¿CÓMO AFRONTAR EL FUTURO DEL TURISMO GASTRONÓMICO?

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The context
Forward-looking scenarios depend on re-opening of borders

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

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.

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

Source: UNWTO
Largest blow to tourism ever could slash 1 billion arrivals

International tourist arrivals, 2000-2019 and scenarios for 2020 (millions)

2020 Scenarios COVID-19
- Scenario 1: -850 million (-58%)
- Scenario 2: -1020 million (-70%)
- Scenario 3: -1140 million (-78%)

The above are not forecasts. They are scenarios based on the possible opening of national borders and lifting of travel restrictions in July, Sept. and Dec. 2020 respectively.

Source: UNWTO  (e) Estimate  (sc) Scenario-based
UNWTO events on Gastronomy Tourism
Tourism Tech Adventures

2nd UNWTO Gastronomy Tourism Startup Competition

https://www.gastronomytourismventures.org/en/
First Edition Highlights

+ 300 participating startups
84 countries

Projects
New business model
Service
Physical product
Software

This Edition

Categories
Disruptive Startup
Social Innovation Startup
Calendar

**Deadline for candidatures**
30 May 2020

Selection and announcement of the 5 finalists
30 June 2020

Final pitch session and announcement of winners
December 2020

Apply now!
gastronomytourismventures.org
Guía para el desarrollo del turismo gastronómico

Guidelines for the Development of Gastronomy Tourism

Challenge & Opportunities

**CHALLENGE**
- Proven resilience of tourism in past crises
- Domestic tourism can be a buffer
- Adaptation capacity: safety and hygiene protocols, trips closer to home, value for money, responsible consumer behavior
- Government support to the sector

**OPPORTUNITIES**
- Re-think business model
- Innovation and digitalization
- Sustainability and sustainable-oriented segments (rural, nature, health)
- De-escalation phases initiated by several countries toward the 'new normal'
- Progress in adaptation plans in destinations & companies

**WEAKNESSES**
- Segments potentially affected are also high spenders: international, long haul, business travel and events
- Major disruption in airline industry with airline failures and concentration
- Lack of references in previous downturns
- Perception of travel as a risk
- Low levels of demand when restarting tourism due to social distancing

**THREATS**
- Economic environment: world recession, rising unemployment and jobs at risk, closure of business mainly SMEs, disposable income, uncertainty weighing on consumer and business confidence
- Uncertain length of pandemic (including resurgence) and vaccine unavailability
- Extent of lockdowns and travel restrictions
- Unknown form of the 'new normal'

**NEGATIVE EXTERNAL FACTORS**

**POSITIVE INTERNAL FACTORS**
Gracias! Thank you!

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