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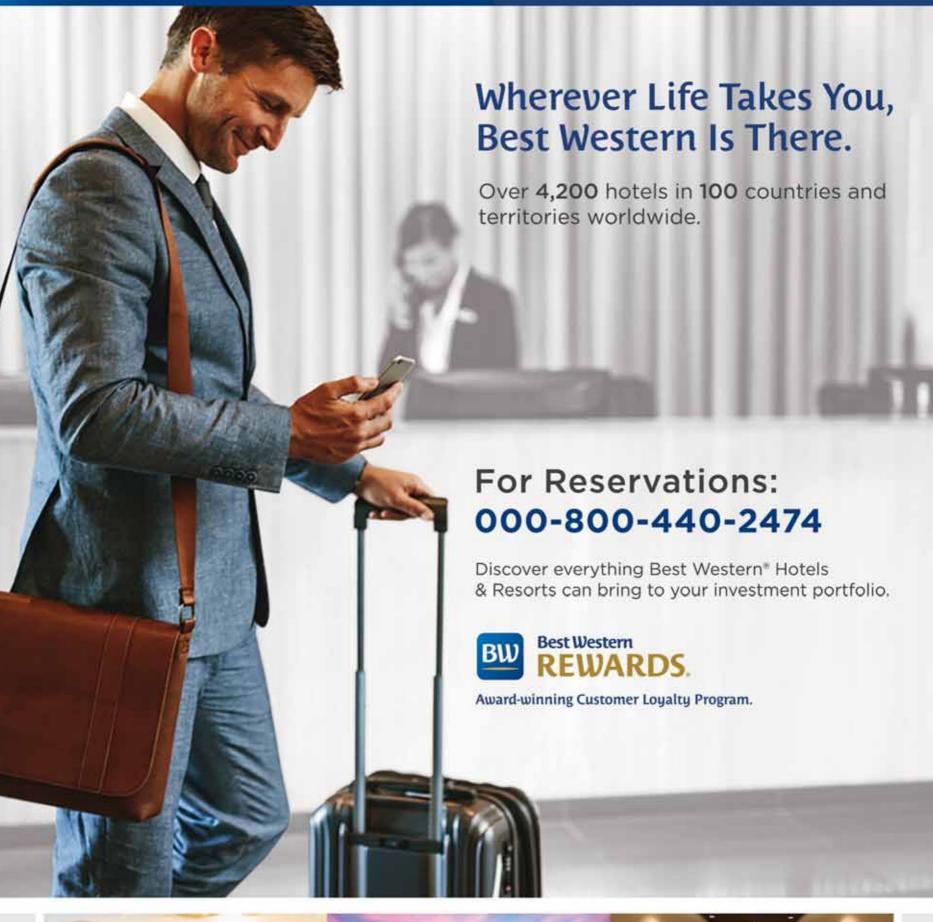
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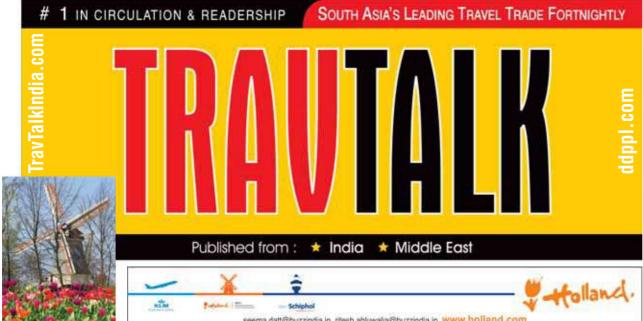














Quality over quantity at 🎉



Suman Billa, Joint Secretary, Ministry of Tourism, says that the ministry is geared up for a bigger and better India Tourism Mart (ITM) to be held from September 23-25, this year. He adds that the ministry also looks to invest more in public infrastructure for at least a five-fold growth in tourism over the next decade.

Nisha Verma

ndia has jumped from seventh to third position in the WTTC Power and Performance Index, reveals Suman Billa, claiming that this comes from the fact that India is doing something right to grow in tourism. "The size of tourism in this country is going to be 5-10 times of what it is now, in less

than a decade. The demand is there and over the past five years, we have invested over `6,500 crore in sanctioning public infrastructure projects under the two flagship programmes—Swadesh Darshan and PRASAD. Out of 77 projects, 13 are ready and 14 have been inaugurated, while others are awaited. Unfortunately, private infrastructure,

We have invested over `6,500 crore in 77 public infrastructure projects of which 13 are ready and 14 have been inaugurated ""

which essentially means hotel rooms, is not keeping up. More investment is needed in this sector and to trigger that, we are working towards reducing the GST and also pushing for

bringing the hospitality sector into the harmonised list of infrastructure," he says.

On the upcoming India Tourism Mart, scheduled from

September 23-25, 2019, Billa claims that they are expecting the event to be bigger and better this year. "We are looking at reaching 500 attendees this year. We need genuine and good buyers and hence, quality is more important than quantity. We have been promoting ITM at all the trade fairs and roadshows that Incredible India has done," he shares.



A dismal Budget once again

Popular opinion states that while the development of iconic sites is a rollover from last year, it is the only substantial mention for tourism in the Budget. Disappointment is the operative word this year!



Mahendra Vakharia

It is very disappointing that this year's Budget has not looked at the tourism industry in any area, in spite of it being a subject very dear to the heart of our Prime Minister and in spite of the fact that the tourism industry is among the top five sectors contributing to the country's GDP, creating employment, and generating foreign exchange.



Pronab Sarkar

There was again no focus on tourism, except for the emphasis on the 17 iconic sites. We have been requesting for rationalisation of GST on tourism and hospitality, exemption of GST on foreign exchange earnings by tour operators and reduction in tourist visa fee, but all this remains pending. We hope our requests will be considered.

Contd on page 7

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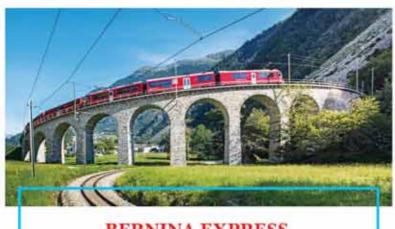
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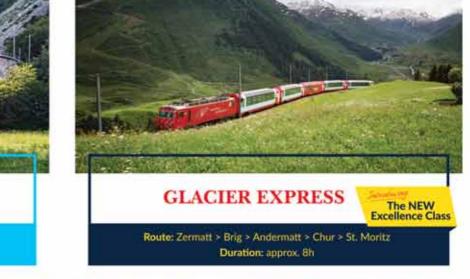
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Sept 12-15 in Kolkata

The 35th convention of the Association will be held in the City of Joy from September 12-15 at the newly-launched ITC Royal Bengal hotel. The theme for this year will soon be shared.

Manas Dwivedi

After the grand success of its convention in Visakhapatnam last year, Indian Association of Tour Operators (IATO) is all set to host its 35th annual convention in Kolkata. Making the announcement at the monthly interactive luncheon meeting of the Association, held at The



Oberoi Delhi, Rajesh Mudgill, Honorary Secretary, IATO, said that IATO has been



sessions are being finalised; we seek inputs from our members as well. We will deliberate on preparations for the convention and other issues in the Executive Committee meeting on July 17. We would appreciate receiving suggestions by July 16 for consideration in the meeting. I am hoping for active participation from all our members as we



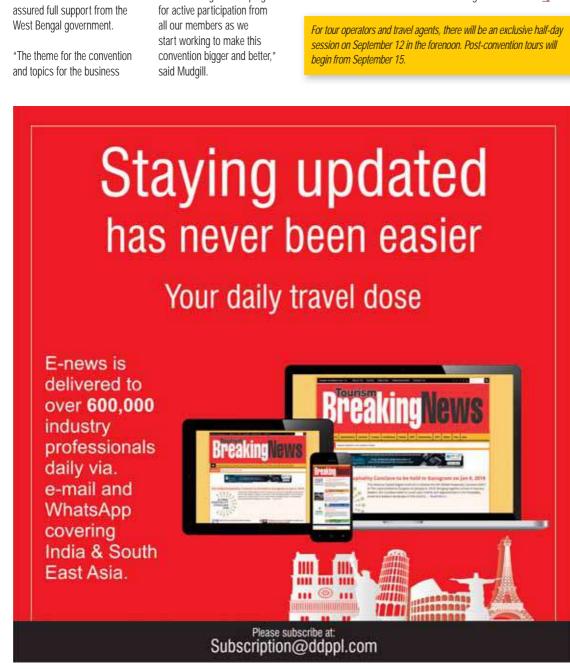
Rajesh Mudgill Honorary Secretary

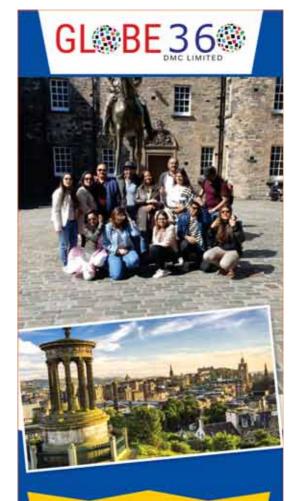
Sharing more details about the convention, Rajeev Mehra, Vice President, IATO, said that the inaugural function will be held at the Biswa Bangla Convention Centre in the evening of September 12, and all business sessions and other functions will be held at the ITC Royal Bengal hotel in Kolkata

"Our last convention in Kolkata was held in 2002 and it will be an opportunity for most of our members to visit the City of Joy after 17 years. We are eager to see the development and new tourism products in West Bengal. The last session of the convention will be held on September 14, followed by the closing dinner.

However, for tour operators and travel agents, there will be an exclusive half-day session on September 12 in the forenoon. There will also be post-convention tours starting September 15, for which details will be shared in the near future," explained Mehra.

He added that the Association is in the process of finalising logistics and will soon send out registration details. 😓





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IEWPOIN

Counter overtourism

n July this year, the Bixby Creek Bridge, an iconic symbol of California's Big Sur, bore an Instagram spoiler: a banner blaring an all-caps message, 'OVERTOURISM IS KILLING BIG SUR'. During May this year, the Louvre closed as museum workers had issued a statement that read, "The Louvre suffocates," highlighting that the facilities were unable to manage the increasing number of visitors. In another continent, the photograph of the "traffic jam" atop Mount Everest had gone viral, even as nearly a dozen climbers died, with many arguing that overcrowding was a primary cause, if not the only one. While every country's tourism board is leaving no stone unturned to woo maximum number of tourists to the destination, words like 'overtourism' and 'tourismphobia' have slowly been making their way to the dictionary as well. We live in a day and age where the world stands more open and accessible than ever before. However, we also need to examine the responsibility of tourists to the destinations and the damage they can cause. The need of the hour is to map the road for sustainability and distribute the tourists to other lesser-explored destinations. Tourism can be sustained only if developed and managed considering both visitors and local communities.

Make structural changes

While overtourism continues to claim victims all around the world, in India we are grappling with another problem - lack of infrastructure. Significant infrastructure limitations, like inadequate airport and road infrastructure, hotel shortage combined with slow and cumbersome bureaucracy, is threatening to slow India's ascension in the tourism charts and the figures of inbound tourism in 2018 are proof of it. High-end Chinese travellers, who form the largest percentage of outbound tourists globally, cite lack of good civic amenities in tourism hotspots, poor hygiene standards, and scarcity of Mandarinspeaking guides as the main deterrents for travel in the country. According to a report by CARE Ratings, to improve tourism figures in India, the government needs to aggressively invest in infrastructure facilities including port infrastructure and tourist services to meet the growing demands of tourists.

OTAs must personalise travel

Matthew Webb, Data and Analytics Manager for Travelport OTA Customers, explains how sufficient use of data can help OTAs understand customers' changing needs and build personalised offers.

ndia is a maturing market where consumers have started to expect more from OTAs, and therefore the ability to tailor offers has become increasingly important. To win in the online travel space, agencies must show customers that they are valued and treated personally.

Relevant offers

To enhance customers' online shopping experience, agencies need to treat travellers individually each time. Besides increasing conversion rates, this approach allows travellers to simply select from the relevant suggestions provided, taking friction out

The key to delivering this vision is to engage with customers post-trip to understand their feedback on search, booking, pre-trip and travel experiences ""

Inspire from first search

By analysing data like customer buying histories, agencies can create offers that inspire customers from their very first search. Agencies can also push personalised offers out to them at a time when they are most likely to book, which is typically around 80 days before they travel.

of the process and helping an agency win their loyalty.

Best value for customers By analysing industry data and using it to inform pricing, agencies can create 'best value' offers for customers and in return, earn their trust and confidence. They can analyse historical price points to forecast and predict

where pricing is going, so customers know whether they should wait, buy now, or get a better recommendation.

Pre-trip interactions

Travelport research has found that travellers accepting just one marketing offer before they travel could generate half a billion dollars in revenue each month. To tap into the opportunity, agencies ought to create exciting pre-trip marketing campaigns that re-engage customers with relevance all the way up to their point of travel.

Improve in-trip experiences Agencies should recommend local activities, events, and even restaurants that are based on a customer's needs and preferences, enhancing their travel experience and opening up new revenue streams, all the while collecting data to better shape the next experience.

Build profitable relationships

Based on customer personas and travel intent while capturing what is and isn't working, agencies can be armed with the intelligence to inspire, excite, and engage customers. The key to delivering this vision is to engage with customers post-trip to understand their detailed feedback about their search, booking, pre-trip, and travel experiences.

> (The views expressed are solely of the author. The publication may or may not subscribe to the same.)



Smaller airport, quicker exit

Blacklane, the global chauffeur and airport concierge service, completed a worldwide "seat-to-seat" analysis of travel time, where it compared when guests left airplane seats to the times they entered its vehicles.

Fastest airports to exit: International arrivals

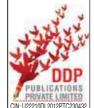
Rank	Airport Code	City	Country	Median Time (minutes)
1	LUX	Luxembourg	Luxembourg	15.5
2	RTM	Rotterdam	Netherlands	16
3 (t)	BGY	Milan	Italy	21
3 (t)	BSL	Basel	France	21
3 (t)	HAJ	Hannover	Germany	21
3 (t)	LCY	London	UK	21
3 (t)	SOF	Sofia	Bulgaria	21
8 (t)	CGN	Cologne	Germany	22
8 (t)	LIN	Milan	Italy	22
8 (t)	SHA	Shanghai	China	22
8 (t)	TXL	Berlin	Germany	22

Many of the fastest airports are a major city's secondary airport or smaller.

As per the report's findings, 10 of the 11 fastest airports in the world for international arriving passengers are in Europe. First is Luxembourg, where arriving international travellers need a median time of 15.5 minutes to get from the airplane into a chauffeured vehicle.

China is the only Asian country to make it to the list. Many of the fastest airports are a major city's secondary airport or smaller. Conversely, the report states, five countries' largest cities have the world's slowest airports for arriving international travellers. Tokyo, Santiago, Dubai, Buenos Aires and Mexico City, all take at least 52 minutes as a median time for passengers to get to their vehicles.

Source: Blacklane



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Aviation costs still see-saw

Contd from page 3



Madhavan Menon Chairman & MD Thomas Cook (India)

For the travel and tourism sector, it is encouraging to see focus on the aviation industry. The Finance Minister's announcements on FDI, aircraft financing and leasing, policy interventions for development of maintenance, repair and overhaul in India have provided the much-needed support to the industry and will certainly have a multiplier effect on airfares and job creation. A focus on overall transportation infrastructure

along with massive rail modernisation and safety will have long-term positive outcomes for the country. \red



Anil Parashar President & CEO, InterGlobe Technology Quotient

marks the beginning of a new India. It will give a much-needed boost to the Indian travel and tourism sector. With the ongoing UDAN scheme, we can expect better air connectivity, improved infrastructure, and bridging of the gap between rural and urban sectors. Sagarmala will enhance waterways and port connectivity that will uplift cruise tourism in India. The government understands the need to invest and

improve infrastructure, and I am sure this Budget will add pace to economic development.



Rakshit Desai Managing Director FCM Travel Solutions

Several initiatives, like the Pradhan Mantri Gram Sadak Yojana, Bhartamala and Sagarmala projects and dedicated freight corridors, reflect how these infrastructural reforms will impact the tourism industry positively. The `70,000 crore capital credit infusion for PSU banks should facilitate the growth of consumer credit and accelerate consumption of travel experiences. However, the cost of Aviation Turbine Fuel (ATF) remains a concern as

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ATF constitutes around 35 per cent of the total operating cost of an airline in India.



Sunil Bhaskaran MD & CEO AirAsia India

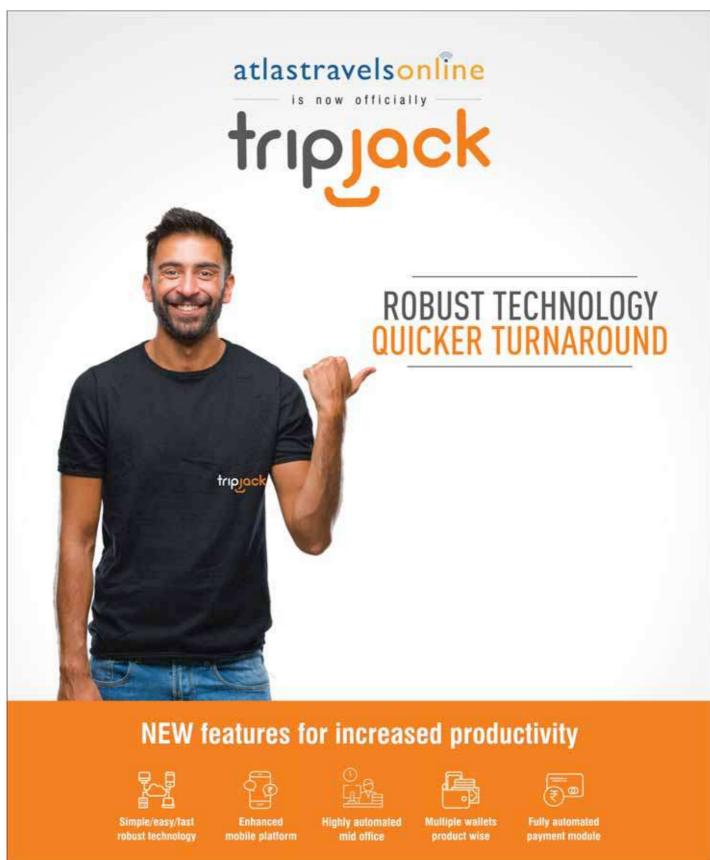
With the government's proposal in Union Budget 2019-20 to introduce aircraft financing and leasing, I am hopeful that cost for carriers will reduce substantially. Also, the government's announcement of identifying and developing 17 iconic tourism sites to bring them to international levels spells well for the aviation and tourism industries as it will boost domestic air travel demand.



Sanjeev K Nayar MIH, General Manager WelcomHeritage

about developing 17 iconic tourism sites, which we are certain will benefit the hospitality sector and all other stakeholders of the travel industry as this will create fresh demand for hotels and other tourist-related infrastructure. We being a heritage hotel chain are upbeat about this announcement and await complete details.

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Budget ignores safety & GST

Contd from page 7



Sunil Kumar R President TAAI

Unfortunately, once again, the Budget has not focused enough on travel and tourism. Our government is not able to comprehend its value and importance, and hasn't spoken about new measures to help grow tourism. The focus given to improve tourism in India is limited and no amount of out-ofthe-box thinking seems to have impacted the government's plans. As an industry, we need to voice our concerns louder and highlight its importance better.



Capt. Swadesh Kumar President ATOAI

In my opinion, adventure tourism is the future of job generation in India with many adventure activities possible in all parts of the country. It's unfortunate that this has not been considered in Union Budget **2019-20**. The impetus on last-mile connectivity is a positive move. Tourism had been identified as one of the five pillars for India to achieve greater heights and new milestones, but that was missing in this Budget.



PP Khanna President ADTOI

I do appreciate the focus on railways to help boost domestic tourism, especially with the involvement of private players, but besides that and the development of 17 iconic sites, not much has been done for tourism. Last-mile connectivity will get a boost with the upgrade of roads with an investment of `802.5 billion. That said, safety of domestic tourists in adventure tourism should have been looked into and enhancement of facilities should have been considered. Taxation also needs to be looked into.



Gurbaxish Singh Kohli Interim President FHRAI

While the government wants to give impetus to hospitality and tourism and has envisioned big things for the sector, there is no mention of the sector except for the 17 tourist-friendly spots. We were expecting reforms in rate slabs of GST, Input Tax Credit, and a definitive step to boost both domestic and inbound traffic. Hospitality plays a vital role in the growth of the economy and therefore, the sector cannot be ignored. It is one of the biggest contributors to GDP, foreign exchange and most importantly, employment.



Pradip Lulla Acting President and VP

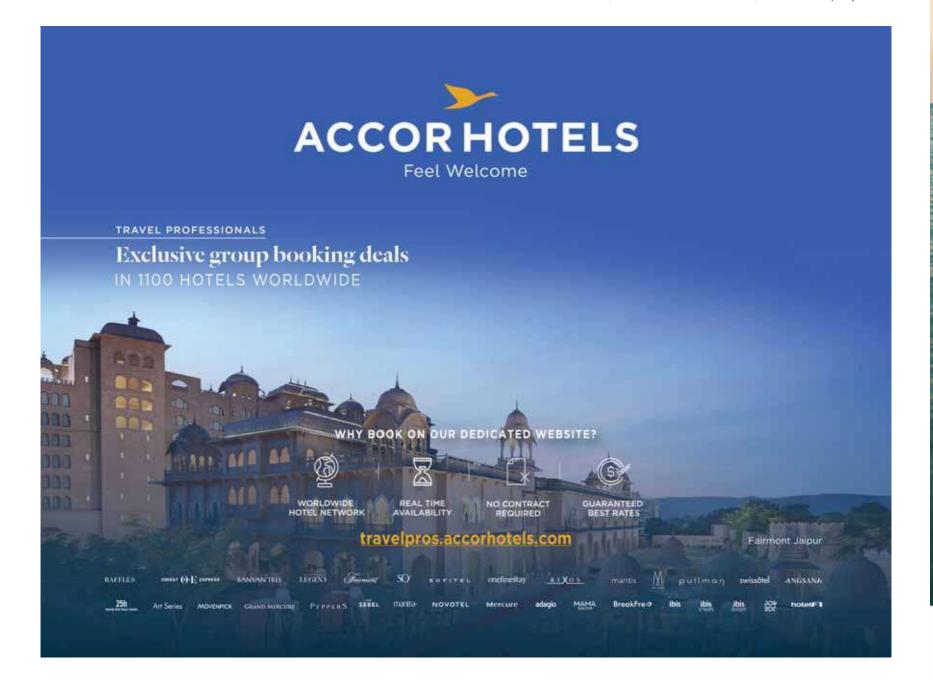
There are no sops in this year's Union Budget to give a boost to the travel industry. I hope that GST on services provided by travel agents at 18 per cent will be reviewed. Furthermore, corporate tax reduction to 25 per cent is only on a turnover of `400 crore, but that excludes most of us! Also, double taxation on tour pricing has been having a cascading effect, making us uncompetitive. I do hope that the industry receives some relief from the GST Council in the future.



Subhash Goyal Secretary General FAITH

There are very few things for tourism in the Budget. The GST Council might do something later, but nothing has been done for taxation on tourism to be five per cent and exemption on foreign exchange earnings. We still have to read the fine print, but from what we have seen, there are certain good things for infrastructure. However, what I don't understand is that an industry which is the largest employment generator has not been given anything.

Inputs by TT Bureau







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Breaking News

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- Mumbai-Riyadh on SpiceJet from August 15
- IndiGo hikes fee for ticket cancellations and changes
- The LaLiT Ahmedabad to open in 18 months
- Government waives landing charges at 32 defence airports, including Pune and Chandigarh
- Indian rupee now accepted at Dubai Duty Free

For more news, log on to: www.tourismbreakingnews.com

A hotspot for Medical Value Travel

The upcoming CII Tamil Nadu Travel Mart (TTM), scheduled from September 19-22 at Chennai Trade Centre, will have a parallel event—CII Tamil Nadu Medical Travel Mart, in association with the Health Department, Government of Tamil Nadu.

TT Bureau

CII Tamil Nadu Travel Mart 2019 will be organised by CII Tamil Nadu in association with Government of Tamil Nadu, Health and Family Welfare Department for promoting service exports from the state in the field of healthcare.

India has the finest and one of the largest pool of doctors and paramedics in South Asia, with many of them of global repute. India's expertise in highly specialised areas of organ transplants, orthopaedics, cardiology, oncology, neurology etc., has made the country an emerging hotspot for Medical Value Travel (MVT).

Tamil Nadu has been one of the preferred destinations in



MVT. According to a recent study by Grant Thornton, more than 45 per cent of patients who choose India as their healthcare destination, have chosen Tamil Nadu as their state of choice because of its state-of-the-art medical care at an affordable price.

The event will reiterate the importance of Tamil Nadu in the Medical Value Travel sector. The three-day conference and exhibition will also have B2B meetings. The CII Tamil Nadu Medical Travel Mart will have a knowledge-sharing programme, which would see in attendance eminent

speakers from health and related agencies, government bodies, central and state governments, ministries, officials from the Department of Health, policymakers, professionals in the field of healthcare, and experts from healthcare and related

facilitators, and TPAs.
The exhibition is poised to present state-of-the-art facilities and expertise in specialty services, along with the quality of service and care provided by medical personnel in the state.

Knowledge-sharing programme, which would see in attendance eminent speakers from health and related agencies and professionals in the field

industries. The exhibition will focus on hospitals, healthcare centres, AYUSH hospitals, educational institutions (medical colleges, nursing colleges, pharma colleges and AYUSH colleges), medical tourism Tamil Nadu boasts an excellent success rate of the surgeries done in the

state, and the stalls would feature medical advancements and technological influences in healthcare. The event will also give a brief understanding of lesser cost structures for all procedures, and will showcase the liberalisation of the visa policy for smoother medical interventions.

There will be reverse buyer-seller meetings and planned B2B sessions with hosted delegates from more than 60 countries. TTM will be a great opportunity for international delegates to meet and get information on clinical expertise from top hospitals with different specialties.

The exhibition will focus on hospitals, healthcare centres, AYUSH hospitals, educational institutions (nursing colleges, pharma colleges and AYUSH colleges), and medical tourism facilitators.



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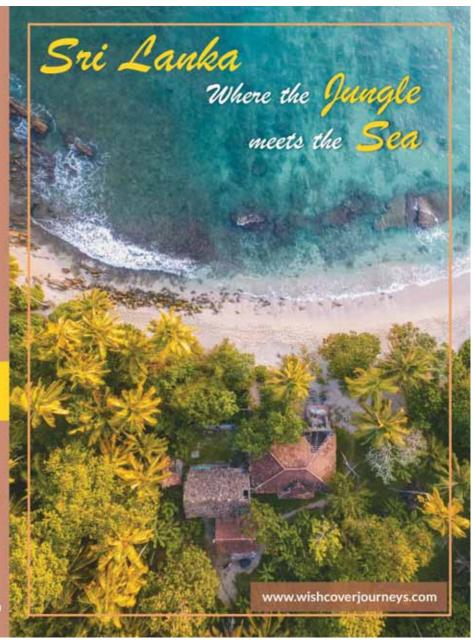
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NEWS

JULY 2^{III} FORTNIGHT ISSUE 2019 TRAVTALK 11

Sanjay Datta is Skål Asia Prez

Sanjay Datta has recently been elected as the new President of Skål Asia. As part of his eight-point agenda, he aims to promote greater interaction among members to encourage them to work as a team while ensuring transparency and harmony in the association.

TT Bureau

Sanjay Datta, Managing Director, Airborne Travels-Holidays-Meetings-Events, has been elected as the President, Skål Asia. The announcement of his appointment was done post the election, at the 48th Skål Asia Congress in Bengaluru, which was held from June 27-30 at the Taj MG Road hotel in the city.

Speaking about the new role, Datta, who was President of Skål Delhi from 2015-2017, said, "We have won with an overwhelming majority and we have to live up to the confidence and expectations that people have given us.



Sanjay Datta President Skål Asia

My agenda is to first put the house in order and improve the communication level. I have already had the first meeting with the board members and we are changing the process. Now, all the board members will give a monthly report to all the members. That's how we will work as a team and will no longer work as individual players. We are all going to be a team and it's going to be a team effort. It's a huge challenge for us and we have to work very hard."

In his campaign and manifesto, Datta claimed that as the President of Skål Asia, he would ensure that the voice of the region is heard. He claimed that they would together create a platform for Asian Skål members for business and interaction, which would be like doing business amongst friends. The idea is to create harmony and ensure

My agenda is to first put the house in order and improve communication; I have already had a meeting with the board ""

transparency in the Association. As per the manifesto,

Datta will also ensure that the Asian congress becomes

bigger and better, with more participation and networking. Going forward, he will be working towards its digital transformation through social networking and developing an App for Skål Asia. Another focus for him as President, Skål Asia, would be to carry the legacy of past Skål presidents.

With over 2560 members in 44 clubs - 29 grouped in five national committees and 15 affiliated - the Skål Asian area

is the most diverse in the world. The Indian Chapter is the largest in terms of membership and number of clubs in the Asian region, with 14 clubs and a membership base of 1183 members.



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Ctrl Visa, developed by The Whiteboard Company, promises to revolutionise visa services for agencies by automating every part of the application process.



t was in the making for almost two years and it finally launched in December 2018. Developed by The Whiteboard Company, Ctrl

visa applications for travel agencies who still rely on Excel sheets and phone calls for visas. This product will complete that entire chain of booking a holiday for clients. The system allows a travel



Visa is an intelligent, innovative system that automates every part of the visa application system. Parveen Jiterwal, Founder & CEO, The Whiteboard Company, says, "There is no system available today for easy

agency to automate their entire process of applying for their clients' visa as well as making sure that everything is accounted for."

They have also just launched India e-visa services for



Visa

citizens of US and UK. The product can be adapted to work in any country and anyone across the globe can use this to manage their visa processing. Ctrl Visa will change the entire dynamics of travel, feels Radhika Butala, India - Business Solutions, The Whiteboard Company. "It is a SaaS product on a subscription basis. If it's a small-sized agent, they can subscribe to it on a transaction model fee and if it's a large agency, they can take our ERP solution on a one-time licence fee basis," she reveals. The third promoter of the company is Ram Mohan KM, Partner & Head of Technology, The Whiteboard Company.

Providing end-to-end technology solutions to travel agents and Travel Management Companies (TMCs), iWeen will launch an NDC aggregation platform later this year.

TT Bureau

Since 2010, iWeen Software Solutions has been providing technology solutions to the travel industry and has helped many travel companies grow exponentially by enabling efficiency and updating them to industry best practices. According to Sudheer Reddy, Co-founder and Director, iWeen Software Solutions, the company was the first amongst Indian technology solution



Sudheer Reddy Co-founder and Director iWeen Software Solutions

solutions where the buying and selling of content happens seamlessly. Our flagship

f Travel agencies and TMCs are left behind due to lack of technology; we want to empower the trade with our solutions ""

providers to achieve IATA NDC Level-III certification

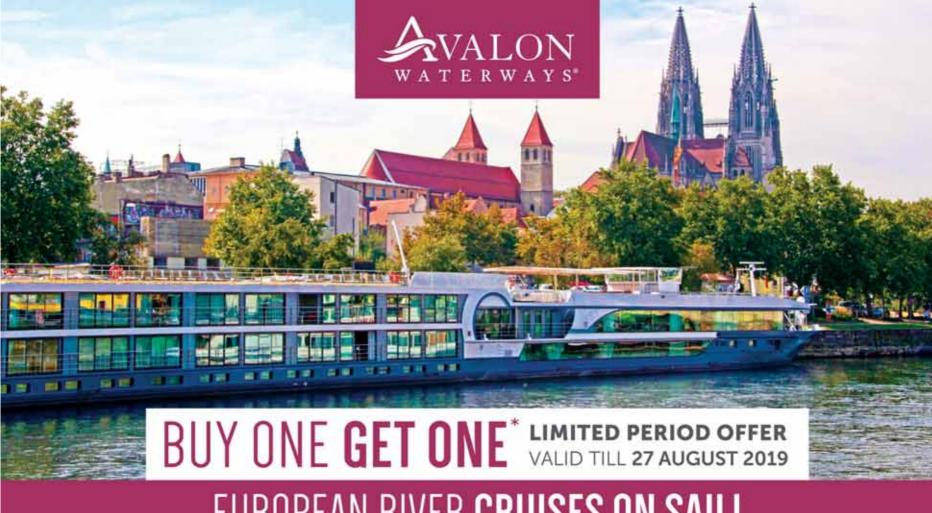
"Our customers have also greatly benefitted from our API

product, Nextra, has been quite impactful. We are constantly innovating to provide next-generation solutions to our customers," says Reddy.

Later this year, the company will launch a new product, an NDC aggregation platform that lets agencies book all NDC carriers on a single platform. Elaborating on its benefits for the travel trade, Reddy claims that it will empower tour operators to compete with large OTAs and well-established TMCs that have their own technology teams.

"In this rapidly changing environment, travel agencies and TMCs are left behind due to lack of technology integration in their processes. With our innovative and costeffective solutions, we want to empower the trade. Our enhanced product for TMCs with a consumer-grade CBT/SBT solution gives them the ability to provide an end-to-end CBT/ SBT solution to their corporate clientele," he explains.





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14 TRAVTALK JULY 21/0 FORTNIGHT ISSUE 2019

India tops Mt. Titlis peak

While India surpassed China in being the biggest international source market for Mt. Titlis in 2018 with a 15 per cent growth, the destination is on track to receiving an optimistic single-digit growth this year.



Calling 2018 a watershed year for Mt. Titlis from India, Rayomand Choksi, Regional Sales Director, Titlis Cableways in India, Middle East, Japan and Australia, says, "India became the biggest supplier of clients to Mt. Titlis, overtaking the Chinese market. The growth of 15 per cent far outstripped our single-digit projection. It was also India which guaranteed a year-end growth for the total business."



Rayomand Choksi Regional Sales Director, Titlis Cableways in India, Middle East, Japan and Australia

which sometimes may or may not be compensated by growth over the next months.

The introduction of a new zip-line will surely be well-received by Indians who are willing to try all activities 55

For 2019, Choksi and his team are watchful in their forecast. "We always see a dip in April and May figures But being the optimists that we are, our projection is of a single-digit growth over last year's record-breaking figures. The current trend suggests that we may be on target," he says.

As always, he will engage with tour operators to ensure an inclusion in their programmes. Mt. Titlis partners with them for their marketing activities and supports them as and when the need arises. It also has a direct marketing campaign to create brand awareness, and undertakes a lot of educational programmes directly with Switzerland Tourism and the Swiss Travel System.

"Our GSAs always have the best value proposition as they are the ones distributing our product in the B2B segment and expanding the number of sales windows. We do not directly deal with clients, so they are the ones promoting Mt. Titlis. We are always

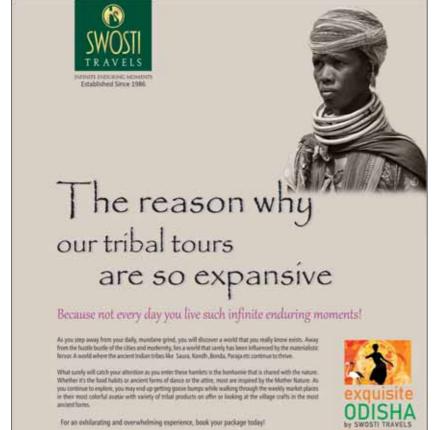


present on their web pages, brochures, and B2B promotions. We also work closely with tour operators who sell tours to Switzerland and Europe. We are happy to make promotions with them and give them all the back-end support. Our other important

partners are land operators who are a one-stop shop for these tour operators. So, we work closely with everybody in our distribution channel," Choksi adds.

He says that the product is all-market focused. "The

only thing we do 'Indian' is the food we provide on the mountain, at the foot of the mountain and in our hotels. But the introduction of a new zip-line in July will surely be well received by the Indian clientele who are willing to try all activities," he says.



NiYO raises \$35mn

Global travel card start-up 'NiYO' has raised \$35 million in a fresh round of funding to provide an innovative, unmatched experience to Indian outbound travellers.

TT Bureau

Bengaluru-based new-age digital banking start-up NiYO Solutions has raised \$35 million in a series-B funding round from Horizons Ventures, Tencent, and existing investor JS Capital. NiYO had previously raised \$14 million in funding rounds led by Prime Venture Partners and along with the fresh funding, has raised a total of \$49 million.

According to **Vinay Bagri**, Co-founder and CEO, NiYO,



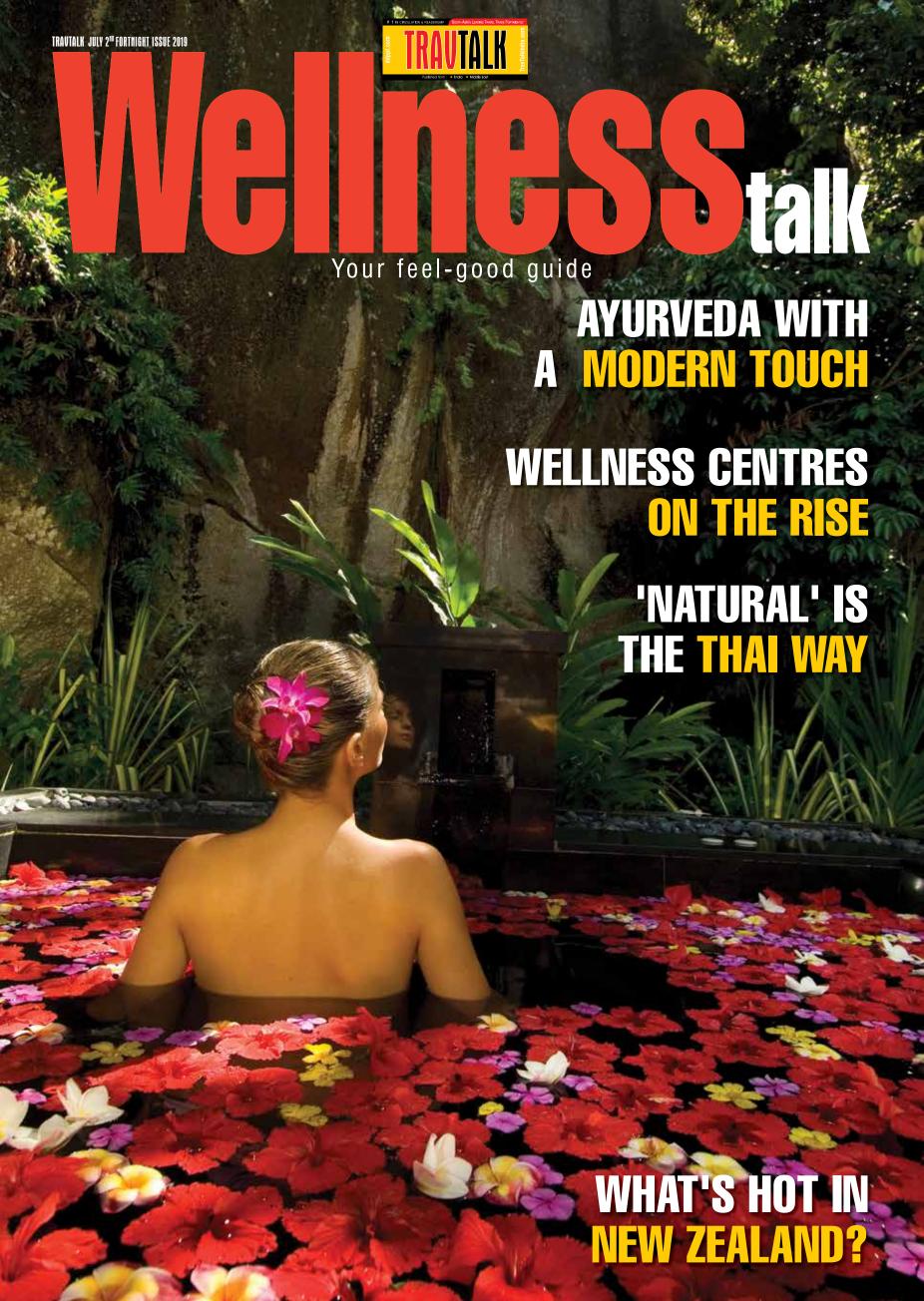
(L-R) Virender Bisht, Co-founder & CTO and Vinay Bagri, Co-founder & CEO at NiYO

larly in emerging economies that offer similar opportunities for digital disruption through a to fortify our service suite," says Bagri.

Our core focus on customer value is paying rich dividends; with fresh funding, we aim to fortify our service suite

the latest round of funding will be used to accelerate the development and roll-out of new product offerings to amplify distribution and marketing, and to explore expansion into international markets, particu'Neo-Bank' concept. "Our core focus on customer value and customer service is paying rich dividends with strong growth across business metrics in the last 12 months. With this fresh round of funding, we aim

NiYO is betting big on the international travel market with its forex payments solution - NiYO Global Card. With over 26 million Indians travelling abroad in 2018 and poor customer experience on current products, NiYO senses a large opportunity to disrupt the way travellers interact and experience banking. It intends to corner a large share of this market through rapid product innovation.



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July 2th Fortnight Issue 2019 Travialk 17

Wellness_{talk}

IF WELLNESS, IT'S INDIA!

There are many destinations across the world, which are popular for their wellness offerings and are flocked by tourists for the same. India has always been desirable for wellness lovers, with foreigners enamoured by the mystique of Yoga and Ayurveda, and the ancient techniques of meditation and healing. Studies suggest that a whopping 586 million wellness trips are taken each year, and the sector itself accounts for 15 per cent of global travel. This, in fact, is the second highest form of tourism after cultural. Moreover, the sector enjoys profitable margins as wellness travellers spend close to 130 per cent more than the average traveller, with the most sought-after aspect being traditional healing massages.

Still, most inbound tourists to India visit for the purpose of leisure. The government, on its part, is leaving no stone unturned to facilitate this growth and as a first, has instituted the Ministry of AYUSH (MOA), which is dedicated to bringing traditional Indian therapies and healthcare facilities to the fore. Working closely with other ministries, MOA is making sure that people everywhere know what India has to offer in holistic wellness. After all, the International Yoga Day also became a worldwide event thanks to the Indian government pushing for its furtherance.

Another crucial development is that the Indian hospitality industry is increasingly bringing in international wellness practices so that travellers can enjoy a wide range of treatments in a single destination. It's plain to see that all these efforts will bring more tourists to India for a rejuvenating trip!

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COVER PICTURE:Banyan Tree Hotels & Resorts

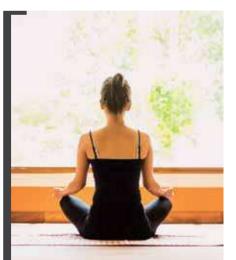
NEWS IN BRIEF





Mövenpick BDMS Wellness Resort launches in Bangkok

Mövenpick Hotels & Resorts has opened the Mövenpick BDMS Wellness Resort Bangkok in the Thai capital. Nestled in the heart of Sukhumvit, the resort is surrounded by 1.2 acres of lush greenery with trees dating back over a century. Its 293 spacious rooms and suites, with balconies that overlook the gardens, come equipped with yoga mats, a dedicated health and fitness TV channel, and a range of signature in-room amenities. Visiting guests can also opt to visit BDMS Wellness Clinic that's adjacent to the hotel.



Mekosh<mark>a Trivandrum</mark> retreat in Kerala

Mekosha has launched a new wellness retreat in Trivandrum, Kerala, as an all-suites boutique property where each spa suite has an integral private treatment room and a balcony.



Ministries of AYUSH and Electronics & IT sign MoU for digitisation

Ministry of AYUSH (MOA) and Ministry of Electronics and Information Technology (MeitY) have signed a Memorandum of Understanding (MoU) for collaborating with each other for digitisation of the AYUSH sector for transformation in the field of healthcare delivery. NEWS 18 TRAUTALK July 2th Fortnight Issue 2019

Swiss home for first Alila resort

Hyatt Hotels has announced that a Hyatt affiliate has entered into a management agreement with Resort 4 SA, owned by Ben Golf Investissements SA, for Europe's first Alila-branded resort. Overlooking a picturesque lake, Alila La Gruyère will be a luxury destination resort offering a high-end golf course with stunning views and an authentic wellness retreat, enhancing Hyatt's lifestyle and well-being offerings for guests. With 85 rooms and 27 residences, the resort is expected to open in 2023, marking a significant growth milestone for Hyatt since the Alila brand integrated into the Hyatt portfolio in late 2018. "The region of La Gruyère, with its medieval Gruyères town, is a great location for a brand that embodies a contemporary expression of centuries-old traditions," says **Guido Fredrich**, Hyatt's Regional Vice President of Development for Europe.



The Fern opens 60-room hotel with spa in Cortalim, Goa



The Fern Hotels & Resorts has announced the opening of The Fern Kesarval Hotel & Spa, Verna Plateau, Goa. This is a 60-room hotel that offers contemporary accommodation, state-of-the-art banquet halls, a swimming pool, and poolside lawns. Its all-day dining restaurant, The Bougainvillea, offers Indian and international cuisines.



Club Mahindra Virajpet Resort achieves 'Zero Waste to Landfill' certification

Mahindra Holidays & Resorts has set a sustainability benchmark with its Coorg property in Karnataka, after being certified as India's first 'Zero Waste to Landfill' (ZWL) resort. This achievement was the result of several initiatives that led to the resort recycling and reusing 99.32 per cent of its waste, preventing it from going into landfills.

Palladium eliminates single-use plastics

Palladium Hotel Group, as part of its environmental initiatives and projects, has taken the priority objective of eliminating single-use plastics. Since 2018 and with a significant step forward this season, it is replacing them with biodegradable or reusable material.





The Farm at San Benito adds restaurant for health-conscious guests

The Farm at San Benito, Philippines, has announced the opening of its new pescatarian restaurant. It already has the Alive! restaurant, which focuses on organic plant-based vegan cuisine, and now PESCE will also include fresh, organically produced vegetables in its line of scrumptious dishes. Offering pescatarian dishes, PESCE will focus on the health and longevity of life and take inspiration from the Mediterranean Blue Zone diet. PESCE's menu consists of organic living foods like whole grains, fruits and vegetables, and sustainable seafood as a source of protein for a complete and balanced meal.









Fazlani Natures Nest is a boutique wellness resort recognized for its therapeutic environment and enticing beauty. This nurturing environment houses some of the most exquisite wellness services, exotic animals and world-class amenities designed for a 'Holistic Well-Being'.

Naturapathy Treatments | Ayurveda Therapies | Organic Farm-to-Fork Dining | Equine Therapy www.fazlaninaturesnest.com

WELLNESS CENTRES 20 TRAVIALK July 2nd Fortnlant Issue 2019

City breaks Vizag

Today, travellers are on the look-out for ways to unwind in peaceful environs. One such escape from the hustle-bustle of an urban lifestyle exists in Vizag.

MANAS DWIVEDI







At the resort, a custom-designed programme for each guest begins with

diagnostics and consultations with naturopathic doctors and yoga specialists

ith the tourism industry round the globe facing the adverse effects of overtourism, the concept of wellness therapies, fitness activities, and Ayurvedic spa treatments is picking up pace. A number of dedicated wellness resorts, picking on this trend, are providing specialised wellness therapies in locations that provide an escape from the usual. Besides offering rejuvenating therapies, a tranquil location is what makes these resorts stand out.

One such escape, Pema Wellness Resort, is situated close to the beautiful coastal city of Visakhapatnam and is the country's only dedicated nature-cure luxury resort that provides a variety of treatments to discerning travellers. Stating location as its biggest

advantage, Col Surendra Singh Minhas, General Manager, Pema Wellness Resort, says that Pema is perched atop the 'Healing Hills' in Vizag, with breathtaking and stunning views of the Bay of Bengal on one side and a panoramic view of the mountains on the other. "Pema is located approximately 21 kms from the airport and is in the outskirts of the city. Spectacular sunrises and sunsets, along with a fresh and soothing sea breeze, make our resort the perfect destination for a healing and rejuvenating experience," he says.

The Resort houses a total of 66 operational rooms for living, while the healing hub has 68. The different treatments available at Pema include manipulative therapies, hydrotherapies, acupuncture

and acupressure, physiotherapy, yoga, diet therapy, and heliotherapy. The resort specialises in fusion hydrotherapy, quartz therapy, colon hydrotherapy, ozone steam, spinal bath, and infra-red bath.

A custom-designed programme for each guest begins with diagnostics and consultations with naturopathic doctors and yoga specialists. A private beach is the perfect backdrop for uplifting wellness activities in the midst of the therapeutic sea breeze.

Keeping in mind healthy diets, a customised vegetarian diet plan is made for every guest. The nutritious food at Pema Resort enables indulgence that is guilt-free and detoxifying.



July 2nd Fortnight Issue 2019 TRAUTALK **21** WELLNESS CENTRES

Mélangeof Sunil Varghese, Director, Dune Wellness Group, shares how offering ancient rejuvenating therapies of

Ayurveda along with contemporary wellness techniques can do wonders for all.



unil Varghese, Director, Wellness Group, claims they are a small chain of hotels located in South India operating from destinations like Tanjore, Puducherry, Kodaikanal, and Matheran.

"We have eco-sensitive properties involved in community development programmes. All properties that we have differ from each other. We have one beach hotel which is the only hotel in India with a service known as 'Watsu' and a huge wellness centre in it. There is a hotel in Kodaikanal, which is a 100-acre estate that produces award-winning coffees. In Tanjore, we have a part of a palace, which was restored by us and where Babasaheb Ambedkar stayed in the 1940s. Hence, each hotel is unique and independent, with most of them being restored properties," he says.

Giving an insight into how it all began, Varghese says, "Since Ayurveda has been one of the biggest strengths in South India, we started with Ayurveda and as we evolved, we had therapies like Watsu, sound healing, etc., which we tried to incorporate with the different treatments. The fact that we have tried to incorporate other forms of healing also into the programme, apart from Ayurveda, makes it more effective. Watsu

What you eat, where you live, even the colours you are attracted to can be explained by the 5000-year-old science of Ayurveda.



SUNIL VARGHESE Director, Dune Wellness Group and Torchbearer of Wellness Tourism, India Travel Awards - South, 2019

We have incorporated other forms of healing into the

Ayurveda programme to make it even more effective

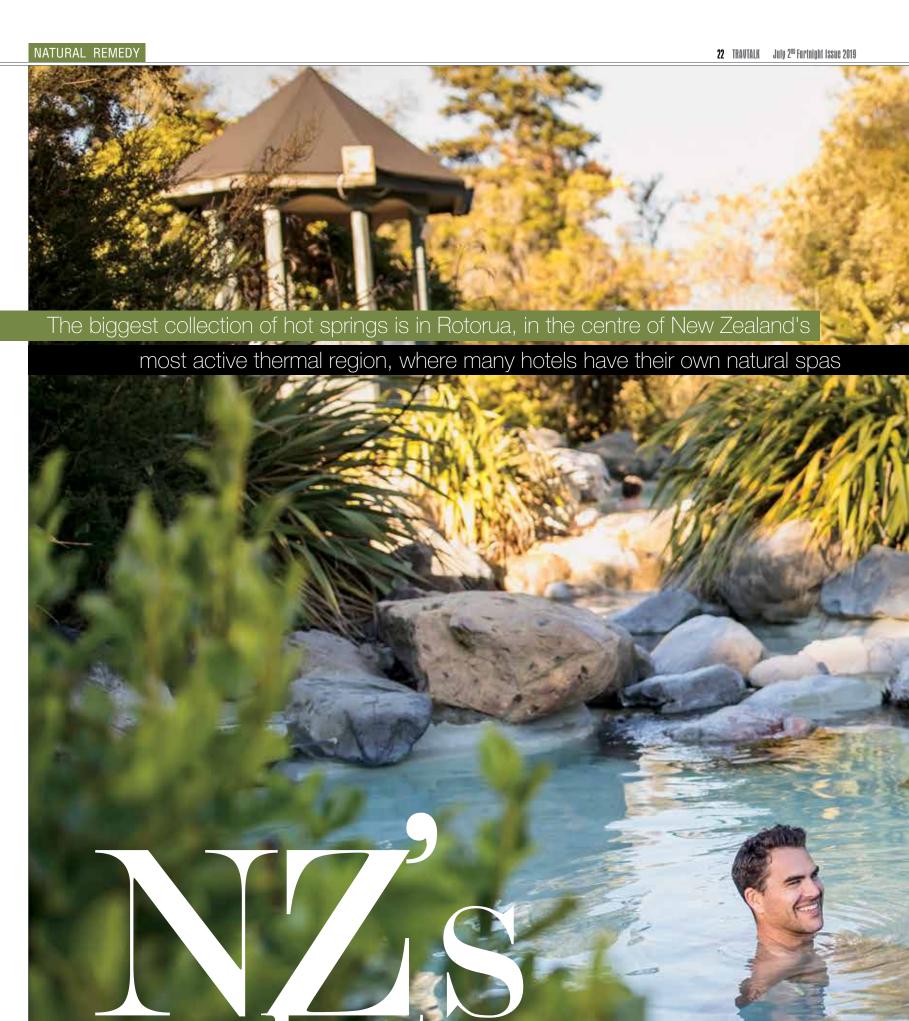
is a water treatment. In certain conditions, the body's flexibility on land is not good enough, especially for muscular pains, and that's where Watsu becomes more effective. For somebody with an emotional imbalance and other issues, sound healing comes into play. We look at different situations and see where the effect can be better."

Amongst their six properties in India, they have only one spa in the country. They also have a spa in Bali. Going forward, they will be looking at new openings as well. "We are looking at a property in Kerala, which will have a spa as well. By 2020, it should be operational," informs Varghese.

Commenting on wellness tourism in India, he claims that there is a positive development in this sector and new things are coming up. "There is a good amount of seriousness

spread around India, from North to the South, and people are doing a good job. There is more awareness in terms of health and well-being. Our farms are certified for being organic. Our wellness is not just related to treatments alone, it is followed in food and other things as well. Today, we see a lot of people interested in pursuing it, even if they normally don't follow a wellness regime. Even simple things like yoga get a lot of interest from people. There is a kids' special yoga session that has become very popular," adds Varghese.

He believes that while wellness has become popular, India inbound is majorly driven by leisure and other aspects. "Wellness is a very small market, but is growing. There is huge potential and I hope that people who enter this field are serious, which is very important to take it forward," Varghese concludes.



New Zealand is renowned for its geothermal activity and across the land you'll find various heated waterways safe for wallowing in.

SOUTHAZEL JAIN S

July 2th Fortnight Issue 2019 Travialk 23 NATURAL REMEDY





"India is a priority emerging market for Tourism New Zealand. With an increasing number of Indians visiting to experience offbeat activities, the destination is spoilt for choice when it comes to hot springs and spas" STEVEN DIXON Regional Manager – So and South East Asia. Tourism New Zealand

TE RATA BAY, LAKE TARAWERA

On the southern shore of Rotorua's Lake Tarawera, Te Rata Bay (also referred to as Hot Water Beach) is understandably popular. Fringed with pohutukawa trees and alive with native birds, as well as wild wallabies, the thermal vents on this beach help keep campers' coffee hot while they roast their daily catch in sandpits.

Accessible by boat or via a fabulous five-hour bush walk (the 15 kms Tarawera Trail), you'll need to plan ahead to visit the beach. If you plan to stay overnight at the campground (or glamp it) you must book, and stock up on supplies as there are no shops. Happily, water taxis are easy to arrange through Totally Tarawera, with plenty of options for enjoying this area either overnight or as part of a day trip.

KAITOKE HOT SPRINGS, GREAT **BARRIER ISLAND**

The largest and farthest-flung island in the Hauraki Gulf, Great Barrier/Aotea is 90 kms from Auckland. A rugged rock that's completely off grid, it tends to attract a capable sort of citizen. Renowned for

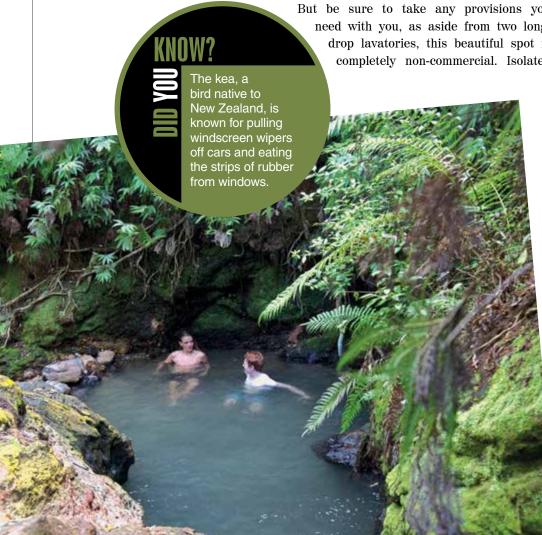


Kaitoke Hot Springs in Great Barrier Island is an easy, pram-friendly 45-minute walk

from Whangaparapara Road, and this beautiful spot is completely non-commercial

unspoiled beaches, impressive wildlife and rich history, it's also home to a picturesque thermal pool. Kaitoke Hot Springs is an easy, pram-friendly 45-minute walk from Whangaparapara Road.

But be sure to take any provisions you need with you, as aside from two longdrop lavatories, this beautiful spot is completely non-commercial. Isolated



Great Barrier/Aotea Island is popular with visitors who enjoy fishing, surfing, hiking and anything to do with nature. Recently awarded International Dark Sky Sanctuary status, be sure to look heavenward after dark when the stars astonish. Accessible by a 30-minute flight or a five-hour ferry ride, there's plenty of accommodation and a reasonable selection of eateries (although you're wise if you take some food). Be sure to allow a good few days to get to grips with all the island has to offer.

KAWHIA OCEAN BEACH, WAIKATO

Less crowded than Coromandel's Hot Water Beach, hot springs can be found at Kawhia's Ocean Beach for two hours either side of low tide. Steeped in history, Kawhia is where the Tainui Waka (one of the original canoes carrying the first Polynesians) came to rest after its epic trans-Pacific voyage, and today is a sleepy little spot far from the madding crowds and all the better for it. If you're not sure where to dig to gain access to the steaming seams, a friendly local will show you the way. But be warned, because this is a black sand beach, it can really heat up in summer, so don't forget your shoes.

Kawhia is a peaceful King Country town 200 kms from Auckland. It offers accommodation (including a campground), a museum, a couple of cafés, a general store, and a fish & chips shop. Popular with history buffs, fossil fans and fisher people, it's heavenly all year round. And do experience the cooler charms of nearby Waitomo Caves if time allows.



SPA - HANMER SPRINGS

Water is the life blood at Hanmer Springs Thermal Pools & Spa, South Island's main natural spa resort offering massage, sauna, steam and beauty treatments. In one of the largest business in the rural Hurunui North Canterbury region, the role of kaitiaki (guardian) – the responsibility to leave the environment and community in even better shape for future generations – is foundational. Hanmer Springs is just 90 minutes' drive north of Christchurch.

WELCOME FLAT HOT POOLS, WEST COAST

Twenty kilometres south of Fox Glacier you'll find Welcome Flat Hot Pools, near a conveniently positioned DOC (Department of Conservation) hut. Surrounded by snowy peaks and forest, there are several temperature options with even the fussiest bathers catered for – provided they don't mind mud. The pools are accessed via the Copland Track, which is 18 kms one way (it takes about seven hours to complete), so ensure you book ahead for one of the 31 beds in the DOC hut.

Of course, you'll need to take your food, sleeping bag, and swimming suit as well. It's open year round, so pack for the conditions and keep an eye on weather reports.

QUICK READ



The last word in wellness

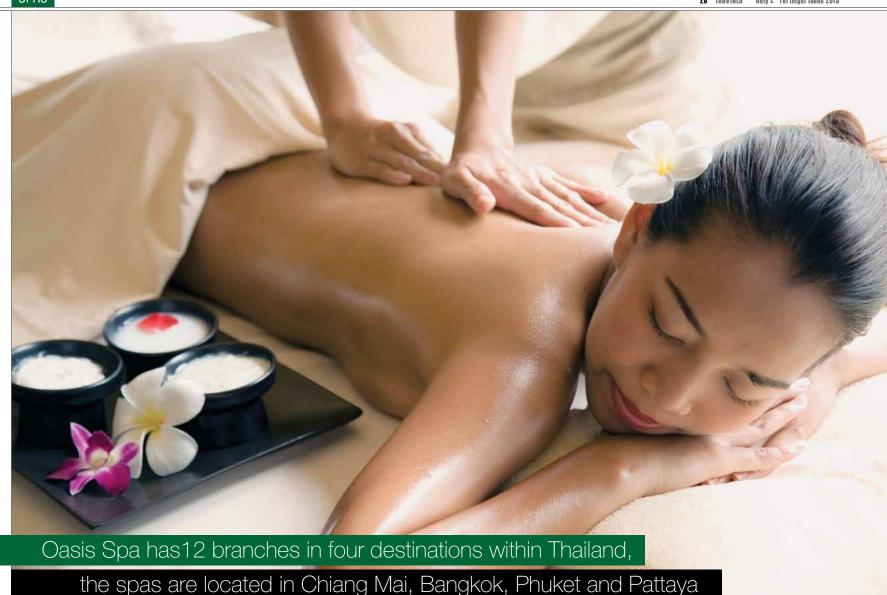
Recently-opened Fazlani Natures Nest has made waves in the wellness segment. It offers more than 45 wellness therapies such as equine therapy, Tai Chi, yoga, shiatsu, and Ayurveda. To provide this, it has all therapists – Indian and international – staying at its property. Set amidst 150 acres of land, it has about 80 acres already developed for guests. Almost 30 acres are dedicated to organic farms where it grows its own food. Not just that, the resort also makes its own organic and environment-friendly soaps and shampoos.



Hot stones for pain relief at Kanj Hotels

Kanj Hotels & Resorts offers its signature 90-minute Aromatherapy with a hot stone massage. This European massage combines the potency of fragrance with a gentle healing art that incorporates the systemic use of natural essential oils to promote health and well-being. It helps with the efficient elimination of toxins and stimulates all the organs in the body, the skin, muscles, nerves, and even the glands. **Mahesh Chand Rajwar**, VP - Operations, Kanj Hotels & Resorts, claims that the treatment relieves pain and tension.

SPAS 26 TRAUTALK July 2^{III} Fortnight Issue 2019



ALLO ASIS



On the busy stretch between Jomtien Beach and south Pattaya is Oasis Spa, the perfect antidote to the city's hustle and bustle, and just what the doctor ordered for frayed nerves.

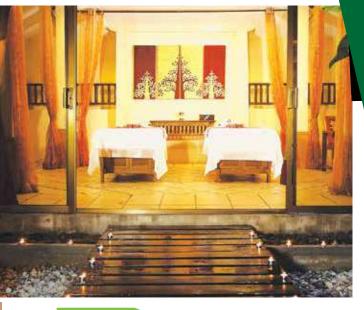
PEDEN DOMA BHUTIA



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ECO CHECK!

Most of Oasis Spa's treatments utilise a fusion of traditional Thai herbs and other natural ingredients. The massage oils and aromatherapy essential oils are derived from time-proven Oriental healing remedies. The herbs and hot compresses are supplied by local villages in the Chiang Mai area that specialise in Thai herbal medicine. Even the staff uniforms are woven from local silk. All oils and solutions used for treatments are natural except for professional facial products which are imported.

uch as a trip to Thailand would feature shopping, shopping and more shopping, you wouldn't want to miss out on a relaxing massage, especially if you are headed to the beach destination of Pattaya. Oasis Spa is nestled in a tropical garden on the Chateau Dale estate atop Big Buddha Hill on Thappaya Road. The location, a quiet spot between Jomtien Beach and south Pattaya, can accurately be described as 'far from the madding crowd'. Guests here can treat themselves to a wide range of spa therapies that combine the ancient secret remedies of the Lanna Kingdom with modern treatments to enhance beauty and wellness.

The staff is most helpful and welcomes you with a smile, offering you a cold

a king. The treatment that combines Thai massage techniques with aromatherapy, begins with a Thai herbal hot compress placed along the strong muscle lines. Then, a hot oil massage stretches the muscles to reopen the body's energy pathways, enhance circulation, increase energy levels and promote overall well-being

With a King on the list, can a Queen be far behind? The Queen of Oasis combines hot stone, Swedish and aromatherapy massages for a two-hour therapy. The ancient oriental massage, focusing on the Meridian Lines, improves the body's functions and promotes self-healing. Swedish and aromatherapy massages further restore and enhance vitality and the heat of the hot stone therapy relaxes deep muscle layers for a more effective massage and realignment of life-energy.

Oasis Spa offers free round-trip transportation in each city where it is located. However, this is only available in designated areas of the city. One needs to call the Reservation Center in advance or email them the day before the appointment to request transportation, which arrives 30 minutes prior to the appointment time.



towel and some chilled juice that come as a respite from the humid weather. A menu is presented to help you make up your mind about how to relax yourself. You also get a questionnaire on basic health-related queries, asking you about pain points where you would like the masseur to concentrate and the intensity of the massage. The idea is to understand exactly what you want, so that there are no unhappy guests at the end of the treatment.

The Oasis Spa facility comprises two cold pools, seven private treatment rooms, saunas, steam rooms, and beautifully decorated and landscaped areas for relaxation. For a double dose of stress relief, guests can also spend some time in the steam room and cool pool before the massages.

One of the most popular massages is the King of Oasis. As the name suggests, this two-hour-long massage is fit for And for those who feel sore knots in their back and neck muscles, the Lanna Secrets therapy offers ancient time-honoured techniques from northern Thailand that help reopen blocked energy pathways. The relief from all that weariness begins when acupressure is applied during a traditional Thai massage followed by Thai herbal hot compresses, which dissolves soreness and further releases energy. Finally, an aromatherapy hot oil massage completes the treatment to help you truly relax.

The spa love does not stop at the massage. After you have woken from the relaxation-induced slumber (those who manage to stay awake as the masseurs work their magic are either insomniacs or deserving of an award!), you will find yourself being offered an energising cup of hot herbal tea and a plate of delicious tropical fruit. Now that's what we call a finish with a flourish! After a trip to Oasis, the word 'spa-tastic' would make perfect sense!

WELLNESS CENTRES

28 TRAUTALM July 2^{III} Forfinght Issue 2019

Rejuve 2010 Today, not only are guests interested in new treatments and spas, hotels are also leaving

NISHA VERMA

these experiences.

no stone unturned in promoting

ndia, for years on end, has been a hotspot for wellness travellers. Ayurveda, yoga, and several ancient Indian techniques that always had a place in Indian homes in one form or another, are now being practised and adopted the world over.

Rising popularity and demand for Indian wellness treatments has led several hotels to launch either all-out wellness centres in some of the country's most serene locations, or develop their spas into state-of-the-art centres of refuge for the discerning travellers of today. What's more? In keeping with this demand,

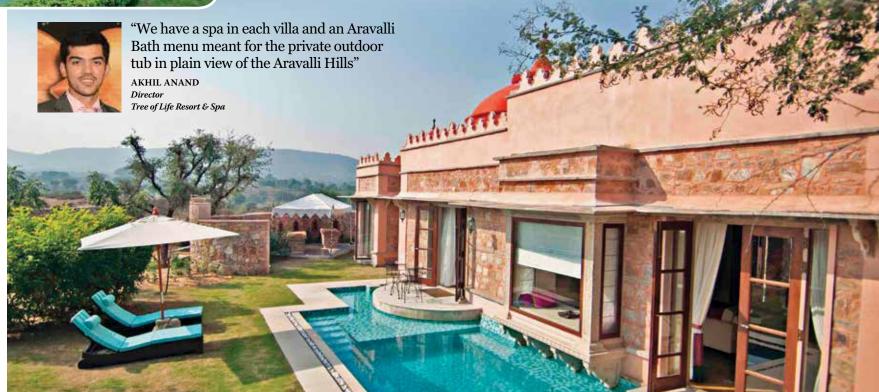
hotels are now looking to combine age-old Ayurvedic techniques with modern treatments so that potential guests look no further when selecting a wellness centre or spa hotel. With a combination of ancient traditions of Ayurveda with Western rejuvenation therapies or a Swedish massage that uses softer strokes on the bonier and more delicate parts of the body, guests are spoilt for choice at India's spas and wellness centres.

It has also become important for hotels to spread word about their offerings to a wider global audience, and social media comes to their rescue!



ROOM WITH A VIEW

At the Tree of Life Resort & Spa, Jaipur, each of the 13 villas comes with a private outdoor couple's spa area with an outdoor lip shower and sunken tub. The serene setting that the resort is in, ensures that the soundtrack for the treatment is nothing but the calm of the surrounding nature. "Our spa therapists set up your private spa for one of our signature treatments. We also have an 'Aravalli Bath' menu meant for the private outdoor tub with a variety of different aromatic bath salts, in plain view of the Aravalli Hills. At the Tree of Life, our endeavour is to constantly innovate and challenge the norm. A private spa in each villa is something that is not common at all. Most of the promotions for this sort of a treatment happen automatically when a guest checks-in and sees the private spa area, which is extremely inviting. We often run quite a few social media campaigns around this element as well," says **Akhil Anand**, Director, Tree of Life Resort & Spa.



July 2th Fortnight Issue 2019 Travialk **29** Wellness Centres



COMBINED THERAPIES

The newly-launched Swosti Chilika Resort is certainly world-class and is situated along the largest lagoon of the northern hemisphere – Lake Chilika. The Ekayaa spa at the resort combines ancient traditions of Ayurveda with Western rejuvenation therapies to give a transcendental experience that relaxes the body and lifts the spirit, claims Jagannath Mohanty, General Manager, Swosti Chilika Resort. "Kizhi (potli massage) is a unique therapy we have in which we use herbs from our own medicine garden. This can heal joint pain, sore muscles, and arthritis," he says.





Clarks Shiraz Agra is one of the oldest five-star properties in Agra offering great views of the Taj Mahal. Speaking about the spa at the property, **Debasish Bhowmik**, COO, Hotel Clarks Shiraz Agra, says, "We have a specialised Gold Leaf Spa team that offers different therapies. The best and most liked by our customers is the Swedish massage – a classic treatment which represents Western standards for massage." Swedish massage uses softer strokes on the bonier parts of the body and stronger strokes where there is thicker muscle coverage. This adjustment of pressure makes it an ideal massage.

"Most liked by our customers is the Swedish massage – a classic treatment which represents Western standards"

DEBASISH BHOWMIK Chief Operating Officer Hotel Clarks Shiraz Agra WELLNESS CENTRES

30 TRAVTALK July 2^{IM} For Inlight Issue 2019



FULL-BODY NOURISHMENT

The Aleenta Spa at Lords Inn Jodhpur offers a unique body polishing treatment that is more a facial than a massage, and nourishes the entire body. The body polish exfoliates and hydrates the skin, leaving it smooth and soft. It helps in removing unwanted cells and dirt from the skin and promotes new cell growth.

Vikas Sharma, General Manager, Lords Inn Jodhpur, shares that the hotel ensures its clients and the trade get to know of this treatment as well as other therapies at the spa, regularly. "We are promoting the body polishing treatment and our spa through social media, word of mouth publicity, WhatsApp messages, as well as emailers."



"We are promoting our body polishing treatment and spa on social media" VIKAS SHARMA General Manager Lords Inn Jodhpur





"In many of our properties, we are giving special discounts on spa services" SANJEEV K NAYAR

SANJEEV K NAYAK MIH, General Manager WelcomHeritage

OLD-WORLD CHARM FOR WELLNESS

At WelcomHeritage, select properties that have a spa on the premises endeavour to create the perfect spa experience, reveals Sanjeev K Nayar, MIH, General Manager, WelcomHeritage. "Each property has created a personal spa experience encompassing outstanding treatments that uniquely reflect a fusion of traditional and international therapies. All the spa experiences offered at these properties have been carefully crafted to stay true to the traditional style that was exclusively available to the royalty of a bygone era," he shares. Amongst its many initiatives, the brand is putting forth its wellness offerings and strengthening its online and offline presence constantly. "In many of our properties, we are giving special discounts to our guests on spa services," Nayar adds.

July 2nd Fortnight Issue 2019 TRAUTALK **31**

AYURVEDIC BLISS

The Nirvaana Spa at Travancore Court by Spree pampers its guests with its signature therapy -Mahakarma, which includes Abhyanga, Shirodhara and a sauna bath. Abhyanga (oil massage) involves massage of the body with doshaspecific warm herb infused oils. The oil is usually pre-mixed with herbs for specific conditions. Abhyanga eliminates body impurities and helps in reducing weight. It calms the nerves and promotes deeper and better sleep. It softens and smoothens the skin and reduces the effects of ageing. Abhyanga also improves blood circulation and stimulates internal organs. Shirodhara is a form of Ayurveda therapy that involves gently pouring herb infused oils over the forehead and is one of the steps involved in Panchakarma. Shirodhara is also effective in treating anxiety and mental stress. The calming effect produced by Shirodhara is similar to that obtained during meditation. Ajai Raman, General Manager, Travancore Court by Spree, says, "Depending on their duration of stay and purpose of treatment, our spa professionals customise packages for guests. This may include weight reduction, detoxification, and stress relief. We promote these packages with the assistance of Kerala Tourism."





AJAI RAMAN

General Manager

Travancore Court by Spree

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SPAS 32 TRAUTALK July 2^{III} Fortnight Issue 2019



COUTURE SPA

Dior Institut is the only such spa institute in Europe. Christian Dior wouldn't have it any other way!

HAZEL JAIN

o place in the world does beauty quite like Paris. And no place in Paris does beauty quite like the Dior Institut. It pays homage to the iconic designer — but it goes beyond just the name. In 1946, Christian Dior debuted his first couture house near the hotel on Avenue Montaigne. Dior became a hotel regular, and the Athénée quickly became his favourite spot to shoot and find inspiration for his high-end collections.

The spa, which opened in 2008, borrows Dior's approach to design. Treatments are created and refined for each individual visitor. The services exclusively use Dior beauty and skincare products,

and each one ends with a 'finishing touch', a make-up and perfume application to make guests feel runway-ready.

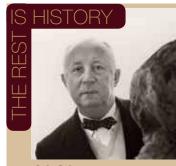
Its philosophy is based on reactivating youthfulness, and it delivers both instant and long-lasting rejuvenating results. Christian Dior always maintained excellent relations with the Plaza Athénée hotel, barely 200 metres from the designer's fashion house. These two legendary addresses, emblems of French luxury, face each other from either side of what was in 1947 and what remains today, the most elegant avenue in Paris. The new partnership offers cutting-edge rituals in a spa-like setting, with treatments that awaken the senses, revitalise the body, and soothe the mind.

Ten years ago, the house of Dior chose this exceptional place as the haven where its avant-garde treatments could be administered in a soft, refined atmosphere. Today, the Dior Institut is writing a new chapter of its story. The Dior Institut au Plaza Athénée turns a page in sophistication: from the reception to the Dior Institut suites and the relaxation room, all the spaces are decorated in elegant shades of champagne.

A new tissue massage technique, exclusive to Dior, is part of the new Dior Prestige Grand Facial Treatment. This exceptional personalised skincare ritual crystallises all the values of Dior Institut - indulgence, performance, and excellence – and it perfectly complements the signature sculpting massage of Dior Institut: Dior Prestige Awakening of the Senses!

Treatments are created and refined for each

individual visitor, exclusively using Dior products



1946
'The architect of design', Christian Dior opens his atelier on Avenue Montaigne.



1947
Dior shows his inaugural collection at the famous Plaza Athénée.



2008
His passion for the hotel finally results in the opening of Dior Institut au Hôtel Plaza Athénée.



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FLAGGING



WH Inderpura Resort Udaipurwati, Rajasthan



WH Badi Kothi Prayagraj, Uttar Pradesh



WH Tadoba Vanya Villas Resort & Spa Near Nagpur, Maharashtra



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InterGlobe bags airline GSAs

InterGlobe Air Transport has recently added three airline partners to its GSA network - Malaysia Airlines, All Nippon Airways, and TAROM. The aviation segment continues to be its strongest alliance.

Nisha Verma

InterGlobe is on a growth trajectory, claims Sunil Talreja, Vice President - Sales, InterGlobe Air Transport (IGAT), with the company recently bagging three airline accounts to add to its GSA network. "We have had a hat trick with three new accounts—Malaysia Airlines. All Nippon Airways (ANA), and TAROM. Malaysia Airlines has big operations in India with six gateways and 60 flights a week; we will be the GSA for All Nippon for South India; and will also be representing TAROM, the Romanian national airline. which is an offline carrier.

TAROM have plans to fly to India, maybe a year or two



Sunil Talreja Vice President - Sales InterGlobe Air Transport (IGAT)

later, as they are presently registering for new aircraft," he says.

Talreja claims that with TAROM, IGAT's portfolio will have 12 airlines including cargo for Turkish Airlines.

"We also have some organic growth with more airlines represented by us starting to fly into India - Virgin Atlantic would start Mumbai-London from October; Biman has started flying to Delhi from Dhaka thrice a week and will increase to four flights soon; and Delta Air Lines, which we represent across India, will start flying Mumbai-JFK non-stop in December,"

Though there's room for growth in the market and IGAT's partner airlines have been quick to capitalise on the capacity shrink in India, what is unfortunate is that fares have gone up and the

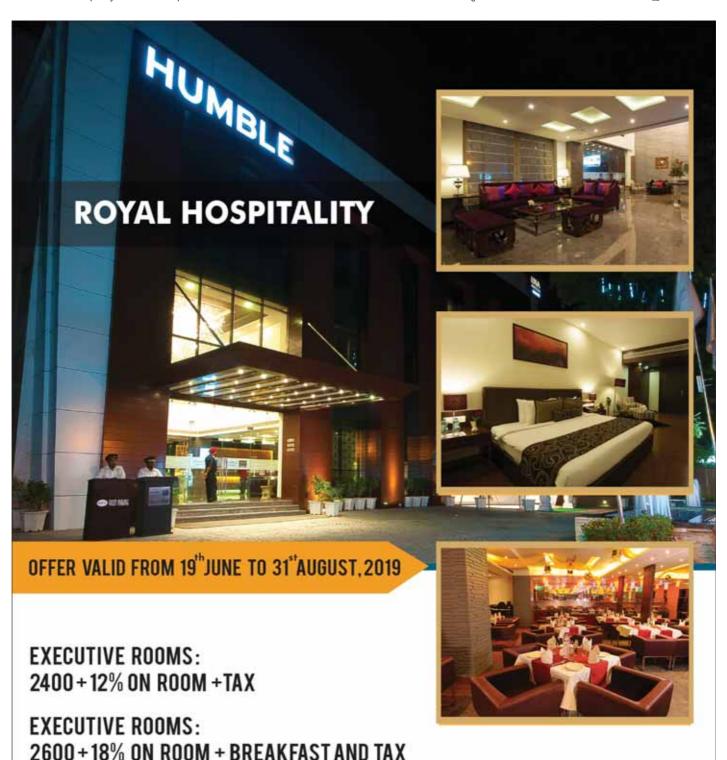


closure of airspace over Pakistan has led airlines to spend more fuel, remarks Talreja. "I hope that gets sorted soon. There is a capacity crunch currently and prices are shooting up for customers, which may result in shrinking of travel that has been growing double-digit lately. We are trying to ensure that the yields are good for everyone and the revenue numbers look positive," he claims.

Airlines represented by us are starting to fly into India; Virgin Atlantic will start Mumbai-London in October and Delta will start Mumbai-JFK non-stop in December

While IGAT will also be looking at making other investments in the travel trade with

cruises and packages, Talreja states that what distinguishes them in the GSA business are airlines.
"Our pan India reach is
unparalleled. We have our
staff physically present
in 12 cities in India, with
teams in Jalandhar,
Ahmedabad, Bengaluru,
Chennai, Hyderabad,
Kochi, Lucknow, and Jaipur,"
he concludes.



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36 TRAVTALK JULY 2^{MD} FORTINIGHT ISSUE 2019

SriLankan ups Delhi frequency

SriLankan Airlines has upped its weekly frequency between Delhi and Colombo from 14 to 18, with plans to add Ahmedabad and the once-operated Calicut route to its network by 2020. The expansion is driven by the consistent growth in traffic to Sri Lanka from North India.

Nisha Verma

SriLankan Airlines has enhanced frequency on the Delhi-Colombo route by adding a new flight which will operate four days a week apart from the already-existing double daily frequency, making it a total of 18 flights per week between the two capitals. At the launch of the new flight, **Vipula Gunatilleka**, Chief Executive Officer, SriLankan Airlines, said that India is an important market for

frequency to India is a result of the consistent growth in traffic flow from North India, and shows that it is an important market for us from many perspectives, right from tourism to bilateral trade relations." he said.

We are quite confident that the progress we have seen would help us revive from the loss after the Easter Sunday attacks

SriLankan. "We are happy to launch this new connection despite the initial setback we suffered this year regarding the security situation. The launch of the third additional

In total, SriLankan Airlines has 127 departures a week to Colombo from across India. At the launch, Gunatilleka also announced new flights to India that will be operational next year. "We will be looking at starting Calicut and Ahmedabad from Colombo next year, as part of our business plan. The frequency

'India is a resilient market'

India is a key market for Sri Lanka and is the only country to which we fly around 11 flights per day. The passenger load factor between India-Sri Lanka looks good even though we had a very unfortunate event on Easter Sunday. India is a resilient market and it speaks of the strength of the Indian people in continuing to travel to and support Sri Lanka. We do have a special programme both in India and Sri Lanka for the MiCE sector, and we support meetings and events that take place between the two countries. Even the travel trade has always been important to us, as India is a heavy travel trade market traditionally.



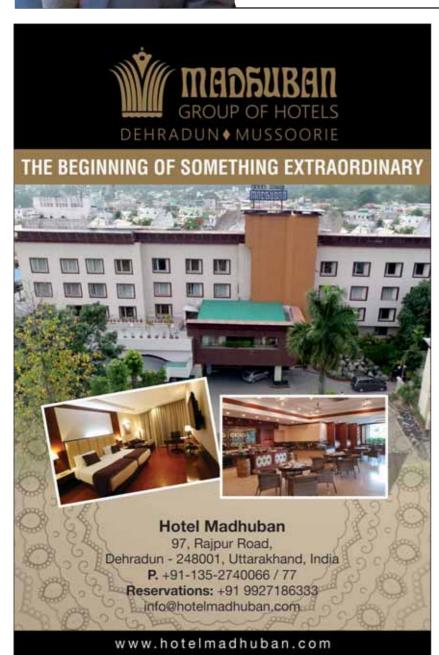
Joshua Bustos Chief Commercial Officer Sril ankan Airlines

of these flights will be around four to five times a week. We wanted to enhance connectivity into the Gujarat market, and hence will commence flights from Ahmedabad. We used to operate in Calicut earlier which we had to stop, and now we will be restarting the flight in 2020," he informed. The CEO added that under its international expansion plan, SriLankan will fly to additional

international destinations that will include Kathmandu, Sydney, Frankfurt, Paris, Vietnam, and Nairobi.

Tourism in Sri Lanka saw an upheaval after the Easter Sunday attacks in April this year, and Gunatilleka agreed that the national carrier also suffered losses as a result. "Just a week before the incident, we were looking at profits of over 10-12

per cent, but the incident had a financial impact as well. In terms of passenger revenue, we estimated a loss of \$90 million, and losses in cargo, ground handling, and catering together took it to \$110 million. However, we are quite confident that the progress we have seen, especially amongst Indian travellers, would help us revive ourselves," he shared.



Flynas' Delhi-Riyadh direct

Flynas has launched the Delhi-Riyadh direct flight that will presently operate five times a week and become a daily flight between the two cities October 2019 onwards.

TT Bureau

Flynas, a leading ME carrier, has launched a direct flight between Riyadh and Delhi that will fly five times a week. At the launch, celebrated at the Taj Mahal Hotel, New Delhi, Stefan Magiera, Senior Vice President – Commercial, Flynas, said, "From July 1, we will start flying five times a week from Delhi to Riyadh. In



Stefan Magiera Senior Vice President – Commercial Flynas

We will also increase flights between Hyderabad and Riyadh to four times a week; this represents a 300 per cent growth between India and Saudi Arabia

October, we will upgrade it to a daily flight. Also, in July, we will increase flights between Hyderabad and Riyadh, from the current twice-a-week to four times a week. This represents almost a 300 per cent growth between India and Saudi Arabia."

Talking about the carrier's growth and expansion plans, he said, "We operate more than 1200 flights every day and serve from multiple bases in Saudi Arabia to 17 destinations in the Kingdom itself and 53 destinations internationally. This growth is only possible with partners and the support

of our friends in India, and I would like to thank our agents in this market who have supported us tremendously." He added that Flynas had signed a mega deal with Airbus and ordered 120 of its A320neos with more than US\$ 8 billion "This, today, is the largest outstanding A320neo order in the world, which will be delivered in batches until 2026. We signed MoUs for 20 long-haul aircraft—A320neo long range and extended long range worth more than US\$ 2.4 billion. These new aircraft will allow us to serve new markets." he added

Claiming that Saudi Arabia had deep ties with India, Magiera revealed, "In 2018, almost 100 million passengers departed from and arrived at airports of Saudi Arabia. India ranks number four in destinations, with almost 3.3 million passengers arriving through India in Saudi Arabia."



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TRENDS

2019: A mixed bag for hotels

HVS Anarock India Hospitality Industry Review 2018 predicts 2019 to be a tricky year for the industry. Though the year began on a stellar note, the general elections, when the commercial market is on hold, and an increase in room supply are expected to dampen the performance turnout.

For the better part of the decade, the biggest stumbling block for the hospitality industry was the strong growth in hotel supply, which remained nearly consistent with growth in demand. Only recently have the two trend lines started to diverge, with demand outpacing supply.

Forecast for 2019

Given the head-start that 2019 has received coupled with the general momentum that has built over the last two years, RevPARs are expected to grow. It is evident that the majority domestic hotel companies have developed a niche for themselves by targeting hotel-owning clients who are often missed out by international and a few domestic operators such as Oberoi, Taj and ITC, as they



Source: HVS Anarock India Hospitality Industry Review 2018

offer hotel branding options with small inventory sizes.

That said, while both 2017 and 2018 have paved the way for strong growth in

arranges meet-ups, city-walks,

and drives to music festivals.

"We travel together in a

demand for 2019 driven by strong economic growth in the country, some headwinds in 2019 are expected to dampen the performance turnout for the year. The country's general election and the new hotel supply in 2019, estimated at 8,574 keys (a nearly 19 per cent rise over the last two years) are the dampeners.

What numbers say about 2019

- ❖ A 9.5 per cent surge in RevPAR, mainly due to growth in Average Daily Rates (ADR).
- An improvement of 8 per cent in GOP (Gross Operating Profit) margins of hotels in India.
- An increase in both demand as well as supply by seven per cent and four per cent, respectively.

Looking ahead

In 2019, the report anticipates the market to witness an upsurge in transaction volumes on the back of distressed pricing of hotel assets. It suggests that the current year will witness sale of high-value hotel assets in almost all key hotel markets of the country estimated at approximately \$800 million, potentially setting a record for hotel transactions in the country.

Road trips for rural tourism

Spread across 17 Indian cities, The Road Trips Co. is currently reaching out to road trippers and car-owners to grow its community, and looks forward to working with travel agents who promote rural and regional tourism.



As a road tripping community, The Road Trips Co. (RTC) arranges everything from day drives to weekend getaways and for the more adventurous, expeditions to explore far away destinations.



According to **Deepak Ananth**, Core Member, The Road and more," he says.

Trips Co., the company also

RTC is currently reaching out to road trippers and car-owners to grow its community. "The idea is to arrange multiple drives every weekend including sprints and getaways to encourage people to travel more often. We look forward to working with people and agents who promote rural and regional tourism," he adds.

Ananth also informs that the company has received an overwhelming response from riders and travel enthusiasts from around the country. RTC first started in Mumbai in February 2018 and has grown to over 17 cities in over a year, mainly because these cities demanded a community like RTC. Many have also volunteered for leading drives from their respective cities. He says, "Our target audience is



non-restrictive, anyone with access to a vehicle, two or four-wheeler can join, and all they need is the will to travel."

Elaborating on the concept of road tripping and how it is an emerging trend in the country, Ananth says that India has a plethora of road trip enthusiasts across ages. "Most people have not explored places near their home cities even after staying there for a long time. Moreover, the diversity in the country's flora and fauna is such that seeing India in a lifetime is impossible. By planning and organising such road trips, we are doing our bit to increase regional and local tourism. Nowadays, people have weekends free and a ride handy to take off for a short or long road trip. Group travel is also on a high, with people

enjoying new places while making new friends. With better road infrastructure and even better cars, this is only bound to grow," he says.

The company ensures that every trip has a drive captain to make sure that fellow travellers are safe. A checklist is also shared with participants to ensure that the vehicles are in good condition.

FAMILYALBUM

JULY 200 FORTNIGHT ISSUE 2019 TRAVTALK 39

GPS soars with new format



Global Panorama Showcase opened to a full house in Hyderabad and continued its staggering performance in its next leg in Ahmedabad. Attended by the who's who of the industry, the premier travel trade show for Tier-II and III markets introduced a new format aimed at increased participation of and greater interaction between buyers and exhibitors.



HOTELS 40 TRAVTALK JULY 210 FORTNIGHT ISSUE 2019

Honeymoons by Swosti TUTC set for the season

In an endeavour to offer a new product to travel agents, Swosti Group has created a luxurious honeymoon package for four nights, five days at its Chilika Resort.



Swosti Group has been one of the leaders in Odisha's wosti Group has been one hotel industry since 1981. It has four hotel properties, two in Bhubaneswar, one in Gopalpur, and the newlyopened luxury resort - Swosti Chilika Resort situated on the banks of Chilika Lake. In order to constantly innovate and offer new products to travel agents, it has created a luxurious honeymoon package for four nights, five days



JK Mohanty Chairman & Managing Director Swosti Group

tours, a visit to Chilika Lake, boat rides, island hopping, and cycling tours. The hotel

The package includes transfers, and couples can opt for an Ayurvedic massage,

for their clients, at Swosti Chilika Resort. The package includes transfers, and couples can opt for an Ayurvedic massage, city

also offers traditional wellness therapies at its Ekayaa spa. Some add-ons include fishing, post-wedding photo shoot, and adventure sports. In terms of expansion plans, JK Mohanty, Chairman & Managing Director, Swosti Group, says, "We have acquired land in Puri, Bhitarkanika and Satpada, where we are soon going to put up luxury resorts. With a strong corporate clientele, we give utmost attention to the personal comfort of our auests.

For more than three decades now, Swosti Group has been at the forefront of quality hospitality services in Odisha, and the secret to this success is that every employee is driven by a passion to deliver."

Apart from hotels, the group also has its own travel company, Swosti Travels, established in 1988. 😓

The Ultimate Travelling Camp (TUTC) has just closed a successful domestic season in Ladakh and is ready to receive inbound guests to Nagaland as well.

TT Bureau

Rajnish Sabharwal, Chief Operating Officer, The Ultimate Travelling Camp, has said that the summer months of May and June were exceptionally good for their business in Ladakh from the domestic market. He revealed that their latest opening will be in Hampi, Karnataka, and they will soon be sharing the dates



We are thankful to our supporters as we have had tremendous growth in occupancy in Ladakh; business has been great ""

for the same, "TUTC has done a phenomenal job this year in Ladakh with the Chamba camp, Thiksey and Chamba Camp, Diskit. We completed a successful season on June 15 at Jaagir Lodge Dudhwa for wildlife. We look forward to

having a lot of clients this year at Kohima Camp Nagaland, from November 29 till December 12," he says.

Sabharwal adds, "We are very thankful to all our supporters as we have shared tremen-

dous growth in occupancy in Ladakh. Overall, business has been phenomenal."

Insisting that most of the growth for Ladakh this summer came from the domestic market, he says, "We have seen a lot of growth from domestic travellers for Ladakh. These months primarily comprise the domestic market season. Now, after July. August and September, we would see a kick in inbound travellers as well.

Talking of inbound in India, he claims that the traditional markets have been very good for TUTC. "The US, UK, France, and other European countries have been our major source markets. We do get a lot of people from Singapore and the neighbouring countries as well." he shares.

GRNConnect hosts trade meet

On June 28, travel agents from the Navi Mumbai region interacted with 15 exhibitors at a table-top meet organised by GRNConnect, to understand their product offerings. At the event, Kabir Pawa, Director, GRNConnect, spoke of the potential that Navi Mumbai offered, where agents could get a lot of business and where the client base ranged from budget to high-end.







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IITM	Bengaluru	2-4
GPS	Kochi	6-7
Caribbean Meeting & Incentive Travel Exchange	Curacao	6-9
Tourism Australia India Travel Mission	Kochi	8-11
IITM	Chennai	9-11

AUGUST		2.4
IITM	Bengaluru	2-4
GPS	Kochi	6-7
Caribbean Meeting & Incentive Travel Exchange	Curacao	6-9
Tourism Australia India Travel Mission	Kochi	8-11
IITM	Chennai	9-11
Tourism Australia India Travel Mission	Mumbai	12
ADTOI Convention	Ahmedabad	16-18
Tourism Fiji Roadshow	Mumbai	20
Tourism Fiji Roadshow	Ahmedabad	21
Bahrain Tourism Roadshow	Kolkata	21
GPS	Kolkata	21-22
Tourism Fiji Roadshow	Chennai	22
Tourism Fiji Roadshow	Delhi	23
Bahrain Tourism Roadshow	Ahmedabad	23
Karnataka International Travel Expo 2019	Bengaluru	25-27
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Hong Kong Tourism Roadshow	Bengaluru	26
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Tourism Fiji Roadshow	Ahmedabad	28
Qatar Tourism Workshop	Delhi	28
IBTM China	Beijing	28-29
Hong Kong Tourism Roadshow	Mumbai	29
Tourism Fiji Roadshow	Delhi	29
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Hong Kong Tourism Roadshow	Delhi	30
Tourism Fiji Roadshow	Chennai	30

For more information, contact us at: talk@ddppl.com

Unlearn, update, upgrade!

After Delhi, the TAAI Knowledge Conclave will take place in four other locations, namely Mumbai, Chennai, Kolkata and one in Central India.

Manas Dwivedi

With an intent to focus on supporting its members and foresee the trends of the tourism industry, Travel Agents Association of India (TAAI) organised the first in its series of 'Knowledge Conclaves' in Delhi. The conclaves are meant to support TAAI



members with a vision for the future and upgrade them with executive education.

Sunil Kumar R, President, TAAI, says, "The objective of these Knowledge Conclaves is to help our members unlearn,



Sunil Kumar R President TAAI

update and upgrade their knowledge. Over the two-day conclave, we will have five different sessions on executive education including sessions on aviation trends, technology and optimising business opportunities."

After Delhi, the Knowledge Conclave will take place in four other locations, namely Mumbai, Chennai, Kolkata and one in Central India in the coming

months. These five conclaves are based on geographical location and members of respective TAAI regions and chapters are invited to attend the conclaves, "New Delhi being the largest member region, we decided to start our Knowledge Conclave from here. We are happy that people turned up in large numbers for the conclave, which shows that this industry needs initiatives like this. We incorporated various sessions throughout the day, moderated by

had sessions on best practices, shared by people who have achieved success in the industry. Sessions in each city will be tweaked and fine-tuned according to responses and demands of the attendees. Our objective is to make each conclave as pragmatic as it can be related to our existing business models and support people to be more knowledgeable and unlearn and update themselves in order to help them upgrade," said Kumar speaking about the concept of the conclave.

Over the two-day conclave, we will have sessions on executive education, including aviation trends and technology

prominent industry leaders on topics such as travel trends, where business is shifting in the industry, and optimising capabilities. The second day The next conclave is scheduled in Mumbai at ITC Maratha from July 19-20 for the western region and chapters in Gujarat, Pune, and Goa.

A wider view for prosperity

PATA India Tourism MasterClass recently invited Ashutosh Garg, a corporate professional, to talk about leadership. The session urged trade professionals to look beyond the usual for business success.

TT Bureau

The idea behind organising the PATA India MasterClass with Ashutosh Garg, shared Runeep Sangha, Executive Director, PATA India Chapter, was to offer an outsider's perspective for senior leaders in the industry to manage their business.

"Garg has been in the corporate world for over 30 years, has managed business for large corporations, and has been an entrepreneur himself. Hence, the idea was to deliver an understanding on entrepreneurial leadership." He added that on a day-to-day basis, travel professionals are only worried about what is happening in the travel business and don't often look beyond it. "I think, this will help broaden the vision on what is happening in business and how one is responsible for everything that happens in their organisation," Sangha shared.



Runeep Sangha Executive Director PATA India Chapter

The session, which took place on July 3, was the second in a series and saw around 55 travel professionals in attendance. Speaking about entrepreneurship and what goes into building and leading organisations, Garg said, "Having built a nationwide retail chain and having worked for some big companies, I am sharing my experience. Most of us spend our lives being happy with the world that we are in. As we start to get exposed to what's happening beyond that, we realise how big it really is.



Pacific Asia Travel Association

Hence, sharing my experiences from a non-travel background would give a different perspective to all those who are part of PATA India." Sharing more details on the MasterClass series, Sangha added that the Association had recently hosted one such session with four speakers. "It was a

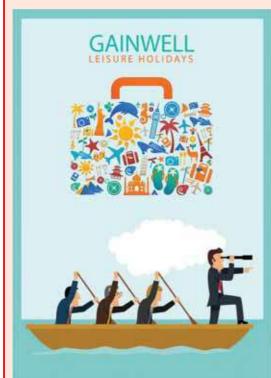
we are trying to bring to the table a professional outlook, and I am sure people would capture some learnings and style their way of working from the knowledge they gain here. This was the second MasterClass, and we may host another later this year,"

PATA will now be hosting its travel mart in Kazakhstan this September, which has garnered interest from tour

This will help broaden the vision on what is happening in business and how one is responsible for everything that happens in their organisation 35

day-long session where we talked about marketing India as a brand, customer service building and deepening relationships with suppliers, as well as development of new products. This way,

operators and state governments to showcase opportunities at their end. "We are also looking at a couple of roadshows during the course of the year," Sangha shared.



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Candidate M/F (age - 25-35years) with minimum 2 years experience in a leading travel services company in a similar position.

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- · Track and be updated about competitors' activities
- · Attend sales calls with new and existing clients

For more details please email: hr@ddppl.com



MOVEMENTS

Travelport

Langley, UK

Travelport has appointed **Greg Webb** as Chief Executive Officer, effective August 1, 2019. Webb will also join Travelport's Board of



Air Mauritius

Mumbai

Atul Bhatara has been appointed as the Manager for India and South Asia subcontinent, Air Mauritius. He holds a Master's degree in Business Management and has a wealth of

in Business Management and has a wealth of experience, having worked in senior leadership positions with major airlines such as Qatar Airways, Singapore Airlines, Kingfisher Airlines, and Air Sahara. He has had tremendous experience in multiple markets, both in India as well as overseas. Bhatara will be based at the Air Mauritius Mumbai office and will overlook all India operations as well as the adjacent countries of Nepal, Sri Lanka, and Bangladesh.

7M Travel Holdings

Orlando, USA

7M Travel Holdings has appointed Chris Ellis as its Chief Executive Officer. With over 25 years of experience in the travel industry,

Ellis has leveraged his sales and business development expertise to bring out sustainable growth and profitability across several national and international organisations. He has earlier also held the positions of Senior Manager, Travel Industry Sales for Visit Orlando and International Sales Director for Kennedy Space Center Visitor Complex. He has often been, in his various roles, a key figure in collaborating international trade and marketing campaigns.

Lords Hotels and Resorts

Mumha

Lords Hotels and Resorts has announced the appointment of **Anand Sarode** as General Manager – Sales. In the new role, he will be

responsible for leading and further evolving all aspects of sales and driving revenues. He will be involved with all regional sales offices, giving them strategic direction and leading the team from the front. Sarode will further the sales network through TA, corporate, and other HNI clients. With a diploma in hotel management from IHM Mumbai, he carries with him more than two decades of hotel sales experience. Prior to Lords, Sarode was with Mahindra Holidays & Resorts.

Japan National Tourism Organization

New Delhi

Japan National Tourism Organization has appointed Yusuke Yamamoto as the new Executive Director of Tourism for the India market. In this

role, he will be responsible for overseeing the India market while managing the development of policies and strategies to strengthen Japan's reputation as a world-class tourism and travel destination. With an experience of almost 22 years, his expertise in strategic business planning and tourism marketing will not only add value but also make JNTO's hold stronger in the Indian market. Yamamoto will be instrumental in integrating JNTO's focus for the Indian market.

India Sales Associates & ISA Tourism

/lumbai

Nupur Dhandharia Mishra has been appointed as Regional Manager
– Sales & Marketing with India Sales Associates & ISA Tourism.

She comes with 13 years of experience across hospitality and entertainment, and was the Account Director for Corinthia and Meydan Hotels in her last role. At ISA, Mishra will be responsible for driving the brand's entire portfolio while fostering relationships with existing partners across travel agents, tour operators, MiCE companies, event planners, high-end luxury operators, and forging new tie-ups. She will also be closely working with tourism boards, airlines, and media.

Crowne Plaza Greater Noida

Seasoned hotelier **Ashwani Nayar** has been appointed General Manager at Crowne Plaza Greater Noida. A passionate hospitality

veteran, Nayar comes with close to three decades of work experience in the industry, having worked with some of the finest global hospitality brands across South Asia and Southeast Asia. With a focus on creating best-in-class value for all stakeholders while setting benchmarks that compare to the highest global standards, Nayar will lead the largest Crowne Plaza in South West Asia to excellence.

Four Points by Sheraton Mahabalipuram Resort & Convention Center

Mahabalipuram

Four Points by Sheraton Mahabalipuram Resort & Convention Center has appointed **Girish Krishnan** as the new Hotel Manager. Krishnan started his journey as a Commis with Rajputana Palace Sheraton and later moved to Oberoi Hotels as a kitchen associate, then went on to become Executive Chef with Marriott Hotels. Krishnan has 26 years of experience. In his last assignment, he was the Director, Food & Beverage, for Courtyard by

Marriott Bhopal.

JW Marriott Pune

Pune

JW Marriott Pune has appointed **Pooja Gawas** as Director of Sales. In the new role, she will devise and implement innovative sales

strategies to increase market share and maximise the hotel revenue. Through her sales expertise, she aims to ensure progressive growth by nurturing long-term relationships to build greater brand loyalty. Gawas has been with Marriott International for close to five years and has an in-depth experience and understanding of the hospitality industry. She brings to the hotel an unmatched experience in sales.

TALKing People

Hasan Patel, Director, Atlas Tours & Travels, who looks after the Hajj, Umrah and Halal tourism divisions, believes that one should take a holiday every

three months. "They can be short ones but you have to keep giving yourself some 'me' time. I lived in the US for many years while studying there and I managed to travel a lot with friends. We did a skiing trip to Aspen, surfing trips to Friscqwo, and road trips to smaller towns in the US," he says. In India, his

favourite road trip destination is Udaipur.

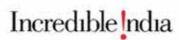
Samy Sakthivel, General Manager, Novotel Chennai Chamiers Road, says that free time doesn't come easy when you're a hotelier but when it does, he

makes a dash for the pool or a game of badminton with his kids. Amused by European culture and diversity, he says, "I have been to the UK and France quite a few times but would love to explore the rest of Europe. I enjoy visiting heritage sites and key modern architectural spots. One place that I would go on my next visit is Switzerland."

Srijit Nair, Regional Sales Director, Rail Europe India, says that his dream holiday is to stay in an igloo in Antarctica. In India, he prefers visiting Kerala, his















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Odisha expands air connectivity

The state is in talks with domestic as well as international airlines to increase air connectivity between Odisha and its key source markets in a bid to boost arrivals. The aim is to receive more than 2.4 crore tourists in 2020-21.

7 Hazel Jain

aking the bull by the horns, Taking the builby and the tourism department of Odisha is keen on increasing air connectivity between the state and its top source markets within India and abroad. This was revealed by Vishal Kumar Dev. Commissioner- cum-Secretary, Tourism Department and Sports and Youth Services Department, Government of Odisha, during the first leg of the 12-city roadshow starting in Mumbai. Tourism Minister of Odisha, JP Panigrahi, was also present at the event.

Dev said. "This is the first time that we are organising a roadshow in India to tap domestic tourists. We are doing about 12 cities this year starting from Mumbai and going on to Delhi, Chennai, Hyderabad, Bengaluru, Kochi, Kolkata, Guwahati, Varanasi, and Ahmedabad among others." The roadshow witnessed participation from over 150 tour operators from the city, who interacted with 18 tour operators from Odisha. The delegation from the ministry also reassured the trade that business is now back to normal in Odisha after Cyclone Fani.

He added that last year, Odisha received a total of 1.52 crore tourists which was predominantly domestic tourists. Just about 1.1 lakh of this was Foreign Tourist Arrivals. The state's main international markets are the US, the UK, Japan, China, Italy, and Germany. The target for 2020-21 is to cross 2.4 crore tourists in total, Dev said. The budget

set aside for this financial year is `170 crore.

More flights into Odisha

Dev is looking to reach this number by increasing air connectivity. He said, "Bhubaneswar is one of the top five cities as far as growth in air traffic is concerned. Last year, we touched year-on-year

Buddhist circuit. The plan is to pump in a lot more money in developing this circuit in a big way, he said.

"Flydubai had submitted an application to operate more flights into Bhubaneswar. However, the bilateral seat-sharing agreements do not allow them to add more flights. They are

SpiceJet is looking to connect Bhubaneswar to other destinations. Internationally, too, we are in talks with various airlines like flydubai and SilkAir, and should know more by September ">>

growth of 40 per cent in terms of air passengers. Jharsuguda is our second airport which is now connected with Kolkata, Hyderabad, Raipur, and Delhi. These routes have been seeing fantastic occupancies – more than 85 per cent on an average across the four routes. They are connected by SpiceJet and there is tremendous scope for further connectivity. We have almost 18-19 flights to Delhi right now, all of which go full."

Under the UDAN scheme. Odisha government is looking at connecting Rourkela and Jeypore located in southern Odisha to other cities. "Spice-Jet is also looking at connecting Bhubaneswar to other destinations, maybe Mumbai, as right now we only have four flights between the two. Internationally, too, we are in talks with various airlines," Dev revealed. Odisha currently has two flights operated by AirAsia to Kuala Lumpur and now Bangkok which is feeding the

not giving Emirates or Flydubai more flights out of India. So that is an issue for us, too. We have been in discussion with the Ministry of Civil Aviation and have requested them to allow at least Air India to start flights. For Singapore, SilkAir has shown keen interest in starting flights to Odisha. It is difficult to give timelines for this, but we are in discussions and we should know the details by September this year," Dev added.

Currently, the state's **Buddhist circuit comprises** Lalitgiri, Ratnagiri and Udayagiri, which is also known as the Diamond Triangle of Odisha. The idea is to link all three and develop something like a 400-500 acre Buddhist city with museums, hotels. restaurants, interpretation centres, etc.

Focus on adding hotel rooms To service these additional visitors, arrangements are also being made to have additional rooms in the state. Dev shared that Tourism Development Corporation of Odisha operates many state hotel properties, some of which have now been leased out to private players including Kamat Group of Hotels. The idea is to create a land bank in all major tourist areas of Odisha. "We will build infrastructure in these areas such as roads, water and power supply, parks, etc., and then invite private players to set up hotels there. Our policy provides for a capital investment subsidy and various other incentives since tourism has been accorded a focus sector with highest priority," he said. The state would

like to add another 2000 hotel

the next three to four years.

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