



TRAVEL TECHNOLOGY



Anil Parashar, President & CEO, InterGlobe Technology Quotient

Most Outstanding Travel Technology Provider InterGlobe Technology Quotient

How do you feel about ITQ being honoured with the 'Most Outstanding Travel Technology Provider' award by TnH magazine at its Travel & Hospitality Awards 2016?

InterGlobe Technology Quotient (ITQ) works towards redefining travel commerce through peerless contribution in making travel bookings easier and endowed with more options. It is our honour to have been recognized by TnH at its Travel & Hospitality Awards 2016 for our efforts and advance solutions as the 'Most Outstanding Travel Technology Provider'.

Our journey has been one-of-endless support and ubiquitous acceptance. We would like to thank the entire travel fraternity for being with us through the various innovations that has helped us reinvent seamlessness in travel business.

How will you describe the current role and contribution of ITQ as India's leading Travel Technology Provider?

As a distributor of Travelport in 6 markets across Asia Pacific region, ITQ is making headway into transforming the way travel is bought and sold. We have emerged as an aggregator of travel inventory through

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which travel agents (both offline and online) can sell well-planned, custom made, tour packages depending of their clientele's preference. And now with increased preferences, multitude of choices, boost in tourism, and aggressive destination marketing initiatives, we are undergoing the next stage of evolution.

What do your customers and partners value the most about ITQ?

ITQ has always kept its customers requirement at the upfront. For us feedback is the way to go forward. Tapping their necessities has always helped us innovate better. It is through honest opinion and great business relationship we have been able to redefine the travel commerce industry in India.

Tell us about the long-term vision of ITQ?

We look forward to bringing advanced

products and services in the travel industry. Our aim at ITQ is to deliver that simplified travel selling technology to travel agents, who can thereby use it and provide complete consumer focused desired services without hassle.

How is technology changing the role of travel agents? How is ITQ helping them to adopt new technology?

The role of travel agents has undergone huge transformation in the last few years. The importance of personalization and custom selling has changed their status from being simple itinerary bookers to travel consultants. And in order to facilitate their business demands the GDS has evolved to offer better. ITQ, via Travelport, has become one such GDS provider that has tapped through the opportunities presented by current travel market and delivered tools that satisfy its demands. With real-time content from over 400 of the world's leading network airlines and low cost carriers, more than 650,000 unique hotel properties and 36,000 car rental locations available, it has created a legacy of travel agents present across 180 countries.