

## Press Release

# TravelCarma to Showcase its Travel Technology Solutions at ITB Asia 2019

**Ahmedabad, India, September 14, 2019** - TravelCarma, a leading travel technology provider is proud to announce its participation at ITB Asia 2019, taking place in Singapore from 16th-18th October, 2019. TravelCarma has been providing world-class travel booking and distribution solutions to tourism companies for over 20 years, with clients in over 60 countries.

ITB Asia is the leading tourism trade show in Asia, and among the biggest in the world, attracting hundreds and thousands of attendees from various segments including Travel Agencies, OTAs, DMCs, Hotels, Airlines and Travel Trade Associations.

TravelCarma will showcase its suite of travel technology solutions that includes:

- **Emperia** – A Travel ERP Solution that helps travel agencies and OTAs automate reservations, streamline back office processes and centrally manage distribution
- **Adventia** – A package booking solution for tour operators that allows them to load their tour packages online, configure B2B markups/commissions and allow their agents worldwide to log in and make bookings
- **E-IMDP** – Inventory Distribution and Channel Management Solution allowing Wholesalers, DMCs and large B2B players to manage and distribute their contracted inventories via API across multiple sales channels
- **TDX** – A powerful, platform-agnostic aggregation engine that can bundle multiple requests/responses through a unified API. It also enables travel firms to tie-up with any partner globally without making any change in their existing system

In addition to these solutions, TravelCarma will also be showcasing its exclusive solutions for Umrah operators, OTAs and other providers targeting Muslim travelers. According to a Skift research, Umrah travel is a \$220 billion dollar market, and Saudi Arabia's Ministry of Hajj and Umrah is exploring ways of digitizing and automating the reservation and visa

processes to make the experience more accessible, faster and more secure for mutamers (pilgrims).

Keeping this mind, TravelCarma has developed a fast and powerful technology platform that will aid this mission and help travel and hospitality companies invested in Umrah travel connect with each other online with greater ease and distribute their directly contracted as well as third-party inventory of hotels, Umrah packages, and ground services globally, in line with the new framework being laid out by the Ministry.

South East Asia is a big source market for Hajj and Umrah, with Indonesia, Malaysia and China dominating the region. This makes ITB Asia the perfect place to showcase the solution and cater to the massive demand in the region.

TravelCarma will be present right in front of the Muslim Travel Pavilion, at booth no U48, making it extremely convenient for attendees to take a close look at the solutions and learn about the various online opportunities available in this rapidly growing segment.

TravelCarma CEO, Mr. Saurabh Mehta will also be presenting a talk at the Muslim Pavilion, on 17th October (Day 2), between 12:30 pm and 1:00 pm, on the Changing Face of Umrah Travel and the role technology will play in it.

## About TravelCarma

TravelCarma is a global travel technology brand, with over 20 years of software delivery experience. It helps tourism companies worldwide achieve a significant online presence by providing end-to-end, mobile-friendly online travel solutions with their own branding and access to global inventory. TravelCarma serves Traditional Retail Agencies, OTAs, Tour and Activities Operators, DMCs, TMCs, as well as Bus and Rental Car Operators.

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