DESTINATIONS IN THE FRONTLINE OF RESPONSE AND RECOVERY

Boosting the capacity of local actors

SÉRGIO GUERREIRO

COVID-19

MASSIVE IMPACT

WHO Coronavirus Disease (COVID-19) Dashboard
Data last updated: 2020/10/20, 3:05pm CEST

Source: WHO (20-10-2020)

Source: UNWTO
COVID-19

An Accelerator of Change...
MASS TOURISM = HUMAN POLLUTION
THE WORLD IS TEMPORARILY CLOSED
Implications to Destination Management?
satisfaction

business recovery

demand
towards sustainability/safety

marketing
Investment & advisory

receipts

people (skills)

offer
Implications to Research/Knowledge?
“(…) providing the **right data** at the right time to the right people so that they can make the right decisions.”

Nic Smith

the **right data** is changing…
BUSINESS RECOVERY

Flight Searches

Air Capacity

Future bookings

Tourists Spending (bank cards)
INVESTMENT & ADVISORY

Financial Support

Job Protection
Thank you!

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