



# Unlocking the Economic Potential of Tourism post-COVID-19

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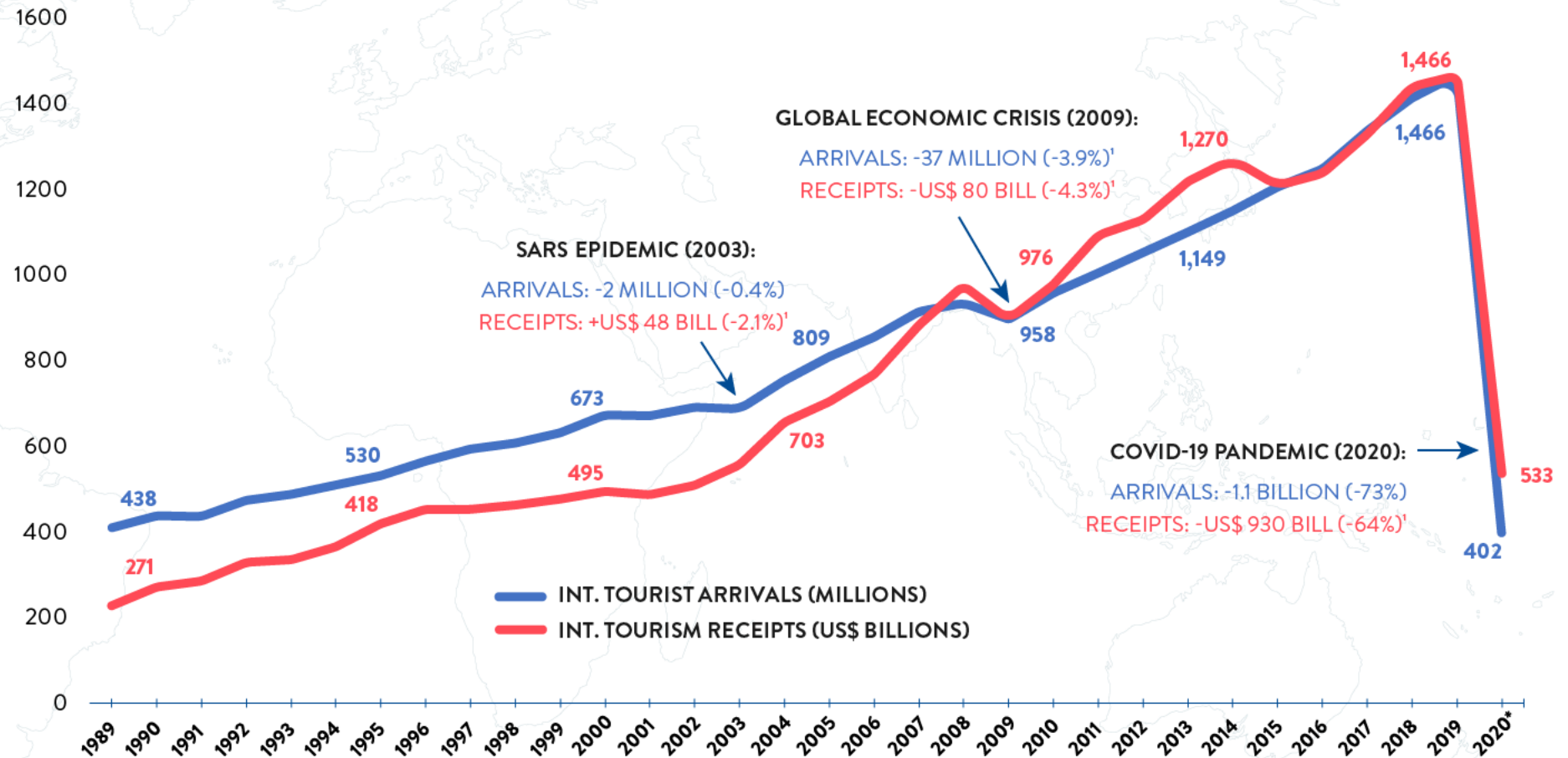
# INTERNATIONAL TOURIST ARRIVALS AND TOURISM RECEIPTS

\* Data for 2020 is provisional.

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



SOURCE: UNWTO  
(DATA AS OF SEPTEMBER 2021)



# 2020: International tourism plunged to levels of 30 years ago



International tourist arrivals in 2020  
**-73%**



Loss in export revenues  
From international tourism:  
**US\$ 1.1 trillion**



Decline to levels of:  
**1990s**



Estimated loss  
in direct tourism GDP:  
**US\$ 2.0 trillion**



Loss of international tourist arrivals  
**over 1 billion**



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

485.2

USD billion

Share of tourism of total exports

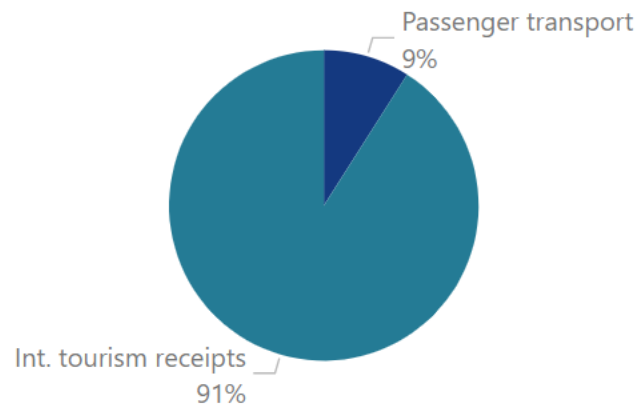
6 %

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

Share of tourism of total exports (%)



Tourism exports (share, %)



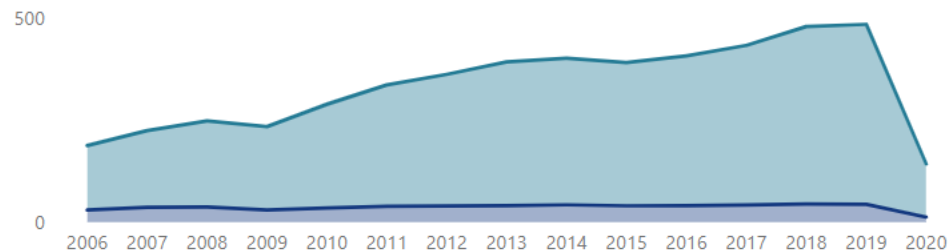
Share of tourism of total exports (%)

Regional average selected country



Tourism exports (in billion)

Passenger transport Int. tourism 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

143.1

USD billion

Share of tourism of total exports

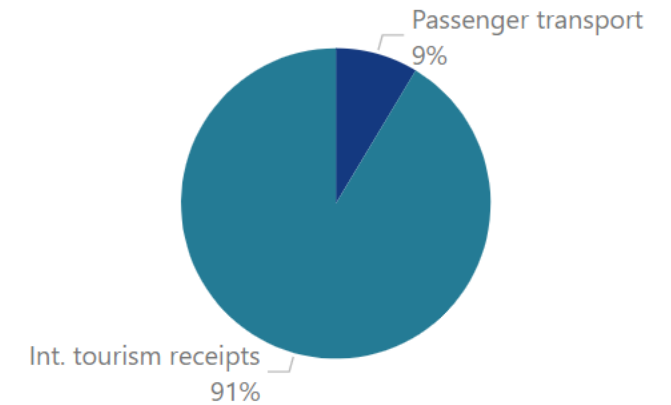
2 %

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

Share of tourism of total exports (%)



Tourism exports (share, %)



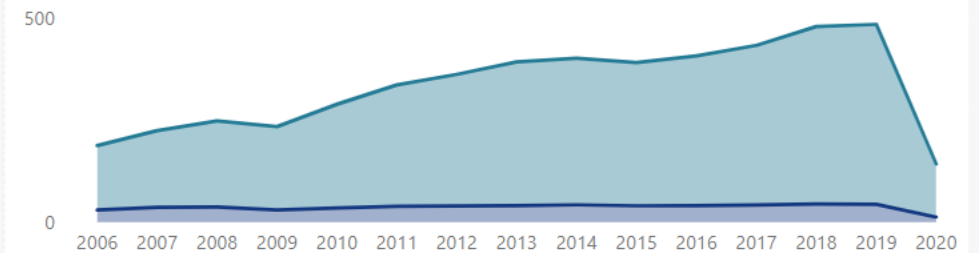
Share of tourism of total exports (%)

Regional average selected country



Tourism exports (in billion)

Passenger transport Int. tourism receipts



**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)



Results by  
regionResults by  
country

## 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.

To see results by country, switch to **Results by country**.

2020

2021

Show results for the World



Region

Asia and the Pacific

OR

Group

All

Selected region  
Asia and the Pacific

% change in 2021 compares 2021 to 2019 for better comparability

## International Tourist Arrivals

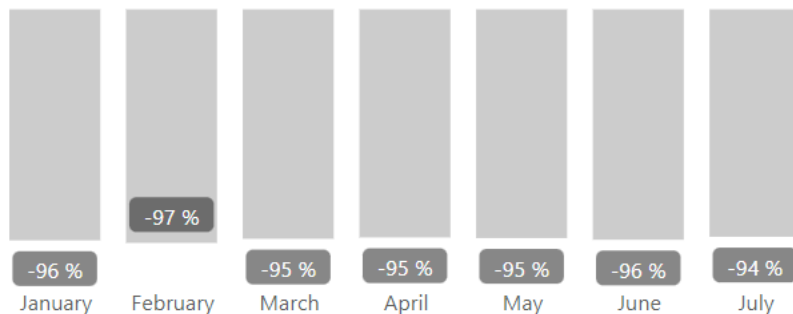
YTD change (%)

**-95 %**

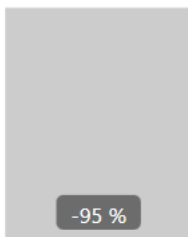
YTD available

**Jan - Jul 21**

## Change by month (%)

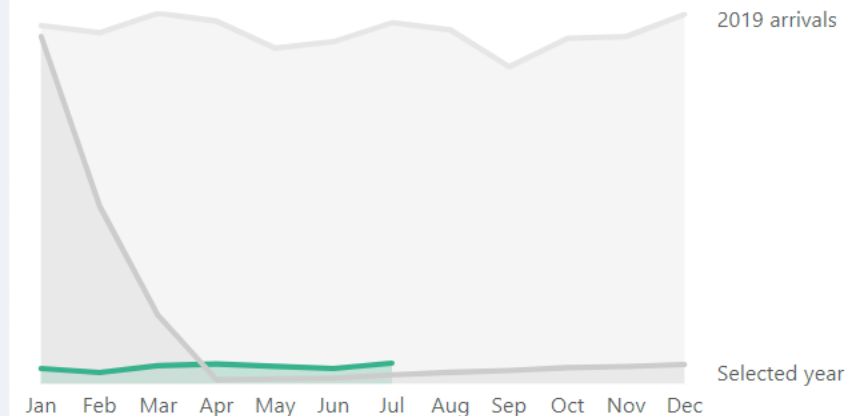


## Change by region (%)

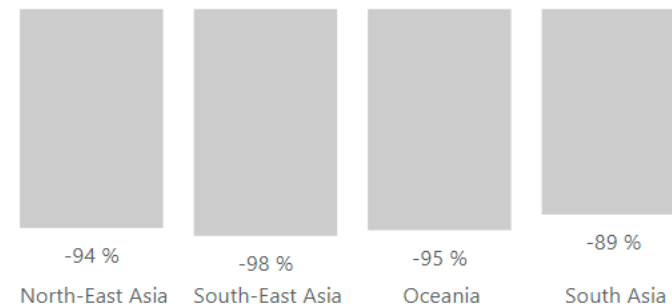


Asia and the Pacific

## International tourist arrivals (thousands)



## YTD change by subregion (%)



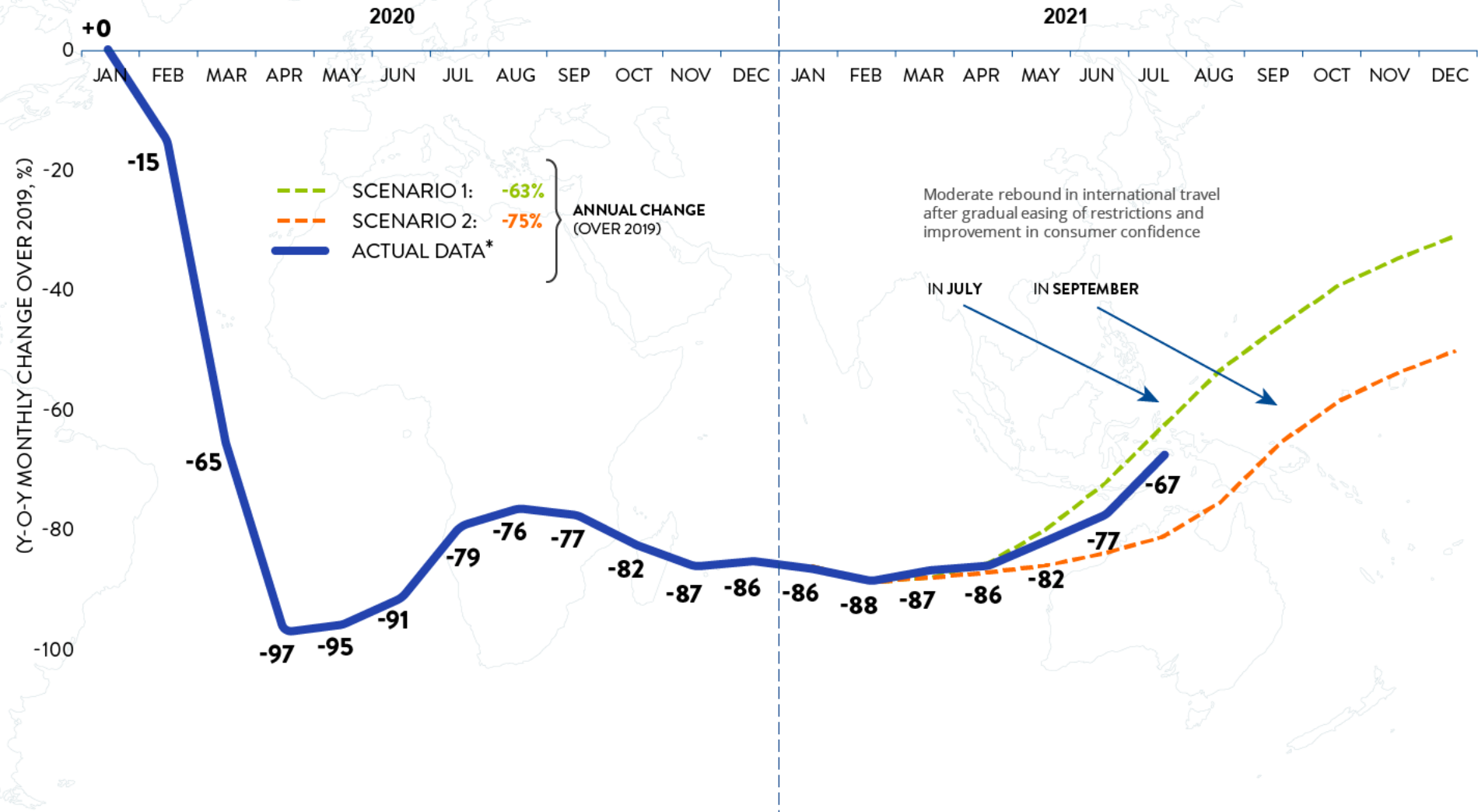
# INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021

(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.

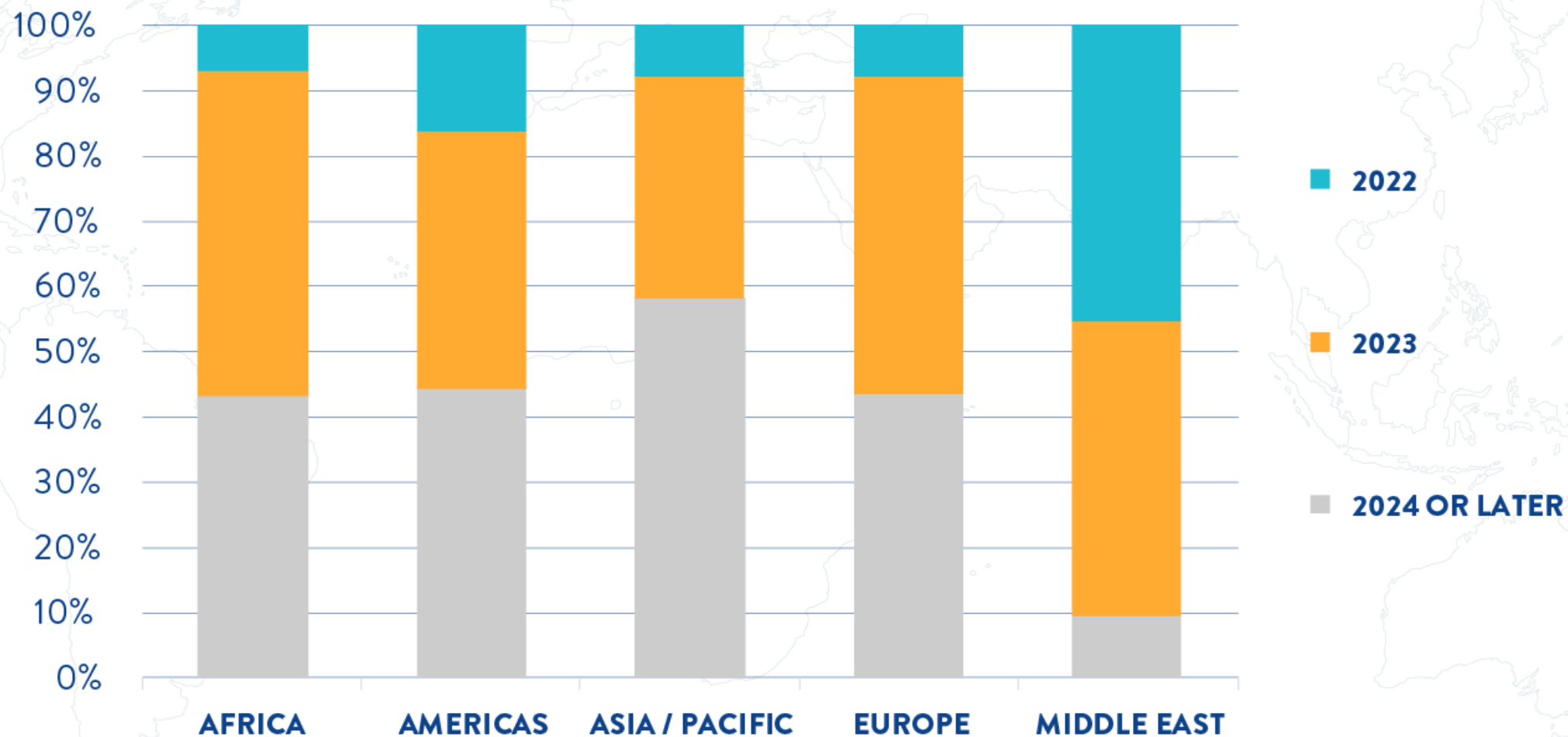


SOURCE: UNWTO  
(DATA AS OF SEPT 2021)



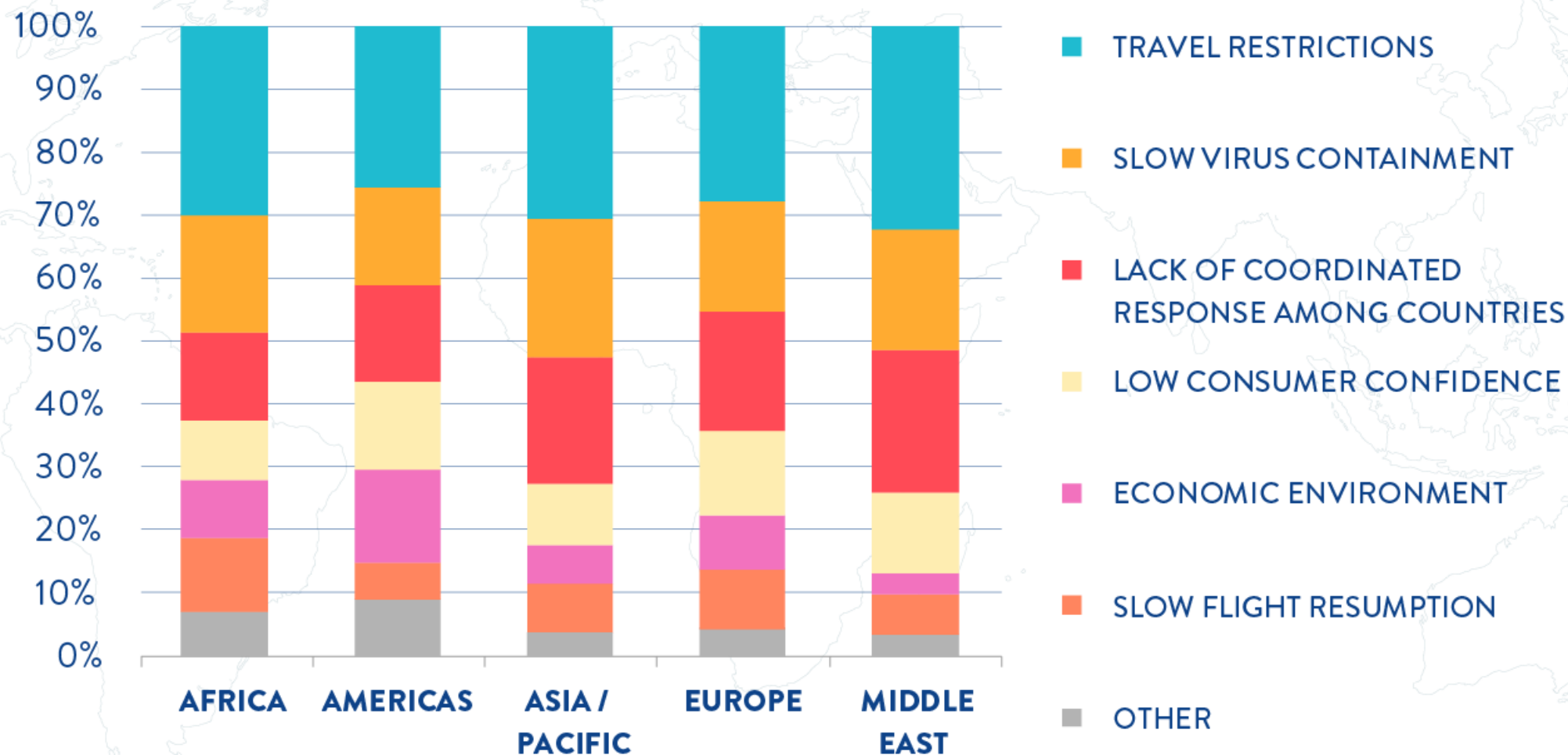


# WHEN DO YOU EXPECT INTERNATIONAL TOURISM TO RETURN TO PRE-PANDEMIC 2019 LEVELS IN YOUR COUNTRY?



SOURCE: UNWTO PANEL OF EXPERTS SURVEY, SEPTEMBER 2021

# WHAT ARE THE **MAIN FACTORS** WEIGHING ON THE **RECOVERY OF INTERNATIONAL TOURISM?**



# 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.



## Mobility coordination

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



## Domestic Market

The domestic market continues to be critical and should become a part of destinations' strategies .



## 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 to new market trends (diversification of markets and segments).



## Talent and education

Investment in talent, education and skills development



## Sustainability

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



## Whole of government approach + PPC

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



**COVID-19  
RESPONSE**

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