

We are living through the single most challenging time in the era of mass travel. The COVID-19 pandemic is unprecedented and we are yet to fully understand its impact on our personal and professional lives.

I, like many of you I'm sure, feel as if I am living in a Hollywood disaster movie and that feeling is increasing every day as the situation evolves.

For the travel industry the devastation wrought by coronavirus is already clear. Nearly all companies - large and small - working in the sector are facing enormous threats to their very existence.

None of us yet know when and how this will end. All we know for sure is that one day - in the hopefully not-too-distant future - we will return to the normality we now realise we all took for granted, at work and at home.

In the meantime, all we can do is help our loved ones to stay as safe, healthy and happy as they can be, and to offer understanding, compassion and help to our industry friends, colleagues and partners.

Our promise

For us at *Selling Travel*, that means pledging to support and represent everyone who works in this amazing but under-siege industry for as long as we can. This is how we plan to do that:

- We will continue to publish the *Selling Travel* magazine you love. Due to these extreme circumstances and the related commercial pressures caused by COVID-19, it which will come to you in a digital or e-magazine format for at least the next two months (April and May).
- From next week we will be increasing our digital newsletter frequency to twice a week (Tuesdays and Thursdays), including news, interviews and insights from agents on the front line as well as important players in the travel industry.

[Your colleagues can register to receive these updates here](#)

We know that you are in crisis and we will of course include content about COVID-19, from news on what is happening to articles on how to navigate through the upheaval. However, we will also go ahead with the majority of our planned content because we hope it will continue to inspire and inform you in the coming tough weeks ahead.

We want every tourist board, airline, cruise line, hotel group and any other tourism player to have an outlet for their news and updates and be able to reach their most important audience - you, the travel agents.

But we want to hear from you as well – about the tough times and the positives. If you are a business owner, what plans do you have in place to protect it and your employees? For agents, how are you engaging with your clients? [Details on how to contact us and what we want to know from you](#)

Never give up

Selling Travel has been supporting and informing agents and helping to build their destination and product knowledge for nearly 30 years and we are determined to continue doing this.

Never has there been a year quite like this one but one thing we are sure of is that this will pass and the travel industry will emerge on the other side. Almost certainly it will be markedly changed, just as every person will be. Most recently, the collapse of Thomas Cook left a huge gap in the travel industry but that gap was quickly filled with an out-pouring of goodwill and generosity. Already, agents are coming together to support each other and I have no doubt there will be some more inspiring stories to come.

We know that the travel industry is filled with kind, hard-working, determined and brilliant people. We know that holidays are an important part of people's lives – a way to spend quality time with loved ones and take a break from the stress of everyday life. And we know that tourism can be an effective tool to improving the lives of people less fortunate than ourselves around the world.

Let's use these tough times to envision and work towards a new travel industry which will be better than ever before. We will get there together!



Laura Gelder, Editor, Selling Travel