

STATE OF APEC TOURISM REPORT 2020



Asia-Pacific
Economic Cooperation

In 2018, APEC ministers recognized the economic significance of tourism in terms of regional cooperation, trade, MSME support, job creation, skills enhancement, innovation, and the development of ICT.

KEY STATISTICS 2019

	APEC	% growth	% total APEC region	% APEC represents of global T&T
T&T GDP (Direct contribution)	US\$ 1.6 trillion	4.0% (2019/2018)	3.0%	57.6%
Arrivals	454.8 million	4.7% (2018/2017)	—	32.3%
Receipts	US\$ 620.5 billion	7.6% (2018/2017)	—	42.6%
Employment (Direct contribution)	64.5 million	1.1% (2019/2018)	4.3%	54.1%
Export Value (visitor spending)	US\$ 712.3 billion	1.1% (2019/2018)	6.1%	42.5%

Sources: WTTC data for 2019 GDP, employment and export value / UNWTO for 2018 arrivals and receipts.

OPPORTUNITIES TO DRIVE GROWTH

1. Facilitate travel while enhancing safety and security:

Indicators

- International airports in APEC economies: 466*
- Advance Passenger Information Programs in APEC economies: 16
- Information-sharing schemes in place among APEC economies.
- Use of biometrics by APEC economies in the travel process, including entry/exit.
- Tourism crisis management plans in place.
- Guidelines to mitigate the spread of COVID-19 in place.

TWG Work

- Contribute to APEC Connectivity Blueprint: People-to-People Connectivity (ongoing).
- Contribute to APEC Services Competitiveness Roadmap (ongoing).
- Hold TWG Special Virtual Meeting on COVID-19 (completed).
- Issue TWG Statement on the outcome of Special Virtual Meeting on COVID-19 (completed).
- Collaborate with Emergency Preparedness Working Group and Health Working Group on COVID-19.

2. Ensure sustainable and inclusive economic growth:

Indicators

- Number of World Heritage Sites (UNESCO): 246 (22% of global)
- Participation by women in the tourism economy, including number of women-owned businesses.
- Participation by MSMEs in the tourism economy.
- Participation by youths, seniors and people living with disability in the tourism economy.
- Visitor management systems in place in APEC economies.
- Revenue per visitor in APEC economies.
- Nationally protected terrestrial and marine areas in APEC economies.
- Destination readiness for tourism growth.

TWG Work

- Finalised the APEC Tourism Strategic Plan 2020-2024, incorporating measures to mitigate impact of COVID-19.
- Project: Study on the Impact of Cruise Tourism (PNG, completed).
- Project: Prospect Analysis for Sustainable Development of Tourism in Remote Areas of APEC Economies (Russia, completed).
- Develop best practices report to provide APEC economies with actionable recommendations for policy frameworks that leverage digital tools to promote travel and tourism and inclusive economic growth (United States, completed.)
- Produce the Measures by APEC Economies to Mitigate the Impact of COVID-19 on Tourism Industry (in progress).
- Hold APEC Tourism Business Forum to revive the MICE industry affected by COVID-19 pandemic (Malaysia, completed)

3. Develop a skilled workforce for the future:

Indicators

- APEC economies identified in the top 10 economies with the greatest talent gaps in meeting demand in the region.
- Workforce programs/initiatives for travel and tourism (apprenticeships) in APEC economies.
- Education/training programs for the digitalization of the tourism economy.
- Higher education programs for tourism in APEC economies.
- Initiatives in the APEC region to ensure there is awareness of career paths in travel and tourism.

TWG Work

- APEC occupational standards framework – furthered with Human Resources Development Working Group (Australia, Peru, completed).**
- The TWG will undertake more work in this area in 2021, as this area is a priority objective in the APEC Tourism Strategic Plan 2020-2024.

*Source for aviation data: IATA Economics **Cross-fora collaboration with different APEC Working Groups ***Source: World Travel & Tourism Council (WTTC)