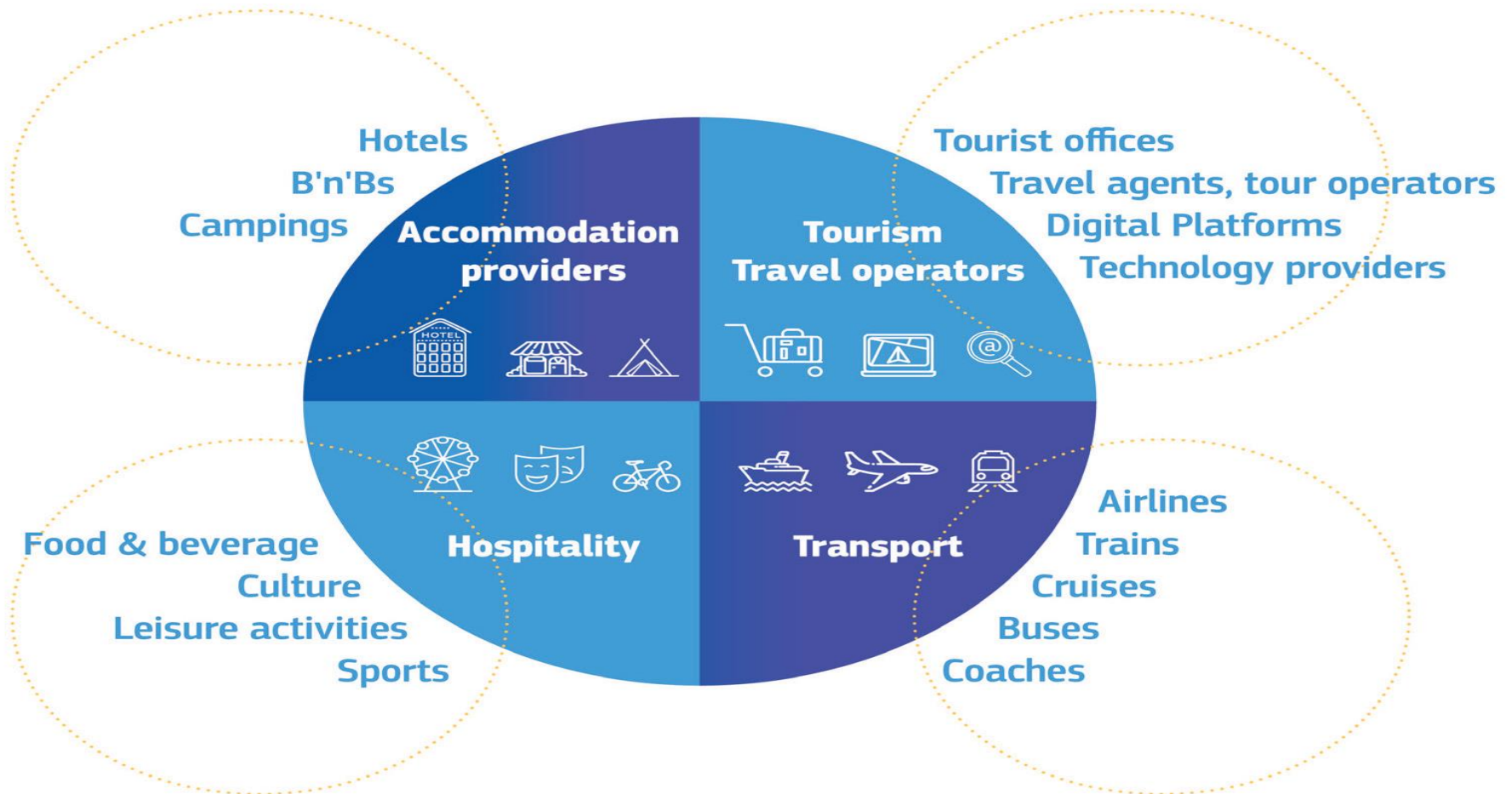




Tourism ecosystem in 2020 and beyond

Anna Athanasopoulou
Tourism, Textiles and Creative Industries
DG GROW

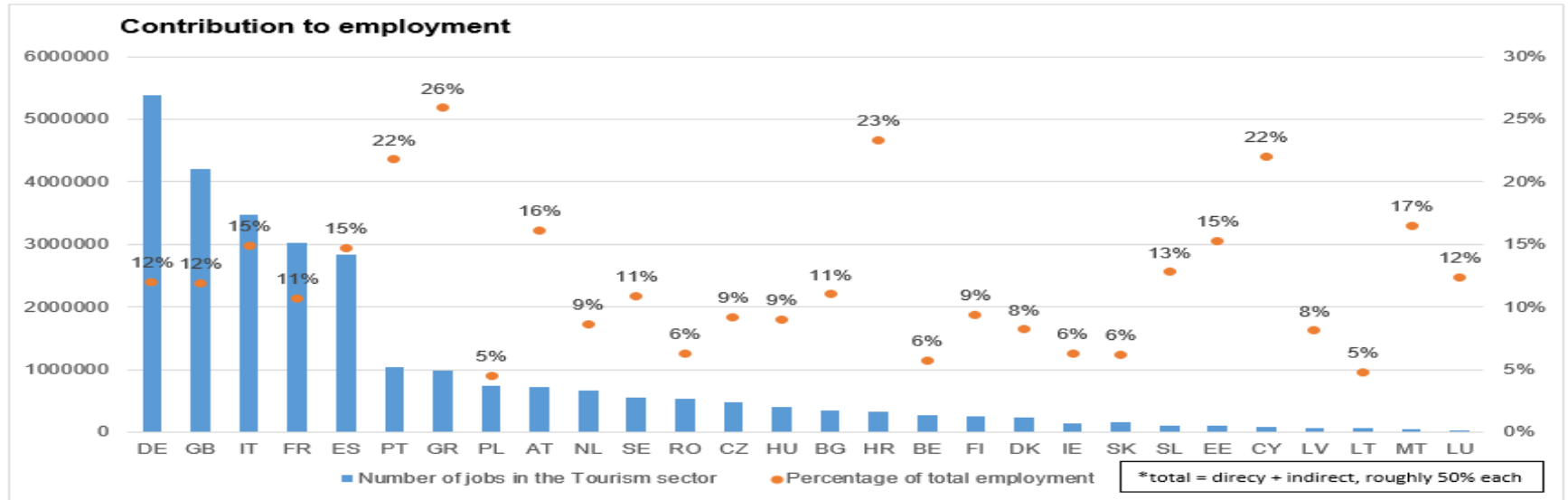
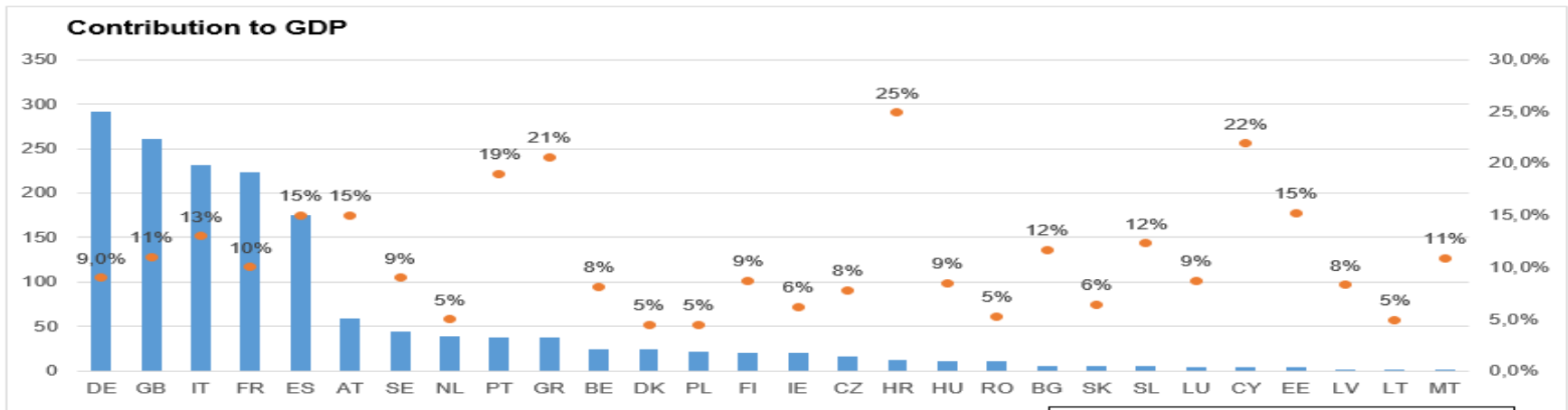
Tourism industrial ecosystem





European
Commission

Travel and Tourism Economic Total* Impact 2019 (2018 figures)





European Commission

Visitor economy



Covid-19 global impacts on Tourism



UN World Tourism Organisation estimates a
60% reduction in international tourism



EUR 840-1000 billion in losses for global
travel industry

Covid-19 impacts on EU Tourism



60% to 90% reduction in bookings compared to similar periods in previous years



Estimated loss of **6 million jobs**



Significant estimated **loss of revenue:**

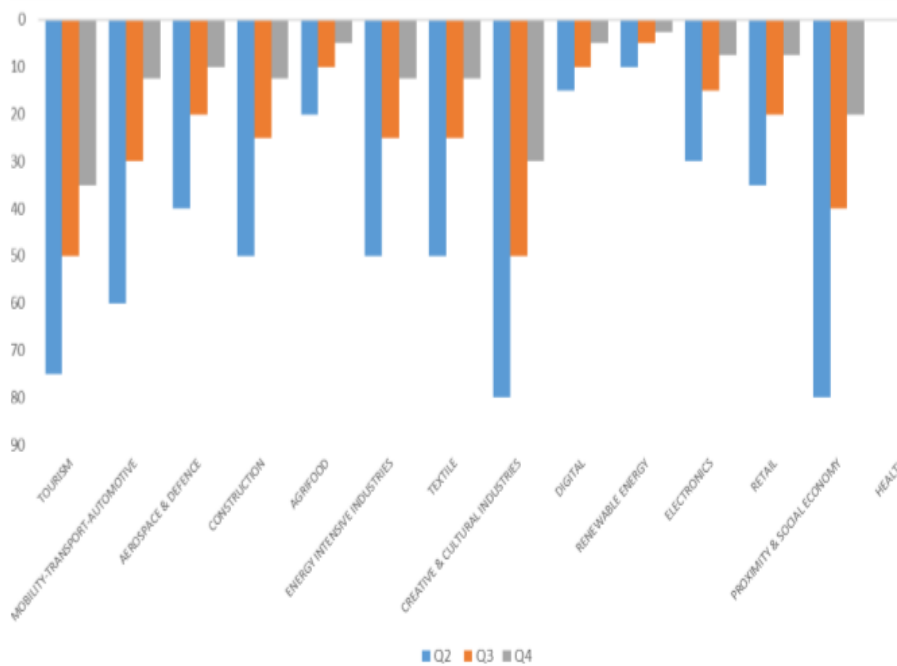
- 85% hotels and restaurants
- 85% for tour operators
- 85% for long distance rail
- 90% for cruises and airlines



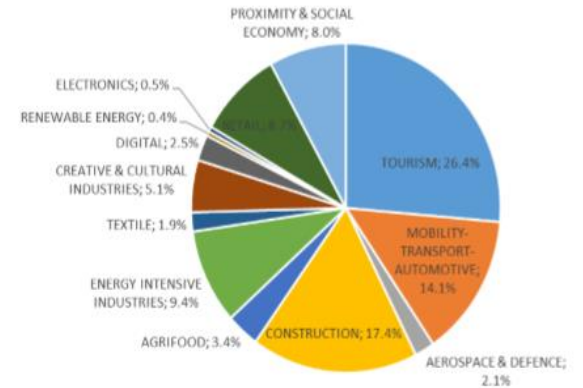
European Commission

Tourism ecosystem 161 bn investment gap

Current and expected drops in turnover reported by industry (share of turnover)



Equity losses per ecosystem, share of total ecosystems losses



	Scenario €720bn	Scenario €1200bn
Tourism	171	285
Mobility-Transport-Automotive	91	152
Aerospace & Defence	13	22
Construction	113	188
Agri-food	22	37
Energy Intensive Industries	61	101
Textile	12	20
Creative & Cultural Industries	33	55
Digital	16	27
Renewable Energy	3	5
Electronics	3	5
Retail	57	94
Proximity & Social Economy	52	87
Health ²⁵	N/A	N/A
Total	€648bn	€1080bn

Commission Communication 13 May



- ***Guidance on restoring freedom of movement and lifting internal border controls***
- ***Guidance on resuming transport services***
- ***Guidance on resuming tourism services and for health protocols in hospitality establishments***
- ***Recommendation on vouchers***



Tourism ecosystem in 2020 and beyond

Coordination – working together (IPCR)

Build confidence among citizens and stimulate demand

(Dedicated tourism app Re-open EU; technology; sanitary protocols; rediscovering Europe as tourism destination)

Restarting the tourism ecosystem (emergency relief

measures, recovery, green and digital transformation)

European Agenda for Tourism 2050

The road to recovery...

Liquidity – protect businesses and jobs, redress public spending capacity in regions

Adapt 'to new normal' (sanitary protocols, physical distancing)

Green transition – tourism infrastructure, connectivity, carbon-neutral mobility, waste management

Digital transition – digitalisation level and access to data, local data hubs for tourism,

Pact on skills