

# Measures to promote Domestic Tourism after the COVID-19 around the world



**Special Bulletin**

**E-Week of Fair and  
Sustainable Tourism  
for All**

June 2020



# isto

A fair and sustainable  
tourism for all



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# PRESENTATION

ISTO along with its members, has been preparing the first International Week of Fair and Sustainable Tourism for All. However, the plans had to adapt to face the restrictions imposed due to the COVID-19 pandemic. Thus the **E-Week of Fair and Sustainable Tourism for All** is brought to you in a digital format.

**How is tourism going to recover?** It is understood that, in general terms, one of the first steps will be the recovery of **domestic tourism**. Factors such as security, available disposable income, and travel restrictions, will make of domestic tourism an important actor in the recovery phase. In the framework of the E-Week we have collected information between mid-April to mid-May to **identify different measures taken by certain governments** in order to support the industry in its national market.

This bulletin joins the **webinars, texts and videos** created by ISTO and its members. It **aims to inform** about the measures taken in order to support domestic tourism, but also to **motivate more actions** like them around the world.

This international panorama presents you measures taken in **Africa, Asia, Europe, Latin America and Oceania**. They focus mainly on **communication campaigns** aimed towards domestic tourists, but we also wish to highlight those initiatives that go a step further. There are certain countries, such as Czech Republic, Iceland and Italy, to name just a few, that want to develop schemes of **holiday vouchers** for their citizens.

While we want the tourism sector to recover soon, we also believe that this is the moment to think further on **how we want it to develop**. In this line, ISTO's Executive Committee invites all tourism actors to **adopt a sensible tourism**. We invite you to read the **text here**, and to be part of this initiative.



*[...] we need to **rethink tourism** and reintegrate it into a much broader societal vision! We need to rehabilitate this essential notion of "holidays".*

*One that prioritises the **well-being** of each individual, that seeks **sustainability** in its investments, that respects the **environment** and the **territories**, that encourages **encounters between hosts and guests**, that strives for a **fair and equitable** distribution of economic growth and that favours **local employment**. In short, we need to master and imagine the tourism of tomorrow, so that it becomes "sensible".*

**- ISTO's Executive Committee**

## AUSTRALIA



Sidney, Australia

Australia, strongly hit by bushfires, had set up a fund aimed for the recovery of the tourism industry. Now, because of the COVID-19, **the fund has been reinforced and widened** to reach those affected by the measures taken to face the coronavirus pandemic.

The Rebuilding of Australia's Tourism package, includes 20 million AUD for the campaign **"Holiday Here This Year"**.



## BELGIUM

Belgium's Flemish region has stepped in to support the tourism sector and its recovery in face of the consequences that the COVID-19 will have in the industry.

For instance, a **budget of 5 million euros** was assigned for projects involving **youth and social tourism**. Visit Flanders stated that at the beginning the focus will be in small and social projects and organisations.



Ghent, Belgium



## CHINA



Beijing, China

In order to face the effects in tourism of the sanitary crisis, China has developed **guidelines to stimulate the domestic market**.

One of the **communication strategies** translates into Chinese cultural centers exhibiting online programs in social networks such as Facebook, Youtube, TikTok and Instagram. These programs show the **selected landscapes and scenery** that the country has to offer to its inhabitants.

## COSTA RICA



Tenorio Volcano National  
Park, Costa Rica

Costa Rica, known worldwide because of its rich and beautiful natural resources, is planning the recovery for its tourism sector. Measures are aimed to **motivate national tourists to visit their country**, as well as to attract the international market in the future.

To promote domestic tourism, the Costa Rican Tourism Institute (ICT, because of its name in Spanish) will implement **raffles and prices that will reduce the prices of tourism services**. Through these actions, Costa Ricans will be more attracted to travel through their country.



## CROATIA

Before the sanitary crisis, Croatia had already planned to promote domestic tourism. This year the campaign was **A Week's Worth of Rest and the Cro discount card**. However, in order to adapt to the current situation the Croatian Minister of Tourism stated that they would try to allow the use of the Cro card in restaurants, as it was initially intended, and through other tourism services in order to **boost domestic tourist spending**.



Split, Croatia

Moreover, the Minister mentioned that prices, especially in private accommodations, will be lower this year. Certainly, this will allow Croatians to travel through their own country.

## CZECH REPUBLIC



Prague, Czech Republic

The Czech Republic has been working in the program "**Vacation in the Czech Republic**" to promote domestic tourism. The plan considers the issue of **holiday vouchers** aimed to workers and self-employed.

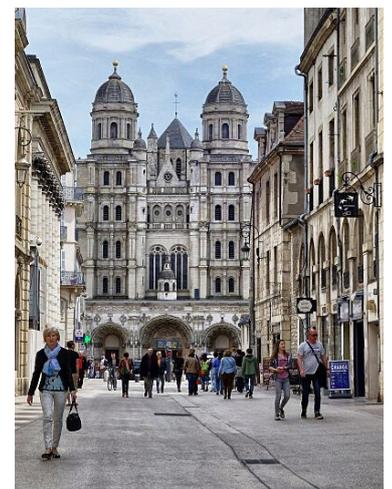
These vouchers could be used in different accommodation services and their total value would reach **10 000 CZK**.



## FRANCE

France is looking forward to reinvent their tourism during the summer. One of the **focus will be on social tourism**: the fund to support investments in social tourism organisations has been **doubled-up to 150 million euros**.

The COVID-19 crisis is also seen as an opportunity to widen the services provided for children and youth, even taking into account the possible restrictions on movement. The services included are **micro stays** (2-3 days), **open schools** and **leisure accommodations** and **summer camps**.



Dijon, France



## GUATEMALA



Antigua, Guatemala

Guatemala's strategy to recover its tourism industry in the domestic market is focused on **prices and marketing**. The national authority of tourism, Instituto Guatemalteco de Turismo (Inguat), is aiming to support the industry by developing a **marketing strategy** targeted towards Guatemalans; while business itself should focus on prices adapted for these target market.

It is expected that by July 15th the **recovery campaign** will be launched.

## ICELAND



Jökulsárlón, Iceland

It has been announced that Iceland will be taking 3 measures as first steps to recover its tourism activities. Of them, two are related to domestic tourism.

First, a **marketing campaign** will be targeted towards Icelanders to invite them to travel within their country, as well as to promote the arrival of international visitors. Second, **1.5 billion ISK worth of holiday vouchers** will be issued for Iceland's residents who are 18 years old or older. These vouchers can only be spent within Iceland.



## ITALY

Italy is working on a scheme of **holiday vouchers** which will allow families to pay for tourism service and products in the country. The draft of this action indicates that the vouchers would be issued to families with an EESI (Equivalent Economic Situation Indicator) lower than 35 000 euros.



Florence, Italy

The **vouchers' value varies according to the family size**. For singles it stipulates 150 euros; for two-person family is 300 euros; and for larger families it reaches 500 euros. These vouchers could be used between July 1st and December 31st 2020.



## MEXICO



Guadalajara, Mexico

Mexico has launched a **marketing campaign** aimed to motivate their citizens to travel through their country. The campaign "**Think in Mexico, stay at home, see you soon**" shows the 32 Mexican States and their beauties, which will be showcased in the destinations' websites as well as on **Visit Mexico.**

## MOROCCO



Chefchaouen, Morocco

A two-phase television campaign has been launched in Morocco linked to tourism led by the Moroccan National Tourism Office (ONMT for its name in French).

The name of this campaign is **#3lamantla9aw (Until we meet)** and in its first phase aims to accompany Moroccans during the confinement and remind them about the beauties of their country. After the confinement, the campaign will **inspire them to travel through Morocco.**

## PERU

The Government of Peru has answered to the COVID-19 crisis focusing on measures that benefit the domestic market to recover the tourism industry.

In particular, the country announced **free access** to archeological and historical sites, museums and natural areas for **civil servants, children, youth and seniors.** Therefore, from July 1st until December 31st beneficiaries of this measure will be able to visit **55 cultural sites and 22 natural resources**, including Machu Picchu and the Inca Trail.



Machu Picchu, Peru

## POLAND



Krakow, Poland

The Government of Poland is working to return its tourism industry to normal. **Seven million of Polish workers** who earn less than the average income will receive a **voucher of around 220€** (1 000 zlotys).

The vouchers are **90% financed by the State**, while the remaining 10% is covered by the employer. They will last for **two years** and it will be possible to use them in museums, hotels, boats, ski and so on, as long as it is **within the country.**

## SOUTH KOREA



Seoul, South Korea

South Korea is also looking forward to recover the tourism industry. In order to do so, measures to boost domestic tourism will be the first one to be taken. It can be highlighted that the government will issue **discount coupons**, which can be used by its citizens in order to buy tickets for **cultural events** and they can also be used in **tourism expenses**.



## SPAIN

Spain has been hardly hit by the COVID-19, with negative consequences for the tourism industry. Many stakeholders are already thinking on the measures needed to reactivate their activities.

For instance, a recovery plan for **Málaga province** has been designed. One of the actions considers the allocation of **1 million euros** to set a **marketing campaign** focused in the national market.



Málaga, Spain



## THAILAND



Phuket, Thailand

Thailand is developing several projects in order to face the challenges presented by the COVID-19 in the tourism sector. One of them includes a **project to stimulate domestic tourism**. It is expected to attract **more visitors**, while at the same time to promote **longer stays**.

Considering that international tourism will not recover fast enough, the campaign is thought to be developed for the next one or two years.

## VIETNAM



Hội An, Vietnam

Tourism industry in Vietnam is taking the measures that can ensure tourists, and specifically domestic ones, a safe destination.

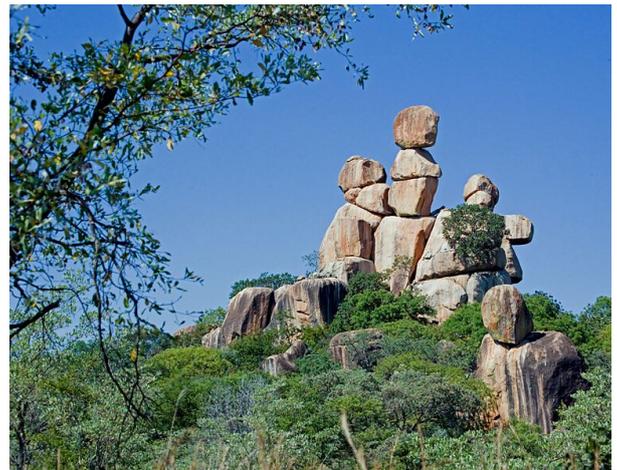
The Ministry of Culture, Sports and Tourism is responsible for the **development and implementation of a specific plan that will focus on the domestic market**. In order to do so, coordination with private stakeholders is key.



## ZIMBABWE

The Government of Zimbabwe has approved the **Tourism Sector Support Scheme** which considers 6 measures to support the industry to face the effects of the COVID-19.

One of the measures is a **waiver of value added tax** for domestic tourists **in accommodations and tourism services**. This will lower the total cost of holidays, making it more accessible for the domestic market. At the same time, the authorities are calling the private sector to analyse their cost structures and adapt for this market.



Matobo National Park, Zimbabwe

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