

Regional Commission for the Americas

Seventieth meeting
Lima, Peru, 1 August 2025

Conclusions and recommendations

CAM/70/CR
Madrid, 7 August 2025
Original: Spanish

AGENDA

- 1. Adoption of the agenda**
- 2. Communication of the Chair of the Commission (Dominican Republic)**
- 3. Report of the Secretary-General**
 - Implementation of the Programme of Work
- 4. Report of the Regional Director for the Americas**
 - Implementation of the Programme of Work in the Americas 2024-2025
- 5. Report on the activities of Affiliate Members**
- 6. Results of the survey on Members' priorities for the UN Tourism Programme of Work and Budget for the period 2026-2027**
- 7. Preparations for the 26th session of the UN Tourism General Assembly in the Kingdom of Saudi Arabia in November 2025**
- 8. Other matters**
- 9. Nominations and elections**
 - 9.1 Nomination of candidates to the various General Assembly offices and its subsidiary bodies**
 - (a) **two** Vice-Presidents of the General Assembly (2025)
 - (b) **two** members of the Credentials Committee (2025)
 - (c) **one** Chair of the Regional Commission for the Americas (2025-2027)
 - (d) **two** Vice-Chairs of the Regional Commission for the Americas (2025–2027)
 - 9.2 Nomination of candidates to represent the Americas on the Executive Council and its subsidiary bodies**
 - (a) **three** members of the Executive Council (2025-2029)
 - (b) **two** members of the Online Tourism Education Committee (2025-2029)
 - (c) **two** members of the Technical Committee of the International Code for the Protection of Tourists
 - 9.3 Recommendation of the host country for World Tourism Day 2026**
- 10. Place and date of the seventy-first meeting of the UN Tourism Commission for the Americas in 2026**

1. Adoption of the agenda

The Commission,

Having examined the agenda,

1. **Approved** the agenda of its 70th meeting as set out on page 1 of this document.

2. Communication of the Chair of the Commission (Dominican Republic)

The Commission,

Having heard the communication from the Chair of the Regional Commission for the Americas, the Dominican Republic,

1. **Appreciates** the commendable work of the Dominican Republic during its two years as Chair of the CAM.
2. **Welcomes** its strategic vision and deep sense of regional unity to promote connectivity, investment, and tourism governance, and its commitment to the closer relations between two regions: Africa and the Americas.
3. **Supports by consensus** the candidature of the Dominican Republic to host the 27th UN Tourism General Assembly in 2027.
4. **Requests** the Secretariat to inform the General Assembly of the support of the Members of the Commission for the Americas for the candidature of the Dominican Republic.

3. Report of the UN Tourism Secretary-General

The Commission,

Having heard the report of the Secretary-General on the implementation of the Programme of Work and the presentation by the Executive Director, "Promoting the Future of Tourism: Education, Innovation, and Investment",

1. **Takes note** of the activities and achievements implemented in the region and beyond.
2. **Reaffirms** the Organization's commitment and strategic vision to respond to challenges affecting the Americas region, such as economic instability, connectivity, and the climate emergency.
3. **Applauds** the determination and vision of the Secretary-General during his term of office; a solid project that marks a turning point, not only for the region, but for the tourism sector in general.

4. Report of the UN Tourism Regional Director for the Americas

The Commission,

Having heard the communication of the Regional Director for the Americas:

1. **Welcomes** the efforts to place tourism on the broader international political agenda at the regional and subregional levels.
2. **Appreciates** the activities carried out to promote regional cooperation and support the Members of the region.
3. **Notes with interest** that the Regional Department for the Americas is responding to the challenges facing the region with a structured political approach, greater cooperation with the international community, and the implementation of a range of initiatives, services, projects, and activities tailored to the needs of the region's Members.

5. Report on the activities of Affiliate Members

The Commission,

Having heard the statements by the Director of the UN Tourism Department of Affiliate Members and Public-Private Partnerships and the Representative of the Argentine Chamber of Tourism and First Vice-Chair of the Board of Directors of the Affiliate Members,

1. **Thanks** the Affiliate Members for their contributions to the development of tourism in the region.
2. **Encourages** UN Tourism to continue its efforts to promote Affiliate Membership in the region.

6. Results of the survey on Members' priorities for the UN Tourism Programme of Work and Budget for the period 2026-2027

The Commission,

Having listened with great interest to the presentation made by the Regional Director for the Americas, and taking into consideration his intervention on item 4 of the agenda,

1. **Appreciates** the participation of 63% of the Members of the Americas in the survey.
2. **Takes note** of the 10 main challenges in the Americas and the 10 priorities for the Members of the region.
3. **Appreciates** the identification of the needs and priorities of Member States in order to guide the preparation of the UN Tourism Programme of Work for the 2026-2027 biennium.

7. Preparations for the 26th session of the UNWTO General Assembly in the Kingdom of Saudi Arabia in November 2025

The Commission,

Having heard the information provided by the representative of the Argentine delegation, in his capacity as Vice-Chair of the Commission:

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1. **Takes note** of the preparations for the 26th session of the UN Tourism General Assembly, to be held from 7 to 11 November 2025 in Riyadh, Saudi Arabia.
 2. **Thanks** the Organization for the ongoing preparations for the meeting.

8. Other matters

1. [IATA presentation: Opportunities to improve air connectivity and tourism in Latin America and the Caribbean](#)

The Commission,

Having heard the presentation by Mr. Peter Cerdá, Regional Vice-President for the Americas of IATA,

1. **Takes note** of the situation and outlook for aviation in our region.
 2. **Welcomes** the collaboration between UN Tourism and IATA to continue working together on connectivity.
 3. **Recommends** the preparation of reports analysing the current gaps that prevent better air connectivity in the region.
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2. [Presentation by AMADEUS: Strengthening the competitiveness of the Americas and its subregions](#)

The Commission,

Having listened to the presentation by Ms. Sol Freixa, Global Vice-President of Destinations at Amadeus, on strengthening tourism competitiveness in the Americas and its subregions,

1. **Takes note** of the trends and prospects for travel to the Americas region.
 2. **Welcomes** the collaboration between UN Tourism and Amadeus for the work carried out to date with the prospective reports on traveller trends.
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3. Summit of the Americas

The Commission,

Having heard the statement by the delegate of the Dominican Republic,

1. **Takes note** of the holding of the 10th Summit of the Americas to be held from 1-5 December 2025, in Punta Cana, Dominican Republic.
2. **Welcomes** the inclusion, for the first time, of the tourism sector in the Summit agenda, thanks to the creation of the tourism investment pillar.

9. Nominations and elections

The Commission,

Recalling Articles 54 and 55 of the Rules of Procedure of the General Assembly, concerning the composition and election procedures of the members of the Executive Council,

Noting that, for the period 2025-2029, there are six nominations duly submitted by the Members of the region to fill the three seats allocated to the Americas on the Executive Council,

Recognizing the long tradition of the Americas region of acting by consensus and ensuring the equitable participation of all its Member States in the governing bodies of the Organization,

Welcoming the willingness of the six candidates—Argentina, Brazil, Peru, the Bahamas, Paraguay, and the Dominican Republic—to reach a harmonious solution that will allow all of them to be represented during the 2025-2029 term,

Considering the consultations conducted by the Regional Commission and the formal commitments made by the interested parties,

Having been informed of the candidatures received for the elections to the statutory bodies and their subsidiary bodies,

1. **Decides:**

- **To recommend** to the General Assembly that Argentina, Brazil, and Peru fill the three seats of the Americas region on the Executive Council for the 2025-2029 term.
- **To welcome** the joint statement by Argentina, Brazil, and Peru, in which they commit to relinquishing their seats on the Executive Council in 2027 in order to enable equitable rotation of seats.
- **To take note** that, as a result of these concessions, three vacancies will be created for the remainder of the 2025-2029 term.
- **To stipulate**, in accordance with Rule 55(5) of the Rules of Procedure of the General Assembly, that the Regional Commission for the Americas to be held in 2027 shall make a new recommendation to the General Assembly to fill those vacancies with the following Members: the Bahamas, Paraguay, and the Dominican Republic.
- **To invite** the UN Tourism Secretariat to reflect this decision and the commitments made by Member States in the official documentation of the 26th session of the General Assembly.

2. **Recommends** the Bahamas and Chile as Vice-Presidents of the General Assembly.

3. **Recommends** Paraguay and Jamaica as members of the Credentials Committee.

4. **Recommends** the Dominican Republic as Chair of the Regional Commission for the Americas (2025-2027).

5. **Recommends** Paraguay and Guatemala as Vice-Chairs of the Regional Commission for the Americas (2025-2027).

6. **Recommends** Uruguay and Chile as members of the Online Tourism Education Committee (2025-2029).

7. **Recommends** Costa Rica and Ecuador as members of the Technical Committee of the International Code for the Protection of Tourists.

8. **Recommends** El Salvador to host World Tourism Day 2026.

10. Place and date of the 71st meeting of the UNWTO Commission for the Americas in 2026

The Commission,

Having heard the information provided by the Regional Director for the Americas;

1. **Takes note** of the candidatures of Paraguay and Argentina to host the meeting of the Regional Commission for the Americas.
2. **Welcomes** the proposal that Paraguay host the 71st meeting of the CAM in 2026 and that Argentina host the 72nd meeting of the Commission in 2027.

ANNEX I – LIST OF PARTICIPANTS

1. CHAIR OF THE COMMISSION

REPÚBLICA DOMINICANA

Head of delegation

Excmo. Sr. Carlos Peguero

Viceministro de cooperación Internacional

Delegates

Excma. Sra. Anabel Bueno Santana

Embajadora, Representante Permanente

Misión Permanente de República Dominicana ante la ONU
Turismo

2. FULL MEMBERS

ANTIGUA & BARBUDA

Head of delegation

Mr. Saint Clair Soleyn

Director

ARGENTINA

Head of delegation

Sr. Gustavo Hani

Asesor especial del Secretario de Turismo, Ambiente y
Deportes

Delegates

Sra. Ana García Allievi

Secretaria Ejecutiva – INPROTUR

Sr. Pablo Calello

Director

Centro de Innovación Tecnológica Aplicada al Turismo –
INPROTUR

Excmo. Sr. Samuel Ortíz Basualdo

Embajador de Argentina en Perú

Sra. Jessica Noelia Díaz

Consejera/ Jefa de Oficina Económica y Comercial
Embajada Argentina en Perú

BAHAMAS

Head of delegation

Hon. Mr. Isaac Chester Cooper

Deputy Prime Minister & Minister of Tourism

Delegates

Mrs. Latia Duncombe

Director General of Tourism

Mr. Donovan Lynch

Senior Executive

Mr. Garnett Taylor

Aide to Deputy Prime Minister and Minister of Tourism,
Investments & Aviation

BRASIL

Head of delegation

Sra. Ana Carla López

Viceministra de Turismo

Delegates

Sr. Joao Ricardo Rodrigues Viegas

Jefe, Asesoría Internacional

CHILE

Head of delegation

Delegates

Sra. Daniela Reple do Nascimento
Analista, Asesoría Internacional

Excma. Sra. Verónica Pardo
Subsecretaria de Turismo

Excmo. Sr. Oscar Fuentes Lira
Embajador
Embajada de Chile en Perú

Sr. Pablo Selame Marchant
Diplomático
Embajada de Chile en Perú

Sr. Nicolas Rosson Santander
Diplomático
Embajada de Chile en Perú

Sra. Barbara Vallejos Morales
Diplomática
Embajada de Chile en Perú

Sra. Maria Fernanda Noriega Berrios
Encargada de Asuntos Internacionales
Gabinete

COLOMBIA

Head of delegation

Delegates

Excmo. Sr. John Alexander Ramos
Viceministro de Turismo

Sr. Eufracio Morales
Encargado de Negocios
Embajada de Colombia en Perú

COSTA RICA

Head of delegation

Delegates

Excmo. Sr. William Rodríguez
Ministro de Turismo

Sr. Gustavo Alvarado
Director, Competitividad y Sostenibilidad Turística

CUBA

Head of delegation

Delegates

Excma. Sra. Yamili Aldama
Viceministra de Turismo

Excmo. Sr. Carlos Rafael Zamora Rodríguez
Embajador

Sra. Ivis Fernández Peña
Consejera de Turismo

Sr. Carlos Miguel Portela Ochoa
Consejero

ECUADOR

Head of delegation

Excmo. Sr. Mateo Estrella
Ministro de Turismo

Delegates

Sra. Jessica Alomía
Asesora

EL SALVADOR
Head of delegation

Excmo. Pablo Caballero
Embajador

Delegates

Sra. Carolina Cerna
Directora de Relaciones Internacionales

GUATEMALA
Head of delegation

Sra. Virginia Isabel Barnica
Consejera

Sr. Harris Whitbeck
Director General – INGUAT

Delegates

Sra. Luisa Fernanda Rodríguez Quiroa
Directora de Mercadeo

HONDURAS
Head of delegation

Sr. Carlos Orlando Gámez Romero
Jefe, Unidad de Cooperación a Municipalidades

Delegates

Sra. Victoria Maria Napky Talavera
Especialista en Alianzas Estratégicas para la Promoción del Turismo, Presidencia Ejecutiva

Sra. Tatiana Siercke
Gerente, Gerencia de Relaciones Internacionales

JAMAICA
Head of delegation

Mrs. Jennifer Griffith
Secretaria Permanente

Delegates

Mrs. Cristina Edwards
Directora
Turismo, Comercio y Relaciones Internacionales

MÉXICO
Head of delegation

Sra. Karla Tatiana Ornelas Loera
Encargada de Negocios, a.i. México

NICARAGUA
Head of delegation

Excmo. Sr. Harold de Jesus Delgado
Embajador Extraordinario y Plenipotenciario de la República de Nicaragua ante Colombia.

PANAMÁ
Head of delegation

Excma. Sra. Gloria de León
Ministra de Turismo

Delegates

Sr. Salomón Shamah Zuchín
Director General – PROMTUR

Excmo. Sr. Dante Pescetto
Embajador

PARAGUAY
Head of delegation

Excma. Sra. Angelita Duarte de Melillo
Ministra Secretaria Ejecutiva

Delegates

Sr. Javier Ramírez
Director General de Gestión Turística

PERÚ

Head of delegation

Delegates

URUGUAY

Head of delegation

Sra. Rosa Sanabria

Directora de Relaciones Internacionales
Secretaría Nacional de Turismo

Excma. Sra. Desilú León Chempén,

Ministra de Comercio Exterior y Turismo

Excma. Sra. Aracelly Laca

Viceministra de Turismo

Sra. Ana Claudia Caram

Subsecretaria del Ministerio de Turismo

3. AFFILIATE MEMBERS

ABAV

Sra. Ana Carolina Medeiros
President of the Board of Directors

Sr. Gustavo Souza
Institutional Relations Advisor

AMADEUS

Sra. Sol Freixa
VP Commercial, Destinations
Amadeus for Destinations

Sr. Franz Wolfgang Müller Sarmiento
Regional Director
Amadeus for Destinations

AMERICAN HOTEL AND LODGING EDUCATIONAL INSTITUTE

Sr. Alisha Gulden
Sr Vice President

Sr. Cuauhtemoc Novello
Managing Director, The Caribbean and Latin
America

ATREVIA

Sr. Miguel Angel López
Vicepresidente Regional

CÁMARA ARGENTINA DE TURISMO

Sr. Fernando Desbats
Vicepresidente

Sr. Horacio Repucci
Secretario de Relaciones Institucionales

CONCANACO SERVYTUR MÉXICO

Sr. Alejandra Carrasco
Protesorera

Sra. Maria Fernanda Valdez
Directora de Turismo

CONPETH

Sr. Ernesto Piero Bazzetti de los Santos
Presidente

Sr. Joan Passolas
Embajador CONPEHT

ENTE DE TURISMO DE LA CIUDAD DE BUENOS AIRES

Sr. Valentín Díaz Gilligan
Presidente

Sra. Florencia Grossi
Asesora

Sra. Laura Dugo
Asesora

FEDERACION ARGENTINA DE ASOCIACIONES DE EMPRESAS DE VIAJES Y TURISMO - FAEVYT

Sr. Andrés Deya
Presidente

Sra. Lorena Paola Ravena
Acompañante

IATA	Peter Cerdá Vicepresidente Regional para las Américas
ICCA	Mr. Senthil Gopinath CEO
Instituto Distrital de Turismo de Bogotá	Sr. Andres Santamaria Garrido Director General
MABRIAN TECHNOLOGIES	Sr. Carlos Cendra Cruz Partner and Chief Marketing and Communications Officer
Meliá Hotels international	Sr. Waldin Durán Director comercial clúster Perú
PROCOLOMBIA	Sra. Pila Lozano Directora
PROMPERÚ	Sra. María del Sol Velásquez Directora de Promoción de Turismo
SECRETARÍA DE TURISMO DE QUINTANA ROO	Sr. Andrés Gerardo Aguilar Becerril Subsecretario de Turismo
Smart Tourism & Hospitality Consulting	Sr. Christian Arteaga CEO
	Sra. Francesca Marciani Graneros Coordinadora de proyectos
Universidad de San Martín de Porres	Sra. Claricia Tirado Directora Escuela Profesional de Turismo y Hotelería
	Sra. Diana María Guerra Chirinos Coordinadora Escuela Profesional de Turismo y Hotelería

4. INTERNATIONAL ORGANIZATIONS

BANCO DE DESARROLLO DE AMÉRICA LATINA (CAF)	Sr. Óscar Rueda Director de Turismo Vicepresidencia Corporativa de Programación Estratégica
	Sr. Santiago Rojas Gerente Regional Norte
	Sr. Mauricio Agudelo Director Transformación Digital
CATA	Sr. Boris Francisco Iraheta Cadenas Secretario General
	Sra. Karina Alexandra Canto Mena Coordinadora, Promoción y Mercadeo

5. UN TOURISM

Sr. Zurab Pololikashvili

Secretario General

Sra. Natalia Bayona

Directora Ejecutiva

Sr. Gustavo Santos

Director Regional – Américas

Sr. Antonio López de Ávila

Director de Innovación, Educación e Inversiones

Sr. Jaime Mayaki

Director Desarrollo Internacional y Cooperación

Sr. Ion Vilcu

Director- Miembros Afiliados

Sra. Daniela Urcuyo

Coordinadora Técnica

Sra. Esther Ruiz

Asistente Senior

Sra. Romina Nardi

Project Specialist

Sr. Glenn Cauwenberghs

Especialista en Innovación

Sr. Kamal Baghirli

Oficial de Comunicación

Sr. Heitor Kadri

Director - Oficina Regional

Sra. Tuane Linhares

Senior Administrative Services Specialist ROAM