

# Tourism Marketing Alliance conducts roadshow in Gujarat

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Three B2B travel companies namely RezLive.com, BookonBlueStar.com and Tourism and Leisure Group who are part of Tourism Marketing Alliance (TMA) recently connected with the travel partners of Gujarat and created awareness about the latest outbound travel trends, travel technology and diversification within the travel business. They also updated the local travel partners on the growing outbound business in India which has opened up multiple opportunities for traditional travel agencies to expand their business from ticketing and inbound to outbound tourism.

TMA's Western roadshow touching three cities namely Surat, Vadodara and Ahmedabad concluded with an encouraging response from travel agents, which also reflects the keen interest of the travel partners in the outbound tourism business and constant support for the three global brands, that are, RezLive.com, BookonBlueStar.com & Pearl Tourism and Leisure Group.

RezLive.com's spokesperson Anand Srinivasan, VP – Global Sales & Zaheer Jeddy, National Sales Head, updated the travel partners with innovative offerings of RezLive.com and at the same time updated on one of its kind B2B loyalty programme "rezREWARDS" and their commission based payment gateway model "affiliate.travel" which got appraised by the travel partners. Jayesh Ashar, Managing Director, Pearl Tourism & Leisure Group showcased a portfolio of products across countries from Africa to Australia, Europe and Bali. BlueStar was represented by Bhavesh N Oza, Vice President – International Markets, who spoke about the importance of rail and airline bookings and how they can empower the agents to do better business.