COVID-19 AND TOURISM

UNWTO Insights Series

30.03.2021
2020 JANUARY–DECEMBER
INTERNATIONAL TOURIST ARRIVALS

WORLD
2019: 1.5 BILLION (+4%)
2020: 394 MILLION (-73%)

AMERICAS
2019: 219 MN (+1%)
2020: 68 MN (-69%)

EUROPE
2019: 746 MN (+4%)
2020: 232 MN (-69%)

AFRICA
2019: 70 MN (+2%)
2020: 18 MN (-74%)

MIDDLE EAST
2019: 65 MN (+8%)
2020: 18 MN (-74%)

ASIA & THE PACIFIC
2019: 360 MN (+4%)
2020: 57 MN (-84%)

SOURCE: WORLD TOURISM ORGANIZATION (UNWTO), MARCH 2021
Unprecedented fall of international tourism
INTERNATIONAL TOURIST ARRIVALS
(MILLIONS)

SARS EPIDEMIC (2003)
-2 MILLION
-0.4%

GLOBAL ECONOMIC CRISIS (2009)
-37 MILLION
-4.0%

COVID-19 PANDEMIC (2020)
-1 BILLION
-74%

* Data for 2020 is preliminary and based on estimates for countries which have not yet reported results.
International tourism back to levels of 30 years ago

-73% International tourist arrivals

International tourism could plunge to levels of 1990s

Loss of international tourist arrivals 1 billion

Loss in export revenues from international tourism US$ 1.3 trillion

Estimated loss in global GDP over US$ 2.5 trillion

100-120 million direct tourism jobs at risk
9th UNWTO COVID-19 Related Travel Restrictions
A Global Review for Tourism

32% of all destinations worldwide

As of 1 February 2021, 69 destinations have their borders completely closed for international tourism

This is an increase of 10 destinations compared to 1 November 2020

With current restrictions in place in the top 10 source markets, 44% global travel will be affected if current measures continue
**2021–2024 SCENARIOS**

2 ½ TO 4 YEARS TO RECOVER 2019 LEVELS

INTERNATIONAL TOURIST ARRIVALS

*Actual data for 2020 is preliminary and based on estimates for countries which have not yet reported results.*

SOURCE: WORLD TOURISM ORGANIZATION (UNWTO)
MARCH 2020
When do you expect international tourism to return to pre-pandemic 2019 levels in your country?

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, January 2021
WHAT HAS CHANGED?
Changes in traveller behaviour in times of COVID-19

-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.

-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.

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

-? 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.