

TOURISM IN ECUADOR

M
MINISTERIO DE TURISMO

Lenín





GLOBAL CONTEXT

- Economic slowdown
- Consumption contraction
- Job losses
- Oil price drop
- Dollar appreciation
- Contraction of world GDP
- Trip cancellations
- Tourism contraction
- USD 300 billion impact on airlines

6 TRENDS THAT CURRENTLY AFFECT CONSUMPTION

1

SOCIAL AGGLOMERATION

*Rejection of public places
(6/10 will avoid public places)*

2

DELIVERY SERVICES

*Preference in delivery services
(1/3 will stop going to shops, restaurants, supermarkets)*

3

PROXIMITY

Preference for closer to home destinations

4

SOCIAL RESPONSIBILITY

Brand preference with social purpose

5

ACCESS TO INFORMATION

A more informed society

6

CLIMATE CHANGE

Environmental Responsibility

6 CHALLENGES FOR THE TRAVEL INDUSTRY



Preparedness

How to best become ready for the “New Normal”, to understand the needs and demands of a consumer with different requirements

.....



Technology

Resort to Technology to respond in a faster and more accurate form to a continuous flow of questions and needs



Safety Assurance

Implementing Health and Safety Protocols and making its fulfillment become evident

.....



Communication

Do not stop communicating and updating audiences about changes and results



Innovation

Encourage diversification, innovative undertakings and abilities that inspire, to respond to the consumer demands

.....



Consistency

Establish firm goals and make sure everyone works in the same direction

ECUADOR'S TOURISM ECONOMY

2200 M

INCOMING TOURISM

- ✓ International arrivals
- ✓ Inflow of foreign currency

1400M

OUTBOUND TOURISM

- ✓ International departures
- ✓ Currency outflow

500 M

INTERNAL TOURISM

- ✓ Ecuadorians Touring in Ecuador
- ✓ Dispersed Spenditure"



8 FUNDAMENTALS PILLAR DESTINATIONS MUST BE AWARE OF

Human reality

- 1 Emotional and psychological need for traveling
- 2 More selective and detail-oriented travelers
- 3 New sense of freedom
- 4 Digitization of the experience

Tourist destinations

- 5 Recovery signs
- 6 Signs of a conditional freedom
- 7 Recovery thermometers
- 8 Psychological antidotes due to confinement

ECUADOR'S APPROACH TO THE CRISIS MANAGEMENT

1

Impact Assessment

USD 236 M in March 2020
USD 361 M in April 2020

2

Reactivation Efforts

Financial incentives
Tax incentives
Labour reforms

3

Recovery Measures

Cooperation Entrepreneurship
Promotion Internal tourism
Investment Educational tourism
Competitiveness Mice Ecuador

Executive Work Groups

Impact assessment

Labour, tax, fin, relief

Competitiveness

Promotion and
Cooperation

Territorial

ECUADOR | FOUR WORLDS



GALAPAGOS

The Galapagos Islands, a UNESCO proclaimed World Heritage Site, and the World's Leading Green Destination for tourism related projects



COAST

The large coastline, with spectacular beaches offers great opportunities to develop hotels and Ecoresorts



ANDES

Colonial cities and magical towns with cultural richness, surrounded by beautiful mountains and volcanoes, bring an excellent environment to develop hotels, wellness centers or retirement residences



AMAZON

The biodiversity of the Amazon region is a beautiful scenario to develop Eco Lodges and sustainable tourism infrastructure

ECUADOR IS THE COUNTRY WITH THE MOST BIODIVERSITY IN THE WORLD BY SQUARE FEET



17,058 species of
vascular plants



240 species
of palms



More than 4,300
species of orchids



More 18% native
tree species



18% of the world's
bird species



More than 4000
species of
butterflies



324 species of
mammals



1.659 species of
birds



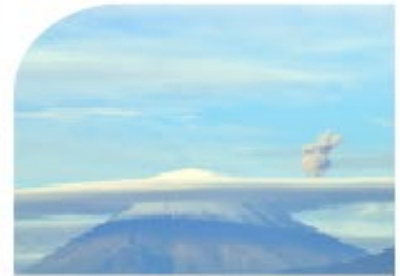
400 species of
amphibians



350 species of
reptiles



70 000 species of
insects



91 different
ecosystems

CURRENT ENTRY REQUIREMENTS

- No Mandatory Quarantine
- PCR Negative test certificate. Validity: 10 days prior to arrival
- In-Transit-to- Galapagos passengers require a second PCR test upon arrival. Validity. 96 hours
- Travel restrictions remain for various districts and will open according to key health indicators. None such districts include main travel destinations



GALAPAGOS



All 91 marine and 85 land visiting sites of the Galapagos National Park and Marine are open now

PROTOCOLS FOR TOURISM INDUSTRY



HEALTH AND SAFETY GUIDELINES FOR TRAVELERS

- Comply with social distancing, at least two meters (2 yards approx.)
- Use of face masks
- Hygiene measures (constant hand washing and disinfection, covering the nose and mouth when yawning or sneezing with the inside of the elbow flexed)
- Extreme precautions for people over 60 years and for vulnerable groups
- Public events are prohibited as well as crowd gatherings.



PROTOCOLS FOR TOURISM INDUSTRY



Personal Protection



Small Groups



Alcohol Dispensers



Food Hygiene



Camping Areas



Cleaning and disinfection

CONCLUSIONS

①

New trends will influence travel behavior and destinations will face changes for which we must adjust

②

The main challenge has to do with preparedness to welcome the new travelers

③

Health and Safety standards will be fundamental for the consumer confidence build-up

④

Diversity is Ecuador's major asset and competitive edge

⑤

There will be an emotional need to travel; as well as more selective and detail-oriented travelers. Also, there will be yearning for human connection with a renovated sense of freedom.

Ecuador has it!

A full-page background image featuring a night sky with the Milky Way galaxy visible as a bright, cloudy band of stars. Below the sky, dark, jagged mountain peaks are silhouetted against the starry background. The overall scene is serene and majestic.

Thank you