

World Travel & Tourism Council

Gloria Guevara
President & CEO

American Traveler Trends Forum

Session: World Travel Recovery Power Panel

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TRAVEL &
TOURISM
COUNCIL

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The Membership

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



The WTTC Executive Committee

- Airports
- Airlines
- Cruise
- Destinations
- Tour operators
- Travel companies
- OTAs
- GDS
- Car rental
- Hotels
- Digital players
- Travel services



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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

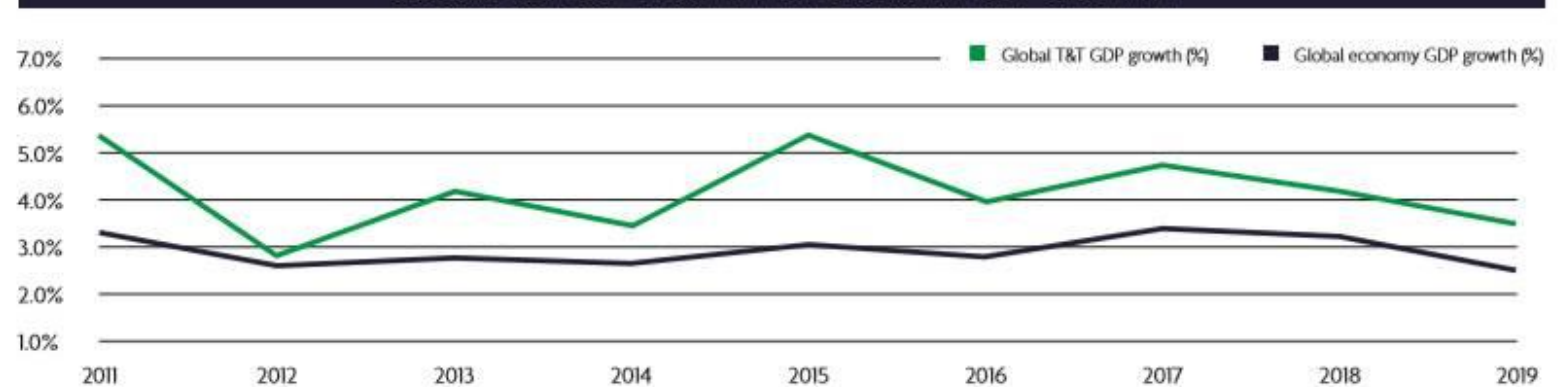
71.3%
Domestic Spend

21.4%
Business Spend

VS

78.6%
Leisure Spend

GLOBAL T&T GDP GROWTH VS. ECONOMY GDP GROWTH





Travel & Tourism jobs 2019:

330 MILLION
= **1 in 10** jobs

1 in 4 of all net new jobs were created by Travel & Tourism over the last five years



Travel & Tourism GDP 2019:

10.3% of global economy
= **\$8.9 trillion**

3.5% Travel & Tourism GDP growth vs. 2.5% real economy GDP growth

UNPRECEDENTED PROJECTED LOSSES FOR 2020

Travel & Tourism jobs:



**100.8
MILLION**
job losses

↓**31%**

Travel & Tourism GDP:



**2.7
TRILLION**
USD

↓**30%**



Travel & Tourism global economic impact of COVID-19:

5x
the impact of the
**2008 Global
Financial Crisis**

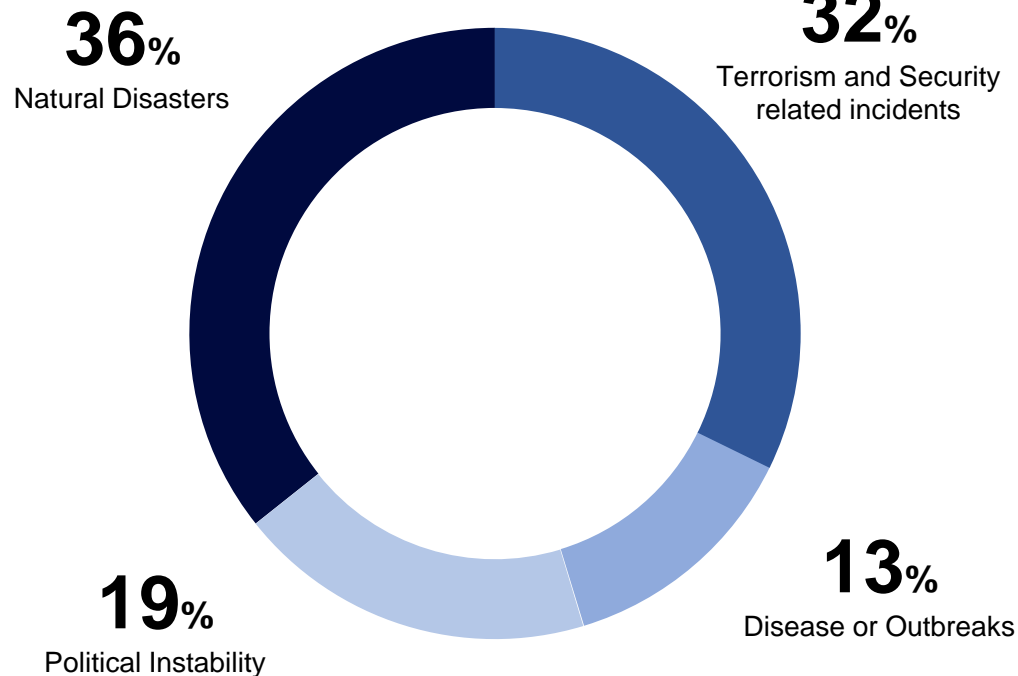
↑**2.9** percentage point

Global unemployment rate directly from Travel & Tourism job losses.

We need to learn from the past ...

90 Crises

(2001-2018)



- 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)
→ SARS, MERS, EBOLA

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.

Principles for Recovery

- 1. A global coordinated approach to re-establish effective operations, remove travel barriers and reopen borders.**
- 2. Enhance existing Seamless Traveller journey experience by adding health components and combining the latest technology, necessary protections and protocols**
 - **Before the Vaccine:** integrate testing and contact tracing to the key end to end traveller journey touchpoints with airports, airlines, hotels, tours, etc.
 - **After the Vaccine:** integrate a possible digital health stamp to the traveller information before the trip begins
- 3. Implement global protocols or standards defined by travel and tourism private sector, health experts and public sector to gain back traveller confidence**
- 4. Continue to support Travel & Tourism sector during the recovery phase with financial aid and promotion**

Global Protocols

#SAFETRAVELS

- WTTC alongside our Members, governments, health experts (WHO and CDC guidelines) and other industry associations are working together **to develop effective recovery protocols to optimise sector-wide recovery efforts**
- Hospitality & Outdoor Retail launched 12th May
- Next: Aviation, Airports, Cruise, Tour Operators, Insurance, Car rental & MICE
- Designed to **rebuild confidence among consumers & ensure alignment of private sector**
- Now **calling on governments to adopt them**
- The protocols are divided into **four pillars:**
 - Operational and staff preparedness
 - Ensuring a safe experience
 - Rebuilding trust
 - Confidence & implementing enabling policies



WTTC's Associate Membership

This programme aims to provide SMEs in the Travel & Tourism sector access to our global network and insights.

As an Associate Member, you will have the opportunity to learn from others as well as establish new partnerships and scale your business.

Membership benefits include access to:

- Our Global Summit, including networking and business opportunities.
- Extensive worldwide research, policy papers, and best practices for decision-making.
- A forthcoming exclusive 'Associate Membership Online Community' with specialist content and development opportunities for SMEs.

For more information contact: adolfo.reyes@wttc.org

Thank you

For more details visit www.wttc.org
or contact maribel.rodriguez@wttc.org

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