

Report of the Secretary-General



UN Tourism

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**EXECUTIVE
COUNCIL**

Toledo, Spain
10-11 June 2026

The Programme's Priorities:

Governance, standards and presence

Market intelligence, product development

Sustainability, Inclusiveness and Resilience

Enabling economic growth, boosting
investment and innovation.

Investing in people



UN Tourism
26th General Assembly

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Governance, standards and presence

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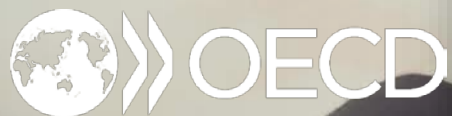
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United Nations
Climate Change



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Commission européenne
Europese Commissie

An aerial photograph of a winding asphalt road that forms a large, stylized 'S' shape through a dense forest. The trees are in various stages of autumn, with some showing vibrant orange and yellow leaves, while others remain green. The road has white lane markings and a few small vehicles are visible in the distance.

EUROPEAN TRAVEL COMMISSION

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The Andorra Tourism Law

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Tourism Law Observatory in Uruguay

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Dominican Republic: Tourism Framework Law

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Statistical Framework for Measuring the Sustainability of Tourism

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**Market intelligence, product
development**

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**BEST
TOURISM
VILLAGES**
by UN Tourism

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The background of the entire image is a photograph of several wind turbines silhouetted against a vibrant sunset sky. The sun is low on the horizon, creating a warm orange and yellow glow. The turbines are of varying heights and are scattered across the landscape. The overall mood is serene and sustainable.

**Sustainability,
Inclusiveness
and Resilience**

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COP30
BRASIL
AMAZÔNIA
BELÉM 2025

TOILETS

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The background of the entire slide is a photograph of numerous icebergs floating in a dark sea under a vibrant sunset sky. The sky transitions from a deep orange near the horizon to a dark purple at the top. The icebergs are white and blue, with some showing jagged, dark rock formations. Overlaid on this image are several large, semi-transparent geometric shapes: a large circle on the right and a large triangle on the left, both in a dark blue-grey color.

INSTO

International Network
of Sustainable Tourism
Observatories

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INTERNATIONAL YEAR OF
**SUSTAINABLE AND
RESILIENT TOURISM**
#IYSRT2027

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A woman with dark hair in a bun, wearing a blue blazer and a patterned top, stands on a stage holding a tablet and gesturing with her other hand. Behind her is a large screen displaying a woman's face and the words 'LEADERSHIP SKILLS'. In the foreground, the backs of several audience members' heads are visible as they sit in grey chairs.

**Ensuring more women
are able to move into
leadership positions**

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Framework Convention on Tourism Ethics:

Albania, Ecuador, Lebanon,
Nigeria, and Seychelles

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Economic growth,
investment and
innovation

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Artificial Intelligence

GLOBAL STARTUP

CHALLENGE

Powered by:



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TOURISM DOING BUSINESS
INVESTING IN

BULGARIA

TOURISM DOING BUSINESS
INVESTING IN

SAUDI ARABIA

TOURISM DOING BUSINESS
INVESTING IN

LITHUANIA

TOURISM DOING BUSINESS
INVESTING IN

MEXICO

TOURISM DOING BUSINESS
INVESTING IN

ANGOLA



**Latin
America and
the Caribbean**

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A group of four hikers, two men and two women, are standing on a rocky mountain peak. They are all wearing backpacks and have their arms around each other's shoulders, looking out over a vast landscape. The landscape features a winding river in the foreground, rolling hills, and a large body of water in the distance. The sky is filled with soft, white clouds, and the overall lighting is warm and golden, suggesting a sunrise or sunset. The image is framed by a large, stylized white graphic that resembles a stylized 'E' or a series of overlapping circles.

Investing in people

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Because for many of
us, tourism was more
than a first job

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Investing in people
remains one of the
most important
investments

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Online Academy

Serving over 60,000 users globally

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Innovative training programme through WhatsApp

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Uzbekistan

An Academy to nurture tourism talent

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Tourism changes lives.
Our responsibility is to
ensure it changes more
of them

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**A future shaped
by what we build
together**

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