

When the Virus outbreak in late Feb, we were suggested by the government to stay at home to avoid further spread of the virus via people-to-people transmission. While working from home, we also took time to engage a series of on-line training, to ask our staff to work out some unique culture experience tour programs, and to develop some health and wellness programs for our clients to market when the situation is back to normal.

I am so impressed by the fast reaction of TongCheng Inc.(程), the second largest OTA company in China, who initiated online training course to all its 10,000 suppliers and industry partners the next day the Virus outbreak. The founder and CEO Mr. Wu ZhiXiang (吴志祥) gave a lecture on how to survive the crises of the Virus based on his past experience in 2003 SARS. As the travel business was temporarily put on hold as a result of the Virus, MR. Wu called all his suppliers to sell daily necessities including vegetables and even mask! The revenue of Tongzheng per single day is 100 Million RMB by swift change of business scope, when people are self-quarantined, people shop online!!!

Founder of Wild China Madam Zhang Mei, invited Karen Fedorko Sefer, the founder of Turkey Sea Song, and Zach of Journey Mexico, to share with us via Zoom Meeting how they survived the turmoil when the Military Coup staged in Turkey and when H1N1 outbreak in Mexico in 2008. We did learn a lot from their sharing.

The virus did damage the business seriously, yet, I am so touched to see that the people in travel industry in China are maturing and getting united. We shared what we learned, we encouraged each other to get survive, to get stronger. We are thinking how to take the lead in thinking 'next steps' for the recovery of the market. I have suggested through some connections to the Ministry of Culture and Tourism, to Beijing tourism respectively that a post virus FAM should be organized by inviting key tour operators, media, writers, photographers to site inspect Beijing, Wuhan, and other cities to let them know China is safe and we are ready to welcome foreign travelers

The Novel Coronavirus is getting well controlled here in China and the contracted cases are decreasing. Yet, the Novel Coronavirus situation continues to evolve globally, the tourism and tourism industry is getting seriously damaged and the tourism and world economy is suffering big losses.

We are still working from home and will not return to office until the global travel alert is clear.

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