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# Pandemic Preparedness Planning for Travel and Tourism

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## Important framework conditions



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- Tourism is globally one of the most important economic activities, sometimes the absolutely dominating economic activity
- Used as a priority tool for economic development in many less and least developed countries
- Very divers sector, involving many SMEs
- Highly sensitive activity and heavily depending on perceptions

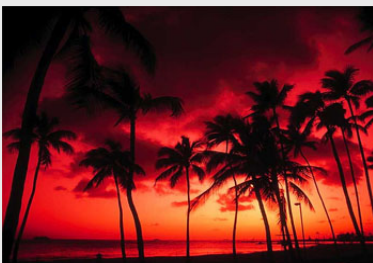


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- shark = high
- Fear of every beach holiday
- 71 shark attacks in 2007
- 5-10 deaths a year



- coconut = low
- symbol of holidays
- about 150 deaths a year caused by falling coconuts





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- The **subjective risk perception** is a very important element of the tourism decision process
- Especially as the tourism product is
  - predominantly immaterial, as other service products
  - produced in the future
  - distance between place of purchase and where service is provided**and consequently a trust or belief product**



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- Tourists are vulnerable as they
  - are unfamiliar with the (emergency) infrastructure and systems
  - Unfamiliar with many risks of the place and society
  - Not prepared for extended stays
  - and often not familiar with the languages of the destination
- But they are looking for 'the other thing'
- And do what they are usually are not doing



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## The facts



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- Every day 5 – 8 million people travel internationally
- Another 50 – 80 million people travel within their own countries
- These numbers are continuously growing
- 6.5% growth for 1950-2006
- Spending 2.4 billion USD a day



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## Surveying the link of travel and tourism and emergency preparedness



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### **NEP, Pandemic Plans and Tourism**

- 68% of countries surveyed have a National Emergency Plan
- With two exceptions: If there is a NEP, there is a Pandemic Plan
- The exceptions are coming from the Americas
- The threat of a Pandemic made also that three countries without NEP (so far) have Pandemic Plans
- 6 countries strongly depending on tourism specifically address tourism in their Pandemic Plans



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## Integration of Tourism

- 52% of those with NEP have tourism covered specifically
- Improvements are so far driven by incidents
- The data indicates that especially those events with high losses in bookings and reservations caused that tourism was addressed specifically



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## Domestic, Inbound, Outbound

- Two major players: Civil Protection, Foreign Affairs
- Although only few countries have tourism components on both sides equally developed
- Strong tendency from data that structures are improved, especially on the side of FA



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## Outbound Tourism

- 144 countries are issuing information for travelers on the web
- If travel advisories issued, they cover on average between 150-200 countries and are consulted on average above 100.000 times a month
- Only 14% do not have a permanently active crisis centre in FA
- If existing, they have been regularly made use of – besides usual consular support



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## Inbound Tourism

- Institutional responsibility for foreigners within the own country during emergencies varies widely
- All countries offer emergency telephone numbers
- Only one (non-English speaking) country offers no foreign language service



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## Exercises

- Most exercises are only done among governmental institutions
- Simulations are done predominantly the likely way: strong inbound countries don't simulate outbound and vice versa
- Countries where private sector and foreign embassies are involved have a record of previous emergencies of tourism relevance



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## Issues and how to overcome them

What UNWTO is currently focusing on



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## The silo thing

Correcting assumptions



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### Preparedness

- Is only effective if planning assumptions are good and up-to-date
- Drivers are CD or CP, MoH, MoI
- Many additional private sector and international influences
- Who takes care of tourists?
- Has a from a TT perspective a much wider meaning as many destinations use tourism as a tool for development
- Prevention is therefore extremely important to ensure economic and social stability



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## Fast and sincere reporting



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### **Fast and Sincere Reporting**

- Fundamental to ensure that outbreaks can be contained
- The sensitivity of the tourism sector can impact fast and sincere reporting
- Prisoners dilemma, high likelihood of short-term advantage over longer-term benefit
- Benefits on one side, (uncompensated) losses on the other
- Inadequate handling of situations can have huge economic, social and political impacts



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## Phase 3 and 4



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## Phase 3 and 4

- Major challenge as we are for too long in phase 3
- Any change will cause major signaling effect
- Those taking the decision know this
- H5N1 has much higher panic potential than SARS
- The 72hrs gap: The media will very likely cover issues before we have an official statement



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## Phase 3 and 4 cont.

- We need to lead with information and ensure consistency of the message
- All plans are geared towards WHO
- Industry consultation called for “Holding statements”
  - Acknowledge that there is a situation
  - That these issues were covered in the plans, now activated
  - Next briefing within 24 hrs or when relevant information would be available

Realtime results for #Schiphol 0.24 seconds

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[canphaz](#): [@derots](#) BNR = Business News Radio, Dutch newschannel. More at [#schiphol](http://www.bnr.nl)  
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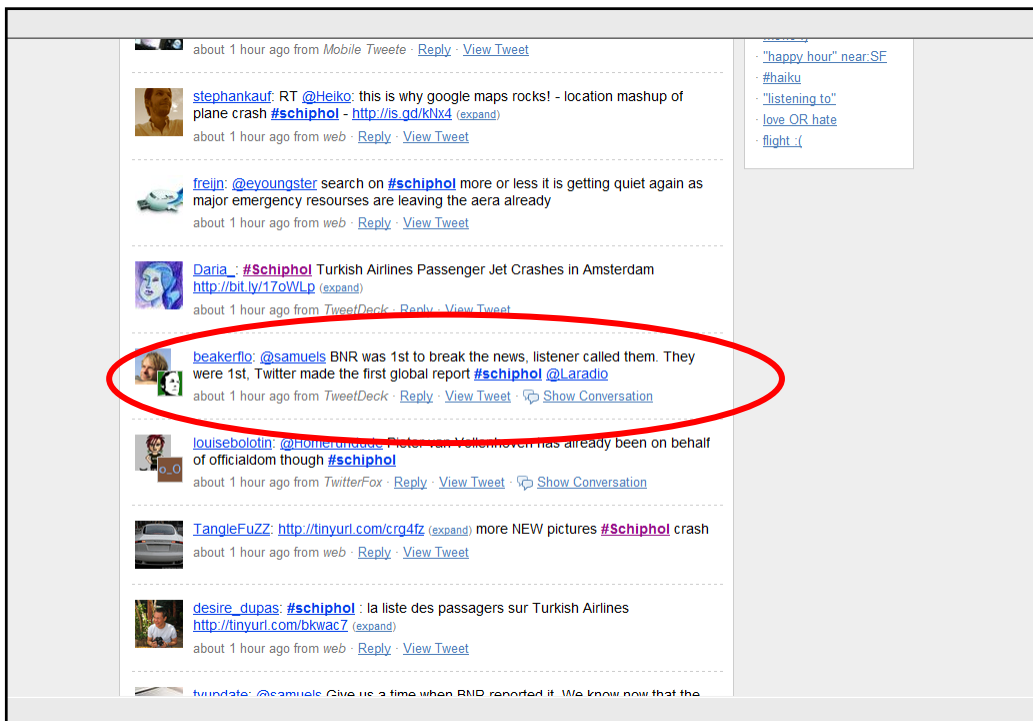
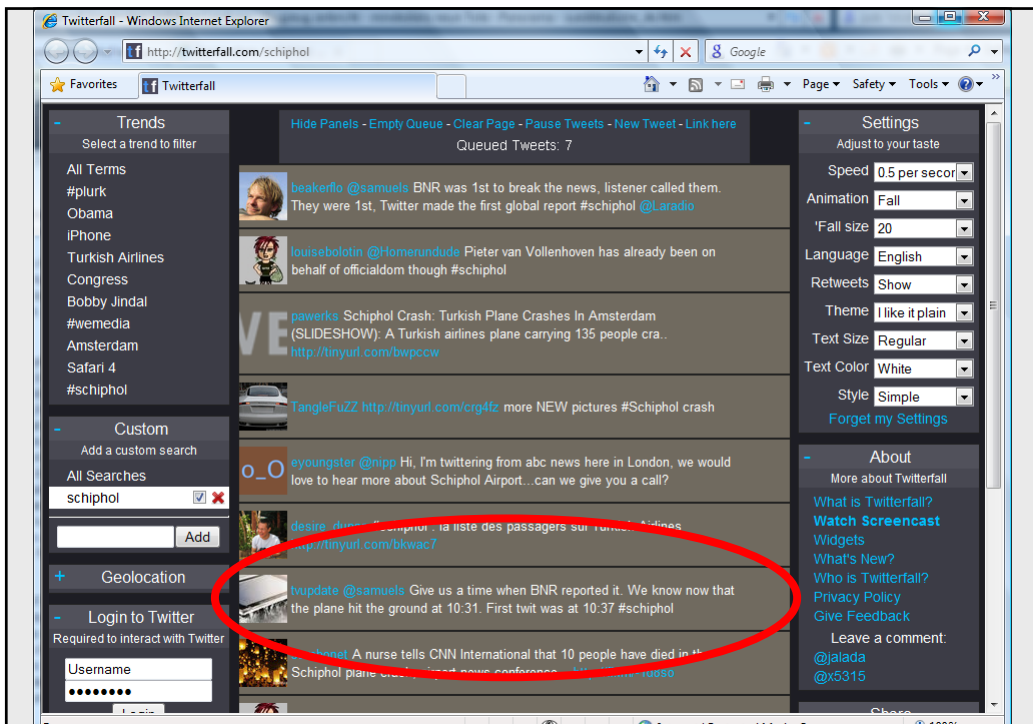
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
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
 **leonardodm**: I see a hearse [#schiphol](#)  
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
 **verkoren**: [@ragrawal](#) so you are also from CNN? Noticed that you just created a Twitteraccount today [#schiphol](#)  
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 **ragrawal**: [@verkoren](#) hey -- i'm calling from CNN. You spoke with us earlier. We'd love to speak with you again. What's your number?  
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 **verkoren**: [@ragrawal](#) I just talked to CNN again twice now, they are going to give me a ring at 2 PM GMT, they have my numbers.  
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 **verkoren**: [@ragrawal](#) so you are also from CNN? Noticed that you just created a Twitter account today [#schiphol](#)  
half a minute later from *whirl* · [Reply](#) · [View Tweet](#)

 **ragrawal**: [@verkoren](#) yes! and we'll spell your name correctly this time  
4 minutes later from *web* · [Reply](#) · [View Tweet](#)

 **verkoren**: [@ragrawal](#) will it still be on at 2 PM GMT?  
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 **ClaireBoo**: "NOS TV live: airplane with relatives just left from Istanbul airport heading to Amsterdam [#schiphol](#)" from <http://schipholcrashes.com>  
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 **batateira**: [@nipp](#) do you have contact with passagiers ? I'm looking for someone for a interview [#schiphol](#)  
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 **camieleggemont**: RT [@RuudHein](#): <http://cli.gs/252eUV> Amsterdam plane crash police vvv car uses emergency lane. Idiot [#schiphol](#)  
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 **tbarrett**: RT [@chrisbrogan](#): Twitter beats the BBC by 15 minutes in reporting [#schiphol](#) crash. Twitpic and all.  
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 **You2Gov**: RT [@quantumbrands](#): [@You2Gov](#) check out <http://sites.google.com/site/plane-crash-schiphol-2009> from [@ikbenhenk](#) -- aggregation of [#schiphol](#) tweets  
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 **theolagendijk**: A plane left from Istanbul. Family travels for free to Amsterdam [#schiphol](#) Visum/Passports have not been checked.  
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## Targeted communications

Helping to reduce emotions and take  
informed decisions



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## Targeted communications

- Using existing networks of the tourism sector
- Applying IT and allowing fast and simple communications
- SOS.travel: georeferenced event information
- Linked with whatabout.travel: standby pages for destinations
- and TERN: The Tourism Emergency Response Network

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ID	Time	Imp.	From / Subject	Related to	Attachments
<b>Date: 26 Jan 2009</b>					
34	15:33:23	●●●	<b>Meagan Greenberg (UNWTO)</b> WHO pushes medical aid to flood-hit areas of Yunnan	Environmental Disaster <a href="#">View Map</a>	<a href="#">report001.pdf (58KB)</a>
29	14:36:45	●●●	<b>Dr. Ramon Dominguez Mompell (AEA)</b> Pulihit Mangland begins culling chickens	Avian Flu Cambodia, Laos, Thailand, <a href="#">View Map</a>	<a href="#">report004.pdf (58KB)</a>
24	14:23:05		<b>Meagan Greenberg (UNWTO)</b> Farriaga government voices concern over social unrest	Socio-Political Instability Kazakhstan	
<b>Date: 25 Jan 2009</b>					
32	15:28:56		<b>Hisham Zaazou (ETF)</b> The war on Jasmara's border: Unequal struggle	Socio-Political Instability	
31	14:40:37		<b>Meagan Greenberg (UNWTO)</b> Travellers in Atlantika warned of rising violent crime	Socio-Political Instability <a href="#">View Map</a>	
30	14:38:35		<b>Dr. Uwe Stübgen (BITW)</b> Diversa-two dead from bird flu	Avian Flu <a href="#">View Map</a>	
<b>Date: 23 Jan 2009</b>					
37	15:46:35	●	<b>Meagan Greenberg (UNWTO)</b> A war with many fronts: Conline war enters new phase	Armed Conflict	
36	15:47:22	●	<b>Meagan Greenberg (UNWTO)</b> Charitas issues tsunami alert after 7.3 magnitude quake	Tsunami Oceania, <a href="#">View Map</a>	<a href="#">report003.pdf (58KB)</a>
35	15:43:59		<b>Kevin Maher (AHLA)</b> Emergency declared by hurricane-hit Nantland	Environmental Disaster Caribbean	
26	14:27:24		<b>Dr. Ramon Dominguez Mompell (AEA)</b> Nine dead in suspected strikes in Latoria	Terrorist Attack <a href="#">View Map</a>	<a href="#">report003.pdf (58KB)</a>
25	14:25:19	●●	<b>Meagan Greenberg (UNWTO)</b> Fekcia's economy officially sinks into recession	Socio-Political Instability El Salvador, Guatemala	<a href="#">report002.pdf (58KB)</a>
23	13:50:37	●	<b>Meagan Greenberg (UNWTO)</b> Freezing weather strikes Analand's coastal area	Environmental Disaster <a href="#">View Map</a>	<a href="#">report001.pdf (58KB)</a>
<b>Date: 22 Jan 2009</b>					
33	15:30:23	●	<b>Meagan Greenberg (UNWTO)</b> Pindan police raid militant hideout	Socio-Political Instability	<a href="#">report003.pdf (58KB)</a>
28	14:33:36	●●	<b>Meagan Greenberg (UNWTO)</b> Missile strikes kill 7 in Paraland	Terrorist Attack Georgia, <a href="#">View Map</a>	<a href="#">report004.pdf (58KB)</a>
27	14:30:00	●	<b>Meagan Greenberg (UNWTO)</b> War boosted extremists in Talaba	Socio-Political Instability Middle East, <a href="#">View Map</a>	

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**Define Impact Area**

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Promoting standards  
or the enforcement of those



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## Travel advisories



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### Travel advisories

- Gained relevance with the wide use of the internet
- Health issues are a regular subject of TA
- Subject to regular disagreement between governments
- [whatabout.travel](http://whatabout.travel) designed to allow to effectively disseminate information of destinations
- Power of wording



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## Conclusions

- The pandemic threat caused an unprecedented effort to improve preparedness for the TT sector
- The fatigue calls for good integration of the achieved into the wider emergency structures
- Despite the long preparation, the role of several players is underestimated (FA and private sector)
- Regular exercises are very important to keep the plans and preparations trained and up-to-date



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## Thank you!

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