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IN DEPTH

The pandemic: Culture and tourism in the eye of the storm

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The Covid-19 pandemic has caused a **major economic crisis worldwide**. The culture and tourism sectors have been hit hard. The World Tourism Organization (UNWTO) estimates that international travel has **fallen by 60 to 80%** in 2020, compared with only 4% after the 2008 economic crisis.

Tourism is important because it:

- Brings money to countries.
- Helps local development.
- Creates many jobs.
- Supports local communities, especially in developing countries and small islands.

Reviving tourism is, therefore, a priority for governments.

Worldwide, culture and tourism account for **330 million jobs**. Because of the pandemic, **10% of these jobs are at risk**.

Many migrant workers, young people and women are affected.

Cultural tourism accounts for 40% of global tourism revenues.

In March-April, 95% of museums were closed, and up to 13% of them may never reopen.

90% of countries have closed their World Heritage Sites.

These closures have led to job losses and staff reductions.

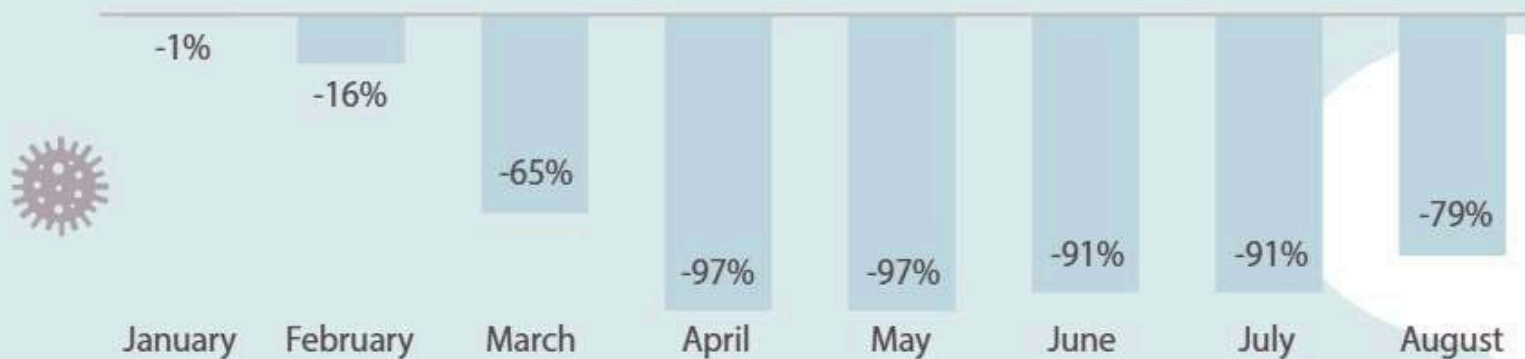
Cultural practices, such as the performing arts and traditional crafts, have also been disrupted.

People working in the fields of traditional crafts and the performing arts have been hit hard, and those working in gourmet restaurants, art galleries and theaters as well.

INTERNATIONAL TOURISM IN 2020

 Source: UNWTO (2020)

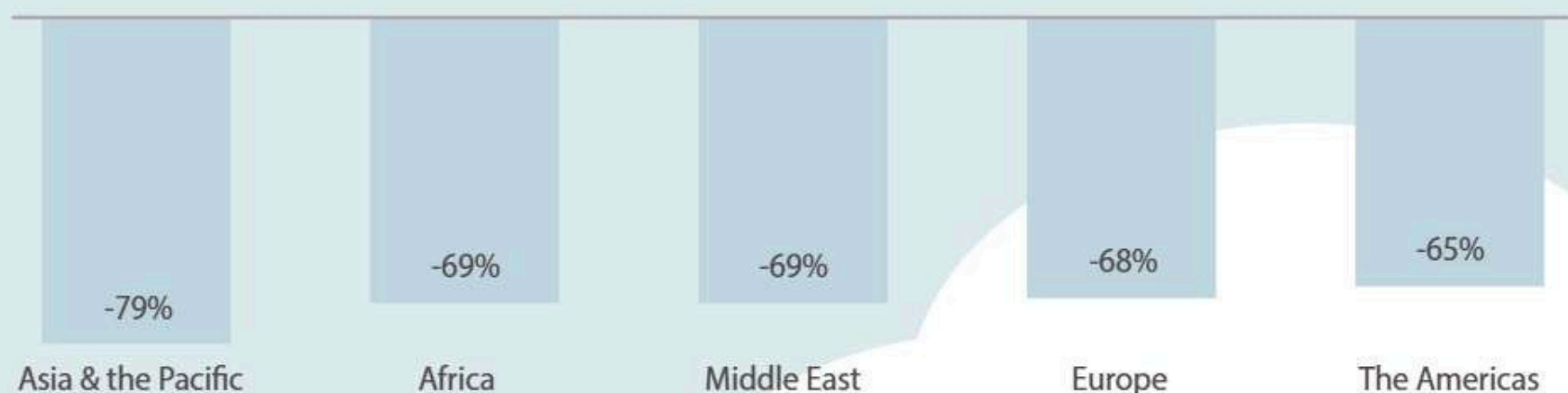
Change by month, compared to 2019



International tourist arrivals



Decline of arrivals by region in 2020, compared to 2019



TOURISM & THE GLOBAL ECONOMY

8.9 trillion USD contribution to the world's GDP

10.3% of global GDP

2019
Global tourism sector

330 million jobs

1 in 10 jobs around the world

144 million jobs at risk by December 2020

Most vulnerable groups



Women in low-skilled or informal work



Youth



Indigenous peoples and other historically marginalized populations

Factors weighing on the recovery of international tourism



2020

CULTURAL IMPACT OF COVID-19

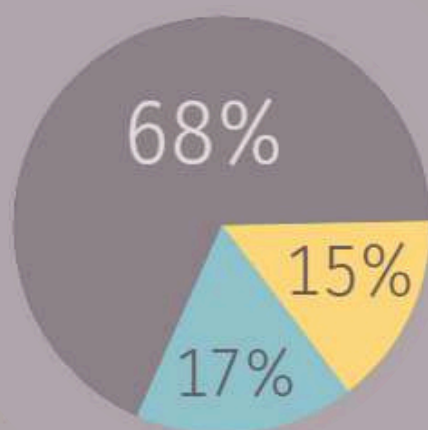
World tourism
revenues

40%
World Heritage
sites & museums

Source: UNESCO (October 2020)

9 out of 10 countries
closed access to their
World Heritage sites

April

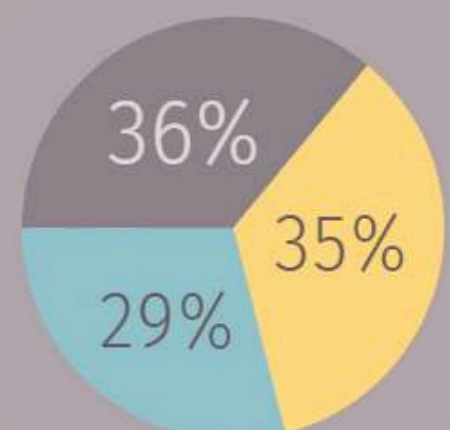


closed sites
totally

kept their
sites open

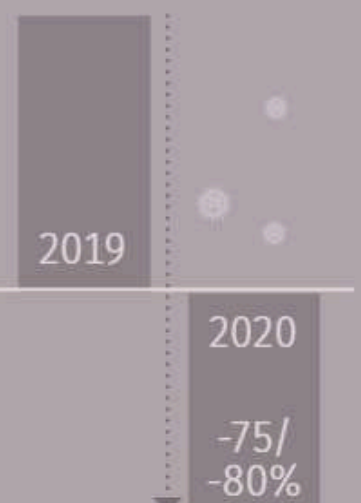
partial closure
indicated

October



Source: UNESCO (2020)

75%
to 80%
loss of income for many museums



13% may
never reopen

95%
of museums
remained closed

19.2% uncertain
whether they would
be able to continue