UNWTO initiatives and activities in response to the COVID-19 outbreak

Report of the Secretary-General
POLICY GUIDANCE AND COORDINATION

• Position tourism as a global policy priority
• Contributing to the 2030 Development Agenda
• Increase resources and strengthen UNWTO’s capacity through partnerships
MONITORING THE IMPACT

• Assessing the Impact of COVID-19 on International Tourism
• Monitoring COVID-19 Related Travel Restrictions
• Online monitoring system on country and international policy response to mitigate the effects of COVID-19

UNWTO World Tourism Barometer May 2020
Special focus on the Impact of COVID-19
COVID-19 RELATED TRAVEL RESTRICTIONS
A GLOBAL REVIEW FOR TOURISM

FIFTH REPORT AS OF 23 JUNE 2020
UNWTO ACTIONS

**Healing Solutions for Tourism Challenge**

- SDGs Global Start-up Competition
- 2nd UNWTO Acceleration Programme
- Economic recovery projects with the IFC, EBRD, IADB and ADB

**Tourism and Gastronomy**

- Gastronomy reflects the culture, heritage, traditions and sense of community of different peoples
- Gastronomy tourism is an important protector of cultural heritage, it helps create opportunities, including jobs, most notably in rural destinations

**Communication**

- Promoting concrete outputs across the Organization
- Clarity in tone and political intention of messages of the Secretary-General
- Human angle stories
- Strong emphasis on visual elements
- #TravelTomorrow campaign
TECHNICAL ASSISTANCE

- Designed to support governments, the private sector and donor agencies that face this unprecedented socio-economic emergency

- Identified three potential areas of intervention to accelerate the recovery of tourism: economic, promotional and institutional
MARKETING AND PROMOTION
To support countries and destinations to develop targeted marketing strategies and activities based on available resources and the new reality of the tourism and travel industry in the COVID-19 aftermath.

INSTITUTIONAL STRENGTHENING AND BUILDING RESILIENCE
To build capacities of decision makers, tourism stakeholders and the local community with a view to adapting to the post COVID-19 reality and to strengthen institutions and multi-stakeholder collaboration mechanisms in the sector for the purpose of mitigating the impact of the crisis and accelerating recovery.

ECONOMIC RECOVERY
Systematic economic assessment and evaluation of how the COVID-19 crisis has affected the tourism sector so as to ensure that tourism is adequately reflected within economic recovery and development plans with the channeling of adequate financial resources to support tourism businesses, particularly MSMEs, in the recovery process.
ENHANCED COOPERATION WITH THE INTERNATIONAL COMMUNITY

- Enhancing our partnerships with the European Union, the World Bank and other international financial institutions, etc.
- Addressing specific needs of individual countries within the context of COVID-19
- Emphasizing the importance and key strategic role of tourism for the Member States
1 June 2020.

Participation of Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Republic of Moldova, Russian Federation, Tajikistan, Turkmenistan and Uzbekistan

Discussing ways to tackle and contain the virus and work together to restart tourism operations in the safest and most efficient manner
BILATERAL MEETINGS
Current activities and initiatives carried out in Europe during the COVID-19 Regional Focus
IMPACT OF COVID-19 ON TOURISM FROM JANUARY TO APRIL 2020

1. 180 million fewer international tourist arrivals
2. 195 US$ billion lost in exports
3. 100% destinations with travel restrictions

INTERNATIONAL TOURIST ARRIVALS JANUARY-APRIL 2020

**WORLD**
- 2019: 1.5 BILLION (+4%)
- JAN-APRIL 2020: -44%

**AMERICAS**
- 2019: 220 MN (+2%)
- JAN-APRIL 2020: -36%

**EUROPE**
- 2019: 745 MN (+4%)
- JAN-APRIL 2020: -44%

**AFRICA**
- 2019: 73 MN (+6%)
- JAN-APRIL 2020: -35%

**MIDDLE EAST**
- 2019: 61 MN (+2%)
- JAN-APRIL 2020: -40%

**ASIA AND THE PACIFIC**
- 2019: 361 MN (+4%)
- JAN-APRIL 2020: -51%

SOURCE: UNWTO JUNE 2020
INTERNATIONAL TOURIST ARRIVALS

Data is provisional

Source: World Tourism Organization (UNWTO)

* Actual data through April includes estimates for countries which have not yet reported results.
POLITICAL OUTREACH

- Mainstreaming tourism at the highest political level
- Addressing the importance of tourism for the socio-economic development
- Calling for financial and political support for recovery measures aimed at tourism
- Implementing tourism in the recovery plans and actions of affected economies

RDEU TASK FORCE: RECOMMENDATIONS DOCUMENT ON COVID-19

- Accommodating and integrating the expertise and knowledge of our Members into the deliberations of the Global Tourism Crisis Committee
- Region represented by Greece, Croatia and Spain
Online platform launched in April 2020

New and exclusive meeting space available for our European Member

Platform for all European Members to communicate and share information, events and always up-to-date with the current news and events of the Organization
MEMBER STATES SURVEY

- To better understand and respond to the needs and the changing priorities of our MS
- Participation of 39 Member States, 2 Associate Members and 1 Permanent Observer
- Overview about the various subjects and themes in which UNWTO can provide expertise and assistance:
  - Sustainability (INSTO)
  - Education and human workforce development (Academy)
  - Statistics (MST)
  - Digitalization and innovation
  - Product development (gastronomy)
• Member States infographics to provide better and personalized information
• Visual information about different tourism indicators
• Matching priorities between the Member States and the Organizations
QUO VADIS WEBINAR SERIES

- Continued engagement and connection during the confinement
- Targeted at the Europe Members audience and private sector partners
- Spoke about: communication, statistics, SDGs, Data, Consumer right protection, the MICE industry
UNWTO TOURISM ONLINE ACADEMY SCHOLARSHIPS

- 180 UNWTO Tourism Online Academy scholarships for the European region
- Allow awardees to receive a free-of-charge certificate for the course Introduction to Tourism Industry Management from IE University
- The UNWTO Tourism Online Academy will continue to develop specialized content from top universities of all regions, and we hope these scholarships will motivate more people join us in this path towards a more up-skilled tourism sector.
PARTICIPATION IN VIRTUAL EVENTS

- Participation in the European Travel Commission’s Informal Network on COVID-19
- Hearing on Tourism in the Committee on Transport and Tourism/Tourism Task Force of the European Parliament
- Hearing on Tourism in the context of the COVID-19 with the Committee for Economic Affairs of the French Senate
- BSEC Working Group on Cooperation in Tourism
- Online Delphi Economic Forum V
- NECSTOUR Webinar on “Green, Digital and SDGs: Building the European Tourism Agenda 2050 for Sustainable Recovery”
- BSEC Workshop on Blue Economy in the Black Sea Region
- ETOA Webinar on “Europe's travel and tourism recovery - the political and practical response”
RDEU areas of work post Covid-19
INTERNATIONAL PROTECTION OF TOURISTS – REBUILDING CONSUMERS’ CONFIDENCE

1st step: Adoption of minimum standards on international assistance and protection of tourism rights in emergency situations

2nd step: Harmonization and development of international standards on tourism consumer protection

Towards an International Code on the protection of tourism rights

RECOVERY TECHNICAL ASSISTANCE

- EBRD-UNWTO Framework Cooperation
- Projects identified in Albania, Armenia, Croatia, Georgia, Greece, Montenegro, Turkey and Uzbekistan
UNWTO DATA LAB

- Objective: Position European Tourism Administrations as leaders in the use of big data and data analytics for Tourism

- Pilot project with European countries and data partners to share experiences on data sources, analytic tools and resource allocation. What works and what does not work. Can European countries create one common system of data analysis?

- Outcome: Creation of solid and innovative data systems for NTA s/ NTOs to accelerate recovery and build resilience
UNWTO JOBS FOR THE FUTURE (JOBS FACTORY)

Is a comprehensive program bringing together the innovations and networks of the private sector and the best of incentives and policies from governments to improve the tourism workforce for the future, boosting competitiveness, innovation and sustainability.
A new plan of action for People, Planet and Prosperity. Tourism is a key sector for the 2030 Agenda.

A co-creation ECOSYSTEM to empower, influence and inspire the international community, governments, policymakers, tourism companies, civil society, academia and travellers to get engaged for the 2030 Agenda.

Committed to integrate the 17 SDGs in tourism policy and financing frameworks, build new business models and travel more responsibly, for the new UN Decade of Action.