

JAAAL SHAH

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THE JOURNEY

I was part of a small team that started Travel Designer Group way back in 1999 as managing director. We started as a small tour operating company offering short-haul destinations to our travel partners. Slowly and steadily, I diversified the group activity with the launch of products like Designer Packages (offline outbound) and global reservation system, RezLive.com which was launched in 2007 and has brought the entire world at the doorsteps of travel agents. One thing that motivated me to come up with a product like RezLive.com, was to make the life of our travel partners easy. As the traditional way of making a booking was



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lengthy and required lot of man hours, RezLive.com came as a solution and provided travel agents the much required access to make bookings on their own by getting regular support from our team. Since inception RezLive.com has experienced year-on-year growth. It has been a vigorous journey for us and we look forward to continuing our global expansion with our best services. Currently, we have extended our presence in South Africa, Malaysia, Morocco, Nepal and the Philippines and have emerged as one of the fastest growing B2B global reservation systems in Asia Pacific and the Middle East on the basis of innovation and service quality. This year we

will be looking at revamping RezLive.com and making the inventory even bigger by contracting with other leading hotel chains, so that we put the whole world at the fingertips of our travel partners. The recently launched RezLive.com Mobile App will enable our travel partners to perform certain critical tasks and will even take us one step closer to them.

COUNTERING CHALLENGES

I always believed in one thing - whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. So when the idea to start up something on my own came to my mind, I was ready for it and was

also prepared to face all the challenges related to it. Success is something that doesn't come easily, you need to sweat hard to earn that.

THE WAY AHEAD

2015 will be a year where small travel agents will concentrate on technology upgradation, so that they can better service their customer and suffice their needs. Also, people will look for some unexplored destinations to travel and feel the experience. Furthermore, social media will make the biggest impact on the travel industry and every travel company should have a successful social media strategy.

(As told to Reema Lokesh)