

BAHWAN TOURISM LLC APPOINTS OUTBOUND KONNECTIONS AS INDIA REPRESENTATIVE

Outbound Konnections has been awarded the Sales & Marketing representation of Bahwan Tourism LLC, Sultanate of Oman in the India market. The mandate by Bahwan Tourism is to develop and promote the group & its services in the Indian market with emphasis on the B2B segments. According to S.A. Gururaj General Manager of Bahwan Tourism LLC, Sultanate of Oman, "We are delighted to announce the appointment of Outbound Konnections as our representative in the India market for Sales & Marketing. We believe that they have the credentials to promote our unique services that Bahwan Tourism and its hospitable team has to offer, to the discerning Indian clientele."

Sultanate of Oman, in India has been positioned as a niche destination; it is blessed with majestic mountain ranges, serene sandy beaches, lush green jungles, forts, wildlife and rustic villages. International standard hospitality chain to budget hotels, from adventures to culture & heritage...Oman has it all. It's the best kept secret in the Persian Gulf.

At present the traffic between India and Oman has improved for leisure & MICE, to what the earlier perception was that it comprises of Visiting Friends and Relatives and those travelling for employment. The aim is to develop tourism between the two countries and showcase innumerable tourism facets and hospitality.

Anjum Lokhandwala, Founder and Director, Outbound Konnections, said, "It is a proud moment and we are really thrilled for being appointed as the Indian arm of Bahwan Tourism Oman, in India. Bahwan Tourism is the leader in providing competitive packages and quality of services for all travel segments; FITs MICE, Group, special interest tours, etc. and we are very keen to develop & multiply their market share in India. Destination Oman has a lot to offer in terms of culture, scenic beauty and products targeted at the niche, evolved traveller."

Sultanate of Oman is well connected by its national carrier Oman Air and other Indian carriers.

InterGlobe Technology Quotient introduces Trip38 on Travelport

Wonderlust Bureau

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises, the official distributor of Travelport in India and Sri Lanka has announced its launch of Trip38 on Galileo platform. This advanced travel app will have real time access to travel content and branded ancillary services through this association.

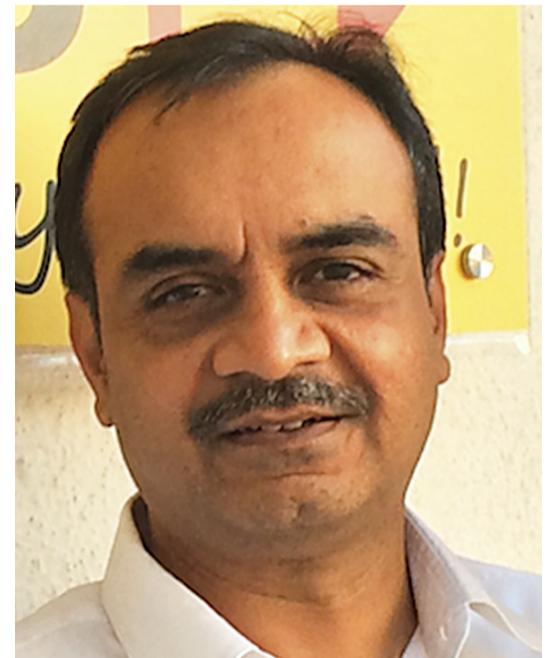
The launch of Trip 38 on Galileo platform would mark a stupendous development in the travel world in terms of technological innovation and advancements.

Highlighting the importance of this launch, Sandeep Dwivedi, Chief Commercial Officer, ITQ, said, "We are really excited about this collaboration as it marks a significant step for travellers making bookings on Galileo platform. Trip38 is one of its kinds of travel app that allows a traveller to access real time travel content. This will also allow users to avail various promotions and ancillary services on offer."

Niranjan Gupta, CEO, Trip38, further added, "Through this association Trip38 will have access to travel partners using Galileo platform and provide them unmatched information. This app will immensely benefit the partners as it will allow them access to branded ancillary services."



Sandeep Dwivedi



Niranjan Gupta

Thomas Cook India launches strategic 'Thomas Cook Mini'

Thomas Cook (India) Ltd. has announced the launch of 'Thomas Cook Mini', a strategic deployment of small technology assisted outlets to aggressively harness the growth potential emerging from India's Tier III markets. Pathanamthitta, Kerala saw the company's inauguration of the first of its 'Thomas Cook Mini' outlets.

Thomas Cook India's internal research having highlighted the powerful growth potential for retail transactions, including burgeoning remittance opportunities, the Company conceptualized a quick deployment strategy of small technology assisted outlets to rapidly penetrate India's underserved Tier III markets; hence the launch of its innovative 'Thomas Cook Mini'. The outlets have been designed optimizing space and will be manned by a small team, equipped with technology via mobile devices/tablets for seamless online connectivity to central systems,

thus facilitating quick customer transactions.

This unique model delivers on a 2 pronged strategy of efficiencies of quick market penetration and scale-up. While Thomas Cook has chosen its Foreign Exchange business to pioneer this initiative, its 'Thomas Cook Mini' outlets will see expansion to include other Travel Related Services, basis the demand dynamics of the respective location markets.

Mahesh Iyer, Chief Operating Officer- Foreign Exchange & Head Visas, Thomas Cook (India) Ltd., said, "With our internal data-analytics clearly revealing the untapped yet high growth potential of Tier III markets, a low-cost, rapid penetration model was mission critical, and our Thomas Cook Mini fits the bill perfectly! Such



Mahesh Iyer

small Tech assisted outlets give us the opportunity to set up shop, test the waters and expand- with the immediacy that was demanded and we are very excited with the initial response from our new Kerala Thomas Cook Mini at Pathanamthitta."

Iyer added, "Such small, efficient, technology assisted outlets (equipped with mobile devices or tablets) will provide

our customers with, both ease in access & convenience of swift foreign exchange transactions and we plan to harness this model to scale up our operations for other ancillary travel related services. Our Thomas Cook Mini outlets also serve as a viable servicing/delivery centre for our Online Forex Store and Forex App, seeing significant growth of over 85%."