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### TRADE NEWS

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## Travelport mulls "lighter products" to support travel needs of smaller cities in India

Disha Shah Ghosh | Mumbai

With India poised to emerge as the third largest aviation market by 2028, and with the major contribution to this growth expected to come from smaller cities and towns in the country, travel technology companies like Travelport would be tweaking its current product offerings to suit those markets. Considering the bandwidth restrictions in smaller cities and towns in India, Travelport would mull "lighter products" to support and drive the market requirements.



**Martin Herbert,**  
Regional Managing Director  
for India and Sri Lanka  
Travelport

Informing this in an e-mail interaction with TravelBiz Monitor, Martin Herbert, Regional Managing Director for India and Sri Lanka, Travelport, said, "As India continues to expand its aviation network beyond the main metro cities and into smaller regional cities, we will need to adapt our technology where necessary to suit local needs - for example lighter products as there are more bandwidth restrictions, etc." Drawing parallels between the Asian markets of India and China, Herbert observed that both nations demonstrated an underlying potential for aviation growth, and expansion of air travel demand beyond the Tier-I and II cities. "As the industry scales up to meet this demand, it will similarly need to adapt to more local needs. One thing that is clear in both countries however, is the huge runway for growth from their still largely-untapped aviation markets."

Talking about the increasing penetration of the online booking platforms, Herbert said that India's OTAs are another area of challenge, as they have developed to address a large market with a young population looking for affordable travel; and a transformative shift towards online channels. "They have met these changes by staying on the global forefront of innovation – and they have challenged us to ensure our latest APIs meet their needs."



Herbert said they have seen good segment growth from India, driven by Air India's move to award Travelport the sole provision of their domestic flight content, and their extensive agency partner network, including some of the largest OTAs like MakeMyTrip, Yatra, and Goibibo, as well as newer entrants to the travel sector like Paytm. "We expect to see this growth continue in coming years, as India's aviation industry also continues to grow rapidly."

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