Worst-case scenario can be avoided if countries follow WTTC’s five-point plan for recovery:

1. Immediate removal and replacement of any quarantine measures, with ‘air corridors’ to countries with similar circumstances, as well as the removal of travel advisories and bans on non-essential international travel, which prevent insurance protection cover for travellers.

2. Adoption of global health and safety protocols to provide assurance to travellers that it is safe to travel again.

3. Implementation of a rapid test and trace strategy to help contain the spread of the virus.

4. Greater collaboration between the public & private sectors to ensure a standardised, global approach to the crisis.

5. Continued government support for the sector in terms of fiscal and liquidity incentives as well as measures to protect workers.