

Jalesh Cruises Signs Strategic Partnership With rezREWARDS

T3 News Network 06 May 2019



Jalesh Cruises, India's first multi-destination cruise line and rezREWARDS, an exclusive loyalty program of RezLive.com, announced a strategic partnership on the first day of ATM 2019 that will allow travel agents to redeem their loyalty points for a cruise experience onboard Karnika, a luxury cruise ship of Jalesh Cruises. Karnika, the first ship of Jalesh Cruises, features world class entertainment shows, amenities and a variety of cuisines, adventure and relaxation options that will appeal to the travellers of all age groups.

rezREWARDS, launched in 2017 by RezLive.com, has over 25000 registered travel agents 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 per cent of the travel agents mentioned that they would be interested in redeeming their points for the cruise experience.

Jurgen Bailom, CEO, Jalesh Cruises said, "We are thrilled by this partnership. 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."

Jaal Shah, Group Managing Director, RezLive.com said, "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."

Karnika provides a host of onboard entertainment for children as well as adults. Guests will have a tough time choosing between Broadway shows, Burlesque performances, the casino, music and dance nights, movie screenings and adventure activities among others. Passengers can unwind and charge their batteries at the onboard spa - Serena Spa, which offers a host of aromatic and natural techniques for relaxation. A state-of-the-art fitness studio and multi-purpose salon facilities will also be available to the passengers. For a shopping experience, guests can pop into the high-end duty - free shopping available featuring a host of prominent international brands.