Strengthening Brand Africa
UNWTO Insights
& Facebook Social Media tools

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2020: International tourism plunged to levels of 30 years ago

-73% decline in international tourist arrivals in 2020

Loss of international tourist arrivals: 1 billion+

Estimated loss in direct tourism GDP: US$ 2.0 trillion

Loss in export revenues from international tourism: US$ 1.1 trillion

Direct tourism jobs lost or at risk: 100-120 million
International tourist arrivals and tourism receipts

Source: UNWTO

¹ Real percentage change (local currencies, constant prices). (Data as of September 2021)

COVID-19 (2020)
- Arrivals: -1.1 billion (-73%)
- Receipts: -US$ 930 billion (-64%)¹

Global econ. crisis (2009)
- Arrivals: -37 million (-4%)
- Receipts: -US$ 80 billion (-4%)¹

SARS (2003)
- Arrivals: -2 million (-0.4%)
- Receipts: +US$ 48 billion (-2%)¹

Source: UNWTO ¹ Real percentage change (local currencies, constant prices). (Data as of September 2021)
Africa: International tourist arrivals and tourism receipts

- SARS (2003): +2 million (+5%)
- Global econ. crisis (2009): +2 million (+4%)
- COVID-19 (2020): -52 million (-74%), -US$ 25 bill (-65%)¹

¹ Real percentage change (Data as of September 2021)

Source: UNWTO
International tourist arrivals (y-o-y % change)

Source: UNWTO

* Provisional data (Data collected Sept. 2021)
International tourist arrivals (% change over 2019)

Source: UNWTO  * Provisional data  (Data as of September 2021)
2021 INTERNATIONAL TOURIST ARRIVALS
JANUARY-JULY

WORLD

2019: (+4%)
2020: (-73%)
JAN-JUL 2021: -40% (OVER 2020)
JAN-JUL 2021: -80% (OVER 2019)

AMERICAS

2019: (-2%)
2020: (-68%)
JAN-JUL 2021: (-68%)

EUROPE

2019: (+4%)
2020: (-68%)
JAN-JUL 2021: (-77%)

AFRICA

2019: (+2%)
2020: (-74%)
JAN-JUL 2021: (-82%)

MIDDLE EAST

2019: (+7%)
2020: (-73%)
JAN-JUL 2021: (-95%)

ASIA & THE PACIFIC

2019: (+4%)
2020: (-84%)
JAN-JUL 2021: (-95%)

SOURCE: UNWTO
* Provisional data, Y-o-Y monthly change by regions over 2019 (Data as of September 2021)
International tourist arrivals (% change over 2019)

Source: UNWTO

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

(Data as of Sept. 2021)
International tourist arrivals (% change over 2019)

Scenario 1: -63%
Scenario 2: -75%

Source: UNWTO            SC: Scenario-based estimates for 2021 (% change over 2019) (data as of September 2021)
**What are the main factors which could contribute to an effective recovery of international tourism?**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rapid and widespread vaccination roll-out</td>
<td>76%</td>
</tr>
<tr>
<td>Major lifting of travel restrictions</td>
<td>70%</td>
</tr>
<tr>
<td>Coordinated action among countries on travel protocols</td>
<td>67%</td>
</tr>
<tr>
<td>Clear information about health protocols and entry requirements</td>
<td>42%</td>
</tr>
<tr>
<td>Use of digital tools to enhance safe mobility</td>
<td>20%</td>
</tr>
<tr>
<td>Affordable coronavirus testing</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Source: UNWTO Panel of Experts Survey, September 2021*
WHEN DO YOU EXPECT INTERNATIONAL TOURISM TO RETURN TO PRE-PANDEMIC 2019 LEVELS IN YOUR COUNTRY?

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

SOURCE: UNWTO PANEL OF EXPERTS SURVEY, SEPTEMBER 2021
WHAT HAS CHANGED?
Changes in traveler behavior 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. Travelers go for 'staycations' or vacations close to home.

**More responsible**
Sustainability, authenticity and localhood: travelers believe in the importance of creating a positive impact on local communities, increasingly searching for authenticity.

**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, multiplicity and volatility of entry requirements, and cancellation policies are consumers' main concerns. Last-minute bookings have increased.
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.
2021 data is compared with 2019 volume for better comparability.

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

Selected region: Africa

International Tourist Arrivals

YTD change (%): -77

YTD available

January - July 2021

Change by month (%):

- Jan: 81
- Feb: 82
- Mar: 81
- Apr: -78
- May: 71
- Jun: -1

International tourist arrivals (thousands)

- Current year
- Previous year

YTD change by region (%):

- Africa: -77

YTD change by subregion (%):

- North Africa: -78
- Sub-Saharan Africa: 77
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.

HEALTH INDICATORS
AIR TRAVEL
DESTINATION
REGULATIONS
MAP VIEW
ANALYSIS

Last update
04.10.2021

Disclaimer
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 one sight.

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

Restriction level
Data source: IATA

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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.
Thank you

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