Uniting the Global Travel Industry and rebuilding Traveler Confidence

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WTTC Membership

- 200 Members (CEOs and Chairs)
- All geographies
- All industries in Travel & Tourism
Global Performance

Travel & Tourism Economic Impact 2020 (2019 Figures)

- 2.5% Global GDP growth
- 3.5% Travel & Tourism GDP growth
- 10.3% Travel & Tourism total contribution to global GDP

- 330 mn Jobs supported by Travel & Tourism
- 1/10 Jobs supported by Travel & Tourism
- 1/4 of all new jobs created came from Travel & Tourism

- 28.7% International Spend VS 71.3% Domestic Spend
- 21.4% Business Spend VS 78.6% Leisure Spend

Source: WTTC EIR 2019 Data
Contribution of Travel & Tourism to GDP:

8.6% of Total Economy
Total T&T GDP = USD 1,839.0 BN

+2.3% growth
2019 Travel & Tourism GDP growth vs. +2.3% real economy GDP growth

Contribution of Travel & Tourism to Employment

16,826.5
Jobs (000’s)
(10.7% of total employment)

International Visitor Impact
USD 195.1 BN
in visitor spend (7.8% of total exports)

Source: WTTC EIR 2019 Data
## North America Economic Impact from COVID-19

### Baseline Scenario
- **Travel & Tourism Jobs:** 11.4 MILLION job losses ↓ 44%
- **Travel & Tourism GDP:** $955 BILLION loss ↓ 45%
- **Global Visitor Arrivals:**
  - International ↓ 59%
  - Domestic ↓ 40%

### Downside Scenario
- **Travel & Tourism Jobs:** 18.2 MILLION job losses ↓ 71%
- **Travel & Tourism GDP:** $1,520 BILLION loss ↓ 71%
- **Global Visitor Arrivals:**
  - International ↓ 73%
  - Domestic ↓ 69%
We need to learn from the past …

WE NEED TO LEARN FROM THE PAST…
- Do not try to reinvent or create new travel processes
- Avoid creative solutions in silos and local standards
- Learn from people involved in outbreak response (Hotel rooms – COVID-free)

→ 9/11 – very slow processes and impact in recovery
→ 2008 -- coordinated approach via G20 (Private-Public)

TO RECOVER FASTER …
- Essential public and private COLLABORATION
- Enhance current SEAMLESS TRAVEL EXPERIENCE
- Embrace GLOBAL STANDARDS & PROTOCOLS to ensure re-building trust of the travellers
- Embrace new TECHNOLOGIES to allow contact tracing & testing in coordination with sector standards.

90 Crises (2001-2018)
- Natural Disasters: 36%
- Terrorism and Security related incidents: 32%
- Disease or Outbreaks: 13%
- Political Instability: 19%

80%
70%
Past Economic Recovery

**World, 2000-2019:**
- T&T employment (000s)
- T&T GDP growth (%)
- Economy GDP growth

**G20, 2000-2019:**
- T&T employment (000s)
- T&T GDP growth (%)
- Economy GDP growth

**China, 2000-2019:**
- T&T employment (000s)
- T&T GDP growth (%)
- Economy GDP growth

**KEY EVENTS:**
- A 9/11
- B Global financial crisis
- C SARS
- D SARS recovery
1) A coordinated international approach to re-establish effective operations:
   - **Reopen Borders** – In an international coordinated way between public & private sector and other countries. Possible ‘air corridors’ to countries with similar circumstances (Medical, Political & Tourism)
   - **Remove Barriers** – Eliminate travel advisories and bans on non-essential international travel. Replace country wide 14 days quarantine measures with selective quarantines of positive cases. Internationally agreed framework of comprehensive testing and tracing programmes (acceptance and basic exchange data for tracing)

2) Enhance existing Seamless Traveller journey experience by adding health components and use of technology,
   - **Before the Vaccine**: Invest in extensive, rapid (less than one hour), reliable (97%+) and low cost (less than 15 USD) tests to apply before departure (symptomatic and asymptomatic). Agreement of international framework for testing (type, process of application, timeframe)
   - **After the Vaccine**: integrate a possible digital health stamp to the traveler information before the trip begins

3) Adoption of global health, hygiene & safety protocols and common standards - Provide consistency, reduce risk and build traveler confidence that it is safe to travel again. Standard policies should be adopted (e.g. like where, how and how long to wear the mask)

4) Continued government support for the sector in terms of fiscal, liquidity incentives, protect workers and invest promotion.
Protocols & Safe Travels Stamp

WTTC alongside our Members, governments, health experts (WHO and CDC guidelines) and other industry associations worked together to develop effective recovery protocols to optimise sector-wide recovery efforts.

- Designed to rebuild confidence among consumers & ensure alignment of private sector

- Protocols covering all travel verticals
112 destinations have received the Safe Travels Stamp with more 90 destinations in the pipeline.
Unique opportunity to overcome the situation together

- Timing is crucial
- **Mutual Priorities:**
  - Avoid exporting or importing the virus – Public Health
  - Reduce impact of millions of livelihoods around the world
  - Avoid a painful and long recovery
  - Science and data-based decisions
  - Reduce significant social impact
- **Travel and Tourism part of the solution like in past crises.**
G20 Tourism

- Millions of jobs and livelihoods have been impacted
- Saudi Arabia requested WTTC and private sector - 100 million job recovery plan
100 million job recovery plan

• 12 commitments from the private sector

• Support needed from the governments

  o A coordinated approach to re-open borders and the consideration of international standard reporting and indicators on risk assessments and the current situation to provide clarity on information

  o Implement an international testing protocol and a coordinated framework for testing before departure using fast, efficient and affordable tests.

  o Modify quarantine measures to be for positive tests only: Replace blanket quarantines for a more targeted and effective approach, significantly reducing the negative impact on jobs and the economy.
Thank you

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