

## ITQ and CAP Foundation launches skill development initiative

### Wonderlust Bureau

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises which is a leader in aviation, hospitality and travel related services and the official distributor of Travelport in India & Sri Lanka and in 5 markets across the Asia Pacific region, and CAP Foundation, a registered trust and an innovative workforce development initiative demonstrating end-to-end solutions to link learning and livelihood for disadvantaged young people, launched a skill development initiative.

Under this program, 300 students across 5 locations across India, would be trained by professionals and be made ready for the travel industry of today. This initiative was taken in order to empower the underprivileged children of the society with the gift of knowledge and skill set so that they can become competent professionals in the years to come by.

This strategically planned skill development initiative would track the development of the young students and expose them to the best suited professional training for them. InterGlobe Technology Quotient will create opportunities for them after the completion of their training program- which would be a 3 months in-house program and 3-months on the job session.

Anil Parashar, President and CEO, InterGlobe Technology Quotient, said, "The program is just a stepping stone towards what we can do for the society. It is our responsibility as eminent professionals to look into the opportunities we have in order to nurture and bring about the best in the society. The children we are going to train have a bright future



Anil Parashar addressing the students at the launch

ahead if they continue to demonstrate their hard work and endeavor in towards making the best of the opportunity given to them."

Juhi Mishra, VP Human Resources, InterGlobe Technology Quotient, said, "The skill development initiative is a thoughtful program launched in order to change lives and give opportunity to 300 underprivileged individuals. This program has been strategically designed to maneuver the potential of these students and bring out their abilities in the lime light. It is also important for us to create opportunities for them so that they can realize their dreams and become able professionals in the future."

## THOMAS COOK INDIA INKS AGREEMENT FOR PILOT PROJECT WITH AIRBNB

Thomas Cook (India) Ltd. has inked a pilot partnership with Airbnb, the world's leading community-driven hospitality company. Together, they will offer Indians looking to travel abroad, access to a range of unique accommodation experiences at a variety of price points.

Thomas Cook India's internal consumer research has revealed that for today's Indian traveler, holiday accommodation goes beyond merely hotel categories or room types. Over 25% of the Company's individual traveller segment has stated their growing preference to explore authentic local stays and a desire for deeper engagement and an immersion into the destination, its culture and its people.

Hence, in an initiative to tap this increasing market potential, Thomas Cook India has signed a pilot agreement with Airbnb to leverage first mover advantage over this yet untapped segment. Thomas Cook India intends to offer significant value and flexibility to families, ad-hoc groups of friends and business-cum-leisure travellers via access to Airbnb's unique stay options- across apartments, private rooms, castles, boats, manors, tree houses and private islands.

Speaking on the announcement, Madhavan Menon, Chairman & MD, Thomas Cook (India) Ltd., said, "Our partnership with Airbnb for outbound Indian travelers, aims to address this viable and yet untapped market need. Our strategic focus is to target high potential growth opportunities via innovation in products and partnerships and our tie-up with Airbnb reiterates delivery of this intent."

Varsha Rao, Head of Global Operations, Airbnb, said, "We are excited to work with a leader in India's travel market to give Indian travellers the opportunity to have unique and truly authentic local experiences by staying in one of our more than two million properties around the world."

## Outbound Konnections signs two new partnerships

Outbound Konnections (OK) has been appointed as the preferred Sales Partner for SriLankan Holiday for North & East India with effect from December 2015. The contract has been extended of their earlier contract for West and South India as well. OK will provide complete management, sales, marketing and operational functionalities for SriLankan Holiday Offer (SLHO). SLHO is a packaged tour comprising of air tickets using NETT fares on Sri Lankan (to be ticketed from Airline Counter) and land package for any online SriLankan Airline destinations.

Outbound Konnections has also been appointed as the Destination Partner for Casela World of Adventures, Mauritius with effect as from December 2015. OK will provide comprehensive sales, PR, direct marketing and product positioning services for Casela World of Adventures in the Indian market.

Commenting on this partnership, Komal Seth, Director- PR & Marketing, OK, said, "We are very happy to sign partnerships with SriLankan Holiday and Casela World of Adventure. We at OK believe that the process of planning a holiday or a business trip begins by educating the seller and the buyer about the market and the particular destination. This is why OK focuses in the field of dynamic sales and marketing for travel and hospitality clients with respect to their field of interest. We analyze and strongly feel that hotels and resort chains, tourism boards, special attractions, tour operators and Destination Management Companies based all over the world should look at India as an important source market."

Natacha Mudhoo, Head of Marketing & Communications, Casela World of Adventures, Mauritius, expressed her happiness in partnering with Outbound Konnections. "Visitors can have a taste of Africa in Mauritius and experience unique activities such as walking with lions, feeding the giraffes, rhinos and pygmy hippos or even adding some adrenaline rush with the canyon swing, zip lines and the Avalanche Mines. The park offers an array of activities to cater for all ages including honeymooners and families," she said.



Komal Seth