

TECHNICAL NOTE

The 19th UN Tourism/PATA Forum on TOURISM TRENDS AND OUTLOOK

Guilin, China,
September 18-20, 2025

A. AIM OF THE CONFERENCE

Tourism is a vital engine for economic growth, cross-cultural exchange, and sustainable development across Asia and the Pacific. In an era of rapid transformation, the need to revitalize the sector and redefine its trajectory has never been more pressing. The 19th UN Tourism/PATA Forum on Tourism Trends and Outlook will serve as a dynamic platform for stakeholders to forge synergies, drive innovation, and co-create strategies for a resilient, sustainable, and smart tourism ecosystem.

Under the theme “Synergy in Motion: Charting New Frontiers for a Resilient, Sustainable, and Smart Tourism Ecosystem,” the Forum will analyze global and regional tourism trends in the post-pandemic landscape to uncover emerging opportunities and challenges. It will explore the intersection of technology and culture, leveraging digital advancements to enhance visitor experiences while safeguarding heritage. Additionally, the Forum aims to strengthen tourism education and cross-cultural dialogue by fostering partnerships that bridge academia, industry, and policymaking. Finally, it will promote smart, sustainable practices to ensure long-term competitiveness and inclusivity in the Asia-Pacific tourism sector.

Key Objectives:

- Catalyze international collaboration by identifying innovative approaches to travel and destination management.
- Address regional challenges and opportunities, equipping stakeholders with strategies for growth and resilience.

- Advance tourism education and cultural exchange, highlighting the role of digital tools in fostering global understanding.

B. PARTICIPANTS

- **Policymakers & Destination Managers:** Representatives from National Tourism Administrations (NTAs), National Tourism Organizations (NTOs), and Destination Management Organizations (DMOs) focused on trends, research, and market intelligence.
- **Industry Practitioners:** Leaders from airlines, hospitality, tour operations, digital marketing, and tourism consultancy firms.
- **Academics & Researchers:** Scholars and postgraduate students specializing in tourism, hospitality, and sustainable development.

C. CONFERENCE FORMAT

A two-day program featuring:

- **Keynote Presentations:** Insights on global trends, innovations, and the future of tourism.
- **Panel Discussions:** Multistakeholder dialogues with governments, businesses, NGOs, and communities.