

Reliving the Indian luxury experience

Rezlive.com, a B2B Global Reservation System, has increased its presence to 17 countries and is going to showcase its new product 'Designer Indya' at the ATM 2015. Jaal Shah, Founder, RezLive.com and Group MD, Travel Designer Group, tells **TRAVTALK** how this new product will offer a hassle free luxury travel experience to India.

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Q What do you feel makes ATM different from all other travel and tourism exhibitions?

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 a conducive environment for any exhibiting organization to showcase its offering to the buyers in the best possible manner.

For 21 years it has staged Middle East's largest and most important travel trade convention. With growing popularity from Asia Pacific, Europe, Africa and Middle East reflecting market developments and expansion, the ATM 2015 is all set to offer promising business prospects. We are proud to be a part of the same this year again.

Q Will you be highlighting any new products at ATM 2105?

We have recently launched the new version of RezLive.com and the response about the same from all our markets has been more than encouraging, and 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 are also working out on few key features that we will be rolling out this



Jaal Shah
Founder, RezLive.com and Group MD, Travel Designer Group

year pertaining to RezLive.com. We are also going to showcase our new product 'Designer Indya' an inbound initiative of Travel Designer Group which offers

a hassle free luxury travel experience to India. We will provide tailor-made cultural,

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spiritual, religious, tribal, adventure and wildlife tours along with other basic packages of major tourist destinations in India and the neighbouring countries.

Q Any special plans for ATM?

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.

Q How do you think showcasing your product at ATM could benefit your organisation?

ATM is an international event, where in you not only get local but international buyers as well, that too in large numbers. So, it's a single platform to reach out to travel trade all across the globe at the same time, which actually makes your job easy.

Rezlive.com has increased its presence to 17 countries currently, every year our team meets hundreds of people from the travel trade and get fruitful business from them and this year with a bigger team we expect bigger returns. 