



**UNWTO**

World Tourism Organization

# COVID-19 AND TOURISM

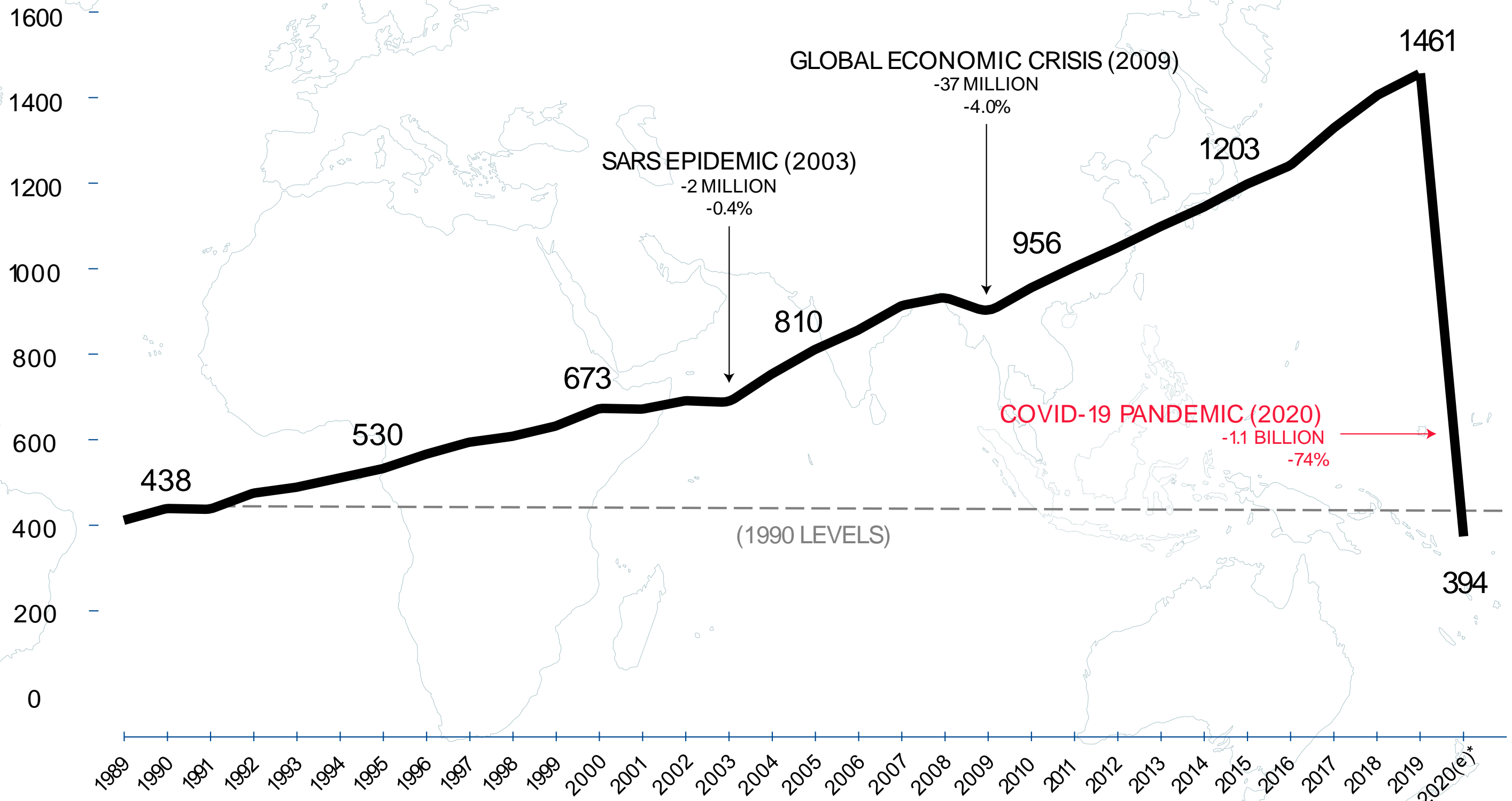
**UNWTO & Facebook Immersion Session**

**14.04.2021**



# INTERNATIONAL TOURIST ARRIVALS (MILLIONS)

MILLIONS



(e) Estimate

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



SOURCE: VARIOUS (SEE INDICATOR) March 2021

# International tourism back to levels of 30 years ago



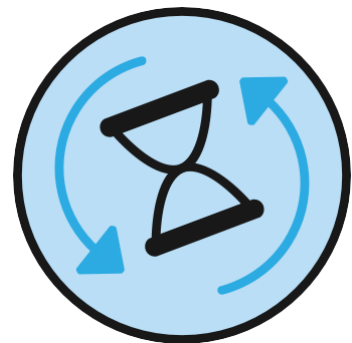
**-73%**

International tourist arrivals



Loss in export revenues from international tourism

**US\$ 1.3 trillion**



International tourism could plunge to levels of

**1990s**



Estimated loss in global GDP

**over US\$ 2.5 trillion**



Loss of international tourist arrivals

**1 billion**



**100-120 million**

direct tourism jobs at risk

# 2021

JANUARY\*

## INTERNATIONAL TOURIST ARRIVALS (% CHANGE)

### WORLD

2019: (+4%)  
2020: (-73%)  
JAN. 2021: (-87%)

### AMERICAS

2019: (+1%)  
2020: (-69%)  
JAN. 2021: (-77%)

### EUROPE

2019: (+4%)  
2020: (-69%)  
JAN. 2021: (-85%)

### AFRICA

2019: (+2%)  
2020: (-74%)  
JAN. 2021: (-85%)

### MIDDLE EAST

2019: (+8%)  
2020: (-74%)  
JAN. 2021: (-84%)

### ASIA- PACIFIC

2019: (+4%)  
2020: (-84%)  
JAN. 2021: (-96%)

SOURCE: UNWTO  
\* PROVISIONAL DATA (Y-O-Y MONTHLY CHANGE)  
(DATA AS OF MARCH 2021)





**LOOKING AHEAD**

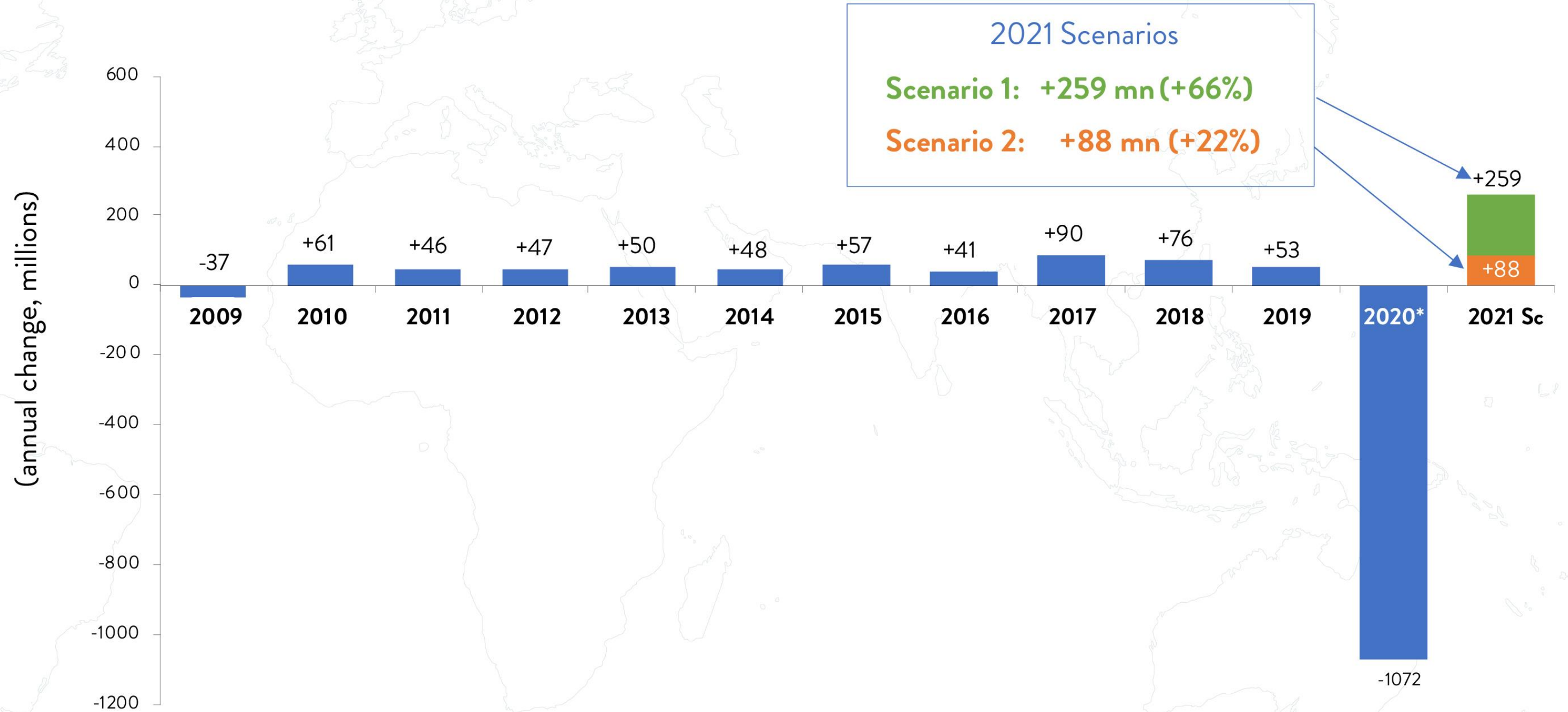
# INTERNATIONAL TOURIST ARRIVALS IN 2020 AND SCENARIOS FOR 2021

(ANNUAL CHANGE, MILLIONS)



SOURCE: UNWTO  
\* PROVISIONAL DATA  
SC: BASED ON SCENARIOS (CHANGE OVER 2019)  
(DATA AS OF MARCH 2021)

The data below are not forecasts. They are scenarios based on the assumption of major lifting of travel restrictions in July and September 2021 respectively.

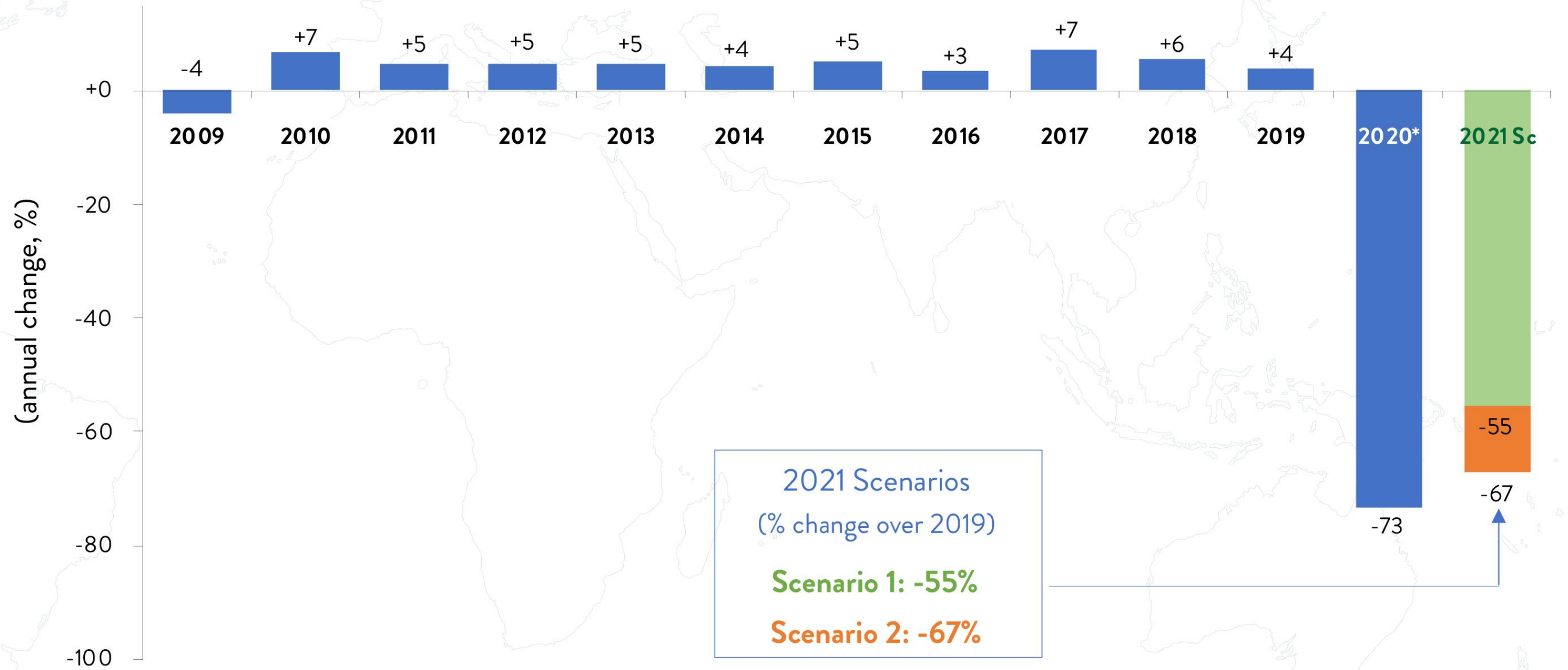


# INTERNATIONAL TOURIST ARRIVALS IN 2020 AND SCENARIOS FOR 2021

(ANNUAL CHANGE, %)



SOURCE: UNWTO  
\* PROVISIONAL DATA  
SC: BASED ON SCENARIOS (CHANGE OVER 2019)  
(DATA AS OF MARCH 2021)



2021 Scenarios  
(% change over 2019)

**Scenario 1: -55%**

**Scenario 2: -67%**

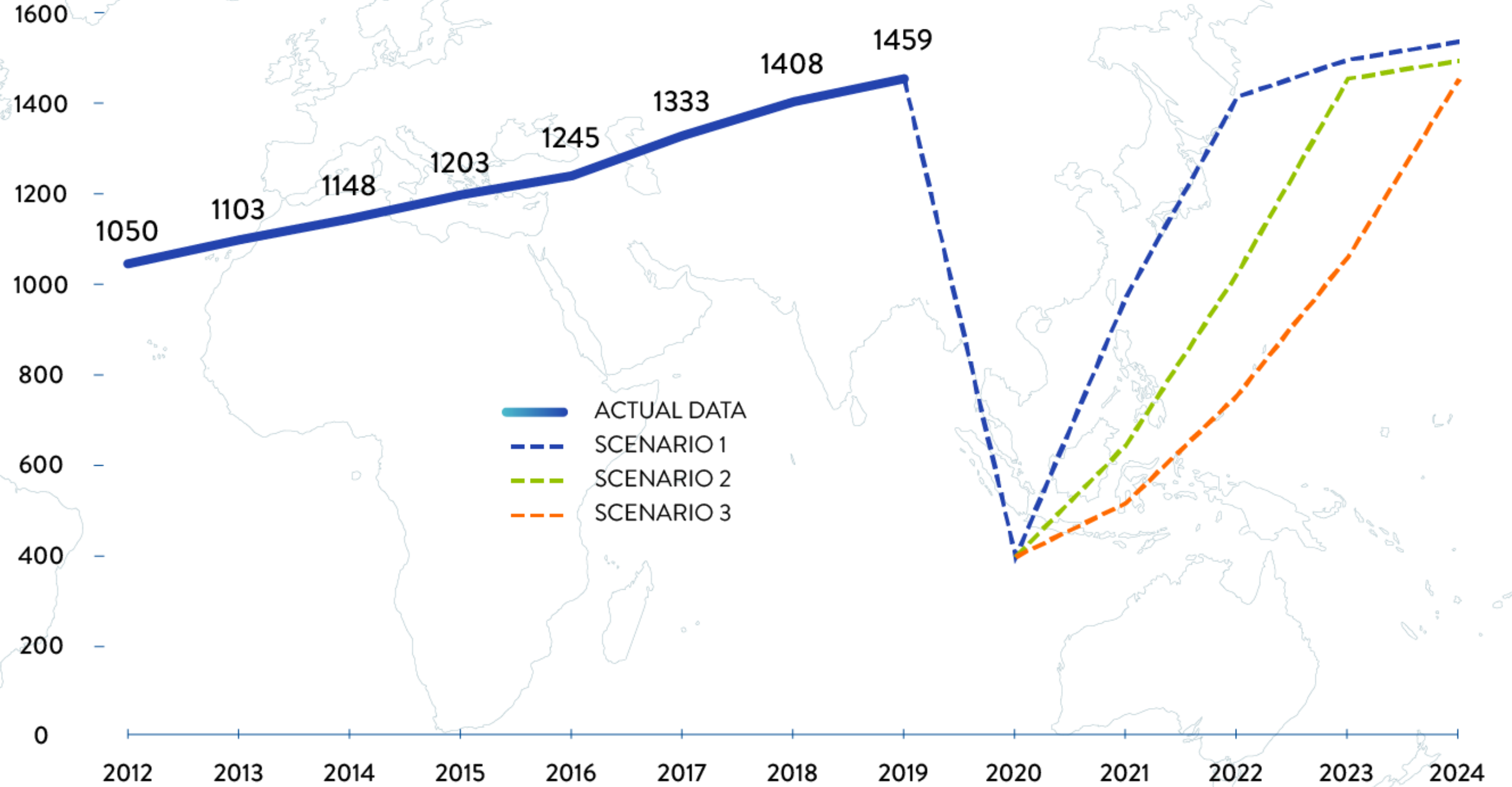
The above are not forecasts. They are scenarios based on the assumption of major lifting of travel restrictions in July and September 2021 respectively.

# 2021-2024 SCENARIOS

2 ½ TO 4 YEARS TO RECOVER 2019 LEVELS

INTERNATIONAL TOURIST ARRIVALS

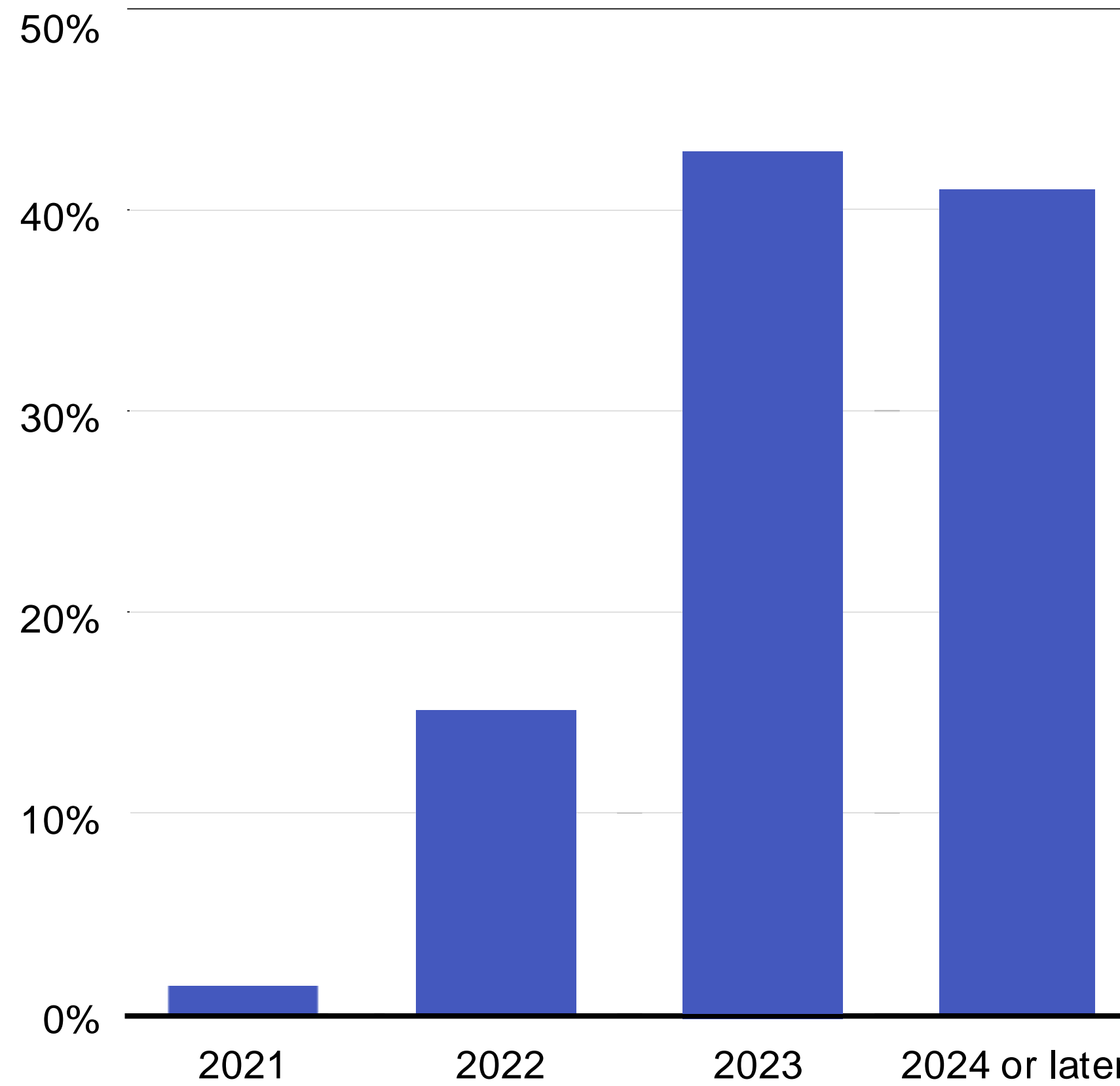
MILLIONS



SOURCE:  
WORLD TOURISM ORGANIZATION (UNWTO)  
DECEMBER 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





**WHAT HAS  
CHANGED?**

# 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

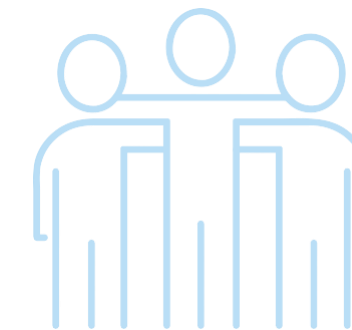
*-short-lived trends or here to stay?-*



## 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.



# UNWTO RESOURCES



# UNWTO TOURISM RECOVERY TRACKER

As tourism slowly restarts 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.

 OVERVIEW

 MONTHLY DATA  
BY REGIONS

 MONTHLY DATA  
BY TOP 10 DESTINATIONS

 MONTHLY DATA  
BY TOP 10 SOURCE MARKETS

 COMPARE INDICATORS

Methodology

Availability of data



OVERVIEW

To see how each region or subregion is performing throughout recovery, select a region below.

Current selection: World

Select a region or subregion

Region

Subregion

Return to global view



How does it work?



Methodological notes

Category	Indicator	As of	Latest value	vs prev month	Year-to-date	Development (%)
<b>1. Tourism - general</b>	Int. Tourist Arrivals - UNWTO	Jan 2021	-87 %	▼	-87 %	
	Travel Restrictions - UNWTO	Feb 2021	32 %	▲		
	Travel Sentiment - TCI RESEARCH	Mar 2021	28	●	28	
<b>2. Accommodation</b>	Occupancy Rates - STR	Feb 2021	37 %	●		
	Hotel Searches - Sojern	Mar 2021	17 %	▼	-37 %	
	Hotel Bookings - Sojern	Mar 2021	44 %	▼	-31 %	
	Short-term rentals - AirDNA	Feb 2021	-29 %	▼	-24 %	
<b>3. Air transport</b>	Seat capacity - domestic - ICAO	Feb 2021	-34 %	▼	-37 %	
	Seat capacity - International - ICAO	Feb 2021	-77 %	▼	-76 %	
	Actual Air Reservations - ForwardKeys	Mar 2021	-57 %	▲	-86 %	
<b>4. COVID-19</b>	COVID-19 - 14 day notification rate - EDCCD (Our World in Data)	Mar 2021	106	▲		

**UNWTO TOURISM RECOVERY TRACKER**

OVERVIEW **BY REGION** BY TOP 10 DESTINATIONS BY TOP 10 SOURCE MARKETS COMPARE INDICATORS TRAVEL RESTRICTIONS MAP

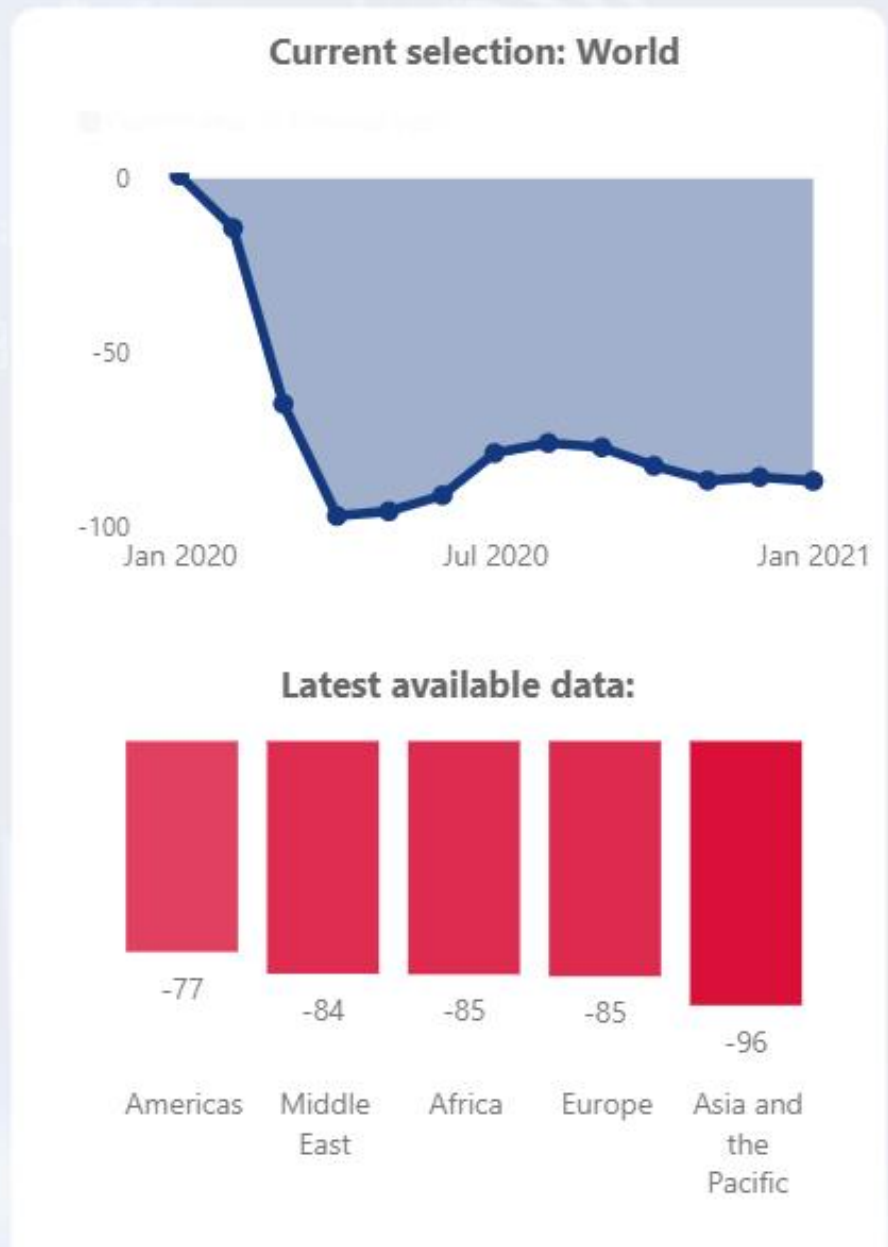
- Select an indicator
- Int. Tourist Arrivals
  - Travel Restrictions
  - Seat capacity - domestic
  - Seat capacity - International
  - Actual Air Reservations
  - Occupancy Rates
  - Hotel Searches
  - Hotel Bookings
  - Short-term rentals
  - Travel Sentiment
  - COVID-19 - 14 day notifica...

INDICATOR	MEASUREMENT	DATA SOURCE	-	For more information, visit	Methodological notes
Int. Tourist Arrivals	year-over-year (% change)	UNWTO		<a href="https://unwto.org">https://unwto.org</a>	

Show data of

Click on a region or a month to visualize results in the graphs

Region	Jan	YTD
<b>Africa</b>	-85	-85
North Africa	-80	-80
Subsaharan Africa	-87	-87
<b>Americas</b>	-77	-77
Caribbean	-76	-76
Central America	-80	-80
North America	-71	-71
South America	-92	-92
<b>Asia and the Pacific</b>	-96	-96
North-East Asia	-94	-94
Oceania	-98	-98
South Asia	-93	-93
South-East Asia	-98	-98
<b>Europe</b>	-85	-85
Central/Eastern Europe	-78	-78
Northern Europe	-92	-92
Southern/Medit. Europe	-82	-82
Western Europe	-92	-92
<b>Middle East</b>	-84	-84
Middle East	-84	-84
<b>World</b>	-87	-87







Results by region

Results by country

Selected region World

Year 2020 2021

Tourism Results

This page provides an overview of tourism results (International Tourist Arrivals) on a global and regional level as well as by country groupings.

To see results by country, switch to Results by country.

Show results for the World



Region

All

OR

Group

All

International Tourist Arrivals

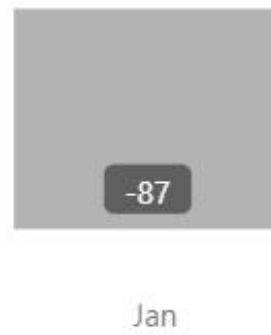
YTD change (%)

YTD available

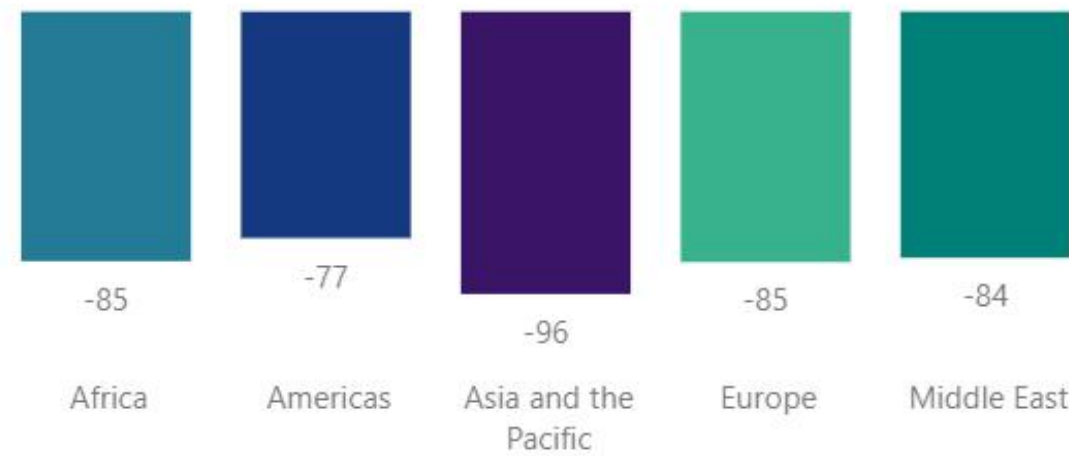
-87

January - January 2021

Change by month (%)



YTD change by region (%)

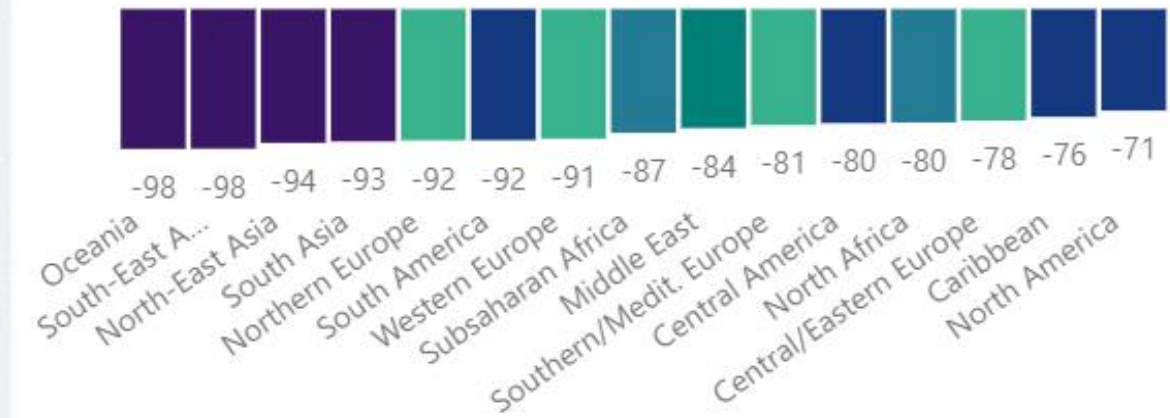


International tourist arrivals (thousands)

Current year (2020) Previous year (2019)



YTD change by subregion (%)





**COVID-19  
RESPONSE**