

RezLive at the forefront of travel's new reality

As global travel patterns continue to evolve amid geopolitical uncertainties and shifting traveller preferences, Jaal Shah, Founder, RezLive.com and Group Managing Director – Travel Designer Group shares valuable insights on how the industry is adapting to disruption with agility and innovation.

- Sudipta Saha

Global conflicts reshaping travel demand

What we're seeing today is a very dynamic demand landscape. Traditionally, travel demand followed predictable seasonal curves, but in the last few months it has become corridor-sensitive and sentiment-driven. "Whenever a conflict affects a major air corridor or creates uncertainty around a region, we immediately see a softening of long-haul flows that depend on those routes. At the same time, intra-regional travel has strengthened considerably. India-Middle East, Southeast Asia, Central Europe, and domestic extensions within Asia are performing well because travellers perceive them as stable, well-connected, and easier to navigate in case plans need to change," says Jaal Shah. He further mentions that another interesting shift is that partners are proactively reallocating business to 'confidence destinations' — places with predictable visa rules, strong airline capacity, and minimal geopolitical exposure. Because RezLive operates with a wide, diversified global inventory, agents can quickly pivot their demand without losing momentum. This agility has been crucial in recent months.

Adapting to disruptions

Disruptions that once caused days of uncertainty are now handled within hours because agents have the tools and visibility they need. The agility of their partner agents has been remarkable.

Here's how they typically respond using RezLive:

- Re-shopping and re-routing: Agents immediately look for alternative hotels, dates, or even substitute destinations that match the traveller's budget and expectations. RezLive's global inventory makes this process seamless.

- Real-time reassurance: Instant confirmations, transparent cancellation rules, and live availability help agents communicate confidently with travellers during uncertain moments.

"Because RezLive consolidates global supply with real-time policies, agents can protect

both the booking and the customer relationship — which is critical during disruptions," adds Jaal Shah.

The shift toward safer, smarter bookings

Travellers today are definitely more risk-aware, and that awareness is shaping their buying behaviour in very clear ways. Jaal Shah elaborates, "A strong shift toward flexible and semi-flexible rates, even when they come at a premium. Travellers want the option to change plans without heavy penalties. Also, a higher uptake of ancillary products such as travel insurance, airport transfers, and stays with well-known hotel brands that offer predictability. In response, we've already enhanced how we display policies, highlighted flexible options more prominently, and collaborated with suppliers to create products that balance value with peace of mind. The goal is to empower agents to guide travellers with clarity and confidence."

Secondary destinations

Secondary and emerging destinations are seeing a clear upswing on RezLive. Jaal Shah expresses, "Travellers are increasingly open to exploring new regions that offer safety, value, and fresh experiences."

Destinations such as Vietnam, Georgia, Azerbaijan, Armenia, Kazakhstan, and parts of Eastern Europe are benefiting from:

- A perception of stability compared to some traditional hotspots
- Improved air connectivity and simplified visa processes, including e-visas and visa-on-arrival
- Strong value-for-money, especially for families and young travellers
- A desire for less crowded, more experiential travel

He further adds, "Agents are proactively recommending these destinations when primary choices are impacted by geopolitics or capacity constraints. And because RezLive has been expanding its inventory in these markets, we're able to support this shift with strong product availability."



Jaal Shah