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GLOBAL GUIDELINES TO RESTART TOURISM

28 MAY 2020

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World Tourism Organization

SUSTAINABLE
DEVELOPMENT
GOALS

COVID-19
RESPONSE

This document was prepared by the World Tourism Organization (UNWTO) with the contribution of the Members of the Tourism Crisis Committee comprised of UNWTO, representatives of its Members States, the International Civil Aviation Organization (ICAO), the International Maritime Organization (IMO), the International Labour Organisation (ILO), and the World Bank (WB), the private sector - the UNWTO Affiliate Members, Airports Council International (ACI), Cruise Lines International Association (CLIA), International Air Transport Association (IATA) and World Travel and Tourism Council (WTTC), and the Government of Spain.

Madrid, Spain, 28 May 2020

NOTE

The UNWTO Global Guidelines to Restart Tourism are a living guidance document and will be revised as the health situation evolves and more information becomes available on the most effective manners to make travel safe and seamless to all – workers, companies, destinations and travellers.

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COVID-19 PROJECTED IMPACT ON TOURISM IN 2020

INTERNATIONAL TOURIST ARRIVALS COULD DROP BY 60% TO 80% IN 2020
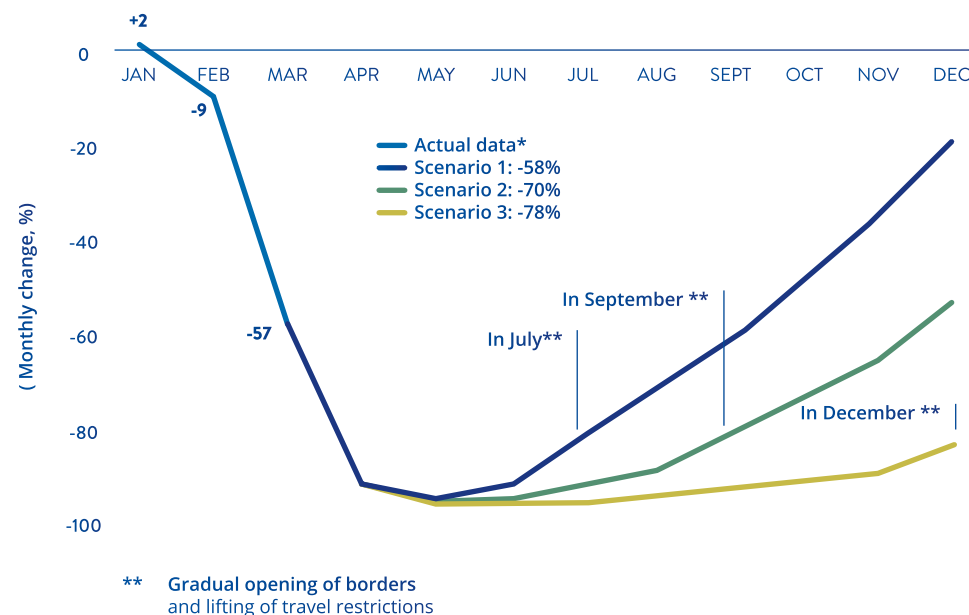
100 TO **120 MILLION** JOBS **AT RISK**

910 US$ BILLION TO **1.2 US$ TRILLION** **LOST** IN EXPORTS

850 MILLION TO **1.1 BILLION** INTERNATIONAL TOURISTS **LESS**

International tourist arrival scenarios for 2020 based on the dates of gradual re-opening of borders.

Actual data*
Scenario 1: -58%
Scenario 2: -70%
Scenario 3: -78%

In July**
In September **
In December **

(Monthly change, %)

** Gradual opening of borders and lifting of travel restrictions

Note: These scenarios are not forecasts. They represent alternative monthly % change in arrivals based on the gradual opening of national borders and lifting of travel restrictions on different dates, still subject to high uncertainty. (as of 7 May 2020)

* Actual data through March includes estimates for countries which have not yet reported results.

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PRIORITIES FOR TOURISM RECOVERY

PRIORITIES FOR TOURISM RECOVERY

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1. Provide **liquidity** and protect **jobs**.

2. Recover **confidence** through **safety & security**.

3. **Public-private collaboration** for an efficient reopening.

4. **Open borders** with **responsibility**.

5. **Harmonize** and **coordinate** protocols & procedures.

6. **Added value jobs** through **new technologies**.

7. **Innovation** and **Sustainability** as the new normal.

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SAFE AND SEAMLESS TRAVEL : HOW TO REOPEN TOURISM DOOR TO DOOR

PRINCIPLES

1. Safe and Seamless travel for residents, travellers & workers in full respect of health regulations

2. Clear and evidence based protocols & information

3. Data sharing on the basis of consent & applicable regulations, and in full respect of data privacy policies

4. Non discrimination of travellers

5. Digital transformation

6. Measures should be in place only as long as necessary with respective protocols to be replaced with better alternatives or removed as the situation allows

01. SEARCH & BOOK

- Information on health requirements & procedures from origin country, travel providers & destination

- Information on cancellation & policies if sick while travelling or at the destination

- Sharing data (national tracing apps)

02. LEAVING HOME

- Contactless payment in local transportation

- Physical distancing rules

- Protocols in place at your local transportation

03. ON YOUR WAY

- Advance contactless check-in & boarding at your pre-allocated seat

- Limit carry-on baggage that would require use of the overhead bins

DESTINATION

- Contactless border control when you are going outside your country

- Operation of transportation infrastructure and operations adapted to physical distancing & health regulations in place

04. AT YOUR DESTINATION

- Download tracking app if available at the destination

- Health protocols along the tourism value chain (accommodation, transportation, restaurants, attractions,..)

- Contactless payments & check-in

- E-tickets and e-booking for visits and entertainment

- Clear communication on protocols & regulation in place in al touch point

- SMS to visitors upon arrival to inform them on rules & regulations in place nationally or locally

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GLOBAL GUIDELINES

GLOBAL GUIDELINES

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1. Safe and Seamless Border Management (air, sea and ground travel)

2. Private Sector – Crosscutting Measures

3. Safe Air Travel

4. Hospitality

5. Tour Operators & Travel Agencies

6. Meetings & Events

7. Attractions & Thematic Parks

8. Destination Planning & Management

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1. SAFE AND SEAMLESS BORDER MANAGEMENT

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1. Introduce and adapt border processes & procedures in line with public **health evidence-based risk assessment**.

2. **Define roles** and responsibilities for governments, private sector and travellers.

3. **Ensure** regional and international **coordination** in the re-opening of borders.

4. **Revise regularly** travel **restriction & protocols** using best available information from leading international health authorities to ensure they remain proportionate to the public health threat and local risk assessment.

5. Enhance the use of technology for **safe, seamless and touchless travel**.

6. Provide reliable, consistent & easy to access **information on travel restrictions and protocols** to the private sector and to travellers.

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1. SAFE AND SEAMLESS BORDER MANAGEMENT

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7. Ensure coordination of relevant policies and measures among **tourism, health, interior and transport authorities**.

8. **Harmonize** travel and tourism related health **protocols and procedures at global level** and work towards the **international interoperability of visitors' tracing apps**.

9. **Mitigate risks at departure and/or arrival**

10. Governments & regional blocks to advance **travel facilitation** towards e-visa/visa on arrival/ no visa policies **and temporary visa cost exemption** to stimulate demand.

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2. PRIVATE SECTOR
CROSSCUTTING MEASURES

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1. Implement **global and harmonized health, safety and hygiene protocols**.

2. **Train the personnel** in safety and security protocols as well as safe-service delivery.

3. **Communicate protocols and responsibilities** to the customers, and keep them informed onsite and through digital and social media.

4. **Clean all surfaces more frequently**, using products and disinfectants that meet requirements with special attention to high-touch surfaces.

5. Set up **plan in the event a guest or employee falls ill on site**.

6. Create an **internal COVID-19 coordination committee** to follow-up on implementation and execution of protocols and service delivery.

7. Redesign processes towards more **digital touchless operations** in all possible touch-points.

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2. PRIVATE SECTOR
CROSSCUTTING MEASURES

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8. **Keep record of** statistical information for tourism planning and management in full coordination with local and national tourism and statistical authorities.

9. Promote social dialogue and work to ensure the health and wellbeing of workers and the working environment (support **employees in monitoring their health and adapt Human Resources policies**).

10. **Engage in public/private sector dialogue and recovery mechanism**.

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3. SAFE AIR TRAVEL

HYGIENE & OPERATIONS

1. Implement proportionate **health check procedures** as appropriate according to risk assessment.

2. Deepen and increase the **frequency of aircraft and cabin cleaning**.

3. Consider providing **masks for passengers and crew** and ensuring their use during the whole flight.

4. Implement **boarding and deplaning processes that reduce contact** with other passengers or crew (use front and rear doors) in respect of physical distancing rules.

5. **Limit movement within the cabin** during flight.

6. **Simplify catering and other procedures** that lower crew movement and interaction with passengers.

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3. SAFE AIR TRAVEL

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7. **Facilitate people not sitting next to each other** where load factors make it possible.

8. Provide **in-flight sanitizing tissues** to passengers and crew members.

9. **Reduce the number of objects in the cabin** (printed material and souvenirs) and limit hand luggage.

PARTNERSHIPS

10. **Promote airport cost relief** including government financial assistance.

11. **Ensure coordination** with governments, airports and other relevant players as well as ICAO's processes, including national coordination mechanisms.

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4. HOSPITALITY

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HYGIENE & OPERATIONS

1. Increase the **frequency of cleaning in common areas and contact surfaces**.

2. **Inform guests about existing protocols** in an easy and updated manner (e.g. time of the last cleaning, contact of health manager, etc.).

3. **Explore new methods such** electrostatic sprays, ultraviolet light, amongst others.

4. Implement **contactless check-in and provide guests with a hygiene welcome kit** (including gloves, masks, sanitizer).

5. **Get to know more about your guest in advance** to the arrival to provide a more **personalized service**.

7. **Keep spare rooms for possible sick or quarantine guests**.

8. Keep **physical distancing** for the use of all **common spaces**.

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4. HOSPITALITY

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9. Introduce **technological systems** such as "guest messaging" for **direct and rapid contact with guests** for reservations, refunds, cancelations or possible information about infections.

10. Foster **flexibility** for **operations**.

11. Create **positions** such as **hygiene manager and guest guardian**.

PRODUCT AND MARKETING

12. **Add new services** such as food delivery or take-away (picnic) service, family experiences, co-working spaces, drive & stay packages, etc.

13. Promote proximity and domestic tourism in the short-term enhancing the local value chain (e.g. local producers)

14. Implement **marketing campaigns to communicate corporate values** and support to local providers and workers.

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4. HOSPITALITY

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PARTNERSHIPS

15. **Partner with health and safety brands** and health providers.

16. Generate **alliances with health centres and providers**.

17. **Partner** with local providers, local destination management organizations and other players in the sector.

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5. TOUR OPERATORS & TRAVEL AGENCIES

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HYGIENE & OPERATIONS

1. **Facilitate international-voucher redeeming** for local / domestic packages and products.

2. Implement **health and safety protocols & promote digital communication**.

PRODUCT AND MARKETING

3. Develop segmented and **sustainable products focused on nature, rural areas and culture**: eco-tourism, small group or individual sports, history, bird-watching tourism, traditional routes.

4. Introduce **storytelling for creating new tourism experiences**.

5. Create **personalized and small group tours** and packages.

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5. TOUR OPERATORS & TRAVEL AGENCIES

6. **Incentivize domestic tourism, short** trips and visits to nearby destinations **in the short term**.

7. **Promote rent-a-car services and combined hotel & car packages**.

PARTNERSHIPS

8. **Create alliances with the financial sector** to promote deferred tour packages at interest-free instalments.

9. **Increment accrual of miles and reinforce point-based loyalty reward systems for purchases of tour packages in alliance with airlines**.

10. **Promote new destinations** and experiences with added value and local inspiration namely with the creative industries to generate novelty in the market .

11. **Coordinate with insurance companies** to offer complete or 100% coverage products.

6. MEETINGS & EVENTS

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HYGIENE & OPERATIONS

1. **Offer packed meals** (avoid buffet service or coffee breaks) with due respect for sustainability options.

2. Develop specific meeting planners guides to restart operations

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6. MEETINGS & EVENTS

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PRODUCT AND MARKETING

3. **As a first step, create digital events** with high-level speakers, technological innovation and relevant content.

   - Analyse the option to sell "tickets" to these events based on additional features such as B2B options.

   - Offer value added post-event services such as reports & training.

   - Provide free access to certain parts of the events in order to obtain a base of social media followers.

4. **In a further stage, offer traditional mid-size events** for the domestic market (according to local regulations and health protocols), particularly for specialized segments (e.g. medical, etc)

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7. ATTRACTIONS AND THEMATIC PARKS

HYGIENE & OPERATIONS

1. Allow people to enjoy the facilities and **encourage the use of masks/face coverings for guests and staff**.

2. **Reduce touch areas** where possible and **sanitize high touch surfaces frequently**.

3. **Protect employees** with various approaches, including barriers, protective coverings, and distancing.

4. **Manage density of people** within the facilities to keep people or family units and define protocols for the flow path of visitors and the use of common spaces.

5. Reduce or manage capacity to **allow for appropriate social distancing** and monitor entrance and **venue capacity** at all times to ensure guests can maintain physical distancing within the space.

7. ATTRACTIONS AND THEMATIC PARKS

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6. **Communicate protocols and responsibilities to the guests**.

7. **Place signs** or markings on the pavement to outline **physical distancing guides/spaces**.

8. **Encourage online payments and pre-bookings**.

9. **Implement new technologies** such as augmented reality or virtual reality to improve visitors' experience before, during and after a visit.

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8. DESTINATION PLANNING & MANAGEMENT

1. Introduce and **adapt actionable and harmonized processes** & procedures in line with public health evidence based risk assessment and full coordination with relevant public and private sector partners.

2. Support companies in the implementation and **training of their staff on the new protocols** (financing & training).

3. Enhance the **use of technology for safe, seamless and touchless** travel in your destination.

4. **Provide reliable, consistent & easy to access information on protocols** to the private sector and to travellers (send SMS to tourists to inform them of national and local heath protocols and relevant health contacts).

5. Create programmes and campaigns to **incentive the domestic market** in cooperation with the private sector (incentive schemes, possible revision of holiday dates, transport facilities, vouchers, etc) and integrate destinations.

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8. DESTINATION PLANNING & MANAGEMENT

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6. Promote new products & experiences targeted at individual & small groups travellers, like: special interest, nature, rural tourism, gastronomy & wine, sports, etc.

7. Consider the data privacy policies when there is a proposal of developing tracing apps. WHO will develop guidance on the use of digital technologies for contact tracing.

8. Enhance and **communicate medical capacity & protocols** at the destination (e.g safety seals).

9. Ensure **coordination among tourism, health and transport policies**.

10. **Define roles & responsibilities for governments, private sector and travellers**.

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