



GLOBAL



YOUTH

TOURISM



SUMMIT



SORRENTO, ITALY

27 JUNE - 3 JULY

2022



POWERED BY



**You have just
turned the first
page of a new story.**

**We invite you to
continue to write
this story with us.**



The World Tourism Organization (UNWTO) is the specialized agency of the United Nations responsible for the promotion of responsible, sustainable and universally accessible tourism.

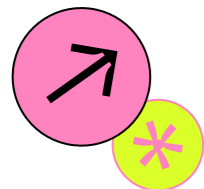


The world is home to the largest generation of young people in its history and it is expected to continue to grow. This has brought the necessity of developing new platforms for working with and for young people – at local, regional, national and international level.

For decades, the United Nations have recognized the vital contribution of the youth to the continued development of the societies. Moreover, as the leaders of tomorrow, it is pivotal that young people are informed about and engaged with the global vision for the future.

As responsible citizen and future leaders of the world, children and youth must have an opportunity to participate in the implementation the UN Agenda 2030 and contribute to the achievement of the Sustainable Development Goals.

Young generations are considered to be an important stakeholder in the efforts of achieving the SDGs. Youth, recognized as a major force for development and social change, have the potential to drive also the sustainable development in the tourism sector.



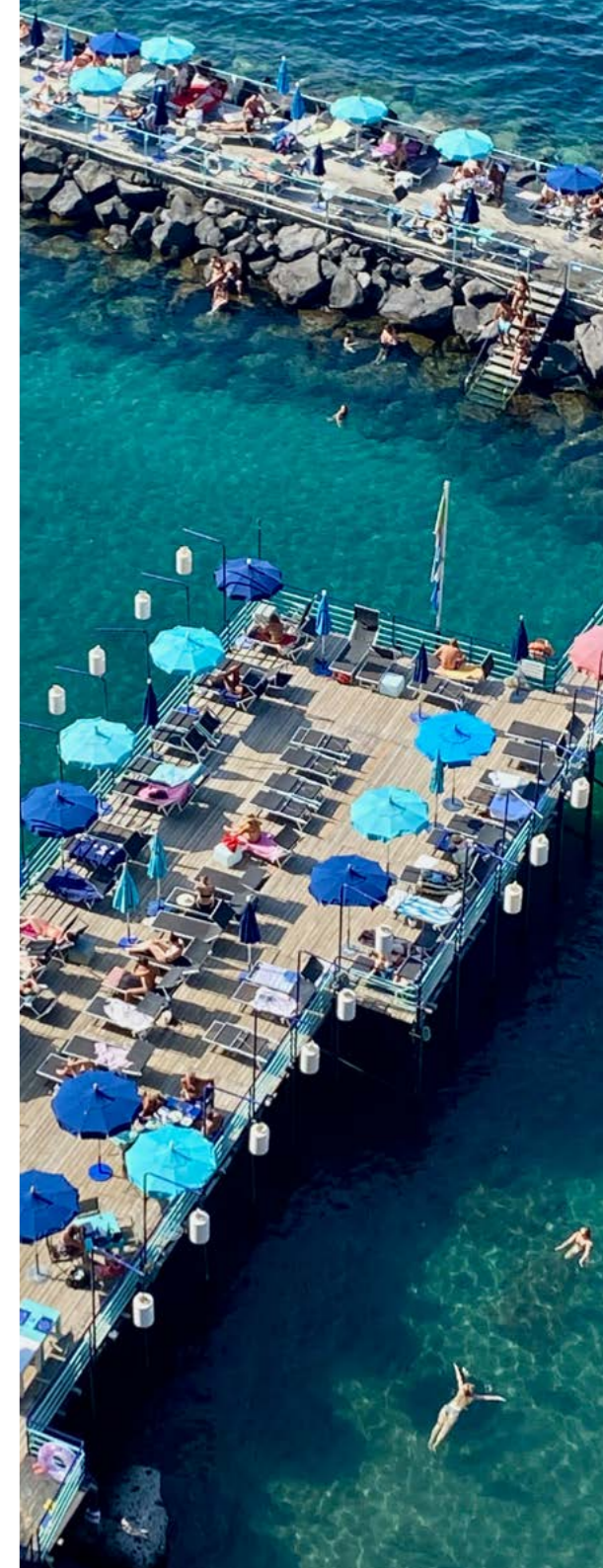
The Global Youth Tourism Summit (GYTS) will be a series of international events that will give children and youth a unique platform to share and discuss innovative ideas, visions and their proposals for the future of sustainable tourism within the global framework of the UN Agenda 2030 and 17 Sustainable Development Goals (SDGs).

The GYTS series will kick-off in Sorrento, Italy, from 27 June to 3 July 2022. The event will bring together children, youth, UN and government officials, representatives of the tourism industry, globally recognized celebrities, experts and other major stakeholders. They will be able to join the event either online or in person.



António Guterres
UN Secretary-General

"You have the talent, energy and ideals to prevent conflicts, defend human rights, secure peace, and realize the 2030 Agenda for Sustainable Development."



For young people, travel is a form of learning, a way to meet other people and explore other cultures. It is a means of self-development and an essential part of everyday life.

Youth tourism creates a diverse social and cultural understanding and fosters daily interaction between young people and their hosts.

Considering the rapid growth of youth tourism over the last decade, as well as its social, cultural, economic and environmental impact, it is essential to directly involve young people in the discussions and actions related to sustainable development and future of tourism industry.



Zurab Pololikashvili
UNWTO Secretary-General

"Youth's desire for self-development and innovation and their motivation to explore and experience new cultures are important driving forces of tourism. With only 10 years left to achieve the Sustainable Development Goals – the target that will determine the future of our societies, children and youth must have a say in the actions we take today, that will shape the tourism – and the world we live in tomorrow."



Prior to the main event in Sorrento, Italy, a series of online activities will take place to offer participants a platform for gaining new skills, exchanging knowledge, raising awareness, stimulating dialogue and networking.

This will allow them to promote peace, mutual understanding and sustainable development through tourism.

The activities will help them prepare for an active participation in the event, where they will be able to contribute to the shaping of the future policies of the global tourism.

The Global Youth Tourism Summit will enhance youth empowerment and engagement in tourism.





GYTS: YOUR SOCIAL LEGACY

By becoming a partner of the GYTS, you will support the organization of the first global event, dedicated exclusively to youth and tourism.

You will give voice to the tourism leaders of tomorrow.

Supporting the GYTS will position you as an advocate of children and youth, responsible tourism and sustainable development, with a worldwide visibility and opportunities to foster further collaborations and partnerships through networking with the global leaders of the tourism industry, public and private, including Ministers from 160 UNWTO Member States, high-level UN officials and UNWTO Ambassadors of Responsible Tourism.

Through our communication channels, your recognition and acknowledgment will go far beyond the global tourism community, placing you side by side the global brand of the UNWTO. You will increase your brand awareness and strengthen your image in the international community.

This is your opportunity to echo the alignment of your brand with the values of the United Nations. This is your opportunity to contribute to the implementation of the Agenda 2030 and the achievement of the SDGs.

We recognize that support can come in different shapes and forms, therefore we offer three options: financial contribution, in-kind contribution and mixed contribution.

Many supporters may be able to provide significant in-kind support and/or may wish to target their sponsorship for specific activities. Our tailor-made sponsorship opportunities are

adaptable to the needs of the supporter and take into account the combined value of financial contributions and in-kind support for the categorization of the partnerships:

PARTNERSHIP BENEFITS	BRONZE 10K €	SILVER 25K €	GOLD 50K €	PLATINUM 100K €
Logo featured on the website of the GYTS	○	●	●	●
Logo featured on the partners wall	○	●	●	●
Sampling logo and their promotional materials in the welcome bag	○	●	●	●
Provide the opportunity to sponsors for on-site branding		●	●	●
Logo featured in the press materials		●	●	●
Logo featured on the back of the participant badge		●	●	●
Special exposure during the registration procedure		●	●	●
Interactive presentation of the partner onsite of the GYTS			●	●
Targeted activity sponsorship (mention in the official agenda)			●	●
Invitation to the official reception with high-level government and UNWTO officials			●	●
Photo opportunity during the official reception with high-level government and UNWTO officials			●	●
Cobranded landing page for event Wi-Fi registration			●	●
Panelist invitation for the GYTS			●	●
Visibility on the website of the GYTS				●
Registration pass for children of representatives of the partner				●
Logo featured in the UNWTO newsletter				●
Logo featured in the official documentary video of the GYTS				●
Mention in the Opening Ceremony address of the UNWTO Secretary-General				●
Logo featured on the official declaration adopted by the GYTS				●
Posts on the official GYTS Instagram account	1	2	3	4
Mentions on the official UNWTO Twitter account			1	2

*Partnership packages and benefits are subject to confirmation and detailed individual partnership agreements will be signed with interested parties.

PROVISIONAL PROGRAMME

27 JUNE

Arrival Day
Orientation Meetings



28–30 JUNE

Plenary Sessions
Group Sessions
Masterclasses



1 JULY

UNWTO General
Assembly Simulation
Closing Ceremony



2 JULY

Fun Day



3 JULY

Departure Day



CONTACTS

For further information regarding partnership opportunities, please contact:
gyts@unwto.org

Ms. Alessandra Priante

Director

Regional Department for Europe
World Tourism Organization (UNWTO)
apriante@unwto.org

Mr. Peter Janech

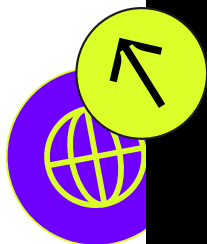
Deputy Director

Regional Department for Europe
World Tourism Organization (UNWTO)
pjanech@unwto.org

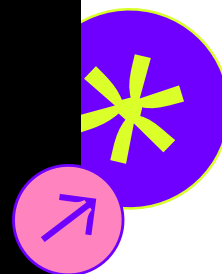
Ms. Nina Kusar

Project Specialist

Regional Department for Europe
World Tourism Organization (UNWTO)
nkusar@unwto.org



MINISTERO
DEL TURISMO
REPUBBLICA ITALIANA



POWERED BY

ITALIA

AGENZIA
NAZIONALE
TURISMO



www.gyts.org