

TIRUN receives the TAAI Appreciation Award for the largest cruise seller in the country

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TIRUN Travel Marketing, the exclusive India Representative for Royal Caribbean Cruises Ltd, participated in the India Travel Congress, 2013, the 61st Convention and Exhibition of TAAI at Vivanta by Taj, Bengaluru from 13th to 16th December 2013 where they received the TAAI Appreciation Award for the Largest Cruise seller in India.

TIRUN also invited delegates to participate in a survey 'ANSWER & WIN A FREE CRUISE' wherein they were required to answer questions to enable a better understanding of their appetite for selling a cruise vacation and their connect with the cruise brands that TIRUN represents – Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises.

RATNA CHADHA, Chief Executive, TIRUN Travel Marketing, said, "It was heartening to win the TAAI Appreciation award. Our participation in the event as well as the survey we ran proved to be very insightful. It helped us understand the importance the trade attached to selling cruises and their association with TIRUN Travel Marketing as a cruise seller and each of the cruise brands it represents. Importantly, we also sought suggestions on how TIRUN can help augment the agents cruise business."

The responses to the survey revealed that more and more agents are adding 'Cruise Holidays' to their portfolio of services. Reasons are multiple. It represents a complete holiday package for customers who get to enjoy the best of accommodation, food, entertainment and destinations without getting into the hassle of packing/ unpacking at an all-inclusive rate. The fact that it's managed by a single entity, ensures greater standards of delivery. A cruise being of a high value spells great earnings for the agency community. Selling a cruise holiday provides a substantial positive multiplier effect – as it gives the travel agent an opportunity to offer other associated travel services like air, pre and post cruise hotel accommodation etc. and thereby increasing his earning.

Of the overwhelming responses received, some of the feedback from the agents were "Cruise selling is an important part of my selling portfolio as it creates a win-win situation for me. I offer my guests world class cruise products and services and in return get hassle free support from my cruise supplier, TIRUN Travel Marketing, and that reduces my effort in terms of cost and time, and, maximizes my returns. All cruise transactions are very transparent due to the nature of the product/service. All the above reasons encourage me to sell more cruises and thus it's a very important part of my array of services". Another agent responded that "TIRUN Travel Marketing is a one-stop shop for all cruise holiday solutions as through their three cruise brands, which range from contemporary to luxury to boutique, caters to a wide spectrum of guests based on age and interest. In addition, TIRUN is completely transparent in its dealings and is easy to do business with".

A group of three experts from the travel industry assessed the responses and two winners were given a free three-night cruise onboard the largest cruise ship based in Singapore – Mariner of the Seas, sailing on 27th February 2014. TIRUN also gave away 20 consolation prizes of fun Royal Caribbean merchandise.

The TAAI Convention, held in association with the Indian Travel Trade Expo and TAAI Travel Awards is an excellent platform for networking and discussing key industry issues. The TAAI Travel Awards recognise and acknowledge efforts of leading organisations in the Indian travel, tourism and hospitality sector for providing best-in-class services and products for consumers. TIRUN was also one of the sponsors of the convention and gave away exclusive Royal Caribbean International and TIRUN Travel Marketing co-branded merchandise to the delegates.