

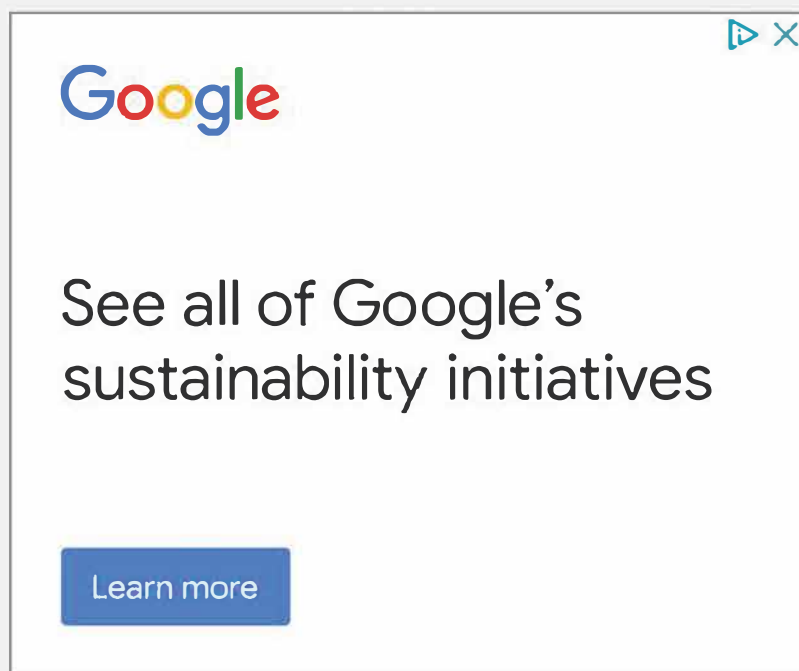


Patrick Van Rosendaal welcomes all passengers on UA998 arriving at Newark Liberty International Airport from Brussels. *Photographer: Lotanna Ogbuefi/Bloomberg*

Welcome Waffles

● The Future of Travel in the Covid-19 Era

For the past 10 years, Patrick van Rosendaal has been running BE NY—a New York City tourism business specializing in the Belgian market. Before the pandemic, van Rosendaal averaged 5,000 customers annually, but with no customers for the last 20 months, he was forced to lay off all his employees. Van Rosendaal welcomed the passengers on the first flight from Brussels with fresh Belgian waffles and bottled water.



“The pandemic was very harsh on the business, but at least there's a little light at the end of the tunnel,” van Rosendaal said.

Although he was expecting an overflow of customers as the borders opened up, he has only received seven so far, which he attributes to Belgium's recent wave of Covid cases.