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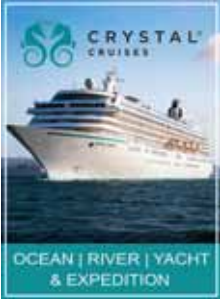
SOUTH ASIA'S LEADING TRAVEL TRADE

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'Tea & Tee' tourism from Assam 07

MOT focuses on China 10

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History through eyes



Tamil Nadu Travel Mart Society is urging buyers attending CII Tamil Nadu Travel Mart (TTM) to sign up for the post-event tours for a better understanding of the four dynasties that ruled Tamil Nadu.



Hazel Jain

Buyers attending the 2019 Edition of CII Tamil Nadu Travel Mart (TTM) can know Tamil Nadu better by signing up for one of the four post-event tours that will showcase the remote areas of Tamil Nadu divided over the ancient kingdom of Chera, Chola, Pandya, and Pallava.

Scheduled from September 19-22, 2019, the three-day event has been designed to showcase the state in a wholesome manner.

T Natarajan, President, Tamil Nadu Travel Mart Society, who is also the CEO of GRT Hotels & Resorts, says, "It is the four ancient kingdoms namely Chera, Chola, Pallava, and Pandya

“Buyers will cover most of the important tourist spots in these four regional tours in a focused manner”

which cover the whole state. These dynasties ruled Tamil Nadu including Kerala, and their territory spread wide even to Sri Lanka, Mauritius, Far East including Vietnam, Cambodia,

Java, Sumatra, Indonesia and further. Each region had a different dialect, art forms, cuisine and terrain. Buyers who go on these tours will be able to get a hands-on experience

about this. They will cover most of the important tourist spots in these four regional tours in a focused manner.”

He adds that for now, they plan to conduct future editions of TTM in Tamil Nadu only because of the good international air connectivity. There is huge scope to

Contd on page 8 ►



T Natarajan
President
Tamil Nadu Travel Mart Society



mart debuts in Central Asia



Mario Hardy
Chief Executive Officer
PATA

Delegates at PATA Travel Mart (PTM) 2019 can look forward to interesting sessions that cover a range of topics from curbing overtourism to human capacity building.



Manas Dwivedi

In an exclusive conversation with **TRAVTALK**, **Mario Hardy**, Chief Executive Officer, PATA, says that more than 1,000 delegates from over 60 destinations around the world are expected

to be participating at this year's PATA Travel Mart in Astana, Kazakhstan. "In addition to the two full days of pre-matched business appointments between global sellers and qualified international buyers, we have also organised two PTM

Forums with a dynamic line-up of speakers that will explore the power of technology and the evolution of content marketing," he says.

PATA Travel Mart is all set to welcome as many as 300

“The future of tourism should not be defined in visitor numbers; the industry needs to focus on capacity management”

sellers from 176 organisations and 33 destinations, along with 220 buyers from 46 source

markets. Final numbers will be announced during the event,

Contd on page 8 ►



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More exposure for Odisha

At PATA India Chapter's Executive Meet, the travel trade from Odisha recommended to MOT to develop the Lake Chilika region and reduce GST on room tariff of `7,500 and above to attract more tourists to the state.



Nisha Verma

After the recent meeting of the PATA India Chapter Executive Committee, which was held in Bhubaneswar

of Odisha. At this meeting, **JK Mohanty**, Chairman, Hotel & Restaurant Association of Odisha & IATO Eastern Region, Chairman & Managing Director of Swosti Group, Co-

He also revealed that they requested MOT to examine development of Lake Chilika as a destination for water sports and other activities. Bringing to the fore the present status

of the Buddhist circuit of the state, Mohanty said that they requested infrastructural development along it, as it already was home to a lot of Buddhists of the world.



on September 4, **Yogendra Tripathi**, Secretary, Ministry of Tourism, Government of India and Chairman, PATA India Chapter, along with **Asit Kumar Tripathy**, Principal Secretary, Govt of Odisha; **Vishal Kumar Dev**, Commissioner-cum-Secretary, Tourism, Sports and Youth Services, Govt of Odisha; and **Nirmal Chandra Mishra**, Director - Tourism, Government of Odisha, had a meeting with the travel trade

chairman of FICCI National Tourism Council and Member of State Tourism Promotion Council & Tourism Advisory Committee, was one of the representatives of the travel trade from the state.

Sharing details of the meeting, Mohanty said, "Among the many suggestions made, it was shared that the potential of Odisha be highlighted in all presentations of the Incredible India campaign."

Suggestions made by Odisha travel trade

- ❖ Potential of Odisha be highlighted in Incredible India campaign
- ❖ Brochures of Odisha Tourism be made available in India Tourism offices abroad
- ❖ Development of Lake Chilika for water sports and other activities
- ❖ Infrastructural development along Buddhist Circuit
- ❖ Mega convention centre in Bhubaneswar
- ❖ GST on hotels with a tariff of `7,500 be reduced to eight per cent
- ❖ Hotels be included in infrastructure category under Section 80-IA of Income Tax Act



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TRAVELTALK
VIEWPOINT

Off the beaten track

As we step into the second half of September, our diaries are packed with conventions to attend. IATO would have finished hosting its three-day convention in Kolkata, where they promoted Durga Puja among inbound tourists. This would be a welcome change for foreign tourists who are keen to explore the various facets of Indian culture and celebrate its diversity. Attracting inbound tourists through festivals is also an innovative way to increase our share of the inbound pie, giving us an edge over other countries. PATA has taken its travel mart for the first time to Central Asia, where the association expects more than 1,000 delegates from over 60 destinations around the world to participate. The decision to host PATA Travel Mart at Astana, Kazakhstan, provides a great fillip to the CIS region for tourism growth. As popular destinations continue to be plagued by over-tourism, the tourism dynamics have changed and more and more travellers are looking to explore little-known destinations. And Central Asia provides the perfect choice for the been-there-done-that group of travellers. Here's hoping that conventions such as these help to highlight the regions and provide the much-needed boost to tourism!

Setting sail on cruises

The global cruise industry is set on a high-growth trajectory within the leisure and travel sector. Indian cruise passengers are most coveted by foreign destinations. Singapore welcomed a record 160,000 cruise passengers from India in 2018, a 27 per cent increase over 2017, establishing India as the top source market for cruise visitors. However, why are we not being able to cash in on this? In spite of having over 4,500 miles of coastline, why, then, is the global cruise industry practically absent from calling on India's ports? We have done barely anything to develop the country's cruise infrastructure. A robust cruise industry can take care of the unemployment problem in the country as well as bring in significant revenue. And in a country like ours where infrastructure is an issue, cruises are the answer. We hope that the decision makers seriously consider developing the domestic cruise industry and bring in much-needed revenue.

India, South Asia's most competitive

According to a recent report by World Economic Forum titled 'The Travel & Tourism Competitiveness Report 2019', India is among the top 50 countries, at the 34th position, in the 140 surveyed in terms of their competitiveness index.

Key indicators for India

As per World Economic Forum's recent report, from a sub-regional perspective, India has better air, ground and port infrastructure; international openness; as well as natural and cultural resources. It accounts for the majority of South Asia's T&T GDP and remains the subregion's most competitive T&T economy, moving up a few places to rank 34th globally.



► International tourist arrivals
15,542,900



► International tourism inbound receipts
US\$ 27,365.1 million



► T&T industry GDP
US\$ 96,427.4 million

► T&T industry share of GDP
3.6 per cent



► Average receipts per arrival
US\$ 1,760.6

► T&T industry employment
26,741,700 jobs

► T&T industry share of employment
5.1 per cent

India jumped six positions, from the 40th in 2017 to the 34th in 2019, displaying the greatest improvement over 2017 among the top 25 per cent of all countries ranked in the report.

Performance overview

8th

Cultural resources & business travel

This pillar includes the number of UNESCO cultural World Heritage sites, the number of large stadiums that can host significant sport or entertainment events, and the number of online searches related to a country's cultural resources. The number of international association meetings taking place in a country is included to capture business travel.

Price competitiveness

Lower costs related to travel in a country increase its attractiveness for many travellers as well as for investing in the T&T sector. Among the aspects of price competitiveness taken into account in this pillar are airfare ticket taxes and airport charges, the relative cost of hotel accommodation, the cost of living, and fuel price costs.

13th

4.4 overall score

14th

Natural resources

28th

Ground & port infrastructure

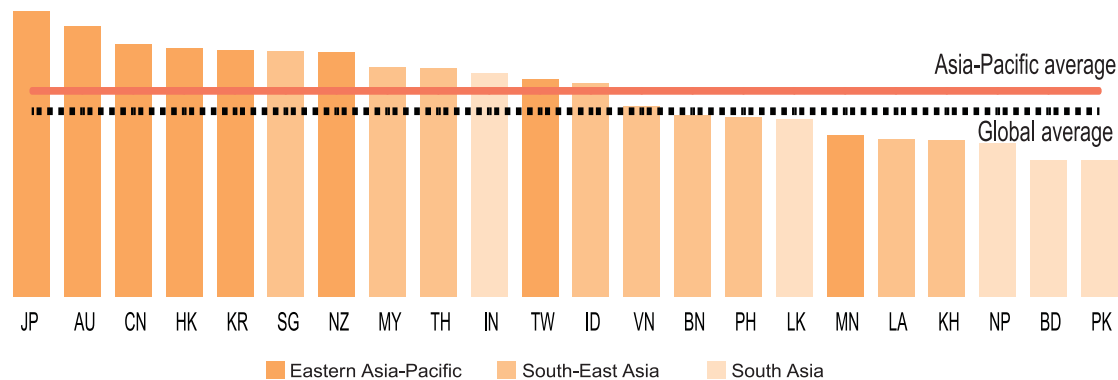
39th

Business environment

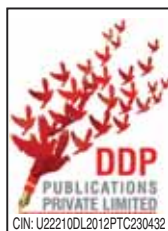
51st

International Openness

Asia-Pacific Travel & Tourism Competitiveness Index Score by Country/Economy, 2019



Source: World Economic Forum



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'Tea & Tee' tourism from Assam

Assam Tourism has its thinking cap on and has developed a unique and interesting concept – Tea and Tee tourism – to lure more tourists to the state. It hopes to welcome at least 50,000 FTAs and more than 70,000 domestic tourists this year, promoting its tea estates and world-class golf courses.



Hazel Jain

Assam Tourism Development Corporation (ATDC) has started developing a unique concept of tourism called 'Tea & Tee', which clubs tea tourism with golf tourism. This was revealed by **Jayanta Malla Baruah**, Chairman, ATDC, on the sidelines of ATDC's three-city roadshow that travelled to Ahmedabad, Pune and finally Mumbai. The roadshow was a joint effort between Department

“Assam is a small state but has more than 22 world-class golf courses. A lot of these are located inside tea estates”

get more star-category hotels in destinations outside Guwahati.

We also released our Tourism Policy in 2018 for investment

in all sectors including film tourism. We are offering huge incentives and many investors have taken advantage of this. More than ₹ 1200 crore worth of MoUs were signed in the tourism sector at our Advantage Assam event.”

He also revealed that ATDC was specifically targeting high-end tourists for destinations

such as Majuli, which is touted to be the biggest river island in the world. ↴

ATDC aims to attract over 15 lakh people this year to its annual river festival, Dwijing Festival, celebrated in the Bodoland Territorial Area Districts.



Jayanta Malla Baruah
Chairman
ATDC

of Tourism, Government of Assam, in association with India Tourism, Mumbai (Ministry of Tourism, Government of India).

Elaborating on the new concept, Baruah explained, “Assam is a small state but we have more than 22 golf courses that are world-class, with nine-hole and 18-hole courses. If we include the small ones, it is more than 30 golf courses. A lot of these are located inside tea estates that also have tea bungalows that are unique to Assam.”

Highlighting the growing numbers to the state, he said that Assam received more than 60,000 domestic tourists in 2018-19. Foreign Tourist Arrivals in the same period was more than 41,000. “We are expecting to cross 50,000 FTAs this year and at least 70,000-75,000 in domestic tourists,” he revealed.

According to reports, Assam government has sanctioned ₹ 300 crore to Assam Tourism in order to promote the state as a world-class tourist destination. Baruah said, “We are looking to invest in infrastructure under the PPP model. ATDC already has 84 lodges in Assam and we are now looking to



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Tamil Nadu: Travel haven

► Contd from page 3

have it in Madurai as convention venues are coming up in the city in a big way.

"We are trying to change the perception of Tamil Nadu with this event. It has great potential and infrastructure, and filled with UNESCO monuments and 1000-plus year-old temples in abundance and is known to the world as a pilgrim destination. What we are also equally strong in is leisure products in terms of wildlife, hill stations, beaches, adventure sports like paragliding, sea-surfing, coral viewing, etc., as well as

Key Highlights of the Mart

- ❖ 3-day exhibition with more than 300 exhibitors
- ❖ 1,000 international and domestic buyers
- ❖ Live demo of the century-old arts and crafts of the four kingdoms
- ❖ Field visits and village walks
- ❖ Cultural programmes showcasing state's rich traditional folk dance, music, martial arts, religious activities, live demo of weaving, sculpting, wood-carving, Tanjore painting, pottery, etc.

culture, cuisine and traditional art forms," he adds.

Tamil Nadu has been number one in terms of domestic and international arrivals in the country for four consecutive years, and has been awarded

by the Ministry of Tourism for this.

Natarajan adds that for the past two years, they have been aggressively marketing Tamil Nadu as a destination with support from the Department of Tourism, Government of Tamil Nadu, within India and outside it.

"We have received good response for TTM2019 and the registration has crossed 800 attendees. Though we would like to host all, we will be constrained in terms of resources. This abundant interest from the market gives us a lot of confidence," Natarajan shares. 🇮🇳

PTM focus on overtourism

► Contd from page 3

as the association continues to receive last-minute registrations. This year, the mart will aim to highlight the unexplored regions of Central Asia, particularly Kazakhstan, with the association's first-ever event in Central Asia.

"Kazakhstan is a land of vast plains, a mountainous horizon, and a beautiful culture that is worth discovering despite being low on the radar of most tourists," Hardy explains.

Lauding the contributions made by PATA India Chapter, Hardy says, "The Chapter has been especially helpful in representing PATA International to recruit Indian sellers and follow-up on some Indian buyers. I am grateful for their hard work in assisting the association in recruiting many state governments to join us in Kazakhstan."

Hardy also says that the knowledge sessions and discussions this year will focus on overtourism, which has lately been a topic of worry in the industry.

Explore the Art of Storytelling

This year's PTM stands out with a human capacity building training programme, which PATA is organising to provide further value to its host. The training programme is intended for local industry professionals and will be led by the Founder and Chief Strategist of GLP Films, Rob Holmes, under the theme 'Explore the Art of Storytelling'. A special workshop will also be organised on 'Destination Tourism's Guide to a Multi-Channel Digital Marketing Strategy' for invited guests at the event.

"I believe that the future of tourism should not be defined in terms of growth, particularly in relation to visitor arrival numbers. The narrative needs to change and the industry needs to focus on capacity management. The PTM forums will address this issue from two different angles," he says.

Travolution Forum Asia will focus on the power of technology, looking at issues of sustainability and capacity management. "It is important to note that technology and data can play a critical role in spreading out tourism demand, mitigating any negative impact

and ensuring a symbiosis exists between the host destination and the complete visitor economy, while ensuring economic growth and sustainable development for all industry stakeholders," he shares. Content Marketing Forum, on the other hand, aims to empower industry professionals, particularly in emerging destinations, with the ability to tell their unique stories to the right audience. 🇮🇳

This year, PATA Travel Mart will welcome 19 hosted buyers and 21 seller organisations from India.

Tamil Nadu Medical Value Travel Mart

The conference will focus on:

- ❖ Clinical excellence
- ❖ Health insurance
- ❖ Role of healthcare facilitators
- ❖ Role of government to promote MVT
- ❖ Challenges in health insurance and MVT
- ❖ Regulations in MVT (visa liberalisation policy)
- ❖ International patient care
- ❖ Telemedicine and MVT



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Families & MiCE for Fiji

Having made inroads into the honeymooner and couple segments, Tourism Fiji is now tapping families and high-value MiCE travellers from India.

Hazel Jain

In India on a flying visit, Kathy Koyamaibole, Regional Manager Asia, Tourism Fiji, met with key members of the travel trade. Speaking about some of the activities the tourism board is doing, she said, "We concluded our Fijian Tourism Expo 2019 in May, where we hosted six Indian agents to experience



Kathy Koyamaibole
Regional Manager Asia
Tourism Fiji

“'Fiji Matai Specialist' will give agents access to benefits and an opportunity to win a Fam trip to Fiji”

the destination and meet some of the Fiji stakeholders. We will also conduct trainings for the trade in Tier-II and III cities, as well as a three-series webinar starting October." The tourism board will also host key travel agents from

across India on familiarisation trips this year.

Tourism Fiji is also tapping new traveller groups such as families and high-value MiCE travellers. "We have seen interest from the MiCE segment for hosting

conferences in Fiji, which is a good lead for us to foray into the high-value MiCE segment from India. Tourism Fiji has invested additional resources in the market to promote MiCE and earlier this year, we hosted our premier MiCE agents' Fam, inviting eight top MiCE agents for it," Koyamaibole added.

Golf Tourism is another segment that it is looking at investing in this year, along with diving which is still an untapped market for Fiji in India. Tourism Fiji is also urging agents in India to participate in its online e-training curriculum called 'Fiji Matai Specialist'. "This will not only help agents become destination specialists, but also give them access to a wide range of benefits, and an opportunity to win a Fam trip to Fiji," Koyamaibole said.

Watch the video interview on TravelTV.News website.

MOT focuses on China

Ministry of Tourism aims to increase its share in the Chinese outbound market by participating in key events.

TT Bureau

Meenakshi Sharma, Director General, Ministry of Tourism, claims that MOT has received a good response for India Tourism Mart (ITM).

"This year, ITM is going to be bigger than the previous year. We are also focusing on the China market. This year, at CITM, we are collaborating with CII and will be present in large numbers because with China being the most important outbound market today, India needs a better share of it," she said. Sharma also expects the e-Visa fee reduction and the extension of its validity from one year to five years to boost arrivals to India.

Commenting on the recent meeting of the Minister of Tourism, Government of India,



Meenakshi Sharma
Director General, Ministry of Tourism

with state tourism ministers, she said, "It was shared at the meeting that MOT will not sanction money for new projects under Swadesh Darshan and PRASAD schemes until ongoing projects were completed. Funds are a scarcity and tourism needs a lot of infrastructure. Hence, if states perform better, they will get a faster clearance of funds."



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Cost Per Pax On Twin Sharing:

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- Seat reservation required, surcharge applies
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This train connects the north of Europe to its south, passing by glaciers on its way down to palm trees. The Bernina Express is the most spectacular of all Alpine crossings. Starting from Chur or Landquart, it rolls Hollywood-style over the 65-meter-high Landwasser Viaduct. In summer, the journey can be extended from Tirano to Lugano aboard the Bernina Express bus.

- Seat reservation required, surcharge applies
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The GoldenPass MOB Panoramic truly lives up to its name: this Premium panoramic train moves from Zweisimmen in the Bernese Oberland towards Montreux, fashionable resort on the shores of Lake Geneva. During the journey, the Bernese Oberland wonderfully blends with the Mediterranean atmosphere of the French-speaking Swiss region.

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Hahn Air's gift to agents

Hahn Air has launched its birthday competition, where one lucky agent will win a flight ticket worth EUR 5,000 to almost anywhere in the world. Read on for more details...

TT Bureau

Hahn Air has announced an exclusive competition for travel agents worldwide, where all participants who solve a hidden object game have the chance to win a ticket worth EUR 5,000, which can be used for a trip to literally anywhere in the world. The competition is one of the many activities planned to celebrate Hahn Air's 20th anniversary this year. It starts on September 16, 2019 and coincides with the BSP code of the German airline and leading ticketing expert (169). Under this competition, travel agents have 169 hours to participate, from September 16 at 12:01 am CET (03:31 am IST) until September 24, 2019 at 1:00 am CET (04:30 am IST).

Kimberley Long, Vice President, Sales and Agency Distribution, shares, "Since we started our ticketing business



two decades ago, our network has grown to reach over 1,00,000 travel agencies in 190 markets. With this competition, we would like to thank travel agents around the world for their loyalty and trust."

For participating in the lucky draw to win the prize, travel agents need to complete a fun hidden object game on Hahn Air's website. The game's objective is to find Hahn Air's

mascot, Martin - the smart travel agent, and count how many times he can be spotted in a colourful picture of an airport showing lively airport-typical scenes. The winner will receive the grand prize in the form of a preloaded HR e-Payment account that can be used towards a flight issued on an HR-169 ticket to any destination in the world. Terms and conditions are on the Hahn Air website. ✈

Capacity growth for India

HE Jasem Ibrahim JM Al Najem, Ambassador of the State of Kuwait, shares his vision for enhancing the bilateral relationship between India and Kuwait.

Kalpna Lohumi

India and Kuwait share a strong historic relationship but, unfortunately, it does not come across the way it should, says Ambassador Al Najem, as he describes that his main role would be to strengthen ties between the two countries through business, investment, and trade. "The trade between the countries is close to US\$ 6 billion, which is including oil products. In my opinion, the PPP model



HE Jasem Ibrahim JM Al Najem
Ambassador
State of Kuwait

has been successful in India and we can push our sectors to do the same," he shares.

In order to enhance the bilateral trade between India and Kuwait, Ambassador Al Najem says that he looks forward to meeting representatives of the Ministry of Civil Aviation, so they can assist them in their plan to increase the number of weekly seats between October and April, the time when residents of Kuwait visit India.

"Since 2007, the number of travellers from Kuwait to India has reached one million, hence, increasing the number of seats is crucial. We must work together to promote tourism between the two countries, with arrivals to India focused on medical tourism. Kuwaitis also love to visit India for natural therapy and shopping, and Delhi and Mumbai are important cities for them," he shares. ✈

Strength in numbers

- ❖ Kuwait Airways has more than 40 destinations worldwide, with a fleet size of 25 aircraft (10 B777s, five A330s and 10 A320s). By the end of 2019, the fleet size will touch 28 aircraft.
- ❖ Kuwait Airways has a brand-new dedicated terminal at Kuwait for a seamless and convenient experience.
- ❖ The airline operates from Thiruvananthapuram, Ahmedabad, Bengaluru, Chennai, Kochi, Delhi, and Mumbai, with 54 flights a week each side.

Collaborate 'Border-less'

The inaugural BorderlessLive, an event organised by WTM London in the first week of September and in partnership with influencer-marketing agency Traverse, was a hit with brands and destinations from across the globe, who had gathered for a festive-style exhibition and conference.

TT Bureau

The inaugural edition of BorderlessLive brought together creative thinkers and content creators from the travel community for a festive-style exhibition and conference to learn, collaborate, create, inspire, and be inspired. The show took

place at Tobacco Dock, London, earlier this September. Brands and destinations got the chance to meet well-known digital influencers through a series of organised networking events. The show hosted the latest technology, gadgets, software, social platforms, and trends for influencers from the digital in-

dustry, who had a keen interest in social media, travel, lifestyle, hospitality, and the future of influencer marketing.

Over two days, around 700 attendees met almost 40 exhibitors and attended over 50 specialist sessions. The two-day programme was filled



with informative talks, workshops, and panel discussions. Leading experts and content creators offered insights, sharing tips and look-

ing to the future of content and influencer marketing.

Sharing his views, Simon Press, Director, BorderlessLive, said that they launched the platform as part of the WTM portfolio, due to the ever-growing interest in content creators and digital influencers throughout

the travel industry. "At the festival, exhibitors had access to exclusive networking events where they met with pioneers from the creator communities of bloggers, YouTubers, Instagrammers, journalists and social media experts – all in a brand-new format," he said. ✈



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All-in-one Travstarz

Travstarz Global Group recently presented its cruise portfolio to agents in New Delhi, and will soon launch a one-stop online B2B platform for all its products.



TT Bureau

Travstarz Cruises along with Dream and Star Cruises recently hosted its first-ever product presentation for the travel trade in New Delhi. On the occasion, **Pankaj Nagpal**, Managing Director, Travstarz Global Group, spoke of the new vertical that was launched in 2018. He said, "We got the PSA for Dream Cruises and Star Cruises. Though we have been doing a lot of presentations around the country and have visited many Tier-II and III cities, this was our first



Pankaj Nagpal
Managing Director
Travstarz Global Group

presentation in Delhi. Here, we focused on all three sailings—Genting Dream that is ex-Singapore, World Dream that is ex-Hong Kong, and Explorer Dream that is ex-Australia."

Diksha Batra, Asst VP - Sales, Genting Cruise Lines, was also at the event to make a presentation on Dream Cruises and Star Cruises. Commenting on their association with Travstarz, she said, "It has been a good season for us with Travstarz, and it wouldn't have been possible without our travel trade partners. While cruising, as a business, is on a roller-coaster, it is at a very nascent stage in India and I believe that we have a lot of scope."

Sharing the future plans for Travstarz, he said, "We are launching our online reservation system next month, and all our products—flights, DMCs, visa, cruises, and insurance—will be available on it. This will not be a global reservation system but a DMC-specific reservation system, where our 21 DMC locations will be available online. Hence, if someone wants to book hotels, tours or transfers in any of our DMC locations, they will be able to

do so on the system. Agents will also be able to book all the cruise lines we deal in, on the new system. We already have insurance live on it."

With presence in the outbound business, Travstarz is now looking to tap the domestic market. "We are launching something unique, which will

be a specialised product highlighting offbeat properties and destinations, with focus on the domestic segment. The launch of Travstarz Cruises was another feather in our cap," he shared.

Nagpal is positive that the cruise business will take off well. 📌

Prahlad Patel@Clarks Shiraz

Debasish Bhowmik, COO, Clarks Shiraz Agra, presented a memento to **PS Patel**, MoS for Tourism, Govt. of India, on behalf of Tourism Guild of Agra, during the minister's maiden visit to the city after taking charge.



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Cosmos re-brands itself

Agents can celebrate the Cosmos re-branding through complimentary marketing material inviting clients to discover vacations in 67 countries on six continents.



As Cosmos prepares for the launch of its 2020 vacations, the value-centric brand has unveiled a fresh look and feel including a new tagline, 'Adventure is Knocking'. With effect from September 15, 2019, Cosmos will start its rebranding with the launch of a new logo and a new look to the way Cosmos is presented.

Varesh Chopra, Regional Director – South Asia and Middle East for the Globus



Varesh Chopra
Regional Director – South Asia and ME
Globus family of brands

tour provides to the world's 'wow' moments. On a Cosmos vacation, we make possible 'never

'Adventure is Knocking' captures the excitement that travel brings."

Agents can celebrate Cosmos re-branding with the introduction of new brochures, complimentary marketing material and a new video, inviting their clients to discover adventures in the world around them. With its new look and feel, Cosmos provides travellers with



value-centric vacations in 67 countries on six continents. "With our vacations priced from just US\$ 79 a day, we're helping travellers turn 'what if' moments into 'I did' realisations so they can expand their horizons, clear their heads, and open their hearts to the world around them," says Chopra. ✈

“With our vacations priced from just \$79 a day, we're helping travellers turn 'what if' moments into 'I did' realisations”

family of brands, says, "With our new branding, we're celebrating the unparalleled and attainable access a Cosmos

thought I would' or 'never imagined I could' moments by making travel easy and affordable. The idea that

Nevada creates a buzz

Manoj Saraf, MD, Gainwell Travel, was recently crowned Travel Nevada Hero by Travel Nevada India Office, and he is excited to promote the US state in East India.



Manoj Saraf's first reaction on being felicitated with the Travel Nevada Hero title was surprise and elation. "My objective would now be to create Nevada experts within the office. The first step I undertook in this regard was attending the webinar that



was recently organised by Travel Nevada. Las Vegas, one of Ne-

“Besides Las Vegas, the Grand Canyon, Colorado River and the National Park are all great places to visit in Nevada”



vada's main cities, is the undisputed leader amongst MICE destinations worldwide. We would now be utilising business newspapers to target MICE groups to visit Nevada," he shared.

Commenting on the present awareness about the destination among his clients, Saraf said, "All our leisure itineraries to the West Coast include Las Vegas and the Nevada

region. Besides Las Vegas, the Grand Canyon, Colorado River, and the National Park are all great places to visit in Nevada. Many of our cruise passengers from Seattle or Vancouver also opt for Las Vegas. To boost traffic to Nevada, we will try to include it in all our USA FIT or series departures."

He also suggested that they would participate in regular joint marketing initiatives with Travel Nevada to support these efforts. "We would be happy to organise a familiarisation trip for select corporate houses interested in including Las Vegas in their MICE scheme," he shared. ✈

A relief for vegetarians!

Vegefied, a web-based platform, is helping travellers across the globe search for the best vegetarian-friendly restaurants, cafes and bars in almost 300 cities.



A large percentage of Indian travellers going abroad are vegetarians, and Vegefied is essentially catering to this segment by providing vegetarian-friendly food recommendations from all over the world, for restaurants, cafes, bars, and experiences.

Sharing the idea behind the concept of Vegefied is **Sneha**



Sneha Mehta
Founder and CEO
Vegefied

restaurant to street food, the whole stack of experience is available in vegetarian options and the world needs to know this.

Talking about things in the pipeline, Mehta says that work on a mobile application is in progress. She adds, "We are going to launch the mobile application on 'World Vegetarian Day', that is October 1. It will make finding vegetarian food options very simple. With just a click, travellers will be able to find great restaurants and cafes. We are also collaborating with Ministry of Commerce to launch Vegefied in India, in a big way, in the coming few months."

Mehta shares that for the time being, in terms of collaborations, they are looking to provide good offers and recommendations to travel agents through the App to users in India. ✈

“We have all kinds of options, including subsets of vegetarianism like Jain, Vegan, egg-free and so on. Our main target market is India”

Mehta, Founder and CEO, Vegefied, who says, "We are currently listing about 3500 restaurants across 300 cities. We have all kinds of options, including subsets of vegetarianism like Jain, Vegan, egg-free and so on. Our main target market is

India, which will continue to remain a place of focus. However, because of the organic interest that we see from the rest of the world, we will add UK, The Netherlands, Belgium and the US after we capture the Indian market." She adds that from a Michelin-star

'Trawell' without a worry

With 20 years of providing global assistance and 11,000 active clients in India, TrawellTag Cover-More is well-placed to ensure a worry-free vacation.



TrawellTag Cover-More's service dimension includes both e-commerce and m-commerce platforms that ensure a fulfilling client experience. It works with some of the largest travel agency networks, airlines, foreign exchange players

TrawellTag

Cover-More

Often a case arises where clients need emergency medical assistance while on vacation, and are pale with worry. With TrawellTag Cover-More's end-to-end assistance, clients can holiday hassle-free, as it readily provides emergency

situation immediately, with a dedicated staff attending to every need of the customer.

Recently, a TrawellTag Cover-More client, **Sushma Garg**, suffered a fall when visiting Switzerland and in a matter of seconds, her pain turned to agony and she had to be hospitalised immediately. Understanding the gravity of the situation, TrawellTag Cover-More's Expert Claims Assistance team came to her rescue, coordinating between the family and hospital authorities, ensuring a timely discharge.

"I am thankful to TrawellTag Cover-More for the all-round support they offered during my mishap in Switzerland. In my opinion, travel assistance and insurance should be made a prerequisite," said a grateful Garg. ✈

With end-to-end assistance, clients can holiday hassle-free, as TrawellTag Cover-More readily provides emergency assistance and manages financial aspects

and travel agents associations, providing them a solutions-driven partnership. Be it travel assistance or travel insurance, the Expert Claims Assistance team swings into action each time a client is in distress. The end-to-end assistance ensures that clients can enjoy vacations and the tranquillity of sites without a worry in the world.

assistance by liaising with hospitality authorities, ensuring timely updates on paperwork and formalities, and managing the financial aspects of the procedure prior to discharge.

In this hour of need, it is TrawellTag Cover-More's Expert Claims Assistance team that takes charge of the

LE PROGRAMME D'ACTIVITÉS FÉDÉRAL 2019 DE L'ÎLE DE LA RÉUNION TOURISME EST COFINANCÉ PAR L'UNION EUROPÉENNE ET LA RÉGION ÎLE DE LA RÉUNION. © Olivier Onodera



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Tornos celebrates 25 years

Tornos, helmed by **Prateek Hira**, its CEO & Founder, celebrated its 25th anniversary with a gala event in Lucknow. The company has carved a niche for itself in the area of experiential inbound tourism.



World Tourism Day in India

This year, India has been chosen as the host country for World Tourism Day celebrations, which will be held in New Delhi on September 27.

TT Bureau

Every year, World Tourism Day is commemorated on the 27th day of September, with celebrations led by UNWTO. The purpose of this day is to foster awareness among the global community of the social, cultural, political, and economic value that tourism brings and the contribution the sector can make in reaching the 'Sustainable Development Goals'. In line with UNWTO's overarching focus on skills, education and jobs throughout the year, World Tourism Day will be a celebration on the topic 'Tourism and Jobs: a better future for all'.

Sharing his belief that development of tourism is

India National Tourism Awards will also be hosted during World Tourism Day celebrations on Sept 27.



directly linked with community development and is an engine for economic growth, **Prahlad Singh Patel**, Minister of State (Independent Charge), Tourism & Culture, Government of India, says, "In the process of job creation, let us ensure that our strategies for development of tourism are not in conflict with the environment and have minimal negative impact."

India is one of the oldest civilisations in the world with a kaleidoscopic variety and rich cultural heritage. It offers a range of tourism choices, diverse in land and nature, people, tribes, cuisine, faiths,

dance forms, music, arts, crafts, adventure, sports, spirituality, and history.

Tourism and jobs
Tourism's role in job creation is often undervalued. This is despite the fact that tourism generates 10 per cent of world jobs and is included in Sustainable Development Goal 8 for its potential to create decent work. New policies are needed to maximise tourism's potential to create more and better jobs, especially for women and youth, as well as to address the current mismatch between tourism skills that are taught and those that tourism employers need.



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ATDC's roadshow in West India

Assam Tourism Development Corporation conducted a three-city roadshow that travelled to Ahmedabad, Pune, and Mumbai. This was a joint effort between Department of Tourism, Government of Assam, and India Tourism, Mumbai (Ministry of Tourism, Government of India). Leading the show was **Chandan Brahma**, Tourism Minister, Assam, along with 36 tour operators from the state.



Kuwait thanks Indian trade

Kuwait Airways recently celebrated 65 years of service and recognised Indian travel agents for their continuous contribution in making the airline's operations in India a success. India is a key market for Kuwait Airways, and it looks to strengthen this partnership.





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adtoi concludes 9th convention

The ninth annual convention of Association of Domestic Tour Operators of India (ADTOI) was held between August 16 and 18, 2019, in Ahmedabad, Gujarat. On the occasion, the association also unveiled its new logo that symbolises the Indian tricolour.



Tailor-made stay for Indians

Rosemary Mugambi, Regional Sales & Marketing Director, Serena Hotels East Africa, explains that their properties are designed to cater to the needs of Indian travellers in every segment.



TT Bureau

Claiming that India is one of the top source markets for East Africa and considered among the fastest growing outbound tourism and travel markets, **Rosemary Mugambi** says, "With an increase in spending power of Indian travellers, the government, through Kenya Tourism Board, is taking the initiative to lead local travel trade partners on strategies to grow numbers in the Indian market. This is helping to not only position Kenya, but also



Rosemary Mugambi
Regional Sales & Marketing Director
Serena Hotels East Africa

Africa, as a favourable destination for Indian travellers who are among the highest spending globetrotters in the world. Serena Hotels East Africa, with its portfolio of 24 properties in East Africa and Mozambique, has identified India as one of the emerging markets the company would like to grow and work with, seeing the rise in demand from both business and leisure travellers."

Mugambi also claims that the recent launch of direct flights to Kenya by Air India, in addition to Kenya Airways and Air Tanzania having direct flights to India, has opened new opportunities for tourism, trade and investment between India and the East African region.

"Serena Hotels has identified Nijhawan Group as its India

"Serena Hotels has identified Nijhawan Group as its India sales and marketing representative to create awareness for Serena Hotels in the India market"

sales and marketing representative to create awareness for

Serena Hotels in the India market. Nijhawan Group creates

brand awareness through B2B and B2C marketing strategies, where they highlight our unique selling points such as being an authentic African hospitality brand, offering exotic destinations, unique signature experiences, exceptional services, and the best culinary offerings," she adds. "Whether the traveller

is a Jain, vegan or vegetarian, our experienced Indian chefs at some of the properties such as Nairobi Serena Hotel ensure we meet the dietary needs of the Indian traveller," Mugambi shares.

Together with its trade partners, Serena Hotels has developed

a calendar of activities that include agent and media familiarisation trips, sales workshops, travel exhibitions, trainings, and public relations activities spread out throughout the year. Over the years, Serena Hotels has also continuously addressed the different culinary requirements of the Indian traveller. 








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Later this year, Serena Hotels will launch a new property - Goma Serena Hotel - in the Democratic Republic of Congo. This beachfront five-star hotel will be located in the North-Kivu province which borders Rwanda. Those visiting can look forward to gorilla trekking and/or water sports in Lake Kivu.

Britain struts beyond London

VisitBritain, in partnership with Oman Air, recently hosted a select group of senior travel trade members in Manchester to showcase the Cricket World Cup fever and promote Britain beyond London. The trip commenced in Manchester and continued to Windermere in Lake District. The delegation also got to witness the India-Pakistan match at Emirates Old Trafford Cricket Ground in Manchester.



Sports get Indians to the UK



The travel trade is beginning to realise that the Indian market has now sufficiently evolved. Many are now visiting the United Kingdom to see their favourite football and cricket teams perform, or witness the greats at Wimbledon.



Tricia Warwick
APMEA Director
VisitBritain

“Visitors from India have evolved to taking mono-country trips and spend more time on local experiences. As a result, we have launched a B2B platform called Tourism Exchange Great Britain (TXGB), to sell England’s tourism products and experiences to the trade. The platform enables distributors to connect with United Kingdom suppliers directly. We would like the trade to offer mono-Britain itineraries that include London, Birmingham, Manchester, Liverpool and Edinburgh, coupled with countryside breaks.”



Vishal Bhatia
Country Manager – India
VisitBritain

“We are working with partners like British Airways, Thomas Cook, MakeMyTrip, SOTC, and Oman Air among others in India, to promote regional destinations and to make it easier for visitors to book and explore more of Britain. As part of our strategy, we have been consistently showcasing regions beyond London, including Manchester, Liverpool and Lake District to the trade over the past years. Experiencing the products first-hand has inspired the trade to be far more confident about regions beyond London and push these products.”



Sunil VA
Regional Vice President – ISC
Oman Air

“Oman Air offers excellent double-daily connections to London and one connection a day to MAN (Manchester) from all 11 points we fly to in India. Further expansion plans will depend on approval of suitable slots. All our flights to UK have an excellent average seat factor of above 85 per cent and are our top performing flights in premium due to the deployment of our Dreamliner product. High volumes generated to the UK from the region are from leisure, MiCE and VFR, and is a combination of FIT and GIT traffic.”



Tim Manley
Marketing Manager
Marketing Manchester

“Marketing Manchester’s recent activity in India centred on the Cricket World Cup hosted in summer 2019. We embarked on a travel trade roadshow last year in Mumbai, Delhi and Bengaluru, meeting over 300 travel trade delegates and training airline reservation staff. Indian visitors have shown eagerness to explore beyond London, and Manchester is the ideal place to explore regional England. In addition to this, Indian travellers can expect high-quality gin-making sessions, special brewery tours, and tasting Indian food at The Curry Mile.”



Sanjay Arya
Chief Executive Officer
KFT Corporation

“Travellers have now started to visit other regions with the onset of the English Premier League that showcases different places. We also suggest whisky trails and distillery visits. Some clients even want to stay in distilleries that offer accommodation. With the popularity of football, clients also want to go watch their teams play and see famous stadiums. The shopping and food experience in other cities like Manchester and Blackpool is the same as London. Lake District is also getting popular.”



Vishal Suri
Managing Director
SOTC Travel

“While London has always been one of the most preferred destinations among tourists, the new segments of travellers are looking at more unexplored gems of Northern England. Observing a rising demand for destinations like Manchester and Lake District, SOTC Travel has curated travel packages to include such destinations. As far as trends are concerned, we have noticed that vacationers are more open to experiences and flexible itineraries.”



Deepak Rawat
SVP, International Markets
MakeMyTrip.com

“Scenic destinations within the UK such as Cotswolds, the Lake District, and the Cornish Coast should all do well in the India market. For couples and families, self-drive packages will work well. This year, we saw people plan UK trips around the Cricket World Cup and Wimbledon. I also see things like golfing tours and whisky trails being of increasing interest. In addition, itineraries that are able to offer a good mix of history and culture (which Britain is synonymous with) and natural beauty would attract families.”



Shuja Bin Mehdi
B2B Manager, India
VisitBritain

“We have maintained focus on B2B and partnerships to develop and distribute mono-Britain products to achieve seasonal and regional spread targets. Our trade engagement has focused on itineraries promoting North of England with Manchester, in addition to Liverpool, Birmingham, Lake District and York that have seen an increase in demand from Indian visitors. We are witnessing an increase in customised itineraries from the Indian traveller that are experiential in nature, coupled with an interest in the local cuisine.”

Inputs by Hazel Jain

What to do in Manchester

Manchester is the Gateway to the North and the ideal place to be based for exploring the North of England including Liverpool, Yorkshire, Lake District, Chester, etc. It is very well-known for its sporting culture and is home to Manchester City and Manchester United football clubs, along with the National Football Museum. It is also known for having one of UK’s greatest cricket stadiums, The Old Trafford Cricket Stadium.



Experience the countryside

The beautiful countryside of Lake District & the Scottish Highlands offer some of the best scenic views that the UK has to offer. Exploring the UK through a self-drive option is also recommended, even though trains make it simple to get from city-to-city. There are lots of easy day trips that travellers can take to get outside of the cities and interact with locals, exploring the unique towns, breathtaking landscapes, countryside, and coastlines.



Numbers from India



According to the International Passenger Survey results for Q1 2019, VisitBritain has seen a 25 per cent increase in visits from India as compared to Q1 2018 with a 13 per cent increase in spends.

GPS turns heads, East to South



While the Kochi edition of Global Panorama Showcase laid a strong emphasis on the environment and how all stakeholders in the industry can do their bit by being a little mindful, the Kolkata edition kept audiences engaged with a slew of announcements of its upcoming plans.



MiCE destinations to vouch for

With India emerging as a preferred MiCE destination across the globe, winners of India Travel Awards South list the popular MiCE cities and towns in the country and what they compete with globally.



DDP Game Changer Manish Kriplani

“Manish Kriplani, Managing Director, Baywatch Travels, says that tour operators are well-equipped to professionally handle the large amount of MiCE business in the country. He adds, “India is MiCE-ready and experienced, and can deliver the product that the clientele is looking for. Outside India, Thailand and Sri Lanka were once popular MiCE destinations but now, Bali ticks all the boxes. Qatar is also coming up. Besides these, Prague, Vienna, Budapest, and Australia are also good options.”

Best CSR Initiative Valmiki Foundation

“For Valmiki Hari Kishan, Founder & MD, Valmiki Travel & Tourism Solutions, Hyderabad is the best MiCE destination. He says, “The city has good MiCE infrastructure. With a world-class airport, good roads, large MiCE venues, multinational hotel chains, golf courses and a popular cuisine, Hyderabad is the perfect example of a true MiCE destination. Delhi, Mumbai, Bengaluru, Chennai, Kolkata, Goa, Chandigarh, Jaipur, and Kochi are also cities that have hosted major MiCE events.”

Best Luxury Tour Operator, Outbound Pegasus Travels & Tours

“P Raghunath, Executive Director, Pegasus Travels, feels that Iceland is coming up as a good destination for MiCE. He says, “It is a beautiful destination coupled with adventure activities like snowmobile rides and glacier hiking, but airline connectivity is a challenge and this needs to be addressed. Also, besides the already-popular Moscow, there have been inquiries for taking groups to Austria.”

Best Tour Operator, Australia & New Zealand Peekay Holidays

“For Pawan Kumar Gupta, Managing Director, Peekay Holidays, Jaipur and Mahabalipuram can be termed as popular MiCE destinations. He says, “The major reason behind their growth is accessibility, and overall connectivity is also under check. Thailand is a good destination in the budget segment, while Europe and Singapore are preferred by corporate clients.”

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Q&A with WTM London, Senior Director, Simon Press

What is the theme for WTM London 2019?

Ideas Arrive Here is going to be a recurring theme from 2018. For WTM London 2019, we're expanding our notion of this concept through Innovative Perspectives, New Possibilities and Inspiring Fresh Thinking.

The event is known for being a key hub for creation in the travel industry, in addition to the business deals and ideas that fuel the industry.

What is new for WTM London 2019?

This year WTM London 2019 is extending its reach throughout the travel industry our newest launches.

Travel Week will be the seven day travel celebration over the week of WTM London. This is going to allow travel professionals and enthusiasts to come together to raise awareness on how big the travel sector really is.

We aim to show the impact of travel VIPs coming to London for the first week of November, due to them coming for WTM London. We want to extend our hand to the industry, without taking full ownership. More information about Travel Week is due to be launched shortly, so watch this space!

BorderlessLive is the brand-new event where content where creative thinkers, worldwide brands and destinations from across the globe will come together for a festival style exhibition and conference.

On Friday 6 and Saturday 7 September, WTM London will be launching this one-of-a-kind event, in partnership with influencer-marketing agency Traverse, where we will be presenting how the nature of the industry has changed and where it will be moving to next.

On the first day of the show (Monday 4th), we will be increasing networking opportunities at senior level by introducing an invitation only Leaders Lunch.

What else can we look forward to at WTM London 2019?

The year ahead will see the return of the International Travel & Tourism Awards, Travel Forward and the dedicated regional Inspiration Zones.

The International Travel & Tourism Awards celebrate the success of national, regional and city tourist boards and recognise outstanding private sector companies and individuals. Showcasing the best in class of the global travel & tourism industry at the new London venue, Magazine London on Tuesday 5 November 2019. There are still some sponsorship opportunities available for our awards so do get in touch with the team if you're interested.

Travel Forward is the travel technology event co-located with WTM London and will take place on 4-6 November 2019 at ExCeL London. The second Travel Forward conference, exhibition and buyer programme is due to once again inspire the travel and hospitality sectors with next-generation technology.

The Inspiration Zones within each region will continue to connect exhibitors through engaging new ideas whilst focusing on current and future concepts. We are continuing to reshape our conference programme to incorporate the expansion of the Ideas Arrive Here theme.

Show dates and location

Monday 4 November 2019:

10:00 - 19:00 (invite only)

Tuesday 5 November 2019:

10:00 - 18:00

Wednesday 6 November 2019:

10:00 - 18:00

ExCeL London, Royal Victoria Dock, 1 Western Gateway, London E16 1XL

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Introducing Travel Week – brought to you by WTM

WTM London have launched the inaugural Travel Week

Taking place from 1st to 7th November 2019, Travel Week will bring together industry events to become the largest festival supporting the global travel and tourism industry.

Over the seven days surrounding WTM London there are countless numbers of industry events taking place all over London and the UK. Now is the time to combine the festivities to create a world-class travel-hub.

Travel Week will unlock invaluable networking and business opportunities for those who journey to London and the UK for WTM London. This one-stop-shop will showcase the must-attend travel and tourism events taking place outside of the home of WTM London - the ExCel, London.

Each November, over 55,000 travel professionals flock to London to attend WTM. Travel Week's huge potential reach will therefore allow event hosts to extend their brand to precise travel focused audiences.

The aim is to give the industry a chance to share and discover previously overlooked prospects by directly connecting them with industry peers.

Feeding off the buzz WTM London brings to the UK each November - as the industry's global meeting place - Travel Week will extend the opportunities to meet, connect and learn.

Be the first to hear about the Travel Week programme, event additions and news announcements, by registering your interest at www.travelweek.wtm.com



Italian debutants showcase fresh ideas at WTM London 2019

Six exhibitors from Italy will make their debut at WTM London 2019 – the event where ideas arrive – showcasing new destinations, cutting-edge technology and fresh touring inspiration.

They include Heart of the Dolomites – a new tourist board promoting digital-detox holidays in the mountainous region of northern Italy – and inbound tour operator TUO Travel, which plans to unveil new partnerships and excursions at WTM.

Other new Italian exhibitors are Air Home Restaurant, a start-up peer-to-peer website, offering the chance to book social foodie experiences around the world, such as cooking shows, tastings and meals.

Accommodation specialists exhibiting for the first time are Espogest, a Rome-based hotel company, and Hotel Carlyle – a stylish, modern four-star property which is a 15-minute walk from the centre of Milan.

The sixth new exhibitor is Grimaldi Euromed, which operates passenger ferries between Greece and Italy and across the Mediterranean. Part of the Grimaldi Group – a multinational logistics giant – the ferry firm has installed 'mega batteries' on two cruise ferries which means there will be zero emissions during short port visits.

Emma Taveri – Chief Executive of Destination Makers, which manages marketing for Heart of the Dolomites – said the region features "amazing" mountains and year-round activities that range from the chilled – such as mountaintop sunrise yoga – to adrenaline sports, including zip-lining, snow-sports and mountain climbing.

"We are designing a completely new way of experiencing our mountains with no technology and total mind-and-soul recharging experiences," she said.

"We are exhibiting at WTM London to position

Heart of the Dolomites as the ideal destination to 'recharge in nature', both in winter and summer."

Reflecting WTM London's ethos of generating new ideas and fresh thinking, the tourist board recently ran a contest called Recharge in Nature which received more than 19,000 applications from across the world.

Carlo Nocella, TUO Travel's Sales and Product Manager, said the company is busy working on announcements for WTM London, such as partnerships with luxury hotels and resorts.

The DMC will also unveil luxury private tours of Italy featuring accommodation in prestigious five-star city-centre hotels, plus upmarket excursions such as helicopter trips, luxury boat trips on Italy's lakes, and exclusive access to art museums and secret gardens.

Furthermore, TUO Travel is developing products in scenic southern regions such as Calabria – the 'toe' of Italy – and Apulia, which forms the 'heel' of Italy's 'boot'.

Echoing WTM London's mantra of 'Ideas Arrive Here', he said: "The aim during WTM is to meet the most important luxury travel professionals, travel designers and tour operators.

"WTM London is a formidable marketplace. It is the key event of the year where TUO Travel can showcase its best opportunities and products that will create the perfect Italian trip."

Simon Press, Exhibition Director WTM London, added: "Italian exhibitors have long been great supporters of WTM, and it is encouraging to see so many new companies joining us from Italy, ranging from innovative start-ups to long-established multinationals that are leading the way in sustainability.

"They recognise how WTM can provide an unparalleled platform to publicise their products to new and existing business partners from around the world."



India sails smooth at

Singapore Cruise Forum, hosted at Le Méridien New Delhi on September 12, saw the travel trade congregate under one roof to collectively discuss and explore India's lucrative cruise market. **GB Srithar**, Regional Director (India, Middle East & South Asia), Singapore Tourism Board, addressed the gathering and encouraged attendees to exchange views during the panel discussions.



Singapore Cruise Forum



EVENT TALK

Media Partners:



SEPTEMBER 2019

Travel Luxury Show	Jaipur	14-15
GNT0 Roadshow	Mumbai	16
Switzerland Travel Experience	Bengaluru	16
GNT0 Roadshow	Pune	17
Switzerland Travel Experience	Chennai	17
GNT0 Roadshow	Kolkata	18
Switzerland Travel Experience	Mumbai	18-19
PATA Travel Mart	Aslana, Kazakhstan	18-20
Tamil Nadu Travel Mart	Chennai	19-22
GNT0 Roadshow	Delhi	20
India Tourism Mart (ITM)	Delhi	23-25
ATOUT France offsite workshop	Mahabalipuram	23-27
CTW Asia-Pacific	Bangkok	24-26
World Tourism Day Celebrations	Delhi	27
TTAUP Travel Mart 2019	Lucknow	28

OCTOBER 2019

IFTM Top Resa	Paris	1-4
TTG Incontri	Rimini	9-11
Odisha Travel Bazaar	Bhubaneswar	14-20
ITB Asia	Singapore	16-18
Tourism Expo Japan 2019	Osaka	24-27

NOVEMBER 2019

WTM	London	4-6
Switzerland Destination Training	Raipur	5
Switzerland Destination Training	Indore	6
Switzerland Destination Training	Nagpur	7
Switzerland Destination Training	Lucknow	13
Switzerland Destination Training	Kolkata	14
Scandinavia Tourism Roadshow	Delhi	18
IBTM World	Barcelona	19-21
Scandinavia Tourism Roadshow	Chennai	20
Scandinavia Tourism Roadshow	Mumbai	21
IITM	Hyderabad	22-24
PATA Destination Marketing Forum	Pattaya, Thailand	27-29
IITM	Pune	29-Dec 1

DECEMBER 2019

ILTM Cannes	Cannes	2-5
International Buddhist Travel Mart	Bodh Gaya	10-12
Travel Allied Show	Jaipur	13
Travel MICE Show	Jaipur	14-15

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

More benefits on website

Mahendra Vakharia, President, OTOAI, shares that the association will soon launch its revamped website, as he also talks about OTOAI's activities in the last one year and the vision for 2020.



Manas Dwivedi

The Outbound Tour Operators Association of India (OTOAI) organised its seventh Annual General Meeting (AGM) in Delhi, where the Executive Committee discussed the Association's activities in the last one year and a roadmap for the next. To begin with, **Mahendra Vakharia** informed that OTOAI



is soon going to launch its revamped website, which will prove handy and useful to members in terms of new features and added benefits. Sharing more details, he said, "The new website will give members an opportunity to interact with each other. A key feature would be the ability for members to post a deal for the B2B network that all



existing members will be able to view."

Vakharia informed that the Association organised a number of activities across India in the last one year, which included workshops and training programmes, and it also tied up with NTOs and DMCS.

"Our focus and aim have been to continue with this approach and organise such activities on a regular basis to educate and empower our members in

different cities of India.

The frequency of such activities has been increasing and that is encouraging to see. We recently signed an MoU with Korea Tourism Organization, wherein they have exclusively agreed to conduct workshops with OTOAI members in various Indian cities. We have already concluded workshops in Ahmedabad, Pune, Chennai, Lucknow and Nagpur, and have another planned in Chandigarh," he added.

Going forward, OTOAI has some exciting activities lined up. World Tourism Alliance has invited the Association to be part of Xianghu Dialogue 2019, organised in collaboration with UNWTO, World Bank, European Tourism Commission (ETC), World Travel & Tourism Council (WTTTC), Global Tourism Economy Forum, and PATA. ITB has also tied up with OTOAI as their exclusive partner for ITB India, and has agreed to host 30 OTOAI members.

ADTOI adds MP Chapter

The Association of Domestic Tour Operators of India (ADTOI) launched the Madhya Pradesh Chapter, its 11th, on September 8. **Atul Singh**, Business Head, Travel Connection India, was appointed as the Chapter Chairman.



Nisha Verma

ADTOI's 11th Chapter was recently launched in a ceremony held at Minto Hall, Bhopal, where **Surendra Singh Baghel**, Tourism Minister of Madhya Pradesh, was the Chief Guest. **Faiz Ahmed Kidwai**, Managing Director, Madhya Pradesh Tourism Board, also graced the occasion with his pres-



ence. Addressing the gathering on the day, **PP Khanna**, President, ADTOI, said, "Opening the new chapter gives us an opportunity to work closely with Madhya Pradesh Tourism to promote the state as a domestic destination. The investment policy in the state is one of the best in the country, offer-



PP Khanna
President
ADTOI

ing an opportunity to investors and tour operators to venture into new business verticals."

Atul Singh, Business Head, Travel Connection India, who has been appointed as the Chapter Chairman, shared his vision for it, highlighting the significance of 'food, forts and festivals' in the state. He said, "At this juncture, do-



Atul Singh
Chairman
ADTOI - MP Chapter

offer better services while sharing knowledge."

On the occasion, Baghel spoke about the state's new tourism policy that is on the anvil, and how it would open new avenues and employment opportunities in the sector. "We will also do joint promotions with tour operators for the destination. Apart from that, we will promote weddings as well as heritage hotels," he added.

Other office bearers of ADTOI MP Chapter

Secretary:

Pratul Trivedi of Letz Go Mice, Indore

Treasurer: Sandeep Pandya of Tour Travel World, Bhopal

Lady Entrepreneur Officer: Neelam Singh of Travel India Tourism, Bhopal

mestic tourism is increasing and domestic tourists are looking for different destinations to explore. With an ADTOI Chapter in Madhya Pradesh, we can easily coordinate with the nodal and central bodies, while learning about new products and destinations that can be promoted across India. We can also help other Chapters as they help us, and



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Ministry of Civil Aviation

New Delhi

Amber Dubey, Partner and Head - Aerospace and Defence, KPMG, has been appointed at the Joint Secretary level at Ministry of Civil Aviation (MoCA), Government of India, under the lateral entry scheme. An IIT and IIM alumnus, Dubey has been an aviation expert for years and is a known name in the industry. He is among the nine professionals to be appointed as Joint Secretaries in various ministries. The appointment will be on a contract basis and has been done in Level-14 of the Pay Matrix as per the seventh Central Pay Commission, for a period of three years. He has worked closely with MoCA in the drafting of the National Civil Aviation Policy (NCAP 2016).



Wyndham Hotels & Resorts

Gurugram

Wyndham Hotels & Resorts has appointed **Nikhil Sharma** as Area Director for the Eurasia region. Sharma will have a full management remit encompassing franchise operations support, regional sales and revenue management services, while also steering the marketing strategy for the region. Supported by a strong regional team, he will be responsible for Wyndham Hotels & Resorts' growing presence of over 40 hotels and 4,000 rooms across the Indian subcontinent. Sharma brings almost two decades of experience in the hospitality industry. He recently served as COO at Ginger Hotels.



JW Marriott Hotel

Pune

JW Marriott Pune has appointed **Girish Sehgal** as General Manager. He joins the team with an extensive experience of over 23 years across global hospitality, healthcare, and service industries. At JW Marriott Pune, Sehgal will be overseeing all operational and commercial aspects of the hotel and will be responsible for driving the hotel's performance through new and innovative strategies. Through his previous stints as General Manager at Taj hotels in India and abroad, and other leadership roles with Four Seasons, Sehgal is familiar with leading multicultural teams at hotels.



Novotel Hotel

Pune

Accor has appointed **Sukhbir Singh** as General Manager at Novotel Pune. An industry veteran with two decades of experience, Singh has previously worked for brands like ITC Hotels, Oberoi Hotels & Resorts, and American Express. Among his previous roles, the most recent was with Novotel Guwahati, where he served as the pre-opening General Manager for three years. Singh is highly skilled in sales and marketing, and is known for his deft approach in revenue analysis, yield management and property management systems, making him a stalwart in the hospitality industry.



Fairfield by Marriott

Pune

Fairfield by Marriott Pune Kharadi has appointed **Aniket Kulkarni** as Hotel Manager. Kulkarni has been with Marriott International for the last 14 years, and is adept and well-acquainted in the industrial know-how. A seasoned hotelier, he brings a wealth of well-rounded hospitality experience after having worked with chains like Marriott and Hyatt, where he gained expertise in hotel operations, sales and revenue management. In the new role, Kulkarni will be in charge of delivering a high level of customer service and successfully positioning the hotel. He will also be responsible for curating strategic initiatives that will lead the hotel to continue its guest-focused approach.



Four Seasons Hotel

Bengaluru

Manuj Ralhan has been appointed as Hotel Manager at Four Seasons Hotel Bengaluru. Here, he will be responsible for overseeing the smooth functioning of the hotel, while positioning it as the number one luxury destination in the city. With four previous openings under his belt, Ralhan specialises in pre-opening hotels, especially in the luxury space. Having spearheaded numerous food and beverage divisions, he is sure to bring in his expertise of gastronomy to the mix. His last assignment was with JW Marriott Pune as Director of Operations, and he has previously worked with several brands.



Radisson Hotel

Agra

Vaibhav Sagar has been appointed as the General Manager of Radisson Hotel Agra. An adaptable and communicative hospitality leader with over 13 years of experience in the hospitality and banking industries, Sagar will be responsible for the team's elicit performance, culminating in fine guest experience and achieving the vision of the hotel. With more than 13 years' work experience, he is a seasoned sales and marketing professional with a proven track record and multiple achievements at global and national levels.



Amritara Hotels and Resorts

New Delhi

Amritara Hotels and Resorts has appointed **Deep Ranjana De** as Corporate General Manager - Operations. De brings with her close to 15 years of experience. In her new role she will oversee day-to-day operations of all the properties. De will also be responsible for managing future growth strategies not limited to just the leisure segment but also their presence in cities. Before stepping into this role, De worked with chains like Oberoi, Accor, Hilton, and the Park Hotels in domestic and international locations. She will be heading the team of Amritara Hotels from New Delhi.



The Westin

Kolkata

Pramod Kumar Patra has been designated as the Director of Sales at The Westin Kolkata. An oracle in business development, he has been constantly meeting customer acquisition goals and contributing to maximum revenue for all top-of-the-line hotels he has been associated with. His key responsibility areas include ideation and implementation of sales and marketing operations, establishing brand associations with potential commercial houses and clients, and achieving budgeted sales to further bolster guest services. He moves to the role from Novotel Guwahati.

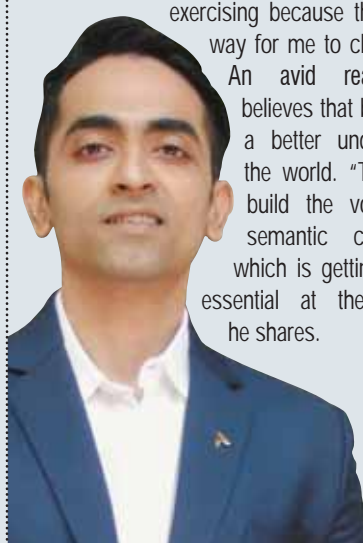


TALKing People

When **Anuj Chaudhry**, General Manager, ibis Gurgaon Golf Course Road Hotel, is not at work, you'll probably find him with his son, introducing him to comics like Tintin and Asterix that he also read as a child. "My evenings are mostly spent with my family, reading comics, building with Lego or watching a show," Chaudhry shares. He adds that though he loves Europe, it is mostly beachside cities that he has been visiting lately because of his son's love for the ocean.



For **Gaurav Chavan**, General Manager, ibis Mumbai Airport, spending time with family and cooking for them is something he enjoys most. "I also love exercising because that is the only way for me to clear my mind." An avid reader, Chavan believes that books give one a better understanding of the world. "They also help build the vocabulary and semantic comprehension, which is getting increasingly essential at the workplace," he shares.



Rohit Katyal, National Sales Head, juSta Hotels & Resorts, claims that his hard work is his biggest asset. "I live life as it comes. I am a workaholic, and keep telling my colleagues that the product and services we sell have only a one-night shelf life, and anything which has not been sold or offered to the guest is gone for that night. Hence, we have to be on our toes always," he says. For him, anywhere with the family is an ideal destination to relax.





Confederation of Indian Industry



HIGHLIGHTS

- **3 Day Exhibition with more than 300 exhibitors showcasing the Tourism business opportunities in the state**
- **Cultural programmes showcasing the state's rich traditional folk dance, music, martial arts, etc**
- **Reverse buyer seller meeting and planned B2B sessions with hosted delegates from 35 countries.**
- **Exhibition with focus on Hospitals, Health care centers, AYUSH Hospitals, medical tourism facilitators and TPAs**
- **Showcase the healthcare and wellness industry has to offer in the state of Tamilnadu**
- **Exclusive conference to focus on,**
 - (A) Making Tamil Nadu as preferred Medical Value Travel
 - (B) Role of Healthcare facilitator
 - (C) Health Insurance & its Challenges
 - (D) International Perspective on Medical Value Travel
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Tamil Nadu to develop sites

Apurva Varma, Additional Chief Secy to Govt, Tourism, Culture and Religious Endowments Dept, Govt of Tamil Nadu, claims that they are taking the initiative to develop infrastructure under various Central government schemes.

 Nisha Verma

The Tamil Nadu Travel Mart, set to be held from September 19-21, is a good initiative to promote tourism to the state, claims **Apurva Varma**. "This will be a huge platform for showcasing Tamil Nadu. Right from hoteliers, wellness tourism providers as well as domestic and international travel products, buyers

schemes, and we are in the process of finalising the guidelines for the same." Varma shared that the ministers had been assured that such meetings would now be periodical and that he looks forward to attending them.

Infrastructure development
Tamil Nadu has undertaken a number of steps for the promotion and develop-

Development Programme (ADP). "In the short term, we are improving whatever is already with us, while in the long term, we are encouraging handholding in tourism. Through Tamil Nadu Infrastructure Development programme, we are hoping to develop as many as 291 sites. We also had a Global Investors' Meet, where stakeholders signed hotels and other tourism projects," he informed.


Spreading word across platforms

Tamil Nadu Tourism has been quite aggressive in its promotional activities, constantly promoting the state through print media while looking to also aggressively market the state on a digital platform.

"We are also trying to improve our website and make it friendlier and more engaging, and in the next six months, you will see a lot of new things coming from Tamil Nadu Tourism," Varma shared.



travel trade is an important part of their strategy, he said, "We are participating in all international travel shows, domestic travel marts, and roadshows. At ITB Berlin, we participated with 20 stakeholders." They have similar plans for the upcoming India Tourism Mart (ITM) as well.

"We participated last year and will want to get a big space at ITM, which we want to attend with stakeholders. This offers a better perspective and expert guidance to buyers who have specific requirements, which only experts in the field can give. Whether it's beach tourism, wellness tourism or adventure sports, stakeholders in the business can always give better information and convert queries into business. Hence, when we are under one roof together, there is more synergy," Varma claimed. 

“Through the Tamil Nadu Infrastructure Development programme, we are hoping to develop as many as 291 sites across the state”

will get a taste of everything in Tamil Nadu," he claimed.

Speaking on the sidelines of the National Conference of Tourism Ministers in New Delhi, Varma said, "A lot of deliberations took place and the minister took updates on the Swadesh Darshan and PRASAD schemes in different states. Tamil Nadu has been doing well and its efforts were appreciated. The minister also talked about homestays and Bed & Breakfast

ment of tourism in the state, shared Varma, adding that to strengthen the core activities of tourism, infrastructure development is crucial and is being supported by the Swadesh Darshan and PRASAD schemes, as well as funding through the Annual



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Yatendra
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