Thomas Cook donne l’exemple

Dans une lettre envoyée avant-hier à ses partenaires hôteliers, le groupe Thomas Cook se montre solidaire du pays et confiant dans le déroulement de la saison, affirmant que les programmes de *« séjours et vols restent inchangés »*.

La lettre de Thomas Cook se termine par un appel à la collaboration qui sous-entend des solutions collégiales et, le cas échéant, des sacrifices mutuels. On est loin des demandes de promotion de 50% émises par d’autres tour-operators dès le lendemain de l’attentat du Bardo.

La lettre de Thomas Cook aux hôteliers :

Thomas Cook

Monday 23rd March 2015

Dear hotelier, partner and friend,

On behalf of the Thomas Cook Group and all Thomas Cook employees, I would like to express our sadness about the events of the 18th of March. Our deepest sympathy and our condolences go to the victims and their families but also to the whole of Tunisia and the Tunisian people. What happened is an absolute tragedy and our democracies must remain united against such acts of terror.

As we all know, this will sadly and most likely have consequences on tourism and thus on our common goals for Tunisia as a destination. However, please be assured that in these very difficult times you have our utmost support.

You might have noticed that we have suspended all excursions to Tunis until further notice as the safety and well-being of our staff and customers is paramount. Nevertheless, our holiday and flight programmes continue to operate as planned and we are applying normal booking conditions. Also, for the moment, cancellations for summer are only possible under the normal cancellation terms and conditions. For your information, we will continue working in close collaboration with the respective Foreign Offices.

Our aim is to work with all of you to ensure that we can get tourism back on track when the time is right. Only by working closely together, will we be able to succeed.

In the upcoming weeks, our contracts managers will come over to Tunisia to discuss how we best can overcome the situation together. They, and all of us at Thomas Cook, are here to help. So if you have any questions and/or suggestions, please do not hesitate to get in touch with us.

With our warmest regards,

Tim Jodts
Head of Hotel Purchasing
Central Med/Arabia, TC Group

Stephan Braun
Director Group Hotel Purchasing
worldwide

Let's go!