65TH MEETING OF THE UNWTO REGIONAL COMMISSION FOR EUROPE (CEU)
25TH JUNE 2020
Task Force:

- Initiative for the UNWTO Taskforce. Greece Chair of the CEU.

- Countries involved: Greece, Bulgaria, Germany, Georgia, Israel, Portugal, Russian Federation and Spain

- Technical Meetings, cooperation and contributions for the final deliverable “White Paper” (May 2020)
FOCUS ON 6 THEMATIC AREAS

- Evaluation of the different measures adopted by the UNWTO member states and selection of best practices.
- Evaluation and assessment of the pressures received by the enterprises of the tourism industry
- Proposals to keep the tourism sector operational during the crisis period
- Collection, evaluation and proposal of measures at a “destination level”
- Criteria setting to determine the restart of travel, tourism and leisure activities and events.
- Policies and practices for the period of transition from restart to full operations.
1. Evaluation of different measures adopted by the UNWTO member states and selection of best practices

- **Economic and monetary measures**
- **Measures related to jobs and skills**
- **Improvement of market intelligence**
- **Public-private synergies**
Travelers cancel their bookings, flights & planned trips

According to UNWTO, international tourism arrivals could decline by 20-30% in 2020 compared to 2019

According to IATA annual loss is expected to amount up to 113-252 $ billion for the airline industry

Within the hospitality sector, SMEs have been severely affected

Tour Operators’ turnover is seriously impacted

Financial implications.
Across Europe, further measures & policies focus to:

- strengthen the **competitiveness & resilience** of the industry
- ensure the adequate **marketability of the product**
- create the necessary framework to ensure **health conditions** before/during/after the trip
- **reignite demand** by boosting domestic demand, expanding the tourism season & increasing economic resources for the promotion of the national tourism product.
- set up **Safety & Hygiene protocols** for accommodation & leisure facilities
- continue to support **employment** & invest in **digital skills**
Destinations have to re-examine their marketing strategy & business mix.

Through market positioning and resources allocation, the development of a rapid marketing campaign, creating new incentives for travelers from alternative markets, will be enabled.

Local authorities, tourism & leisure businesses should build on partnerships allowing the strategy of product bundling, combining the provision of services & complementary activities.
5. Criteria setting to determine the restart of travel, tourism and leisure activities and events

1. **Epidemiological criteria:** To showcase that the spread of the disease has significantly decreased and stabilized for a sustained period of time.

2. **Sufficient health system capacity:** e.g. occupancy rate for Intensive Care Units, adequate number of hospital beds, access to pharmaceutical products required in intensive care units, the reconstitution of stocks of equipment, etc.

3. **Large-scale testing capacity:** to detect and monitor the spread of the virus combined with contact tracing and possibilities to isolate people in case of reappearance and further spread of infections.

4. **Antibody detection capacity:** when confirmed specifically for COVID-19, to provide complementary data on the share of the population that has successfully overcome the disease and eventually measure the acquired immunity.
6. Policies and practices for the period of transition from restart to full operations

✓ Maintain the flow of **liquidity** – Balance between tourists interests and the proper performance of the businesses on a long-term basis

✓ **Improve risk assessment** in tourism and strengthen coordination mechanisms → “whole of government” approach

✓ Adopt new working processes, invest in **digital transformation** and boost **innovation ecosystems**.

✓ Restore visitors’ confidence via digital marketing strategies

✓ Focus to **domestic tourism**.