



# 100 Million Jobs Recovery Plan Final Proposal

## BACKGROUND

Travel & Tourism is a catalyst for global economic recovery and growth, responsible for 330 million jobs (one in ten jobs globally) and 10.3% of global GDP (USD 8.9 trillion) in 2019. Over the past five years, one in four of all new jobs created across the world in all sectors and industries, have been in Travel & Tourism. Across the G20 countries – the sector is responsible for 211.3 million jobs and USD 6.7 billion in GDP.

Travel & Tourism is one of the world's largest sectors, driving socio-economic development and job creation. It plays an important role in poverty reduction, driving prosperity, reducing inequality providing opportunities regardless of gender, education, nationality, and beliefs with 54% of the sector's workforce being women and over 30% are youth.

Unfortunately, the Travel & Tourism sector is facing unprecedented challenges stemming from the COVID-19 pandemic. The sector is one of the worst impacted and according to the latest WTTC estimates, by the end of 2020 – over 197 million jobs and USD 5.5 trillion are set to be lost worldwide due to the collapse of travel globally.

As we have learned from previous crises, the restart and recovery of the Travel & Tourism sector, and its associated economic and social benefits, is highly dependent on international coordination. The G20 platform was created after the financial crisis and it was the most successful mechanism to reduce the recovery timeframe via close international collaboration and coordination.

## CURRENT SITUATION

An unprecedented crisis requires unprecedented action and collaboration. This is evident in the coordinated actions the G20 has taken in the face of the COVID-19 pandemic first steps. Such actions have been committed to and highlighted in [the Extraordinary G20 Leaders' Statement](#), [the G20 Tourism Ministers' Statement](#), [G20 Finance Ministers & Central Bank Governors Action Plan](#), and the [G20 Actions to Support World Trade and Investment in Response to COVID-19](#).

As of September 2020, more than 121 million jobs and livelihoods in the Travel and Tourism sector have been impacted globally creating the worst economic and social crisis.

Enhanced international coordination to remove barriers and build traveler confidence are critical to the sector's survival and recovery. To achieve recovery, it is essential to provide certainty for the travelers in regards to travel restrictions and policies to facilitate domestic and international travel.



There is a unique window of opportunity for leaders from the public and private sector to work together to create the path forward to provide the economic recovery needed for the Travel & Tourism industry without compromising the necessary health measures and, bring back millions of jobs.

**Under the leadership of Saudi Arabia and its Presidency of the G20 the global Travel & Tourism private sector was asked to put together a plan to support the recovery of the sector and bring back 100 million jobs.**

## RECOVERY PLAN

**WTTC Members, other private sector leaders and international organizations have identified the following private sector actions:**

1. **Implement standardized global health and safety protocols across all industries and geographies** to facilitate a consistent and safe travel experience.
2. **Cooperate with governments in their efforts on COVID-19 testing before departure and contact tracing tools** within an international testing protocol and framework.
3. Develop and adopt **innovative and digital technologies that enable seamless travel**, better manage visitor flows, and improve traveler experience while making it safer.
4. Offer **flexibility for bookings** or changes such as waiving fees due to COVID-19 positive cases.
5. Offer **promotions, more affordable products or greater value to incentivize domestic and international travel**, taking into considerations national and international health guidelines.
6. **Cooperate with governments in the promotion of destinations** that are open for business and **document testimonials** to rebuild traveler confidence.
7. **Adapt business models** to the new global situation and collectively work to **develop new products and solutions** to boost domestic and international tourism.
8. **Reinforce the provision and purchase of travel insurance** that includes COVID-19 cover.
9. Provide **consistent and coordinated communication** to travelers, offering information to have better risk assessment, awareness and management, facilitate their journeys and enhance their experience.
10. **Develop capacity building and training programs to upskill and retrain tourism workers and MSMEs** and empower them with the essential **digital skills** to adjust to new normal and for a more inclusive, robust, and resilient sector.
11. **Reinforce sustainability practices**, working in partnership with local communities and accelerating sustainable agendas where possible.
12. **Continue to invest in crisis preparedness and resilience** to better equip the sector to respond to future risks or shocks, while working closely with the public sector.

However, the private sector cannot reduce the time frame of recovery and bring back 100 million jobs alone; public-private collaboration is essential to the success of the plan. The private sector welcomes the willingness of the Tourism Ministers of the G20 countries to strengthen international collaboration as well as facilitate and lead within their governments and work with the private sector on the following key principles:

1. **International coordination among governments to re-establish effective operations and resume international travel.**
2. **A coordinated approach to re-open borders** and the consideration of international standard reporting and indicators on risk assessments and the current situation to provide clarity on information.
3. **Consider the implementation of international ‘air corridors’** between countries or cities with similar epidemiological situations, especially among the following major international hubs: London, NYC, Paris, Dubai, Frankfurt, Hong Kong, Shanghai, Washington DC, Atlanta, Rome, Istanbul, Madrid, Tokyo, Seoul, Singapore. Moscow amongst others.
4. **Align health and hygiene protocols and standardized measures**, to help rebuilding traveler confidence and ensuring a consistent approach of the travel experience in addition to reducing the risk of infection.
5. **Implement an international testing protocol** and a coordinated framework for testing before departure using fast, efficient, and affordable tests
6. **Consider an international contact tracing standard** with harmonized data for private sector to be able to track and support.
7. **Modify quarantine measures to be for positive tests only:** Replace blanket quarantines with a more targeted and effective approach, significantly reducing the negative impact on jobs and the economy.
8. **Review existing regulations and legal frameworks** to ensure that they are adapted to the changed requirements of the sector to facilitate recovery and post-COVID-19 growth.
9. **Continue to support the most affected by the COVID-19** within the Travel & Tourism sector, including MSMEs in terms of fiscal stimulus, incentives, protection of workers.
10. **Provide consistent, simple and coordinated communication to citizens and travelers** to ensure better risk assessment and awareness via a communications campaign (PR and media).
11. **Continue to support travel promotion campaigns to assure**, incentivize and attract both leisure and business travel. Support testimonials and the positive message of job creation and social impact of travel.
12. **Continue to invest in crisis preparedness and resilience** to better equip the sector to respond to future risks or shocks, while working closely with the private sector.

The plan has been developed with feedback from the global private sector CEO’s – WTTTC Members and non-Members, WTTTC Industry Task Force Members and international organizations and fully supports the implementation of the ICAO CART guidelines and process.