

UN Tourism News - #14 - As Tourism Restarts, Our Responsibilities Remain - 8 July 2020



## **UNWTO and Italy Look Ahead as Official Visit Marks Restart of European Tourism**

The leadership of the World Tourism Organization (UNWTO) is on its first official visit to a Member State since restrictions on travel were introduced in response to COVID-19. The four-day trip to Italy (1-5 July) comes as the United Nations specialized agency for tourism guides the sector's restart and destinations across the Schengen Zone open their borders to tourists once again.



## **UNWTO Joins President Sánchez to Plan Restart of Spain's Tourism Sector**

The World Tourism Organization (UNWTO) has welcomed Spain's readiness to lead the way in restarting tourism. The head of the United Nations specialized agency attended a meeting with Spanish President Pedro Sánchez in Madrid today to learn about his government's work to ease restrictions on travel introduced as a result of the COVID-19 pandemic.



## **As Tourism Restarts, Our Responsibilities Remain**

Four months ago, UNWTO asked its Members, the tourism sector and tourists themselves for patience. To stay at home for today so we could travel again tomorrow.

Tomorrow is now here.





## **New Data Shows Impact of COVID-19 on Tourism as UNWTO Calls for Responsible Restart of the Sector**

As tourism slowly restarts in an increasing number of countries, the World Tourism Organization (UNWTO) has released new data measuring the impact of COVID-19 on the sector. UNWTO emphasizes the need for responsibility, safety and security as restrictions on travel are lifted. The Organization also reiterates the need for credible commitment to support tourism as a pillar for recovery.



## **Small Island Destinations in Critical Need of Urgent Support as Tourism Plunges, UNWTO Warns**

Without strong support, the sudden and unexpected fall in tourism could devastate the economies of Small Island Developing States (SIDS), the World Tourism Organization (UNWTO) has warned. Since tourism is a strong socio-economic pillar of many SIDS, the impact that COVID-19 is having on the sector places millions of jobs and businesses at risk, with women and informal workers the most vulnerable.



## **Restrictions on Travel Easing as Europe Leads Cautious Restart of Tourism**

Restrictions on travel, introduced in response to the COVID-19 pandemic, are slowly being eased, allowing tourism to restart in a growing number of destinations. The latest research by the World Tourism Organization (UNWTO) shows that 22% of all destinations worldwide (48 destinations) have started to ease restrictions, with Europe leading the way.



## **As Tourism Restarts, UNWTO Notes “Strong and Rapid” Governments’ Response to COVID-Challenge**

Governments around the world have responded quickly and strongly to mitigate the impact of COVID-19 on their tourism sectors, new research from the World Tourism Organization (UNWTO) has found. As many destinations begin to ease restrictions on travel, the specialized United Nations agency has released its first Briefing Note on Tourism and COVID-19, illustrating efforts taken to safeguard jobs and lay the foundations for recovery.

### **Partnerships**





## **EBRD and UNWTO Partner to Boost Tourism Recovery**

The rapid spread of coronavirus has had a massive impact on many sectors of the global economy, with tourism being among the hardest hit. The European Bank for Reconstruction and Development (EBRD) and the United Nations World Tourism Organisation (UNWTO) are joining forces to boost the recovery of the tourism sector across the 38 economies where the Bank invests.





## **UNWTO and Telefónica Partner To Help Destinations Use Data and AI to Drive Tourism's Sustainable Recovery**

The World Tourism Organization (UNWTO) has strengthened its partnership with Telefónica, the Spanish multinational telecommunications company. As tourism restarts around the world, Telefonica deepens its collaboration with the United Nations specialized agency to advance market intelligence in order to accelerate the sector's recovery from the impact of COVID-19.



## **UNWTO Builds Key Corporate Partnerships at UNGC Leaders Summit 2020**

The World Tourism Organization (UNWTO) ensured the transformative power of tourism was a key part of the conversation at the latest edition of the UN Global Compact Leaders Summit. The world's largest voluntary corporate sustainability initiative, the UNGC event brought together around 20,000 global leaders from 180 countries to discuss how business can support countries and communities around the world, with a particular emphasis on achieving the goals of the 2030 Agenda for Sustainable Development.

## **UNWTO Highlights**



## **Giorgio Armani and Gino Sorbillo Named New Special Ambassadors for Tourism as UNWTO Leads Restart of Tourism in Italy**

The World Tourism Organization (UNWTO) has appointed two new Special Ambassadors as it leads the restart of the sector across Europe. On the occasion of a visit of the Secretary-General to Italy, the first official delegation to travel since the closure of borders in response to COVID-19, UNWTO has named renowned fashion designer Giorgio Armani and celebrated chef Gino Sorbillo its latest Special Ambassadors for Tourism.

### **Challenges**





## Beyond Tourism

The COVID-19 crisis offers an opportunity for the tourism sector and its closely related supply chains to embrace digital transformation and boost innovation ecosystems in the public and private sectors. Innovation can fuel the sector to recalibrate and emerge from this crisis ready to grow again.



## Hospitality Challenge

Facing up to the toughest times of a generation, the World Tourism Organization and Sommet Education share the conviction that this unprecedented challenge also entails the opportunity for the Hospitality industry not only to come back, but to grow better and hence stronger.

## **Regional Commissions**



## UNWTO Ministerial Meetings - Shared Determination to Restart Tourism and Drive Recovery

Over the past month, the World Tourism Organization (UNWTO) was able to hold virtually meetings of its five Regional Commissions to share responses to the challenge of COVID-19 and their plans for the restart of tourism in the wake of the pandemic.

### UNWTO media highlights:



[EU begins welcoming tourists from list of approved countries](#)



[UNWTO: Dall'Italia rilancio del turismo internazionale](#)



[New technology and political will can give tourism the post-COVID-19 lift needed to save jobs](#)



[How to rescue global Tourism from the Coronavirus Pandemic](#)



[The virus that shut down the world](#)



[EU's Move to Keep Americans Out Signals Long Travel Slump](#)



[Coronavirus: Restart tourism to beat virus, says United Nations](#)



[Tourism deals lingering blow to global economy](#)



[Europe Ready For Travel Now: A Country-By-Country Timetable Guide](#)



[11 ways the pandemic will change travel](#)

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## Most Popular On Social Media:



[#RestartingTourism means we must coordinate to do so ensuring the safety of workers, businesses and travelers. #UNWTO provides specific guidelines to help countries #RestartTourism and recover better.](#)



["What measures are countries taking to #RestartTourism? Our interactive dashboard delivers up-to-date data following and registering countries actions towards the safe and responsible restart of tourism.](#)





Some parts of the world are carefully reopening and 22% of all destinations have started to ease travel restrictions.

This is not the time to let your guard down! Safety comes first  
#RestartTourism in a responsible and safe way!

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How to #RestartTourism in a responsible way

We invite everyone to share their exemplary initiatives for a responsible recovery of the tourism sector!

Join our One Planet Vision survey and transform your #VisionIntoAction!

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The Tourism Recovery Technical Assistance Package is part of UNWTO resources designed to support a stronger comeback.

Preparing to #RestartTourism, we must take action to ensure tourism keeps bringing socioeconomic growth for millions across the globe.

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Putting people's safety first, tourism is cautiously taking off thanks to the countries gradual efforts to:

- Lift travel restrictions
  - Reopen borders
  - Create travel corridors
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Small Island Destinations are in critical need of support as #tourism has been disrupted, placing millions of jobs at risk.

The socioeconomic impact must be countered with coordinated actions to reinforce tourism as a key partner for recovery.

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More countries are showing their determination to #RestartTourism with:

Fiscal policies

Supporting jobs

Providing training

Find what measures are +100 countries taking to #RestartTourism

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A call for businesses #RestartingTourism! Check our Global Guidelines and find more measures to #RestartTourism in a safe and responsible way

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How to #RestartTourism in a responsible way

We invite everyone to share their exemplary initiatives for a responsible recovery of the #tourism sector!

Join our One Planet Vision survey and transform your #VisionIntoAction!

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Beyond Tourism Innovation Challenge!

We are glad to collaborate with IDB Lab calling for innovative projects that can transform and revitalize the tourism sector.

Share your ideas to strengthen the tourism workforce and guarantee environmental sustainability!

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Thinking of how to #RestartTourism?

Join our Inspiration **Africa Branding Challenge!**

What we are looking for:

Creative concept

Communications assets

Powerful proposal

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#RestartingTourism means we must coordinate to do so ensuring the safety of workers, businesses and travelers. #UNWTO provides specific guidelines to help countries #RestartTourism and recover better.

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More countries are showing their determination to #RestartTourism with:

- Fiscal policies

- Supporting jobs

- Providing training

Find what measures are +110 countries taking to #RestartTourism on our link in bio!

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Technical Assistance Package is part of UNWTO resources designed to support a stronger comeback.

Preparing to #RestartTourism, we must take action to ensure tourism keeps bringing socioeconomic growth for millions across the globe.

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What flavor comes to your mind when you think of Europe?

Gastronomy tourism in Europe offers a rich variety of foods that take visitors on a journey across all kinds of traditions and cultures.

Our chefs give you a taste of different European recipes!

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How are countries protecting jobs as we #RestartTourism?

Developing trainings

Providing advice for employers

Reducing training levy

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Some parts of the world are carefully reopening and 22% of all destinations have started to ease travel restrictions. This is not the time to let your guard down!

Safety comes first

#RestartTourism in a responsible and safe way!



Putting people's safety first, tourism is cautiously taking off thanks to the countries gradual efforts to:

- Lift travel restrictions
- Reopen borders
- Create travel corridors



What measures are countries taking to #RestartTourism?

Our interactive dashboard delivers up-to-date data following and registering countries actions towards the safe and responsible restart of tourism.

Check how +200 countries are #RestartingTourism:



Small Island Destinations are in critical need of support as #tourism has been disrupted, placing millions of jobs at risk.

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**UNWTO**  
World Tourism Organization