Reflection

From the CEO's desk

Dear Business Partners,

Wishing you a very prosperous and a **Happy New Year** from the entire InterGlobe Technology Quotient team !!

On this occasion we would also like to introduce you to the first issue of Reflection, an initiative of InterGlobe Technology Quotient. This bi-monthly newsletter has been specially created to keep you abreast of the latest developments and the soaring heights we have and wish to achieve in the near future.

The year 2011 has been very eventful for the industry. Travelport, celebrating its *40th anniversary* this year, has successfully launched three ground breaking products, *Travelport Universal Desktop, Travelport SmartPoint App and Travelport Rooms and More.* These products will not only revolutionize the way agencies will operate in future but will also ensure greater returns and efficiencies for travel agencies.

Travelport has been voted as the "**Best GDS**" in the Asia-Pacific region for the third year running. Announced at the 22nd Annual **TTG Travel Awards** Ceremony held in Bangkok in October, this award reaffirms Travelports' position as Asia-Pacific's leading GDS provider.

JB Singh
President and CEO,
InterGlobe Technology Quotient

Travelport Galileo has been also awarded the "**Best GDS of the year**" Award by **TAAI** at the recently concluded diamond jubilee celebrations at Mumbai. This achievement reflects and further reinforces our commitment to delivering the best in class technology, products and service to the industry.

In the days to come, smart deployment of technology will enable businesses to manage volume growth whilst containing costs. While OTAs have transformed to 'e', 2012 will see the 'm' (mobile) transformation. Though, fully fledged mobile booking will roll on after 2012, but this year mobile bookings will surely gain traction.

Aligning with this trend, OTAs will look forward to make them compatible for mobile phones!

In 2012, InterGlobe Technology Quotient would like to bring in some new products offerings by Travelport to enhance the services rendered by the travel agencies and deliver the benefits to them. Our focus would continue to remain on bringing advanced and unique solution offerings which will enable our customers to grow. We would also continue to invest in upgrading skill sets so that we are better equipped to support our customers.

InterGlobe Technology Quotient has also marked its presence in social media through Facebook and LinkedIn. These initiatives have been taken to ensure that our customers and followers are kept abreast of the developments at InterGlobe Technology Quotient and the industry at large.

We look forward to continue our prized relationships with you.

Best Regards
JB Singh

Wishing you and your family a very
Happy New Year
2012

Galileo RoomMaster

Galileo RoomMaster is a comprehensive and accurate hotel shopping and booking system. It provides direct, real-time access to the internal reservation systems of hotel suppliers, allowing shopping from 400 hotel brands and over 80,000 properties worldwide – and receiving instant booking confirmations.

Now with Galileo RoomMaster one can get the most accurate and up-to-date pricing and availability due to Complete Pricing and Complete Pricing Plus, through which agents get connected directly to hotel supplier inventory.

Inside Availability™ connects to more than 99 percent of participating hotels, where agents can receive immediate inventory and rates directly from hotel reservations systems.

Using Best Available Rate™, agents can book the best non-restricted rates available, online or offline, for more than 25,000 properties worldwide.

Travel agencies can increase bookings and boost sales with improved accuracy of data, real-time access to room inventory and up-to-date pricing, right on their desktop.

Galileo RoomMaster provides tools to qualify searches based on customer policies and preferences, hotel location or hotel amenities.

Please contact our local sales representative or write us at marketing@galileo. co.in for further details.

FIND HOTELS FAST WITH FLEXIBLE SEARCH OPTIONS

Travelport Opinion

Travelport, one of the world's leading global distribution system (GDS) providers and operator of Travelport Galileo and Travelport Worldspan, recently launched a platform which connects members of the global travel industry and harnesses their collective travel knowledge. It is popularly known as Travelport Opinions.

Using the platform, agents are able to create and search hotel reviews and pose questions to destination experts around the world. Apart from harnessing industry expertise, one can also network with travel professionals and get access to unbiased and trustwor-

thy reviews.

Agents can also access a wealth of hotel related media including over 110,000 photos and 2,500 videos, all within a user-friendly, personalised interface. Over 7,600 travel industry members worldwide have already signed up to the site.

So what are you waiting for? Register yourself now at *www.travelportopinions.com* and connect with travel professionals.

Contact us 24x7

Toll Free (except Delhi & NCR)

1800 266 4505 / 1800 200 5000

Delhi and NCR

+91 120 6774200 / +91 120 3995200

Accolades and Awards

DID YOU KNOW ?

• Following the world's first demonstration flight carrying passengers with a B747 with one if its four engines running on a 50/50 blend of jetfuel and biofuel from the camelina plant, KLM also operated the world's first commercial biofuel flight on June 29th 2011, using a blend of cooking oil recycled from restaurants to power a Boeing 737-800.

• India was also one of the first countries to embrace civil aviation. One of the first West Asian airline companies was Air India, which had its beginning as Tata Airlines in 1932, a division of Tata Sons Ltd. (now Tata Group). The airline was founded by India's leading industrialist, JRD Tata. On October 15, 1932, J. R. D. Tata himself flew a single engined De Havilland Puss Moth carrying air mail (postal mail of Imperial Airways) from Karachi to Bombay via Ahmedabad. The aircraft continued to Madras via Bellary piloted by Royal Air Force pilot Nevill Vintcent. Tata Airlines was also one of the world's first major airlines which began its operations without any support from the Government.

• As part of an ongoing effort to use technology to enhance flight safety, improve efficiency and protect the environment, Alaska Airlines is issuing iPad tablet computers to its pilots. The 1½-pound iPads replace up to 25 pounds of paper flight manuals that pilots are required to carry when they fly. The iPads are being distributed to all Alaska Airlines pilots, a process that will be complete by mid-June. This follows a successful trial by 100 line and instructor pilots and Air Line Pilots Association representatives, who evaluated the feasibility of using iPads as electronic flight bags this past winter and spring.

• India is currently ranked 12th in the Asia Pacific region and 68th overall in the list of the world's attractive destinations, according to the Travel and Tourism Competitiveness Report 2011 by the World Economic Forum (WEF). India is well known for its natural resources (ranked 8th) and cultural resources (24th) with many World Heritage sites, both natural and cultural; rich fauna, many fairs and exhibitions and strong creative industries. India also has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 43rd), reports The Travel and Tourism Competitiveness Report 2011 by World Economic Forum 2011.

• Kerala Tourism is the first tourism board to connect with inbound travelers via a mobile platform. The campaign cleverly combined the region's popular tag line ("God's Own Country") with AdMob's Interactive Video Interstitial ad format to introduce Kerala as a must visit destination to travelers around the world. Additionally, the board intelligently incorporated social connectivity through action buttons that link to Kerala Tourism's YouTube, Facebook and Twitter pages.

• According to the latest Tourism Satellite Accounting (TSA) research, released by World Travel & Tourism Council (WTTC) and its strategic partner Oxford Economics in March 2009, the demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019, and will place India at the third position. India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,37,000 people, directly or indirectly, by 2019.

• In a world first, Qatar Airways has completed a commercial six hour flight from London Gatwick to its home base of Doha in an Airbus A340 which saw a 50-50 split of natural gas and conventional jet fuel in its fuel tanks.

GDS Evolution

The travel industry is now demanding an innovative approach for a holistic travel experience. To bring this to effect and in respect of existing GDS technology, an additional access to a world of content and functionality through a single API connection, is innovation.

The GDS that has consistently been relied upon throughout the evolution of the travel industry and forms the backbone of its basic form of function has also reflected this constant innovation. The GDS is hence arguably the most influential link in the travel value chain. GDS products and attitudes about travel technology have driven much, maybe most, of the way suppliers, TMCs and many corporate buyers think about the travel technology landscape.

On another note, although not explicitly stated, the GDSs have often been criticised en masse as culprits on the 'gatekeeping' front. The entry of the Universal API earmarks an important achievement in running travel content businesses. The Universal API is an answer to completing that much awaited seamless travel experience that starts with the trade agents and finishes with the end consumer. Designed to run alongside existing API solutions for an efficient and low-risk implementation, the Universal API is the next driving trend and avatar of the GDS.

It is interesting to note the 'value add and benefits' which Universal API brings to the forefront. How a single interface can boost your efficiency and

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time to market, given the rapid movement between end consumers. The solution that can greatly reduce the time and money Travel Agents have been spending on IT, negates the need for OTAs, travel agencies etc. to manage and maintain multiple content integration.

The engagement levels of the uAPI not only enable the agents with the content but also the technologies that go with it, to work more efficiently. For instance, hotel content is not limited to providing options, but also the substantiating media content like images, videos and even 360° tours!

Dynamism of the GDS was proved with the various audiences the GDS addressed; the traditional player, TMCs, e-tourists both B2C and B2B. Web capabilities have enriched the user experience for the e-tourist as GDS functionality has allowed users to build personal itineraries. On the other hand, in the case of business travel, online agencies are still outperformed by corporate travel agencies, who continue to play a vital role as a distribution channel.

Universal API as a revolutionary approach presents a gigantic revenue opportunity for airlines to partner with the GDS and Travel agents and be enabled to drive additional point-of-sale.

The Universal API also can aggregate content and related services from GDSs, low-cost carriers, high-speed rail operators and hotel content with depth of regional content.

Naturally the opportunity is the same for the non-air or the Hotel industry. It is expected that non-air will be exposed to explosive growth through leveraging such new technology as it represents a path leading to greater opportunities for up-sell and cross-sell revenues for travel retailers and suppliers, and greater satisfaction for traveller.

In essence, the Universal API will enable travel distributors to create a single integration for deployment on the Web, on travel agency desktops or within mobile applications. And more so, this marks a peak in the technology evolution trends.

In conclusion, complexity will not go away even as the travel industry simplifies. Travel is a business that grows and hence demands constant re-invention that will become the norm in the world of travel technology. uAPI is the only tangible offering currently available in the market space which has a real potential to bridge the gap between increased business opportunity and increased technology and process complexity.

Vendor Promotions

InterGlobe Technology Quotient regularly holds joint promotional activities with vendor partners targeted at our travel agency partners. Below is a glimpse of the ones currently running all over the country:

ITQ at ADTOI

ITQ at EYE FOR TRAVEL

ITQ at ETAA