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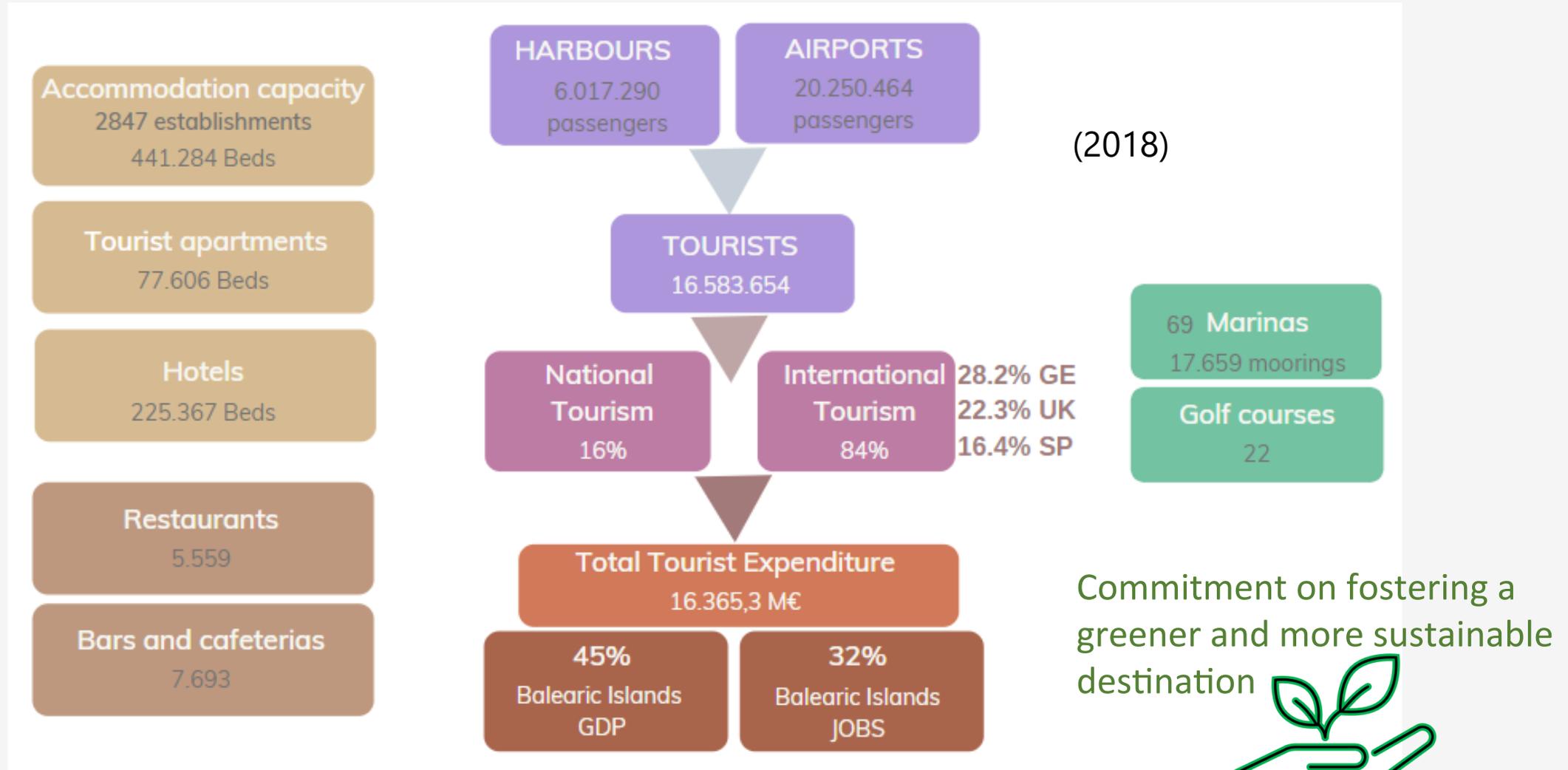


Rebuilding the tourism sector after the COVID-19 crisis

Manuel Porras

Managing Director Balearic Islands Agency for Tourism

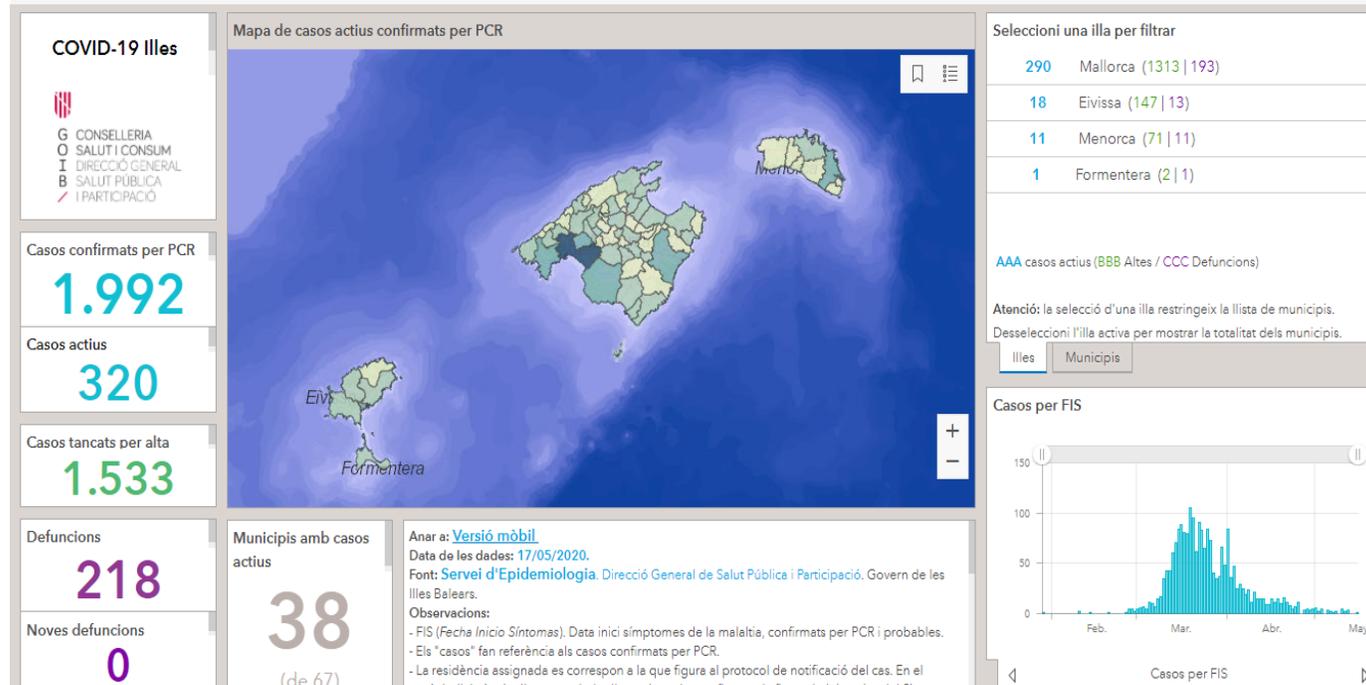
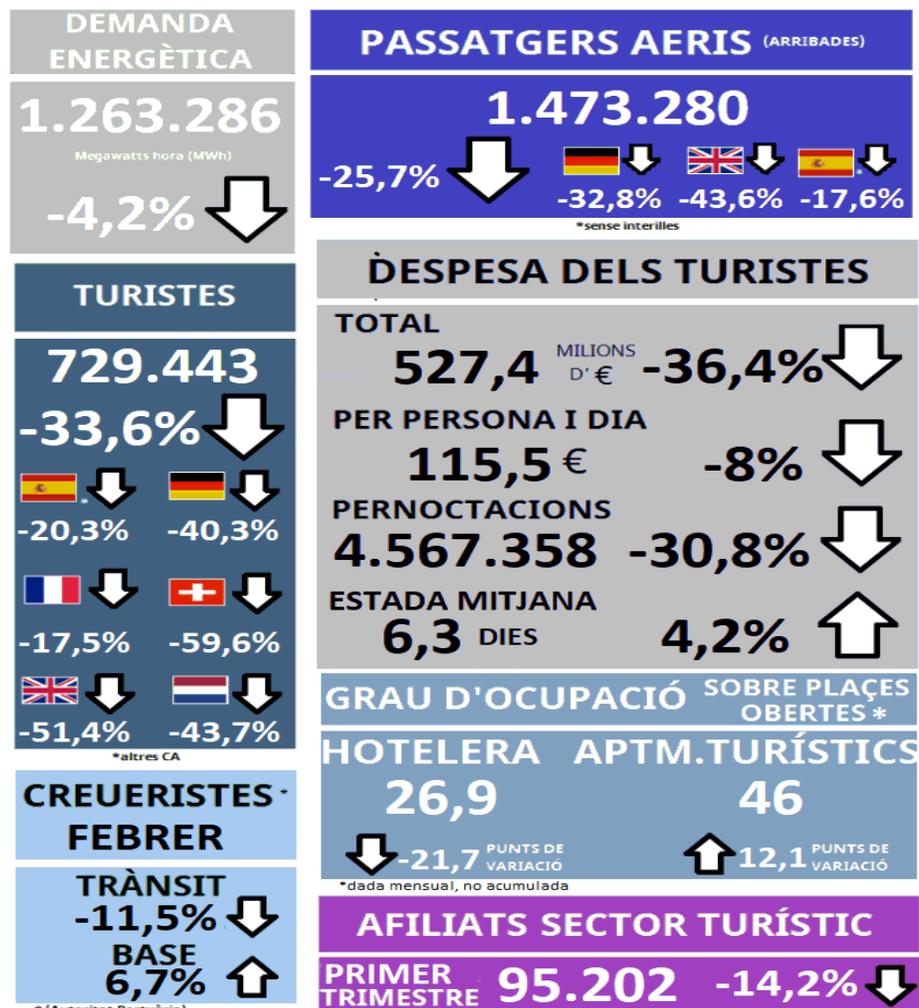
Balearic Islands: a top leading tourism destination



Commitment on fostering a greener and more sustainable destination



How was the tourism sector affected in the region?



Balearic Islands is one of the regions in Spain with a better behavior in the health control of COVID, which allows to position itself as a safe destination.

Economic impact and tourism demand scenarios



Economic impact state of alert period

	BALEARIC ISLANDS		
	Until 31st March	Until 26th April	Until 15th May
TOTAL IMPACT ON GDP	-1%	-3,8%	-6,1%
TOTAL IMPACT ON EMPLOYMENT	-0,9%	-3,6%	-5,8%

Balearic Islands can **recover 25%** of its economic activity between **August and September** and around **50%** by the **end of the year**

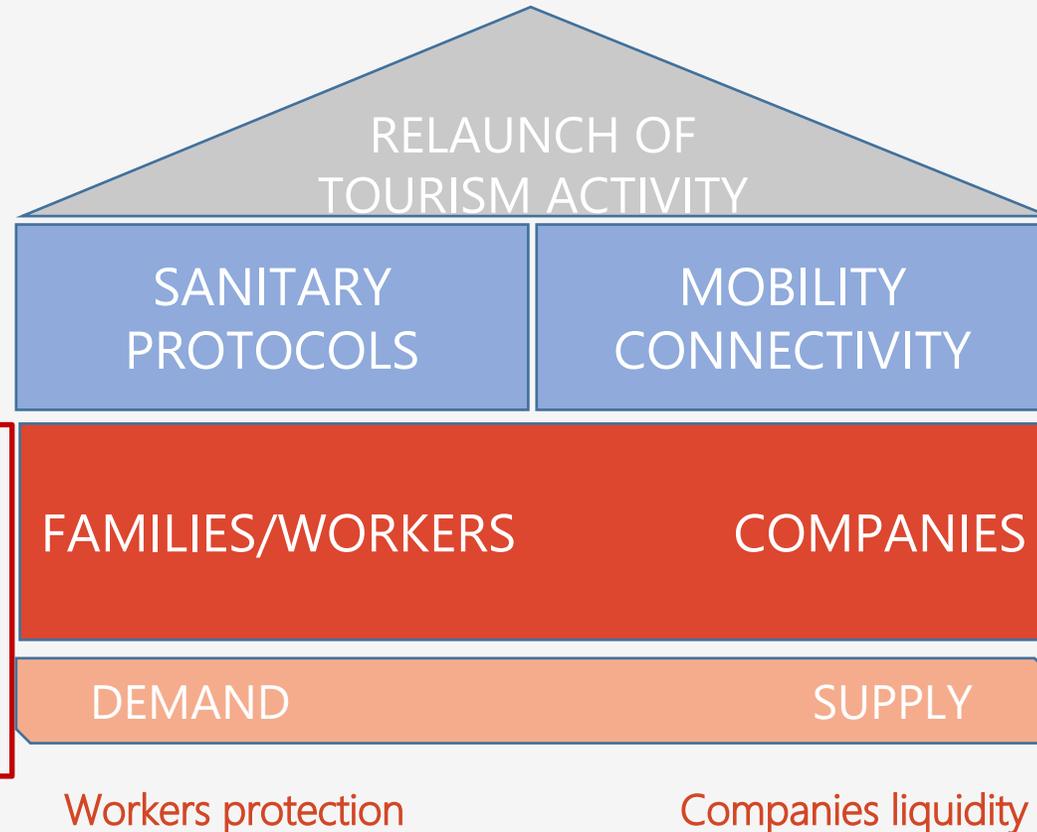
Impact of the reduction in tourism demand: Scenarios depending on the recovery degree in 2020

	Tourist Expenditure level on 2019	Level of tourist activity in comparison to the same month in 2019								Impact on GDP	Impact on Employment
		May	Jun.	Jul.	Aug.	Set.	Oct.	Nov.	Des.		
Scenario 1	37,0%	0%	10%	25%	50%	60%	70%	85%	85%	-15,5%	-12,8%
Scenario 2	20,3%	0%	0%	0%	25%	50%	50%	50%	50%	-19,6%	-16,3%
Scenario 3	13,5%	0%	0%	0%	25%	25%	25%	25%	25%	-21,8%	-18,0%

What strategies are in place to cope with the consequences?



Balearic Islands Government will invest **3,500M€** to reactivate regional economy and create 31,000 jobs



Creation of Sanitary protocols for the **tourist accommodation** and tourist offer + support to businesses with the implementation

Collaboration with **TTOO, stakeholders and airlines** to relaunch Balearic Islands tourism

SAFE DESTINATION –Pilot region for connectivity

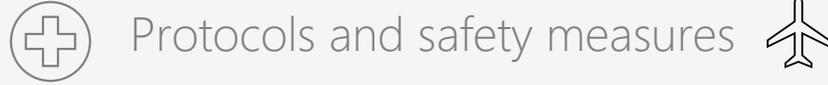
- Increase of the Minimum Guaranteed Social Income.
- Subsidies to cover individual's rental expenses: 18M€.
- School meal aids to reach more than 6,000 children.
- Exemption to pay rental expenses (2/3 months) and deferring of mortgages to workers affected
- Deferred payment of 2 regional taxes (interest-free): Tax on document duties and the Property Tax.

- Measures to **guarantee salaries and work** in the tourism sector. More than **170,000 workers** affected
- Historical Agreement GOIB, employers and Workers' Unions to **protect tourism businesses and workers**
- Collaboration with Spanish Travel Agencies to attract in the **short-term Domestic Tourism**.
- Information line to assist businesses and workers affected by the crisis: 28,000 calls + 10,000 emails

Workers protection

Companies liquidity

Tourism relaunch – Balearic Islands strategies

- 1 SUSTAINABILITY**  Sustainable tourism destination - circular economy
- 2 DIGITALISATION**  Innovative projects - Smart tourism (technologies for a safer destination)
- 3 SAFE DESTINATION**  Protocols and safety measures
- 4 DIFFERENTIATION OF TOURISM PRODUCTS**  Strategic tourism segments
- 5 SOCIAL TOURISM –**
 ALL
Youth Tourism
Senior Tourism
Tourism for
Schools- students



More information



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