WORLD TRAVEL & TOURISM COUNCIL

GOVERNMENT POLICIES ENABLING TRAVEL & TOURISM RECOVERY DURING COVID-19

Highlighting policies and practices that have effectively enabled Travel & Tourism and helped safeguard jobs in the wake of COVID-19.

AUGUST 2021

FACILITATING TRAVEL

To counter the rapid global spread of COVID-19 in early 2020, most governments took the decision to close their international borders to all but essential travel, as well as implement regional and local lockdowns. This, however, left many travellers and workers stranded overseas and the Travel & Tourism sector in a perilous situation.
The return of international mobility is crucial, with this section highlighting examples of governments that have implemented practical policies to aid this; from funding the repatriation of nationals and rolling out vaccinations swiftly, to encouraging leisure travellers to return with visa facilitation, complementary COVID-19 insurance, and less stringent border entry conditions.

A HARMONISED APPROACH TO SAFE TRAVEL

European Union

Eager to restore freedom of movement across the region, the European Union (EU) has set a global example of global cooperation in how to restart the Travel & Tourism sector and make safe international travel possible in a harmonised way by adopting a comprehensive package of initiatives. The European Commission has, since the beginning of the pandemic, supported and worked closely with countries within the EU as well as the private sector, highlighting and recognising Travel & Tourism's importance as a powerful tool in fighting economic decline and unemployment.

In May 2020, EU countries agreed on a framework to decide what the level of restrictions should be when entering certain EU countries or arriving from third countries. The European Commission's Tourism and Transport Package included a colour code system for the classification of countries and regions, based on the epidemiological situation there. Although Member States retained the freedom to set their own restriction policies, most adhered to the European Council's recommendations, which gave more clarity to the sector and consumers alike.

In 2021, the EU took the lead in rebooting the sector with the launch of its Digital COVID Certificate (DCC). This is the first global example of where so many countries have collaborated to produce a system for verifying COVID-19 status that is common and fully interoperable across all those countries. The free DCC is digital proof that a person has either been fully vaccinated against COVID-19, has received a negative COVID-19 test result or has recovered from the disease. The rapid rollout of the DCC was helped by close partnership with key stakeholders such as airline and airport operators. Since 1 July 2021, EU citizens and residents have been able to receive their DCC and have it verified across all EU Member States. They should then be exempted from testing or restrictions on free movement.

RISK MANAGEMENT APPROACH FOR INTERNATIONAL ARRIVALS

Greece

Since Greece reopened its international borders for leisure travel following the first wave of COVID-19, it has been at the forefront in the use of a risk-based border management policy that includes looking at the risk an individual poses, rather than imposing sweeping restrictive conditions of entry on all travellers from a country.

On 15 June 2020, Greece reopened its borders to leisure tourism from other European Union (EU) member states, expanding its approach from 1 July to all airports in Greece and from specified non-EU/Schengen area countries with relatively low COVID-19 case rates. Unlike some other governments, it decided not to require the arrivals from certain countries to automatically self-isolate for up to two weeks¬. Instead, it was an early adopter of more meaningful testing protocols. Any visitor arriving via air, land or sea could be subject to random COVID-19 tests upon arrival. Those who were tested were free to go straight to their hotel. In the event of a positive result, arrivals would be placed in a 14-day quarantine, with all expenses, including hospitalisation, covered by the Greek state. In addition, when COVID-19 case rates grew in countries such as Belgium and Spain in August 2020, Greece began requiring the negative result of a PCR test taken up to 72 hours before departure rather than imposing an outright ban or a quarantine.

The government further developed its individual risk management policy in 2021. After the Europe-wide lockdown and suspension of most cross-border flights in early 2021, Greece was one of the first European countries to permit international leisure travel again. In March, it announced a clear roadmap and timeline for reopening from 14 May, which enabled travellers to make plans and provided much needed clarity and certainty for businesses. Since May 2021, there has been no automatic quarantine policy on arrival for people coming from an expanding list of countries that began with the 27 EU Member States, UK, Israel, Canada, and Saudi Arabia. Instead, all arriving travellers must show proof of either a negative antigen or PCR test result, a recovery certificate that confirms they have previously tested positive for COVID-19 and have recovered, or that they have been fully vaccinated with an EU-approved vaccine. Random antigen tests on arrival continue.

In addition, the health and tourism ministries collaborated to launch the 'Blue Freedom' plan in May 2021. This prioritised the vaccination rollout among the residents and hospitality workers on islands that particularly rely on the Travel & Tourism sector, thereby stimulating confidence in potential travellers to book a trip to Greece in the knowledge that it is a safe destination.

SUPPORTING TRAVELLERS WITH COVID-19 COSTS

Spain

The governments and tourism boards in several of Spain's principal tourism regions introduced measures to restore confidence in travellers and encourage them to book a visit as restrictions ease. In one instance, they have given consumers peace of mind with the offer of free COVID-19 insurance during their stay.

The Andalusian authorities are providing free COVID-19 insurance to all non-resident international visitors to the region throughout 2021, if they stay in regulated accommodation. The comprehensive policy covers their costs, and those of their travelling companions, if they develop COVID-19 during their stay and need pharmaceuticals, medical treatment, hospitalisation, transport to or from hospital and their accommodation, an extended stay due to necessary quarantine and/or repatriation to their homes.

The Canary Islands government also implemented a similar measure in 2020, with both Spanish and international visitors entitled to COVID-19 cover if staying in regulated accommodation. In the deal struck between the tourism board, Turismo de Islas Canarias, and insurance provider AXA, they will pay for the necessary COVID-19-related expenses of a tourist who tests positive and does not already have their own insurance policy coverage. Visitors to the Balearic Islands can also receive a free COVID-19 insurance policy for their length of stay, which includes the services of an interpreter. Those costs are borne by the AETIB (Tourism Strategy Agency of the Balearic Islands).

REPATRIATION SUPPORT

The Philippines

With a high proportion of Filipinos engaged in overseas employment globally, the Philippines government was faced with a significant challenge in the early stages of the pandemic. The government first organised charter planes to repatriate 30 citizens from Wuhan, China in early February 2020. Two weeks later, it ensured no repatriation costs would be borne by Filipino crew on the COVID-19-stricken cruise ship M/V Diamond Princess. This was achieved in collaboration with the private sector, with the management and cost of transportation, quarantine food and lodging, and other medical expenses being shared between the government, the Philippine Health Insurance Corp. (Philhealth) and Magsaysay Maritime Corporation. Of the 500+ Filipino crew and passengers aboard the ship, 445 were brought home swiftly; the rest having tested positive and thus staying in Japanese hospitals.

By July 2020, more than 82,000 overseas Filipino workers had been repatriated by the government. In May 2021, that number had risen to more than 544,000, with around 49,000 Filipinos abroad scheduled to be sent home. In addition, the government introduced the Abot Kamay ang Pagtulong (AKAP) programme in 2020, whereby all overseas workers affected by the pandemic, either still abroad or repatriated, can receive one-time cash assistance of PHP 10,000 (USD 200). According to the Department of Labour and Employment Office, 514,630 overseas workers had received this benefit by May 2021, amounting to more than PHP 5.2 billion (USD 110 mn). In the same month, the government announced its commitment to funding a similar amount to the continued repatriation of overseas nationals displaced by the pandemic.

VACCINATION ROLLOUTS

Israel

Countries that can efficiently and quickly fully vaccinate the majority of their population against COVID-19 are also more likely to return to domestic and international mobility sooner. Israel has led the world in terms of its rollout of immunisations (per share of population) since December 2020 and its success has been due to many factors. The country's Ministry of Health (MoH) was one of the first to authorise Pfizer–BioNTech's mRNA vaccine BNT162b2, by which time Israel already had contracts in place with Pfizer to buy and receive a substantial number of doses by the end of that month. The MoH instituted a clear policy that priority should be given to those aged 60 and over, at high-risk due to medical conditions, or front-line healthcare workers, with Israel's national medical emergency services organisation, Magen David Adom (MDA), effectively organising the vaccination of nursing home residents.

By 7 February 2021, 40% of the population had received at least one dose. The country with the next highest figure on that date, ¬ the UK, had only immunised 18% of its population. As of 2 June 2021, 63% of Israel's population had received at least one dose.

The government was also efficient in becoming one of the first countries to produce a digital Green Pass. This has facilitated safe mobility by enabling those who have been vaccinated or recovered from COVID-19 to prove it and so be admitted to indoor venues. On 1 June 2021, all domestic restrictions were lifted, due to vaccine success and low infection rates, and so the Green Pass has been replaced by digital Vaccination and Recovery Certificates. People holding either of these certificates are exempt from the standard 10-14 days of self-isolation on return to Israel from most countries.

VISA FACILITATION

Egypt

When the government permitted the resumption of inbound tourism to Egypt from 1 July 2020, it introduced several measures to incentivise the return of visitors. Among these, all travellers arriving directly to the Red Sea, Luxor, South Sinai, Aswan or Matrouh governorates before 31 October 2020 were exempt from paying the standard visa fee (USD 25 per person). This policy was then extended until 30 April 2021. This would most likely have been a contributory factor in the fact that by March 2021, according to Minister of Tourism and Antiquities Khaled al-Anany, Egypt had received more than two million tourists from over 20 countries worldwide since July 2020.

In July 2021, the government further expanded visa facilitation policy, enabling nationals from 28 additional countries to get their Egyptian tourist visa electronically. In total, 74 nationalities are able to receive an e-visa online This followed the announcement in June of another travel facilitation policy, whereby fully vaccinated visitors from some countries with lower COVID-19 case rates can enter Egypt without having to take a PCR test.

WORKER PROTECTION

Governments have focused on several worker protection policies to mitigate the effects of the virus on people's employment status. This section examines job retention schemes designed to protect people's jobs and pay their salaries with help from the government, and the training and re-skilling schemes aimed at equipping individuals with a new skills catalogue to prepare them for future roles.

JOB RETENTION SCHEMES

United Kingdom

The government's Coronavirus Job Retention Scheme, which has been in place since March 2020, provides a grant to employers to retain their workers who would otherwise be faced with redundancy. Until August 2020, the government paid for these employees' salaries at 80% of their pre-March earnings up to a maximum of GBP 2,500 (USD 3,500) a month, while they were not working. From 1 August 2020, the scheme allowed furloughed workers to return to work part-time, although the government stopped covering the National Insurance and pension contributions for furloughed workers.

In September and October 2020, the rules also changed, requiring employers to contribute a proportion of the salary. However, when COVID-19 case rates rose again in the autumn, the government returned to paying 80% of furloughed employees' salaries; this level of grant continued from November 2020 until June 2021.

This scheme has been essential for Travel & Tourism businesses. In February 2021, 75% of all workers in the accommodation industry (1.2 million people) were on furlough, as were 57% of workers in the aviation industry. Travel agencies and tour operators also saw some of the highest take-up rates across the economy. By April 2021, the government had helped 1.3 million employers to pay the wages of 11.5 million jobs across all sectors, with GBP 64.0 billion (USD 89.3 bn) paid out across the UK, protecting jobs that might otherwise have been lost. The scheme is due to end in September 2021.

France

France allowed firms to use the pandemic to invoke its force majeure and to use its Activité Partielle. All employees with a contract, whether permanent or not, were eligible and received 70% of their gross wage from the employer. During the COVID-19 crisis, most employers do not bear any cost for hours not worked, as the state reimburses what they pay to employees up to a cap of 4.5 times the hourly minimum wage. Firms were able to apply for the scheme retroactively for up to 30 days since the first reduction in hours. Applications are deemed accepted if they do not receive a response within two days, down from the usual 15 days. The maximum duration of the scheme was extended from six to 12 months.

TRAINING AND RE-SKILLING

Singapore

The SGUnited Skills programme comprises a wide range of training courses to help Singaporeans acquire in-demand and emerging skills across several sectors, especially those with good hiring opportunities.

The scheme, which is currently ongoing, aims to create around 100,000 job and skill-building opportunities in four broad components. The initiative plans to create 40,000 jobs, with 15,000 of those being in the public sector and 25,000 being in the private sector; 21,000 traineeships for first-time jobseekers and 4,000 traineeships for mid-career job seekers. The scheme also aims to build up skills for jobseekers whilst increasing capacities on training courses for up to 30,000 people during the course of 2020 and providing an allowance of up to SGD 1,200 per month (USD 904) throughout the duration, usually lasting from six to 12 months.

Portugal

ATIVAR- PT works to ensure that the increase in unemployment due to the virus is met with a rapid and efficient response and aims to increase unemployed individuals' training and skill capacities for specific sectors, such as social work, sustainability, digitality and economics, and other emerging sectors. ATIVAR-PT also aims to act on its Digital Guarantee; to ensure that by 2023, all unemployed people are offered training in digital work such as e-commerce, programming, mobile applications and web design, to help increase their employment opportunities.

ATIVAR-PT set up a goal of reaching up to 50,000 newly unemployed people and maintaining a coverage rate of active policy measures close to 20% between 2020 and 2021. As well as these measures, more investment is being put into post-secondary school professional training (level 5), with a focus on specialised courses in technology, and an expansion and update of pre-existing courses, such as the IVAucher and REVIVE programmes.

What is more, Turismo de Portugal created the Upgrade Program, aimed at tourism professionals, to enable small and very small companies to acquire knowledge and skills for the future. The programme aims to accelerate training in digital transformation and sustainability, enabling the Travel & Tourism workforce to respond to the future demands of the sector. The Upgrade Program is structured in two free and complementary online courses, and can be carried out simultaneously, in parallel or partially. The courses are 'Digital Upgrade', with 116 hours of training, and 'Sustainability Upgrade', with 80 hours of training. The courses have enabled the training of approximately 150,000 workers since April 2020.

LIQUIDITY

Governments across the globe implemented measures to boost liquidity for many Travel & Tourism businesses, Destination Management Organisations, agencies and airports. This section highlights some of the more notable and generous measures applied to support these businesses.

SUPPORTING DESTINATION MANAGEMENT ORGANISATIONS

Canada

Destination Canada pledged to invest CAD 30 million (USD 24,717,300) over 18 months with Provincial and Territorial Marketing Organisations to support the recovery of small businesses and indigenous communities. A new stimulus development fund was also announced that will provide CAD 16 million (USD 13,182,400) to support the indigenous tourism industry. Indigenous tourism businesses could apply for funding during April 2020, and a second intake initiative ran from August 2020 until the end of September 2020. Each enterprise could receive up to CAD 25,000 (USD 20,593) per business.

PROMOTING DOMESTIC TRAVEL

Hong Kong SAR, China

More than 1,350 travel agents and tour guides in Hong Kong received one-off subsidies ranging from HKD 80,000 – HKD 200,000 (USD 10,306 – USD 25,765) to help promote domestic travel. A monthly subsidy of HKD 5,000 (USD 645) for six months for each travel agent's staff member and accredited tour guide was also made available.

The government also issued electronic consumption vouchers in instalments, with a total value of HKD 5,000 (USD 645) to Hong Kong permanent residents and new arrivals aged 18 or above. The vouchers policy, aimed to boost local consumption at food stalls, restaurants, and local tourism attractions, is costing about HKD 36 billion (USD 4.6 bn) and in the process of being deployed to benefit around 7.2 million people.

Apart from the nearly HKD 2.6 billion (USD 334,825,010) that has already been provided for the tourism sector, the government will further earmark HKD 934 million (USD 120,285,843) to enhance tourism resources, of which HKD 169 million (USD 21,764,783) will be used to continue taking forward local cultural heritage and creative tourism projects.

Another HKD 765 million (USD 98,521,137) will be set aside to support the tourism board. Upon gradual resumption of cross-boundary travel, the board will roll out promotional offers to attract visitors through the Open House Hong Kong platform. A total of HKD 1 billion (USD 128,785,800) will be injected into the CreateSmart Initiative in 2021-22 to drive the development of creative industries while stimulating demand.

FAVOURABLE CREDIT LINES FOR TOURISM

China

In May 2020, the Ministry of Culture and Tourism and the Industrial and Commercial Bank of China (ICBC) signed an agreement to help cultural and tourism enterprises. ICBC provides RMB 100 billion (USD 15.6 bn) in credit lines through loans to help privately-owned small, medium, and micro cultural and tourism enterprises. These steps eased in financing succession arrangements in various ways to provide capital needs through loans and through proper issuance channels and preferential rates to issue bonds to help reduce the financing costs. These steps may also well have contributed to the boost in China's domestic tourism. Domestic tourism has bounced back well in China, with data from China's Ministry of Culture and Tourism showing a positive trend in the recovery and development of the country's tourism sector. In the third quarter of 2020, the number of tourists at the major tourist attractions nationwide reached about 70% of the same period in 2019. A total of 637 million trips were made across China during the National Day and Mid-Autumn Festival holiday, 79% of 2019's number, according to data released by the Ministry of Culture and Tourism.

LIQUIDITY SUPPORT FOR AVIATION AND AIRPORTS

USA

Under the CARES (Coronavirus Aid, Relief, and Economic Security) Act, approximately USD 10 billion in economic relief has been allocated to commercial and general airports to help replace lost revenue and fund the continued operations of the airports and thus safeguard jobs. The funds can be used for capital expenditure, operating expenses including payroll and utilities and debt payments. The Act also provides funds to increase the federal share to 100% for grants awarded in the 2020 fiscal year appropriations for the Airport Improvement Programme (AIP) and supplemental discretionary grants. Under normal circumstances AIP grant recipients would need to contribute a matching percentage of the project costs. The federal share increase and the additional funding will allow critical safety and capacity projects to continue as planned, regardless of airport sponsors' current financial circumstances.

Many governments implemented fiscal support measures to help businesses through the pandemic and the economic downturn. This section highlights some of the more effective tax and fee exemption measures that helped Travel & Tourism businesses in particular.

SPECIAL TAX & PUBLIC FEE EXEMPTIONS AND DEFERMENTS FOR TOURISM

Australia

Through the Australian Taxation Office (ATO), the government offered various tax relief measures for businesses including deferrals, by up to six months, of payments due on business activity statements. These include Pay As You Go (PAYG) instalments, income tax assessments, fringe benefit tax assessments and excise tax. It also remitted interest and penalties incurred on or after 23 January 2020 on tax liabilities and Goods & Services Tax (GST) reporting cycles were amended to allow quicker access to GST refunds. PAYG instalment amounts could also be varied to zero for the March 2020 quarter, enabling businesses to claim refunds on instalments made for the September 2019 and December 2019 quarters. The ATO remains open to discussions with businesses to set up or amend current payment plans.

For tourism businesses in the Great Barrier Reef Marine Park, the government waived the Environmental Management Charge (EMC) from 1 April 2020 to 30 June 2022, thus decreasing the economic impact on businesses and visitors. The EMC is a charge affecting commercial activities, including tourism operations, in the Great Barrier Reef Marine Park Authority.

At a regional level, the Australian Capital Territory (ACT) offered targeted support for the tourism and hospitality sectors in the form of rebates and waivers. These include a full rebate on fixed water and sewerage charges for the full 2020-21 financial year for accommodation providers. Registered hire cars and chartered buses received a 12-month fee waiver on vehicle registration fees from 1 October 2020 in addition to the 12-month waiver on annual licence fees announced in April 2020.

Iceland

The Icelandic treasury offered a number of tax measures to assist businesses in the pandemic. It automatically deferred payroll tax, allowing businesses to pay the first half by 1 January 2021 and the second half 14 days later. It also allowed employers to request the deferral of up to three months of PAYE and allowed the deferral of up to three commercial property tax payments. What is more, it temporarily increased the reimbursement of value-added tax (VAT) on labour for work carried out at residential construction sites and vacation properties from 60% to 100% and expedited the reduction of the bank tax. Specifically for the Travel & Tourism sector, it temporarily suspended customs processing fees for ships and aircrafts to year-end 2021 and suspended the bed-night tax from 1 April 2020 to 31 December 2021. The payment of tax on overnight stays from 1 January 2020 to 31 March 2020 is deferred until 5 February 2022. Grace periods for the payment due 15 January 2021 were also available for those suffering severe loss of revenue.

United Kingdom

Among other measures to support the economy, the government allowed businesses to defer until 31 March 2021 VAT payments that were due between 20 March 2020 and 30 June 2020. Those businesses that were unable to pay the outstanding VAT by 31 March 2021 have had the option to pay the deferred VAT in full by 30 June 2021 or join a new VAT payment scheme by 21 June 2021. The new VAT payment scheme allows participants to pay the deferred VAT in equal and interest-free instalments and choose the number of instalments to pay the outstanding VAT.

Tourism and hospitality-related businesses were given a temporary 15% VAT cut, from 20% to 5%, effective 15 July 2020 to the end of March 2021. In March 2021, the government further extended the 15% VAT cut to September 2021 and announced that VAT for these businesses would be at 12.5% thereafter and until 31 March 2022. This measure affects businesses such as hotels and other accommodation providers as well as attractions.

OTHER MEASURES

Support measures have been extensive and wide ranging in many countries. The following section highlights a few measures that were not fiscal or liquidity support. Indeed, a number of governments also used the decreased numbers of people in key areas to deliver pre-planned infrastructure upgrades which benefit the recovery of Travel & Tourism.

INCENTIVISING TRAVEL

Thailand

To stimulate domestic demand, the Royal Thai government launched the Rao Thieu Duaykan (We Travel Together) programme, initially worth THB 22.4 billion (USD 7.1 billion), in July 2020. The project has been extended twice and now ends on 31 August 2021, with a new proposal and funding for the period 1 May 2021 to August 2021 to cover an additional two million applicants.

The programme initially included three tourism packages: Rao Pai Thiao Kan for subsidised accommodation, food and attractions; Thiao Pan Suk for subsidised flights; and Kamlangjai for domestic holidays for health sector workers. The Rao Pai Thiao Kan package, worth THB 18 billion (USD 576 million), would subsidise 40% of room rates, food costs and attraction fees nationwide. Room rates were capped at THB 3,000 (USD 96) per night up to five nights and food and attractions were limited to THB 600 (USD 19). Travellers then paid the remaining 60%. The Thiao Pan Suk package, worth THB 2 million (USD 64 000), would subsidise 40% of domestic flight fares for two million air tickets, controlled to a maximum of THB 1, 000 (USD 32) per traveller. To be eligible, travellers needed to book accommodation under the Rao Pai Thiao Kan package. The Kamlangjai package, worth THB 2.4 million (USD 76 800), funded domestic holidays for 1.2 million health volunteers and officials of sub-district hospitals. The subsidy was capped at THB 2,000 (USD 64) per person for a trip of at least two days and one night.

Phase three of the We Travel Together programme runs from 1 May 2021 to 31 August 2021. In this phase the government covers up to 40% of tour packages, up to a maximum of THB 5,000 (USD 161) per person and subject to certain travelling and booking conditions. Travellers must purchase a package of at least three days and two nights from a participating company.

South Korea

To promote domestic travel during the pandemic and in the summer season, the Ministry of Culture, Sports and Tourism in South Korea expanded existing domestic travel initiatives like the Special Travel Week and the Vacation Bonus Subsidy programme. The Special Travel Week, hosted in 2020, promoted non-contact attractions so travellers could practise "distancing in daily life". While the campaign began before the pandemic, during the pandemic the Ministry prioritised the promotion of open and outdoor attractions. The Korea Railroad Corp. (KoRail) offered a pass allowing up to four uses during the campaign period for two or three people. The pass for two people cost KRW 140,000 (USD 126) and the pass for three cost KRW 210,000 (USD 188). The Express Bus Lines Association (KOBUS) offered a bus pass allowing unlimited rides Monday to Thursday. That pass cost KRW 40 000 (USD 36) per person.

What is more, the Vacation Bonus Subsidy programme, which had also existed prior to the pandemic, was expanded in 2020 to encourage local tourism spending and encourage workers to take vacations. Participating employers and employees of small companies pay a portion of the costs of a vacation bonus while the government subsidises 25% of the set amount.

Argentina

In 2020, the Ministry of Tourism and Sports in Argentina launched El Programa de Preventa de Turismo (PPT/Tourism Presale Program) to incentivise domestic tourism consumption through a credit for future tourism consumption in 2021. Consumers who booked a 2021 trip by December 2020 receive a coupon worth 50% of their travel spend with participating businesses, and they can travel at any time from January 2021 to the end of the year. To obtain the credit, consumers needed to upload the invoices from their purchases into the national bank's online system and would then receive the credit into an electronic wallet. The credit can be used directly from the electronic wallet via cell phone, or consumers can ask to receive a preloaded card sent to them before they travel. The credit can be used on the booked trip(s) or for future domestic travel in 2021 with a participating provider. Participating businesses include accommodation and transport providers, attractions, travel agencies and restaurants. Approximately 600,000 Argentines used the pre-trip program, injecting ARS 15 billion (USD 157 million) into the sector.

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WORLD TRAVEL & TOURISM COUNCIL

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WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 334 million jobs and generating 10.4% of global GDP in 2019. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTC produces a world report highlighting global trends and 25 further reports that focus on regions, sub-regions and economic and geographic groups.

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