

TOURISM MARKETING ALLIANCE: CREATED AN IMPACT IN INDIA'S WESTERN REGION

Three B2B travel companies namely RezLive.com, BookonBlueStar.com & Pearl Tourism and Leisure Group who are part of Tourism Marketing Alliance (TMA), recently connected with the travel partners of Gujarat and created awareness about latest outbound travel trends, travel technology and diversification within the travel business. They also updated the local travel partners on the growing

outbound business in India which has opened-up multiple opportunities for traditional travel agencies to expand their business from ticketing and inbound to outbound tourism.

TMA's Western roadshow touching three cities namely Surat, Vadodara and Ahmedabad from 4th - 6th September 2018 concluded with an encouraging response from travel agents, which also reflects the keen interest of the

travel partners in the outbound tourism business and constant support for the three global brands i.e. RezLive.com, BookonBlueStar.com & Pearl Tourism and Leisure Group.

The Ahmedabad city roadshow which took place on 6th September 2018 witnessed a huge delegate count, with 270+ travel agents attending the event. This clearly reflects the interest that the region has, to know about new offerings and how to grow along with the three brands who presented their product and services.

RezLive.com's spokesperson Anand Srinivasan, VP - Global Sales & Zaheer Jeddy, National Sales Head, updated the travel partners with innovative offerings of RezLive.com and at the same time updated on one of its kind B2B loyalty program "rezREWARDS" & their commission based payment gateway model "affiliate.travel" which got appraised by the travel partners and they looked forward for their continued support and business cooperation with RezLive.com (Preferred B2B Global Reservation System). Jayesh Ashar, Managing Director, Pearl Tourism & Leisure Group showcased a portfolio of products across countries from Africa to Australia, Europe and Bali. BlueStar was represented by Bhavesh N Oza, Vice President - International Markets, who spoke about the importance of rail and airline bookings and how they can empower the agents to do better business.

So we can understand, that the travel industry especially in the outbound business space is going through a transformation and the demand to travel abroad is growing rapidly especially from India's Tier II and III cities and TMA look forward to spread steady and strong footprints in newer areas of India, as they feel it's prudent to educate travel partners who are looking for trusted and quality partners in B2B outbound space. ■



TMA'S WESTERN ROADSHOW TOUCHING THREE CITIES NAMELY SURAT, VADODARA AND AHMEDABAD FROM 4TH - 6TH SEPTEMBER 2018 CONCLUDED WITH AN ENCOURAGING RESPONSE FROM TRAVEL AGENTS