Response Strategies

Confinement

Monitoring, evaluation and assessment

Border control

Indicators

Data collection

Market Intelligence
Past Measures

**Fiscal policy**
- suspension of payments of taxes or social contributions
- tax reductions
- health insurance and pension contributions

**Monetary policy**
- curb income losses and retain liquidity issues
- credit guarantees to banks
- rescheduling of bank credits

**Employment and skills**
- temporary wage compensation
- income support schemes
- digitalization and online/distance work widely supported

**Market intelligence**
- timely and robust data to support strategic planning
- precise monitoring of the socio-economic impact
- innovative smart tools and solutions

**Public-private partnerships**
- enhanced cooperation
- consultations of governments with relevant stakeholders
- inter-governmental committees
Responsive and new measures

• Evaluate and assess the pressures received by the enterprises of the tourism industry (hotels - airlines - tour operators, etc.)

• Evaluate proposals to keep the tourism sector operational during the crisis period (information, mobility, financing)

• Collect, evaluate and propose “destination level” measures

• Set criteria to determine the restart of travel, tourism and leisure activities and events
  – Epidemiological situation
  – Health system capacity
  – Monitoring capacity
  – Introduction of specific safety rules

• Determine policies and practices for the period of transition from restart to full operation
UNWTO Recommendations

• Protocols of Safety and Hygiene for accommodation and leisure facilities as well as for tourism enterprises (tour operators, guides, hotels, etc.)

• Continue to support employment and invest in digital skills for attracting visitors the day after.

• Review taxes

• Examine deferrals for the smallest businesses in difficulty

• Review airport fares, loans’ policy and working capitals for businesses

• Review marketing policies, co-advertising and granting of air positions with TOs.

• Differentiate the sources market portfolio and invest in new market segments.