

## The travel industry rocks.....Still



Well, there are not a lot of things to LOVE about the travel industry right at this minute but we have noticed one glaring positive in this time of turmoil.

Retail (yes, all chains) and suppliers/airlines seem to be working amazingly together for the good of our mutual clients.

Our suppliers have been fantastic in ensuring they are quick to react to the ever changing global situations (which can change more than half a dozen times a day) and we have found most are sympathetic to our situation and do everything to help us out—most are asking us how we are coping.

It got me thinking how amazing it would be if this continued to happen after we get through the sh\*t storm we are currently in? We are seriously crushing on the suppliers that have said 'let us help' and 'here are the rules' or 'this is what you need to do', and have made this really trying time so much easier.

To the suppliers that have kept us up to date, offered fabulous incentives to ensure customers come back and book travel—we seriously thank you. We are all investing in our clients collectively. We have loved when you haven't said 'refer to page blah of your manual' or 'read page blah of our brochure for conditions'.

We are singing your praises to our mutual clients. We are one with the entire industry—mourning what it was, dealing with what we can and going forward with trepidation as it will never be the same... in some cases, that might not be a bad thing.

Thanks to Travel Today for keeping it real and keeping us up-to-date in one format and not sensationalising it.

Anyway, we are a resilient lot, so let's get through this as unscathed as possible, still having the same passion we always have had for an industry we LOVE, and long may the kindness of our industry family continue...pretty please.

**We are 'Better Together'.**

Yours Sincerely,

**Katrina Cole**  
**House of Travel Botany**