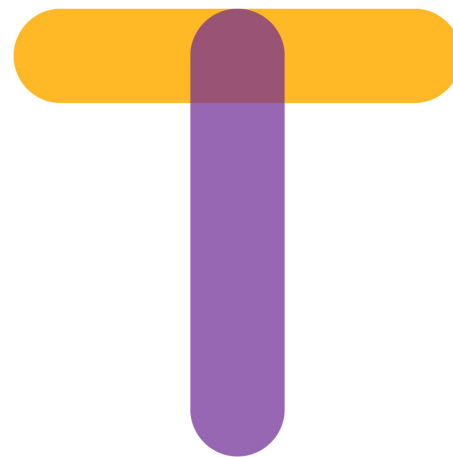


# Travesla is set to transform Airline, Travel, and Hospitality Representation (GSAs) in India and Worldwide

*Travesla is challenging the GSA status quo. Led by aviation veteran Salil Nath, it pioneers a value-driven transformation in aviation, travel, and hospitality.*

GURUGRAM, HARYANA, INDIA, October 17, 2024 /EINPresswire.com/ -- India's aviation market is poised for extraordinary growth. By 2037, India is expected to handle over 500 million domestic passengers annually, making it the third-largest aviation market globally. Travesla aims to transform the GSA landscape by creating a mini version of the airline or travel brand's commercial team in India or the respective geography, delivering local expertise with a global vision. Travesla sets new standards for how GSAs can bring tangible value to airlines and all travel and hospitality stakeholders by focusing on partnership, innovation, and holistic solutions.



**TRAVESLA**

Travesla Logo

As Travesla officially launches, the company is positioned to lead the representation of global aviation and hospitality businesses in India and beyond, transforming the landscape with its value-driven approach. The mission is clear—adopt a 360-degree approach to commercial success by offering tailored teams, focusing on quality revenue through unparalleled corporate sales penetration, complementary marketing & PR services, and expert aero-political, regulatory, legal, and government liaison services. This approach is helmed by professional leadership with decades of experience in leading airlines globally. Whether you're an airline looking to expand into new markets or a hospitality provider aiming to improve your commercial performance, Travesla's cutting-edge services are designed to exceed expectations and deliver real, measurable results.

Despite the immense potential, the Indian aviation industry grapples with inefficiencies and evolving consumer demands. Traditional GSA models often need to do more to bridge these gaps, focusing on transactional engagements rather than offering the transformative solutions needed to drive meaningful growth and innovation. Airlines and hospitality businesses require partners that understand their problem statements and have the expertise to solve them effectively, ensuring strategic growth



Salil Nath, Founder & CEO of Travesla

and long-term success. Travesla is committed to delivering meaningful impact through a customer-first approach, aligning with your company's unique goals and needs. Rather than focusing solely on operations, we tailor our strategies to add value to your business and deliver your desired results. By fostering strategic partnerships across the aviation, hospitality, and

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tourism sectors, Travesla ensures that each collaboration is purpose-built for measurable outcomes. In 2022, India added over 100 new aircraft to its fleet, underscoring the need for GSAs who can evolve and adapt alongside these expansions.

“Legacy issues often constrain GSAs and have failed to evolve over the last couple of decades, leading to a lack of appropriate representation for airlines. We are here to challenge that status quo. Our long-term vision is that GSAs are treated at par with the airline’s direct teams and not as inferior quality representatives. The right solution, tailored to each airline’s needs, is crucial for growth and

success,” says Salil Nath, Founder and CEO of Travesla.

Salil brings a wealth of industry experience to Travesla. His experience spanned Corporate Sales at Kingfisher Airlines, followed by leadership roles at Amex Global Business Travel and as General Manager (Indian Subcontinent) for Etihad Airways. His extensive background shapes his belief in transforming airline partnerships through proactive collaboration and innovation.

Travesla’s launch is pivotal for the travel industry, which is undergoing a massive shift in consumer and business expectations. The post-pandemic world has seen a renewed interest in travel but with a critical eye on sustainability, safety, and personalisation. Airlines and hospitality sectors are not just in the business of moving people from one place to another—they are now

providers of experiences. Travesla aims to elevate these experiences by offering services and strategic partnerships anticipating future needs. Whether managing hotel bookings, streamlining airline operations, or scaling products within the travel industry, Travesla's holistic approach ensures that all aspects of the travel and hospitality ecosystem work harmoniously.

At the heart of Travesla's strategy is its commitment to fostering real partnerships, not merely transactional relationships. From engaging with new-age travel management companies (TMCs) to partnering with global airlines, airports, and tourism boards, Travesla's model ensures a proactive, solution-oriented approach. This is especially important in the Indian market, where rapid growth often means businesses focus on scaling rather than optimising operations. By taking a more holistic view, Travesla's solutions offer operational efficiency and customer satisfaction - key drivers in today's competitive landscape. This approach holds even more importance as Boeing forecasts the South Asia region will become the fastest-growing commercial aviation market, with more than 8% annual traffic growth over the next 20 years.

A core differentiator of Travesla is our deep focus on corporate sales and B2B travel agency relationships. With a stronghold in national accounts across B2B segments, [we help airlines penetrate the corporate travel sector through unparalleled](#) sales strategies. This focus on corporate sales drives high-quality revenue streams and ensures long-term growth by building a strong, loyal customer base within the B2B segment.

Central to Travesla's success is its exceptional talent pool, which combines decades of experience in the aviation, travel, and hospitality sectors. With a leadership team that brings deep industry knowledge, including expertise in corporate sales, regulatory affairs, strategic partnerships and a strong network of Travel and hospitality partners, Travesla is well-positioned to deliver tailored solutions, navigating complex market dynamics and ensuring every collaboration is executed with precision and foresight.

[Travesla is reshaping the GSA model](#) by going beyond transactional services and providing solutions that truly add value across the aviation, hospitality, and tourism industries. Travesla is leading the evolution towards a more representative, impactful GSA approach with a focus on scaling globally while understanding the nuances of local markets. Learn more about how Travesla is driving this transformation at [www.travesla.com](http://www.travesla.com).

Salil Nath

Travesla

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