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- 2 Introduction of NBH Forum
- 3 13-14 October 2020 in Tallinn
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- 5 Introduction of webinars
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Anita Mendiratta
Special Advisor to the Secretary General UNWTO



Trust
is the new currency

We are in this together- if we all don't win then we all lose

This is first and foremost a healthcare crisis, but equally affecting us in a way that nothing ever has before

There is no new normal - there is the next normal



Shutting of borders has impacted us most

Hope
that more people will travel again



More free time and less business travel

Nele Mägi
Senior Account Manager, STR

An overview of the situation of hotels in the world, in Europe and in the Baltic States- closers, occupancy, re-opening

Two scenarios for recovery

Borders to open faster will help us most to recover

Global view



Heart will define destination where to and why people will travel

Communication is most important

Benjamin Calleja
CEO, Livit Design



Take the opportunity to change

With customers and with employees

At the beginning of the crisis people dreamed, where to travel for a vacation

Now people dream to see their loved ones

Safety and hygiene are important
Inside the restaurant, people want to feel at ease

Customer centered approach



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Hard to define the next destination

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