

## “Innovation is required for a better edge over others”

Jaal Shah, Group Managing Director, Travel Designer Group and Founder – RezLive.com shares in the early days there were only few players who were using technology to provide something extra to its travel partners or customers because of the price factor. But now, the scenario has changed and everyone is now shifting to more advanced travel technology to be more competitive in the market and have an upper hand over others. So, technology has changed the way travel industry work.

### **Team TTJ**

As far as tourists are concerned, they can now check everything online and can even book or get quote from online sources, before making the final decision. For the service providers technology is a boon, as with the help of the same, they can show everything at the finger tips of the travel partners/customers. “We are a global player and a result of which we have global competitors, who always push us to our limits to bring something new in the market



Jaal Shah

and stay one step ahead of them. We take competition

in the healthiest manner and do compete with all our global competitors ethically. We have an in-house product team headed by experienced technical leaders who keep on looking for newer avenues to get into and at the same time look for ways to make the current processes more advance from travel partner’s perspective. We work in a very competitive market and hence innovation is very much required for having a better edge over others,” says Shah.

Sharing his view on how events such as WTM helps

in developing tourism, Shah comments, “Events such as WTM act as an ideal platform to showcase India in the correct manner and make people think of it as a destination to explore. With so many unique and unexplored places to be seen in India, one actually needs time to explore the same. So, WTM is the right platform to showcase what India has to offer to the global travelers and how fascinating it will be for them to explore the unexplored India. Designer Indya an Inbound initiative of Travel Designer Group will be co exhibiting in WTM with Rezlive.com and we have seen that such participations help us in getting additional business every year.”

RezLive is also working extremely hard to pump up their inventory and offering more options to their travel partners for different cities at best net rates. They are also working out on few key features that they will be rolling out this year pertaining to RezLive.com.