65th meeting of the UNWTO Regional Commission for the Americas

Virtual meeting

18 June 2020
Impact of COVID-19 on tourism
Q1

1. 100% destinations with travel restrictions
2. 80 US$ billion lost in exports
3. 67 million fewer international tourist arrivals
International Tourist Arrivals

Jan. – Mar. 2020

Source: UNWTO
International tourist arrivals fell sharply in March 2020

International tourist arrivals, Jan, Feb, March 2020 (% change)

Source: World Tourism Organization (UNWTO)

Data is provisional
UNWTO Actions

Recommendations for action

Impact Assessment

Cultural tourism and COVID19

COVID-19 and vulnerable groups

Tourism and gastronomy

#TravelTomorrow
UNWTO Actions

- Restarting tourism
- Technical Assistance Package
- UNWTO Global Tourism Dashboard
- Travel Restrictions Reports
- Measures to Support Tourism
- Sustainability as the new normal
NATIONAL MEASURES TO SUPPORT TRAVEL AND TOURISM
The world’s largest call for ready-to implement solutions Healing for People, Prosperity and Destinations

Participants

- **1183** Applications
- **30** Semi-Finalists
- **9** Top Solutions

Regions

- **36,9%** The Americas
- **36,9%** Europe
- **11,5%** Africa
- **9,6%** Asia & The Pacific
- **5,0%** Middle East

Digital Presentation

- **9000+** Attendees
- **Interaction** With Ministers
SUPPORTING JOBS AND ECONOMIES THROUGH TRAVEL AND TOURISM

A call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery

UNWTO
World Tourism Organization

OBJETIVOS DE DESARROLLO SOSTENIBLE
The Package includes a comprehensive list of technical assistance activities, both of a longer duration with a wide scope, and of a short duration with a specific focus.

Depending on the situation in a country, different technical assistance activities at various stages of the COVID-19 mitigation and recovery process may be needed.
3 Essential Pillars

Economic Recovery
Quantify and Qualify the impact of Covid-19 on the tourism sector of Member States and provide strategic recommendations to stimulate economic recovery through tourism and support tourism MSMEs

Marketing and promotion
Develop targeted Marketing and Promotion strategies based on the unique characteristics of each Member State and Destination

Institutional Strengthening and Building Resilience
Strengthen capacities of institutions and private sector to adopt and adapt protocols for provision of tourism services in a new, post Covid-19 era, in terms of health, hygiene, safety and security for both tourists and employees alike
RESTART TOURISM: GLOBAL FRAMEWORK OF ACTION
PRIORITIES FOR TOURISM RECOVERY

1. Provide liquidity and protect jobs
2. Recover confidence through safety and security
3. Public-private collaboration for an efficient reopening
4. Open borders with responsibility

28 MAY 2020
PRIORITIES FOR TOURISM RECOVERY

1. Harmonize and coordinate protocols & procedures
2. Added value jobs through new technologies
3. Innovation and Sustainability as the new normal

28 MAY 2020
GLOBAL GUIDELINES TO RESTART TOURISM

Safe and Seamless Border Management (air, sea and ground travel)

Private Sector – Crosscutting measures

Safe Air Travel

Hospitality

28 MAY 2020
GLOBAL GUIDELINES

28 MAYO 2020

05 Tour Operators & Travel Agencies

06 Meeting and Events

07 Attractions and Thematic Parks

08 Destination Planning & Management
LOOKING AHEAD: RESTARTING TOURISM IN THE AMERICAS
Regional activities

- Member States
- Development banks
- UN System
- Private Sector
- Reg. Integration Systems
- IO
The World Tourism Organization (UNWTO) grants you a UNWTO Tourism Online Academy scholarship following its commitment to strengthen high quality education in tourism.

Please follow the steps below to start your first course.

Zurab Pololikashvili
Secretary-General
World Tourism Organization
Regional Webinars

Webinars Other Institutions

Webinars Member States
Upcoming Webinars

**Regional**
- Impact of COVID-19 on consumer rights in travel and tourism
- Maximizing big data to generate value in the domestic market
- Good practices used by National Tourism Administrations in mitigating the impact of the C-19

**Subregional – Central America**
- SITCA and CATA – Effect of COVID-19 pandemic on Tourism

**National**
- Paraguay: Webinar on Rural Tourism
- Argentina: Webinar on Domestic Tourism
Survey - Action Plan Americas 2030

▪ Sent to Members States – 9 March 2020
▪ Deadline – 23 March

CANCELLED DUE TO COVID -19

Survey adapted to the current situation will be available soon
THANK YOU!