Communications

From Lobby to Advocacy
The Tourism Story

1947

25 million international tourists
Top 5 destinations had 71% market share

1975

222 million international tourists
WTO is set up in Madrid

1998

680 million international tourists
UN Approves Tourism Satellite Account (TSA)
Millennium Declaration is adopted (MDGs)

2003

700 million international tourists
Transformation into specialized UN agency
UNWTO initials approved
Facebook, Twitter, Airbnb, Uber (2004-2009)
Rio+20 highlights tourism’s development role
MDG and SDG funds established (Spain)

2018

1.3 billion international tourists
Transformation

The World around us has changed. So must we to avoid becoming irrelevant.

New narratives & digital interaction to close the gaps to innovative communications.

Guiding Principle: Listen First!

What's the story? How do we tell it?

Fact based communications for results based management

1. Open eyes & ears
   Information demand & interests
   Measure & Analyze UNWTO presence

2. Implement
   External audiences need results, not the process
   Internal audiences need both
Objectives

Visibility & Public Positioning
- Reputation
- Thought Leadership

Reinforcing Management Vision & Priorities

Growing influence:
- political, policy, development & UN

Value for Members & membership & tourism sector

Activities

Content Creation
- Digital Communications
- UNWTO.org
- Media Outreach & Relations

Events & PR
- Fairs & Beyond tourism events
- WTD & ‘Tourism & Public Influence’
- Ambassadors & Influencers
- UNCG & UNWTO Comms Group

Partnerships
- Media Partnerships
- Relevant Stakeholders

Crisis Response
- Member Support
- Capacity Building
Tourism transcends tourism
we have a seat at the bigger table
of global economic influencers

It’s about people
beyond destinations, tourism products

We are UN values
2030 Agenda and further

Why MST?
Ask Yourself

What’s the story?
Meeting? New findings?
Improved analytical tools?

Why should I care?
Significance for policy.
Implications for society

What reaction do I wish for?
Knowledge? Support? Visibility?
Building trust & reputation?
Thought leadership? Usability?

Working Together

MST Communications:
Define Objectives

Narrative:
From reactive to proactive

Focus:
Results vs. Process

UNWTO.org = Your Platform
Thank You

Marcelo Risi
Chief, Communications

mrisi@unwto.org
+34 692 006 954