

**TOURISM 365 –**  
**Sustainability and the**  
**new future**  
8 October 2021



# **TOURISM AND COVID-19: EUROPEAN TOURISM PERSPECTIVES**

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**2021**  
JANUARY-JULY\*

# 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  
(-77%)

## MIDDLE EAST

2019 (+7%)  
2020 (-73%)  
JAN-JUL 2021  
(-82%)

## 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)

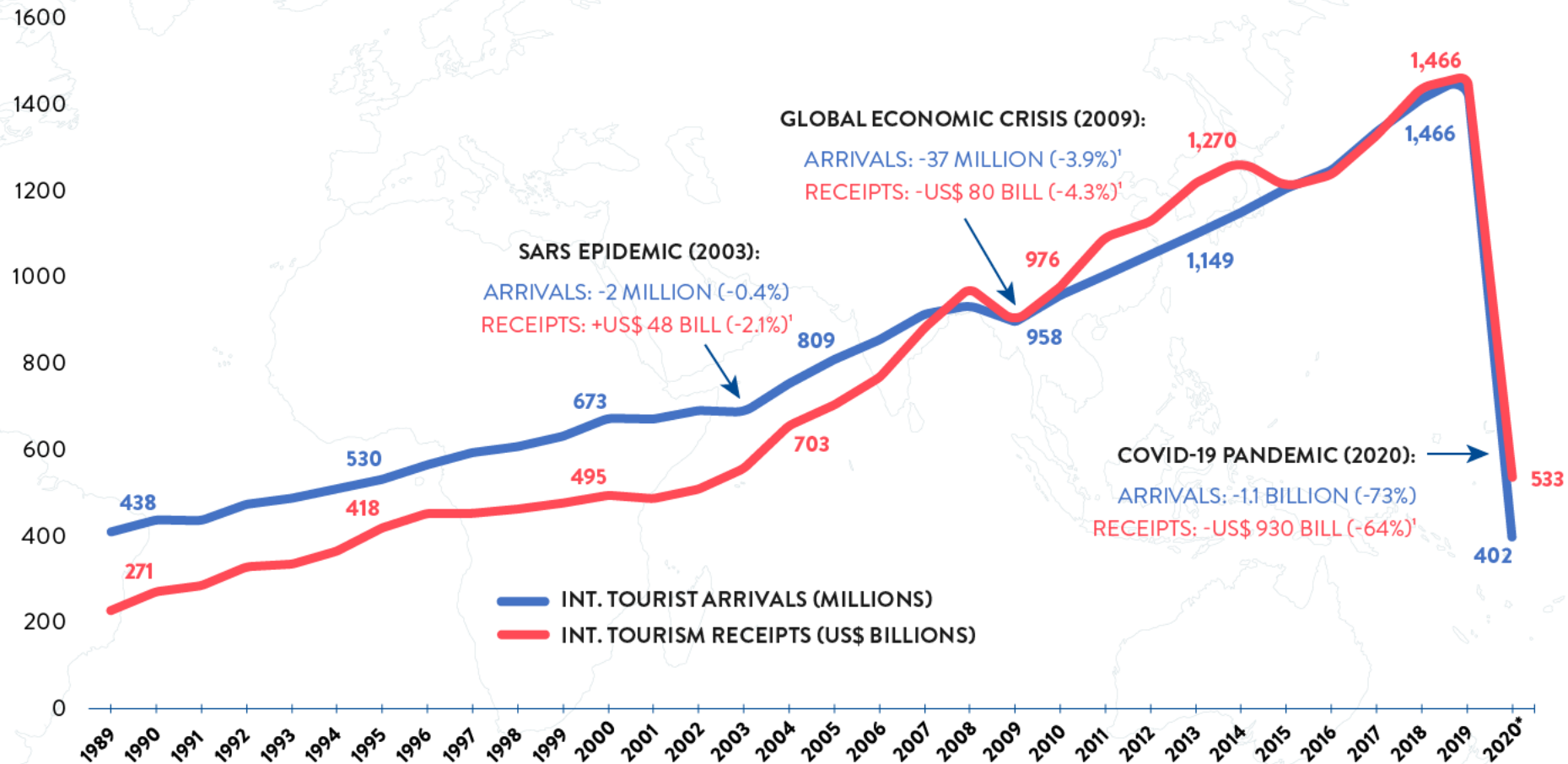
# INTERNATIONAL TOURIST ARRIVALS AND TOURISM RECEIPTS

\* Data for 2020 is provisional.

<sup>1</sup> Real percentage change (local currencies, constant prices)



SOURCE: UNWTO  
(DATA AS OF SEPTEMBER 2021)



## WHAT'S AT RISK?



Over 120 million **direct tourism jobs**, of which approx. 70 million in the region for Europe



Estimated loss in **international tourism receipts** of USD 1.1 trillion



Over US\$ 2 trillion lost in terms of **global GDP**



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



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

# UNCTAD REPORT ON THE ECONOMIC CONSEQUENCE: COVID-19 AND TOURISM

- the report quantifies the **potential economic effects of the contraction** in tourism in 2021
- a drop in tourist sales leads to a **2.5-fold loss in real GDP**, on average, in the absence of any stimulus measures
- the economic losses could range **between \$1.7 trillion and \$2.4 trillion in 2021**

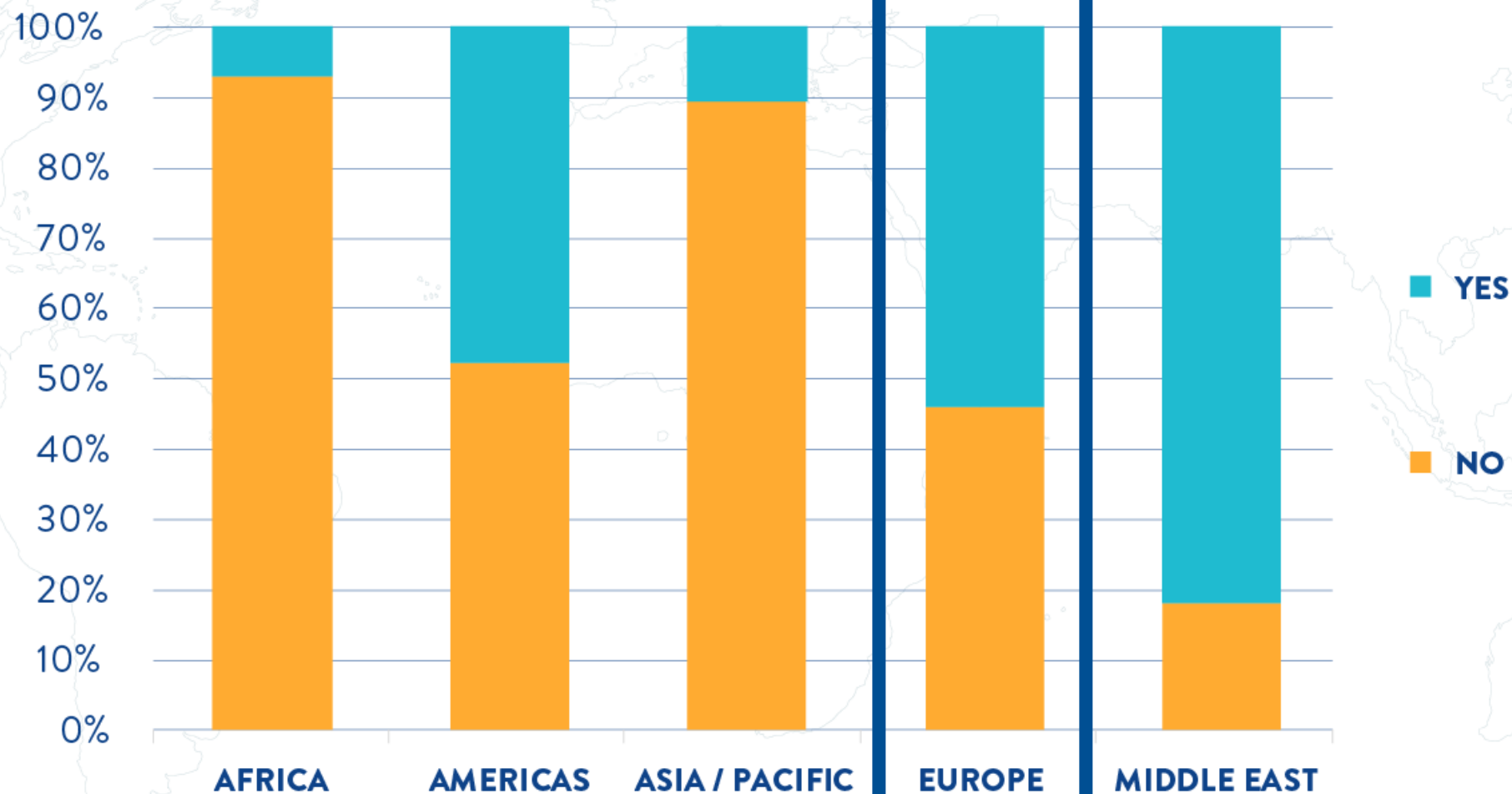


# #RESTARTTOURISM – GLOBAL AND REGIONAL TOURISM PROSPECTS



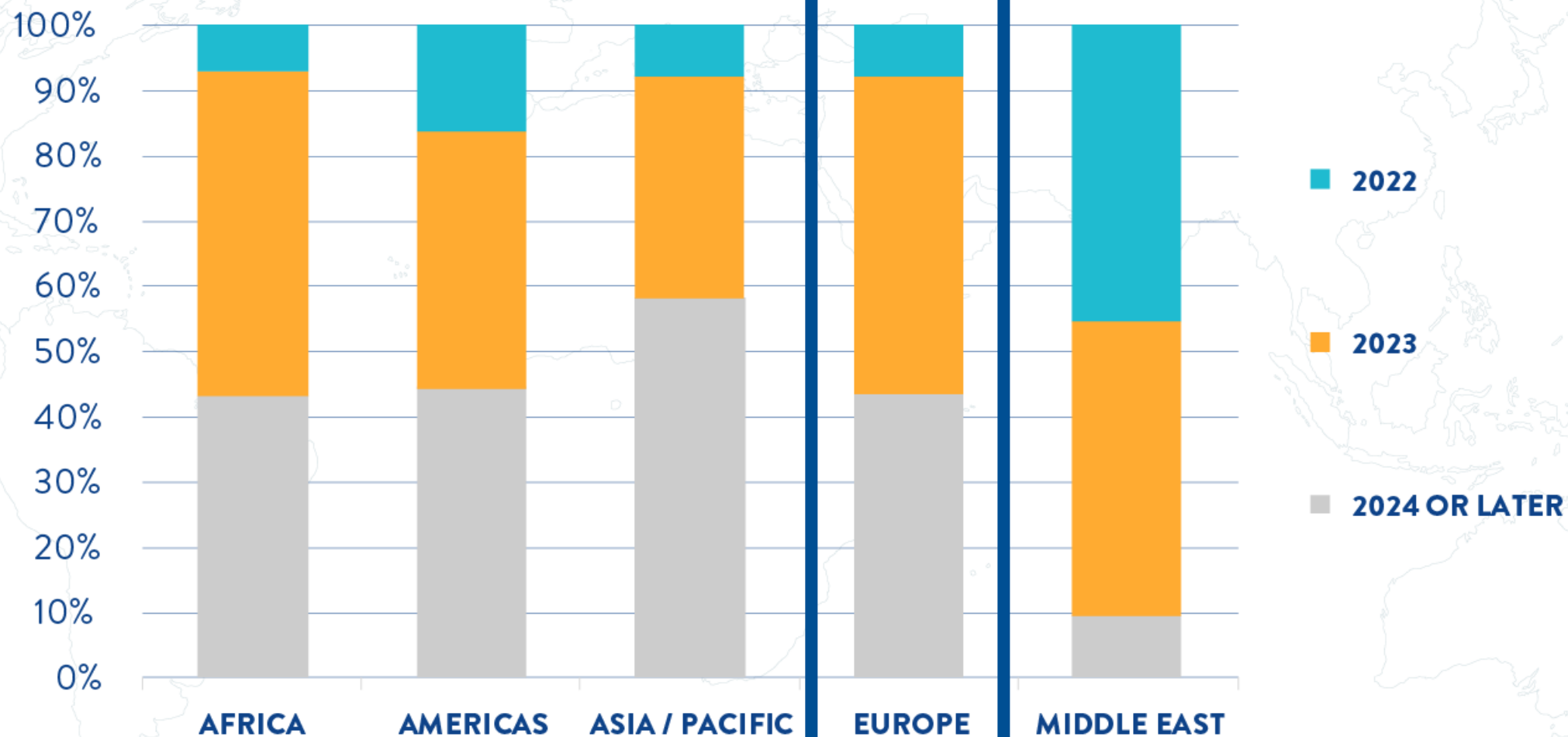
**COVID-19**  
**RESPONSE**

# HAS YOUR COUNTRY EXPERIENCED A REBOUND IN INTERNATIONAL TOURISM DURING 2021?



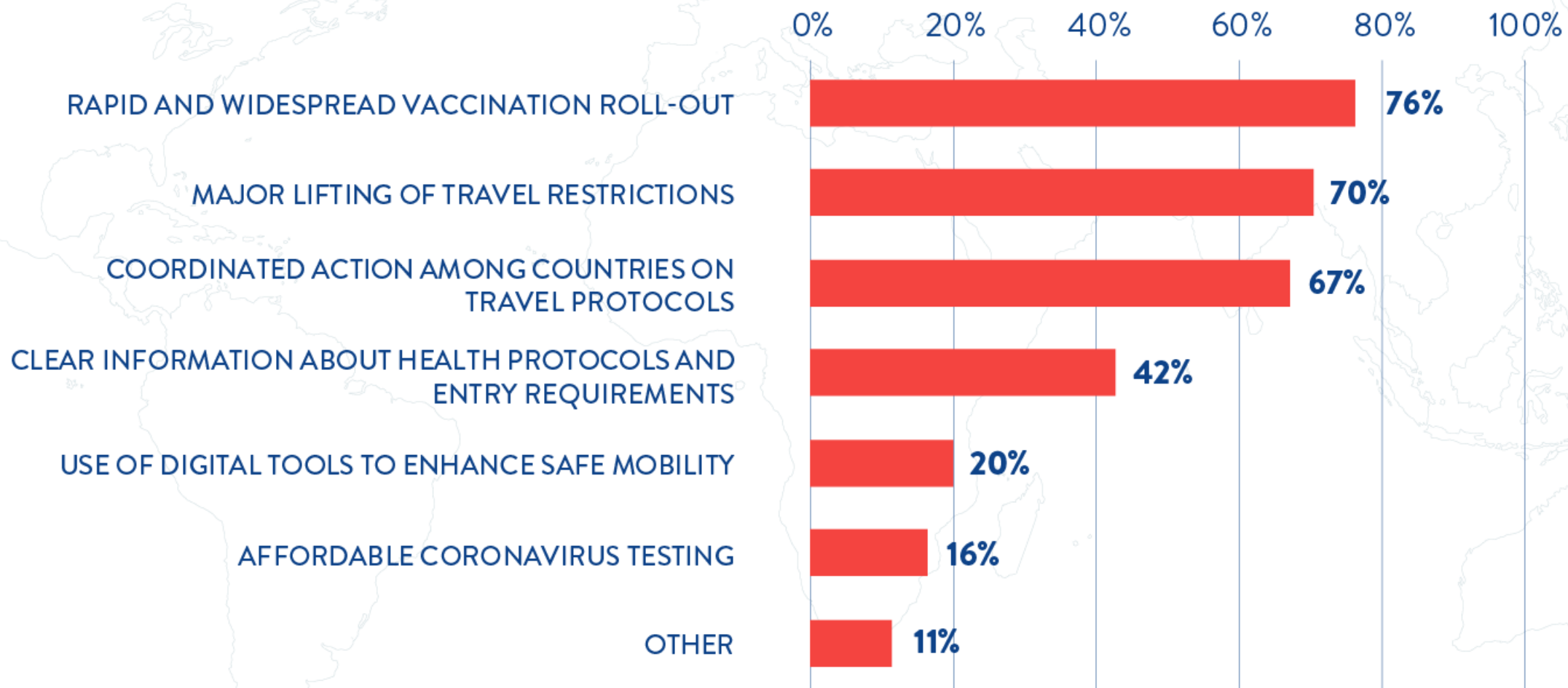
SOURCE: UNWTO PANEL OF EXPERTS SURVEY, SEPTEMBER 2021

# 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 ARE THE **MAIN FACTORS** WHICH COULD CONTRIBUTE TO AN EFFECTIVE **RECOVERY OF INTERNATIONAL TOURISM**?



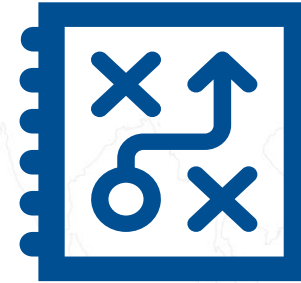
## CORE ISSUES



**JOBS & SKILLS**



**COORDINATION &  
COLLABORATION**



**PROGRAMMING &  
MANAGING**



**SUSTAINABILITY,  
SUSTAINABILITY,  
SUSTAINABILITY**

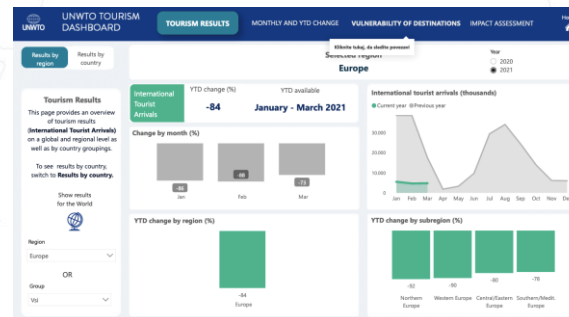
# UNWTO INITIATIVES TO #RESTARTTOURISM



**COVID-19**  
**RESPONSE**

# UNWTO INITIATIVES TO RESTART TOURISM

- POLICY GUIDANCE
- RESEARCH AND DATA
- TOURISM FOR RURAL DEVELOPMENT
- INNOVATION
- EDUCATION



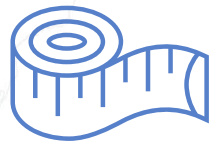
# SUSTAINABILITY AS THE KEY PILLAR OF RECOVERY



**COVID-19**  
**RESPONSE**

## THE GLASGOW DECLARATION ON CLIMATE ACTION IN TOURISM

- an urgent global call for commitment to a decade of climate action in tourism
- **cut global tourism emissions by at least a half over the next decade** and reach Net Zero emissions as soon as possible before 2050
- each signatory will commit to deliver a concrete climate action plan, or updated plan, within 12 months of signing



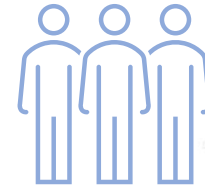
Measure



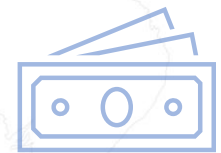
Decarbonise



Regenerate



Collaborate



Finance

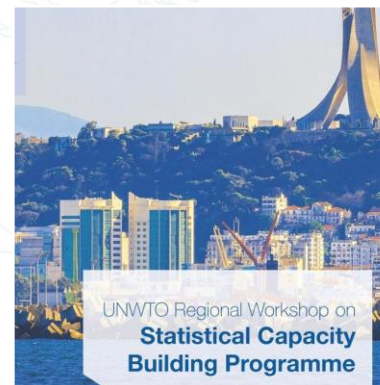
# MEASURING THE SUSTAINABILITY OF TOURISM

Austria, France, Italy, the Netherlands, Germany, Portugal Spain and Sweden members of the working group of experts



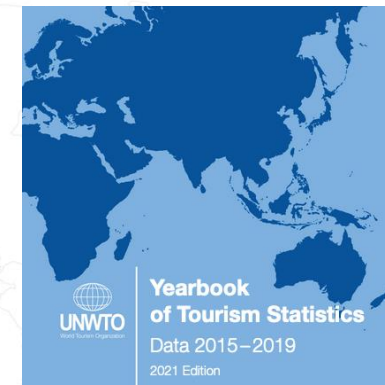
## Standards

Leading international UN standards for better measuring in tourism and enhanced compatibility



## Capacity building

Supporting member states in developing and improving their tourism statistics



## Data

Collecting data from all countries and providing it to data users

## BASIC TOURISM STATISTICS

Inbound visitors, expenditure, tourism industries, employment and their sources

## TOURISM SATELLITE ACCOUNT

compilation of TSA tables, domestic/inbound/outbound tourism, building basic statistics needs

## MEASURING THE SUSTAINABILITY OF TOURISM

piloting selected parts of the SF-MST, regional workshops on MST

# TOURISM – DRIVER OF RURAL DEVELOPMENT



**COVID-19**  
**RESPONSE**

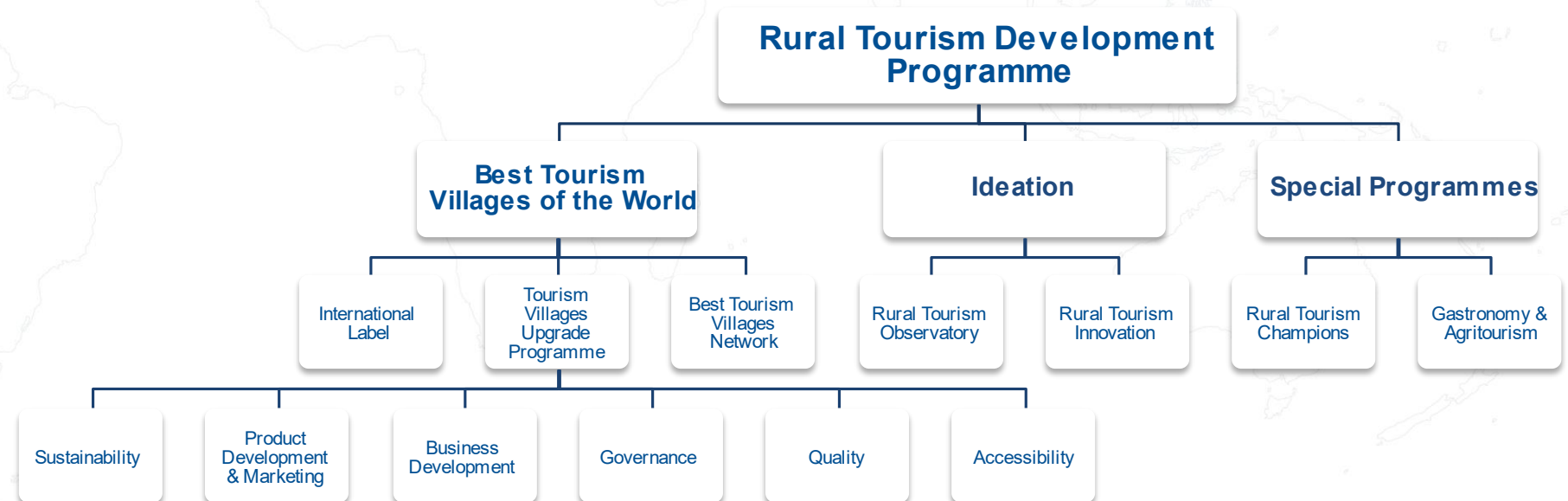
# BEST TOURISM VILLAGES BY UNWTO

56 applications from  
24 European  
Member States



**VISION:** Make tourism a driver of rural development and wellbeing.

**MISSION:** Identify, safeguard and promote the development of rural villages along with their associated landscapes, agricultural biodiversity, knowledge systems, biological and cultural diversity, traditional social structure and lifestyle through tourism.





**Thank you!**

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