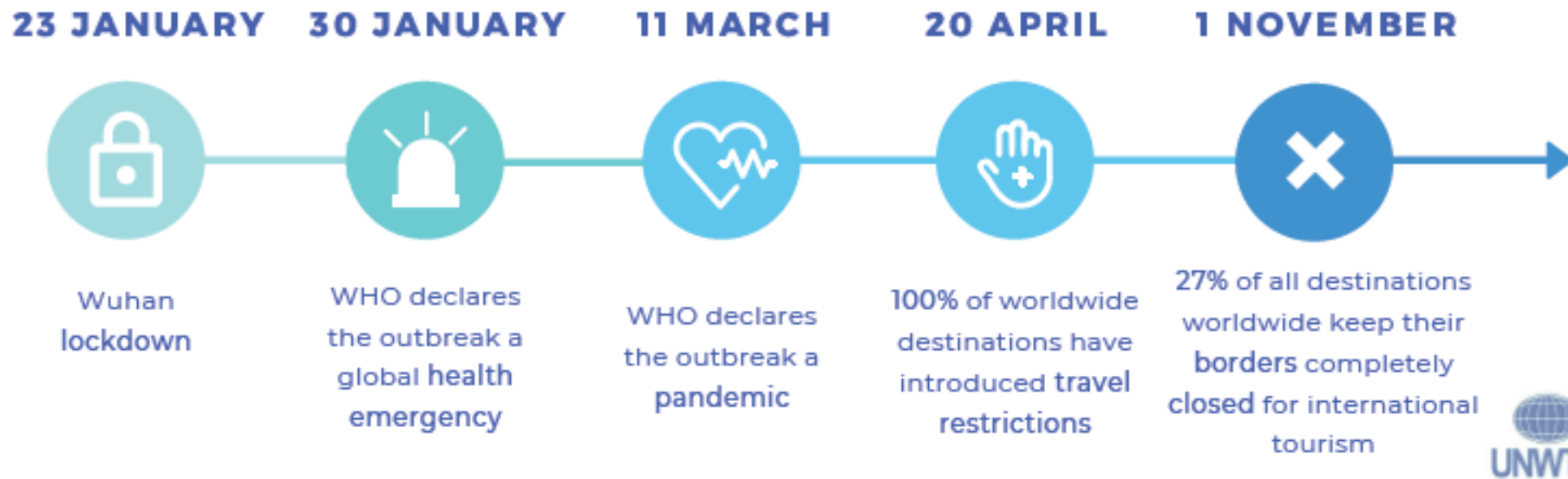


Tourism and COVID-19

Prof. Alessandra Priante
Regional Director for Europe



2020 – a year marked by closures



Impact of COVID-19: International Tourist Arrivals

2020
JANUARY-DECEMBER

**INTERNATIONAL
TOURIST ARRIVALS**

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

What's at risk?



100-120 million **direct tourism jobs**



Estimated loss in **international tourism receipts** of US\$ 1.1 trillion



Estimated loss in **global GDP** over US\$ 2 trillion



A **lifeline** for SIDS, LDCs and many African countries



Critical resources for **conservation** of natural and cultural heritage

2021-2024 SCENARIOS

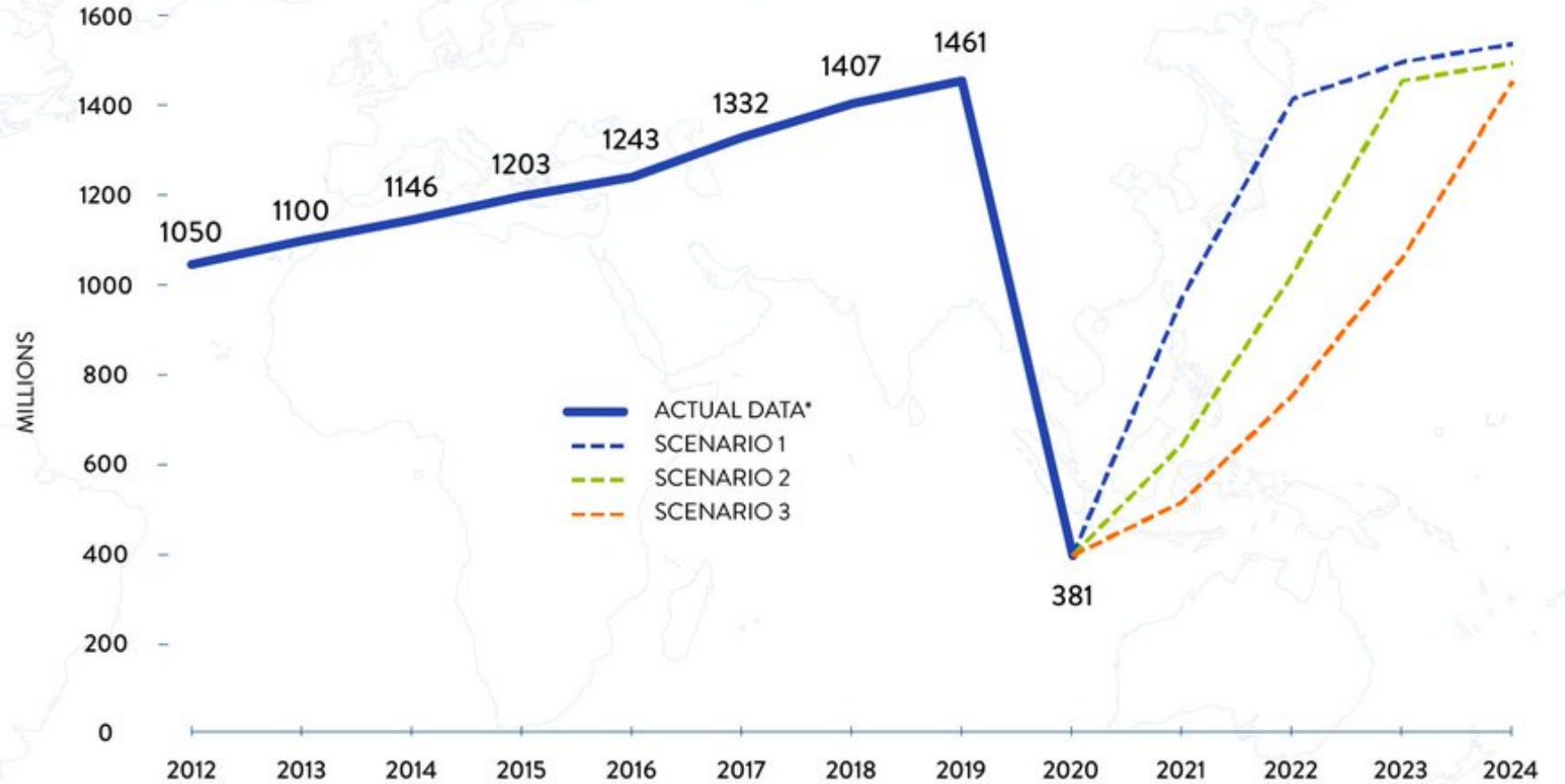
2 ½ TO 4 YEARS
TO RECOVER 2019 LEVELS

INTERNATIONAL TOURIST
ARRIVALS

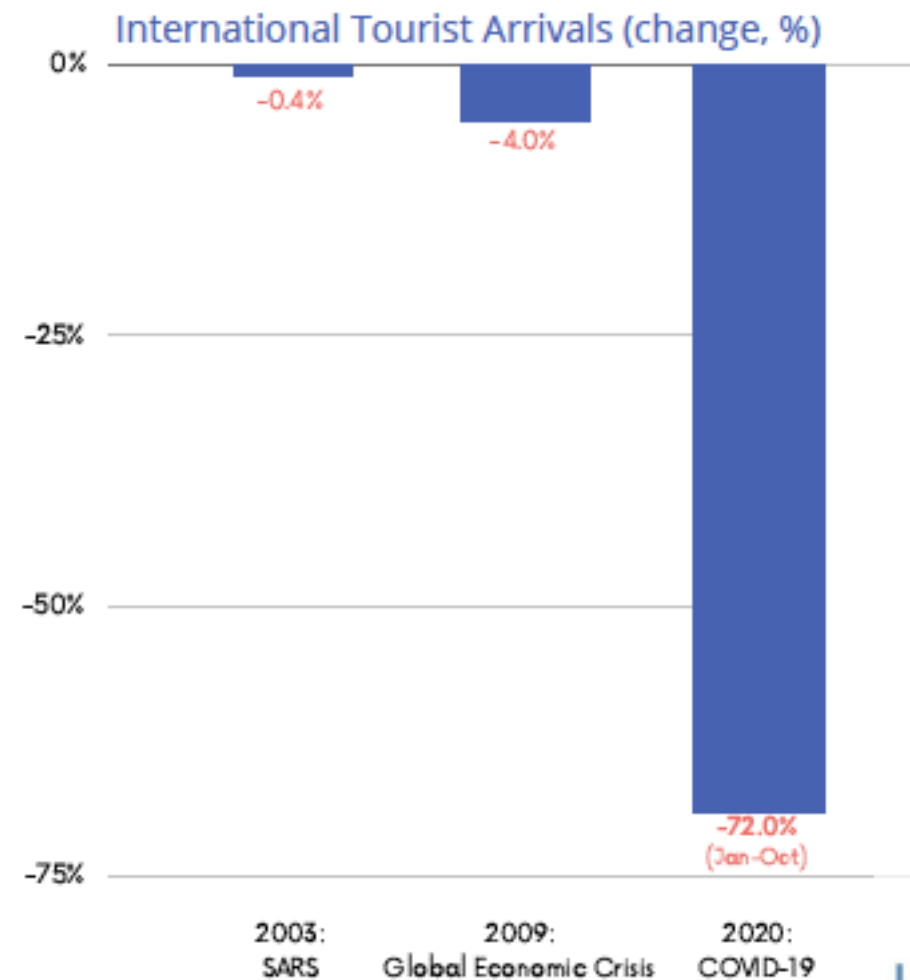
* Actual data for 2020 is preliminary and based on estimates for countries which have not yet reported results.



SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
JANUARY 2021



Unprecedented fall in international tourist arrivals





Italian Perspective

International Tourist Arrivals

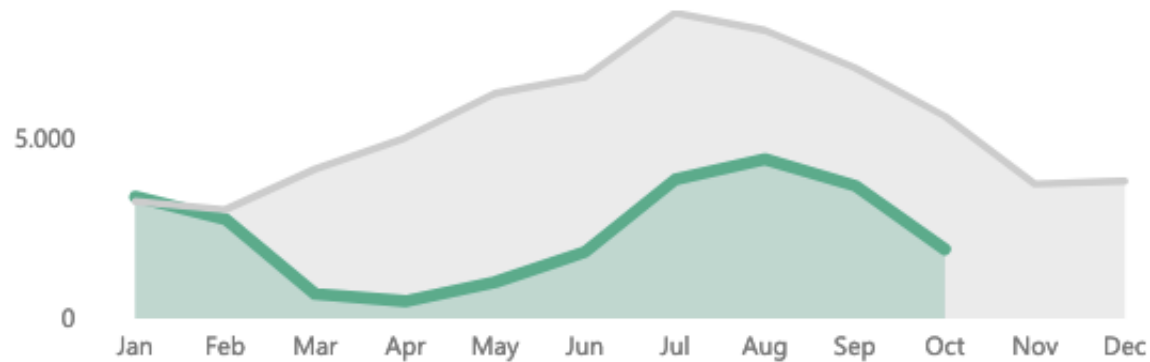
YTD change: -58% (Jan-Oct 2020)

International tourist arrivals (thousands)

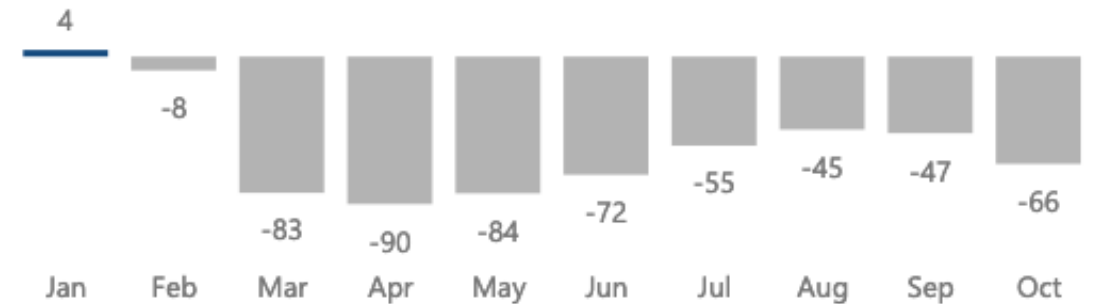
● Current year (2020) ● Previous year (2019)

Data series

TF



Change by month (%)





#RestartTourism

#RestartTourism with Innovation

- Building and supporting the **largest global tourism ecosystem** to meet the 2030 Agenda.
- Enabling start-ups from across the tourism value chain to **grow and scale to meet new demands and challenges** providing solutions for the sector.

UNWTO Tourism Start-up Competitions

Innovation Challenges

Tourism Tech Adventures (TTAs)

UNWTO Innovation Network



#RestartTourism with Education

UNWTO Tourism Online Academy

Offline education: Faculty Programme

Added Value Jobs through UNWTO Jobs Factory

UNWTO Certifications and Education Monitoring

- Scaling up education to support added value jobs worldwide.
- Blended education: online and offline methods for higher impact.



— TOURISM —
ACCELERATION 
— PROGRAMME —

#RestartTourism with Jobs for the Future

Bringing together the **innovations and networks** of the private sector and the best of **incentives and policies** from governments to improve the tourism workforce for the future, boosting **competitiveness, innovation and sustainability**.



#RestartTourism with AI

Telefónica

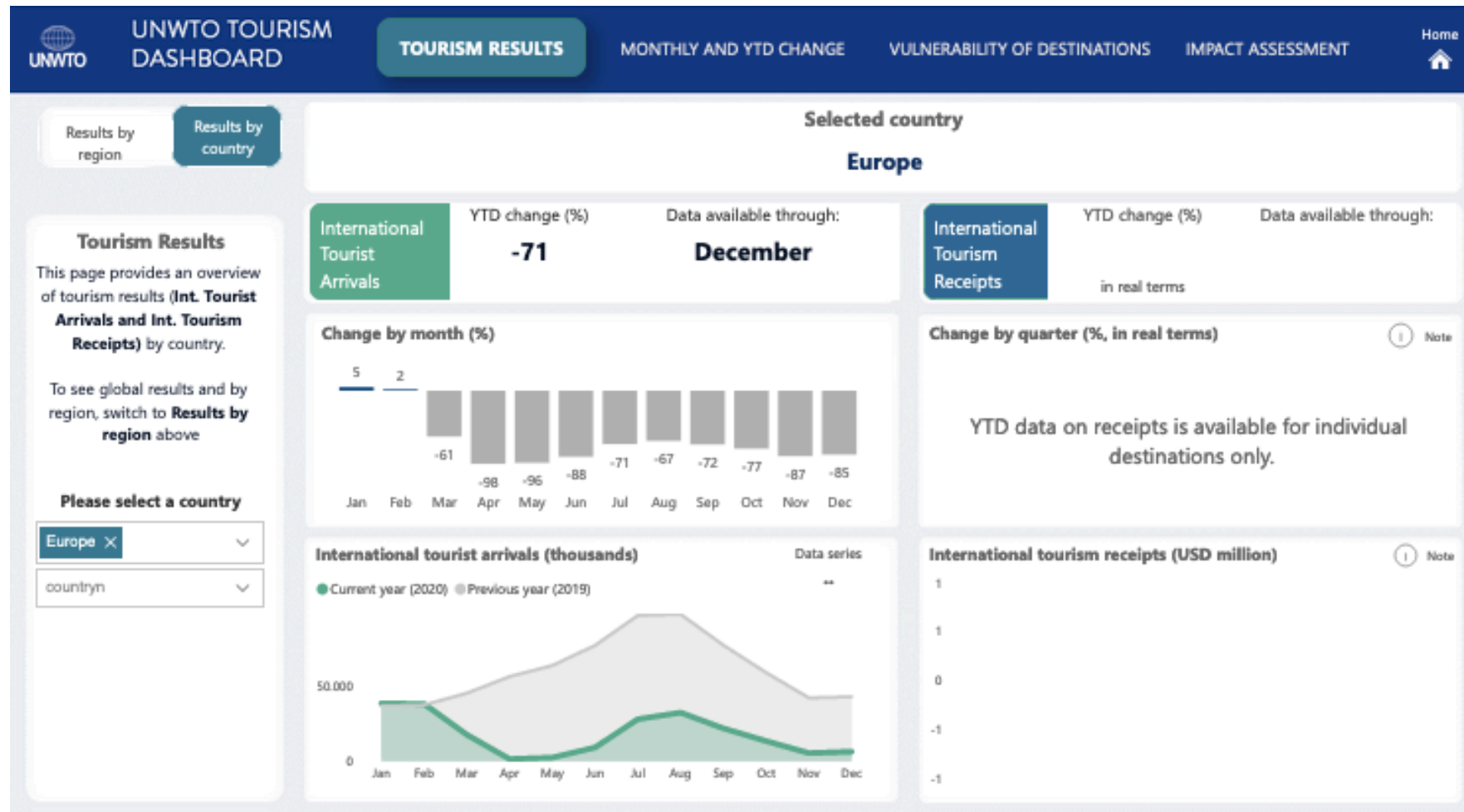
Talent Exchange

powered by  eightfold.ai

- UNWTO and **Telefónica** work together to promote the effective use of Big Data and Artificial Intelligence across the tourism sector, helping destinations to better understand tourist behaviour and allowing them to market their products more effectively.
- Using deep learning artificial intelligence, UNWTO is leveraging the potential of the **Eightfold Talent Exchange**, a platform that finds appropriate positions in companies looking for staff for each person, bridging those who need jobs and those who want to hire quickly.

UNWTO Tourism Data Dashboard

<https://www.unwto.org/unwto-tourism-dashboard>



UNWTO Tourism Recovery Tracker

<https://www.unwto.org/unwto-tourism-recovery-tracker>



Global Tourism Crisis Committee



UNWTO
World Tourism Organization

THE GLOBAL TOURISM
CRISIS COMMITTEE

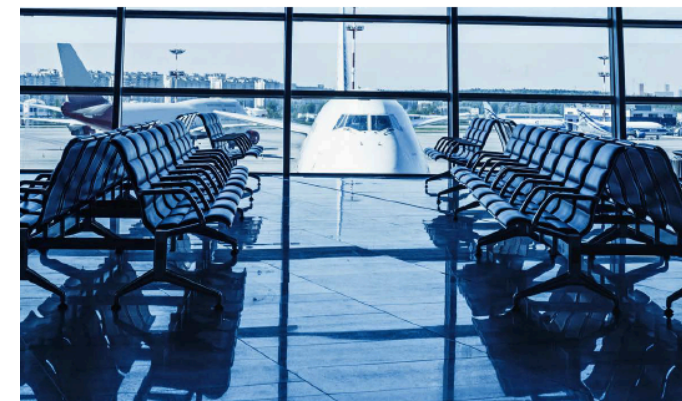


Monitoring Trends and Policy Guidance



COVID - 19 RELATED TRAVEL RESTRICTIONS A GLOBAL REVIEW FOR TOURISM

EIGHTH REPORT AS OF 2 DECEMBER 2020



Landmark UN SG Policy Brief

Policy Brief: COVID-19 and Transforming Tourism

AUGUST 2020

5 priority areas to reimagine and rebuild a resilient tourism industry for our communities and the planet:

- Mitigate socio-economic impacts on livelihoods
- Boost competitiveness and build resilience
- Advance innovation and digital transformation
- Foster sustainability and green growth
- Enhance coordination and partnerships to restart and transform sector towards achieving SDGs

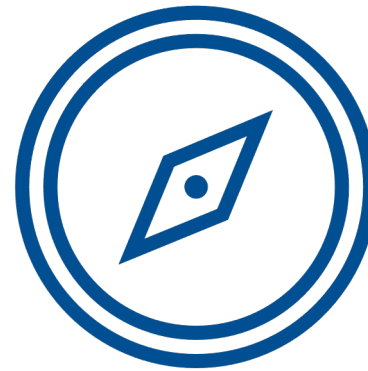
The way forward



coordination of the
vaccination
certificates



standardization and
digitalization of
testing protocols and
certificates



implementation of the
ICAO CART Take-off
guidance and the
Manual on Testing
and Cross-border
Risk Management
Measures



implementation of
risk-based, evidence-
based, coherent,
proportionate and
time limited measures
affecting international
travel



Grazie!

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