

# Tech boost need of the hour

“ We are very optimistic about cruise travel in 2023. India is a very important market for NCL. As part of our ‘Partners First’ philosophy, we’re doubling down on our investment in travel trade in India, developing tools and resources that will help travel partners maximise their selling potential. We’re continuing to invest in our consumer marketing in India to help inspire travellers to contact their travel agents to start planning a future cruise. We’re doing this by promoting our breadth of destinations offered and range of itineraries included aboard our 18 innovative ships — including our game-changing brand-new ship, Norwegian Prima. We are also counting down to the debut of Norwegian Viva next year, the second ship in our Prima Class fleet. ”

## Technology



**Sandeep Dwivedi**  
COO, InterGlobe Technology  
Quotient

“ I am quite optimistic, to see the previously mentioned 65 per cent figure transform into a stunning 100 in terms of travel regaining its foothold across the world and hopeful that the Ukraine crisis will settle and peace at global level will revive tourism. A rise in domestic travel is anticipated, as almost all offices have opened and people are flying to their hometowns more often. We expect travel to be at the peak of renewal next year and international traffic to pick up pace at around 120 per cent of the pre-COVID levels. The travellers of today are much more aware and know what they want. Our travel subscribers are aware of all these requirements. We plan to continue assisting them in assuring the best experiences possible for their customers. ”



**Manoj Singh**  
Country Head- India at Norwegian  
Cruise Line

“ The biggest challenge for the travel industry is to keep up with technology now that it is back on its feet and that there has been a greater uptake of online services during the Covid phase. Many Indian travel companies transformed themselves into travel technology startups during the 2020–2021 phase when the entire industry came to a standstill. Many businesses like Deyor made investments in technology at that time, as well as in solidifying their connections with suppliers, hotel chains, and other industry participants. These investments have paid off, and businesses are now reaping the rewards. The majority of the nations now relies on online services. Additionally, deep tech that uses artificial intelligence and machine learning to build customer experiences and itineraries will have to be adopted. ”



**Chirag Gupta**  
Founder & CEO, Deyor

Inputs by TT Bureau

# Using sports as a travel hook

West Midlands region in Britain is in spotlight this year, as it hosted the Commonwealth Games recently, and will also be highlighted in the VisitBritain England Expert e-learn platform.



## What are the destinations being covered in the modules and why?

We are using sports as a hook to showcase the popular destinations with Indian Experience-Seekers, such as London, Manchester, Liverpool & Lake District.

We are also keeping the spotlight on West Midlands region, which was hosts to the Commonwealth Games recently, with Birmingham as the gateway to the heart of England.

## Why are you going beyond London and other popular cities in Britain?

We are focussing on Birmingham & the West Midlands region, to keep the spotlight on the region as a legacy to the Birmingham 2022 Commonwealth Games.

The world got a glimpse of the other side of the region and wider Britain during the Games and now it's time to experience the region as a great tourist hotspot in the heart of England.



**Shuja Bin Mehdi**  
B2B Manager - India  
VisitBritain

We are also keeping our focus on the North by showcasing Manchester as the gateway to the North of England, continuing from the success of the ICC Cricket World Cup 2019.

## How are you evaluating what the trade has learnt through the modules?

We are getting weekly reports from on the number of successful completions of England Expert and will continue to work with them on encouraging trade to enrol in greater numbers. The success of the program

is very much dependent on the number of enrolments and completions.

## How important is India market, as compared to rest of the world for VisitBritain?

India is an important market for VisitBritain globally. It is listed in the Top 15 in terms of both volume and value to the United

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Kingdom as per the IPS stats from 2019. It is projected to grow by 40 per cent over the next year compared to 2022, which makes it an exciting time for us. ↴

# GoldenPass Express wows trade

Vidhya Chettiar, Market Director (India, GCC, Nepal & Sri Lanka) Highlights Lake Geneva Region, Switzerland, recently invited the Mumbai travel trade to introduce the newly launched GoldenPass Express. Also present at the event was Frédéric Delachaux, Head (Marketing), GoldenPass Express, who interacted with the agents.

