



# 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)



# The Tourism Story

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

**Logo  
Brand  
Values**



**UNWTO**

World Tourism Organization

**Meaningful  
Communications**

# 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

## Key Messages

### **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?

**MST**

Who is  
listening?

**Target audience**



**Language**

**MST**

How do I  
disseminate?

**Target audience**



**Platform**

## 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

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