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## ITQ and Taj Hotels announce exciting joint promotion

In a new partnership with Taj Hotels and with the aim of increasing awareness on GDS adoption, InterGlobe Technology Quotient (ITQ) recently announced an all exclusive promotion for IATA and NON-IATA travel agents across India.

The promotion would incentivize travel agents, who book for Taj Hotels through Travelport Galileo and Travelport Worldspan GDS.

This pan India promotion would be valid till 30th September, 2011 and prizes have been kept slab wise keeping in mind the requirements of Travel agency counter staff.

The initiative was further substantiated by the Chief Commercial Officer (CCO), InterGlobe Technology Quotient (ITQ) **Marco Gorin**, who said, "In order to promote booking of hotels through GDS, we devised this reward opportunity for the travel trade. The GDS is arguably the most influential link in the travel value chain. For our partners, the Taj Hotels, we do hope to see some positive results."



Marco Gorin  
CCO, ITQ

Taj recognizes that Travel Agencies play a critical role in the traveller's hotel selection process. With intense competition in the hospitality sector, the activities of this partnership, have led Taj to reach out to the wider travel agency base, highlighting the features of a diverse collection of hotels, globally. The

Partnership Programme complements hoteliers' own marketing strategies and sales efforts, allowing them to reach out to Travelport Galileo and Travelport Worldspan GDS extensive travel agency network through educational events and special promotions that will encourage room bookings. This helps the hotel group to access new customers both domestically and internationally, showcasing the best hotel properties on offer for visitors.