



Travel is an essential need in today's world, which cannot be ignored for too long. People will get back to travel as soon as the situation permits. Going by the experience, the travel business has always made a stronger come back after every catastrophe. In this case, it will be staggered but in all probability domestic



IT IS ALSO TIME TO REINVENT THE WAY WE HAVE BEEN WORKING

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and MICE market will be the first one to bounce back before inbound travel does. People in the travel industry have to continue with the belief that once this episode is over and most importantly, once sentiments turn positive, travel business will thrive again. Till then, we need to hold tight, think about innovative ways of travel offerings and keep manpower intact and motivated to continue working for their organisations. There are serious financial challenges bothering everyone due to drying up of cash flow for which industry is expecting certain help from the government in the form of the relief package. However, since the government has bigger challenges we have to be realistic in our expectations.

### DOSE OF OPTIMISM:

As far as the campaigns are concerned, they need to have the '5S' principle (subtle, short, sensitive and sweet with a social message). In this era of marketing clutter unless campaigns are innovative they will not work. With so much of social media around, the attention span of consumers is very short and so, campaigns have to be crisp, innovative and impactful. It is also time to reinvent the way we have been working and delivering our products. There is no room for complacency any longer. We need to be far more innovative in our products than ever before with better adaptations as per requirements of clients. Hygiene is another area whereas industry and more so as a country, we need to be far more prepared