

Expanding Outbound Opportunities Across Five Key Asian Destinations with the Launch of Linkin South Asia

New destination venture to offer Japan, Taiwan, China, South Korea and Hong Kong from 2 September, with a focus on structured products, human-led service and stronger margins for travel agents

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Linkin Reps is expanding its presence in the outbound travel market with the launch of **Linkin South Asia**, a new brand focused on five key Asian destinations- **Japan, Taiwan, China, South Korea and Hong Kong**. Headquartered in New Delhi, Linkin South Asia will commence operations on **2 September 2026**, offering directly operated destination services to Indian travel agents and tour operators.

The expansion marks a new phase in Linkin Reps' journey, extending its expertise in travel representation, sales, marketing and destination development into direct outbound operations. Through Linkin South Asia, the company is establishing a dedicated platform to develop and operate its own destination capabilities across five high-potential Asian markets.

Linkin South Asia is a brand under Linkin Reps, with operations spanning **Japan, Taiwan, China, South Korea and Hong Kong**. The proposition is built around direct destination operations, giving the business greater control over product development, destination expertise, servicing and the overall experience delivered to its trade partners.

Commenting on the expansion, **Komal Seth, Founder and Director, Linkin Reps**, said, *"We wanted to do something different in the destination management space, and in the process, we realised that the vendor supply gap was particularly large across these destinations. It took us a while to build the right foundation. Still, we have finally succeeded in developing and launching packages where we can offer competitive products while also delivering good margins to travel agents. For us, the objective has always been to create a proposition that works for both the traveller and the trade, with strong products, better servicing and a commercially viable model for our agent partners."*

The launch follows several months of groundwork focused on developing a differentiated proposition for the Indian travel trade. Linkin South Asia aims to create a non-compromising and incomparable service experience anchored in strong destination and product knowledge, minimal exchange of emails, and faster, more structured servicing for travel agents and tour operators.

The five-destination portfolio brings together a mix of established and emerging opportunities within the Asian outbound market. While **Hong Kong** is an established destination for Indian travellers, the company believes there remains considerable potential to develop new products and experiences around the destination. The inclusion of **Japan, Taiwan, China and South Korea** further strengthens the portfolio across diverse leisure, cultural, experiential and lifestyle travel segments.

At the heart of Linkin South Asia's proposition is a **boutique, human-led approach to destination servicing**. The company does not intend to operate primarily through online platforms, recognising that specialised destination services require human intervention, detailed product knowledge, personalised communication and on-ground expertise. Technology will support the process, but the proposition will remain centred on people, relationships and destination knowledge rather than automated booking flows.

For Indian travel agents, Linkin South Asia will introduce **structured templates and product patterns** designed to simplify the booking process and reduce the back-and-forth traditionally associated with destination servicing. A key commercial focus will also be on offering attractive margins to agents, with particular attention to maximising margins on ground transfers.

Mr Amit Rai, Director of Sales, will head Linkin South Asia and bring 24 years of experience across B2B, B2C and MICE, with leadership experience at UDMC and organisations including Cox & Kings, Cadila Pharmaceuticals Ltd, Freedom Travel and Bluemoon Travel to the new venture. He will be supported by Ms Namrata Grover, General Manager of Operations and Sales, based in New Delhi, whose 14+ years of experience spans FIT, MICE, leisure, groups and corporate incentive travel, with expertise in operations, marketing, B2B network development and destination product training.

With the launch of Linkin South Asia, Linkin Reps is expanding its role within the outbound travel ecosystem, moving beyond its established representation and market-development capabilities to build a **directly operated destination platform** across five strategic Asian markets.

The new venture is designed to give Indian travel partners a more structured, responsive and human-led way of working across **Japan, Taiwan, China, South Korea and Hong Kong**, supported by dedicated destination knowledge and a clear focus on product development, service efficiency, competitive margins and long-term trade relationships.