

RezLive.com is designed to cater to a broad spectrum of travellers:

Jaal Shah

With a comprehensive range of travel products, leveraging the latest technology, online reservation system firm RezLive.com says it intends to cater to a broad spectrum of travellers through its B2B-first approach. In a recent interview with TravelScapes, Jaal Shah, Founder and Group Managing Director, RezLive.com and Travel Designer Group, shares the group's target market, upcoming launches and alliances, exclusive offerings and vision ahead.

By Triya Ghosh

Q. What key features and improvements has RezLive.com added to its product line?

At RezLive.com, our commitment has always been to provide seamless, technology-driven solutions that empower travel agents worldwide. I am excited to share that we have expanded our product offerings with Cruise Bookings, Car Rentals, and VIP Desk (Concierge Services), further enhancing the tools available to our valued partners. We have introduced instant online bookings for Resorts World Cruises, with plans to integrate major cruise lines such as MSC Cruises, Norwegian Cruise Line, Disney Cruise Line, Cordelia Cruises, and Royal Caribbean. Our newly launched Car Rental service gives travel agents access to a global network of trusted providers at competitive B2B rates.

Q. Are your products designed for any particular profile of travellers?

RezLive.com is designed to cater to a broad spectrum of travellers through our B2B-first approach. Our offerings provide flexibility for travel agents to serve leisure travellers, business travellers, luxury travellers, budget and family travellers, adventure and experiential travellers, personalised activities, exclusive destinations, and cruise vacations catering to travellers looking for unique experiences.

Q. How do these products simplify the travel experience for end customers and align with your long-term vision?

The fundamental goal of our expanding product suite is to enhance the booking process for our travel partners while offering travellers an effortless and enriching experience. We integrate hotels, transfers, activities, cruises, car rentals, and concierge services, eliminating the need for agents to use multiple platforms. Our platform ensures fast, secure, and hassle-free bookings with customer-centric solutions. Our long-term vision remains to empower travel agents with superior technology, more options, and greater efficiency.

Q. RezLive.com recently launched a special segment for cruise bookings. How has the response been from your travel partners, and which cities do you see the most traffic coming in from?

The launch of our cruise bookings segment has received an exceptional response. With the growing demand for cruise tourism, our instant booking access to Resorts World Cruises has been well received by travel agents. We are witnessing strong adoption across the Middle East, Asia, and European markets.

Q. What are the offerings, and who is your target audience base for the VIP Desk (Concierge Services)?

The VIP Desk (Concierge Services) at RezLive.com is designed to transform an ordinary journey into an extraordinary experience. Our exclusive concierge offerings allow travel agents to provide their clients with personalised, luxurious, and memorable services. For a nominal fee, clients gain access to a suite of premium add-ons, designed to enhance their stay. However, to avail of these benefits, a booking has to be of a minimum value of a particular amount (per room per night is required), ensuring that premium travellers receive top-tier services.

Q. What are the latest trends in consumers that you see in the travel industry? Have these shaped your product line & how?

We are seeing clear shifts in consumer preferences, which we are proactively incorporating into our offerings. Our curated activities, concierge services, and exclusive cruise options align with the growing trend in experiential travel. Our rapid expansion into cruise bookings is a direct response to the rise in cruise tourism. We actively work with eco-conscious partners to promote responsible tourism. With AI-powered booking systems, automated solutions, and real-time availability, we continue to enhance user experience and efficiency.

Q. Does RezLive.com cater to personalised travel experiences? How do these experiences differ from your competitor firms?

Yes, personalisation is at the core of RezLive.com's offerings. Unlike our competitors, we provide premium concierge services and a robust partner network.

Q. Are you seeking to implement any new collaborations or alliances to enhance your product portfolio?

Absolutely! We continue to expand our strategic partnerships to enhance our product line. Some of our upcoming collaborations include expanding our cruise offerings to include major global cruise lines, launching travel insurance as a complementary service and investing in AI and automation.

