COVID-19 AND TOURISM

2020: A year in review
INTERNATIONAL TOURIST ARRIVALS (MILLIONS)

SOURCE: WORLD TOURISM ORGANIZATION (UNWTO) DECEMBER 2020

(e) Estimate

- SARS EPIDEMIC (2003) -2 MILLION -0.4%
- GLOBAL ECONOMIC CRISIS (2009) -37 MILLION -4.0%
- COVID-19 PANDEMIC (2020) -1.0 TO -1.1 BILLION -70% TO -75%

(1990 LEVELS)
International tourism back to levels of 30 years ago

-70% to -75% International tourist arrivals

International tourism could plunge to levels of 1990s

Loss of international tourist arrivals 1 billion

Loss in international tourism receipts US$ 1.1 trillion

Estimated loss in global GDP over US$ 2 trillion

100-120 million direct tourism jobs at risk
2021–2024 SCENARIOS

2 ½ TO 4 YEARS TO RECOVER 2019 LEVELS

INTERNATIONAL TOURIST ARRIVALS

MILLIONS

ACTUAL DATA
SCENARIO 1
SCENARIO 2
SCENARIO 3

SOURCE: WORLD TOURISM ORGANIZATION (UNWTO) DECEMBER 2020
Most tourism experts do not expect international tourism to return to pre-COVID levels before 2023.

Source: UNWTO Panel of Experts survey, UNWTO World Tourism Barometer, October 2020
Changes in traveller behaviour in times of COVID-19

- short-lived trends or here to stay? -

**Closer**
Domestic tourism has shown positive signs in many markets since people tend to travel closer. Travellers go for 'staycations' or vacations close to home.

**New concerns**
Health & Safety measures and cancellation policies are consumers' main concerns.

**Get away**
Nature, Rural Tourism and Road Trips have emerged as popular travel choices due to travel limitations and the quest for open-air experiences.

**Last minute**
Last-minute bookings have increased due to volatility of pandemic-related events and the travel restrictions.
Changes in traveller behaviour in times of COVID-19

- short-lived trends or here to stay?

**Younger travellers most resilient**

Change in demographics:

travel recovery has been stronger among younger segments. 'Mature' travellers and retirees will be the most impacted segments.

**More responsible**

Sustainability, authenticity and localhood:

travellers have been giving more importance to creating a positive impact on local communities, increasing looking for authenticity.
YOY Pax Volumes – Air Travel

UNWTO TOURISM RECOVERY TRACKER