

World Travel & Tourism Council

WTTC Safe Travel Stamp





The Organisation

ABOUT WTTC

The Authority on World Travel & Tourism

The body representing the global Travel & Tourism private sector

For 30 years we have been quantifying the impact of Travel & Tourism in 185 countries in our Research

To talk as **one voice** on behalf of the Travel & Tourism sector:

- Fair economic policy for the sector
- Long term, sustainable growth

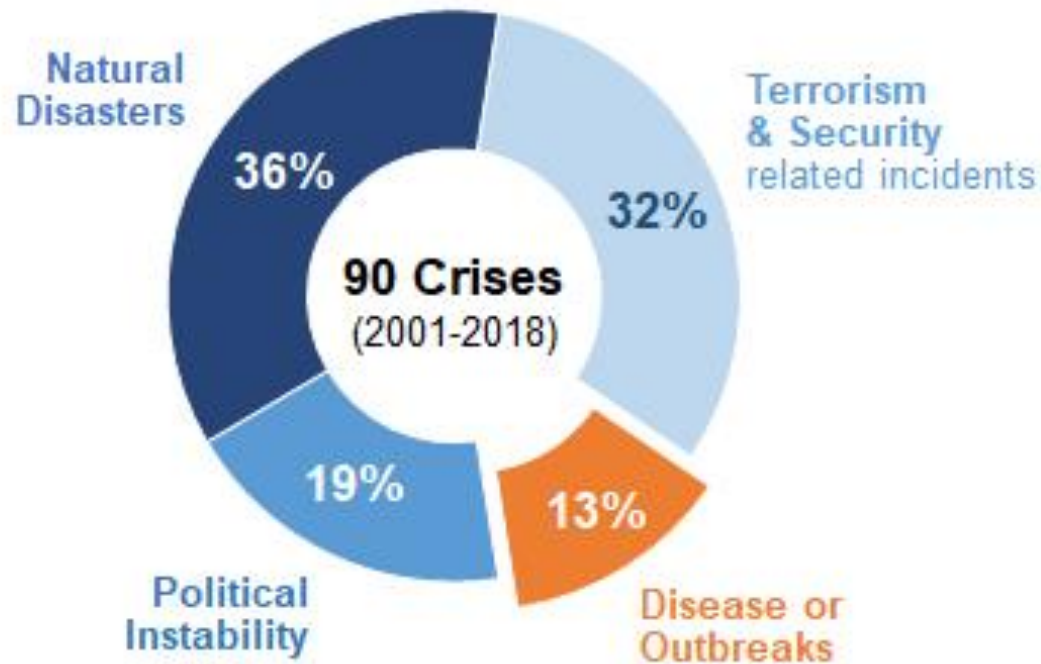


WTTC Safe Travel Stamp

WTTC aims to support the T&T sector in achieving an effective and safe recovery through its Safe Travel Stamp initiative

- ❑ WTTC is working to develop meaningful actions plan that optimise sector-wide recovery efforts and providing the public and private sector with the insights and toolkits for interaction and implementation
- ❑ WTTC has worked with Members, governments and health experts to design new operational and health protocols to support the sector's recovery
- ❑ WTTC has also launched the world's first ever global safety and hygiene stamp, designed to allow travellers to recognise governments and businesses around the world that have adopted the Safe Travels protocols. At the time of writing, 290 destinations around the world are now aligned with the Safe Travels protocols.

We Need To Learn From The Past...



Minimum vs Average Recovery Times



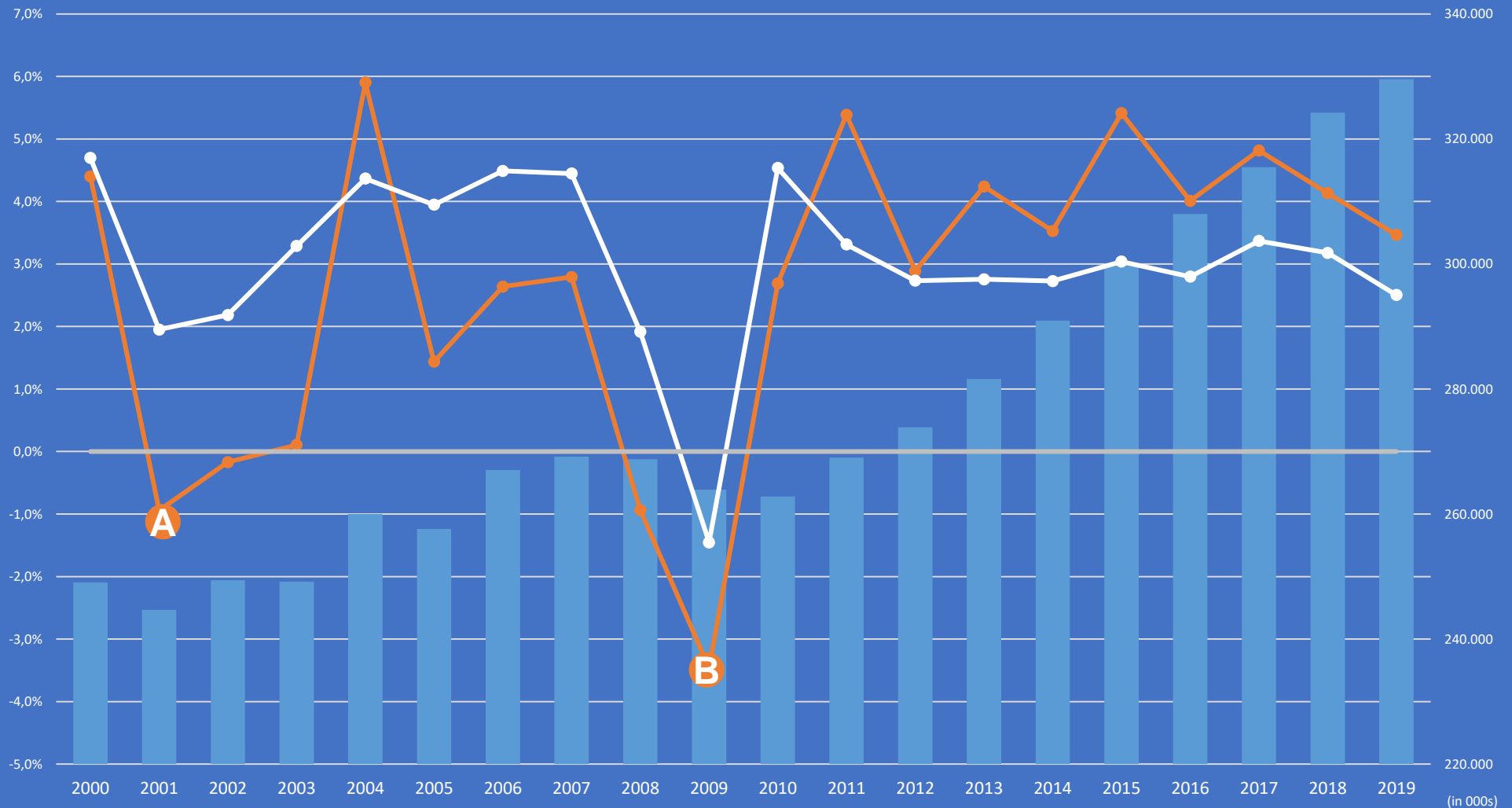
- Do not try to reinvent or create new travel processes
- Avoid creative solutions in silos and local standards
- Learn from people involved in outbreak response

- *9/11* – very slow processes & impact in recovery
- *2008 GFC* – coordinated approach via G20 (Private-Public)
- *SARS, MERS, EBOLA*

Economic Recovery

World 2000-2019

- T&T employment (000s)
- T&T GDP growth (%)
- Economy GDP growth



KEY EVENTS:

- A 9/11
- B Global financial crisis

All data as of April 2020

Learning from the past in order to influence the future

- ❑ It is essential to learn from the past and good practices
- ❑ WTTC placed emphasis on wide and comprehensive coordination and alignment across the public and private sectors to ensure robust global measures are put in place to help rebuild confidence



In this regard, the implementation of global protocols or standards, jointly embraced by governments and the private sector, is vital to gaining back traveller confidence.

100 million job recovery plan

- 12 commitments from the private sector
- Support needed from the governments
 - **A coordinated approach to re-open borders** and the consideration of international standard reporting and indicators on risk assessments and the current situation to provide clarity on information
 - **Implement an international testing protocol** and a coordinated framework for testing before departure using fast, efficient and affordable tests.
 - **Modify quarantine measures to be for positive tests only:** Replace blanket quarantines for a more targeted and effective approach, significantly reducing the negative impact on jobs and the economy.



Developing the Safe Travel protocols

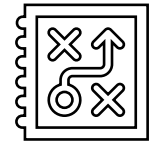
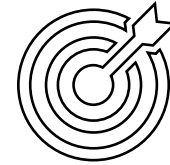
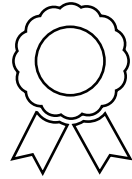
WTTC has launched protocols for 11 key Travel & Tourism industries

- WTTC produced new global Safe Travels protocols for use by the T&T stakeholders as best practice guidelines to help restart and speed up the recovery of the sector
- They were designed to rebuild confidence among travellers and within the sector, as well as to provide consistency and guidance to destination authorities, travel providers, operators and travellers about the new approach to health & hygiene in the post COVID-19 world.



Protocols were developed in collaboration with WTTC Members, leading industry associations and international organisations and take into account the current guidelines of the World Health Organization (WHO) and the Centre for Disease Control and Prevention (CDC)

Protocols: The Four Pillars



1. Operational and Staff Preparedness

2. Ensuring a safe experience

3. Rebuilding Trust & Confidence

4. Implementing enabling policies

The launch of the world's first global safety and hygiene stamp

- ❑ The stamp, designed specifically to address COVID-19 and similar outbreaks, allows travellers to recognise governments and businesses around the world which have adopted health and hygiene protocols that are aligned with WTTC's Safe Travels Protocols
- ❑ All countries, destination authorities and companies operating in Travel & Tourism can use the stamp, provided they comply with the Safe Travels protocols
- ❑ Safe travel destinations also have the opportunity and responsibility to advocate for the implementation of the Safe Travels stamp and protocols to their subsidiary public sector authorities and private sector organisations



The stamp has currently been obtained by 290 destinations and 81 countries. It's success demonstrates the importance not only to destinations and businesses, but also to travellers and the hundreds of millions of people around the world who work in, and depend on, the Travel & Tourism sector.

Protocols & Safe Travels Stamp

290 destinations have been recognised



DESTINATIONS USING THE STAMP:

- COUNTRY
- Sub regions within country

AMERICAS:

- | | | |
|------------------|---------------|---------------|
| ● ARGENTINA | ● ECUADOR | ● PERU |
| ● ARUBA | ● EL SALVADOR | ● PUERTO RICO |
| ● BAHAMAS | ● JAMAICA | ○ Brazil |
| ● BERMUDA | ● GRENADA | ○ Canada |
| ● COLOMBIA | ● GUATEMALA | ○ Mexico |
| ● COSTA RICA | ● PANAMA | ○ Tobago |
| ● DOMINICAN REP. | ● PARAGUAY | |

EUROPE:

- | | |
|--------------|-----------|
| ● BULGARIA | ● TURKEY |
| ● CROATIA | ● UKRAINE |
| ● ICELAND | ○ Austria |
| ● MONTENEGRO | ○ Russia |
| ● PORTUGAL | ○ Spain |
| ● SLOVENIA | ○ UK |

MIDDLE EAST:

- JORDAN
- SAUDI ARABIA
- KAZAKHSTAN
- UAE

AFRICA:

- | | | |
|------------|-------------|----------------|
| ● EGYPT | ● MAURITIUS | ● UGANDA |
| ● ESWATINI | ● NAMIBIA | ● ZAMBIA |
| ● GAMBIA | ● RWANDA | ○ South Africa |
| ● GHANA | ● TANZANIA | |
| ● KENYA | ● TUNISIA | |

ASIA-PACIFIC:

- GUAM
- INDONESIA
- MALDIVES
- PHILIPPINES
- SRI LANKA
- India

Issuing the stamp and ensuring compliance

Safe Travels destinations have the responsibility to advocate the uptake of the protocols and stamp to their subsidiary public sector authorities and private sector organisations and ensure their ongoing compliance with the protocols and Terms & Conditions.

It is up to Safe Travels destinations how to issue the stamp and ensure compliance.

Examples of issuing the stamp and ensuring compliance

- Protocol evaluations
- Consumer-generated evaluations
- Stamp issued as additional international stamp to national stamps/certifications
- Inspections (random and systematic, carried out in-house and by sub-contracted entities)
- Self-evaluations and declarations



SELF-EVALUATION AND DECLARATION EXAMPLE: BERMUDA

Bermuda created a Safe Travels landing page, which links to an application form and detailed checklist. Companies complete the checklist, which is then reviewed. Upon successful evaluation, applicants receive the stamp.

<https://www.gotobermuda.com/bta/bermuda-tourism-health-safety-guide>



Primary Contact Name *

Primary Contact Email *

Primary Contact Number *

Please upload a high resolution PNG or JPG version of your company logo *

Drag and drop files here or [browse files](#)

Has your business demonstrated the following?

General

Employees and guests must take a temperature check and use hand sanitiser upon entry to the property and designated location *

(FSB, hotel, spa/fitness/recreation, meetings & events)

Yes No N/A

Hand sanitiser will also be available at all contact areas *

Yes No N/A

Masks are provided to all guests and employees *

Yes No N/A

Obey signs to practise social distancing in all public areas, retail spaces and elevators *

Yes No N/A

INSPECTIONS EXAMPLE: TOBAGO

Tobago sends their health and safety manual to their stakeholders together with a compliance form. Once they are willing to abide by the manual, stakeholders fill and submit the compliance form and receive the Safe Travels stamp.

Tobago carries out random spot visits to the tourism businesses to ensure the stakeholders comply. Those in breach are required to remove the logo immediately.

To date, all tourism businesses are operating in compliance with the Safe Travels protocols.



CONSUMER-GENERATED EVALUATION EXAMPLE: JORDAN

Jordan developed a customer-based evaluation system of the implementation of Health and Safety protocols at tourism touch points (restaurants, hotels, transport etc.).

Through a mobile app and the use of QR codes, the customer can evaluate the level of compliance with their H&S SOPS. Those who meet the requirements from a customer perspective will be eligible for the stamp.



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Thank you!
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