THE IMPACT OF COVID-19 ON INTERNATIONAL TOURISM
International tourist arrivals, 2020: YTD results and scenarios

**ESTIMATED IMPACT**

January-August 2020

**International tourist arrivals, 2020:**

- **-70%**
  - International tourist arrivals
  - May 2020 Scenarios:
    - Scenario 1: -58%
    - Scenario 2: -70%
    - Scenario 3: -78%
  - Actual data through June includes estimates for countries which have not yet reported monthly results.

**LOSS OF**

- **705 mn**
  - International tourist arrivals

**LOSS OF**

- **US$730 bn**
  - In tourism exports

**8xs**

- The income loss 8x of the 2009 economic crisis

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.
2021-2024 SCENARIOS

2 1/2 TO 4 YEARS to recover 2019 levels

International tourist arrivals:
Future scenarios (asymmetric V-shape)

Source: UNWTO (September 2020)
THE ROAD BEFORE US...

- Digitalization
- National collaboration & partnerships
- Governments’ support to tourism
- Implementation of safety and hygiene protocols
- Domestic and Regional Tourism
- Rural, gastronomy, wine, adventure, thematic routes, nature tourism, road trips
- Collaboration with other sectors: ‘think outside the box’
- Younger segments; travelling w/family & partner
- Innovation & Sustainability

- Uncertainty over the evolution of the pandemic & vaccine
- Travel restrictions (43% of countries with full border closure as of 1.9)
- Volatility & lack of international coordination on travel regulations
- Low consumer confidence
- Slow recovery of international air capacity (-30% to -60% seats in Q1 2021)
- Economic downturn: recession, rising unemployment and affected SMEs
- Events & Conferences, Cruise Tourism
- Consumer concerns – insurance, cancellation policies and safety measures
UNWTO TOURISM RECOVERY TRACKER

As tourism slowly recovers in an increasing number of countries, the World Tourism Organization (UNWTO) has developed the first comprehensive tourism recovery tracker worldwide. Monitoring a number of relevant indicators throughout the recovery of tourism, how do different indicators develop throughout the recovery?

If you are interested in having your data featured here as an indicator, please get in touch with us.