Managing Tourism in a World of Covid-19 – the Role of Digital

Prof. ROLAND SCHEGG

Friday, October 2, 2020
Montreux International Tourism Forum
AFTER COVID-19
at the Fairmont Le Montreux Palace

5 Hypotheses to Start

- Digital **could not save tourism from the economic disaster** of the pandemic

- Digital was important to **manage the crisis** and to **cooperate** in and between companies (e.g. Zoom)

- Role of **virtual campaigns** aimed at making future visitors patient by making them **dream**

- Digital was essential in **stimulating domestic demand**

- Digital will be **key for rejuvenation and sustainable growth of tourism** in a *Post-Covid* world (probably a *With-Covid* world)

Closed borders, travel restrictions and uncertainties are "killer" factors for travel

CORONAVIRUS

La liste rouge de la Suisse s'allonge de quinze pays

L'Office fédéral de la santé publique a rajouté quinze États à sa liste des pays à risque. Dès lundi, les voyageurs qui reviennent notamment du Royaume-Uni, du Portugal ou de la Belgique devront se mettre en quarantaine pendant dix jours.

WORLD TOURISM REMAINS AT A STANDSTILL AS 100% OF COUNTRIES IMPOSE RESTRICTIONS ON TRAVEL
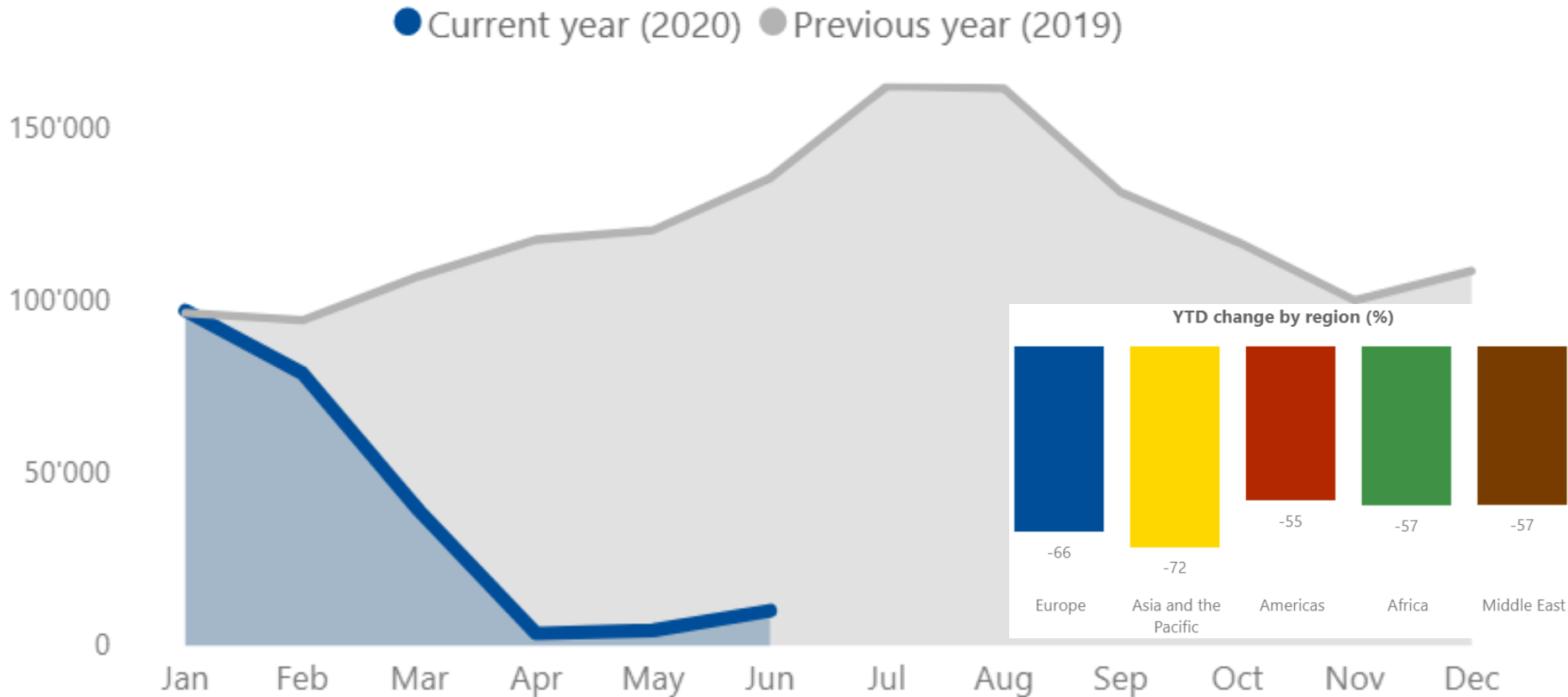
ALL REGIONS | 11 MAY 20

COVID-19 has placed the whole world on lockdown, with new research from the World Tourism Organization showing that 100% of global destinations continue to have restrictions on travel in place, and 72% have completely closed their borders to international tourism.

International Tourist Arrivals

Current year (2020) ● Previous year (2019)

YTD change by region (%)

Europe	Asia and the Pacific	Americas	Africa	Middle East
-66	-72	-55	-57	-57

https://www.unwto.org/international-tourism-and-covid-19

All players of the tourism system are in the same boat (respectively same ecosystem)

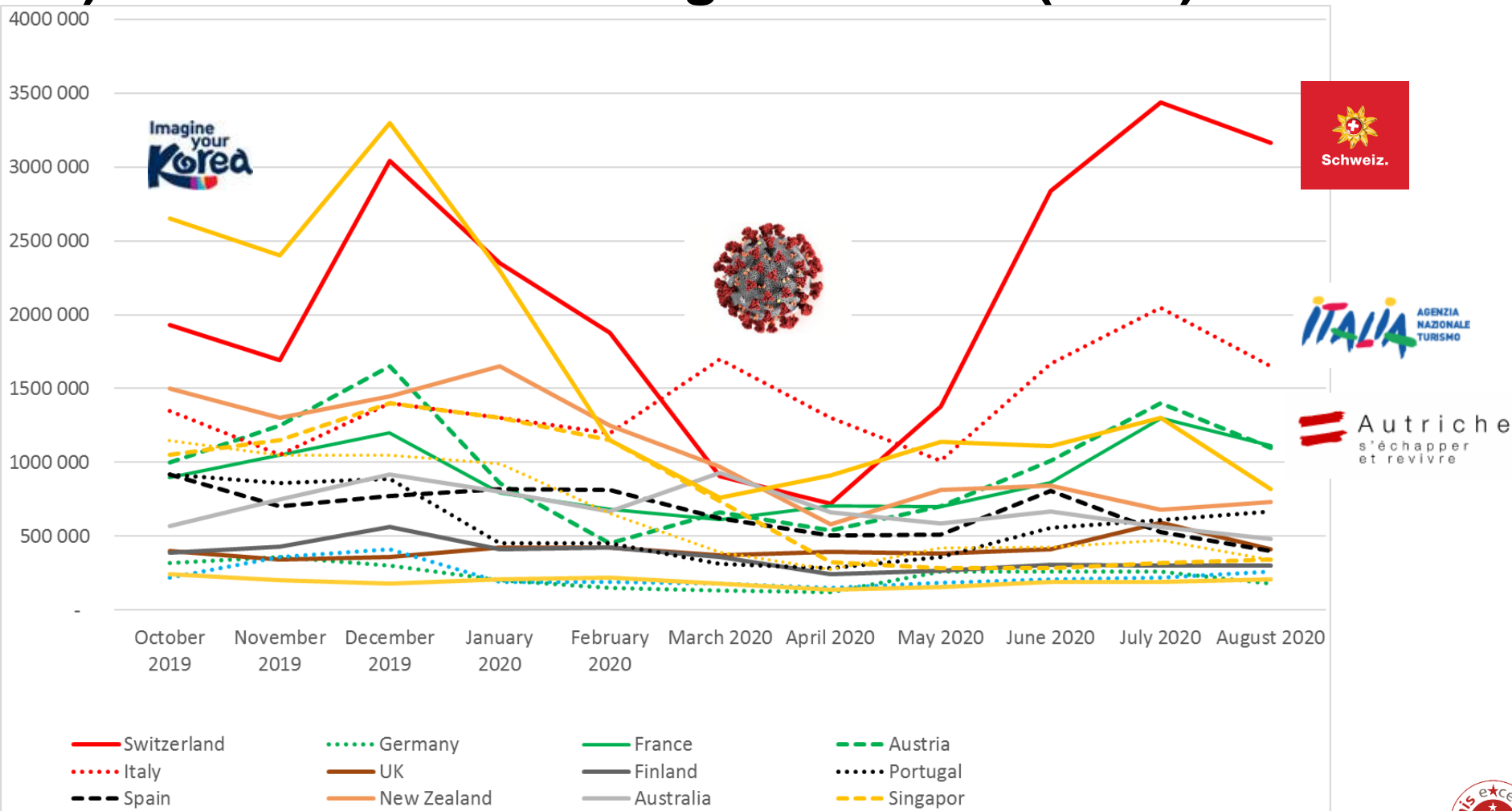Source: https://pixabay.com/de/photos/search/arche%20noah/

Evolution of monthly website traffic (Nov. 19 –Aug. 20): regional tourism organisations
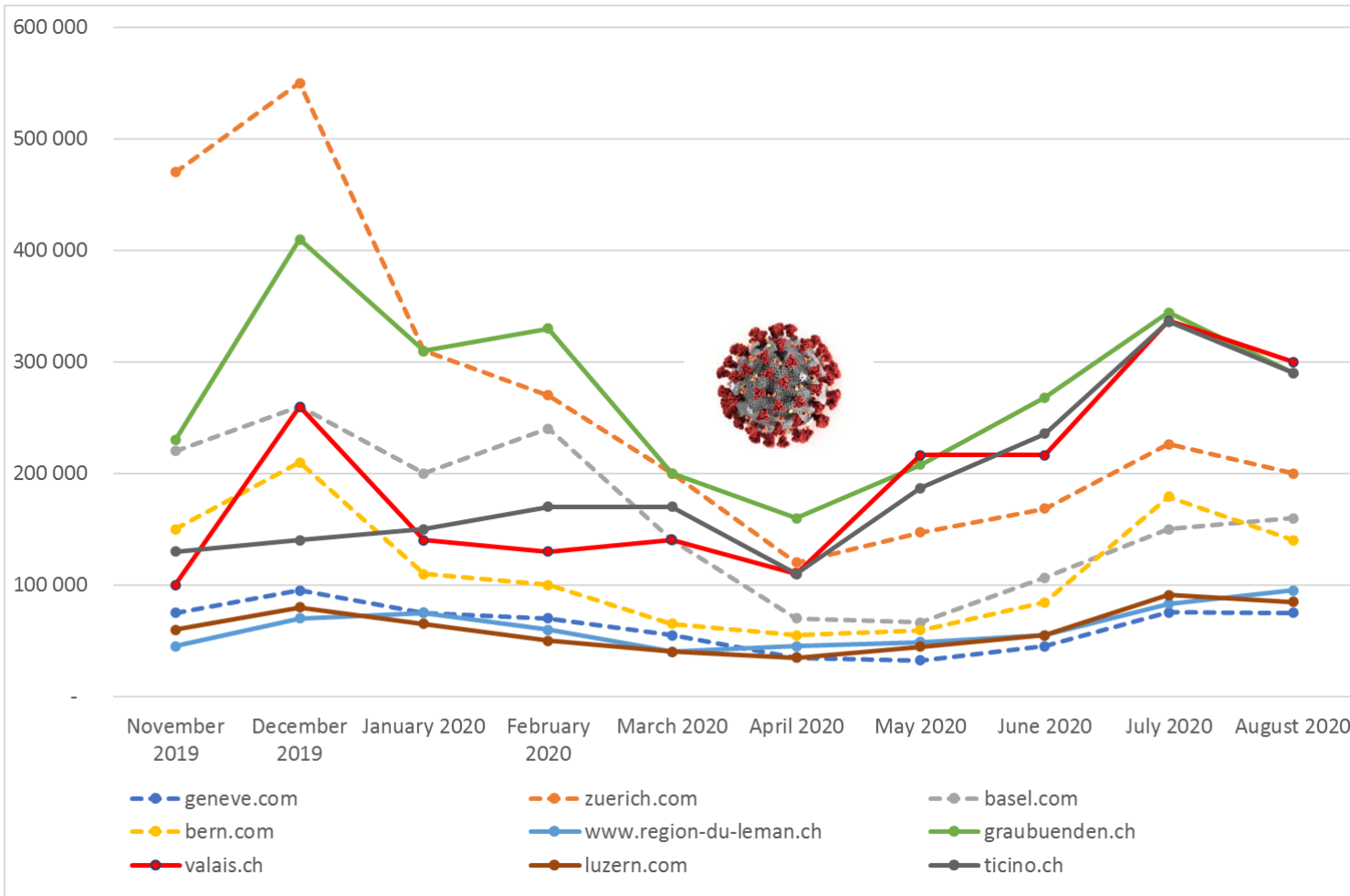
Mountain regions (Valais, Ticino, Graubünden)
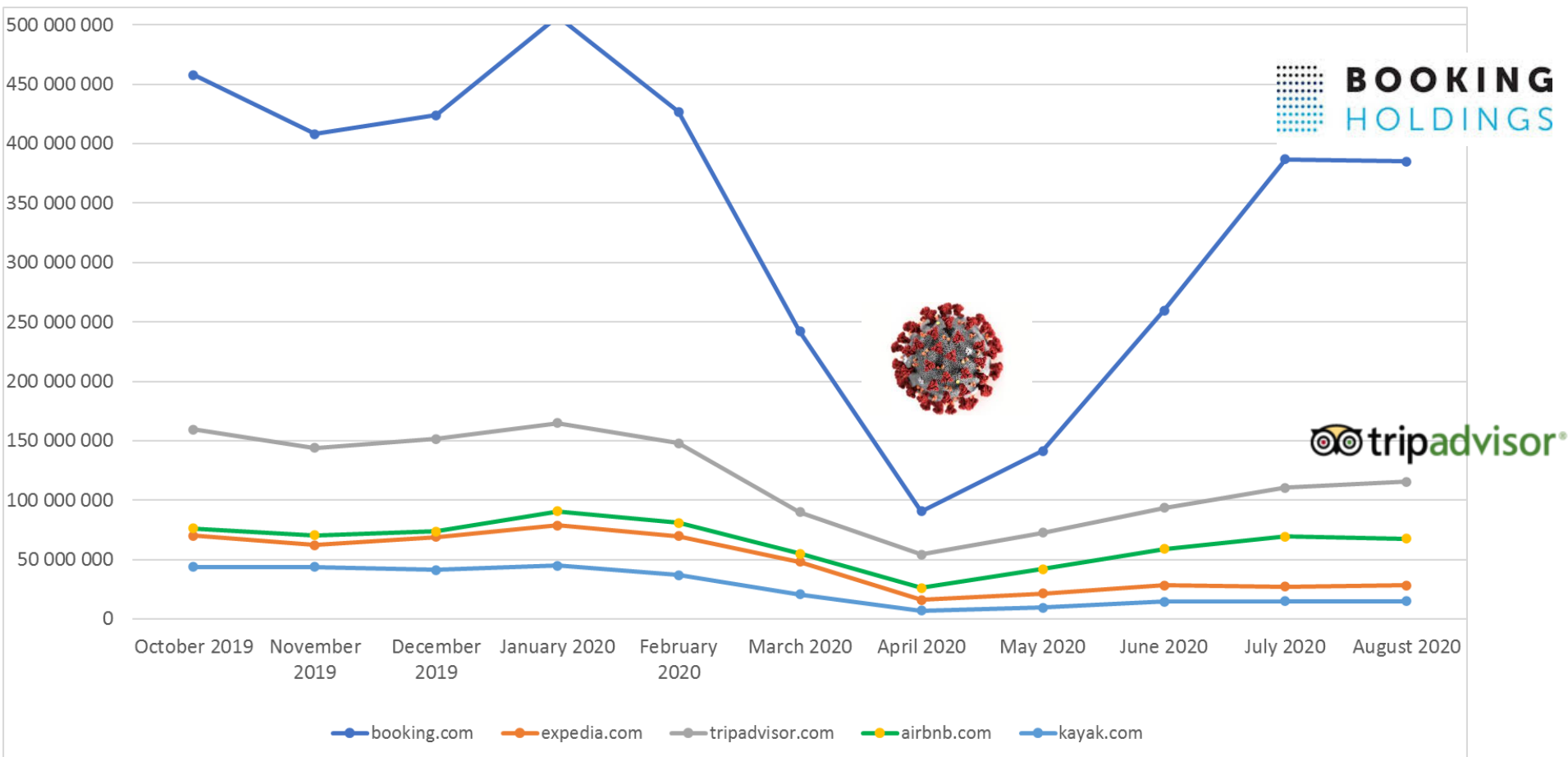
Cities (Zürich, Bern, Basel)

Legend:
- – – geneve.com
- – – zuerich.com
- – – basel.com
- – – bern.com
- www.region-du-leman.ch
- graubuenden.ch
- valais.ch
- luzern.com
- ticino.ch

Source: Own analysis based on data by similarweb.com

Evolution of monthly website traffic (Oct. 19 –Aug. 20): national tourism organisations (NTO)

Source: Own analysis based on data by similarweb.com

Evolution of monthly website traffic (Nov. 19 –Aug. 20): international hotel chains

Source: Own analysis based on data by similarweb.com
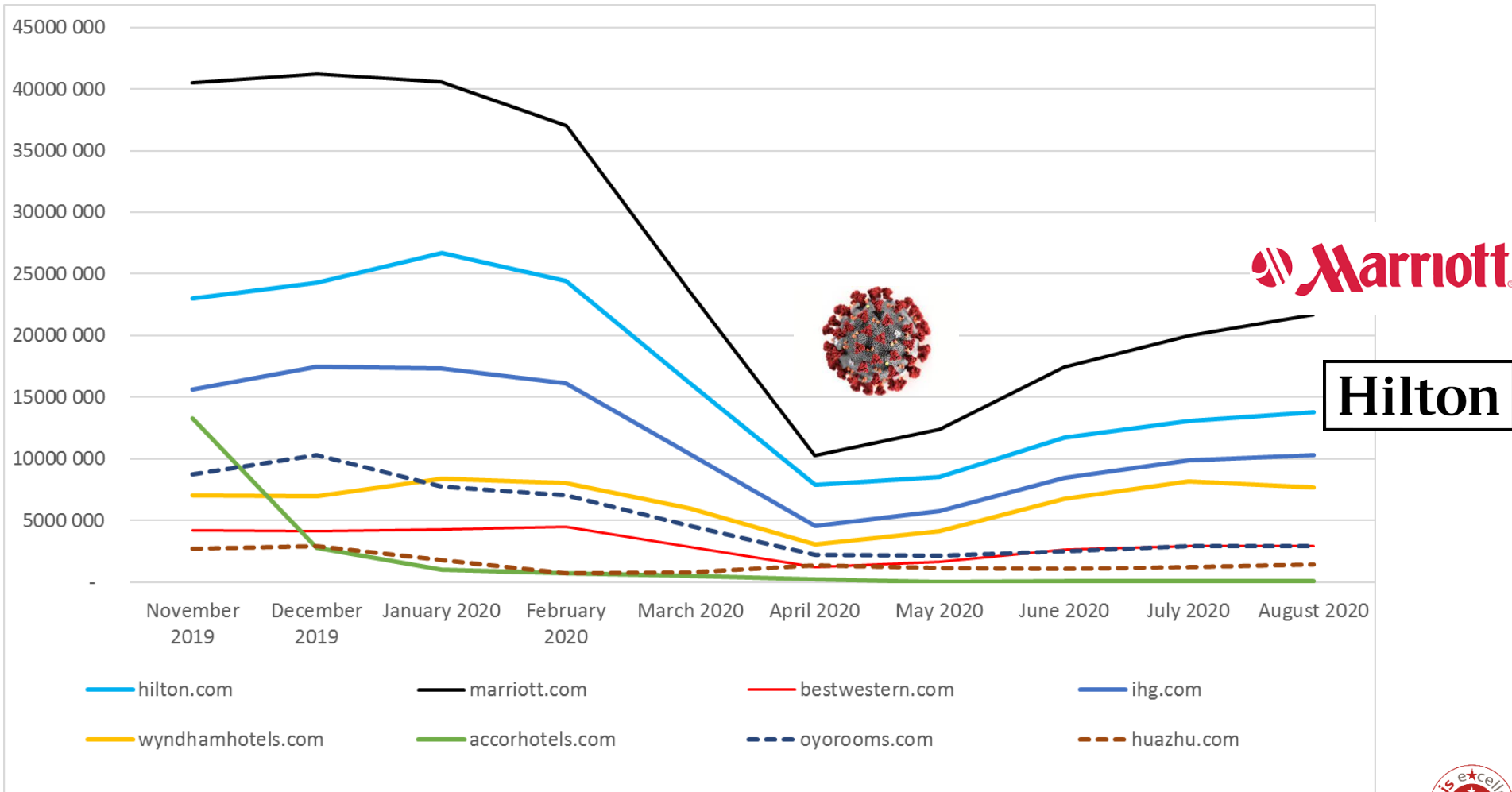
Evolution of monthly website traffic (Nov. 19 –Aug. 20): online travel agencies (OTA)

Source: Own analysis based on data by similarweb.com
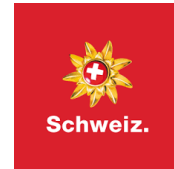
Crisis management with digital tools: Importance of (real-time) data and dashboards on national level

Covid-19 market indicator system
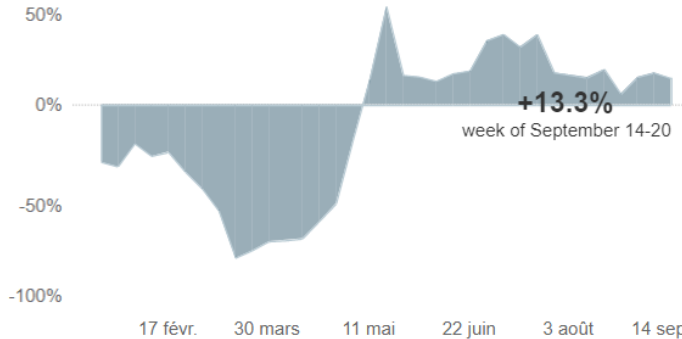
14.1.2020 - 24.9.2020, worldwide

Google trends: search for "hotel"
year over year, excluding: -corona -coronavirus -virus -cancel -cancelled -refund -collapse -change

-34.2%
week of September 14-20
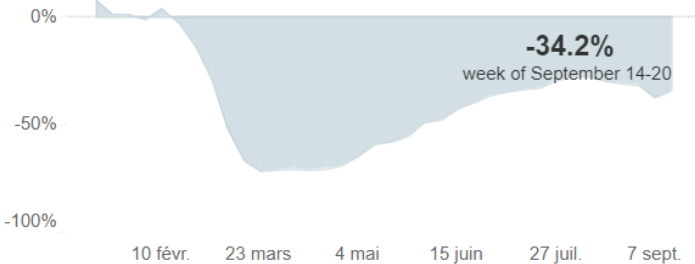
Organic sessions on myswitzerland.com
Google Analytics, year over year

+13.3%
week of September 14-20

Hotel bookings
Triptease, direct bookings, year over year

domestic: **-31%**
abroad in Europe: **-74%**
abroad non-Europe: **-86%**

New Covid-19 case numbers, sum per week
European Centre for Disease Prevention and Control

2 028 817
week of 14 septembre 2020

Source: Switzerland Tourism

Crisis management with digital tools: Importance of (real-time) data and dashboards in Valais

La HES-SO Valais-Wallis met à disposition de la Task Force cantonale son expérience en m... qualitatives aussi bien au niveau cantonal que national et international. Cette plateforme... développements réalisés dans le cadre de l'Observatoire Valaisan du Tourisme.

VEILLE

- 📰 Bilan de la semaine
- 🏠 Suivi Coronavirus
- 📄 Documents et liens

ENQUÊTES

- 🌡 Baromètre
- 🏨 Acteurs touristiques ›
- ☆ Valais Excellence ›

PANEL BOOKING VALAIS

Le panel Booking Valais / Seekda est composé des données de réservations sur le Chanel M... données sont transmises hebdomadairement à l'Observatoire Valaisan du Tourisme avec ur... nuitées équivalent à 10% du total de nuitées générées par l'hôtellerie dans le canton. Autre... la date d'arrivée dans l'établissement.

Etat des données au 27.09.2020

RÉSERVATIONS DE NOVEMBRE 2019 À CE JOUR

67 698

↓ -14.6%
vs. année précédente

NUITÉES RÉSERVÉES À UN HORIZON DE 6 MOIS

33'635

↓ -14.61%
vs. année précédente

Source: Valais Tourism Observatory (www.tourobs.ch)

Stimulating domestic demand with digital marketing: case Vaud with eCommerce platform QoQa

QoQa et l'Etat de Vaud lancent welQome

Institut für Tourismus

Source: https://qblog.qoqa.ch/fr/posts/4211

Stimulating domestic demand with digitally distributed vouchers

100 CHF vouchers in Valais -> **stimulating regional initiatives and collaboration** between public players (State of Valais), regional provider of digital solutions and tourism service providers.

Source: https://www.valais.ch/fr/information/landingpage/bon-100-francs

Digital for sustainable growth: reduce costs

Techhotels können mit 30-40% Belegung profitabel sein

- Ulrich Pillau's credo: **consistent and efficient digitisation**

- Fully **automated hotels** such as Stayyyery, Limehome or Cosy, which manage with few or no employees on site, are already **operating quite profitably with "occupancy rates of 20, 30 or 40 percent** and are producing significant profits," says Pillau.

Source: https://www.holedo.de/2020/09/01/techhotels-konnen-mit-30-40-belegung-profitabel-sein/

Digital for sustainable growth: innovation / new business models

Hotels Pivoting Toward More Hybrid Meetings

Marriott International Introduces New Content On Digital Platform For Meetings & Events

Institut für Tourismus

Source: https://revenue-hub.com/hotels-pivoting-toward-more-hybrid-meetings/

Digital for sustainable growth: innovation / new business models

Outside the Box

Opinion: What could save the hotel industry amid the pandemic — a hub for work and play

INNOVATION

PrivateDeal lance un service Day-Use

La start-up vaudoise réagit à la crise sanitaire et étoffe sa plateforme avec un service de location diurne à l'heure. Un système valable pour les chambres, mais pas seulement.

To conclude

- Digital is not the saviour of the Covid, but an indispensible tool.

- Power of information / need for information -> real-time dashboards

- Digital media cannot bring tourists in when borders are closed or when people are afraid -> but provide fast, visual and correct information and optimise processes

- Digital marketing and online sales essential to attract new (local) customers

- Digital tools can reduce costs (e.g. hotels) and help reinvent tourism businesses (new business models).

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http://tourism.hevs.ch

EMBA en innovation touristique: www.innovation-touristique.com