Webinar

Innovating in wine tourism in the context of COVID-19

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WORLD TOURISM DAY 2020

Tourism & Rural Development
The Context
ESTIMATED IMPACT
January-August 2020

International tourist arrivals, 2020: YTD results and scenarios

-70% LOSS OF 705 mn INTERNATIONAL TOURIST ARRIVALS

US$730 bn LOSS OF TOURISM EXPORTS

8xS THE INCOME LOSS OF THE 2009 ECONOMIC CRISIS

May 2020 Scenarios:
- Scenario 1: -58%
- Scenario 2: -70%
- Scenario 3: -78%

Annual change

(y-o-y monthly change, %)

Source: UNWTO (September 2020)

*Actual data through June includes estimates for countries which have not yet reported monthly results. Dotted blue line corresponds to UNWTO estimates for July and August 2020.
# Challenges & Opportunities

## STRENGTHS
- Proven resilience of tourism in past crises
- Domestic tourism can be a buffer
- Adaptation capacity: safety and hygiene protocols, trips closer to home, value for money, responsible consumer behavior
- Government support to the sector

## WEAKNESSES
- Segments potentially affected are also high spenders: international, long haul, business travel and events
- Major disruption in airline industry with airline failures and concentration
- Lack of references in previous downturns
- Perception of travel as a risk
- Low levels of demand when restarting tourism due to social distancing

## OPPORTUNITIES
- Re-think business model
- Innovation and digitalization
- Sustainability and sustainable-oriented segments (rural, nature, health)
- De-escalation phases initiated by several countries toward the ‘new normal’
- Progress in adaptation plans in destinations & companies

## THREATS
- Economic environment: world recession, rising unemployment and jobs at risk, closure of business mainly SMEs, disposable income, uncertainty weighing on consumer and business confidence
- Uncertain length of pandemic (including resurgence) and vaccine unavailability
- Extent of lockdowns and travel restrictions
- Unknown form of the ‘new normal’

## POSITIVE

## NEGATIVE

## INTERNAL FACTORS

## EXTERNAL FACTORS
1. Know your customer better…
2. Engage communities in the value chain
3. Build solid governance models
4. Go digital & mobile: marketing, sales, customer relations
5. The importance of the destination
6. Engage visitors
7. Live your essence