

Concept note
ITB 2026 – Ministers’ Summit
Empowering Emerging Destinations: From Potential to Performance
ITB Berlin 2026 | Berlin, Germany

Global tourism is recovering strongly, and emerging destinations are growing faster than ever.

In 2025, international tourist arrivals rose by nearly 60 million versus the previous year, reinforcing tourism’s role in economic growth, jobs and development.

But rapid growth can strain institutions, infrastructure, communities and natural assets without strong governance, long-term planning and skills.

Against this backdrop, the **UN Tourism Ministers’ Summit at ITB Berlin 2026**, organised with its Affiliate Member Messe Berlin, will convene ministers and private sector leaders to share practical approaches to managing growth and ensuring it is inclusive, sustainable and resilient.

The discussions will focus on:

- Governance frameworks to guide and manage tourism growth
- Investment aligned with destination priorities and community benefits
- Skills and human capital for inclusive and sustainable growth
- Data and digital tools for planning, decision-making and innovation

Public-private collaboration will be central. Governments set policy and frameworks while the private sector brings investment, expertise and innovation.

Participants will identify practical solutions and pilot projects that can be adapted across regions, turning dialogue into concrete action for emerging destinations.