Informal Resilience Tourism Committee / Ad hoc group

Description of the initiative/action/policy/governance structure and process:

In response to the COVID-19 pandemic emerging in China and in the East Asian market, DG-GROW established an ad hoc group to monitor the unfold of the crisis in the East Asian Market.

The ad hoc group included the following participants:

- ACI-Europe Airports Council International Europe
- A4E Airlines for Europe
- EU Travel Tech European Travel Tech Organisation
- ETC European Travel Commission
- HOTREC Confederation of National Associations of Hotels, Restaurants, Cafés and Similar Establishments in the European Union and European Economic Area
- ECTAA European Travel Agents' and Tour Operators' Association
- ETOA European Tourism Association
- EEIA European Exhibition Industry Alliance
- CLIA Cruise Lines International Association
- ERAA European Regions Airline Association
- UNWTO World Tourism Organisation
- WTTC World Travel & Tourism Council

The primary objective of this group was to engage in nowcasting, which involved assessing the speed and severity of the downturn. Through discussions within the ad hoc group, it became apparent that the tourism ecosystem was experiencing a much faster decline compared to other sectors.

With the unfold of the pandemic in Europe, the agenda primarily focused on crisis management strategies to effectively deal with the emergency, mitigate its impact and avoid a domino effect. In this stage the group provided recommendations on emergency measures necessary for the ecosystem's survival. To support recommendations, they were analysing: 1) drop in demand, 2) liquidity and insolvency of companies (to estimate the severity and length of the crisis on the different tourism ecosystem sectors and understand possible domino effects).

On a second stage the focus changed to the restart of tourism. Their discussions included identifying the bottlenecks for recovery (e.g., if airports are closed, the restart is not possible) and enablers for a faster recovery (e.g., the Digital COVID Certificate).

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Type

Governance Structures & Processes

Date of launch

February 2020

Impact

- 1. Improved coordination with and amongst tourism ecosystem stakeholders and a coordinate response to the crisis
- 2. Enabled timely response and decision-making
- 3. Served as an early warning mechanism and helped anticipate potential domino effects
- 4. Provided recommendations to policy makers that contributed to the mitigation of the impacts of the crisis and to a faster recovery

Issuing organisation

DG GROW

Relevance

Monitoring and coordination structures play a crucial role in monitoring, assessing, and responding to the challenges faced by the tourism ecosystem during a crisis. The establishment of ad hoc groups is an answer to improve coordination and decision-making. By providing real-time information, recommendations, and early warnings, such initiatives help policymakers and industry stakeholders navigate the crisis and work together towards the industry's survival and recovery.

The information and perspectives presented in this document represent the findings and conclusions of the European Commission's project "Crisis Management and Governance in Tourism" funded under the SME Pillar of the Single Market Programme and developed by Deloitte. These findings are based on data and context available during the study period and are intended solely to provide insights on the project's objectives. The interpretations herein do not necessarily reflect the views of the involved organisations and should not be construed as definitive conclusions applicable to all contexts or as a commitment to implement the recommendations. Further, the European Commission and Deloitte are not liable for any consequence stemming from the reuse of this document.

For more detailed information on project's results and outputs, please visit the project webpage <u>Crisis Management and Governance in Tourism - European Commission</u>.

