46th Virtual Commission Meeting for the Middle East

6 July 2020

UNWTO
World Tourism Organization
RESTART TOURISM: A FRAMEWORK FOR ACTION
International Tourist Arrivals

January-April 2020

International Tourist Arrivals

January-April 2020

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%

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

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

SOURCE: UNWTO (JUNE 2020)
INTERNATIONAL TOURISM APRIL AT A STANDSTILL

INTERNATIONAL TOURIST ARRIVALS,
Jan-April 2020 (% change)

Source: World Tourism Organization (UNWTO)
Data is provisional
COVID-19 OUTBREAK: UNWTO RESPONSE
THE IMPACT OF COVID-19 INTERNATIONAL TOURISM 2020

01. 850 million to 1.1 billion fewer international tourist arrivals

02. 912 US$ billion to 1.2 US$ trillion lost in exports

03. 100 - 120 million direct jobs at risk

TOURIST ARRIVALS

EXPORTS

JOBS
UNWTO GLOBAL TOURISM DASHBOARD

International Tourism 2020

Middle East
Selected region

YTD change (%)
-40.3

YTD data available:
April 2020

International tourist arrivals (thousands)
- Current year (2020) - Previous year (2019)

YTD change by region (%)
-40

YTD change by subregion (%)
-40

Middle East

Middle East

https://www.unwto.org/international-tourism-and-covid-19
International Tourism 2020
Year-to-date results by region, subregion and country or by country grouping

To see results by subregion and country, click on the + button

<table>
<thead>
<tr>
<th>Region</th>
<th>Latest data</th>
<th>change, relative (%)</th>
<th>change, absolute (thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>April</td>
<td>-44</td>
<td>-77,358</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>April</td>
<td>-51</td>
<td>-62,297</td>
</tr>
<tr>
<td>Americas</td>
<td>April</td>
<td>-36</td>
<td>-25,581</td>
</tr>
<tr>
<td>Africa</td>
<td>April</td>
<td>-35</td>
<td>-7,468</td>
</tr>
<tr>
<td>Middle East</td>
<td>April</td>
<td>-40</td>
<td>-9,510</td>
</tr>
<tr>
<td>Middle East</td>
<td>April</td>
<td>-40</td>
<td>-9,510</td>
</tr>
<tr>
<td>Oman</td>
<td>April</td>
<td>-34</td>
<td>-403</td>
</tr>
<tr>
<td>Qatar</td>
<td>April</td>
<td>-31</td>
<td>-242</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>February</td>
<td>-26</td>
<td>-792</td>
</tr>
<tr>
<td>Utd Arab Emirates</td>
<td>February</td>
<td>4</td>
<td>130</td>
</tr>
<tr>
<td>World</td>
<td>April</td>
<td>-44</td>
<td>-182,213</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Group</th>
<th>Latest data</th>
<th>change, relative (%)</th>
<th>change, absolute (thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LLDCs</td>
<td>April</td>
<td>-32</td>
<td>-4,763</td>
</tr>
<tr>
<td>LDCs</td>
<td>April</td>
<td>-40</td>
<td>-4,986</td>
</tr>
<tr>
<td>G20</td>
<td>April</td>
<td>-42</td>
<td>-112,426</td>
</tr>
<tr>
<td>SIDS</td>
<td>April</td>
<td>-47</td>
<td>-7,462</td>
</tr>
<tr>
<td>ASEAN</td>
<td>April</td>
<td>-48</td>
<td>-22,387</td>
</tr>
</tbody>
</table>

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
TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

• 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

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

Marketing and Promotion

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.

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.
UNWTO GLOBAL GUIDELINES TO RESTART TOURISM

28 MAY 2020
ONE PLANET
VISION FOR A
RESPONSIBLE
RECOVERY OF THE
TOURISM SECTOR
MIDDLE EAST TOURISM RECOVERY:
THE WAY FORWARD; A TAILOR-MADE PROGRAMME OF ACTIONS
MAIN KEY AREA OF THE REGION’S PRIORITIES
FOR A SWIFT RECOVERY RESPONSE TO COVID-19

FIVE STRATEGIC OBJECTIVES

- Strengthen resilience, consolidate recovery and sustain growth
- Promote sustainable tourism policies, measurement tools and management processes
- Boost destinations competitiveness by promoting digital technology fueled innovation
- Harness the use of technology for innovative products and smart Tourism solutions
- Enlist key private sector players and develop collaborative platforms

TOOLS

A: Research
B: Discussion For a and Collaborative Platforms
C: Capacity Building
D: Policy and Technical Support Missions
E: Cooperation Programmes and Projects
SUGGESTED ACTIONS

At the political level:

• Reinforce the political will and encourage political leaders to unite forces in the combat against COVID-19
• Mainstream the tourism industry in national agendas
• Rebuild trust, advocate the Middle East and restore awareness of destinations
• Foster travel facilitation
• Create PPP to support reconstruction
• Facilitate the creation of investment funds to support regional tourism stakeholders

At the technical level:

• Offer capacity-building and skills development
• Provide assistance in developing tailor-made health protocols
• Provide technical guidance in marketing strategies to the COVID-19 era
• Support SMEs
• Partake in the formulation of COVID-19 socio-economic recovery plans

Promoting intra-regional and domestic travel
Regional Report on Women in Tourism in the ME - G20 Tourism Ministers Meeting

Human Capital Development Strategy to establish UNWTO Academy in Saudi Arabia
CAPACITY BUILDING

VIRTUAL WEBINARS TO BE ORGANIZED JOINTLY ON KEY TOPICS

With our partners on:

- Crisis management and communication
- Marketing and promotion post-crisis
- Health protocols
- Developing domestic travel
- Innovation & entrepreneurship
- Environmental protection and sustainable Development Measurement

Digital skills training programme through UNWTO Academy

A joint ICCA-UNWTO Training programme: ongoing discussions

Webinars virtual courses/programmes for Bahraini diplomats in collaboration with the ministry of Foreign Affairs.
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
STAY HOME TODAY #TRAVEL TOMORROW
THANK YOU