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Tourism Marketing Alliance which consist of RezLive.com, BookonBlueStar.com, MSC Cruises & Pearl Tourism and Leisure Group hosted their Roadshow with the leading Travel Agents and Tour Operators of Punjab from 20th August to 24th August, 2018 in four main cities, namely Chandigarh, Ludhiana, Jalandhar & Amritsar.

350+ travel partners made their presence felt collectively and TMA team was overwhelmed with the support given by the Travel Partners from Punjab region and were glad to update them on emerging business opportunities in Outbound sector.

RezLive.com's spokesperson Sartaj Singh Mangat, General Manager & 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 program i.e. "rezREWARDS" & their commission based payment gateway model "affiliate.travel" which got appraised by the travel partners and they looked forward for their continued support and business cooperation with RezLive.com (Preferred B2B Global Reservation System).

Jayesh Ashar, Managing Director, Pearl Tourism & Leisure Group oriented the travel partners on offbeat itineraries for worldwide destinations through an easy to use reservation process. Pearl Travels which specializes in four major destinations, namely Europe, Africa, Bali and Australia with direct contracts with relevant suppliers after complete quality checks also offers innovative itineraries which are backed by some sound ground work. BlueStar was represented by Bhavesh N Oza, Vice President – International Markets, updated the travel partners that today their online portal bookonbluestar.com is known as one of the fastest growing platforms providing products across the travel spectrum and showed them the importance of rail and airline bookings and how they can empower the agents to do better business through them.

Kunal Sampat, General Manager, MSC Cruises updated the agents that they are world's largest privately-owned cruise line and brand market leader in Europe, South America and South Africa & have been arranging regular training sessions for trade partners, getting engaged in partnerships with world's leading airlines and hotels providing benefits to MSC Cruises passengers.

The attendees across all four cities were unanimous in their opinion that they were glad to exchange knowledge on both destination and products with team TMA. They are hoping to have ongoing interactions with them to upgrade their product knowledge.