



World Tourism Organization

UNWTO

Repository of
**National Tourism
Master and
Marketing Plans**

Update: May 2015

Repository of National Tourism Master and Marketing Plans

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National Tourism Master Plans

This repository includes a list of the publicly available links of the national tourism master plans. It refers to the publication year of the plan, period in which the plan is active and languages in which it is available. It has been compiled by the World Tourism Organization (UNWTO) from publicly available sources.

Notes: EN: English; SP: Spanish; FR: French; RU: Russian; AR: Arabic

Country	Publication year	Period	Languages				
			EN	SP	FR	RU	AR
Africa							
North Africa							
Algeria							
Morocco	2013	2009/20	x				
Sudan							
Tunisia							
Subsaharan Africa							
Angola							
Benin							
Botswana	2000	2010/16	x				
Burkina Faso	2009	2010/12			x		
Burundi							
Cameroon							
Cabo Verde	2009	2010/13					Portugese
Central African Republic							
Chad							
Comoros							
Côte d'Ivoire							
Congo (Democratic Republic of the)							
Congo (Republic of the)							
Djibouti							
Equatorial Guinea							
Eritrea	1999	2000/20	x				
Ethiopia							
Gabon							
Gambia	2006	2006/15	x				

Country	Publication year	Period	Languages					
			EN	SP	FR	RU	AR	Others
Ghana	2012	2013/27	x					
Guinea								
Guinea-Bissau								
Kenya								
Lesotho								
Liberia								
Madagascar								
Malawi	2000	2000/05	x					
Mali								
Mauritania								
Mauritius								
Mozambique	2004	2004/13	x					
Namibia								
Niger								
Nigeria	2006	s/n	x					
Reunion								
Rwanda	2009	2010/20	x					
Sao Tome and Principe								
Senegal	2013	2013/15			x			
Seychelles								
Sierra Leone	2008	2008/15	x					
Somalia								
South Africa	2010	2009/20	x					
Swaziland	2013	2012/16	x					
Togo								
Uganda	2001	2002/06	x					
United Republic of Tanzania	2002	s/n	x					
Zambia								
Zimbabwe	2013	2013/15	x					
Americas								
North America								
Canada	-							
Mexico	2013	2013/18		x				
United States of America	2012	2012/21	x					
Caribbean								
Anguilla								
Antigua and Barbuda								
Aruba								
Bahamas								
Barbados								
Bermuda	2012	2012/22	x					

Country	Publication year	Period	Languages						
			EN	SP	FR	RU	AR	Others	
Bonaire									
British Virgin Islands									
Cayman Islands									
Cuba									
Curaçao	2010	2010/14	x						
Dominica									
Dominican Republic									
Grenada									
Guadeloupe									
Haiti	2014	s/n	x						
Jamaica	2009	2009/30	x						
Martinique									
Montserrat									
Netherlands Antilles									
Puerto Rico									
Saba									
Saint Kitts and Nevis									
Saint Lucia									
Saint Vincent and the Grenadines									
Sint Eustatius									
Sint Maarten									
Trinidad and Tobago	2010	s/n	x						
Turks and Caicos Islands									
United States Virgin Islands									
Central America									
Belize									
Costa Rica									
El Salvador									
Guatemala	2013	2014/16		x					
Honduras	2004	2006/21		x					
Nicaragua									
Panama	2008	2007/20		x					
South America									
Argentina									
Bolivia (Plurinational State of)									
Brazil	2012	2013/16		x				Portuguese	
Chile	2012	2012/20		x					
Colombia	2008	2008/10		x					
Ecuador	2012	s/n		x					
French Guiana									

Country	Publication year	Period	Languages					
			EN	SP	FR	RU	AR	Others
Guyana								
Paraguay	2012	2012/18		×				
Peru	2013	2012/21		×				
Suriname								
Uruguay	2009	2009/20		×				
Venezuela								
Asia and the Pacific								
North-East Asia								
China								
Hong Kong, China								
Japan								
Korea (Democratic People's Republic)								
Korea (Republic of)	2006	s/n		×				
Macao, China								
Mongolia								
Taiwan Province of China								
South-East Asia								
Brunei Darussalam								
Cambodia								
Indonesia								
Lao Peoples Democratic Republic	2006	2006/20		×				
Malaysia								
Myanmar	2013	2013/20		×				
Philippines								
Singapore								
Thailand								
Timor-Leste								
Viet Nam								
Oceania								
American Samoa								
Australia								
Cook Islands								
Fiji								
French Polynesia								
Guam	2014	2014/20		×				
Kiribati								
Marshall Islands								
Micronesia (Federated States of)								
Northern Mariana Islands	2012	2012/16		×				

Country	Publication year	Period	Languages						
			EN	SP	FR	RU	AR	Others	
New Caledonia									
New Zealand	2010	2010/15	×						
Niue									
Palau									
Papua New Guinea	2006	2007/17	×						
Samoa									
Solomon Islands									
Tonga									
Tuvalu									
Vanuatu	2008	2008/14	×						
South Asia									
Afghanistan									
Bangladesh									
Bhutan									
India	2011	2011/15	×						
Iran (Islamic Republic of)									
Maldives									
Nepal	2009	2010/20	×						
Pakistan									
Sri Lanka	2010	2011/16	×						
Europe									
Northern Europe									
Denmark									
Finland	2008	2008/20	×						
Iceland	2013	2011/20	×						
Ireland									
Norway									
Sweden	2011	2011/20						Swedish	
United Kingdom									
Western Europe									
Austria	2010	2010/15						German	
Belgium									
Belgium/Luxembourg									
France									
Germany									
Liechtenstein									
Luxembourg									
Monaco	2008	2009/13	×						
Netherlands									
Switzerland									

Country	Publication year	Period	Languages					
			EN	SP	FR	RU	AR	Others
Central/Eastern Europe								
Armenia	2007	2008/30	x					
Azerbaijan								
Belarus								
Bulgaria								
Czech Republic								
Estonia								
Georgia								
Hungary	2006	2005/16	x					
Kazakhstan								
Kyrgyzstan								
Latvia								
Lithuania								
Poland								
Republic of Moldova	2002	2003/15	x					
Romania	2006	2007/26	x					
Russian Federation								
Slovakia	2005	2005/13	x					
Tajikistan								
Turkmenistan	2012	2012/16	x					
Ukraine								
Uzbekistan								
Southern/Mediterranean Europe								
Albania								
Andorra								
Bosnia and Herzegovina								
Croatia	2013	2014/20						Croatian
Cyprus	2002	2003/10	x					
Greece								
Israel								
Italy								
Malta	2006	2007/11	x					
Montenegro	2008	2020	x					
Portugal	2007	2013/15						Portuguese
San Marino								
Serbia								
Slovenia	2002	2002/06	x					
Spain	2011	2012/15	x					
The former Yugoslav Republic of Macedonia								
Turkey	2007	2007/23	x					

Country	Publication year	Period	Languages					
			EN	SP	FR	RU	AR	Others
Middle East								
Bahrain								
Egypt								
Iraq								
Jordan	2011	2011/15	x					x
Kuwait								
Lebanon								
Libya								
Oman								
Palestine								
Qatar	2010	2010/30	x					x
Saudi Arabia	2000	2000/15	x					
Syrian Arab Republic								
United Arab Emirates								
Yemen	2009	2010/25						x

National Tourism Marketing Plans

This repository includes a list of the publicly available links of the national tourism marketing plans. It refers to the publication year of the plan, period in which the plan is active and languages in which it is available. It has been compiled by the World Tourism Organization (UNWTO) from publicly available sources.

Notes: EN: English; SP: Spanish; FR: French; RU: Russian; AR: Arabic

Country	Publication year	Period	Languages				
			EN	ES	FR	RU	AR
Africa							
North Africa							
Algeria	2013	2013			×		
Morocco							
Sudan							
Tunisia	s/n	s/n			×		
Subsaharan Africa							
Angola							
Benin							
Botswana							
Burkina Faso							
Burundi							
Cameroon							
Cabo Verde	2011	2011/13					Portuguese
Central African Republic							
Chad							
Comoros							
Côte d'Ivoire							
Congo (Democratic Republic of the)							
Congo (Republic of the)							
Djibouti							
Equatorial Guinea							
Eritrea							
Ethiopia							
Gabon							
Gambia							

Country	Publication year	Period	Languages						
			EN	ES	FR	RU	AR	Others	
Ghana	2009	2009/12	×						
Guinea									
Guinea-Bissau									
Kenya									
Lesotho									
Liberia									
Madagascar									
Malawi									
Mali									
Mauritania									
Mauritius									
Mozambique									
Namibia									
Niger									
Nigeria									
Reunion									
Rwanda									
Sao Tome and Principe									
Senegal									
Seychelles									
Sierra Leone									
Somalia									
South Africa									
Swaziland	2013	s/n	×						
Togo									
Uganda									
United Republic of Tanzania									
Zambia									
Zimbabwe									
Americas									
North America									
Canada	2012	2012/16	×						
Mexico	2007	s/n		×					
United States of America	2013	s/n	×						
Caribbean									
Anguilla									
Antigua and Barbuda									
Aruba									
Bahamas									
Barbados									
Bermuda									

Country	Publication year	Period	Languages					
			EN	ES	FR	RU	AR	Others
Bonaire								
British Virgin Islands								
Cayman Islands								
Cuba								
Curaçao								
Dominica								
Dominican Republic								
Grenada								
Guadeloupe								
Haiti								
Jamaica	2004	2004/05		x				
Martinique								
Montserrat								
Netherlands Antilles								
Puerto Rico								
Saba								
Saint Kitts and Nevis								
Saint Lucia								
Saint Vincent and the Grenadines								
Sint Eustatius								
Sint Maarten								
Trinidad and Tobago								
Turks and Caicos Islands								
United States Virgin Islands								
Central America								
Belize								
Costa Rica								
El Salvador								
Guatemala								
Honduras								
Nicaragua								
Panama								
South America								
Argentina	2012	2012/15		x				
Bolivia (Plurinational State of)								
Brazil	2009	2010/20		x				Portuguese
Chile								
Colombia	2009	s/n		x				
Ecuador	2009	2009/14		x				
French Guiana								

Country	Publication year	Period	Languages						
			EN	ES	FR	RU	AR	Others	
Guyana									
Paraguay	2013	s/n		×					
Peru									
Suriname									
Uruguay									
Venezuela									
Asia and the Pacific									
North-East Asia									
China									
Hong Kong, China									
Japan	2012	s/n	×						
Korea (Democratic People's Republic)									
Korea (Republic of)	2014	s/n	×						
Macao, China									
Mongolia									
Taiwan Province of China									
South-East Asia									
Brunei Darussalam									
Cambodia									
Indonesia									
Lao Peoples Democratic Republic	2013	s/n	×						
Malaysia									
Myanmar	s/n	s/n	×						
Philippines									
Singapore									
Thailand									
Timor-Leste									
Viet Nam	2013	2013/15	×						
Oceania									
American Samoa									
Australia									
Cook Island									
Fiji									
French Polynesia									
Guam									
Kiribati									
Marshall Is									
Micronesia (Federated States of)									
Northern Mariana Islands									

Country	Publication year	Period	Languages						
			EN	ES	FR	RU	AR	Others	
New Caledonia									
New Zealand	2014	2014/16	×						
Niue									
Palau									
Papua New Guinea									
Samoa									
Solomon Islands									
Tonga									
Tuvalu									
Vanuatu									
South Asia									
Afghanistan									
Bangladesh	s/n	s/n	×						
Bhutan									
India									
Iran (Islamic Republic of)									
Maldives	s/n	s/n	×						
Nepal	2005	2005/20	×						
Pakistan									
Sri Lanka	2010	s/n	×						
Europe									
Northern Europe									
Denmark									
Finland									
Iceland									
Ireland									
Norway	2012	s/n	×						
Sweden									
United Kingdom									
Western Europe									
Austria	2014	s/n						German	
Belgium									
Belgium/Luxembourg									
France									
Germany									
Liechtenstein									
Luxembourg									
Monaco									
Netherlands									
Switzerland	2010	s/n	×						

Country	Publication year	Period	Languages					
			EN	ES	FR	RU	AR	Others
Central/Eastern Europe								
Armenia								
Azerbaijan								
Belarus								
Bulgaria								
Czech Republic	2013	s/n	×					
Estonia								
Georgia								
Hungary	2008	s/n	×					
Kazakhstan								
Kyrgyzstan								
Latvia	2010	2010/15	×					
Lithuania								
Poland								
Republic of Moldova								
Romania								
Russian Federation								
Slovakia								
Tajikistan								
Turkmenistan								
Ukraine								
Uzbekistan								
Southern/Mediterranean Europe								
Albania								
Andorra								
Bosnia and Herzegovina								
Croatia								
Cyprus								
Greece	2004	2004/20	×					
Israel								
Italy								
Malta								
Montenegro								
Portugal								
San Marino								
Serbia								
Slovenia	2007	2007/11	×					
Spain	2014	2014/15		×				
The former Yugoslav Republic of Macedonia								
Turkey								

Country	Publication year	Period	Languagues					
			EN	ES	FR	RU	AR	Others
Middle East								
Bahrain								
Egypt								
Iraq								
Jordan								
Kuwait								
Lebanon								
Libya								
Oman								
Palestine								
Qatar								
Saudi Arabia								
Syrian Arab Republic								
Unted Arab Emirates								
Yemen	2010	2010/25						x



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