



Article Title

eMarketingEye digital insights for hospitality industry to overcome COVID-19 impact.

Citation

Daily Financial Times. 04/27/2020

Abstract

N/A

Summary

The rapid spreading of the COVID-19 disease across the globe has resulted in millions being infected and thousands succumbing to it. Economies have been brought to a standstill and a global recession is imminent as the world struggles to come to terms with the unprecedented impact of this fast-spreading pandemic.

With the travel industry becoming one of the most severely affected industries due to the current pandemic, hotels and travel companies across the globe have faced major operational and functional setbacks due to various lockdowns and travel restrictions imposed by governments across the globe.

eMarketingEye team came together during this time of need, to come up with a detailed digital insights, trends and strategy report, which provides recommendations on actions that can be taken during this time of disruption so that hotels and travel companies are better-informed and well-prepared to return to business operations once the situation is back to normal.

One of the key highlights of this report is the 05 Step Approach on areas to focus, recommendation and actions to be taken during this time of disruption, so that hotels can come out ready and ahead of the game once the situation is back to normal. In addition, a section on the report is dedicated for hoteliers as 'Do your Homework' highlighting digital marketing activities they can take care of while they are at home.

eMarketingEye CEO Rajitha Dahanayake stated, 'Sri Lanka is facing an unprecedented challenge in the form of this COVID-19 pandemic and we must all work together to overcome this. Every individual and organisation can play a part in making things better especially during tough times

like these. As a responsible organisation, we have also extended our support to the Government and the people of Sri Lanka in different ways. We are in the process of offering more complimentary solutions to companies that are in need of support during these times - without charging any set-up fees. We are also working on offering our clients flexible packages, easing terms and conditions and providing several other benefits. We are ready to offer our support to companies across all industries as most of them need a helping hand during these challenging times.'