Restarting Tourism

Workshop on Sustainable Tourism Product Development in the Pacific Islands
Webinar, Suva, Fiji, 31st March 2021
2020 INTERNATIONAL TOURIST ARRIVALS
JANUARY–DECEMBER

WORLD
2019: 1.5 BILLION (+4%)
2020: 381 MILLION (-74%)

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

EUROPE
2019: 746 MN (+4%)
2020: 221 MN (-70%)

AFRICA
2019: 70 MN (+2%)
2020: 18 MN (-75%)

MIDDLE EAST
2019: 65 MN (+8%)
2020: 16 MN (-75%)

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

SOURCE: WORLD TOURISM ORGANIZATION (UNWTO), JANUARY 2021
IMPACT OF COVID-19 ON INTERNATIONAL TOURISM 2020

INTERNATIONAL TOURIST ARRIVALS, 2020

RESULTS AND SCENARIOS

Note: These scenarios are not forecasts. They represent alternative monthly % change in arrivals based on the gradual opening of national borders and lifting of travel restrictions on different dates, (published in May 2020)

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

** Source: World Tourism Organization (UNWTO) January 2021
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) JANUARY 2021
Changes in traveller behaviour in times of COVID-19

• Domestic tourism, 'staycations’ or vacations close to home
• Nature, Rural Tourism, Road Trips, open-air experiences
• Last-minute bookings
• Health & Safety measures
• Sustainability, authenticity and localhood
INTERNATIONAL TOURISM IN SIDS

44 million international tourists

US$ 55 billion in exports from international tourism

>50% of exports in 14 out of 38 SIDS

>20% of GDP in 14 SIDS

↓ 76% Drop in international arrivals in 2020

Source: UNWTO
Small Island Developing States - International tourism revenues, share of total exports (%)

Source: World Tourism Organization (UNWTO)
Note: No data available for Micronesia FSM, Tuvalu or Nauru.
Some facts and figures on the Pacific SIDS

• **Inbound tourism**:  
  - 2020: -83% decline in international tourist arrivals (overnight visitors)  
  - 2019: 1.6 million international arrivals and US$ 1.8 billion international tourism receipts  

*13 Pacific SIDS, according to classification of UN Office of the High Representative for Least Developed Countries, Landlocked Dev. Countries and Small Island Dev. States, UN-OHRLLS

• **Economic impact of tourism**:  
  - **Export revenues from international tourism**  
    • account for over 30% of total exports in several island destinations and can reach as much as 90%  
  - **High share of women employed in the accommodation and food services**
International tourist arrivals in all Pacific SIDS originate mostly in Asia and the Pacific

Arrivals of non-resident visitors at national borders, by country of residence

Source: UNWTO
1. Provide **liquidity** and protect **jobs**.

2. Recover **confidence** through **safety & security**.

3. **Public-private collaboration** for an efficient reopening.

4. **Open borders** with **responsibility**.

5. **Harmonize** and **coordinate** protocols & procedures.

6. **Added value jobs** through **new technologies**.

7. **Innovation** and **Sustainability** as the new normal.
Sustainable product development

• Promote the integration, collaboration and competitiveness of all actors in the value chain.

• Enhance the integration of local communities

• Foster the creation and development of products and of experiences associated with the endogenous potential of the destination (gastronomy, health, wellness, adventure, sports...)

• Develop an authentic storyline about the destination’s as a brand argument

• Support the marketing of the product, make use of technology and digitalization

• Increase knowledge with data, research and best-practices

• Innovation and sustainability at the core of the sustainable product development
Tourism in SIDS: the challenge of sustaining livelihoods in times of COVID-19

UNWTO BRIEFING NOTE – TOURISM AND COVID-19, ISSUE 2
JUNE 2020

UNWTO BRIEFING NOTE
COVID-19 SERIES. NUMBER 1
How are countries supporting tourism recovery?
## Overview

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

### Current selection: Asia and the Pacific

<table>
<thead>
<tr>
<th>Category</th>
<th>Indicator</th>
<th>As of</th>
<th>Latest value</th>
<th>vs prev month</th>
<th>Year-to-date</th>
<th>Development (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tourism - general</td>
<td>Int. Tourist Arrivals - UNWTO</td>
<td>Dec 2020</td>
<td>-95 %</td>
<td>🔴</td>
<td>-84 %</td>
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<tr>
<td></td>
<td>Travel Restrictions - UNWTO</td>
<td>Nov 2020</td>
<td>59 %</td>
<td>🔴</td>
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<tr>
<td></td>
<td>Travel Sentiment - TCI RESEARCH</td>
<td>Dec 2020</td>
<td>36</td>
<td>🔴</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>2. Accommodation</td>
<td>Occupancy Rates - STR</td>
<td>Dec 2020</td>
<td>54 %</td>
<td>🔴</td>
<td></td>
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<tr>
<td></td>
<td>Hotel Searches - Sojern</td>
<td>Dec 2020</td>
<td>-55 %</td>
<td>🔴</td>
<td>-47 %</td>
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<tr>
<td></td>
<td>Hotel Bookings - Sojern</td>
<td>Dec 2020</td>
<td>-53 %</td>
<td>🔴</td>
<td>-47 %</td>
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<td></td>
<td>Short-term rentals - AirDNA</td>
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<td>3. Air transport</td>
<td>Seat capacity - domestic - ICAO</td>
<td>Dec 2020</td>
<td>-12 %</td>
<td>🔴</td>
<td>-32 %</td>
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<td></td>
<td>Seat capacity - International - ICAO</td>
<td>Dec 2020</td>
<td>-78 %</td>
<td>🔵</td>
<td>-69 %</td>
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<td></td>
<td>Actual Air Reservations - ForwardKeys</td>
<td>Dec 2020</td>
<td>-96 %</td>
<td>🔵</td>
<td>-85 %</td>
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<td>4. COVID-19</td>
<td>COVID-19 - 14 day notification rate - EDCD (Our World in Data)</td>
<td>Dec 2020</td>
<td>17</td>
<td></td>
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UNWTO TOURISM DATA DASHBOARD

The UNWTO Tourism Dashboard - insights on key performance indicators for inbound and outbound tourism at the global, regional and national levels

International Tourism and COVID-19

- Loss of 850 million to 1.1 billion international tourists

COVID-19: Measures to Support Travel and Tourism

This compilation of country and international policy responses
Global tourism has never been more united than it is now.

We are always #StrongerTogether

Zurab Pololikashvili
Secretary-General, UNWTO

HERE'S WHAT WE ARE DOING

TRAVEL RESTRICTIONS
TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE
COURSES, WEBINARS & RESOURCES
LATEST IMPACT ASSESSMENT