antonio Carámbula**  
Vice-ministro de Turismo y Deporte  
Ministerio de Turismo y Deporte

### **3. Affiliate Members**

#### **ICTE**

*Head of delegation*

**Mr. Miguel Mirones**  
Presidente

*Delegates*

**Mr. Fernando Fraile**  
Director General

#### **CAT/FEHGRA**

*Head of delegation*

**Mr. Jordi Busquets**  
Asesor

#### **Destino Punta del Este**

*Head of delegation*

**Mr. Ramón de Isequilla**  
Vicepresidente AM

#### **IFEMA**

*Head of delegation*

**Mr. Luis Eduardo Cortes**  
Presidente Comité ejecutivo

*Delegates*

**Mr. Raúl Díez**  
Director de Comunicación y Marketing

**Ms. Ana Larrañaga**  
Directora FITUR

#### **SEGITTUR**

*Head of delegation*

**Mr. Antonio López de Ávila**  
Presidente

#### **Box Multimedia**

*Head of delegation*

**Ms. Graciela Caffera**  
Directora de Turismo

#### **CTICO**

*Head of delegation*

**Mr. Edmund Bartlett**  
Presidente Ejecutivo

*Delegates*

**Mr. Ronald McKay**  
CEO Ejecutivo

#### **Gobierno Autónomo Descentralizado Provincial del Guayas**

*Head of delegation*

**Ms. Olga Guerra Pizarro**  
Directora de Turismo

**PROEXPORT***Head of delegation***Mr. Enrique Stellabatti**

Vicepresidente Turismo

**Website Alive***Head of delegation***Mr. Adam J. Stass**

CEO/Partner

**4. Observers****WTTC***Head of delegation***Mr. David Scowsill**

Presidente &amp; CEO

*Delegates***Ms. Virginia Messina**

Chief of Staff

**SITCA***Head of delegation***Ms. Anasha Campbell**

Secretaria

**5. World Tourism Organization****Mr. Taleb Rifai**

Secretary-General

**Mr. Márcio Favilla**

Executive Director

**Mr. Carlos Vogeler**

Regional Director for the Americas

**Ms. Yolanda Perdomo**

Director of UNWTO Affiliate Members Programme

**Mr. Alejandro Varela**

Deputy Regional Director for the Americas

**Ms. Daniela Urcuyo**

Regional Programme for the Americas