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Agenda item 3
Progress report on the Management vision for 2026-2029

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UN Tourism Pass

Executive summary

UN Tourism Pass is a global digital platform developed by the Secretariat to facilitate tourism investment across Member States. It presents standardized country and project information and comparable investment intelligence in a single place, so that investors and operators can take better-informed decisions and tourism investment opportunities in all regions gain international visibility.

The initiative forms part of the Management Vision and builds on the mandate of the 26th session of the General Assembly for a South-South Investment Promotion Platform. It is an extrabudgetary project funded, to date, exclusively by the Republic of Angola, with a budget of EUR 5 million disbursed in tranches, pursuant to a Cooperation Agreement signed on 28 October 2026. It entails no direct or indirect financial obligations for the Regular Budget.

The Executive Council is invited to endorse the UN Tourism Pass initiative.

UN Tourism

DRAFT DECISION[1]

Agenda item 3
Progress report on the Management vision for 2026-2029
(document CE/127/3 RC-1)

The Executive Council,

Having examined the report of the Secretary-General on UN Tourism Pass,

1. *Endorses* the development and implementation of UN Tourism Pass, as presented in document CE/127/3 RC-1, as an initiative within the framework of the Management Vision and funded to date by the Republic of Angola;

2. *Expresses its appreciation* to the Republic of Angola for its founding financial support;

3. *Requests* the Secretary-General to ensure that implementation proceeds in accordance with the Organization's legal framework on the basis of confirmed extrabudgetary funding, approved staffing and operational arrangements, and the required internal approvals, without direct or indirect additional financial obligations for the Regular Budget or the Members; and

4. *Further requests* the Secretary-General to report at subsequent Council sessions on implementation and funding of UN Tourism Pass.

[1] This is a draft decision. For the final decision adopted by the Executive Council, please refer to the Decisions document issued at the end of the session.

I. UN Tourism Pass

A. Background and rationale

1. Investment is a precondition for tourism development, and strengthening the capacity of Member States to attract investment into the sector is a central component of the mandate of UN Tourism. Tourism investment contributes to job creation, infrastructure development, innovation and the expansion of value chains.

2. Yet the global tourism investment ecosystem remains fragmented. Governments often identify priority opportunities, but these frequently lack international visibility and do not reach potential investors in a structured and credible manner. Investors, for their part, face difficulties in accessing reliable, standardized and comparable project pipelines and country data. The effects are unevenly distributed: some regions have historically attracted far less investment than their potential would justify, not for lack of opportunity but for lack of a comparable channel through which that opportunity can reach global capital.

3. The 26th session of the General Assembly, by resolution 793(XXVI), approved the institutionalization of the UN Tourism Africa and Americas Summit (CAF-CAM) and the creation of a Mechanism for South-South Cooperation (document A/26/15 rev.2), whose Component 2 calls for a South-South Investment Promotion Platform. UN Tourism Pass builds on that mandate and scales it to a global platform serving all Member States, within the framework of the Management Vision. The Council is now invited to endorse the worldwide implementation framework described in this report, within its statutory competence and without prejudice to matters reserved to the General Assembly.

B. Mission and objectives

4. UN Tourism Pass is conceived as the first global, non-commercial platform dedicated to tourism investment: a space where investment opportunities are made visible and can compete on the strength of their potential, and which serves as a global showcase for the investment pipeline of each participating country.

5. The initiative aims to: (a) give international visibility to tourism investment opportunities in all regions, including those that have historically attracted less investment; (b) reduce information asymmetries between Member States and investors by providing standardized and comparable data; (c) shorten the investment cycle by consolidating credible opportunities and key country information in a single place; (d) reduce the technological gap between Member States, so that every participating country, whatever its digital capacity, has access to an investment promotion platform of international standard; and (e) support Member States in developing investment-ready project pipelines aligned with their national tourism strategies.

C. Main components

6. **Country profiles.** Concise, regularly updated country profiles inspired by the Tourism Doing Business series, bringing together investment data and other information relevant to investors, drawn from the Organization's data and from information provided by the country itself. They may evolve into interactive profiles in later phases of the project.

7. **Interactive project map and project pages.** A global map as the main gateway to the platform, allowing users to explore opportunities by country or by investment criteria, with a standardized page for each project.

8. **Tourism investment intelligence.** Indicators, analytics and visualizations drawn from the Organization's statistics and from external sources, offering comparability between countries without ranking Member States against one another.

9. **Matchmaking.** A function that helps investors and operators identify the opportunities most compatible with their criteria and, where there is mutual interest and consent, facilitates

institutional contact. These functions shall not provide investment recommendations, assess suitability, arrange transactions or imply endorsement of projects or participants.

10. **Investment materials.** Downloadable materials combining project information with the Organization's data, for use by investors and Member States. Standardized presentation does not certify a project's feasibility, bankability or suitability for investment.

11. The platform will be available at least in English and Spanish, with the possibility of extending it to other languages at a later stage subject to resources, and might incorporate a closed, bounded artificial-intelligence assistant operating exclusively on the platform's governed data, to make information more accessible to users. Its scope, safeguards, licences, costs and deployment will be subject to the agreed workplan and prior technical and legal review.

D. Participation

12. Participation is open to all Full and Associate Members and is free of charge. Each participating Member designates a national focal point, through which projects and country information are submitted to the platform. Participation is not conditional on becoming a donor.

13. Projects are accepted subject to eligibility and minimum completeness requirements, which follow a progressive approach so that early participation is not hindered by excessive documentary demands. In its initial phase, a limited number of projects per country may be published. The applicable requirements and procedures, which are currently under development, will be set out in the Terms and Conditions of the platform.

14. The information submitted is the responsibility of the Member that provides it, which remains accountable for its accuracy, completeness and lawfulness. UN Tourism reserves the right to refuse, suspend, correct or remove any content where appropriate. Such actions will not constitute verification, validation, certification or endorsement of the information by UN Tourism, nor imply any responsibility or liability on its part for the content published.

E. Role of UN Tourism

15. UN Tourism will act throughout as a neutral facilitator of information and institutional dialogue. It does not raise, channel or intermediate investment transactions, act as a broker, agent or adviser, or conduct due diligence on, endorse, validate, certify or recommend any project, investor or other participant. Users undertake their own assessment and any transactions directly with the relevant counterparties, at their own responsibility. No remuneration linked to an investment transaction or outcome shall accrue to UN Tourism. The necessary legal, data-protection and security safeguards will be in place before public release, consistently with the United Nations Personal Data Protection and Privacy Principles and applicable internal policies.

F. Implementation, duration and continuity

16. The platform will be designed, developed, deployed and operated progressively in three phases, as foreseen in the Cooperation Agreement between UN Tourism and the Ministry of Tourism of the Republic of Angola signed on 28 October 2026 (hereinafter the Cooperation Agreement): (a) a proof of concept, not open to the public; (b) a minimum viable product, with the core public functions of the platform; and (c) the progressive completion of the agreed functionalities. In the third phase, the investment memoranda may be complemented by an investment-project simulator. Any such tool will require confirmation of its agreed scope and funding and prior technical and legal review. Technical development is carried out by specialised contractors and experts procured in accordance with UN Tourism's rules and regulations.

17. The Cooperation Agreement runs until 31 December 2029, unless terminated earlier in accordance with its provisions. Operation and maintenance during that period, and orderly closure, must be covered by the Project's budget and implementation arrangements, without entailing any additional direct or indirect financial obligations for the Members. It is nevertheless conceived with a vocation of continuity beyond that period, subject to the identification of additional funding and to separate arrangements and the required internal and governing-body

approvals. There is no automatic commitment to continue the Platform beyond funded arrangements.

18. A premium subscription model is not planned at initial deployment. The possibility of introducing paid-access options in the future requires a defined operational and financial model, appropriate user terms, treatment of revenues under the applicable financial framework and all necessary approvals before activation. Endorsement of this report does not itself authorize such a model.

G. Funding and governance

19. UN Tourism Pass contributes to the Management Vision. At the 69th session of the Commission for Africa, held in Mahé, Seychelles, on 3 July 2026, the platform was initially presented as one of the core pillars of Project Unity (UNI-T), an initiative supported by the United Arab Emirates (conclusion CAF/CR/5(LXIX)). Under the Cooperation Agreement, UN Tourism Pass is implemented as a separate project from UNI-T, funded to date exclusively by the Republic of Angola. UN Tourism Pass is therefore legally and financially independent of UNI-T. Its activities under the Cooperation Agreement are funded separately from the contribution of the United Arab Emirates to the Tourism Acceleration Fund. Angola's contribution is not a contribution to that Fund.

20. The initiative is an extrabudgetary project funded to date exclusively by the Republic of Angola, with a budget of EUR 5 million to be disbursed in instalments, under the Cooperation Agreement, following a Memorandum of Understanding between the Parties signed in Mahé, Seychelles, on 3 July 2026. All project-specific direct costs, including personnel, and the applicable programme support costs are charged to the project resources. Implementation, operation, maintenance and orderly closure shall remain within the approved project budget and applicable financial authorizations, without creating direct or indirect financial obligations for the Organization’s regular budget. Should UN Tourism determine that the implementation, continuation or maintenance of the initiative may give rise, directly or indirectly, to additional financial obligations for Members, or otherwise require the approval of a competent governing body, it may suspend the Project until the required approval has been obtained. In particular, additional financial obligations for Members require the prior consent of the General Assembly pursuant to Financial Regulation 10.1(e).

21. The platform is designed, procured, operated and controlled by UN Tourism, in accordance with its rules, regulations, policies and procedures. The initiative remains open to the participation of further donors through appropriately approved arrangements.

22. The implementation of the Cooperation Agreement is monitored by a Steering Committee as described in the Cooperation Agreement: an internal advisory and monitoring mechanism composed of UN Tourism and Angola with no authority to bind the Organization or direct procurement, expenditure or personnel. Its Terms of Reference are being currently developed.

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