

Jalesh Cruises, rezRewards ink strategic agreement for agents to redeem loyalty points onboard Karnika

By TBM Staff | Mumbai

Jalesh Cruises, and rezREWARDS, an exclusive loyalty programme of RezLive.com, have entered into a strategic partnership that will allow travel agents to redeem their loyalty points for a cruise experience onboard the luxury cruise ship, Karnika. The cruise experience is already activated on the rezREWARDS portal for travel agents on the rezREWARDS platform.



L-R Jaal Shah, MD, Travel Designer Group; Jurgen Bailom, President & CEO, Jalesh Cruises; Preeti Sharma, VP – Business Development and Synergies, Tourism Business, Essel Corporate Resources; Rajiv Duggal, Strategic Advisor, Jalesh Cruises and Anand Srinivasan, Chief Commercial Officer, RezLive.com

Karnika, the first ship of Jalesh Cruises, features world-class entertainment shows, amenities and a variety of cuisines, adventure and relaxation options appealing to travellers of all age groups.

rezREWARDS, launched in 2017 by RezLive.com, has over 25,000 registered travel agents from across the globe. This partnership provides an opportunity for all the registered members to experience Jalesh Cruises offering and in turn, become brand ambassadors to promote the experience to their clients. In a market study done by RezLive.com, nearly 70% of the travel agents mentioned that they would be interested in redeeming their points for the cruise experience.

“We are thrilled by this partnership”, said Jurgen Bailom, CEO, Jalesh Cruises. “As we aim to touch millions of travellers in the next few years, the idea of making travel agents the brand ambassadors for our cruises is fantastic. RezLive.com is a pioneer in the B2B online travel business and we are excited to collaborate with them. I am sure this partnership will be a huge success”, he added.

“As India’s first multi-destination cruise line, Jalesh Cruises offers a new stream of business to thousands of travel agents in India and Middle East, we felt that it is an excellent prospect to promote Jalesh Cruises in our platform and in turn, help travel agents to make most of this new business opportunity”, said Jaal Shah, Group Managing Director, RezLive.com