



Tourism Investments Forum

“Transforming Economies through Strategic Tourism Investments”,

Dushanbe, Tajikistan

16-18 September 2025

Tourism has emerged as a powerful engine of economic growth, playing a crucial role in shaping the prosperity of nations across the globe. The sector not only brings in substantial financial inflows but also acts as a catalyst for broader economic development and regional cooperation. With its ability to generate employment, drive infrastructure development, and foster cultural exchange, tourism has the potential to transform economies and improve the quality of life for residents.

Over the last ten years (2015-2024), the tourism sector has seen over 3,972 greenfield projects globally, amounting to more than USD 272.9 billion in foreign direct investment and expected to create over 628,483 jobs. Of these, European economies have received USD 54.47 billion, or 20% of the total, with 1,597 projects (40%) and expected to create over 154,000 jobs (24%), while outward investment flows from Europe amounted USD 103.4 billion, or 37% of the total, with 1,973 projects (49%) and expected to create over 262,322 jobs (41%) globally, supporting the economic growth and development of the tourism sector both within Europe and beyond.

Investing in tourism is not merely about attracting visitors – international tourist arrivals reached 1.465 billion, while Europe recorded 755.7 million in 2024¹ - it encompasses a wide array of economic activities that collectively contribute to a nation's prosperity. Strategic investments in tourism can stimulate economic diversification and create positive spillover effects in various sectors, generating a ripple effect beyond tourism itself. These positive externalities contribute to the overall stability and growth of the economy.

Tajikistan, as the host country of this conference, exemplifies the potential of tourism investment to drive economic growth. Known for its stunning natural landscapes, rich cultural heritage, and unique historical sites, Tajikistan offers vast opportunities for tourism development. The country is actively seeking investment to enhance its tourism infrastructure, promote sustainable tourism practices, and create new attractions that can draw international visitors.

To maximize these benefits, it is essential to approach tourism investment with a focus on sustainability, diversification, and collaboration, ensuring long-lasting and inclusive economic growth. Tajikistan's commitment to these principles makes it an attractive destination for tourism investors looking to make a meaningful impact on economic development and regional cooperation.

¹ World Tourism Barometer, Volume 23 Issue 2, May 2025

16 September (Tuesday)

20:00 **Welcome Cocktail**

17 September (Wednesday)

10:00 – 10:30 **Opening and Welcome Remarks**

10:30 – 10:35 **Official Hand-over Ceremony of the “Tourism Doing Business: Investing in Tajikistan”** tourism investment guidelines (TBC)

10:35 – 10:50 **Keynote speech: “Global Tourism Investment Outlook and Trends” and Presentation of the “Tourism Doing Business: Investing in Tajikistan”** tourism investment guidelines

10:50 – 11:00 **Attracting and Managing Investments in Tajikistan's Tourism Sector**

11:00 – 12:00 **The Pulse of Global Investment: Strategic Partnerships and Insights into the Investor’s Mind**

Realizing tourism’s full potential requires more than capital, it demands collaboration, strategic vision, and a deep understanding of investor expectations. By merging strategic dialogue with investor intelligence, the session aims to bridge the gap between public ambition and private action, offering a clear pulse on where global tourism investment is headed and how stakeholders can position themselves to benefit. This session will explore the critical factors that attract international investments, and will offer insights into the investor's mindset, understand the key drivers behind investment decisions, and learn how different regions and sectors are positioning themselves to attract global capital.

12:00 – 12:20 **Fireside chat “Catalysts for Growth: The Role of Investment Promotion Agencies and Free Zones in Attracting Tourism Investments”**

Attracting substantial tourism investments requires overcoming various challenges and leveraging key enablers. Investment Promotion Agencies (IPAs) and Free Zones play a crucial role in this process by facilitating investments, providing essential support, and creating conducive environments for tourism development. The session aims to facilitate the sharing of insights, discussion of strategies, and best practices and to explore how IPAs and Free Zones can jointly act as catalysts for tourism investment.

12:30 – 13:15

Investment Session: Healing Highlands: Investment Opportunities in Mountain, Health and Wellness Tourism

Mountain tourism and health and wellness tourism are growing segments of the global tourism sector, offering opportunities for investment and development. Mountain tourism has the potential to support rural development, create jobs, generate revenue, and raise the global profile of destinations, yet it remains underdeveloped due to limited investment and strategic planning. Health and wellness tourism has also seen significant growth, giving destinations the chance to diversify, address seasonality, and extend economic benefits to rural communities. This session will present a strategic framework to unlock these opportunities by focusing on building wellness and medical facilities, developing comprehensive tourism packages, and improving rural infrastructure. With targeted investments and innovation, these regions can develop economically, socially, and environmentally while capturing the benefits of these expanding markets.

13:15

Closing

13:30

Lunch

20:00

Gala dinner

18 September (Thursday)

Technical visit/Social Programme