

Restarting Tourism

At both the local and the global level, the crisis we have faced up to together has shown the importance of **making the right decisions at the right time**.

The time has come to **restart tourism!**

We do so on the back of many weeks of hard work and commitment. This crisis has affected us all. Many, at every level of the sector, have made sacrifices, personally or professionally. But in the spirit of solidarity that defines tourism, we **united under UNWTO's leadership** to share our expertise and abilities. Together, we are stronger, and this cooperation will be essential as we **move onto the next stage**.

Our research shows that **several countries around the world** are starting to **ease restrictions** on travel. At the same time, governments and the private sector are working together to **restore confidence build and trust** – essential foundations for recovery.

In the first stage of this crisis, UNWTO united tourism to assess the likely impact of COVID-19, mitigate the damage to economies, and safeguard jobs and businesses. Now, **as we change gears together, UNWTO is taking the lead again**.

Last week, we convened the fifth meeting of the Global Tourism Crisis Committee. Here, we launched the **UNWTO Global Guidelines to Restart Tourism**. This important document outlines **our roadmap and priorities for the sector** in the challenging months ahead, from providing liquidity for vulnerable businesses to opening borders and coordinating new health protocols and procedures.

At the same time, we continue to promote **innovation and sustainability**. These must no longer be small parts of our sector, but instead must be **at the heart of everything** we do. This way, as we restart tourism, we can build a sector that works for people and planet.

Governments and businesses are increasingly on our side as we work to build this **new tourism**. UNWTO is also working to make sure that tourists too share in this vision. Our **partnership with CNN International** will take our positive message to millions of people around the world. The **#TravelTomorrow message**, embraced by so many, is one of responsibility, hope and determination.

And now, as we do get **ready to travel** again, we remind tourists of the positive difference their choices can make. Our actions can be meaningful and highlight the road ahead, travelling again to restart tourism.

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