

# RezLive observes surge in experiential & wellness-focused travel experiences

Founder and Group Managing Director at Travel Designer Group, Jaal Shah talks to T3 about what trends emerge considering the dynamic mindset of Indian travelers, strategies for easing booking lifecycles of travel



## **How has been the year 2023 in terms of India and global market for Rezlive.com? Also, your forecast from 2024.**

Throughout 2023, RezLive.com witnessed dynamic shifts in both the Indian and global markets. Despite the challenges posed by evolving economic landscapes and geopolitical uncertainties, we remained steadfast in our commitment to providing innovative solutions and unparalleled services to our clients.

In 2024, RezLive is poised to capitalize on emerging opportunities and navigate challenges with resilience and innovation. As we embrace the opportunities that lie ahead, we are excited about the potential to further enhance our offerings and strengthen our position as a leader in the travel industry.

## **What is your current operational and distribution span in India? How do you look at expanding the same?**

At present, our operational and distribution span in India encompasses a comprehensive network that extends across key regions and cities. We are continuously evaluating opportunities to expand our operational and distribution span in India to better serve our travel partners and reach new markets. Our approach involves strategic analysis, market research, to identify growth areas and optimize our presence. By leveraging technology, investing in talent, and fostering mutually beneficial relationships, we aim to enhance our footprint and ensure greater accessibility and convenience for our clients across India.

## **What innovative ways Rezlive is implementing to ease the booking lifecycle?**

Some of the innovative features we're implementing include Real-time Updates and Notifications, Flexible and Transparent Pricing, AI and Automation like chatbots or virtual assistants, Multi-language and Multi-currency Support, and more. Key challenges that the new UI would potentially bridge include simplifying the navigation and layout to make it more user-friendly, addressing any difficulties in integrating with third-party systems or APIs, enhancing the platform's speed and responsiveness, and implementing effective feedback mechanisms to gather travel partner insights and improve the system continuously.

## **How do you plan to boost your presence in the India market?**

Our strategy focuses on leveraging a multi-faceted approach to enhance brand visibility, build strong relationships with our target audience, and drive engagement. We're forging strategic partnerships with key players in the travel industry, including media houses or tourism boards or local associations. Our digital marketing efforts include targeted campaigns across various online channels, including social media, search engines, and email marketing. We're investing in content marketing initiatives such as blogs, articles, and videos and participating in industry events, trade shows, and conferences.