

News from the Croatian National Tourist Board



Croatian National Tourist Board Re-elected to the UNWTO Affiliate Members Committee!

Croatian National Tourist Board has been re-elected to the Board of Affiliate Members of the World Tourism Organization (UNWTO) for the term 2026–2029. These are the news reports coming from Riyadh, where the inaugural session of the UNWTO Affiliate Members Board was held. This is a significant achievement and a notable recognition for CNTB, accomplished amidst strong international competition. CNTB received an exceptionally large number of votes, confirming its prominent position among the leading institutions in global tourism.



"During the previous term on the Affiliate Members Committee, we successfully proposed and implemented numerous initiatives and programs, among which the organization of the 2nd World Congress of Sports Tourism in 2023 in Zadar stands out. This event gathered around 400 participants from around the world. In the previous period, we also actively participated in the work of the Accessibility Tourism Working Group and the Silk Road Working Group. The new mandate is extremely important for us as it allows the continuation of the activities we started, as well as the proposal and implementation of new projects that contribute to the international recognition and sustainability of Croatian tourism. Additionally, entering the new term opens up further opportunities for active contribution to the work of the Committee, especially in the context of preparing and implementing the new two-year work program of UNWTO Affiliate Membership," said **Kristijan Staničić**, Director of the Croatian National Tourist Board, who also attended the inaugural session.



The Affiliate Members Committee consists of 23 members, including 12 regional members, 8 global members, and 3 members appointed by the UNWTO Secretary-General. The committee functions as an advisory body to the organization's Secretary-General, with the aim of promoting sustainable, responsible, and competitive global tourism. Its main functions include integrating affiliate members into the goals and programs of UNWTO, developing and monitoring the work strategy for affiliate members, and contributing to the development of innovations, knowledge, and best practices in accordance with the Global Code of Ethics for Tourism and the principles of the United Nations.