

## TAAI signs MoU with Garden City College of Management, Bangalore for three years

### Wonderlust Bureau

Travel Agents Association of India's (TAAI) endeavor to promote tourism and encourage youth to enhance their skills from grass root levels has seen a change after TAAI Tourism Council Chairman, Jay Bhatia initiated and signed a MoU with HR College in Mumbai, last year. Working the way forward, TAAI's Karnataka Chapter has signed a MoU with Garden City College (GCC) of Management in Bangalore. Chairman of TAAI Karnataka Chapter, M.S Raghavan signed the MoU on behalf of TAAI on 20th October 2015 for a period of 3 years. GCC offers undergraduate and post graduate courses and is affiliated to the Bangalore University. Bachelor of Arts Degree in Tourism, History & Journalism, a three years degree course and Masters in Tourism Administration, a two years Master's degree course, are being conducted by the Department of Tourism at the GCC.

TAAI will enhance and cultivate on the job value to the students and create an industry and academia platform for nurturing new talent. GCC shall also seek TAAI assistance in organizing speakers from the industry for guest lecturers to the students, sourcing live projects for students and many more activities. TAAI members shall also place the students as interns during the duration of the course.

"Students will get an opportunity to witness



specialist presentations and attend industry related seminars/programs organized by TAAI or its partners," stated M.S. Raghavan, Chairman of TAAI Karnataka Chapter.

The Faculty of the institute shall also assist in training personnel of TAAI members and ensuring continuous education. Raghavan shall be an Honorary Advisory Board Member at GCC and assist the faculty, in relation to the Tourism and Hospi-

tality wing.

TAAI is already in the process of tying up with various colleges and universities and taking up educational initiatives in India as well as with Global Institutes. The initiative is being hugely welcomed by students as they have a good platform to pursue their interest in the Travel, Tourism and Hospitality sectors and enter the industry as professionals.

## Travelport Rich Content and Branding reaches first anniversary

MORE THAN 120 AIRLINES NOW SIGNED UP TO INDUSTRY LEADING PRODUCT

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Travelport is celebrating the first anniversary of Travelport Rich Content and Branding, the industry leading solution that allows airlines to more effectively market and retail their offering to travel agencies around the world. In the past year, over 120 network airlines and low cost carriers, representing more than 50% of our total air segment volumes, have signed up to Rich Content and Branding including Lufthansa, SWISS, easyJet, Ryanair, Delta, United, Singapore Airlines, Air Canada, Air China and Kenya Airways. 90 airlines are now live in the system, ready for travel agencies to search, sell and book, with more airlines making their additional branded content available each week.

Since its launch last year, Travelport has continued to enhance Rich Content and Branding by adding powerful, new search functionality and increased opportunities for up selling by offering the 'next product/price point up', with a full comparison of associated attributes and ancillaries. In addition, airlines can now better target their messages by customizing and segmenting their offers and products to agents in order to achieve greater returns and we are constantly looking at new ways to enhance the merchandising opportunities available.

Derek Sharp, Senior VP and MD, Air Commerce, Travelport, added, "Today marks a significant milestone for one of Travelport's flagship products. With Rich Content and Branding, our airline customers are able to sell their products their way, in the intermediary channel, adding real value to their businesses. We have now achieved critical mass with the number of airlines who share our vision to offer travel agents and travellers visually-rich and interactive content and more and more airlines are signing up each week."

Commenting on this milestone, Anil Parashar, President & CEO, InterGlobe Technology Quotient, said, "We have achieved this landmark of Travelport Rich Content and Branding which completed its first anniversary. Designed to empower selling and build an engaging brand experience for airlines, this solution has been truly appreciated by the airlines world over, due to its interactive and visually-rich content which is proving to be a very effective sales tool for travel agents."



Anil Parashar

## Ezeego1.com organizes roadshow for travel agents

Ezeego1.com organized a roadshow in Mumbai for the travel agent fraternity. The event was attended by around 150 leading travel agents in the city. Ezeego1.com showcased some of the top selling Diwali and winter products for domestic and international destinations such as Seychelles, New Zealand, Korea, Macau, Dubai, Thailand, Ladakh and Andaman. In addition to this, limited period special offers on Instant holidays to the Far East, Dubai and Seychelles for B2B customers were the key highlights of the show. Ezeego1.com has kick-started the roadshow with Mumbai and will proceed to Delhi and Bangalore in the coming months.

Speaking on the event, Neelu Singh, Director & CEO, Ezeego1.com, said, "The community of travel agents forms an integral part of our business. It is our constant endeavor to delight our customers with unique packages and special offers. Such events help us synergize with the travel agent ecosystem who understands our products better and give us a wider reach."



Neelu Singh