Unlocking the Economic Potential of Tourism post-COVID-19
INTERNATIONAL TOURIST ARRIVALS AND TOURISM RECEIPTS

GLOBAL ECONOMIC CRISIS (2009):
ARRIVALS: 37 MILLION (-3.9%)¹
RECEIPTS: +US$ 80 BILL (+4.3%)¹

SARS EPIDEMIC (2003):
ARRIVALS: -2 MILLION (-0.4%)
RECEIPTS: +US$ 48 BILL (+2.1%)¹

COVID-19 PANDEMIC (2020):
ARRIVALS: +1.1 BILLION (+73%)¹
RECEIPTS: +US$ 930 BILL (+64%)¹

* Data for 2020 is provisional.
¹ Real percentage change (local currencies, constant prices)

SOURCE: UNWTO
(DATA AS OF SEPTEMBER 2020)
2020: International tourism plunged to levels of 30 years ago

- International tourist arrivals in 2020: -73%
- Loss of international tourist arrivals: over 1 billion
- Decline to levels of: 1990s
- Loss in export revenues from international tourism: US$ 1.1 trillion
- Estimated loss in direct tourism GDP: US$ 2.0 trillion
- Direct tourism jobs lost or at risk: 100 million
International Tourism Exports

This page provides an overview of international tourist arrivals for the selected country.

2019

Please select a year

2019

Asia and the Pacific

Please select a region or country

Region

Asia and the Pacific

Country

All

Export revenues from international tourism are composed of "travel" (receipts in destinations) and "passenger transport" receipts.
International Tourism Exports

This page provides an overview of international tourist arrivals for the selected country.

**2020**

Please select a year

- 2020

**Asia and the Pacific**

Please select a region or country

- Region: Asia and the Pacific
- Country: All

Export revenues from international tourism are composed of "travel" (receipts in destinations) and "passenger transport" receipts.
2021 INTERNATIONAL TOURIST ARRIVALS

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: (-84%)

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 2020)
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 2020)
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 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**
- **Economic Environment**
- **Slow Flight Resumption**
- **Other**

**Source:** UNWTO Panel of Experts Survey, September 2021
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.
Key factors for recovery

**Vaccination Roll-out**
The level of vaccination in source markets and destinations is key for recovery.

**Domestic Market**
The domestic market continues to be critical and should become a part of destinations’ strategies.

**Mobility coordination**
The enhancement of safe mobility and consequent coordination among countries as well as adequate communication is paramount (ICAO CART Guidelines).

**Support to sector**
The full recovery of the market, particularly in Asia is still far and thus it is critical to sustain jobs, communities and companies.
Key factors for the future of tourism

**Digitalization & innovation**

The digitalization of destinations and companies, including the use of big data + The creation of tourism experiences and processes in line with new market trends (diversification of markets and segments).

**Whole of government approach + PPC**

Coordination of all levels of government in the planning and management of tourism and public/private/community partnerships

**Talent and education**

Investment in talent, education and skills development

**Sustainability**

People – Planet – Prosperity – Partnerships: Alignment with the SDGs. Step up measurement and reporting.