

RezLive.com to have a strong presence at ATM 2015

RezLive.com will be participating in this year Arabian Travel Market, Dubai with a bigger stall and much bigger team to make a strong show. Jaal Shah, Founder, RezLive.com & Group MD, Travel Designer Group speaks to TnH on his plans for the ATM 2015.



Q & A

What is your expectation from the ATM 2015? How is this going to be different from the last year in terms of quality & number?

Arabian Travel Market (ATM) is one of the most important travel trade shows in current time. It's giving the best platform to the OTAs, hoteliers, agents, DMC's to showcase & market their product to meaningful visitors coming from across the globe. ATM 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.

As an exhibitor, how important is ATM for you? How do you see ATM as a platform to exhibit your product?

Arabian Travel Market is a world class travel trade show: it 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. ATM 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. ATM 2015 is all set to offer promising business prospects.

How do you see the role of ATM in the promotion of tourism between India & the Middle-East?

Both, India and the Middle East region are positioning and emerging as major leisure destinations on the global tourism map. These regions share close ties on many fronts and view each other as important source markets. Over the years the Arabian Travel Market (ATM) has become an important platform for both to showcase their respective destinations and tourist attractions, and increase the share of tourist arrivals.

What is your plan for ATM 2015? What will be highlights of your product exhibition?

The preparations have started 3 to 4 months in advance considering ATM one of the most important shows we exhibit in. Every time when we visit ATM, we come with a strategic plan to be achieved. ATM 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 the new version of Re-

zLive.com and the response about the same from all our markets has been more than encouraging. And in my opinion it's only going to get better. 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 Designer Indya an inbound initiative of Travel Designer Group which offers a hassle free luxury travel experience to India.

Do you aim to increase your presence in the Middle- East through your participation in ATM?

We are in the middle-east market for long now and share a healthy relationship with the local travel trade. From time to time, we also do agent engagement activities to stay closer to our beloved travel agents and highlight their importance in making what we are today. ATM acts as a right platform for us to meet all our travel partners from the region and across the globe under one roof, making it easy for us to have a one to one conversation with them and also at the same time look for different avenues of doing business with them. The travel agents also feel the same as they get a chance to meet the whole team and share their valuable feedback with us. by TNH DESK