



ONLINE EVENT
21 NOVEMBER 2022

Laying the foundations for cycling tourism in Europe



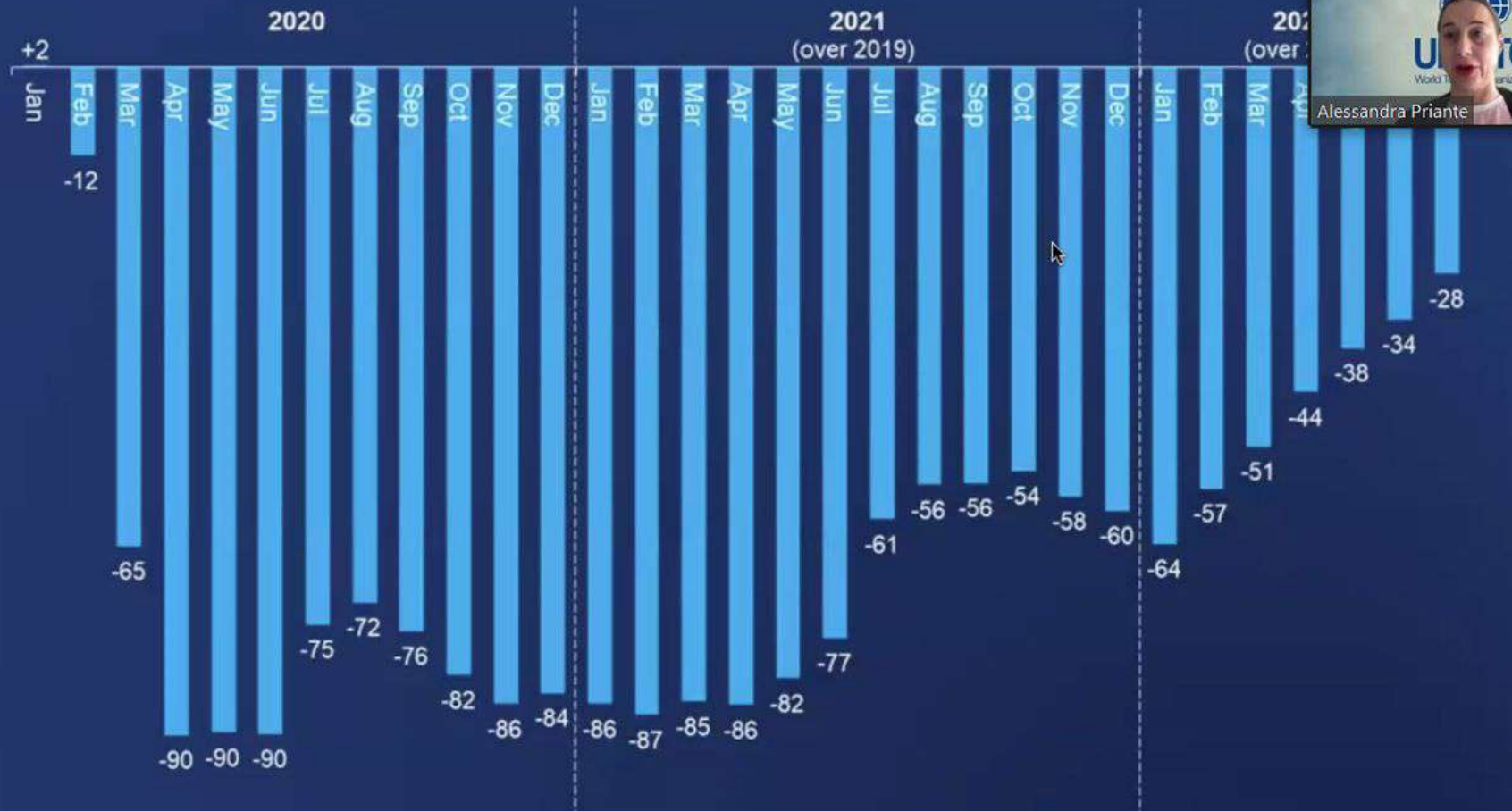
Welcome

International tourist arrivals

(% change vs. 2019)

Source: UNWTO (Sept. 2022)

* Provisional data



Alessandra Priante

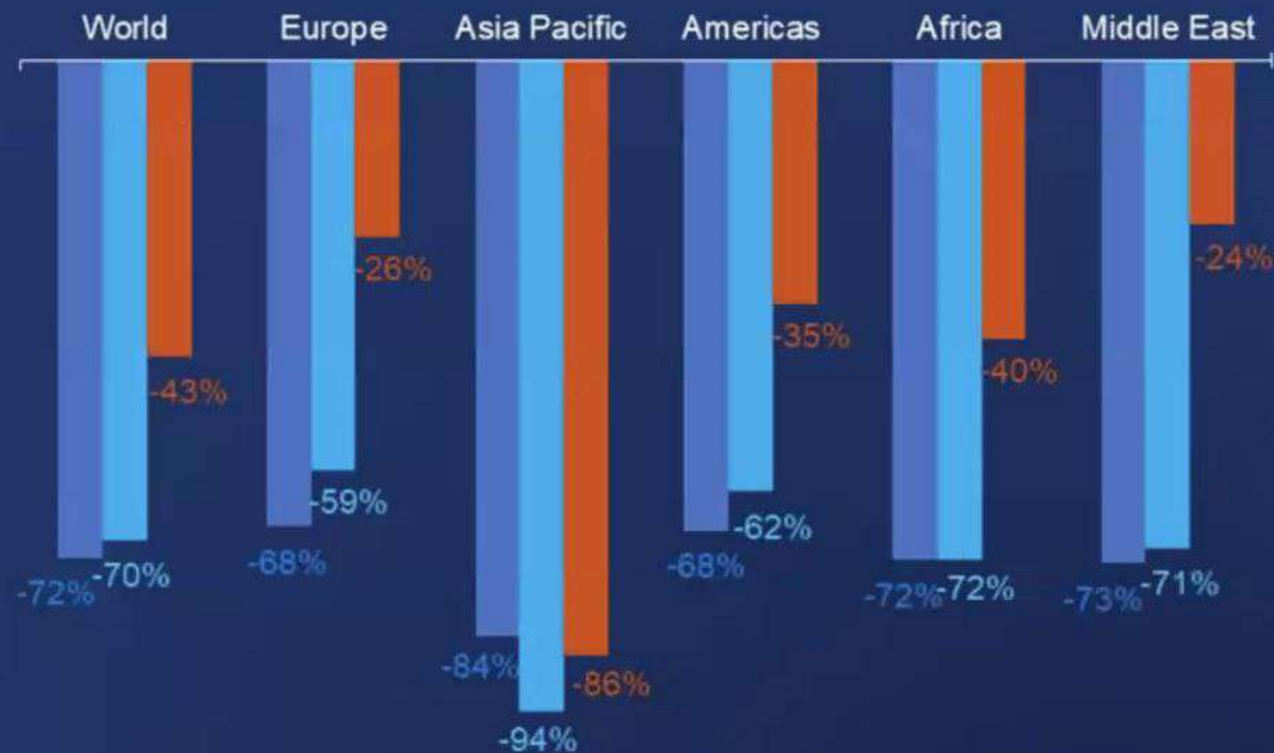
International tourist arrivals: World

(% change vs. 2019)



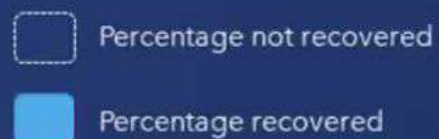
Source: UNWTO (Sept. 2022)

* Provisional data



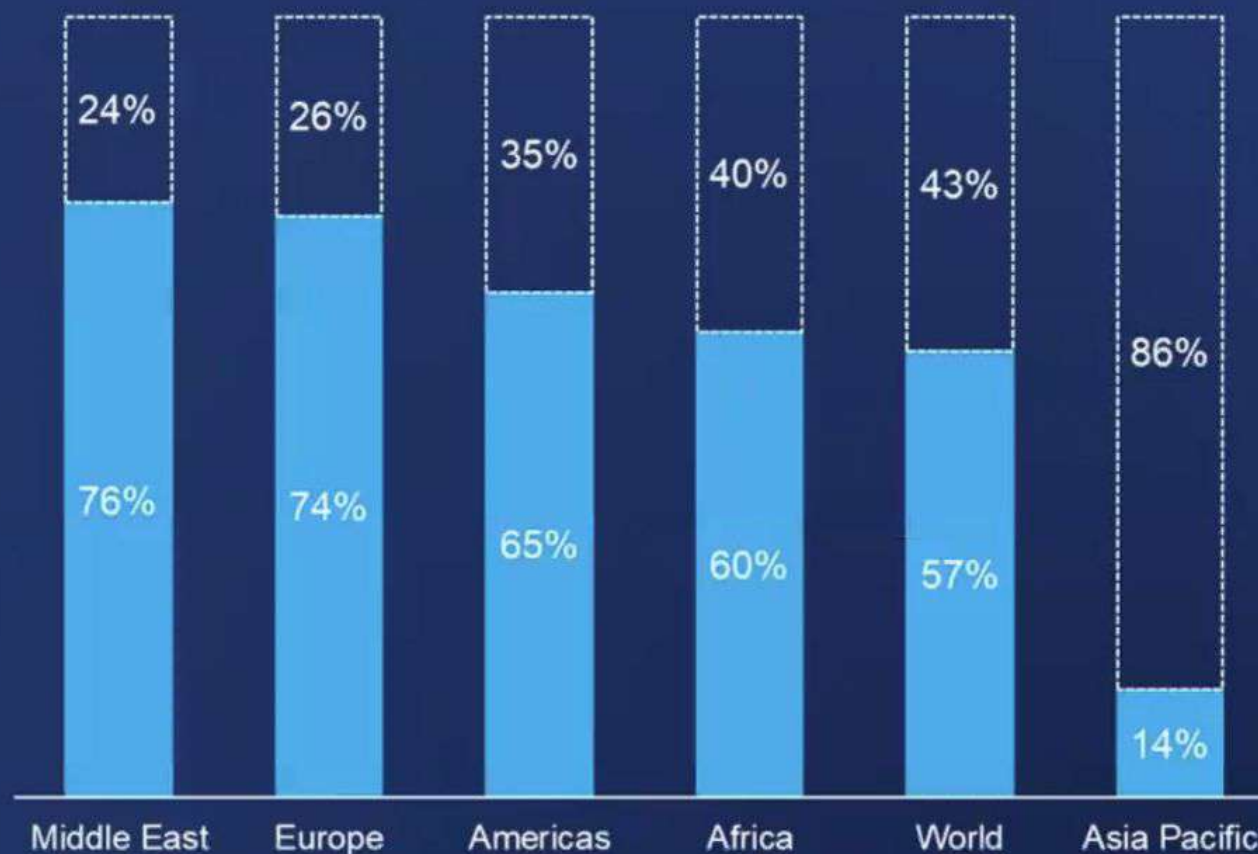
International tourist arrivals:

Percentage of 2019 levels recovered in January-July 2022 (%)*



Source: UNWTO (September 2022)

* Percentage of January-July 2019 arrivals reached in January-July 2022.



International tourist arrivals: World

(millions)

- 2019
- 2020
- 2021
- Jan-July 2022*

Source: UNWTO (September 2022)

* Provisional data



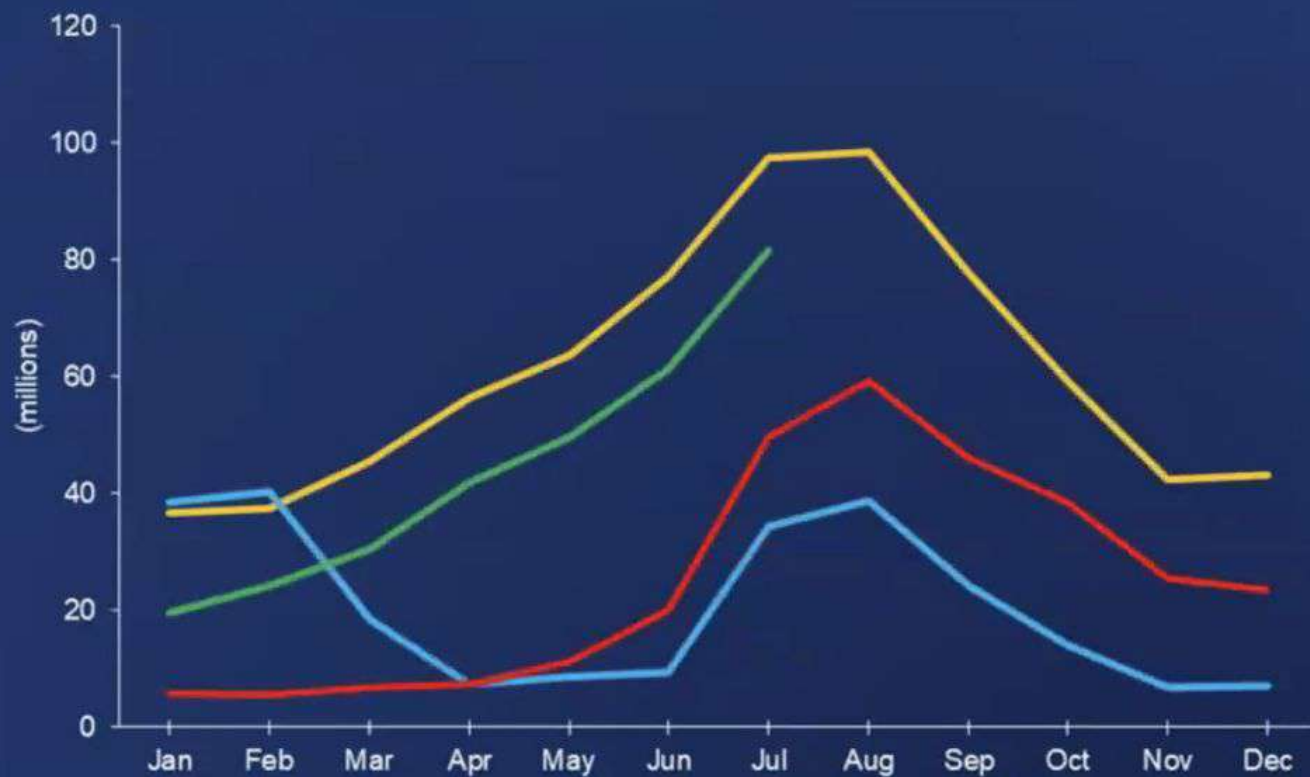
International tourist arrivals: Europe

(millions)

- 2019
- 2020
- 2021
- Jan-July 2022*

Source: UNWTO (September 2022)

* Provisional data



Best performing destinations in January-July 2022*

International tourist arrivals
(% change vs. 2019)

Source: UNWTO (Sept. 2022)

* Based on destinations with available data for the first 5 to 7 months of 2022

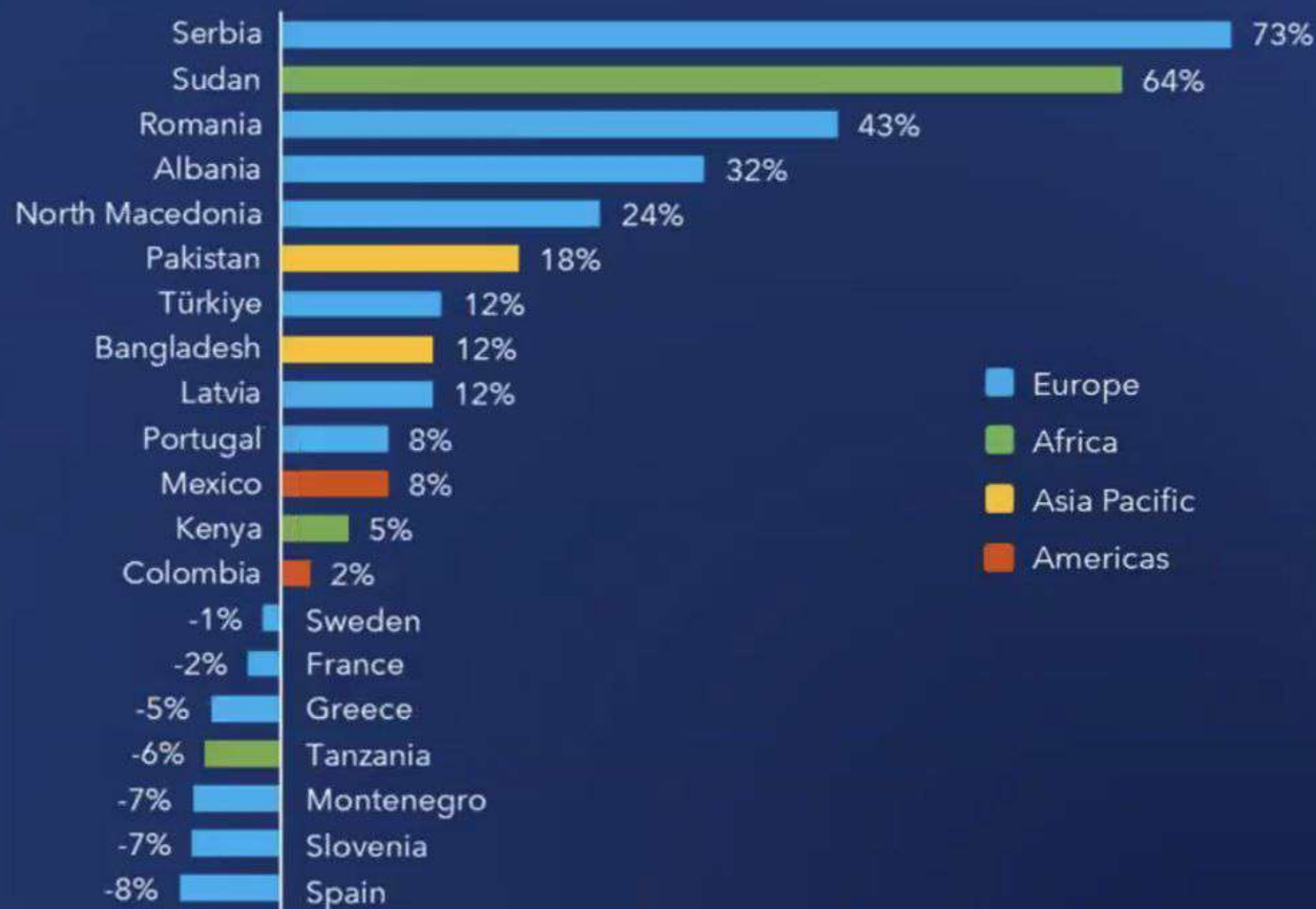


Best performing destinations in terms of earnings: January-July 2022*

International tourism receipts (real % change vs. 2019)

Source: UNWTO (Sept. 2022)

* Based on destinations with available data for the first 5 to 7 months of 2022



UNWTO Panel of Experts Survey

What are the main factors weighing on the recovery of international tourism?

Source: UNWTO Panel of Experts Survey (September 2022)

Percentage of experts mentioning each factor



World: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)



Source: UNWTO (September 2022)

* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results. The above scenarios are subject to revision.

WIDESPREAD WORKFORCE SHORTAGE

little to no sign of improvement unless investments are made in human capacity building



REINVENTING THE WAY POLICY-MAKERS AND TOURISM STAKEHOLDERS DO TOURISM

adapting to the demand, particularly for youth

improving the supply with attractive service-oriented jobs

addressing seasonality

DOUBLE CHALLENGE FOR TOURISM IN EUROPE

UNWTO INITIATIVES TO #RESTARTTOURISM



PREREQUISITES FOR TOURISM EXCELLENCE

MEASUREMENT

PLANNING

MANAGEMENT

CORE PILLARS OF RECOVERY



SUSTAINABILITY



JOBES & SKILLS



**INVESTMENTS
& INNOVATION**



**TOURISM FOR
RURAL
DEVELOPMENT**



ONE PLANET VISION FOR A RESPONSIBLE RECOVERY OF THE TOURISM SECTOR

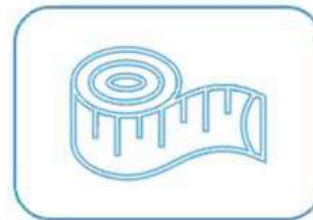


ONE PLANET VISION FOR A RESPONSIBLE RECOVERY OF THE TOURISM SECTOR

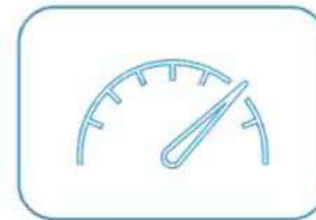
- On 4 May 2021, the G20 Tourism Ministers welcomed the Recommendations for the Transition to a Green Travel and Tourism Economy, which UNWTO submitted upon the request of the Italian Presidency.
- The Recommendations, which build on the widely consulted One Planet Vision for a Responsible Recovery of the Tourism Sector, represent a common vision for a better tourism for people, planet and prosperity.

GLASGOW DECLARATION ON CLIMATE ACTION IN TOURISM

- an urgent global call for commitment to a decade of climate action in tourism
- cut global tourism emissions by at least a half over the next decade and reach Net Zero emissions as soon as possible before 2050
- signatories commit to deliver a concrete climate action plan, or updated plan, within 12 months of signing
- 650+ signatories across all sectors



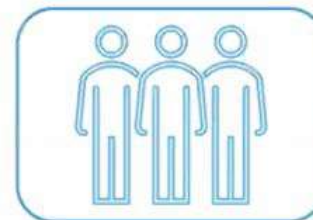
Measure



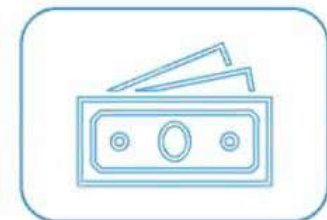
Decarbonise



Regenerate



Collaborate



Finance

MEASURING THE SUSTAINABILITY OF CYCLING TOURISM

CYCLING IS ON THE RISE

number of kilometres travelled by bike in Switzerland doubled during the country's partial lockdown



MAKING A REAL IMPACT

79 kg of CO₂ emissions per year, if we ride a bike just 5 km per day → equivalent of 4 trees



MORE ACCESSIBLE AND AFFORDABLE

in Germany, renting a bike cost approximately 0,10 € per person per km as compared to 0,40-1,40 € for using a mid-range car

Roberta Alesandri-Franchi

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Thank you!

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