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OM Tourism to represent Jumeirah Hotels in India

Dubai-based luxury hotel chain Jumeirah Hotels & Resorts have appointed OM Tourism, a specialist tourism and travel company based in New Delhi as its sales and marketing representation for the Indian markets.

The deal was signed in the presence of Vasudha Sondhi, managing director of OM Tourism; Craig Senior, regional director of sales, Jumeirah Group; Sanjay Sondhi, president of OM Tourism; Guy Crawford, CEO of Jumeirah Group and Thomas Grundner, VP global sales of Jumeirah Group.

Under the new accord, OM Tourism will engage in the marketing and promotion of Jumeirah Hotels in India and will work towards increasing sales in the Indian market. OM Tourism will also appoint representatives in Delhi and Mumbai to attract high-end leisure segments from these two metros.

No doubt the hotel chain agrees that India is a key growth region that has massive potential to generate business for Jumeirah's properties worldwide. In the past two years, the company has seen a significant growth from the high-end booming Indian outbound market, despite the global slowdown.