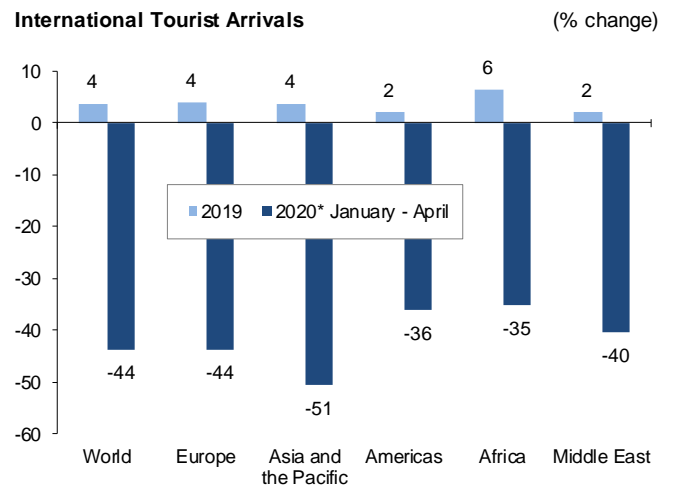


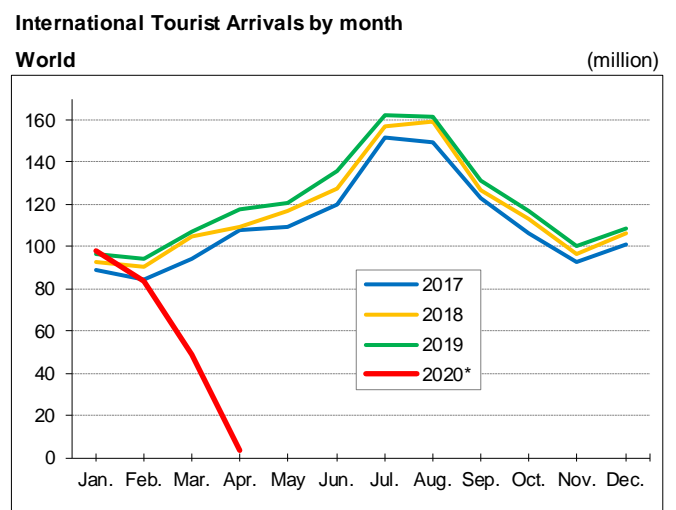


COVID-19 brings international tourism to a standstill in April

- International tourist arrivals (overnight visitors) saw a decrease of 44% in the first four months of 2020 over the same period of last year, according to data reported so far by destinations.
- International arrivals declined 97% in the month of April, reflecting travel restrictions in 100% of all destinations worldwide, amid measures to contain the spread of the COVID-19 pandemic.
- This represents a loss of 180 million international arrivals compared to the same period of 2019, which translates into US\$195 billion in lost international tourism receipts (export revenues).
- By regions, Asia and the Pacific, the first region to suffer the impact of the pandemic, saw a 51% decrease in arrivals in January-April 2020. Europe recorded the second strongest decline with 44% fewer arrivals, followed by the Middle East (-40%), the Americas (-36%) and Africa (-35%).
- Tourism is showing positive signs of a gradual but still cautious change in trend for the upcoming Northern Hemisphere peak summer season. This is reflected in the gradual lifting of travel restrictions in several countries around the world and the resumption of some international flights.



Source: World Tourism Organization (UNWTO) © * Provisional data



Source: World Tourism Organization (UNWTO) ©



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UNWTO's membership includes 159 countries, 6 Associate Members, two Permanent Observers, and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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About the UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated several times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UNWTO Secretariat wishes to express its gratitude to those who have contributed to the production of this *UNWTO World Tourism Barometer*, in particular to institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable feedback and analysis.

This report was prepared by the **UNWTO Tourism Market Intelligence and Competitiveness Department**, under the supervision of Sandra Carvão, Chief of the Department. Contributors include (in alphabetical order): Fernando Alonso, Michel Julian, and Javier Ruescas.

For more information including copies of previous issues, please visit: www.e-unwto.org/loi/wtobarometereng

We welcome your comments and suggestions at barom@unwto.org.

Data collection for this issue was closed mid-June 2020.

The next issue of the *UNWTO World Tourism Barometer* with more comprehensive results is scheduled to be published on August/September 2020.

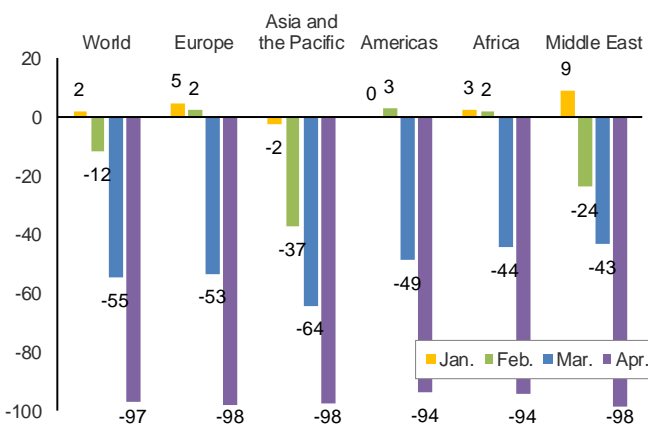
The document with Statistical annex is available free of charge for UNWTO Members and subscribers from the UNWTO eLibrary at www.e-unwto.org. This release is available in English, while the Statistical Annex is provided in English, French, Spanish and Russian.

International tourism down 44% in January-April 2020 amid COVID-19

- The COVID-19 pandemic has caused an unprecedented disruption to travel and tourism, bringing world destinations and outbound markets to a standstill.
- International tourist arrivals (overnight visitors) saw a decrease of 44% in the first four months of 2020 over the same period of last year, according to data reported so far by destinations.

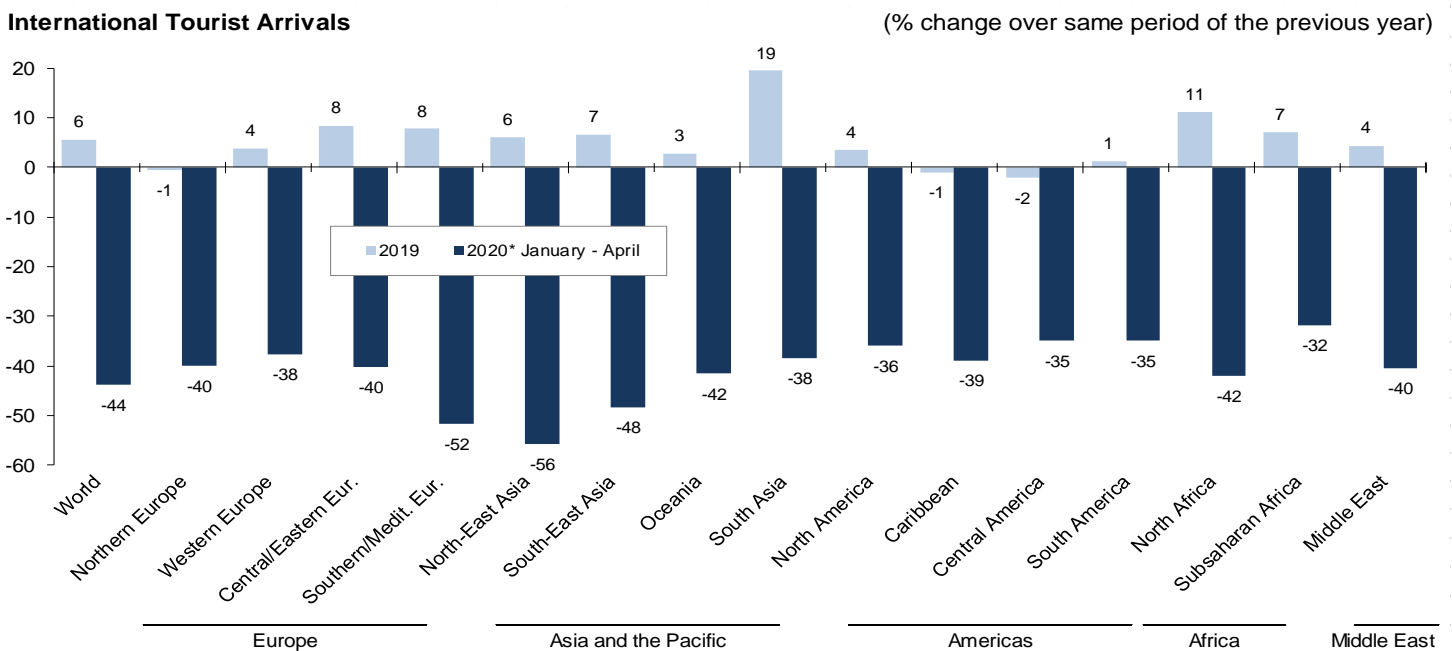
- In the month of April tourism came to a halt, with international arrivals down an unprecedented 97%, reflecting widespread travel restrictions in 100% of destinations worldwide (217 destinations), amid measures to contain the spread of the COVID-19 pandemic. This follows an already massive 55% drop in international tourist arrivals in the month of March.
- All world regions and subregions saw a decrease in international arrivals in April in the range of 90%-100%. Some 113 million international arrivals were lost in April, which was expected to be one of the busiest travel months in 2020 due to Easter holidays.
- By regions, Asia and the Pacific, the first region to suffer the impact of the pandemic, saw a 51% decrease in arrivals in January-April 2020. Europe recorded the second strongest decline with 44% fewer arrivals, followed by the Middle East (-40%), the Americas (-36%) and Africa (-35%).
- At the subregional level, North-East Asia (-56%) and Southern-Mediterranean Europe (-52%) suffered the largest drop. Arrivals in South-East Asia, Oceania, North Africa, Northern Europe and Central and Eastern Europe were down 40% or more.

International Tourist Arrivals by month, 2020* (% change)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals



Source: World Tourism Organization (UNWTO) ©

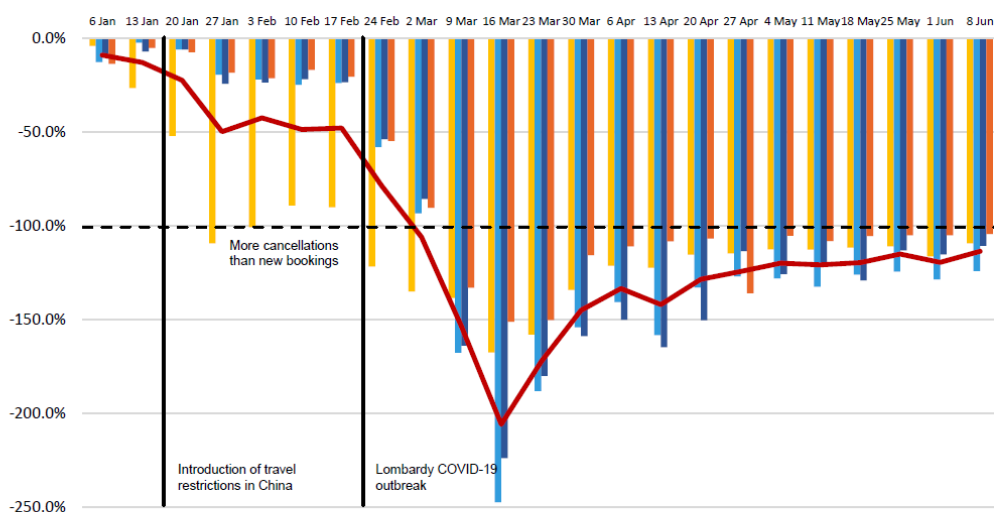
Unprecedented low levels in all industry indicators

- **IATA** points to a decline of 43% in international passenger demand measured in revenue passenger kilometers (RPKs) in January-April, with a 98% drop in April, similar to the decline in international tourist arrivals. All regions posted declines in international RPKs close to 100% in April.
- Data from **ForwardKeys** shows a massive 97% year-on-year drop in international air bookings made between 6 January and 14 June 2020 for travel in any period of the year. By departure region, Asia and the Pacific (-105%) suffered the biggest drop. Air bookings from the Americas (-96%), Europe (-94%), and Africa and the Middle East (-81%) all recorded severe decreases in the period covered.
- **STR** indicates that the hotel industry continued to suffer large double-digit declines in revenue per available room (RevPAR) and occupancy, with unprecedented low levels across all world regions during April 2020. Occupancy in April reached record lows of 11% in Europe, 12% in Central and South America, 13% in Africa, 25% in the United States, 28% in Asia and the Pacific and 31% in the Middle East.



Bookings made for International travel by departure region

6 January to 14 June, Year on Year variations



Bookings made YTD

YoY % change

Asia Pacific	-104.8%
Europe	-93.5%
Americas	-95.6%
Africa & Middle East	-80.8%
Total Global	-97.0%

*Bookings made from 6 January to 14 June

Booking made from 6 January to 14 June 2020 vs same period in 2019 for future travel at any time.

Only considered pax staying 1 to 21 nights at destinations.

Source: ForwardKeys air reservation data.

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Note: Percentage declines larger than 100% reflect more cancellations than new bookings.

Gradual and cautious restart of tourism in the summer season

- Tourism is showing positive signs of a gradual but still cautious change in trend for the upcoming Northern Hemisphere peak summer season. This is reflected in the gradual lifting of travel restrictions in several countries around the world and the resumption of some international flights. The creation of travel corridors, the implementation of safety and hygiene protocols, as well as efforts to promote domestic tourism are among the measures being introduced by governments as destinations look to a gradual restart.
- As of 18 May 2020, 3% of all destinations worldwide have eased COVID-19 related travel restrictions. This represents a small share but a welcomed change of trend.
- Several European countries are gradually opening up to international tourism. On 11 June 2020, the European Commission recommended to Schengen Member States and Schengen Associated States to lift internal border controls by 15 June 2020 and to prolong the temporary restriction on non-essential travel into the EU until 30 June 2020 (https://ec.europa.eu/commission/presscorner/detail/en/ip_20_1035). Several destinations in the Caribbean and the Mediterranean have also announced the reopening of borders to international travel.
- Air booking data from **ForwardKeys** points to a slight improvement in international travel starting in July, which reflects cautious optimism to varying degrees across world destinations.
- However, the outlook is still uncertain, as new cases of COVID-19 continue to be reported worldwide and borders remain closed in the majority of countries.



International Tourist Arrivals by (Sub)region

	Monthly/quarterly data series															
	(million)			Share (%)	Change		Percentage change over same period of the previous year									
					Change (%)		2020*				2019					
	2010	2018	2019*	2019*	18/17	19*/18	YTD	Q1	Jan.	Feb.	Mar.	Apr.	Q1	Q2	Q3	Q4
World	956	1,409	1,460	100	5.7	3.6	-43.8	-22.7	1.8	-11.7	-54.6	-97.0	3.5	5.6	2.7	3.1
Advanced economies ¹	515	762	777	53.2	4.0	2.0	-48.6	-27.4	-0.1	-13.9	-61.9	-98.4	1.9	3.8	1.7	0.3
Emerging economies ¹	441	647	683	46.8	7.7	5.5	-38.9	-18.3	3.6	-9.6	-47.1	-95.4	5.1	7.9	4.1	6.0
<i>By UNWTO regions:</i>																
Europe	490.6	716.4	744.5	51.0	5.8	3.9	-43.6	-18.0	4.8	2.3	-53.3	-97.9	2.5	4.6	3.4	5.2
Northern Europe	57.0	78.7	80.1	5.5	-0.6	1.8	-40.0	-16.9	4.0	3.9	-51.5	-96.7	0.6	0.6	2.9	2.5
Western Europe	154.4	200.2	204.2	14.0	3.9	2.0	-37.7	-10.5	8.2	6.0	-39.6	-97.8	-1.7	4.6	2.4	4.5
Central/Eastern Eur.	102.2	148.9	156.3	10.7	8.5	5.0	-40.3	-16.1	1.0	-2.0	-45.6	-95.6	6.2	5.1	2.7	7.5
Southern/Medit. Eur.	177.1	288.6	304.0	20.8	7.7	5.3	-51.7	-26.1	4.9	1.4	-69.4	-99.5	4.8	5.5	4.4	5.2
- of which EU-28	385.9	562.9	579.2	39.7	4.1	2.9	-43.7	-18.2	4.4	3.1	-53.5	-98.0	1.5	3.3	2.3	4.3
Asia and the Pacific	208.2	347.7	360.5	24.7	7.3	3.7	-50.6	-34.8	-2.5	-37.1	-64.0	-97.5	6.2	7.3	2.3	-1.0
North-East Asia	111.5	169.2	170.6	11.7	6.1	0.8	-55.8	-39.7	-12.3	-48.1	-57.8	-99.3	8.0	7.9	-2.8	-9.4
South-East Asia	70.5	128.6	137.3	9.4	6.7	6.7	-48.2	-33.5	5.9	-35.8	-71.0	-94.9	4.2	6.1	8.3	8.2
Oceania	11.5	17.0	17.5	1.2	2.8	2.4	-41.6	-25.3	5.5	-20.2	-60.0	-97.9	-0.3	3.7	3.1	3.2
South Asia	14.7	32.8	35.2	2.4	19.4	7.2	-38.3	-22.1	6.9	-4.1	-70.3	-97.3	9.3	10.4	5.0	5.2
Americas	150.3	215.9	220.3	15.1	2.3	2.0	-36.1	-16.2	0.4	2.8	-48.6	-93.5	-1.4	4.4	2.1	2.1
North America	99.5	142.2	146.4	10.0	3.5	3.0	-35.9	-14.3	3.7	4.0	-45.1	-92.0	-1.1	3.4	3.7	5.4
Caribbean	19.5	25.8	27.6	1.9	-0.9	7.1	-38.9	-20.6	-2.0	0.1	-54.4	-96.6	15.2	8.4	-3.0	-1.5
Central America	7.8	10.8	10.9	0.7	-2.2	0.8	-34.9	-17.0	-4.2	3.4	-49.0	-91.7	-3.5	4.2	1.3	2.1
South America	23.5	37.1	35.3	2.4	1.3	-4.8	-35.0	-18.3	-5.3	1.2	-56.4	-97.9	-11.2	5.6	-1.5	-7.4
Africa	50.4	68.7	73.1	5.0	8.4	6.4	-35.2	-13.6	2.6	1.8	-44.2	-94.3	3.0	6.4	4.2	2.3
North Africa	19.7	24.1	26.1	1.8	11.1	8.5	-42.1	-17.5	5.3	4.8	-56.6	-97.2	9.0	11.8	8.6	4.8
Subsaharan Africa	30.7	44.6	46.9	3.2	7.0	5.2	-31.7	-11.8	1.6	0.4	-37.8	-92.5	0.4	3.3	0.9	1.1
Middle East	56.1	60.1	61.3	4.2	4.3	2.0	-40.3	-19.7	8.9	-23.8	-43.1	-98.1	13.5	12.9	-5.8	11.6

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, June 2020)

* Provisional data

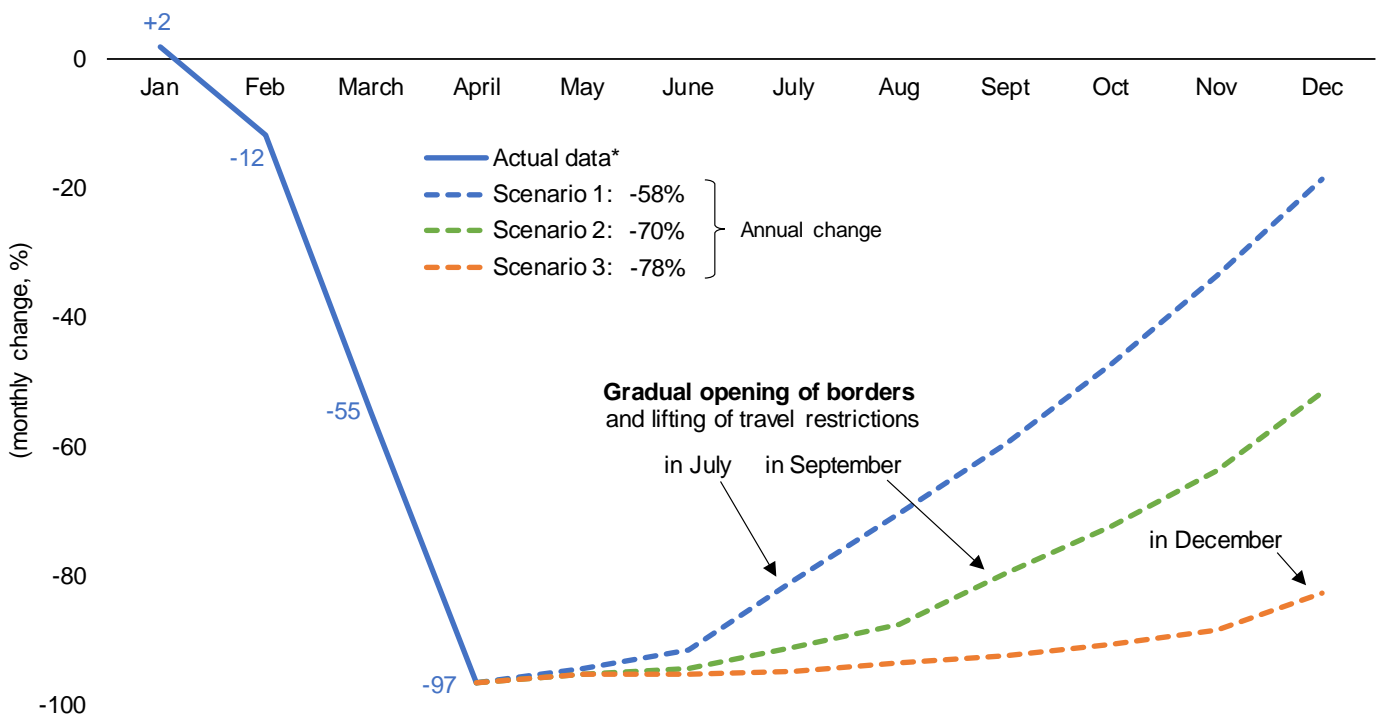
¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2017, page 175, at www.imf.org/external/ns/cs.aspx?id=29.

See box in page 'Annex-1' for explanation of abbreviations and symbols used

Government support to restart tourism is crucial

- As reported in the May 2020 issue of the *UNWTO World Tourism Barometer*, forward-looking scenarios point to possible declines of 58%, 70% or to 78% in international arrivals in 2020 depending on the date of gradual lifting of travel restrictions (July, September or December). These are mostly dependent on the containment of the pandemic, the duration of travel restrictions and the gradual reopening of borders, though uncertainty still remains high.
- The huge loss of travel demand could translate into a drop of 850 million to 1.1 billion international tourists in 2020, and a loss of US\$910 billion to US\$1.2 trillion in export revenues from tourism. As a result, 100 to 120 million direct tourism jobs are at risk, in a context of global economic recession.
- Countries around the world continue to implement a wide range of fiscal, monetary and employment-related measures to mitigate the economic impact of the COVID-19 outbreak and to stimulate the recovery of the tourism sector. Since mid-May, an increasing number of countries have communicated measures to restart tourism, particularly safety and hygiene protocols, and policies to promote domestic tourism. (UNWTO Briefing Note, How are countries supporting tourism recovery?, <https://www.unwto.org/news/as-tourism-restarts-unwto-notes-strong-and-rapid-governments-response-to-covid-challenge>).
- UNWTO calls for the need to reopen tourism in a responsible, safe and seamless manner, as travel restrictions are lifted. Restoring confidence and trust in the sector is crucial.

International tourist arrivals in 2020: three scenarios (y-o-y monthly change, %)



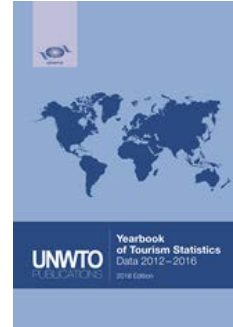
* Actual data through April includes estimates for countries which have not yet reported data.
Source: UNWTO, June 2020



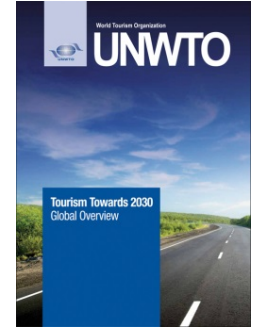
UNWTO World Tourism Barometer



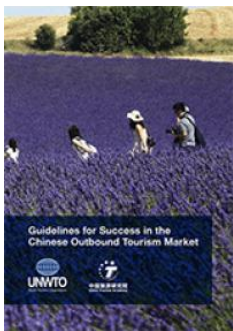
International Tourism Highlights, 2019 Edition



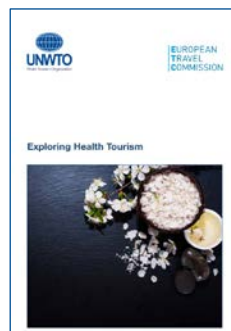
Compendium of Tourism Statistics Yearbook of Tourism Statistics



Tourism Towards 2030 Global Overview



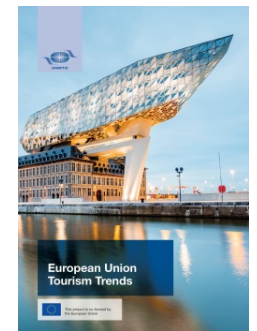
Guidelines for Success in the Chinese Outbound Tourism Market (2019)



Exploring Health Tourism (2018)



The Gulf Cooperation Council (GCC) Outbound Travel Market (2018)



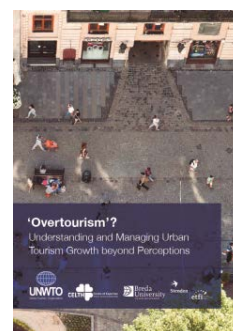
European Union Tourism Trends (2018)



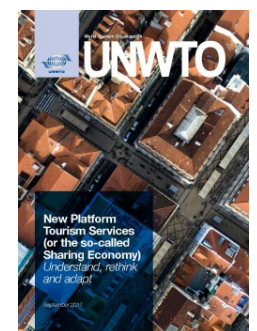
UNWTO/GTERC Asia Tourism Trends, 2019 Edition



'Overtourism'? Understanding and Managing Urban Tourism Growth beyond Perceptions Volume 2: Case Studies (2019)



'Overtourism'? Understanding and Managing Urban Tourism Growth beyond Perceptions (2018)



New Platform Tourism Services (or the so-called Sharing Economy) - Understand, rethink and adapt (2017)