

## RezLive.com launches B2B mobile app for agents

RezLive has recently launched a B2B mobile application for the travel agents in India. With this application, travel agents can now easily tap into RezLive.com anytime, anywhere and can acquire any travel related information they need to. Jaal Shah, Founder, RezLive.com and Group Managing Director, Travel Designer Group shares more with TTJ.

**TTJ Sudipta Saha**

**Q Tell us something about this B2B mobile app.**

**A** RezLive Mobile App is the most secure and innovative B2B travel mobile application which allows the travel agents to stay connected with RezLive.com 24\*7. The application is currently available for any Android or iOS phone and tablet, when connected to the internet agents can instantly tap into RezLive.com, anytime, anywhere. This content driven App is intended to provide travel agents with relevant travel information and a tool to manage bookings and provide efficient client support.

**Q What made you launch such kind of an app?**

**A** Innovation is in the DNA of RezLive.com. What we do today, others follow tomorrow. We always maintain high standards to deliver the best in the industry to our travel partners. We keep on bringing different value added features in our product from time to time basis. The reason behind launching RezLive Mobile App was to take our travel partners one step closer to RezLive.com and allowing them to manage their respective accounts in a much easier way, with just click of a button.

**Q What was the initial idea behind the RezLive's B2B Mobile App?**

**A** This was the need of the hour, as everyone live on their mobile phones these days, as a result of which, it was important for RezLive.com to be easily accessible whenever and wherever people need access to it. This app will allow our travel partners to stay logged in to their respective accounts and manage their bookings and account.

**Q What is your USP,**

**A** The RezLive Mobile App will enable the travel agents to perform



Jaal Shah

critical task such as:

- Managing bookings on the go
- Cancelling and vouchering of bookings
- Getting alerts
- Viewing map for hotel location
- Emailing the booking information to their clients
- 24\*7 support

However, what makes the RezLive Mobile App unique is its key offering such as free download, user friendly application, real time info, ability to manage hotel, sightseeing and transfer bookings anytime anywhere, availability on iOS and Android platform to name a few.

**Q How has the response been?**

**A** We are extremely happy after looking at the overwhelming response we have received from the travel partners. We would also like to encourage everyone to take advantage of this new way to use RezLive.com by downloading our app today.

**Q What is its future growth?**

**A** The app is in its initial development stage and we will keep on adding new features into it as and when the need arises. Right now the app surpasses industry standards and allows the travel partners to perform all major activities through it.

## Rotana strengthens its commitment towards the India market

Rotana Hotel Management Corporation is a leading hotel management company with a portfolio of properties across the Middle East, Africa, South Asia and Eastern Europe. India being an important market for Rotana, it receives approx nine per cent business from India market. Aman Aditya Sachdev, SVP-South Asia and South-East Asia for Rotana throws light on the expansion plans of Rotana for the Indian travellers.

**TTJ DESK**

**Q How important is India as an outbound market for Rotana?**

**A** India has consistently been a significant outbound source market for Rotana. We continue to enjoy tremendous patronage from Indians travelling overseas and staying at our hotels, both in terms of corporate and leisure travellers; the fact that India is one of the largest trading partners for the majority of the countries where we currently operate has resulted in us having built a very strong and sustainable relationship with our customers over the last two decades.

**Q What percentage of Indian travellers stayed in Rotana properties in 2014? Was there any increase in the percentage as compared to previous year?**

**A** Our outbound sales office in India was set up earlier in 2011 to further strengthen our commitment to the market and further enhance outbound numbers from India to Rotana properties. Currently, approximately nine per cent of the overall business to Rotana hotels comes from the India market. We aim to grow this number to 14-15 per cent in the coming years.

**Q Which properties from Rotana attracted more Indian travellers?**

**A** Our Rotana properties in Dubai attract a lot of Indian travellers. Between January 2013 to March 2014, the total number of guests from India was 55,000 (\$7.5M). Major segments driving this are Business Groups and Long Term guests (30 nights+) which would be primarily business related.



Aman Sachdev

**Q Can you please throw some light on the expansion plans of Rotana?**

**A** Rotana is Middle East's most successful hospitality brand and currently manages an extensive portfolio of over 85 properties. We recently announced our strategic expansion plan to operate 100 hotels by 2020 and continue to push ahead in exciting new markets such as South and South-East Asia, Eastern Europe and Africa, following an approach that has worked very well for us in the past – growing organically and growing in markets where we believe that we can bring a value add to our property owners and to our customers.

**Q Rotana's expectation from the India market for the year 2014.**

**A** From the Indian outbound market point of view, we are working towards building on our current consumer base and creating additional long-term consumer and B2B relationships.