WTO Simply Services Webinar

20 July 2021

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Export revenues from tourism
Total exports from international tourism reached USD 1.7 trillion in 2019

- Export earnings from international tourism (travel and passenger transport) are an important source of foreign revenues for many destinations around the world, helping to create jobs, promote entrepreneurship and develop local economies.
- Tourism is a key component of export diversification both for emerging and advanced economies, with a strong capacity to reduce trade deficits and to compensate for weaker export revenues from other goods and services.
- For many small developing countries, including most Small Island Developing States, tourism is a major source of foreign-currency income, which can represent up to 90% of total exports.

Tourism generates USD 5 billion a day in exports

\[
\text{USD 1.5 trillion exports in destinations} + \text{USD 255 billion passenger transport} = \text{USD 1.7 trillion exports from international tourism in 2019}
\]

- 7% of global exports
- 28% of world’s services exports

Export earnings by product category, 2019 (USD billion)
Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO).

Export revenues from international tourism have grown faster than merchandise exports almost every year since 2010

Export revenues from International tourism and merchandise exports (% change)
International tourism back to levels of 30 years ago

-73% International tourist arrivals

International tourism could plunge to levels of 1990s

Loss of international tourist arrivals 1 billion

Loss in export revenues from international tourism US$ 1.1 trillion

Estimated loss in direct tourism GDP +US$ 2 trillion

100 million direct tourism jobs at risk
Decline in total exports in most tourism-dependent countries and territories, 2020

Tourism as a % of total exports, 2019

Change in total exports, 2020 (% based on US$)

Cluster 1 (50% or higher)
- Macao (China)
- Bahamas
- Aruba

Cluster 2 (30% to 50%)
- Cabo Verde
- São Tomé & Príncipe

Cluster 3 (20% to 30%)
- Fiji
- Montenegro

Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)
(Data as of May 2021)

Note: Destinations are divided into clusters based on the share of international tourism in total export revenues.
LOOKING AHEAD
2021 JANUARY-MARCH*

INTERNATIONAL TOURIST ARRIVALS

WORLD

2019: (+4%)
2020: (-73%)
JAN-MARCH 2021: -83% (OVER 2020)
JAN-MARCH 2021: -88% (OVER 2019)

AMERICAS
2019 (+2%)
2020 (-68%)
JAN-MAR 2021 (-71%)

EUROPE
2019 (+4%)
2020 (-69%)
JAN-MAR 2021 (-83%)

AFRICA
2019 (+2%)
2020 (-74%)
JAN-MAR 2021 (-81%)

MIDDLE EAST
2019 (+7%)
2020 (-74%)
JAN-MAR 2021 (-78%)

ASIA & THE PACIFIC
2019 (+4%)
2020 (-84%)
JAN-MAR 2021 (-94%)

SOURCE: UNWTO
* PROVISIONAL DATA (Y-O-Y MONTHLY CHANGED) (DATE AS OF MAY 2021)
INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021
(Y-O-Y MONTHLY CHANGE OVER 2019, %)

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

SOURCE: UNWTO (DATA AS OF MAY 2020)
WHAT ARE THE MAIN FACTORS WEIGHING ON THE RECOVERY OF INTERNATIONAL TOURISM?

SOURCE: UNWTO PANEL OF EXPERTS SURVEY, MAY 2021
COVID – 19
RELATED TRAVEL RESTRICTIONS
A GLOBAL REVIEW FOR TOURISM

TENTH REPORT AS OF 5 JULY 2021
As of 1 June, 29% of destinations have their borders completely closed for international tourism. Of these, +50% have been completely closed since May 2020 or longer; the majority in Small Island Development States of Asia Pacific. Just 3 destinations (Albania, Costa Rica, Dominican Republic) are completely open to tourists, with no restrictions now in place.
COVID-19 RELATED TRAVEL RESTRICTIONS

- Complete Closure
- Lifted
- Other Measures
- Partial Closure

Select a month to see results for the selected month (based on the Travel Restrictions report)

- Apr 2020
- May 2020
- Jun 2020
- Jul 2020
- Sep 2020
- Nov 2020
- Feb 2021
- Jun 2021

Travel Restrictions

This map shows the current status of each destination. Hover over each country to see the development over time of the restrictions of that destination. See below the definitions of each status:

**Complete border closure:** Borders are completely closed to tourism.

**Partially closed:** Borders are partially closed and/or have suspended all/some flights.

*N*ote: As of February 2021, this category also includes visa issuance and destination-specific restrictions.

**Other measures:** Visa issuances, quarantine or mandatory testing.

*N*ote: As of February 2021, this category is renamed as Testing and Quarantine and now only includes COVID-19 testing and quarantine.

**Lifted for international tourism:** Lifted all COVID-19 related restrictions for international tourism.

For more information on travel restrictions and further research, please click here.
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70% of destinations in Asia Pacific are completely closed, compared with 13% in Europe, 20% in the Americas, 19% in Africa and 31% in the Middle East.
Five key policy priorities to #RestartTourism

1. Harmonized Travel Protocols
2. Digitalization (documents and borders)
3. Protection of Tourists
4. Safety Protocols on the ground
5. Clear, consistent and updated information
UNWTO Middle East Member States have agreed to work together on core initiatives intended to harmonize travel protocols and reinvigorate regional travel through:

- Developing a **common framework to reopen international borders**;
- Creating approved **Public Health Corridors** between destinations to promote specific tourism experiences and relaunch hotspot tourism destinations;
- Implementing a **common digital health solution** to facilitate travelers' experience through interoperability and blockchain as technologies to help develop common standards; and
- Working to promote the **UNWTO/IATA destination tracker**, a monitoring system to track health data, regulations and movements across borders.
The global vaccination rollout and increased adoption of digital solutions for safe travel should lead to a rise in international mobility over the weeks and months ahead - UNWTO
COMMITTEE FOR THE DEVELOPMENT OF AN INTERNATIONAL CODE FOR THE PROTECTION OF TOURISTS
ISO Publicly Available Standard (PAS) 5643

20 tourism subsectors: accommodation, restaurants, beaches, ski resorts, medical spas, tourists guides, tourists bus companies, rent a car, night leisure, etc.

Technical assistance by UNWTO to Member States (with Asian Development Bank and Inter-American Development Bank)

- Vietnam
- Egypt
- Jordan
- ABEC Corridor
- Latin America
UNWTO and IATA have developed the first dashboard on Travel Restrictions and Health-related Travel Requirements, with the aim of supporting the recovery of tourism by restoring the confidence of tourists through up-to-date information and insights.
## CURRENT AIR TRAVEL RESTRICTIONS

<table>
<thead>
<tr>
<th>Restriction level</th>
<th>Description</th>
<th>Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Restriction level</strong></td>
<td>Partially Restrictive</td>
<td>![Icon]</td>
</tr>
<tr>
<td><strong>COVID-19 test</strong></td>
<td>YES</td>
<td>![Icon]</td>
</tr>
<tr>
<td><strong>Entry restrictions</strong></td>
<td>YES, with exceptions</td>
<td>![Icon]</td>
</tr>
<tr>
<td><strong>Flights suspended</strong></td>
<td>NO</td>
<td>![Icon]</td>
</tr>
<tr>
<td><strong>Quarantine</strong></td>
<td>YES</td>
<td>![Icon]</td>
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### Latest changes
Portugal extended the entry restrictions until 25 July 2021. Please see item 1 below.

### Current regulations
1. Until 25 July 2021, passengers are not allowed to enter.
   This does not apply to:
   - nationals of Portugal and their family members;
   - residents of Portugal;
   - nationals of Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland (Rep.), Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Romania, Slovakia, Slovenia, Spain, Sweden and Switzerland, and their family members;
   - passengers with a long term visa issued by Portugal;
   - passengers arriving from Albania, Armenia, Australia, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Brunei Darussalam, Bulgaria, Canada, China (People's Rep.), Chinese Taipei, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong.
UNWTO 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.
Indicators over time

To compare how each indicator is developing over time, please select all relevant indicators you would like to compare, as well as a region or a subregion. If no region is selected, it shows the global total.

YoY Change by indicator (%)

Select a region or subregion

YTD change (%)

- Travel Sentiment: 26% Jun 2021
- Short-term rentals: -7% May 2021
- Seat capacity - domestic: -28% May 2021
- Hotel Bookings: -34% Jun 2021
- Hotel Searches: -45% Jun 2021
- Seat capacity - International: -75% May 2021
- Int. Tourist Arrivals: -83% Mar 2021
- Actual Air Reservations: -90% Jun 2021
UNWTO GLOBAL TOURISM DASHBOARD

- Tourism Results - By region and by country
- Monthly and YTD change of International Tourist Arrivals - in relative and absolute terms
- Most vulnerable destinations
- Impact assessment - COVID-19 and previous crises

Last update: 31/05/2021
UNWTO GLOBAL TOURISM DASHBOARD

COVID-19: Measures to support travel and tourism

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.

- Measures by country/institution
- Measures by category
- UNWTO Briefing Note – Tourism and COVID-19