



# Tourism and COVID-19





# INTERNATIONAL TOURISM PLUNGED TO LEVELS OF 30 YEARS AGO

2020 International Tourist Arrivals

**-73%**

Decline to levels of:

**1990s**

International tourist arrivals 2020

**-1.1billion**

2020 Tourism Exports

**- US\$1.1 trillion**

Direct Tourism GDP 2020-2021:

**- US\$ 3.6 trillion**

International Tourist Arrivals 2021:

**- 70 to 75% vs 2019**  
**- 20% vs 2020**

SOURCE: UNWTO

\* PROVISIONAL DATA, Y-O-Y MONTHLY CHANGE BY REGIONS OVER 2019 (DATA AS OF NOVEMBER 2021)

# 2021

JANUARY - SEPTEMBER

## INTERNATIONAL TOURIST ARRIVALS

### WORLD

- 20% (VS 2020)

- 76% (VS 2019)

### EUROPE

- 8% (VS 2020)

- 69% (VS 2019)

### ASIA & THE PACIFIC

- 75% (VS 2020)

- 95% (VS 2019)

### MIDDLE EAST

- 39% (VS 2020)

- 82% (VS 2019)

### AMERICAS

+ 1.5% (VS 2020)

- 65% (VS 2019)

### AFRICA

- 34% (VS 2020)

- 77% (VS 2019)



**UNWTO**

World Tourism Organization

SOURCE: UNWTO

\* PROVISIONAL DATA, Y-O-Y MONTHLY CHANGE BY REGIONS OVER 2019 (DATA AS OF NOVEMBER 2021)

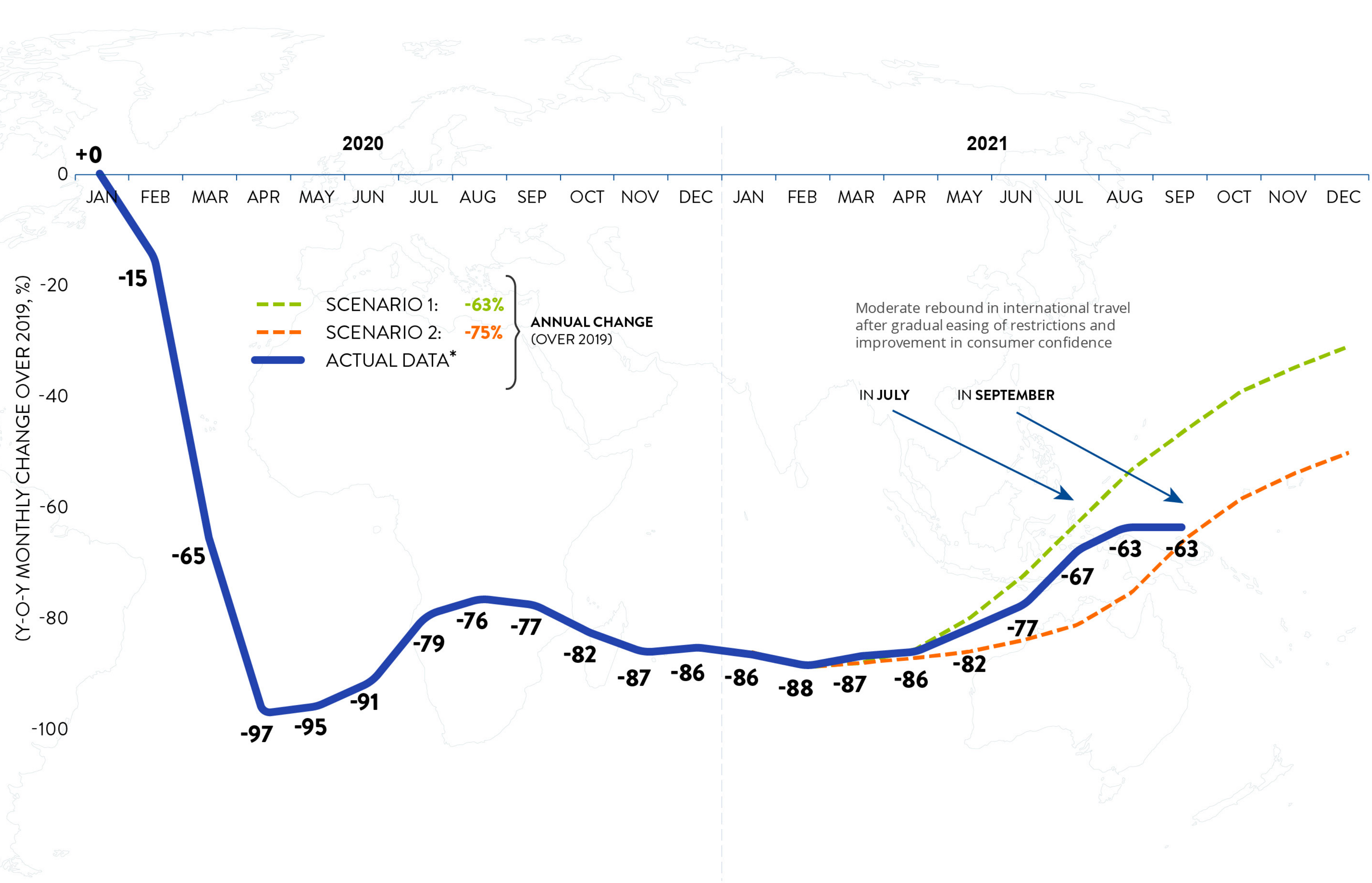
# INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021

(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.



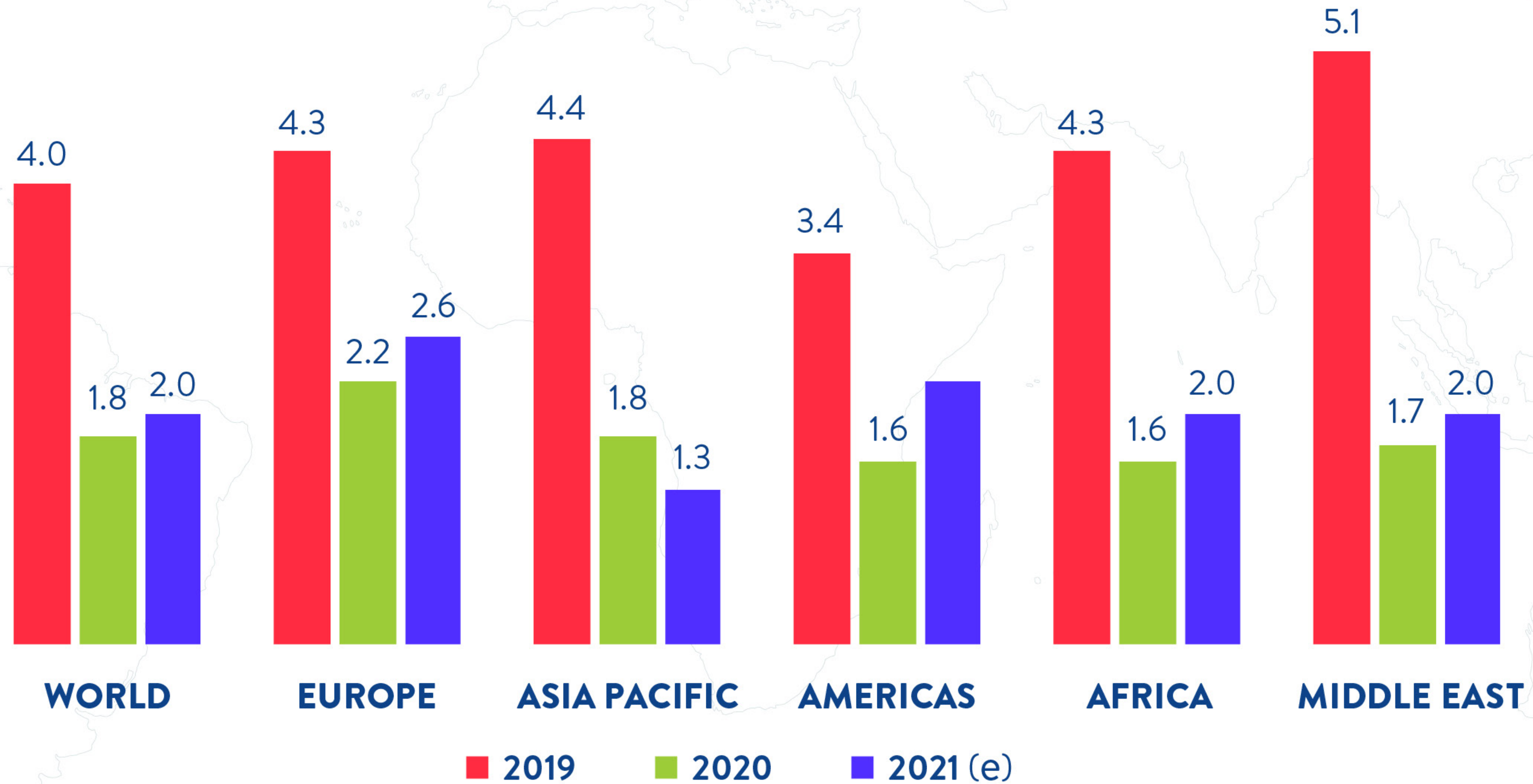
SOURCE: UNWTO  
(DATA AS OF SEPT 2021)





# DIRECT TOURISM GDP CUT BY HALF IN ALL REGIONS WITH SLIGHT IMPROVEMENT IN 2021

TOURISM DIRECT GROSS DOMESTIC PRODUCT (% OF GDP), 2019 - 2021(E)



SOURCE: UNWTO PANEL OF EXPERTS SURVEY, SEPTEMBER 2021

(e) PRELIMINARY ESTIMATES (DATA AS OF OCTOBER 2021)





# UNWTO TOURISM RECOVERY TRACKER

YTD CHANGE 2019 (%)



TRAVEL SENTIMENT

29 %

OCT 2021



SHORT-TERM RENTALS

- 11 %

OCT 2021



SEAT CAPACITY - DOMESTIC

- 25 %

OCT 2021



HOTEL BOOKINGS

- 40 %

OCT 2021



HOTEL SEARCHES

- 49 %

OCT 2021



SEAT CAPACITY - INTERNATIONAL

- 65 %

OCT 2021



INT. TOURIST ARRIVALS

- 76 %

SEP 2021

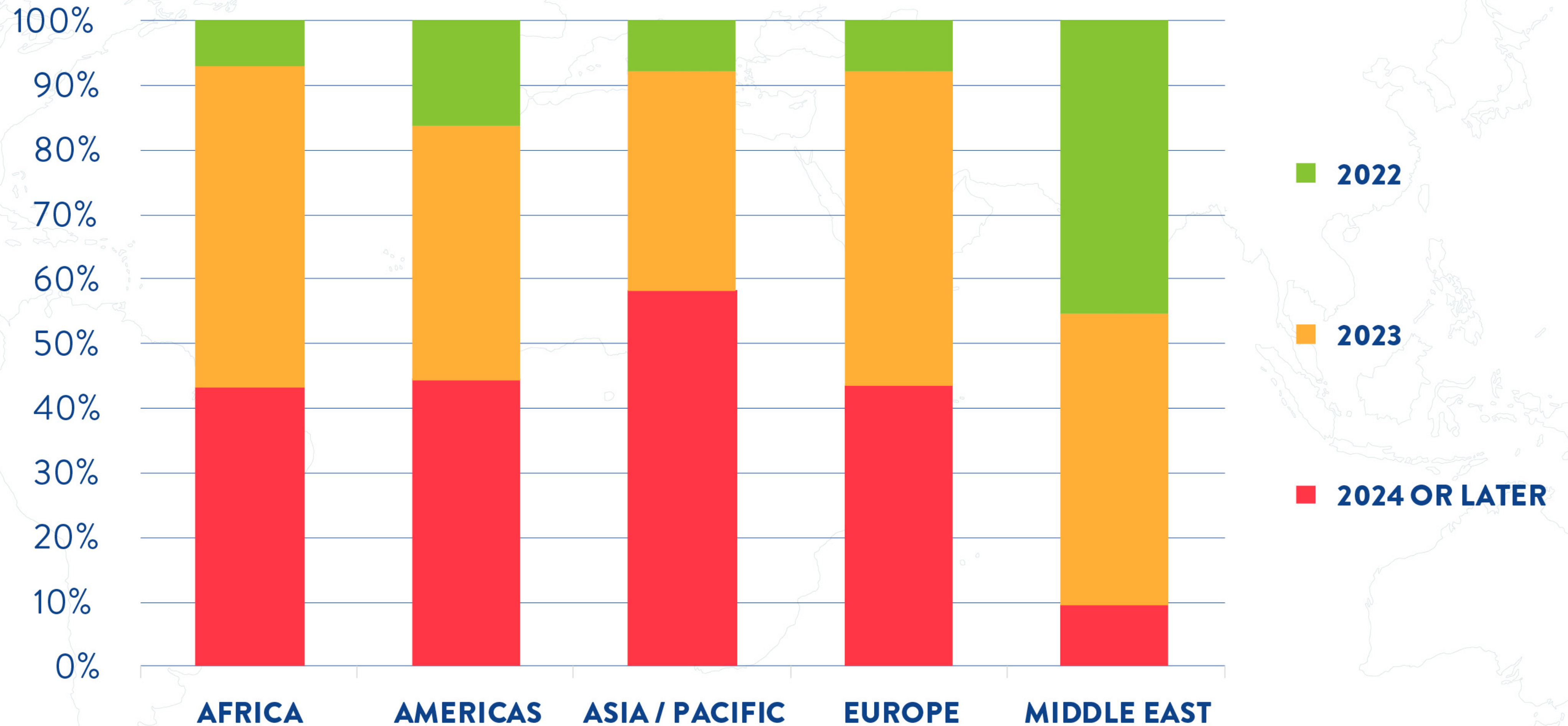


ACTUAL AIR RESERVATIONS

- 86 %

OCT 2021

# WHEN DO YOU EXPECT INTERNATIONAL TOURISM TO RETURN TO PRE-PANDEMIC 2019 LEVELS IN YOUR COUNTRY?





# CHANGES IN CONSUMER TRENDS

## 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.

### 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.

### More responsible

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

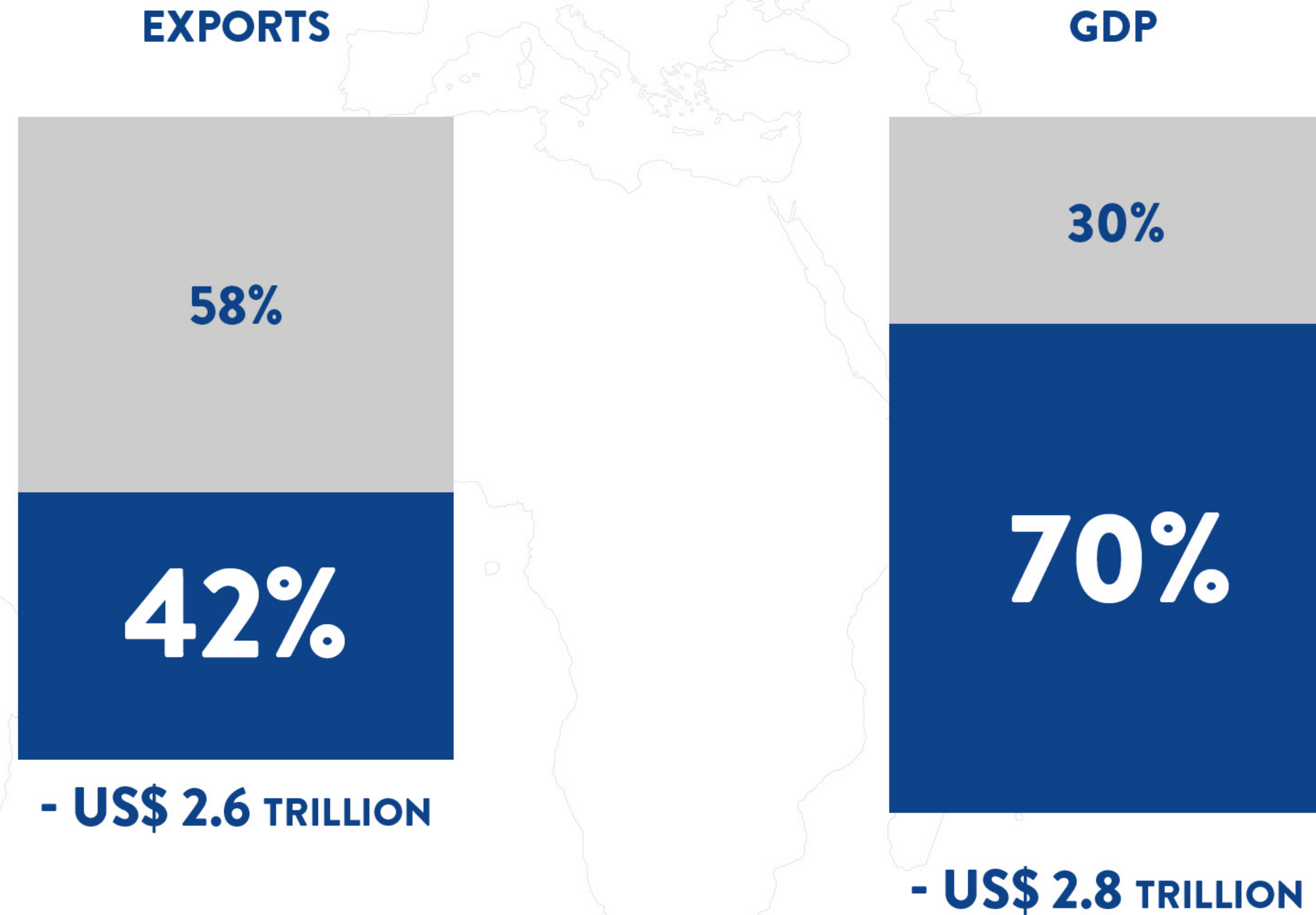
### Longer stays & higher spending

2021 has seen a significant increase in spending per trip and longer stays



# TOURISM KEY TO LEAD RECOVERY

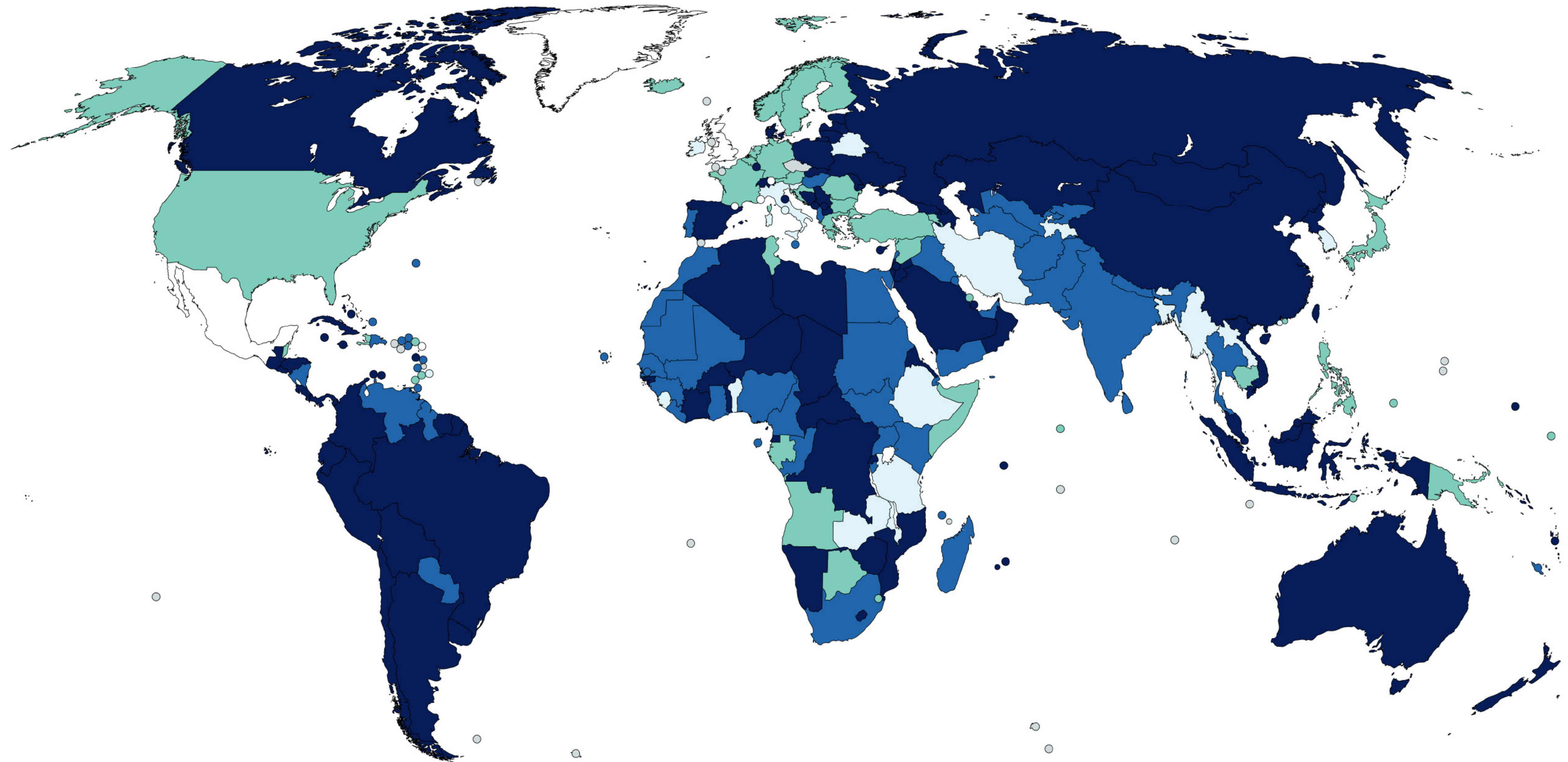
DECLINE IN GLOBAL EXPORTS AND GDP, 2020 (US\$ TRILLION)



SOURCE: WORLD TOURISM ORGANIZATION (UNWTO) AND WORLD TRADE ORGANIZATION



# 96% OF GLOBAL DESTINATIONS IMPOSE TRAVEL RESTRICTIONS, APRIL 2020



OVERALL OR PARTIAL CLOSING OF BORDERS

SUSPENSION OF FLIGHTS

DESTINATIONS WIDE TRAVEL RESTRICTION

DIFFERENT MEASURES

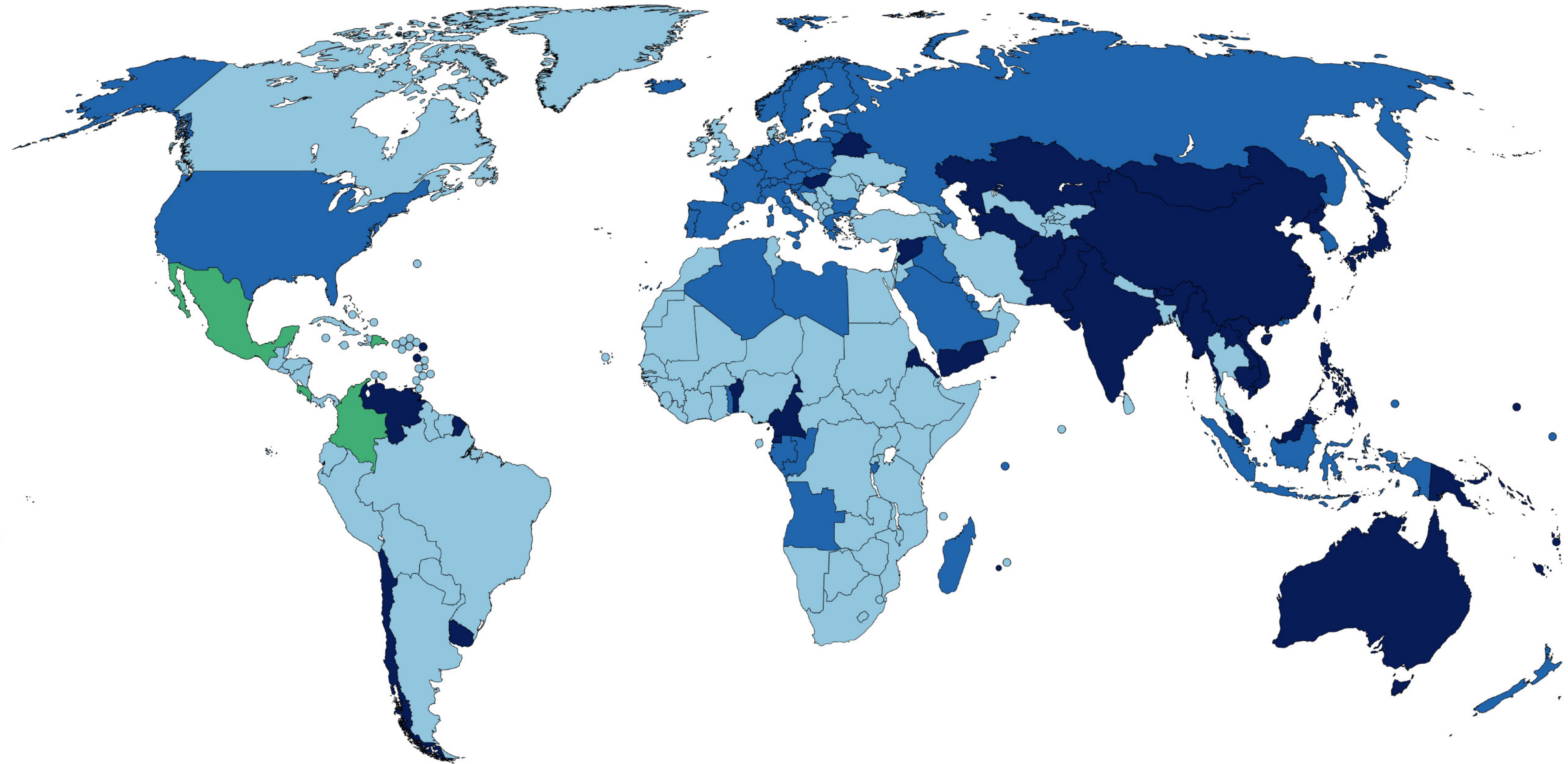
NO RESTRICTIONS

SOURCE: WORLD TOURISM ORGANIZATION (UNWTO), 1ST UNWTO TRAVEL RESTRICTIONS REPORT

Created with mapchart.net ©



# 21% OF ALL DESTINATIONS WORLDWIDE STILL HAVE THEIR BORDERS COMPLETELY CLOSED, NOVEMBER 2021



■ COMPLETE CLOSURE OF BORDERS

■ PARTIAL CLOSURE OF BORDERS

■ TESTING / QUARANTINE

■ ALL COVID-19 TRAVEL RESTRICTIONS LIFTED

SOURCE: WORLD TOURISM ORGANIZATION (UNWTO), 11TH UNWTO TRAVEL RESTRICTIONS REPORT



**COVID-19  
RESPONSE**

---