

BOOK MORE WIN BIG – HONG KONG PROMOTION ON TRAVELPORT+

Gurugram, India, August 09, 2024 – CALLEO Distribution Technologies Pvt Ltd, an affiliate of [ITQ](#), the official distributor of [Travelport](#) in India, Sri Lanka, Maldives, and Bhutan, in partnership with the Hong Kong Tourism Board (HKTB) has launched an exciting **Book More, Win Big** contest designed to boost bookings to Hong Kong. In parallel with HKTB's ongoing "[Summer Chill Hong Kong](#)" campaign, this promotion aims to jointly promote Hong Kong as the top destination for Indian travellers by encouraging travel retailers to book more Hong Kong segments using Travelport+.

Starting today, travel agents will have the opportunity to participate in the contest that rewards the top performers with fabulous prizes, including a grand prize of a 2N/3D trip to Hong Kong.

Duration	
9 th August 2024 to 19 th September 2024	
Eligibility	
All travel agents in India using the Travelport GDS	
Promotion Concept	
The contest will be based on PCC wise and is valid only for Travelport subscribers in India	
Book More, Win Big – Exciting Prizes	
Grand Prize	2N/3D couple trip to Hong Kong for the travel agent with the highest number of Hong Kong segments booked on Travelport
2 Runner-up Prizes and Weekly Prizes	Attractive HKTB and ITQ-Travelport branded goodies hamper

"We are excited to join forces with the Hong Kong Tourism Board for this dynamic contest", said **Anil Parashar, Executive Director at ITQ**. "By launching this contest, we aim to energise the travel industry and drive increased bookings to Hong Kong. We believe this initiative will not only highlight Hong Kong's appeal as a premier destination but also recognise the essential contributions of travel providers, reinforcing the vital role they play in our industry's success."

HKTB's Director, South Asia & Middle East Puneet Kumar said, "We are excited about this strategic partnership to reach out to Travelport's extensive B2B network in the India market. The HKTB has recently rolled out "Summer Chill Hong Kong" promotional campaign to hand out 500,000 sets of "Summer Triple Rewards" to all overnight visitors to Hong Kong. Our trade partners can leverage on this opportunity to offer special spending discounts in transport/sightseeing, dining and retail to their customers."

In the first six month of 2024, a total of 181,000 visitors arrived from India, 154.6% more than in H1 2023. Hong Kong is connected by direct flights from the key Indian cities of Delhi, Mumbai, Bengaluru and Chennai. Indian nationals continue to enjoy 14-day visa-free visit to Hong Kong after successfully completing Pre-arrival Registration (PAR) online at no cost.

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About CALLEO

CALLEO Distribution Technologies Pvt Ltd. is an affiliate of ITQ, holding leadership position in travel technology industry with its avant-garde solutions. ITQ is an official distributor of Travelport in India, Sri Lanka, Maldives and Bhutan. Headquartered in Gurugram, the company provides cutting-edge travel technology solutions with unmatched inventory options to its customers helping them increase their productivity and business efficiency. ITQ is connected to nearly 22,000+ agency terminals and serves over 6300+ customers, including travel management companies, online travel agencies and retail agencies, in almost 700+ cities while providing unparalleled assistance through 24x7 helpdesk. For more information, visit: <https://itq.in/>

About Travelport

[Travelport](#) is a global technology company that powers bookings for hundreds of thousands of travel suppliers worldwide. Buyers and sellers of travel are connected by the company's next generation marketplace, Travelport+, which simplifies how brands connect, upgrades how travel is sold, and enables modern digital retailing. Headquartered in the United Kingdom and operating in more than 165 countries around the world, Travelport is focused on driving innovation that simplifies the complex travel ecosystem.

About HKTB

The **Hong Kong Tourism Board (HKTB)** is a government-subsidized body tasked to market and promote Hong Kong as a travel destination worldwide and to enhance visitors' experience once they arrive. The HKTB is headquartered in Hong Kong. Currently it has a worldwide network of 15 offices and has representatives in 6 different markets. Primary mission is to maximise the social and economic contribution that tourism makes to the community of Hong Kong, and consolidate the city's position as a desired destination. The board works with the Government, travel industry and other partners to market and promote Hong Kong worldwide, improving the range and quality of visitor facilities and tourism service standards, and enhancing the experiences of visitors.

For contest T&C visit [here](#)

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