



UNWTO Vision for a Responsible Recovery of the Tourism Sector

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WHAT IS AT STAKE?



100 to 120 MILLION
direct tourism **jobs at risk**
(UNWTO)



Loss of
US\$ 910 BILLION to US\$ 1.2 TRILLION
in exports from tourism –
international visitors' spending
(UNWTO)



Loss of
1.5% to 2.8% OF GLOBAL GDP
(UNCTAD)



A lifeline for
SIDS, LDCs and many
AFRICAN COUNTRIES
tourism represents over 30% of exports
for the majority of SIDS and 80% for some
(UNWTO)



Critical
RESOURCES FOR CONSERVATION
of natural and cultural heritage

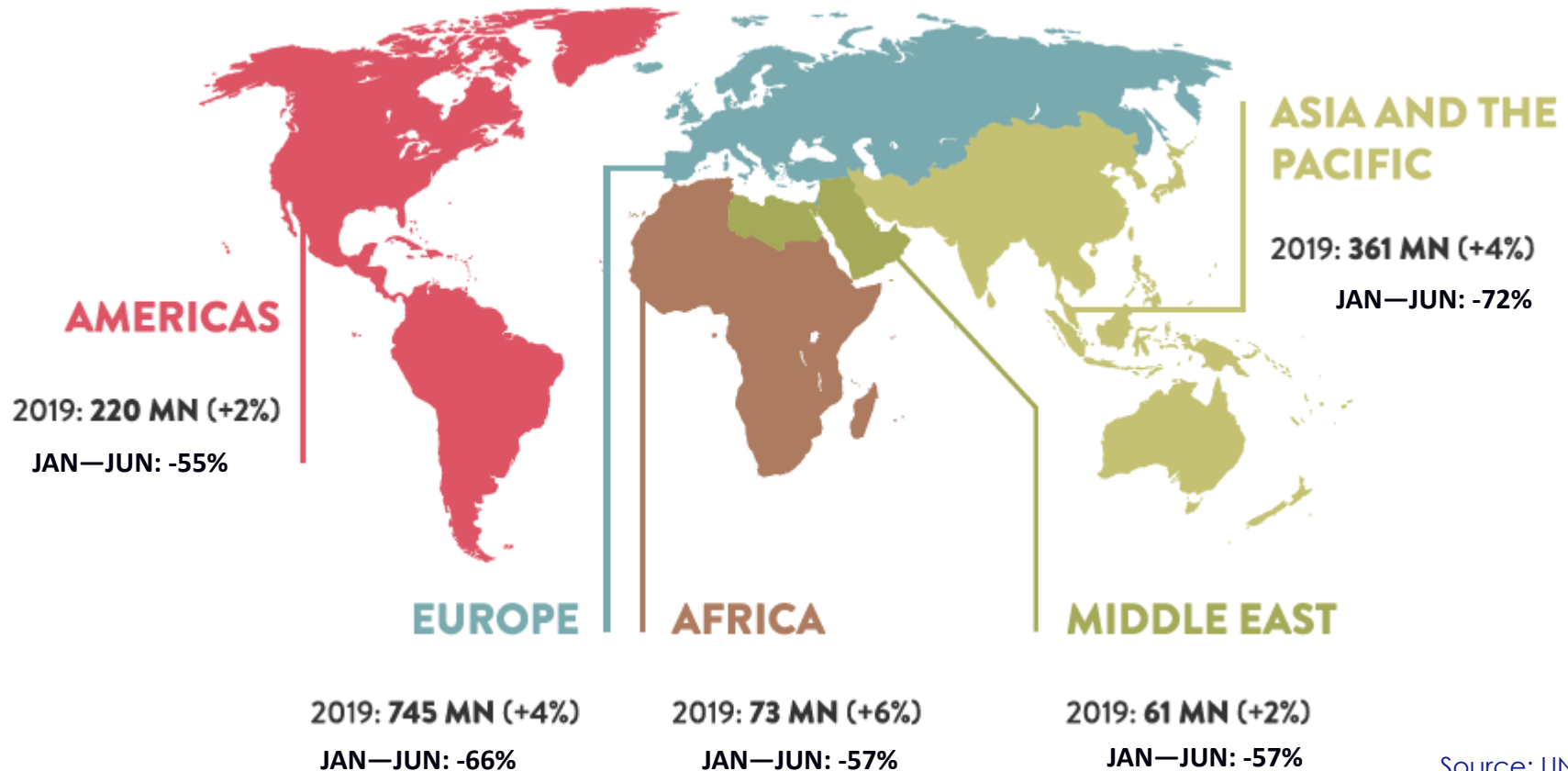
International tourist arrivals

Jan. – Jun. 2020

WORLD

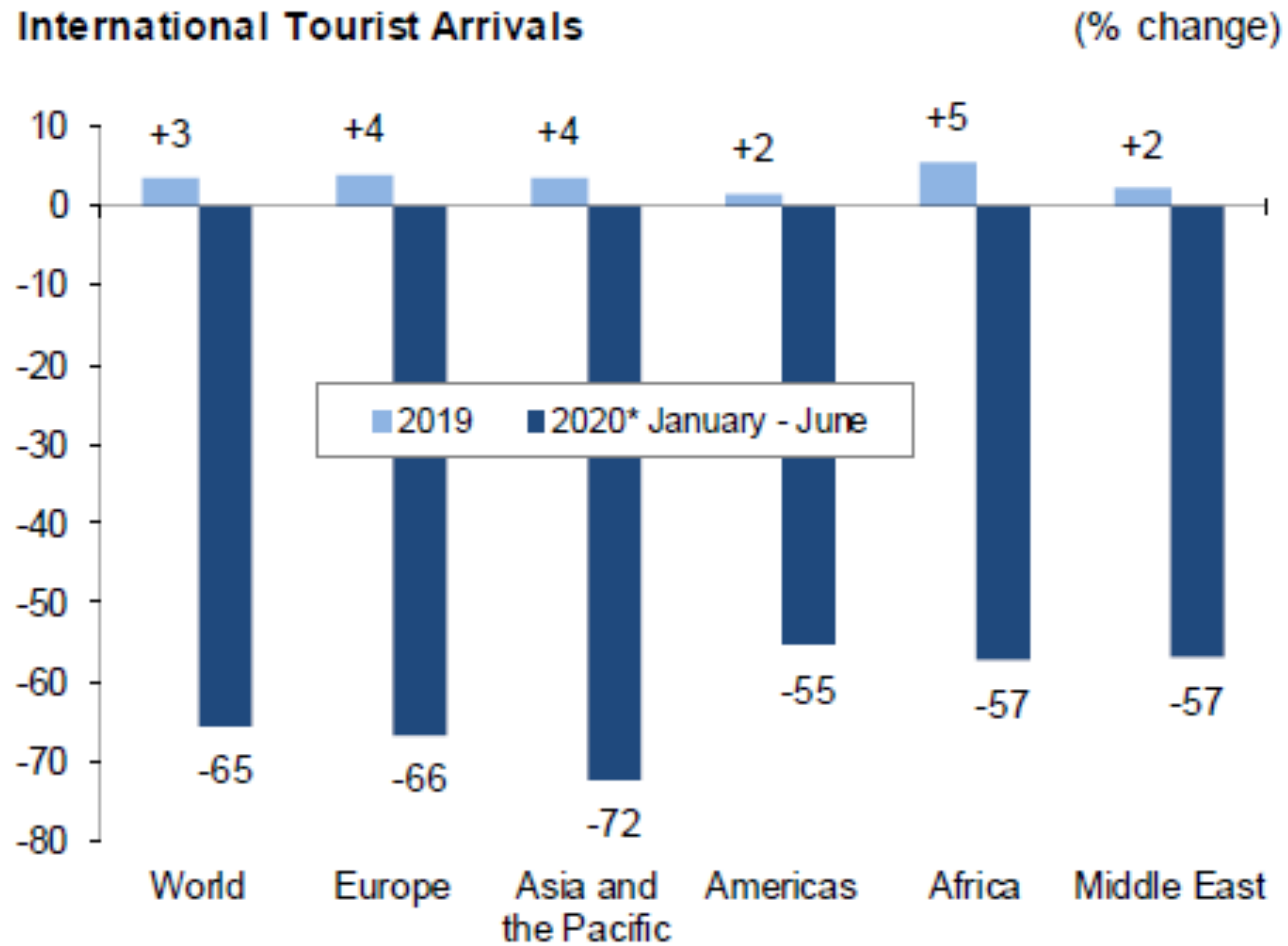
2019: 1,500 million (+4%)

JAN.-JUN. 2020: -65%



International tourist arrivals

a slump in arrivals since March 2020



Source: World Tourism Organization (UNWTO) © * Provisional data

UNWTO report on COVID – 19: Travel Restrictions

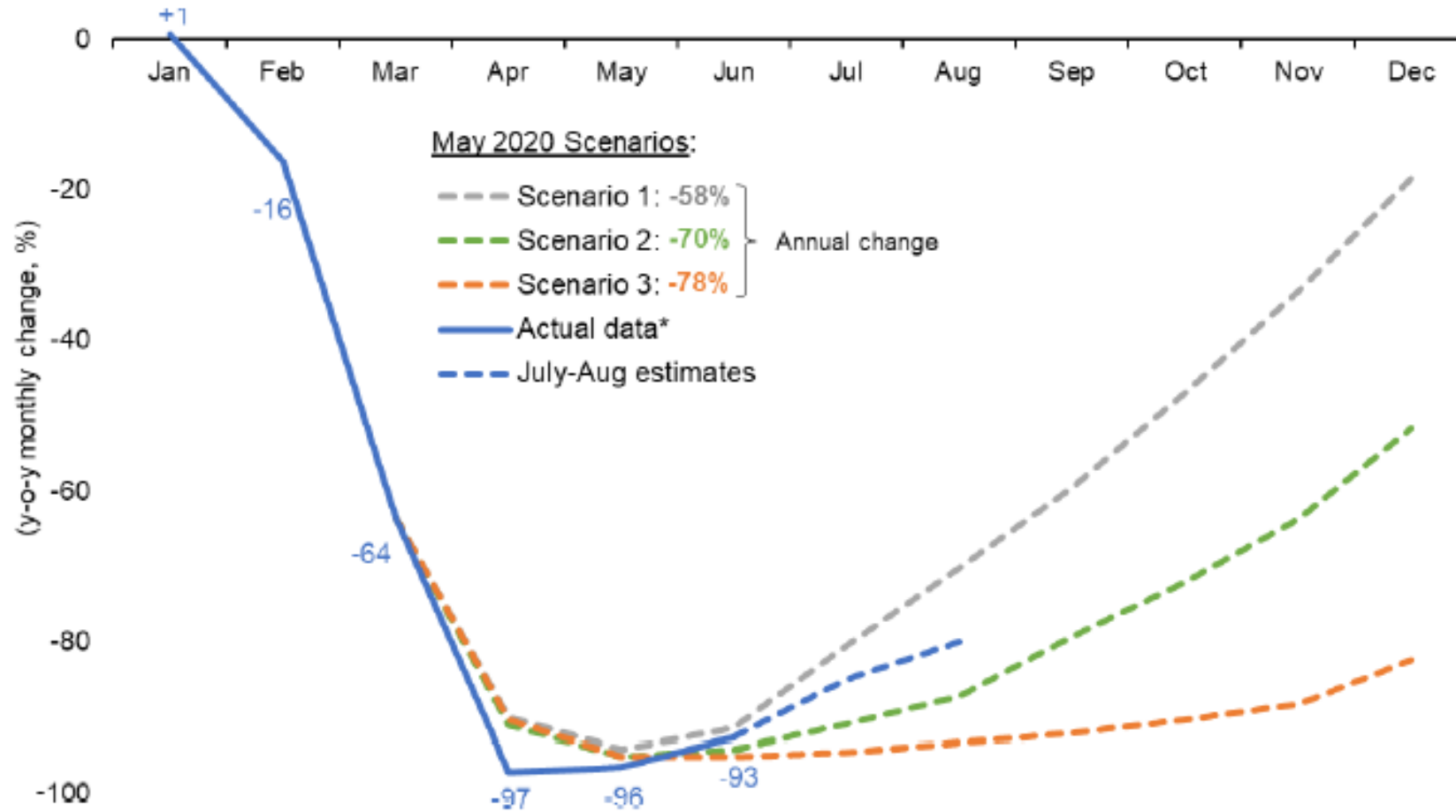
As of 1 September 2020

A majority of destinations around have started easing travel restrictions

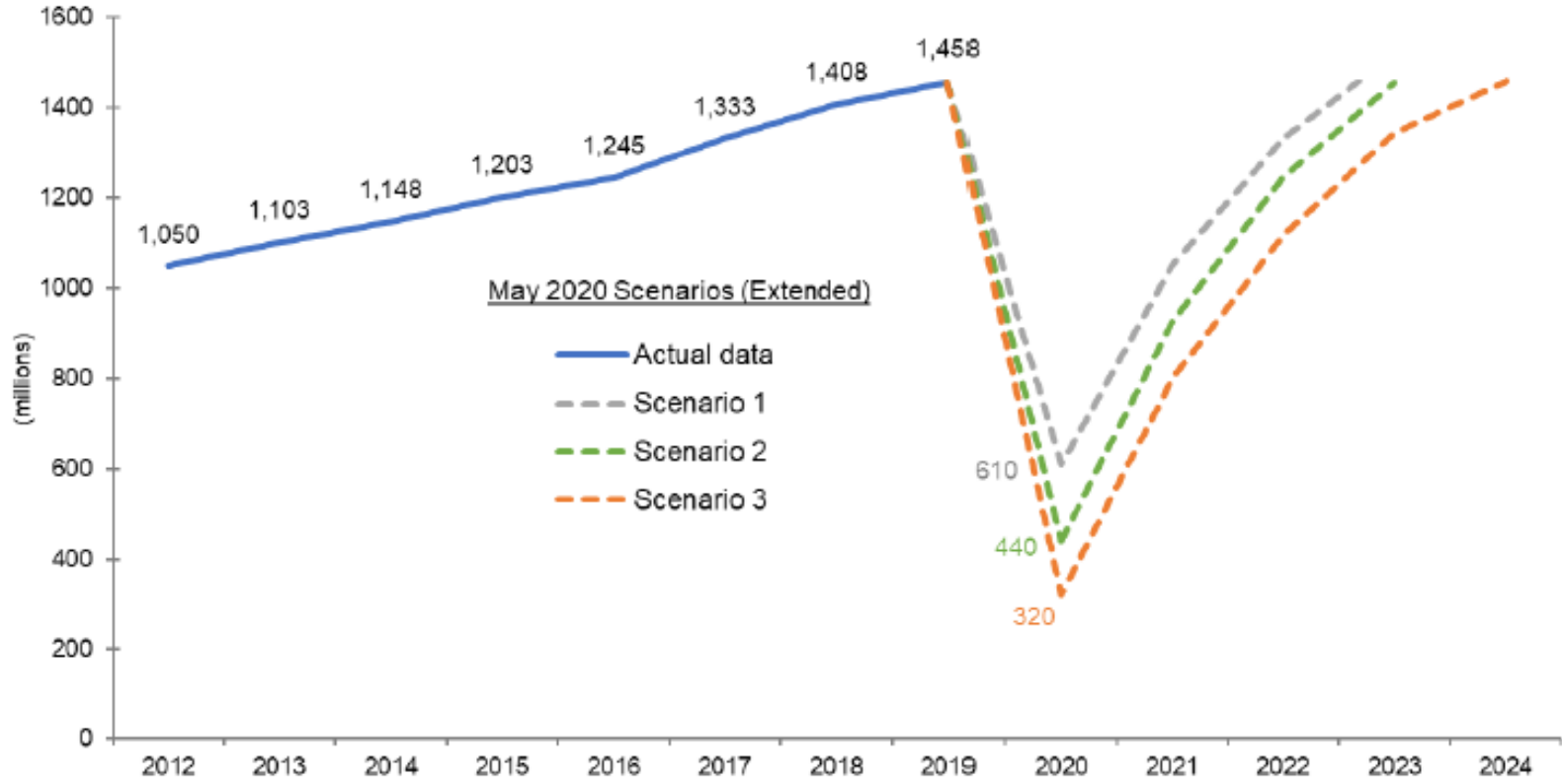
- 115 (53% of all destinations worldwide) have eased COVID-19 related travel restrictions for international tourism (+28 destinations - July)
- 93 destinations (43% of all destinations worldwide) keep their borders completely closed for international tourism (-22 destinations - July)



International tourist arrivals and scenarios – 2020 (million)



International tourism arrivals: Future 2020 -2024



Recovery to 2019 levels: between 2½ - 4 years



A roadmap to transform tourism needs to address five priority areas...

1. Mitigate socio-economic impacts on livelihoods
2. Boost competitiveness and build resilience
3. Innovation and digital transformation
4. Sustainability and green growth
5. Transform sector towards achieving SDGs

The COVID-19 crisis is a watershed moment to align the effort of sustaining livelihoods dependent on tourism to the SDGs and ensuring a more resilient, inclusive, carbon neutral, and resource efficient future.

Different measures can mitigate the impact of the crisis and accelerate recovery

1. Job and income protections for workers

- Fiscal packages
- Measures preventing from work force reduction
- Reductions in working time and pay to avoid dismissals
- Temporary unemployment benefits for self-employed

Employment in the tourism sector: informality and atypical
This crisis has also highlighted its vulnerability

2. Support business survival, particularly that of MSMEs, throughout the tourism value chain

- Exemptions or extensions for payment of corporate income tax
- Reductions in the corporate income tax rate
- Credit lines
- Postpone payments for utility bills

MSMEs in the tourism sector: improve digital skills and big data and eliminate intermediaries

Different measures can mitigate the impact of the crisis and accelerate recovery

3. Facilitating the sector's short-term recovery

- Stakeholders to define protocols
- Need for diversification: promotion of domestic tourism
- Provide vouchers or discounts
- Marketing campaigns to attract new visitors

These strategies can be more easily implemented if tourism businesses operate within public-private clusters

4. Promotion of the sector's medium-term sustainability and resilience

- Opportunity to increase the contribution of tourism to the 17 SDGs
- Pandemic mitigation measures to improve the sector's environmental and social sustainability
- Greening this sector reduce impact and attract more conscious tourists

Different measures can mitigate the impact of the crisis and accelerate recovery

5. Regional cooperation

- Keep cross-border transport networks open
- Digital solutions promotion
- Develop joint guidelines and protocols
- Strengthen bilateral or subregional agreements to facilitate transit for travellers
- Foster the exchange of good practices among countries
- Create and implement a post-COVID-19 crisis recovery plan
- Assess social, economic and environmental impacts of cruise ship tourism, and define regional standards moving forward
- Develop Tourism Satellite Accounts

CARICOM Heads of Government established a public-private subcommittee (including airlines, cruise operators, hoteliers and labour unions) to settle protocols for workers and visitors



Thank you!



UNWTO

World Tourism Organization