

REZLIVE.COM STRENGTHENS PITCH IN MIDDLE EAST

BY PETERHANS BILSON

Jeal Shah, Group Managing Director - Travel Designer Group, Founder - RezLive.com, talks about the company's expansion plans and its growth in the Middle East market.



A key impetus factor for us from the overall growth perspective, we have been seeing the relative ease to get the media agencies and are seeing positive signs for further growth in the region and looking to expand our reach with more people on board to take care of the agency and sales from Dubai Office.

RezLive's plans for the Middle East market.

Our Middle East market expansion and generation has been very consistent from the day we entered the Middle East market in 2008. We have always received very good response and support from the local travel trade, as a result of which we

Widened the demand for our online reservation system in the Middle East.

RezLive.com has always been the top 3 choice of our local travel partners and they have been making bookings through the system and receiving exceptional guest booking services. Furthermore, post the launch of the new system, we have seen consistent growth in our business and this has usually resulted with the increase in demand for the system and the kind of inventory services and rates we provide to our travel partners.

Our plans/probability/abilities for 2014 year - We have expanded the reach of Designer Database, our B2B office, customer support

and put in place a local team in Dubai, which will be taking care of all the inbound queries related to UAE region and help clients with visa queries. There are few other projects in development stage and we will start the local sales about the same as the right time.

South in India

South in India is exceptional and making good contribution to the overall growth numbers and with the idea of the sales team increasing day by day as well as in the recent growth in T&C and B Class, we have very high hopes for the future. India as a market will play a very vital role for us and we are giving equal importance to the same as we don't want to miss out on the opportunities it has to offer to us.

EXPLARA FORECASTS BIG BUSINESS FROM B2B SEGMENT

BY JIMMY GREGG LIPKA

Muhammad F U, Sr. Vice President - Sales of Explara, shares inputs on what the company provides along with new initiatives and marketing plans for this year.



the platform services. Some of our clients are entertainment like performance, education and others where, live and web

events is less than services.

Growth in the hotel segment - Being major in both B2B and

and buying direct and over 200 business was realized through the mobile app. Dreaming of growing through the platform is also

TRIPADVISOR CLAIMS \$478 BILLION BOOST TO TRAVEL ECONOMY FROM REVIEWS

BY COURTNEY THORLSON

Priceline and RezLive.com recently launched a knowledge paper on the technology landscape for the travel and hospitality industry.

TripAdvisor is reporting 2013's influence on the travel economy is estimated to be \$478 billion over the next five years. Furthermore, additional travel expenditure generated by TripAdvisor is estimated to be in the region of \$81 billion over the same period. The study by Global Economics found that 1.2 million jobs globally were "sustained by the travel spending" coming out of consumers using TripAdvisor for recommendations. Of these generating numbers have led TripAdvisor to estimate a revenue of at least 20% of the global online travel market. The estimated \$81 billion spend "could not have taken place without TripAdvisor", the company says, with a number of alternate influences, such as essential length of stay. Other findings are:

- On average, 100% increase in destination - the number of stay when new destination increases as consumers share reviews, ratings, information is added to TripAdvisor.
- Hospitality operators - feedback from reviews helps produce services to identify where improvements should be made on services.
- Localizing the playing field - reviews and other content benefits independent businesses as they have an ability to compete on a level playing field.



AIRLINES' LEAD OVER ONLINE TRAVEL AGENCIES STALLING

BY THE EDITOR

A report by PhocusWright shows how airline websites have had an edge over gaining majority of online air bookings over agencies.

Airline websites have managed to edge past over online travel agencies (OTAs) in the last few years, and now account for about three quarters of air bookings. Such a shift shows OTAs aren't unshakable for the

age. PhocusWright's senior research analyst, Jagjit Singh, Dhillon has explained that strategies selling airlines such as more legroom and checked bags, and more to the OTA's success

U.S. Airline Website and OTA Share of Internet Air Gross Bookings, 2014-2017