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Agenda item 13**World Tourism Day: information and activities of 2024 and 2025, adoption of themes and designation of countries for 2026 and 2027**

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**Executive summary**

At its 123rd session, the Executive Council decided to propose to the General Assembly the following themes for World Tourism Day in 2026 and 2027 (CE/DEC/10(CXXIII)):

2026: “Digital Agenda and Artificial Intelligence to redesign tourism”

2027: “Transforming tourism through education”.

Following the invitation of the Council, the 70th Regional Commission for Americas (Lima, Peru, 31 July - 1 August 2025) and the 68th Regional Commission for Africa (Abuja, Nigeria, 11-13 June 2025) recommended to the Assembly the following countries as hosts for the official World Tourism Day celebrations in 2026 and 2027:

2026: El Salvador

2027: Cabo Verde

The 26th session of the General Assembly is requested to ratify the recommendations of the 123rd session of the UN Tourism Executive Council and the proposals of the aforementioned Regional Commissions.

In 2024, the official World Tourism Day celebration was hosted by Georgia, under the theme “Tourism and Peace”. The official World Tourism Day 2025 celebration will be hosted by Malaysia, under the theme “Tourism and Sustainable Transformation”, as a key priority for the sector, as per resolution [A/RES/770\(XXV\)](#).

DRAFT RESOLUTION¹

Agenda item 13

World Tourism Day: information and activities of 2024 and 2025,
adoption of themes and designation of countries for 2026 and 2027
(document A/26/13)

The General Assembly,

1. *Takes note* of the report submitted by the Secretary-General on the observance of World Tourism Day 2024²;
2. *Expresses its gratitude* to the Governments of Georgia and Malaysia for hosting the official celebrations of World Tourism Day 2024 and 2025, respectively; and

Having taken cognizance of the host countries proposed by the Regional Commission for Americas and the Regional Commission for Africa and the themes proposed by the 123rd session of the Executive Council in its decision 10(CXXIII) for the next two World Tourism Day celebrations,

3. *Recalls* that Member States wishing to host a World Tourism Day celebration are requested to provide the conditions established in model agreement adopted through Resolution 662(XXI);
4. *Designates* the following countries to host the official World Tourism Day celebrations in 2026 and 2027, with the respective themes:

2026: El Salvador, “Digital Agenda and Artificial Intelligence to redesign tourism”

2027: Cabo Verde, “Transforming tourism through education”.

¹ This is a draft resolution. For the final resolution adopted by the Assembly, please refer to the Resolutions document issued at the end of the session.

² This report was issued before the celebration of World Tourism Day 2025.

I. **World Tourism Day: 2024 celebrations and preparations for 2025**

1. The renewal of World Tourism Day (WTD) since 2018 continues to be validated by these results, with its strong focus on outcomes to be consistent with aiming to provide concrete and actionable objectives to take away, while adding value to the hosting of this observance day.
2. At its 25th session, the Assembly approved the themes for 2024 and 2025 (A/RES/770(XXV)) as “Tourism and Peace” and “Tourism and Sustainable Transformation”, respectively.

World Tourism Day 2024

3. Resolution A/RES/770(XXV) ratified Georgia as the host of the official World Tourism Day 2024 celebrations.
4. Aiming to hear the voices of all relevant actors, the World Tourism Day programme was built around the theme “Tourism and Peace”, with a strong accent on tourism’s unique potential as an instrument for mutual understanding and peace. As it takes people across the globe, spreads ideas, boosts economies and societies, enables strong human connections, and reduces distances, the simple act of travelling has such an important social and cultural impact.
5. Joining UN Tourism in Tbilisi for the World Tourism Day celebrations were almost 500 delegates from 51 countries. The event received widespread media coverage and social media engagement, reaching an estimated audience of over 60,000 people.
6. On the occasion of World Tourism Day, UN Tourism launched one of its growing portfolio of investment guidelines, “Tourism Doing Business: Investing in Georgia”.

World Tourism Day 2025

7. The World Tourism Day 2025, to be hosted in Malaysia, will focus on Tourism and Sustainable Transformation, emphasizing tourism’s role as an agent for positive social and economic change. Preparations for the official celebration of World Tourism Day 2025 are well under way at the time of drafting of this report.
8. The programme will address “Tourism and Sustainable Transformation” through two keynote speeches and two panel discussions. The first panel will explore how investing in youth and women fosters a resilient and equitable tourism ecosystem through entrepreneurship, digitalization, and sustainability. The second will focus on transformative pathways for building resilience in sustainable tourism.
9. In the framework of the official celebration, the host country will organize a Tourism Leaders Forum on the day following the official WTD celebration.
12. Members are encouraged to participate and use the WTD materials.

World Tourism Day host countries for 2026 and 2027

13. By resolution 470(XV), the General Assembly endorsed the proposal of the Executive Council and decided that the following geographic order would apply to World Tourism Day celebrations beginning in 2006: Europe; South Asia; Americas; Africa; East Asia and the Pacific; and Middle East.
14. During its 123rd session, the Executive Council invited the 70th Regional Commission for Americas and the 68th Regional Commission for Africa, to recommend to the 26th session of the General Assembly host countries for the 2026 and 2027 editions of World Tourism Day (CE/DEC/10(CXXIII)).
15. In this regard, the recommendation of El Salvador as host country for World Tourism Day 2026 was made by the UN Tourism Regional Commission for Americas (Lima, Peru, 31 July - 2 August 2025).

16. The recommendation of Cabo Verde as host country for World Tourism Day 2027 was made by the 68th UN Tourism Regional Commission for Africa (Abuja, Nigeria, 11-13 June 2025).
17. Upon recommendation of the aforementioned Regional Commissions, the host countries for the official celebrations of World Tourism Day 2026 and World Tourism Day 2027 are proposed for endorsement at the 26th session of the General Assembly.
18. It is recalled that the General Assembly, in its resolution 662(XXI), requested Member States wishing to host a UN Tourism meeting outside the Headquarters to provide the conditions established in the model agreement attached to [document A/21/8\(II\)\(f\)](#) as Annex II. This model agreement includes all the necessary legal protections for all participants of a UN Tourism meeting and follows the policy and practice of the United Nations and its specialized agencies on this matter.
19. Any State willing to host an UN Tourism meeting should accept the terms and conditions of the model agreement before the activity is planned in order to ensure that there will be no major obstacles at the time of concluding the agreement. The terms and conditions of the agreement, particularly on privileges and immunities, unimpeded access to and from the meeting venue for all invitees and appropriate security standards are essential conditions for the host of any UN Tourism meeting away from Headquarters.

World Tourism Day themes for 2026 and 2027

20. During its 123rd session, the Executive Council proposed to the General Assembly the following themes for the World Tourism Day celebrations: “Digital Agenda and Artificial Intelligence to redesign tourism” for 2026 and “Transforming tourism through education” for 2027 (CE/DEC/10(CXXIII)).
21. For World Tourism Day 2026, proposed to be hosted in El Salvador, the following theme is proposed: “Digital Agenda and Artificial Intelligence to redesign tourism”. This theme will address the role of tourism in embracing digital transformation and the integration of artificial intelligence. It will explore how AI can enhance customer experiences, improve operational efficiency, and enable sustainable tourism practices. The focus will be on innovation and technology-driven strategies that can redefine the future of the industry, ensuring it remains adaptive and resilient in an increasingly digital world.
22. For World Tourism Day 2027, proposed to be hosted in Cabo Verde, the following theme is proposed: “Transforming tourism through education”. The theme will focus on how tourism can be transformed by prioritizing education and skills development. It will highlight the importance of capacity-building and knowledge-sharing in fostering a more inclusive, sustainable and innovative tourism sector. The theme will also explore how educational initiatives can empower local communities, promote cultural exchange, and create employment opportunities, ensuring the tourism industry benefits both businesses and individuals across all regions.
