

Market Update. As of 13 March 2020.



Central Europe Middle East.

Current situation.

- Germany:
 - The spread of the virus is unstoppable. The Max Planck Institute predicts that the situation will reach the same extent as Italy in around 10 days. Recommendation of not travelling anywhere by the Government. Bavaria closes schools.
 - Home office in Stuttgart. Many activities still planned or under consideration, few events canceled.
- Poland
 - Flight capacity to Switzerland reduced.
- CZ
 - Schools closed, events with more than 100 people prohibited. Recommendation by government to not travel.
 - All March activities cancelled or postponed

Central Europe Middle East. Current situation.

- Russia
 - Drastic measures by government expected.
 - Travel ban for staff. Active summer digital campaign delayed by 3 weeks.
- Nordics
 - Tense situation. Flight capacity reduced.
 - Home office. Print activities running, some activities revised, influencer summit and fam trip Engadin cancelled respectively postponed
- Austria
 - Indoor events larger than 100, outdoor events larger than 500 prohibited. High school, universities closed, schools and kindergartens will follow. Home office advised.

Central Europe Middle East.

Current situation.

▪ GCC

- Closure of all schools until June in the UAE and KSA. Travel warning for the whole world. Authorities urge people to avoid travelling if not absolutely necessary. Land borders between KSA, Kuwait, UAE and Oman have been closed. All people returning to the GCC will be checked at the airport and sent to home quarantine. Lots of flights canceled.
- SDH VIP Ladies Events in Riyadh, Abu Dhabi, Sharjah and Doha postponed. New date probably 25.-29.10.20
- Media trips Saudi Arabia, UAE, Oman postponed
- Winner fam trips 'Race to Switzerland' currently canceled
- ATM Dubai ILTM Arabia postponed to 28.6.-1.7.2020. Subsequently Marhaba Europe should take place from 25.-28. June 2020.

Europe West.

Current situation.

- France
 - Events larger 1000 prohibited, no strict travel restriction but recommendation of not travelling anywhere. Home office broadly implemented. All schools closed.
 - Everything postponed except 2 print projects
- Italy
 - Travel ban, all staff home office
 - All activities on hold respectively delayed by at least 6 weeks. Regular digital contact with media and trade. Home office for all staff.

Europe West.

Current situation.

- Benelux
 - Travel restrictions to affected areas. Many companies prohibit all travel. Not many cancellations with tour operators but no new bookings. All schools, restaurants, bars and public squares closed until April 3
 - Netherlands: Currently all activities as planned, except WbE. Snowboard Championship in Laax cancelled.
 - Belgium: Home office ordered by government. Some fam trips have been postponed.
- UK
 - No travel restrictions towards Switzerland but lots of ski business cancellations
 - No major campaigns, events, media- or fam trips planned until early summer
- Spain
 - Currently campaigns as planned end of April, beginning of May



Switzerland.

Americas.

Current situation.

- US, Brazil, Canada
 - US: No more travelers from Schengen allowed until mid April. US citizens returning home need to make test and to go into quarantine. Very few flights between CH and US. Very harmful on the ongoing booking season for summer 2020.
 - Brazil: High probability of similar decisions as US
 - US Out Of Home 'I need Switzerland' postponed
 - Canada Out Of Home 'I need Switzerland' postponed.
 - Road to Switzerland cancelled.
 - Travel & Adventure show in San Francisco postponed.
 - STE Brazil went on as planned.
 - Switzerland Lounge at Sao Paulo Art Fair (April) confirmed



Switzerland.

Asia-Pacific.

Current situation.

- **Australia**
 - Economy suffering, travel trade struggling, cancellations for Europe rising
 - STE still planned, business plans with KAM adapted to start later
- **China**
 - Situation improving slightly, staff back in office (except Beijing due to office restrictions). Heavy inbound regulations (14 days quarantine arriving from certain European countries)
 - Digital communication (WeChat / Weibo) widely back to normal, with a delay of 3 weeks according to initial plan. Teams start to take up communication with travel trade and media again, but purely via digital channels, and without any physical contact so far. First signs of an international “relaunch cacophonia” on digital channels, with many countries starting campaigns to win back Chinese guests

Asia-Pacific.

Current situation.

- India
 - Tour operators report massive cancellation to Europe. All incoming travelers, also Indians coming from Italy, Spain, Germany, France will be quarantined. Advise against all travel abroad.
 - Main activities currently evaluated. Switzerland not yet affected by entry quarantine.
- Korea
 - Koreans stopped traveling. 96 countries ban Koreans from entering. Cancellations reach into May
 - All activities postponed or cancelled. Digital communication with trade and media ongoing

Asia-Pacific.

Current situation.

- Japan
 - Travel warning for Switzerland: Reconsider unnecessary and unurgent travel. Flight capacity reduced, but still one daily LHG flight to Switzerland (partly via Germany or Austria)
- SEA
 - From Sunday (March 15), all new visitors who had been to Italy, France, Spain and Germany within the last 14 days will not be allowed entry or transit. Also Singaporeans and permanent residents who had been to Italy, France, Spain and Germany within the last 14 days will be issued a stay-home notice (SHN). This means they must stay home at all times for 14 days after returning to Singapore.

Watchlist Markets.

Current situation and ST activities.

- Iran
 - Dramatic losses, flight stop, travel stop

ST activities

- Iran
 - All activities for the next 3 months have been cancelled
- Other
 - STE Ukraine and STE Eurasia cancelled, TTR Baltic confirmed



Switzerland.