

# AM News

VOL. 84 - January 2026



**UN Tourism**



Dear Affiliate Members,

I am pleased to introduce the first edition of the Affiliate Members Newsletter for 2026. This monthly publication will keep you updated on the latest news, events, and initiatives related to your membership and the Affiliate Members network. Also included is the provisional calendar of events for 2026, featuring key UN Tourism events.

I am pleased to inform you that the Affiliate Members and Public-Private Collaboration Department is organizing several dedicated activities for Affiliate Members in the framework of FITUR 2026, the leading international tourism fair of Madrid, Spain:

- **Affiliate Members Corner: “Cross-Sector Value in Tourism”**
  - Date: Friday, 23 January 2026 | Time: 11:30–13:00
  - Venue: FiturtechY, Sustainability Forum, Pavilion 12, IFEMA
  
- **Publication Launch: “A Guide for the Development of Astrotourism” - Produced by UN Tourism in collaboration with the Starlight Foundation**
  - Date: Friday, 23 January 2026 | Time: 10:15–11:15
  - Venue: Pavilion 12, IFEMA

I also take this opportunity to remind you of the official confirmation of the Chair and Vice-Chairs of the Board of Affiliate Members during the last General Assembly: NECSTouR, Saudi Tourism Authority, and Cámara Argentina de Turismo. UN Tourism looks forward to working closely with the new Members of the Board throughout the 2026–2029 mandate to strengthen the value of the Affiliate Membership and foster public-private collaboration in tourism.

We continue to see a positive reception of the new tools available on AMConnected+, including the mobile app, now accessible on both iOS and Android devices. I encourage you to remain active on AMConnected+, where you can access resources, discover collaboration opportunities, and contribute to shaping the future of tourism together.

The Affiliate Members and Public-Private Collaboration Department remains fully committed to supporting your initiatives and fostering meaningful partnerships across the network. Please feel free to share your suggestions, ideas, or needs with us at any time.

Sincerely,  
Ion Vilcu  
Director,  
AM-PPC



# AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2026

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## UN TOURISM STATUTORY AND HIGH-LEVEL MEETINGS

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### UN TOURISM GENERAL ASSEMBLY & EXECUTIVE COUNCILS

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10-11 June	<b>126th Executive Council</b>	Toledo, Spain
Oct.	<b>127th Executive Council</b>	Riyadh, Saudi Arabia

### UN TOURISM REGIONAL COMMISSIONS

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10-12 Feb.	<b>52nd Regional Commission for the Middle East</b>	Kuwait, Kuwait
TBC	<b>38th Joint Meeting of East Asia and the Pacific and South Asia</b>	Iran (Islamic Republic of)
TBC	<b>72nd Regional Commission for Europe</b>	Malta
TBC	<b>69th Regional Commission for Africa</b>	Seychelles
TBC	<b>71st Regional Commission for the Americas</b>	Paraguay

### BOARD OF THE AFFILIATE MEMBERS

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21 Jan.	<b>63rd Meeting of the Board of the Affiliate Members</b>	Madrid, Spain
TBC	<b>64th Meeting of the Board of the Affiliate Members</b>	WTM, London, UK

### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP

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TBC	<b>9th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>	TBC
TBC	<b>10th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>	TBC

## **UN TOURISM/AM-PPC THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS**

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20 March	<b>1st UN Tourism Awards for Excellence in Sustainable Sports Tourism powered by FIA</b>	Madrid, Spain
25-27 March	<b><u>13th World Congress on Snow, Mountain and Wellness Tourism</u></b>	Ordino, Andorra
27 Sept.	<b>World Tourism Day</b>	El Salvador
27 Sept.	<b>World Congress on Screen Tourism</b>	Madrid, Spain
TBC	<b>10th UN Tourism Global Wine Tourism Conference</b>	
TBC	<b>11th UN Tourism World Forum on Gastronomy Tourism</b>	

## AM-PPC NEWS

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### AM-PPC participates in the 37<sup>th</sup> World Tourism Film Awards

The 37th edition of the World Tourism Film Awards, organized by Affiliate Member CIFFT, took place in Guimarães, Portugal, on December 4–5. This event, included in the Affiliate Members Programme of Work 2024–2025, brought together leaders in tourism communication and audiovisual tourism to exchange knowledge, showcase best practices, and celebrate excellence in tourism film production.

The first day featured a full-day conference, starting with a panel of experts under the theme “Sustainability in Action: Leading the Green Transition in Tourism Communication” which counted with the expertise from:

- Alberto Fernández, CEO, Normmal (Moderator)
- Carlos Ribeiro, Executive Director, Laboratório da Paisagem & Executive Board, Guimarães European Green Capital 2026
- Korina Gutsche, Senior Consultant – Sustainability in Film, Cinema & Festivals
- Filipe Pereira, Managing Director, CARMA CPLP
- Michelle Masperi, Project Specialist, UN Tourism

UN Tourism contributed to the discussion by sharing data and trends on the Audiovisual Tourism Industry, and concrete examples of recent events and initiatives carried out in collaboration with several Affiliate Members.

The second day was dedicated to the Awards Gala, celebrating the best tourism films worldwide. The ceremony gathered representatives from national tourism organizations, destinations, and industry stakeholders.

UN Tourism delivered the opening remarks, outlining its work in audiovisual tourism and recent initiatives developed with Affiliate Members. Additionally, UN Tourism presented an award in the Country Promotion Category, reinforcing its commitment to promoting creative and impactful tourism communication.

The event welcomed representatives from Affiliate Members and Member States, including. By supporting the event and the Affiliate Members organizer, UN Tourism reinforced its commitment to strengthening the link between tourism, culture, and the creative industries.

You can find more information [HERE](#)



# AM-PPC NEWS

## The new composition of the Affiliate Members Board, for the mandate 2026-2029

The new composition of the Board of the Affiliate Members for the 2026–2029 mandate is now available>

- Chair: NECSTouR
- First Vice-Chair: Saudi Tourism Authority
- Second Vice-Chair: Cámara Argentina de Turismo

Below is the list of the 23 entities:

### Africa

- Ethiopian Tour Operators Association - ETOA
- Zanzibar Association of Tourism Investors - ZATI

### Americas

- Cámara Argentina de Turismo
- Confederación Panamericana de Escuelas de Hotelería y Turismo - CONPEHT
- Expedia Group
- Fideicomiso de Promoción Turística del Estado de Nayarit
- TripAdvisor

### East Asia & the Pacific

- Chameleon Strategies
- JTB Corp.

### Europe

- Agència Catalana de Turisme
- Asociación Empresarial Hotelera de Madrid - AEHM
- CETT-Barcelona School of Tourism, Hospitality and Gastronomy
- Croatian National Tourist Board
- European Network of Regions for a Competitive and Sustainable Tourism - NECSTouR
- IFEMA / FITUR Madrid
- International Congress & Convention Association - ICCA
- Madrid Destino Cultura, Turismo y Negocio S.A.
- Red Española de Turismo Accesible - Red Estable
- Türkiye Tourism Promotion and Development Agency - TGA

### Middle East

- Red Sea Global
- Saudi Tourism Authority

### South Asia

- Maldives Association of Tourism Industry - MATI
- Touring and Automobile Club of the Islamic Republic of Iran - TACI



# AM-PPC NEWS

## UN Tourism Welcomes 22 New Affiliate Members

UN Tourism announces the addition of 22 new entities to its growing network of Affiliate Members.

The new members combine a wide range of profiles with diverse backgrounds and types of business: 2 Destination Management Organizations, 7 for-profit companies, 6 associations and NGOs, 3 universities, and 4 others. In terms of geographical distribution, the newly admitted members come from the following regions: 3 from the Americas, 4 from Asia and the Pacific, 9 from Europe, and 6 from the Middle East, from 14 different countries.

“Welcoming these new Affiliate Members marks another step forward in expanding our unique global network that now brings together over 500 entities across the tourism ecosystem. Their inclusion reflects our commitment to fostering a geographically balanced and quality-oriented Affiliate Membership.

We’re excited to work hand in hand with our new members in driving forward the mission and vision of UN Tourism and advancing public-private collaboration in tourism,” said UN Tourism Director of the Affiliate Members and Public-Private Collaboration Department, Ion Vilcu.

Under the current admission procedure, the candidatures were submitted for consideration and approval of the 124<sup>th</sup> Executive Council after being previously reviewed and endorsed by the Committee on Matters related to Affiliate Membership (CMAM), during its 8<sup>th</sup> meeting that took place on 8 November. These candidatures are the result of the implementation of the expansion strategy of the Affiliate Membership, aiming at improving the quality and geographical balance of the affiliates’ network.

The admission of these new members was endorsed during the 26<sup>th</sup> Session of the UN Tourism General Assembly, in Riyadh, Saudi Arabia, from 7-11 November 2025.

You can find more information [HERE](#)



# UPCOMING EVENTS



UN Tourism

Save the Date

**Publication Launch:**  
**A Guide for the Development of Astrotourism**  
*by UN Tourism and Startlight Foundation*

Join us at FITUR 2026 for the official launch of "A Guide for the Development of Astrotourism"

Discover practical guidelines for designing and managing astrotourism products worldwide, and explore how this innovative, educational, and sustainable form of tourism is helping diversify destinations, empower communities, and protect dark skies as natural and cultural heritage.

Friday 23 January, 10:15-11:15  
Pavilion 12, IFEMA

(Fitur)



UN Tourism

Save the Date

**UN Tourism Affiliate Members Corner:**  
**Cross-Sector Value in Tourism**

Discover from Affiliate Members' best cases and examples on how cross-sector collaboration enhances value creation, innovation, and destination competitiveness, generating benefits that extend well beyond the industry itself.

Friday 23 January, 11:30-13:00  
FiturtechY, Sustainability Forum, Pavilion 12, IFEMA

Media Partner

(Fitur) ATREVIA

# UN TOURISM HIGHLIGHTS

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## International Tourist Arrivals up 5% in the First Nine Months of 2025

International tourist arrivals (overnight visitors) grew 5% in January-September 2025 compared to the same period in 2024 and 3% above pre-pandemic year 2019.

According to the latest edition of the World Tourism Barometer, over 1.1 billion tourists travelled internationally between January and September this year, about 50 million more than in the same period of 2024.

Results reflect sustained travel demand throughout the year despite high inflation in tourism services and mixed traveler confidence due to geopolitical and trade tensions. The third quarter saw a 4% increase over 2024 with a strong Northern Hemisphere summer season.

According to IATA, international air traffic (RPKs) grew 7% in January-September 2025 versus the same months of 2024. International air capacity (ASKs) increased 6% in this nine-month period. Global occupancy in accommodation establishments reached 68% in September 2025, matching the rate of September 2024 (based on STR data).

Monthly data on international tourism receipts show strong visitor spending in several destinations through September 2025. Japan (+21%), Nicaragua (+19%), Egypt (+18%), Mongolia and Morocco (both +15%), Latvia (+13%), Brazil (+12%) and France (+9%) were among the best performers in terms of growth in receipts in the first nine months of 2025.

Strong demand can also be seen in outbound spending from some large markets such as the United States (+7% through August), France (+5%), Germany and Italy (both +4%), as well as Spain (+15% through August) and the Republic of Korea (+7%).

According to UN Tourism's projection in January this year, international tourist arrivals are expected to grow 3% to 5% in 2025. While results through September are in line with UN Tourism's forecast, factors such as high travel prices and a challenging geopolitical environment remain important downside risks.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## Tourism Advances Climate Action at COP30 with Stronger Governance and Adaptation Focus

Tourism reaffirmed its growing role in global climate action at COP30, building on the momentum from COP29. Over two dedicated Tourism Thematic Days (19–20 November), UN Tourism and the Ministry of Tourism of Brazil convened a broad range of tourism stakeholders to advance solutions for a low-carbon and climate-resilient tourism sector.

Following its recognition in the COP29 Action Agenda, tourism again featured prominently, with discussions centred on strengthening governance through UN Tourism’s Interinstitutional Working Group on Tourism and Climate Action. Accelerating the implementation of the Glasgow Declaration Initiative on Climate Action in Tourism, which operates under the umbrella of the One Planet Sustainable Tourism Programme in collaboration with UNEP, was also a cross-cutting element to the discussions.

A key milestone was the inclusion of a Plan for Accelerated Solutions (PAS) for the tourism sector under the UNFCCC High-Level Climate Champions,

supporting a unified approach to measurement, mitigation and adaptation, with particular emphasis on stewarding forests, oceans and biodiversity.

The PAS aims to support the development a Global Partnership for Enhanced Climate Action in Tourism to scale up solutions and access to finance – a mechanism stemming from the COP29 Declaration on Enhanced Climate Action in Tourism, which was endorsed by 70 governments, under the leadership of the State Tourism Agency of Azerbaijan.

In the spirit of the global mutirão, the Tourism Thematic Days on site were complemented by the Global Sessions on Climate Action in Tourism, organized with Travalyst and The Travel Foundation in collaboration with UN Tourism.

A special signing ceremony of the Glasgow Declaration on Climate Action in Tourism welcomed new signatories, including the iconic Christ the Redeemer Sanctuary in Rio de Janeiro, further broadening the global community committed to climate-aligned tourism pathways.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## **UN Tourism joins AWE in delivering practical solutions for more accessible and inclusive tourism businesses**

UN Tourism – in cooperation with the Agency for Business and Economic Development (AWE) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) – have released practical guidelines helping businesses from across the sector enhance their impact by increasing accessibility.

Released on the occasion of International Day of Persons with Disabilities, the Accessibility Guidelines for Tourism Businesses outline five practical steps for travel and tourism companies to follow. These include growing revenue by reaching a broader customer base, strengthening brand reputation, and planning cost-effective improvements to boost accessibility. By following these steps, accommodation establishments, travel agencies, transport companies, and destinations can create inclusive, user-friendly environments, deliver higher-quality services, and support sustainability by engaging a more diverse local workforce.

More than 1.3 billion people live with severe disabilities, and almost half of all people over 60 have a disability.

Customers with disabilities, specific access requirements, seniors and their families may represent up to one third of the global market. Low accessibility can therefore signal exclusion, resulting in negative reviews and reputational damage, affecting revenues.

A long-term focus on accessibility makes businesses stronger. Evidence shows that companies prioritizing disability inclusion enhance financial performance, foster innovation, and build more competitive organizations. Companies leading in disability employment tend to outperform their competitors, achieving up to 28% higher revenue, double their net income, and 30% higher economic profit margins. Disability-inclusive companies also grow profits up to four times faster and benefit from higher employee retention among workers with disabilities.

The Guidelines were laid out in an accessible format by the ONCE Foundation. They will be presented in the coming days at major events on Accessibility in Ecuador and Cuba. Additional promotional initiatives are planned with UN Tourism's German partners from AWE throughout 2026 to support businesses in embracing accessibility and the growing opportunities it brings.

You can find more information [\*\*HERE\*\*](#)



# AFFILIATE MEMBERS NEWS

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## Viristar Offers Adventure Safety Accreditation

Viristar offers an Adventure Safety Accreditation service designed for adventure tourism, travel and outdoor programs. This accreditation is an impartial, trusted recognition of quality risk management. Adventure safety accreditation from Viristar indicates that an organization has met widely accepted industry standards of good safety practice.

The accreditation standards establish good practice criteria for risk management of outdoor, adventure, travel and experiential programs. In order to gain accreditation, an organization must show evidence that it meets all standards applicable to its operations.

The Adventure Safety accreditation standards are documented in the Adventure Safety Accreditation Standards Manual. The Accreditation Standards Manual provides over 100 pages of detail on the adventure safety accreditation standards, including explanations of each standard along with explanatory notes, suggestions, and good practice guidance.

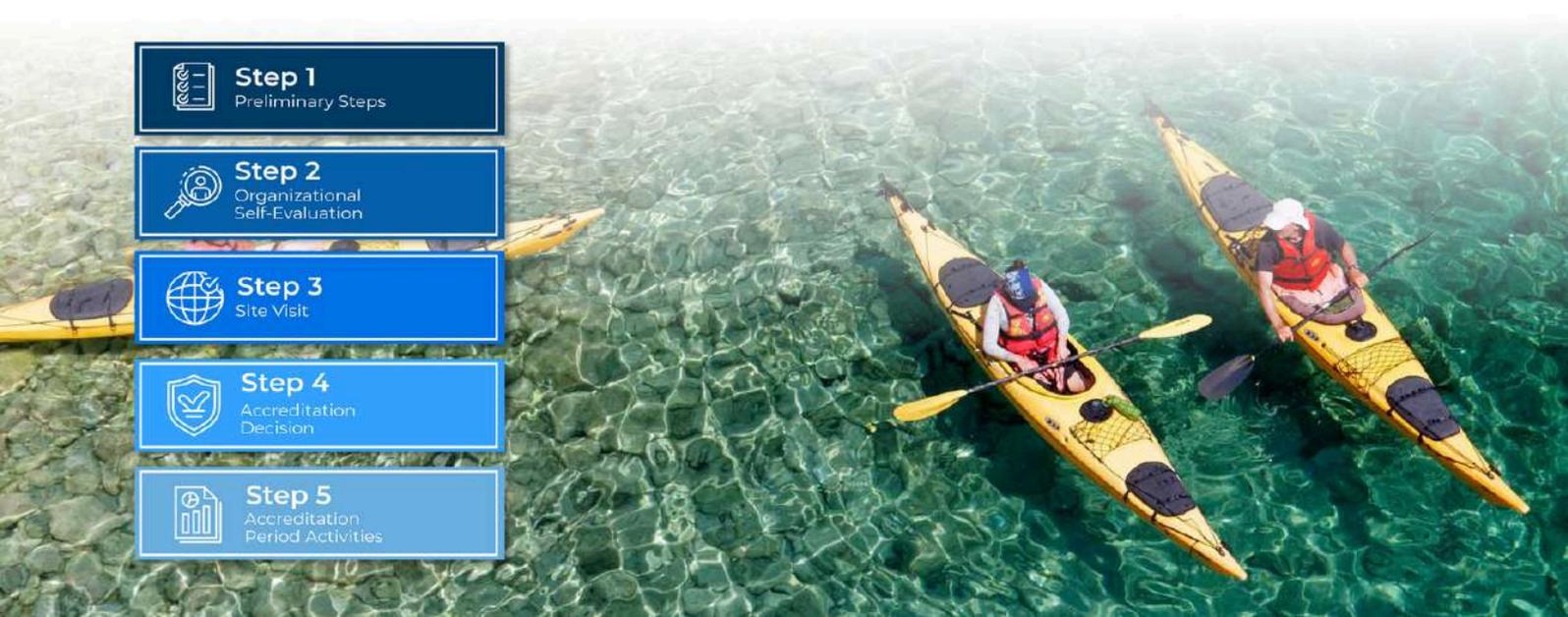
With decades of experience in accreditation and audit systems, Viristar brings extensive expertise to this service. The organization has conducted risk management reviews for outdoor, experiential, travel, and adventure programs across multiple countries and continents. These assessments use Viristar's established good practice standards as a benchmarking tool to evaluate performance. The Adventure Safety Accreditation Standards have been carefully developed over many years, shaped by feedback from adventure programs worldwide, including those in Asia, Africa, the Americas, Oceania, and Europe.

A diverse range of organizations — from government entities and corporations to associations, nonprofits, and educational institutions — have trusted Viristar to provide impartial, high-quality evaluations of their adventure-based programs, ensuring they align with industry best practices.

To learn more about Adventure Safety Accreditation, visit <https://www.viristar.com/accreditation/> or contact Viristar at [info@viristar.com](mailto:info@viristar.com).



**VIRISTAR.**



## AFFILIATE MEMBERS NEWS

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### VAI TURISMO CLOSES FIRST CYCLE OF WORKSHOPS WITH PROJECTIONS FOR 2026

The Vai Turismo – Rumo ao Futuro program, promoted by the National Confederation of Trade in Goods, Services and Tourism, through the Business Council of Tourism and Hospitality, in partnership with GKS Territorial Intelligence, concluded its first cycle of preparatory workshops, involving about 500 institutions, public and private, in all 27 Federation Units. The initiative, carried out with the support of the State Trade Federations, aimed to review achievements of the last three years and prepare public policy recommendations for 2026.

Between 2021 and 2022, 56 workshops and more than 100 technical meetings were held, mobilizing 1,800 professionals, generating a robust collection of proposals (48 regional recommendations, 359 state proposals, and 52 municipal proposals). As a result, Tourism was part of 100% of the Government Plans of the candidates elected in 2022. The Tourism Competitive Intelligence Panel platform accounts for 2,634 projects: 1,413 updated and 1,221 new ones in 2025.

The end of the cycle reaffirms the program's ability to influence the public agenda and consolidates Tourism as a strategic axis for national development. The working groups will remain active until 2026, focusing on innovation and mobilization to strengthen perennial public policies for the sector.

“We reached another milestone in the construction of public policies and in the national articulation of tourism with the closing of this first cycle of preparatory workshops for the program. The breadth of participation highlights the program's commitment to ensuring a comprehensive and democratic representation of the various voices of tourism”, highlights the CNC-Sesc-Senac System's President, José Roberto Tadros.

For Alexandre Sampaio, the CNC's Director responsible for Cetur, these numbers “demonstrate the strength of dialogue and collaborative construction, valuing a process that brings together government, market and organized civil society around long-term guidelines for Brazilian tourism”.



VAI  
TURISMO

## AFFILIATE MEMBERS NEWS

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### **Diriyah forges a long-term agreement with King Saud University and welcomes Apple to Open Iconic Flagship Store in Diriyah Square**

Diriyah Company has announced two milestones reflecting its long-term development approach, bringing together academic collaboration and global private-sector investment within Diriyah comprehensive master plan.

Apple has agreed a lease to open an iconic flagship store in the heart of Diriyah Square. The agreement follows Apple's announcement that it will launch several flagship stores across Saudi Arabia starting in 2026, with the Diriyah location situated near the UNESCO World Heritage Site of At-Turaif.

The flagship store marks a significant milestone in the development of Diriyah Square as a leading lifestyle and retail destination, combining global brands with authentic Saudi heritage in a carefully curated urban setting.

This move emphasizes the Kingdom's ambition to emerge as a regional hub for multinational companies in the region,

accelerate direct investment, and advance growth by driving globally competitive national business development.

The company signed a 70-year long-term lease agreement with King Saud University, represented by its investment arm Riyadh Valley Company. The agreement covers a 552,000 square meter site located within Diriyah and enables development in line with the project's overall master plan.

The partnership is designed to maximize the value of university assets through a sustainable investment model, support the knowledge economy, and strengthen integration between academic institutions and major national development initiatives. The university's leadership described the agreement as a step toward financial sustainability and an example of a high-quality, long-term partnership shaping the role of universities in national development.

Together, these developments highlight Diriyah's integrated development model, which brings education, culture, retail, and placemaking together into a single long-term vision.



## AFFILIATE MEMBERS NEWS

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### Guimarães Achieves New Milestone, This Time in Sustainable Tourism

Guimarães is once again establishing itself as a national and international reference in sustainability, having achieved the Silver level in the EarthCheck certification scheme. This recognition comes after a rigorous evaluation process, supported and advised by IPDT – Tourism Intelligence, and arrives at a particularly significant moment for the region.

The city has been designated the European Green Capital 2026, a title that recognises a solid, consistent, and strategically oriented path towards sustainable development. This distinction is complemented by others, including its status as a pilot city in the Circular Cities & Regions Initiative, its membership in the Green City Accord, and its endorsement of the Circular Cities Declaration. In 2023, the city also received the highest rating from the Carbon Disclosure Project, being the only Portuguese city to reach this level of recognition.

From an early stage, Guimarães has pursued an integrated and collaborative approach, engaging public institutions, private organisations, universities, and the wider community.

This vision is embodied in the Guimarães 2030 brand, which encompasses a broad range of innovative projects, including Bairro C, the Laboratório da Paisagem, the Brigadas Verdes, and the Guimarães Climate Pact, signed by over 100 companies and institutions, aiming for carbon neutrality by 2030.

Beyond these initiatives, benchmarking results obtained through the certification process demonstrate the effectiveness of the work conducted. According to these data, in Guimarães:

- Potable water consumption stands at 50.9 kL per person year.
- Waste sent to landfill is 0.28 m<sup>3</sup> per person year;
- Habitat conservation area covers 56% of the city, with green spaces comprising 73.8%.

IPDT – Tourism Intelligence is proud to have supported this process, contributing its expertise in sustainable certification consultancy for tourist destinations and providing a strategic vision aimed at consolidating sustainability within the tourism sector.



## AFFILIATE MEMBERS NEWS

### The SHTM Celebrates Hong Kong's Best in Hospitality with First-Ever IMPACT Service Excellence Awards

The Hong Kong Polytechnic University's School of Hotel and Tourism Management (SHTM) celebrated a major milestone at the IMPACT2025 Conference Gala Dinner on 9 December 2025 at Hotel ICON. In the presence of industry leaders, global scholars and innovators, the SHTM unveiled the inaugural SHTM IMPACT Award 2025 for Service Excellence – Hotel Industry, honouring hotels that exemplify exceptional guest service.

Jointly organised by the SHTM and CoStar Group Academic Engagement, IMPACT2025 is the School's flagship conference. This year, the School advanced its stewardship of the industry by introducing a new award designed to honour hotels that truly elevate Hong Kong's hospitality experience.

This new award recognises exceptional service performance among Hong Kong hotels based on the Hong Kong Tourist Satisfaction Index (TSI), developed by the Research Centre for Digital Transformation of Tourism (RCdTT) of PolyU SHTM. Leveraging large-language-model analysis of over 1.25 million TripAdvisor reviews written between 2012 and 2024,

the TSI provides one of the most comprehensive views of Hong Kong's service landscape to date.

Drawing insights from 13,694 service providers across five tourism sectors, the TSI evaluates performance in tangibles, reliability, responsiveness, assurance and empathy. In the hotel category, properties with at least 500 inbound tourist reviews between August 2024 and August 2025 were considered. The winners of the SHTM IMPACT Award 2025 for Service Excellence – Hotel Industry (in alphabetical order) are:

- Grand Hyatt Hong Kong
- Mandarin Oriental, Hong Kong
- Nina Hotel Causeway Bay
- Rosewood Hong Kong
- The Ritz-Carlton, Hong Kong

"These awardees epitomise the pinnacle of Hong Kong's hospitality", said Professor Haiyan Song, Associate Dean of the SHTM and Director of the RCdTT. "Their accomplishments demonstrate an unwavering commitment to exceptional guest experiences, cementing Hong Kong's status as a world-class tourism destination".



SCHOOL OF HOTEL AND TOURISM MANAGEMENT



## AFFILIATE MEMBERS NEWS

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### **TOPOSOPHY to Deliver Stakeholder Engagement Plan for Edinburgh's Night-Time Economy**

TOPOSOPHY is delighted to have been appointed by the City of Edinburgh Council to lead the Stakeholder Engagement Plan for Edinburgh's Night-Time Economy (NTE), supporting a more coordinated, resilient and future-ready approach to after-dark activity across the city.

#### About the Project:

Edinburgh is renowned worldwide for its historic character, cultural depth and year-round festivals. Yet its night-time economy is equally central to the city's identity, shaping community wellbeing, business vitality and the overall quality of the visitor experience.

In Edinburgh, as in many contemporary cities, a thriving NTE is increasingly recognised as a cornerstone of a competitive and sustainable visitor economy, enriching destination appeal, extending dwell time and supporting diverse, vibrant urban life.

To advance this vision, TOPOSOPHY has been commissioned to develop a structured engagement approach that strengthens communication and collaboration across the extensive network of organisations active in Edinburgh's NTE.

This includes partners in culture, hospitality, transport, safety, business and community development, all of whom contribute to the city's after-dark ecosystem.

- **Delivery Modules:**

In-depth analysis of existing NTE relationships, engagement patterns and ecosystem dynamics.

- **Partnership Opportunities:**

Identification of collaboration gaps and opportunities to enhance alignment with wider city and visitor strategies.

- **Stakeholder Engagement Programme:**

Interviews, discussions and targeted outreach to gather insights and support trust-based collaboration for future investment.

- **Advocacy & Alignment:**

A practical framework defining models, roles, communication channels, partnership mechanisms and coordinated pathways for action.

**TOPOSOPHY**  
PLACE MAKING & MARKETING AGENCY





The UN Tourism Affiliate Members and Public-Private Collaboration Department is responsible for the management of the partnership between UN Tourism and the public and private sectors.

Contact us at: [am@unwto.org](mailto:am@unwto.org)

*UNprecedented Perspectives  
by UN Tourism Affiliate Members*