

DOING BUSINESS WITH TOURISM INDUSTRY LEVERAGE ON SKYMINDER SOLUTIONS

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Tourism Industry Overview

Tourism definitions are several both all of them considering it as travel for pleasure or business and including accommodating and entertaining tourists with transportation, accommodation, food and beverage, recreation and entertainment, and travel services. More generically, UNWTO, World Tourism Organization United Nations specialized agency, defines 'tourism' goes "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes". Tourism can be domestic (within the traveler's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments.

The English-language word tourist was used in 1772 and tourism in 1811. These words derive from the world tour, which comes from Old English turian, from Old French torner, from Latin tornare - "to turn on a lathe", which is itself from Ancient Greek tornos (τόρνος) - "lathe".

Products linked to tourism are, for UNWTO, a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle.

- Accommodation services from low-cost homestays to five-star hotels
- Hospitality services including food and beverage serving centers
- Health care services like massage
- All modes of transport, its booking and rental
- Travel agencies, guided tours and tourist guides
- Cultural services such as religious monuments, museums, and historical places
- Shopping

The tourism industry, as part of the service sector, has become an important source of income for many regions and even for entire countries. The Manila Declaration on World Tourism of 1980 recognized its importance as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies, and on their international relations. In 1994, the United Nations identified three forms of tourism in its Recommendations on Tourism Statistics:

- Domestic tourism, involving residents of the given country traveling only within this country
- Inbound tourism, involving non-residents traveling in the given country
- Outbound tourism, involving residents traveling in another country

Other groupings derived from the above grouping:

- National tourism, a combination of domestic and outbound tourism
- Regional tourism, a combination of domestic and inbound tourism
- International tourism, a combination of inbound and outbound tourism

The terms tourism and travel are sometimes used interchangeably. In this context, travel has a similar definition to tourism but implies a more purposeful journey. The terms tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited. By contrast, traveler is often used as a sign of distinction. The sociology of tourism has studied the cultural values underpinning these distinctions and their implications for class relations.



Facts and Figures

OVERALL SCENARIO

Tourism starts a start quite strongly in January 2022 but has to face new uncertainties. The world arrival more than doubled (+130%) if compared to January 2021, with an increase of 18 million. Same increase as in the whole of 2021 compared to 2020. Even if results were strong, the Omicron variant introduced travel restrictions in some countries achieving -67% compared January 2022 to January 2019. Q4 2021 was -60% if compared to Q4 2019.

All regions were positive affected in January 2022 if compared to January 2021:

- Europe: +199%
- Americas: +97%
- Middle East: + 89%
- Africa: + 51%
- Asia Pacific: +44% (with some area closed for non-essential travels)

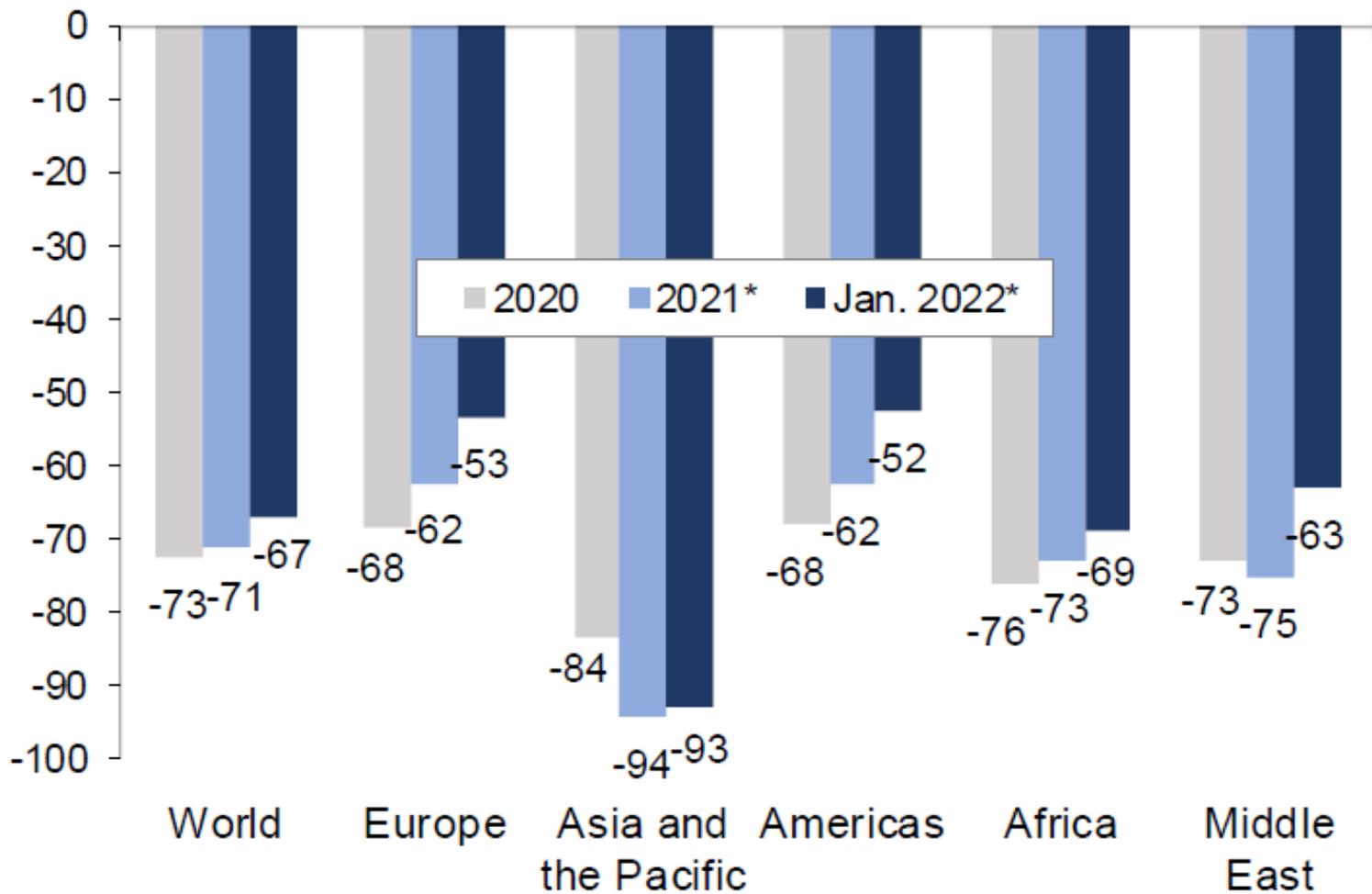
even if international arrivals are half or more of pre-pandemic levels:

- Europe: -53%
- Americas: - 52%
- Middle East: -63%
- Africa: -69%
- Asia Pacific: -93% (with some area closed for non-essential travels)

Considering sub-regions, the best results were reported by Western Europe with four times more arrivals in January 2022 compared to January 2021, but less 58% than in 2019. In addition, the Caribbean (-38%) and Southern and Mediterranean Europe (-41%) showed the fastest rates of recovery towards 2019 levels. International tourism is expected to grow thanks to the easing of Covid-19 restrictions.

International Tourist Arrivals

(% change over 2019)



Source: UNWTO

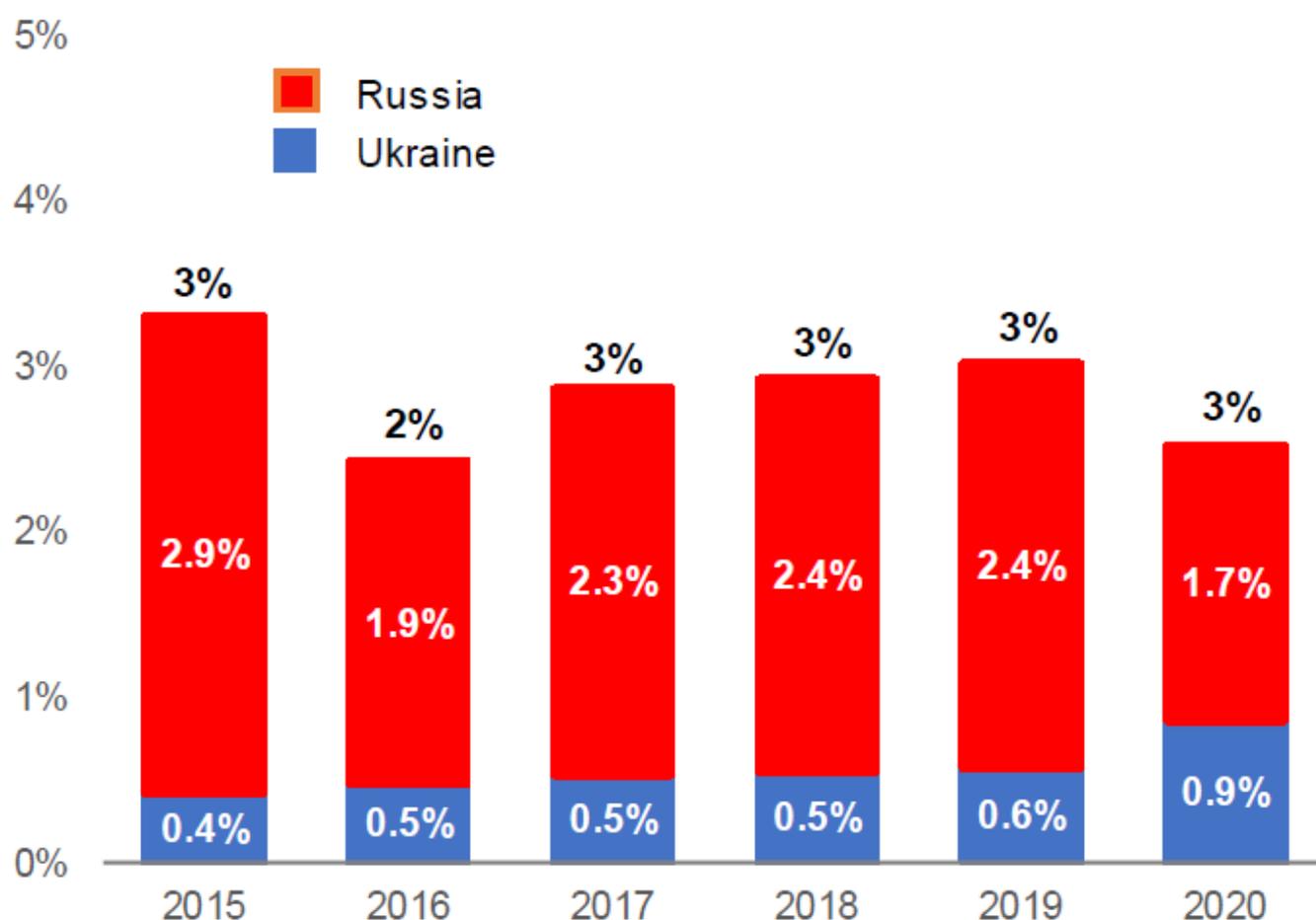
* Provisional data

Despite positive results in January, the high uncertainty derived from the military offensive of the Russian Federation on Ukraine and the consequent impact on the economy could affect overall confidence and slow down the upward trend seen in tourism in 2021.

The US and Asia could be particularly impacted, especially regarding travel to Europe.

Both Russia and Ukraine represent a combined 3% of global spending on international tourism in 2020, meaning at least US\$ 14 billion in tourism receipts could be lost as a consequence of a prolonged conflict.

Russia and Ukraine's international tourism spending as a percentage of world total



Source: UNWTO

(data as of March 2022)

As destinations, these countries account for 4% of international arrivals in Europe but only 1% of Europe's international tourism receipts.

The importance of both markets is significant for neighboring countries, but also for sea destinations in Europe and outside Europe.

Even if data are not complete, air travel searches and booking across various channels show demand slowing down the week after the start of the invasion on February 24th, but rebounding again in early March. It's not easy to predict if consumers in the near future will stop (or will reduce) traveling due to fear about war and increase in travel prices or shifting towards destinations perceived as safer or closer to home.

Adverse economic factors which could affect travel demand include the surging oil process and overall inflation, as well as interest rate hikes and the continued disruption of supply chains. The conflict has caused higher prices in commodities like energy and food, as Russia and Ukraine are major commodity exporters. As consequence, the recent increase in oil price and the rising of inflation are making transport and accommodation more expensive.

Sources: UNWTO World Tourism Organization

Focus on World Tourism Organization



The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

PRIORITIES

Mainstreaming tourism in the global agenda: Advocating the value of tourism as a driver of socio-economic growth and development, its inclusion as a priority in national and international policies and the need to create a level playing field for the sector to develop and prosper.

Improving tourism competitiveness: Improving UNWTO Members' competitiveness through knowledge creation and exchange, human resources development and the promotion of excellence in areas such as policy planning, statistics and market trends, sustainable tourism development, marketing and promotion, product development and risk and crisis management.

Promoting sustainable tourism development: Supporting sustainable tourism policies and practices: policies which make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide socio-economic benefits for all.

Advancing tourism's contribution to poverty reduction and development: Maximizing the contribution of tourism to poverty reduction and achieving the SDGs by making tourism work as a tool for development and promoting the inclusion of tourism in the development agenda.

Fostering knowledge, education and capacity building: Supporting countries to assess and address their needs in education and training, as well as providing networks for knowledge creation and exchange.

Building partnerships: Engaging with the private sector, regional and local tourism organizations, academia and research institutions, civil society and the UN system to build a more sustainable, responsible and competitive tourism sector.

STRUCTURE

Members: An intergovernmental organization, UNWTO has 160 Member States, 6 Associate Members, 2 Observers and over 500 Affiliate Members.

Organs: The General Assembly is the supreme organ of the Organization. The Executive Council take all measures, in consultation with the Secretary-General, for the implementation of the decisions and recommendations of the General Assembly and reports to the Assembly.

Secretariat: UNWTO headquarters are based in Madrid, Spain. The Secretariat is led by the Secretary-General and organized into departments covering issues such as sustainability, education, tourism trends and marketing, sustainable development, statistics and the Tourism Satellite Account (TSA), destination management, ethics and risk and crisis management. The Technical Cooperation and Silk Road Department carries out development projects in over 100 countries worldwide, while the Regional Departments for Africa, the Americas, Asia and the Pacific, Europe and the Middle East serve as the link between UNWTO and its 160 Member States. The Affiliate Members Department represents UNWTO's 500 plus Affiliate members.

Sources: UNWTO World Tourism Organization



SKYMINDER AT A GLANCE TOURISM INDUSTRY

Solutions available for more than **240**
countries and jurisdictions

Best in class information thanks to more
than **40** providers, both local and global

9 available products and solutions

Web and **API** integration



SKYMINDER SOLUTIONS

SkyMinder is the worldwide CRIF platform helping you to make decisions based on high-quality information. If you are required to evaluate a business partner playing in Tourism Industry, a customer or a supplier, in a risk evaluation process or for compliance requirements or a cyber risk assessment, SkyMinder is the right solution.

Requirement	SkyMinder Solution	Description
Know business partners and risk level <ul style="list-style-type: none"> - have on board new suppliers - understand in depth customers creditworthiness 	Full Report and Slim Report	Information, with different level of details, related to all companies in the world, including firmographics, credit limit, risk indicator, management, shareholders, negative events etc.
Receive immediate notification with related details if a change affects a company	Full Monitoring	Detailed information about changes affecting a company as soon as happened. Combined possibility to request for free updated report.
Be alerted if there is change in company's information	Alert	Information related to the area involved by a change as soon as an event happened.
Periodically checks if there are changes involving companies	Planned Revision	Scheduled revision with updated report including company's changes if applicable
Understand overall risk	SkyMinder Dashboard	Analyze Business Partners by risk level, identifying critical situations at a glance.
Company ownership overview	Verification Report	List of shareholders to understand company's structure
Compliance requirements and fraud checks	Compliance Report and Extended Check Report	Anti Bribery and Money Laundering lists checks related to financial crimes.
Risk of Cyber attack	Cyber Risk Report	Assess the level of risk related to a business partner in being involved in a cyber attack
Understand overall value of intangible assets of a company	Patent Due Diligence Report	Patent Asset Overview with geographical coverage, remaining life of active patent assets, high-value patent assets, technology and patent deployment, technology timeline, peer comparison, key inventors.