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# **AKASHA**

**TRAVEL PARTNERS**

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## **FOR IMMEDIATE RELEASE**

### **Industry Veteran Helen Enriquez Launches New Company**

*Aims to revolutionize tourism technology and strengthen travel agencies' potential*

[Greenwood Lake, NY - March 13, 2023] - Akasha Travel Partners, a female-owned and operated technology company, is proud to publicly launch during Women's History Month with Helen Enriquez as its President & Founder.

Enriquez, a former ASTA Board Member and corporate/leisure technology veteran, founded Akasha as a company committed to working with tourism organizations and strengthening their industry position with streamlined technology.

"My motivation in this industry has always been to design better ways for travel agencies and their advisors to be more profitable. When times are good, we sell, sell, sell - which can leave efficiency gaps in major investments like technology meaningful analytics to achieve goals. Akasha is here to help fill those gaps as we partner with agencies to reach their unearthed potential," stated Enriquez.

Founded in 2022, Akasha Travel Partners aligns with tourism companies interested in cost-effective, integrated technology platforms that deliver data-driven results. Collectively, the team has 115 years of experience in every facet of the tourism industry, allowing them to properly understand their tourism partners' wants and needs. Akasha will make its first public appearance while exhibiting at the ASTA Global Convention in San Juan, Puerto Rico from May 2 - 4, 2023.

For more information, visit [www.akashatravelpartners.com](http://www.akashatravelpartners.com).  
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