



Travel Market Environment in the Kingdom of Saudi Arabia

Automation and sophistication are the main order of the day. The Travel Industry is in its infancy of migrating to an electronic environment from the traditional way of doing business. E-Marketing & E-Commerce are only now being spoken of, and a few of the major Travel Companies have begun to invest in Electronic Operations. In the next few years, Travel Agencies will be forced to restructure their existing operations to keep up with the rest of the world, and to survive in the fast growing Global Travel Industry.

In comparison with the rest of the world, Travel and Travel-related services are big businesses in the Kingdom. The Central province has proved to be of high yield, making up 60% of the Leisure market in the Kingdom and market demands are high, with certain segments of the population having an extremely high buying power and a healthy growth in the industry has been maintained for the last 15 years.

It is also unfortunate that although some Airlines have premium leisure products, they are not capitalising on the available market. Due to this, the western and native leisure seekers do not have much of a choice and have to take what is available to them, even if the products & services are not up to their expectations and some unhappy customers tend to source their requirements through the Internet or deal directly with the respective properties.

However, we at Al Mousim feel that the present system of operation is short-lived, and have already begun to gear up to meet the challenge of the future. Once Saudi Arabia joins WTO and GCC cross-border sales agreement are established, many of the global Tour & Travel Operators and Hotel Chains will set-up operations within the Kingdom. Airlines have formed alliances and are selling directly to the end-customer, phasing the Travel Agents out, like in the US and Europe, and we realise it is inevitable that this trend will come into this region eventually. Some of these mega-entities have already been on fact-finding and feasibility missions, and some have even already established their presence in the local market. Once established, 60% of the present players in the Travel market will be forced to gradually fade away.

Due to the present global trend and anticipating the future, Al Mousim is constantly trying to find combinations using global associations and alliances in meeting the challenges of the present and the future. The

bottom line is revenue, and we do realise that if we do not take steps to create a "win-win" situation, Al Mousim too will be swept away in this expanding and volatile market.

Al Mousim Travel Management Company
ALMTMC is a private entity located in Riyadh, Saudi Arabia, with over 23 years of experience in the business. After two decades of giving the best, Al Mousim strives only to make it better as a fully-fledged Travel Management Company - a professional Corporate and Leisure Travel Specialist.

With over 12 satellite and branch offices (SABIC, OPM-SANG, Diplomatic Quarters, LSG, Jadawel Compound, Sulaimaniya, Batha etc.), ALMTMC caters mainly to the expatriate community in Riyadh. Al Mousim is also the GSA for TWA, the only US flag carrier operating into the Kingdom.

The Company operates satellite offices in many corporate locations and western compounds in the central province of Saudi Arabia and has formed alliances with reputed mega Tour Operators to provide the best service at the most competitive rates, with the widest range of products. Club Med, Bonjour Holidays, Insight Vacations, Trafalgar Coach Tours, Contiki Holidays, Alamo Car rental, Holiday Autos, Royal Caribbean Cruises and UTC Kenya Safaris are some of the products available to our clientele, all under one roof. Our other services include Travel Insurance, International Driving Licenses. A truly complete one-stop Travel Shop.

The company has a highly motivated and dedicated team of professionals, whose prime objective is to offer an incomparable level of service to all discerning clients, keeping up with the organisations and corporate company policies. Al Mousim has the expertise in catering to the Expatriate clientele and with a wealth of knowledge in handling big corporate customers in the central province, will continue to target and work vigorously with these companies in maintaining a better market share than its competitors. Service has improved and personal relationships built.

We, at Al Mousim are ambitious, to be a leader in the industry today and in the future. Therefore, we are looking at new marketing and operational techniques to be always one step ahead of our competitors at any given time; and to gain a major premium customer share in the travel and leisure markets through innovative marketing and products. Our operations today centres on providing value added services to our clients. In this context, our growth and future will depend on proper planning and strategies implemented now, with the future in mind, in this fast changing industry.

The E-Marketing Department

Al Mousim's products - Special Tour Packages and Promotions are marketed and updated

through electronic brochures using e-mail. A combination of Quality Products and Speedy service using technology as a medium gives Al Mousim an edge to be a market leader. ALMTMC is the first Travel Agency to use this channel to market its products. These emails are sent out on a regular basis, giving various promotions, deals and give-aways (free tickets and hotel stays). Responses to possible customers are prompt, detailed and comprehensive.

The E-Marketing section has been set up as the launching pad for this new revolutionary marketing and operation concept, which will be the new frontier. A hand-picked team of highly experienced employees with a good attitude, exceptional language, communicating & leadership skills, wealth of travel knowledge along with technical support has been put together as the nucleus.

"Total automation and effective utility of the Internet enables us to diversify from the traditional way of providing services and gives us a better platform to negotiate globally and offer the best available Hotels, Air Fares and other Travel related products. Our emphasis is on both the areas, Business-to-Business (B2B) as well as Business-to-Consumer (B2C) of E-Commerce. Technology plays a very vital role, facilitating ALMTMC's Leisure and Corporate Travel department to service all clients with instant replies, using 'Online Booking Engines' through our major international business partners and Travel Companies worldwide, which are represented by Al Mousim Travels: Finally, it's the era of the most quickest and the smartest"

Our Aim

Al Mousim's final goal and objective is to run a world-class travel operation and be financially successful, growing from strength to strength. Al Mousim's vision is to be able to service its clientele in the most professional manner, and for customer to benefit from ALMTMCs liaisons and consortiums. After all, the customer is our 'bread and butter' and the customer will return only if satisfied with the service provided.

In the words of Mr. Rashid Al Mugait - President of Al Mousim Group, "We will strive in providing professional services that will be unique from other Travel Related operations in the Kingdom. The Agency's main priority is to provide excellent services and consultation through professionally qualified, vigorously trained staff, well equipped and fully automated outlets, in making our C

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