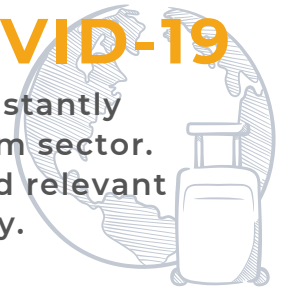# Tourism Industry facing COVID-19

The COVID-19 pandemic represents an important and constantly evolving challenge to the global community and the tourism sector. We aim to keep you informed of the latest news, reports and relevant information about what is happening in our Industry.

ORGANIZATION NEXT STUDY

MMGY NextFactor

NextFactor shares the OrganizationNEXT Study showing key findings on next steps in the Industry and examining recovery strategies based on three areas: community building, customer engagement and organization sustainability.

SEE FULL REPORT

UPSTAY

WORLDMAP OF HOTEL REOPENS

UpStay created the HotelReopenMap, which updates all hotel reopens in real time. The initiative is completely free and is developed with the sole purpose of helping the sector; hoteliers to communicate their reactivation of service and visitors to know the dates of consulting the hotels available or ready to reopen their doors.

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WAYS TRAVEL BRANDS USE MESSAGING

Skift

As the Covid-19 pandemic has upended business operations and travel plans over the past few months, messaging has become even more important as a communications tool. This is especially true for companies throughout the travel sector, from airlines, to hotels, to tour and activity providers, and beyond, which are fielding never-before-seen levels of customer service inquiries across all communication channels.

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UNWTO
World Tourism Organization

TOURISM TAKING ACTION ON PLASTIC POLLUTION

UNWTO has released a new set of Recommendations on how the global tourism sector can continue in its fight against plastic pollution while effectively facing the public health and hygiene challenges of the COVID-19 pandemic. Actions such as reducing the plastic footprint, increasing the engagement of suppliers, working closer with waste service providers and ensuring transparency on the actions taken, can significantly contribute to the responsible recovery of the tourism sector.

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ONLINE EVENTS AND ENGAGEMENT

EV=NT MB
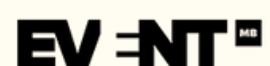
Matching the engagements in online events to in-person events requires a high level of design and production, because according to 31% of planners, commitment is their biggest challenge when organizing online events. Events MB shares 4 tips gleaned from recent online events to help you leverage design elements when creating your event:

1. Use backdrops to support cohesion
2. Use a strong visual theme to reinforce your narrative
3. Embed speakers within dynamic presentations
4. Create 3D Booth Visualizations

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