

# 1 IN CIRCULATION & READERSHIP

SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

ddppl.com

# TRAVTALK

TravTalkIndia.com

Published from : ★ India ★ Middle East

## Nominate Now



east  
india  
TRAVEL  
AWARDS

25<sup>th</sup> June, 2015  
at  
Novotel, Kolkata

Supported by  
Incredible India

Hospitality Partner

[www.indiatravelawards.in](http://www.indiatravelawards.in)

### TrawellTag | Cover-More

GLOBAL ASSISTANCE • TRAVEL INSURANCE



## 1 MILLION ON MEDICAL ASSISTANCE OR 1 MILLION REASONS TO SMILE?

Don't let this be a difficult choice for your customer...

- 24x7 medical assistance
- Emergency evacuation
- Cashless hospitalisation and much more...



24X7 emergency medical assistance included

For more information on TrawellTag Cover-More contact:

**+91 98739 09277 / 98209 85820**

Follow us on  

[www.karvatgroup.in](http://www.karvatgroup.in)

Disclaimer: Karvat Cover-More Assist Pvt. Ltd., the Company, provides Global Assistance services and ancillary products such as TrawellTag and offers Travel Insurance as an add-on benefit. It is a corporate insurance agent providing policies underwritten by an IRDA authorized underwriter. Insurance is a subject matter of solicitation. For details on risk factors, terms and conditions, please read the policy terms and conditions carefully before concluding a purchase.

T&C apply

We focus on what matters.

# We take fun seriously. So do our partners.

Located just minutes from the city, Sentosa is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences. Spread over 500 hectares, the vibrant island resort is ideal for both business and leisure.

We are proud to acknowledge and recognise our valued Preferred Partners who have made Sentosa Asia's leading leisure destination and an essential part of Singapore's goal to be a global destination to work, live and play.

yatra.com  
creating happy travellers

Thomas  
Cook

TUI  
Travel with a Smile

make my trip  
MEMORIES UNLIMITED

MERCURY TRAVELS  
Experiences that take you far. Experiences that bring you closer.

CELEBRATING 250 YEARS  
COX & KINGS  
ESTD W 1758

Ottala  
INTERNATIONAL

KESARI

KUONI TOGETHER  
SO

DPauls.com  
it's all about holidays

JTB  
Togetherness Holidays  
JTB TRAVELS PVT LTD



sentosa  
SG 50  
THE STATE OF FUN

# 1 IN CIRCULATION & READERSHIP

SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

ddppl.com

# TRAVTALK

TravTalkIndia.com

Published from : ★ India ★ Middle East



Connecting Oceans Worldwide **ARK HOLIDAYS**  
 Tel.: +91-22-42461919 / 31 operations@arktravels.com

Hyderabad → Lucknow

1<sup>st</sup>

daily, non-stop flight.

₹2998

All inclusive one-way fares valid for bookings made 90 days before travel. Limited seats. Fares subject to change without prior notice. The earlier you change/cancel your IndiGo ticket, the lesser you need to pay. Fee starting ₹1250 onwards.



## 31 more countries get eTV facility

- |                    |                   |
|--------------------|-------------------|
| Anguilla           | Georgia           |
| Antigua & Barbuda  | Grenada           |
| Bahamas            | Haiti             |
| Barbados           | HolySee (Vatican) |
| Belize             | Honduras          |
| Bolivia            | Latvia            |
| Canada             | Liechtenstein     |
| Cayman Island      | Lithuania         |
| Chile              | Macedonia         |
| Costa Rica         | Montenegro        |
| Dominica           | Montserrat        |
| Dominican Republic | Nicaragua         |
| Ecuador            | Paraguay          |
| El Salvador        | St.Kitts & Nevis  |
| Estonia            | Seychelles        |
| France             |                   |

## ATM gets bigger and better

The Middle East region's largest travel and tourism exhibition spanning over four days, at the Dubai International Convention and Exhibition Centre, welcomed more than 23,000 visitors.



MEGHA PAUL FROM DUBAI

Arabian Travel Market (ATM), held from May 4-7, 2015, hosted 2,700 exhibitors, including 113 new companies exhibiting for the first time.

**Simon Press**, Senior Exhibition Director, ATM, took part in the opening session. "In the two years since the last UNWTO Forum, the region has undergone yet another shift in tourism demand and opportunity; has weathered the storms of political unrest and economic pressures;



**Nick Pilbeam**  
 Divisional Director  
 Reed Travel Exhibitions



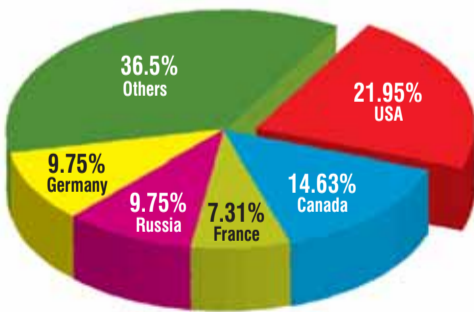
**Simon Press**  
 Senior Exhibition Director  
 ATM

and made further significant strides in giving the green light to multi-million dollar infrastructure projects that are designed to fulfil a long-term sustainable tourism vision," Press said.

**Nick Pilbeam**, who was appointed to the position of Divisional Director – Travel by Reed Exhibitions in January this year, oversaw ATM for the first time. He replaced Richard Mortimore, who was promoted to Chief Executive of Reed Exhibitions UK in 2014.

Contd. on page 36 ▶

## USA should reciprocate eTV for Indians



As India expands its database of e-Tourist Visa enabled countries, Indian travel trade feels countries like USA, UK, Russia, Canada and Germany must reciprocate and grant the facility to Indian tourists. TRAVTALK brings you results of a poll conducted on "Which e-Tourist Visa enabled country should reciprocate and grant e-Tourist Visa facility to Indians?" asking agents for their choice of countries. The other countries suggested by them for the e-Tourist Visa facility to Indians include Brazil, Israel, Mexico, New Zealand, Singapore, Japan, South Korea and Luxembourg.



## Take the 'Dreamliner' to London

Larger, brighter cabins, more spacious seats and innovative new social areas: our 787-9 is now flying Delhi-London.

Find out more at [vsflyinghub.com/787](http://vsflyinghub.com/787)



# Discover Your Dubai with TravelBullz

- 10 exclusive holiday themes to choose from to suit your every need
- Leisure getaways - make your family time more memorable, by the beach, in the waterparks or at the desert
- Romantic getaways - discover world famous attractions, festivals, heritage and nature
- New Beginnings - Relax, Shop, Dine, Explore.. it could be all be just for you two.
- Family Escapes - Expand Your Entertainment Options
- Shopping Sprees
- Tee Off - Take a swing | Dubai is home to many championships.
- Luxury Offers - Travel without stress, pressure of time or daily routine, where your every need is pre-empted and your every expectation is met and exceeded.
- Exclusive Indulgence - Undertake a new experience and immerse yourself in a new destination whilst indulging in the very best levels of personal and attentive service - lavish and sumptuous accommodation, exquisite and unrivalled levels of gastronomy and informative and educational guides.
- Sun, Sand & Surf Offers - Fasten Your Seatbelt, Harness Or Helmet, Conquer the dunes, soar above dubai
- Rejuvenation breaks - Treat yourself to a world of relaxation in well known spas.



**travelbullz**

Passion to Innovate. Improvise. Implement

**دبي**

visitdubai.com

Exclusive Discounts and Special Offers During Ramadan & Eid

## Contact Us



fit@travelbullz.com / groups@travelbullz.com



www.travelbullz.com



+91 11 49429900

## Follow Us



## 31 more nations are eTV enabled

The Ministry of Tourism has extended e-Tourist Visa facility to 76 countries till date. The scheme has given a boost to the Indian tourism industry with a total of 75,859 tourists arriving through eTV, during January-March 2015.



TT BUREAU

The Government of India has extended its e-Tourist Visa facility to 31 more countries from May 1, 2015. The nations added to the list of eTV enabled countries are Anguilla,



Antigua & Barbuda, Bahamas, Barbados, Belize, Bolivia, Canada, Cayman Island, Chile, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Estonia, France, Georgia, Grenada, Haiti, HolySee (Vatican), Honduras, Latvia, Liechtenstein, Lithuania, Macedonia,

Montenegro, Montserrat, Nicaragua, Paraguay, St.Kitts & Nevis and Seychelles.

With the above addition, the total number of countries under the scheme will go up to 76. The scheme will be extended to more countries in a phased manner. The Indian government wants to extend



the scheme to 150 countries by the end of this financial year.

The government had launched e-Tourist Visa (earlier, Tourist Visa-on-Arrival

enabled by Electronic Travel Authorisation) on November 27, 2014 to 45 countries from nine designated Indian Airports.



During March 2015, a total of 25,851 tourist arrived by eTV as compared to 1,958 during March 2014, registering a growth of 1220.3 per cent. During January-March 2015, a total of 75,859 tourists arrived by eTV as compared to 5,841 during the same period last year,

registering a growth of 1198.7 per cent.

The percentage share of top 10 source countries for eTV in India during March 2015, were: USA (33.25%), Germany



(14.64%), Russian Federation (13.13%), Australia (8.37%), Republic of Korea (6.39%), Ukraine (4.21%), Mexico (2.93%), Japan (1.99%), New Zealand (1.91%) and Israel (1.68%).

### ROYAL DESERT CAMPS

A UNIT OF  
**ROYAL DESERT SAFARIES PVT. LTD.**  
**JAISALMER**  
Nachra Haveli, Gandhi Chowk,  
Jaisalmer - 345 001 | T: +91-2992252538/291402  
M: +91-9414149636, +91-9929091389  
info@campandsafaries.com /  
sales@campandsafaries.com  
www.campandsafaries.com,  
www.royaldesertcampsjaisalmer.com

Camel Safaries, Village Safaries by Jeep, Cross Country Drives, Nature Walks, Dune Walks, Gala Dinners in the Desert, Special Camps, Weddings in the Desert, Conferences, Cycle Tours, Special Interest Tours, Desert Games, Adventure activities

## Wabi

### वाबि बॉन्ड इंडिया

CULTURE + TRAVEL

Best Corporate  
Incentive Tours  
Operator '14

North  
India  
Travel  
Awards

Premium Holidays | Adventure & Wildlife | Hotel Booking & Business Tours | Conference & Conventions | Events & Banquets

# +91 11 4443 4443, info@wbi.co.in | www.wbi.co.in

**MEANDERING**  
vacations

Keep your customers happy with Meandering Vacations Pvt. Ltd.

**Mr Viraf Tengra & Family, Kashmir**

Thanks to Meandering Vacations, for organizing such a wonderful trip for us. Meticulous detailing and concise planning made Our Kashmir trip memorable.

**API**  
(Association of Physician's),  
Thane, Srilanka.

Our members along with the families were taken on tour to Sri Lanka, We all enjoyed the tour, It was one of the best organized tour attended by our members, anyone can travel safely and enjoy the holidays with Meandering Vacations.

**Mr Vinod Dhotre & Family, Tour to Madhya Pradesh**

We had excellent time exploring "the dil of India". I must say that this was one of our most informed tour ever, Thanks to Meandering Vacations for creating such a wonderful experience for us.

**Happy valley Society, Tour to Srilanka & Singapore**

Meandering Vacations, understood our needs, requirement, and designed the tour for us. Their in depth knowledge of places made our tour special.

**Mr Sameer Virkar & Family, Kashmir Tour**

One of the most well organised tour to Kashmir by Meandering Vacations, will recommend them to family and friends"

Apply DUBAI VISA with Meandering Vacations, Send your query to [visasup@meanderingvacations.com](mailto:visasup@meanderingvacations.com)

Franchise Enquiries welcome for

- Nasik
- Hyderabad
- Ahmedabad
- Surat
- Baroda
- Pune
- Calicut

Corporate Office : 410/411, Arcadia, Hiranandani Estate, G.B Road, Thane (W) 400607  
Tel.: +91 22 41283838

Borivali : Tel.: +91 28334965 / 66  
Nagpur : Tel.: +91 7126603838  
Kochi : Tel.: +91 4844070274

www.meanderingvacations.com  
enquiry@meanderingvacations.com  
Toll free:- 1800-103-6090,  
Facebook/meanderingvacations  
LinkedIn/meanderingvacations

Approved by MTDC

# 1 in circulation & readership

# TRAVTALK

VIEWPOINT

## Magic number for eTV up to 76

Thirty one more countries make it to the eTourist Visa list this month, whew, that's no mean feat! The Ministry of Home Affairs and the Ministry of Tourism are working on it with full gusto. This time around the list includes countries like Canada, Germany and France from where we have seen a steady inflow of tourists. This now takes up the number of eTourist Visa-powered countries to 76, within six months of its announcement.

With the Indian government taking up such a bold initiative to boost tourism, it remains to be seen how many of these countries reciprocate the favour and grant simpler visa processes to the discerning Indian traveller.

The Ministry's draft Tourism Policy aims to attract 2 per cent of the global share of tourists by 2025 and India is surely gearing up for the increasing number of tourists. The FTA between January and April 2015 has already grown by 2.7 per cent. Not just that the hospitality industry is also gearing up to welcome the increased number of tourists.

Realising the potential of tourism as a major revenue earner, states like Jammu and Kashmir are now trying their best to woo tourists and Chief Minister Mufti Mohammed Sayeed, who is also the Tourism Minister of the state, is travelling with the state tourism board to welcome people to the Valley.

The recent devastation in Nepal is however a cold reminder of how man is helpless in the face of nature. The earthquake measuring 7.9 on the Richter scale, took more than 8000 lives (still counting) and reduced some of the most beautiful heritage sites to ruins.

We shudder to think how an earthquake of this magnitude would affect India and urge stakeholders to practice responsible tourism.

This is the way forward for India Shining! Get, set, go...

# Top travel trends this summer

HolidayIQ has identified some interesting travel trends this summer based on the information shared by Indian travellers, highlighting insightful summer travel pattern in India. TRAVTALK brings you excerpts from the report.

### Trip Budgets - Metros



### Budget Comparison



- Shorter trips have emerged as the most preferred type of travel among travellers in India. Currently, close to 75 per cent of all the trips planned are under three days

- An increase of 11 per cent has been recorded in the last two years on the holidays planned at newer destinations like heritage, waterfront, desert etc. While 39 per cent of travellers opted for jungle, desert destinations in 2013, 50 per cent in 2015 are exploring these destinations

- Indian travellers show more interest in off-beat and adventurous destinations, especially new-age young parents in Bengaluru, Mumbai and Delhi, explore activities such as trekking, paragliding among others. Manali and Gangtok have emerged as most preferred adventure spots for family vacations

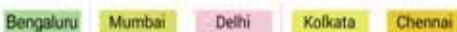
### Top 5 Adventure Activities



### Top Adventure Destination Types



### Top Cities from where Adventure Holidays are planned



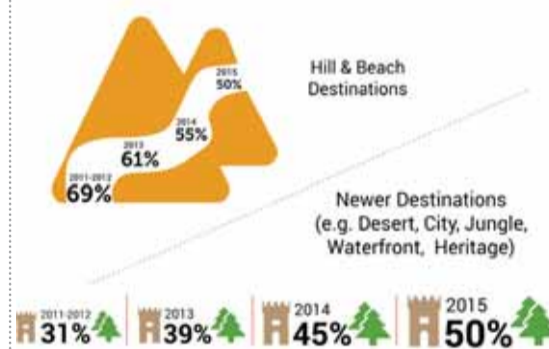
### Famous Adventure Sports from families



### Trips Getting Shorter



### Newer Types of Destinations picking up



## FTAs grow by 2.7% during January-April, 2015

Foreign Tourist Arrivals (FTAs) during the Month of April 2015 were 5.40 lakh as compared to FTAs of 5.37 lakh during the month of April 2014 and 4.51 lakh in April 2013. There has been a growth of 0.5 per cent in April 2015 over April 2014. FTAs during the period January-April 2015 were 28.21 lakh with a growth of 2.7%, as compared to the FTAs of 27.47 lakh in January-April 2014. The Percentage share of FTAs in India during April 2015 among the top 15 source countries was highest from Bangladesh (15.66%), followed by USA (12.55%), UK (10.32%) Sri Lanka (3.99%), Malaysia (3.27%), Australia (3.14%), France (2.95%), Germany (2.95%), Japan (2.91%), China (2.88%), Canada (2.72%), Singapore (1.89%) Pakistan (1.83%), Nepal (1.82%) and Russian Fed. (1.75%). These top 15 countries account for 70.63% of total FTAs during April 2015.



**Vikramajit**  
Chairman

**Sanjeet**  
Editor & Publisher

**Deepa Sethi**  
Editor-in-Chief

**Editorial**  
Megha Paul  
Devika Jeet  
Kanchan Nath  
Hazel Jain  
Samapti Das

**Advertising**  
Gungun Sabkhi  
Asst. Vice President  
Aarti Nagrath  
General Manager  
Kishima Khanna  
Deputy General Manager  
Udit Pandey  
Sr. Manager Marketing  
Geetika Pathak  
Manager Advertising  
Bharat Chawla  
Asst. Manager Marketing  
Prabhleen Pasricha  
Asst. Manager Marketing  
Navleen Kumar  
Executive Marketing

**Advertising (Mumbai)**  
Suchita Saran  
Branch Manager  
Harshal Ashar  
Deputy General Manager  
Priyanshu Wankhade  
Asst. Manager Advertising  
Susan Egan  
Marketing Co-Ordinator  
Advertisement Designers  
Vikas Mandotia / Mitin Kumar  
Design: Nityanand Misra  
Suhar Muttgal  
Production: Anil Kharbada  
Circulation: Ashok Rana

TRAVTALK is a publication of DDP Publications Private Limited. All information in TRAVTALK is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regret that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly, opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by TRAVTALK. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances. Contents of this publication are copyright. No part of TRAVTALK or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing. The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in whole, without permission could face legal action.

The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged.

This publication is not meant to be an endorsement of any specific product or services offered. The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation.

All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure of an advertisement to appear.

**MUMBAI:**  
504, Marine Chambers, 43, New Marine Lines, Opp. SNDT College, Mumbai - 400 020, India. Ph: +91-22-22070129; 22070130

**MIDDLE EAST:**  
Durga Das Publications Middle East (FZE)  
Z1-02, PO Box: 5348, Saif Zone, Sharjah, UAE  
Ph: +971-6-5528954, Fax: +971-6-5528956

TRAVTALK is printed, published and edited by Sanjeet on behalf of Durga Das Publications Pvt. Ltd., printed at Cirrus Graphics Pvt. Ltd., B-62/14, Phase II, Naraina Industrial Area, New Delhi - 110 028 and published at 72, TodarMal Road, New Delhi - 110 001

# 'Lights, Camera and Action!' in the Valley

Calling on the Indian film fraternity to shoot more and more movies in Kashmir, which will result in tourism boost, Mufti Mohammed Sayeed, Chief Minister, Jammu and Kashmir, says he has plans to make travel to the state safe and convenient.



PEDEN DOMA BHUTIA

Tourism has a multiplier effect and the charm of Bollywood can bring tourists back to the Kashmir Valley, feels Mufti Mohammed Sayeed. While addressing the press in Delhi recently, Sayeed, who is the Chief Minister as well as the Tourism Minister of Jammu and Kashmir, said he wants 'Ghar Wapasi' of Bollywood to boost tourism in the state.

Spelling out measures to win back the trust of tourists,

helicopter services to these tourist destinations.

Doing away with the concept of long holidays, spread over weeks, he said the Valley would also cater to tourists who have flown in from cities for the weekend and would fly back to join work. He said the government was also looking at a possibility to have night landing facility at Srinagar airport.

Proud of the rich culture of Kashmir he talked about hosting cultural events at tourist attractions like Char-Chinar, Sonlankar and Mughal Gardens. In a bid to promote tourism in Jammu, he said the state government wants to open an International Yoga Centre to woo foreign tourists.

Talking about various ways in which the state government is trying to catch the

attention of tourists, he reiterated the statement of Haseeb Drabu, Finance Minister, Jammu and Kashmir, who had earlier said that the state would start flying chartered planes with a fixed price of about Rs 5,000 to put prices of other airlines under check. He also talked about opening the doors of his own official residence — Hari Nivas — to make it a venue for destination weddings.



Haseeb Drabu, Finance Minister, J&K (left) with Mufti Mohammed Sayeed, Chief Minister, J&K

## Greener Pastures

- Making locations in the Valley available for film shoots
- Night landing facility at Srinagar Airport
- Helicopter services to major tourist destinations
- Opening of Hari Nivas for destination weddings
- An international yoga centre at Jammu for foreign tourists
- Organising a corporate meet in Gulmarg on the lines of the annual event in Davos

the Jammu and Kashmir Chief Minister talked about organising a corporate meet in Gulmarg on the lines of the annual event in Davos. "A meet with Indian corporates, somewhat similar, though not of the scale of the Davos meet, is something that we want to organise next year. We will invite the Prime Minister and the Finance Minister as well," Sayeed said.

The event also had some of the prominent tour operators of Delhi in attendance. The Chief Minister admitted that the security issue is a major deterrent for tourists visiting the Valley. He said there is an urgent need to change the perception about security in the Valley and urged those present to visit the region for a personal recce, instead of relying on news passed on by TV channels.

Listing the initiatives to boost tourism, Sayeed said that to make areas like Gulmarg, Sonmarg and Pahalgam more accessible, the state would also start

## atlastravelsonline

# Most simple, user-friendly online travel portal

## B2B BOOKING ENGINE FOR TRAVEL AGENTS

### KEY FEATURES

- White Label & API Solutions
- Best Commissions
- Online Cancellation
- 24 X 7 Support
- Instant Refunds
- MIS Reporting



*We have been awarded*

*"India's top 100 Travel Producers Award | Best Emerging Travel Portal"*

Atlas Travels Online is an ambitious venture of a 25+ Year Old Travel Solutions Company

Corporate Office: 53, M. A. Road, Mumbai 400003 | 022 6141 1000 | atlastravelsonline.com

# Tourism boost through PPP route

The state announced its ambitious 'Visit Kerala 2015' campaign in April and shifted its focus on improving the state's infrastructure. Young and dynamic Anupama TV, IAS, Additional Director General, Kerala Tourism, sheds more light on the state's tourism plans.

HAZEL JAIN

## Q What is Kerala Tourism focussing on this year?

We are focussing on completing our infrastructure projects. We are following a master plan that we have developed for all major tourist destinations. We already have eight master plans for major destinations like Kovalam, Kumarakom and Thekkady. There was a little unplanned development in the past. But with our 30-year Advanced Vision Master Plan, we are more focussed.

## Q What is the status quo of these master plans?

The achievement of the final target will be over 10-15 years. But we have already started the first phase of our master plan this year. To talk about completed projects is tricky because the projects are in different phases of completion. For example, the Spice Route project has been

envisaged in many phases. The first stage is already completed and the second stage is on. So there will be a project completed in Kasalkod, the next day it will be in Trivandrum, etc. At least one or the other project is getting completed every day.

## Q How many projects are included in these master plans? Are these projects all under PPP?

We have more than 200 projects all going on simultaneously as we have so many destinations. Our notified destinations alone come to around 50. We have a few PPP projects but a majority of them is done by Kerala Tourism Development Corporation.

## Q Kerala is also working on waste management. Kindly elaborate?

Yes, we are building waste treatment plants which are really important for us because foreign tourists

“We have more than 200 projects all going on simultaneously as we have so many destination. We have a few PPP projects but a majority of them is done by Kerala Tourism Development Corporation.”



**Anupama TV**  
IAS, Additional  
Director General  
Kerala Tourism

always request for cleaner destinations. We spend close to ` 5 crore every year on waste management alone.

## Q Are there any specific challenges that Kerala faces?

There is a small disadvantage with respect to infrastructure planning in Kerala since we have a very long, heavy monsoon season during which all civil construction is completely halted. So while other states get

about 10 months for construction, Kerala gets only about eight because of which there is always a spill-over to the next year. It is always a matter of urgency as we have only a month after monsoon before the season starts.

## Q What activities have you planned with the trade?

Kerala Tourism has a very good relationship with the travel and hospitality

trade. We have done website integration of our database of accredited operators. We are also incorporating agents in our marketing plans for the year especially for 'Visit Kerala' campaign. We concluded a roadshow that saw 56 suppliers from Kerala meeting buyers from various cities. In Mumbai they met about 180 buyers, which is a very good number. We do 20 domestic cities every year in two phases – one from August to September where we visit 12 Tier II cities and another from January to March where we visit eight metros plus Pune and Nagpur which are also key cities.

## Q How can they benefit from 'Visit Kerala 2015'?

Already more than 50 accredited hotels and tour operators have partnered with us for this. We will be marketing their discounted products through this campaign.

## Q How are you promoting 'Visit Kerala 2015' abroad?

We will continue to do roadshows and participate in trade fairs. But this year, we have decided to expand to new markets in Asia, Central and Eastern Europe in addition to the existing ones. We are planning to come up with new themed campaigns for which talks are going on. The hospitality industry has agreed to partner with us with better packages for travellers visiting Kerala from April onwards.

## Initiatives

→ Kerala spends close to ` 5 crore every year on waste management alone

→ It has more than 200 projects all going on simultaneously for nearly 50 destinations

A new Business Opportunity for Travel Agents

Book Europcar for your clients and get exciting commissions & special nett rates\*.

Europcar is one of the world's largest self drive car rental companies offering self drive cars in over 150 countries covering Europe, Africa, Middle East, Canada, North America, Mexico, Caribbean, Asia Pacific, Australia & New Zealand.

### The Europcar Advantage

New cars with an average age of less than 6 months | 24 hour roadside assistance | Insurance against theft | Insurance for the car, passengers and third party | Pick up & drop facility available at Airports, Railway Stations and Regional Centers

### Fleet Includes:

Toyota, BMW Mini, Ford, Hyundai-KIA, Daimler, PSA, Renault Nissan, Audi, SEAT, Skoda, Volkswagen, Fiat Group (Incl. IVECO) & Opel Vauxhall

Freedom

Flexibility

Convenience

Value

Personal

For any further information, please contact

Ms. Sweta Sinha: 09811283916

Mr. Sanjay Ranawat: 09999998571

Visit : [www.stictravel.com/europcar](http://www.stictravel.com/europcar) | Email: [europcar@sticgroup.com](mailto:europcar@sticgroup.com)

Travel agents can easily make online bookings through B2B portal [www.click4wheels.com](http://www.click4wheels.com)





# Joint bank guarantee scheme for agents

After a successful convention in Israel, the Travel Agents Federation of India (TAFI) is now getting ready to push for the joint bank guarantee scheme for its members at the upcoming Agency Programme Joint Council meeting with the airlines.

 HAZEL JAIN

With an impressive turnout of about 550 delegates and a selection of fine speakers, including international ones, the Travel Agents Federation of India (TAFI) annual convention in Israel managed to deliver inspiration in sufficient amounts to its members. Next on the association's agenda is the issue of joint bank guarantee scheme for its members.

Revealing the association's plans is **Pradip Lulla**, National General Secretary, TAFI. "We will be pushing the joint bank guarantee scheme at the upcoming Agency Programme Joint Council [APJC] meeting. This will be in



**Pradip Lulla**  
National General Secretary  
TAFI

We will be pushing the joint bank guarantee scheme at the APJC meeting. This will be in lieu of insurance for which all members currently pay a premium

lieu of insurance for which all members currently pay a premium. The joint bank guarantee will be in effect next year so that the members can subscribe to it and gain from having a lower bank guarantee by giving a collective bank guarantee in this scheme," he says. The airlines have not yet announced a date for the APJC meeting.

The association also wants to improve and encourage dialogue between its members and the principals. "At the moment, connect between the airlines and the agents is weak. Most airlines are only dealing with a few consolidators while our membership consists mainly

of mid and small-sized agents. So in order to bridge this gap, we are trying to conduct workshops where we can involve the airlines, and maybe even hotels and DMCs," Lulla adds. TAFI recently conducted its Managing Committee meeting in Mumbai.

**More value for members**

Adding on TAFI's agenda for this year, Lulla says, "We are revitalised and ready to get into the thick of things. We are

now trying to give our members more value through our membership card by getting more and more establishments like hotels and restaurants into the fold and extend discounts to our members."

Talking about TAFI's major foray into the realm of technology, Lulla adds, "We have developed a mobile app which was unveiled at the convention. It will now be updated

regularly to reflect member information, upcoming events in all chapters and major announcements. We are also in the process of revamping our website to make it more dynamic and interactive." The portal, too, will have information on events, exhibitions and workshops organised by destinations and other trade partners. It will also have industry news to keep the members updated.

**Next Step**

- An app will be used to disseminate information about the association, news alerts, details of the managing committee, chapter details, contacts, membership details, etc.
- This will be for its members as well as non-members and will not require a log-in. It is available on iOS and Android.



"It's innovation", we said.  
"It's murder", said the travel agent.

Making life easier for the travel agent is the only priority at roomsXML.

For that to happen, our research and development team need to constantly introduce new features. Till date, we have introduced 10 features that are the first in the industry.

Our latest feature is 'Room Type Matching' - displaying room names exactly as the hotels call it.

"It's a killer feature indeed", agree travel agents. "You are making other hotel booking systems redundant... doesn't that amount to a kill?"

roomsXML - killer instinct runs in it's DNA.

15 024/quiksel.com

Register on [roomsXML.com](http://roomsXML.com). It's free!

Email: [sales@roomsxml.com](mailto:sales@roomsxml.com) | Phone: +91 20 6500 4942



Ramayana, Jain and Sufi circuits on the anvil

■ The Union Ministry of Tourism plans to develop Jain, Sufi and Ramayana circuits in the country in addition to the existing circuits already being developed by the Ministry. This information was given by Minister of State for Tourism (Independent Charge), Culture (Independent Charge) and Civil Aviation, **Dr Mahesh Sharma** in reply to a starred question in Rajya Sabha. Replying to supplementaries, he said that end-to-end tourism will be provided on the Buddhist circuit and GPS-enabled vehicles will be run to ensure the safety of tourists. He said that the Buddhist circuit has been allotted ₹ 120 crore and the work on it has started. Similarly Krishna circuit, which includes Mathura and Vrindavan, is also being developed and a sum of ₹ 120 crore is being allocated to it.

An amount of ₹ 100 crore has been allocated for the 12 religious cities selected under the PRASAD scheme and ₹ 600 crore has been provided for the Swadesh Darshan scheme for the current year.

# Educating agents on destinations

With renewed focus on education and knowledge enhancement for its members, TAAI is in the process of collaborating with a series of destinations to conduct training workshops pan-India for its members and their frontline staff.

**HAZEL JAIN**

The Travel Agents Association of India (TAAI) has renewed its focus on education for its members from this year. The association is looking to tie-up with a number of international tourism boards to conduct educational workshops for its members and their frontline staff. It will be announcing this soon once it receives formal confirmations from them.

**Jay Bhatia**, Chairman, Tourism Council, TAAI, and Director, says, "We have been talking to a lot of tourism boards and will be announcing a lot of joint initiatives with them soon. TAAI is looking to tie up with destinations like Vietnam, South Africa, Malaysia, Georgia in Europe and several others." The association recently signed a MoU with Zanzibar Tourism Promotion Centre India (ZTPC).

Educational workshops in India will be followed by TAAI's Educational

Destination Workshops (EDW) in the respective destinations. TAAI has done similar workshops in the past with New Zealand, Thailand, and Dubai. Bhatia

that TAAI is only an outbound association. We have members doing inbound, outbound, ticketing – basically everything depending on the season."

“TAAI is looking to tie up with destinations like Vietnam, South Africa, Malaysia, Georgia in Europe and several others.”

**Jay Bhatia**  
India Travel Award Winner and Chairman, Tourism Council, TAAI



adds, "This will give our members a platform to interact and network with the DMCs and the local players in these destinations. We want to promote outbound as well as inbound. A lot of people have a false notion

He adds that some countries want to reach out to agents only in certain regions that are key for them. For instance, South Africa wants to do it pan-India while Vietnam will only touch western India.

**MoU with Zanzibar**

According to its MoU with ZTPC, TAAI will promote bilateral tourism between India and Zanzibar. "Zanzibar has a lot of Indians with roots in India, especially in Gujarat. We want to increase tourism movement both ways and for this we will conduct intensive workshops with Zanzibar DMCs and hotels to educate our members about the destination jointly with Zanzibar. For now, it wants to focus only on western India," Bhatia explains.

TAAI will also be making recommendations for Zanzibar visa facilitation and better air connectivity. "We will also assist them with contacts wherever required. Awareness about Zanzibar is very low. People think that being an East African country it has only safaris. But in actuality, it has much more. We will now sit with them and discuss budgets, activities and other details. We will assist them in

creating packages in such a manner that it's well-suited for the Indian market," Bhatia asserts. The TAAI Managing Committee members will soon travel to Zanzibar for a recce.

Meanwhile, TAAI is busy revamping its website and upgrading it to allow its members to access more information and do more things on it.

**Discovering Zanzibar**

- TAAI will assist Zanzibar Tourism in creating packages well-suited for the Indian market
- TAAI will conduct workshops with Zanzibar DMCs and hotels to educate TAAI members about the destination

**PARK GRAND LONDON HOTELS**

**A WTM STAY LIKE NEVER BEFORE**

Chic, stylish and unique, Park Grand London Hotels is a collection of trendy properties renowned for their individuality, design and service. Ideally located near Paddington, Hyde Park, Kensington, Oxford Street and within easy reach to Heathrow, Park Grand London Hotels are the perfect choice for leisure and business travellers.

**IRRESISTIBLE WTM 2015 PACKAGE**

- Overnight stay in Deluxe and Club Room
- Complimentary buffet breakfast
- Wireless internet throughout the hotel
- Complimentary transfer by deluxe coach to and from World Travel Market venue in Excel (at agreed timing)

DELUXE DOUBLE ROOM

£119

+VAT per room per night  
Terms & Conditions apply

CLUB DOUBLE ROOM

£139

+VAT per room per night  
Terms & Conditions apply

For more information, please contact our central reservations office on  
Tel: 44 (0) 20 7479 2266 Fax: +44 (0) 20 7262 6160  
Email: reservations@parkgrandlondon.com  
www.parkgrandlondon.com





Become a **Canada Specialist**  
and increase your Canada sales

Register today at:  
**[csp-in.canada.travel](http://csp-in.canada.travel)**

**CSP**   
Canada Specialist Program



Delhi - Sonia Prakash : [sonia@buzzindia.in](mailto:sonia@buzzindia.in) +91 96503 99930  
Mumbai - Nida Kapadia : [nida@buzzindia.in](mailto:nida@buzzindia.in) +91 96194 99174



**Shanti Maurice- A Nira Reort, Mauritius  
has some of the most astounding MICE venue choices globally!**

**And, all the support you need for MICE events!!**

**Come meet the biggest corporate MICE movers  
from all over India and a meticulously selected  
group of high profile MICE agents over two separate days**

**Dates: Friday & Saturday on 10th & 11th July 2015, New Delhi**

**First Day for corporate MICE buyers  
Second Day for selected trade MICE movers**



Contact:

**Punam Singh : +919811158785 | Vineet Gopal : +91981162200 for further details!**

# Linking Germany with India's travel trade

Representatives from the Indian travel trade toured the Thuringia region recently to participate in the Germany Travel Mart 2015. The mart helped them to understand products and services provided by Germany as a destination.



PEDEN DOMA BHUTIA FROM ERFURT



As a buyer, GTM helps us meet suppliers, both old and new, discover new products and destinations and experience some of them first hand.

The exhibitors were very enthusiastic and from an Indian stand-point, extremely willing to extend a hand of partnership.

**Devesh Khanna**  
Head – Retail, B2B, Franchisee & Airports, MakeMyTrip



GTM was helpful in terms of knowledge of new products or existing products which we largely lack awareness of. Some of the takeaways from the event are

new products which can be used for leisure travellers, in fact we have recognised a probable new market segment, which we can target.

**Neil Almeida**  
Head of Products, Outbound Holidays, Yatra



The experience at GTM was absolutely outstanding. I loved the location and the effort taken by the Thuringia tourist board in showcasing

their region. The exhibition is split by region and product and provided me with the unique opportunity to discover new products and develop existing contacts.

**Supriya Kandhari**  
Managing Director, Chrysalis Holidays



GTM was a very good platform, it was informative and educational. And since at Red Carpet Tours we do a lot of MICE activities,

I got to meet many transporters, hoteliers and representatives of major sightseeing facilities. I also got introduced to new destinations and all this has translated into business for us.

**Gurpreet Johar**  
Director, Red Carpet Tours



The 41<sup>st</sup> Germany Travel Mart created a valuable platform for us to meet suppliers and Tourism Boards from Germany. The exhibition provided the opportunity to learn trends, product presentation and educational programs of the German tourism industry.

**Sandeep Bhardwaj**  
Managing Director, Aeronet Travtour



GTM was a fantastic event, the mart provides an amazing platform for products and knowledge. People have great passion for tourism. We at Hi-Times will soon be signing MoUs with intercity transport companies, car rentals and new DMCs in Germany.

**Harkamal Singh Gill**  
Managing Director, Hi-Times



GTM has helped me a lot in terms of getting the right knowledge about a lot of unexplored places and small towns in Germany. I now have a good idea of what itineraries to promote and sell. I met with a lot of good hoteliers and DMCs, so overall the experience was very helpful.

**Akshay Chitkara**  
Manager -Tours, UniglobeMKOV Travel

Superior stopovers.

dnata

With the best products and services for global travellers all in one place, it's easy to see why dnata is Dubai's leading Destination Management Company.

Our other options include:

- Warm welcomes, with **marhaba services**
- Stress-free holiday, with **visa services**
- Dubai done right, with **exclusive rates and best prices**

Easy, affordable and all in one place. Dubai begins with dnata.

24-hour call centre number : +91 120 6763630

Corporate Office : Windsor IT Park, Level A-1 Sector-125, Noida-201301 UP, India

Telephone : +91 120 6763630

Fax : +91 120 6763555

Email : [tours@dnata.com](mailto:tours@dnata.com)

Regional Offices : Mumbai, Bangalore, Pune and Gurgaon

# Mumbai to Beijing on Air China soon

Air China will be doubling its capacity and starting direct flights between Mumbai and Beijing from this October, during the time of Diwali. On the cards are more trade workshops across India and joint promotions with the China National Tourist Office.



HAZEL JAIN

Air China announces non-stop flights between Mumbai and Beijing from this October, just in time for the Diwali season. This, will double its current capacity from Mumbai.

“Air China will be increasing its capacity from Mumbai from October 2015 and launching non-stop Mumbai-Beijing flights four times a week. Most of the traffic from the western and southern part of India is business travel as there are a lot of traders who travel to China. From the north, there is more of onward traffic,” says **Xia Baohui**, General Manager, Air China, Mumbai. The new flights will be on systems from June or July.

The airline also held nationwide workshops for agents in India. **Asif Naqvi**, Sales Manager, Air China, Mumbai, who conducted the trade workshops, says, “One more reason for increasing



**Xia Baohui**  
General Manager  
Air China, Mumbai

We have seen numbers grow more than double. India-China is not a very predictable market but we are looking at a 10-15 per cent growth this year

capacity is that we have very good connectivity to Japan with 12 cities, which is second only to Japan's national carrier. So we expect huge demand from travellers going onward to Japan as well. The demand for north China is also very huge so we may look at increasing capacity there as well.”

Air China sees huge traffic flying to Hangzhou and Yiwu from India. The airline currently flies four flights weekly on the Mumbai-Chengdu-Shanghai route and four weekly flights on the New Delhi-Beijing-Hangzhou route. “The flights from Mumbai have a capacity of 117 passengers including business class. We are taking that to 250 altogether and changing the route to Beijing directly. Once we introduce Beijing, we will have a lot of connectivity to the interiors of China and to North Asia, especially with good connectivity to Japan,” Naqvi says.

### Working with trade

In lieu of the developments, Air China is offering the travel trade plenty of deals that are listed on its Facebook page. It also conducted trade

turnout from sub-agents due to them being located close to the trader markets. “If you see our BSP [Bill Settlement Plan] report, it will show that we have multiple agents who issue sin-

but we are looking at a 10-15 per cent growth this year. The government has already announced 2015 as ‘Visit China Year’. Even the Indian government is looking to approve eTV for Chinese tourists so things will only improve.” He however did not divulge investment figures for India for this year.

We are looking to replicate this in Bengaluru, Hyderabad, Chennai, Kochi and Nasik in June-July. We want to create awareness about the new route and check the response for it

**Asif Naqvi**, Sales Manager, Air China, Mumbai

workshops this April in Ahmedabad, Surat, Pune, Goa, New Delhi and Jalandhar. “We are looking to replicate this in Bengaluru, Hyderabad, Chennai, Kochi and Nasik in June-July. We want to create awareness about the new route and check the response for it,” Naqvi says.

He informs that most of the workshops saw huge

gle tickets but translate to more business for us. We are starting from the grass-roots level and training them,” he adds.

### Growth in traffic

In its third year of operations in India, Air China has seen traffic grow over the last two years. Baohui elaborates, “We have seen numbers grow more than double. India-China is not a very predictable market

### Soaring Non-stop

- ↘ Air China will ramp up the number of travellers from Mumbai from 117 to 250
- ↘ It has also conducted trade workshops in Ahmedabad, Surat, Pune, Goa, New Delhi and Jalandhar
- ↘ Air China is offering the travel trade plenty of deals on its Facebook page




Grab this opportunity to grow your hotel business

**Wide choice**  
Choose from over 16000 hotels in over 600 cities across India

**Best commissions & deals**  
Best in trade commissions. You can even sort hotels by the commission earned on each

**Optimum inventory available**  
We offer maximum number of hotel rooms available for booking

**Best room rates in the industry**  
We have negotiated some of the best room rates in the industry to help you sell more

## Experiencing East Africa

Nairobi-based Safari Trails is keen to enthuse the Indian market about East Africa and is aggressively reaching out to the trade to update them about its new luxury products in the Ebola-free region.



HAZEL JAIN

In order to wipe away the thin layer of dust that seems to have settled on Africa after the unwarranted Ebola scare, Destination Management Company Safari Trails is doing its bit to revitalise the Indian footfalls into the region.

**Rajay Thethy**, MD, Safari Trails, who was on a sales mission to India recently, says, "We have been present in India for the last 10 years and it is one of our primary source markets. My sole purpose of visiting India is to create awareness of both the destination and our products among our trade partners. We have planned a busy season ahead for them."

Specialising in the East African region that includes Kenya, Tanzania, Uganda, and the Indian Ocean islands of Mombassa, Malindi, Lamu and Zanzibar, Safari Trails will conduct workshops and familiarisation trips in multiple cities soon.

### Trade activities

Thethy will be back in India this June to conduct educational workshops on various products for its trade partners in Kolkata, Ahmedabad, New Delhi, Hyderabad, Bengaluru and Mumbai. The workshops will continue in October 2015 in partnership with its airline and land operator partners.

In-between, Safari Trails will also conduct familiarisation trips — one for its category A partners in June with eight agents, second in October with 10 agents followed closely by a third one in November with 12 agents.

Thethy adds, "There are a lot of regions where we are not present but want to be — like in Tier II and III cities of Punjab like Chandigarh and Ludhiana and even Central India, especially Nagpur. We want to partner with the trade in these areas and are open to dialogue."

### Special luxury deals

A third-generation Indian Kenyan, Thethy is keen to promote luxury travel in East Africa. "There are so many high-end products and brands

available here and we want to promote some of them. That is why we have a special offer available only to agents who work with us," he says.

**“There are so many high-end products and brands available here and we want to promote some of them. That is why we have a special offer available only to agents who work with us.”**

**Rajay Thethy**  
Managing Director  
Safari Trails



Speaking about one of them, he adds, "Our strength has been a fleet of special 4x4 vehicles that have Wi-Fi, fridges, reclining seats, and experienced qualified guides. Our seat-in-coach programme, usually a very expensive product, which we are running for this is available at a very affordable price to

"MICE to East Africa is on the decline because of the shortage of yellow fever vaccine. We are trying to get our government to engage the Indian authorities to waive this Yellow Fever requirement because it is not required. It is only mandatory in India. The governments of America, UK or Australia don't require it



help agents sell. So we are taking a risk and running a minimum of two pax."

This is not all. Safari Trails is taking this a notch higher and also offering agents charter planes at affordable rates. Instead of doing transfers from one park to another by road, which takes five to six hours, it is now offering SkySafari by Elewana. "This luxury product becomes affordable to our partners because we are operating with minimum two people occupancy and charging one price so we take the risk of filling up the seats," Thethy says.

He is happy that the connectivity has now improved with Kenya Airways

then why is the Indian government asking for it? It's just bureaucracy. They need to cut the red tape and tone it down from mandatory to advisable. The last instance of Yellow Fever was 40 years ago and the tourist circuit is now free of it," he says.

### Moving in style

➔ Safari Trails has a fleet of special 4x4 vehicles that have Wi-Fi, fridges, reclining seats, and experienced qualified guides

➔ It is also offering agents charter planes at affordable rates

HELP YOUR  
BUSINESS GROW  
WITH CLAY TELECOM'S  
VOICE AND DATA PLANS



### ATTENTION TRAVEL AND FOREX COMPANIES

- Bundle SIM with Your Products
- Gain Ancillary Revenue in Shrinking Margin Market
- Better Margins, Bigger Profits
- Low Investment with High Returns
- Buy Bulk Quantity at Wholesale Tariffs

### CLAY SERVICES



International Postpaid and Prepaid SIM Cards



International Data Packs



Global E-mail Service

Don't Go Abroad Without It!



\*T&C Apply

www.clay.co.in

For enquiries call 011-66470000  
or email at partners@clay.co.in

# INSPIRE YOUR CLIENTS with CONTENT

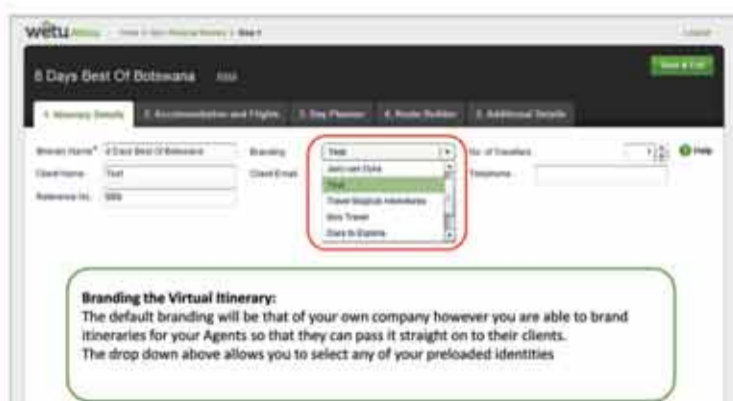


## A Dynamic Online Tool for the Travel Trade



- **Empower**  
your sales channel
- **Engage**  
your potential clients
- **Increase**  
your enquiries
- **Improve**  
your conversion rates
- **Simplify**  
your content management

### BRANDING THE ITINERARY



The Wetu Content System is an online solution for the management and distribution of tourism sales and marketing content. The Wetu System is made up of an open content system and digital versions of the paper sales tools of the tourism industry – Maps, Itineraries, Brochures and Catalogues – all of which enables rich, emotive content to pass through the industry and get into the sale in an engaging and interactive manner.

For a free trial visit: [www.ddpwetu.com](http://www.ddpwetu.com)

For more information contact:

[sunny.sharma@ddppl.com](mailto:sunny.sharma@ddppl.com) / +91 9650399903 | [devika@ddppl.com](mailto:devika@ddppl.com) / +91 9818767141 | [gunjan@ddppl.com](mailto:gunjan@ddppl.com) / +91 9650399905



# Qatar Airways wants stake in IndiGo

India is a strategic market for growth and expansion for Qatar Airways. The Doha-based airline, which Akbar Al Baker, CEO, Qatar Airways, has led since 1997, has become one of the fastest-growing commercial airlines in aviation history. India is the carrier's largest single market in terms of destinations served and it is bracing for expansion, he says.

**MEGHA PAUL FROM DUBAI**

Qatar Airways is planning aggressive expansion this year, after adding 12 routes last year, with more acquisitions on the radar, particularly in India. "We will look at holding equity in other air-

Talking about his plans for the India market, he said, "Qatar Airways is committed to India. In fact, India is its largest single market in terms of destinations served. Over the years, the bilateral relations between Qatar and India have strengthened and the numerous routes operated to India by Qatar

Airways have only reinforced the commitment between both countries."

Throwing more light on its India operations, Al Baker said, "Last year alone we expanded our cargo operations to Delhi by starting our second freighter service to the city, just two months after

launching the first freighter on May 4. As you can see, India is a highly important market for both Qatar Airways' passenger and cargo operations."

Charting out its game plan for the India market, he opined, "Our strategy is to expand our footprint in the country as well as increase

frequency on existing routes to offer passengers greater choice. Qatar Airways will continue its aggressive expansion. As Indian aviation prepares for its next phase, it will witness increasing demand from upcoming metro cities. That is why we have daily connections to Amritsar, Goa,

Kochi and Ahmedabad. Apart from Indians who have started travelling overseas for business as well as leisure from these cities, there is a lot of interest in international tourists. Moving forward, we plan to seek more capacity in India, increase frequency on existing routes and recruit more people from India."



**Akbar Al Baker**  
CEO  
Qatar Airways

Qatar Airways is committed to India. In fact, India is its largest single market in terms of destinations served

lines," Al Baker said. "Why I always talk about IndiGo is because it is the best run, most successful Indian carrier. If there is any opportunity for taking equity stake in IndiGo, we will be very interested," he pointed out. Al Baker was speaking at the Arabian Travel Mart recently where he announced the launch of the Doha-Dubai Shuttle and unveiled the new brand identity of the airline's in-flight entertainment.

## India on its mind

- ➔ India is a highly important market for both Qatar Airways' passenger and cargo operations
- ➔ Qatar Airways open to acquire equity stake in IndiGo
- ➔ The airline plans to seek more capacity in India, increase frequency on existing routes and recruit more people from India

At this very moment a brimstone butterfly is landing on someone's foot in the center of Vienna. When will one land on yours?

**VIENNA**  
NOW OR NEVER

WWW.VIENNA.INFO

In front of the Kunsthistorisches Museum

Provincial capital of Austria

## Guest Column

## Social media's impact on travel marketing

Matt Hulen, Head, Travel & Financial Services, Southeast Asia, Facebook, tells us how social media is impacting travel marketing.

Here's a look at the three most important travel marketing goals and how social media impacts each of them:

## Inspiration

Large, people-based platforms offering social context, such as Facebook, give marketers more ways to inspire consumers. The dreaming phase of travel is now more shareable, and 42 per cent of Facebook users did just that in 2013, sharing at least one travel story with their friends and family. Through inspiring people, marketers are helping to create memories, and motivating them to continue booking

The dreaming phase of travel is now more shareable, and 42 per cent of Facebook users did just that in 2013, sharing at least one travel story with their friends and family

trips. People's natural tendencies to share their travel experiences in real time play an important role in helping others in their network discover what matters to them. Now, travel companies no longer have to push generic messages to consumers and hope that they result in action.

## Conversion

Conversion is imperative to any business but the path to purchase is complex as the consumer experience is now omnichannel. Technology has changed efficiency, and marketers need to reach the right travellers at the right time, on the right medium that drives action.

70 per cent of digital users now access the Internet across both mobile and PC – up from 63 per cent a year ago – due to consumers' increased comfort moving across a number of devices to stay connected and consume content. To a consumer, the messages are coming from the brand, and not the channel. No matter where or when they are touched by a message, each of the combined touches have an influence on their purchasing behaviour. As such, marketers must now integrate content into the moments that matter to consumers, and ensure that this content is relevant and per-

sonalised. Consumers are increasingly using apps within the context of large, people-based digital platforms over searching on mobile browsers with 86 per cent of mobile activity generated via apps. This underscores the importance of a mobile app strategy for any business in the travel industry. Marketers have to do more than just building an app and hope consumers will use it

## Loyalty

Lastly, there is retention, which can be broken down into three parts: Customer Relationship Management (CRM), brand, and mobility.

Digital technology and the abundance of data now available open up massive opportunities for managing customer relations and the lifecycle of customers. Instead of transactional relationships that ebb and flow, marketers can now reach consumers at all the right points in time to form longer, more valuable relationships. To maximise reach and its efficiency, businesses can marry any data they have with that on Facebook.

As travel continues to be a key sector focus for Facebook, travel marketers are starting to leverage people-based targeting to drive personalisation at scale, and mobile to reach customers at every point of their journey.



Matt Hulen  
Head, Travel & Financial Services  
Southeast Asia, Facebook

## Industry works to ease visa process

TAAI's Western Region is taking up issues that pose a hurdle for its members and Number 1 on the list is easing visa process with the help of the Consulates of the respective countries.



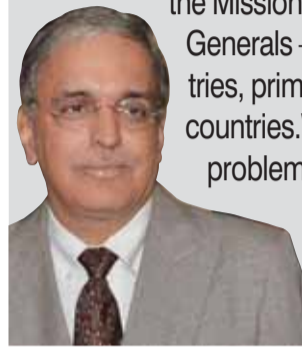
HAZEL JAIN

After its successful annual convention in Bali, the Travel Agents Association of India (TAAI) Western Region is gearing up for a busy year ahead. One of its initiatives is aimed at taking up issues that restrain the travel agents from conducting smooth business.

On top of the list is easing of visa processes. Sampat Damani, Chairman, Western Region, TAAI, says, "We are working on ironing out some issues that our members are facing with regards to client visas. For this, we are talking to the Missions — the Consul Generals — from a few countries, primarily the Schengen countries. There is so much at stake when travellers book a holiday but get their visas denied or delayed. We have been meeting a lot of Consul Generals and sharing our problems with them."

The TAAI team from the Western Chapter is meeting more and more Missions on an ongoing basis for this.

"We are working on ironing out some issues that our members are facing with regards to client visas. For this, we are talking to the Missions — the Consul Generals — from a few countries, primarily the Schengen countries. We are sharing our problems with them."



Sampat Damani  
Chairman, Western Region  
TAAI

## Esprit De Corps

After successfully organising its first-ever networking event for all the senior executives from the travel, airline and hospitality industries titled 'Esprit De Corps' in Mumbai this March, the TAAI Western India Region plans to make this a regular event.

Damani reveals, "We want to make it an annual or a biennial event because we want to create a spirit of comradeship and enthusiasm among all the stakeholders. There were at least 500 atten-

dees including presence from about 50 Consul Generals alone, which is very rare." He adds that TAAI had approached the Consular Corps to assist in reaching out to all the Consul Generals in Mumbai.

The association also honoured three of its past presidents at the event – MK Sanghi, Pradip Madhavji and Cyrus Guzder. MK Sanghi (1980-82) is now the Hon. CG of Kazakhstan, Cyrus Guzder (1985-87) is presently the Hon. CG of the Republic of Ireland,

while Pradip Madhavji (2001-03) holds the post of Hon. CG of Colombia.

The event was the first of its kinds that saw participation from the Diplomatic Corps of the various Missions, VFS personnel, senior managers of airlines, heads from the hotel industry, heads of national and international tourism boards, DMCs, insurance companies, foreign exchange providers, and CRS systems.

TAAI will soon go into election mode as its four Regions and 17 Chapters start their election process. Damani says, "We will start getting ready for our elections from June-end, July-beginning. We will conduct our Managing Committee meeting on May 12-13 in Mumbai where the details including the dates for elections will be decided." All chapter terms will end by June 2015. The Chapter and Region-wise elections will take place at least 21 days prior to the national elections. All results for the region-wise elections will be announced by July 30. ↘

## Gearing up to host more tourists

The hospitality industry in Uttar Pradesh is gearing up to meet the surging domestic and international tourist inflow. Hotels in the City of Nawabs–Lucknow–are renovating their existing properties to accommodate visitors and provide them with world-class facilities.



ANIL MATHUR

Buoyed by the increasing inflow of tourists to Uttar Pradesh, the hospitality industry in the state is leaving no stone unturned to make both domestic and international tourists experience the state's timeless history and heritage. The trade is very positive about the prospects and potential of Lucknow, for business as well as leisure tourism, with focus on domestic traffic and also hopes to boost international arrivals to the City of Nawabs.

This is also reflected in the new upcoming hotel projects as well as existing properties undergoing renovations in the capital city of UP, with an aim to provide world class facilities. It is estimated that in 2015-16, Lucknow would boost the room inventory by about 500 rooms.

The iconic Hotel Clarks Avadh, one of the oldest



Rtd. Col K K Manglik  
Vice President  
Hotel Clarks Avadh



Rahul Sharma  
General Manager  
La Place Sarovar Portico

hotels in the city, has invested in renovating two floors, giving the rooms a new, modern look, and state-of-the-art facilities, points out Rtd. Col K K Manglik, Vice President, Hotel Clarks Avadh. Many of the rooms in the hotel offer a grand view of the Gomti River. Manglik is confident that in the coming days Lucknow will get a larger share of business and leisure travellers, following the suc-

cessful conclusion of Uttar Pradesh Travel Mart.

La Place Sarovar Portico has also embarked on a renovation and upgrading drive for its 50 rooms. Rahul Sharma, General Manager, La Place Sarovar Portico, says that the rooms will be redone in stages so that the guest flow is unaffected. Fifteen rooms are being taken up for renovation at a time. The Terrace Grill and the

Pavilion also don a new look. Sharma points out that Lucknow gets a significant share of pharmaceutical, medical, films and business travellers. Besides this, famous Chikankari work also attracts many designers and exporters.

Gemini Continental in Hazratganj is also under renovation, confirms Nikhil Sethi, General Manager of the hotel. The hotel room inventory in Lucknow is set to get a big boost, with several hospitality chains and other hotels due to open doors and start work soon. Ramada Hotel, that houses a large convention centre, is coming up near the airport with 200 keys. Hyatt and Radisson hotels are set to foray soon. Cygnete, a relatively new hospitality chain, and Jameson Inn also plan to open doors in Lucknow sometime soon. Ranjee's (64 rooms) will start receiving guests from June this year. ↘

# DIVE INTO THE ONLY AQUARIUM VISIBLE FROM SPACE



THERE'S NOTHING LIKE AUSTRALIA  
FOR YOUR NEXT BUSINESS EVENT.  
PLAN NOW, VISIT [AUSTRALIA.COM/BUSINESSEVENTS](http://AUSTRALIA.COM/BUSINESSEVENTS)



BUSINESS EVENTS  
AUSTRALIA

# Draft National Tourism Policy goes online

In the process of formulating the new National Tourism Policy 2015 for development and promotion of tourism in the country, the Ministry of Tourism (MoT) had sought suggestions from the public and had uploaded the draft policy on the ministry's websites.



TT BUREAU

The Ministry of Tourism, Government of India, is in the process of formulating a National Tourism Policy 2015 for development and promotion of tourism in the country. A draft Policy, based on inputs and suggestions received from stakeholders, eminent personalities and experts in the field of Tourism, state governments and Union Territory administrations was uploaded on the official websites of the Ministry of Tourism – [www.incredibleindia.org](http://www.incredibleindia.org) and [www.tourism.gov.in](http://www.tourism.gov.in) for inviting comments or suggestions from the general public on or before May 10, 2015.

**Some of the highlights of the Policy are:**

- ❖ Re-visiting National Tourism Policy 2002
- ❖ Rounds of consultations held to obtain inputs for the Policy with overseas tour operators, stakeholders, state governments and Union Territory administrations and experts and veterans in the

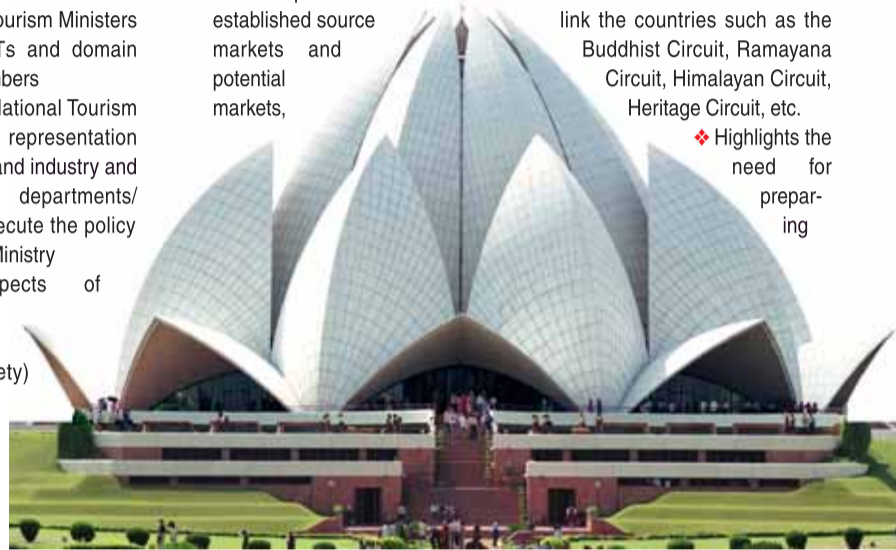


- ❖ field of Tourism
- ❖ A concrete 'Action Plan' forms a part of the Policy
- ❖ Focus of the Policy on Employment Generation and Community Participation in tourism development
- ❖ Stress on development of tourism in a sustainable and responsible manner
- ❖ An all-encompassing policy involving linkages with various ministries, departments, states/ Union Territories and stakeholders.
- ❖ The Policy enshrines the vision of developing and position

- ❖ India as a 'Must Experience and Must Re-visit' Destination
- ❖ Setting up of 'National Tourism Advisory Board' under the chairmanship of Union Tourism Minister, with Tourism Ministers of States / UTs and domain experts as members
- ❖ Setting up of 'National Tourism Authority', with representation from the trade and industry and interconnected departments/agencies to execute the policy laid out by the Ministry
- ❖ Includes aspects of Swachhta (cleanliness), Suraksha (safety) and Swagat (welcome)
- ❖ Development of core infrastructure (airways, railways, roadways, waterways, etc.) as well as Tourism Infrastructure (Swadesh Darshan, PRASAD, Buddhist Circuit, etc.)
- ❖ Emphasis on skill development across all segments — setting up of a dedicated university for tourism and hospitality education.
- ❖ Emphasis on technology enabled

- ❖ development in tourism — social media, mobile applications, Wi-Fi connectivity at tourist centres, GIS technologies, etc.
- ❖ Focus on promotions in established source markets and potential markets,

- ❖ fora under SAARC, ASEAN, IBSA, BRICS and others. Develop and promote common packages with SAARC and ASEAN nations on themes that link the countries such as the Buddhist Circuit, Ramayana Circuit, Himalayan Circuit, Heritage Circuit, etc.
- ❖ Highlights the need for preparing



- ❖ which are contributing significantly to global tourist traffic, with targeted and country specific campaigns
- ❖ Online training programmes for international tour operators to create "India Specialists"
- ❖ Play a more pro-active and decisive role at multilateral tourism

- ❖ vision documents / annual market intelligence reports on top source markets which would form the basis for Government and industry activities.
- ❖ Develop a common methodology for measuring footfall of international and domestic tourists for use by states and UTs.

# Air China touches base with agents

Air China recently held a get-together for its top travel agents in New Delhi to thank them for their association and seek continuous support in the upcoming years. The event was held at the Park Hotel. Air China showcased the airline's two new routes being started for India. About 50 to 60 agents and people from the travel fraternity were present.



# Reviving tourism after natural disasters

The International Conference on Sustainable Destination Excellence: Rebuilding from Crisis and Disasters, held at the School of Hospitality and Tourism Management, University of Jammu, was relevant in the context of recent events in Kashmir Valley and Uttarakhand, which had an adverse effect on tourism in the North Indian states.



ANIL MATHUR

The conference served to highlight the need for caution on the development front, meaning whatever is being done in the name of progress should be sustainable, so that future generations can enjoy what we have inherited.

The meet, held on March 20-21, also focused on what the travel and tourism industry stakeholders can do to lessen the negative impact of any natural calamity on the industry. The message that came out loud and clear from the convention, attended by young and experienced policymakers and practitioners, academicians and researchers, was that better coordination and efforts are required at all levels.

One important takeaway for the travel and tourism industry was that it should be better prepared for crisis and



disasters, and have alternative marketing plans. Also, short-term gains must not stand in the way of long term, imaginative plans, which can be and should be implemented. **Parikshat Singh Manhas**, Director, SHTM and conference convenor, spoke of the fragile nature of tourism and of globalisation of the tourism industry. He also praised the resilience of the industry to recover from crisis and disasters.

**Dr Kalsom Kayat**, Director Research and Innovation Centre, Universiti Utara Malaysia, Malaysia, in her keynote address, set the ball rolling by emphasising that what was needed was not just growth, but use of resources in a sensible manner, so that the needs of the present are met, without compromising the future. While developing destinations, the economic, social and environment goals must be consid-

ered, she said. Kayat asked the stakeholders to pose the question — does tourism help environment and mitigate the potential negative impacts? "We cannot just look at profitability," she added.

**Farooq Ahmed Shah**, Director, Kashmir Tourism, called for special funds for protection of environment, adding that preservation of destinations is important. The Kashmir floods were an eye-opener and

the tourism industry needs to have foresight and proper planning to deal with such situations. **Naeem Akhtar**, Education Minister, Jammu and Kashmir, called for awareness among tourism stakeholders. The community should be sensitised on preservation and protection of resources, he added. **RD Sharma**, Vice-Chancellor, Jammu University, called for a roadmap to implement the suggestions made at the conference.

**Keshav Sharma**, Dean, Faculty of Business Studies, said that in view of the recent floods, the conference was timely.

**Sunil Sharma**, Minister, State Revenue and PWD, Jammu and Kashmir, asked the universities to play a pivotal

role in meeting the manpower needs of the tourism industry.

**Vikrant Kuthiala**, Chairman, J&K Committee, PHD Chamber of Commerce and Industry, suggested a crisis management plan so that tourism does not suffer during a crisis.

**VK Sehgal**, Chairman, Tourism Promotion Council, Jammu and Kashmir, suggested that more attractions of the region should be developed, so that at times of crisis tourism does not suffer.

**Dr Devesh Nigam**, Reader, Bundelkhand University, Jhansi, felt that sustainability is not a concept which can be implemented alone or within only one sector: it needs understanding on social, economic and environmental and cultural issues of tourism as well as other areas of development. Tourist satisfaction and sustainable tourism go hand in hand, he said.

## the business travel magazine

# MICETalk

With the Indian corporate world opening up to new experiences in terms of meetings and conventions, MICETalk gets talking on the finest ideas in business travel. Innovative, magnificent, spectacular are some of the superlatives that these exploits attract. Intended as a guide for business travellers, MICETalk is a testimony to how prominent a place India is coming to occupy on the MICE map.

India's First & **ONLY MICE** magazine

Each month

**34,500** copies

of MICETalk go out to corporates, MICE agents, PCO's, DMC's and other MICE organisers.

the electronic version is read by over

**5,00,000** readers

Business Travel gets a Makeover...



Advertising Contact:

Karishma at: +91 9650196511  
Karishma@ddppl.com (Delhi)

Harshal at: +91 9619499167

harshal@ddppl.com (Mumbai)

**DDP**  
PUBLICATIONS  
PRIVATE LIMITED  
CIN U22210DL2012PTC230432

# Emaar Hospitality holds 3-city roadshow

Seema Pande, Corporate Director-Sales and Partnerships, Emaar Hospitality Group, recently headed a high-level delegation of General Managers and Directors from The Address Hotels and Resorts, Armani Hotels, and Vida Hotels and Resorts represented by Nijhawan Group in India. The roadshows were conducted in New Delhi, Bangalore, and Mumbai.



## Uttarakhand travel agents get their own association



Tourism industry experts from Uttarakhand recently came together under the flagship banner of Uttarakhand Tourism Professionals Meet 2015. The response was overwhelming as about 80 professionals attended the meeting. The agents will now look at forming an association of Uttarakhand tourism professionals based in Delhi to explore the underlying opportunities within the industry. The interim committee has been formed with 15 members headed by Ravi Gosain of Erco Travels.

## Lords Inn Jodhpur opens doors

Lords Hotel & Resorts is expanding at a fast pace. The group aims to open 49 properties by the end of 2016. Rishi Puri, Vice President, Lords Hotels & Resorts, tells TRAVTALK about the new hotel in Jodhpur.

TT BUREAU

Lords Hotel & Resorts announces the launch of its property, Lords Inn Jodhpur in Rajasthan. It is a business hotel which offers all the luxuries associated with star hotels at budget property prices. The 50-room hotel is the third property of Lords Hotels & Resorts in the state with other two in Jaipur. The hotel, owned by Kuchaman Hotels & Resorts, offers rooms designed to suit the needs of both domestic and international travellers alike.

The hotel facilities include 50 well-furnished rooms including suites, a multi-cuisine restaurant — Blue Coriander, business centre with round the clock high speed Wi-Fi facility, in-house laundry, and a banquet with a capacity for 150 pax. A roof top restaurant — Lime Tree — is also located adjacent to a swimming pool and a health club would be operational a week after launching. Specialty spa — Aleenta further adds to the charm of the property.



**Rishi Puri**  
Vice President  
Lords Hotels & Resorts

The Group presently owns and manages 23 hotels in various cities across India covering business, leisure and religious destinations across India and operates under four brands viz Plaza, Inn, Eco Inn & Resorts to suit the needs of wide and varied guests. The chain has aggressive expansion plans with five more properties in different parts of the country to be brought under its folds in next six months. Puri says, "Jodhpur, over the years, has become a major tourist destination. Besides, peo-

ple travel to Jodhpur for business as well. So we sense tremendous potential and have accordingly opened a property in Jodhpur."

The group follows the motto of 'True Value Hotels'. It offers almost all the frills which guests require for a comfortable stay, at the most competitive prices. Puri adds, "We are 'glocal' in approach — having a global concept with local best practices". He informs that 70 per cent of their guests comprise of domestic tourists and the rest are foreigners. He also adds that the group is looking to expand aggressively with target of opening 49 properties by the end of 2016.



# Join us for Learn South Africa Module 6

The Learn South Africa Programme is back with Module 6. The Programme aims to train travel professionals to promote, plan and organise quality South African holidays to suit clients' requirements. This will improve efficiency and profitability.

Registration is free and you're welcome to bring multiple participants from your company. What's more, attendees stand a chance to win a Fam trip to South Africa.

The Programme will take place as follows:

DATE	TRAVEL	SESSION
Monday 13 July 2015	Goa	09h30 - 13h30
Tuesday 14 July 2015	Ahmedabad	10h00 - 14h00 • 14h00 - 18h00
Wednesday 15 July 2015	Ahmedabad	10h00 - 14h00
Thursday 16 July 2015	Jaipur	10h00 - 14h00
Friday 17 July 2015	Delhi	10h00 - 14h00 • 14h00 - 18h00
Monday 20 July 2015	Jalandhar	09h30 - 13h30
Tuesday 21 July 2015	Delhi	10h00 - 14h00
Wednesday 22 July 2015	Lucknow	10h00 - 14h00
Thursday 23 July 2015	Kolkata	10h00 - 14h00 • 14h00 - 18h00
Friday 24 July 2015	Mumbai	12h00 - 16h00
Saturday 25 July 2015	Pune	10h00 - 14h00 • 14h00 - 18h00
Monday 27 July 2015	Hyderabad	10h00 - 14h00 • 14h00 - 18h00
Tuesday 28 July 2015	Chennai	14h00 - 18h00
Wednesday 29 July 2015	Trichy	09h30 - 13h30
Thursday 30 July 2015	Chennai	09h30 - 13h30
Friday 31 July 2015	Bangalore	10h00 - 14h00 • 14h00 - 18h00
Saturday 1 Aug 2015	Cochin	09h30 - 13h30
Monday 3 Aug 2015	Mumbai	10h00 - 14h00
Tuesday 4 Aug 2015	Nagpur	10h00 - 14h00

**RSVP: Monoj Karkera | Tel: 022 4083 6786**  
**Email: [learnsouthafrica@southafrica.net](mailto:learnsouthafrica@southafrica.net)**



**SOUTH AFRICAN TOURISM**

## Canada calling for Rendez-vous

■ The 39<sup>th</sup> edition of Rendez-vous Canada (RVC), Canadian Tourism Commission's (CTC) international tourism marketplace, will take place from May 26-29

Some of the world's most influential travel buyers check out innovative new Canadian Tourism offerings, broker deals and close sales generate impressive revenue for Canadian businesses.



**SanJeet**  
India Representative  
Canadian Tourism Commission

**“Rendez-vous Canada is the biggest showcase for destination Canada with over 500 Canadian sellers and 400 buyers. RVC is a must attend for all serious Indian buyers.”**

at one of Canada's iconic destinations—the Scotiabank Convention Centre, Niagara Falls, Ontario. RVC is a proven and efficient event produced by CTC for the Canadian Tourism industry.

At Rendez-vous Canada, 24,000 face-to-face business appointments will take place in over four days. It is designed to facilitate contacts and sales for Canadian Tourism operators who want to distribute in international markets by showcasing the country's latest and most authentic tourism products for buyers from over 25 countries.

says **SanJeet**, India Representative, Canadian Tourism Commission.

Canada is the dream destination for millions of international travellers and RVC makes it easy for buyers to export these dreams for their clients. Canada's tourism industry has incredible economic growth potential and RVC showcases that opportunity for the benefit of hundreds of small, medium and large businesses.

# Peace through tourism in India

The International Institute for Peace through Tourism - India Chapter has launched its Educators Network Forum and inaugurated its office at a Mumbai-based management institute to encourage the trade as well as the youth to join their cause.



HAZEL JAIN

The International Institute for Peace through Tourism (IIPT) India Chapter has made serious headway since its launch in New Delhi in January this year. It recently launched an Educators Network Forum (ENF) and also inaugurated its office inside Sir M. Visvesvaraya Institute of Management Studies & Research (SVIMS) in Mumbai.

Started by two founding directors — **Ajay Prakash** and **Kiran Yadav** — IIPT India aims to engage with the youth. It has therefore introduced the concept of peace through tourism in the SVIMS curricula. According to Prakash, tourism can be the first peace industry in the world and global tourists can be the ambassadors for peace. IIPT India is supported by ASSOCHAM.

It will organise its first IIPT India Peace Awards for Indian women in the travel and hospitality industries in September 2016. It will also



Valsa Nair Singh, Secretary Tourism, Maharashtra Government, inaugurating IIPT office in Mumbai

conduct Global Awards at ITB 2016 for honouring women achievers. Also present at the event was **Valsa Nair Singh**, Secretary Tourism, Maharashtra Government, and **Dr Sitikantha Mishra**, Chairman (Board of Tourism & Hospitality Studies), AICTE.

Urging the travel trade and students to join the movement, Prakash said, “We want more people to join IIPT. There is no membership fee; we only ask for you to sign the credo of the peaceful traveller and

devote one hour per week to our work. We seek commitment, not money. We are looking for corporate, individuals as well as sponsors.”

Singh, who was the chief guest at the event, said, “It is invigorating for me to address and meet youngsters. Some of the objectives outlined here are praiseworthy and we would like to partner for a few of these like the educational awareness campaign because our objectives in tourism are similar. So if there

is any occasion in which you would require governmental support, we will be very happy to extend it.” IIPT had also initiated the twinning of Jalgaon in Maharashtra and Pietermaritzburg in South Africa. The institute is now associating with the Maharashtra government that has formally approved the twinning of cities.

To this effect, Singh said, “It is a small step but when you talk about peace tourism it can be a big leap.”

# More direct flights on Frankfurt's wish list

Annette Biener, Manager, International Marketing, Frankfurt Tourist & Congress Board, says that direct air connectivity is most important to popularise the destination in India. She says that while tourists from India are essentially business travellers, they have also improved on the leisure market for Indian group travellers and FITs.



PEDEN DOMA BHUTIA

**Q**How important a market is India for Frankfurt tourism? Please share your arrival figures for 2014 as against 2013.

The Indian market is a very important future market for Frankfurt/Main and greater area Rhine-Main. The overnight stays from India in 2014 were 75,129, which is an increase of 13.58 per cent compared to last year. In the first two months of 2015 (January and February) the overnight stays from India was 20,194 which is an increase of 23.05 per cent compared to the same period last year.

**Q**What are the ways in which you are planning to promote the destination in India? Which Indian cities do you want to focus on?

We took part in the Indian Pool of the German National Tourist Office. We are also attending the workshops of the GNTO and the roadshows of OTR. What's most important for us to

popularise the destination in India is direct flight connectivity from India to Frankfurt/Germany. Besides Mumbai and Delhi, the other Indian cities where we are focusing on are

**leisure, business, or honeymooners?**

Our main travellers are essentially business travellers, the ones who come here to attend trade fairs and



**“**In the first two months of 2015 (January and February) the overnight stays from India was 20,194 which is an increase of 23.05 per cent compared to the same period last year.**”**

**Annette Biener**  
International Marketing Manager  
Frankfurt Tourist & Congress Board

Bengaluru, Hyderabad and Ahmedabad. We also hope that, like before, Frankfurt will soon have direct flight connectivity with Kolkata.

**Q**What is the clientele that you are focussing on —

congress. In the past 10 years, our company — Frankfurt Tourist and Congress Board — has also improved on the leisure market for Indian group travellers and FITs. The city has a lot to offer in terms of German/European culture and lifestyle — we have the

birthplace of poet Johann Wolfgang von Goethe, the Old Opera House. The headquarters of almost 300 international banks are located here; the city also has an energetic nightlife and great shopping facilities. For kids there is a zoo here and honeymooners can go visit the romantic Christmas markets here or opt for a romantic cruise on the Main River.

**Q**What are the MICE facilities that Frankfurt offers for Indian business travellers?

Frankfurt am Main, conveniently situated in the heart of Germany, is one of the world's busiest traffic and transport hubs. Its airport ranks amongst the largest in Europe and is only 11 minutes from the city centre by train. Known as the “Gateway to Europe,” Frankfurt is the ideal destination for international congresses requiring highest possible standards. More than 70,000 conferences and congresses are held in Frankfurt every year, nearly a quarter of which are internationally oriented. More than 8,000 hotel rooms are available within a one-mile radius

of the Messe Frankfurt Convention Centre and the Frankfurt fairgrounds. There is also a new eco conference centre: Kap Europe, which is located at the trade fair.

## Frankly Speaking

- Overnight stays from India in 2014 were 75,129
- More than 70,000 conferences and congresses are held in Frankfurt every year
- More than 8,000 hotel rooms are available within a one-mile radius of the Messe Frankfurt Convention Centre and the Frankfurt fairgrounds
- In 2015 (January and February) the overnight stays from India was 20,194 which is an increase of 23.05 per cent compared to the same period last year





## THE JOY OF HAVING THE LAKE TO YOURSELF



### LAKE NAHARGARH PALACE PARSOLI, CHITTORGARH - A JÜSTA RESORT

FINE DINING | LUXURY POOL | SPA | ROYAL CUISINE | ROMANTIC GETAWAYS | WEDDINGS | FAMILY VACATIONS | MEETINGS & SOCIAL EVENTS  
| SHOPPING | CITY-TOURS | HIKING | HORSE RIDING | BIKING

+91 9590 777 000 | [reservations@justahotels.com](mailto:reservations@justahotels.com)  
[www.justahotels.com](http://www.justahotels.com)

THE JOY OF  
JÜSTA

## Summer Packages

Stay 2 nights & get 3rd night complimentary

(Valid from 1st April, 2015 till 30th September, 2015)

Room Type	Special Rate MAP
Deluxe Room	Rs. 11,999 + taxes
Suite Room	Rs. 13,999 + taxes

*Above rates are applicable for Single & Double occupancy*

*Stay for 2 Nights & get the 3rd Night complimentary either at Lake Nahargarh Palace or Rajputana, Udaipur*

The above package includes :

- Welcome drink
- 3 Breakfasts & 2 Dinners.
- 2 bottles of Mineral water complimentary in the room per day.
- Complimentary use of all Indoor games.
- Happy Hours 5pm to 7pm

Terms & Conditions :

- Extra person will be charged Rs. 3000 in Deluxe Room & Rs. 4000 in Suite.
- Children above 6 years will be charged full rate.
- Prior reservation is necessary. Check in time:- 2 pm / check out time:- 12 noon
- This offer cannot be clubbed with any other offer.
- 3rd Night stay includes only room & breakfast.
- All other standard terms & conditions apply.

## Summer Packages

Stay 2 nights & get 3rd night complimentary

(Valid from 1st April, 2015 till 30th September, 2015)

Room Type	Special Rate MAP
Deluxe Room	Rs. 10,999 + taxes
Premier Room	Rs. 11,999 + taxes
Villa	Rs. 12,999 + taxes

*Above rates are applicable for Single & Double occupancy*

*Stay for 2 Nights & get the 3rd Night complimentary.*

The above package includes :

- Welcome drink
- 3 Breakfasts & 2 Dinners.
- 2 bottles of Mineral water complimentary in the room per day.
- Complimentary use of all Indoor games.
- Happy Hours 5pm to 7pm

Terms & Conditions :

- Extra person will be charged Rs. 3000 in Deluxe & Premier Room & Rs. 4000 in Villa.
- Children above 6 years will be charged full rate.
- Prior reservation is necessary. Check in time:- 2 pm / check out time:- 12 noon
- This offer cannot be clubbed with any other offer.
- 3rd Night stay includes only room & breakfast.
- All other standard terms & conditions apply.



## THE JOY OF FEELING LIKE ROYALTY



### RAJPUTANA UDAIPUR - A JÜSTA RESORT

FINE DINING | LUXURY POOL | SPA | ROYAL CUISINE | ROMANTIC GETAWAYS | WEDDINGS | FAMILY VACATIONS | MEETINGS & SOCIAL EVENTS  
SHOPPING | CITY-TOURS

+91 9590 777 000 | [reservations@justahotels.com](mailto:reservations@justahotels.com)  
[www.justahotels.com](http://www.justahotels.com)

THE JOY OF  
JÜSTA

WE RECEIVED OVER  
2,000 NOMINATIONS  
FOR  
**INDIA TRAVEL AWARDS 2014**

HAVE YOU  
NOMINATED YET?



east  
**INDIA**  
TRAVEL  
AWARDS



25<sup>th</sup> June, 2015  
at  
Novotel, Kolkata

For further information on categories, please visit our website:  
[www.indiatravelawards.in](http://www.indiatravelawards.in)

Gunjan: +91 96503 99905 gunjan@ddppl.com, Amit: +91 96509 13334 amit.bhasin@indiatravelawards.in, Seema: +91 96501 96531 seema.datt@indiatravelawards.in

SUPPORTED BY

Incredible India

HOSPITALITY PARTNER



KOLKATA  
HOTEL AND RESIDENCES

ENDORSED BY



# MEHAIR spells out expansion plans

Mumbai-based Maritime Energy Heli Air Services (MEHAIR) is looking for funding from private companies and banks to boost its expansion plans in India. They aim to get at least five seaplanes operational by year end.

**HAZEL JAIN**

Four-year old, Mumbai-based seaplane operator MEHAIR is now looking at attracting investments to the tune of ₹ 75 to ₹ 100 crore over the next year and a half. This, **Siddharth Verma**, Director and Founder, MEHAIR, says, could be accrued through debt, equity or a combination of both. "We will start approaching banks

15, 2015. Verma reveals, "This will be at Gangapur Dam in Nasik and at Dhoom Dam in Mahabaleshwar. We have signed a three-year MoU with MTDC wherein we will start seaplane services in various regions of Maharashtra to promote tourism."

MEHAIR is also looking to launch two new services to Bhamra Ashked Dam and

Chas Kaman Dam that are close to Talegaon, MIDC. "It is a big industrial area with a lot of international companies based here. This service will cut travel time to 15 minutes," Verma adds.

MEHAIR currently operates flights from Juhu airport to Pavana Dam in Lonavala and to Aamby Valley lake. It also connects Juhu to Mula

Dam which is close to Meherabad and Shirdi and takes a total flying time of 15 minutes. Verma added that it has already finished a trial landing at Ganpatipule and is looking to do trial landings at Tarkarli soon. "We have already finished our first trial to Girgaum Chowpatty. We need to do one more trial there in a month or so as soon as we get the permissions," he adds.

## Charting Road map

**Andhra Pradesh:** It also has an MoU with APTDC. Talks are on with the AP govt to launch seaplane services off Visakhapatnam coast

**Gujarat:** It is in touch with a couple of companies for contracts for Bhamra Ashked and Chas Kaman Dams

**Uttarakhand:** MEHAIR has approached Uttarakhand to start seaplane services from Jolly Grant airport to Tehri dam



**Siddharth Verma**  
Director and Founder  
MEHAIR

We are hopeful of initiating dialogues with private partners — someone with the similar vision as us, but not necessarily from the aviation sector

from April-end, 2015. We are hopeful of initiating dialogues with private partners for this soon — someone with the similar vision as us, but not necessarily from the aviation sector," he elaborates.

The target is to get at least five seaplanes within this year. The funds will be towards acquiring the asset plus basic infrastructure, pilot training, etc. Each aircraft is between ₹ 15 crore and ₹ 40 crore, depending on the size and make. Verma is also hopeful of getting into partnership with state tourism boards under the PPP model. He says, "I have been in touch with a fairly large number of state governments to start seaplane services in their state but they all talk about revenue-sharing. MEHAIR's plan is to expand across India in the next five years. The company's vision is to have 25 seaplanes by then. Starting is easy. The challenge is sustaining it."

The Company plans to launch two new seaplane services in Maharashtra from May



## A unique destination for a Luxury holiday

### Would like to take your attention to our key facts:

- The biggest hotel of the city, spread over in more than 58 acres of Land.
- Region's biggest banquet hall with pre-function area.
- Aravali Party Lawn adjoining Conference Hall & Chaat Bazar.
- Olympic size pool - The Palm Deck.
- Amphitheater - Rangbhoomi.
- Dedicated area for varmala / phera, Jaimaal Gazebo.
- Different kind of venues for events such as amphitheater & Chat Bazar.



Village-Bujhda, Tehsil Girwa, Kodyat Road, Udaipur - 313001 (Rajasthan) India. | Tel.: +91 294 6600 600  
Mobile: +91 98290 99950, 95498 91700, 95498 91800, 95498 91709 | Email: reservation@anantahotels.com | www.anantahotels.com



## A alluring destination to stay and rejuvenate

### Would like to take your attention to our key facts:

- It's a sprawling 9 acres luxury spa resort of Puchkar.
- 72 luxurious rooms offering spectacular views of the rolling Aravali Hills.
- Aravali Banquet Hall & lawn.
- Oasis, a 24 hour multi cuisine restaurant.
- Swimming Pool.
- Mudra - The Spa.
- Amphitheatre.



Village-Leela Sevri, Ajmer - Pushkar Road, Pushkar (Distt. Ajmer)  
Mobile: +91 8003093907, 8003093911, 8003093918 | Email: reservation@anantahotels.com | www.anantahotels.com

Regional Sales office: Ahmedabad : Mandeal Square, B-613 Nr. Iscon Elegance, Prahladnagar, S.G. Highway.  
Mobile: +91 9978994688 | E-mail: sales.ahmedabad@anantahotels.com

Mumbai : 405, Sri Krishna, New Link Road, Opp. Fun Republic Cinemas, Andheri West.  
Mobile: +91 99307 66803 | E-mail: rso.mumbai@anantahotels.com

# Showcasing India to the world@GITB

The 7<sup>th</sup> edition of Great Indian Travel Bazaar (GITB) was supported by national and regional associations like Rajasthan Association of Tour Operators (RATO), Indian Heritage Hotels Association (IHHA), and Hotel & Restaurant Association of Rajasthan (HRAR). The exhibition, held from April 19-21, 2015, witnessed the who's who of the travel trade.





Charisma, a wealth of opportunities, Styrian hospitality and the central location in the heart of Europe and Austria make the Schladming-Dachstein Region a premium hiking region in summer, and one of the TOP Austrian ski areas in winter.

## Mmmuch Mmmore Holiday with the Schladming-Dachstein Sommercard, without paying one cent extra.

Lush alpine valleys, magnificent mountain peaks, clear streams and clean air – an ideal setting in which to live and to spend your vacation – whether you are an adventurer or simply in search of rest and relaxation.

### Premier Hiking Region and Styrian Hospitality

Our 1.000 km of hiking paths connect the region's mountain huts and refuge shelters, providing ideal conditions for easy hikes, all-day tours or multi-day alpine expeditions.

### Water – Lakes – Springs

More than 300 mountain lakes, 100 big and small waterfalls, natural biotopes, high moors, healing springs and places of amazing power promise pure enjoyment and rejuvenation.

Valid from 22 May until 18 October 2015  
Free use of

- MOUNTAIN LIFTS AND CABLE CARS,
- POOLS,
- PUBLIC BUSES AND TOLL ROADS,
- PROGRAMS FOR CHILDREN AND FAMILIES,
- MUSEUMS
- ETC...



### The Dachstein

The Dachstein Glacier is our region's No.1 excursion destination on 2.700 m with attractions such as the

Sky Walk and Ice Palace. As you ride up on the Panorama Gondola, the Dachstein Massif seems practically close enough to touch. The 100 meters-long suspension bridge with »stairway to nothingness« alongside the south wall of the Dachstein glacier offers a spectacular view of Austria's Alpine peaks extending.

### Family TIME in its most beautiful form

A vacation spent amid vibrant nature also guarantees fun and play for the whole family. Plenty of space for the parents, and cheerful variety for the kids – all made possible by our fully supervised children's program.

### Facts of the region

**Marked Hiking Paths:** 1,000 km

**Pristine Water:** 300 mountain lakes, 1,000 springs, 100 waterfalls

**Summer Lifts:** Dachstein Glacier; Planai; Hochwurzen; Reiteraln Preunegg-Jet, Hauser Kaibling, Riesneralm

**Highlight Dachstein:** Unique vistas enjoyed from the Dachstein Glacier at almost 3,000 m above sea level.

**Attractions:** Dachstein Panorama Gondola, Suspension Bridge, "Stairway to Nothingness", Dachstein Ice Palace, Dachstein Sky Walk, Glacier Restaurant

**Huts:** More than 50 refuge huts with local foods & refreshments

**Nature Parks:** Sölktäler Nature Park  
**Climbing Routes:** 14 via ferrata alpine trails on the Dachstein south face

**Bike Paths:** 930 km of marked bike paths spanning 25,000 vertical meters, E-bike paths

**Running Trails:** 45 marked running trails, from 1 – 42 km, Nordic Walking Area Schladming-Dachstein

**Golf Courses:** 5 golf courses



For bookings and any inquiries please contact Mr. Ishvinder Maddh-  
[ishvinder.maddh@eurotours.at](mailto:ishvinder.maddh@eurotours.at) -  
your Schladming-Dachstein specialist in India



Let's

**NET**  **WORK**



## Let's NETWORK Low Cost Multicity Leisure Sales Missions, August 2015

- 17<sup>th</sup> August** Monday : Jaipur & surrounding cities.
- 19<sup>th</sup> August** Wednesday : Lucknow & surrounding cities.
- 20<sup>th</sup> August** Thursday : Coimbatore & surrounding cities.
- 21<sup>st</sup> August** Friday : Hyderabad & surrounding cities.
- 25<sup>th</sup> August** Tuesday : Ahmedabad & surrounding cities.
- 26<sup>th</sup> August** Wednesday : Kolkata & North-East cities.
- 27<sup>th</sup> August** Thursday : Pune & surrounding cities.
- 28<sup>th</sup> August** Friday : Chandigarh (Amritsar, Jalandhar & Ludhiana).

Come and join the experts. Meet with 50 – 70 outbound agents in each patch at extremely affordable participation costs.

Open to outbound and domestic players only! Not more than 6 – 8 participants per city!!

Contact Punam Singh, M : + 91 9811158785. Email your interest at [punam.singh@gmail.com](mailto:punam.singh@gmail.com)

# A smooth sail with Bollywood

Vivek Jain, MD, Griffon Cruises, says that with their tie-up with the movie — *Dil Dhadakne Do* — they intend to educate Indian travellers about cruising and life aboard a cruise ship.

TT BUREAU

**Q**What was the intention behind the tie-up with the movie *Dil Dhadakne Do*?

Bollywood is one of the most effective media for marketing new destinations and holiday options. We, therefore, planned to use this media for promoting our cruise brand Pullmantur and also for educating Indian travellers about cruising and life aboard a cruise ship.

**Q**How do you plan to popularise cruise tours in India — among travel agents and among the travellers?

We are doing various marketing activities besides this Bollywood movie. Some of



Vivek Jain  
Managing Director  
Griffon Cruises

We planned to use Bollywood films for promoting Pullmantur and also for educating Indian travellers about cruising and life aboard a cruise ship

the other activities are special promotional packages, private viewing of this Bollywood movie and familiarisation trips for travel agents, among others.

**Q**Almost 70-75% of the movie was shot in your cruise ship, how was the experience?

Experience aboard the ship was great. The Bollywood team was able to shoot in all the possible venues of the ship. As the shooting was being done during our normal sailings, we had a lot of Indian cruise travellers also aboard the ship during the shooting period and they had a great time watching the film being shot. The entire Bollywood team was aboard the ship for six weeks.

**Q**What were the reactions of the actors to the cruise ship?

The actors and other members of the *Dil Dhadakne Do* team had a wonderful time on the ship. At times when they were not shooting or on their break days, they were enjoying cruising and other facilities of the ship. In fact, they had a great work and holiday experience.

**Q**Do you think that this movie can do for cruises what

*Zindagi Na Milegi Dobara* did for Spain?

This is what we are hoping and are also very confident that this will happen. Having heard the story and seen them work/shoot the film, I am very sure this movie can be a bigger hit than *ZNMD*. We can only hope for it.

**Q**What is the strategy of Pullmantur Cruises for 2015? How was 2014 for business?



Business in 2014 was nice and 2015 has already shown good growth.

We are expecting good growth in the second half of 2015 and also in 2016.

## The Big 3

### Chimelong Theme Hotels

*THE FANTASIA IN CHINA!*

- 1 hour by ferry from Hong Kong International Airport
- 3 x theme hotels good for family and MICE at Ocean Kingdom
- The Largest Aquarium\* and the longest wing roller - coaster\*\* in the World
- 144 Visa Free
- Indian Chef and Foods available

Never be homesick with our signature Indian cuisine!

Chimelong Hengqinbay Hotel  
The Big OCEAN FANTASIA

Chimelong Circus Hotel  
The Big CIRCUS FANTASIA

Chimelong Penguin Hotel  
The Big PENGUIN FANTASIA

## CHINA · ZHUHAI

### CHIMELONG INTERNATIONAL OCEAN RESORT

# Explore Chimelong

## 2 nights and 3 days @ USD 305 Per Person

<b>Circus Hotel</b> : Fancy Room & Safari Room	Inclusions: Ferry To Zhuhai • Zhuhai Guide Assistance • China 144 Visa • Sic Transfer To Hotel
<b>Penguin Hotel</b> : Polar Region Room	
<b>USD</b> : 125 (SGL SUPPLEMENT)	Remarks: Above rates valid Sunday - Friday stay Supplement will apply for Saturday stay and China holidays *Dragon Boat festival on 20-21 June **Terms & Conditions apply
<b>Validity</b> : till 11 July 2015	

For package details contact:  
Ms. Vien chan: + 85291961670, vien@akquasun.com

For resort details:  
Anjum Lokhandwala - +91 9820879052  
anjum@outbundkonnections.in

Chimelong

\*The world's largest aquarium with a total water volume of 31,000 cubic meters. \*\*Total length of track about 1300 meters.

www.chimelong.com

# South shines bright, yet again!

With the second edition of South India Travel Awards being held in Visakhapatnam this year, the awardees are more than excited and expect business to grow and expand in this part of India in the coming years.

## WelcomHotel Raviz Ashtamudi Resort and Ayurveda Spa, Kollam Best Luxury Resort

This is an opportunity for us to showcase ourselves nationally. As a new destination we need visibility. This award is helping us to get visibility not only in India but also worldwide. If people know about a new destination they like to visit it.

**Ravindranath. M**  
Brand Manager



## Parveen Travels Best Transport Company

We were really surprised to know about this award as generally all such kind of events happen in North. So we are really happy that India Travel Awards has come to South with this big event. These are the things which keep us encouraged. As the industry is going through a turmoil, this award will give us the boost to keep going with the effort.

**A. Afzal**  
Chairman and Managing Director



## Novotel Chennai SIPCOT Best Corporate Hotel

Visakhapatnam has a lot of potential. It is not only a tourist destination but also a big PSU hub and headquarters of the Eastern Naval Command. The South India Travel Awards will help promote the destination in a better way.

**Shoeb Mohammed**  
General Manager



## Holiday Inn Express & Suites Hyderabad Best Debut Mid-Market Hotel

We opened this property in December 2014. We are very glad to receive this award within just four months of operation. This is a huge honour for us and we thank South India Travel Awards for it.

**Ranganath Budumooru**  
General Manager

## Ramoji Film City Best Luxury Wedding & MICE Destination

We are very glad to be a part of this event and we are very happy as Ramoji Film City has been recognised as one of the world's largest film cities. We would like to thank DDP Publications for bestowing us with this prestigious award.

**Pavan Kartheek**  
Front Office Manager



## Marasa Sarovar Premier Tirupati Best City Hotel

I would like to thank India Travel Awards for organising this ceremony. It is a great moment for us to have won the award for 'Best City Hotel' within just three months of opening. I believe that our hotel is one of the best so we truly deserve this.

**Rishu Roshan**  
General Manager



## Hyatt Place Hampi Best Leisure Hotel

It is a great experience and as we have won this for the second time, this doubles our happiness. It is a great opportunity to meet a lot of people and get us known in the market as the hotel is just two and a half years old. So, following this award, we expect a lot of business as well as leisure guests.

**Rohith K**  
Director of Sales



## Tigerair Best International LCC Airline

We are happy to have this award especially in South India. For us the South India market is really good and we are growing further. We have innovative products coming up for all our customers which give them the opportunity to have a seamless transfer out of Singapore from India without any hassles. Safety and quality make us stand out among all other airlines which made us win this award.

**Surya Kuchibotla**  
Assistant Manager Marketing Sales and Marketing

## Clarks Exotica Resort and Spa, Bengaluru Best Luxury Wedding & MICE Resort

Since the last two years Bengaluru is shaping up in a different way and has emerged as a MICE destination. Our property started as a transit property but gradually we developed and now it has also become a destination for wedding and MICE. This award is the result of our hard work. Thank you India Travel Awards.

**Balaji**  
CEO



## Country Inn & Suites By Carlson, Mysore Best Business Hotel

Receiving this award is amazing. I think DDP is doing a great job. This is the second time that this award is being organised by them in South India and it is great to see so many hotels including ours receiving the awards. It gives encouragement to promote the destination and the hotel. The team gets a lot of encouragement and excitement after winning the award.

**Pankaj Saxena**  
General Manager





# India Travel Awards on Vizag shores

After a grand success with its first edition, India Travel Awards recently travelled south to Vizag shores this April. The second edition of the India Travel Awards honoured the achievers of the travel, tourism and hospitality industry from the region. Novotel Visakhapatnam Varun Beach hosted the first-of-its-kind event.

## Gallery of Legends



**EM Najeeb**, Chairman and Managing Director, ATE Group joins the 'Gallery of Legends'. He is felicitated by **Ganta Srinivasa Rao**, Minister of Human Resource Development, Government of Andhra Pradesh, **Neerabh K Prasad**, Principal Secretary Tourism, Government of Andhra Pradesh, **Sindhura Kaviti**, Miss Vizag, and **SanJeet**, Director, DDP Group

## DDP Trailblazer



**Vallurupalli Prabhu Kishore**, Chairman, Varun Group and Owner of Novotel Visakhapatnam Varun Beach receives the 'DDP Trailblazer' Award from **Ganta Srinivasa Rao**, Minister of Human Resource Development, Government of Andhra Pradesh, **Neerabh K Prasad**, Principal Secretary Tourism, Government of Andhra Pradesh

## DDP Game Changer



On behalf of **G V Sanjay Reddy**, Vice Chairman, GVK and Managing Director, Bial, **Raj Andrade**, Vice President Business Development Marketing & Strategy, Bangalore International Airport Limited, receives the 'DDP Game Changer' Award from **Ganta Srinivasa Rao**, Minister of Human Resource Development, Government of Andhra Pradesh, **Neerabh K Prasad**, Principal Secretary Tourism, Government of Andhra Pradesh, **Sindhura Kaviti**, Miss Vizag, and **SanJeet**, Director, DDP Group

## Face of the Future



**Rajeev Kumar G**, Founder, Managing Director and CEO, Mystifly Consulting (I) receives 'The DDP Face of the Future' Award from **Ganta Srinivasa Rao**, Minister of Human Resource Development, Government of Andhra Pradesh, **Neerabh K Prasad**, Principal Secretary Tourism, Government of Andhra Pradesh, **Sindhura Kaviti**, Miss Vizag, and **SanJeet**, Director, DDP Group

# 277 foreign buyers come calling@GITB

► Contd. from page 28



# Looking beyond the Russia market

Alila Diwa Goa brings a refreshing resort experience to Gonsua Beach in Majorda. On his recent visit to Delhi, Siddharth Savkur, General Manager, Alila Diwa Goa, spoke to TRAVTALK about how the hotel is now capturing the growing MICE market to offset the loss from Russian market.

ANUPRIYA BISHNOI

**Q** Tell us about the features of your property that differentiate it from other hotels/resorts?

One, of course, is the design element which has local influences from the Portuguese past of Goa. Also the resort has a Bali-esque pool facing paddy fields. These among others are very peculiar design elements that are exclusive to our resort.

What is also important for us from a brand perspective is that when a guest comes and stays with us, we don't think that the best they can do is to stay with us; we would encourage the guest to experience the destination. A lot of our energy is focussed on how a guest can go back with a better sense of the destination itself.

**Q** How many foreign tourists do you get every year?

Foreign tourists make up 30-35 per cent of our annual numbers.

**Q** Goa gets the largest chunk of its tourist inflow from Russia. Has the conflict in

“The Russia-Ukraine conflict has had an impact. It was a wake-up call because now Goa has realised it's not good to put all your eggs in one basket.”

**Siddharth Savkur**  
General Manager  
Alila Diwa Goa



**Russia affected hospitality market in Goa or your hotel particularly? If yes, how are you combating this challenge?**

The season that just went by last winter was an eye-opener for Goa in many ways. This is because in the last five years the Russian market was the single largest overseas market that was coming to Goa. The Russia-Ukraine conflict has had an impact. It was a wake-up call because now Goa has realised it's not good to put all your eggs in one basket.

**Q** So you agree that the Goan hospitality relied too much on the Russian travellers?

The growth of Russian market in Goa was happening on its own. Nobody chased one particular market, but when that particular market started rising, of course, everyone reaped the benefits.

How much business has been affected depends on how they were exposed to Russia. For me, specifically, in the winter season my exposure was 30 per cent of all guests

so my drop was to that extent. The rest of the segments like British and German are doing fine. We were able to find the replacement for the business that we lost by picking up corporate MICE, weddings, and encouraging more domestic holidaymakers. Smaller hotels in Goa depend cent per cent on Russian market, so their business really took a beating.

**Q** Tell us about your upcoming property in Rajasthan?

Alila Fort Bishangarh is located 60 kms from Jaipur. The construction is happening in full swing and the property will be opened in the first quarter of 2016.

## Under Influence

➔ The Portuguese past of Goa has an influence on Alila Diwa's design

➔ The resort focuses on letting guests experience not just the property but the destination too

## IHG announces first Crowne Plaza in Chennai

■ The InterContinental Hotels Group (IHG) has announced the signing of the 286-room Crowne Plaza Chennai Adyar Park with Adyar Gate Hotels Limited. The hotel, which IHG is now managing, will be re-branded as Crowne Plaza Chennai Adyar Park, marking the entry of the company's Crowne Plaza brand into the key Indian city. The hotel joins Holiday Inn Express Chennai Mahindra World City, making it the second IHG hotel in Chennai. Located in the city's central business district and taking the site of the existing Sheraton Park Chennai, the hotel bears additional significance for IHG as it was originally the site of the company's first Holiday Inn to open in India in the 1970s. Just 10 km from Chennai International Airport, the hotel features a wide array of excellent dining options which include Dakshin, Cappuccino, the 24-hour all day dining restaurant and The Residency which boasts global culinary delights. Guests can also enjoy evening drinks and bar snacks at The Westminster bar overlooking the pool; and round up the night at Gatsby 2000, the hotel's night club.

# Vietnam eyes a piece of Indian pie

India's untapped potential was the main reason why Nguyen Van Tuan, Chairman, Vietnam National Administration of Tourism visited India recently along with a delegation of top travel agents from Vietnam. The roadshow in Delhi organised by the Embassy of the SR of Vietnam, in association with OM Tourism was also attended by Suman Billa, Joint Secretary, Ministry of Tourism and allowed the delegation from Vietnam to meet travel agents in Delhi.



# EVENT TALK

## MAY 2015

### INTERNATIONAL

21-23	Dhaka	Bangladesh International Tourism Fair (BITF)
26-29	Ontario	Rendezvous Canada 2015, Canadian Tourism Commission

### NATIONAL

25	Chennai	B2B Roadshow, Oman Tourist Office
27	Bengaluru	B2B Roadshow, Oman Tourist Office
29	Delhi	B2B Roadshow, Oman Tourist Office

## JUNE 2015

### INTERNATIONAL

9-11	Chicago	IBTM
21-25	Melbourne	Australian Tourism Exchange (ATE)

### NATIONAL

1	Mumbai	B2B Roadshow, Oman Tourist Office
10	Kolkata	Why Spain? – Presentation & Networking Dinner for Travel Trade
11	Ahmedabad	Why Spain? – Presentation & Networking Dinner for Travel Trade
11-13	Pune	India Hospitality Expo
12	Pune	Why Spain? – Presentation & Networking Dinner for Travel Trade
25	Kolkata	East India Travel Awards

## JULY 2015

### NATIONAL

10	Delhi	VKonect MICE : B2C
10-12	Bengaluru	India International Travel Mart
11	Delhi	VKonect MICE: B2B
13-14	Mumbai	Kiwi Link India workshop, Tourism New Zealand
13	Goa	Learn South Africa
14-15	Ahmedabad	Learn South Africa
15	Mumbai	Tourism New Zealand Frontline Training
16	Delhi	Tourism New Zealand Frontline Training
16	Jaipur	Learn South Africa
17-19	Chennai	India International Travel Mart
17-19	Kolkata	Tourism Expo India
20	Jalandhar	Learn South Africa
20	Kolkata	Thailand Road Show
22	Lucknow	Learn South Africa
22	Delhi	Thailand Road Show
23	Kolkata	Learn South Africa
24	Mumbai	Thailand Road Show
24	Mumbai	Learn South Africa
24-26	Hyderabad	Travel & Tourism Fair
25	Pune	Learn South Africa
27	Hyderabad	Learn South Africa
29	Trichy	Learn South Africa
31	Bengaluru	Learn South Africa
31-Aug 2	Kolkata	Travel & Tourism Fair

## AUGUST 2015

### INTERNATIONAL

5-7	Beijing	CIBTM
-----	---------	-------

### NATIONAL

1	Cochin	Learn South Africa
3	Mumbai	Learn South Africa
4	Nagpur	Learn South Africa
4	Kolkata	Tourism Authority of Thailand B2B Roadshow
4	Bengaluru	Mauritius Tourism Promotion Authority B2B Roadshow
5	Delhi	Mauritius Tourism Promotion Authority B2B Roadshow
6	Mumbai	Mauritius Tourism Promotion Authority B2B Roadshow
6	Lucknow	Tourism Authority of Thailand B2B Roadshow
7-9	Vadodara	Holiday Expo
14-16	Aurangabad	India International Travel Exhibition
17	Jaipur	VKonect & Let's Network

For more information, contact us at: [talk@ddppl.com](mailto:talk@ddppl.com)

# Smart businesses moving on to mobile

Google India along with TNS recently conducted a research study on 'Understanding the Indian Hotel Buyer,' sampling 3,716 people in the age group of 18-54 years. Vikas Agnihotri, Industry Director, Google India, tells TRAVTALK more about the report and the future of the hospitality industry.



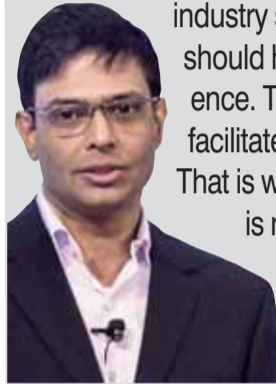
KANCHAN NATH

### How is mobile usage essentially going to influence e-commerce in India?

You already have about 300 million people who are accessing the Internet in India. Out of that about 170 million people access the Internet through mobile phones. As many as 126 million people out of that access the Internet through smartphones. There are about 5 billion Android shipments that happen on a month-on-month basis, so we expect this number to grow, 50 to 60 million more users will be added over the year from the android platform itself.

Another thing that we have seen from a Google specific viewpoint is the huge growth in travel which we are seeing on queries trend that are coming from travel. From 2011 to 2014, the numbers of queries have grown 30 times. In 2014, the number of queries that are coming from smartphones has grown by about 147 to 150 per cent.

“The purchase consumption habits online are increasing. The first step for the industry should be that they should have an online presence. Then they should facilitate online transaction. That is where the audience is moving.”



Vikas Agnihotri  
Industry Director  
Google India

Another thing in terms of the role that smartphones are playing in the travel ecosystem is that almost 38 per cent of the last-minute bookings that happen across the space, i.e hotels, airlines, etc., are actually happening through smartphones. Across the industry that a quarter of the total bookings that are actually happening are happening through mobile phones today. Mobile phones are here to stay and the story is only going to become bigger and better.

### In light of the Google report concerning direct bookings by customers, what strategy do you think travel agents need to employ?

Like any marketer, travel agents need to focus on what consumers are doing. More and more consumers are doing research online and trying to figure how they can purchase on the web. The purchase consumption habits online are increasing. The first step really for the industry should be that they should

have an online presence. We need to get a lot more companies and India businesses online. Then they should facilitate online transaction. That is where the audience is moving. As a strategy they have to have an online presence and provide a great experience for the consumer.

### Please name five travel trends that will really influence the market in 2015 and 2016.

More and more Indians today want to take shorter holidays. With shorter holidays they want to increase the frequency of holidays. 64 per cent of people interviewed in our survey said that they want to take shorter holidays. 53 per cent of the people said they want to take more than one vacation. Queries are going mobile. More than 50 per cent of people have shown intent over the next 12 months to actually go and research online. As a trend online will become the go-to place for the people who want to travel, and plan their vacations.

# Kerala's big pull at ATM 2015

► Contd. from page 3

“Arabian Travel Market is an important and strategic event in Dubai's bid to welcome 20 million visitors annually by 2020,” revealed Nadege Noblet-Segers, Exhibition Manager, ATM. Last year, there were 2,343 exhibiting companies, including 120 new exhibitors. In 2013, as many as 2,730 exhibitors, including 111 new companies participated. Noblet-Segers said the contribution of 113 new companies and an additional hall space this year shows the event is still growing. This year's exhibition is being billed as the “biggest of all,” according to organisers.

### India eyes ME market

India expects a double-digit growth in foreign tourist arrivals from Middle Eastern countries this year and the region is an important market for the country. This was echoed by top officials of Government of India on the second day of ATM. According to Manas R Pattanaik, Director-India Tourism, India offers a lot to tourists as they can find the

destination or product of their desire in India.

There has been a consistent and positive growth of Foreign Tourist Arrivals (FTA)



Nadege Noblet-Segers  
Exhibition Manager  
Arabian Travel Market

from the region to India over the last three years. In 2014, the total FTAs to India stood at 7.46 million. Talking about the current targets, he said, “We expect 10-12 per cent growth from this region.”

As part of its participation under the “Incredible India” banner, the immense tourism potential of the country — both business and leisure travel —

is on show during the ATM. Total 26 representatives from India participated in the India Pavilion set up by the Ministry of Tourism, Government of India. The theme chosen this year by Ministry of Tourism for ATM 2015 was “Find what you seek”. One of the highlights of the “Incredible India” showcase at ATM 2015 was the depiction of India as a multi-faceted tourist destination for luxury, wildlife, and wellness. India has evolved as a round-the-year destination and all efforts are being made to develop niche products like Wellness and Medical Tourism; Adventure and Wildlife Tourism; Film Tourism; Monsoon Tourism; Golf, Polo and Sports Tourism and MICE Tourism, while at the same time adding value to the cultural and heritage products of the country.

The Ayurveda-themed pavilion of Kerala Tourism welcomed Arab travellers. TP Seetharam, Ambassador of India to the United Arab Emirates (UAE), inaugurated the 310-square-metre India Pavilion at the fair, in which

Kerala Tourism finds a prominent space. Seetharam also visited the Kerala stand and interacted with the trade partners from the state. A delegation, led by PL Sheik Pareeth, Director, Kerala Tourism, and Ali Asgar Pasha, Managing Director, Kerala Tourism Development Corporation (KTDC), represented the state in the four-day fair.

“Considering tourist arrivals to Kerala from the Middle East, Saudi Arabia is the main market followed by the UAE, Oman and Kuwait,” said AP Anil Kumar, Kerala Tourism Minister. “In 2014, there were 48,346 tourists from Saudi Arabia, 17,475 from the UAE and 17,239 from Oman, who visited the state. From the Middle East alone, we have more than one lakh visitors.”

“The Middle East is like a second home to many Malayalees and there is a great opportunity to network with tourism trade here,” said G Kamala Vardhana Rao, Secretary, Kerala Tourism.

# 1 IN CIRCULATION & READERSHIP South Asia's Leading Travel Trade Forum

# TRAVTALK

Published from: India • Middle East



## EXCLUSIVE SUMMER OFFER for 3 Months

**BOOK YOUR ADVERTISEMENT WITH**



**AND GET FREE VALUE ADS**

**Mail us to grab this opportunity**  
Valid for a limited period

Contact: [talk@ddppl.com](mailto:talk@ddppl.com)



## Royal Collection Hotels & Resorts

Royal Collection Hotels and Resorts is a professional Hotel Branding Company. We serve both ends of the tourism industry spectrum. We provide Branding Solutions to hotels, helping them enhance their sales & profitability and improve their client base with expected volume of business and ARR. As you know today Internet marketing is playing a vital role for hotel marketing in same direction we coordinate with online channels and increase the visibility of Hotel on various leading websites. We have specialized team who coordinate with these channels and update the presence and inventory of the hotel.



**Mussoorie HOTEL SUN N SNOW**  
★★ Where everyday is sunday ★★

Royal Collection Hotels and Resorts Pvt. Ltd.  
Mob : +91 9971834101, 9990883147 BBM – 2893A047  
Tel. : 011-64303020, 28032083  
Email : [royalcollectionhotels@gmail.com](mailto:royalcollectionhotels@gmail.com), [booking@rchronline.com](mailto:booking@rchronline.com)  
Web : [www.royalcollectionhotels.com](http://www.royalcollectionhotels.com)

Delhi Sales Office:  
Ashirwad Apartment, Flat No-1242, PKT-B 2nd Floor, Phase-2, Sector-16B, Dwarka, New Delhi-110078

Current Locations: Shimla | Mussoorie | Amritsar | Nainital | Kausani | Ranikhet | Manali | Dalhousie | Dharmshala | Katra | Dhanaulti | Gurgaon | Corbett | Jaipur | Udaipur | Katra | Kausauli | Puri | Bhubaneswar | Goa | New Delhi | Agra | Jaisalmer | Shirdi | Tirupati | Ranthambore




## TAMILNADU & KERALA PACKAGE

- Spiritual package
- Honeymoon package
- Backwater package
- Beach tour package




Website: [www.toursaruna.com](http://www.toursaruna.com)  
Mobile no.: 09994446637 | Email id: [toursaruna@gmail.com](mailto:toursaruna@gmail.com)



## DIVINE INTERNATIONAL

DOMESTIC  
WILDLIFE  
HONEYMOON  
HARITAGE  
MICE

*The journey of a thousand miles begins with a single step*



Greenview Travels & Services Pvt. Ltd.  
Contact no. 9899346828  
Tel : 91-11-65293888  
E-mail: [info@greenviewtravels.com](mailto:info@greenviewtravels.com), [greenviewtravels@gmail.com](mailto:greenviewtravels@gmail.com), [greenviewtravelspvtltd@gmail.com](mailto:greenviewtravelspvtltd@gmail.com)



## THE ALLURE

a boutique hotel  
(A Unit of Clark International)

R-57, Greater Kailash, Part-1, New Delhi-110048 (INDIA)  
T: +91-11-48184818, F: +91-11-48184800, M: +91-9811023375  
E: [info@theallurehotel.com](mailto:info@theallurehotel.com)

E-82, Greater Kailash, Part-1, New Delhi 110048  
T: +91-11-41063366, +91-11-41073366  
W: [www.theallurehotel.com](http://www.theallurehotel.com)



## Federation of Hotel & Restaurant Associations of India

### New Delhi

**Amitabh Devendra** has been appointed as the Secretary General by FHRAI. A Certified Hotel Administrator (CHA), he has nearly four decades of experience in the industry. An English graduate from Delhi University, Devendra has done his Hotel Management from the Oberoi School and General Managers Programme from Cornell University. An academician himself, he was the guest faculty at the School of Hospitality Business at Michigan State University, USA, and the FHRAI Hotel School, Greater Noida. He is the owner of Karma Hotels & Hospitality Consultants.



## Pacific Asia Travel Association

### Bangkok

**Wallace Wong** has been appointed as the new Regional Director – Asia, at PATA. With more than 10 years of experience in the airlines and travel industries, Wong was most recently the Regional Business Development Director of Asia Pacific at Travelport GDS in Hong Kong SAR and Singapore. In his new role based in Bangkok, Wong will be responsible for PATA's commercial and industry development, as well as bridging the relationship between the public and private travel sectors in the Asia Pacific region. His territorial responsibilities will include all of Asia with the exception of mainland China.



**Parita Niemwongse** has been promoted as Director – Human Capital Development by PATA. Niemwongse's primary focus is to initiate HCD programmes and activities for members of the Association including PATAcademy-HCD, PATA Youth Symposium, and the PATA Intern and Associate Programme. In addition, Niemwongse will also be responsible for PATA's Capacity Building Programme, University and Tourism College relationships, as well as the continued management of the PATA Gold Awards and PATA Face of the Future. She joined PATA in 1999 in the Communications department.



## The Leela Palace

### Chennai

**KM Chengappa** has been appointed as General Manager of The Leela Palace Chennai. He has been long associated with The Leela Group and was previously the Resident Manager at The Leela Palace Bangalore. In his new role, Chengappa will oversee the 326-room Platinum Leed certified Palace hotel. Prior to his appointment, Chengappa was an integral part of the pre-opening team of The Leela Palace Bangalore, which, among other accolades, is the only hotel in the city conferred the World Travel Award for leading business hotel for three consecutive years.



## Taj Group

### Mumbai

**Chinmai Sharma** has been appointed as Chief Revenue Officer, Taj Group of Hotels. In this role at Taj, Sharma's responsibilities would entail overseeing brand management, public relations, customer analytics, loyalty, digital strategy, global sales and revenue management. Sharma comes with nearly two decades of hospitality experience in the fields of Strategic Marketing, Revenue Management and Electronic Distribution. Prior to this role, Sharma was with Starwood Capital Group, based in Paris, as the Global head of Revenue, Distribution and eCommerce for Louvre Hotels Group's portfolio of six hotel brands.



## British Airways

### Gurgaon

**Moran Birger** has been appointed as the new Regional Commercial Manager for South Asia and will be based at the airline's South Asia headquarters in Gurgaon. Birger will be responsible for all sales and commercial activity for the region, including India, Sri Lanka and Maldives. Prior to this, in 2013, Birger was appointed as the Commercial Manager in Ghana for British Airways. Birger has also held the position of Commercial Agreements Executive-Revenue Management for British Airways looking after the carrier's relationships with a broad portfolio of key European airlines. He began his career with British Airways in 2011.



## Hyatt Regency

### Chennai

**Madhav Sehgal** has been appointed as General Manager of Hyatt Regency Chennai. Sehgal joined Hyatt in 2010 as Director of Rooms at Hyatt Regency Delhi before moving to Hyatt Bangalore as General Manager in April 2013. Before joining Hyatt, Sehgal held various positions in Rooms in Canada and India. He has been associated with the hospitality industry for over 15 years and possesses a diversified experience panning across India. A true industry veteran, Sehgal has been associated with Hyatt International for over a decade and has been a part of Hyatt's iconic properties in India.



## JW Marriott Mumbai

### Juhu

**Bjorn Thomas Fernandes** has been appointed as the Director of Sales for JW Marriott Mumbai Juhu. Fernandes comes with an experience in the field of marketing and sales within the hotel industry since 2007. He has previously worked with Marriott International to strengthen Marriott brands. At Marriott Hotels India, Fernandes has also been involved in the process of preparing business plans, analysing them and implementing pricing strategies along with designing special offers and promotions to boost restaurant sales. He has also worked with the Taj Hotels in the past.



## TSI-Yatra.com

### Gurgaon

**Shashikant Jugran** has been appointed as General Manager and Head-Cash Sales & Partner Network, TSI-Yatra.com. He comes with two decades of experience in the travel technology vertical, and possesses rich understanding of corporate strategy, development and implementation. Previously, he held the post of Vice President-Operations at Reznex.



## TALKing People

**Harjeet Wasan**, Vice President, Tux Hospitality, is a fitness freak and goes for morning walks daily. "I love spending time with my family as they act as the best stress-busters. During my free time, I watch cricket matches. I enjoy listening to music, especially old classical songs," says Wasan. "Whenever I'm holidaying, I prefer to go to Singapore. Singapore is my favourite destination because it is vibrant and full of life. Back home, one can find Wasan spending time in Mussoorie as well. "It remains my all-time favourite domestic destination. I also love to read books," he adds.



**Sumit Kant**, Vice President and General Manager, Four Points by Sheraton Navi Mumbai, Vashi says he works out regularly to de-stress. "I de-stress by doing yoga and exercising regularly. However, vacations with my family are the biggest stress busters for me, which is why my most memorable holiday moment so far is when I went to Kerala with my family in 2010. Internationally, I prefer holidaying in Thailand, especially Bangkok. Also I have always wanted to take up music seriously. Maybe someday I will," Kant adds.



**Rahul Sharma**, General Manager, La Place Sarovar Portico, Lucknow, has a keen interest in 'Graphology'—the art and science of analysing handwriting. A great nature love, Sharma wishes to explore the hills of Himachal Pradesh, and plans to visit the town of Kaza in the remote Spiti Valley in Lahaul and Spiti district. Being a connoisseur of fine wine, Sharma wants to travel to France. His favourite Indian destination is Kerala, where he would go to unwind and rejuvenate in the backwaters.



Mirage like, almost mingled in the dry foliage, the gentle,  
controlled, sauntering... Lion!

Not just one, many. The entire lot begins moving towards us,  
getting closer and closer...

and is now a few feet away from my hand!!

And why do I still wish that they had come closer?

Maybe they will, in your tour.

Rantam Baccan  
..



Gujarat  
Tourism

Khushboo Gujarat Ke



GIR

Toll Free No: 1800 200 5080  
www.gujarattourism.com

## HOTEL SEARCH BY MAP

Smooth process to search hotel in your preferred location through maps

# GRNconnect.com

Hotel Solutions by Aman Travels Limited

BACK UP SUPPORT

24x7

XML/WHITE LABEL INTERGRATION



0% CREDIT CARD CHARGES

OVER 3,00,000 HOTELS TRANSFERS SIGHTSEEING'S



# Investor-friendly Andhra Pradesh

In a bid to make tourism the growth engine to spur economic growth of the new Andhra Pradesh, a mission document is under preparation as part of the tourism policy of the state. This was revealed by Neerabh K Prasad, Principal Secretary—Tourism and Culture, Andhra Pradesh.



MEGHA PAUL

Prasad says, "The new Tourism Policy is 'most investor-friendly' and entrepreneurs are assured of speedy clearances. A 'hub and spoke' model will be adopted to develop the tourist circuits in AP." Giving more details about the Policy, he adds, "Visakhapatnam already has an international airport and information on places of tourist interest like Buddhist heritage sites, ancient temples, beach resorts and other attractions in the region would be showcased to the tourists on arrival at the airport."

The Vijayawada and Tirupati Airports would be made tourism hubs to promote places of attraction in the respective regions and Srisailem and Nagarjunasagar would be promoted through the Hyderabad Airport as they were closer to Hyderabad. The target is to achieve

## Tapping Buddhist sites

The Andhra Pradesh Government is keen on exploiting the untapped tourism potential of the state, especially the numerous Buddhist sites, and generating employment on a large scale, according to **Ganta Srinivasa Rao**, HRD Minister, Andhra Pradesh Government.

Referring to the large number of Buddhist heritage sites in the region, Rao says these sites would be showcased to attract both domestic and international tourists by developing them as a circuit. Amaravathi, the new capital of the state, is also the oldest Buddhist stupa in South India. He adds there were plans to set up a Disney World in the city and ropeways at Araku and Paderu in the district. Talking about developing tourism in Visakhapatnam,



Bojjannakonda Caves, Sankaram, AP



**Ganta Srinivasa Rao**  
HRD Minister  
Andhra Pradesh Government

he says, "The Andhra Pradesh Government has decided to develop the picturesque and heritage-rich port city of Visakhapatnam and the district as a tourism hub. The state government had already started work to develop beaches between Bheemili and Visakhapatnam at a cost of ` 50 crore, which will be completed soon."

“The new Tourism Policy is 'most investor-friendly' and entrepreneurs are assured of speedy clearances. A 'hub and spoke' model will be adopted to develop the tourist circuits in AP. Information on Buddhist heritage sites, ancient temples and beach resorts would be showcased at the airport.”

**Neerabh K Prasad**

Principal Secretary—Tourism and Culture  
Andhra Pradesh



` 10,000 crore in the next five years through products and services like sea cruise, water sports, hotels and resort. A detailed plan has been worked out to attract private investors, he pointed out. Andhra Pradesh is also con-

sidering forming a Special Police Force for the safety and security of tourists in the state. "The force would have special police stations for tourists, apart from a round-the-clock call centre and a guidance centre," Prasad informs.

During a recent visit to the Indian Institute of Travel & Tourism in Nellore, Andhra Pradesh, the Union Minister of State for Tourism (Independent Charge), Culture (Independent Charge) and Civil

Aviation, **Dr Mahesh Sharma** announced a sum of ` 50 crore for the development of tourism in Nellore over the next five years. The Union government gave financial assistance to the tune of ` 10 lakhs for organizing Flamingo Festival in Nellore district in January, 2015, according to Sharma. Similarly, development of Kakinada-Hope Island-Konaseema as World Class coastal and Eco Tourism Circuit in Andhra Pradesh is also being supported under the new Swadesh Darshan Scheme of MoT. A sum of ` 10,811 lakh has been sanctioned by the Union Ministry of Tourism for 13 projects during the year 2014-15 for Andhra Pradesh. A sum of ` 1,253.4 lakh was released for these projects during the year 2014-15.



simply   
**MUNICH**