

World Travel & Tourism Council

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Travel & Tourism Recovery in the ICAO NACC Region



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Global Performance

Travel & Tourism Economic Impact 2020 (2019 Figures)



2.5%
Global GDP growth

3.5%
Travel & Tourism GDP growth

10.3%
Travel & Tourism total contribution to global GDP

330 mn
Jobs supported by Travel & Tourism

1/10
Jobs supported by Travel & Tourism

1/4
of all new jobs created came from Travel & Tourism

28.7%
International Spend

VS

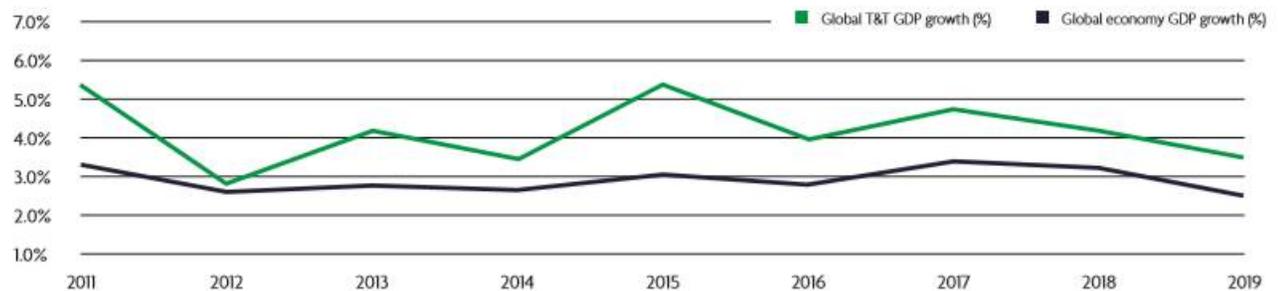
71.3%
Domestic Spend

21.4%
Business Spend

VS

78.6%
Leisure Spend

GLOBAL T&T GDP GROWTH VS. ECONOMY GDP GROWTH



Source: WTTC EIR 2019 Data

Regional Data

Travel & Tourism Economic Impact 2020
(2019 Figures)

Travel & Tourism
contribution to GDP

8.8 %

(US\$2,143 bn)

13.9 %

(US\$58.9 bn)

Jobs supported by
Travel & Tourism

11.1 %

(25.7 mn Jobs)

15.2 %

(2.8 mn Jobs)

Travel & Tourism
GDP growth

2.3 %

3.4 %

Economy GDP
growth

2.1 %

1.9 %

North
America
(USA,
Canada,
Mexico)

Caribbean

Global Recovery Scenarios 2020 & Economic Impact from COVID-19

BASELINE SCENARIO

 Travel & Tourism Jobs:
121.1 MILLION job losses ↓ **37%**

 Travel & Tourism GDP:
\$3,435 BILLION loss ↓ **39%**

 Global Visitor Arrivals:
International ↓ **53%** Domestic ↓ **34%**

DOWNSIDE SCENARIO

 Travel & Tourism Jobs:
197.5 MILLION job losses ↓ **60%**

 Travel & Tourism GDP:
\$5,543 BILLION loss ↓ **62%**

 Global Visitor Arrivals:
International ↓ **73%** Domestic ↓ **64%**

North America Recovery Scenarios 2020 & Economic Impact from COVID-19

BASELINE SCENARIO

 Travel & Tourism Jobs:
11.4 MILLION job losses ↓44%

 Travel & Tourism GDP:
\$955 BILLION loss ↓45%

 Global Visitor Arrivals:
International ↓59% Domestic ↓40%

DOWNSIDE SCENARIO

 Travel & Tourism Jobs:
18.2 MILLION job losses ↓71%

 Travel & Tourism GDP:
\$1,520 BILLION loss ↓71%

 Global Visitor Arrivals:
International ↓73% Domestic ↓69%

Caribbean Recovery Scenarios 2020 & Economic Impact from COVID-19

BASELINE SCENARIO



Travel & Tourism Jobs:

1.6 MILLION job losses ↓ **57%**



Travel & Tourism GDP:

\$34 BILLION loss ↓ **58%**



Global Visitor Arrivals:

International ↓ **59%** Domestic ↓ **34%**

DOWNSIDE SCENARIO



Travel & Tourism Jobs:

2.0 MILLION job losses ↓ **73%**



Travel & Tourism GDP:

\$44 BILLION loss ↓ **74%**

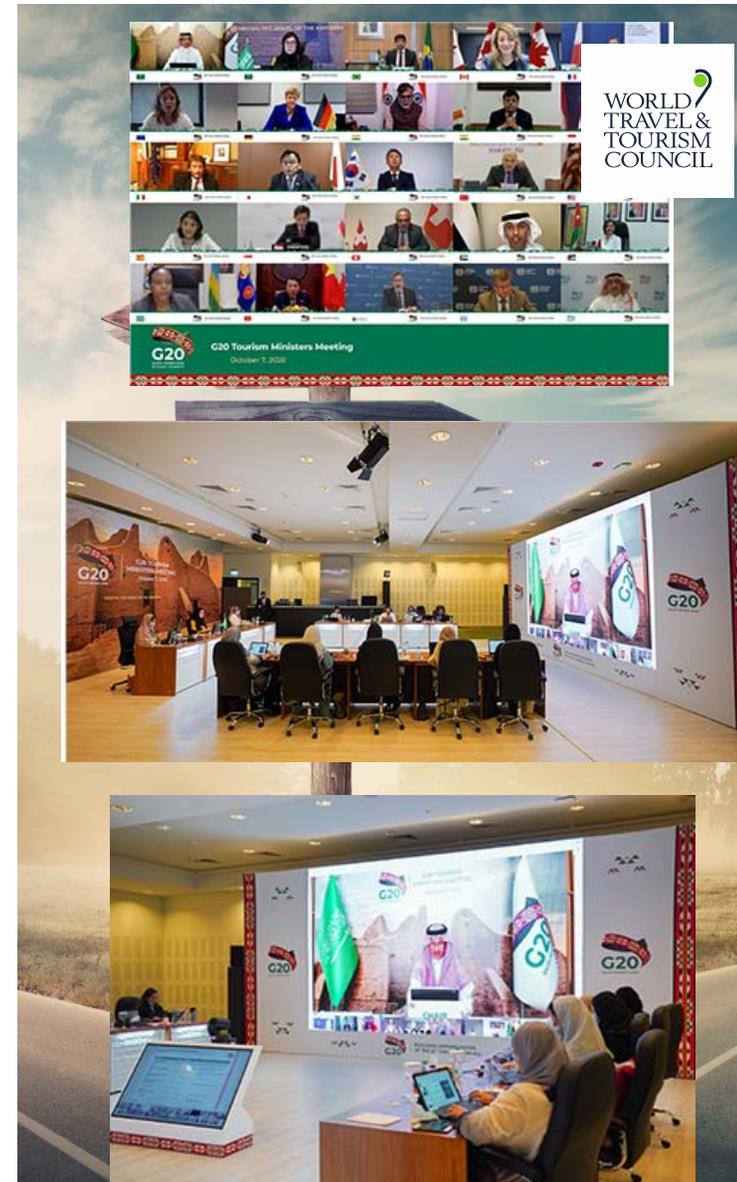


Global Visitor Arrivals:

International ↓ **71%** Domestic ↓ **63%**

100 million jobs recovery plan

- **12 commitments from the Private Sector**
- **Government Support**
 - **A coordinated approach to open borders**
Standard international reports and indicators regarding risk assessment. Up to date information for decision making
 - **Implement international testing protocols**
A coordinated approach for testing at origin (before departure). Defined testing type, process, time frame.
 - **Replace general quarantine measures and apply only with positive cases**
To reduce significantly the negative impact in employment and the overall economy



WORLD
TRAVEL &
TOURISM
COUNCIL

100 MILLION JOBS RECOVERY PLAN

Private Sector Commitments



1. **Implement standardized global health and safety protocols across all industries and geographies** to facilitate a consistent and safe travel experience.
2. **Cooperate with governments in their efforts on COVID-19 testing before departure and contact tracing tools** within an international testing protocol and framework.
3. Develop and adopt **innovative and digital technologies that enable seamless travel**, better manage visitor flows, and improve traveler experience while making it safer.
4. Offer **flexibility for bookings** or changes such as waiving fees due to COVID-19 positive cases.
5. Offer **promotions, more affordable products or greater value to incentivize domestic and international travel**, taking into considerations national and international health guidelines.
6. **Cooperate with governments in the promotion of destinations** that are open for business and **document testimonials** to rebuild traveler confidence.
7. **Adapt business models** to the new global situation and collectively work to **develop new products and solutions** to boost domestic and international tourism.
8. **Reinforce the provision and purchase of travel insurance** that includes COVID-19 cover.
9. Provide **consistent and coordinated communication** to travelers, offering information to have better risk assessment, awareness and management, facilitate their journeys and enhance their experience.
10. **Develop training programs to upskill and retrain tourism workers** to adjust to new normal and for a more inclusive, robust, and resilient sector.
11. **Reinforce sustainability practices**, working in partnership with local communities and accelerating sustainable agendas where possible.
12. **Continue to invest in crisis preparedness and resilience** to better equip the sector to respond to future risks or shocks, while working closely with the public sector.

Destinations should be...

- Working with Governments to **re-open borders, with testing and tracing** (not quarantine)
- Ensuring full and visible implementation of **hygiene and safety protocols** (WTTC Safe Travels Stamp)
- Developing robust **“We Are Open”** marketing promotions
- Offering **refundable packages**
- Ensuring **Travel Insurance**
- Demonstrating greater **emphasis on sustainable tourism**



Thank you

For more details visit www.wttc.org or contact jeff.poole@wttc.org

Strategic Partners:

