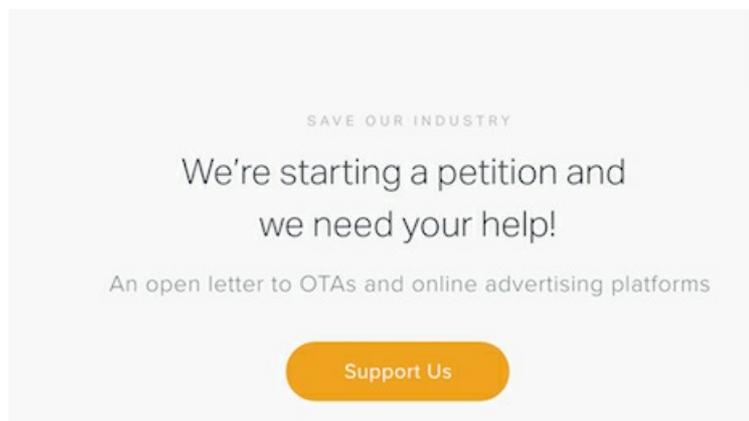


TRAVEL AND HOSPITALITY

Journey appeals Google, Facebook and booking agencies to give break to travel and tourism firms

March 18, 2020



An estimated 50 million travel and tourism jobs worldwide could be lost if the coronavirus-induced travel shutdowns continue through spring. The Journey appeal asks for Google, Facebook, Bing and online travel agencies to give travel and tourism groups a break at this hour. Image credit: Journey

By LUXURY DAILY NEWS SERVICE

A leading digital marketing and tech agency for the hospitality business has launched an appeal on behalf of its clients to the world's biggest online advertising platforms to help save the travel and tourism sector.



Journey Holdings has written an open letter to booking services such as Booking.com and Expedia to low commissions and to Google, Bing and Facebook to waive advertising rates.

The Cheltenham, England-based **Journey** is promoting the campaign on social media to apply pressure on these online giants as the hospitality, travel and tourism sectors are reeling from the coronavirus-caused global shutdowns.

According to the World Travel and Tourism Council, up to 50 million jobs are under threat because of the COVID-19 coronavirus pandemic rampaging through markets such as China, Europe, parts of Asia and now North America.

Here is the open letter:

"Save our industry - an open letter to OTAs and online advertising platforms such as Google and Facebook"

"The global coronavirus outbreak means millions of travel and tourism jobs are at risk, says a leading industry body. The World Travel and Tourism Council (WTTC) says up to 50 million jobs could be lost because of the pandemic." BBC, March 2020.

The travel and tourism industry has been catastrophically affected by the spread of coronavirus (COVID-19) and will continue to be one of the most significantly hit industries as countries enforce far-reaching travel restrictions.

We believe in the power of travel to inspire, enrich and, most importantly, unite people, and this period of global uncertainty and disruption will inevitably affect everyone, both supplier and consumer.

What are we asking for? Help for hotels and hospitality businesses to survive this crisis by all pulling together to save the industry.

We're asking you, the OTAs (Booking.com, Expedia and others), to provide a lifeline to hospitality businesses by reducing commission for three months and focus bidding on non-branded search terms to ensure customers still have the opportunity to book hotels and resorts. Let the independents use their media spend for brand bidding so they can make essential cutbacks to ensure their survival.

To Google, Bing, Facebook and other online advertising platforms, we are asking you to waive advertising rates, lower auction costs, and extend your grant schemes during the coronavirus crisis to support the travel and tourism industry.

With your collaboration, we can support everyone in the industry, help them to create a survival strategy that will provide stability and future proof the way ahead. Help us save millions of people's jobs, businesses and livelihoods. Help the Travel, Tourism and Hospitality industries survive.

Yours the undersigned,

Journey Holdings

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.