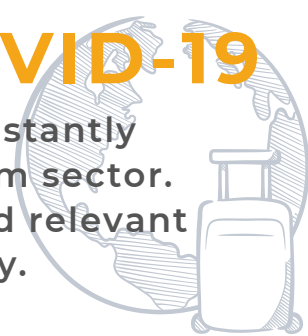


## Tourism Industry facing COVID-19

The COVID-19 pandemic represents an important and constantly evolving challenge to the global community and the tourism sector. We aim to keep you informed of the latest news, reports and relevant information about what is happening in our Industry.



### CALL FOR ACTION FOR TOURISM'S COVID-19 MITIGATION AND RECOVERY



The World Tourism Organization (UNWTO) has released a set of recommendations calling for urgent and strong support to help the global tourism to 'grow back better'.

[SEE FULL REPORT](#)

### HOW TRAVEL WILL LOOK LIKE POST-CRISIS

Demystifying the future of travel appears to be the next big thing for marketers, and it should usher in a second round of campaigns that is more targeted than the first since the coronavirus crisis began. Some Industry members share how they see the future.

**Skift**

[SEE FULL REPORT](#)

### IN CHINA, TRAVEL RESUMES

THE WALL STREET JOURNAL.

After some two months hunkered down at home to fight the coronavirus, many Chinese people traveled this weekend—the annual tomb-sweeping holiday—boosting beleaguered hotels and travel companies. Travel bookings for the three-day weekend were up 50% from the weekend before, according to Trip.com, China's largest travel services company.

[SEE FULL REPORT](#)

### HOW LONG WILL THE CORONAVIRUS AFFECT THE TRAVEL INDUSTRY?

Travelandmobility.tech ran an unconventional data analysis to predict how long travel bookings will continue to decline based on learnings from various travel sectors and how they performed in China since the outbreak of the virus in December.

travelandmobility.tech

[SEE FULL REPORT](#)

### EVENTS PIVOT TO VIRTUAL



As Covid-19 wreaks havoc on our economies and healthcare systems, the prognosis is not good for live events in 2020. The secret to survival is to pivot to virtual events. But virtual events aren't new. This report will show you how you can thrive in 2020.

[SEE FULL REPORT](#)

**Skift**

### CONSUMER MINDSET POST-CRISIS

Skift reunited leaders, some from the less obvious corners of travel, to join in the conversation and identify and shape what global trends and through lines will define the future of travel.

[SEE FULL REPORT](#)

### COVID-19: BRIEFING MATERIALS

McKinsey & Company

This document is meant to help senior leaders understand the COVID-19 situation and how it may unfold, and take steps to protect their employees, customers, supply chains, and financial results.

[SEE FULL REPORT](#)



### TRAVEL RESTRICTIONS IN DESTINATIONS

This report shows that almost all global destinations have imposed restrictions on travel since January 2020, including complete bans on all travel as they work to contain the pandemic. UNWTO therefore calls on governments to continuously review travel restrictions and ease or lift them as soon as it is safe to do so.

[SEE FULL REPORT](#)

### UNWTO CALLS FOR ACTION BY GOVERNMENTS

The Global Tourism Crisis Committee has united behind the World Tourism Organization's rallying cry for governments to "go beyond words" and begin taking decisive action to safeguard the millions of jobs under threat as a result of the COVID-19 pandemic.



[SEE FULL REPORT](#)

