



Chile

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Chile International Recovery Plan

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COVID19 IMPACT UPDATE

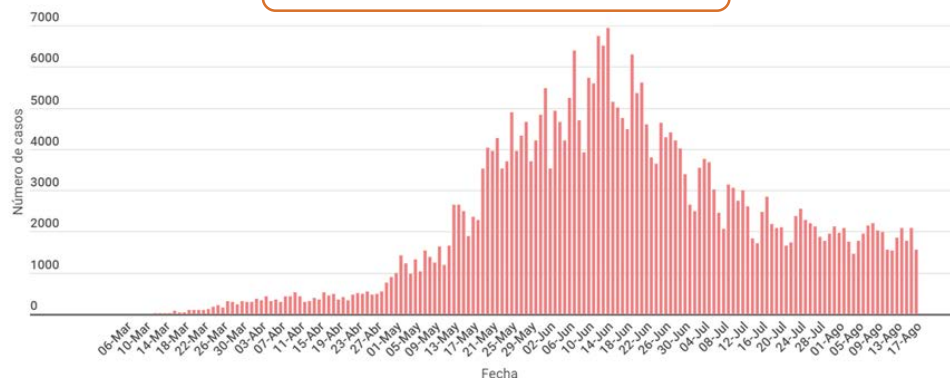
*17-08-2020

16.604 ACTIVE CASES

1.556 DAILY CASES

387.502 TOTAL CASES

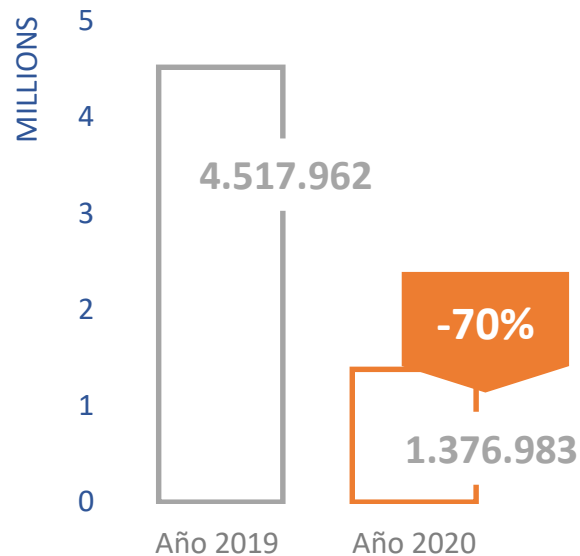
Confirmed cases per day



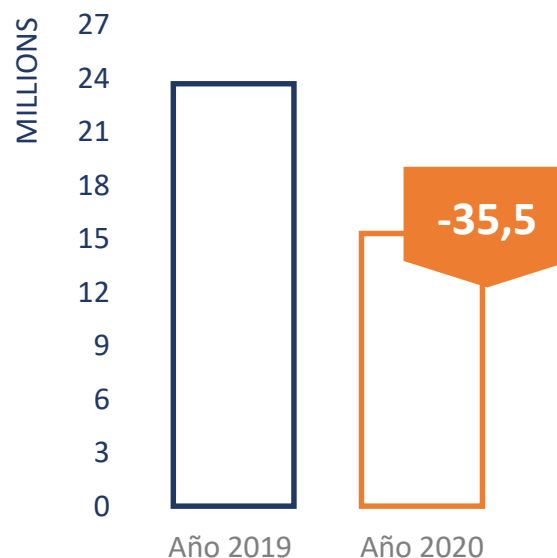
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ARRIVALS 2020



INTERNAL TRIPS



STEP BY STEP

NATIONAL PLAN



Initial Opening Step: Aysén, Los Lagos, Araucanía, Los Ríos.

Economic recovery program: US\$30.000 (7% PIB)



FOCUS ON **FOUR** **MAIN SECTORS**





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International Recovery Plan

RECOVERY

Opening step by step

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SHORT TERM

MIDDLE TERM

LOCAL TOURISM

NATIONAL TOURISM

INTERNATIONAL TOURISM

STAY HOME

NATIONAL OPENING

CHOOSE CHILE



#NOSVOLVEREMOSAENCONTRAR

TRAVEL THROW CHILE
SAFETY CAMPAIGN

PROMOTION

Future Travelers Requirements



01

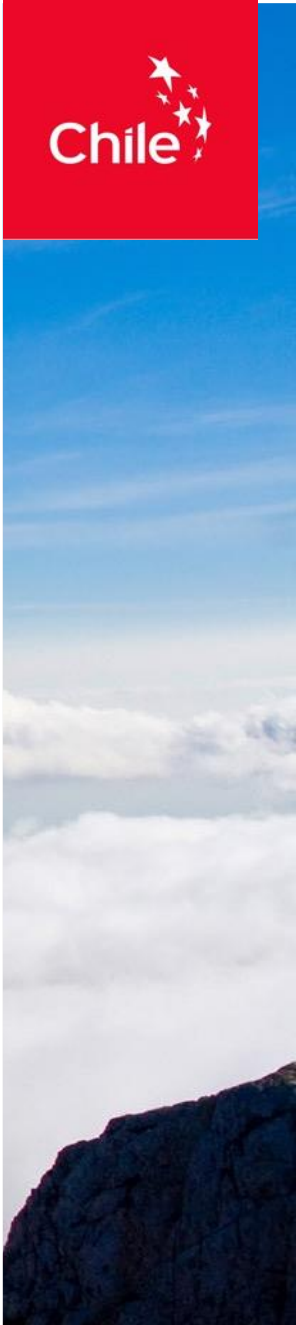
Safety

- Protocols and Certifications
- Health Centers Quality
- Insurances

02

Access and Flexibility

- Return conditions
- Airlines routes operating
- Flex Tickets conditions
- Low rates



Future Travelers Requirements

03

Open Spaces

- Social Distance in natural spaces.
- Reconnect with nature and environment.
- Freedom

04

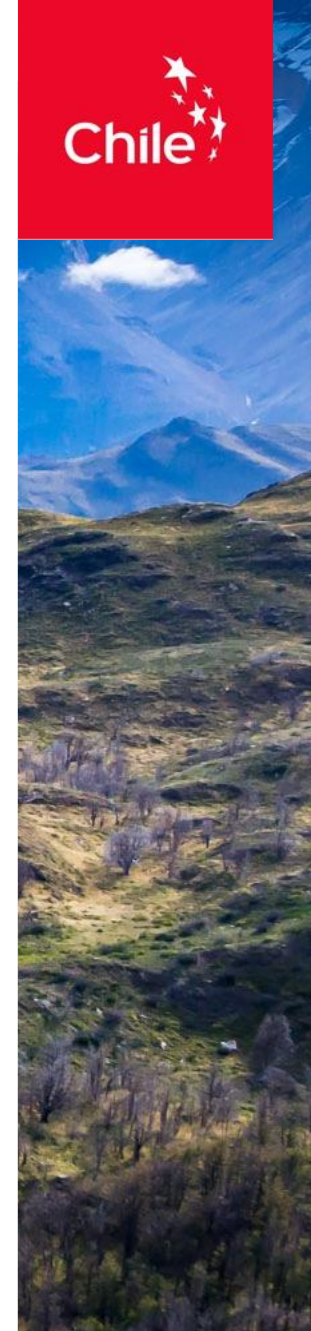
Personal Healing

- Relax
- Re-Connect with themselves
- New habits: Make it Simple

05

BUCKET LIST

- Share wished places.
- New Preferences



01

02

03



Strengths and Opportunities

Open Spaces

- ✓ Atacama, Rapa Nui, Patagonia, Antártica
- ✓ Social distancing in natural spaces.
- ✓ Pristine lands

Unique Culture and Experiences

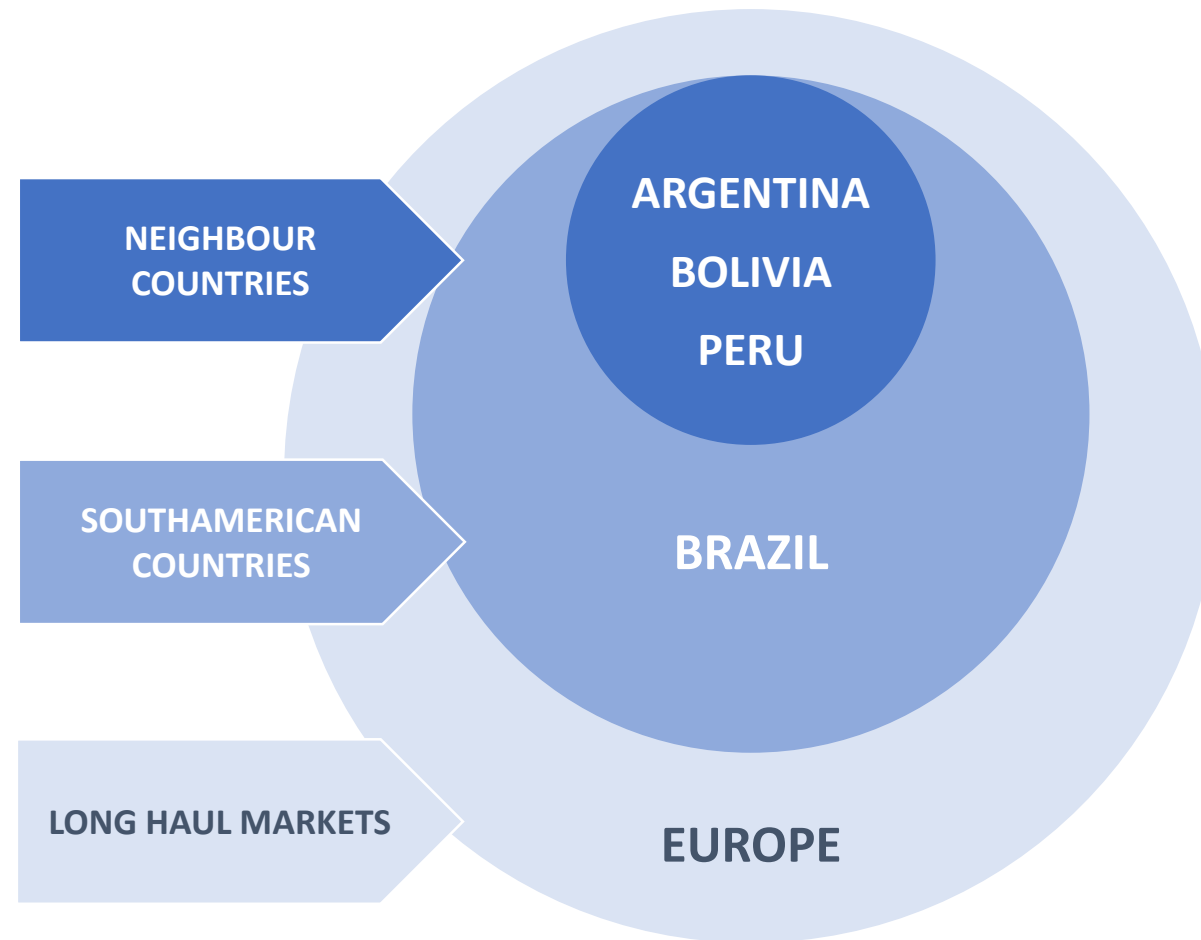
- ✓ Native cultures
- ✓ Food and Wine
- ✓ Taylor made experiences
- ✓ Nature and adventure

Confiability

- ✓ Bussiness development
- ✓ Prestige health care centers
- ✓ Protocols

INTERNATIONAL REACTIVATION

Considering that the international reactivation will be **step by step**, trips to Chile are expected to be in the following scenarios:

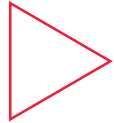


STAGES IN REACTIVATION

PHASE 0

Borders Closed

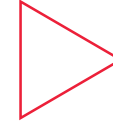
Blackout Period



PHASE 1

Partial Opening

Tourism in South America
and reactivation of flights



PHASE 3

Total Opening

Longhaul Markets

- ***I Dream of Chile Campaign***
- Content Strategy
- Webinars
- Protocols
- Ensure trust for traveler
- Working Together: Pacific Alliance

- Reactivation campaign
- Focus on connectivity: Work with Airlines and OTA's

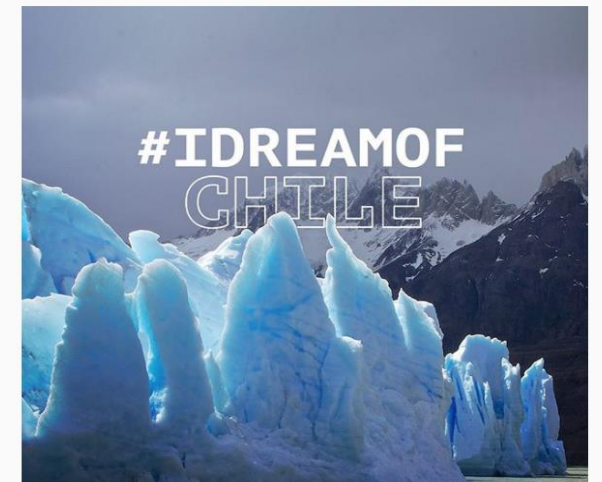
- Marketing Campaign
- Work with media
- Cooperated Campaigns with trade

#IDreamOfChile Campaign



Instagram

Q Buscar



Video link: <https://www.youtube.com/watch?v=aH5UaJT5jrl>

PROTOCOLS AND OFFICIAL GUIDES:

Ensure trust for traveler

PROTOCOLS:

- Accommodation & Restaurants
- National Parks

CHILE  **reports**

<https://chilereports.cl/en/home>

OFFICIAL GUIDES:

- Enotourism
- Ski Resorts
- Rural Tourism
- Tour Operators
- Travel Agencies
- MICE

TRADE  **NEWS**
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<http://tradenews.chile.travel/>



The Certificate of Commitment to the Management and Prevention Protocols in the Tourism Sector





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WHERE THE IMPOSSIBLE, IS POSSIBLE