

**TripAdvisor: A Message From Our CEO and Co-founder, Steve Kaufer, to the Travel, Tourism and Hospitality Industry.**

**I/ Einleitung – Vorstellung – Adressierung - Absicht**

Hello, my name is Steve Kaufer. I am the CEO and co-founder of TripAdvisor.

I want to take a moment to talk to you, the 8 million plus businesses listed on our platform.

**I/ Lage global – gesundheitlich - geschäftlich – psychologisch - existenziell**

Across the globe these are unbelievable times we are living in as we try to navigate through this pandemic.

Most importantly, we hope you all stay safe. Take seriously the recommendations of your local health authorities and ensure your employees are doing the same.

I know it isn't easy; especially in an industry that is built on bringing people together. But the more diligent we are now the sooner we can defeat this virus.

I know many of us across the travel and tourism industry are also feeling anxious about our businesses and the overall health of the economy.

I only can imagine how this is impacting your families, your business, your customers and your employees.

**Überleitung**

I - like you - have seen the empty piazzas in Italy and empty streets and cities around the world and have wondered aloud:

**II/ Ziel und Weg zum Ziel**

How do we get to the other side of this crisis?

**Hinführung**

Certainly, today's crisis is different from anything the travel and tourism industry has seen in our lifetime.

Well, no one knows when this will end. The one thing I am confident in is that yes – people will travel again. Customers will walk through your doors again. They will book reservations again, get on planes, trains and hop in their cars again, dine out again. Tourism will rebound.

But to get through this, as an industry to get to the other side of this crisis we must come together!

**1/ Ausführung konkret – intern bei TripAdvisor**

So, what steps are we taking at TripAdvisor?

**a/** We've instructed nearly all of our global employees to work from home. For many of us this has meant adapting to a new way of working, but I am proud to say our employees have risen to this challenge.

**b/** We're also taking appropriate action to reduce expenses; for instance I'm personally taking no salary for the remainder of 2020, just one of the many steps taken to help TripAdvisor weather this storm.

**c/** Despite these changes to the ways we are operating the business unconfident, TripAdvisor will continue to deliver the level of service you expect from us. We are determined to do everything we can to support you through this extraordinary and unprecedented time.

**2/ Ausführung konkret – extern zu Partnern/Kunden hin**

So, I've asked our team to think creatively about how TripAdvisor can support all of our partners across every area of our business in every category of travel.

**a/** First. We are actively encouraging governments across the globe to support public policies that help protect the travel, tourism and hospitality sectors, including businesses and workers impacted by the downturn.

We are standing shoulder-to-shoulder with others in the industry in making a united case for urgent government actions.

**b/** Second. We know that travel restrictions have had a severe impact on all of our businesses. For some, local restrictions have meant that you've had close your business entirely. I want you to know that we are taking a fresh look at our suite of paid subscription and media products in order to identify how we can ease the financial strain on the most impacted businesses at this time.

We will be sharing more details with businesses soon. So, please look out for additional and frequent communications from TripAdvisor with more details.

Within the wider TripAdvisor media group our subsidiary brands including Viator, the fork and crusic critic are working around the clock to be of assistance to your business.

**c/** Third. Let's take a deep dive into one sector in particular. If you own, operate or work at one of the five million restaurants featured on TripAdvisor: please know that we are exploring what we can do to encourage diners to support your business.

In places where folks being advised to stay at home we want to showcase the takeaway or delivery options that are available to them on our platform so you can continue to serve your customers both, loyal and new.

For those of you unable to provide a delivery service we're exploring other ways in which we can encourage and enable your loyal customers to support your business during this time, like with gift card purchases.

Across all sectors of tourism our teams will be in touch to share more details and updates as we have on them. Please look for additional communications from TripAdvisor.

### **Abschluß: Lage – Zuversicht – Zusage für die Zukunft**

Let me finish by saying this:

I know it is tough out there. I know many of you are worried. Stay healthy and focused on the things you can control.

We will get through this. We - like you - are working hard adapting our approach in response to the continuously changing developments around the globe.

And we are putting plans in place to be ready for when the recovery happens. When the time comes people will dine out and travel again. When they do TripAdvisor will be there to guide them to your door.

Thank you for your time.

### **Statistik zur Veranschaulichung des Dialogischen und der Wirkungskraft der Rede**

#### **14 x ich, engl. I**

I am Steve Kaufer

I want to take a moment

I know it isn't easy

I know many of us ... are feeling anxious

I only can imagine

I – like you – have seen

I am confident

I am proud to say

I'm personally taking no salary  
I've asked our team  
I want you to know  
I know it is tough out there  
I know many of you are worried  
[I] thank you for your time

**15 x Du, Ihr, Sie, engl. you**

talk to you  
we hope you all stay safe  
impacting you  
I – like you – have seen  
service you expect from us  
to support you  
meant you've had close your business  
I want you to know  
if you own, operate or work  
so you can continue  
for those of you  
many of you are worried  
things you can control  
we – like you – are working  
thank you for your time

**15 x Dein, Ihr, Euer, engl. your**

your local health authorities

ensure your employees are doing  
how this is impacting your families,  
your business,  
your customers and  
your employees  
walk through your doors again  
you've had close your business  
of assistance of your business  
to support your business  
to serve your customers  
we can encourage and enable your loyal customers  
to support your business during this time  
TripAdvisor will ... guide them to your door  
thank you for your time

**31 x wir, engl. we**

9 davon im Sinne von ‚wir alle‘ – Redner und 22 davon im Sinne von ‚ich‘ (Redner) oder ‚wir‘ (TripAdvisor).

Quelle:

[https://www.youtube.com/watch?time\\_continue=337&v=F9KZJ9fha2I&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=337&v=F9KZJ9fha2I&feature=emb_logo)

aufgerufen am 28.04.2020

Ein Beitrag für [www.redemanufaktur.com](http://www.redemanufaktur.com) und [www.dynamis.at](http://www.dynamis.at)

