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ADELAIDE, FINAL

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## THEY WILL SURVIVE

IN the travel game, you'd cry if you couldn't laugh at the moment. So **MAX NAJAR** of Axis Travel at Glenunga has developed a corona survival toolkit — badged with a Toyota Corona repair manual — as a diversion. He says the agency established in 1978 has survived the demise of Ansett, Pan Am, TWA, Compass 1 and 2 and many other airlines, numerous supplier collapses, terror fears, including the September 11 attacks, the Australian pilots' strike, war dramas, volcano eruptions and is determined to survive this challenge. The 22 items in the toolkit includes an Axis Travel hat "to protect heads (especially if bald) from overhead sneeze/cough droplets if walking inside airports, hotel lobbies, cruise ships, shopping centres and other structures",



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## 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:

Written by Peter Needham



February 20, 2020 ≡ [Headline News](#)

## Headline News

### **Coronavirus. Billion dollar losses could force wholesalers hotels and airlines out of business, says leading travel Australian agent**

The Australian and Asian travel industries are already in dire trouble thanks to the coronavirus – and things are only going to get worse according to a leading Australian travel agent.

The Australian and Asian travel industries are already in dire trouble thanks to the coronavirus - and things are only going to get worse according to a leading Australian travel agent.

**"This is bigger than SARS, bigger than the pilots strike in Australia and bigger than airlines or wholesalers going broke according to Adelaide based retail and business travel agent, Max Najar - and it is not going to go away tomorrow. With more than 40 years experience in the travel industry, Mr Najar is the founder of Axis Travel Centre.**

**"We will still be feeling the impact until at least June 2020 in my opinion, as many factors have not yet played out. On the cards are a billion dollar series of financial losses, job losses and infrastructure build losses as travellers continue to stay at home."**

Mr Najar says the fallout will include major Australian travel agents and wholesalers, Asian airlines and hotels. "They will either reduce staff or at worst, go broke," he says.

Cruise ships will amend more itineraries as Asian ports will close down, he adds.

"Travel insurers will increase premiums and add more conditions."

The fact the source of the virus is China might be a plus he says - **"there are very few countries in the world that can close down a city, stop travel and build hospitals in two weeks. However you have to think they knew about the virus and its incubation period well in advance. Building the hospitals certainly required thousands of workers - but lots of planning as well - and planning takes time."**

The travel industry will bounce back he says - we are constantly affected by incidents that we have zero control over. "It is only with good contacts, lots of experience and sensible options that we can help clients through this maze and keep them in-the-know.

"More than ever people need to realise they need more than a telephone number to a call centre, probably in Asia, or an internet address when problems like this occur.

"Nothing has changed, he says. **"Without a decent, qualified travel agent-you are on your own."**

It's not just tourism that is suffering. According to mining giant BHP the 2020 coronavirus disease outbreak is a key uncertainty to global growth. "If the viral outbreak is not demonstrably well contained within the March quarter we expect to revise our expectations."

A report today in BusinessWire says The outbreak of the coronavirus, coupled with record valuations in equity markets, has triggered a global sell-off of high-risk investments and a significant shift in sentiment among global investors. Accompanying the dip is a well-reported surge into traditional safe-haven monetary assets such as gold.

As global investors remain concerned that the virus could become far more globally significant, inflows into gold exchange traded funds are 30% higher than last year. Other low-risk investments have reported similar inflows of capital.

Written by Ian McIntosh

March 6th 2020  
EDITOR reply **I put up with a lot of criticism - as no doubt you did - but you were, as always, correct. This problem has a long way to go. regards ian**