

TMA and UTA meet to explore emerging business opportunities in the tourism sector

By TBM Staff | Mumbai

TMA has organised an event through TEA-Travel Events Academy (3 core members Winifred Dsouza- India b2b, Satyaprakash Gupta-Vista tours and travels, Anil Kadavil-Chek travels) for UTA members to explore emerging business opportunities in the tourism sector

Tourism Marketing Alliance (TMA), formed by four complementing travel companies – Rezlive.com, Island Group, Pearl Tourism and Leisure Group & RailEurope– organised an exclusive networking event for TEA to discuss emerging business opportunities in outbound tourism. The event, organised at VITS Hotel Mumbai, turned out to be a huge success, with over 100+ members from UTA through TEA participating eagerly to listen to speakers from TMA.



Bela Shah, Manager – Sales & Marketing, Rail Europe spoke in detail about their unparalleled access to an extensive array of rail products from over 50 European train companies, catering to travelers from Americas, Asia, Oceania, India, Middle East and Africa. “Our objective is to help travelers find their own path by guiding and offering inspiration and tools to travel by train in Europe”, said Shah. “For those travelers, who want to explore on their own, our products would suit best”, he added.

For RezLive.com, Zaheer Jeddy, Country Head – India, spoke about the company’s 18 years legacy, its strong B2B hotel booking system with 250,000+ hotels, 45000+ site seeing options and transfers. “For all the popular destinations from India, we have a strong product that would give you a cost advantage. We have invested heavily in our back-end support system to provide best support for your reservations”, said Jeddy.

Aman Bhatia, – Director, Island Group, who were pioneers in introducing Maldives to Indian Market 18 years back, spoke about their bouquet of niche destinations and their specialisation in FIT, GIT, MICE, Movie shoot and Destination weddings. “Over the years, we have added new destinations consistently to our portfolio”, said Bhatia. “We added Oman, Bahrain, Jordan, Turkey, Iceland & Greenland and recently launched picturesque and virgin destinations such as Bosnia, Serbia and Ukraine”, he further added.

Jayesh Ashar, Managing Director, Pearl Tourism & Leisure Group, spoke about their products in their three main destinations – Africa, Australia and Europe. His presentation touched upon various activities in South Africa; Safaris in Kenya; Attractions in Melbourne, Sydney and Gold Coast; Packages for London, Scotland, Amsterdam, Brussels, Paris, Switzerland etc. TMA plans to organize many such events for small and medium sized travel agencies and the next stop will be at Bhopal and Indore.