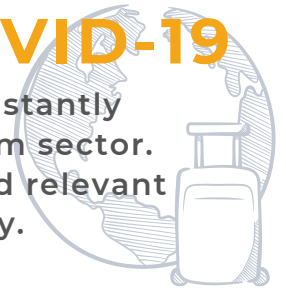# REPORT #10

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.

EXHIBITION INDUSTRY BAROMETER

This study provides statistics and a detailed analysis of each area of the Exhibition Industry. Using as a tool a survey applied to 459 companies from 62 regions, this report shows the devastating impact of the pandemic on events, however, its objective is to provide initial parameters to prepare for recovery.

SEE FULL REPORT

UNWTO INVITES STARTUPS TO ACHIEVE SDGS

To boost the contribution of Tourism to the 17 Sustainable Development Goals (SDGs), the World Tourism Organization (UNWTO) has announced the launch of a new Startup Competition as it looks to identify innovators with the power to further tourism's contribution to sustainable development.

SEE FULL REPORT

APEX COVID-19 MEETING DESIGN

The Events Industry Council shares a document with tools and practices so that organizations can prepare the necessary protocols for future events and in-person meetings. It seeks to restore confidence in the authorities that decide if there are events in person, to give them assurance that they can be carried out safely.

SEE FULL REPORT

HOTELS: TREAT YOUR WORKERS AS YOU TREAT GUESTS

Teams have to be empowered with clear direction, every small detail must be looked after, and a huge premium is placed on being able to replicate this day in and day out. However, there's one overlooked element: instilling pride in employees. There's a lot of "we are here for you" promises coming from top-down corporate marketing, but if the front line doesn't feel motivated, recognized, and ready to over deliver on some significant new asks, then none of it will ring true.

SEE FULL REPORT

2020 DIGITAL TRANSFORMATION REPORT

Skift and Amazon Web Services prepared a report on the digital transformation of the Tourism Industry. This in order to provide references to executives of tourism companies and measure their own progress.

Technology offers many advantages to withstand this travel downtime, such as helping companies to be more agile in responding to changes in demand, providing new insights into business operations and consumers, and even allowing them to function more efficiently and save money in the process.

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