



## UN Tourism Regional Commission for the Americas Holds Seminar on “Artificial Intelligence and Tourism in the Americas”

**Lima, Peru, 1 August 2025.** UN Tourism, in collaboration with the Ministry of Foreign Trade and Tourism of Peru, successfully held the 70th meeting of the UN Tourism Regional Commission for the Americas.

During the inauguration, the strategic importance of this meeting to address the current and future challenges of regional tourism was highlighted, as well as the need to promote public policies that foster innovation, environmental sustainability and economic recovery. The participants exchanged experiences, analysed global trends and defined joint lines of action to strengthen tourism development in member countries.

This meeting brought together official representatives, experts, and leaders of the region's tourism sector, strengthening dialogue and cooperation to promote sustainable, inclusive, and competitive tourism in the Americas.

UN Tourism Secretary-General Zurab Pololikashvili said: “Member States across the Americas are looking to the future, aiming to harness the enormous potential of innovation and artificial intelligence to transform tourism and drive inclusive and sustainable growth. The Commission's meeting in Peru has highlighted the region's great talent and clear commitment to a bold vision and common goals.”

### A forum to discuss Artificial Intelligence

As a prelude to the meeting, the Seminar ‘Artificial Intelligence and Tourism in the Americas’ was held on 31 July, with the participation of leading experts in technology, innovation and tourism. This space offered a platform to explore the transformative impact of artificial intelligence on the tourism sector, from improving the traveller experience to optimizing tourism management and promotion.

The panellists analysed case studies and discussed how Artificial Intelligence can contribute to more efficient, personalized and sustainable tourism, boosting regional competitiveness in an increasingly digitalized global context.

## Launch of a new National Innovation Challenge for the Bahamas

Within the framework of the Regional Commission meeting, an agreement was signed to officially launch the **UN Tourism Bahamas Sustainable Island Challenge**, marking a milestone in the joint commitment to the sustainable development of tourism. This initiative highlights the importance of fostering innovation in the face of the unique opportunities and challenges faced by island destinations.

The National Challenge is now open for applications, with entrepreneurs and local actors being invited to present innovative solutions to protect coastal and marine environments, strengthen local communities and promote green technologies. This joint effort reflects the Commission's commitment to building a resilient tourism ecosystem that benefits both residents and visitors, ensuring the economic growth and long-term sustainability of islands.

## Collaboration to drive innovation

Within the framework of the 70th CAM meeting, UN Tourism, the Panama Tourism Authority and La Central Investment signed a strategic agreement with the aim of strengthening innovation and entrepreneurship in sustainable and community-based tourism in the region.

Through the Central Link Innovation Hub, this alliance will promote a comprehensive series of activities including specialized training for digitalization and startup acceleration, innovation challenges, sectoral events and access to networks and financing opportunities. The initiative seeks to promote projects that generate a positive impact on local communities, promoting responsible and sustainable tourism models in the region.

The 70th meeting of the Regional Commission culminated with the renewed commitment of the Members to continue working together in the promotion of tourism as a key driver for the economic and social development of the Americas, integrating new technologies and innovative practices that respond to the demands of the current market.

The next meeting of the Regional Commission will be held in Paraguay next year.

## Related links:

[70th UN Tourism Regional Commission for the Americas and Seminar: Artificial Intelligence and Tourism in the Americas](#)

[UN Tourism Regional Department for the Americas](#)