

ITQ and Taj Hotels announce exciting joint promotion on Travelport Galileo and Travelport Worldspan GDS bookings for travel agents

New Delhi, 08 August 2011: In a new partnership with Taj Hotels and with the aim of increasing awareness on GDS adoption, InterGlobe Technology Quotient (ITQ), announces 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"

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.

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About Interglobe Technology Quotient

InterGlobe Technology Quotient (ITQ), part of InterGlobe Enterprises (India's foremost travel conglomerate) is the official distributor of Galileo in India & Sri Lanka and Worldspan in 9 markets across the Asia Pacific region. With its corporate headquarters in Gurgaon, ITQ provides cutting edge travel technology solutions with unmatched inventory options to its customers helping them increase their productivity and business efficiency. ITQ is the key differentiator of the GDS in India and offers technology innovations like Galileo Alerts, E-Commerce, ITQ Financials among a host of other business improvement and growth tools. With an extended network of over 500 cities with 23 dedicated offices ITQ reaches out to over 11,500 agency locations and has a nationalised service centre in India. The company has been adjudged as one of the "Top 25 Best Workplaces" in India for consecutively four years - 2008, 2009, 2010 & 2011 by Great Place to Work® Institute.

About Taj Hotels Resorts and Palaces

Established in 1903, Taj Hotels Resorts and Palaces is one of Asia's largest and finest group of hotels, comprising 92 hotels in 53 locations across India with an additional 16 international hotels in the Maldives, Malaysia, Australia, UK, USA, Bhutan, Sri Lanka, Africa and the Middle East. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Grand Palaces, each Taj hotel offers an unrivalled fusion of warm Indian hospitality, world-class service and modern luxury. For over a century, Taj Mahal Palace, the iconic flagship has set a benchmark for fine living with exquisite refinement, inventiveness and warmth. Taj Hotels Resorts and Palaces is part of the Tata Group, India's premier business house.

For ITQ, WordsWork

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