66TH meeting of the Regional Commission for the Americas

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Virtual meeting
24 June 2021
AGENDA

Objectives
During the Pandemic
Innovation, Education and Investments
Tourism Market Intelligence and Competitiveness
Technical Cooperation
Sustainable Development of Tourism
Institutional relations and cooperation
Statutory meetings
THE AMERICAS
2021 INTERNATIONAL TOURIST ARRIVALS

WORLD

2019: +4%
2020: -73%
JAN-MAR 2021: -83% (OVER 2020)
JAN-MAR 2021: -88% (OVER 2019)

AMERICAS
2019 (+2%)
2020 (-68%)
JAN-MAR 2021 (-71%)

EUROPE
2019 (+4%)
2020 (-69%)
JAN-MAR 2021 (-83%)

AFRICA
2019 (+2%)
2020 (-74%)
JAN-MAR 2021 (-81%)

MIDDLE EAST
2019 (+7%)
2020 (-74%)
JAN-MAR 2021 (-78%)

ASIA & THE PACIFIC
2019 (+4%)
2020 (-84%)
JAN-MAR 2021 (-94%)

SOURCE: UNWTO
* PROVISIONAL DATA (Y-O-Y MONTHLY CHANGED) (DATA AS OF MAY 2021)
IMPACT OF COVID-19 ON TOURISM 2020 IN THE AMERICAS BY SUBREGION

2019: 219 MN  2020: 68 MN (-68.8%)  YTD 2021: -76.9%

NORTH AMERICA
2019: 147 MN
2020: 47 MN (-68%)
YTD 2021: -71%

CENTRAL AMERICA
2019: 11 MN
2020: 3 MN (-73%)
YTD 2021: -80%

CARIBBEAN
2019: 26 MN
2020: 9 MN (-66%)
YTD 2021: -76%

SOUTH AMERICA
2019: 35 MN
2020: 10 MN (-72.5%)
YTD 2021: -92%
INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021
(Y-O-Y MONTHLY CHANGE OVER 2019, %)

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

SOURCE: UNWTO (DATA AS OF MAY 2021)
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
Our objectives

• Encouraging and supporting relations with member states

• Strengthening institutional relations with international organizations in the region

• Providing support through our operational departments

• Attracting new members
DURING THE PANDEMIC:
Political outreach

- Provide political support to MS
- Official visit to Brazil and Uruguay (November 2020)
- Official visit to Dominican Republic (January 2021)
- Meetings with Presidents and Ambassadors from the Americas
- FITUR 2021
- Meeting of Tourism Ministers of the Americas (Punta Cana, May 2021)
Regional Activities in the Americas

- Webinars on different topics addressed to our Member States:
  - The Impact of COVID-19: Trying to make sense of so much or so little data
  - Communicating Crisis: pre, during, post COVID-19
  - The Impact of COVID19 on tourism consumer rights
  - Women empowerment during COVID-19 recovery
  - Wine Routes of the World
  - Investments
  - Food Supply & Tourism in the Caribbean: Mitigating the Impacts of COVID 19 and Accelerating Recovery (IICA)
Regional Activities in the Americas

- Webinars upon request to specific Member States and collaboration with partner Organizations:
  - Green investments
  - Domestic Tourism Management and Big Data
  - Travel facilitation
  - National recovery plans
  - Gastronomy

- Other webinars, workshops and regional forums in collaboration with ILO, ITC, ECLAC, CTO, IICA, OAS
  - Workshop on Tourism Statistics with CTO - Feb. 2021
Innovation, Education and Investments in the Americas
Innovation, Education and Investments (IEI)

- SDGs Global Start Up Competition 2020
- Beyond Tourism Innovation Challenge (Summer 2020) (IDB)
- In-Challenge – Peru (May 2021 - current)
- Desafio Brasileiro de Inovação em Turismo (Summer 2020)
- Global Rural Startup Competition (current)
- Google Acceleration Program LATAM (Summer 2021 TBC)

- UNWTO Tourism Online Academy (TOA) scholarships granted: 180 throughout the region
ARGENTINA

UNWTO International Course on:
Nature’s Tourism Destination Management
Dates: TBD

Curso Internacional de la OMT sobre
Gestión del destino turístico de Naturaleza
Market Intelligence and Competitiveness
Tourism Market Intelligence and Competitiveness (TMIC)

- Pilot Initiative: Best Tourism Villages by UNWTO
- World Tourism Recovery Tracker
- UNWTO/IATA Destination Tracker
- World Tourism Dashboard
- UNWTO Mayors Forum for Sustainable Urban Tourism (8-9 July, Porto)
- 6th UNWTO World Forum on Gastronomy Tourism (Oct 31-Nov 2, Bruges)
- 5th UNWTO Global Conference on Wine Tourism (9 – 10 Sep 2021, Reguengos de Monsaraz in the Alentejo region)
SUSTAINABLE DEVELOPMENT OF TOURISM (SDT)

• UN GA Report: Sustainable tourism and sustainable development in Central America

• Global Survey of Climate Action in Tourism

• Global Tourism Plastics Initiative

• INSTO
ETHICS, CULTURE AND SOCIAL RESPONSIBILITY (ECSR)

• CENTRE STAGE Women’s empowerment during the COVID-19 recovery

• Global Report on Women in Tourism, Second Edition

• Good practices: Cultural tourism and Indigenous peoples – Caribbean

• Weaving the Recovery project

• Thematic inclusive recovery guides reflecting the sociocultural impacts of COVID-19

• Ethics Committee (elections)
TECHNICAL COOPERATION 2020/2021

COLOMBIA
MARKETING STRATEGY FOR THE RECOVERY OF TOURISM
DOMINICAN REPUBLIC
SUSTAINABLE COMMUNITY BASED TOURISM (JICA)
HAITÍ
STRENGTHENING OF STATISTICAL SYSTEMS (IDB)
PARAGUAY
YOUTH TOURISM PROJECT & UPDATE OF SUSTAINABLE TOURISM PLAN
PANAMÁ
SUPPORT ON STRATEGIC SUSTAINABILITY PLAN
PERÚ
TOURISM STATISTICS (WB)
Cooperation with International Organizations

IO

MoU’s

DB

Inter-American Development Bank
UNWTO STATUTORY MEETINGS

MARRAKESH, 12-15 OCTOBER 2021
24\textsuperscript{TH} SESSION OF UNWTO GENERAL ASSEMBLY
THANK YOU!

Alejandro Varela
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