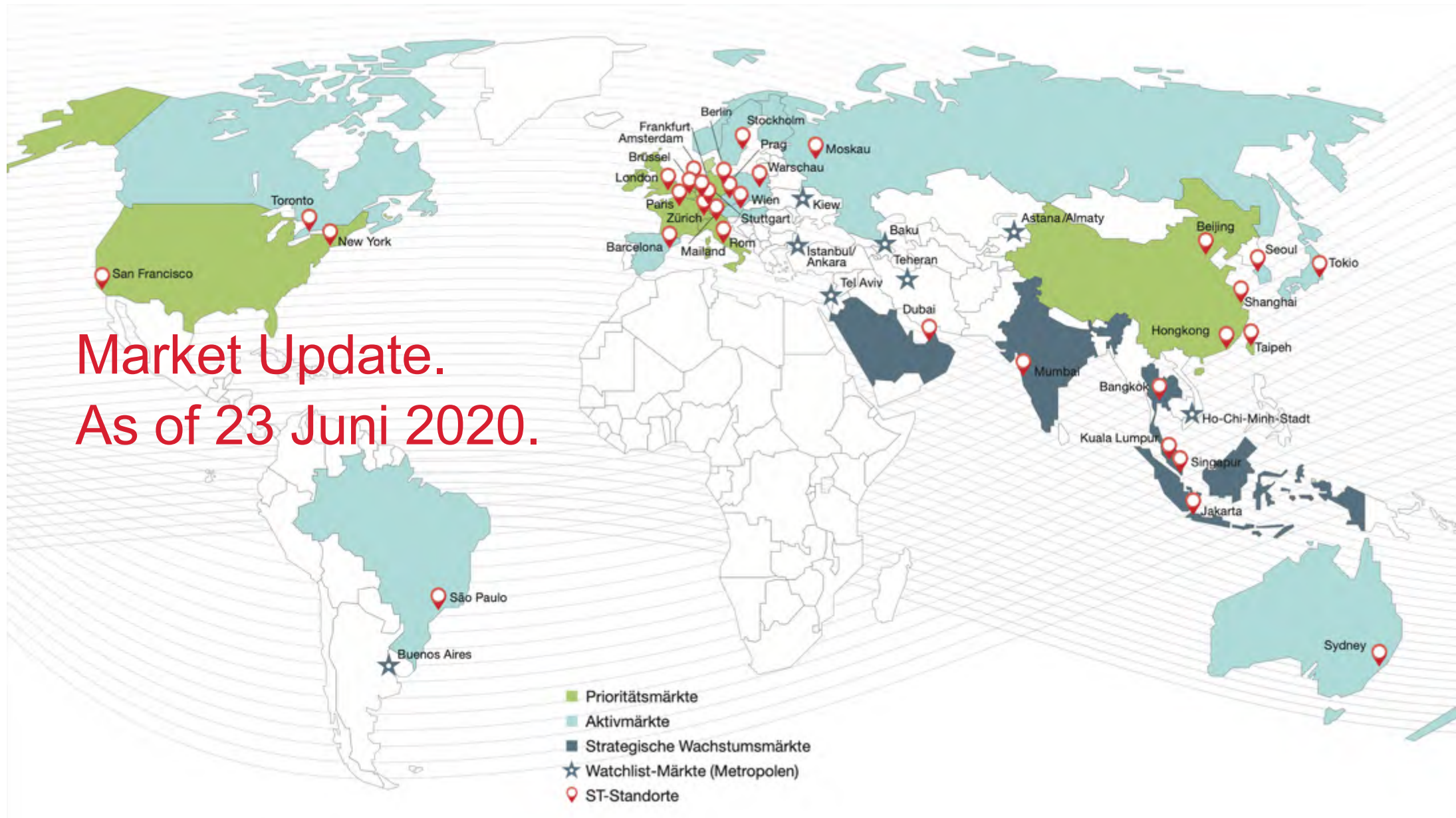


# Market Update. As of 23 Juni 2020.



# Central Europe Middle East. Current situation.

- Germany:
  - Borders are open; further and future protective measures are decided by the states (Bundesländer) and municipalities.
  - From 1<sup>st</sup> July, Germany will take over the presidency of the Council of the European Union (EU) for six months.
- Recovery plan Germany is implemented and has started
- Marketing activities (incl. Key Partner activities) are reactivated
- Proposals and offers for additional activities for some regions/destinations/private railways are work in progress

# Central Europe Middle East.

## Current situation.

- Poland
  - The borders to all EU countries were opened on June 13<sup>th</sup>, international flights are allowed from June 16<sup>th</sup> with some exceptions (Sweden, UK, Portugal, Ireland), the rule with 50% occupied seats only stops some airlines to re-enter the market (LX)
  - The TOs will be starting to sell offers to Switzerland as of June
- Back to Switzerland at the Embassy. Two meetings for trade and media with Ambassador. News about borders and travel safety. For most of our guests first live meeting for months. Very appreciated.
- Online Summer presentation on Teams for media, 25 participants
- Let's talk about Switzerland. 5<sup>th</sup> live on ST Facebook, broadcast viewed more than 4'700 times on the first day

# Central Europe Middle East. Current situation.

- CZ
  - Borders to all EU + Schengen countries are opened since June 15
  - TO's relaunching Switzerland offers and campaigns; international bus and train connections are relaunching (bus connections to Switzerland are running, currently waiting for relaunch of direct train connection PRG – ZRH by Czech Railways).
  - Masks are mandatory in public transport, public buildings, and during events (allowed up to 2.500 people) until (earliest) July 1

# Central Europe Middle East.

## Current situation.

- Russia
  - Borders closed, no official info on opening
  - Star Alliance scheduled regular flights from Moscow to most European cities as of July 1st, but they are most likely to be cancelled.
  - Lockdown Moscow over as of June 9, free move around the city (also in most of the other cities of Russia.). As of 23rd of June all shops, restaurants, fitness clubs are working (not yet museums & theatres). Mass events are banned until July 15th with exception of the 75th Anniversary WW2 Victory Parade on June 24th. Mask & gloves are mandatory in public places. 2-weeks obligatory self-isolation is in place for all arrivals in Moscow from abroad.
  - Most of the Russian regions release the restrictions on arriving inbound tourists starting June 24 in order to support the vacation period.

# Central Europe Middle East. Current situation.

- Nordics
  - Sweden lift travel restrictions to 10 selected EU/EFTA countries including Switzerland as of June 30. Denmark will publish a list of authorized countries for immediate outbound travel on June 25, Switzerland is expected to make that list. Finland's borders have reopened for selected Baltic and Scandinavian countries, further openings could be announced prior to July 14. Norway still dragging their feet.
  - Inter-Scandinavian tension remains as Sweden is still seen as a high infection risk country and kept at arm's length. Regional solutions are actively sought after. Infection cases increase in Sweden follows newly introduced measures of free broad public testing for both Corona and antibodies.
  - Economic forecasts for Sweden announced less gloomy as previously expected.

# Central Europe Middle East. Current situation.

- Austria
  - Under control. Nearly 100% wear masks on public transport, train stations (compulsory). Tourism picking up very slowly; 64% of the Austrians say they want to spend their holidays in Austria. MICE allowed again with no participant-limitation as of June 15<sup>th</sup>.
  - Borders are open again as of June 15. Flights between AT & CH on a much lower frequency, mainly AUA (3x daily) - but also LX (6x weekly). Train connections running, as of June 26 again NightJet.

# Central Europe Middle East.

## Current situation.

### ▪ GCC

- Stable situation and measures have been eased in all GCC countries.
- Emiratis and Residents allowed to travel as of 23 June to a list of “safe countries”, including Switzerland. Rather complicated: Approval of the ministry of foreign affairs (through an app), valid Corona test not older than 48hours, only allowed to travel to the one approved country. After returning, 7-14 days quarantine, health and a new corona test mandatory.
- All other GCC countries don't allow their citizens and residents to travel yet. Saudi Arabia is expected to open by mid/end of July. Kuwait and Qatar by early July.
- Etihad Airways currently serves Geneva and Zurich. Emirates Zurich. Qatar Airways Doha-Zurich and Geneva.
- Lufthansa not allowed to operate to UAE airports, expected starting operation early July
- LX will only operate as from 25 October again to Dubai and Muscat.



# Europe West.

## Current situation.

- France
  - As from June 15<sup>th</sup>, all restrictions have been lifted in France. Back to normality.
  - Travelling is possible for everyone, national and to Europe.
  - Schools will reopen on June 22<sup>nd</sup>, mandatory.
- Summer key partner activities running now.
- Recovery activities have started

# Europe West.

## Current situation.

- Italy
  - Borders to Switzerland are open since 15<sup>th</sup> of June and with “phase 3” most sectors reopened their activities. Schools will reopen in September.
  - COVID infections are still around 300 to 400 daily (85% in Lombardy) but continuously decreasing. SBB international train connection to resume as from 29<sup>th</sup> of June with half capacity and approx. 50% less connections in the 1<sup>st</sup> phase.
  - Forecasted GDP is expected to contract sharply in 2020 (-8.3%) and a partial recovery is estimated with an increase of 4.6% for 2021
- Start of Recovery and Market activities to push summer and cities.
- First positive signs from media and interest/request for media trips.

# Europe West.

## Current situation.

- Spain
  - On 21st June Spain opens its borders with the Schengen countries. No quarantine obligation for travelers from these countries.
  - The control process at airports to avoid imported cases of Covid-19 is still being defined
  - Slow opening of schools, limited number of students and only for the little ones. The official return to the schools will be in September.
- Organizing the first trips to Switzerland from our Ambassadors as part of the market recovery plan

# Europe West.

## Current situation.

- UK
  - UK's two-week quarantine contested by airlines and travel industry groups, decision by high court expected soon
  - Global travel advisory by Foreign and Commonwealth Office FCO not yet lifted
  - Lockdown in the UK and Ireland still not fully lifted, hotels, restaurants and many other establishments still closed, many schools still closed
- First key partner campaign after COVID started: cities collaboration with Monocle
- Increasing media and trade activities in June, July and August
- Recovery projects kicked off

# Europe West.

## Current situation.

- Benelux
  - **Netherlands:** Dutch travelers are allowed travelling to Switzerland again since 15<sup>th</sup> June, for Austria only with restrictions at this moment.
  - The Dutch economy might shrink by 6 percent this year due to the corona outbreak. Next year's recovery will be limited, with growth of 3 percent. Unemployment is rising and will double by 2021.
  - **Belgium:** Borders opened since 15<sup>th</sup> June and travelling to Switzerland is possible.
  - The Belgian economy could contract by 8% this year due to measures to contain the coronavirus.
- Start of Recovery activities in the Netherlands and market activities in BeNeLux. Increasing demand for KAM and KMM activities.

# Americas.

## Current situation.

### ▪ US

- On June 22<sup>nd</sup> New York City will move to Phase II of the reopening process. Allows a wider range of businesses to partially reopen including offices, outdoor dining, places of worship and storefront retailers.
- No news on ease of travel restrictions.
- While officials are enthusiastic about moving forward, some states that were among the first to ease restrictions are now seeing spikes. This includes Florida, Texas and Arizona.
- Faith based Switzerland magazine in production to be released in August.
- Road to Switzerland Media and Trade Tour as well as Travel Classic in Lausanne scheduled for October.

# Americas.

## Current situation.

- Canada
  - 100'000 infected cases, 8'300 fatalities. The Canada-US border remains closed until July 21
  - It's still not possible yet for Canadians to visit Switzerland until further notice.
  - British Columbia and Alberta have reopened their economy. Ontario and Quebec have now brought their daily cases under 200 per day and are planning to gradually start the opening process.
  - Star Alliance (LGH/SWISS) and Air Canada are starting to offer more flights to Europe/Switzerland.
- Online panel discussions with trade media in Montreal and Vancouver with other European countries, SWISS and Air Canada, lots of webinars and training for travel agents
- Frequent exchanges with our top tour operators regarding product and planning

# Americas.

## Current situation.

- Brazil:
  - 960'309 infected cases, 46'665 fatalities but President decided to stop the communication of COVID-19 numbers.
  - States announced commercial re-openings last week (shopping etc.).
  - Increasing political instability. Investigations of fakes news spread by the President, violation of freedom of expression, etc.
  - Brazilians consider their own country having the worst pandemic crisis management
- Insta-Live talks with influencers and media
- STS/ST campaign with influencers
- TV Globo coverage of re-opening in Switzerland and clean & safe protocols
- Trade webinars



# Asia-Pacific.

## Current situation.

- China
  - Beijing: Fear of 2nd wave: schools again closed, home office recommended, "high risk zones" confined. Status might remain 2 - 4 weeks (unless, in worst case, the situation further escalates).
  - Shanghai: sanitary checks at touch points (building entries, public transport). Media reports raise public fear
  - HKG: no big change, border openings are pending. A relaxation in max. group sizes (outdoor up to 50 people, indoor unlimited) leads to positive echo within the local tourism
  - Recovery plans advance, kick-off date still pending. Main events Q3-4 are reorganized. Planned Swiss Culture Roadshow turns into a local event in Shanghai, nationwide live-streaming session and virtual participants from Switzerland.
  - Pending final decision for 2nd Swiss Winter Festival, planned for early November

# Asia-Pacific. Current situation.

- SEA
  - General situation under control, all borders still closed, public nightlife not allowed
  - Thailand in "4th phase", to open borders to selected incomers, while Singapore is further lifting restrictions by June 19, with local public life going back to normal. Indonesia is in transition phase, public space open, but restrictions in terms of social distance and number of people.
  - A growing number of flights connects SEA with Europe, so LX/SQ out of Singapore, LX and LH out of Bangkok, and the Middle East Carriers out of Jakarta.

# Asia-Pacific.

## Current situation.

- Australia
  - Situation very much under control. States are further lifting the local restrictions, and as well NSW is nearly back to normal
  - However, the travel bubble with New Zealand is still under discussion, without clear GO date, and international borders to any 3rd countries are currently likely to stay closed until beginning of 2021.
- India
  - Rising figures, especially in Maharashtra. Expected peak in November. The fact, that each state individually handles the problem, leads to chaotic circumstances.

# Asia-Pacific.

## Current situation.

- Korea
  - 30 - 40 cases/day, triggered from nightlife, mega stores, public transportation. Both authorities and public take sanitary precautions very serious, but economic interests remain the central concern.
  - 14 days quarantine is still requested for all incoming travelers incl. Koreans. Additionally, even visa free countries are suspect to a temporary visa duty.
  - Further flights connect Korea to Europe, new Vienna, but the flights are mostly used for cargo.
  - Travel agencies still on government paid leave till end September. Hana Tours has started staff dismissals, others might follow
- Hybrid seminars, partners happily join in, business plan budgets used for this.

# Asia-Pacific.

## Current situation.

- Japan
  - Situation seems under control, local rise in Tokyo again, linked to nightlife. Nevertheless, the authorities keep calling for appropriate behavior, and recommend public to remain home, and on home office if possible, as well as avoiding the "3 C's": closed rooms, closed gatherings, closed conversations
  - Local lockdown measures to avoid local break out's, and to avoid any 2nd wave are possible.
  - Entry restrictions for 111 countries including Switzerland have been extended to end June

# Watchlist.

## Current situation.

- Iran
  - Back to normal; number of cases increases since domestic travel has been allowed. TOP5 are active on social media and have registered large number of requests for travel to Europe/Switzerland. There is big hope for borders opening. Turkish Airlines should resume flights on 1 August.
- Israel
  - Fear of second wave, as cases are increasing again. Borders reopen after 1 July, quarantine still mandatory. Greece and Cyprus have started strong promo-campaigns. Flights of SWISS to TLV should resume sometime in July.
- Ukraine
  - Borders opened June 15. Important new COVID-19 related rules upon departure or arrival are currently in place. Traffic to Switzerland is still closed.

# Watchlist.

## Current situation.

- Turkey:
  - Slowly back to normal. Curfews are over, domestic travel allowed again. Spread of Covid-19 in rural and beach areas is increasing.
  - Turkish Airlines progressively resuming the international operations. Flights to Switzerland and several European destinations are available since 14 June, further extension to additional European destinations and Central Asia are scheduled after 25 June.
  - Borders still not yet open for foreign visitors. Quarantine partially applicable.
- Kazakhstan/Central Asia
  - Domestic travel possible to most of the regions. Borders are closed, visa is required to enter till November. Some international flights are due to resume on 20 June. Nur-Sultan's airport code changed to NQZ (previously TSE) on 8 June.



**Switzerland.**

## Watchlist.

## Current situation.

- Argentina/South America
  - Situation is critical. Over 1000 cases per day in Argentina (90% in Buenos Aires).
  - Peru, Chile and Ecuador are severely hit by the pandemic.
  - All South American countries already in difficulties before Covid-19 are now in a very severe economic and monetary crisis.
  - Borders are closed and air traffic is shut down till 1 September.





**Switzerland.**