

World Travel & Tourism Council

Gloria Guevara
President & CEO



wttc.org



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@GGuevaraM



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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



HILTON
Christopher J. Nassetta
President & CEO



CARNIVAL CORPORATION
Arnold Donald
President & CEO



UNITED AIRLINES
Oscar Munoz
Executive Chairman



VALUE RETAIL
Desirée Bollier
Chair



INTREPID GROUP
Darrell Wade
Co-Founder & Chairman



TUI GROUP
Friedrich Jousen
CEO



MSC CRUISES
Pierfrancesco Vago
Executive Chairman



ROYAL CARIBBEAN CRUISES
Richard D. Fain
President & CEO



MARRIOTT
Arne Sorenson
President & CEO



SABRE
Sean Menke
President & CEO



JTB CORP
Hiromi Tagawa
Chairman of the Board



DUBAI AIRPORTS
Paul Griffith
CEO



EMIRATES GROUP
Gary Chapman
President, Group Services



Japan Airlines
Tadashi Fujita
Vice Chairman



TRIP.COM GROUP
Jane Jie Sun
CEO



VIRTUOSO
Matthew Upchurch
President & CEO



CARLSON WAGONLIT TRAVEL
Kurt Ekert
President & CEO



US TRAVEL ASSOCIATION
Roger Dow
President and CEO

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%

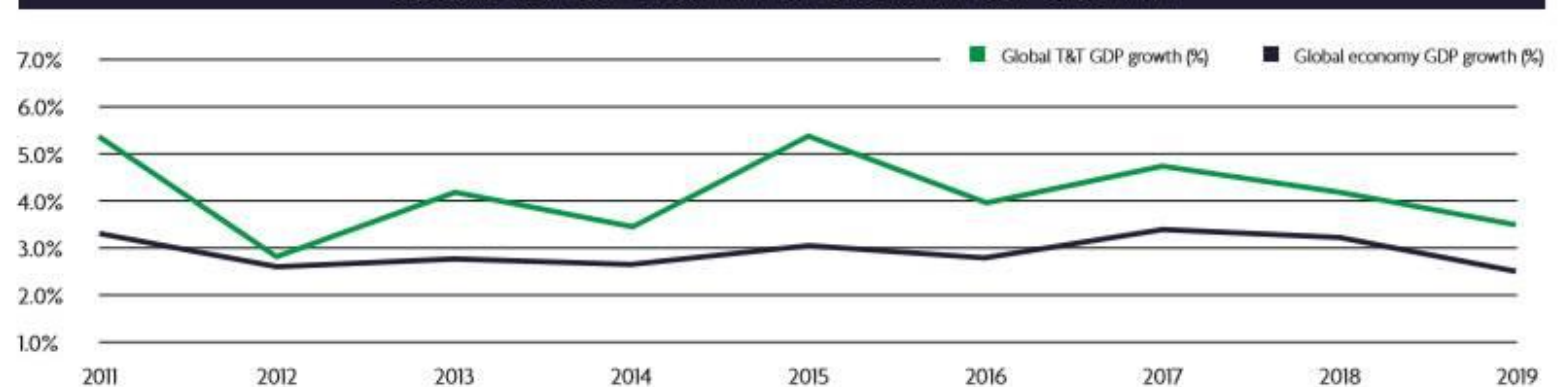
Business Spend

VS

78.6%

Leisure Spend

GLOBAL T&T GDP GROWTH VS. ECONOMY GDP GROWTH



TRAVEL & TOURISM ECONOMIC IMPACT FROM COVID-19

GLOBAL DATA



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:

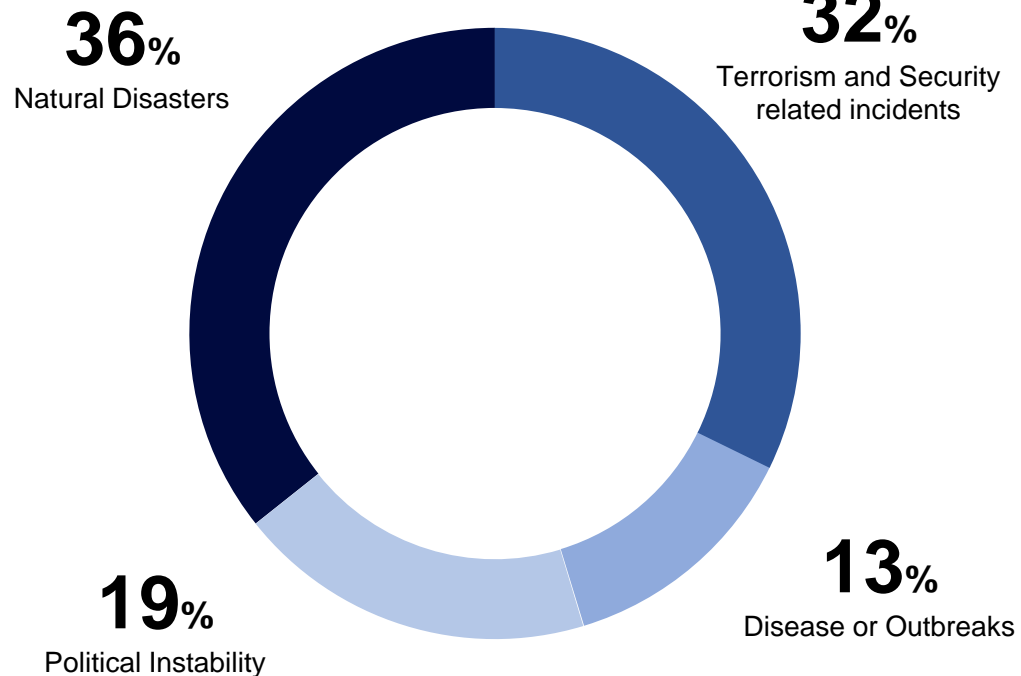
5x
the impact of the
**2008 Global
Financial Crisis**

↑**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

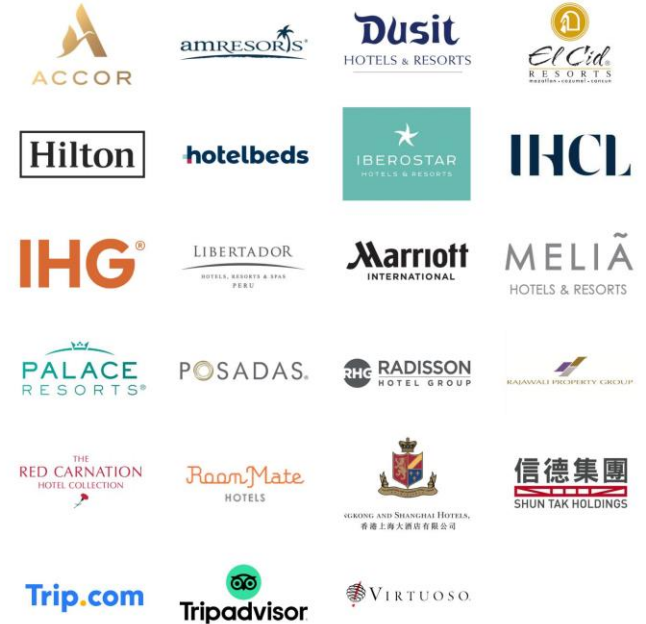
TO RECOVER FASTER ...

- 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**

- 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**
- Launched Hospitality & Outdoor Shopping - This week: Aviation, Airports, Tour operators and MICE will be launched this week
- Designed to **rebuild confidence among consumers & ensure alignment of private sector**
- Now **calling on governments to adopt them**



BASED ON Global Protocols: Launch WTTC Safe Travel Stamp

- Endorsement from private sector, countries and destinations
- www.SafeTravels.world





What we need next...

- Remove 14 quarantines
- Advocate for collaborative lift of travel restrictions
- Ensure that countries accept testing tools among each other
- Continue supporting the sector during recovery / re-start