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 USS 910 BILLION to USS 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

Source: UNWTO
International tourist arrivals
Jan. – Jun. 2020

WORLD
2019: 1,500 million (+4%)
JAN.-JUN. 2020: -65%

Source: UNWTO
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)

Source: UNWTO
International tourist arrivals and scenarios – 2020 (million)

May 2020 Scenarios:
- Scenario 1: -58%
- Scenario 2: -70%
- Scenario 3: -78%

Annual change

Actual data

July-Aug estimates

Source: UNWTO
International tourism arrivals: Future 2020 - 2024

Recovery to 2019 levels: between 2½ - 4 years

Source: UNWTO
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.

Source: UNWTO
Different measures can mitigate the impact of the crisis and accelerate recovery

1. Job and income protections for workers
   - Fiscal packages
   - Measures preventing from workforce 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**

Source: ECLAC - COVID-19 REPORTS
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

Source: ECLAC - COVID-19 REPORTS
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

Source: ECLAC - COVID-19 REPORTS
Thank you!