STTA #COVID19 Statement

Nairobi, 16th March 2020

The recent declaration of covid-19 as a pandemic calls for collective action to contain the spread of the disease.

As part of the tourism industry, with frequent engagements through seminars, group workshops, trainings and conferences, we are ready to adapt to the challenge.

In line with our values for social solidarity, and in response to the call for physical distancing, we are rescheduling all our in-attendance program engagements lined up in the next few months. We will resume usual in-attendance participation once restrictions on movement are over.

In the interim, we are doubling our online engagements on Twitter, Facebook and LinkedIn through updates/discussions during the lockdown period. Follow us for tips and insights for tourism by #sttaconsulting

We believe that every crisis leads to transformation. For the tourism industry, the #COVID19 slowdown is an opportunity to start new conversations, listen to business partners and clients, and build trusted networks that will support the innovation required for business retention and recovery.

We further urge the tourism industry to remain ethical in its actions and reactions to the lockdown. In particular, we appeal to tourism stakeholders to respect labour laws, uphold employee wellbeing, and restrain from random layoffs aimed at safeguarding profits. It is a time to put principle before profit.

#staysafe #stayhome #visitlater

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