



Book Chariot tickets online

TIMES NEWS NETWORK

Bangalore: The tourism department will henceforth hold complete marketing sway over Karnataka's first luxury train, the Golden Chariot. Two weeks ago, all stakeholders agreed to this, which means the department will control the central reservation system.

Initially, the train's hospitality partner was to have charge of marketing activities as well. When the train was launched, the marketing activities were handled by general sales agents (GSAs).

Department sources said this move is to establish transparency and curtail mismanagement in ticket sale.

"Any GSA or preferred sales agent (PSA — to handle the domestic market) will have to go through the department to book seats or sell tickets. An office has been set up on St Mark's Road which will be functional from this week. The agency hired will monitor all online activities," said the official.

With the setting up of the office, bookings can be done online. A software has been developed in such a way that only registered agencies can access details. "If a new agency wants to tie up with us, the department will give them a code, through which they can take up booking activities," said the official.

Two GSAs finalized:

UK-based Exotic Holidays and US-based Palace Tours have been appointed to process international bookings.

Second run complete:

The Golden Chariot has successfully completed its second run, which began a week ago. While seven paid passengers were on board the first time, this time there were 13. The train will make its next journey on April 21 for which enquiries and booking are in process.