UNWTO
World Tourism Organization

63rd Regional Virtual Commission Meeting for Africa.

8th June 2020
UNWTO Agenda for Africa - Tourism for inclusive growth
Unlocking Growth Through Investment Promotion

ENABLING ENVIRONMENT

UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA

EASE OF ACCESS

UNWTO/NEPAD TOURISM TECH ADVENTURE

RETURN ON INVESTMENT (ROI)

GOOD PRACTICES FOR SUSTAINABLE TOURISM INVESTMENTS PROJECTS IN AFRICA
Empowering Youth and Women Through Tourism

Global Report on Women in Tourism

Leadership Taskforce – Adoption of UNWTO Action Plan for Women in Tourism

Masterclass on Innovation in Tourism
Promoting Travel Facilitation

2019 VISA Openness Report for Africa


Ministerial Declaration
The impact of COVID-19 on Tourism in Q1

1. 67 million fewer international tourist arrivals
2. 80 US$ billion lost in exports
3. 100% destinations with travel restrictions
International Tourist Arrivals
January-March 2020

Source: UNWTO
International tourist arrivals fell sharply in March 2020

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

Source: World Tourism Organization (UNWTO)
Forward-looking scenarios depend on re-opening of borders

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

- Scenario 1: -58%
- Scenario 2: -70%
- Scenario 3: -78%

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
RESTART TOURISM: A FRAMEWORK FOR ACTION
UNWTO Tourism Dashboard

International Tourism 2020

<table>
<thead>
<tr>
<th>Region</th>
<th>Country grouping</th>
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<tbody>
<tr>
<td>Africa</td>
<td>Todas</td>
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**Africa**
Selected region

International tourist arrivals (thousands)

- Current year (2020)
- Previous year (2019)

Change over previous year

-12.5
YTD change (%)

YTD change by region (%)

- Africa: -12

YTD change by subregion (%)

- North Africa: -10
- Sub-Saharan Africa: -18

https://www.unwto.org/international-tourism-and-covid-19
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
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.
The Three Pillars

01 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.

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

03 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.
STAY HOME TODAY #TRAVEL TOMORROW
28 MAY 2020
UNWTO GLOBAL GUIDELINES TO RESTART TOURISM
SURVEY RESULTS

TOP 5 KEY AREAS OF THE

UNWTO AGENDA FOR AFRICA - TOURISM FOR INCLUSIVE GROWTH

that should be prioritized to support the swift recovery response

- Unlocking Growth through Investment Promotion and Public Private Partnerships: 52%
- Promoting Innovation and Technology: 48%
- Promoting Travel Facilitation (Connectivity / Visa): 44%
- Fostering Resilience (Safety + Security, Crisis Communication): 44%
- Advocating the Brand Africa: 36%
SURVEY RESULTS

MAIN AREAS TO BE RE-ALIGNED TO ENSURE A SWIFT RECOVERY RESPONSE TO COVID-19

- **40%**
  - Fostering Resilience (Safety + Security, Crisis Communication)

- **20%**
  - Advocating the Brand Africa

- **20%**
  - Unlocking Growth through Investment Promotion and Public Private Partnerships

- **20%**
  - Promoting Travel Facilitation (Connectivity & VISA)
SURVEY RESULTS

RANKING OF CAPACITY BUILDING/TRAINING SESSIONS THAT COULD BE CONDUCTED ONLINE

1. Crisis management and communication
2. Marketing and promotion post-crisis
3. Health protocols
4. Developing domestic travel
5. Innovation & entrepreneurship
6. Environmental Protection & Biodiversity conservation
LOOKING AHEAD: READAPTING OUR PROGRAMME OF WORK
Promoting Africa’s Gastronomy
Security in Tourism

• The White Paper: a collection of good practices which also aims at giving tourism stakeholders all the necessary tools for designing and carrying out their own security policies, adapted to their objectives, means and constraints.

• Security strategies shown in the White Paper will in the long run preserve tourist activities in a destination and thus participate in its economic development.
Capacity Building

Virtual workshops to be organized on key topics with our partners on:

- Crisis management and communication
- Marketing and promotion post-crisis
- Health protocols
- Developing domestic travel

- Launching of the Tourism Investments Attraction & Promotion Program (TIAPP)
- Implementation of the Partnership with AUDA-NEPAD 100,000 MSMEs support program in COVID19
- Preparation of the International conference on Domestic and Intra-regional Tourism (2021)
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
THANK YOU!