



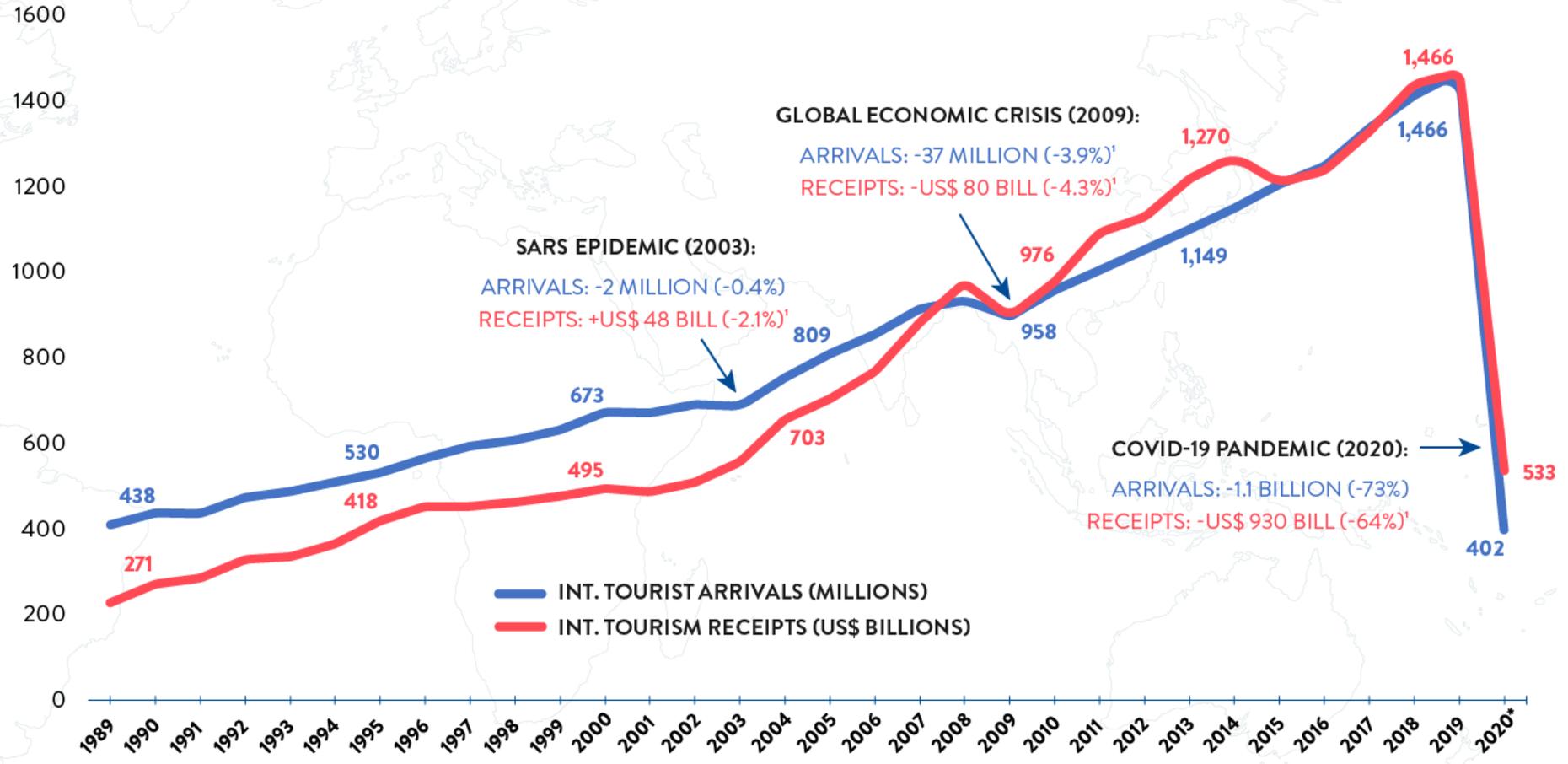
UNWTO
World Tourism Organization

Unlocking the Economic Potential of Tourism post- COVID-19



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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%)¹
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 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

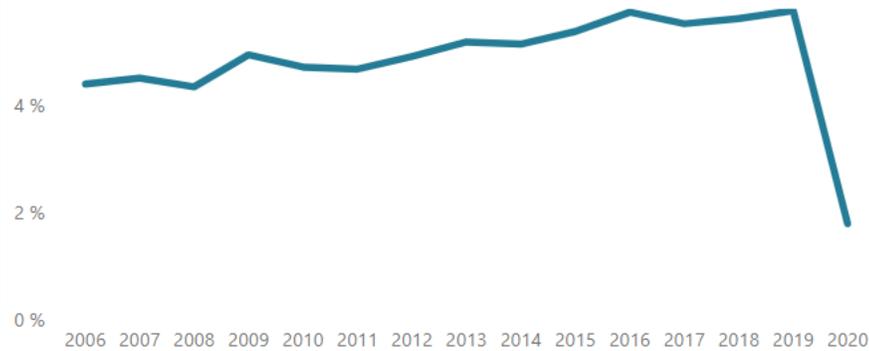
485.2
USD billion

Share of tourism of total exports

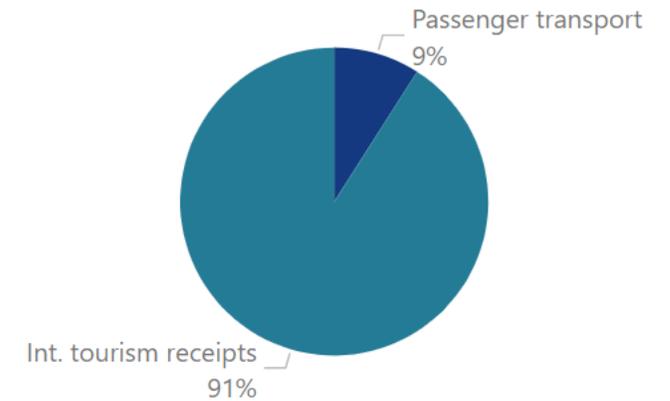


Export revenues from international tourism are composed of "travel" (receipts in destinations) and "passenger transport" receipts.

Share of tourism of total exports (%)

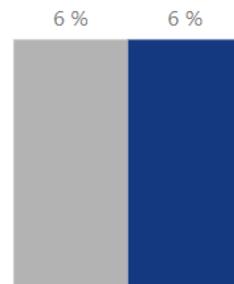


Tourism exports (share, %)



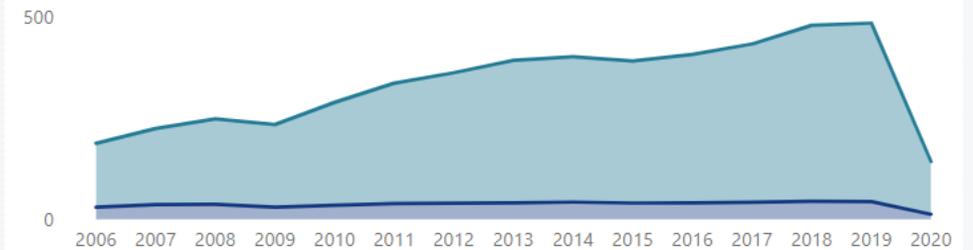
Share of tourism of total exports (%)

● Regional average ● selected country



Tourism exports (in billion)

● Passenger transport ● Int. tourism receipts



International Tourism Exports

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2020

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2020

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All

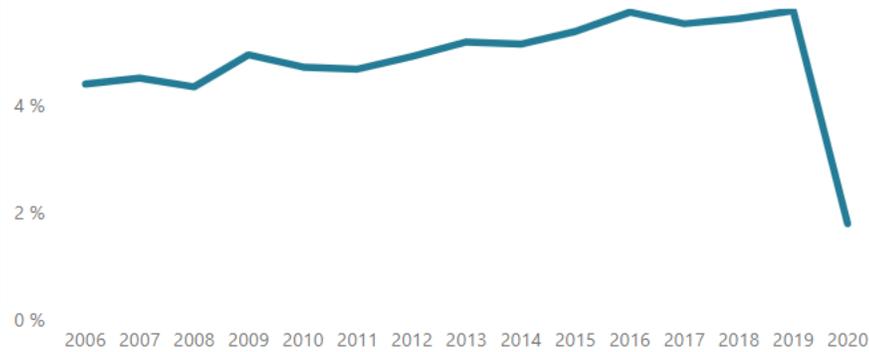
143.1
USD billion

Share of tourism of total exports

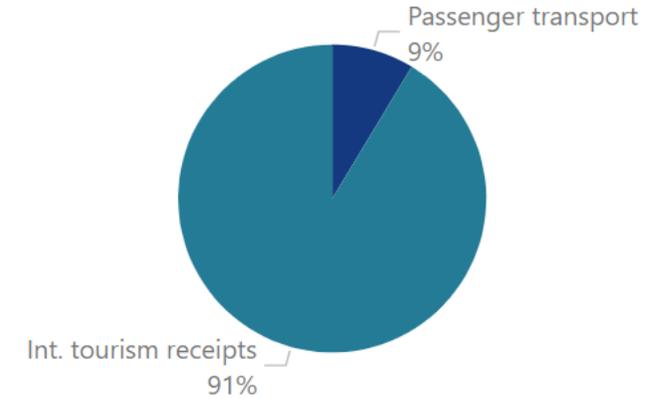


Export revenues from international tourism are composed of "travel" (receipts in destinations) and "passenger transport" receipts.

Share of tourism of total exports (%)

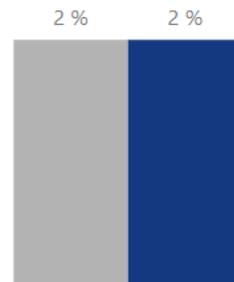


Tourism exports (share, %)



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 region

Results 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

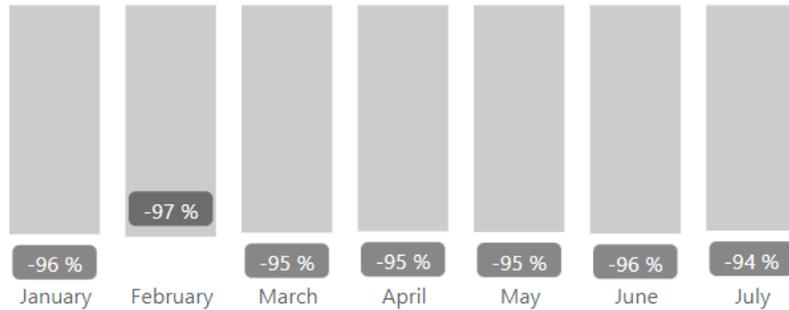
YTD change (%)

-95 %

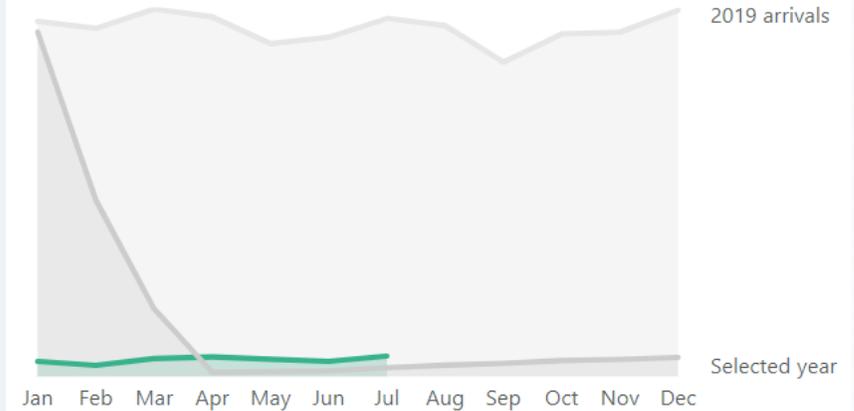
YTD available

Jan - Jul 21

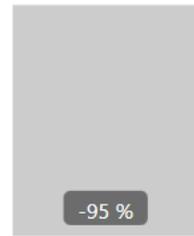
Change by month (%)



International tourist arrivals (thousands)

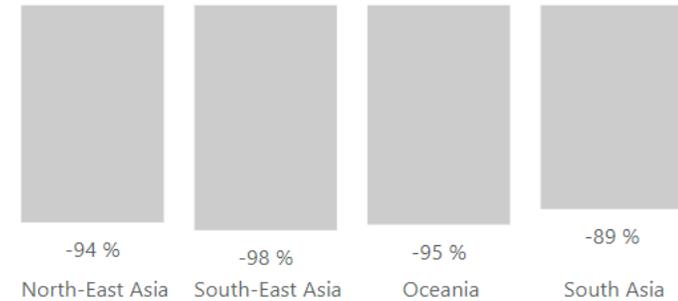


Change by region (%)



Asia and the Pacific

YTD change by subregion (%)



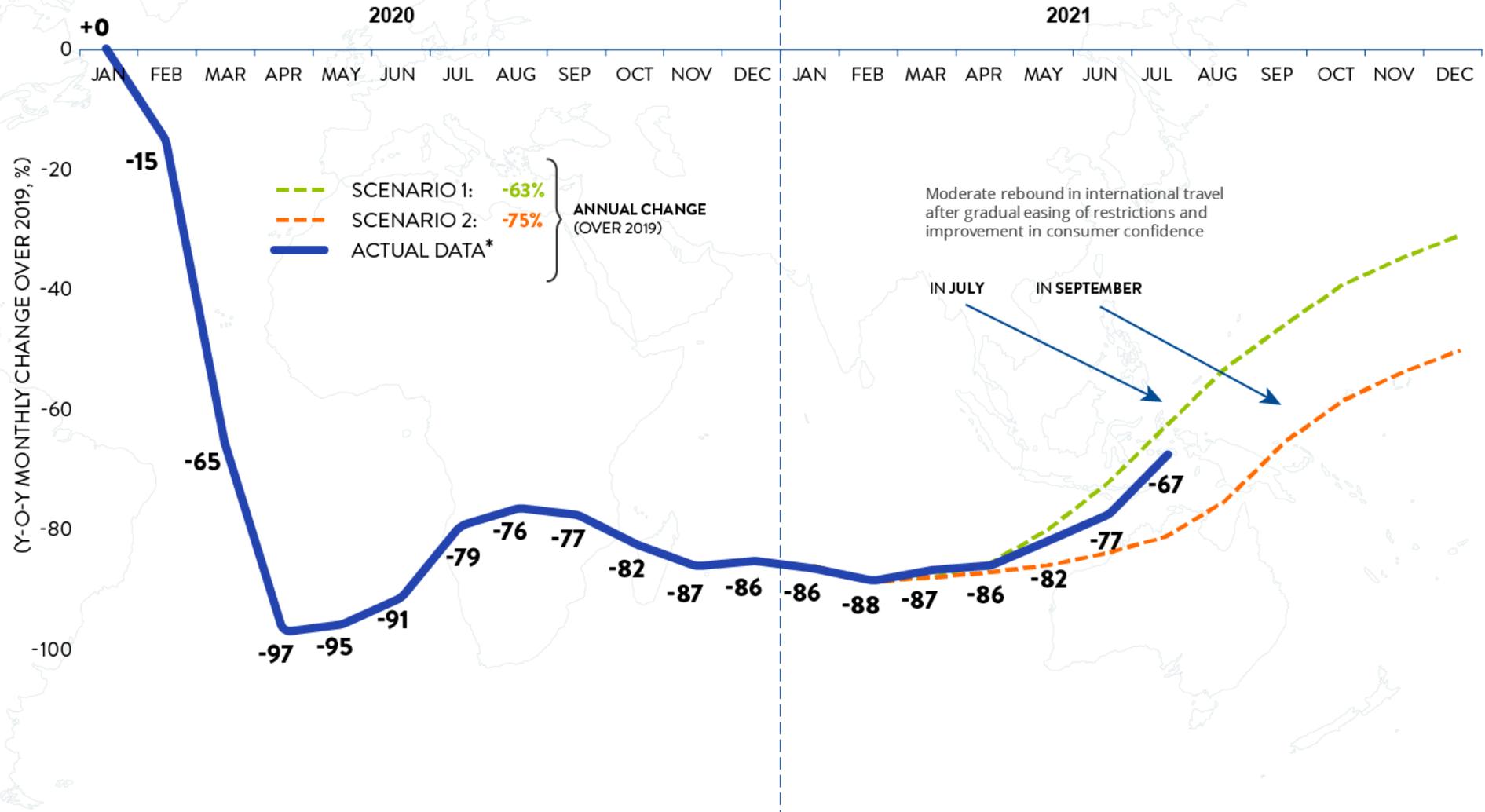
INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021

(Y-O-Y MONTHLY CHANGE OVER 2019, %)

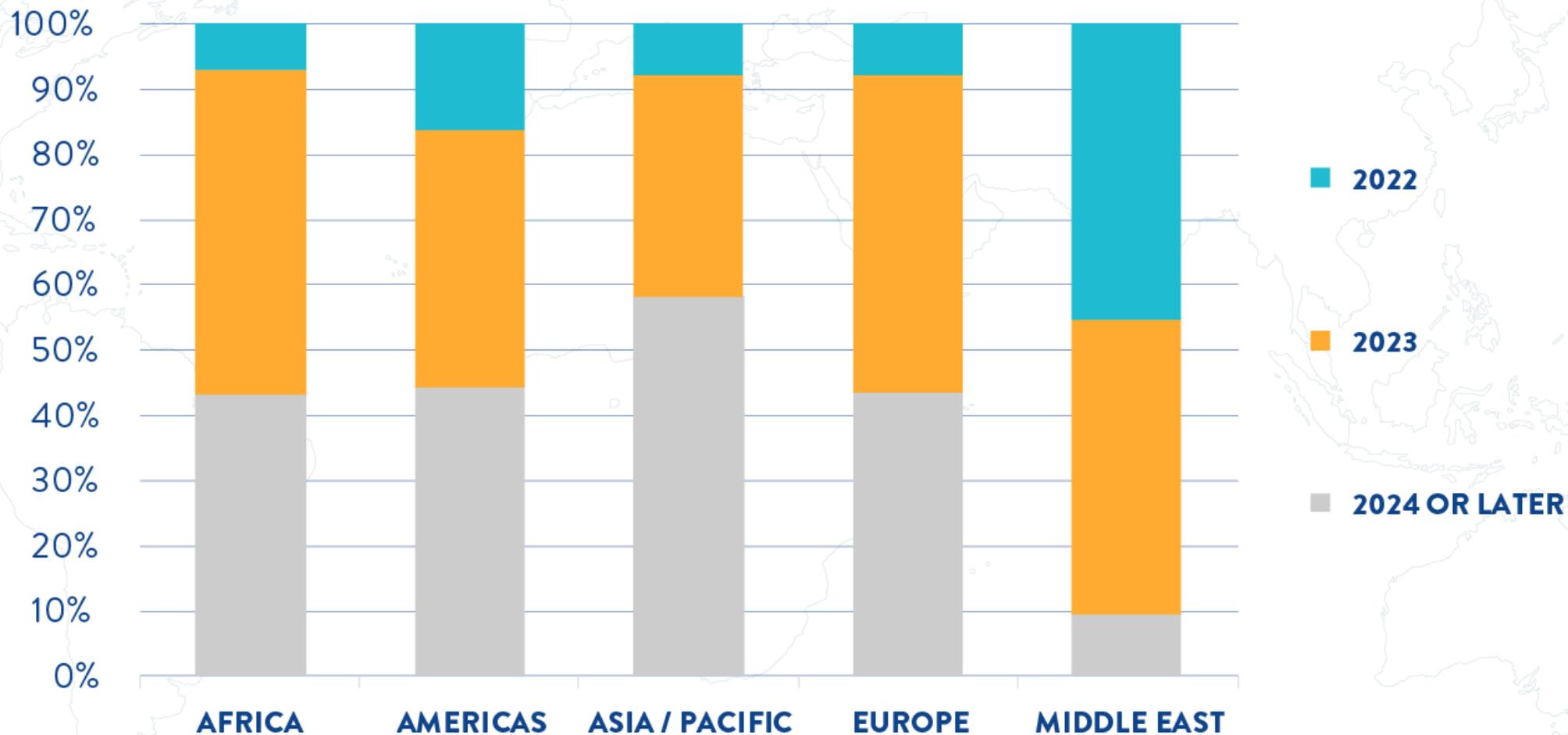
* Actual data for 2021 is preliminary and based on estimates for destinations which have not yet reported monthly results.



SOURCE: UNWTO
(DATA AS OF SEPT 2021)



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



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**