

Travel agent mobilises against the virus. Wait till you see the video!



We shall survive it all! That's the sentiment at one of Australia's oldest travel agents, South Australia-based Axis Travel, which has come out with a memorable video toolkit – often wacky but with an important message – that aims to combat the Covid-19 coronavirus.

“Fun but with serious messages,” is how Axis director and manager Max Najar describes the effort.

Najar does not underestimate the impact of the coronavirus or the challenge it presents.

“The virus has affected a lot of people,” he says.

“Society is going to change – the whole system is going to change. Travel and tourism has already changed and people are becoming more home-based and thinking again about using technology in the best way possible. One thing hasn't changed, and that's the human element of working together to make things happen.”

Axis Travel, founded by Najar in 1978, has survived over 42 years of external travel industry impacts, including the demise of Pan Am, TWA, Ansett, Compass 1+ 2, and over 650 other airlines.

Axis points out it has also survived numerous supplier collapses, “the demise of icon Thomas Cook, the Sept 11 attacks, the Australian pilots' strike, Iraq war drama, Asian volcanoes, Bali 1 and 2, multiple terrorist attacks, localized warzone restrictions and client evacuations”.

So it's not going to be beaten by a coronavirus, which is why it has developed the special staff toolkit to use when consulting clients within office or remotely.

“No animals or insects or humans or viruses were hurt in the making of this video,” the makers point out. *Working to defeat the coronavirus!*

“Any resemblance between whoever is on the screen and may be alive today is totally deliberate.”

The background music (it's wild!) is by an Adelaide rock band from the 1970's called SOLDIER.

Najar comments: “Nice to know that we beat the 36 hours it took for Led Zeppelin to record their number one studio-recorded album, creating this video in 3 hours .Their album remains a masterpiece!”

That's enough! You can watch it (the Axis video, that is, not Led Zeppelin) below: