

Survey Findings on Members' Priorities for UN Tourism 2026-2027 Programme of Work (PoW)

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70th Meeting of the UN Tourism Commission for the Americas
Lima, Peru, 1 August 2025



UN Tourism

Survey Response Rate

(Full and Associate Members)

Global: 79% (130)

The Americas: 63%

Full Members: 17



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Characteristics of the Survey

- Rigor and transparency ensured throughout the survey process
- Robust and reliable qualitative data collected during the survey
- Use of closed and open-ended questions with an inductive approach
- Unified voice ensured from public and private sector stakeholders across destinations (national tourism administrations, other government entities, regional and local DMOs, major tourism industry associations, etc.)



Top 10 Challenges in the Americas

Understanding mobility patterns and improving connectivity (air, road, etc.)
Education and skills development
Inadequate and uneven tourism infrastructure across the region
Economic environment (i.e., oil prices, inflation, interest and exchange rates)
Staff shortages / problem for attracting and retaining talents
Lack of investments / Weak intergovernmental coordination / Lack of data and analytics for informed investment decision-making
Limited diversity or quality of tourism products
Digital gap / Challenges in adapting to digital transformation for tourism businesses
Increasing competition among destinations / Challenges of positioning, pricing and/or product diversification
Lack of funding and limited access to finance / Currency volatility



Top 10 Priorities for Destinations in the Americas

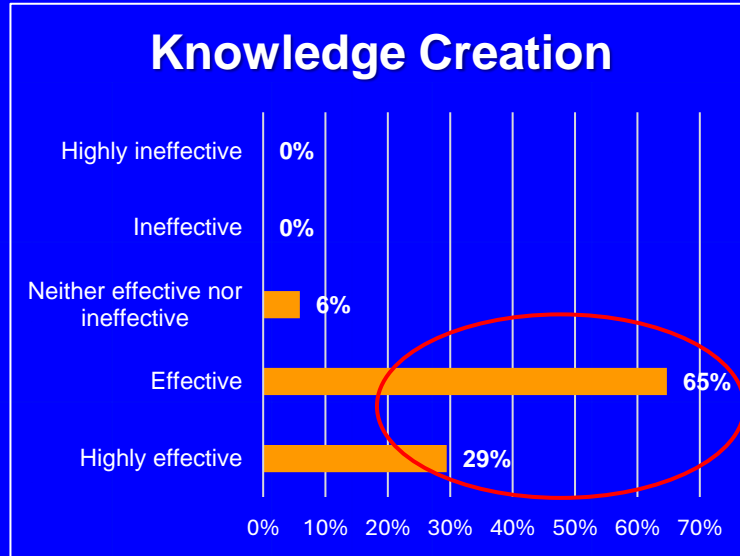
Priorities	% Replies
Protecting and managing natural resources (water, biodiversity). Promoting greener practices (circularity, soft mobility). Mitigating and adapting to climate change . Preventing and recovering from extreme events	65%
Fostering innovation and digitalization throughout the industry, including AI	53%
Promoting sustainable development of tourism . Tourism with higher value and lower impact	47%
Developing and diversifying tourism products (better offer and competitiveness)	41%
Promoting the inclusion of local and rural communities through improved access to tourism markets, education, and decision-making process, while ensuring quality of life in tourism destinations	41%
Developing tourism infrastructure and superstructure (transport and accommodations) and tourism sites (accessibility)	35%
Human Capital development: Training public and private sector workforce, capacity-building, developing skills, etc.	29%
Reviewing, improving and enforcing tourism legal and regulatory frameworks: legislation, norms, standards, codes, taxation schemes, hotel classification systems, etc.	29%
Strengthening tourism institutional capacity and governance . Defining and implementing policies and strategies	29%
Fostering the promotion, branding, and strategic positioning of destination , including through the use of emerging digital channels	24%



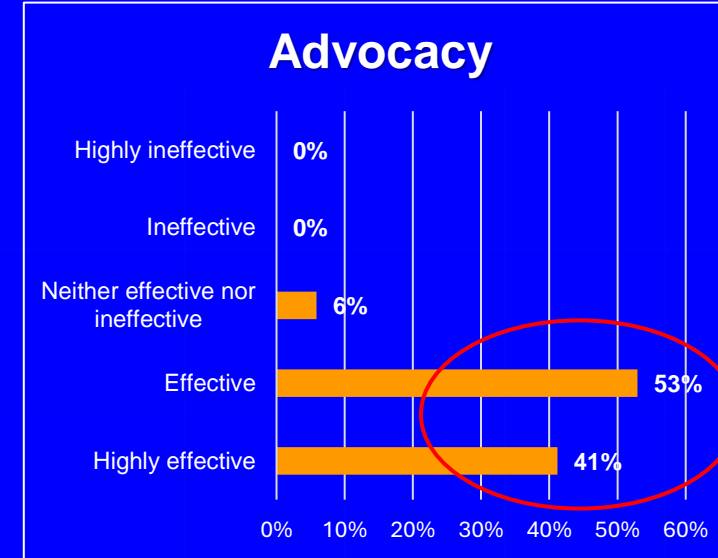
UN Tourism Preferred Activities

Activities	% Replies
Capacity building and training for local tourism stakeholders	41%
Rural tourism (incl. Best Tourism Villages Initiative)	35%
Scholarships (UN Tourism Academy)	24%
Regional technical events	18%
Market Intelligence	18%
Investment policies and guidelines (incl. FDI)	18%
Supporting the development of the national tourism strategies	18%
Hosting UN Tourism events	18%
Innovation and digitalization	18%
Statistics (incl. TSA, MST, ESG)	12%

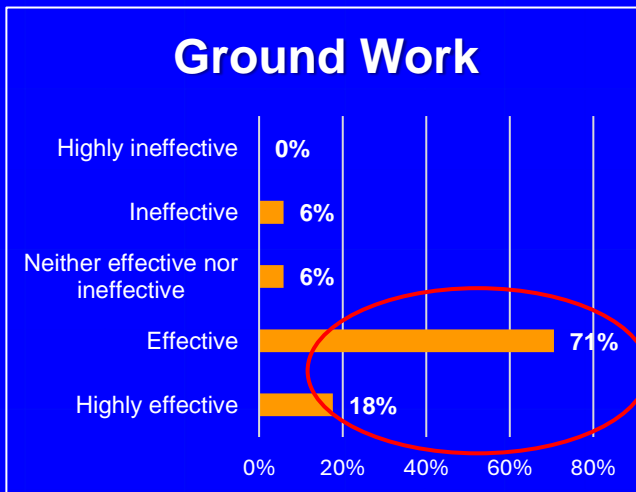
Evaluation of UN Tourism Effectiveness by Destinations in the Americas



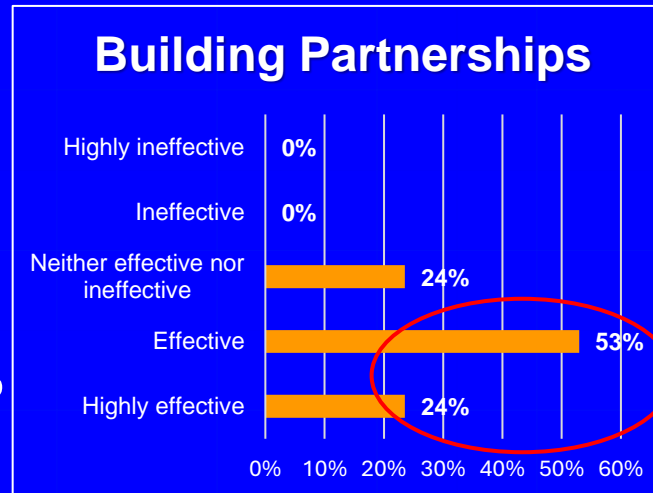
94%



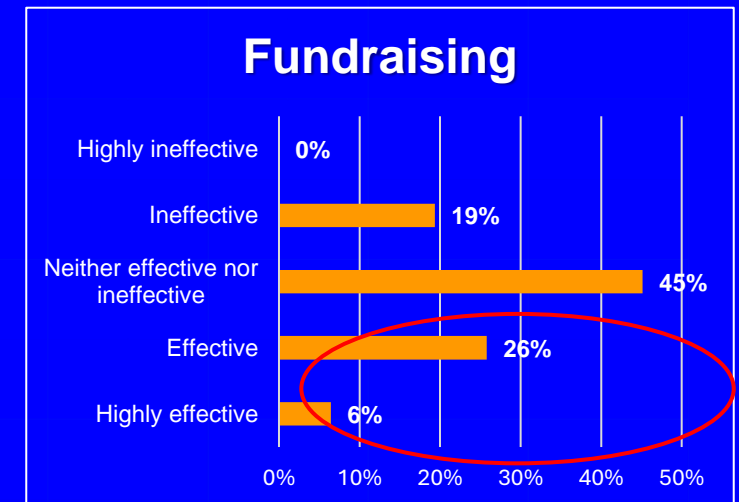
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89%

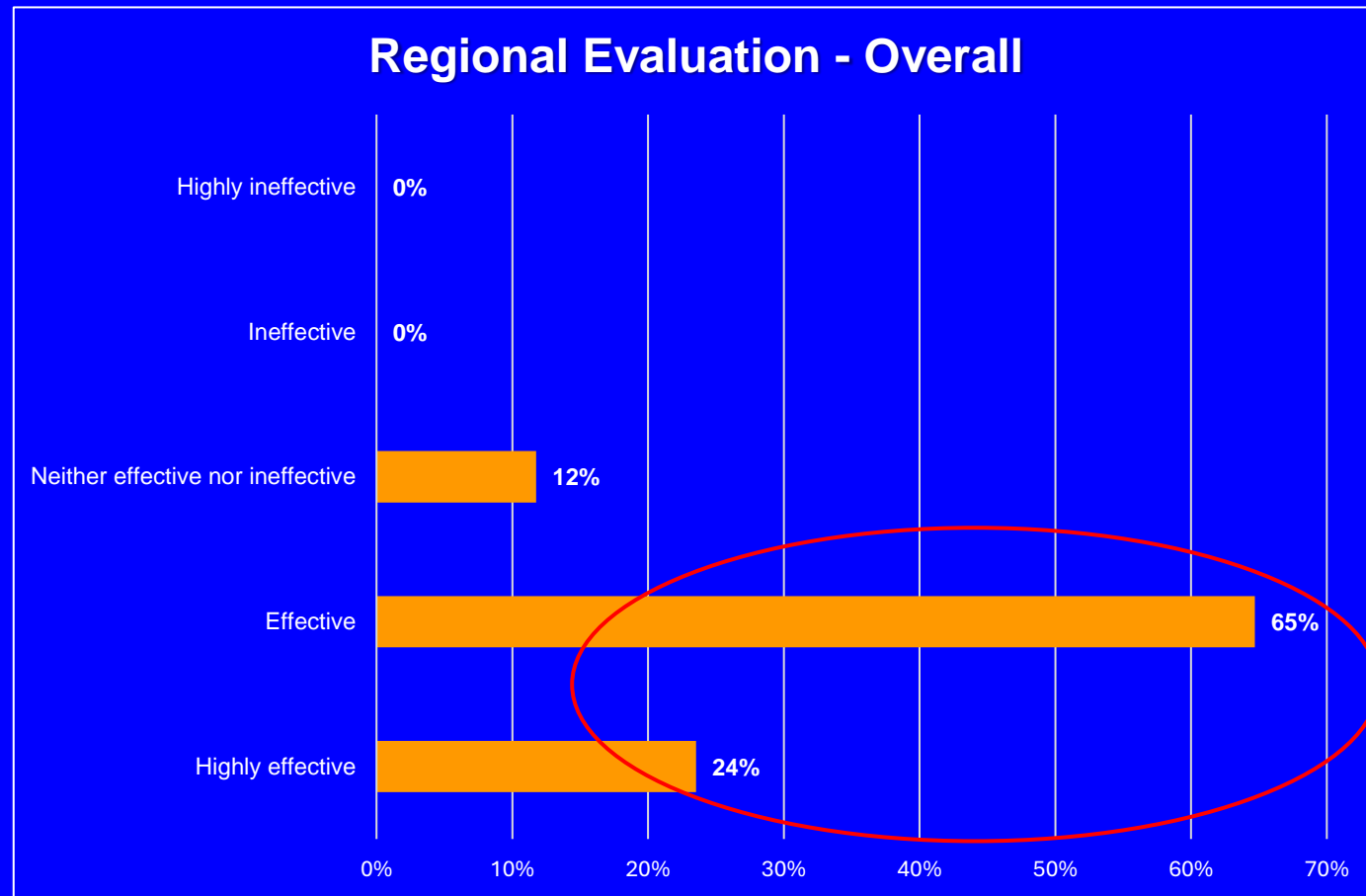


77%



32%

Evaluation of UN Tourism Effectiveness by Destinations in the Americas



89%



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