

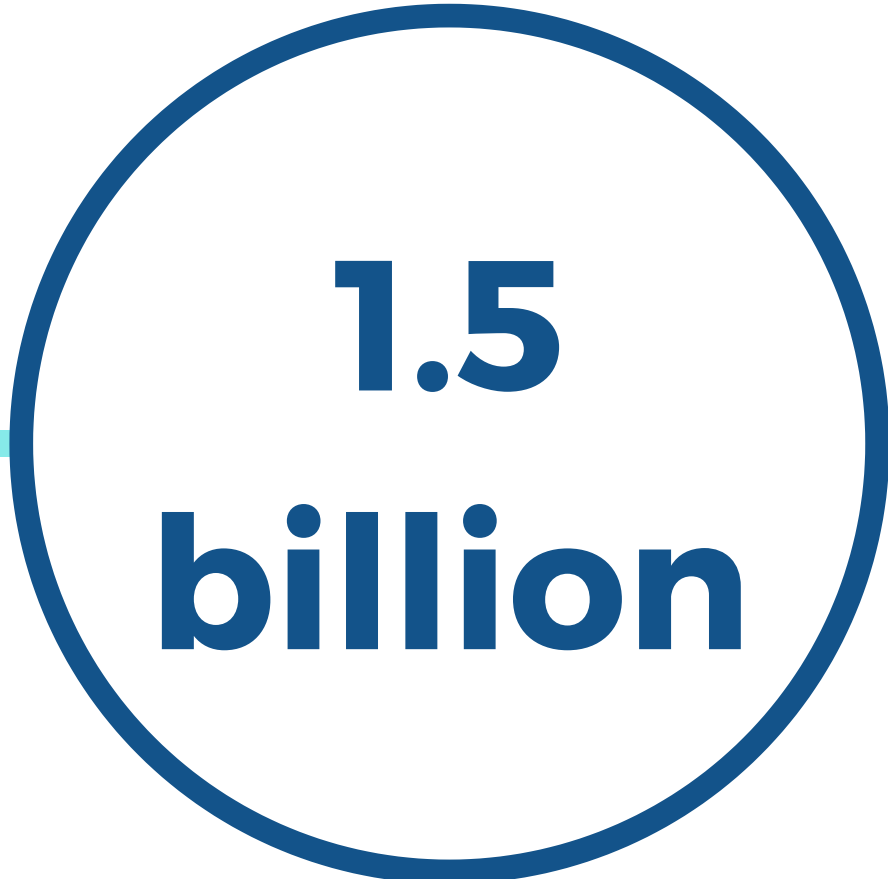
COVID-19 AND TOURISM

2020: A year in review



UNWTO
World Tourism Organization

TOURISM IN PRE-PANDEMIC TIMES



**1.5
billion**

INTERNATIONAL TOURISTS

International tourist arrivals in 2019 (10th consecutive year of sustained growth)



MILLIONS OF JOBS

With a high share of women (54% of the workforce) and youth



**US\$ 1.7
trillion**

EXPORT REVENUES

- **3rd largest** export category
- **50%** of total exports for many small developing countries



GROWING FASTER THAN THE WORLD ECONOMY

Tourism is a key sector in many advanced and emerging economies

THE IMPACT OF COVID-19 ON INTERNATIONAL TOURISM

2020

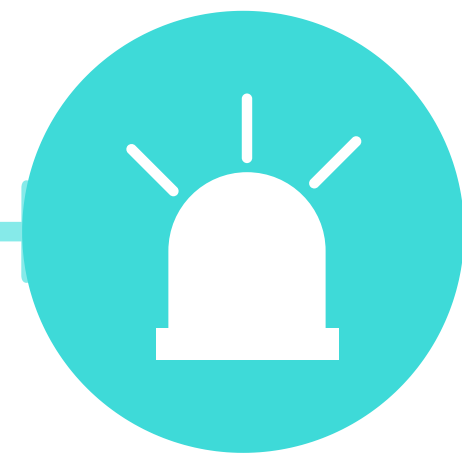
a timeline marked by closures

23 JANUARY



Wuhan
lockdown

30 JANUARY



WHO declares
the outbreak a
global health
emergency

11 MARCH



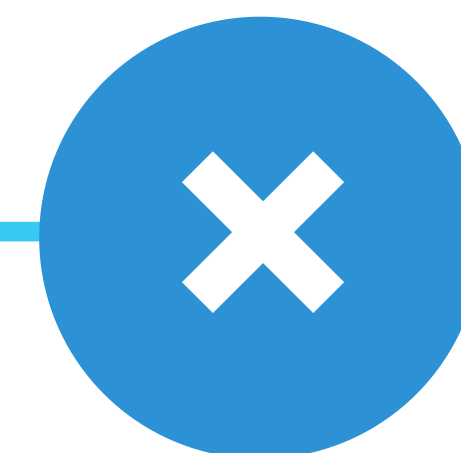
WHO declares
the outbreak a
pandemic

20 APRIL



100% of worldwide
destinations have
introduced travel
restrictions

1 NOVEMBER



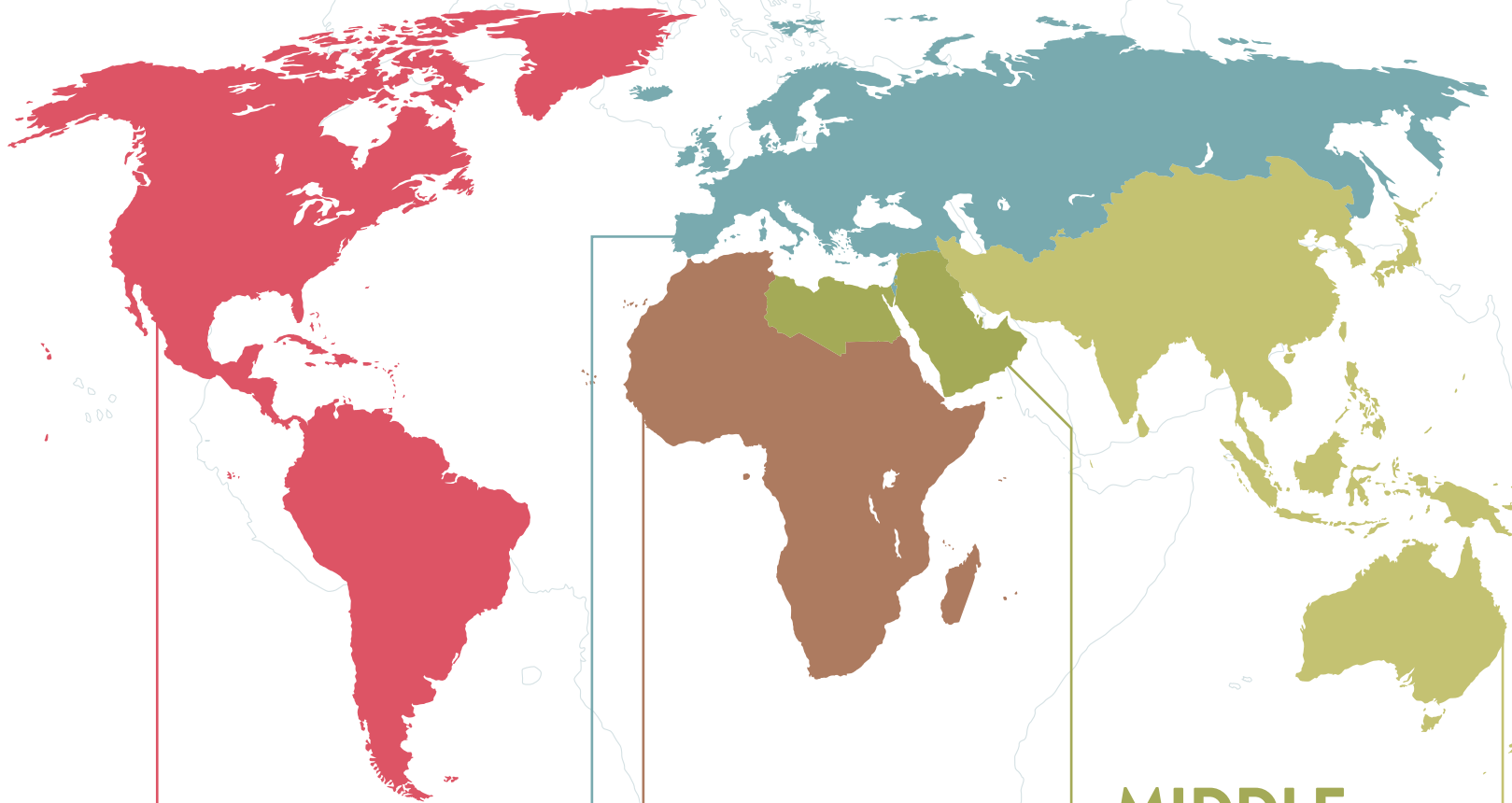
27% of all destinations
worldwide keep their
borders completely
closed for international
tourism



2020 INTERNATIONAL TOURIST ARRIVALS

JANUARY-OCTOBER

WORLD WORLD 2019: 1.5 BILLION (+4%)
 JANUARY-OCTOBER 2020: **-72%**



AMERICAS
 2019
 219 MN (+1%)
 JAN-OCT 2020:
-68%

EUROPE
 2019
 744 MN (+4%)
 JAN-OCT 2020:
-68%

AFRICA
 2019
 70 MN (+2%)
 JAN-OCT 2020:
-69%

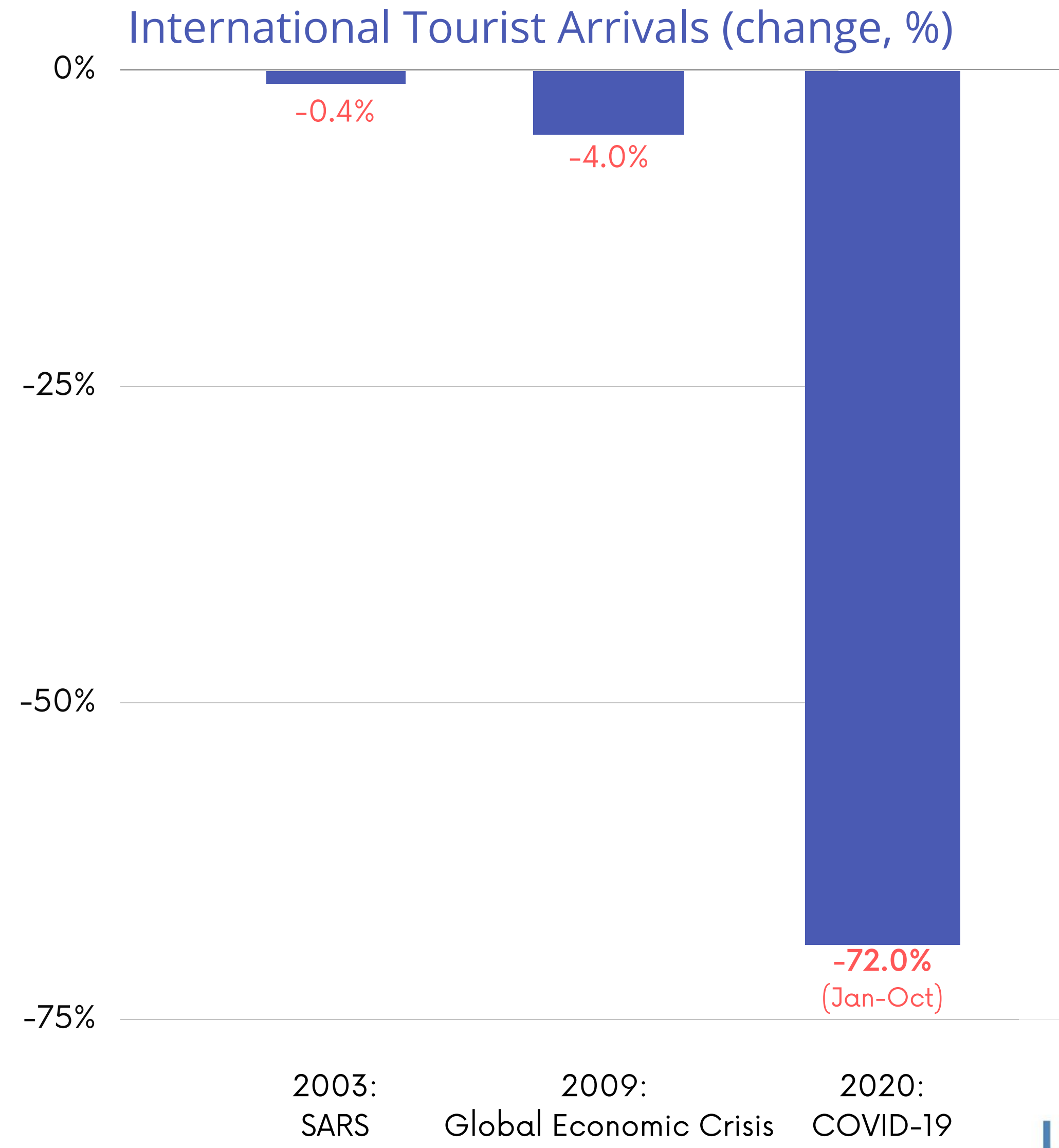
MIDDLE EAST
 2019
 65 MN (+8%)
 JAN-OCT 2020:
-73%

ASIA & THE PACIFIC
 2019
 361 MN (+4%)
 JAN-OCT 2020:
-82%

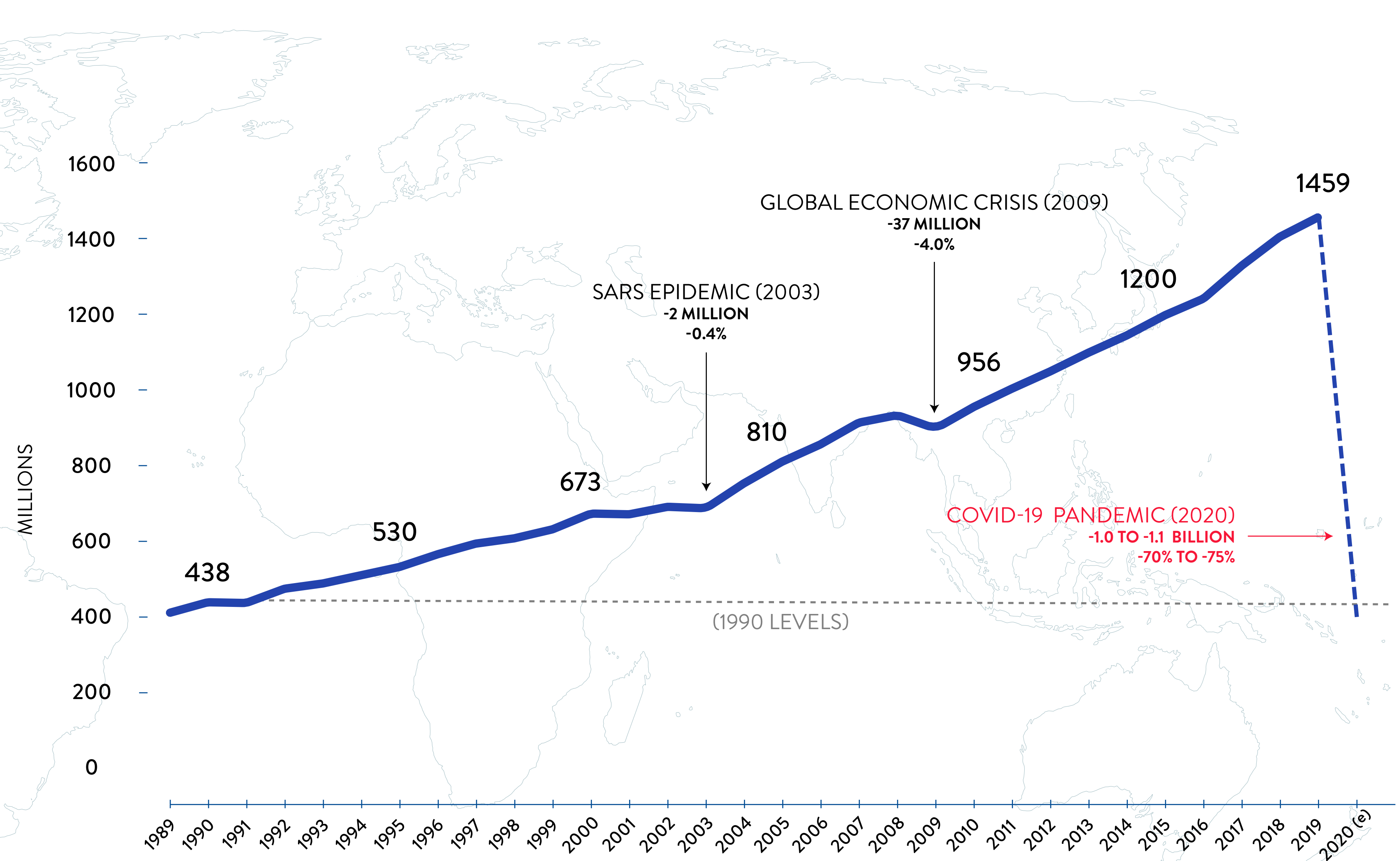


SOURCE: WORLD TOURISM ORGANIZATION (UNWTO), DECEMBER 2020

Unprecedented fall of international tourism



INTERNATIONAL TOURIST ARRIVALS (MILLIONS)



(e) Estimate



SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
DECEMBER 2020

ESTIMATED IMPACT

JANUARY-OCTOBER 2020

INTERNATIONAL TOURIST ARRIVALS, 2020

YTD RESULTS AND SCENARIOS

Note: These scenarios 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. (published in May 2020)

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



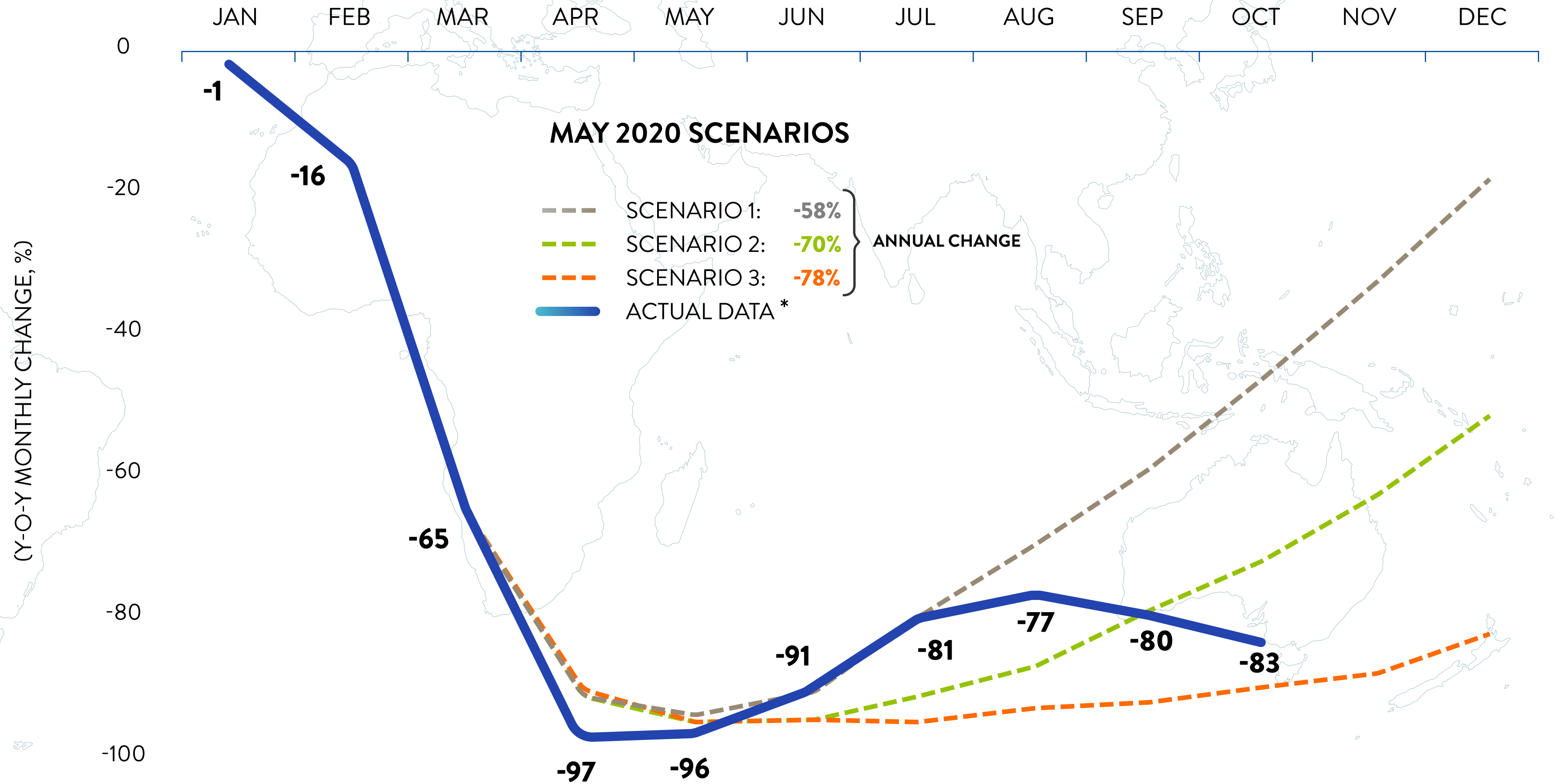
SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
DECEMBER 2020

-72%
INTERNATIONAL TOURIST ARRIVALS

LOSS OF
900mn
INTERNATIONAL TOURIST ARRIVALS

LOSS OF
US\$935bn
IN TOURISM EXPORTS

10xs THE INCOME LOSS OF THE 2009 ECONOMIC CRISIS



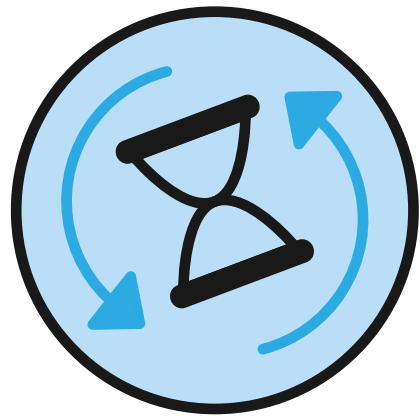
International tourism back to levels of 30 years ago



-70% to -75%
International tourist arrivals



Loss in international tourism receipts
US\$ 1.1 trillion



International tourism could plunge to levels of
1990s



Estimated loss in global GDP
over US\$ 2 trillion



Loss of international tourist arrivals
1 billion



100-120 million
direct tourism jobs at risk

SELECTED TOURISM INDICATORS 2020

(YTD CHANGE, %)*

SHORT-TERM RENTALS (AirDNA)

-6

OCCUPANCY RATES (STR)

-28

SEAT CAPACITY - DOMESTIC (ICAO)

-38

HOTEL SEARCHES (SOJERN)

-47

HOTEL BOOKINGS (SOJERN)

-47

SEAT CAPACITY - INTERNATIONAL (ICAO)

-62

INT. TOURIST ARRIVALS (UNWTO)

-72

AIR RESERVATIONS (FORWARDKEYS)

-81

*YTD changes correspond to the period January through November 2020, except for seat capacity (international and domestic), hotel occupancy rates and international arrivals (through October).



SOURCE:
SOURCE: VARIOUS (SEE INDICATOR)
DECEMBER 2020

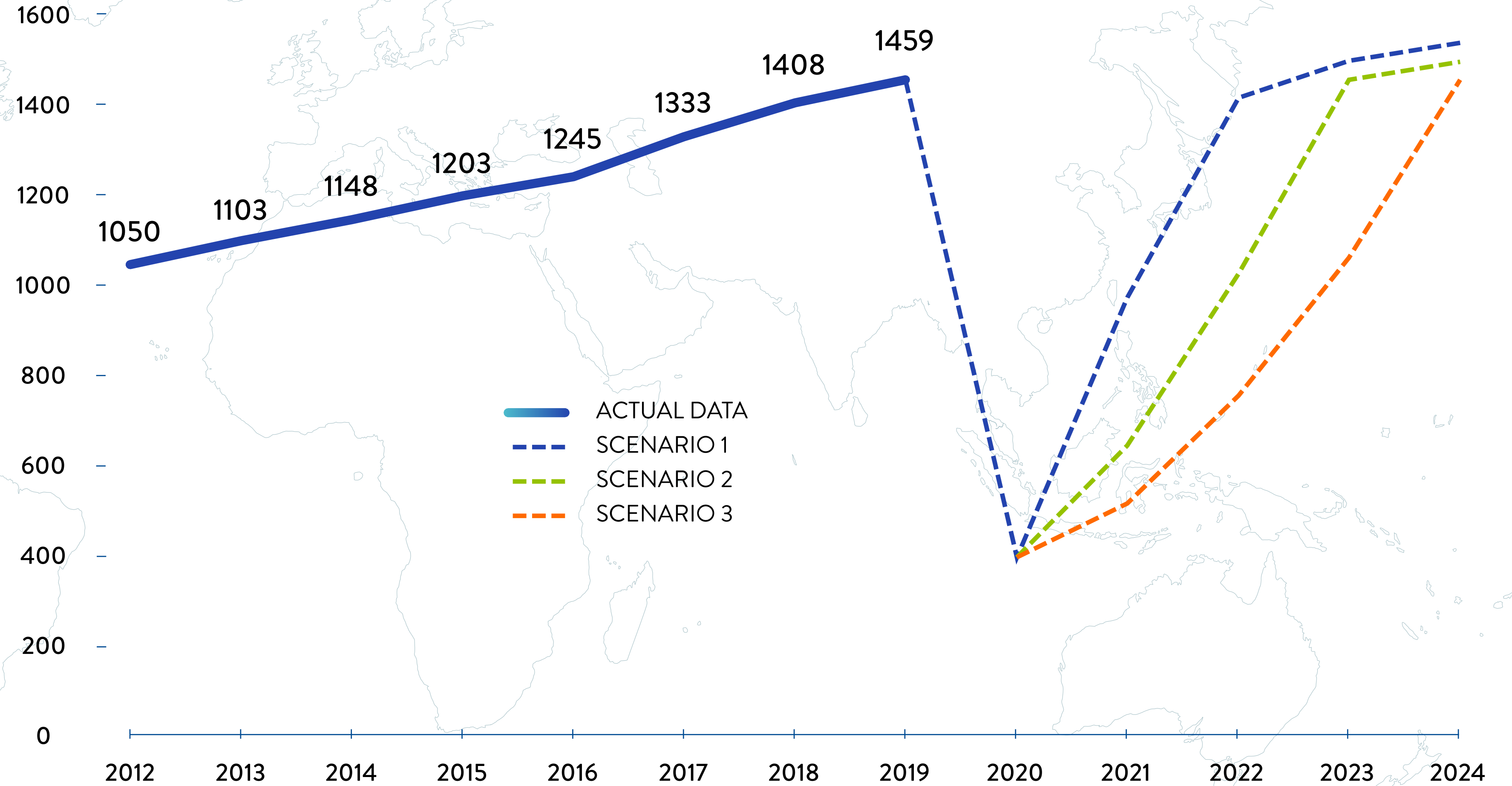
LOOKING AHEAD

2021-2024 SCENARIOS

2 ½ TO 4 YEARS TO RECOVER 2019 LEVELS

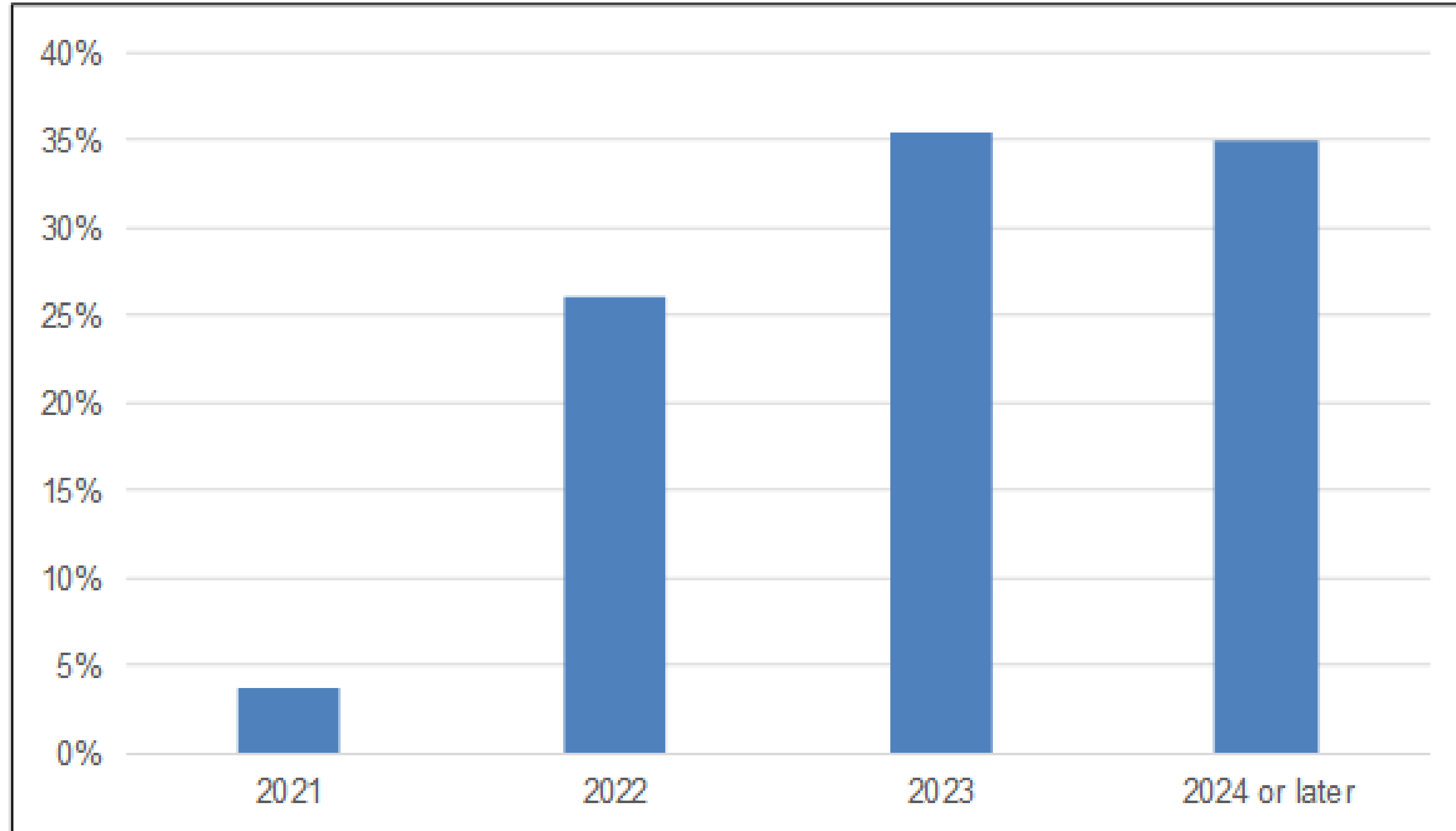
INTERNATIONAL TOURIST ARRIVALS

MILLIONS



SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
DECEMBER 2020

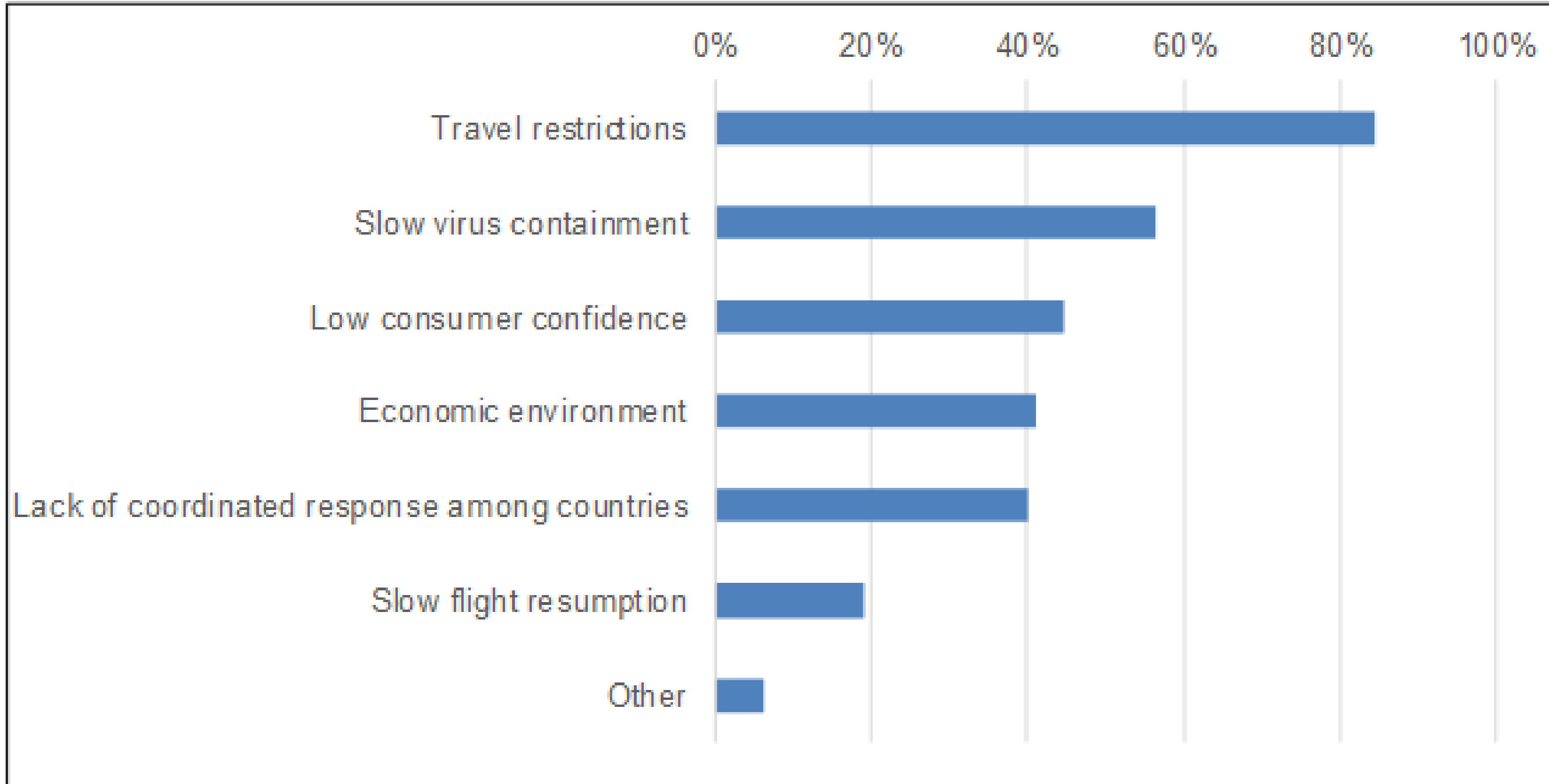
When do you expect international tourism to return to pre-pandemic 2019 levels in your country?



Most tourism experts do not expect international tourism to return to pre-COVID levels before 2023

Source: UNWTO Panel of Experts survey, UNWTO World Tourism Barometer, October 2020

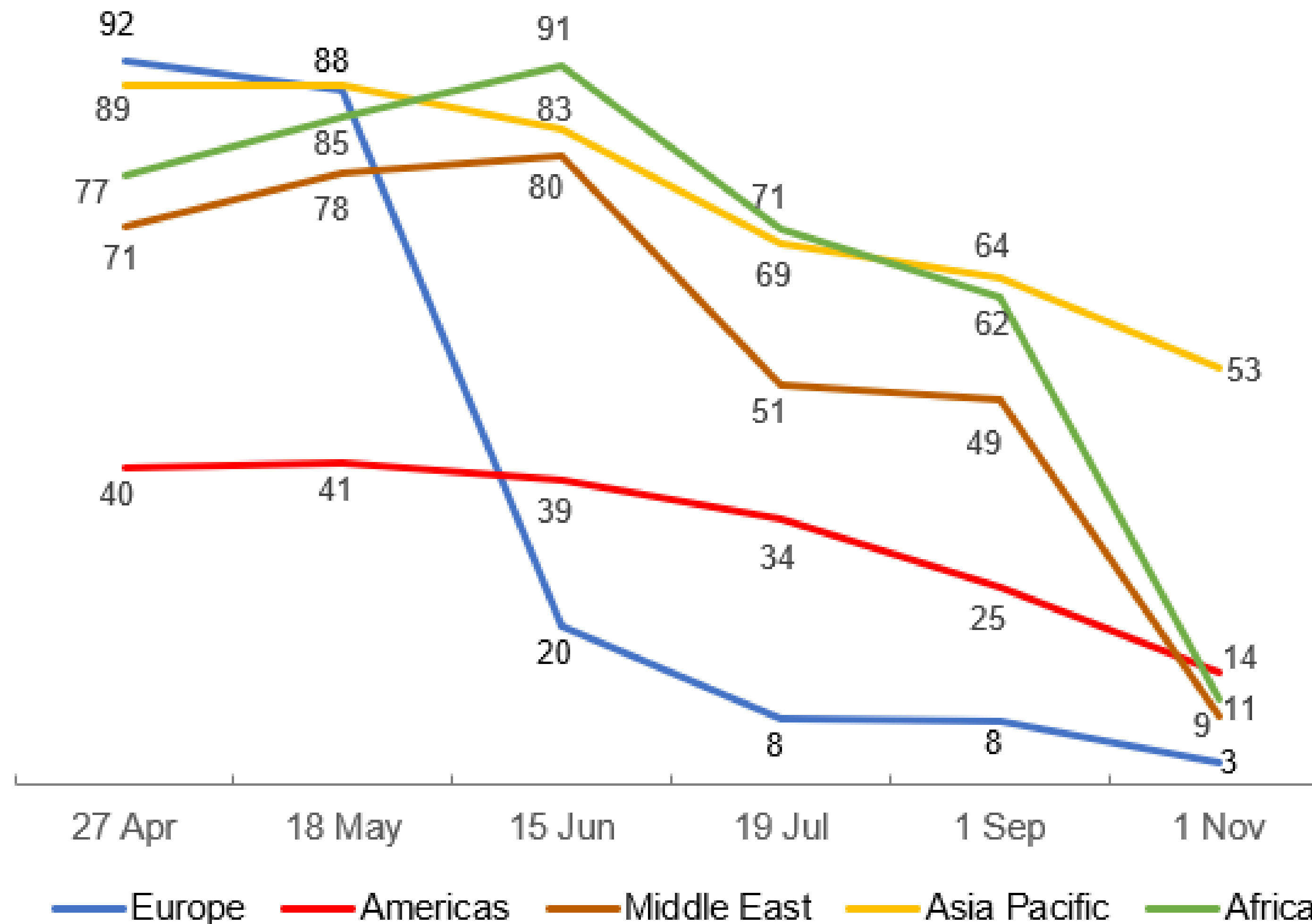
What are the main factors weighing on the recovery of international tourism?



Travel restrictions, slow virus containment and low consumer confidence: main barriers to the recovery of international tourism

Source: UNWTO Panel of Experts survey, UNWTO World Tourism Barometer, October 2020

Share of destinations with complete closure of borders, by region, 2020 (%)
 (% of region's arrivals)*



Progressive decline in number of completely closed destinations



*Shares calculated in terms of 2019 international arrivals

Source: UNWTO

E.g. European destinations with complete closure on 1 Nov. represent 3% of region's arrivals.

WHAT HAS CHANGED?



Changes in traveller behaviour in times of COVID-19

-short-lived trends or here to stay?-



Closer

Domestic tourism has shown positive signs in many markets since people tend to travel closer. Travellers go for '*staycations*' or vacations close to home.



New concerns

Health & Safety measures and cancellation policies are consumers' main concerns.



Get away

Nature, Rural Tourism and Road Trips have emerged as popular travel choices due to travel limitations and the quest for open-air experiences.



Last minute

Last-minute bookings have increased due to volatility of pandemic-related events and the travel restrictions.

Changes in traveller behaviour in times of COVID-19

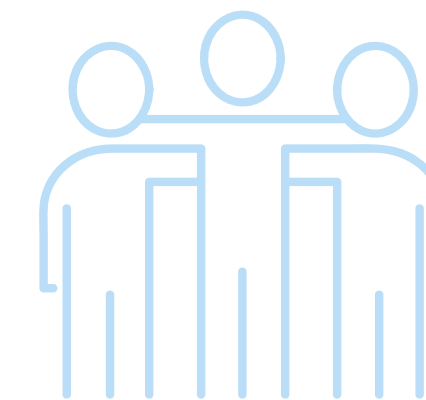
-short-lived trends or here to stay?-



Younger travellers most resilient

Change in demographics:

travel recovery has been stronger among younger segments. 'Mature' travellers and retirees will be the most impacted segments.



More responsible

Sustainability, authenticity and localhood:

travellers have been giving more importance to creating a positive impact on local communities, increasing looking for authenticity.

