

- WHO - STERG represents Public Bodies and Key Industry Partners, it's purpose is to enable a coordinated response to the coronavirus pandemic.
- HOW - Through the STERG Action Plan which combats the current issues and how the industry could effectively recover once the lockdown is eased.
- ACTIVITY –
  - Measuring Industry Sentiment – examining issues faced by businesses early in the crisis.
  - Consumer Sentiment Tracking – establishing tourist and community mood towards tourism.
  - Funding Models – Advising and distributing funding support packages
  - Responsible Tourism – Engaging and understanding communities concerns on the restart of tourism

- **UNWTO assessed the response of 220 countries** and territories as of 22 May 2020.
- **167 have reported taking measures** aimed at mitigating the effects of the crisis.
- Of these, **144 have adopted fiscal and monetary policies**
- **100 have taken specific steps** to support jobs and training, both in tourism and other key economic sectors.

# STIMULUS PACKAGES

## Fiscal

e.g. exemptions or deferrals of taxes

## Monetary

e.g. new loan schemes aimed at address liquidity shortage

## Targeted Assistance

e.g. special support mechanisms to support jobs - furlough

## Restoring Trust and Confidence

clean practices, safety “corridors”, marketing, product development, vouchers

	Destinations & Mitigations				
Fiscal	Belgium	Iceland	Ireland	Slovenia	New Zealand
	<ul style="list-style-type: none"> <li>Tax Holiday</li> <li>Stimulus package for youth / social tourism</li> </ul>	Suspension of Tourism Tax until Dec 2021	<ul style="list-style-type: none"> <li>€200m liquidity fund</li> <li>Commercial Rates deferral</li> </ul>	Corporate Tax Payment Freeze	<ul style="list-style-type: none"> <li>\$NZ 12 bn Economic Package</li> <li>Wage Subsidies</li> </ul>
Monetary	Belgium	Iceland	Ireland	Slovenia	New Zealand
	Reduced loan rate for hospitality sector	Central Bank interest rate cut	Credit Guarantee & working capital scheme	Enterprise Fund & Critical Worker reward scheme	Loan to Air New Zealand to support airline – fund repatriation of residents and import essential supplies
Targeted Action	Belgium	Iceland	ITALY	Slovenia	TURKEY
	<ul style="list-style-type: none"> <li>Event cancellation vouchers</li> <li>Weekly Surveys of tourism industry to measure impacts</li> </ul>	Resident travel voucher to spend domestically – collective value ISK 1.5 billion	Holiday bonus scheme for families under “certain conditions”	Domestic marketing campaign – every adult gets €200 voucher / children €50 to spend on tourism related activity by Dec 2020	VAT on domestic flights cut from 18% to 1% for 3 months

Source: <https://www.unwto.org/covid-19-measures-to-support-travel-tourism>

- Destinations in Europe have led the way in introducing **specific policies to restart tourism**.
- Globally the need for consideration of **Small businesses**, which make up 80% of tourism.
- **Restoring trust and confidence** in the sector is crucial – for consumers, communities, businesses and staff.
- Measuring impacts of incentives and stimulus is needed
  - Evidence of tourism tax reduction effect during the global financial crisis in 2008 is limited due to few monitoring programmes implemented to measure effect.