WORLD
TRAVEL &
TOURISM
COUNCIL

世界旅游及旅行业理事会

Emerging Trends of Travel & Tourism in the Wake of Covid-19 and Implications for Rural Tourism Development

Sarah Wang
Regional Director – Greater China

wttc.org @wttc @wtandtc @wttc @wttc

WTTC Members

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

Airports

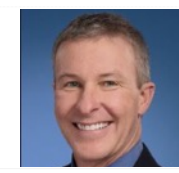**Airlines**

Cruise

Destinations

Tour Operators

Travel Companies

OTAs

GDS

Car Rental

Hotels

Digital Players

Travel Services

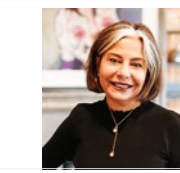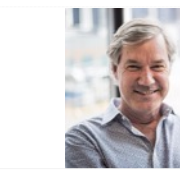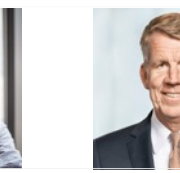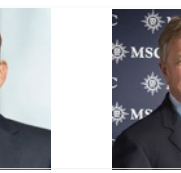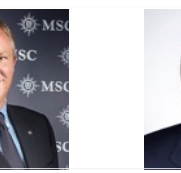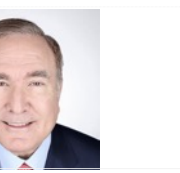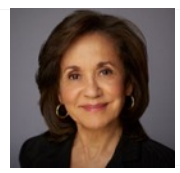|								
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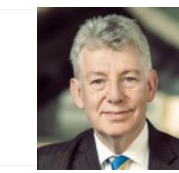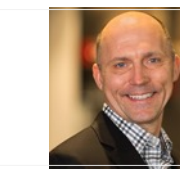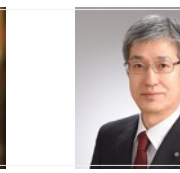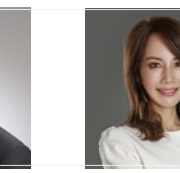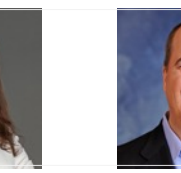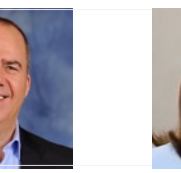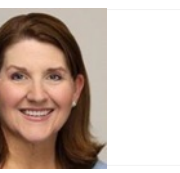
3 Strategic Priorities of WTTC

Security & Travel Facilitation

Crisis Preparedness, Management & Recovery

Sustainable Growth

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A New Context

Economic Impact 2021

$ 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%

Importance of Travel & Tourism

- Socio-economic development

- Job creation

- Poverty reduction

- Positive social impact

- Local cultural and natural asset preservation

A chance to turn current obstacles into opportunities for recovery.

Future of Travel & Tourism

Demand Evolution

Health & Hygiene

Innovation & Digitalisation

Sustainability

10/21/21

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Demand Evolution

- The domestic & regional rebirth

- Low tolerance of risk

- Nature and outdoor destinations

- Authentic and immersive experience

- Finding comfort in planning

- Empowered travelers

Domestic travel preferred

58% of travellers will take primarily domestic trips for rest of 2020

Next leisure trip likely to be domestic
% of country's respondents

- China: 84%
- France: 69%
- Spain: 68%
- USA: 63%

Health & Hygiene

- Safety first

- The trust factor

- The fear of being stuck

- Define new norms

Health and safety on the mind

92%
of consumers trust word-of-mouth recommendations from family & friends

89%
of Americans are more conscious of germs now than before COVID-19

80%
of travellers fear potential quarantine as much as contracting the virus

69%
of travellers cite cleanliness & health measures as a critical component of travel brands' crisis response
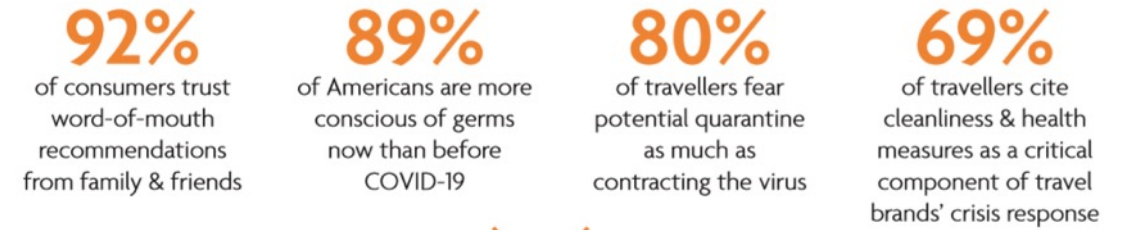
Need for destination readiness in more remote areas

	US metropolitan areas with populations of >50,000	US rural areas with populations of <10,000
Share of acute care hospitals	74%	9%
Share of acute care beds	91%	2%
Share of intensive care unit (ICU) beds	94%	1%
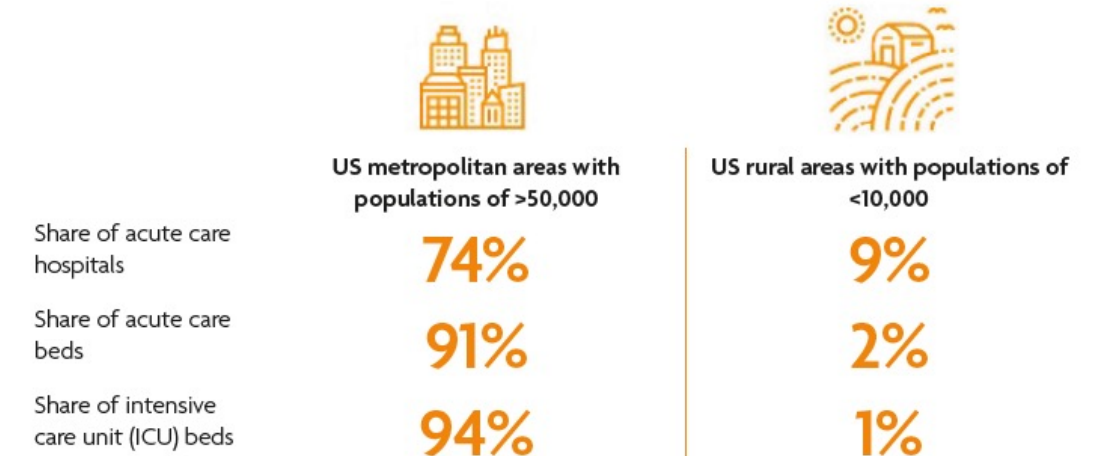
Protocols & Safe Travels Stamp

Safe travels by WORLD TRAVEL & TOURISM COUNCIL

11 industry specific health & hygiene protocols

adopted globally by
400+ Destinations

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Safe travels by WORLD TRAVEL & TOURISM COUNCIL

DESTINATIONS USING THE STAMP:

- COUNTRY
○ Sub regions within country

EUROPE:

- BOSNIA & HERZ.
- BULGARIA
- CROATIA
- CYPRUS
- CZECH REPU.
- ICELAND
- MONACO
- MONTENEGRO
- NORTH MACED.
- PORTUGAL
- SLOVENIA
- SWITZERLAND
- TURKEY
- UK
- UKRAINE
○ Austria
○ Russia
○ Spain

MIDDLE EAST:

- JORDAN
- OMAN
- SAUDI ARABIA
○ UAE

ASIA-PACIFIC:

- FIJI
- FRENCH POLYNESIA
- GUAM
- INDONESIA
- KAZAKHSTAN
- MALDIVES
- MARIANAS
- MONGOLIA
- NEW ZEALAND
- PHILIPPINES
- SAMOA
- SRI LANKA
- CHINESE TAIPEI
- THAILAND
- UZBEKISTAN
○ India

AMERICAS:

- ARGENTINA
- ARUBA
- BAHAMAS
- BARBADOS
- BELIZE
- BERMUDA
- BRAZIL
- CHILE
- COLOMBIA
- COSTA RICA
- DOMINICA
- DOMINICAN REP.
- ECUADOR
- EL SALVADOR
- JAMAICA
- GRENADA
- GUATEMALA
- HONDURAS
- NICARAGUA
- PANAMA
- PARAGUAY
- PERU
- PUERTO RICO
- ST. LUCIA
- TRINIDAD & TOBAGO
- TURKS & CAICOS ISL.
- US VIRGIN ISL.
○ Canada
○ Mexico
○ USA

AFRICA:

- EGYPT
- ETHIOPIA
- ESWATINI
- GAMBIA
- GHANA
- KENYA
- MADAGASCAR
- MALAWI
- MAURITIUS
- NAMIBIA
- REUNION ISL
- RWANDA
- TANZANIA
- TUNISIA
- UGANDA
- ZAMBIA
○ South Africa

Innovation & Digitisation

- Digital boom

- Contactless convenience

- Acceleration of digitisation & cybersecurity

- A much more advanced scenario in China

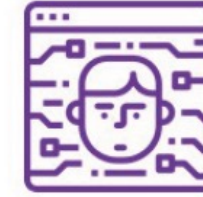## Digital technologies are on the rise...

69% of people who used videoconferencing for the first time during COVID-19 expect to continue

66% of consumers are using less cash and moving toward more contactless solutions

45% of air travel passengers are ready to shed their paper passports for digital identities

44% of travellers increased their time sent browsing social media during COVID-19

...requiring changes in the sector

The workforce must adapt

89% of Travel & Tourism companies say that the skills gap in local labour markets is a barrier to adoption of new technologies

Remote work will be normalised

33% of travellers expect to work from home at least 1-5 days per week post-COVID-19

Communities cannot be left behind

15% of households in Least Developed Countries (LDCs) can access internet at home versus 84% in developed countries

2021
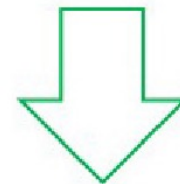Elephants'
Migration in
Yunnan, China

Sustainability

- Greater awareness of global wildlife issues

- Renewed interest in environmentally conscious and responsible travel

Environment	Wildlife	Equality	Employment
58%	**78%**	**2,000+**	**121M**
of consumers say they are thinking more about the environment since COVID-19	of conservationists have been negatively impacted by COVID-19	global cities held anti-racism protests inspired by George Floyd	global Travel & Tourism jobs are estimated to be lost during the pandemic
↓	↓	↑	↑
8% decrease in global CO2 emissions expected for 2020	**50%** drop in conservation jobs compared to normal levels	**1,785%** spike in Yelp searches for black-owned businesses	**68%** of the Travel & Tourism workforce requires re-skilling
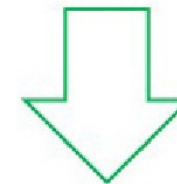
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An Opportunity for Rural Tourism to Lead the Recovery and Going Forward

Implications for Rural Tourism

- Infrastructure development for rural area
  - Digitisation
  - Safety & hygiene

- Cultivate resilience
  - Align supply chains
  - Public–private-community partnership

- An engine for environment sustainable and social inclusive development
  - Foster the workforce
  - Local community is the driver of preservation of cultural and natural assets

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Thank you

For more details visit www.wttc.org
or contact sarah.wang@wttc.org

Strategic Partners:

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