Agentivity partners with EmQuest to provide UAE travel agents with superior data insights

[London and Dubai, 20 June 2023] Agentivity, the travel industry's leading data management platform, and EmQuest, a prominent travel distribution company based in Dubai and part of the Emirates Group, are delighted to announce their exciting new partnership. This collaboration marks a significant milestone in the travel industry, as it combines Agentivity's advanced data insights solutions with EmQuest's extensive reach and market expertise.

As part of this partnership, EmQuest has been appointed as the exclusive reseller of Agentivity in the United Arab Emirates. This strategic move ensures that travel agencies and companies in the country can benefit from Agentivity's cutting-edge technology and efficient data insights capabilities, further enhancing their operational efficiency and growth prospects.

Edd McArdle, Head of Product and Partnerships at Agentivity, highlighted the importance of local market relationships and knowledge for any company. He expressed appreciation for the immense value that EmQuest brings to the partnership, stating, "We recognize the critical role that local expertise plays in our industry, and we are thrilled to have EmQuest as our partner. Their deep understanding of the UAE market will be invaluable as we expand our presence in the region."

Andy Dowling, General Manager at EmQuest, shared his excitement about the collaboration, emphasising the positive impact it will have on agents throughout the region. Dowling stated, "We are excited to bring enhanced insight, control, and growth opportunities to travel management companies in the UAE. Agentivity's vision and product align perfectly with our beliefs, and together, we will empower travel businesses to thrive in a rapidly evolving industry."

Riaan van Schoor, CEO of Agentivity, emphasised the value of the Agentivity data platform in addressing the challenges faced by the travel marketplace, particularly the fragmented buying process. van Schoor stated, "At Agentivity, we understand the complexities that travel agencies face when managing data across various platforms. Our partnership with EmQuest allows us to address these challenges directly and provide travel businesses with a comprehensive and streamlined data insights solution."

For more information about Agentivity and EmQuest, please visit their respective websites at www.agentivity.com and www.emquest.ae.

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About Agentivity
Agentivity are specialists in travel data, providing data management solutions to travel management companies worldwide. Since 2011, Agentivity has helped TMCs take control of their travel booking data so they can increase productivity, eliminate errors, and realise new revenue opportunities whilst also significantly enhancing their customer service levels. Overall, Agentivity has processed more than 250 million travel bookings in 50+ markets worldwide to date. To learn more about Agentivity, please visit www.agentivity.com

About EmQuest:
EmQuest is a leading travel distribution company based in Dubai and a subsidiary of Emirates Group. With its extensive network and industry expertise, EmQuest provides innovative travel technology solutions, distribution services, and support to travel agencies, enabling them to thrive in the competitive travel industry. EmQuest is committed to delivering exceptional customer experiences and driving growth for its partners and clients. Find out more and contact the team at: www.emquest.ae