

# Q&A

## 'Working hard to offer more options to travel partners'

In an interview with TnH, Jaal Shah, GMD – Travel Designer Group and Founder – RezLive.com said that his group is working hard to pump up their inventory in order to offer more options to their travel partners.

### Q What is your expectations from WTM 2015?

WTM is one of the most important travel trade shows in current time. It gives the best platform to the OTAs, hoteliers, agents, DMCs to showcase & market their product to meaningful visitors coming from across the globe. WTM every year comes up with something new and exciting, not only for the exhibitors but also for the visitors. We have always received a very favorable response from the travel trade and the stall remains packed with our travel partners, looking to further strengthen our fruitful relationship with them. This year also, we expect the same and hope to see visitors in large numbers which I am sure will be.

### Q How relevant is WTM for Indian travel & tourism industry in the current situation?

WTM offers the best platform to showcase one's offerings to the travel trade that is pooled in from all across the globe. It has the highest number of international portfolio of exhibitors amongst all the Travel Trade Shows. WTM not only serves as the path defining and learning experience for the buyers across the globe, but also serves as a

leader for providing the conducive environment for any exhibiting organization to showcase its offering to the buyers in the best possible manner. With Growing popularity from Asia pacific, Europe, Africa and Middle East reflecting market developments and expansion, the 2015 WTM is all set to offer promising business prospects. We are proud to be a part of the same this year again.

### Q What special things will be on your agenda for WTM?

The preparations have started 3 to 4 months in advance considering WTM one of the most important shows we exhibit in. Every time when we visit WTM, we come with a strategic plan to be achieved. WTM being a big event, one needs to be well prepared and have to do appropriate research to project their offerings to the international travel trade in the right manner and achieve their set goals. We have a bigger stall and a much bigger team participating this year, as a result of which the plans will be bigger which we will showcase when the exhibition starts. We have recently launched Rezlive Thailand (An Inbound Product) and now have our own presence in Thailand. The overall response has been outstanding and except the same

in the near future.



We are also working extremely hard to pump up our inventory and offer more options to our travel partners for different cities at best net rates. We also working out on few key features that we will be rolling out this year pertaining to RezLive.com. We are also going to showcase our new product to the travel world which is Rezlive Thailand, an inbound initiative of Travel Designer Group which offers a hassle free luxury travel experience to Thailand.

### Q How has been your experience at WTM in the past? How has it benefited your business?

WTM is getting bigger and better with every passing year. More and more companies are looking for space to exhibit in the same and at the same time,

the no of buyers/visitors has increased drastically, which signifies the importance of the event and its importance among the travel trade. WTM has always fetched us fruits in terms of business and visibility in that part of the world. We have till date fully capitalized on every business opportunity we have received from there and are looking forward to the same in the coming years.

### Q What kind of reforms, changes will you like to see in WTM to make it more relevant and productive?

We are completely satisfied with the services being rendered by WTM and the kind of support we get from them, which helps us to project our offerings to the target market in the most appropriate manner.

### Q What is your perspective on the current state of Indian travel & tourism industry?

The industry as a whole is doing good and the government with the help of local bodies is trying to promote the country in the best possible manner. Also, the new tourism policy will pave the way for better inbound traffic, which will contribute in the overall development of the country.