

REIMAGINING TOURISM

MIDDLE EAST AFRICA DUTY FREE  
ASSOCIATION CONFERENCE

23 NOVEMBER 2021

BASMAH AL MAYMAN

REGIONAL DIRECTOR FOR THE MIDDLE EAST

UNWTO



# CONTENTS

I. International Tourism 2020

II. International Tourism 2021: Slight improvement in confidence amid significant uncertainty

III. UNWTO initiatives to restart Tourism

## I. INTERNATIONAL TOURISM 2020: THE WORST YEAR ON RECORD

- Tourism suffered the greatest crisis on record in 2020. International tourist arrivals plunged 73% leading to:
- 1 billion fewer arrivals and bringing total numbers back to levels of 30 years ago;
  - A loss in worldwide exports from tourism (including passenger transport) of nearly US\$ 1.1 trillion - ten times the loss of 2009 economic crisis – representing 42% of the total decline in global exports;
  - A loss of about US\$ 2 trillion in direct tourism GDP, more than 2% of the world's GDP;
- and
- 100 to 120 million direct tourism jobs at risk

II. INTERNATIONAL  
TOURISM 2021:  
SLIGHT  
IMPROVEMENT IN  
CONFIDENCE AMID  
SIGNIFICANT  
UNCERTAINTY

- Arrivals were down by 85% in the first five months of 2021 yet confidence is slowly recovering according to the UNWTO panel of experts and may marked a slight upward trend.

UNWTO 2021 scenarios were revised downwards due to the weaker than expected results. Scenario I indicates a rebound in July with a 40% increase in arrivals compared to 2020, though still 63% below 2019 .

The second scenario considers a rebound in September, meaning a 10% increase in arrivals compared to 2020, but still 75% below 2019.

II. INTERNATIONAL  
TOURISM 2021:  
SLIGHT  
IMPROVEMENT IN  
CONFIDENCE AMID  
SIGNIFICANT  
UNCERTAINTY

- Industry indicators as included in the UNWTO Recovery Tracker confirm a slow rebound, namely: -
- International seat capacity is still 71% below levels of 2019 with significant improvements in Africa (-53%), Americas (-56%) and the Middle East (-60%) while domestic routes performed much better at only minus 21% as compared to 2019 (data as July 2021 from the International Civil Aviation Organization - ICAO).
- - Air travel bookings are also still much below 2019 levels (worldwide at -88%) but again with Middle East, Africa and Americas doing slightly better (data as of July 2021 from ForwardKeys).

## II. INTERNATIONAL TOURISM 2021: SLIGHT IMPROVEMENT IN CONFIDENCE AMID SIGNIFICANT UNCERTAINTY

- Hotel bookings are 33% behind 2019 with better results in the Americas (-14%) and the Middle East (-29%) while Europe is lagging much behind (-70%) (data as of July 2021 from Sojern).
- Overall hotel occupancy rates in June 2021 were at 53% as compared to 37% for the whole of 2020, with significant improvement in the last months.
- The Middle East, Americas and Asia-Pacific show the best results, the latter two mostly due to important domestic markets (data as of June 2021 from STR). - On the other hand, short-term rentals seem to be recovering faster with global levels only at -8% as compared to 2019 (data as of June 2021 from AirDNA).
- Indicators on the travel sentiment as measured in web social conversations which showed some improvement in June have gone down in July showing the volatility of the markets (data as of July 2021 from TCI Research).
- Finally, data on travel searches (flights and accommodation) from Google have slowed down in June after a significant increase in April and May.

---

# III. UNWTO INITIATIVES TO RESTART TOURISM



## UNWTO VISION

- Since the beginning of the pandemic, the UNWTO has been continuing its efforts to restart tourism on the basis of sustainability and innovation.
- It affirms that tourism recovery will only take place through cooperation and the use of data and digital solutions.





# UNWTO –COVID RESPONSE



## SUSTAINABILITY AS THE NEW NORMAL

---

To mark World Environment Day, the One Planet Sustainable Tourism Programme led by UNWTO announces its new vision for global tourism– growing better, stronger, and balancing the needs of people, planet and prosperity.



## TOURISM RECOVERY

---

Governments have responded quickly and strongly with the level and coverage of measures stepping up over time. Most countries have adopted economy-wide stimulus packages (fiscal and monetary measures) along with job support measures.



## RESTARTING TOURISM

---

At its fifth meeting, UNWTO changed the emphasis towards restarting tourism. The Committee endorsed UNWTO's Global Guidelines to Restart Tourism, an action plan focused on the Priorities for Tourism Recovery.

# UNWTO –COVID RESPONSE



## RECOMMENDATIONS FOR ACTION

---

Supporting Jobs and Economies Through Travel & Tourism

A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery



## TRAVEL RESTRICTIONS

---

This latest research shows that while discussions on possible first measures for lifting restrictions are underway, 100% of destinations worldwide still have COVID-19 related travel restrictions for international tourists in place.



## TOURISM RECOVERY TRACKER

---

As tourism slowly restarts in an increasing number of countries, the World Tourism Organization (UNWTO) has developed the first comprehensive tourism recovery tracker worldwide, monitoring a number of relevant indicators throughout the recovery of tourism.

# UNWTO –COVID RESPONSE



## **LATEST IMPACT ASSESSMENT**

---

The UNWTO World Tourism Barometer monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.



## **PLASTICS AND COVID-19**

---

A new set of Recommendations published today outline how the global tourism sector can continue in its fight against plastic pollution while effectively facing the public health and hygiene challenges of the COVID-19 pandemic.



## **TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE**

---

We are facing an unprecedented global health crisis, the repercussions of which are being felt in all sectors of society and the economy.

# TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

The Package includes a comprehensive list of technical assistance activities, both of a longer duration with a wide scope, and of a short duration with a specific focus.

Depending on the situation in a country, different technical assistance activities at various stages of the COVID-19 mitigation and recovery process may be needed.

The Package is structured around three main pillars:

- 1) Economic Recovery
- 2) Marketing and Promotion
- 3) Institutional Strengthening and Capacity Building



# UNWTO –COVID RESPONSE



## KNOWLEDGE

---

Improve your skills and knowledge by joining the webinars delivered by UNWTO and those created and delivered directly by our partner Institutions and experts. You can join Live Webinars or come back to them in our Recorded Webinars' section.



## UNWTO GLOBAL TOURISM DASHBOARD

---

Loss of 850 million to 1.1 billion international tourists

Loss of US\$ 910 billion to US\$ 1.2 trillion in export revenues from tourism

100 to 120 million jobs at risk



## MEASURES TO SUPPORT TOURISM

---

This compilation of country and international policy responses aims to share and monitor worldwide measures to mitigate the effects of COVID-19 crisis in the travel and tourism sector and accelerate recovery.

# UNWTO Tourism Online Academy

## Management of Nature-based Tourism Destinations

### A- MOOCS (Massive Online Open Courses)

- Being asynchronous and self-paced, participants have the flexibility for adapting their agenda.
- A high number of participants can benefit from them.
- Especially useful for introducing topics to a larger number of participants.

### B- Webinars

- 2 webinars of 45-minute each:
  - i. Global trends on nature-based tourism
  - ii. Empowering women and youth: sustainable livelihoods through tourism in rural areas.

### C- Executive Training Courses

- 2 courses of 9-hours each split over 3 days
  - i. Product development in nature-based tourism destinations
  - ii. Sustainable tourism destination management: quality standards and control

# UNWTO –COVID RESPONSE



## **TRANSFORMING ONE PLANET VISION INTO ACTION**

---

This repository of initiatives, tools and strategic thinking aims to inspire further action for the responsible and sustainable recovery of tourism.



## **GLOBAL ETHICS OF TOURISM**

---

The World Committee on Tourism Ethics (WCTE) met remotely on 5 June 2020 for a special session on COVID-19 and Tourism with the attendance of all Members and alternates.



## **WEAVING THE RECOVERY – INDIGENOUS WOMEN IN TOURISM**

---

Selected as one of the ten most promising projects of the Paris Peace Forum 2020

Thank YOU

