

**Esteemed Secretary General, Distinguished Delegates, Ladies and Gentlemen,**

Allow me to present my warmest greetings to all of you and to congratulate the delegation of Azerbaijan on the accession of Azerbaijan as the 9<sup>th</sup> member of the D-8 Organization.

It is a great honor to welcome you all here, in Egypt, the country of an “unmatched diversity”, where we gather today in this Senior Officials Meeting ahead of the 4<sup>th</sup> D-8 Ministerial Meeting on Tourism.

It is a true pleasure to meet with peers from the D-8 Member States, a diverse group bound by shared values, rich heritage, and a common vision for development.

The D-8 Organization has proven itself to be a vital platform for strengthening cooperation among its Member States with the aim of boosting socio-economic growth, sustaining development and promoting the well-being of our peoples.

Member States have resolved to combine their efforts to accomplish tangible advancements especially in priority areas like trade, technology, and, of course, tourism. Tourism is not only an economic

driver, but a bridge that connects people enhancing tolerance and respect to other cultures and traditions.

Recognizing the impact of global developments on tourism and their impact on national economies, the need for better coordination and closer engagement among D-8 Member States is unquestionable.

We gather today, while the tourism industry is witnessing significant challenges and rapid shifts that have revolutionized the industry. The future of tourism will depend on how we respond to future environmental, socio-economic, and digital challenges.

In order to navigate tourism challenges and ensure a thriving industry, sustainable tourism is no longer optional. With the number of eco-conscious tourists increasing around the world, refraining from activities that result in environmental degradation and greenhouse gas emissions, promoting eco-friendly accommodations and ensuring low-impact tourism activities have become a necessity. Furthermore, destinations and travel business must adapt to digital transformation and invest in user-friendly websites, mobile apps, and digital marketing strategies to engage potential customers effectively. Additionally, the use of big data and analytics is essential for understanding consumer behaviors and predicting future trends. Furthermore, it is important to invest in advanced technologies, such as AI-driven customer support and real-time travel

updates, to meet customer expectations for seamless travel. Last but not least, ensuring inclusive growth within the tourism sector is vital for ensuring that the benefits of tourism are distributed equitably. Tourism activity should be harnessed to contribute meaningfully to the implementation of the Sustainable Development Goals (SDGs), improving, thus, the livelihoods of the local communities, helping small and medium-sized businesses to thrive, and allowing traditional cultural products and folklore to survive and flourish.

It is hence that we gather today to build on the momentum of the D-8 Strategy for Tourism Development, a roadmap that reflects our collective ambition to harness tourism as a tool for inclusive growth, sustainable development, and deeper cultural ties, as it promotes cooperation in areas such as capacity building, investment promotion, digitalization, innovation, marketing, and promotion of sustainable tourism.

While destinations around the world strive for a competitive position globally and for creating new opportunities and unique selling points, all D-8 Member States pride themselves on possessing huge potential for tourism development thanks to their natural and cultural assets. I am quite confident that there are many untapped opportunities and areas of development and growth.

Speaking of growth, and reiterating the importance of inclusive growth, I would like to mention that since H.E. Mr. Sherif Fathy, Minister of Tourism and Antiquities took office in July 2024, he has been driven by the notion of fostering inclusivity in the tourism sector aiming to create a sustainable tourism ecosystem that benefits not only the broader economy, but also the local communities, describing it as “The Tourism Economic Security”. This is the overarching principle of the ministry’s strategy.

Needless to say, the strategy responds to all challenges and updates recently mentioned. The Egyptian delegation will elaborate on that matter as we tackle the fifth item on today’s agenda.

**Esteemed Secretary General, Distinguished Delegates, Ladies and Gentlemen,**

I would like to conclude by reiterating that tourism can be a driver of solidarity and development. Let us work together with commitment and creativity to turn our strategies into tangible actions. Egypt stands ready to support and contribute to our shared vision. Let us all fully harness the power of tourism and pool our collective resources to bring people and communities together and achieve the welfare of our countries.

Last but not least, I would like to express my profound thanks to **you** **all** for the efforts executed to prepare for the meetings and for your participation, hoping that we enjoy constructive discussions and reap fruitful outcomes.

Thank you

**Agenda of the 5<sup>th</sup> D-8 Senior Officials Meeting  
on Tourism Cooperation  
5<sup>th</sup> of May 2025  
Marriott Hotel, Eugenie Hall**

Session	Item	Time	Remarks
<b>Registration 8:30 a.m</b>			
<b>OPENING SESSIONS</b>	<p><b>1. Opening Remarks and Introduction</b></p> <ul style="list-style-type: none"> <li>- Welcome remarks by host country, Egypt, by MS. Yomna El-Bahar, Vice Minister</li> <li>- Opening remarks by the D-8 Secretary General</li> </ul> <p><b>2. - Adoption of the Agenda</b></p> <p>The Chairperson may wish to present the agenda for consideration and adoption by the meeting</p> <p><b>3. Secretariat Report</b></p> <ul style="list-style-type: none"> <li>- The D-8 Secretariat may highlight the results /outcomes of the previous meeting based on the summary record of discussion.</li> <li>- The Chairperson may invite D-8 Member States to provide additional comments on the report</li> <li>- Presentation and discussion of the D-8 tourism promotional video.</li> </ul>	<b>10:00 - 11:30</b>	

	<p><b>4. Implementation Progress on D-8 Comprehensive Strategy on Tourism 2020-2030 and Crescent Moon Initiative</b></p> <p>- The Chairperson may invite Member States to provide comments on the implementation progress of the comprehensive Strategy on Tourism 2020-2030 and the Crescent Moon Initiative.</p>		
<p><b>Coffee Break</b> <b>11:30 - 12:00</b></p>			
<b>Working Session</b>	<p><b>5. Member States Country Presentations/Statements on Travel and Tourism Industry Development</b></p> <p>- D-8 Member States may present on the current state of the travel and tourism industry in their respective countries including investment opportunities and application of AI (not more than 10 minutes each).</p>	<p><b>12:00 - 12:45</b></p> <p><b>(5 mins for each member state)</b></p>	
<p><b>Lunch</b> <b>13:00 - 14:30</b></p>			
<b>Closing Session</b>	<p><b>6. Discussion on the Nomination of the D-8 Tourism City of the Year Award for 2026.</b></p> <p>The meeting will focus on the D-8 Tourism City of the Year Award for 2026, covering key aspects such as the nomination process, selection criteria, and the potential impact on</p>	<b>14:30 - 16:00</b>	

the winning city. Discussions will include the evaluation of candidate cities, strategies to enhance tourism cooperation among D-8 member states, and initiatives to promote cultural exchange and sustainable tourism development. Additionally, the meeting will explore ways to leverage the award to boost international visibility and economic benefits for the selected city.

### **7- Preparation for the 4th D-8 Ministerial Meeting on Tourism Cooperation**

- The Chairperson may invite the delegation of Egypt to brief the meeting on preparations for the 4<sup>th</sup> D-8 MMT to be held on 06 May, 2025, in Cairo, Egypt.
  - Draft Agenda
  - Draft Joint Media Statement
  - Draft Cairo Declaration on D-8 Tourism Cooperation 2025
- The meeting may consider the draft agenda and draft Joint Media Statement of the 4th D-8 MMT.
- The meeting may discuss and consider the draft Cairo Declaration on D-8 Tourism Cooperation 2025.

	<p><b>8- Date and Venue of Next Meeting</b></p> <ul style="list-style-type: none"> <li>▪ The Chairperson may invite Member States to volunteer for the 6th Senior Officials Meeting and the 5<sup>th</sup> D-8 Ministerial Meeting.</li> </ul> <p><b>9- Consideration and Adoption of the Report</b></p> <ul style="list-style-type: none"> <li>▪ The meeting may consider and adopt the report of the 5<sup>th</sup> Senior Officials Meeting on Tourism Cooperation.</li> </ul> <p><b>10- Closing Remarks</b></p> <ul style="list-style-type: none"> <li>▪ The Chairperson may deliver the closing remarks.</li> </ul>		
	<p><b>Dinner hosted by the Minister of Tourism and Antiquities of Egypt at the Grand Egyptian Museum</b></p>	<p><b>19:30</b></p>	

**Progress Report On D-8 Tourism Cooperation Agenda by His Excellency, Ambassador Isiaka Abdulqadir Imam, Secretary-General of the Developing-8 Organization for Economic Cooperation, presented to the D-8 Senior Officials Meeting on Tourism, 5 May 2025, Cairo, Arab Republic of Egypt**

**Honourable Chair,**

**Excellencies,**

**Distinguished Delegates, Ladies and Gentlemen,**

Permit me to go straight to the business of the day, which is to present the progress report, to this August gathering, of D-8 Senior Officials Meeting on Tourism. I am pleased to inform you that the D-8 Secretariat has made efforts to fulfil the mandate entrusted to it by the Honourable Ministers of Tourism of our Member States, since the 'Islamabad Declaration on Tourism, 2023'.

The Secretariat approached the Islamic Development Bank (IsDB) in 2023, to discuss the possibility of establishing a "D-8 Tourism Project Fund" facility, for the D-8 Organization. The request is still under consideration, at the IsDB. If approved, the facility will serve as a vital instrument for tourism infrastructures financing, and capacity-building programs, as well as joint marketing initiatives across our Member States.

As you are all aware, we have successfully launched the D-8 Tourism City of the Year Award, and the city of Antalya in the Republic of Türkiye, was designated as the first-ever D-8 Tourism City of the year 2025. Therefore, once again, I congratulate the Government of Türkiye, in particular the City of Antalya, for the various activities planned to celebrate this award.

Another key milestone achieved, during the period under review, is our collaboration, with Turkish Radio and Television Corporation (TRT), which culminated in the production of the first official D-8 Tourism Promotional Video. This video will be unveiled at today's meeting, for consideration of the member states. No doubt, this will serve as a testament to the Secretariat's unflinching commitment to enhance the visibility of D-8 destinations, in the member states, and globally.

Furthermore, the Secretariat participated actively, in several key tourism activities, organized across some of our Member States and beyond; these activities align with the spirit of the Islamabad Declaration, 2023. Notable events include:

- **The 17<sup>th</sup> Tehran International Tourism Exhibition,** Tehran, Iran, in February 2024.
- **Pakistan Tourism Symposium & Expo,** Islamabad, Pakistan, in June 2024.

- The 2<sup>nd</sup> International Tourism Investment Forum, **Jakarta, Indonesia**, in June, 2024.
- **Investment and Tourism Forum**, hosted by the one of our valued partners, World Tourism Forum Institute, (WTFI), in Kokand, Uzbekistan, in October 2024.
- **The 18<sup>th</sup> Tehran International Tourism and Related Industries Exhibition (TITE)**, Tehran, Iran, in February 2025.

During the period, under review, the Secretariat engaged the UN Tourism in discussions, aimed at establishing an MoU with the UN Body, to enhance cooperation on sustainable tourism development and capacity-building, as well as, data sharing.

Also, we are in the process of renewing the existing instrument of cooperation with the World Tourism Forum Institute, signed in 2020. We are hopeful that, through these two instruments, the D8 Organization would be able to foster greater collaboration and

promote member countries, as competitive global tourism destinations.

**Honourable Chair, Excellencies, Distinguished Delegates,**

Today's Senior Officials Meeting holds particular significance, as we shall deliberate and finalize the Draft Cairo Declaration on D-8 Tourism Cooperation 2025, to be submitted for adoption, at the Fourth D-8 Ministerial Meeting on Tourism, scheduled for tomorrow, 6 May 2025.

The Draft Cairo Declaration reaffirms our shared resolve to strengthen tourism cooperation, across a wide range of areas, including the application of AI to tourism promotion. At today's meeting, we will also commence discussions on the process that will lead to the selection of the D8 Tourism City of the Year for 2026.

## **Excellencies, Ladies and Gentlemen,**

The tourism landscape in the D-8 bloc has rebound significantly, post-COVID. Based on the recent data sourced from the United Nations World Tourism Organization (UNWTO) Reports 2024, the following statistics are noteworthy:

- **Türkiye** remains a global leader in tourism, welcoming 56.69 million tourist arrivals in 2023 and 62.20 million in 2024. This is driven by its diversified offerings of cultural and health tourism.
- **Malaysia** demonstrated a remarkable rebound, hosting 20.1 million tourists in 2023 and recording over 25 million arrivals in 2024.
- **Egypt** recorded 14.9 million tourist arrivals in 2023 and achieved 15.78 million visitors in 2024, marking a strong and resilient post-pandemic recovery.
- **Indonesia** continued its growth trajectory, attracting 11.48 million visitors in 2023 and surpassing 13.90 million arrivals in 2024.

- **Iran, Nigeria, Pakistan, and Bangladesh** have all reported year-on-year growth rates ranging from 16% to 22%, signaling a resilient sector.

### **Distinguished Delegates,**

Despite these achievements, intra-D-8 tourism flows remain relatively modest, constituting less than 10% of the total world tourist's traffic.

To address this issue, I would like to propose the following key policy recommendations, to this August gathering, for consideration:

- **Enhanced Air Connectivity:** We need to establish more direct flight routes and foster partnerships between national carriers, for code-share agreements, joint promotions, and special D-8 travel packages.
- **Facilitate Visa Policies:** We need to simplify and explore a D-8 Tourist Visa Facilitation Program, including e-visa programmes.
- **Promote Joint Festivals and Campaigns:** We need to establish an annual D-8 Festival of Culture, Food, and Arts to support sustainable tourism development.

In conclusion, **Honorable Chair, Excellencies, Ladies and Gentlemen**, I wish to state that tourism binds our diversity and serves as a vital force for peace, prosperity, and solidarity in the D8 bloc. Therefore, we must reaffirm our commitment to deepening tourism cooperation.

The D-8 Secretariat pledges its unwavering support to Member States, in this transformative journey. Let me assure you all that the Secretariat remains fully committed to supporting Member States in translating the decisions, that will be reached today, into impactful actions.

On that note, I wish you all productive deliberations and a successful outcome, at this important meeting.

I thank you for your attention.



**Welcome Remarks by His Excellency, Ambassador Isiaka Abdulqadir Imam, Secretary-General of the Developing-8 Organization for Economic Cooperation, at the D-8 Senior Officials Meeting on Tourism, 5 May 2025, Cairo, Arab Republic of Egypt**

**Honourable Chair,**

**Excellencies,**

**Distinguished Delegates,**

**Ladies and Gentlemen,**

*Assalamu Alaikum wa Rahmatullahi wa Barakatuh and Good*

*Morning,*

Please allow me to sincerely welcome all our distinguished D-8 Senior Officials on Tourism, and other delegations from Member States, to this Meeting, holding here in the City of Cairo.

I wish to convey my sincere gratitude to the Ministry of Tourism and Antiquities, as well as the Ministry of Foreign Affairs of the Arab Republic of Egypt, for organizing this important meeting, and for the warm hospitality extended to all delegations, including myself, and my delegation.

I am also delighted, to take this opportunity, to warmly welcome the Republic of Azerbaijan, as the newest Member of the D-8 Organization. As you would recall, the decision to admit Azerbaijan, as the ninth Member State, was taken during the 11<sup>th</sup> D-8 Summit, held here in Cairo, on 19 December 2024. Azerbaijan's accession brings fresh dynamism and renewed prospects for collaboration,

particularly in the fields of tourism, energy, trade, and cultural exchange.

At this juncture, **Honourable Chair, Excellencies, Distinguished Delegates,** I want to, once again, express my profound appreciation to the Government of the Arab Republic of Egypt, our host, for organizing this meeting.

I would like to seize this opportunity to inform you, Excellencies, that a comprehensive progress report, by the Secretariat, on the D-8 Cooperation Agenda on tourism, will be presented, shortly after this opening ceremony.

I thank you all for listening.

# NIGERIA EVERYWHERE



DESTINATION  
2030  
NIGERIA

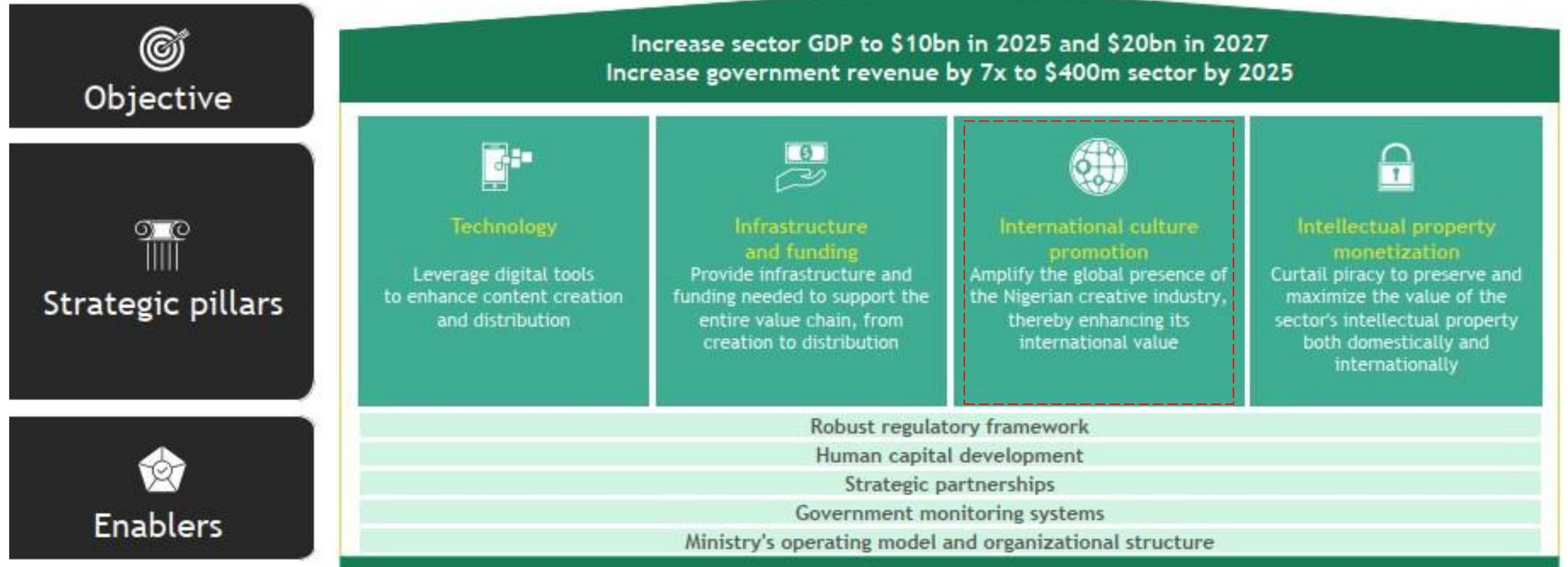


Exceptional talent  
and culture loved  
by the world.



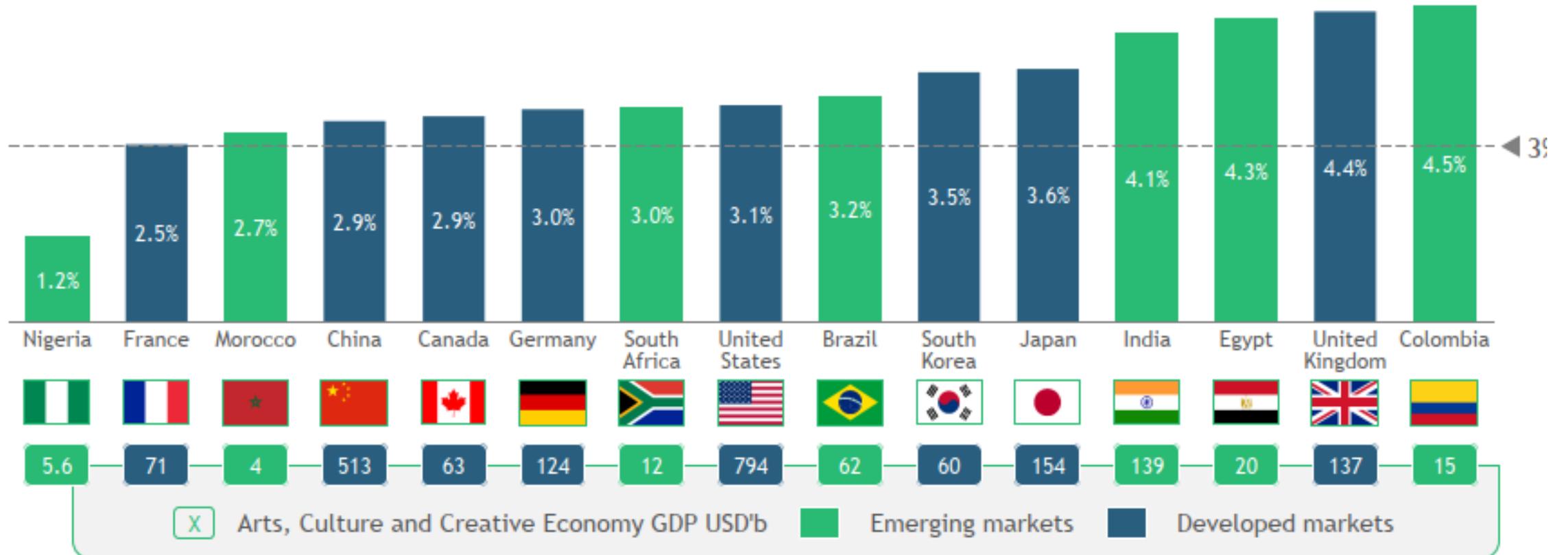
# International Culture & Tourism Promotion

## Key Strategic Growth Pillars in FMACTCE Roadmap



Central to the Strategy is expansion of GDP to meet or exceed global benchmarks..

Arts, Culture and Creative Economy % GDP<sup>1</sup> (2022)



Source: EY Analysis, BCG



# NIGERIA EVERYWHERE

**Proudly Shaping Culture**  
Nigeria is unmistakable

**An Open Canvas**  
Nigeria is unlimited

**A Global Influence**  
Nigeria is everywhere



# GLOBAL SOFT POWER EVENTS



In 2023 we launched  
Destination 2030, Nigeria Everywhere.

A national strategy and transformative  
blueprint set to establish Nigeria as the  
leading global hub for arts, culture, and  
creativity

Since inception, we have made significant  
progress in showcasing Nigeria's creative  
industries globally

Improving Nigeria's global soft power ranking by  
14 places and positioning the country as an  
attractive destination for creative industry  
investment.



from the Davos World Economic Forum  
TO OUR event during the 79<sup>th</sup> United Nations General Assembly,  
AND the Creative Africa Nexus Weekend (CANEX WKND) 2024  
These events have introduced Nigeria's diverse cultural assets to international investors and audiences.



# World Economic Forum Davos 24

**ABOUT DESTINATION 2030**

Destination 2030, Nigeria is set to establish Nigeria as the leading global hub for arts, culture, and creativity. It is a national strategy with the vision of positioning Nigeria as a leading influence of creative expression and cultural exchange.

Accelerating the transformation of the arts, culture and creative economy into a primary force for economic growth and shared prosperity.

**MANIFESTO**

We are more than a destination; we are a mindset, a way of life.

We are unmistakable, we are unlimited, everywhere we are, we are Nigeria.

In creativity, we celebrate our culture.

In diversity, we find our strength.

In partnership, we shape our future.

This is our manifesto, a testament to our heritage, and an invitation to the world to experience Nigerian culture – no matter where they are because

Nigeria is Everywhere.....

**DESTINATION 2030** The world's culture, creativity and imagination happen here.

**HIS EXCELLENCY KASHIM SHETIMA, GOON** Vice President of the FEDERAL REPUBLIC OF NIGERIA

**HANNA TUWISA MUSAHWA, GOV** Honourable Minister, Ministry of Arts, Culture and the Creative Economy

NIGERIA - EVERYWHERE NIGERIA - UNLIMITED NIGERIA - UNMISTAKABLE

**DESTINATION 2030 NIGERIA**

**DESTINATION 2030 NIGERIA**

**2030 NIGERIA**

**DESTINATION 2030 NIGERIA**

NIGERIA EVERYWHERE

DESTINATION 2030 NIGERIA

- Event programme
- Invitation cards
- Gift Packs
- Postcards
- Hall branding

NIGERIA EVERYWHERE  
NIGERIA EVERYWHERE  
NIGERIA EVERYWHERE

**2030**

NIGERIA EVERYWHERE  
NIGERIA EVERYWHERE  
NIGERIA EVERYWHERE

**2030**

**DESTINATION 2030 NIGERIA**

Exceptional Talent And Culture Loved By The World

ANNUAL MEETING 2024 | DAVOS  
#NIGERIA EVERYWHERE

| [DESTINATION2030NIGERIA](#)

**DESTINATION 2030 NIGERIA**

Exceptional Talent And Culture Loved By The World

ANNUAL MEETING 2024 | DAVOS  
#NIGERIA EVERYWHERE

[#NACCF\\_Nigeria](#) | [#Emacca\\_nigeria](#)

# Nigeria Reception Gallery – Event Hall Branding



# Event Summary



## MEDIA COVERAGE

**456** total pickup of press release

Over **200** global media coverage proactively secured

**86 million** total potential audience

**4.1M+** Impressions on Geo Targeted ads



## NOTABLE ATTENDEES

The event was graced by the presence of eminent personalities, including **Nigeria's Vice President, H.E. Kashim Shettima GCON,**

**Prof. Klaus Schwab, founder of the World Economic Forum, the President of Ghana, Nana Akufo-Addo, Ngozi Okonjo-Iweala GCON, Director-General of the World Trade Organization, The Honorable Minister of Art, Culture and the Creative Economy, Hannatu Musawa, Esq. amongst other dignitaries.** Their attendance reinforced the global significance of Nigeria's cultural presentation at the World Economic Forum.



## ATTENDEES

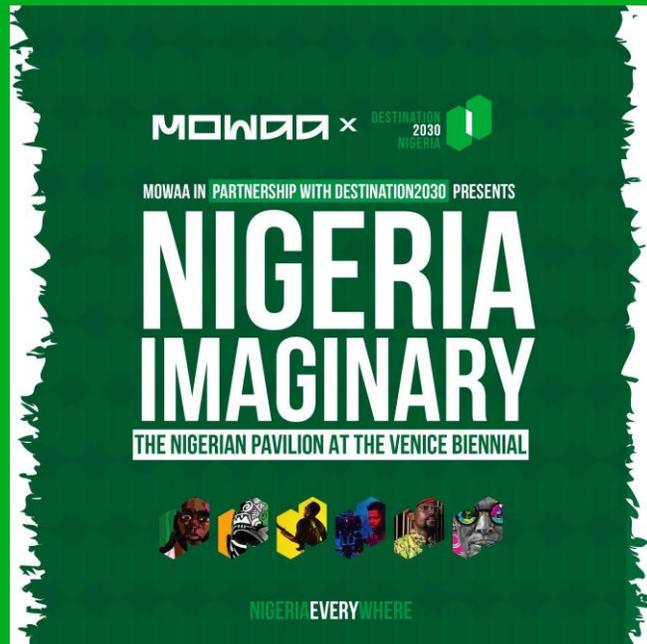
**300+** high level delegates, policy makers, and members of the global business community

# Nigeria Imaginary – Venice Biennale

With our rich history and diverse artistic traditions,

**Nigeria’s Creativity is becoming integral to the global Cultural Scene.**

Serving as a platform for artists to express themselves and showcase their creativity, we have exceptional talent already exporting our rich cultural assets to the world.



The eight participating artists in the 2024 Nigerian Pavilion. From left, top row: Tunji Adeniyi-Jones, Nddi Dike, Onyeka Igwe, and Toyin Ojih Odutola; bottom row: Abraham Oghobase, Precious Okoyomon, Yinka Shonibare, and Fatimah Tuggar.

MOWAA X



DESTINATION  
2030  
NIGERIA



## SIGNIFICANCE OF NIGERIA PAVILION



The Venice Biennale is a powerful platform that has the potential change perceptions, deepen understanding, and spark interest. This showcase of diverse art forms challenges stereotypes and expands views on the rigid stereotypes afforded to Nigerian and African art.

The Nigeria Pavilion at Venice Biennale would not only benefit Nigeria's creative sector but also contribute to its broader diplomatic, economic, and social objectives.

The inclusion of the Nigeria Pavilion at the Venice Biennale 2024 holds immense significance. It is an opportunity to leverage on the platform to strengthen Nigeria's cultural ties with other nations, fostering mutual respect, appreciation and collaboration in the arts





## NIGERIA PAVILION ARTISTS



#NigeriaEverywhere

# Destination 2030 – Nigeria Everywhere @ UNGA

01  
02  
03  
04  
05  
06  
07

# NIGERIA EVERY WHERE

Follow our journey

in X Instagram YouTube TikTok

SIGN UP TO OUR NEWSLETTER

DESTINATION 2030 NIGERIA

**A Nigerian global cultural experience on the sidelines of the 79<sup>th</sup> United Nations General Assembly, New York**

## D30-Nigeria Everywhere @ UNGA- An overview

September 10, 2024. –September 24, 2024

Through the United Nations General Assembly (UNGA), Nigeria actively participates in shaping the global order, advancing its national interests, and contributing to international peace, security, and development.

Some key outcomes:

- **Advocacy and Influence**
- **Development and Economic Partnerships**
- **Global Visibility:**

Destination 2030–Nigeria Everywhere @UNGA (Abbrev. D30–Nigeria Everywhere @ UNGA), situates sponsors right at the centre of Nigeria’s global soft power; driving global visibility and paving the path to Nigeria's Cultural Renaissance.



# D30- Nigeria Everywhere @ UNGA: Visual Simulation



# CANEX WKND

DESTINATION  
2030  
NIGERIA



## NIGERIA EVERYWHERE

### EXPERIENCE @

# CANEX WKND 2024

16 - 19 October | Algiers, Algeria



DESTINATION  
2030  
NIGERIA



# COUNTDOWN

TO CANEX WEEKEND

# 1

DAY  
TO GO



WEDNESDAY, 16TH  
OCTOBER 2024



10:00-17:00

CANEX  
WKND 2024

PROMOTED BY



IN COLLABORATION WITH

African  
Union



HOSTED BY ALGERIA







A digital display showing a close-up of a person's face, partially covered in green and white paint. The text "NIGERIA EVERYWHERE" is prominently displayed in white, bold, uppercase letters. To the right, a green box contains the text "DESTINATION 2030 NIGERIA" and a logo consisting of two overlapping hexagons. A solid green vertical bar is on the left side of the display.

In October 2024, the Federal Ministry of Art, Culture, and the Creative Economy was restructured to incorporate the Ministry of Tourism,

# establishing the new Federal Ministry of Art, Culture, Tourism, and the Creative Economy

Under this "Destination 2030, Nigeria Everywhere" aim to:

- a) Reposition Nigeria as a global Soft Power leader by promoting its rich cultural heritage and vibrant creative sector under the Destination 2030 brand.
- a) Reposition Nigeria as a **premier tourism destination**, showcasing its diverse cultural experiences, natural wonders, hospitality, and unique culinary offerings.

Nigeria is our people,  
our people are our  
culture, our culture  
is our language.

**NIGERIA EVERYWHERE**

DESTINATION  
2030  
NIGERIA 



# Tourist Attractions



**Obudu Cattle Ranch**



**Yankari Game Reserve**



**Gashaka-Gumti National Park**



**Lagos Beach**

Nigeria is our people,  
our people are our  
culture, our culture  
is our language.

**NIGERIA EVERYWHERE**

DESTINATION  
2030  
NIGERIA 





# DESTINATION 2030 NIGERIA

THANK YOU

[www.nigeriadestination2030.com](http://www.nigeriadestination2030.com)

[instagram.com/destination2030nigeria](https://www.instagram.com/destination2030nigeria)

## BRIEF AND SPEAKING NOTES

5<sup>th</sup> D-8 Senior Officials' Meeting &  
4<sup>th</sup> D-8 Ministerial Meeting on Tourism Cooperation  
Cairo, Egypt  
5<sup>th</sup> – 8<sup>th</sup> May 2025



# COUNTRY PRESENTATION

## 5<sup>TH</sup> D-8 SENIOR OFFICIALS' MEETING ON TOURISM COOPERATION

### 5<sup>TH</sup> MAY 2025

---

**Assalamualaikum Warahmatullahi Wabarakatuh**

Mr. Chairman,

Excellencies,

Ladies and Gentlemen,

1. At the outset, allow me to express Malaysia's sincere appreciation to the organisers for convening the 5th D-8 Senior Officials' Meeting on Tourism Cooperation. This platform offers a valuable opportunity for member states to engage in meaningful dialogue on advancing our shared tourism goals.

Excellencies, ladies and gentlemen,

2. Tourism has always been a powerful vehicle for promoting economic growth, facilitating cross-cultural understanding, and strengthening ties between nations. I am pleased to note that this meeting highlights the growing relevance of the Islamic tourism sector in fostering inclusive economic development, job creation, poverty alleviation, and cultural exchange.
3. The sector has grown significantly over recent years, driven by the increasing number of Muslim travelers seeking destinations and services that respect their religious beliefs and practices. With a

## BRIEF AND SPEAKING NOTES

5<sup>th</sup> D-8 Senior Officials' Meeting &  
4<sup>th</sup> D-8 Ministerial Meeting on Tourism Cooperation  
Cairo, Egypt  
5<sup>th</sup> – 8<sup>th</sup> May 2025



global Muslim population exceeding 2 billion, demand for Muslim-friendly tourism offerings is rapidly expanding. This presents a strategic opportunity for D-8 member states to take the lead in developing and promoting Muslim-friendly tourism products and services, particularly across the entire tourism supply chain.

4. In light of global challenges, ranging from climate change and biodiversity loss to socio-economic disparities and geopolitical uncertainties, it is imperative that we adopt a **holistic, sustainable, and resilient approach** to Islamic tourism development.

### Sustainability Practices

5. Malaysia has charted a clear path with the **National Tourism Policy (NTP) 2020–2030**, which advocates inclusivity, sustainability, innovation, and digitalisation. This policy aims to transform the tourism sector into a dynamic driver of economic growth, aligned with the UN Sustainable Development Goals (UNSDGs).
6. In line with this vision, the NTP has identified **Muslim-Friendly Tourism and Hospitality (MFTH)** as a key growth area. Since 2009, Malaysia has steadily expanded this segment to meet the evolving preferences of Muslim travelers.

## BRIEF AND SPEAKING NOTES

5<sup>th</sup> D-8 Senior Officials' Meeting &  
4<sup>th</sup> D-8 Ministerial Meeting on Tourism Cooperation  
Cairo, Egypt  
5<sup>th</sup> – 8<sup>th</sup> May 2025



## Research and Education

7. To support this development, the **Islamic Tourism Centre (ITC)**, an agency under the Ministry of Tourism, Arts and Culture Malaysia, has collaborated with numerous academia and renowned higher learning institutions to conduct research, generate valuable insights, cultivate interest among the younger generation, and create more opportunities for Muslim-friendly businesses.
8. To this purpose, ITC has introduced the **Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR)**, a program that enhances tourist confidence by certifying products and services that adhere to Islamic principles. This initiative not only strengthens Malaysia's appeal as a destination of choice but also reinforces our credibility in this niche market.

Excellencies, ladies and gentlemen,

## Technology and Digitalisation

9. In today's digital age, technology is indispensable in serving the needs of discerning Muslim travelers. The COVID-19 pandemic has further accelerated this trend, prompting tourism providers to adopt smarter, more seamless solutions.
10. Visionary leaders in the tourism and hospitality sector have rapidly embraced these changes, delivering faster, more seamless

## BRIEF AND SPEAKING NOTES

5<sup>th</sup> D-8 Senior Officials' Meeting &  
4<sup>th</sup> D-8 Ministerial Meeting on Tourism Cooperation  
Cairo, Egypt  
5<sup>th</sup> – 8<sup>th</sup> May 2025



experiences for their guests. By integrating technology, they not only elevate overall tourist satisfaction but also demonstrate a strong commitment to addressing the specific needs of modern Muslim travelers.

11. For instance, our national halal authority, JAKIM, has introduced QR code systems and online databases where travelers can instantly verify the halal status of products and services. This adds a layer of confidence and convenience, particularly for travelers unfamiliar with local certification processes.
12. In the hospitality sector, many hotels and travel services now use digital booking platforms to highlight their Muslim-friendly features, from halal kitchens to prayer facilities, from Ramadan meal arrangements to privacy-sensitive amenities. These listings are increasingly tagged and filterable, making it easier than ever for Muslim travelers to plan trips aligned with their values.

Excellencies, ladies and gentlemen,

## Conclusion

13. Our journey does not end here. As the digital economy continues to evolve and travellers become more discerning, building a sustainable and resilient Islamic tourism sector is essential to ensuring long-term viability and shared prosperity.

## BRIEF AND SPEAKING NOTES

5<sup>th</sup> D-8 Senior Officials' Meeting &  
4<sup>th</sup> D-8 Ministerial Meeting on Tourism Cooperation  
Cairo, Egypt  
5<sup>th</sup> – 8<sup>th</sup> May 2025

---



14. Malaysia is committed to strengthening the sector's ability to withstand challenges, maintain competitiveness, drive economic growth, preserve livelihoods, and promote environmental and cultural sustainability. We stand ready to engage with international partners, exchange best practices, and advocate for a future-ready, inclusive tourism ecosystem that benefits all.

Thank you. Terima kasih.

Wassalamualaikum warahmatullahi wabarakatuh

**BRIEF AND SPEAKING NOTES**

5<sup>th</sup> D-8 Senior Officials' Meeting &  
4<sup>th</sup> D-8 Ministerial Meeting on Tourism Cooperation  
Cairo, Egypt  
5<sup>th</sup> – 8<sup>th</sup> May 2025

---





*D-8 Senior Official Meeting*

# INDONESIA TOURISM DEVELOPMENT & STRATEGY

5 May 2025

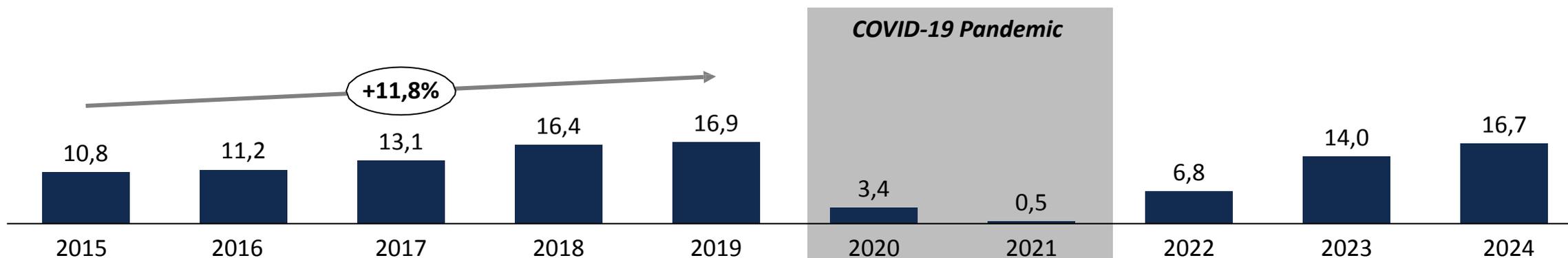
# Agenda

1. Performance of Indonesia's Tourism Sector
2. National and International Awards
3. Ministry of Tourism's Quick Win Programs
4. Tourism 5.0: AI and Digitalization
5. Indonesia's Tourism Investment

# Performance of Indonesia's Tourism Sector

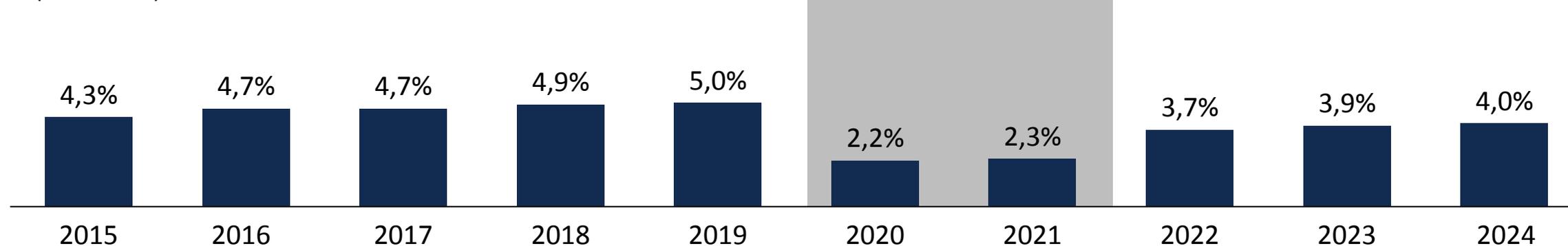
## Tourism Revenue

(2015-2024) in billion Dolar AS



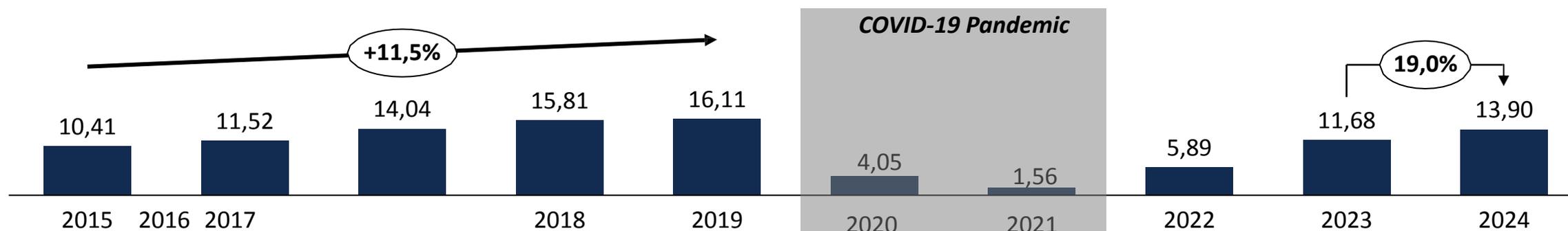
## Tourism Contribution to GDP

(2015-2024) in %

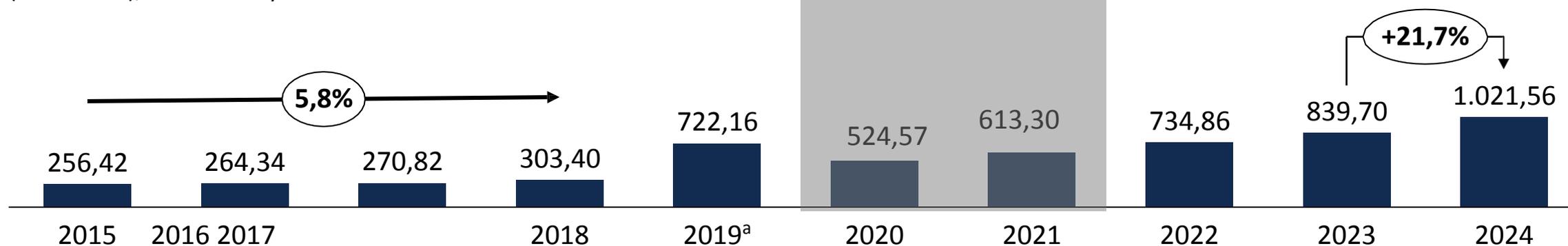


# Positive Trend in Indonesia's Tourist Visits

**Number of Foreign Tourists**  
(2015-2024) in million people



**Number of Domestic Tourists**  
(2015-2024), in million trips



# Tourism target for the next 5 years

**2025**

*"Building the Foundation for Quality Tourism"*

Travel & Tourism Development Index

**#22**

Domestic Tourists

**1,08 billion**  
trips

Foreign Tourists

**14,6-16,0**  
million

Tourism Contribution to GDP

**4,6%**

Tourism Receipts

**19,0-22,1 billion USD**

Number of Tourism Worker

**25,8 million people**


**2029**

*"Comprehensive Strengthening towards Indonesia as a World-Class Tourism Destination"*

Travel & Tourism Development Index

**Top 20**

Domestic Tourists

**1,5 billion**  
trips

Foreign Tourists

**20,0-23,6**  
million

Tourism Contribution to GDP

**5,0%**

Tourism Receipts

**30,0-34,0 billion USD**

Number of Tourism Worker

**29,0 million people**

# International Awards and Events

## Indonesia tourism receives 67 awards from 32 international tourism organizations

**World Economic Forum**

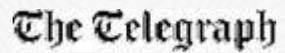
Indonesia's Travel Tourism Development Index (TTDI) has Risen to Rank 22

**UN Tourism Awards 2024**

Best Tourism Village Award for Jatiluwih (Bali) & Wukisari (Yogyakarta) Tourism Village

**Mastercard Global Tourism Index**

Indonesia ranked #1 as World's Top Muslim Travel Destinations 2024



## Indonesia hosted national and international events



Indonesia's MICE in on the **4<sup>th</sup>** in South East Asia, and Bali is in the top 3 incentive destinations in Asia-Pacific.

# Ministry of Tourism's Quick Win Programs



## Clean Tourism Movement

Establishing a task force and constructing sanitation facilities in collaboration with the Regional Government.



The TTDI Health & Hygiene score (3.78) is below the Asia Pacific average (4.53), with cleanliness identified as the primary issue.

Sumber: Analisis Kemenpar



## Tourism 5.0: AI & Digitalization

Utilizing digitalization in tourism to enhance marketing reach and quality.



The importance of adopting digitalization to more effectively reach and engage the target market.



## Upscaled Tourism

Leveraging unique interests as key attractions: gastro-tourism (culinary experiences), marine tourism, and wellness tourism.



It is essential to refine Indonesia's image as a high-quality tourism destination capable of attracting affluent tourists.



## IP-based Indonesia Event

Organizing exceptional events that highlight Indonesia's unique culture and elevate its presence on the global stage.



Indonesia is a hub for world-class tourism events.



## Tourism Village

Enhancing the quality and expanding the number of 6,061 tourist villages to drive economic growth and promote equitable development.



It is important to increase the number of tourist villages that excel on the international stage.

# Asta Cita Mission



# Indonesia continuously strengthens its position as a top investment destination

## Stable Investment Grade

### BBB+ Credit Rating

reflect Indonesia's economic stability and positive investment climate

**34th**  
in the 2023's World  
Competitiveness Ranking  
2023

## Sound Investment Climate

### Simplified Investment

- Risk-based Approach Licensing
- Online Single Submission (OSS)

## Access to Residency with Golden Visa

Available for both Individual and Corporate Investors

Generous residency period to be granted<sup>1</sup>:

- 5-year residency with \$2.5 million investment
- 10-year residency with \$5 million investment

## Attractive Investment Schemes

Wide range of incentives and benefits to investors and businesses, especially in Special Economic Zones

1. Example provided for individual investor. Different scheme applies for corporate investors. Terms and conditions apply.

Source: Indonesia's Financial Services Authority, IMD World Competitiveness Booklet 2023

# Vast opportunity for further investment in Indonesia: Super Priority Destinations



Source: Indonesia's National Development Planning Agency

☆ also Special Economic Zones

# Vast opportunity for further investment in Indonesia: Special Economic Zones



Source: Indonesia's National Development Planning Agency

☆ also Super Priority Destinations

# Indonesia's Investing Guidelines



TOURISM DOING BUSINESS  
INVESTING IN



In collaboration with the Ministry of Tourism of the Republic of Indonesia, UN Tourism just launched **Tourism Doing Business – Investing in Indonesia**, the first investment guidelines in Asia and the Pacific, in 16 April 2025 in Jakarta.



**Thank You**



Islamic Republic of Iran

Ministry of Cultural Heritage,  
Tourism and Handicrafts

# Tourism Transformation in Iran: Tradition, Innovation, and Intelligent Growth



The 5<sup>th</sup> D-8 Senior Officials Meeting

Cairo, Egypt | May 5<sup>th</sup> 2025

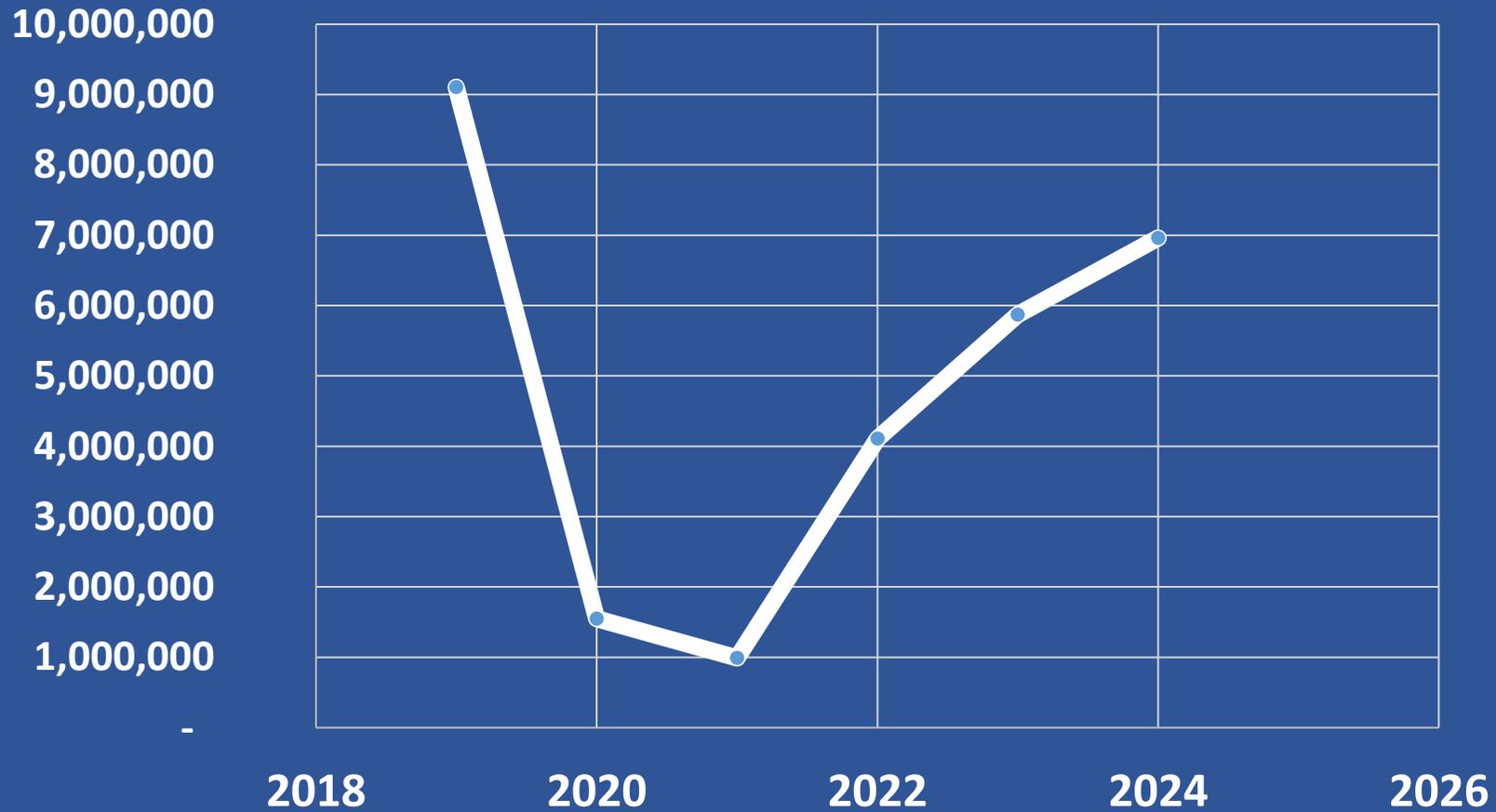
# IRAN's Tourism Industry at a Glance



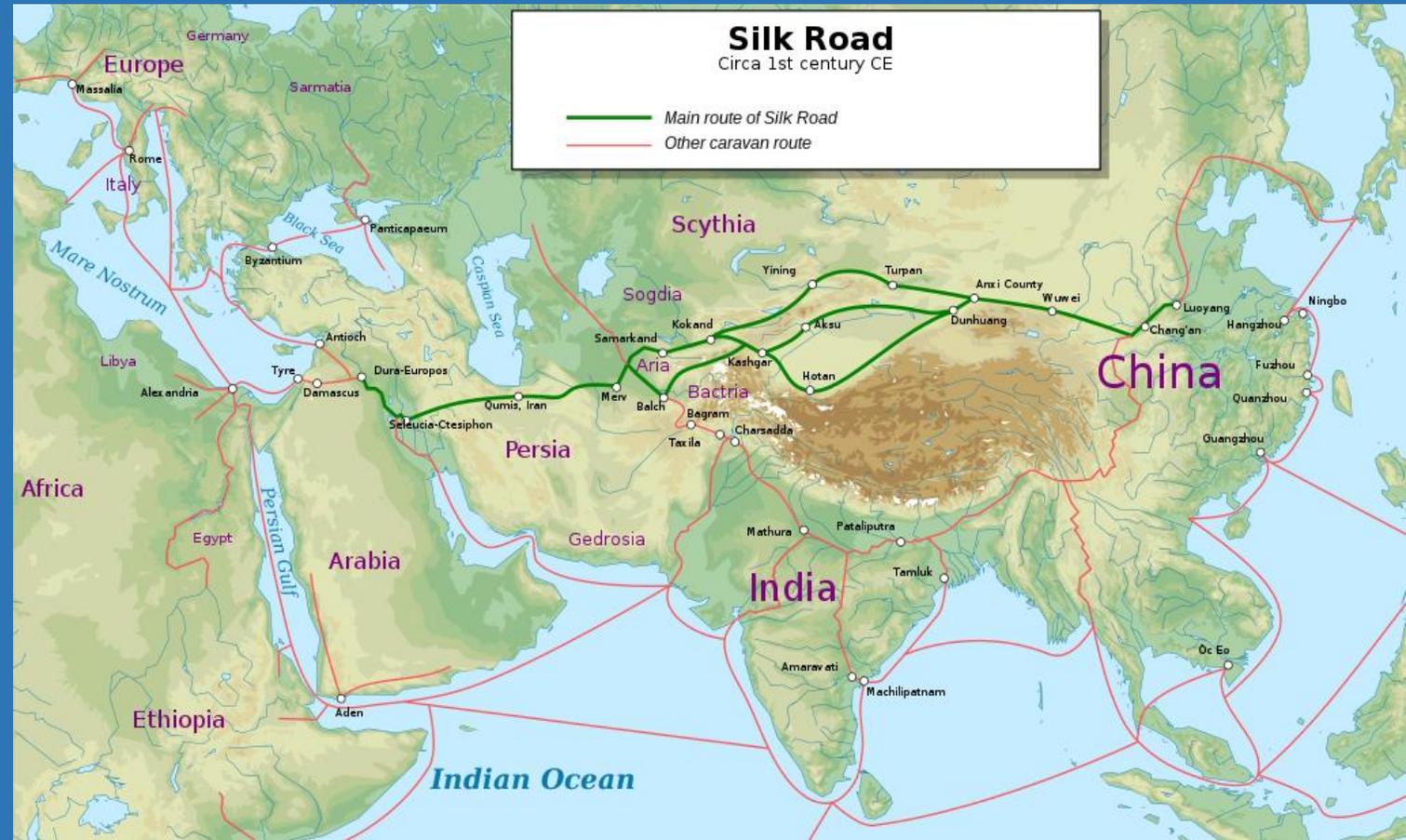
## Number of Country Inbound and Outbound tourists during the years 2010-2023

Outbound Tourists	Inbound Tourists	Year
7497822	2938054	2010
7919901	3353713	2011
6771444	3686739	2012
6392834	4889218	2013
7698072	4967703	2014
6620656	5236909	2015
8989125	4942014	2016
10321182	4866939	2017
7240000	7200000	2018
9215745	9107261	2019
1862785	1903419	2020
3070682	989430	2021
9311008	4108376	2022
12117579	5868421	2023

# Iran's 5-Year Tourist Arrivals



# Key Assets of Iran's Tourism



# National Tourism Infrastructure –2023

Description	Number of Units	Number of Beds
Hotel	1304	133532
<b>Apartment Hotel</b>	<b>746</b>	<b>43288</b>
Boutique hotel	42	1173
<b>Motel</b>	<b>82</b>	<b>6166</b>
Hostel	1167	59339
<b>Eco lodge</b>	<b>3037</b>	<b>49433</b>
Traditional lodge	328	7603
<b>Total</b>	<b>6706</b>	<b>300534</b>
Roadside inn	1718	5289 people admission capacity
<b>Traditional cafe</b>	<b>996</b>	<b>6267</b> people admission capacity
Tourism complex	700	35889 people admission capacity



# National Tourism Infrastructure

2023 and the first 5 months of 2024

Description	Number
Travel Agencies	5580
Tour Guides	14667



## Iranian Heritage Sites

1- Tchogha Zanbil (1979)	15- Golestan Palace (2013)
2- Persepolis (1979)	16- Gonbad-e Qabus (2012)
3- Meidan Emam, Esfahan (1979)	17- Shahr-i Sokhta (2014)
4- Takht-e Soleyman (2003)	18- Susa (2015)
5- Bam and its Cultural Landscape(2004)	19- Cultural Landscape of Maymand(2015)
6- Pasargadae (2004)	20- The Persian Qanat (2016)
7- Soltaniyeh (2005)	21- Lut Desert (2016)
8- Bisotun (2006)	22- Historic City of Yazd (2017)
9- Armenian Monastic Ensembles of Iran (2008)	23- Sassanid Archaeological Landscape of Fars Region (2018)
10- Shushtar Historical Hydraulic System (2009)	24- Hyrcanian Forests (2019)
11- Sheikh Safi al-din Khanegah and Shrine Ensemble in Ardabil (2010)	25- Trans-Iranian Railway(2021)
12- Tabriz Historic Bazaar Complex(2010)	26- Cultural Landscape of Hawraman/Uramanat (2021)
13- The Persian Garden (2011)	27- The Persian Caravanserai(2023)
14- Masjed-e Jame of Isfahan (2012)	28- Hegmataneh

# 28

## Iranian

# Heritage Sites Listed by UNESCO

a wide range of various types of properties from samples of urban engineering and architecture to Bazaars, buildings, etc .

# 1 Rasht

The Creative City Of gastronomy (2015)

# 2 Isfahan

Creative City of Crafts and Folk Art (2015)

# 3 Bandar Abbas

city of "Crafts and Folk Art" (2019)

# 4 Sanandaj

city of "Music" (2019)

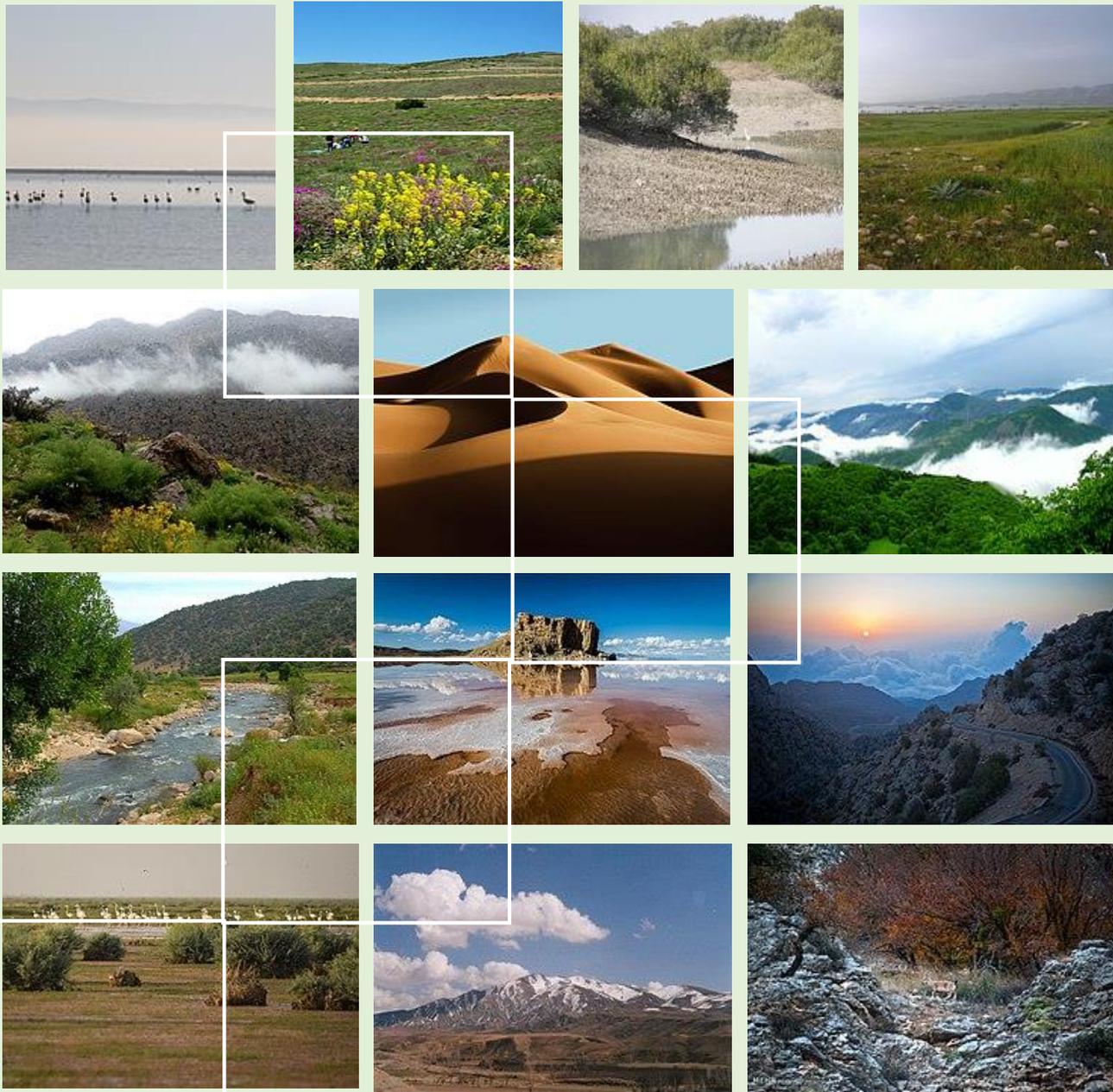
# 5 Kermanshah

The Creative City Of gastronomy (2021)

# 5 Iranian Cities

Selected as  
**UNESCO Creative  
Cities(UCCN)**

Out of  
**295** city  
**90** country  
worldwide

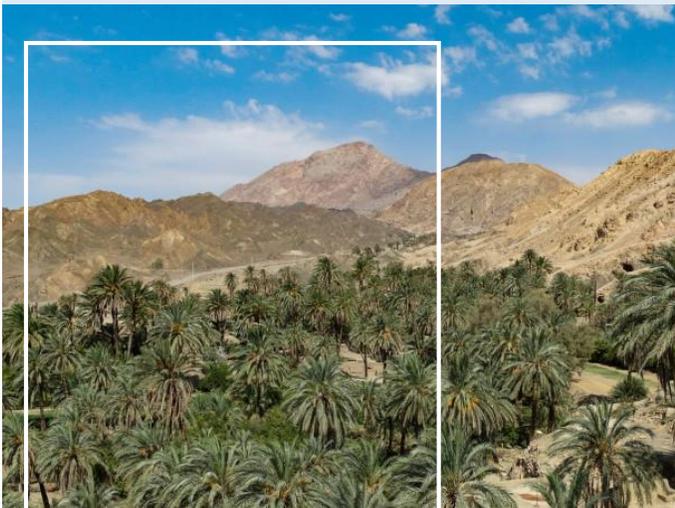


# 13 Biosphere Reserves of Iran

have been registered in UNESCO

- Arasbaran
- Arjan Protected Area and Lake Parishan
- Geno
- Golestan
- Hara
- Kavir
- Lake Oromeeh
- Miankaleh
- Touran
- Dena
- Tang -e- Sayad & Sabzkuh
- Hamoun
- Kopet Dag

# 3 Geoparks of Iran in the UNESCO Global Geoparks



**Tabas**  
UNESCO  
Global Geopark



**Qeshm Island**  
UNESCO  
Global Geopark

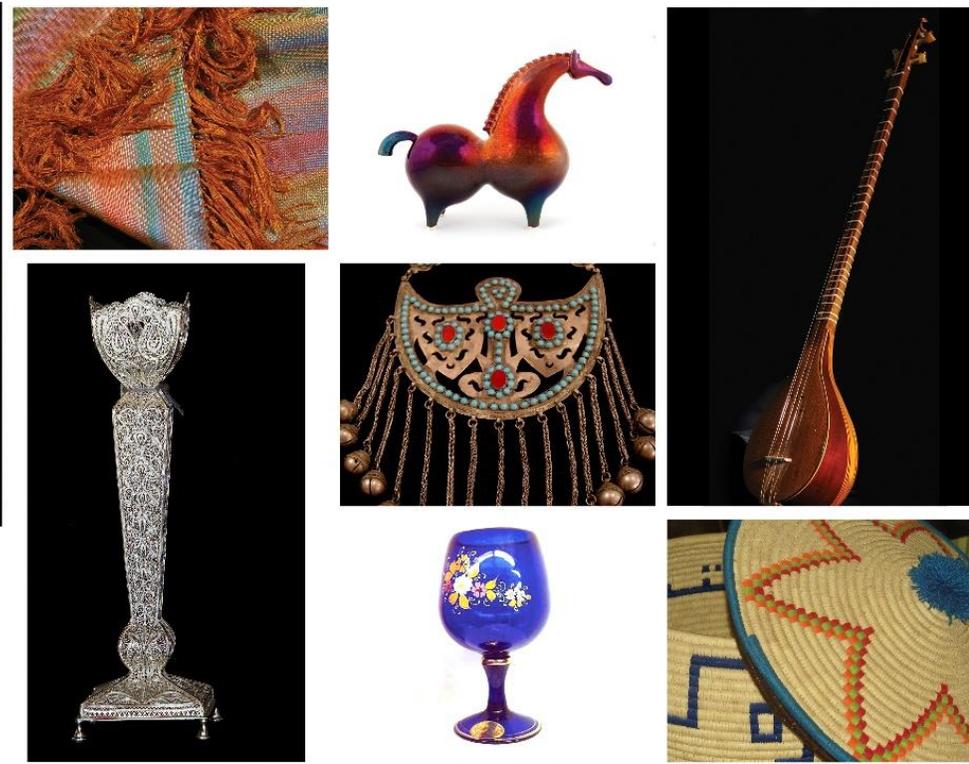


**Aras**  
UNESCO  
Global Geopark



# Iranian Handicrafts & Handmade Art

- Receiving **374** Seals of Excellence for Handicrafts in **9** courses
- **299** Fields in Handicrafts, classified in **18** group



City/Village	Description
<b>Mashhad</b>	World Craft City For Gemstones
<b>Tabriz</b>	World Carpet Weaving City
<b>Kalporagan</b>	World Craft Village For Hand-made Pottery
<b>Lalejin</b>	World Craft City For Pottery
<b>Abadeh</b>	World Craft City For Woodcarving (Munabbat)
<b>Marivan</b>	World Craft City For Kelash (Footwear/ Kind of Giveh) Stitching
<b>Sirjan</b>	World Craft City For Kilim
<b>Meybod</b>	World Craft City For Hand-Woven Floor Covering (Zilu)
<b>Isfahan</b>	World Craft City
<b>Khorashad</b>	World Craft Village For Towel Weaving (Tow-Bafi)
<b>Shiraz</b>	World Craft City
<b>Zanjan</b>	World Craft City For Filigree
<b>Malayer</b>	World city for Woodcarving and Carved-Wood Furniture
<b>Ghasem Abad</b>	World Village of Chador-shab Weaving
<b>Dezful</b>	World Craft City for Basket (Kapu) weaving
<b>Kashan</b>	World Craft City For Traditional Textile Weaving

# Iran World Cities of Handicraft

**16** cities  
and villages  
inscribed in  
**WCC**

# Open Sectors for FDI & PPP

Transportation

Urban revitalization

Hotel construction

Medical and health tourism centers



# **New Initiatives Aligned with D-8 Vision**

- **Establishment of Center for Investment and Economic Affairs**
- **Establishment of an independent AI unit**
- **Encouragement of community-based tourism projects**



Among the beauties of the world

*Select Iran*

**Dear Secretary-General Mr. Isiaka Abdulkadir IMAM**

**Your Excellency MS. Yomna El-Bahar,**

**Dear Ladies and Gentlemen,**

It is a great pleasure to take part in the 5th Senior Officials Meeting on Tourism Cooperation, a valuable platform that brings together partners working toward sustainable, inclusive, and mutually beneficial growth in the tourism sector across our regions.

I would like to take this opportunity to highlight Azerbaijan's inclusion in the D-8 Organization for Economic Cooperation. We formally applied for membership in 2022, and on December 19, 2024, during the 11th D-8 Summit held in Cairo, Azerbaijan was unanimously admitted as a full member of the Organization, becoming the first non-founding country to join the D-8. This historic step illustrates our enduring commitment to advancing regional cooperation and partnership among nations.

Azerbaijan continues to prioritize tourism promotion as a key element in attracting international visitors and enhancing collaboration with D-8 member states. It is worth emphasizing Azerbaijan's active engagement with Türkiye and Pakistan in the area of joint tourism promotion. Together with these partners, we regularly participate in mutual tourism fairs and exhibitions. Each year, Azerbaijan takes part in the EMITT exhibition held in Türkiye — one of the largest tourism events in the region. Similarly, we participate annually with a national stand at one of Pakistan's largest international tourism exhibitions, the Pakistan Travel Mart, and organize seminars and webinars aimed at presenting Azerbaijan's tourism potential to local industry professionals. Furthermore, we hope that Azerbaijan's inclusion in the D-8 will serve as a foundation for strengthening tourism ties and fostering closer collaboration with fellow member states.

Allow me to highlight that statistical indicators point to Azerbaijan's remarkable progress in the tourism sector. Owing to the implementation of effective government policies and well-planned strategic initiatives, the country recorded a 30% increase in international tourist arrivals in 2024 compared to 2023, exceeding 2.5 million visitors. As tourism remains one of the key components of Azerbaijan's economic development, the government continues to enhance infrastructure and foster international cooperation in tourism, positioning the country as an increasingly appealing destination for global travelers.

In conclusion, Azerbaijan remains fully committed to advancing inclusive and sustainable tourism in partnership with D-8 member states, aiming to build deeper connections and lasting success together.

Thank you for your attention!

**Draft Speech for Bangladesh HOD on Member States Country Presentations on Travel and Tourism Industry Development at the 5th D-8 Senior Officials Meeting on Tourism Cooperation will take place on 5 May 2025 in Cairo.**

**H.E. Ms. Yomna El-Bahar**, Hon'ble Vice Minister of the Ministry of Tourism and Antiquities, the Arab Republic of Egypt

**H.E. Isiaka Abdulqadir Imam**, Secretary General of the D-8,

**Excellencies, Distinguished Delegates,**

**Ladies and Gentlemen,**

Assalamu alaikum, and good morning to you all!

It is indeed an honour and a privilege to address this esteemed gathering. I would like to express my sincere appreciation to the Chair for giving me the opportunity to present an overview of the tourism sector in Bangladesh – its current landscape, the investment opportunities it offers, and our strides in integrating digital technologies and Artificial Intelligence into its development.

**To Begin with the Current Landscape of Tourism in Bangladesh**

Bangladesh, a land defined by rivers, heritage, and warm hospitality, is experiencing increasing interest from both domestic and international tourists. As of 2024, the tourism sector accounts for approximately 3.3 percent of Bangladesh's Gross Domestic Product, contributing an estimated 14 billion US dollars. Data from the Bangladesh Tourism Board indicate that the country received around 655,000 international visitors during the year. Additionally, the industry supports approximately 1.78 percent of total national employment, highlighting its increasing significance in driving economic growth and generating employment opportunities.

To further develop this potential, we are investing in infrastructure and diversifying our offerings. Our key tourism segments include:

- **Cultural Heritage Tourism**, with sites such as the **Sundarbans** and **Paharpur**, both UNESCO World Heritage Sites.
- **Ecotourism and Rural Tourism**, especially in areas like the **Chattogram Hill Tracts**, **Lawachara National Park**, and **Tanguar Haor**, which provide rich, nature-based experiences.

- **Agri-tourism**, a rising trend that connects tourists with rural livelihoods and farming traditions.

Despite challenges such as infrastructure gaps and limited global visibility, we are witnessing steady growth supported by national policies and public-private collaboration.

### **Moving Forward - Unlocking Investment Opportunities**

Recognizing tourism as a **thrust sector** in our national development strategy, Bangladesh offers a wide range of investment prospects. We welcome both domestic and international stakeholders to explore promising areas such as:

- **Accommodation Infrastructure Development** - including eco-resorts, boutique lodges, and hotels tailored to varying tourist profiles.
- **Digital Tourism Solutions** - such as mobile apps, online booking systems, and data-driven platforms to enhance user experiences.
- **Community-Based Tourism Projects** - particularly in rural and culturally significant regions, with a focus on inclusive growth.
- **Transport and Connectivity Infrastructure** - including roads, railways, domestic air services, and smart mobility systems.

One of our most exciting initiatives is the **Sabrang Tourism Park** in **Cox's Bazar**, envisioned as a special economic zone for tourism across 1,000 acres. It will host hotels, eco-cottages, an oceanarium, and even a floating restaurant, with exclusive facilities for international guests. The project is expected to attract around **\$413 million** USD in investment and create more than **15,000 employments**.

To facilitate this, we offer attractive incentives such as **tax holidays**, **duty-free equipment imports**, and **land availability in special economic zones**.

### **Embracing the Future - Integrating AI and Digital Technology**

As we prepare for the future, Bangladesh is taking steps to integrate **technology and innovation** into the tourism value chain. Some of our early but promising initiatives include:

- **e-Tourism Platforms** - providing seamless services for online booking, itinerary planning, and tourist engagement.

- **Artificial Intelligence Tools** – such as chatbots for real-time assistance, predictive analytics for market trends, and AI-driven social media targeting for destination promotion.
- **Augmented Reality (AR)** – pilot projects at heritage sites like **Paharpur** offer immersive storytelling, with plans to expand to other destinations.
- **Smart Hospitality Solutions** – including facial recognition, automated check-ins, and digital feedback systems at key touch points like airports, hotels, and stations.
- **Social Media Influence** – platforms such as **Facebook, X, and Instagram** play a central role in shaping travel choices and promoting our destinations.

### **Equally Important – Advancing Sustainability and Inclusion**

Sustainability lies at the heart of our tourism strategy. We are fully aligned with the **Sustainable Development Goals (SDGs)**, particularly:

- **SDG 8** – by fostering tourism-led employment and promoting decent work.
- **SDG 12** – through the encouragement of sustainable consumption and the adoption of green practices in the hospitality sector.
- **SDG 14** – by ensuring the conservation of marine biodiversity along our coastlines, especially in the **Bay of Bengal**.

Our efforts are rooted in inclusivity. We are empowering **local youth**, supporting **women entrepreneurs**, and promoting **community-led tourism** that respects and celebrates cultural and ethnic diversity. Technology is also being deployed to reduce carbon emissions and environmental impacts across the sector.

### **Distinguished Colleagues,**

Bangladesh's tourism sector stands at a transformative juncture. With a dynamic, youthful population, rapid digital adoption, and unparalleled cultural and ecological richness, we are committed to building stronger partnerships with D-8 member states—driven by innovation, sustainability, and shared prosperity.

*As of 1530 hrs. on 04 May 2025*

I warmly invite you all to visit Bangladesh – not only as policy leaders but as **honoured guests** – to experience our legendary hospitality and explore the abundant opportunities we offer.

**Thank you.**

## CAIRO DECLARATION ON D-8 TOURISM COOPERATION 2025

**We, the Ministers of Tourism and Heads of Delegation from the Republic of Azerbaijan, People's Republic of Bangladesh, Arab Republic of Egypt, Republic of Indonesia, Islamic Republic of Iran, Malaysia, Federal Republic of Nigeria, Islamic Republic of Pakistan, and Republic of Türkiye, gathered in Cairo on 6 May 2025, on the occasion of the Fourth D-8 Ministerial Meeting on Tourism, with the purpose of reaffirming our commitment to promoting tourism cooperation,**

**Reaffirming** the commitments made at the Third D-8 Ministerial Meeting on Tourism in August 2023 in **Bhurban, Pakistan**, including the ongoing negotiations between the Secretariat and IsDB on the establishment of the funding for tourism development projects,

**Aiming to enhance** our cooperation in promoting tourism, culture, and socio-economic activities, ultimately leading to economic prosperity and the well-being of our peoples,

**Recognizing** the crucial role of governments and the private sector as catalysts and facilitators in promoting tourism cooperation and socio-economic growth and emphasizing the importance of enhancing commercial activities, including the development of tourism infrastructure through investment promotion on both domestic and international levels, and capacity building of tourism human resources among D-8 Member States,

**Recognizing** the global developments on tourism and their impact on national economies, and **emphasizing** the need for better coordination and closer engagement at the level of public and private sectors of D-8 Member States,

**Reaffirming** the importance of increasing the D-8 competitive position globally in such a way that tourism will contribute substantially to the development of the individual economies of D-8 Member States,

**Emphasizing** the importance of further deepening existing relationships and expanding the scope of tourism cooperation into new areas of interest,

**We hereby**

1. **Affirm** to implement the D-8 Comprehensive Strategy on Tourism and Crescent Moon Initiative;
2. **Welcome** the deliberations and recommendations of the Senior Officials Meeting and **express** our commitment to implement the decisions taken related to exploring AI technology in tourism operations as well as best sustainable tourism practices expressed by Member States during the meetings;
3. **Acknowledge** the critical role that Artificial Intelligence (AI) can play in transforming the tourism, heritage and cultural sectors across D-8 Member States and encourage D-8 collaboration in sharing knowledge and best practices, and to consider integrating AI tools in national strategies for tourism development, while also emphasizing the importance of exercising caution in the rapid expansion of AI

applications, until a global charter and comprehensive governance frameworks for its uses are established;

4. **Welcome** the organization of joint cultural events, road shows and producing tourism documentaries as they will be significantly helpful to all D-8 Member States;

5. **Welcome** the enhancement of D-8 tourism cooperation at international tourism fairs and to organize travel fairs and exhibitions among Member States;

6. **Encourage** the establishment of an online platform to promote and market tourism products as well as handicrafts and local products in D-8 Member States;

7. **Recognize** the need to promote the role of SMEs in tourism cooperation, feasibility of establishing registered tourist accommodations of different categories, in addition to eco-tourism initiatives and potentials and the different types of tourism;

8. **Recognize** the need for Member States to facilitate visas in conformity with national regulations;

9. **Welcome** the selection of the city of Antalya, Türkiye to be awarded as the first ‘D-8 Tourism City of the Year’ for 2025, in accordance with the established criteria. Encourage all D-8 Member States to support Antalya as the ‘Tourism City of the Year’;

10. **Encourage** Member States to support future ‘D-8 Tourism City of the Year Award’;

11. **Agree** to hold the D-8 Ministerial Meetings on Tourism annually, and experts’ meetings to follow up on the implementation of the D-8 Comprehensive Strategy and to discuss and adopt relevant decisions on tourism cooperation within member States;

12. **Direct** the Secretariat to organize Forums on investment promotion in the tourism sector in D-8 Member States, and in this regard, welcome the offer of the Islamic Republic of Iran to host the first Tourism Investment Forum in 2026;

13. **Commend** Egypt for its sustained efforts in revitalizing tourism as one of the most vital sectors of cooperation among D-8 Member States and its dedication to translating existing cooperation into tangible outcomes;

14. **Welcome** Egypt’s proposals to collaborate with D-8 Member States as regards to hosting the following forums:

- a. Capacity building
- b. Green Practices
- c. Investment and development
- d. Best practices in AI and its governance;

15. **Express** our heartfelt appreciation for the warm hospitality and excellent arrangements made by the Government of the Arab Republic of Egypt, especially His Excellency Mr. Sherif Fathi, Minister of Tourism and Antiquities of the Arab republic of Egypt.

**Adopted on 06 May 2025, Cairo**

**Joint Media Statement**  
**Fourth D-8 Ministerial Meeting on Tourism and Fifth Senior Officials Meeting**  
**5–6 May 2025, Cairo, Arab Republic of Egypt**

The 4<sup>th</sup> D-8 Ministerial Meeting on Tourism and the 5<sup>th</sup> Senior Officials Meeting were successfully convened in Cairo, Arab Republic of Egypt, from 5 to 6 May 2025, under the chairmanship of Egypt. Ministers and Senior Officials from D-8 Member States gathered to deliberate on strengthening tourism cooperation within the group and enhancing the sector’s contribution to sustainable development and economic growth.

The meetings were attended by D-8 tourism ministers and heads of delegations as well as representatives from D-8 embassies in Cairo, representatives from Egyptian Foreign Ministry. They all engaged in fruitful discussions on advancing tourism cooperation among D-8 Member States. H.E. Mr. Sherif Fathi, Minister of Tourism and Antiquities of Egypt chaired the ministerial meeting.

In his welcome remarks, H.E. Mr. Sherif Fathi, outlined Ministry’s ambitious strategy showcasing Egypt’s unmatched diversity in tourism products and experiences, under the slogan: **“Egypt... Unmatched Diversity”**.

A central pillar of the strategy, he emphasized, is achieving **economic sustainability**—generating lasting returns that support local communities and protect the environment.

The Minister underscored Egypt’s progress towards **green tourism**, noting that **more than 41% of hotels nationwide** have already adopted eco-friendly practices.

He announced that the Ministry will launch of an e-learning platform (Learning Management System) designed to train and upskill workers across the tourism sector.

In a bid to attract greater investment, he noted that the Ministry will soon introduce an “Investment Opportunities Bank”—a platform that will showcase and promote high-potential tourism projects to investors both domestically and abroad.

Capping off his remarks, he celebrated Egypt’s recent record-breaking tourism performance. In 2024, the country welcomed 15.8 million visitors—a 6% increase over 2023, and 21% above pre-pandemic levels. The momentum has continued into 2025, with the first quarter recording a 25% rise in tourist arrivals compared to the same period last year, underscoring Egypt’s resilience and growing appeal despite regional geopolitical challenges.

Minister Sherif Fathi concluded his remarks announcing that Egypt will host a memorable event on July 3, which is the official opening of the Grand Egyptian Museum.

**Azerbaijan:** Mr. Kanan Guluzade, Chief of Staff of the State Tourism Agency of the Republic of Azerbaijan reported that Azerbaijan’s journey with the D-8 Organization for Economic Cooperation began in 2017, when President Ilham Aliyev participated in the 9th Summit as a special guest. The country formally applied for membership in 2022, and in December 2024,

during the 11th D-8 Summit in Cairo, Azerbaijan became the first non-founding member to be admitted. Mr. Kanan also highlighted that tourism is a key sector for Azerbaijan's economy, and the government has actively supported its growth in recent years. A major highlight was Azerbaijan's role in hosting COP29 in 2024, where the first-ever 'Tourism Day' was introduced. This event also led to the launch of the 'COP29 Declaration on Enhanced Climate Action in the Tourism Sector,' which has been endorsed by 70 countries. Azerbaijan continues to enhance its tourism sector through various initiatives, including easier visa procedures, better air connectivity, and sharing best practices. The delegation also noted that looking ahead, Azerbaijan will host the 13th session of the World Urban Forum (WUF13) in Baku in 2026, providing a platform for global discussions on sustainable urban development. Through these efforts, Azerbaijan remains committed to advancing tourism within the D-8 Organization and fostering cooperation for sustainable growth.

**Bangladesh:** Mr. M. Forhadul Islam, Director General, International Organizations Wing of the Ministry of Foreign Affairs of Bangladesh, reported notable achievements in the country's tourism sector during 2023–2024, including the arrival of over 655,000 international visitors in 2024. Key infrastructure developments in the transport sector in Dhaka and across the country have improved the connectivity that have made tourist movement easier. Mr. Islam also highlighted infrastructure upgrades at airports and heritage sites as important steps toward enhancing visitor experiences. He informed the meeting that Bangladesh has introduced smart hospitality solutions—such as facial recognition, automated check-ins, and real-time digital feedback—currently being piloted at key entry points. Additionally, Augmented Reality (AR) pilot projects at heritage sites like Paharpur offer immersive storytelling, with plans for expansion. These initiatives reflect Bangladesh's commitment to integrating technology into tourism development to promote inclusive, sustainable, and future-ready growth.

Mr. Islam further noted that Bangladesh has undertaken key policy reforms aimed at attracting private sector investment and fostering community-based tourism initiatives. He emphasized that investment opportunities in Bangladesh span a range of areas, including accommodation infrastructure, digital tourism platforms, rural tourism development, and improved transport connectivity. Highlighting the country's dedication to sustainability, he reiterated Bangladesh's commitment to maintaining global tourism standards. In conclusion, Mr. Islam expressed Bangladesh's readiness to collaborate with D-8 Member States through joint promotional campaigns and knowledge-sharing initiatives, and he called upon fellow Member States to explore investment opportunities in Bangladesh's growing tourism sector.

**Indonesia:** His Excellency Mr. Lutfi Rauf, Ambassador Extraordinary & Plenipotentiary of the Republic of Indonesia to the Arab Republic of Egypt on behalf of the Minister of Tourism highlighted its tourism sector's resilience and achievements during 2024–2025, achieving over 10 million international tourist arrivals in 2024. The “Wonderful Indonesia” campaign continued to successfully promote diverse destinations beyond Bali, emphasizing cultural, marine, and eco-tourism experiences. The country expanded international air connectivity and invested heavily in sustainable tourism programs, including the development of tourism villages. Indonesia also enhanced digital services for travelers, making it easier to explore the archipelago. New partnerships with the private sector and local communities were forged to ensure inclusive growth.

The delegation reaffirmed Indonesia's commitment to promoting green tourism and regional tourism cooperation

**Iran** H.E. Reza Salehi Amiri, Minister of Cultural Heritage, Tourism, and Handicrafts of presented an overview of its tourism developments during 2024–2025, reporting approximately 4.5 million international tourist arrivals in 2024. The delegation emphasized efforts to promote Iran's rich cultural, historical, and religious tourism offerings. New heritage sites were opened, and efforts to streamline visa issuance contributed to the rise in visitor numbers. Investments in hotel infrastructure and transportation networks were highlighted. Iran also focused on marketing underexplored regions, encouraging travelers to experience diverse cultural traditions. The delegation reiterated Iran's commitment to sustainable tourism development and expressed readiness to collaborate with D-8 partners on cultural exchange programs and joint tourism initiatives.

**Malaysia** H.E. Dato' Mohd Tarid Sufian, Ambassador Extraordinary & Plenipotentiary of Malaysia to the Arab Republic of Egypt, delivered a statement on behalf of the Minister of Tourism, Arts and Culture, highlighting Malaysia's strategic vision for a sustainable and inclusive tourism industry that benefits all segments of society. Malaysia also asserts its readiness for the upcoming Visit Malaysia 2026 campaign, reaffirming its commitment to community-centered and sustainable tourism development. The selection of Malaysia as the host country of UN Tourism World Tourism Day 2025 with the theme "Tourism and Sustainable Transformation" further solidifies the nation's commitment to advancing sustainable, inclusive and resilient tourism development on a global scale.

**Nigeria** Barr. Hannatu Musa Musawa, Honourable Minister of Art, Culture, Tourism and the Creative Economy of Nigeria, shared Nigeria's recent strategic advances in the tourism sector during 2024–2025. These include the launch of the Creative & Tourism Infrastructure Corporation (CTICo) to mobilize public-private funding for destination development, the finalization of the D2030 Data mapping project, a nationwide diagnostic and mapping of Nigeria's creative sectors and tourism assets and the scaling of the 'Nigeria Everywhere' global campaign to position Nigeria as a cultural powerhouse and tourism destination of choice.

The Minister emphasized Nigeria's support on the call for greater exploration of artificial intelligence (AI) in the tourism sector and also reaffirmed the countries commitment to regional collaboration, the joint promotion of tourism at global fairs, SME support, and hosting cultural exchanges under the D-8 framework. These initiatives are aligned with the Renewed Hope Agenda and aim to reposition tourism as a catalyst for economic diversification, cultural pride, and sustainable development. The delegation reaffirmed Nigeria's interest in regional collaboration to enhance Africa's tourism appeal within the D-8 framework.

**Pakistan** H.E. Mr. Huzaifa Rahman, Special Assistant to the Prime Minister on Heritage and Culture, reported encouraging growth in its tourism sector during 2024–2025, achieving over 1.5 million international tourist arrivals in 2024. The delegation outlined initiatives to promote mountain tourism, religious tourism, and heritage tourism, especially across northern Pakistan and ancient cities. Eco-tourism projects, including new national parks and protected areas, gained momentum. Significant improvements were made in digital tourism services and safety standards

for international travelers. The government's efforts to simplify visa procedures were also noted. Pakistan expressed its willingness to engage in D-8 joint tourism marketing initiatives and strengthen cooperation in adventure and cultural tourism segments across Member States.

**Türkiye** H.E. Mr. Mehmet Nuri Ersoy, Minister of Culture and Tourism, shared an impressive update on Türkiye's tourism performance, announcing that the country welcomed 62.2 million visitors in 2024, including over 52.2 million international tourist arrivals. The delegation highlighted Türkiye's focus on diversifying its tourism products by promoting health tourism, culture tourism, gastronomy tourism, and sports tourism alongside its traditional cultural and seaside offerings. Digitalization efforts in visa services and tourism promotion were emphasized. Investments in Türkiye Sustainable Tourism Programme, establishment of Türkiye Tourism Promotion and Development Agency (TGA), protection of cultural heritage sites, and regional tourism development were noted. Türkiye reiterated its commitment to continue positioning itself as a leading global destination while working closely with D-8 Member States to foster tourism cooperation.

Member states welcomed the selection of Antalya as the First D-8 Tourism city of the year 2025 and proceeded with presenting a glimpse of the activities scheduled for celebrating this event. He invited member states to visit Antalya and enjoy the tourist assets it has.

H.E. Ambassador Isiaka Abdulkadir Imam, D-8 Secretary General, delivered a comprehensive briefing on the current state and prospects of D-8 cooperation in tourism. He highlighted that tourism remains a vital sector for economic integration, cultural exchange, and sustainable development among D-8 Member States. The Secretary General outlined initiatives such as the D-8 Tourism Collaboration Framework, efforts to establish a D-8 Tourism Business Council, and plans for greater knowledge exchange. He stressed the need to boost intra-D-8 tourism, develop joint marketing campaigns, and encourage sustainable tourism practices. The Secretariat remains committed to supporting Member States' efforts to advance tourism cooperation.

In conclusion, participants expressed their deep appreciation to the Government and the Ministry of Tourism and Antiquities of the Arab Republic of Egypt for their warm hospitality, excellent organization, and outstanding leadership in hosting the Fourth D-8 Ministerial Meeting on Tourism and the Fifth Senior Officials Meeting.

**4th D-8 Ministerial Meeting  
on Tourism Cooperation  
6 May, 2025  
Marriott Hotel, Aida Ballroom**

Session	Item	Time	Remarks
<b>Registration 9:00 - 10:00</b>			
<b>Opening Session</b>	<p><b>1. Opening Remarks and Introduction</b></p> <ul style="list-style-type: none"> <li>▪ Welcome remarks by host country, Egypt, the Honorable Minister of Tourism and Antiquities</li> <li>▪ Opening remarks by H.E. Ambassador Isiaka Abdulqadir Imam, D-8 Secretary General</li> <li>▪ Presenting Promotional video for Egypt</li> <li>▪ Group photo</li> </ul> <p style="text-align: center;"><b>Press to leave the room</b></p> <p><b>2. Adoption of the Agenda</b></p> <ul style="list-style-type: none"> <li>▪ The Chairperson may wish to present the agenda for consideration and adoption by the Meeting.</li> </ul> <p><b>3. Report of the 5th D-8 Senior Officials Meeting</b></p> <ul style="list-style-type: none"> <li>▪ The Chairperson may invite the Secretariat to submit the Report</li> </ul> <p><b>4- Adoption of the Report of the SOM</b></p> <ul style="list-style-type: none"> <li>▪ The Chairperson may invite D-8 Member States to adopt the report of the SOM</li> </ul>	<b>10:00 - 11:30</b>	
<b>Coffee Break 11:30 - 12:00</b>			

Working Session	<p><b>5. Insights by Ministers of Tourism of D-8 Member States/Heads of Delegations</b></p> <ul style="list-style-type: none"> <li>▪ The Ministers may provide key strategic insights regarding tourism development in their respective countries. including: Investment Opportunities in the Tourism Sector and AI application</li> </ul> <p><b>6- Official Declaration and Announcement of the D-8 Tourism City of the Year Award for 2025</b></p> <ul style="list-style-type: none"> <li>▪ Announcement of the first D-8 Tourism City of the Year Award for Antalya for 2025</li> <li>▪ Presenting Promotional video for Antalya</li> </ul>	12:00 - 13:15  (7 mins for each member state)	
<b>Coffee Break</b> <b>13:15 - 14:00</b>			
Working Session	<p><b>7- Consideration and Adoption of the Cairo Declaration on D-8 Tourism Cooperation 2025</b></p> <ul style="list-style-type: none"> <li>▪ The Meeting may consider and endorse the Cairo Declaration on D-8 Tourism Cooperation 2025.</li> </ul> <p><b>8- Consideration and Adoption of the Joint Media Statement</b></p> <ul style="list-style-type: none"> <li>▪ The Meeting may consider and adopt the Joint Media Statement of the 4th D-8 Ministerial Meeting on Tourism held in Cairo, Egypt on 06 May 2025.</li> </ul> <p><b>9- Date and Venue of the Next Meeting</b></p> <ul style="list-style-type: none"> <li>▪ The Chairperson may invite Member States to volunteer to host the 5<sup>th</sup> D-8 Ministerial Meeting on Tourism Cooperation.</li> </ul>	14:00 - 15:30	

	<p style="text-align: center;"><b>Media to enter</b></p> <p><b>10- CLOSING SESSION</b></p> <ul style="list-style-type: none"><li>▪ Reading Cairo Declaration in English by the Secretary-General</li> <li>▪ The Chairperson may deliver the closing remarks.</li></ul>		
<p><b>Lunch</b> <b>15:30 - 16:30</b></p>			

**REPORT of the  
5<sup>th</sup> D-8 Senior Officials Meeting on Tourism Cooperation  
05 May 2025 | Cairo, Arab Republic of Egypt**

**1. Introduction**

The 5<sup>th</sup> Senior Officials Meeting (SOM) on Tourism Cooperation among the D-8 Member States was held on 05 May 2025 in Cairo, Arab Republic of Egypt. The meeting was chaired by Ms. Yomna El-Bahar, Vice Minister of Tourism and Antiquities of Egypt, and attended by Senior Officials from all D-8 Member States. The list of participants is attached as **Annex I**.

**2. Opening Remarks**

Ms. Yomna El-Bahar welcomed all delegates and highlighted Egypt's commitment to advancing tourism cooperation within the D-8 framework. Her-remarks are attached as **Annex II**.

**3. Adoption of the Agenda**

The Meeting considered and adopted the agenda, without amendment. The adopted agenda is attached as **Annex III**.

**4. Report by the D-8 Secretariat**

The Secretary General of the D-8 Organization, H.E. Ambassador Isiaka Abdulqadir Imam, presented a detailed report on the Secretariat's activities and follow-up actions, since the 3<sup>rd</sup> Ministerial Meeting on Tourism in 2023. The Secretary General's statement is attached as **Annex IV**.

The report was followed by a presentation of D-8 Tourism Promotion Video, prepared by Turkish Radio and Television Corporation (TRT), Republic of Türkiye.

The Delegations deliberated on the video contents remarked as follows:

- Welcomed the initiative and appreciated the progress.
- Recommended the addition of narration and proper captioning of individual tourist destinations.
- Requested a balanced representation of all Member States.
- Egypt offered to enhance its segment and will share data with the Secretariat accordingly.

The Secretary General informed that the video is still under development and urged all Member States to submit inputs by 31 May 2025, after which the video will be finalized in coordination with TRT.

## **5. Implementation of the D-8 Tourism Strategy (2020–2030) and Crescent Moon Initiative**

Member States provided brief updates on their national progress related to the D-8 Tourism Strategy and the Crescent Moon Initiative.

### **Member States' Presentations on Tourism Development**

Each delegation delivered a national statement and/or presentation highlighting the current status and recent developments in their tourism sectors. These statements are compiled in **Annex V**.

## **6. Discussion on the Nomination of the D-8 Tourism City of the Year Award for 2026.**

The Meeting congratulated the Republic of Türkiye on the selection of Antalya as the inaugural D-8 Tourism City of the Year for 2025. Following deliberations, the Meeting agreed to institutionalize the D-8 Tourism City of the Year Award, as an annual initiative. It was further emphasized that the nomination process for the 2026 Award should commence without delay, ensuring Member States are provided a minimum of six months to complete their selection process.

## **7. Preparations for the 4<sup>th</sup> D-8 Ministerial Meeting on Tourism**

The delegation of Egypt provided an update on preparations for the 4<sup>th</sup> D-8 Ministerial Meeting on Tourism, to be held on 06 May 2025 in Cairo.

The meeting reviewed and deliberated on the following draft documents, and endorsed them for adoption at the Ministerial Meeting:

- Draft Agenda
- Draft Joint Media Statement
- Draft Cairo Declaration on D-8 Tourism Cooperation 2025

These documents are attached as **Annex VI**.

## **9. Date and Venue of the Next Meeting**

- Nigeria volunteered to host the next regular session of the Ministerial and Senior Officials Meetings in 2026.
- The Republic of Türkiye offered to host a special Ministerial Session in Antalya in November 2025, in honor of Antalya being awarded the D-8 Tourism City of the Year.

## **8. Consideration and Adoption of the Report**

The Meeting agreed to circulate the draft report, electronically, to all Member States for review, with a request to submit comments or amendments by the morning of 06 May 2025, prior to its formal adoption at the Ministerial Session.

## **9. Closing Remarks**

In her closing remarks, the Chair, Ms. Yomna El-Bahar, expressed appreciation to all delegations for their active participation, constructive engagement, and contributions to the success of the meeting, and brought the meeting to a close.