Fully supportive of the World Statistics Day celebration, the World Tourism Organization (UNWTO) has planned the following initiatives:

- Launch of the UNWTO Factsheet Series with the publication of the *Tourism Satellite Account (TSA) Factsheet*, a synopsis of one of the major statistical achievements in tourism.

- **Written address by UNWTO Secretary General** celebrating World Statistics Day and announcing new UNWTO statistical publications and related initiatives.

- **Joint written address by UNWTO Secretary General and UNSD Director Paul Cheung** celebrating World Statistics Day and encouraging ongoing statistical development.

- An article in the *UNWTO News newsletter* on the importance and availability of statistical evidence for supporting policy and decisions in the tourism sector.

- One general and one technical **press release** will support the above activities.

Madrid, 12 August 2010.