



UN Tourism's Affiliate Members Meet to Advance Public-Private Collaboration

Riyadh, Saudi Arabia, 7 November 2025 – The Affiliate Members Plenary Session, the most important statutory meeting of the Affiliate Members, convened for its 45th session in the framework of the 26th UN Tourism General Assembly.

Around 200 delegates, representing more than 100 affiliated entities, gathered in Riyadh to debate the state of the Affiliate Membership, review the main results achieved since the previous Plenary Session in October 2023, analyze the progress of the ongoing expansion strategy aimed at a quality-oriented and geographically balanced membership, and share proposals for future projects and collaborations.

The Affiliate Members and Public-Private Collaboration Department (AM-PPC) presented the Programme of Work for the period 2026–2027. Among more than 50 proposals received, selected Affiliate Members took the stage to present their initiatives, to be implemented with the support of the AM-PPC Department and UN Tourism in the coming biennium.

Sports tourism, data and innovation

A dedicated segment of the session focused on the 1st UN Tourism Awards for Excellence in Sustainable Sports Tourism powered by FIA, a joint initiative between the Organization and the Affiliate Member Fédération Internationale de l'Automobile (FIA), recognizing outstanding projects that integrate sustainability, innovation, and community impact in the sports tourism sector.

Affiliate Members were also introduced to the new mechanism of collaboration, "Affiliate Members-Driven Services for UN Tourism", which enables affiliated entities to offer tailored services to Member States and stakeholders, leveraging their specialized expertise and resources on specific tourism related topics, while providing a global platform for implementation.

Another key item on the agenda was the enhanced participation of Affiliate Members in the elaboration of the World Tourism Barometer. Designated experts from the Affiliate Members network, who are now part of the Panel of Experts, are expected to contribute regularly with insights drawn from direct industry experience for this report published four times a year.

Building on the session's emphasis on innovation and collaboration, UN Tourism also recognized outstanding contributions and achievements from Affiliate Members across eight categories: Promotion of the Affiliate Membership (Africa, Americas, Middle East, Asia), Sports Tourism Development, Assessment of New Tendencies in Tourism, Innovative Knowledge and Product Development, Institutional Commitment and Collaboration with UN Tourism, Successful Projects based on Public-Private Collaboration, Advancing UN Tourism Programme of Work, and Supportive Partner Destination.

The Plenary Session reaffirmed the importance of strengthening the integration of Affiliate Members into UN Tourism's agenda and governance and highlighted new opportunities for collaboration through structured mechanisms and strategic initiatives.

Related Links:

[Affiliate Members](#)

[26th UN Tourism General Assembly](#)

[1st UN Tourism Awards for Excellence in Sustainable Sports Tourism powered by FIA](#)

[World Tourism Barometer](#)