

**“D PAULS - THE INDIAN HOLIDAY MAKERS”:
A CASE-STUDY OF AN OWNER- MANAGER
BASED TRAVEL AND TOURS COMPANY IN A
HIGHLY COMPETITIVE ONLINE ENVIRONMENT**

Dr. Anuja Pandey

Assoc. Prof. (Marketing), AIMA CME, New Delhi

Dr. Prabir Dash

Manager, AIMA, New Delhi

Dr. Subodh Kesharwani

Asst. Prof. (Marketing), IGNOU, New Delhi

Ambika Bhatia

Asstt. Prof., JIMS Rohini, New Delhi

Gauransh Chawla

Research Scholar – Pacific University – Udaipur

Abstract: Technology has gradually been changing the landscape of business since the advent of computers and the use of the internet. Every facet of day to day life has been in a state of continual evolution since then and still continues to evolve. The tourism and travel industry is no exception. As a matter of fact, it is now more dependent on ever on the ever-changing technology and the internet. The last 15 years have seen the mushrooming of online travel companies who follow the online business model. The fact that the airlines, hotels and other key industry players have increasingly digitized their inventory and put it online has compelled the average Indian travel agent to go the online way. While this has posed a major challenge to the traditional travel agent, some have been quick to adapt and made the most of it, and some others continue to follow a hybrid model comprising of the online as well as offline. Some have been successful while others are still struggling to come to grips with the ever-evolving scenario.

D Paul's Travel and Tour Ltd is primarily an owner manager business model with limited use of digitalization in the day to day operations. Though been awarded the “Top Agent Award” several times, Mr Singh, the owner of D Paul is apprehensive about the future. New players with online E-business model which enabled the Indian travellers to purchase railways and flight tickets were emerging as strong competitors. Will D Paul, which had been a renowned Travel and Tourism agency operating since 1992, offering holiday tours and honeymoon travel packages, sightseeing tours and transfers, hotels,

cruises, flights and other travel related services, will be able to cope up with such a situation? What are the challenges thrown open to D Paul. What should be their survival and expansion strategies?

Keywords: E models, Travel and tour operator, Paul, owner-manager model, digitalization, destination travel

Technology has gradually been changing the landscape of business since the advent of computers and the use of the internet since the 1990s. Every facet of day to day life has been in a state of continual evolution since then and still continues to evolve. The tourism and travel industry is no exception. As a matter of fact, it is now more dependent on ever on the ever-changing technology and the internet. The last 15 years have seen the mushrooming of online travel companies who follow the online business model. The fact that the airlines, hotels and other key industry players have increasingly digitized their inventory and put it online has compelled the average Indian travel agent to go the online way. While this has posed a major challenge to the traditional travel agent, some have been quick to adapt and made the most of it, and some others continue to follow a hybrid model comprising of the online as well as offline. Some have been successful while others are still struggling to come to grips with the ever evolving scenario.

A case in point is the journey of D Paul's Travel & Tours Ltd, which is a family owned business. The director of the company, Mr Raghuvinder Singh, came from an average middle class family. He was an aspiring medical student, and wanted to be a doctor or a lecturer. However, due to various circumstances, he ended up studying B. Pharmacy and LLB from Delhi University.

Getting into travel trade was purely on account of a hand played by destiny. It was purely a coincidence, because the family only had a departmental store in INA and no one was actually connected with the tourism & travel industry. His elder brother, a visionary himself had started travelling abroad regularly to develop an export business, and while dealing with their travel agent, Mr Singh became fascinated and got interested in the travel trade, and in 1992, D Pauls Travel and Tours was born, with just a small ticketing desk within their departmental store.

Despite having no previous knowledge and being an outsider in the ticketing area, Mr Singh managed to kick-start the business. He did not have any formal qualifications related to the trade, and nor was any guidance available, and therefore he was left with no choice except to rely on his own instincts and intuitions, and do business with very elementary methods which were woven around trial and error.

He initially started with issuing air tickets of science students and friends at National Medical Library, AIIMS, who went abroad for their exam of USMLE, when for the first time its examination center was shifted from Lahore to Singapore.

It was a decent start, and with his unbreakable faith in the Almighty, Mr. Singh managed a decent number of travellers and established his presence. Simultaneously, he also did the IATA Diploma and attended Air India's Fares & Ticketing Training Program, where

he stood first in his class with an outstanding score of 98.75%. He became so good at it that he would carry the heavy fare manuals to the client offices, work out itineraries and fares very quickly and give spot quotations. This impressed his clients and his business grew.

He learnt about the importance of keeping the customers happy. In order to meet the deadlines of timely delivery of travel documents he did not shy away from personally delivering tickets, which brought him into direct contact with the clients, and from them he started learning about their requirements, which subsequently led him into corporate ticketing.

As Indian economy was opening up and the Export business was being encouraged by the government, there was upsurge in the export market and exporters were travelling overseas a lot. Therefore it was quite natural to approach them as a prime target segment, but at the same time this segment was very price sensitive, as well as service oriented. Such clients wanted the best possible services at most competitive prices, and so, being hands-on with newly acquired knowledge, combined with the challenge of growing with the new opportunities worked to his advantage.

With the old philosophy of the family to always be honest to the customers helped immensely to convey the sincerity and commitment to the prospective clients (export houses and small corporates) as what he solicited from them was only a fraction of their existing business and see for themselves whether he could give them better services or not. "All I want is to be able to tell my other prospective customers that you are a client of mine." - was his honest answer to them, which was also appreciated by the customers. Genuine and honest efforts were made to serve the customers, and clients appreciated the value and importance which was being attached to even their smallest requirements.

By 1993, D Pauls Travel & Tours became a member of the International Air Transport Association, IATA. The office was shifted to a 750sq ft. location at Malviya Nagar in 1994, and he also increased his team to 10 members. Subsequently, many bigger corporates and clients from various prestigious organizations as Crompton Greaves, Indcon, FACT, and even giants such as IBP, Berger Paints, CISCO Systems started giving them business. By this time, the Domestic Travel markets were opening up due to the open sky policy, but still there was a huge gap between domestic and international market.

Furthermore, most of the bigger Travel Agents were still looking at International Ticketing as a major business but D Pauls started putting more focus on domestic circuits covered by the new emerging airlines like Jet Airways, ModiLuft, Damania, Sahara Airlines, East West Airlines etc. These airlines were also looking for someone in the travel industry who was ready to take domestic ticketing business seriously and aggressively, and they found the required synergy with Dpauls. Thereafter, in a short span of just 2 to 3 years, D Pauls was being recognized as major producer for these airlines, and from 1995 the recognitions started coming with Agent of the Year award in

1995 to various other awards from Jet Airways, East West Airlines, Damania (NEPC) and Sahara Airlines. Since then there has been no looking back, and their steady growth continues to win them several awards, year after year.

Their policy of being honest and sincere was not limited to customers alone, but was also equally applied in relationships with their principals such as Airlines, as well as their vendors. It was a trait which was inherited from the family values. Very soon D Pauls was being looked upon by all airlines as a non-opportunistic, genuine and long term partner, which made them popular as well as preferred partners for any promotions which airlines wished to launch for their passengers.

All these developments helped to get more value from each trip and each ticket for the client and quite obviously, this helped to increase the volumes.

During the same period, there was also the realisation that corporate business was conducted more on a credit basis, which affects the cash flow. While corporates do pay, they take their own time. Accordingly, he made a decision to venture into the B2C business for the first time, and realized that not only was it was mostly an up-front payments business, it also brought them other referral business by word of mouth. He began initially by placing his advertisement in yellow pages and got encouraging results. It started with the business from their local neighbourhood, and it was then **that the company first understood what consumer power was – something that can only be understood when you deal directly with the customer.**

“It is all about understanding the needs of the customers. The more successful you are at understanding them, the better you will be at serving them and fulfilling their needs.”

There was another realization around 1997-1998 that the ticketing business, though increasing in volumes on a daily basis, may not be a long term phenomenon This was more in the form of a gut feeling or an instinct, as there was a thought which was continuously building and growing each day that in selling only tickets, one would just remain an intermediary, as the level of consultation and service, and interaction with a customer, is limited to working out the fares only. As this process was already moving from manual calculations to computerized tools provided by GDS like Amadeus and Galelieo, it was just the matter of time before it would take the “skill” of a travel agent out of the equation. And hence, the idea of diversifying into tourism i.e., packages and tours took shape, so as to make the products portfolio bigger and reduce the risk of putting all eggs in one basket.

This indeed was a turning point as not only did the apprehension of redundancy of pure air-ticketing in general came true in about 4-5 years’ time, it also gave them the advantage of setting up a tours division without too much pressure, as their ticketing demand was still growing, and therefore it was more of an expansion exercise for them.

Since the dynamics of packages were altogether different from ticketing, it was initially like life going full circle once again, as the knowledge necessary for tour products was required to be gathered, and another learning curve needed to be negotiated. It was an interesting journey of travelling overseas, negotiating with overseas hotels and suppliers, especially at a point when India and Indians were not seen as potential market and customers. Obviously all the hype and reputation that they had built up on account of several recognitions and accolades received from airlines etc, were of not much value when dealing with hotels and suppliers in overseas destinations like Singapore, Malaysia etc.

The initial two or three years were spent in building volumes through promoting these destinations to genuine tourists. It began on a smaller note, with small groups of corporates, families and honeymooners. Of course, the clients were the same who were already being catered to for ticketing, but they were ready to trust this company as they were sure whatever D Pauls would do, it would do so with honesty and sincere commitment. Also there was the added task of building respect for Tour companies from North India, who apparently had earned a tag of being payment defaulters. Thankfully for them, that image was easy to break as once again their inherited policy of being honest and sincere in all dealings with customers as well as vendors held them in good stead, and by the beginning of new millennium, it was clear that this new step of getting into tourism would be their runway to higher skies in new century.

Business improved steadily as their reputation for fair dealings spread by word of mouth. Being genuine and honest is the surest way of being well-spoken of. As word spread, he became popular and this helped to build a chain of customers for him. When the opportunity for growth came, he was ready for it, and held it with both hands. **“Luck is what happens when good preparation meets opportunity.”** During the period 1997-1998, the growth was phenomenal. His belief that dealing directly with the end-customer was better than working with corporate was proved correct, and therefore he decided to focus on this line of business, and continued to grow.

In 1999, after dominating the skies with mainly air ticketing for nearly 7 years, D Paul’s ventured full-fledged into the holiday packages and leisure segment. Cox & Kings, Thomas Cook, SOTC were already big and established names in this segment. This did not deter them. They had the foresight to realize that their competitors were all corporate giants, and hence had limitations in terms of the reach into local neighbourhood markets. They used this to their advantage and planned carefully. They did not make the same mistake that many other agents were making - taking on too many destinations.

The mantra that they applied was **FOCUS**. They started small by launching only one or two destinations, and developed a **SPECIALIZATION**, which led to a better understanding of the destinations - Malaysia and Singapore.

The methodology applied was to first travel to, and study the destinations and rather than relying on glossy brochures circulated by hotels, attractions etc. He visited them to get a

bird's eye view and bring back amateur footage shot with a handy-cam. He captured the footage of everything on the itinerary, including the hotels as well as excursions. Upon returning, he would prepare CDs and show the raw footage to the clients, showing them EXACTLY what he was selling. This struck the right note with the customers.

This millennium year, however, was the real turning point. The sheer excitement of the turning of century, coupled with the steady rise of the economy, was an indication that THIS was the MOMENT to establish as other contemporaries were looking at it as just another year, but if promoted well, this could be made to look like the trip of a lifetime, as it was a change in the century. A package was launched with a lesser known but a very good hotel in Singapore - Hotel Amara. A personal visit and stay, with the coverage of the surroundings convinced him that the Indian traveler would have a great time at a very reasonable cost.

Soon, their first advertisement was released in the print media in a leading daily for The Millennium promotions. On the same page where a leading brand's advertisement said - "Far East Ki Duniya Dekho" – on a half-page spread, below that was D Paul's 40 sq cms ad saying "Far East Ki Duniya, Far Better Price Mein". The differential in price was huge and it became a big hit as there was huge saving for the traveler and that too with enhanced value. This was at the time when an advertisement in the leading papers was considered to be a turf reserved for bigger multinational players only.

This bold step was seen as a daring move by some, while some called it stupidity. But the move paid off and it gave not only the desired ROI but a lot of mileage as well, which helped in expanding the customer base from the local neighbourhood to entire Delhi and NCR.

As a customer-oriented company, the primary focus of D Pauls has always been customer satisfaction. Meeting customer expectations is easier said than done, that's why each team member is encouraged to put the customer needs on top priority. Till the year 2000, although air ticketing was still a major part of their business, without any formal MIS or analytics, they still managed to provide a seamless travel experience by sheer intuition and anticipation of customer needs. The company's greatest satisfaction was derived from seeing their customers live the moments of inspiration and joy that come from travel.

"If you are genuine and honest to customers, there is no looking back."

Accolades continued to flow in. A certificate of recognition was awarded to D Pauls for their outstanding performance to promote the Ramada Caravela in 2002-03. They were among the recipients of 'Outstanding Sales Performance' awarded to the Select 25 by Air Sahara in 2002-03. Sri Lankan Airlines honoured them with the 'Award of Appreciation' in 2002-03, 04-05 & with 'Sri Lankan Airlines Gold Awards – Passenger Sales' in the year 2006-07. Singapore Airlines also appreciated D Pauls for their good performance and awarded them in 2004-05. They were awarded for being among the "Top Ten" agents in India by Air Mauritius in 2004-05. A certificate of appreciation for "Outstanding

Performance & Continuous Support” from Malaysian Airlines’ followed in 2006. Four to six awards were added to the growing list of accolades every year, indicating that company was heading in the right direction.

After 2005, D Pauls went in for a major expansion by diversifying the travel services and adding more products and destinations, International Travel Packages, Domestic Travel Packages, International & Domestic Ticketing, Hotel bookings, Sightseeing Tours, Airport Transfers, Cruise Bookings, Foreign Exchange, Travel Insurance, Corporate Bookings, MICE and many more. The year also saw them opening a new branch office in Mumbai.

D Pauls today has a well-deserved reputation of providing value-for-money travel packages at very affordable rates, with all the required services. Their brand is now synonymous with South-East Asia holidays. Even in today’s age of cut-throat competition, it is evident that D Pauls is riding high on its service delivery model and great customer relationships, which has positioned it as a trusted brand in the industry. Today it boasts of a total of 5 offices located at New Delhi & Mumbai.

D Pauls prides itself in being a customer driven company. They do not get unduly worried by any situation as their philosophy has always been that any challenge is temporary. It prides itself in having established a long list of satisfied customers and suppliers. Their motto of “putting customers first” has positioned it as one of the premier travel companies of India. There were times when D Pauls was ridiculed by the travel fraternity for focusing singly on destination Malaysia and ignoring other sectors. And ironically, the same people today ask them how they manage to get such good deals there. D Pauls is now associated with some of the finest hotels and resorts around the world, as a result of which the customers get to avail several extra benefits from them. The company’s expert travel consultants are at customer’s disposal to guide them whenever they are required. They are available to provide guidance prior to, during or even after their vacations.

In 2006, D Pauls was awarded the “Top Agent Gold Award” by Sri Lankan Airlines. It was a time when new players had emerged with VC funded online travel companies - which enabled the Indian travelers to purchase railways and flight tickets at cheap rates - as strong competitors. These players had also started focusing on non-air businesses such as holiday packages and hotel bookings. A lot of traditional travel companies were not comfortable with this kind of competition. At a trade event attended by Mr Singh in Mumbai, the general discussion among those present was about looking at alternate avenues to supplement the travel business, or even changing or winding up their companies. One of the key concerns voiced by many of them was that the competitors were poaching on their employees as well. Yes, there was a cause for concern as the landscape of the industry was changing, but at the same time, there was a promise of new opportunities in the situation. DPauls perceived the whole scenario as bigger opportunity in the times to come, as the market was getting stimulation by these new Giants, and the

resultant effect of the stimulation was sure to increase the market size, and everybody would be able to reap the benefits.

And another big positive development that took place was the realization that the travel industry was lending itself seamlessly to the internet, which promised tremendous potential in coming times. And so, after strengthening the offline presence, D Pauls launched its own e-commerce website - www.dpauls.com - in 2010. They offer a wide array of services on their online portal. With package prices that are practically unmatched, DPauls has empowered the average Indian tourists to cross the boundaries of the nation and discover exotic overseas destinations. All Travel Related Services, like flights, hotels, packages, sightseeing tours, airport transfers, intercity transfers, VISA services and even foreign exchange are available through their portal. Recently they have also launched online bus bookings across the country.

After having overcome the initial challenges of lack of knowledge to generating respect and credibility among principles suppliers and customers as well ,and also overcoming the perceived threat by the onslaught of Online companies, the time was now right to surge ahead of all the contemporaries by growing multi-directionally and diversifying into those territories which were strong holds of bigger tour companies with pan-India distribution network, such as Cox and Kings, Kuoni and Thomas Cook etc. This was done by making a strong entry into destinations such as Europe, UK, Australia & New Zealand, and in just short span of 3 years DPauls became a major and serious contender by claiming a major share of these markets.

D Pauls today employs a highly competent and dedicated team of professionals working behind the scenes, handling a large number of travelers, and providing them the best services in travel and other travel related services. The organization has continued to achieve a number of awards and accolades from Hotels, Airlines and other principals in the Industry. They are also recognized by Tourism Australia, Tourism New Zealand, Certified agency in Europe. They are now a leading P.S.A. of Star Cruises and Norwegian Cruise Line, and also P.S.A for Cosmos, Globus and GTA.

Another area which was seriously focused upon and built up was domestic tours. Having understood the potential of domestic travel, a separate team and separate office was set up in 2012 and the impact of this was that **DPauls has recently awarded the coveted National Tourism Award for Best Domestic Tour Operator for 2013-14, by the Hon'ble President of India.**

While their core focus is on holiday packages, flight bookings still continue to form a major part of their portfolio of products. Domestic flights in India are mostly operated by Low Cost Carriers since the privatization of airlines was brought into effect in 1990s. The skies are now dominated by a handful of six or seven airline companies. D Pauls is an accredited agent with each one of them, and they also offer online booking capability on

their site, not just by the public, but also by their B2B Agents. The sub-agents are equipped with all requisite facilities for online booking by D Pauls.

D Pauls sub-agents agents can view actual availability of seats in real-time for all the airlines with whom D Pauls has a contract. They can, in a few clicks, complete the process of booking, including making payment online, getting confirmation and printing the ticket. The authorized sub-agents of D Pauls can, in a few clicks of the mouse, sitting in the comfort of their own work location, book and sell a service to their own client with their own branding. Many direct travellers are also using their online booking facilities.

D Pauls has been the pioneer in India to launch online cruise booking access. Being the first in the market to provide this facility to its clients, Dpauls.com aims at strengthening their sales for Star Cruises by giving real-time booking access to the travelers as well as their sub-agents. They now offer their entire cruise inventory with all available options for online booking. The idea is to help their customers to make a well informed choice, as well as to make an early booking online that would save time along with money. Aimed at catering to the growing demand for Star Cruises, www.dpauls.com now has a professionally designed Star Cruise section that has Online Star Cruise booking facility which is a huge perk for the customers who wish to make their own booking without waiting for the reverts from different travel agents.

Till now, cruises were considered to be out of reach of the common man, on account of high prices and limited availability. However, D Pauls being a Preferred Sales Agent (PSA) of Star Cruises, seeks to overcome this hurdle for its customers, and is now a first ever supplier of providing an option to the customer to book their cruise online as per their individual preferences.

As has been the practice at D Pauls right from its inception, their customers need not worry about the prices as D Pauls has always endeavoured to provide the best possible prices to its customers, which are inarguably the best in the market. In a recent market analysis, it was observed that the customers always ask the other leading tour operators to match their prices with that of D Pauls, which the tour operators find extremely difficult. D Pauls takes immense pride in ensuring that their customers always get the best value for their money.

Thanks to their association with hundreds of hotels and major airlines around the globe, planning a trip of a lifetime with D Pauls is so much easier now. Their ever-growing list of spellbinding attractions and thrilling holiday activities is carefully sifted and sorted by their team of domain experts so that only the best reaches the customer. Apart from travel packages, the customers are also given a chance to read independent reviews from fellow travelers on the website for a better understanding of the place and to learn from the experiences of others. The company also has a strong financial base, backed by D Paul's Consumer Benefit Ltd., a prominent foreign exchange company.

India is a growing economy. It is poised to emerge as the second fastest growing (8.8%) tourism economy in the world over 2014-15 according to World Travel and Tourism

Council (WTTC). It is growing on such a fast pace that the classes of people are upgrading fast. It has been noted that a tourist who opts for a budget class today moves up to the luxury class in just a short span of five years. That is also the reason why D Pauls is focused so much on budget class as well, as they do not want to miss on the masses that will soon become the upper classes.

Another aspect of India is that it is a highly multi-layered society and these layers keep shifting very rapidly. And here they make efforts to seep in between the various layers. The spectrum of their business is quite huge, with product offerings right from the budget to luxury category tourists. However, their main focus is on families and honeymooners. They have extended their reach to all Tier 1,2 & 3 cities of India. They are among the rare ones to approach and send people to Malaysia from states as Uttar Pradesh, Bihar, Jharkhand, Haryana etc. These states would further help them to reach the North East Indian states in some time. They are also among the rare companies to be present in all the market segments - B2B, B2C, MICE, Offline Process (the traditional way), as well as the online process.

In a very short span of time, it has made its mark in the global tourism and travel market. D Pauls is now internationally acclaimed and has received over 80 awards and accolades since its inception. Their client base of 1 million plus is a silent testimony to their achievements, which have been possible only on account of their relentless hard work and zeal to provide quality service and customer satisfaction. More than 100 corporate groups – such as Aditya Birla group, Tata Sky, DCM, Idea, and Matrix Cellular etc – have already travelled with them. Little wonder then, that they were **awarded as “Most Innovative Foreign Tour Operator in South Asia” by Ministry of Tourism, Malaysia, in December 2011.**

Taking its first step in 1992, D Pauls foresaw the future demands in tourism and decided to travel this undeveloped and rough road to make it smooth for the travelers. 22 years down the line, despite facing many adversities, D Pauls has managed to hold its ground and has evolved into a favored brand amongst Indian travelers. It has given a new dimension to tourism. The company has come a long way since its inception. Growth and expansion have become a way of life for them. The organization has plans to open several new offices in North India, in line with their vision of achieving cent- percent growth in customer- patronage and value added tourism. To optimize promotional efforts for leisure and business segment, D Pauls aims at a visitor- centric approach towards different markets. Indians always tend to seek much more out of their holidays than just a visiting place and spending time there. They travel to a particular place to enrich themselves and forge closer bonds among family and friends, and D Pauls is confident that they can help them achieve this.

Online presence is being enhanced by Dpauls using Seo Efforts, Google, You Tube, Yahoo, Facebook, Quicr and other well-known online media. Offline promotions are done through print media including TV, leading newspapers (both national and regional),

outdoors advertisements, Hoardings and Bill Boards, Delhi Metro Rail, Pamphlets/ Leaflets, Mailers, Itinerary/ Brochures.

DPaul's objective is not just to render a holiday tour, but to provide a bouquet of services weaved to perfection according to the customer's needs. They believe that bringing people and places together is a noble affair. The magical moments that people spend with their loved one, and holidays, are both an excuse and an opportunity to get this blessing. DPauls strives to provide a holistic experience, enriched with refreshing, relaxing and rejuvenating moments that people would cherish for eternity.

At DPauls competition is never spoken about, and negative discussion or publicity of other tour operators is strictly prohibited. What is spoken about is their own product and services. There is strong belief that India is the greatest market for tourism & travel industry, with hardly 1% of the population holding passports, the market holds ample scope of growth for everyone, and no single tour operator, regardless of the size, can practically handle the whole market. This is the reason why, despite all the hype and publicity created by OTAs and large companies, the major share of close to 90%, is still handled by small and mid-sized operators. So there is ample opportunity for everyone - imagine the potential when 10% Indian start travelling overseas as against the 1% currently.

In the service Industry, it is important to keep pace with the customers and to understand their needs. Dpauls.com has managed to carve a niche for itself in the dynamic travel and tourism industry, and is now a preferred service provider among people when they plan their trips. They are committed to enhancing the customer's experience during their hard earned vacations. Introducing several innovative holiday packages and travel options, they strive to delight their customers, prompting them to come back for more.

The company – right from the grassroots level to the top management - strives to maintain a high level of customer satisfaction by providing high quality customized services at all times. Their consistently growing customer base is a testimony to the trust and cordial relationship that they enjoy with their customers, customized budget-friendly packages, admirable work ethics and first-rate services. Their diverse services, constant growth and a stellar market image are credited to a dedicated team that believes in innovation and hard work. Their young, enthusiastic and dynamic team members have a knack for travel and are highly trained to assist a large customer base, while guiding each one with best possible care. It is the top-notch work of the team members that has helped D Pauls to establish lasting customer relationships.

Their USP is that they take care of everything – right from hotel bookings to transportation. Resultantly, the customers save a lot of time and effort. Instant comparisons for airfare, itinerary descriptions, cruise information and hotel and transfer details are just a click away. Packages, both international and domestic, are budget friendly. Moreover, they were the first one to launch all-inclusive pricing with absolutely no hidden costs – a model that became so successful that others were forced to emulate it.

Their customized packages are designed to perfection by their destination experts, each one having in-depth knowledge of a particular destination, leaving little to chance. They also have the necessary skills and knowledge base to advise on travel insurance, visas, forex and more. Individual connectivity with their customers and making them feel special is the key USP.

“The Market is huge and there is enough room for everyone. The key is resilience. It all depends on how you perceive competition. Does it bog you down, or does it motivate you to improve? Do not get overwhelmed by the size of the competitor. Mentally, you should not lose the battle, but hold the fort instead.”