



"Building Back Better in Tourism: The roles of international organizations Tourism and COVID-19"

WTO Simply Services Series- Webinar – 23 June 2020

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COVID-19 IMPACT?

850 million to 1.1 billion fewer international tourist arrivals

US\$ 910 billion to US\$ 1.2 trillion loss in
export revenues from tourism

100 to 120 million direct tourism **jobs at risk**



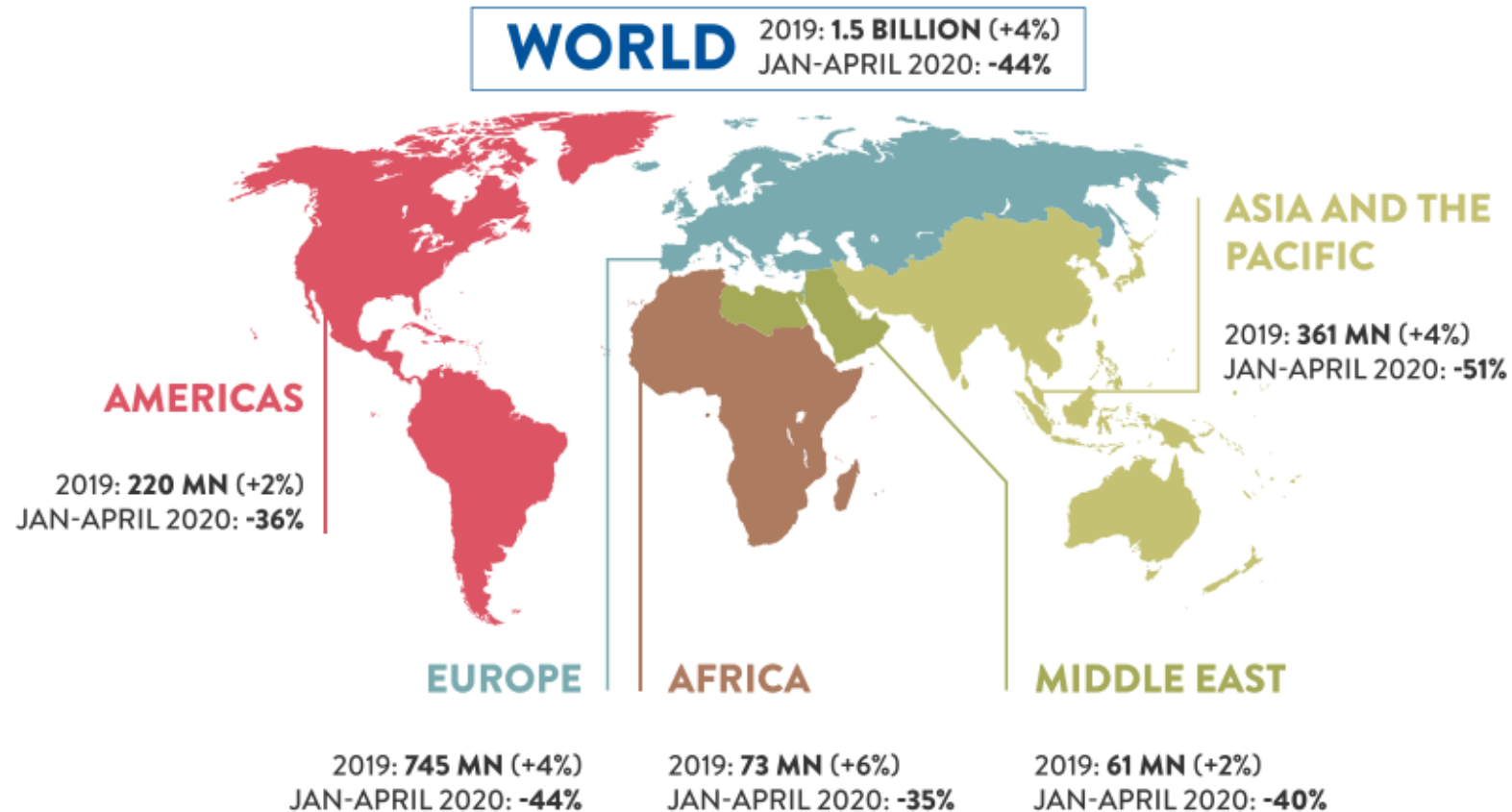
IMPACT OF COVID-19 ON TOURISM IN JANUARY-APRIL 2020

180 MILLION FEWER INTERNATIONAL TOURIST ARRIVALS

US\$ 195 BILLION LOST IN EXPORT REVENUES FROM INTERNATIONAL TOURISM

100% DESTINATIONS WITH TRAVEL RESTRICTIONS

INTERNATIONAL TOURIST ARRIVALS JANUARY-APRIL 2020

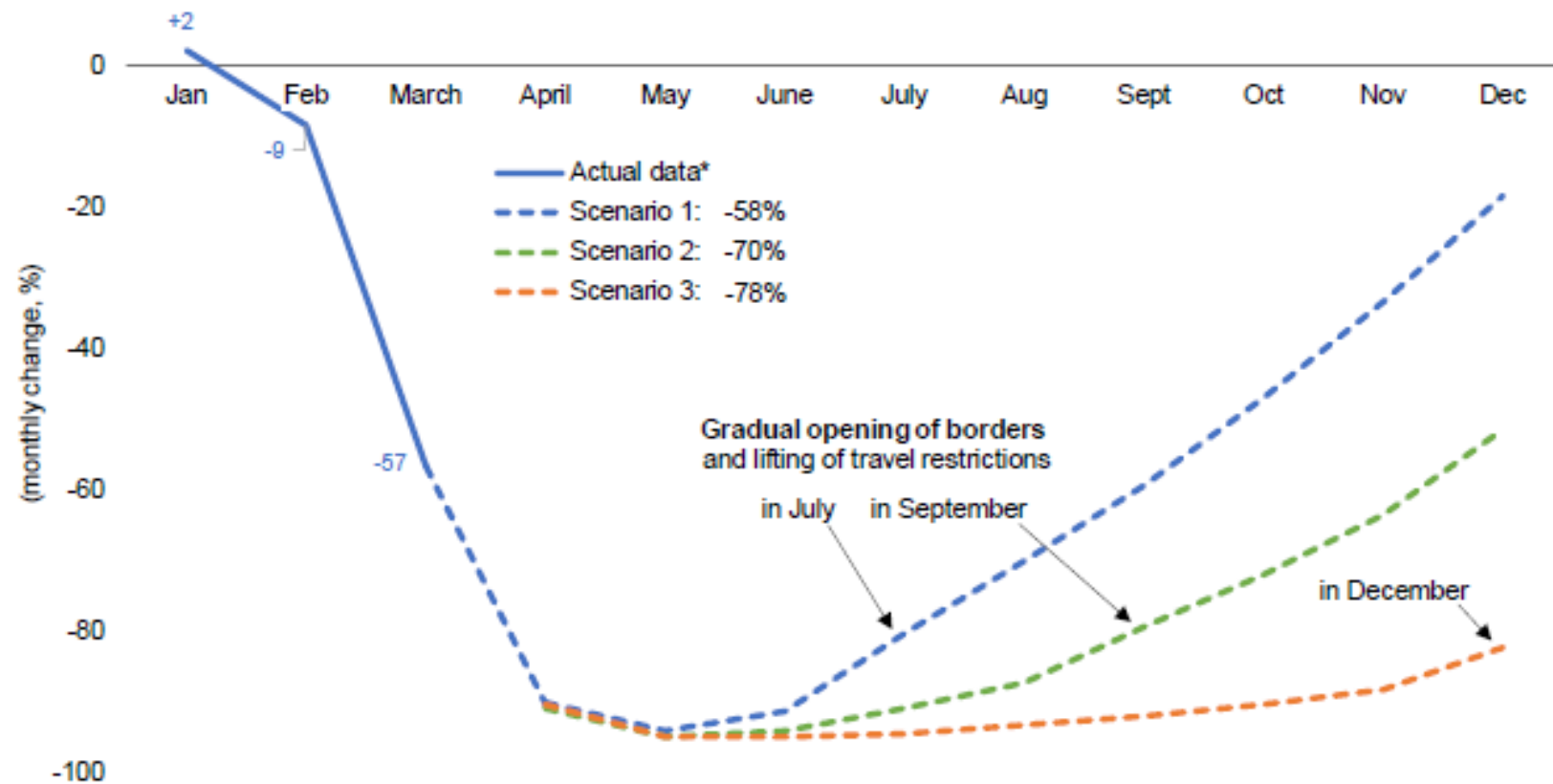


INTERNATIONAL
TOURISM
COULD DROP

58% TO 78%
IN 2020

Forward-looking scenarios depend on re-opening of borders

International tourist arrivals in 2020: three scenarios (YoY monthly change, %)



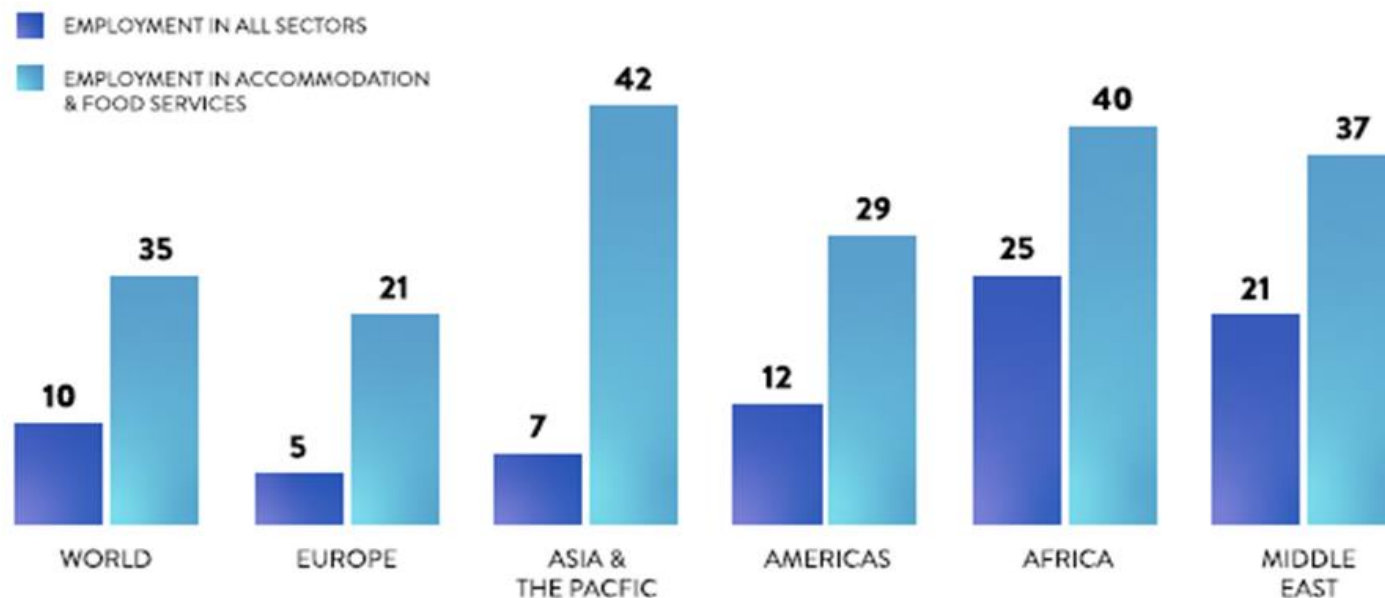
* Actual data through March includes estimates for countries which have not yet reported data.

Source: UNWTO

Note: the scenarios presented in this graph are not forecasts. They represent alternative monthly change in arrivals based on the gradual opening of national borders and lifting of travel restrictions on different dates, still subject to high uncertainty.

TOURISM CAN ACCELERATE JOB CREATION

Global
employment
growth
2010-2018 (%)



- After the global economic crisis, employment in accommodation and food services grew 35% from 2010 to 2018, outpacing the overall employment growth (11%)

Source: UNWTO according to data from the International Labour Organization (ILO). Includes estimates by ILO.

100 to 120 Million of Tourism jobs at risk in 2020!

RECOVERY
ESTIMATED IN
2021

39%

INTERNATIONAL

15%

DOMESTIC

Preparing **recovery**



UNWTO Building Solutions - Cooperation with UN-System, International Finance Institutions (IFI) and Organisations (IO)

Coordinate at ALL levels
Monitor Socio-Economic Impacts
Boost Competitiveness and Financing
Enable Digitalization of the Tourism Ecosystem
Foster Sustainability and Inclusive Green Growth

Tourism Ecosystem Disruption - Intelligence, Impact, Guidelines, Collaboration



RECOMMENDATIONS 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

67 million fewer international tourists up to March translates into US\$80 billion in lost exports
UNWTO has outlined three possible future scenarios depending on how the crisis unfolds



UNWTO GLOBAL TOURISM DASHBOARD

Loss of 850 million to 1.1 billion international tourists
Loss of US\$ 910 billion to US\$ 1.2 trillion in export revenues from tourism
100 to 120 million jobs at risk



REPORT: TRAVEL RESTRICTIONS

This latest research shows that while discussions on possible first measures for lifting restrictions are underway, 100% of destinations worldwide still have COVID-19 related travel restrictions for international tourists in place.



MEASURES TO SUPPORT TOURISM

This compilation of country and international policy responses aims to share and monitor worldwide measures to mitigate the effects of COVID-19 crisis in the travel and tourism sector and accelerate recovery.



TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

We are facing an unprecedented global health crisis, the repercussions of which are being felt in all sectors of society and the economy.

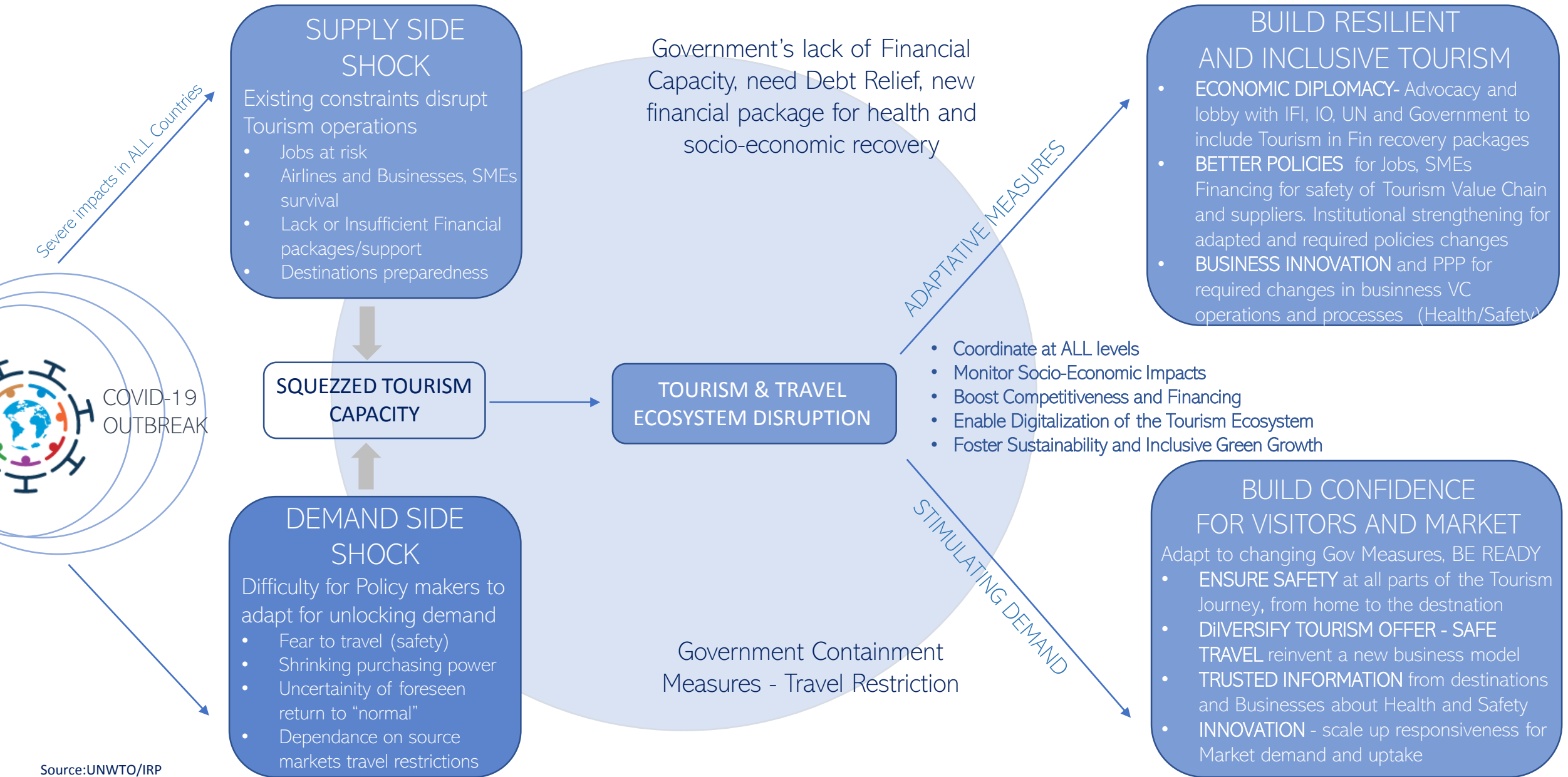


COURSES, WEBINARS & RESOURCES

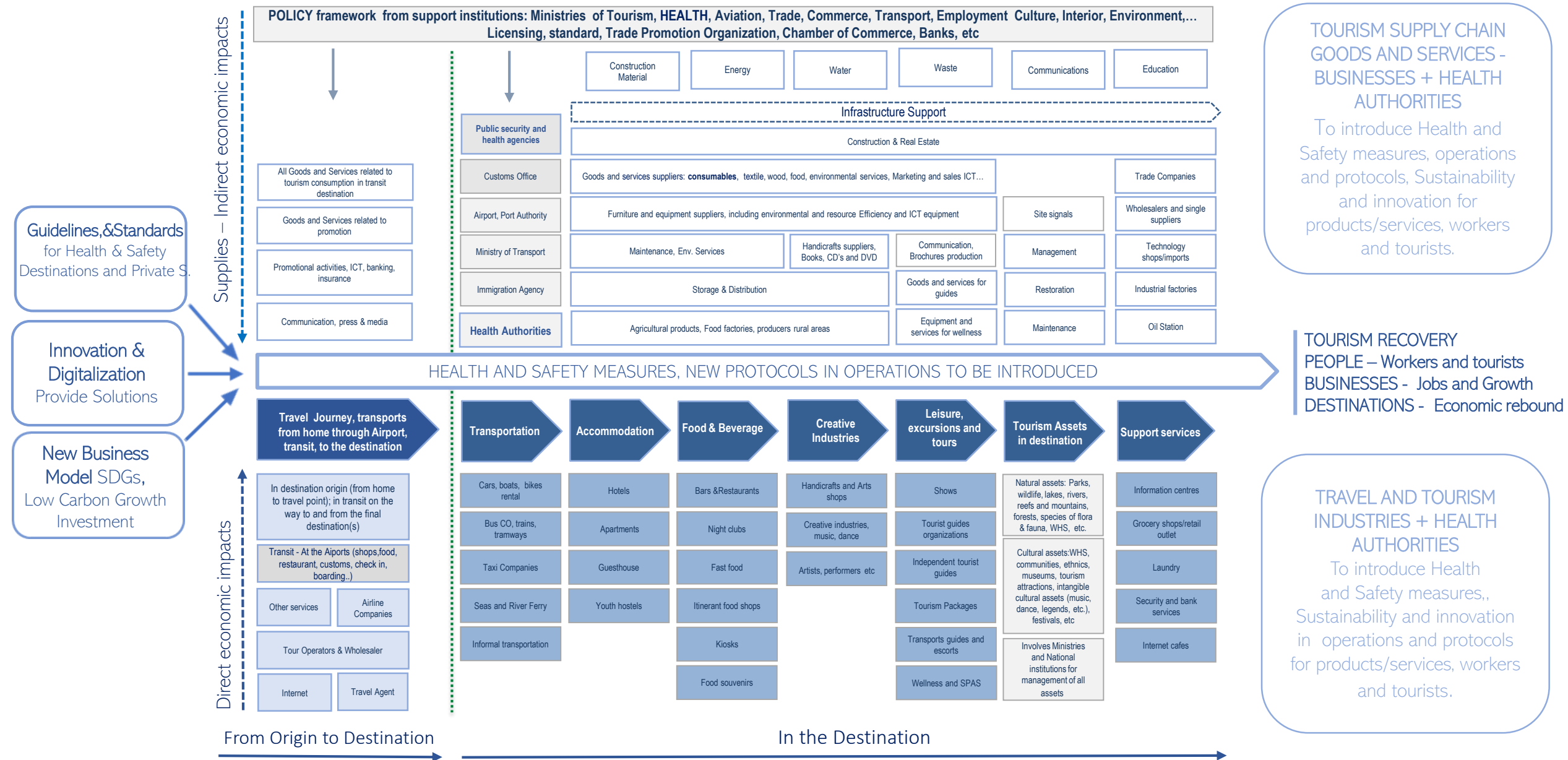
Improve your skills and knowledge by joining the webinars delivered by UNWTO and those created and delivered directly by our partner Institutions and experts. You can join Live Webinars or come back to them in our Recorded Webinars' section.



Accelerating Recovery— Technical Assistance for Tourism Recovery for Countries



The Tourism JOURNEY: Safety&Health, Sustainability and Innovation for TOURISM & TRAVEL Value Chain (VC)



PRIORITIES FOR GLOBAL TOURISM RECOVERY

- Provide **liquidity** and protect jobs – **new green jobs?**
- Recover confidence through safety & security.
- Public private collaboration for an efficient reopening.
- Open borders with responsibility.
- Harmonize and coordinate protocols & procedures.
- **Added value jobs through new technologies.**
- **Innovation and Sustainability as the new normal**

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





The methodology includes a comprehensive set of technical assistance activities, both of longer duration with a wide scope, and of a short duration with a specific focus, aiming at providing a roadmap for recovery including all tourism stakeholders.

Based on an initial situation analysis in a country, the road map will help manage the crisis to mitigate impact; support recovery; and set actions and policy to accelerate recovery.

The approach is structured around three main pillars:

1. Economic Recovery (Jobs, SMEs, Financial Support)
2. Marketing and Promotion (Intelligence, New products, Digitalization, Innovation)
3. Institutional Strengthening and Resilience (Safety, Inclusive and Green Growth)

PARTNERSHIPS ARE KEY: joining forces with IFI, UN and other Institutions – Roadmap Support to Members

1

SUPPORTING MEMBER STATES– DEVELOPPING COUNTRIES

- **EMPOWER Tourism Ministers in negotiations for IFIs support** - fiscal and monetary policies (SMEs, Jobs..) with National Government - Support ALL developing countries members of UNWTO
- **TOURISM and FINANCE MINISTRIES DIALOGUE**, to include tourism in National Financial Support (Recovery, new destination development, investment...)

2

MOBILIZING RESOURCES FOR RECOVERY - IFI and IO

- **UNWTO Monitoring/Intelligence for all IFI and IO** –identify opportunities (on-going)
- **WORLD BANK** allocation of funding for Tourism - support UNWTO Tech Coop for country support
- **EBRD** allocation of funding for Tourism –10 EBRD priority countries
- **WORLD TRADE ORGANIZATION- EIF Trust Fund** for LDCs (49 poorest countries Africa+Asia)
- **Other regional IFI monitoring, EU funding**

3

UN SYSTEM – EMBRACING OPPORTUNITIES AT COUNTRY LEVEL

- **UNSDG COVID19 MTPF FOR SOCIO ECONOMIC RECOVERY (2 billion USD – 2022)**
 - a. **UNWTO/IRP Introduction/ Presentation and support to teams and Members**
 - b. **Opportunities for Member States to lobby with UN system**
- **UNITED NATIONS PACIFIC STRATEGY FUND (1 JUNE 2020)**
- **BUILDING STRATEGIC PARTNERSHIPS WITH UN SYSTEM**

TOURISM FUTURES?

How can tourism sector perform better to “survive” and recover, including making a positive contribution to sustainability and the advancement of the SDGs?

Is the crisis not an opportunity to review our business models for the entire tourism ecosystem?

A shift from commitment to action will be required to unlock tourism full potential...

More sustainable, inclusive, low carbon and innovative !

OUR PROPOSITION

Taking recovery as an opportunity to build together an innovative tourism business model

- **Explore** how to integrate sustainability and digitalization during recovery / value proposition
- **Empower** stakeholders and stimulate dialogue
- **Inspire** action for the tourism sector to embrace a new sustainable development model and the Sustainable Development Goals



GLOBAL OVERVIEW INVESTMENTS

TOURISM FDI GLOBALLY, 2014-2018

Year	Capital Investment (\$m)*
2014	11,181
2015	20,749
2016	19,997
2017	21,586
2018	57,411
Total	130,924

Source: fDI Markets (www.fdimarkets.com)

* Includes estimates

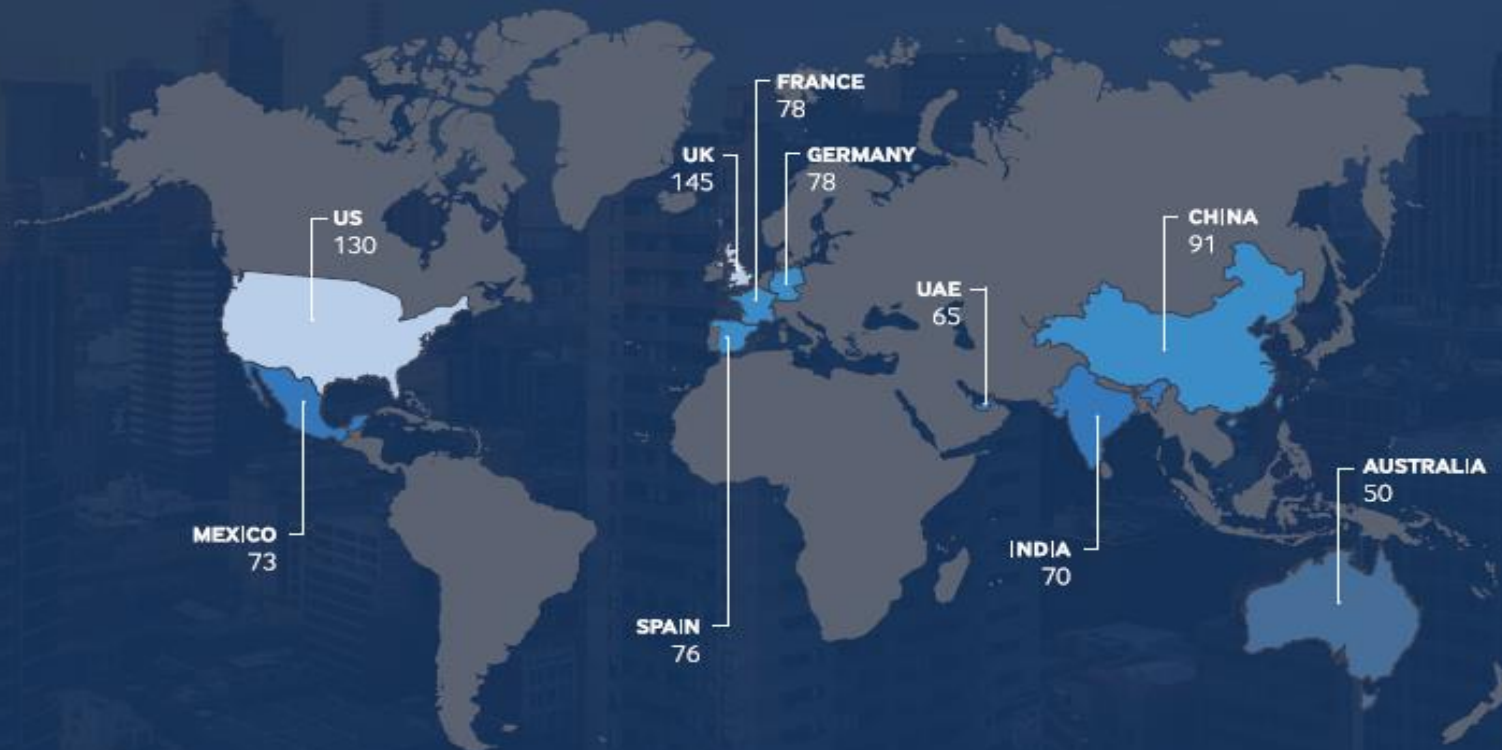
TOURISM FDI, Q1 2018 VS Q1 2019

	Projects	Capex (\$m)*	Jobs
Q1 2018	146	16,445	34,379
Q1 2019	147	18,911	30,451

Source: fDI Markets (www.fdimarkets.com)

TOP 10 COUNTRIES FOR TOURISM FDI PROJECTS, 2014-2018

1-25	100-125
25-50	125-150
50-75	
75-100	



Source: fDI Markets (www.fdimarkets.com)

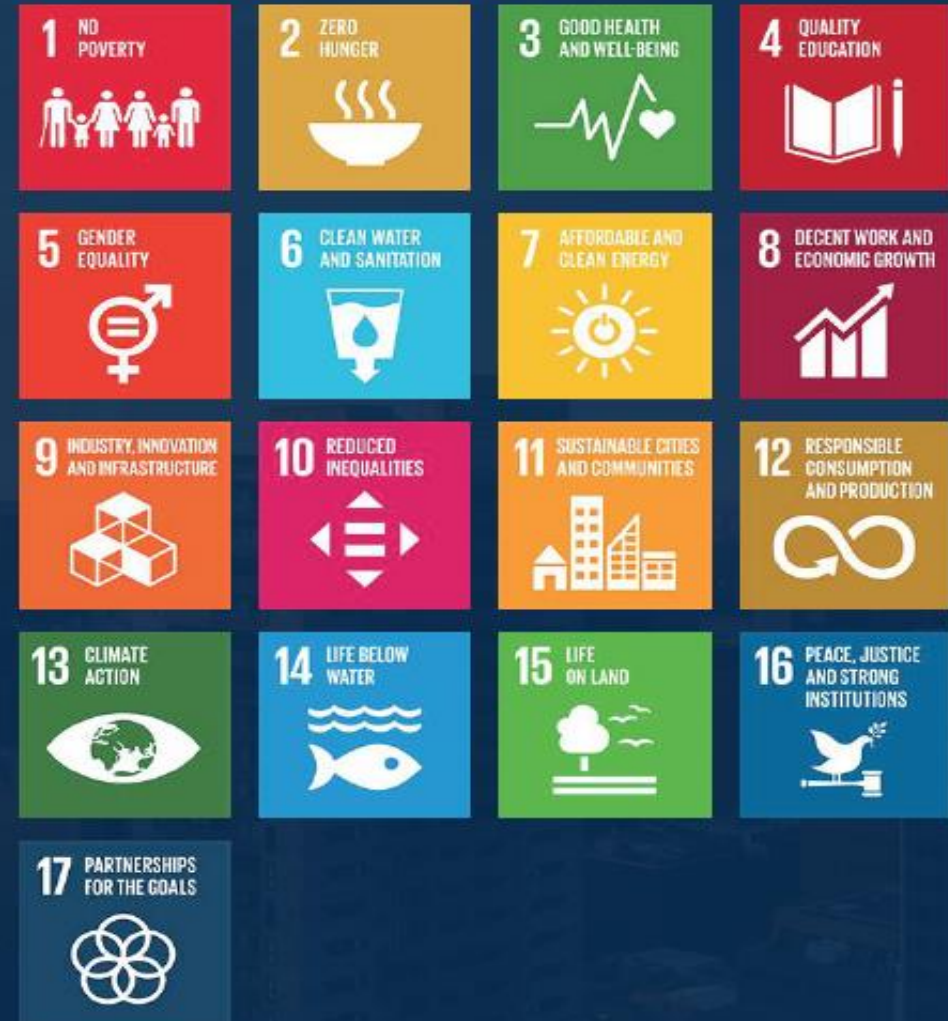
* Includes estimates

IF – Sustainable Investments

Therefore, policy makers and private investors have to collaborate to manage tourism growth in a sustainable way. It's estimated that additional funding of USD 2.5 trillion is needed annually to achieve the Sustainable Development Goals [SDGs]. Traditional overseas development assistance [ODA] alone cannot cover this gap. Sustainable Investments are critical to set the path to co-create innovative initiatives.⁶

USD 2.5
trillion

is needed annually to achieve the Sustainable Development Goals [SDGs].



⁶ UN (2019), United Nations Secretary-General Roadmap for financing the 2030 Agenda for Sustainable Development 2019 – 2021.

“JOURNEY TO 2030” is a co-creation ECOSYSTEM to empower, influence and inspire the international community, governments, policymakers, tourism companies, civil society, academia and travelers to intensify their engagement for the 2030 Agenda in the United Nations Decade of Action.

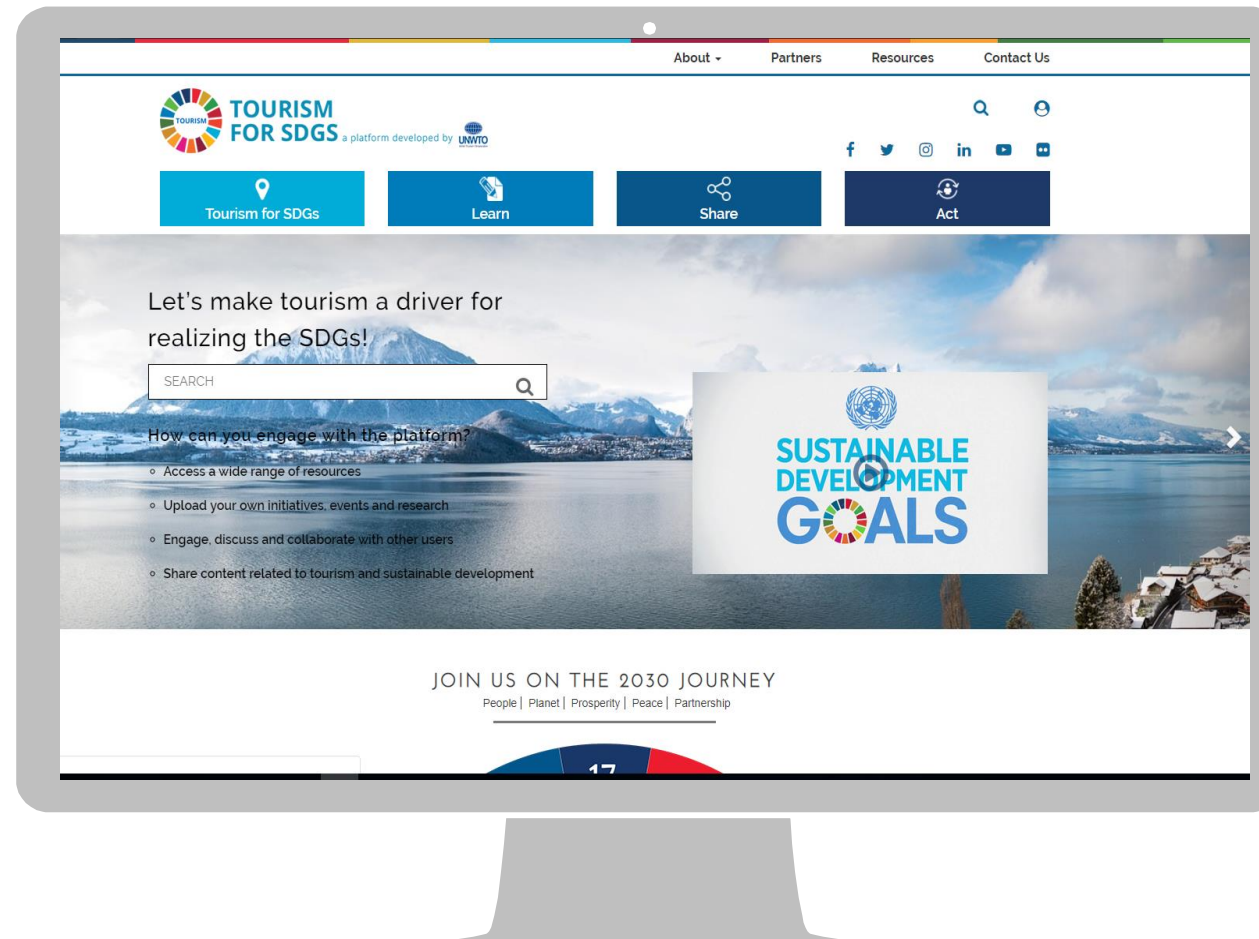




Tourism for SDGs Platform

T4SDGs is a co-creation ECOSYSTEM to empower, influence and inspire the international community, governments, policymakers, tourism companies, civil society, academia and travelers to intensify their engagement for the 2030 Agenda in the United Nations Decade of Action.

<http://tourism4sdgs.org/>



A platform developed by 
UNWTO

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Confederaziun svizra

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