

Unlock the potential of cross-selling

Amid evolving consumer preferences and digitalisation, it has become imperative for travel service providers to adopt strategies that not only attract customers but also drive revenue growth. Cross-selling, which involves offering complementary products or services to travellers, comes as one such strategy gaining popularity these days.

In the competitive travel landscape, maximising profits and enhancing customer satisfaction are paramount goals for any entrepreneur. With evolving consumer preferences and increasing digitalisation, it has become imperative for travel service providers to adopt innovative strategies that not only attract customers but also drive revenue growth. One such strategy that has gained significant traction in recent time is cross-selling, which involves offering complementary products or services to customers during their journey. From ancillary services like travel insurance and airport transfers to upselling hotel rooms or rental cars, cross-selling presents a lucrative opportunity for travel businesses to increase their bottom line while providing added value to their customers.

According to studies conducted by Travelport in conjunction with Toluna Corporate Insights, an impressive 45 per cent of respondents express a preference for booking their entire trip through a single website, one that offers a comprehensive



selection of airlines, hotels, car hire companies, and additional extras. Surprisingly, the same statistics reveal that a mere 13 per cent of respondents would opt for the cheapest option if it meant sacrificing their freedom of choice.

But what holds the key to driving this change?

Cross-selling stands as the pivotal player in catering to custom-

ers' needs across every stage of their journey. But how can travel businesses unlock the full potential of cross-selling? The answer lies in leveraging retail software solutions. These advanced technologies empower travel providers to seamlessly integrate cross-selling opportunities throughout the entire customer journey. Using modern retailing technology, travel providers can find extra services that

match each customer's preferences and travel plans, such as seat selection, baggage fees, travel insurance, airport transfers, and lounge access. These ancillary services add value to the travel booking process, allowing agents to offer comprehensive solutions to their clients while enhancing the overall travel experience.

Cross-selling presents numerous benefits that travel businesses can harness to enhance their operations and drive revenue growth. Here are some key advantages:

Modern travellers crave convenience - a seamless experience where they can browse and book all aspects of their trip in one place

❖ **Increased Revenue:** By offering additional products or services during the booking process, travel businesses can significantly increase their revenue streams.

❖ **Enhanced Customer Satisfaction:** Cross-selling enables travel businesses to anticipate and meet the diverse needs of their customers.

❖ **Improved Customer Retention:** By offering a comprehensive range of products and services, travel businesses can strengthen their relationships with customers and encourage repeat bookings.

❖ **Streamlined Booking Process:** Retail software solutions facilitate seamless cross-selling opportunities by integrating additional products or services directly into the booking process.

❖ **Competitive Advantage:** In today's competitive travel market, offering a diverse range of products and services can set businesses apart from their competitors. Cross-selling allows

travel businesses to differentiate themselves by providing comprehensive solutions.

Ultimately, the key to driving this change lies in the hands of travel businesses themselves. By leveraging retail software for cross-selling success, travel providers can revolutionise travel retailing, providing unparalleled convenience and choice to modern travellers while securing their position as leaders,



Sanjay Kumar
President and CEO
InterGlobe Technology Solutions

(Views expressed are the author's own. The publication may or may not subscribe to them.)

'Bleisure' reshaping hospitality

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Dinesh Kumar
Secretary, TAFI (NI-Chapter) &
Director, Inter Airways

“Upselling bleisure travel in a single trip needs an understanding of your target customer's preferences. To effectively upsell bleisure travel, we curate packages specifically designed for bleisure travellers that include a mix of business-oriented services (like meeting rooms and high-speed internet), along with leisure amenities and activities. Offer flexible booking options that allow travellers to easily modify or cancel their plans.”



Mehul Sharma
Founder & CEO, Signum hotels &
Resorts

“We are always looking for ways to stay ahead of the curve. One trend that has been gaining momentum in recent years is 'bleisure' travel. It has become increasingly popular among business travellers, with more than 60 per cent of them adding leisure components to their business trips. This trend offers a unique opportunity for the hotel industry. It is essential to cater to the needs of bleisure travellers by offering amenities.”



Jagdeep Bhagat
President
Tourism India Alliance (TIA)

“After the pandemic, there has been a paradigm shift in the minds of the travellers for maintaining a healthy and stress-free balance in their personal and work lives. For tour agencies, bleisure travel offers a great opportunity to capitalize on and increase their revenue. Special themed evenings, experiential activities, learning and engaging activities for the kids while the parents are working - all help in upselling.”



Anil Kalsi
Vice President, TAFI & Managing
Partner, Ambe World Travel

“Upselling bleisure is based on the flexibility of the visa regime, ability to change tickets and destination delight. Normally, we propose a pre or post bleisure trip for the delegates. Indian infrastructure is growing at a tremendous pace and cities will soon have matching convention and hotel rooms. As of now, there is a challenge of finding accommodation in mid-size upcoming.”

Compiled by TT Bureau

'Cuisine concepts can create great tourism attractions'

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and local cuisines that reflect the great depth and diversity of India's geography, history and culture. “Together, our hospitality and cuisine concepts can create great, world-class tourism attractions

needs to focus more on this key issue. A growing number of international tourists are now delving deeper into local cultural experiences and local food. **Rohit Arora**, Vice President, North & Goa Operations & Head of Leisure Sales,



Ravi Gosain
Vice President
IATO

and advantages that are unique only to India,” Chacko adds.

Ravi Gosain, Vice President, IATO, considers cuisine to be an integral part of any culture, and India, being blessed with one of the world's most varied and rich cuisines,



Rohit Arora
VP, North & Goa Operations &
Head of Leisure Sales, ASPHL

Aapeejay Surrendra Park Hotels Limited (ASPHL), feels cuisine's role in inbound Indian tourism is limitless. Not only does it provide a great economic source, but also serves as a gateway for tourists to immerse themselves in local culture, traditions, and flavours. ←