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ACADEMIC WEEKLY DIGEST

School of Hospitality & Tourism Management

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ASIA PACIFIC VISITOR FORECASTS 2021-2023

COVID-19 has negatively affected airlines, accommodation, food service, travel, and retail sectors in the Asia Pacific region, all of which are related to tourism. **Dr Anyu Liu** and **Prof Gang Li** have been working with a team led by **Prof Haiyan Song** at the Hong Kong Polytechnic University to forecast visitors to Asia Pacific destinations annually for the Pacific Asia Tourism Association (PATA) since 2013. This year's PATA forecasts combine econometric modelling and expert adjustments to better reflect the impact of COVID-19 on future trends of tourism in the Asia Pacific region.

ASIA PACIFIC VISITOR FORECASTS 2021-2023

DR ANYU LIU & PROF GANG LI

The newly released report "Asia Pacific Visitor Forecasts 2021-2023" covers three growth prospects for international visitors into and across 39 Asia Pacific destinations in mild, medium, and severe scenarios against the backdrop of COVID-19. The inbound market of Asia Pacific was strongly hit by the COVID-19 pandemic with an 83% decline of visitor numbers in 2020. The total visitor arrivals in Asia Pacific are predicted to recover from 121.8 million in 2020 to 667.0 million, 523.1 million, and 342.8 million by 2023 in the mild, medium, and severe scenarios, respectively. Compared with 2019, the recovery rate in the three scenarios are 96.3%, 74.4%, and 48.7%, respectively. The pace of recovery is linked to the global pandemic development and the economic recovery over the forecast period.

Among the six regions in Asia Pacific, the Pacific is predicted to have the fastest in all the scenarios over the forecast period: mild (102.4%), medium (78.0%) and severe (51.5%) scenarios. This is likely because most destinations in the Pacific are island destinations with dominant visitor flows from Australia and/or New Zealand. The simple market structure is easy to control the spread of the pandemic and facilitates the recovery. The lowest recovery rate in the mild scenario is Turkey which is expected to recover to 93.6% of the 2019 level by the end of 2023. In the medium and severe scenarios, the slowest recovery comes from South Asia with a recovery rate of 70% and 42.7%, respectively. The successful control of the pandemic spread is the key to recovery for these destinations over the forecast period.



FURTHER READING:

"PATA: Recovery Rates for Asia Pacific IVA Growth Varied and Uneven to 2023"

Link: bit.ly/2ZeybsV

We believe the report is critical for academics, the tourism industry, and policy makers to have more insightful information of the market recovery over the next three years which can help them better plan the recovery strategy.