

# Presentation on the impact of Covid-19 The African context and a perspective on tourism recovery

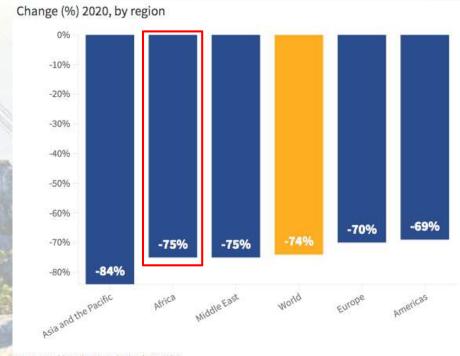
Elcia Grandcourt, UNWTO Regional Director for Africa
02 March 2021
Sharing of Best Practices Workshop



International
Tourist
Arrivals
in Africa

2020/2021

Source: Baromoter (Vol. 19, Jan 2021)





Source: World Tourism Organization (UNWTO) © Data as collected by UNWTO, January 2021. Published: 28/01/2021



Importance of Tourism

The AFRICAN Scene Pre-COVID

**YEAR 2019** 

70+ Million Int. Tourist Arrivals

39+ Billion USD Int. Tourism Receipts ♥











Severe strains of health systems and services

**COVID-19 cases** 

Complete/partial closure of borders



Jobs and local livelihoods

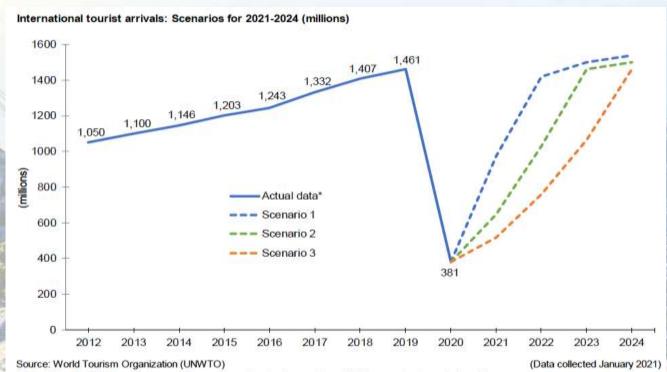
**African MSMEs** 

Gender based violence & vulnerable groups

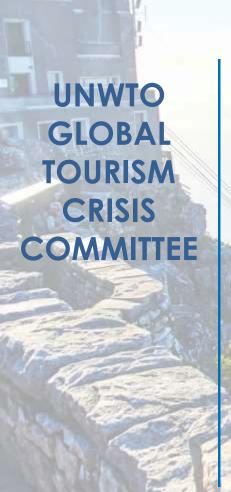
Rise of poaching







\* Actual data for 2020 is preliminary and based on estimates for countries which have not yet reported results.



























































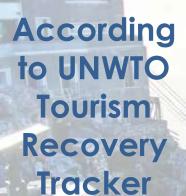
#TravelTomorrow











UNWTO TOURISM
UNWTO RECOVERY TRACKER

OVERVIEW BY REGION

GION BY TOP 10

BY TOP 10 SOURCE MARKETS COMPARE

TRAVEL RESTRICTIONS MAP

#### OVERVIEW

To see how each region or subregion is performing throughout recovery, select a region below.

Current selection: Africa

Select a region or subregion



Return to global view



Category	Indicator	As of	Latest value	vs prev month	Year-to-date	Development (%)
1. Tourism - general	Int. Tourist Arrivals - UNWTO	Dec 2020	90.9		-70 %	
2. Accommodation	Travel Restrictions - UNWTO	Nov 2020	25 9			
	Travel Sentiment - TCI RESEARCH	Jan 2021	1 2	5 🕶	26	W
	Occupancy Rates - STR	Jan 202	1 25 9		25 %	1
	Hotel Searches - Sojern	Jan 2021	-55 9	6 -	-55 %	1
3. Air transport	Hatel Bookings - Sojern	Jan 202	-54 9		-54 %	\_
	Short-term rentals - AirDNA	Jan 2021	1 -30 9	6	-30 %	1
	Seat capacity - domestic - ICAO	Dec 2020	-33 %		-67 %	1
	Seat capacity - International - ICAC	Dec 2020	-55 9		-71 %	1
	Actual Air Reservations - ForwardKeys	Jan 2021	75 9		-75 %	1
4. COVID-19	COVID-19 - 14 day notification rational COVID-	e Jan 2021	1 2	5 0		~



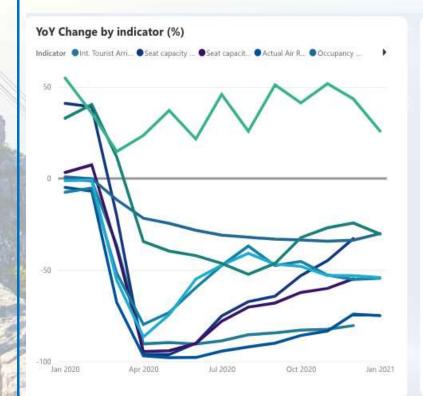
How does it work?

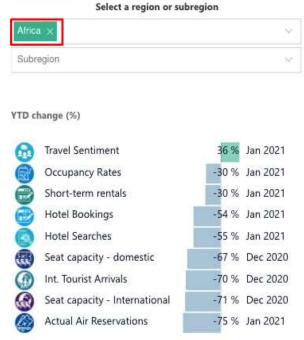


Methodological notes



According to UNWTO Tourism Recovery Tracker

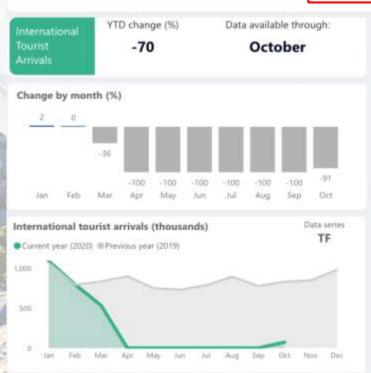


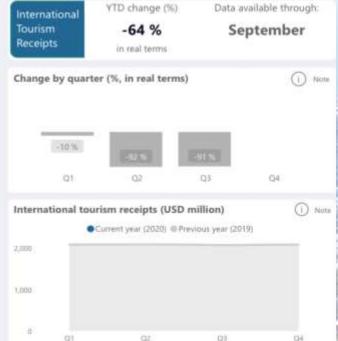




## According to UNWTO Tourism Recovery Tracker











#### TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

The Package includes a comprehensive list of technical assistance activities, both of a longer duration with a wide scope, and of a short duration with a specific focus.

Depending on the situation in a country, different technical assistance activities at various stages of the COVID-19 mitigation and recovery process may be needed.

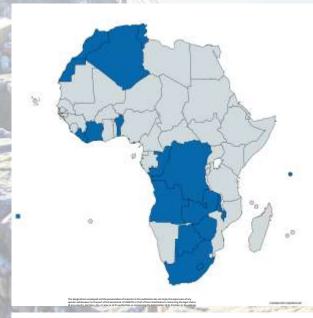
The Package is structured around three main pillars:

- 1) Economic Recovery
- 2) Marketing and Promotion
- Institutional Strengthening and Capacity Building

## **TECHNICAL ASSISTANCE in Africa 2020**



#### **AFRICA**



Algeria, Angola, Benin, Botswana, Botswana, Côte d'Ivoire,
Democratic Republic of Congo, Republic of Congo, Lesotho, Liberia,
Malawi, Morocco, Seychelles, South Africa, Tunisia, Zambia,

#### **AREAS OF TECHNICAL ASSISTANCE**

**Tourism Statistics and Quality Standards** 

Human Resources
Development

Recovery Strategy for the sector in post-Covid period

Policy Planning and **Economic Development** 

Marketing, Branding and Promotion

Product development, marketing and promotion

**DONOR AGENCIES AND ORGANISATIONS** 

AfDB, WB, Chimelong Group, UNDP, EBRD







### **UNWTO AGENDA FOR AFRICA**

Tourism for inclusive growth































- 1. Advocating the Brand Africa SDGs 8, 10, 11, 14, 15
- Promoting Travel Facilitation (Connectivity / Visa) SDGs 8,9
- Strengthening Tourism Statistics Systems SDGs 8, 15, 17
- Expanding of Capacity Building incl. Training Facilities SDGs 4, 8, 10, 17
- Promoting Innovation and Technology SDGs 8, 9, 17
- Fostering Resilience (Safety + Security, Crisis Communication) SDGs 8, 12, 13,16.
- Unlocking Growth through Investment Promotion and Public Private Partnerships
   SDGs 8, 9, 11, 12, 14, 15, 17
- 8. Empowering Youth and Women through Tourism SDGs 5, 8, 10
- 9. Advancing the Sustainability Agenda (esp. Biodiversity) SDGs 13, 12, 14, 15
- 10. Promoting Cultural Heritage SDGs 8, 16



Realignement of priorities

**Survey Results** 



#### TOP 5 KEY AREAS OF THE

UNWTO AGENDA FOR AFRICA - TOURISM FOR INCLUSIVE GROWTH -

that should be prioritized to support the swift recovery response









44%



36%

52%

Unlocking Growth

through Investment

Promotion and

Public Private Partnerships

Promoting Innovation and Technology

Promoting Travel Facilitation (Connectivity/Visa)

Fostering Resilience (Safety + Security, Crisis Communication)

Advocating the Brand Africa





Realignement of priorities

**Survey Results** 



## MAIN AREAS TO BE RE-ALIGNED

TO ENSURE A SWIFT RECOVERY RESPONSE TO GOVID-19

**40%** 

20%

童

20%

20%

Fostering Resilience (Safety + Security, Crisis Communication) Advocating the Brand Africa Unlocking Growth through Investment Promotion and Public Private Partnerships

Promoting Travel Facilitation (Connectivity & VISA)







## A TOUR OF AFRICAN GASTRONOMY



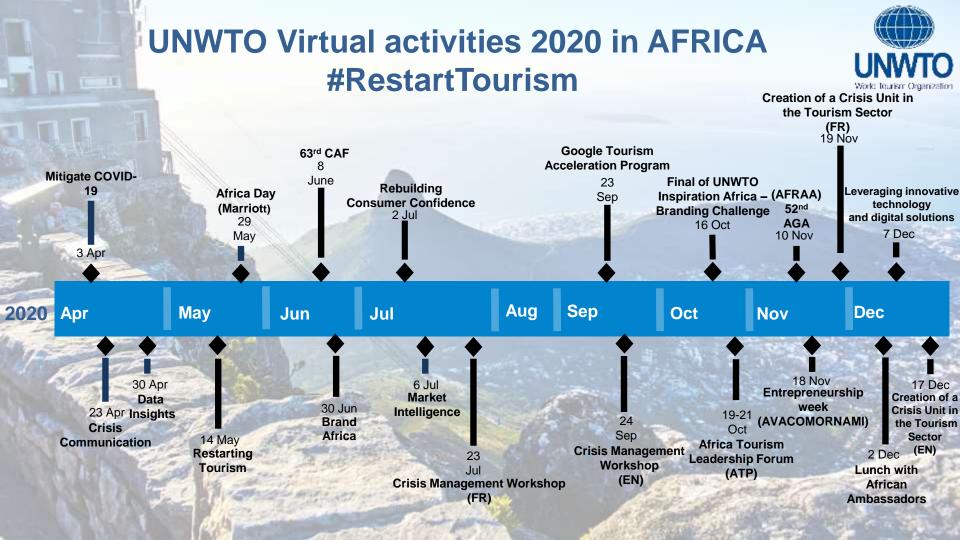
































Crosscutting measures
For the PRIVATE SECTOR



Implement global and harmonized health, safety and hygiene protocols

**#RESTARTTOURISM** 













## **Upcoming events 2021**



64th Meeting of the UNWTO
Commission for Africa
Cabo Verde (Sept.)



World Tourism Day Côte d'Ivoire (27 Sept.)



24th Session of the UNWTO General Assembly Morocco, Marrakesh (Oct.)



International Brand Conference on Tourism Windhoek, Namibia (TBC)



Ministerial Conference
UNWTO/WAEMU: Perspectives on Security
And Resilience for the tourism sector
Dakar, Senegal (TBC)





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## THANK YOU! For more information, please consult us:

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