



TRAVEL AND TOURISM MARKET



Groundwork Intel
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Travel and Tourism is one of most prominent sectors in the world economy

Travel & Tourism as one of the world's largest economic sectors

One in 10 jobs (330 million) worldwide

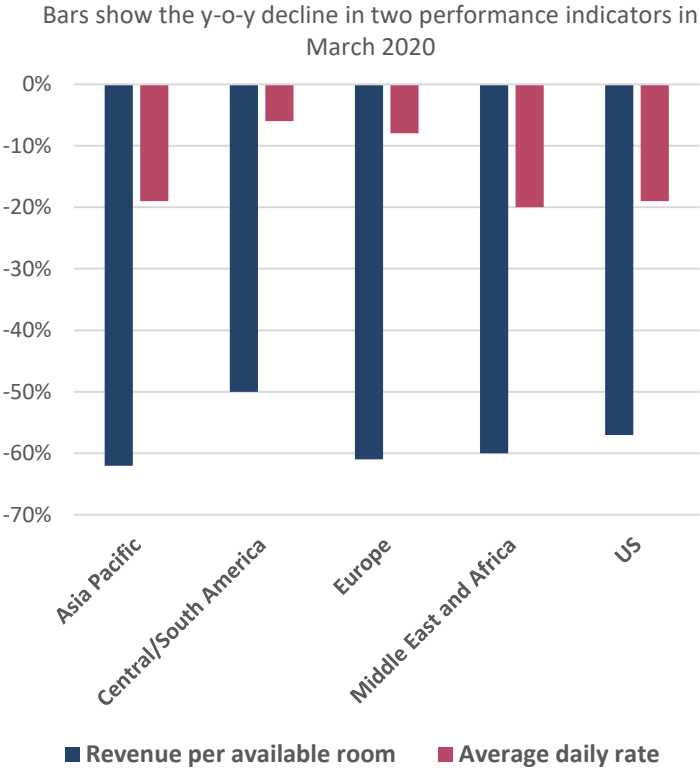
Generates 10.3% of global GDP

Covid-19 has impacted travel and tourism like no other event before in the history



The sector was amongst the first few sectors to be hit severely by the Covid-19 pandemic.. Asia is expected to be the worst affected

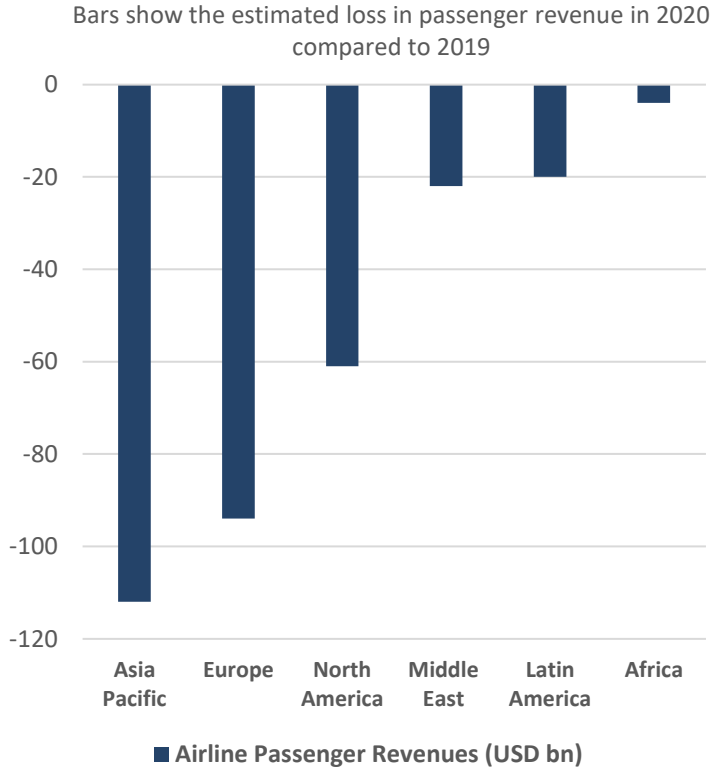
HOTEL REVENUES PLUMMET



Source: STR



AIR TRAVEL DOWNFALL



Source: International Air Transport Association

MASSIVE JOB LOSSES



Source: World Travel and Tourism Council

The global travel and tourism sector is expected to take a long time to recover from the ill effects of coronavirus pandemic on the sector.

The United Nations World Tourism Organization (UNWTO) predicts global tourist arrivals – or visits from tourists who come to their destinations and stay at least one night – will fall 30 percent this year from the record 1.5 billion in 2019.

Airlines have grounded nearly two-thirds of their planes as passengers vanish.

Cruise ships are docked; some won't sail again until November 2020.



Companies are looking to reboot

Companies across the globe are adopting some unprecedented and innovative developments to push the sector to recover



Health and Safety

Company Management



Technology





Health and Safety

- Rigorous **sanitation** daily thorough professional cleaning of the environment for safety of guests following all disinfection and sanitizing protocols
- Ensuring **food safety** starting from food suppliers to the kitchen food preparation, serving and delivery
- Providing basic **medical protection equipment**: masks, gloves, sanitizers etc.
- Practice **social-distancing** even at the cost of reduction of number of customers at a particular date or time
- Strictly **follow the guidelines** issued by local, state or federal government

Hilton, Marriott and Airbnb all announced enhanced cleaning procedures worldwide to ease travelers' minds

Gary Thulander, managing director of Chatham Bars Inn, a 106-year-old resort on Cape Cod, said the resort is planning many changes when it reopens this summer, including checking in guests via cell phones, letting them opt out of room service and lengthening dining hours so fewer guests will be eating at the same time

In Egypt, Hadhoud is removing cruises and hot air balloon rides from his packages and replacing them with tours of Egypt's vast western deserts, where travelers can keep their distance from one another

At Universal Studios in Orlando, Florida, multiple teams are working on scenarios, including putting more between riders in rollercoasters

Wynn Resorts CEO Matt Maddox said his company may sanitize dice between users, put fewer seats at blackjack tables and idle slot machines between players at its casinos in Las Vegas, Boston and Macau





Company Management

- **Leadership Additions:** company may need to hire a CSO or CHO (Chief Safety Officer or Chief Health Officer). This person must be a public health and safety professional
- **Training Programs:** organizations are creating several training programs. All managers, from the top to the front line supervisors, must go through a training program and acquire a "certificate of completion" in public health and safety. All new hires in any managerial position will need to have this certificate before being fully employed
- **Alter Marketing Campaigns:** pay special attention to the new needs of the travelers. The majority of these needs will be centered on public safety and security, social distance, small crowd travel products and services, on-site temperature testing and/or other assurance of a virus-free environment. All marketing and promotion should place public safety and security as part of the message
- **Revise Old Manuals:** the old operational manual or procedures are to be modified to streamline the public safety and security operation. Procurement of equipment, services and products must also be in line with revised or newly created operational manual or procedures





Technology

- **Touch Free Travel:** Perhaps the most immediate change that will likely be put into place is going to be providing travellers with a touch-free experience, right from a touch-down at the airport all the way to a hotel check-in.
 - With biometrics already being widely used, their use will only see an upward trend while hand scanners & finger printing will be phased out. In addition, other technologies already in existence, such as facial recognition and contactless fingerprinting will be employed further in the entire travel chain.
 - Other technologies, such as touchless document scanning, gesture control, voice command control, which are already being tested, will assist in ensuring a touchless experience

- **Streamline Marketing Initiatives:** For large corporations, use of big data to better understand customers. Two pieces of information are especially relevant and important: age and geographical location (countries, cities, etc.)
 - The reason is clear: COVID-19 affects older people more than younger people and it affects some countries and regions more than it does others. The older the people are, the more concerned they will be with health-related safety and security, for example. This information can be used in promotional incentives, customizing marketing messages and providing special services

- **Implement smart tourism, smart hotels and smart food service**

- **Automate Processes:** Companies also plan to streamline marketing/promotion/booking/reservation/check-in/check-outs/post-travel feedback, either through the internet, or by creating a proprietary app or both

Thank You!



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