

UNITED KINGDOM

TEQ UK

UK operators are reporting that no new bookings are being created as people are holding off until the Covid-19 situation subsides.

Travel agents are extremely busy spending their time taking calls from concerned clients and cancelling trips and repatriating Britons.

We have also heard that operators are reducing their non-essential operating and marketing costs. Several operators and airlines expressed concern over survival past this period.

We are working hard to develop pivot strategies to get ahead of the field when this situation calms down.

At the moment it isn't the right time to be messaging either to consumers, media or trade. But in the coming weeks we hope to be able to begin with some inspirational destination messaging.

Imagery, quirky stories and any sustainability messaging or stories would be great. Either short paragraphs or key bullet points would be great.

If there are any stories or interesting ways the Noosa tourism community is coming together or supporting each other during this difficult time, then that would also be great to hear about