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Struggling with travel shopping? Here's what can help

Brief Summary: Can travel shopping be as simplified as shopping for clothes? With the right choices provided to the travellers, it just might be possible. Read on to know more.

“Travel is the only thing you buy that makes you richer.” But, buying travel often involves a lot of decision-making and if there’s one thing that is the most important one for making decisions, it is, choice. To put it in simple words, if you don’t have access to ample choices, it is easy to make the wrong call or remain unsatisfied with your decision.

The importance of choice

For instance, you visit a clothing store and have a budget of around Rs 5,000 to buy a jacket. You’re not sure of the fabric that you want, but you do know that it should fit you well and be of a certain length. In this scenario, the sales representative’s job is to provide you with all the choices falling within or near your range and help you with making the best decisions. He/she will show you jackets of different brands, with varied fabrics, colours, and prices. You can then easily pick the jacket that fits you the best, and might even shell out up to Rs 7,000 if you really like the product. That’s what usually happens. But, imagine if the salesperson only showed you three or four jackets that were way above your price range. Or if he/she asked you to choose from cheap quality ones so that it fits your price bracket. The result would most probably be you walking out empty-handed, or unsatisfied, because you weren’t presented with enough options and had to take your pick from whatever was available.

State of travel shopping

On that note, let’s talk about the state of travel shopping today. There is no denying the fact that people enjoy travelling but we all know the pain that goes behind planning a single trip. People need, and deserve, to be able to choose from a number of suitable options and it shouldn’t really be a tedious task. But somehow, it is.

Travellers often have to consult various websites to compare deals, make bookings through different platforms, conduct a research about other deals being offered, and so on. Even then, there is a high chance that they might not get access to all the options available at their disposal which ultimately results in poor decision making.

What can be done?

There is a one-stop solution to this problem. To get access to the best deals, contact your travel agent and tell him/her to make your bookings via Travelport Smartpoint. With this state-of-the-art platform, travel booking and selling is a seamless process and travel agents are equipped with the finest tools to be able to tell you about the best deals at the best prices. There is a great emphasis on customisation so that your trip planning can be tailored according to your taste and preferences. Agents using Travelport Smartpoint are in a better position to give you options in abundance, sort your travel plans and organise them so that all that you have to do is board a plane, or a bus, or a car, or a train, and enjoy your travel!

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