

BUILDING RECOVERY FOR TRAVEL AND TOURISM

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Presentation Flow

01

Setting the scene:
2020 international
tourism arrivals

02

Drivers of
Recovery

03

Global Tourism
Crisis
Committee

04

Priorities for Global
Tourism Recovery

05

Possible
solutions to
restart tourism

06

Digital and
innovative
opportunities



Unprecedented fall of International Tourism -73% in 2020



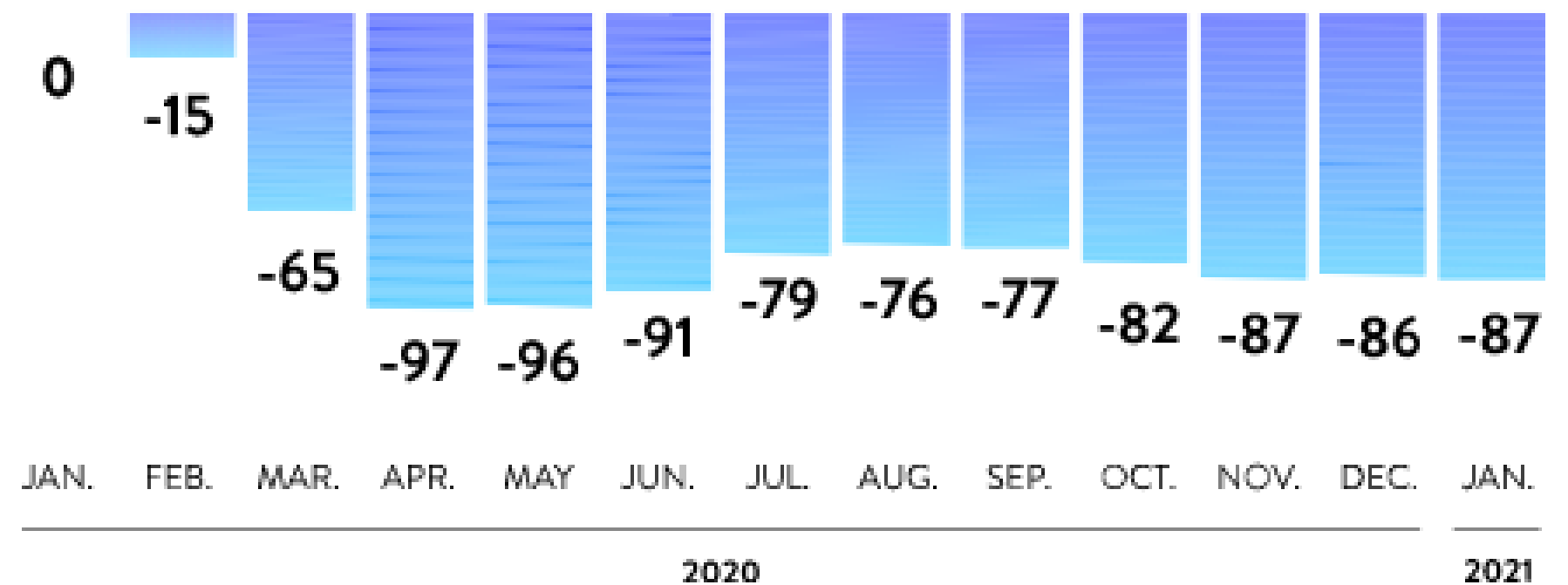
Tourist Arrivals down -87% in January 2021

INTERNATIONAL TOURISM 2020 AND 2021

INTERNATIONAL TOURIST ARRIVALS

-87

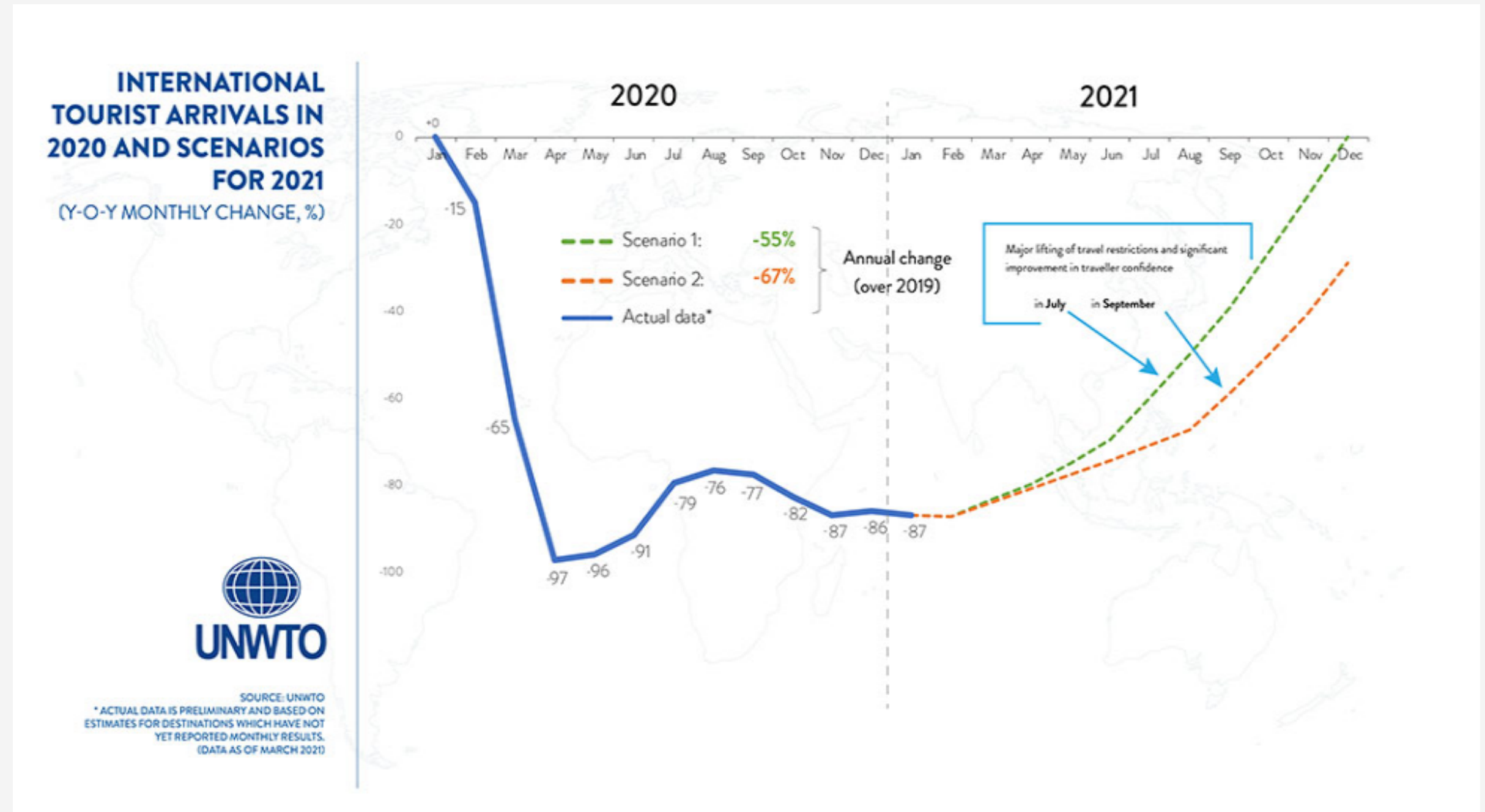
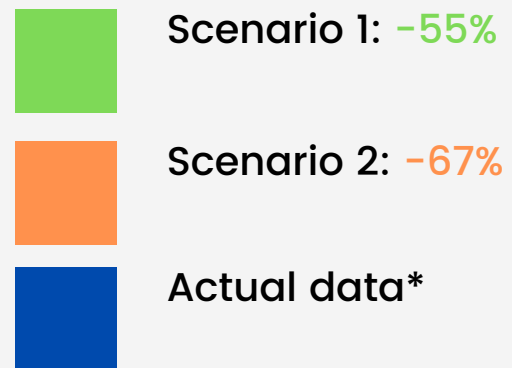
JANUARY 2021, CHANGE (%)



International Tourism and COVID-19

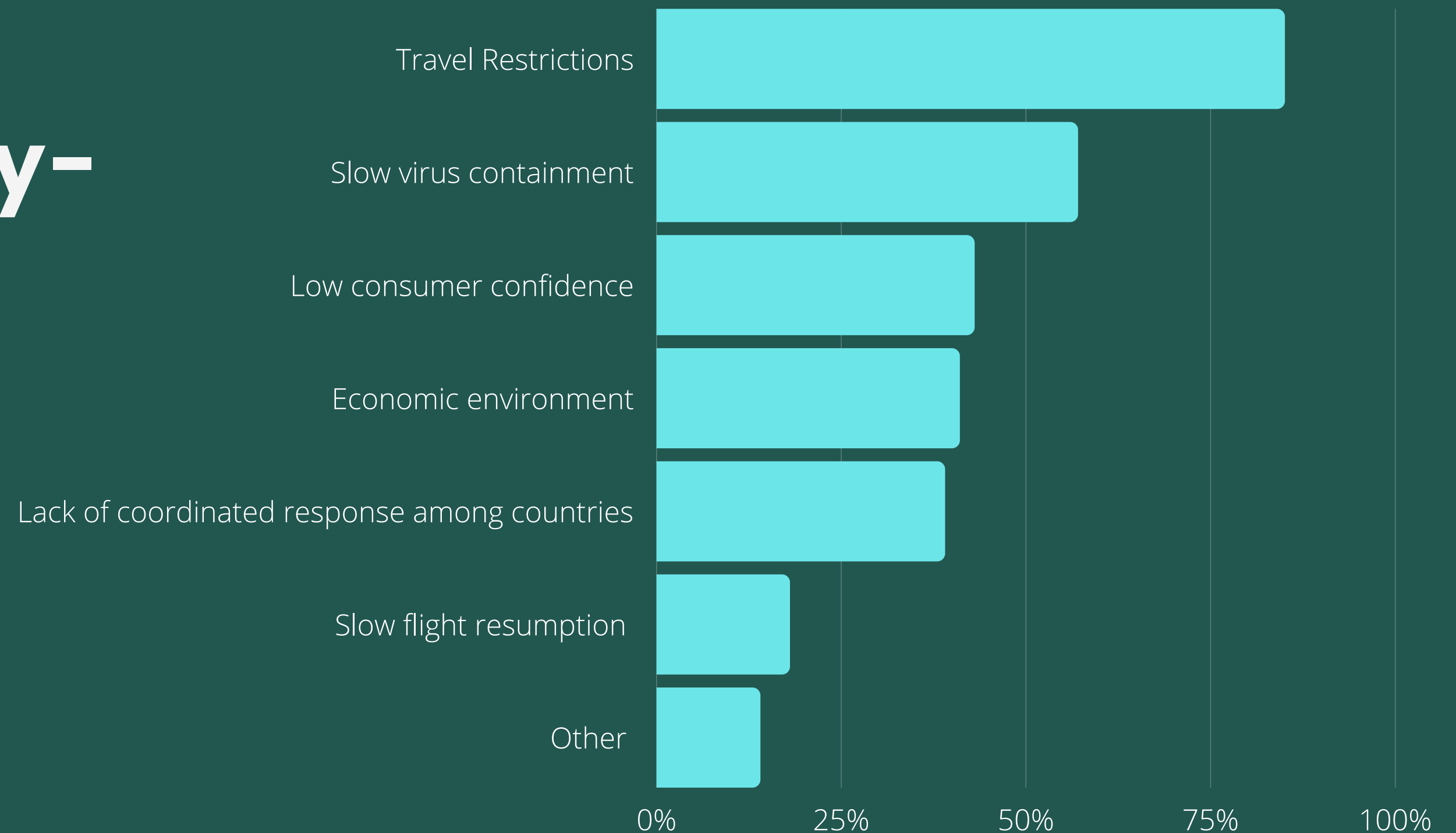
- 1 billion fewer international tourist arrivals
- Loss of US\$ 1.3 trillion in total export revenues from international tourism
- 100 to 120 million direct tourism jobs at risk

International Tourist arrival in 2020 and Scenario for 2021



100 to 120 million direct tourism jobs at risk

What do Experts say—drivers of recovery?



Source: UNWTO World Tourism Barometer, October 2020



The Committee comprises representatives of UNWTO's Member States and Affiliate Members, alongside the

- World Health Organization (WHO),
- International Civil Aviation Organization (ICAO),
- International Maritime Organization (IMO)
- Airports Council International (ACI),
- Cruise Lines International Association (CLIA)
- International Air Transport Association (IATA)
- World Travel and Tourism Council (WTTC)

to ensure a coordinated and effective response.

Global Tourism Crisis Committee

guiding the sector as it responds to the COVID-19 crisis and building the foundations for future resilience and sustainable growth.



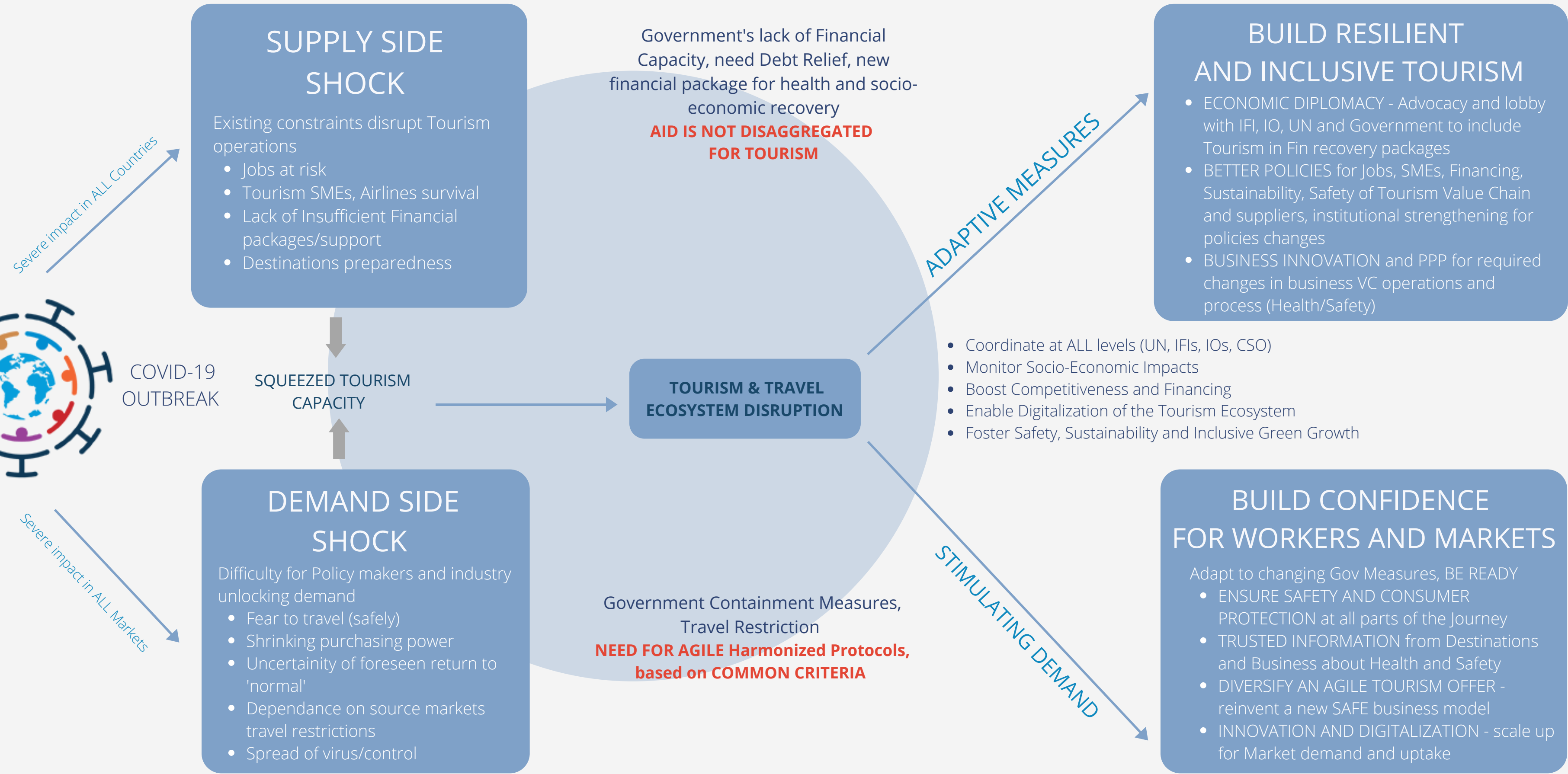
Global Tourism Crisis Committee

18 January 2021, Madrid, Spain

The Committee called for:

- Stepping up the coordination, within the framework of the International Health Regulations², of vaccination certificates to ensure timely monitoring, definition, and implementation of common, harmonized digital-related travel principles, protocols, and documents.
- Support the standardization, digitalization, and interoperability of testing protocols and certification systems, based on commonly agreed evidence and risk-assessment indicators for origin and destination country/territory
- Support of the Organisation of Economic Co-operation and Development (OECD)'s initiative for the development and coordination of a harmonized system in all countries to open borders safely in coordination with World Tourism Organization (UNWTO), International Civil Aviation Organization (ICAO), the International Maritime Organization (IMO) and the World Health Organization (WHO).
- **The implementation of the ICAO CART Take-off Guidance, including the Manual on Testing and Cross-border Risk Management Measures establishing Public Health Corridors (PHCs), in order to advance the harmonization of testing protocols requirements.**
- Countries to ensure that measures affecting international traffic are risk-based, evidence-based, coherent, proportionate, and time-limited.

Building Recovery and Resilience for People, Planet and Prosperity



EMPOWER TOURISM GOVERNANCE

Tourism Ecosystem Disruption - Monitoring Impacts, Providing Intelligence, Guidelines, Collaboration



RECOMMENDATION FOR ACTION

- Supporting Jobs and Economies through Travel & Tourism
- A call for action to mitigate the socio-economic impact of COVID-19 and accelerate recovery



LATEST IMPACT ASSESSMENT

- The UNWTO World Tourism Barometer monitors short-term trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism



UNWTO GLOBAL TOURISM DASHBOARD

- Provides statistics and insights on key indicator for inbound and outbound tourism
- Data covers tourist arrivals, tourism share of exports, contribution to GDP, etc.



REPORT: TRAVEL RESTRICTIONS

- The UNWTO Travel Restrictions Report provides a comprehensive overview of the regulations in place in 217 destinations worldwide.



MEASURES TO SUPPORT TOURISM

- A compilation of country and international policy responses monitoring worldwide measures to mitigate the effects of COVID-19 crisis and accelerate recovery



TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

- Structured around 3 main pillars of: Economic Recovery, Marketing and Promotion and Institutional Strengthening and Building Resilience



COURSES, WEBINARS & RESOURCES

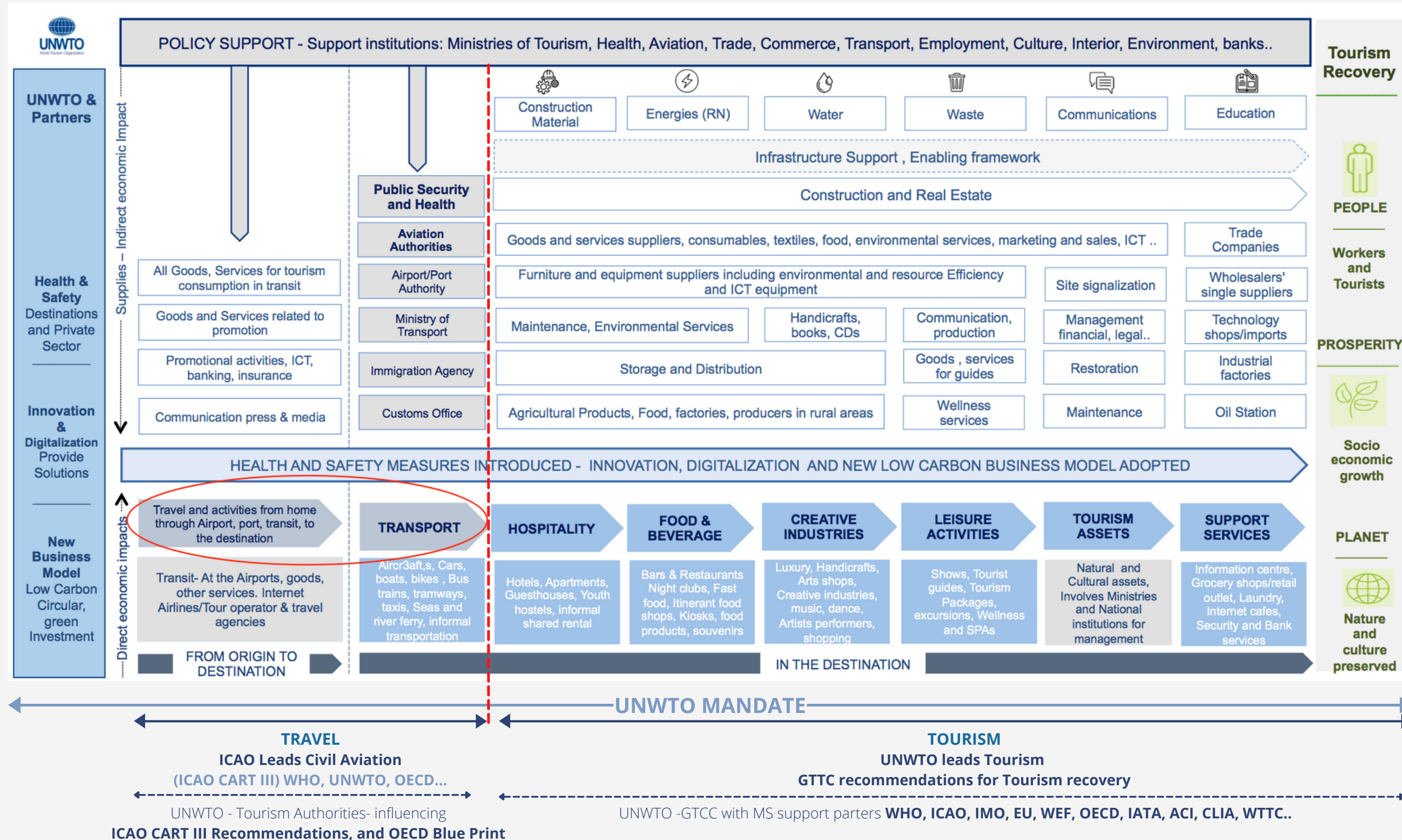
- Improving skills and knowledge through webinars delivered by UNWTO and those created and delivered directly by our partner institutions and experts.

Accelerate Safe, Inclusive and Green Recovery / Policy and Industry Support and Technical Assistance for Tourism Recovery for People, Planet and Prosperity

<https://www.unwto.org/tourism-covid-19>

UNLOCKING TRAVEL & TOURISM

UNWTO is working jointly with ICAO and WHO in developing CART III recommendations for resuming safe travel



RECOMMENDATIONS

Key Areas



**Resume safe
cross borders
travel**



**Promote safe
travel at all
points of the
journey**



**Provide
liquidity to
companies and
protect jobs**



**Restore
Traveller's
Confidence**

Resume safe Cross-border travel

Proposal for a COVID-19
Common Travel Scheme (CTS)



Build a harmonized risk management framework to resume safe travel

Facilitate the implementation of risk management framework and intergovernmental dialogue

Enable interoperability and digital solutions

Build a global monitoring system on travel restrictions and requirements



Resume safe cross-border mobility

Restoring safe cross border mobility

PILLAR 1
Common Risk Assessment Criteria
- COUNTRIES Colour Code Map
(not applicable to vaccinated citizens)

PILLAR 2
Harmonized Travel Protocols

PILLAR 3
Digitalization of travel documents
(testing, vaccination and antigens)

Notification rate- number of newly notified COVID-19 cases per 100,000 population in the last 14 days at regional level

Test positivity rate - the percentage of positive tests among all tests for COVID-19 infection carried out during the last week

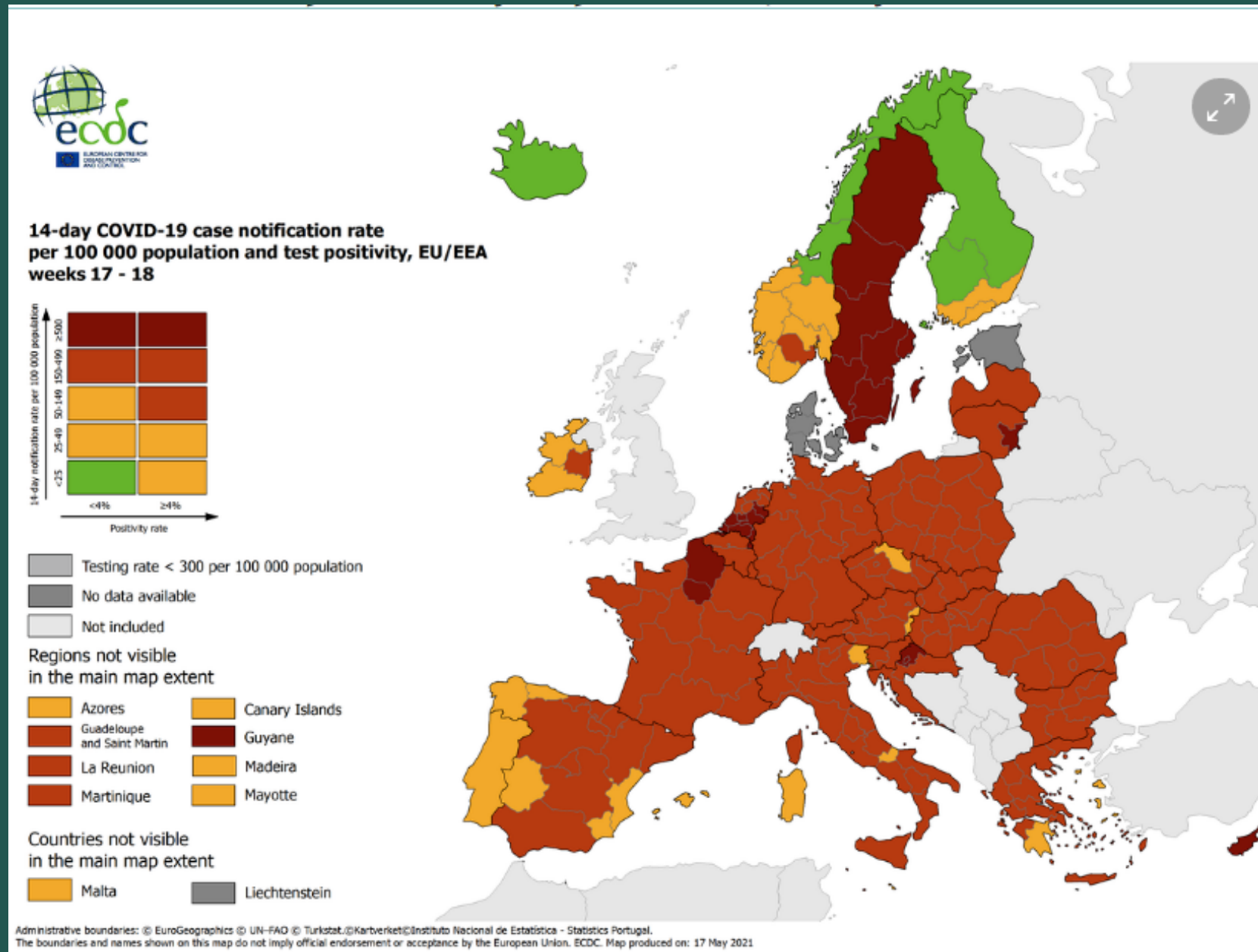
Testing rate- the number of tests for COVID-19 infection per 100,000 population carried out during the last week.

This condition would only be met if a State meets a testing capability of 250 tests per 100,000 people per week

COMMON CRITERIA

Building upon the work of the International Civil Aviation Organization work on the development of the Take-Off: Guidance for Air Travel through the COVID-19 Public Health Crisis (Third Edition)

Countries need to Agree on a common Risk Assessment Criteria for harmonized Protocol

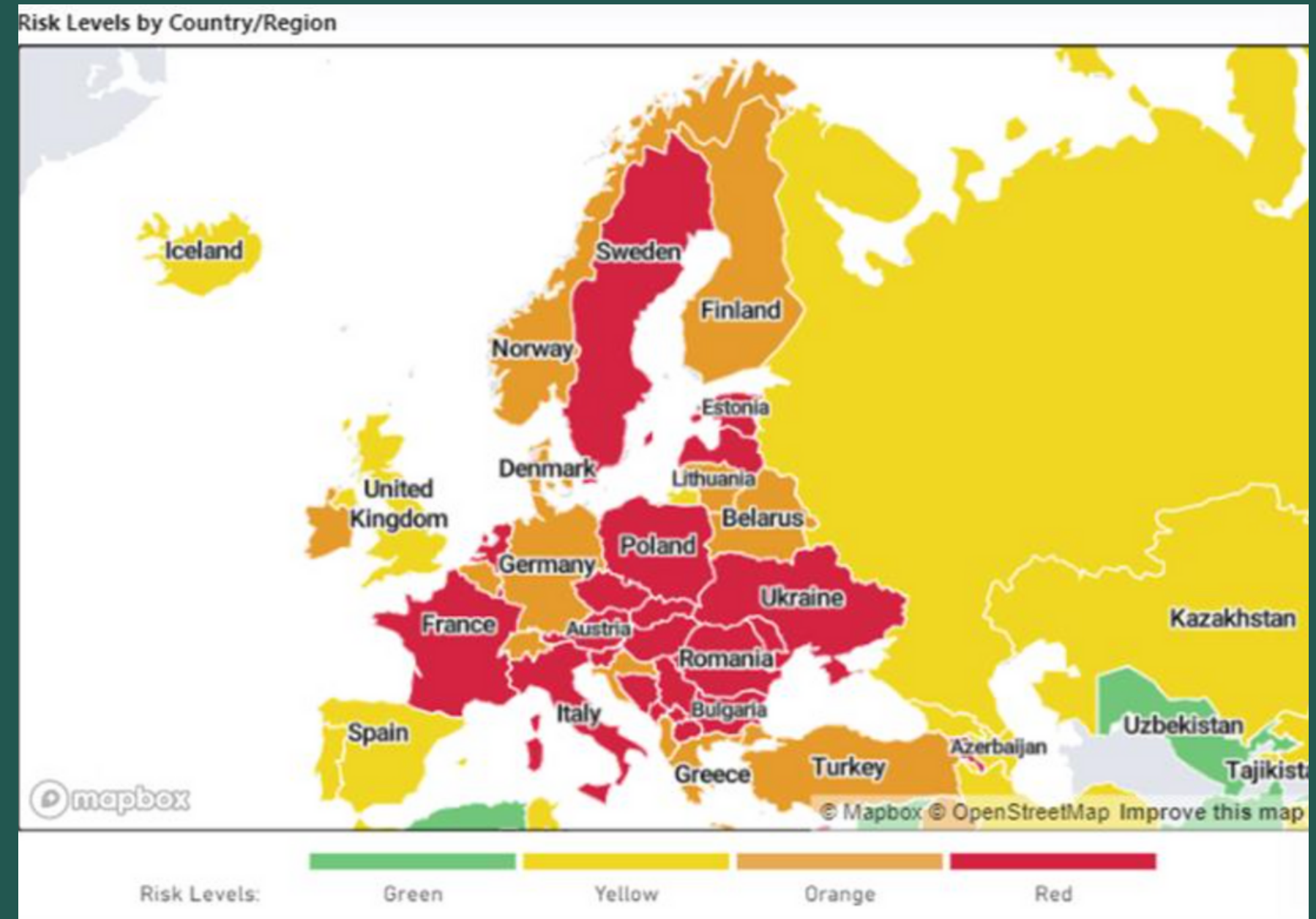


EUROPEAN UNION COUNTRIES (Common Criteria)

Common Criteria



- Testing rate
- Test positivity rate
- 14 day cumulative cases



WORLD (Common Criteria)

Common Criteria



- Number of cases per 100,000 people
- 7 days new cases - moving average
- Number of deaths

The example of EU Digital Green Pass

- facilitate safe free movement inside the EU during the COVID-19 pandemic
- a proof that a person has
 - been vaccinated against COVID-19
 - received a negative test result
 - recovered from COVID-19
- free of charge
- digital or paper format
- QR code to ensure security and authenticity of the certificate



Provide liquidity to companies and protect jobs



Multilateral Financing

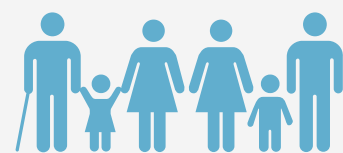
**Specific National Tourism Support
Programmes**

Human workforce development

**Skills and Development & Digital
Transformation**

**Consolidating the tourism innovation
system**

Priorities for Global Tourism Recovery



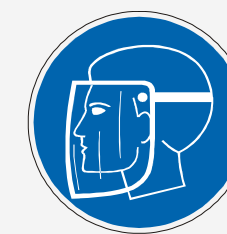
Provide liquidity and protect jobs



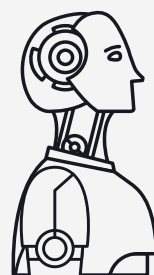
Recover confidence through safety and security



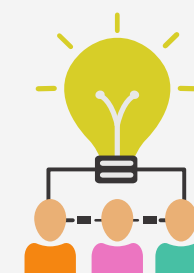
Public private collaboration for an efficient reopening



Harmonize and coordinate protocols and procedures



Added value jobs through new technologies



Innovation and Sustainability as the new normal



Financial Resources and investments for building an inclusive and low carbon TOURISM sector!





Thank you!

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