

Goomo completes integration of Orbit; aims to significantly grow its Trade Fair vertical under the Orbit|Goomobrand

Expects Trade Fair vertical to grow 10x in the next 2 years to more than 200 Cr

Mumbai, August 23, 2017: [Goomo](#), India's leading omni-channel travel-tech company, that recently raised \$50 m from Emerging India has recently concluded the integration of Orbit Corporate & Leisure Travels, a company it merged with in November 2015. Orbit is a company with a long history and expertise in specialist travel services such as Trade Fairs, MICE and holidays. Post the integration, customers on Goomo.com will now be able to compare and book travel for trade fairs on-line across a range of events.

Commenting on the integration Rupen Vikamsey, MD of Orbit said. "We have historically been a leader in the Trade Fair and MICE travel segment in India. Post the completion of the integration with Goomo, we have rebranded our Trade Fair and MICE business to Orbit|Goomo."

It is estimated that the Indians spend between INR 3500-4000 Cr/year on travel to Trade Fairs in India every year. Last year more than 40 lakh people visited domestic trade fairs and more than 3 lakh people from India visited trade fairs and events organized internationally. As the Indian economy has grown, this market has grown at about 12-15% annually and is expected to show a similar growth in the future.

Flights, hotels and transportation, especially for the large events tend to get booked out far in advance and can often be very expensive for last minute travelers. Also affordable and last minute accommodation, can be very far from the venue, making transportation, food and logistics a problem.

Speaking on the rebranding, Varun Gupta, CEO Goomo, said, "Over the last 12 months, we have made significant investments in technology to streamline and automate the booking process for people who want to make bookings for trade fairs. We are now able to offer our trade fair customers the widest choice of travel options when they are travelling for trade fairs with guaranteed availability – in real time and on-line.

Travel companies in India, traditionally have had limited offerings for Trade fair participants in areas such as guaranteed availability of hotels, last minute flight availability, transportation to and from the venue etc. Also given that delegates have limited time while they are at the event, a full package that includes networking meetings and industry site visits tends to be in high demand among participants.

While historically trade fair delegates have been largely company employees and entrepreneurs, there is also an increasing trend of university students undertaking similar visits in recent years. The main objective of these tours is for them to get a deeper understanding of competition and global best practices in their field of study.

Rupen Vikamsey, MD of Orbit, added, "For the last 27 years, we have had an excellent set of offerings for customers who wanted to travel to trade fairs. Last year more than 8000 people travelled to about 40 trade fairs around the world with us. Our Orbit|Goomo trade fairs team is very excited about the technology we have built in the last 12 months, and we expect the number of passengers travelling with us to increase 10 fold in the next 18 months.

About Goomo

Goomo is an omni- channel, travel-tech company that distributes products & services through online channels, 15 company owned branches and a B2B partner network. Goomo is headquartered in Mumbai and operates across 3 business segments of travel: Consumer, Corporate and B2B.