



UNWTO RESPONSE TO COVID-19 IMPACT ON TOURISM



Manuel Butler, UNWTO Executive Director
May 12th 2020

When COVID-19 hit, global tourism looked to UNWTO for guidance and reassurance. As the United Nations specialized agency for tourism for sustainable development, we have been providing both. Underscoring every action has been clear and consistent communication, reassuring the sector and making the case for tourism's central role in worldwide recovery.



NO TIME TO WASTE AS LOST WORKING HOURS DEVASTATE LIVES

For many millions of people around the world, tourism is so much more than a leisure activity.

Zurab Pololikashvili
Secretary-General,
UNWTO



GLOBAL TOURISM CRISIS COMMITTEE

Tourism is about connecting people. That's why UNWTO brought sector leaders and key UN agencies together to plot a united response to the biggest challenge of a generation. [The Crisis Committee is headed by the UNWTO Secretary-General](#) and made up of sector leaders, all bringing different voices to a common goal.



COVID-19
RESPONSE

MONITORING

From the start of the crisis, UNWTO has been monitoring the international response to COVID-19 and [how this has been affecting tourism](#) and how this in turn impacts upon efforts to achieve the Sustainable Development Goals. Our reliable, objective data is forming the basis of key decisions, both internally and those made by governments and private sector organizations.

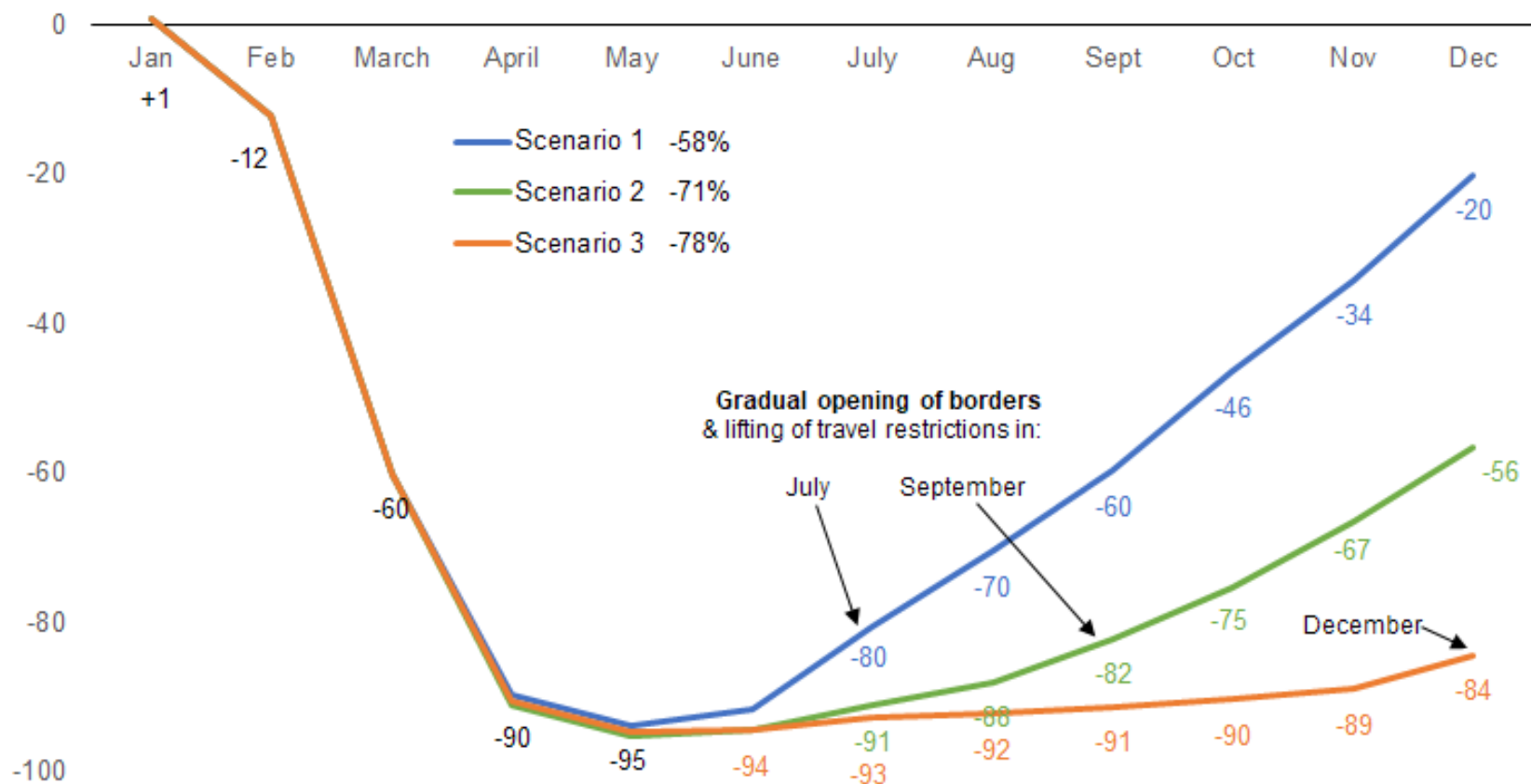


MONITORING

- Forecast +
- Panel of experts
- Coalition of Tourism Data 4 Good
- DB National and International measures +
- Travel Restrictions +



International tourism to lose 60% to 80% in 2020

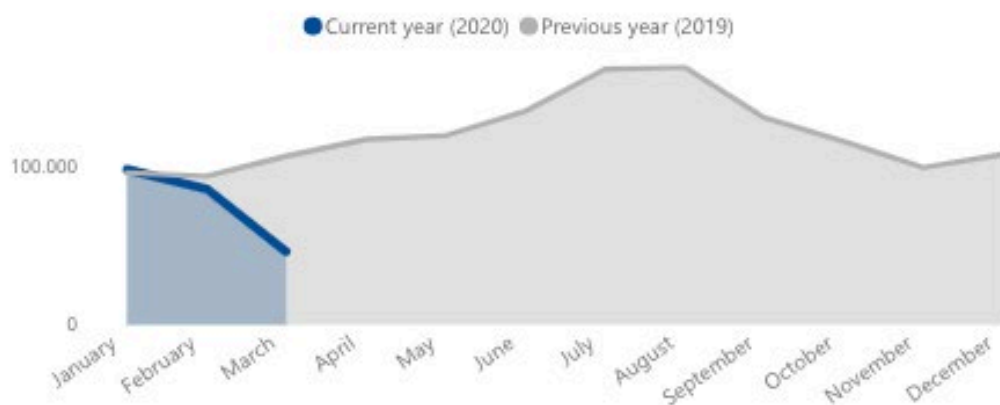


INTERNATIONAL TOURISM AND COVID-19



International Tourism 2020

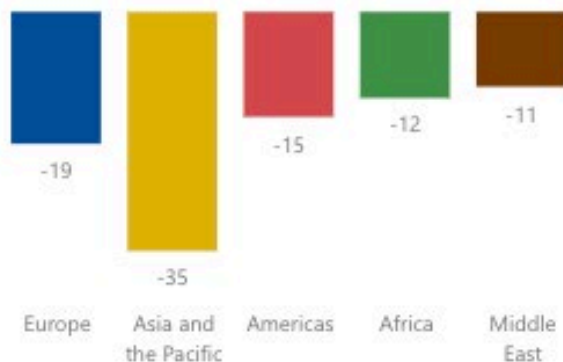
International tourist arrivals (thousands)



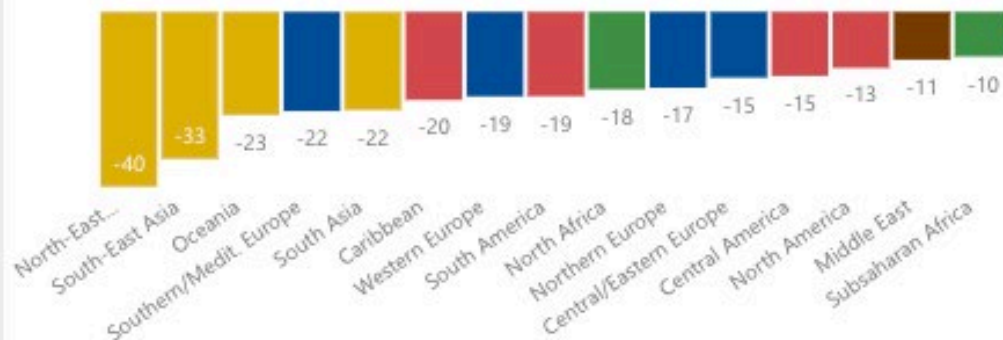
Change over previous year



YTD change by region (%)



YTD change by subregion (%)



ACCELERATING RECOVERY

Tourism is the most resilient of sectors. It has a unique ability to lead recovery from crisis. UNWTO is leading the response this time. We are [identifying new ideas](#), promoting new skills and ensuring greater inclusivity. UNWTO is also providing Technical Support to Member States and Affiliate Members. This way, tourism won't just grow back, it will do so better and more sustainably, with nobody left behind.



ACCELERATING RECOVERY

- Recommendations +
- Challenge Healing Solutions +
- Skills development
 - Webinars +
 - Online Academy +
 - Masterclasses with Experts
 - eLibrary +
 - Website of available online training solutions and digital resources
- Guidelines
- Technical Cooperation
- An inclusive response for vulnerable groups +





SUMMARY OF RECOMMENDATIONS

I. MANAGING THE CRISIS & MITIGATING THE IMPACT

1. Incentivize job retention, sustain the self-employed and protect the most vulnerable groups
2. Support companies' liquidity
3. Review taxes, charges, levies and regulations impacting transport and tourism
4. Ensure consumer protection and confidence
5. Promote skills development, especially digital skills
6. Include tourism in national, regional and global economic emergency packages
7. Create crisis management mechanisms and strategies



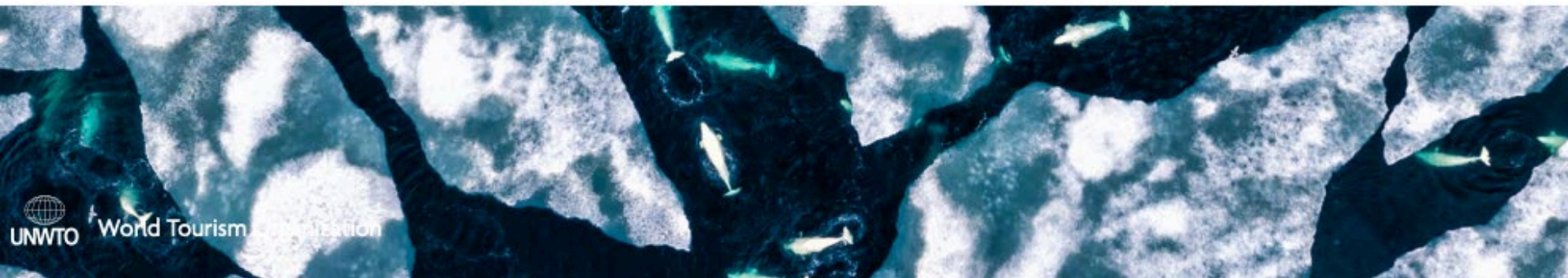
II. PROVIDING STIMULUS & ACCELERATING RECOVER

8. Provide financial stimulus for tourism investment and operations
9. Review taxes, charges and regulations impacting travel and tourism
10. Advance travel facilitation
11. Promote new jobs and skills development, particularly digital ones
12. Mainstream environmental sustainability in stimulus and recovery packages
13. Understand the market and act quickly to restore confidence and stimulate demand
14. Boost marketing, events and meetings
15. Invest in partnerships
16. Mainstream tourism in national, regional and international recovery programmes and in Development Assistance



III. PREPARING FOR TOMORROW

17. Diversify markets, products and services
18. Invest in market intelligence systems and digital transformation
19. Reinforce tourism governance at all levels
20. Prepare for crisis, build resilience and ensure tourism is part of national emergency mechanism and systems
21. Invest in human capital and talent development
22. Place sustainable tourism firmly on the national agenda
23. Transition to the circular economy and embrace the SDGs





UNWTO

Healing
SOLUTIONS

Tourism
CHALLENGE

Supported by:



World Health
Organization

Just as the tourism sector is affected more than others by the current COVID-19 pandemic, vulnerable groups within the sector are among the hardest hit.

As laid down in the UNWTO Framework Convention on Tourism Ethics, the sector has a duty to promote the rights of the most vulnerable groups such as women, indigenous people and people with disabilities.

“Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, persons with disabilities, ethnic minorities and indigenous peoples.”

UNWTO Framework Convention on Tourism Ethics

COMMUNICATIONS

Tourism needs a single voice – to express the sector’s concerns and its determination to grow back. UNWTO has been providing this. We have been clear and consistent from the start of the crisis. The message of “Stay Home Today to Travel Tomorrow” has been [shared widely around the world](#), including by national governments and tourism associations. UNWTO has also made sure tourism is a key part of the global conversation through media interviews, online seminars and multimedia campaigns.



COMMUNICATIONS

- The voice of our Members -
videos of Ministers on impact measures
- Regional VTCs
- **#TRAVELTOMORROW** 



#TravelTomorrow

COOPERATION

UNWTO is part of the [United Nations](#) and is working closely with fellow UN agencies, including the World Health Organization, to lead tourism's response to the COVID-19 crisis. We are also cooperating with the private sector, international organizations and political bodies, including the European Commission and the EU Institutions. In the face of a global challenge, effective collaboration across borders is more important than ever. UNWTO has been guiding tourism's joined-up response, showing that solidarity is part of our sector's DNA.



COOPERATION

- Cooperation with the World Health Organization +
- Cooperation with other UN Partners +
- Negotiation for Resource Mobilization
- Cooperation with Institutions +





**COVID-19
RESPONSE**
