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How soon the travel industry recovers may not be completely in our control, but how well we recover is in our hands. Although the last four months have tested the travel and tourism sector, it is good to see the industry gradually coming back on track with the resumption of domestic travel. I feel that challenges are nothing but disguised opportunities. For example, the international travel restrictions will potentially propel domestic tourism to new heights, as people start preplanning

holidays. Millennials will start planning trips soon to COVID-19 Free states and we foresee that in the near future staycations will be the popular trend. We will see a lot more people travelling to shorter destinations, closer home. Wellness tourism and travel concepts that hold health and safety in high regard will shine brighter in the near future. I firmly believe that staying positive in this reality and new normal is the only way to go. As we stay positive, we will keep thinking of ways to reset our aspirations and targets that will automatically help us and the industry build back to winning ways.

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