UNWTO Insights series with STR - Paving the way to tourism recovery with data and insights

-21 July 2021-
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$ 1.1 trillion

Estimated loss in direct tourism GDP
+US$ 2 trillion

100 million direct tourism jobs at risk
2021 INTERNATIONAL TOURIST ARRIVALS

WORLD

2019: (+4%)
2020: (-73%)
JAN-MAY 2021: -65% (OVER 2020)
JAN-MAY 2021: -85% (OVER 2019)

AMERICAS
2019: (+2%)
2020: (-68%)
JAN-MAY 2021: (-72%)

EUROPE
2019: (+4%)
2020: (-68%)
JAN-MAY 2021: (-85%)

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

MIDDLE EAST
2019: (+7%)
2020: (-74%)
JAN-MAY 2021: (-83%)

ASIA & THE PACIFIC
2019: (+4%)
2020: (-84%)
JAN-MAY 2021: (-96%)

SOURCE: UNWTO
* PROVISIONAL DATA (Y-O-Y MONTHLY CHANGE, BY REGIONS OVER 2019) (DATA AS OF JULY 2021)
LOOKING AHEAD
INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021
(Y-O-Y MONTHLY CHANGE OVER 2019, %)

* Actual data for 2021 is preliminary and based on estimates for destinations which have not yet reported monthly results.

SOURCE: UNWTO (DATA AS OF JULY 2020)

Moderate rebound in international travel after gradual easing of restrictions and improvement in consumer confidence.
WHEN DO YOU EXPECT A **REBOUND IN INTERNATIONAL TOURISM** IN YOUR COUNTRY?

**Source:** UNWTO Panel of Experts Survey, May 2021
WHEN DO YOU EXPECT A **REBOUND IN INTERNATIONAL TOURISM** IN YOUR COUNTRY?

![Bar chart showing expected rebound in international tourism by region and quarter.](chart)

**SOURCE:** UNWTO PANEL OF EXPERTS SURVEY, MAY 2021
2021–2024
SCENARIOS

2 ½ TO 4 YEARS TO RECOVER 2019 LEVELS
INTERNATIONAL TOURIST ARRIVALS

SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
DECEMBER 2020
WHEN DO YOU EXPECT INTERNATIONAL TOURISM TO RETURN TO PRE-PANDEMIC 2019 LEVELS IN YOUR COUNTRY?

[Bar chart showing projections for 2021, 2022, 2023, and 2024 or later for different surveys.]

SOURCE: UNWTO PANEL OF EXPERTS SURVEY, MAY 2021
WHEN DO YOU EXPECT INTERNATIONAL TOURISM TO RETURN TO PRE-PANDEMIC 2019 LEVELS IN YOUR COUNTRY?

SOURCE: UNWTO PANEL OF EXPERTS SURVEY, MAY 2021
WHAT ARE THE MAIN FACTORS WEIGHING ON THE RECOVERY OF INTERNATIONAL TOURISM?

- **Travel Restrictions**
- **Slow Virus Containment**
- **Lack of Coordinated Response Among Countries**
- **Low Consumer Confidence**
- **Slow Flight Resumption**
- **Economic Environment**
- **Other**

**Source:** UNWTO Panel of Experts Survey, May 2021
WHAT ARE THE **MAIN FACTORS** WEIGHING ON THE RECOVERY OF INTERNATIONAL TOURISM?

- Travel Restrictions
- Slow Virus Containment
- Low Consumer Confidence
- Economic Environment
- Lack of Coordinated Response among Countries
- Slow Virus Containment
- Other

SOURCE: UNWTO PANEL OF EXPERTS SURVEY, MAY 2021
As of 1 June, 29% of destinations have their borders completely closed for international tourism.

Of these, +50% have been completely closed since May 2020 or longer; the majority in Small Island Development States of Asia Pacific.

Just 3 destinations (Albania, Costa Rica, Dominican Republic) are completely open to tourists, with no restrictions now in place.
COVID-19 RELATED TRAVEL RESTRICTIONS

- Complete Closure
- Lifted
- Partial Closure
- Testing/Quarantine

Travel Restrictions

This map shows the current status of each destination. Hover over each country to see the development over time of the restrictions of that destination. See below the definitions of each status:

**Complete border closure:** Borders are completely closed to tourism.

**Partially closed:** Borders are partially closed and/or have suspended all/some flights.

**Other measures:** Visa issuances, quarantine or mandatory testing.

For more information on travel restrictions and further research, please click here.
70% of destinations in Asia Pacific are completely closed, compared with 13% in Europe, 20% in the Americas, 19% in Africa and 31% in the Middle East.
The global vaccination rollout and increased adoption of digital solutions for safe travel should lead to a rise in international mobility over the weeks and months ahead - UNWTO
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
Indicators over time
To compare how each indicator is developing over time, please select all relevant indicators you would like to compare, as well as a region or a subregion. If no region is selected, it shows the global total.

YoY Change by indicator (%)

YTD change (%)
- Travel Sentiment: 26% (Jun 2021)
- Short-term rentals: -7% (May 2021)
- Seat capacity - domestic: -28% (May 2021)
- Hotel Bookings: -34% (Jun 2021)
- Hotel Searches: -45% (Jun 2021)
- Seat capacity - International: -75% (May 2021)
- Int. Tourist Arrivals: -83% (Mar 2021)
- Actual Air Reservations: -90% (Jun 2021)
UNWTO GLOBAL TOURISM DASHBOARD

- Tourism Results - By region and by country
- Monthly and YTD change of International Tourist Arrivals - in relative and absolute terms
- Most vulnerable destinations
- Impact assessment - COVID-19 and previous crises

Last update: 31/05/2021
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.

Selected region
Europe

International Tourist Arrivals
YTD change (%)

-84
January - March 2021

Change by month (%)

-86
Jan

-88
Feb

-73
Mar

YTD available

International tourist arrivals (thousands)

YTD change by region (%)

-84
Europe

YTD change by subregion (%)

-92
Northern Europe

-90
Western Europe

-80
Central/Eastern Europe

-78
Southern/Medit. Europe

Show results for the World

Africa

Americas

Asia and the Pacific

Europe

Middle East

Europe

OR

Group

All
UNWTO and IATA have developed the first dashboard on Travel Restrictions and Health-related Travel Requirements, with the aim of supporting the recovery of tourism by restoring the confidence of tourists through up-to-date information and insights.

Last update: 23/04/2021
DESTINATION STATUS TRACKER

Air Travel
This page gives an overview of the travel requirements when travelling by air.

Last update: 13.07.2021
Data source: IATA

CURRENT AIR TRAVEL RESTRICTIONS

<table>
<thead>
<tr>
<th>Restriction level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partially Restrictive</td>
<td></td>
</tr>
<tr>
<td>COVID-19 test</td>
<td>YES</td>
</tr>
<tr>
<td>Entry restrictions</td>
<td>YES, with exceptions</td>
</tr>
<tr>
<td>Flights suspended</td>
<td>NO</td>
</tr>
<tr>
<td>Quarantine</td>
<td>YES</td>
</tr>
</tbody>
</table>

Go to the IATA Travel Center for live information on travel restrictions:

IATA TRAVEL CENTER

Latest changes
Portugal extended the entry restrictions until 25 July 2021. Please see item 1 below.

Current regulations
1. Until 25 July 2021, passengers are not allowed to enter.
   This does not apply to:
   - nationals of Portugal and their family members;
   - residents of Portugal;
   - nationals of Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland (Rep.), Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Romania, Slovakia, Slovenia, Spain, Sweden and Switzerland, and their family members;
   - passengers with a long term visa issued by Portugal;
   - passengers arriving from Albania, Armenia, Australia, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Brunei Darussalam, Bulgaria, Canada, China (People’s Rep.), Chinese Taipei, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, Iceland (Rep.), Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Romania, Slovakia, Slovenia, Spain, Sweden and Switzerland, and their family members;
Map View
This page shows the travel requirements and restrictions at destinations on a map. Select a category and an indicator to see the global measures at a sight.

Select one category to see corresponding indicators below
- Air Travel
- Health
- Regulations
- Restrictions at the destination

Restriction level
Data source
IATA

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

The information provided is based on the latest data available. Please check official sources for most up-to-date information that is not yet reflected here and for any regional and local restrictions.
UNWTO GLOBAL TOURISM DASHBOARD

COVID-19: Measures to support travel and tourism

Compilation of country and international policy responses aims to share and monitor worldwide measures to mitigate the effects of COVID-19 crisis in the travel and tourism sector and accelerate recovery.

- Measures by country/institution
- Measures by category
- UNWTO Briefing Note – Tourism and COVID-19
Domestic Tourism

France

To boost tourism, France encouraged its citizens to travel within the country. Using the hashtag #CetEtéJeVisiteLaFrance (#ThisSummerIVisitFrance), the country’s tourism board has invited vacationers to share their localized summer holidays on social media.

Boosting coordination between national and regional levels, Atout France organized in partnership with the Regional Tourism Committees a strong digital campaign that involved influencers’ visits to France throughout the summer.

#JeRedécouvreLaFrance (I rediscover France) - Following the success of the #CetEtéJeVisiteLaFrance campaign, Atout France continued its action on the domestic market and launched the #JeRedécouvreLaFrance.

Actions of the Campaign:
- Social Network: Heavy participation of the influencers and a video series from famous people like chefs to tell their story about France
- Interactive Map - It allows the French to find all tourist providers open and committed to respecting health protocols.
- TV campaign to promote winter destinations.
- Conversion Campaigns

Download the PDF to follow the links mentioned in the text

Additional resources
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