

WTTC

# Mitigation Strategies for Tourism after COVID-19

17th Meeting of the COMCEC Group



Virginia Messina  
**Senior Vice President, Advocacy**

# WTTC Membership

WTTC Executive Committee

200 Members (CEOs and Chairs) | All geographies | All industries in Travel & Tourism

Airports

Airlines

Cruise

Destinations

Tour Operators

Travel Companies

OTAs

GDS

Car Rental

Hotels

Digital Players

Travel Services



**CARNIVAL CORPORATION**  
Arnold Donald  
President & CEO



**HILTON**  
Christopher J. Nassetta  
President & CEO



**UNITED AIRLINES**  
Scott Kirby  
CEO



**VALUE RETAIL**  
Desirée Bollier  
Chair



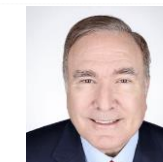
**INTREPID GROUP**  
Darrell Wade  
Co-Founder & Chairman



**TUI GROUP**  
Friedrich Joussem  
CEO



**MSC CRUISES**  
Pierfrancesco Vago  
Executive Chairman



**ROYAL CARIBBEAN CRUISES**  
Richard D. Fain  
President & CEO



**DALLAS FORT WORTH INTERNATIONAL AIRPORT**  
Sean Donohue  
CEO



**SEERA GROUP**  
Aldawood Bin Nasser  
CEO



**JTB CORP**  
Hiromi Tagawa  
Executive Advisor



**DUBAI AIRPORTS**  
Paul Griffith  
CEO



**EMIRATES GROUP**  
Gary Chapman  
President, Group Services



**Japan Airlines**  
Yuji Akasaka  
Representative  
Director, Executive  
President



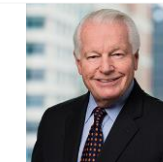
**TRIP.COM GROUP**  
Jane Jie Sun  
CEO



**NEOM**  
Andrew McEvoy  
CEO



**CWT**  
Michelle McKinney  
CEO



**US TRAVEL ASSOCIATION**  
Roger Dow  
President and CEO



# Economic Impact 2019 vs 2020



## GLOBAL DATA

### \$ Total GDP contribution:

2019

**10.4%**

USD 9,170 BN

2020

**5.5%**

USD 4,671 BN

Total Travel & Tourism GDP change in 2020:

**-49.1%**

= USD -4,498 BN

Global economy GDP change:

**-3.7%**



### Total Travel & Tourism jobs:

2019

**334MN**

= 1 in 10 jobs

2020

**272MN**

= 1 in 11 jobs

1 in 4 net new jobs  
were created by Travel  
& Tourism during 2014-  
2019

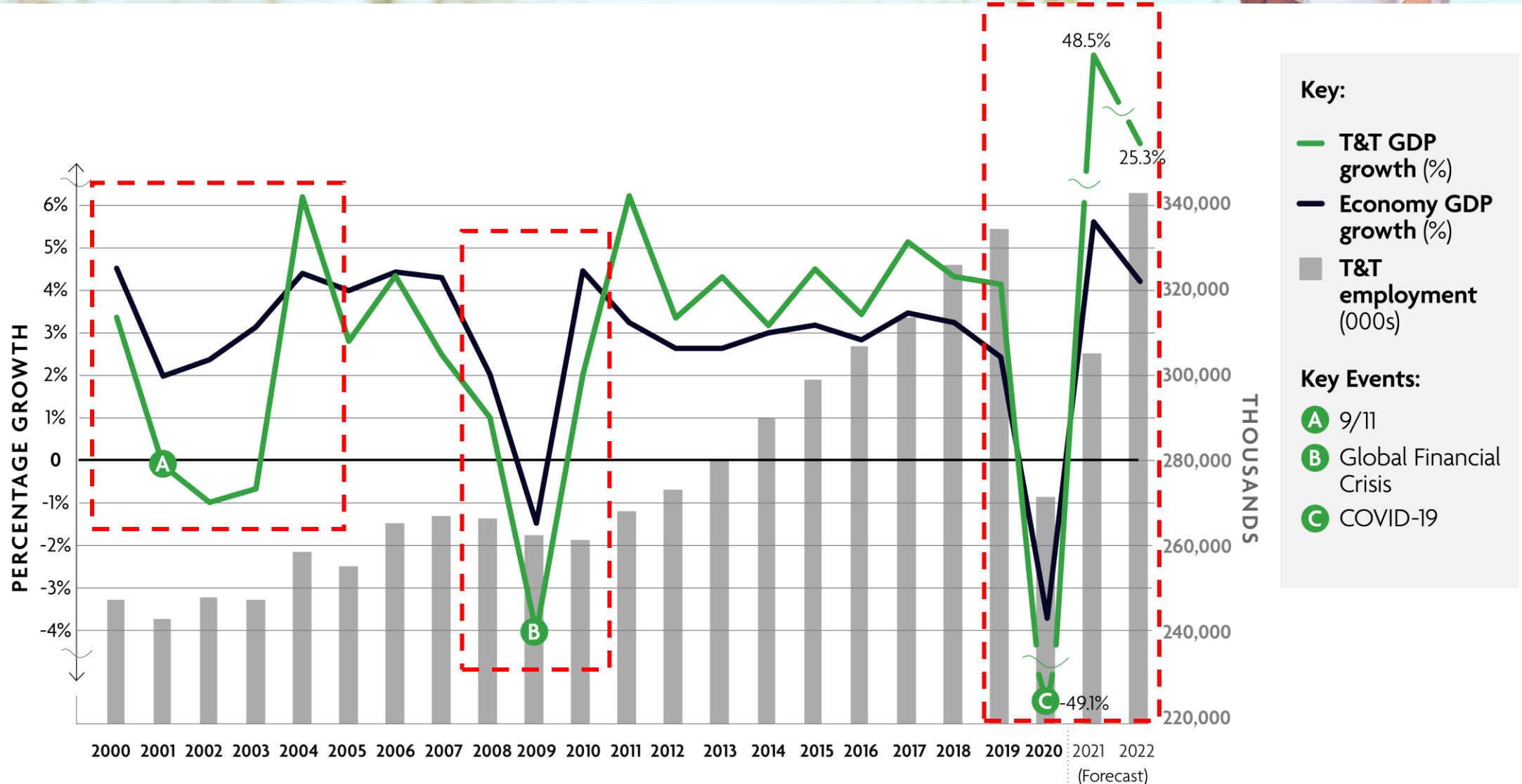


Change in jobs in 2020

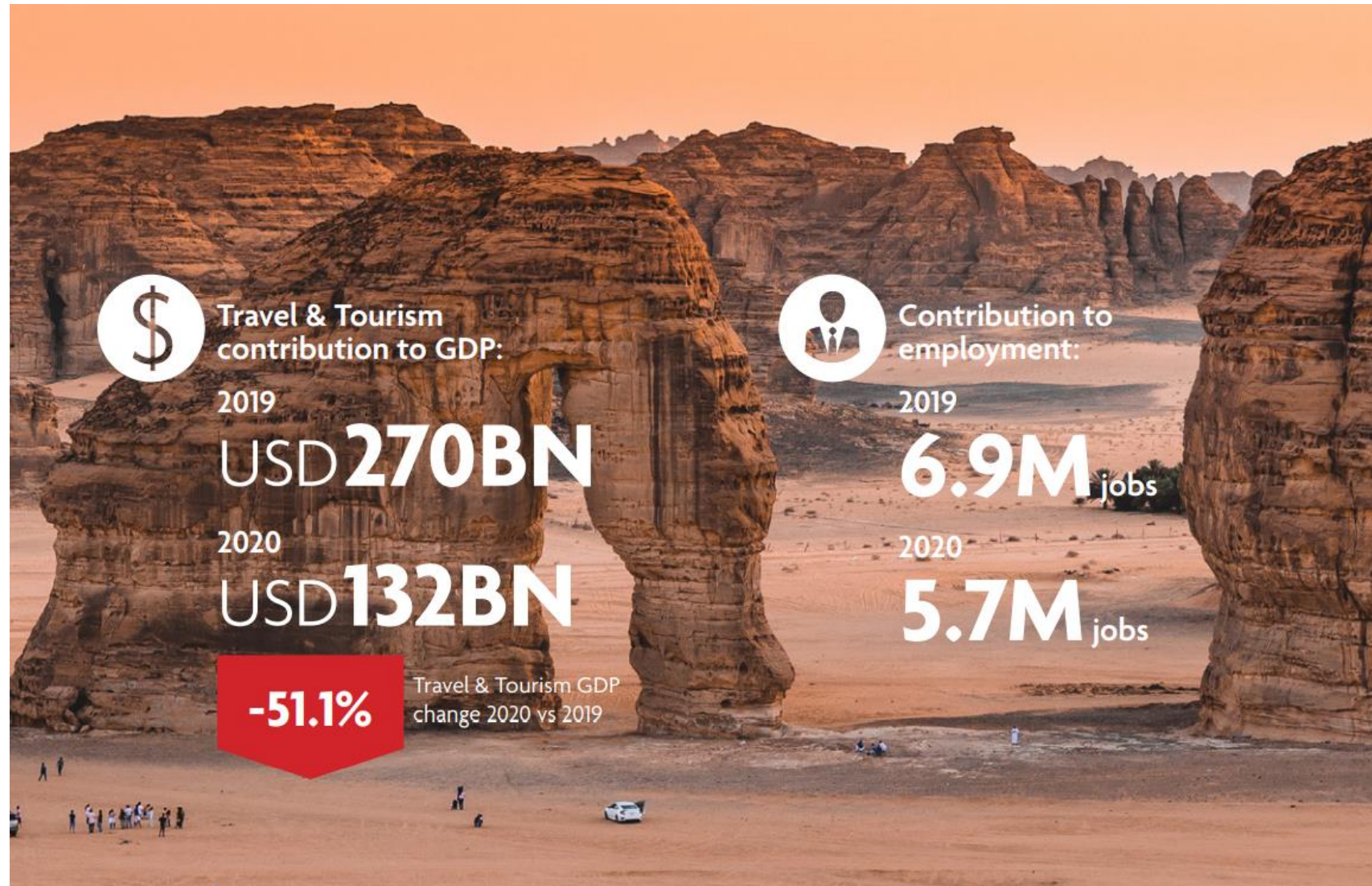
**-61.6MN**  
-18.5%

# Economic Impact Timeline

## 2000-2020



# Middle East Economic Impact





# Protocols & Safe Travels Stamp

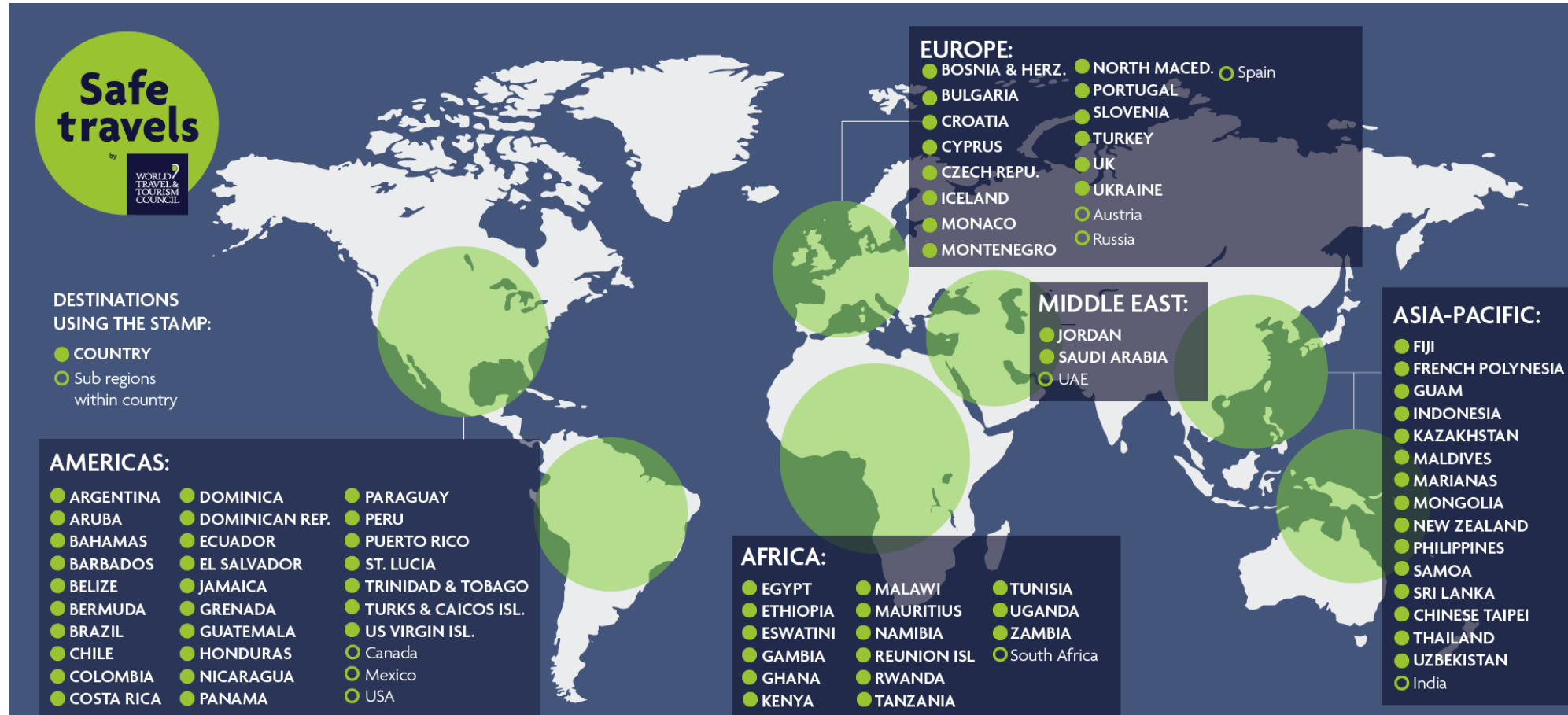


**Safe  
travels**

by  
WORLD  
TRAVEL &  
TOURISM  
COUNCIL

WTTC created **health & hygiene protocols** across:

- Hospitality
- Retail
- Aviation
- Cruise
- Convention Centres and MICE
- Car Rental
- Short Term Rental



# Current Focus



## Restore International mobility to accelerate the recovery of Travel & Tourism and bring back millions of jobs to the economy.

- 1** Implement **simplified rules for international travel** that allow fully vaccinated citizens to travel without restrictions, irrespective of where they're coming from.
- 2** Continue to develop and deploy **digital solutions** that enable travellers to prove their COVID status and ensure quick and easy travel through borders.
- 3** Recognition for **international travel of all vaccines** that have been authorised by the WHO or the Stringent Regulator Authorities (SRA).
- 4** Recognise that international travel is safe with high-quality **health & safety standards**, including the continued adoption of the WTTC Safe Travels protocols.

# WTTC Activity in Middle East



- **Egypt.** “**Egyptian** economy faces daily **losses** of more than EGP 31 million due to UK ‘red list’ status.
- **UAE** “An estimated £59b could be lost from the UK economy if travel remains limited  
**UAE is leading the way** by allowing all fully jabbed travellers to enter the country”
- **Bahrain, Qatar, UAE** “We are disappointed that more destinations were not added to the green list. But, the additions of **India, Bahrain, Qatar**, and in particular the **UAE** – a **major winter sun destination** – will provide a massive boost to Travel & Tourism businesses over the coming months”
- **Turkey** “UK government’s decision to keep **Turkey on a no-go** list is very disappointing”




# The Future of Travel & Tourism



**Digital  
agenda  
accelerated**



**Sustainability  
agenda  
accelerated**



**Health &  
Hygiene  
protocols  
will stay**



**Need to learn  
to co-exist  
with virus**



# Investing in Travel & Tourism



As destinations and governments work towards attracting investment, they will need to create an effective enabling environment, and consider:

## Incentives:

- Smart taxation
- Travel facilitation policies
- Diversification
- Innovation & Digital technology
- Integration of health and hygiene protocols
- Importance of a skilled and trained workforce

## Market Segments:

- Physical Infrastructure & Connectivity
- Digital Infrastructure
- Medical Tourism
- Wellness Tourism
- Business Travel
- Sustainable Tourism
- Nature & Wildlife
- Adventure Tourism
- Cultural Tourism
- Targeted Tourism



# Conclusions: Mitigation Strategies for Tourism after COVID-19

1. Consider COVID as 'endemic'- learn to co-exist with the virus
2. Adapt to new demand and products and invest in promotion
3. Health & hygiene paramount
4. Digital technologies and innovation will support us







THE WORLD TRAVEL & TECHNOLOGY COUNCIL GLOBAL SUMMIT

# UNITING THE WORLD FOR RECOVERY



# WTTC'S NEXT GLOBAL SUMMIT

METRO MANILA

KINDLY HOSTED BY



IT'S MORE FUN IN THE  
**PHILIPPINES**



# Thank you!

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@wtandtc



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