THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

Asia Pacific Visitor Forecasts amid COVID-19

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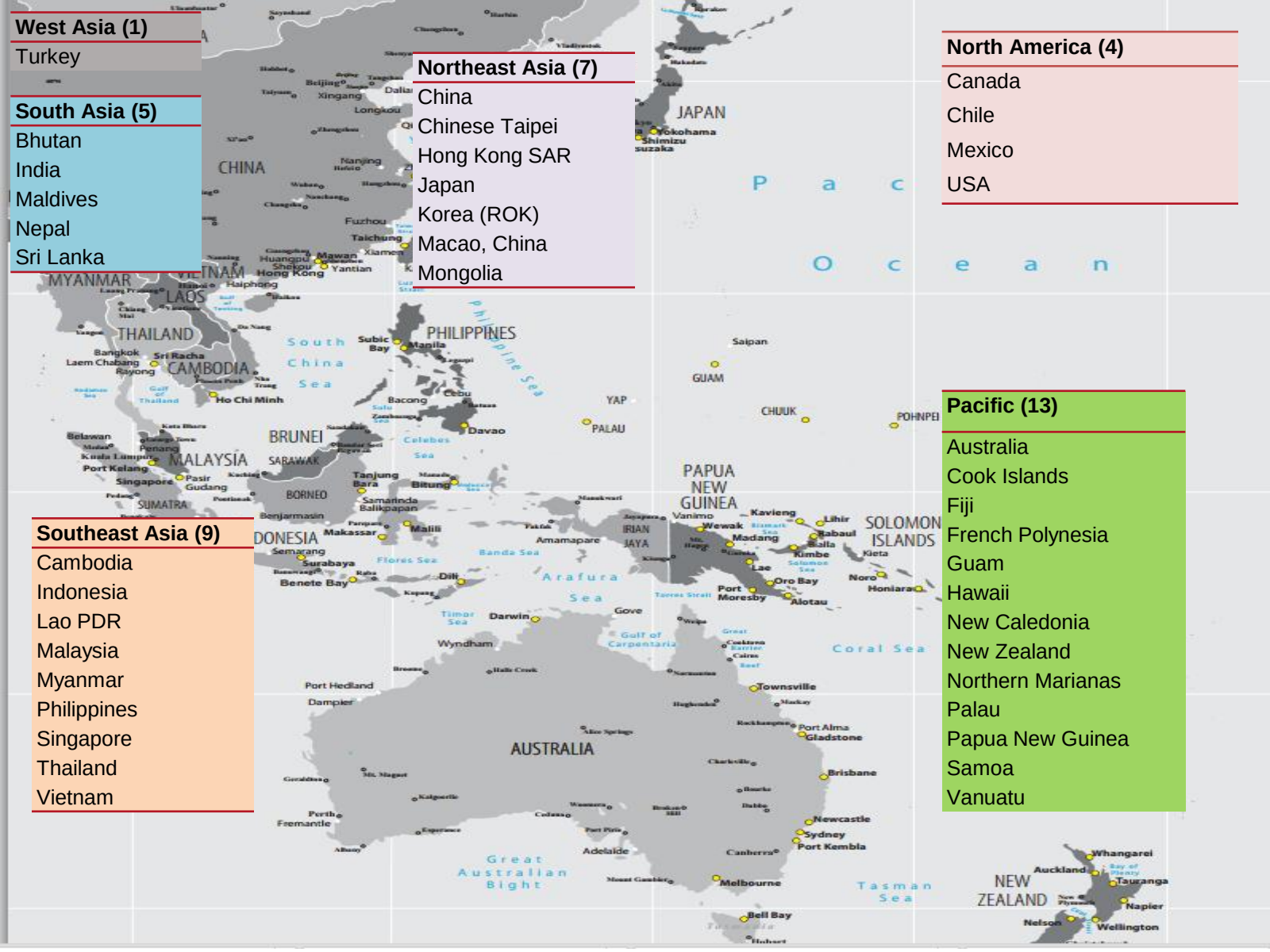
Leading Hospitality and Tourism



West Asia (1)

Turkey

South Asia (5)

Bhutan
India
Maldives
Nepal
Sri Lanka

Northeast Asia (7)

China
Chinese Taipei
Hong Kong SAR
Japan
Korea (ROK)
Macao, China
Mongolia

North America (4)

Canada
Chile
Mexico
USA

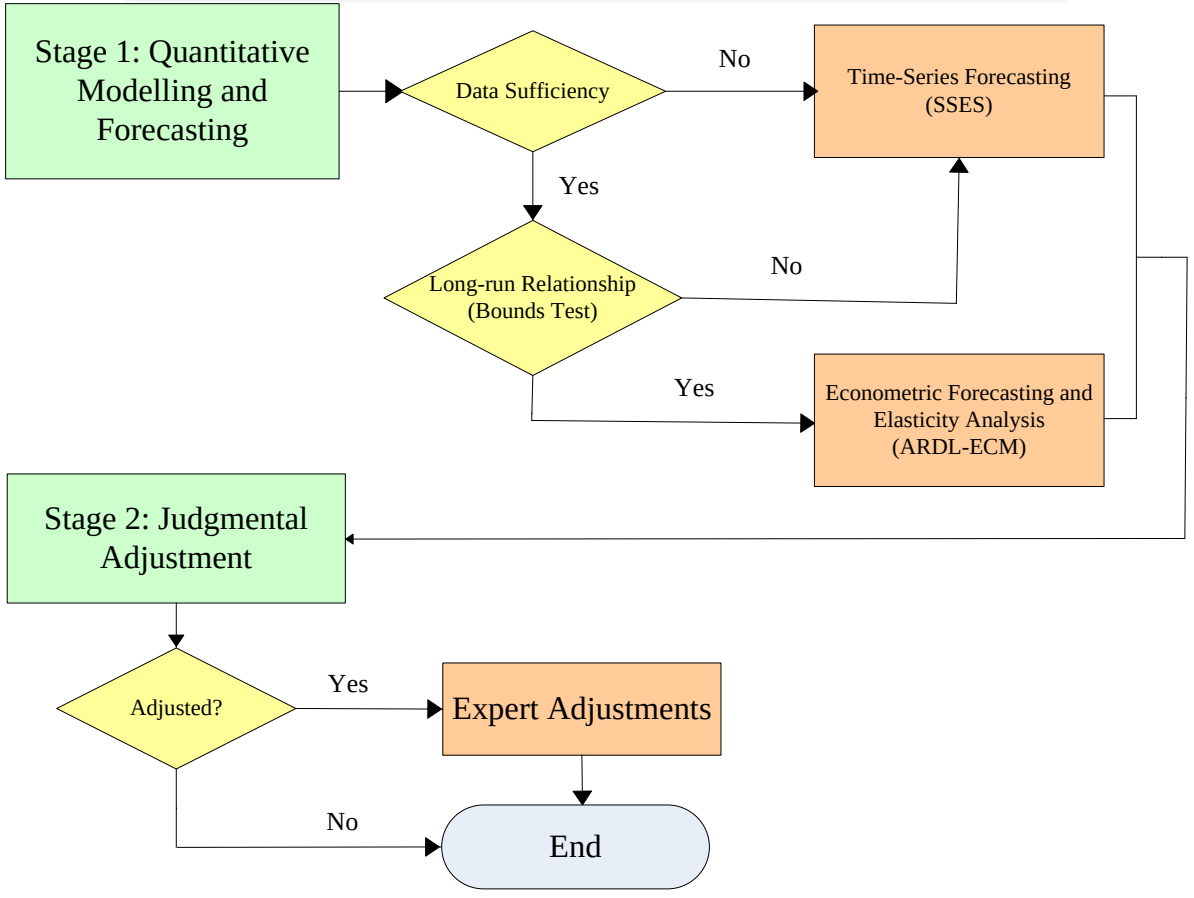
Southeast Asia (9)

Cambodia
Indonesia
Lao PDR
Malaysia
Myanmar
Philippines
Singapore
Thailand
Vietnam

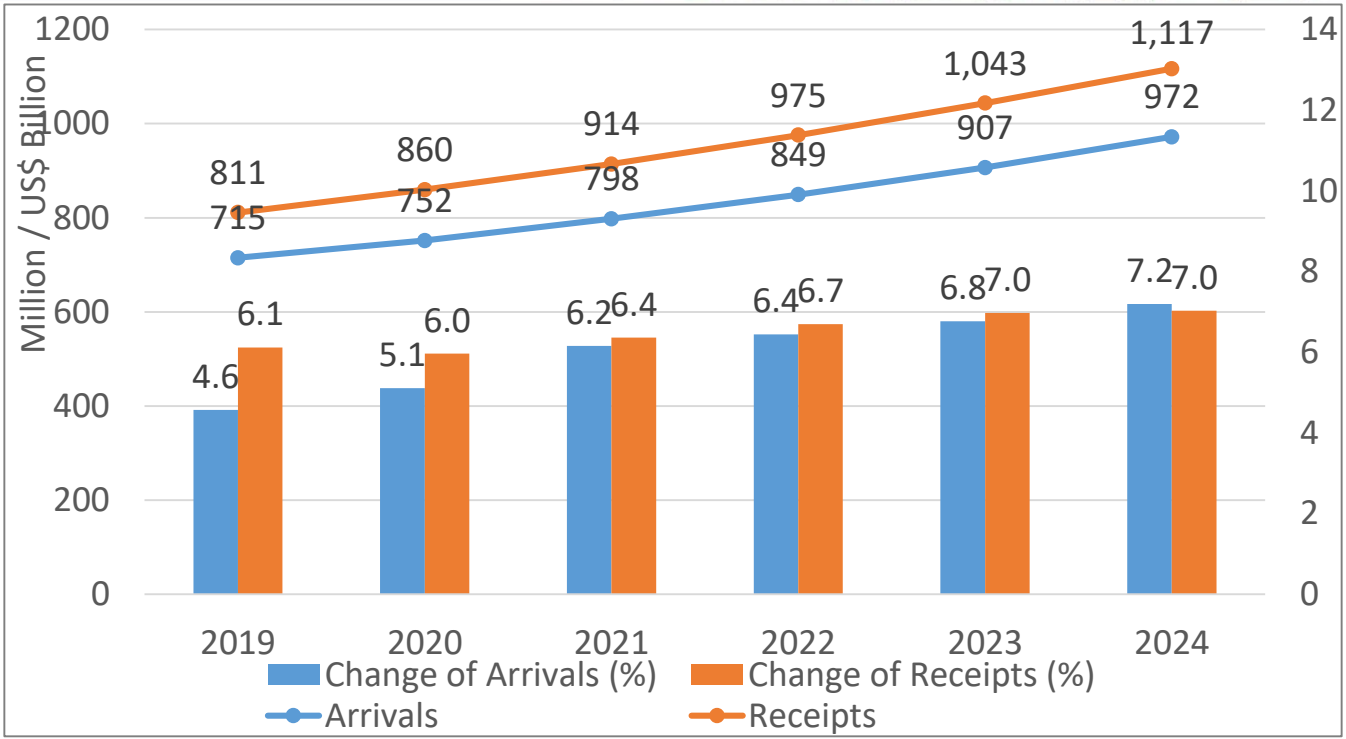
Pacific (13)

Australia
Cook Islands
Fiji
French Polynesia
Guam
Hawaii
New Caledonia
New Zealand
Northern Marianas
Palau
Papua New Guinea
Samoa
Vanuatu

A Two-Stage Forecasting Process

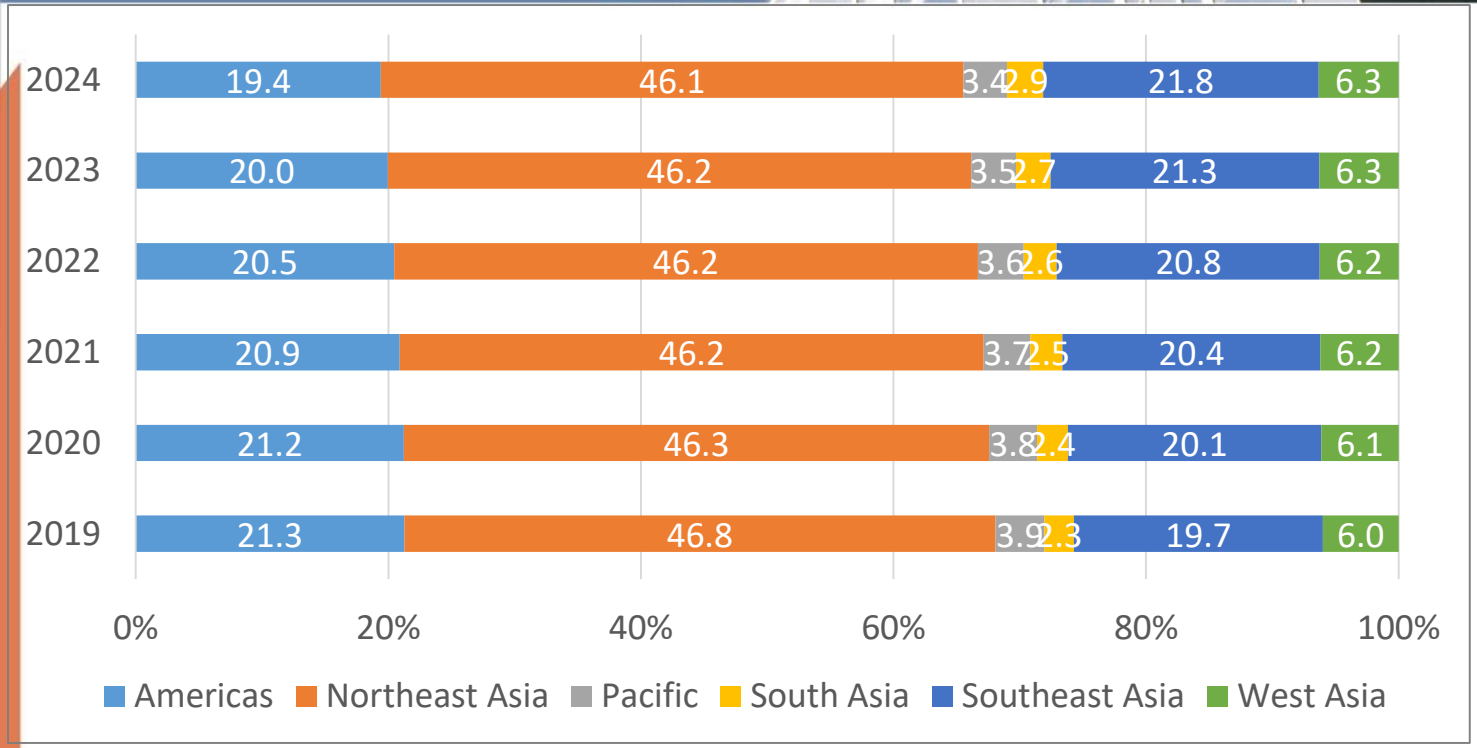


Asia-Pacific – Arrivals & Receipts



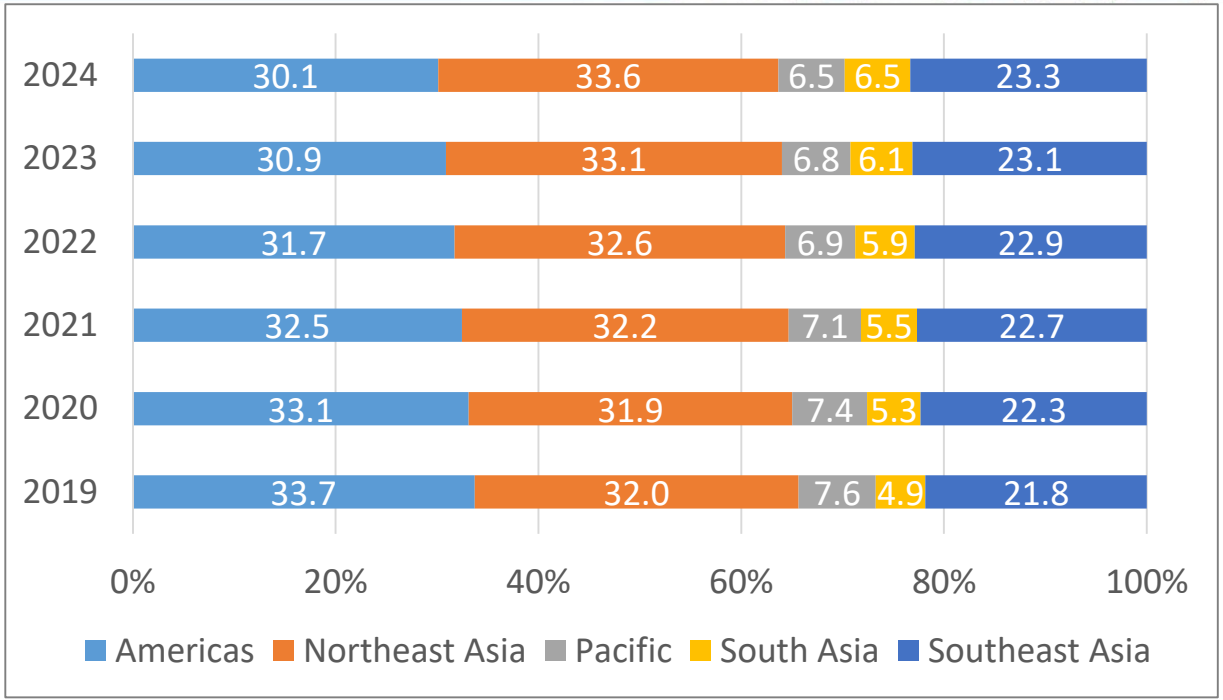
- The total visitor arrivals in Asia Pacific will increase from 715 million to 972 million with an AAGR of 6.3% over 2020-2024.
- The total visitor receipts will increase from $811 billion to $1,117 billion with a higher AAGR of 6.6%.

Asia Pacific – Share of Arrivals by Region



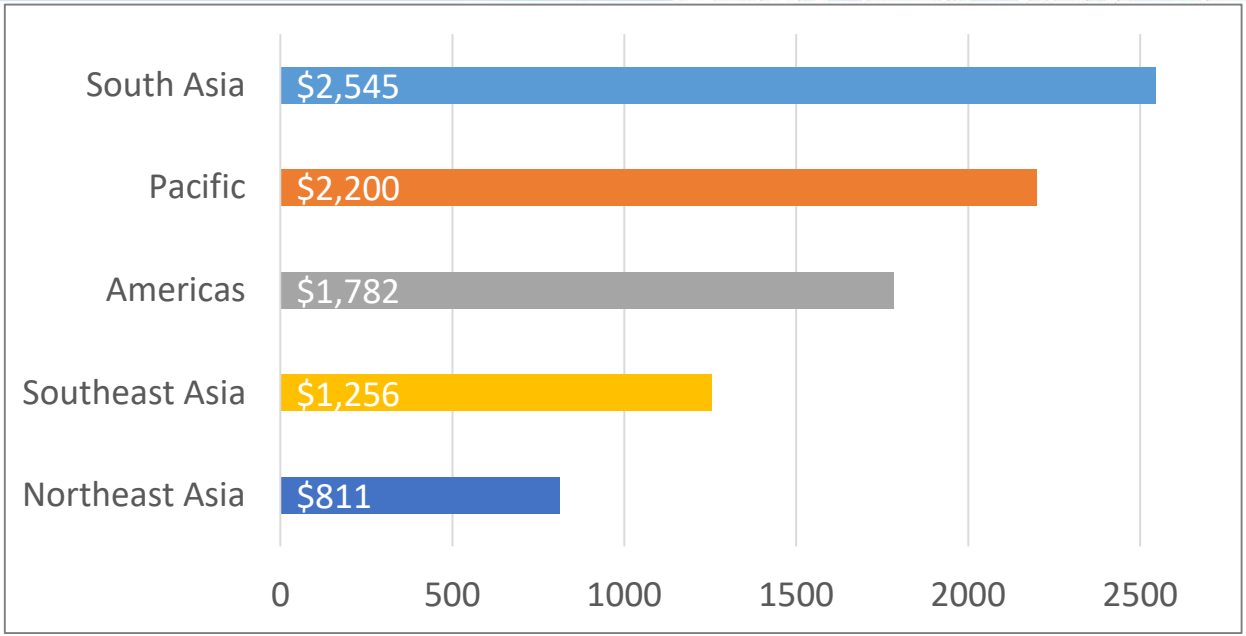
- Northeast Asia will continue to dominate the inbound market in Asia Pacific, followed by Americas and Southeast Asia. Southeast Asia is forecast to surpass Americas to become the 2nd most popular region in Asia Pacific from 2022 onwards.

Asia Pacific – Share of Receipts by Region



- Northeast Asia will supersede Americas to become the largest receipt-earning region in Asia Pacific from 2022 onwards.
- Southeast Asia will maintain the 3rd position, followed by Pacific and South Asia.
- The share of South Asia is forecast to have fast growth in the next five years.

Asia Pacific – Receipt per Arrival by Region



- South Asia will obtain the highest average receipt per arrival of $2,545 over 2020-2024, followed by Pacific, Americas and Southeast Asia.
- The average receipt per arrival in Northeast Asia will be $811, which is the lowest among the five sub-regions.

Forecast Adjustments amid COVID-19

- COVID-19 was identified in Wuhan in January 2020 and spread to the rest of the world since then

- Has had a profound negative impact on both international and domestic travels

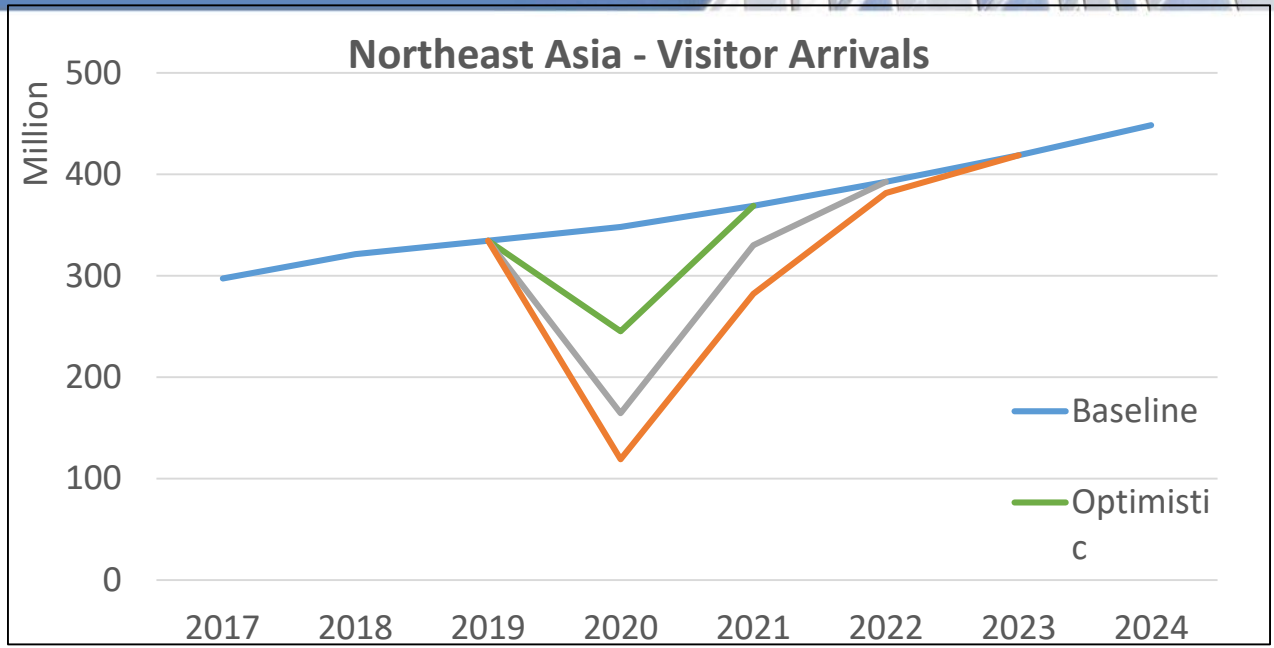
  - Closures of airports, public transportation, tourist attractions, commercial and peer-to-peer sharing accommodations
  - Border closing and visa restriction

Forecast Adjustments amid COVID-19

Methods

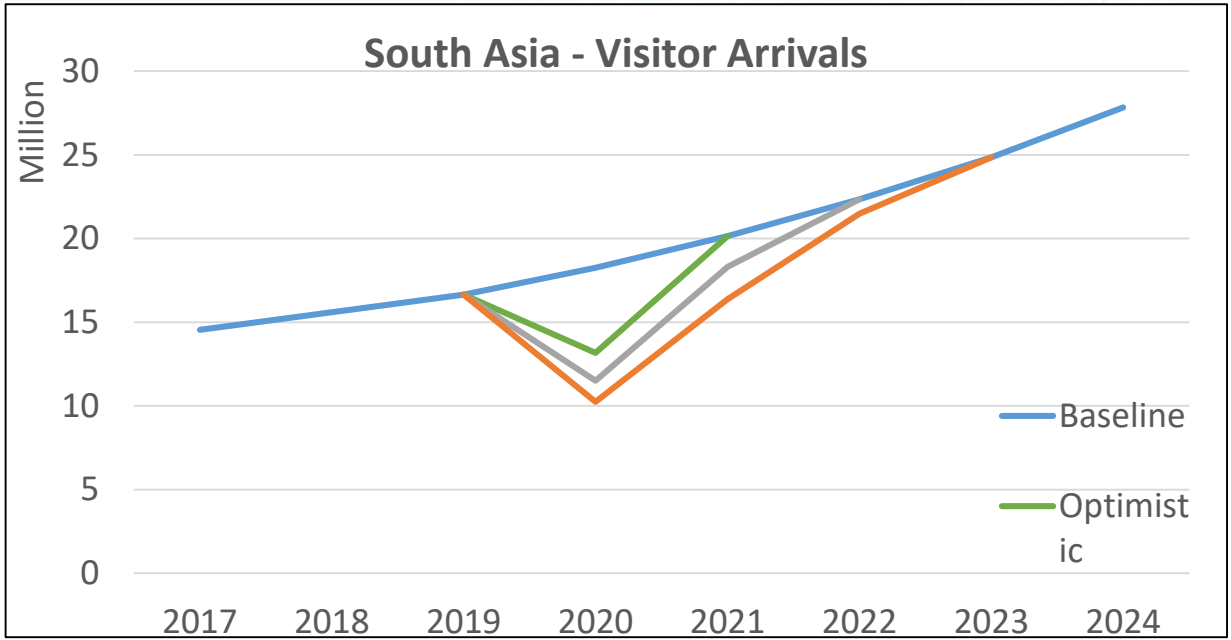
- Research on the impact of pandemics on tourism (Cooper, 2005, Keogh-Brown and Smith 2008; Kou et al 2008, Rassy and Smith 2012)
- Impact assessment of COVID-19 on the national economies by Oxford Economics
- Information on travel restrictions, vaccine development, experts' predictions on possible future outbreaks of COVID-19
- Scenario development: **Optimistic, Most likely and Pessimistic Scenarios**

Scenario Analysis – The Impacts of COVID-19 on Regions



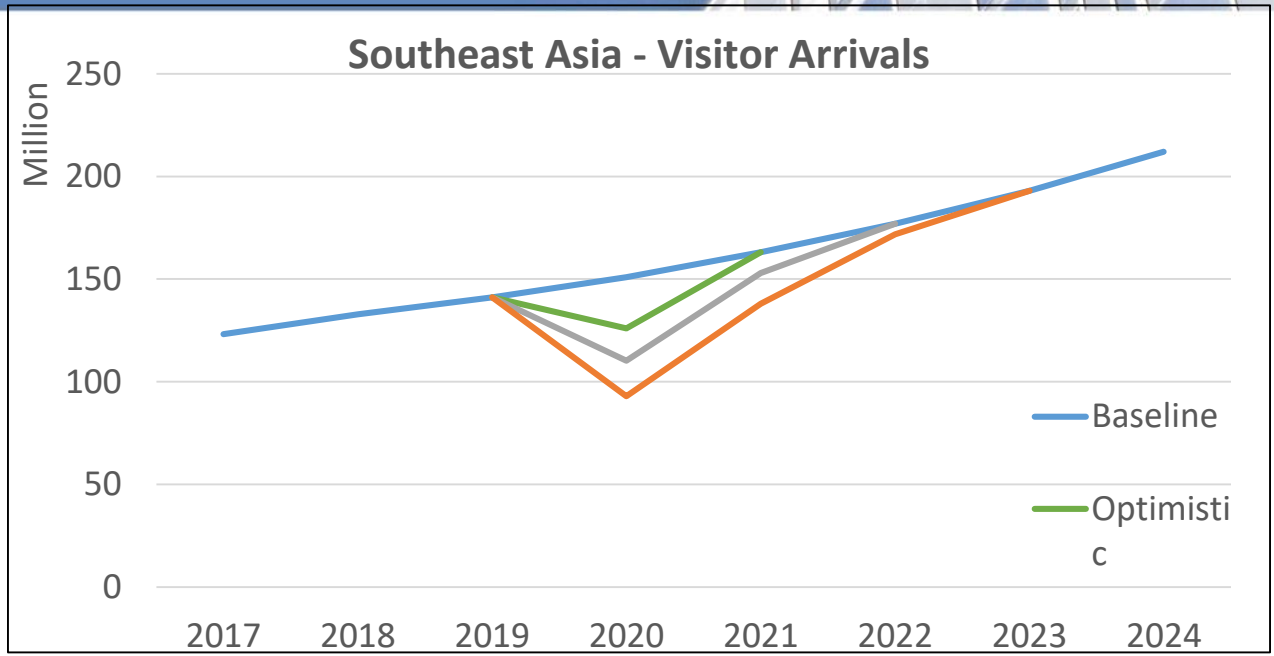
	Optimistic	Most Likely	Pessimistic
% shrink compared to the original forecasts in 2020	30%	53%	66%
Timepoint of recovering to the long-term trend	Q1 2021	Q3 2021	Q2 2022

Scenario Analysis – The Impacts of COVID-19 on Regions



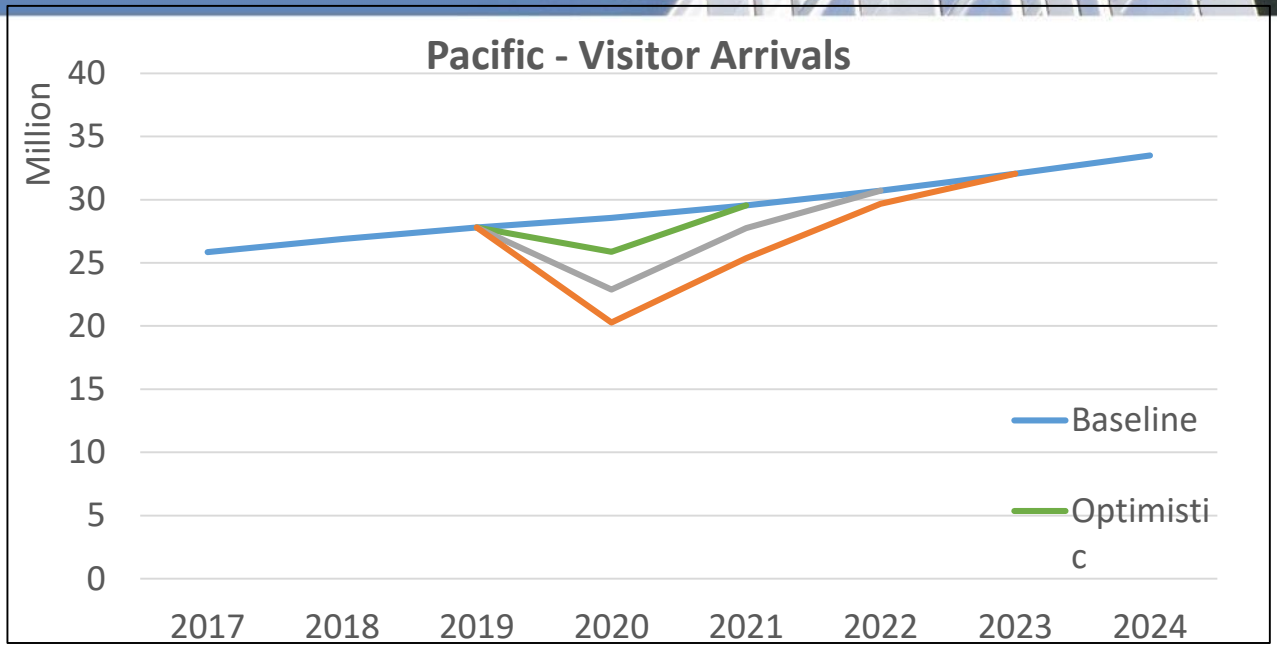
	Optimistic	Most Likely	Pessimistic
% shrink compared to the original forecasts in 2020	28%	37%	44%
Timepoint of recovering to the long-term trend	Q1 2021	Q3 2021	Q2 2022

Scenario Analysis – The Impacts of COVID-19 on Regions



	Optimistic	Most Likely	Pessimistic
% shrink compared to the original forecasts in 2020	17%	27%	38%
Timepoint of recovering to the long-term trend	Q1 2021	Q3 2021	Q2 2022

Scenario Analysis – The Impacts of COVID-19 on Regions



	Optimistic	Most Likely	Pessimistic
% shrink compared to the original forecasts in 2020	9%	20%	29%
Timepoint of recovering to the long-term trend	Q1 2021	Q3 2021	Q2 2022

Concluding Remarks

- COVID-19 is still ongoing and the forecasts are likely to change
- The recovery pattern is unknown as COVID-19 differs from other pandemics
- International travel will not be the same after the COVID-19 pandemic due to health concerns
  - Aircraft seating design; strict airport control, attraction visitor flow management; accommodation and restaurant hygiene requirements; visa restrictions; healthy travelers (?)

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Thank You!

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