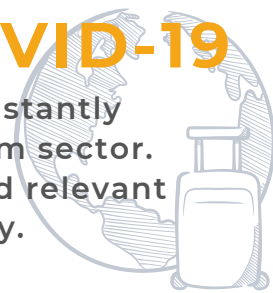


Tourism Industry facing COVID-19

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.



#TURISMORESET

#TurismoRESET

#TurismoReset is a community that brings together a wide variety of professionals from the tourism sector, united under the common goal of rethinking and working for a new tourism model which is truly sustainable and responsible with the capabilities of responding to the global challenges.

[SEE FULL REPORT](#)



GUIDELINES TO RESTART TOURISM

The guidelines were produced in consultation with the Global Tourism Crisis Committee and aim to support governments and private sector to recover from an unparalleled crisis. The United Nations specialized agency warns that international tourist arrivals could fall by between 60% and 80%. This puts 100-120 million jobs at risk.

[SEE FULL REPORT](#)

5 WAYS TO PIVOT TRAVEL MARKETING

Skift.

Fear is still widespread, yet an eagerness to return to public life is mounting. This contrast between navigating today's complex reality, while simultaneously planning for a future rebound, perfectly articulates the conundrum faced by travel marketers today. Simply put, travel brands are asking themselves: "How do we focus on finding solutions for the short-term while forging a path forward for the long-term?"

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Deloitte.

DELOITTE STATE OF THE CONSUMER TRACKER

When will consumers feel safe enough to return to work, stores, theaters, restaurants, and travel? Will they return to old behaviors or will new ones be born? Will stay-at-home orders create pent-up demand?

[SEE FULL REPORT](#)

'SAFE TRAVELS' FOR THE NEW NORMAL



WTTC alongside members, governments, health experts and other industry associations are working together to achieve effective recovery protocols by developing meaningful action plans.

[SEE FULL REPORT](#)



WORLD TOURISM BAROMETER MAY 2020

To give a glimpse of the most up-to-date reality of the Travel Industry, UNWTO presents its "World Tourism Barometer" for May 2020. It gives us a special approach on the impact caused by COVID-19 and presents 3 possible scenarios towards the recovery of Tourism.

[SEE FULL REPORT](#)

