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Message of the Chair of the 126th Executive Council
Her Excellency Ms. Fernanda Norat, Deputy Minister of Tourism of the Federative Republic of Brazil

Excellencies,

Tourism remains one of the most powerful engines of economic growth, job creation, and social inclusion. However, we must also recognize that the sector continues to face significant challenges. Geopolitical tensions, economic uncertainty, climate impacts, and global disruptions are directly affecting tourism flows, investments, and confidence.

In this context, I would like to express my hope that the current international challenges will be overcome as soon as possible, in favour of peace, stability, and the well-being of all nations. The recovery and sustainability of tourism depend fundamentally on a stable and cooperative international environment and we recall the importance of multilateralism as a key factor for global stability.

The cost of instability to our sector is real and substantial. Tourism is often among the first sectors to be impacted and one of the last to fully recover. This reality demands from us a more coordinated, resilient, and forward-looking approach to emerge stronger and more sustainable than ever before.

At the recent General Assembly, we witnessed inspiring examples of innovation shaping the future of tourism. The UN Tourism Artificial Intelligence Challenge highlighted the transformative potential of technology, and I am proud to note that Smart Tour, from Brazil, was recognized as the overall winner — a testament to the creativity and capacity of our entrepreneurs.

Brazil has also taken on an active leadership role in advancing climate action within tourism, having been elected Chair of the Working Group on Tourism and Climate Action, with the Maldives and Antigua and Barbuda serving as Vice-Chairs. This reflects our firm commitment to aligning tourism with the global climate agenda.

Dear Excellencies,

Our task is clear: to ensure that tourism continues to evolve as a resilient, sustainable, and inclusive sector, especially to promote the empowerment of women. We must strengthen cooperation, embrace innovation, and reinforce our commitment to responsible growth.

In this regard, Brazil is honoured to serve as Chair of the Working Group on Tourism and Climate Action, followed by the Maldives and Antigua and Barbuda as Vice-Chairs. The Working Group is dedicated to the development of strategies to address climate change in tourism, with a strong focus on innovation and capacity-building.

It shall propose, recommend, coordinate, and support the development of concrete, actionable, and scalable strategies to address climate change in the tourism sector, in accordance with the Budget and Programme of Work of the Organization. Additionally, the Working Group acts as a governance mechanism for the Global Partnership for Enhanced Climate Action in Tourism, reinforces the implementation of the Glasgow Declaration Initiative on Climate Action in Tourism, and operates in coordination with the Committee on Tourism and Sustainability.

In particular, the Working Group shall prepare and submit to the Executive Council:

- a) A two-year work plan for climate action in tourism, in support of global climate goals;
- b) Annual progress reports;
- c) Policy briefs and guidance documents for Member States and stakeholders, in accordance with the work plan.

As Chair of this Council, Brazil remains fully committed to fostering dialogue with all players, including the Affiliate Members, in order to build consensus and advance in initiatives that benefit all Member States.

Thank you very much.
