US TRAVEL & WTTC
A Global Effort: The Road to Reopening International Air

Gloria Guevara
President & CEO
World Travel & Tourism Council
The Membership

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

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THE TRAVEL CORPORATION
Brett Tollman
Chief Executive
Global Performance 2019 & Economic Impact from COVID19 end of 2020

- **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

Global Economic Impact from COVID19 end of 2020

- **197.5 MILLION** T&T job losses
- **$5,543 BILLION** T&T GDP loss
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)
→ 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.

90 Crises
(2001-2018)

- 36% Natural Disasters
- 32% Terrorism and Security related incidents
- 19% Political Instability
- 13% Disease or Outbreaks

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(2001-2018)
Four Principles for 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 traveller 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.
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
- Endorsed by UNWTO
Unique opportunity to overcome the situation together

- Time is crucial
- Travel & Tourism 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 & Tourism is part of the solution, just as it has been in past crises.
G20's Public & Private Sector 100 million jobs recovery plan

• 12 commitments from the Private Sector

• Government Support
  
  o A coordinated approach to open borders
    Standard international reports and indicators regarding risk assessment. Up to date information for decision making.
  
  o Implement international testing protocols
    A coordinated approach for testing at origin (before departure). Defined testing type, process and time frame.
  
  o Replace general quarantine measures and apply only with positive cases
    To significantly reduce the negative impact in employment and the overall economy.
We need to continue sharing accurate and positive data to restart travel

• 1.2 billion passengers have travelled in 2020
• Only 44 confirmed cases
• One in 27 million

✓ Build Travellers' Confidence
✓ Remove Travel Barriers
✓ Promote Travel (e.g. Let’s go there)
Thank You

For any questions or comments please contact:
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INTERNATIONAL FORECAST NUMBERS ARE WORSE THAN PREDICTED

Summer 2020 Prediction → Current Arrivals

64% decline in overall international arrivals

79% decline in overall international arrivals

2019 Visitation → 2023 Projection

2019

79.3 MILLION international visitors

2023

65.8 MILLION international visitors

SOURCE: Tourism Economics
... but the travel industry is resilient
1. Create Transmission Barriers
2. Implement Touchless Solutions
3. Adopt and Implement Enhanced Sanitation Procedures
4. Promote Health Screening Measures for Employees
5. Establish Procedures Aligned with CDC Guidance
6. Follow Best Practices in Food and Beverage Service
PROTECT YOURSELF AND OTHERS

WHILE YOU TRAVEL

Wear A Mask

Keep Distance

Wash Hands

#TravelConfidently
TESTING IS CRITICAL TO THE FUTURE OF TRAVEL
INCREASED TESTING is key to giving consumers the confidence they need to travel:

- More than half of travelers would be somewhat or much more likely to fly domestically if all passengers and employees tested negative for COVID-19 immediately prior to flying
  - 45% would be more likely to fly internationally
- 41% of travelers would be somewhat or much more likely to attend a conference if all attendees and employees tested negative for COVID-19

SOURCE: Engagious, 10/7/2020