

Embracing the Travel Technology Era

By **T3 News Network** August 19, 2023

504 0



Discover new possibilities of BUSINESS & GROWTH as ITQ President & CEO, Sanjay Kumar, in this exclusive Guest Column, shares some valuable tips for professionals in travel to unleash the potential in modern travel retailing



Exploring beyond leisure, travel has evolved into a transformative force for personal and professional growth. It provides unique opportunities to explore new cultures, gain fresh perspectives, and foster valuable connections. For travel professionals, travel can be a catalyst for success, helping to build networks, close deals, and expand horizons. However, turning travel dreams into reality requires careful planning, execution, and a proactive mindset.

Amidst the ever-changing landscape of the travel industry, travel retailers face the exciting challenge of turning travel into an unforgettable experience for the travel buyers. As technology continues to shape the way we travel, harnessing the power of innovative travel technology solutions has become paramount.

Here are some valuable tips to help travel retailers unleash the potential of modern travel retailing, enabling them to provide exceptional experiences for their clients and grow their business:

- **Understand Your Clients' Travel Objectives**

To effectively serve your clients, it is crucial to understand their travel objectives. Are they seeking unique cultural experiences, adventure travel, or business-focused trips? By gaining a deep understanding of your clients' travel objectives, you can curate personalized offerings that align with their desires, enhancing customer satisfaction and loyalty.

- **Embrace Innovative Travel Technology Solutions**

In today's digital era, travel technology solutions are revolutionizing the way travel retailers and agents operate. Embrace innovative platforms that provide access to comprehensive travel content, including flights, hotels, tours, and activities. These solutions simplify the booking process, offer real-time availability, and provide valuable insights and analytics to optimize travel experiences. Travelport+ is one such platform that uses modern travel technology to enhance operational efficiency, streamline workflows, and deliver seamless experiences to your clients.

- **Curate Unique and Tailored Travel Experiences**

Differentiate yourself in the competitive travel market by curating unique and tailored travel experiences for your clients. Go beyond standard itineraries and embrace customization. Dedicate sufficient time to comprehend the preferences, interests, and aspirations of your clients. Tailor travel packages that align with their desires, whether it is immersive cultural experiences, adventure travel, or luxury getaways. By curating personalized experiences, you can create memorable journeys that leave a lasting impression on your clients.

- **Leverage Data and Analytics for Personalization**

Data and analytics play a crucial role in understanding your clients' needs and preferences. Use travel technology solutions that capture and analyse client data, including booking history, travel preferences, and feedback. Use this information to personalize your offerings, provide relevant recommendations, and anticipate future travel desires. By leveraging data-driven insights, you can deliver highly targeted and personalized experiences that meet your clients' expectations.

- **Foster Strong Relationships with Local Partners**

Collaboration with local partners is essential to providing authentic and immersive travel experiences. Build a network of trusted local suppliers, including hotels, tour operators, and transportation



services. Establish strong relationships with these partners to ensure seamless coordination, access to exclusive offers, and insider knowledge of each destination. By working closely with local partners, you can create unforgettable experiences that showcase the best of each location and offer your clients an unparalleled travel experience.

- **Stay Ahead of Travel Trends**

The travel industry is dynamic, with trends constantly evolving. Stay ahead of the curve by monitoring industry trends, consumer behaviour, and emerging destinations. Invest in continuous education and training to expand your knowledge and stay up-to-date with the latest developments. This will enable you to offer your clients fresh and exciting travel options, capitalize on emerging markets, and provide insights into the latest travel trends. By being a trendsetter, you can position yourself as an industry leader and attract new clients.

- **Provide Exceptional Customer Service**

Exceptional customer service is a cornerstone of success in the travel industry. Ensure that your team is well-trained, knowledgeable, and equipped to provide outstanding service to your clients. Respond promptly to inquiries, offer 24/7 support, and go the extra mile to exceed expectations. By delivering exceptional customer service, you can build trust, foster loyalty, and secure repeat business and referrals.

Witness the success with the modern travel technology of Travelport+. Our innovative solutions streamline operations, enhance personalization, and provide real-time insights to optimize travel experiences. With our comprehensive platform and network of local partners, you can curate unique journeys and deliver exceptional customer service. Stay ahead of the competition and shape the future of travel by using Travelport+ smart technology. Together, let's empower travellers to transform their dreams into unforgettable experiences, and in turn, strengthen the growth of the travel industry.

By Sanjay Kumar, President & CEO, InterGlobe Technology Quotient (ITQ)



Copyright © 2023. All rights reserved. Informa Markets, a trading division of Informa PLC.

