

VIACATION TOURISM PRIVATE LIMITED

Company Profile



ABOUT US

Viacation as the name suggests is a derivative of the word Vacation but with an “i” The “i” in Viacation epitomises the philosophy of the brand.

A brand focussed on the individual and his / her aspirations - be it individual consumer or our invaluable individual team members who form the bedrock of our brand and its philosophy. At the core of this philosophy is “People First”. This reflects in the talent that we have attracted.

The “i” also denotes our efforts to accomplish our mission and vision of delivering a smart holiday with real value proposition for today's well informed and smart traveller.

We value our internal customers as much as our external customers. It is our people who make the brand discerning and proud.

THE OPPORTUNITY

INDIA

Outbound trips from India will surpass USD 42 billion by 2024

THE WORLD

By 2030, China and India will dominate both in terms of traveller numbers in the region and in total

THE OUTLOOK

In the last 5 years multiple compounding factors including the pandemic created a significant void in the travel industry. Traditionally top 3 or 4 players would compete for the share of wallet of Indian consumers nationally. The rest of the players who form a significant part of the total market size rests with small and mid-size regional establishments. In the last couple of years, this has changed now with fewer National Players and many small businesses not able to cope up post Pandemic. Viacation sees a clear opportunity to launch itself in the National Players Club and compete for wallet and consumer mindshare.

Viacation wants to occupy the vacuum created by a variety of factors as mentioned above and claim its rightful space.



OUR FOUNDERS



JATINDER PAUL SINGH
Co-Founder & CEO

J.P is a business leader with a progressive and innovative outlook with over 25 years of experience across international brands, highly valued for expertise in interpreting corporate vision & strategy and translating it into objectives and actionable plans. His style of leadership emanates from his philosophy of “process with people” which has helped build high performing teams over the decades in all disciplines of the hospitality business. In the past JP has associated with and spearheaded brands like KUONI, Thomas Cook, Cox & Kings and Ebix-Via.com. He has a keen eye for detail and a forward-looking outlook always zeroing on the next big opportunity and challenge, to excel in and bring the best out of his team too.

THE MISSION AND VISION

THE VISION

The long term vision of Viacation is to become the most sought after International hospitality brand made and grown in India with presence across all continents delivering exceptional experiences to discerning traveller's through a omni-channel distribution ecosystem backed by a world class customer excellence centre geared up to serve all travel and allied needs of consumers across product genre.

THE MISSION

Our mission is to become a one stop travel solution for all kind of travel and allied services with the ability to cater to all consumer segments delivering world class service and memorable experiences and thereby become the natural and obvious choice of travellers across product genre and experiences in India and Internationally.

OUR PRODUCTS & CHANNELS

PRODUCTS

- ✈ OUTBOUND ESCORTED GROUP HOLIDAYS
- ✈ DOMESTIC HOLIDAYS
- ✈ MEETINGS & INCENTIVES
- ✈ CORPORATE TRAVEL
- ✈ SME TOOL
- ✈ SPORTS TOURISM
- ✈ SPIRITAUl TOURS
- ✈ INBOUND TOURS
- ✈ PRODUCTS FOR NRI DIASPORA
- ✈ VALUE ADDED SERVICES

CHANNEL

- ✈ BRAND OWNED OUTLETS
- ✈ B2C WEBSITE
- ✈ PARTNER OUTLETS
- ✈ ASSOCIATE AGENT NETWORK
- ✈ INTERNATIONAL GSAs
- ✈ WORK FROM ANYWHERE
- ✈ SHOP In SHOP

TRAVELDEALSONLINE.COM



Travel Deals Online (TDO) is our online travel distribution platform focused on the B2B channel and SMEs. Under the aegis of TDO, we shall be offering our partners the tools they need to effectively service their consumers with fair and honest pricing and inventory. Our focus market to start with shall be India with special attention to major markets like New Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Ahmedabad, Bengaluru & Guwahati.

We shall provide a comprehensive range of travel solutions from air tickets, hotels, transfers, sightseeing, instantly bookable holiday as well as value added services such as lounge access at airport, railway stations, meet and assist, foreign exchange facilitation and so on. We also offer a variety of services, such as White Label Solutions, Hotel and Flight Booking APIs, Dynamic Packages etc.

With AI becoming a steady norm in our day to day lives including all kinds of businesses and enterprise, we believe the Indian market is on the cusp of a major reboot after a hiatus of sorts since 2020 and TDO intends to

OUR BRANCHES COMING UP SOON ...



OUR CUSTOMER FOCUS

At Viacation focusing on customer benefits through service is a powerful strategy for us.

As a business looking to differentiate itself from competitors and build a loyal customer base we align our product curation and service offerings with customer needs, personalisation of experience, leveraging technology, empowering employees, and measuring and improving customer feedback.

GROWTH STRATEGY

How we'll scale in the future



FY 2023

10 Brand Owned & Operated
Outlets
25 Partner Outlets

FY 2024

15 Brand Owned & Operated
Outlets
50 Partner Outlets

FY 2025

20 Brand Owned & Operated
Outlets
100 Partner Outlets

SUMMARY

The present decade and beyond is described as India's moment that has arrived.

Viacation is an idea whose time has come and it is destined to go from strength to strength contributing to the travel industry and creating an overall positive impact.

THANK YOU

Direct all media queries to ;



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