

Free COVID-19 Response Kit for Group Travel Planners

To help group travel planners struggling with “what to say” to clients and suppliers about COVID-19 and its impact on upcoming group trips, the Group Travel Academy is providing customizable email and social media resources at no cost to planners.



National Harbor, Apr 10, 2020 (Issuewire.com) - The Group Travel Academy (GTA), a leading provider of education and training programs for aspiring and existing group travel planners, recently announced that it is making a [COVID-19 Communication Kit for Group Travel Planners](#) available to planners at no cost. The kit, which includes social media posts and email messaging, is “done-for-you” resources designed to help planners initiate communications with clients, prospects, and suppliers as it relates to the impact of the Coronavirus on upcoming group trips. The complete kit can be requested [here](#).

The kit is the brainchild of GTA’s founder and executive director, Tamika C. Carter. “As I struggled to figure out comforting and reassuring words to share with our GTA clients regarding COVID-19, I thought, [our clients] are probably struggling with what to say to their clients as well! And so, we created the kit to help them communicate during these challenging and uncertain times,” shared Carter.

The kit includes a supplier email to initiate discussions about the status of an upcoming group trip and a client email for booked clients regarding the status of their upcoming group trip. The kit also includes a 3-part series detailing messages of hope from the agency, a message regarding the agency’s commitment to service, and a message inviting clients to plan NOW for post-isolation group travel. To assist planners with social media posting, customizable images are available for editing and download with GTA’s newly created interim slogan, “*Group Travel: Togetherness to Look Forward To.*”

“It is important that group travel planners do what they can now to stay relevant and top-of-mind for their clients and prospects,” said Carter. “Once this period of physical distancing ends, people will want to gather with family and friends, and what better way to do that than with a group trip.”

The Group Travel Academy was established to provide aspiring group travel professionals with the best possible training, tools, resources, and coaching available to help them get their businesses off the ground and moving toward a highly profitable business. Dedicated to the highest standards of learning, GTA provides hands-on workshops, seminars, webinars, online courses, and group coaching programs.

For more information about the Group Travel Academy, visit www.grouptravelacademy.org.



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