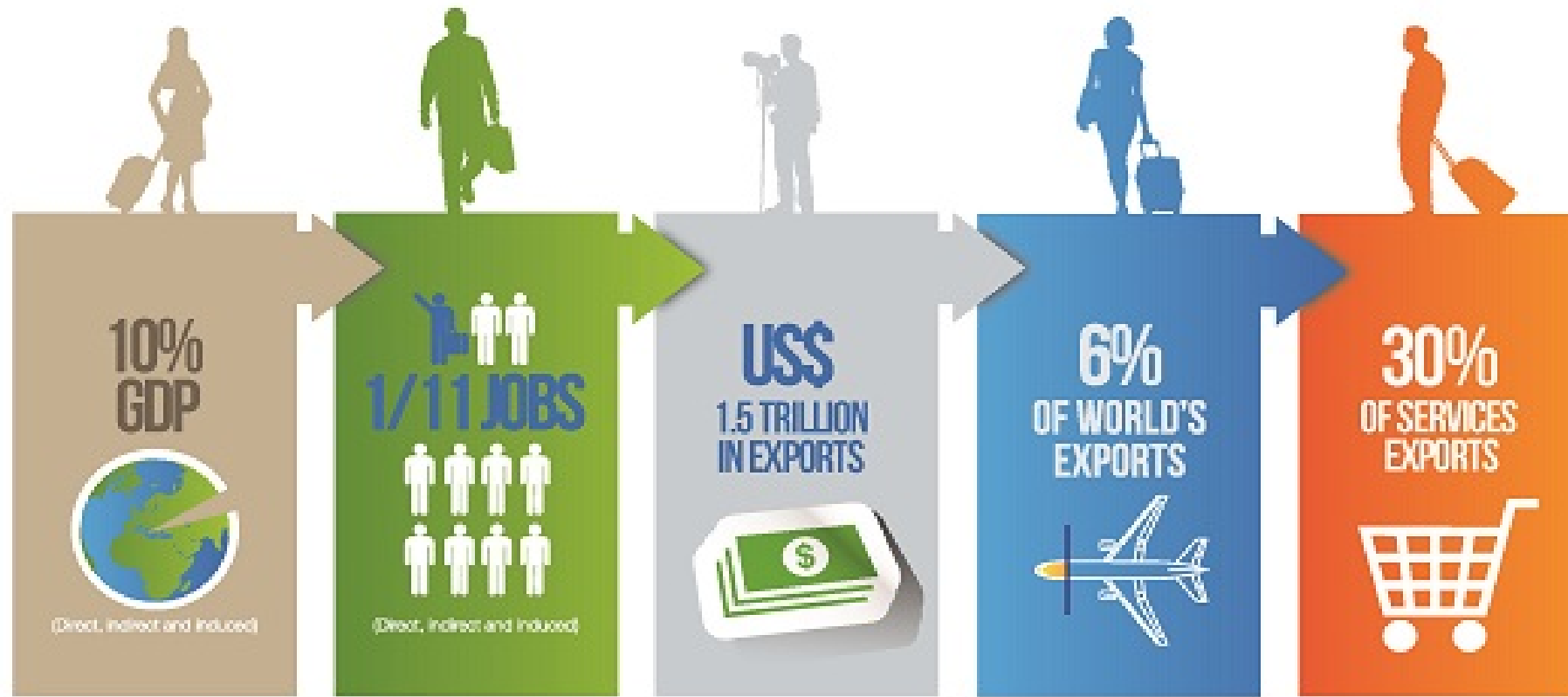


# GSTC 2021 Online Members Meeting (Dec 7<sup>th</sup>, 9<sup>th</sup>)

**Luigi Cabrini**  
Chair, GSTC



# Tourism in the world before the pandemics

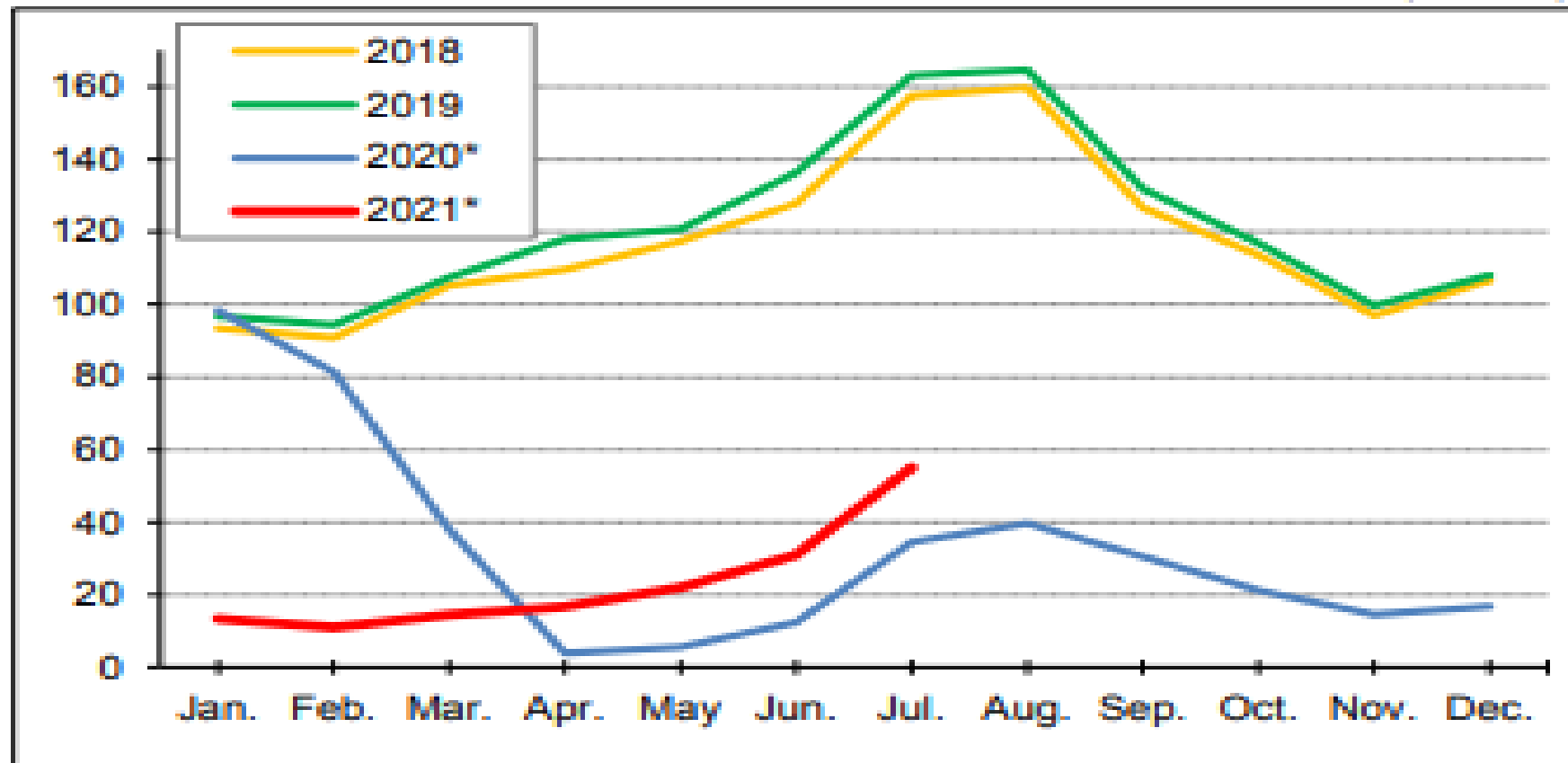


**WHY TOURISM MATTERS**

## International Tourist Arrivals by month

World

(million)



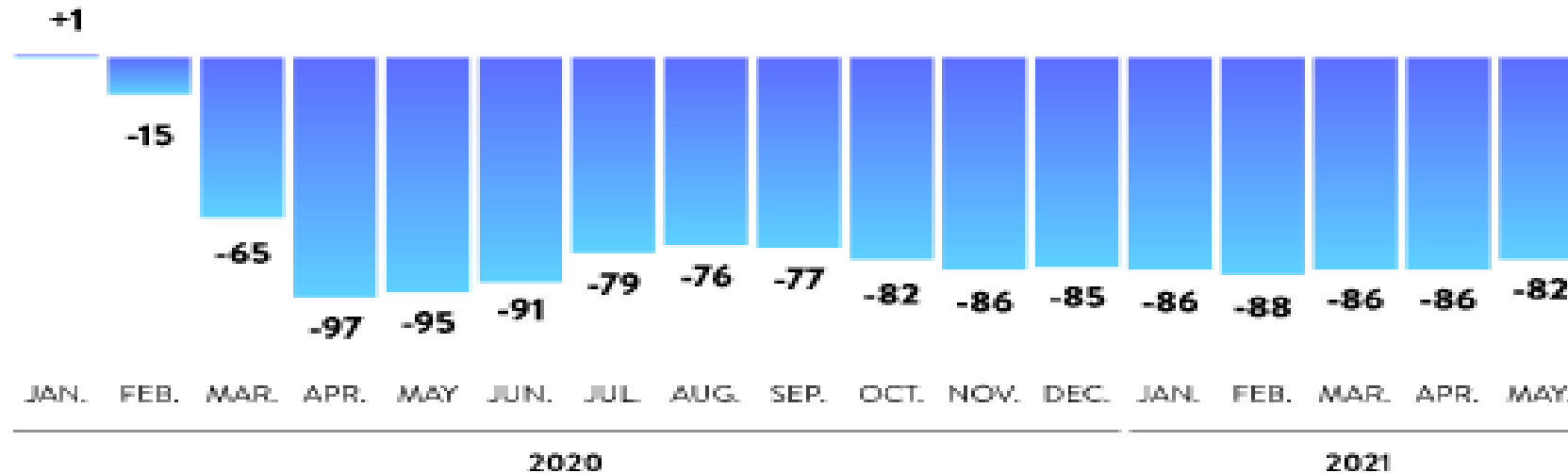
Source: World Tourism Organization (UNWTO) ©

## INTERNATIONAL TOURISM 2020 AND 2021

INTERNATIONAL TOURIST ARRIVALS

**-85%**

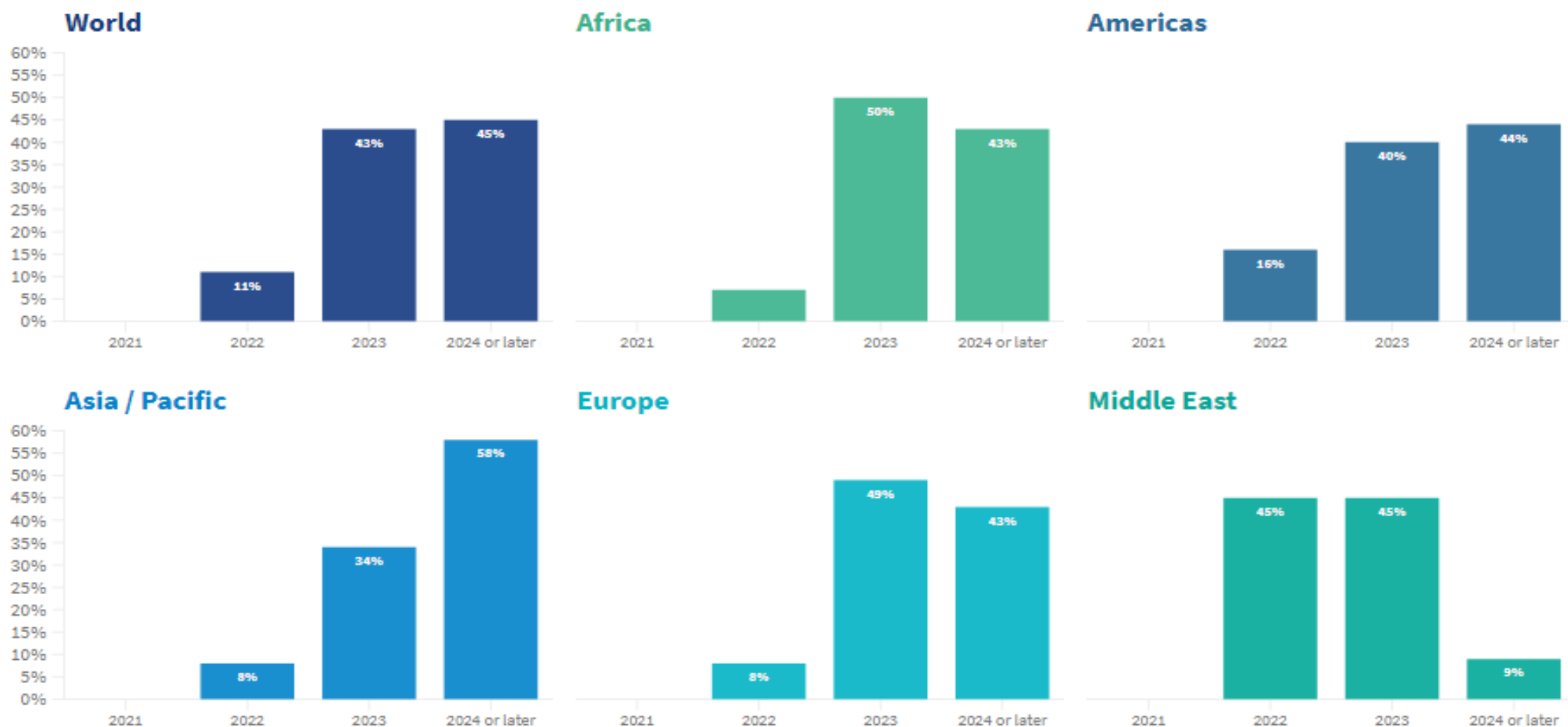
JANUARY - MAY 2021, CHANGE (%)



## International Tourism and COVID-19

- 1 billion fewer international tourist arrivals
- Loss of US\$ 1.3 trillion in total export revenues from international tourism
- 100 to 120 million direct tourism jobs at risk

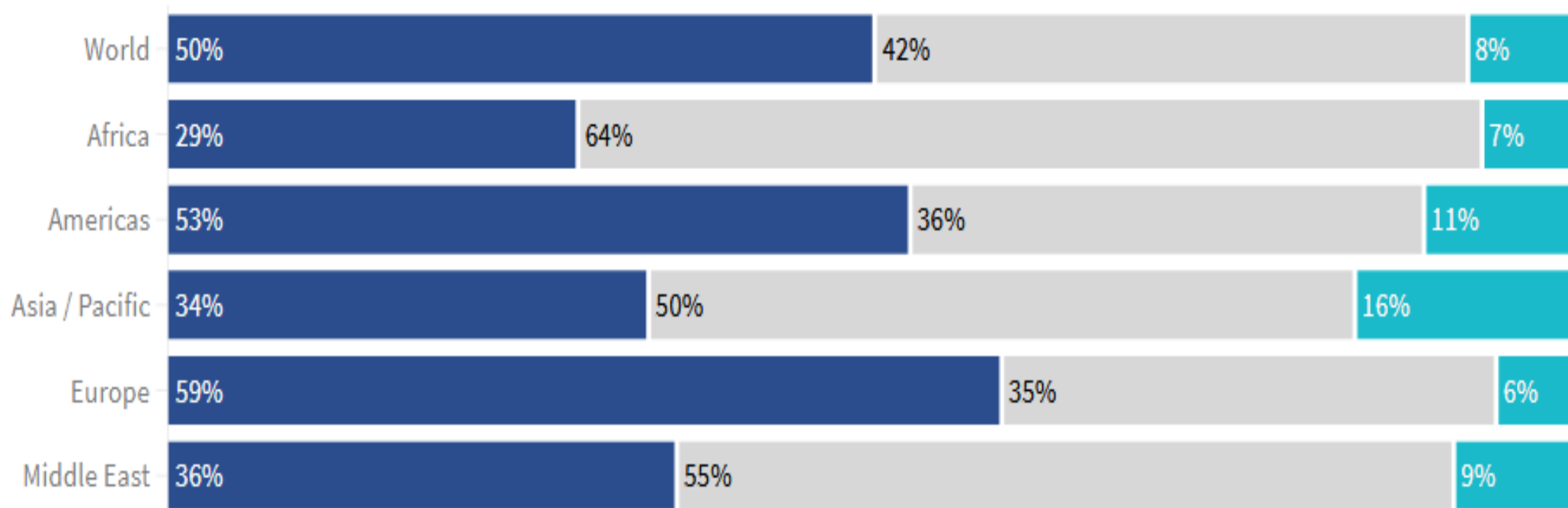
# When do you expect international tourism to return to pre-pandemic 2019 levels in your country?



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UNWTO, September 2021. Published: 04/10/2021

## Is domestic tourism driving the recovery of your destination?

■ Yes 
 ■ Partially 
 ■ No



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UNWTO, September 2021. Published: 04/10/2021

# **WILL POST PANDEMIC TOURISM BE MORE SUSTAINABLE?**





# What do the tourists think?

- A research published by Booking.com in June 2021, containing information gathered from more than 29,000 travelers in 30 countries, suggests that the pandemic has been the turning point for a strengthening of the commitment to travel responsibly.
- 83% think sustainable travel is vital and 61% say the pandemic has influenced them to want to travel more sustainably in the future.
- 72% of travelers believe we all need to act now to save the planet.
- As the world of travel begins to open up again, travelers are more committed than ever to doing so consciously.
- Almost half (49%) admit that the pandemic has changed their attitude to make positive changes in their daily lives, with recycling (49%) and reducing food waste (42%) being top priorities.





# Is the business responding adequately?

- Nearly half (49%) still believe that in 2021 there are not enough sustainable travel options available, and 53% admit they don't appreciate places that do not allow them to be sustainable, for example by not providing recycling facilities.
- While 3 in 4 accommodation providers say they have implemented at least some form of sustainability practices at their property, only a third actively communicate their efforts proactively to potential guests.
- To help increase the visibility of more sustainable stay options, the GSTC cooperates with OTAs (including Booking.com) to make it possible to identify and choose hotels with sustainability certifications.



# Conclusions

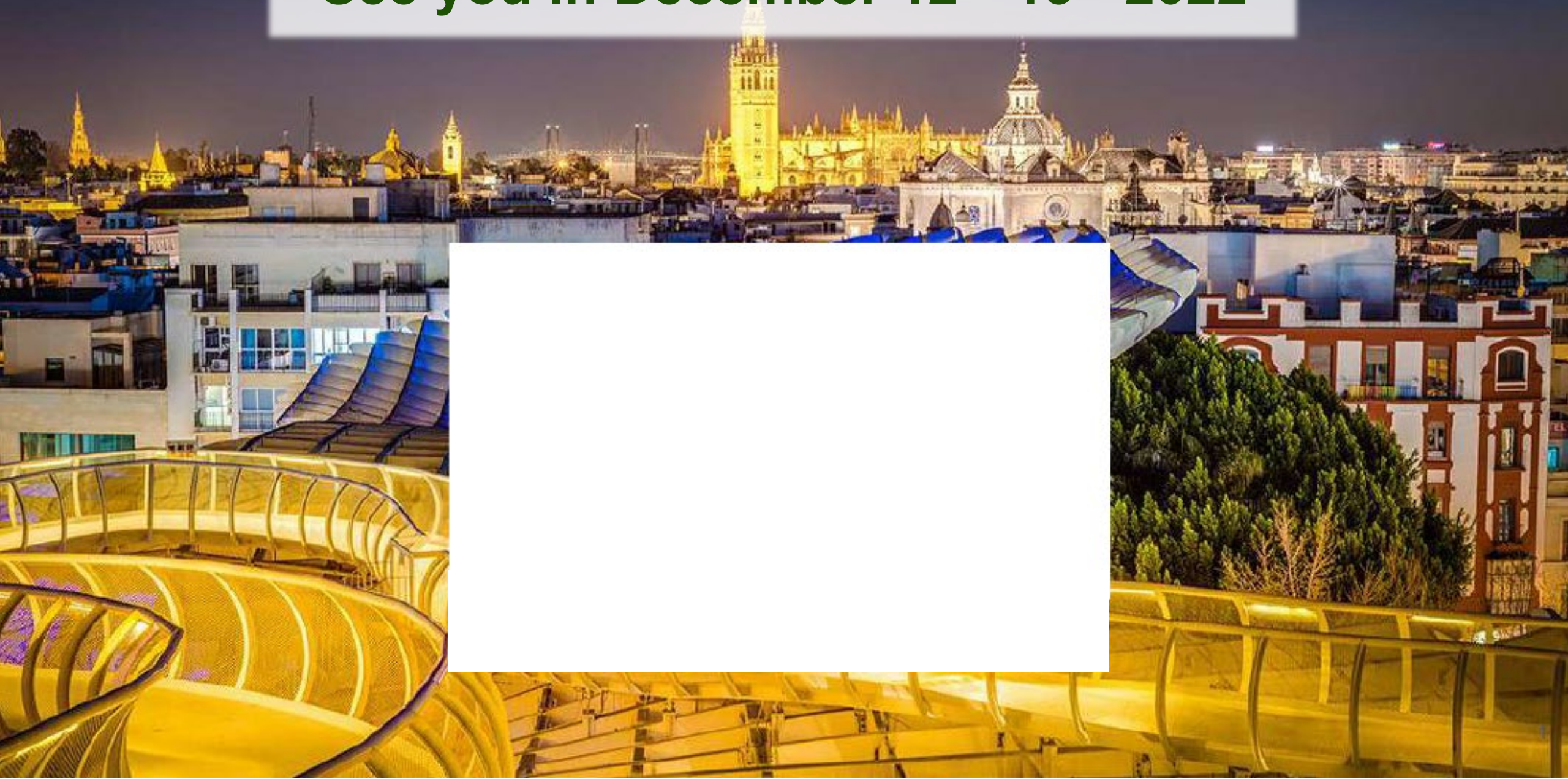
The pandemic has been a devastating shock to tourism with millions of jobs lost and thousands of businesses (particularly SMEs) in bankruptcy.

We must take the opportunity to restart better than before and reduce those negative impacts that already threatened the growth of tourism.

The problems have not really changed: overtourism, global warming, waste of resources (and food), reduction of biodiversity, plastic pollution, etc.

GSTC proved to be valuable during the pandemic, as demonstrated by the pace of new memberships, the relevance of the new members, the attendance at our training courses, and the good financial situation.

**See you in December 12<sup>th</sup>-15<sup>th</sup> 2022**



# Thank you!

[chair@gstcouncil.org](mailto:chair@gstcouncil.org)

