

Industry affected as Russia-Ukraine conflict continues

It is with great sadness and concern that we at *Global Travel Retail* magazine watch the crisis unfold in Ukraine. Our thoughts lie with the people whose lives are being lost or greatly affected by the current situation, including those who are fleeing dangerous, unsafe conditions and those unable to.

Our hopes are high that diplomacy will prevail and that a ceasefire and subsequent solution for long-lasting peace will come soon, though it currently seems a long way off.

While safety and peace are of course top of mind, it remains apparent that this crisis also affects our industry, already battered by the pandemic.

Russian travelers make up a significant portion of tourists in a number of key locations, and after seeing this cohort return it is devastating for retailers in those locations to watch them disappear again. Travel to and from not only Russia and Ukraine but the region as a whole has been once again decimated, and this is affecting bookings to other parts of Europe as travelers express fears and concerns ranging from worries about delayed flights to concerns about the conflict spreading throughout Europe. Closed airspace and higher fuel prices also negatively affect the global travel industry.

So, once again, we call on the resiliency of this channel. We have seen more than our share of challenges recently, but travel retail has bounced back from all conflicts and wars of the past 75 years, and will continue to do so.

As we carry on in light of the pandemic recovery and this horrible situation, we continue with the thought that has held us together in this time: the importance of health, safety, friends and family. We sincerely hope that you and your loved ones are safe and healthy.