Dear Affiliate Member,

I hope all of you and your families are in good health during this difficult and unprecedented context. The COVID-19 crisis is still far from being over and, unfortunately, we are all aware that its socio-economic implications will be suffered heavily and for long time, especially in the tourism sector. For this reason, I would like to convey a message of hope and solidarity to all my colleagues who are experiencing such challenging times.

The UNWTO Secretary General Mr. Zurab Pololikashvili said that “Tourism will again partner with recovery for livelihoods, and more resilient societies. We will restore confidence only by working together”. This is the only way the tourism sector can drive economies back towards growth and start rebuilding our societies.

In order to do that, UNWTO is working closely with other UN Agencies and the private sector and has taken a strong leadership to boost the recovery of the sector through the work of the Global Tourism Crisis Committee. After several months of hard work and thanks to the contribution of all the members of the group, the Global Guidelines for the restart of tourism were published and you can find them in the AMConnected platform. These global guidelines identified the main priorities for the recovery and addresses the main subsectors of the tourism industry. Moreover, they reflect some of the most valuable initiatives we received from our Affiliate Members.

Furthermore, It is worth recalling that the UNWTO has released a Tourism Recovery Technical Assistance Package, designed to support governments, the private sector and donor agencies to face this unprecedented emergency. The package is structured around three main pillars: economic recovery, marketing and promotion, and institutional strengthening and resilience building.

At the same time, from our Department we have kept inviting the Affiliate Members to share with us their initiatives and thoughts in order to incorporate the most valuable inputs into the ongoing debate. Moreover, we have started publishing, on a regular basis, on our interactive platform AMConnected an Update Report including the most valuable initiatives.

I would like to take the opportunity to encourage you to continue to share with us measures and initiatives you have envisaged to tackle the challenges at this stage and your prospect plans.

As always, I am at your disposal and look forward to hearing any comment you may have.

Sincerely,

Ion Vilcu
The Affiliate Members Department publishes Update Reports comprising AMs Initiatives contributing to the Tourism Sector Recovery Plan

From the Affiliate Members Department we have continued our work of supporting and giving visibility to the proposals of our AMs at the global level, capturing the valuable initiatives that our affiliates are carrying out and facilitating the exchange of ideas and concrete experiences, such as those being shared by our AMs.

In line with that, apart from making them available to the Global Tourism Crisis Committee, a coordination mechanism chaired by the UNWTO Secretary General Mr. Zurab Pololikashvili which has just elaborated the Global Guidelines to restart the tourism sector, we have decided to publish on a regular basis, on the AMConnected platform, an update report comprising the initiatives received.

We are convinced that this will contribute to give even more visibility to the valuable initiatives implemented by our Affiliate Members. The update reports will be published on a regular basis on the AMConnected platform, so we strongly encourage you to access the platform and give your comments and feedbacks, if any.

Update reports
Update reports that are published, on the AM Connected platform, on a regular basis with initiatives received from our Affiliate Members. We are convinced that this will contribute to give even more visibility to the valuable initiatives implemented by our Affiliate Members.

UNWTO Affiliate Members Department
Destination:Forward - ICF Tourism Toolkit

In April, ICF* submitted an Aviation and Tourism ‘Toolkit’ to the UN World Tourism Organisation’s Healing Solutions for Tourism challenge in response to the Covid-19 crisis.

Earlier this month we were delighted to learn that out of over 1,000 entries the ICF Toolkit – called ‘Destination:Forward’ - successfully reached the semi-finalist short-list of 10 in the Healing Solutions for Destinations category. The Toolkit is designed to help government ministries and their promotion boards to accelerate economic recovery efforts for their tourist destinations and critically to build a more resilient and sustainable future in the process. The toolkit is a one-stop-shop, offering a wide range of proven fit-for-purpose tools, diagnostics, methodologies and best practices.

It comprises 13 practical and immediately actionable tools grouped into three offerings:

1. **Capacity, supply and economics**: Air capacity, route strategy, economic impact, investment modelling, industry communications

2. **Demand stimulation and stakeholder engagement**: behavioural science, marketing strategy, communications activation, marketing measurability, design thinking

3. **Economic, social and environmental sustainability**: measurement, mitigation, resilience.

The ICF Toolkit is now being shared with Government Aviation and Tourism Ministries around the world to help them achieve economic recovery. If you would like access to this Toolkit or to discuss which of the tools would be most relevant in your own region, please contact: jane.thompson@icf.com

*ICF is a highly respected global strategic and communications advisory business which is heavily invested in the travel and tourism space – regularly helping businesses in the sector deal with their biggest challenges.

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**It’s impossible** to sum up in just a few words the disruption brought on by COVID-19 to the travel and tourism industry.

The new world of tourism will be different from the one we all left behind. This future will require unconventional thinking and robust solutions that conscientiously and collaboratively bring tourism back to life.

In times like this, practical and actionable solutions are needed to drive economic recovery and to activate and mobilise an industry in search of a greater good.

At ICF, we always push the boundaries of what is possible.
**EuroPass digital solutions for Chinese FIT market**

EuroPass developed a mini program called “WeChat Travel Experience” inside WeChat environment to promote destinations, to enhance Chinese tourists experience and to convert them to active travelers and shoppers.

This mini tourism program allows Chinese travelers to find all the information they need about the destination they are visiting. Also, the tool offers several functions such as instant digital ticketing in Yuans via WeChat, transportation information, electronic vouchers, and geolocation.

We are currently working with key institutions (Hola Barcelona, My Switzerland, Atout France, NYC & Co, Paris City...), transportation companies (RATP, SNCF, Trenitalia, TMB...) touristic attractions (Eiffel Tower, Empire State Building, Burj Khalifa...) and retailers (Bicester Village, Aelia Duty Free...).

NYC & Cie chose ChinAmericaPass, the US partner of EuroPass, to better serve Chinese visitors in New York. Chinese tourists can now easily book tickets to Broadway attractions or shows and receive dedicated deals from local merchants.

**Massive communication campaigns**

Over 200,000,000 pages views and 1,000,000 interactions... obtained in 48 hours!

The operation organized by EuroPass with Nex7, a C-Pop group very famous and popular, for Atout France and the Paris Tourism Board generated more than a billion interactions in total.

The current sanitary crisis strongly impacts the long-distance tourism. In this environment EuroPass decided to offer its digital solutions free of charge for DMO, to help destinations to accelerate the recovery on the 1st outbound tourism market.

Contact us for more details: info@europass.paris

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**Digital Ticketing – Public transportation**

**Objectives:**
- Propose guidance to users to improve user journey in Paris subway
- digital ticketing to Chinese travellers to use the Paris public transportation network
- Improve Paris attractiveness to Chinese tourists

**Technologies:**
- Wechat account and mini-program
- API integration with RATP ticketing solution
- Wechat X-border mobile payment (users pay in CNY, client gets Euros)

**Solution:**
- 2 WeChat MiniPrograms, 1 with user guide, tips and maps, and 1 which proposes Chinese travellers to buy their subway tickets through Wechat and pay in CNY with WeChat pay
- A new platform to generate marketing revenues for RATP

**Results:**
- A solution which supported sales for several thousand tickets in 6 months
- Marketing revenues covered the investment for technology
Rainmaker.travel enables Hospitals, Frontline Workers, and Accommodation Providers in South Africa through ubuntubeds.org to mitigate COVID-19 challenges

Hospitals and COVID Treatment and Test Centers need reliable and healthy frontline and health care workers. They currently need to commute and stay within their communities, being exposed to communities, friends, and families which puts the frontline workers, the patients, and the community, friends, and family at risk.

Ubuntubeds.org works with hundreds of hospitals, treatment, and test centers, 1,500+ accommodation providers to eliminate or mitigate the risk for about 2,500+ frontline and health care workers.

Rainmaker.travel has provided the VISTA.frontdesk Hospitality Management Platform to ubuntubeds.org and its partners to enable ubuntubeds.org, Hospitals and its frontline workers to find accommodation in the direct vicinity of their workplaces and with this, eliminate the need for them to commute and to allow them to stay safe and not expose their communities, friends, and families which leads to a more reliable workforce for health care and treatment in South Africa.

At the same time, the accommodation providers who have lost all their revenue and occupancy as well as any medium-term outlook, will generate a minimum income and cash flow to at least survive and keep the business alive.

More information and request for collaboration in other countries can be obtained at getanebled@rainmaker.travel
#GreenKeyCares

The world is in the grip of COVID-19, and tourism is undoubtedly one of the industries that have been hit hardest by the pandemic. The Foundation for Environmental Education feels strong empathy with all affected tourism establishments and wants to use its network to share best practices, inspiration and hope.

Right after the lock-down, we saw that many of our Green Key awarded establishments started sharing tips on how they deal with the crisis to sustain their business and how they are supporting their local communities. We were touched to see that so many businesses, though they are struggling themselves, are still spreading hope and keeping up the good spirit.

Therefore, we have launched the #GreenKeyCares campaign to share their best practices and the great stories of solidarity in our network.

Furthermore, Green Key International has gathered some of the most frequently shared tips on how tourism establishments sustain their business during and after the crisis. The graphic is available here: [Green Key’s Top Tips for Tourism Establishments to sustain their Business during and after the Covid-19 Pandemic](#)

<table>
<thead>
<tr>
<th>TIP 01</th>
<th>TIP 02</th>
<th>TIP 03</th>
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<tbody>
<tr>
<td><strong>Gift vouchers</strong></td>
<td><strong>Food delivery/take-away</strong></td>
<td><strong>Communication</strong></td>
</tr>
<tr>
<td>- Vouchers bring in cash in the short term and ensure that you will have guests in the future</td>
<td>- Partner with a food delivery website or use your company’s car to deliver meals</td>
<td>- Update your guests on your situation and reassure them of your health &amp; safety measures</td>
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<tr>
<td>- In addition to standard vouchers, create special packages to increase spending</td>
<td>- Offer take-away to your guests</td>
<td>- Be available to answer questions</td>
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<tr>
<td>- Extend the redemption period to make your vouchers more attractive</td>
<td>- Shrink the menu and donate food to avoid food waste</td>
<td>- Adjust messaging and show empathy</td>
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<thead>
<tr>
<th>TIP 04</th>
<th>TIP 05</th>
<th>TIP 06</th>
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<tbody>
<tr>
<td><strong>Maintenance</strong></td>
<td><strong>Team spirit</strong></td>
<td><strong>Revenue management</strong></td>
</tr>
<tr>
<td>- Move forward maintenance schedules or use this time to make renovations</td>
<td>- Make health &amp; safety the top priority for your staff if you are still open</td>
<td>- Don’t drop your rates and keep long-term prices steady for when demand comes back</td>
</tr>
<tr>
<td>- Undertake preparation work for projects later in the year</td>
<td>- Stay in touch with your staff and keep up the good spirit</td>
<td>- Rethink cancellation policies</td>
</tr>
<tr>
<td>- Use this time to train your team (online!)</td>
<td>- Encourage staff to take accrued leave or unscheduled holidays</td>
<td>- Look for government subsidies</td>
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<tr>
<th>TIP 07</th>
<th>TIP 08</th>
<th>TIP 09</th>
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<tbody>
<tr>
<td><strong>Diversifying and Upselling</strong></td>
<td><strong>Manage cancellations carefully</strong></td>
<td><strong>Prepare for recovery</strong></td>
</tr>
<tr>
<td>- Repurpose your assets, e.g. offer your cars for deliveries or offer up rooms as home offices</td>
<td>- Encourage your guests to postpone their trip booking instead of cancelling it</td>
<td>- Think about how to welcome back your guests with new added value</td>
</tr>
<tr>
<td>- Think of new products &amp; packages that extend your guests’ stay or increase spending</td>
<td>- Extend the free-cancellation period</td>
<td>- Consider focusing on domestic tourism in the first period</td>
</tr>
<tr>
<td>- Offer your premises to local authorities for quarantined or medical personnel</td>
<td>- Offer a discount on your non-refundable rate</td>
<td>- Stay updated on rescheduled events</td>
</tr>
</tbody>
</table>

Most importantly, take care and be safe!

- The Green Key International Team

To get more tips, follow #GreenKeyCares on:
Tourism Data Collection under Lockdown: BPS Statistics Indonesia and Big Data

Data has the power to fuel decision-making, especially during a pandemic when fast choices need to be made in rapidly changing conditions. But what happens when you suddenly cannot use the most common data collection method – surveys?

The direct, face-to-face nature makes surveys impossible to hold during a pandemic. Even if re-designed and distributed online, surveys might not be able to provide timely results during a crisis.

Monthly tourism data delivery issues

BPS Statistics Indonesia reports that they “have not been able to conduct face-to-face surveys since mid-March. Even before official regulations were set in place, some households already refused interacting with enumerators due to fear of contracting COVID-19.”

However, “the show must go on” – on the first working day of the month, tourism statistics with a one-month lag are expected from BPS Statistics Indonesia. It is a commitment they have made to the public and the government.

Call for innovation with big data as users expect more frequent and more granular data

Since 2016, Indonesia has been using mobile phone data for the monthly production of inbound tourism statistics, in a cooperation that now encompasses the Ministry of Tourism, BPS Statistics Indonesia, mobile network operators and Positium. Immigration data is also available online and updated regularly.

From 2020, instead of household surveys, Statistics Indonesia will be using mobile positioning data (MPD) integrated with digital surveying for domestic and outbound tourism. They reported the high value of big data since big data-based statistics production has not been affected by the pandemic, and it “provides the authorities with timely, more frequent and more granular data”.

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**Pandemic impact on tourism statistics collection at BPS Statistics Indonesia**

<table>
<thead>
<tr>
<th>Source</th>
<th>Maximum Impact</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>surveys</td>
<td>shutdown</td>
<td>exit survey CAPI postponed household survey postponed using CATI and CAWI for hotel surveys</td>
</tr>
<tr>
<td>administrative data</td>
<td>continues</td>
<td>continue immigration data collection</td>
</tr>
<tr>
<td>(immigration)</td>
<td></td>
<td>continue cross-border inbound tourism measurements integrate MPD for domestic and outbound tourism</td>
</tr>
<tr>
<td>big data (MPD)</td>
<td>increased relevance</td>
<td></td>
</tr>
</tbody>
</table>

*Source: BPS Statistics Indonesia, based on UNESCAP Stats Brief*
Measuring resident’s support for tourism – a representative approach

In recent decades, a large and growing body of academic literature on the measurement of resident’s attitudes toward tourism has been compiled (see Nunkoo et al., 2013 and Hadinejad et al., 2019 for an overview). At the same time, measuring resident’s support for tourism became a necessity for strategic destination development, starting with city destinations and spreading beyond—mostly, but not exclusively in the context of discussions on so-called overtourism (UNWTO, 2018). However, a concise scale for measuring resident’s support of tourism was not available.

A researcher team at the West Coast University of Applied Sciences in Heide (Germany) developed a 2 × 5-point scale measuring resident’s support for tourism by asking for the preponderance of positive versus negative effects of tourism. Key indicators are the perceived net tourism impacts on (a) the place of residence and (b) the respondents personally, measured in percentage points. Results can vary between −100 and +100.

The scale was tested in five studies using self-completion surveys both on household samples in selected municipalities and on representative samples on national level in Germany.

Results show that the large majority of residents has a positive support for tourism, both for their place of residence (net impact +59 percentage points) and for them personally (+27 ppl). Interestingly, support for tourism seems to be positively connected to tourism intensity at the place of residence, although a tipping point might exist.

Due to its conciseness and practicability, the scale can be implemented in a variety of data collection methods and in various destination contexts, from local to national level. The authors are interested in fostering further applications of the scale to build a body of benchmarks.

Contact:
Prof. Dr. Dirk Schmücker: schmuecker@fh-westkueste.de  +49 (0) 481 8555-546
Prof. Dr. Bernd Eisenstein: eisenstein@fh-westkueste.de  +49 (0) 481 8555-545

References


Nebrija University and Tourism Data Driven Solutions work together in project on intelligence platforms for tourism destinations

The research group on Smart Tourism and Innovation (Smarttour-INN), based at Nebrija University, and the company Tourism Data Driven Solutions (TDDS) are working on a project on intelligence platforms for destinations. TDDS is a company based in Madrid that collaborates with public and private institutions to develop innovative tourism strategies and is specialized in providing technology-based solutions for smart and sustainable development. Founded by the former President of SEGITTUR, Antonio López de Ávila, TDDS is also interested in working with research institutions to promote the generation of knowledge for the tourism community.

Based on the need to improve existing intelligence systems and data-based platforms for tourism decision makers, in this project Smarttour-INN will study and design enhanced intelligent systems and data visualization platforms for tourism destinations. Nebrija University offers the required environment for experimental practices that make it possible to identify, measure and act upon the internal and external factors that affect destinations and tourism. Hence, Smarttour-INN research ecosystem enhances the likelihood of success in implementing a tourism development strategy.

Smarttour-INN is a new research group led by Dr Aurkene Alzua-Sorzabal, specialized in smart tourism, intelligent systems, destinations planning and management as well as data analytics. We want to support destinations in their transition towards smart, sustainable management through the integration of a wide range of cutting-edge analytical tools.

Please contact Dr Francisco Femenia-Serra (ffemenia@nebrija.es) for further information.
Travel and tourism: a road to recovery from the COVID-19 pandemic

The EY Global Destination Advisory team has developed a framework with actionable steps to help tourism-dependent destinations recover from COVID-19.

Using data from past crises in tourism destinations and local responses, the team identified six elements that successful tourism recovery strategies have in common: (1) approach recovery in phases, (2) are proactive, (3) manage messaging to all stakeholders, (4) preserve employment, (5) diversify the tourism market and (6) turn the crisis into an opportunity for destination development.

Using these lessons, EY teams developed a five-phase recovery plan:

**Phase 1: assess scenarios**

The Destination Advisory team uses an EY database of location-specific COVID-19 cases and interventions to model various tourism recovery scenarios.

**Phase 2: revitalize the economy**

The team reviews and assesses economic stimulus packages and tax policies, evaluates infrastructure initiatives and public-private funding opportunities, and assesses the gap between workforce supply and demand.

**Phase 3: plan for resilience**

The team identifies potential crises, models their impact on the destination and develops emergency plans that address the destination’s deficiencies and capitalize on its strengths.

**Phase 4: define the opportunity**

The team employs a data-driven analysis of the local tourism industry and future tourism trends to enhance the visitor experience and increase market share.

**Phase 5: revise strategy**

The team engages all stakeholders in a process to reimagine a tourism strategy, identifying target markets and industry segments with high-growth potential and centering post-COVID-19 priorities, such as hygiene and safety, reduced density, and digitization.

For more information, contact:

Brian Tress  
EY Global Leader, Destination & Tourism Advisory  
brian.tress@ey.com

Carmel Bendit-Shtull  
carmel.bendit-shtull@ey.com

Note: This article contains information in summary form and is therefore intended for general guidance only. It is not intended to be a substitute for detailed research or the exercise of professional judgment. Member firms of the global EY organization cannot accept responsibility for loss to any person relying on this article.
New Restaurant Reopening Guidance Video Course (free)

National Restaurant Association through its ServSafe brand releases the third video in the COVID-19 Precautions series.

ServSafe Reopening Guidance: COVID-19 Precautions was developed to help restaurant and foodservice employees learn best practices to employ during the Coronavirus outbreak in preparation for restaurant reopening:

Video topics include:

- Knowing COVID-19 symptoms
- Understand how to prevent the spread of the virus
- Recognizing actions designed to reduce risk to employees and guests
- Guidelines for face coverings, hand washing, and food handling
- Guidelines for cleaning, sanitizing, and disinfecting
- Physical and operational changes to maintain social distancing

Course is available in English and Spanish.

Continue your restaurant reopening preparations with this FREE training:

TRAIN NOW
South Korea shifted to “distancing in daily life” starting on May 6. Under the new scheme, the government will take long-term precautionary measures to prevent Coronavirus infections while maintaining economic and social activities.

Meanwhile, the Korea Tourism Organization published travel safety guideline leaflets for tourists and business owners. These guidelines contain precautionary measures for transportation, indoor exhibitions and activities, outdoor tourist sites and activities, restaurants, shopping, and accommodations facilities. The Division of Infectious Diseases of Kangbuk Samsung Hospital and the Department of Infectious Diseases of Samsung Medical Center offered advice for the guidelines.

In addition, the Korea Tourism Organization, in collaboration with Airbnb, developed and released accommodation safety guidelines for the safe use of accommodations amid the COVID-19 pandemic.

Especially, Korea Tourism Organization raised safety and hygiene awareness of accommodation service providers by including 10 Cleaning Protocols suggested by Airbnb as part of the guidelines.
Regional Tourism Competitiveness Index of Colombia

Fundación Universitaria Cafam

Asociación Hotelera y Turística de Colombia – Cotelco

To generate new information and develop applied research products for the vital and vibrant tourism sector in Colombia, COTELCO (the Asociación Hotelera y Turística de Colombia) and UNICAFAM (the Fundación Universitaria Cafam) have formed CPTUR (Centro de Pensamiento Turístico de Colombia), a touristic think tank aimed at measuring tourism competitiveness in the country through the use of a Regional Tourism Competitiveness Index of Colombia (ICTRC).

The ICTRC is the result of technical and academic debate between experts who integrated a detailed review by CPTUR on the different tourism competitiveness models and the evaluation and incorporation of methodological advice issued by UNWTO (United Nations World Tourism Organization) and OECD (Organization for Economic Cooperation and Development).

The index is composed of eight criteria that measure 105 indicators, which rank the various departments of Colombia based on their performance, with the department with the highest competitive level at the top. Once ranked, the ICTRC analyses and interprets the departments individually and this data is used to guide public policy decisions on tourism, by identifying and establishing the barriers that prevent competitive development of tourism at a regional level.

The ICTRC has published annual reports of its data. The first report published in November 2016, measured 20 out of 32 departments and the capital city. The latest report published in 2019, measured 30 departments and the capital city. In 2018, the ICTRC published a report which measured capital cities within each department and popular tourist towns. Currently, the CPTUR is working on ICTRC 2020 report which will hopefully encompass all the data in previous reports and include all the departments of the country, including the capital city, department capitals and popular tourist towns.
ECM publishes the “DMMO Covid-19 Continuity Checklist”

European Cities Marketing, the network of 125 European DMMOs improving the competitiveness and performance of leading cities of Europe, is publishing “The DMMO Covid-19 Continuity Checklist – An ECM Guide for Sustainable Recovery”. This guide will prove to be a strong tool for DMMOs in this unprecedented time to face new challenges and create A New Tomorrow.

If there is one thing the Covid-19 epidemic is teaching us about, it is perspective. This crisis is presenting us with frequent personal and professional challenges which none ever encountered. ECM aims to put together the challenges that DMMOs are facing during this crisis and give them a relevant and lucid support thanks to this Checklist. The purpose is to share insights that will help our colleagues, local entrepreneurs, political decision makers, visitors and of course, our local communities.

Petra Stusek, ECM President, declared: “This practical and pertinent tool for a sustainable recovery is presented in three stages: Response, Recovery and Resilience. While keeping the dialogue, we want together as DMMO’s to take the right decisions and learn from the experience of others. It spans an extensive period precisely because the process of recovery is expected to be long, uneven and unpredictable”, Petra Stusek concluded.

By producing this Continuity Checklist, TOPOSOPHY, ECM Industry Partner, has made a vital contribution towards guiding DMMOs in supporting local businesses and communities.

This DMMO Continuity Checklist is part of a series of activities ECM is undertaking to assist its members to navigate the challenges of today and prepare for “A New Tomorrow” to envision together a new future of destinations rebuilt, and conventions reimagined.

The Global Crisis Committee for Tourism released the document Global Guidelines to Restart Tourism

As a result of the hard work of the Global Crisis Committee for Tourism during the last months, the document “Restart Tourism: a Framework for Action” was released. All the members of the Committee, formed by the main stakeholders of the sector, such as UN Agencies, representatives of Member States, other International Organizations and the private sector, contributed to develop these global guidelines to restart tourism.

The document, aimed at boosting the recovery of the tourism sector, one of the hardest-hit by the COVID-19 outbreak, identifies seven priorities for tourism recovery:

1- Provide **liquidity** and protect **jobs**

2- Recover **confidence** through **safety & security**

3- **Public-private** collaboration for an efficient reopening

4- **Open borders with responsibility**

5- **Harmonize** and **coordinate** protocols & procedures

6- **Added value jobs** through **new technologies**

7- **Innovation** and **Sustainability** as the new normal

Moreover, these global guidelines will address some of the most important sub-sectors of tourism, such as Border Management, Crosscutting Measures to be implemented for the Private Sector, Air Travel, Hospitality, Tour Operators & Travel Agencies, Meetings & Events, Attractions & Thematic Parks and Destination Planning & Management.

To download the full document please click [here](#).
UNWTO releases a COVID-19 technical assistance package for tourism recovery

The World Tourism Organization (UNWTO) has released a Tourism Recovery Technical Assistance Package to offer guidance to Member States in response to COVID-19. The package, designed to support governments, the private sector and donor agencies, is structured around three main pillars: economic recovery, marketing and promotion and institutional strengthening and resilience building.

Economic recovery

The COVID-19 Tourism Recovery Technical Assistance Package makes the case for policies and measures to be introduced to stimulate the economic recovery of the tourism sector. These should be introduced alongside the development of impact needs assessments and country-specific plans for tourism recovery, among other measures.

Marketing and promotion

In terms of marketing and promotion, UNWTO stands ready to provide technical assistance to identify markets that can help accelerate recovery, addressing product diversification, and (re)formulating marketing strategies and promotional activities.

Institutional strengthening and resilience building

The third pillar, institutional strengthening and resilience building, is particularly aimed at enhancing public-private partnership and promoting collaborative efforts for tourism recovery, and, enhancing skills in crisis management and recovery.

You can find the assistance package [here](#).
International Tourist Numbers could fall 60-80% in 2020, UNWTO reports

According to the UNWTO World Tourism Barometer, available data reported by destinations point to a 22% decline in arrivals in the first three months of the year. Following the start of a lockdown in many countries and the introduction of travel restrictions in March, arrivals dropped by 57%, that meaning a loss of 67 million international arrivals and about US$80 billion in receipts.

Moreover, in the report, the UNWTO identified three possible scenarios for 2020 based on three possible dates for the gradual opening of international borders. It is worth mentioning that these are not forecasts, and they are still subject to high uncertainty.

- **Scenario 1 (-58%)** - based on the gradual opening of international borders and easing of travel restrictions in early July
- **Scenario 2 (-70%)** - based on the gradual opening of international borders and easing of travel restrictions in early September
- **Scenario 3 (-78%)** - based on the gradual opening of international borders and easing of travel restrictions only in early December

Based on these three scenarios, the impact could translate into a loss of US$910 billion to US$1.2 trillion in export revenues from tourism and of 100 to 120 million direct tourism jobs at risk.

This is, by far, the worst crisis that international tourism has faced since records began in 1950. However, the impact will be felt to varying degrees in the different global regions and at different times.
The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

Contact us at: am@unwto.org