

## BD's TAS Group enhances travel services with Journey Mentor's tech

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Dhaka: Total Air Services Ltd (TAS) of Bangladesh has partnered with global travel technology company Journey Mentor to provide Bangladeshi travellers with innovative travel-tech solutions. TAS Group inked the five-year deal with Journey Mentor in an effort to enhance service and expand market reach.

TAS Group is a leading aviation services provider and rapidly growing General Sales and Service Agent (GSSA) in Bangladesh for major airlines like AirAsia, Kuwait Airways and Maldivian Airlines. On the other hand, Journey Mentor is a premier provider of travel-tech SaaS solutions.

About the partnership, Kazi Shah Muzakker Ahmadul Hoque, Director, TAS Group, said, “We proudly serve as the chosen representatives for a diverse array of prestigious international airline companies and travel

providers with operations in Bangladesh. In our search for a trusted partner, we sought an entity that not only had a profound comprehension of the complex challenges within the travel sector but also demonstrates unmatched expertise and adaptability in fulfilling the distinct needs of our diverse clientele. We look forward to working with Journey Mentor.”

Paul Sies, Chief Executive Officer, Journey Mentor, said, “We are delighted to be awarded this contract and start a long-term partnership with TAS. This is a significant milestone for us and a key part of our strategy to partner with prominent local established organisations in untapped geographical markets.”

The collaboration is aimed at Journey Mentor equipping TAS with its specialised suite of travel-tech tools tailored to enhance the operations of airlines, travel agents, General Sales Agents (GSAs) and other industry stakeholders.

The partnership will allow TAS to expand sales avenues, boost revenues and improve overall customer service and experiences.

The technology solutions to be adopted by TAS include a comprehensive travel management platform that streamlines booking processes for air travel, accommodations, car rentals and more into a single, seamless transaction for both consumers and agents.

TAS will also integrate an advanced loyalty programme management system that allows members to efficiently manage points and participate in promotions across their entire travel journey, not just during flights.

A dynamic pricing tool that continuously adjusts tour package prices to stay competitive, maximising revenue and market positioning around the clock will also be adopted.

Another tool to enhance the efficiency of tour operators by improving supplier relationship management, fostering better communication and coordination, will be integrated as well.

Lastly, to manage end-to-end setup, marketing, sales, operations, and service delivery of tours, TAS will adopt another tech of Journey Mentor.