



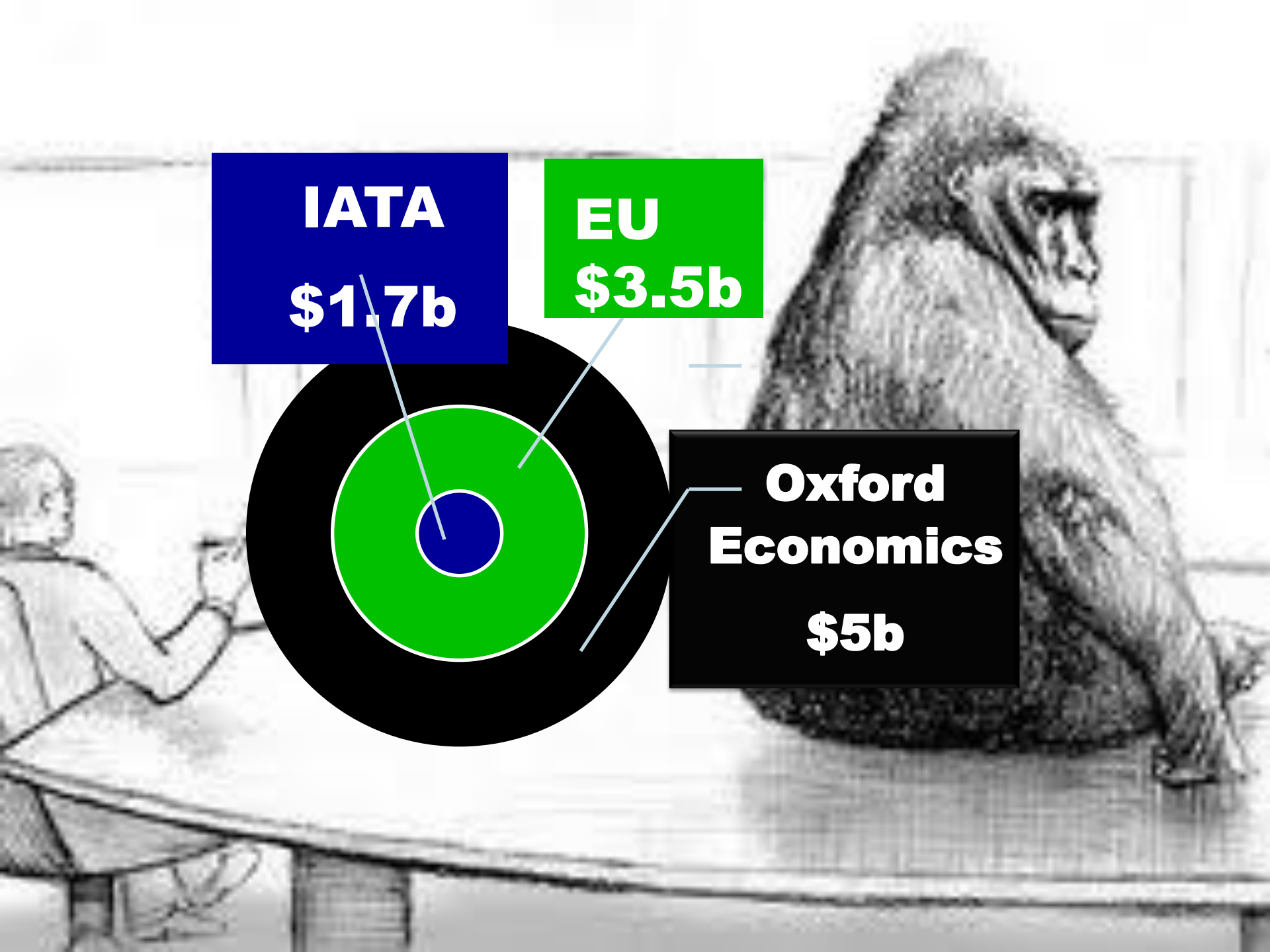
Tourism Impacts

**Professor Geoffrey Lipman
Special Advisor UNWTO**

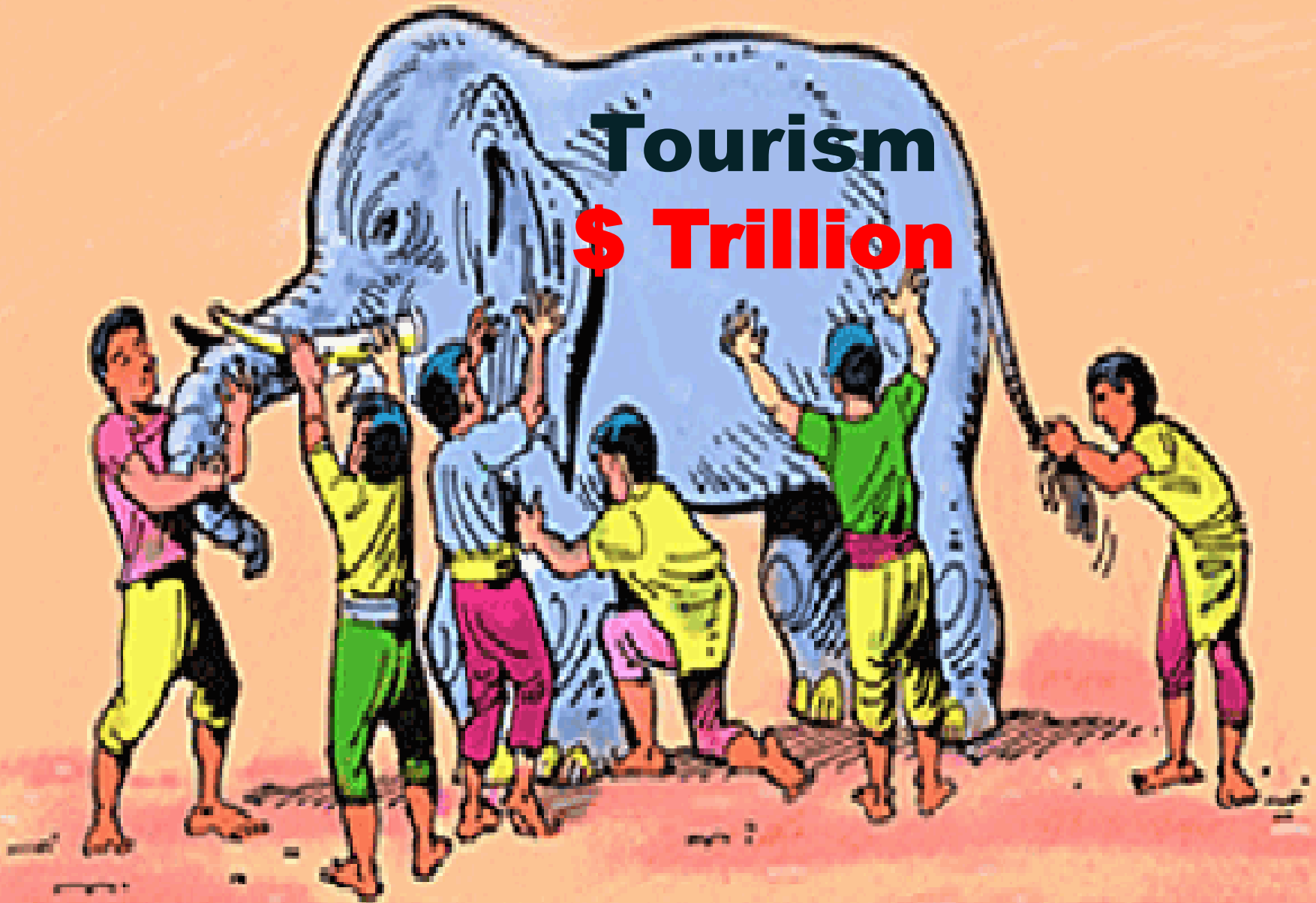
IATA
\$1.7b

EU
\$3.5b

**Oxford
Economics**
\$5b



Tourism \$ Trillion





5% GDP
8% JOBS

Passengers
Other Modes
Other Ministries



NEW

- **Preparedness**
- **Response**
- **Collaboration**