



Return to the Sky: Global and Regional Airlift Outlook

Friday, May 1, 2020 2-3:15pm et
#CHTALive

Participants

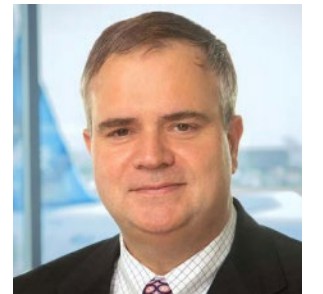
Hon. Joseph Boschulte
Commissioner of Tourism
United States Virgin Islands



Peter Cerda
Regional Vice President for the Americas
International Air Transport Association



Robin Hayes
Chief Executive Officer
JetBlue Airways



Trevor Sadler
Chief Executive Officer
interCaribbean Airways



CHTA COVID-19 Resource Center



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www.caribbeanhotelandtourism.com/covid-19/

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**LinkedIn: Caribbean Hotel and
Tourism Association**



Return to the Sky

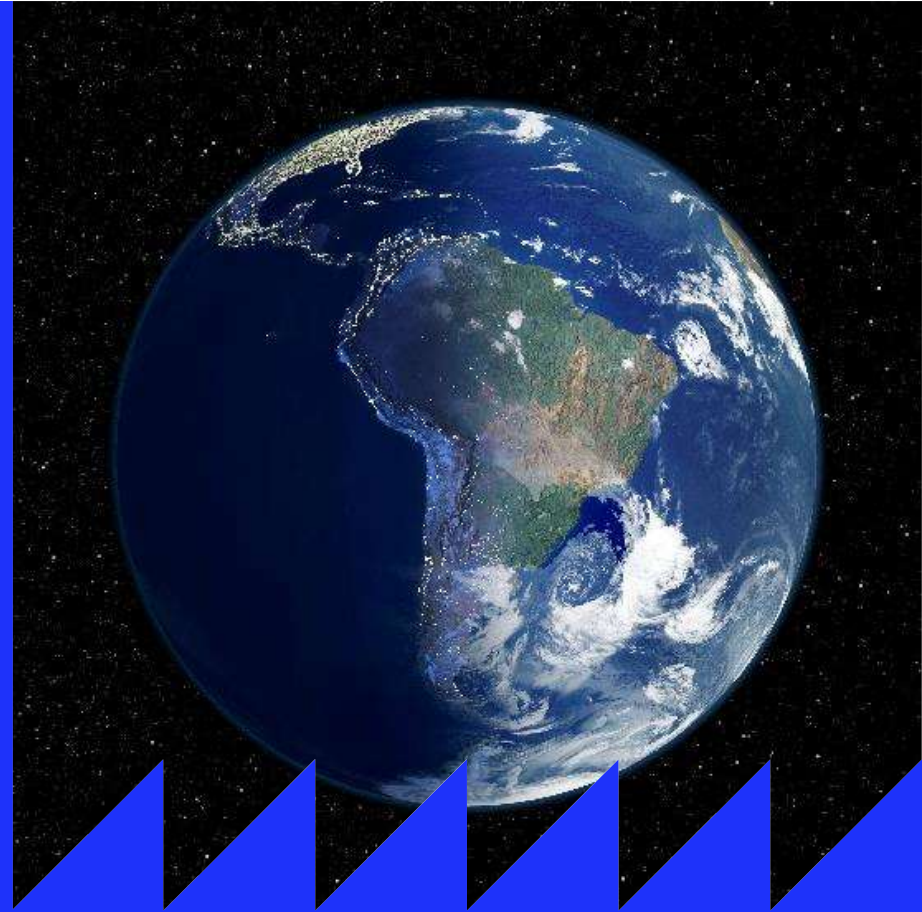
Global & Regional Airlift Outlook

Peter Cerdá

Regional Vice President, The Americas



COVID-19 Global Impact



"The impact of COVID-19 on the air transport industry continues to be devastating. Demand is in free-fall. And it could get worse..."

Alexandre de Juniac
Director General & CEO



Empty Airports

Cancelled flights

A photograph of an airport flight information board showing a list of cancelled flights. The board is divided into columns for flight number, time, status, and destination. The status column is highlighted in red, and the word "Cancelled" is repeated for every flight listed. The destinations listed include San Francisco, St. Louis, Tallahassee, Tampa, Toronto, Washington-Dulles, and Washington-Reagan. The date and time "September 2, 2019 5:46A" are displayed at the bottom left of the board.

Flight	Time	Status	Destination
Silver 74	1:25P	Cancelled	San Francisco
Southwest 820	12:06P	Cancelled	St. Louis
Southwest 3921	10:40A	Cancelled	St. Louis
jetBlue 800	11:15A	Cancelled	Tallahassee
Southwest 3925	1:15P	Cancelled	Tampa
jetBlue 2032	10:48A	Cancelled	Tampa
Southwest 3346	9:35A	Cancelled	Tampa
UNITED 2083	11:05A	Cancelled	Toronto
UNITED 2040	1:39P	Cancelled	Washington-Dulles
jetBlue 2328	12:05P	Cancelled	Washington-Reagan
Southwest 5618	9:10A	Cancelled	
Southwest 785	8:40A	Cancelled	

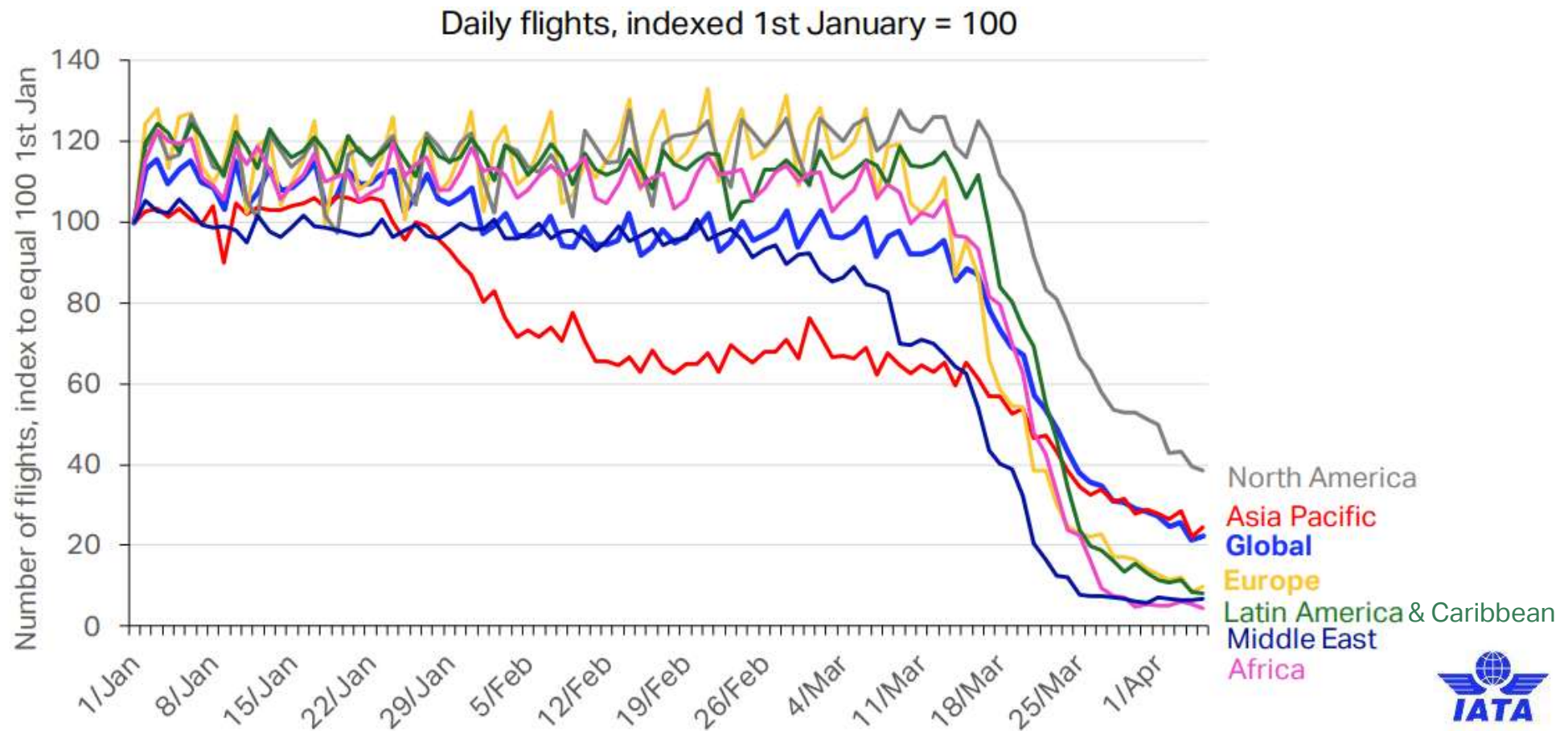


Grounded Airplanes

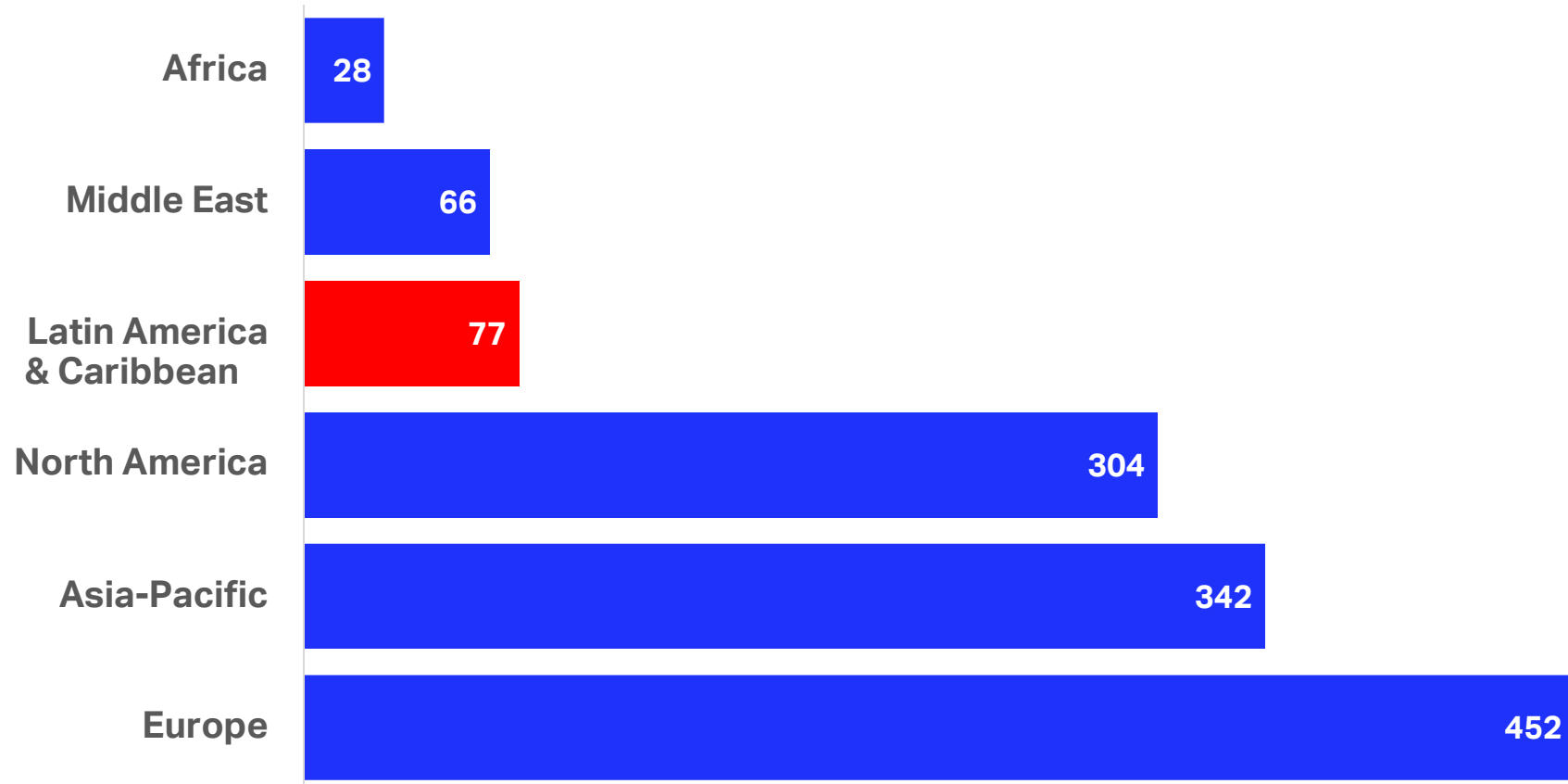


Worldwide flights down almost 80% by early April

Industry virtually grounded outside US and Asia domestic markets



GDP at risk due to the disruptions to air travel caused by the spread of COVID-19 (USD billion)



What does it
mean for the
Caribbean?



Impact of COVID-19 in the Caribbean

ON AVIATION INDUSTRY



-\$5.3 billion

Impact on Revenues.
Change 2020 vs. 2019



-\$740 million

Change in GDP – Impact on Aviation



-23,000

Change in Jobs

Source: IATA

ON WIDER ECONOMY



-\$6.45 billion

Change in GDP – Wider Impact



-355,000

Change in Jobs



Aviation as a Lifeline, Maintaining Supply Chains



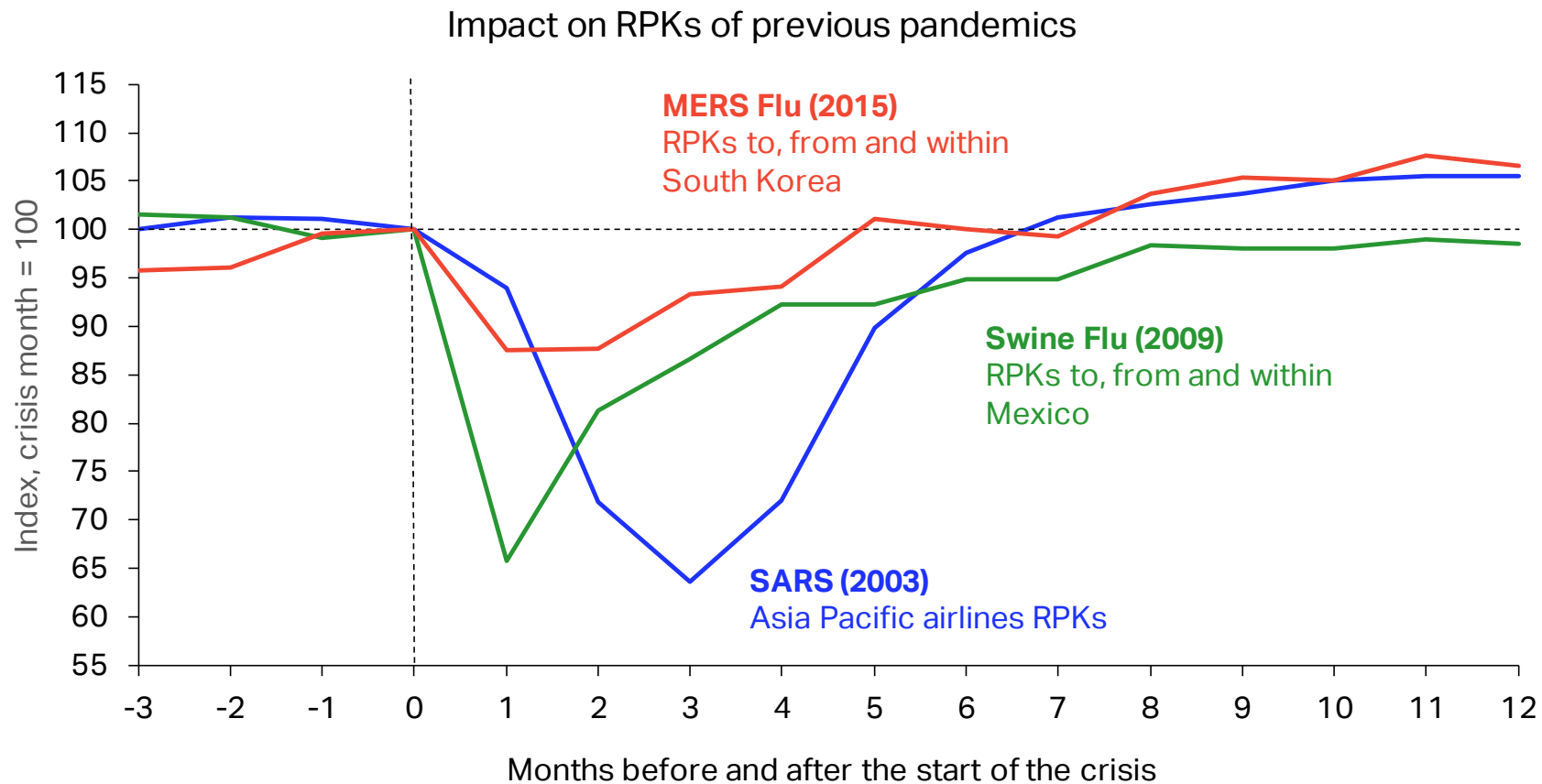
**Atlantic
Hurricane
Season
starts on
June 1.**

**4 weeks
from
today!**

How long will recovery
from COVID-19 take?



What do we know from past pandemics?





"It will be three to five years before air travel returns to pre-pandemic levels."

David Calhoun
CEO



"The Caribbean is the most tourism dependent region in the world."

"We will see the light at the end of the tunnel around June 1, 2021."

Damion Crawford
Former Minister of State in the
Ministry of Tourism and Entertainment



"This crisis will sustainably and structurally change our industry."

Carsten Spohr
CEO



Lufthansa

Introduction to Restart Plan



1 May 2020



The restart plan - 4 phases

SYSTEM RESTART

SYSTEM CAPABILITY

Ensure that airlines are able to restart operations once markets reopen

- **Slots** and schedules in place for when operations are resumed
- **Operational licenses** in place for when operations resume
- Necessary **certification** and airworthiness in place for when operations resume
- **Supply Chain** able to resume operation

TRAVEL EXPERIENCE

Ensure that the passenger process supports the safe reopening of markets

- **Travel restrictions:** Consistent processes and procedures, including appropriate arrangements for crew
- **Onboard experience:** Passenger confidence that aircraft cabin is a safe and sterile environment
- **Airport experience:** Measures in place to ensure mitigation of transmission risks
- **Sanitization:** Cleaning practices reinforce mitigation measures

DEMAND RESTART

RESTORE CONFIDENCE

Governments and Passengers are confident to resume air travel

- **Managed restrictions:** Reciprocity / mutual recognition of measures
- **Comms and Guidance:** Increased passenger confidence
- **Access to travel insurance:** Corporate and personal insurance cover for COVID-19
- **Open destinations:** Resumption of operations in the wider tourism industry

STIMULATE DEMAND

Boost travel demand with stimulus, incentives and lower costs

- **Financial relief:** Taxes, fees and charges reduced to stimulate demand
- **Incentives:** Direct support and destination-based incentives to boost travel and tourism demand
- **Destination marketing:** Tourism promotion to stimulate demand
- **Visa facilitation:** Simpler and cheaper visa procedures

Next Step: Harmonization & Industry Collaboration

- Close coordination with health ministries and the World Health Organization.
- Clear need for harmonized approach across the globe
- Work on restart roadmap with governments
- Reciprocal recognition of State's individual re-start measures.



"This is why testing is so important so people know before they fly."

Robin Hayes
CEO

jetBlue



What can governments do to assist the industry?

Measures to Support Recovery

- Review Taxes, Fees and Charges in the Caribbean.
- Collaborate to formulate a harmonized border control policy and restart plan.
- Be mindful that airline schedules will not automatically fall back into place once borders re-open.
- Discussions amongst governments regarding air freedom rights may help in creating efficiencies in the region.

Tourism will come back to the Caribbean.
It is time to work together now.



Post Crisis Reminder: Aviation as Economic Enabler in the Caribbean



More than **US\$27 billion in Tourism spending** was made possible by air travel to the Caribbean.



Aviation supports more than **US\$35.9 billion in GDP** and over **1.6 million jobs**.



Equivalent to **14%** of the total Caribbean economy.



Thank you

Peter Cerdá

Regional Vice President The Americas

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www.iata.org



Questions?





Return to the Sky: Global and Regional Airlift Outlook

TREVOR SADLER

CHIEF EXECUTIVE OFFICER, INTERCARIBBEAN AIRWAYS



CARIBBEAN
HOTEL & TOURISM
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interCaribbean Airways

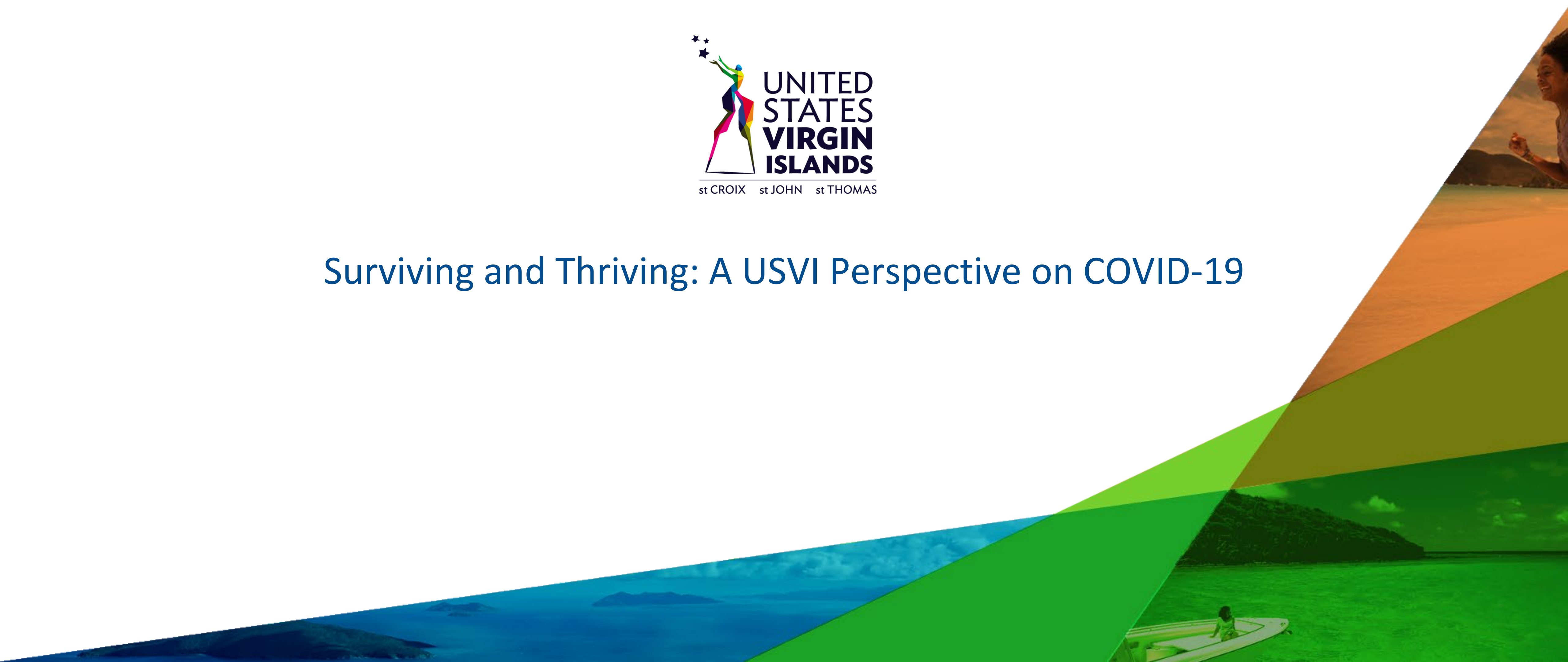


- The Road to Recovery for the Caribbean
- The New Norms, going thru an Airport, and getting back on a plane
- What are we doing at interCaribbean?
- Working with our customers on change, cancel or refunding.
- Going forward - Collaboration, Demand, Revenues, Costs and Taxes



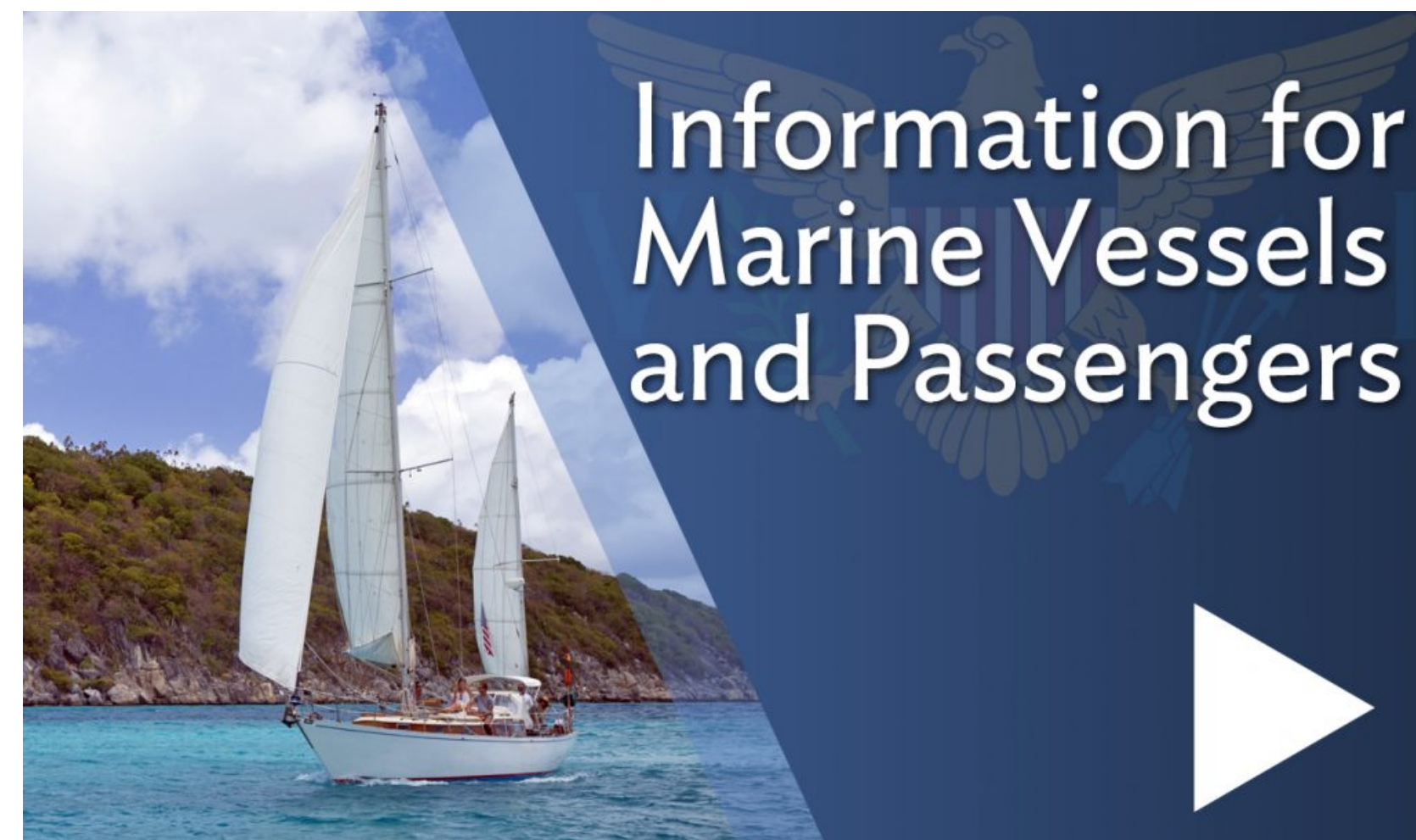


Surviving and Thriving: A USVI Perspective on COVID-19



WHAT ARE WE DOING NOW?

- No leisure guests, including hotels and Airbnbs
- Keeping Travelers Informed



WHAT ARE WE DOING NOW?

- PSA Reassuring Travelers
- Cultural icon sharing messages



Mocko says...

Sanitize your hands
regularly

www.usviupdate.com



Mocko says...

Clean and disinfect frequently
touched objects and surfaces

www.usviupdate.com



Mocko says...

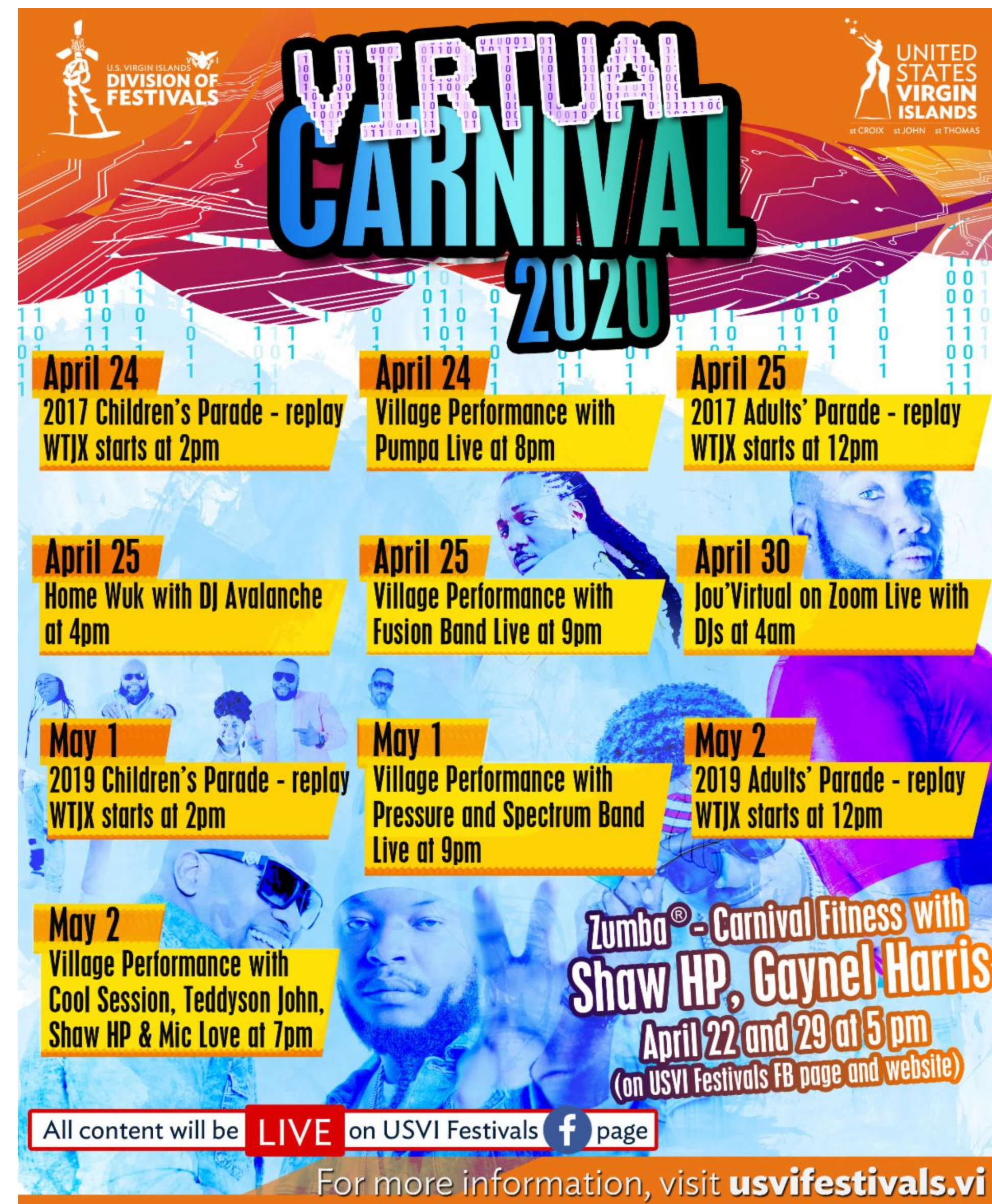
Maintain a good
distance from others

www.usviupdate.com



WHAT ARE WE DOING NOW?

- Virtual Carnival engages residents and viewers around the world




VIRTUAL CARNIVAL 2020

U.S. VIRGIN ISLANDS DIVISION OF FESTIVALS

UNITED STATES VIRGIN ISLANDS st CROIX st JOHN st THOMAS

April 24 2017 Children's Parade - replay WTJX starts at 2pm	April 24 Village Performance with Pumpa Live at 8pm	April 25 2017 Adults' Parade - replay WTJX starts at 12pm
April 25 Home Wuk with DJ Avalanche at 4pm	April 25 Village Performance with Fusion Band Live at 9pm	April 30 Jou'Virtual on Zoom Live with DJs at 4am
May 1 2019 Children's Parade - replay WTJX starts at 2pm	May 1 Village Performance with Pressure and Spectrum Band Live at 9pm	May 2 2019 Adults' Parade - replay WTJX starts at 12pm
May 2 Village Performance with Cool Session, Teddyson John, Shaw HP & Mic Love at 7pm	Zumba® - Carnival Fitness with Shaw HP, Gaynel Harris April 22 and 29 at 5 pm (on USVI Festivals FB page and website)	

All content will be **LIVE** on USVI Festivals  page

For more information, visit usvifestivals.vi

WHAT ARE WE PLANNING?

- Working with airlines
- Preparing the airports
- 5-Phase Plan to Opening





U.S. Virgin Islands Phased Reopening Order



Quarantine

Curfew imposed by the Governor



Stay at Home

- All non-essential businesses closed, public & private sector
- Restaurants - Takeout only
- Social distancing at beaches required



Safer at Home

- Non-essential businesses open, bars closed, hotel reservation systems closed
- Restaurants - Takeout only
- Indoor/Outdoor recreation facilities open, no food or drink, facial covering required
- No gathering greater than 50, facial coverings and social distancing required
- Facial covering in all commercial entities



Open Doors

- All businesses open
- No gathering greater than 50, no gathering without facial covering and social distancing
- Facial coverings in all commercial entities strongly recommended
- Reservations systems open, welcoming tourists, leisure travelers



New Normal

No documented cases of COVID-19 in the USVI

WHAT DO WE NEED TO DO?

- We're in this together
- Working with stakeholders to drive economy while emphasizing safety
- Integrate tourists back into our society
- Nimble, carefully managed strategy



Joseph Boschulte
Commissioner of Tourism
jboschulte@usvitourism.vi





Return to the Sky:
Global and Regional Airlift Outlook

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Thank You for Attending!

CHTA COVID-19 Resource Center:
caribbeanhotelandtourism.com/covid-19/

Next Week:
Staying Sane in an Insane World
Thursday, May 7, 2020 2PM ET

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