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Tourism is still struggling

The travel fraternity believes that the sector needs more nurturing from the government to reach its potential, as it hails the recent policy amendments in terms of GST and e-Visa fee.



Naveen Kundu
Managing Director
EbixCash Travel & Holidays

“Tourism is not a pampered sector just because GST adjustment has been done and e-TV is being given, which was a long-standing demand for the country and was very important. Tourism has not been declared as an industry, tourism SMEs in the country do not get any funding in India, there is no regulation or entry-level barrier in tourism that can guarantee services and safety provided to the tourist.”



HS Duggal
Managing Director
Minar Group

“Had we been a pampered sector, we would have grown by leaps and bounds and we'd not have been struggling at 10 million tourists. Of course, government support is also there. We are thankful to the government to reduce the GST and visa fee. However, there is a lot more to be done and a lot can be achieved with full support of the government. The aim for all of us is to achieve big inbound numbers and make India a viable destination.”



Rajesh Mudgill
Managing Director
Planet India Travels

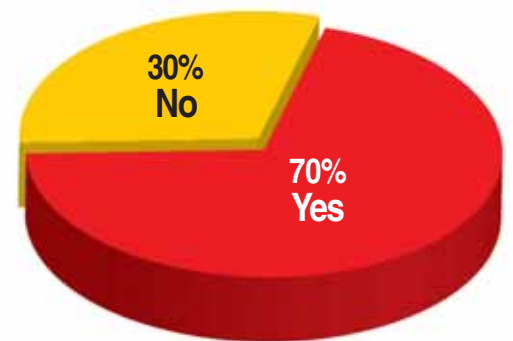
“I'd like to disagree that tourism is a pampered sector. The sector is working very hard and struggling, since nobody is giving us any benefit. The government does talk about it, but there is nothing on ground zero. This sector deserves more and really needs an impetus in terms of government policies. We are doing everything possible, but the government needs to work in tandem.”

Contd on page 6 ▶

Are policies in line with set goals?

A majority of TRAVTALK readers, 70 per cent to be precise, believe that the recent changes in government policies for both tourism and hospitality will help the country achieve its target of 20 million tourists by 2024, while the remaining 30 per cent believe that more work needs to be done to achieve the coveted milestone.

During the period January-December 2019, India registered 3.2 per cent growth in Foreign Tourist Arrivals (FTAs).



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SA tests e-visa for India

In an effort to double its numbers from India by 2030, South Africa's tourism ministry recently announced an e-visa regime for Indian passport holders on a pilot basis. The project was launched in the fourth week of January 2020.



Hazel Jain

South African Tourism recently concluded the 17th edition of its three-city roadshow in Mumbai where the country's Minister of Tourism joined the delegation to make some path-breaking announcements. **Mmamoloko Kubayi-Ngubane**, Minister of Tourism,

South Africa, said, "We want to remove the barriers for entry into South Africa for Indian travellers and for this, we will introduce an online visa application system (launched in January 2020). This will be on a pilot basis for now and we will look at introducing it formally with full implementation by April this year." This was keeping in line with the ambitious aim of South African Tourism to cross 100,000 visitors from India in 2020 and effectively doubling the numbers and touching 21 million arrivals from India by 2030. The minister also held an exclusive session with key travel trade partners from Mumbai.

About 32 agents attended the morning session where they discussed ideas on how they can push numbers.

With this e-visa process, the turnaround time will be around five days, but with no change in visa fee. The minister added, "We also wanted to have a visa

where a few types of travellers such as business travellers, diplomats, frequent travellers to South Africa will be afforded multiple entries. We are waiting for our Parliament to ratify this," Kubayi-Ngubane said. The minister recalled that South Africa had also recently abolished the need for the

“ This will be on a pilot basis for now and we will look at introducing it formally with full implementation by April this year ”

fee waiver for Indian travellers, but this was not passed. However, our ultimate aim for India will be to waive it off. Two countries – India and China – will be part of this new e-visa pilot programme.”

She added that another issue with visas was multiple entry. "A Memorandum of Understanding has been signed between the South African Minister of Home Affairs and their counterpart in India for this,

unabridged birth certificates necessary for travelling minors.

"We will now have a more focused marketing strategy for India. We are very keen on enhancing our sports tourism, incentive groups and weddings apart from families," she said. Her ministry is also in talks with a couple of airlines – Indian and Middle Eastern – that fly to both India and South Africa to connect the two nations with a direct flight. ↴



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Make way for the Indian traveller

If one could list the many positive outcomes of India's growing middle class in terms of both size and spend, rapid increase in international travel would feature in the first five entries, to say the least. The Indian traveller has both the means and the hankering to travel, and yearns to share it on social media. No wonder then that the world is recognising India as one of the most sought-after outbound markets, one that can breathe new life into a country's economy through tourism alone. This label has made many a country ease their visa regime to one that is evermore welcoming of the Indian tourist. While some have actioned visa-free entry for Indian travellers, some others are working their way to ease the visa process altogether. Still some others are partnering to open visa application centres beyond Tier-I cities of India, helping them cater to the growth in travellers from across the country's many regions.

While outbound is on the rise, domestic and inbound tourism is also being given a boost by Ministry of Tourism (MOT), Government of India. The ministry has undertaken several projects in this regard, including upgrade of facilities at India's heritage sites which would be great value additions to visiting tourists and equipping tourist guides with the right knowledge. The ministry continues to regularly interact with the trade to identify key markets to tap, while also taking their requests into consideration when devising policies.

While these efforts do lay all the groundwork for growth in inbound and domestic numbers, tourism stakeholders still largely feel that the steps being taken were only long due. The trade feels that while a reduction in GST and amendment of the e-Visa fee are steps in the right direction, it is too less, too late in India's tourism story. The sector still awaits an 'industry' status that would greatly benefit it and the country, and truly make a difference to tourist numbers in India.

It only seems imperative that both the government and industry soon find middle ground for the greater benefit of tourism.



TRAVTALK brings to you news and events that made headlines 25 years ago with relevance even today. From the archives, we present the February 2nd 1995 issue:

Welcomgroup acquires another palace in Rajasthan

Welcomgroup which strengthened its presence in Rajasthan, a thrust area for the group's leisure sector, with a brand new five-star deluxe property in Jaipur, Rajputana Palace Sheraton, has taken over the Maharaja's palace in Kota. In the first phase which will be completed within a few months the Kota Palace-Umed

Bhavan- will offer twenty deluxe rooms and twenty more will be added some thereafter. Kota, a city of lakes, palaces and ancient palaces and ancient temples is a mere three-hour drive from Jaipur and very close to attractions like Bundi, Ranthambore and Jhalawar. Welcomgroup already runs the

magnificent Umaid Bhavan Palace Hotel in Jodhpur, the Royal Castle in Khimsar (recently renovated with the addition of a swimming pool) and the Lalgarh Palace in Bikaner. Welcomgroup is looking at more palaces in Rajasthan as part of its Rs 700 crore development plan for the next five years.

Holiday Inn at Jaipur

Holiday Inn, Jaipur, a joint venture of holiday Inn Worldwide and Inn Realty Hotel Ventures Ltd, Jaipur opened in 1995.



Government needs to do more

► Contd from page 3



Pradip Lulla
Acting President
TAFI

“ I personally feel that tourism in India needs a lot of pampering. In fact, 9.5 per cent of our GDP comes from tourism and hospitality, which is one tenth of the total. Things like rural and agri-tourism could be given a boost if some sort of incentives could be given. Of course, the government has been kind enough to reduce the GST on hotels, but I don't think it is a pampered sector. Even if you see the overall package for a MICE conference, there are a lot of taxes like VAT. ”



Rajiv Mehra
Vice President
IATO

“ It is the vision of our Prime Minister that employment increases. This would only happen if the tourism sector is pampered. There has been a revision in visa fee, which is a big achievement. What is left, however, is that as an individual tour operator, we all go out and do promotions. In our meetings with the Director General of Tourism, we highlighted this issue, and that the MDA scheme be revised without any clause, so that smaller agents could go abroad and do promotions. ”



Deepak Bhatnagar
Managing Director
Aamantran Travels

“ Tourism cannot be labelled as a pampered sector. We would love to be pampered and I hope the government is able to spoil us more with more benefits. If they would do that, it would be beneficial to the country, because tourism is the biggest employment generator for India when unemployment is a huge problem we are facing. If we can boost numbers as tourism industry, we will generate jobs and increase employment. ”



Ravi Gosain
Managing Director
Erco Travels

“ Our Prime Minister has been talking of tourism for a long time and in his last speech, he said that tourism is a growth and employment generator for the country. Currently, tourism industry is very stagnant and we are facing a lot of problems, and I think that as a facilitator, the government should give some benefits. Just like we have SEIS benefits from Ministry of Commerce, it should be followed in the next financial policy as well. ”

Inputs by Nisha Verma



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Polish visa in Delhi & Mumbai

The Embassy of Republic of Poland in India and VFS Global have signed a contract under which the latter will provide visa services for Poland in India through its centres in Delhi and Mumbai.

 Manas Dwivedi

Residents of India can now apply for a Polish visa through VFS Global. Its Visa Application Centres (VACs) have already commenced operations in New Delhi and Mumbai, and will soon be available in eight other cities - Ahmedabad, Bengaluru, Bhopal, Chandigarh, Chennai, Hyderabad, Jaipur and Kolkata. The centre in New Delhi was officially inaugurated by H.E. Adam Burakowski, Ambassador Extraordinary and

Visa Application Centres will soon be available in Ahmedabad, Bhopal, Bengaluru, Jaipur, Chennai, Hyderabad, Chandigarh and Kolkata

Plenipotentiary of the Republic of Poland to India, Bangladesh, Bhutan, Nepal, Sri Lanka, Maldives and Afghanistan. Prior to the opening of the new VACs, travellers had to visit the Embassy of the Republic of Poland in New Delhi or the Consulate General of the Republic of Poland in Mumbai to apply for the visa.

Speaking at the inauguration in Delhi, the Ambassador said, "Poland is becoming more and more attractive for Indians, with its rich business opportunities, touristic destinations and excellent universities. The number of visa applicants is growing fast. Also, the launch of the direct flight between Warsaw and New Delhi is a major step. We look forward to the partnership with VFS Global. We would like to make the visa application process easier for and more accessible to people."

Sharing his view, Vinay Malhotra, Regional Group Chief Operating Officer - South Asia, Middle East & North Africa, Americas, VFS Global,

said, "With the aim to bring Polish visa services closer to home for Indian travellers, we are excited to have launched the centres in New Delhi and Mumbai. Rich in

history and culture, Poland is striking a chord with Indians, becoming increasingly popular and we are honoured to be offering visa services for the destination." 



H.E. Adam Burakowski, Ambassador Extraordinary and Plenipotentiary of the Republic of Poland to India, Bangladesh, Bhutan, Nepal, Sri Lanka, Maldives and Afghanistan (left), along with VFS Global management, at the launch of the Polish Visa Application Centre in New Delhi.

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- MAYFAIR to open 252-room five-star deluxe hotel in Kolkata by early 2021

Peak for long-haul: ForwardKeys

ForwardKeys analysed three long-haul source markets for India – USA, UK and Australia – and found that both USA and UK had two peak periods, while Australia had only one.

ForwardKeys' recent study analyses the time of actual 2019 inbound bookings data to India from key long-haul source markets – USA, UK and Australia. In order to time the marketing activities of inbound players as well as India Tourism, it is important to understand the actual booking patterns of travellers to India. Typically, marketing initiatives and customer outreach should happen a month before peak booking periods or timed with the peak periods.

USA

From the US, the bookings data showed that the highest number of bookings happen in September and October; the two months account for 21 per cent of all bookings. Even in January, there is a peak of 10 per cent.



Source: ForwardKeys
(The views, information, or opinions expressed are the author's own and do not necessarily represent the view of the publication.)

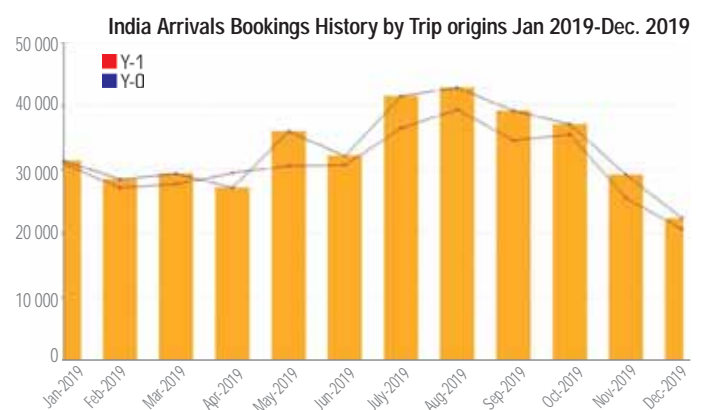
United Kingdom

UK has two periods of peak bookings: January and the period September to November. Interestingly, January accounts for 12 per cent of the booking volume and September-November account for 29 per cent of it.



Australia

Being in the Southern Hemisphere, Australia has one peak booking period – from July to September – which accounts for 32 per cent of the total bookings volume.



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Local involvement for J&K

Experts from different fields speak about the strengths and weaknesses of developing tourism in the newly-carved Union Territory of Jammu & Kashmir, while discussing its future at a panel titled 'Incredible India - Incredible Jammu, Kashmir and Ladakh' at the Kashmironomics forum.



Ashwani Lohani
Chairman & Managing Director, Air India

“There is a need to put tourism in perspective, which will involve promotional campaigns, digital campaigns, participation at events, setting right of JTDC properties as there is a dearth of good hotels, and the drive to make it a vouched-for destination for tourism. J&K needs to invite the private sector for creating accommodation options and different products need to be promoted.”



Naveen Kundu
Managing Director EbixCash, Travel and Holidays

“We need to involve the people of Kashmir in the development process of tourism, as without them it won't happen. The only issue in Kashmir is unorganised accommodation. The onus of lifting the ailing tourism sector is on private investors who need to step in and do the needful. It is now the responsibility of the residents to restore the glory of Kashmir.”



R Gopalan
Former Secy, Dept of Economic Affairs, GOI

“The administration needs to ensure that the needs of the local people are addressed while promoting the vibrant economy of the place. There is a need to first create infrastructure, work towards improved connectivity, provide the right facilities for different segments of tourism, offer good internet connectivity and ensure a proper marketing strategy for making people come to the valley.”



Priya Sethi
Former Minister and Spokesperson - J&K, BJP

“Development of new destinations for wellness, tribal tourism, theme park tourism, golf tourism, sports, etc., should be undertaken. We must encourage the film industry to come to Jammu, Kashmir and Ladakh. Also, the PPP model would allow people to invest in the UTs, which will increase the economy of both the territories. Ultimately, railways need to be brought in.”



Jyotsna Suri
Chairperson & MD Bharat Hotels

“The scope of tourism in Kashmir is huge and there is a need for local Kashmiris to get into the integration mode. The local population needs to be involved at every level. Kashmir needs zero marketing and doesn't really need promotion among the Indian or international community. We do not need marketing, but we need people to come, and the destination needs to be sold by travel agents.”



Asif Iqbal Burza
Managing Director Ahad Hotels & Resorts

“We need tourists to visit J&K and share their stories and experiences, as Kashmir, besides its natural landscape, has a unique cuisine, culture and way of life. From the government, the tourism industry needs serious handholding as it is on a 'ventilator'. We need bailout packages to survive these difficult times. The running costs are already very high and it isn't easy.”

Inputs by Nisha Verma



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Thailand records 18% growth

In 2019, Thailand received 1.9 million Indian arrivals, revealed **Chattan Kunjara Na Ayudhya**, Deputy Governor for International Marketing (Asia and South Pacific), Tourism Authority of Thailand. They now have new offerings for Tier 2 and 3 cities.



Nisha Verma

The previous year proved to be another record one for Tourism Authority of Thailand (TAT) in terms of Indian arrivals. "Last year, we welcomed more than 1.9 million Indian tourists to the country, which was a new record, especially with the visa waiver scheme that the country introduced for Indians. It was about 18 per cent growth over 2018. The numbers were robust last year, hence, the outlook for 2020 is also robust in terms of tourist traffic into Thailand from India," shared **Chattan Kunjara Na Ayudhya**.

He added that with India being a large market having plenty of interest in Thailand, what

“We need to focus on Tier-II and III cities where there is a huge demand for travelling overseas”

was needed now was the latter to expand into the secondary cities of India. "We need to focus on Tier-II and III cities where there is a huge demand for travelling overseas, and Thailand is at the very top of people's mind," he said.

Simultaneously, TAT is working with agents for joint promotions. "We try to talk to each agent and discern what their target markets are. For those looking for shopping, we try to work more with departmental stores or shopping places. Food has always been very important, so we are providing more inputs about restaurants and places to eat at. Apart from that, we offer some of the smaller villages and towns for a nice day-trip, which is very popular. We want travel agents to include those in their tour programmes and for joint promotions as well, providing new packages. This is because on their own,

travel agents may not sell those new places if we do not come on board and help them with budgets and advertising, especially with content."

The deputy governor also claimed that they are adding



new attractions constantly. "We have new theme parks in Phuket and have big shows

coming up in Pattaya. Bangkok itself is improving rapidly with more subway lines being opened up.

For MICE, Thailand has been a popular destination for Indian companies, with

people mixing business with leisure trips. Even for weddings, it is the number-one outbound wedding destination, not only restricted to big cities, but Phuket and Hua Hin are also quite popular," he shared.





Chattan Kunjara Na Ayudhya
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VFS' Italy Global app from Feb

VFS Global, in collaboration with the Consulate General of Italy, will launch the 'Italy Global' App on February 1, to facilitate a seamless visa process for Indian travellers heading to the European nation or those interested in doing business there.

 Anupriya Bishnoi

The previous year was a record one for Italy, with as many as 61,000 Indians travelling to the European nation, thus marking a year-on-year growth of 25 per cent. According to **Vicenzo de Luca**,

Ambassador of Italy, in 10 years' time, they have doubled the number of tourist visas to Italy. "That means Italy is becoming one of the top destinations in Europe for Indians. We also encourage Indian movie makers to come and shoot in Italy, and we aim to target

the Indian wedding segment," he says. The Ambassador adds that mobile biometrics launched by VFS will be available to assist with any application queries. A team of VFS Global staff will visit the customer at the location to collect their visa application and enrol biometric data.



Vinay Malhotra
Regional Group COO - S Asia, ME & North Africa, Americas, VFS Global



Vicenzo de Luca
Ambassador of Italy



Daniele G Sfregola
First Secretary, Head of Consular and Visa Section, Embassy of Italy

Tuscany for Indian travellers

"We have luxury hotels, wineries and special tours just for high-end travellers. Florence is also famous for luxury brands that Indians take a lot of interest in. We are attracting experiential travellers, too, since Tuscany is now much more than just a fashion hub. We are developing sports and experiential activities for tourists who want to indulge in that. We have an office in Tuscany which specialises in MICE, especially to Florence. Visitors can arrive in Tuscany by a high-speed train from Rome, which only takes about an hour."



-Francesco Palumbo
Director, Tuscany Tourist Board

Vinay Malhotra, Regional Group COO - South Asia, Middle East & North Africa, Americas, VFS Global, says that mobile biometrics will essentially be beneficial to large groups travelling to Italy and will reach every corner

of the country. He shares, "Recently, we also launched a new mobile App for Italy - Italy

Global - which will go live on February 1 and will act as a complete tourist guide for travellers who are either just applying for a visa or those who are interested in doing business in Italy."

Visa Section, Italy, says that realising the importance of the Indian market, the new 'Italy Global' App, being launched in collaboration with VFS, will allow applicants to seek assistance through navigation tools and a real-time chat interface. This App will be easy to use and will be handy. 📱

“ We also encourage Indian movie makers to come and shoot in Italy, and we aim to target the Indian wedding segment ”

Vicenzo de Luca

Daniele G. Sfregola, First Secretary, Head of Consular and

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Virgin upgrades product for India

Keeping in the mind customer preferences on the India-London route, Virgin Atlantic is tweaking its offerings, including F&B, to ensure its Indian clients are happy. The airline will also soon go double daily between Heathrow and Delhi.



Hazel Jain

Corneel Koster, Executive Vice President – Customer, Virgin Atlantic Airways, was in Mumbai recently along



Corneel Koster
Executive Vice President – Customer
Virgin Atlantic Airways

with Sir Richard Branson to announce the new India-London route. He said, “We are so proud to be back in Mumbai. At the same time, this is a special year for us because we are also going to go double daily between Heathrow and Delhi from March 2020. So effectively, we are really going to triple our flying into this fantastic market. Year 2020 is also our 20th year of being in India.”

Speaking about its offerings on the route, he shares that the airline has been studying the market and its preferences. “We study our markets all the time and we try and

offer the best journey to all customers. On this route, we have a great mix of British and Indian hospitality. We are very proud of our Indian cabin crew and are at this moment recruiting 40 more crew members to have a good number of Indian crew on our flights. We have an Indian food critic as part of

“ We have good timings both ways for Mumbai and strong load factors. This market has been growing about 25% ”

our F&B team and we are evolving our food all the time. We now have *paneer makhni* and *biryani* on-board, which is of amazing quality and we have received really good feedback from our

customers. And, of course, we offer Bollywood movies,” he adds.

The secret, Koster says, is in really listening to the customer. “We had about 5,300 Indian customers responding to our survey this year. We analysed each and every one and took their inputs. So,

we now have better arrival snacks with *naan*, *dal* and *murgh*. We have also added midnight snacks,” he says.

Speaking about the India market, Koster shares, “We

have good timings both ways for Mumbai and have seen really strong load factors. This market has been growing about 25 per cent over the last five years. The capacity



is, of course, completely different from what it was a couple of years ago. So, we see really good opportunities in the Mumbai market. We offer very good connectivity upon arrival both ways with our own flights, but also with our partner, Delta. We have great connectivity to the US specially New York and Boston, which are big markets for Mumbai and India.”

The airline has also recently taken delivery of four A350s, but it flies them between New York and London at the moment. “To India, we fly our Dreamliner 787-9, which is

a fantastic product. We have a couple of A330s to Delhi as well. So, we have got a really modern fleet. Our 787 is fantastic in a three-cabin layout – Upper, Premium and Economy – and then we have Economy Delight with extra legroom in the Economy cabin. It also has a good sustainable footprint with reduced CO2, noise and fuel burn,” Koster adds.

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Capturing photo tours

Abhishek Hajela, Travel Photographer, Eastbound, talks about the growing impact of photography tours and how they started this division at Eastbound.

 Nisha Verma

Eastbound is offering photography tours to its clients, and the main idea behind these tours, according to **Abhishek Hajela**, Travel Photographer, Eastbound, is to build strong community-based trips that unite participants due to a shared passion. "Over the years, I have seen growth in our database, friendships forming and growing, and participants wanting to come back on different trips together. This really brings to life the idea of showcasing a destination through photos. A picture speaks a thousand words and that is our USP. We market a trip just by showing how amazing the destination or a trip is via images," he says.




Abhishek Hajela
Travel Photographer
Eastbound

Hajela insists that the highlight of these tours is to get a much deeper experience compared to a normal cookie-cutter trip. "Developing a photo trip is an organic process. You can't just go into a village and start taking pictures. It's all about building a bond first and then photographing during the trips, which might take several years and that is what we offer to participants when they take one of our trips. We discuss different cameras, lenses, editing software, camera gear, filters, etc. The photo critique and one-on-one sessions are the backbones of our trips. I have also carefully selected guides, drivers, hotels, time of the year, etc., to come together in a seamless itinerary. Our escorts and guides then take the group to the right spots and are always on the ground to ensure the group's safety and give them the conducive atmosphere to photograph to their heart's content," he claims.

“Developing a photo trip is an organic process. The photo critique and one-on-one sessions are the backbones of our trips”

Popular destinations for such tours include Varanasi, small tribal villages in Rajasthan, Ladakh, Kolkata, Kochi and

Madurai. They also keep adding destinations like Bangladesh, Indian festivals and walking tours. 

ITDC chief meets J&K LG



G Kamala Vardhana Rao, Chairman & Managing Director, India Tourism Development Corporation (ITDC), recently met GC Murmu, Lieutenant Governor, Jammu & Kashmir, to discuss issues pertaining to the operations of Hotel Jammu Ashok.







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STB incentivises MICE & cruise

This year, Singapore Tourism Board (STB) will focus on MICE and cruise travellers from India, and provide incentives to trade partners in the form of grants on cost of travel in Singapore, co-investment in marketing promotions and complimentary experiences to their clients.



Manas Dwivedi

Presenting Singapore Tourism Board's scheme for both MICE and cruise segments to partner with the tourism sector in harnessing growth opportunities, **GB Srithar**, Regional Director, India, Middle East & South Asia, STB, shared details on the latest and upcoming developments in Singapore's

part of a master plan, and promoting the Mandai eco-tourism hub. STB is keen on corporate and incentive travel from India and the board has envisaged two primary schemes for MICE travellers. Under the first scheme, IN-SPIRE (In Singapore Incentive Rewards Scheme), corporate groups of 20-200 pax coming to Singapore and staying for a minimum three days will



GB Srithar
Regional Director
India, Middle East & South Asia, STB

“It is about how we can grow connections with the trade and bring Singapore even closer to the hearts of Indian travellers”

tourism landscape, such as expansion of Marina Bay Sands and Resorts World, redevelopment of Sentosa together with Pulau Brani as

be provided a selection of 60 complimentary experiences in areas such as entertainment, nightlife and team-building, by STB. For a group of more

than 250 pax, STB offers its second scheme - Business Events in Singapore Scheme (BEIS) - meant for corporates, where the board can offer a grant to offset some of the cost of travel in Singapore.

For 2020, STB's theme for trade engagement is 'Growing Connections, Achieving

Assisting travel agents by co-investing

“We believe in ensuring that tourists have good reason to visit Singapore and spend more time in the country. On that front, specifically for cruise travellers, STB would like visitors to spend at least two days in Singapore to make sure that they have a wholesome holiday experience on both land and water. We are actively engaging with travel agents who are interested in promoting fly-cruise packages with pre and post-holiday experiences on land in Singapore. Through our support scheme, Cruise Development Fund, we are happy to assist travel agents by co-investing in their marketing and in their product development of a pre and post cruise-cum-holiday programme. Over the last few months, we have received good response from travel agents, who have committed themselves to co-invest with STB to promote such programmes. We will continue doing the same throughout 2020.”



Raymond Lim
Area Director, India & South Asia (New Delhi)
Singapore Tourism Board

Together', shared Srithar. “It is about how we can grow connections with the travel trade across India and bring Singapore even closer to the hearts and minds of Indian travellers through our travel

trade partners in the leisure, business, MICE and cruise travel segments,” he added.

India is the third most important source market for Singapore after China and

Indonesia. “We have been steadfastly engaging travellers through the trade, media partnerships and marketing initiatives. We look forward to another successful year of Indian visitorship,” he said. 🇮🇳



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Tranet Tourism Services Pvt. Ltd.
Kiran Wagh
CEO & Director
Region - Maharashtra

OneAbove DMC has been our go to company for all our requirements for Malaysia, Vietnam, Hong Kong. The operations team is very efficient and Krishna is sales & super supportive. We look forward to years of mutually beneficial association with them.

Dial & Vacation Tours and Travel
Kumetha Bannote
Managing Partner
Region - Maharashtra

I have been using their services for past 1 year and they are good team of professionals to deal with, the sales team of Kiran, Rishi and operations team of Nishi Ganj are very cooperative and supportive in planning and executing a trip. I have experienced destinations like Malaysia, Maldives and Bali and all the ground handling services have been top notch, even their pricing is very competitive all the best to them

K2K Holiday Co.
Ajay Shah
Owner
Region - Maharashtra

OneAbove has emerged as one of the best DMC's in the Travel Trade. OneAbove team is Trust. Worthy, full supportive to us as well as to the guest. Timely reverts and great service with competitive Rates is what makes OneAbove different from others. The best part is you get it all in one place. So you don't have to look for different vendors or DMC's. It is a pleasure working with OneAbove Team.

Resjandra India
Director
Region - Maharashtra

Dear Sir, We are pleased to happily associate with OneAbove from last so many days rather from the foundation of the One Above. It was a superb experience for ground handling and support from India office. Local DMC gives us a thorough knowledge of the destination. Best Wishes.

Aur Eco Travels
Julie Shirazi
Sr. Operations Manager
Region - Maharashtra

It is always great to work with our esteemed business partner one above. Our queries have always been answered on timely manner with utmost professionalism. Good luck to OneAbove and I wish them more success and prosperity in future.

Surbhi Holidays Pvt. Ltd.
Director
Region - Maharashtra

We are working with OneAbove since the beginning and we have no issues with their services. We always recommend you to our other travel partners.

La Vera Tours & Travels
Bharvath Thakur
Region - Maharashtra

With the reference to the above subject I would like to present this testimonial to "OneAbove World DMC" & our beloved "Mr. Krishna". We are dealing with OneAbove World DMC since the day of their incorporation for the booking of various destination of the world. We always had a pleasant working experience in terms of Reply of query, Rates of Packages, Land Arrangements and most importantly After Sales Services.

The Executive Travel Services
Somy Babu
Executive Partner
Region - Cochin

So far we had good experiences with OneAbove, quotes that we receive are on time and we get very good rates, the best part about OneAbove is the reach, since OneAbove covers so many destinations, it has helped us cater to our clients' ground handling and itinerary requirements in multiple locations, especially we have received the best help from our Mr. Raji who always helped us get the rates and quotes according to our requirements. Looking forward to having more and more business with OneAbove in the future.

SFS Travels & Tours Pvt. Ltd.
Kalan S.S.
Executive Partner
Region - Tamil Nadu

We are completely satisfied with the services of OneAbove. Operations & Sales Staff are energetic. Quick Replies and Quick Actions are really appreciated.

Angela
Director
Region - Cochin

We are getting the ever best services from OneAbove for our Malaysian Tour Packages that we are organizing from Kerala - India. Your cooperation and communication has a well professionalism. We are happy and satisfied to work allied with you.

Aviana Holidays
Director
Region - Cochin

We are getting the ever best services from OneAbove for our Malaysian Tour Packages that we are organizing from Kerala - India. Your cooperation and communication has a well professionalism. We are happy and satisfied to work allied with you.

Aviana Holidays
Director
Region - Cochin

We are getting the ever best services from OneAbove for our Malaysian Tour Packages that we are organizing from Kerala - India. Your cooperation and communication has a well professionalism. We are happy and satisfied to work allied with you.

Kalyanp Holidays
Sudhakar Kashyap
Executive Director
Region - Cochin

I have been using OneAbove for my clients for the following Destination - Sri Lanka, Bali, Malaysia, Maldives, Mauritius and we are extremely happy with their services. They take care of minute details to satisfy our clients. We wish them good luck and look forward to its more business with them.

Apsara Holidays
Kaushi
Region - Kerala

We have used the services of OneAbove DMC in quiet a few destinations and have found their services in Hong Kong, Russia and Vietnam quite worthy. Their local sales manager, Mr. Dibyendra Bhatnagar, is always reachable and helpful at the time of needs.

Kodour Tours and Travels
Rajjama Kejriwal
Head - Marketing & Sales
Region - Kerala

We have received very good feedback from our clients. Whenever opted to travel through OneAbove the services are great, the response time is very quick.

HM Leisure and Travel
Praveen Kumar VS
Partner
Region - Bangalore

OneAbove is one step travel solution DMC and as per their name they are always above. Almost all destinations in one place and it's always pleasure to work with Rahim and team.

Shiva Prasad B K
Director
Region - Bangalore

OneAbove DMC for multiple destinations is always reliable and service oriented with competitive prices. Their dedicated operations team has thorough knowledge with the destinations you ask for and you get the prompt reply with the supported tour program and price. We are using them regularly for several destinations. Once we booking is confirmed through them rest assured the clients will not come back to the agent with any major complaints. Services all par.

India Tourism Routes
Md. Iqbal
Region - Chennai

It's always smooth process during business with OneAbove. Dedicated team for every destination, good local knowledge for understanding & customizing the itinerary as per our needs. Very inventory of Hotels and sides to choose. Easy Payment procedure. Chennai Sales team. Easy to approach having good rapport with them.

Goibe India
Shabbang Sharma
Region - Delhi

Have been working with OneAbove Globally from past 07 year and the team has been serving with 100% dedication with most competitive rates. So far, most trustworthy & cooperative salesforce & back end team to support at any point of time.

Viid Jain
Partner
Region - Chennai

We had a couple of bookings with one above last year for south Africa and Thailand. got seamless services for our clients. 24*7 support by the OneAbove ops team & sales team looking forward for infinite bookings with OneAbove.

Pick Your Trail
Hari Ganapathy
CEO
Region - Chennai

Mr. Rahim & Team have been always on top of any of our requirements and we look forward to a great support in 2020 as well. Special mention to Mr. Vihyranath for his everlasting support and his quick coordination with multiple internal stakeholders.

Altravel Enterprises India Ltd.
Gilles Varignese
Branch Manager
Region - Emakulam - Kerala

It was our first time in dealing with OneAbove, although the cost of the packages seems to be on a higher side compared to the other vendors from the respective destination, the services rendered by OneAbove are far above excellence based on the feedback received from our esteemed clients.

Ipo Travels
Keerthi Desai
Owner
Region - Ahmedabad

Super Service, Sophisticated Technology Support and Superior comfort of knowing that I have a business partner. OneAbove, who extends my reach globally with making our task easy as provide one stop solution for all our major international destinations. Thank you for all of above.

Shripa Ravi
Proprietor
Region - Ahmedabad

What an amazing experience it has been of working with OneAbove. Their on-the-boards support deserves loads of praises. I have worked with many agents and business services, but take my word for it - their B2B services are one hundred percent recommended.

Cardinal Hotels And Resorts
Deepak Rangwani
Managing Director
Region - Ahmedabad

I have received always prompt reply from Ahmed, who is business sector he is very gentle person. Love to share my business with Ahmed. And no doubt about Gujarat head office is always very good person to get associated.

Multiplex Travel Solution
Rakesh Mehpal
Owner
Region - Ahmedabad

I have booked a multiple packages with OneAbove around the globe & I am very satisfied with their practice level of services on-tour. OneAbove Success is highly appreciated in the industry because of its Experienced & Dedicated team which is always available 24*7*365.

UHD Holidays
Harish Desai
Proprietor
Region - Ahmedabad

Mr. Issai Desai on behalf one above company good experience and very cooperative with prompt response.

Elite India - Travel Service
S. Manojan
Business Head
Region - Chennai

OneAbove the name itself you can find a positive vibration like the way OneAbove deal their B2B Partners. Fusion for 185 countries as DMC is a great thing but you can find happiness from Rahim Bhai.

The Travel Planner India
Sriram B.N
Region - Chennai

It is nice to see that OneAbove has grown this big covering 25+ countries in such a short period of time. We use them in most of the countries that they represent and it has been a pleasure working with the teams. They are prompt in replies. Knowledgeable, good in service and very reasonable on the pricing which makes them one of the best DMC's in the industry. They are a one stop DMC for most of the travel agencies in India because of their coverage and presence in PAN India Basis which makes it easier for every travel agent.

Zenith Hospitality
Astha Bhargava
Manager - International Contracting
Region - Delhi

Have confirmed multiple MICE groups with OneAbove and for each & every destination you guys were proactive in managing things. It's always a pleasure to work with such wonderful & aggressive team. Special thanks to Ms. Sarani who leaves no stone unturned in following up and making sure that the business gets confirmed. All the Best OneAbove...It's along way to go...

Delectful Destinations LLP.
T.S Pradeep Kumar
CEO
Region - Chennai

We are glad to be associated with OneAbove for the premium destinations throughout the world as the most trusted & acclaimed DMC. We are delighted to refer OneAbove our friends in the travel fraternity. Wishing them all good luck in their endeavors.

Roundtrip.in LLP
Anand
GM - Holidays
Region - Chennai

Our experience with OneAbove has been exemplary. All our inquiries were auctioned upon immediately and we have been getting very competitive pricing from all your branches. Special mention of Mr. Vihyranath who has been coordinating as and when required at any time of the day.

International Travel House
Anshikara
Region - Delhi

I would like to Thank the Babu - Azerbaijan team from OneAbove Travel, for outstanding effort and tremendous support to our corporate clients' leisure trip and the client's comfort was very important to us, but the best part of the trip client was communicated in advance, as a three party group was created before travel between OneAbove, Client and ITH and every detail was shared with us in advance with the client. We have taken the feedback from the client when they return back and they said "it was the best and most memorable trip of my life" and with great feedback we are thankful to OneAbove operations and support team.

Happoe Tour and Travels
ERODE DEAR SIR,
OneAbove for Past 2 Years

I had done some FIT and also Groups. First thing I can say about One Above is Perfection in their service as per their promise. They have a wonderful operation team who help us in any changes even at last min.

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Services are good
Client is happy with the service
Everything has been delivered as committed
Your team response was good. Everyone is cooperative and would like to be in touch with your team in future also as this can be continued.

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Suman Bajan
Managing Director
Madhura Travel Services Pvt. Ltd.
Region - Chennai

OneAbove, best congratulations Rahim for successfully completing a year of One Above and the profile of DMC today is a testimony by itself. We as a 38 year old travel company have dealt with various Suppliers and DMC across the globe, but Rahim and his team always stands apart from the rest and the reason is the Service they guarantee. Guarantee is a promise that many fail but not OneAbove.

Deshnasia Travel Solutions
Sushant Patel
Proprietor
Region - Bangalore

With at most pleasure, I would thank you for accepting our association with your prestigious organization. Here by anticipating substantial business relationship.

Mr. Hussain
CEO
Region - Bangalore

We are really pleased to be associated with One Above for Destination around the World as confirmed and Trust worthy DMC.

Mr. Manoj
Proprietor
Region - Delhi

Dear Landon group with OneAbove and very much satisfied with the services. Always ready to help even little changes done in ongoing tour without any hesitation. Thanks you for the excellent services.



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E-visa to all regions of Russia?

After offering free e-visa to Indian tourists travelling to four regions of the Russian Federation, including St. Petersburg, Leningrad, Kaliningrad and Far East region, Russia is going to further simplify the process by offering an e-visa facility to all regions of the Federation by 2021.

Manas Dwivedi

The Federal Agency for Tourism of the Russian Federation, federal agency Rossotrudnichestvo, the local organising structure for UEFA Euro 2020 (St. Petersburg) and UNWTO together organised the 'Russia 2020 - EURO as a Gift' roadshow in

the key areas of focus at the event. India is placed third in terms of fastest growing tourism exporter to Russia from the Asian region, with 47.8 per cent growth. The Federal Agency for Tourism expects that introducing e-visas for Indian citizens will be an effective way to double the flow of both group and individual

“We should actively develop new types of tourism that have been requested, including culinary tours and expeditions”

Sergey Korneev

New Delhi with an objective to present the main tourist products of Russia to the Indian market. The topic of e-visa and the mechanism for obtaining the same were

tourists from the country. The event was also an opportunity for the trade to get details on matches in the UEFA Euro 2020, the European football championship in



Prashant Chaudhary
Chairman and Managing Director
Salvia Promoters

St. Petersburg, and introducing a 'Fan ID' that would be a special pass for travellers who buy tickets to Euro 2020.

Partners in promoting different regions of Russia in India, **Prashant Chaudhary**, Chairman and Managing



Sergey Korneev
Deputy Head, Federal Agency for Tourism
of the Russian Federation

Director, Salvia Promoters, said that Russia is becoming one of the most preferred outbound destinations among Indian travellers. "Moscow and St. Petersburg are two popular destinations among Indians; we have also added Sochi to the list. This year,



Alexander F Gorokhov
CEO
SONATO

we will promote Murmansk, where travellers can see the Northern Lights. We expect almost 150,000 Indian tourists in 2020," he said.

Sergey Korneev, Deputy Head, Federal Agency for Tourism of the Russian

Federation, said, "Active promotion of information about e-visas within the professional community and the growth of welfare of a large part of Indians will soon lead to an increase in the tourist flow from India, and we should actively develop those new types of tourism that have been requested, including culinary tours and expeditions."

At the event, **Alexander F Gorokhov**, CEO, Association Union of National and International Tourist Information Organizations (SONATO), spoke of the potential of the Indian market being no less than that of the Chinese. "Three years ago, there were 40,000 tourists and today, this has touched 70,000. We expect to hit the 100,000 mark this year," he said.

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Trafalgar Holidays in Morocco

Trafalgar Holidays recently conducted a seven-day Fam tour for its top-selling agents of the year. Agents experienced the labyrinth of Moroccan bazaars and shimmering Sahara while visiting the charming cities of Casablanca, Fez and Marrakesh. The tour was organised with the aim to showcase how guests travelling on Trafalgar Holidays have a good time.

Destination Weavers in Delhi

Destination Weavers, a well-knit DMC operating in the Indian subcontinent and headed by **Pankaj Hingorani** as its Director, recently opened its office in New Delhi. The company specialises in travel not just to India, but to Sri Lanka, Bhutan, Tibet, Nepal and the Maldives as well.



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NICE to tap tri-nation potential

PATA Nepal Chapter, in association with PATA India Chapter and PATA China Chapter, is all set to organise Nepal India China Expo (NICE) from February 22-25, 2020. The event is aimed at strengthening the tourism ties between the three neighbours and tapping their potential to the fullest.

 Nisha Verma

Nepal India China Expo (NICE) is a first-of-its-kind initiative, a tri-nation tourism exposition that aims to bring together tourism and hospitality stakeholders from India, Nepal, and China. The main objective of the event is to contribute hugely to bridging the tourism divide and tapping the huge potential of the region by expediting



Bibhuti Chand Thakur
Chairman
PATA Nepal Chapter



Sunil Sakya
Immediate Past Chairman
PATA Nepal Chapter

that. PATA Nepal Chapter has a vision of achieving five million tourists by 2030 and for that purpose, we are working on a number of events," he shared. According to him, the Buddhist circuit is another shared tourism segment between the three nations. "There are a lot of Chinese who want to come to India and Nepal because of Buddhism. There are tremen-

ous opportunities and we have been able to tap only 0.1 per cent of this outbound market. We should go short-haul because there is a slowdown

in long-haul travel globally, so this is the right time to tap this sector," Sakya said.

pective destinations to, from, and within them," he said.

Bibhuti Chand Thakur, Chairman, PATA Nepal Chapter, was also present at the event. He said, "We decided to organise something historical, where tourism entrepreneurs of the three nations could come together on a single platform. The event would not just be based in Kathmandu; the second edition of the event can be held in any of the cities in India, and the third edition could be held in one of the cities in China."

Ajeet Bajaj, MD, Snow Leopard Expeditions, has been made the brand ambassador for NICE. He said that the event will be a force multiplier, bringing the three nations closer through tourism. 🇳🇵

Programme:

- Feb 15-21:** Pre-expo Fam trips for international buyers, sellers, media
- Feb 22:** Inauguration ceremony and welcome dinner reception
- Feb 23:** NICE conference
- Feb 24-25:** Business Expo (B2B session)

cohesion among the three countries.

PATA Nepal Chapter recently updated members of the Indian travel trade on NICE at an event in New Delhi, where **Sunil Sakya**, Immediate Past Chairman, PATA Nepal Chapter, said that the programme

was geared up towards the outbound tourism potential of China, India and Nepal, so that tourism could move around between the three countries. "We have many tourists coming from India to Nepal, and thereafter to Kailash Mansarovar and Tibet. We would also like to promote

“A lot of Chinese want to come to India and Nepal because of Buddhism; we have been able to tap only 0.1% of this”

Sunil Sakya

dous opportunities and we have been able to tap only 0.1 per cent of this outbound market. We should go short-haul because there is a slowdown

neighbouring countries to work together. "We'd like to bring the three countries together to understand the potential for developing tourism in the re-

U & I Holidays brings Bali to India

Indonesia and Maldives expert U & I Holidays brought in about 25 partners from Indonesia who interacted with travel agents in New Delhi, Nagpur, Mumbai, Ahmedabad, Bengaluru, Hyderabad and then finally, Chennai, as part of its roadshow. The company will also formally launch its dynamic portal for the trade, which will mark its 10 years of operations.





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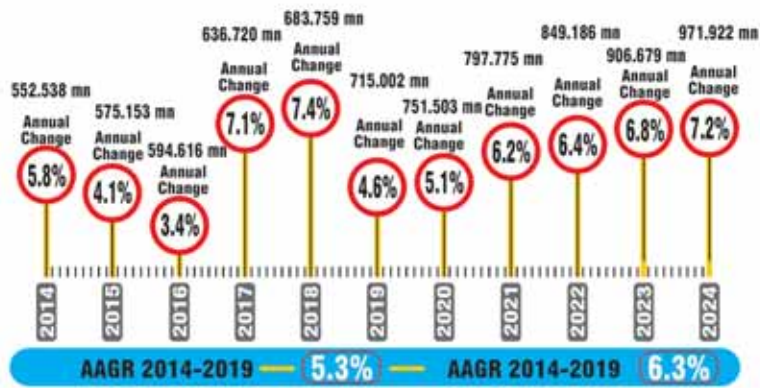
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APAC to brace for 1 billion visitors

Pacific Asia Travel Association's (PATA's) key prediction in its latest report titled Asia Pacific Visitor Forecasts 2020-2024 is that the region is set to receive approximately one billion international visitors in the next five years. If so, this will mark an almost 60 per cent growth in the additional international arrivals in APAC compared to those between 2014 and 2019.

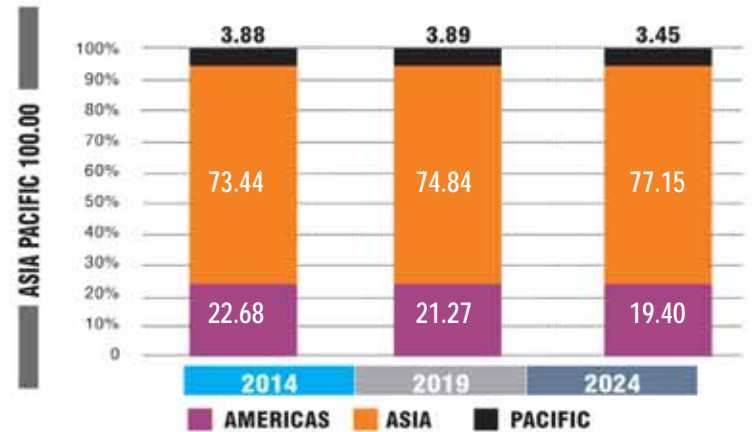
IVAs into Asia Pacific, 2014-2024



Notes: IVAs = International visitor arrivals | AAGR = average annual growth rate, expressed as a percentage | 2019 Data = estimates | 2020-2024 data = forecasts.

Covering the years 2019 to 2024 and 39 destinations within the region, these forecasts anticipate a volume of over 971 million international visitor arrivals (IVAs) into Asia Pacific, by 2024. The strong increase in IVAs has been driven by the average annual growth rate (AAGR) of 5.3 per cent between 2014 and 2019, and that momentum is expected to increase even further over the next five years.

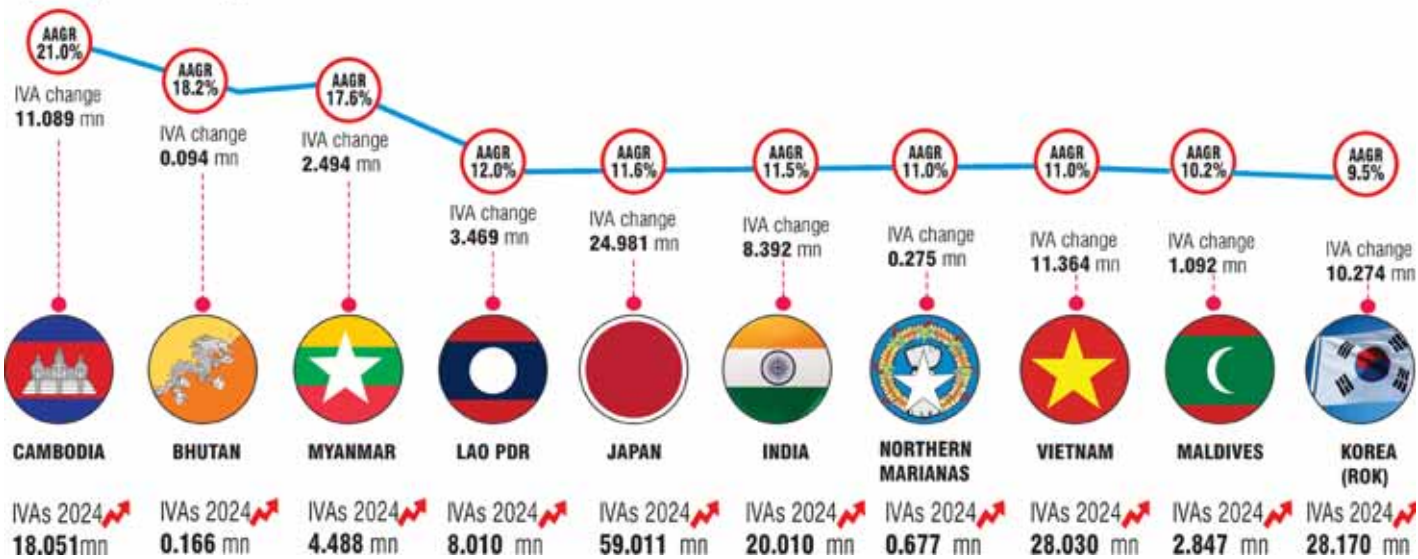
Relative share of IVAs INTO/Across Asia Pacific Regions 2014, 2019 and 2024



Notes: IVAs = International visitor arrivals | 2019 data = estimates | 2024 data = forecasts.

The distribution of these IVAs in Asia Pacific is expected to change only marginally from 2019, with the Asia and Pacific regions expected to show some relative as well as absolute increases in arrival numbers. Asia is forecast to remain as the dominant destination region, while the Americas will come in second, although its share is expected to reduce slightly over the period between 2019 and 2024.

TOP TEN Asia Pacific Destinations by Strongest AAGR %, 2019 - 2024

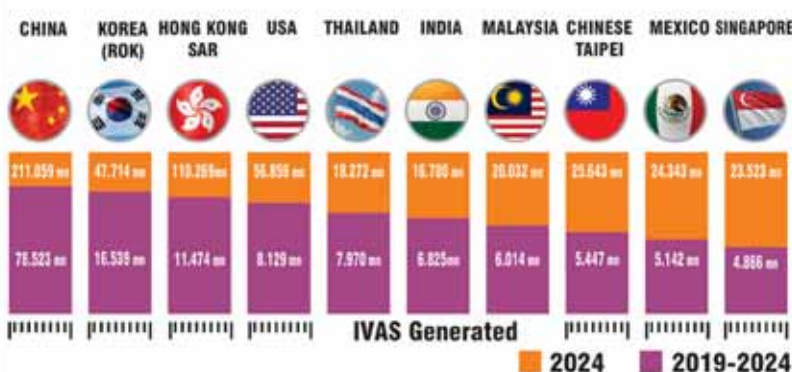


Notes: IVAs = International visitor arrivals | AAGR = average annual growth rate, expressed as a percentage | 2019 data = estimates, 2020-2024 data = forecast

Where India stands

The top group of 11 destinations by strongest IVA increase is likely to account for 77 per cent of the IVA volume into Asia Pacific in 2024. In addition, it is predicted that nine out of 10 destinations will have AAGRs (between 2019 and 2024) in excess of 10 per cent, with India touching an AAGR of 11.5 per cent.

TOP TEN Source markets into Asia Pacific by IVA increase, 2019-2024



Notes: IVAs = International visitor arrivals | 2019 data = estimates | 2020-2024 data = forecasts.

As a generator of IVAs into and across APAC, Asia is predicted to continue growing in relative share, accounting for almost 68 per cent of all IVAs into the region in 2024. India ranks among the top 10 source markets into Asia Pacific by IVA increase, accounting for 16.78 million international arrivals.

TOP TEN Asia Pacific Source-Destination pairs by IVA increase, 2019-2024 (Excluding the Greater China flows)



Notes: IVAs = International visitor arrivals | 2019 data = estimates | 2020-2024 data = forecasts.

The relative strength of the close intra-regional flows also becomes evident in the top 10 source-destination pairs by IVA increase. Excluding the Greater China flows, while China will emerge as the top source market for Cambodia, Japan and Thailand among others, Bangladesh will turn out to be the top source market for India.

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gets the show rolling

Nepal Tourism Board (NTB) recently concluded a part of the Nepal Sales Mission - 2020 across five cities - Amritsar, Chandigarh, Jaipur, Indore and Surat. The sales mission was aimed at educating the trade on the different regions of Nepal and updating them on recent developments. The Himalayan nation hopes to receive two million tourists in 2020.



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Metaphors



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NTB makes a stop at Surat



A premier league in Ahmedabad



Tourism Cricket Premier League, TCPL 2020, powered by TBO and Nijhawan Group, recently concluded in Ahmedabad. Held between January 3 and 4, the tournament was attended by more than 500 travel trade partners, airlines, hoteliers, and DMCS from across India. The final match of the tournament between Compass Tourism and I do Travels was won by the former.

Destination-in-waiting

Nizwa: The Pearl of Islam

The famous Moroccan explorer Ibn Battuta once noted Nizwa as “a city enveloped by orchards and streams, with fine bazaars and splendid clean mosques.”

 Inder Raj Ahluwalia

A scenic drive from Muscat through stark, barren mountains, brings one to a little town that shoulders a long history. Sprawled across a water-fed wadi (valley) and marking its territory in the heart of Oman’s Dakhiliyah region lies the Nizwa oasis settlement. A former capital of Oman, Nizwa is known as ‘The Pearl of Islam’ or ‘The Egg of Islam’, being one of the world’s first Islamic outposts.

Travel guide

- ❖ Nizwa is a 90-minute drive from Muscat.
- ❖ Eating-out options range from deluxe restaurants to humble cafés.
- ❖ Accommodation comprises star category hotels and guesthouses.



The fort is Nizwa’s signature monument, a source of pride and a bastion of Oman’s past. From the top of the turret, you get a 360-degree view of the town, the entire valley, and the hills and mountains in the distance. Watching over everything is the minaret of the mosque, its top embellished with blue and gold. Several rooms and chambers are wedged in different spots around the fort, some luxuriously appointed, others sporting a plainer look. The overall effect is simple and telling. The in-house Oman Heritage Gallery offers good

souvenir shopping. When there, visit the souk! Resembling a model village, the souk is a maze of narrow alleys and little outlets selling a bewildering assortment of household goods, spices, dry fruit, dates, foodstuffs, and Omani sweets. The Gulf of Oman’s generosity can be bought at the fish market. Stop for lunch at Falaj Daris Hotel that offers delectable cuisine and a ‘lived-in’ sort of ambience. 

(Through the new column, Destination-in-waiting, we aim to talk about unexplored corners of the world that hold immense potential for tourism.)

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ATOUT France Sales Mission	Bengaluru	10-12
Visit Finland Sales Mission	Mumbai	11
STATT Monthly Members Meet	Madurai	11
PATA Adventure Travel Conference & Mart	Sabah, Malaysia	12-14
Visit Finland Sales Mission	Delhi	13
ATOUT France Sales Mission	Mumbai	13-14
NYC & Co Sales Mission	Mumbai	13-15
ONYX Hospitality Sales Mission	Delhi	17-18
Aviation Festival Asia	Singapore	18-19
ONYX Hospitality Sales Mission	Kolkata	19
ONYX Hospitality Sales Mission	Mumbai	20
IITM	Kolkata	21-23
Bengal Travel Mart	Siliguri	22-24
Reunion Island Destination Training	Chennai	24
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MARCH 2020

CAPA Middle East & Africa Aviation Summit	Amman, Jordan	2-3
ITB	Berlin	4-8
World Wedding Forum	Mumbai	11-12
World Wedding Forum	Delhi- NCR	14-15
OTOAI Convention	Antalya, Turkey	15-18
MITT	Moscow	17-19
Global Aerospace Summit	Abu Dhabi	17-19
Global Hospitality and Tourism Conference on Experiential Management and Marketing	Shillong	18-20
Rendez Vous En France- Atout France	Nantes, France	19-29
IITE	Bhubaneswar	20-22
IT&CM China	Shanghai	24-26
UITT 2020	Kyiv, Ukraine	25-2
Thailand Tourism Luxury Roadshow	Bengaluru	30
WTM Latin America	Sao Paulo	31-April 2
PATA Annual Summit 2020	Ras Al Khaimah	31- April 3

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

ASSOCIATION TALK

IATO all for small operators

IATO is in talks with the Ministry of Tourism (MOT) to revise the guidelines of approval of inbound tour operators, allowing members with low turnover to also be recognised by the government.



Nisha Verma

The Indian Association of Tour Operators (IATO) recently organised its monthly luncheon, where it shared industry updates and discussed issues with members. Talking about the same, **Rajiv Mehra**,



Vice President, IATO, said, "We had meetings with various ministerial departments and the most important one was the burning issue of DGFT scripts, which was stopped by the department. We really had to work very hard and I would especially like to thank **Suman Sharma**, Additional Director General, Directorate General of Foreign Trade (DGFT), who



"We had meetings with various ministerial departments and the most important one was the burning issue of DGFT scripts"

Rajiv Mehra

accepted our justifications and has started giving those scripts now."

Mehra also informed that they are in discussion with the Director General (DG), Tourism, on the MOT criteria of recognising inbound agents. He shared, "We had a meeting with **Meenakshi Sharma**, DG,

Tourism, on the long-pending demand of amending the MOT rule so that our smaller members are not affected and they also get the benefit of MOT recognition. We are working in that direction and I am quite hopeful that in a month's time, something should happen." Another issue discussed was of the MDA scheme.

Rajesh Mudgill, Hon. Secretary, IATO, shared that they are trying to change the guidelines of approval. "The majority of our members are small-time operators, and their turnover is less than ₹ 2 crore. We want to give them this benefit that they should be exempted from having a specified office, staff requirements and various other conditions," he said.

IATO has been working towards not getting airport passes discontinued and is in discussion with MOT for the same. ↴

HRANI meets MoS, Finance



A delegation led by **Surendra Kumar Jaiswal**, President, HRANI and Vice President, FHRAI and comprising **Garish Oberoi**, Treasurer; **Vinod Gulati**, MC Member; **Renu Thapliyal**, Secretary General, met **Anurag Singh Thakur**, Union Minister of State, Ministry of Finance and Ministry of Corporate Affairs. The concerns of the hospitality industry were discussed and submitted to the Minister.

OBITUARY

Geeta Bhagat

(November 29, 1953 - January 8, 2020)

Geeta Bhagat, Head, Corporate Communications, Travel agents Association of India (TAAI), passed away on January 8, 2020 after having bravely fought her battle with cancer. She was passionate about her role at Travel Agents Association of India (TAAI), and worked with dedication and sincerity looking after corporate communications, media and convention communications since 1999. She will always be remembered for her tremendous contribution to the association's flagship magazine – NAMASTAAI. The Managing Committee of TAAI, and all office bearers and staff members express their heartfelt condolences and pray that god almighty give immense strength to her children and family in this difficult time. Her fond memories will always live on with the members of the association.





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1 Position in Ahmedabad

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INDIGO Delhi-NCR

Sanjay Kumar, who recently stepped down as COO of AirAsia India, will now be joining as Chief Strategy & Revenue Officer at IndiGo Airlines.

Kumar was employed with IndiGo Airlines as Chief Commercial Officer from 2007 till 2018, before his stint with AirAsia India. With over 25 years of experience in areas of business planning, strategy, network development, distribution and sales, marketing/advertising and PR in the aviation industry, Kumar has even worked with SpiceJet and Sahara Airlines, where he worked at different locations and in varied positions.



PRIDE HOTELS Mumbai

Kushal Ranjan has been appointed as Corporate Revenue Director at Pride Hotels. He has over eight years of experience in the hospitality industry, working in the revenue vertical. Prior to taking up the current position at Pride Hotels, Ranjan worked as Director of Revenue - Cluster for Marriott International based in Pune. He had worked in a similar capacity with Accor Thailand and with Zuri Hotels in his earlier assignments. The Pride Group of Hotels is an eminent Indian hospitality brand with a presence in major cities across the country. It presently has a network of 20 hotels that continues to grow and expand.



PRIDE HOTEL Chennai

Pride Group of Hotels has appointed **Ravi Dhankar** as General Manager for the 115-room Pride Hotel Chennai that also offers meeting rooms and conference halls. Dhankar is a Hotel Management graduate with over 14 years of hands-on experience in hotel operations, client relationship management, industry engagement and corporate liaisoning with a blend of sales and marketing. In the new role, he will be responsible for ensuring that targets set are being met. Prior to joining Pride Hotels, Dhankar worked with renowned brands like The Leela, Taj, Lemon Tree and Sarovar Hotels.



LE MÉRIDIEN RESORT AND SPA Jaipur

Vinay Singh has been appointed as Hotel Manager at Le Méridien Resort and Spa, Jaipur, where he will be responsible for leading the overall operations and management of the hotel. A trail-blazer in the field of hospitality with over 18 years of experience in leading Indian and international hotel brands, Singh possesses the vision and capability to see the big picture and make decisions accordingly. He moves to the new role from that of Complex Director of Sales and Marketing at Renaissance Mumbai and Lakeside Chalet, Mumbai - Marriott Executive Apartments.



THE FERN RESIDENCY Bhopal

Manish Kumar Jha has joined as General Manager of The Fern Residency, Bhopal, a 59-room midscale hotel offering contemporary accommodation, a finely-designed multi-cuisine restaurant, four banquet halls, a swimming pool and several other facilities. With a rich experience of 20 years in hotel operations, Jha's expertise will help the hotel achieve targets that it has set and position the property as one of the most sought-after hotels in the city. He has previously worked with various hotels and hotel chains such as Clarks, ITC, The Citi Residency and HHI group of hotels.



HOWARD PLAZA THE FERN Agra

Amrendra Karn has been appointed as General Manager at Howard Plaza The Fern, Agra, a hotel well-suited for corporate as well as luxury travellers to the city of the Taj. Karn has two decades of rich experience in hotel management, with expertise in strategic planning, client relationship and fiscal leadership. An IHM Lucknow alumnus, he has developed his expertise through his tenure with leading brands like Taj Hotels, IHG, Hyatt and McDonald's International across Nepal, UAE, Oman and India. Prior to joining The Fern, Karn was with Shanfari Hotels & Resorts, Oman.



MARRIOTT HOTELS Kochi

Abanti Gupta has been appointed as Multi-Property Director of Human Resources for Kochi Marriott Hotel, Courtyard by Marriott Kochi Airport Hotel and Port Muziris, A Tribute Portfolio Hotel. With over 25 years of experience in various functions and over 10 years at the managerial level, Gupta would spearhead annual wage cost budgeting, direct employee counselling, stabilise attrition levels and maintain employee relations for all three hotels. Prior to joining the Marriott hotels in Kochi, she was Director of Human Resources at JW Marriott Kolkata.



EROS HOTEL Nehru Place, New Delhi

Rubina Sharma has been appointed as Director of Sales and Marketing at Eros Hotel New Delhi Nehru Place. In the new role, she will be responsible for spearheading sales and marketing strategies for the hotel. She had been Director of Sales at Eros Hotel for the last two years, where she honed her leadership skills and streamlined the activities of the sales, revenue and reservation teams, and developed a strategic action plan for demand generators in the Delhi market. Sharma comes with a total experience of 16 years extensively in sales and marketing.



THE LEELA Mumbai

The Leela Mumbai has appointed **Rohan Joseph** as the new Head of Catering Sales. A seasoned hospitality professional, he brings with him over 13 years of rich experience and a wealth of expertise in sales and operations of events. At The Leela Mumbai, Joseph's core responsibilities will include revenue and inventory management for catering sales, planning and execution of events as well as upselling of hotel services. In the past, he has worked with prestigious hotels and prior to this, Joseph worked as Director of Catering Sales at The Westin Mumbai Garden City.



Can you identify them?

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2020 has much to achieve

From improving hinterland connectivity and promoting Indian heritage to organising well-targeted conclaves and empowering tourist guides with certification programmes, Ministry of Tourism is keeping itself busy.



Nisha Verma

In recent months, Ministry of Tourism has undertaken a number of steps to boost visitor numbers to the country. Of these steps was the inauguration of Kutni Island Resort near Khajuraho, Madhya Pradesh, on January 18. Sharing details on the project, **Rupinder Brar**, Additional Director General, MOT, said, "Kutni Island Resort has been launched under the fully-funded Swadesh Darshan scheme of MOT. The project has been completed in two and a half years and is situated on a reservoir. It houses 10 double-occupancy rooms and is a beautiful facility. We want to encourage people to visit the destination."

Domestic projects

Brar revealed that the government is focused on

Highways Authority or by state governments. Discussions are also on with Ministry of Railways to improve facilities at platforms," she shared.

IITFC

The Incredible India Tourist Facilitator Certification (IITFC), which was rolled out on January 1 this year, already has 3200 enrolments, revealed Brar. "The programme started off really well and there has already been a growing interest in people to join the programme. Currently, there are about 3200 people who have enrolled," she said. Commenting on the reaction of existing guides at the IITFC programme, she said, "Typically, to any change or anything new, there is always a little resistance. However, these guides are being sensitised to make

depending on each of these markets. We are engaging with tour operators to create and curate itineraries that are specific to these markets," Brar said when talking about MOT's association with the travel trade fraternity. "We are also in continuous dialogue with NITI Aayog. There is a lot of organic interaction that helps both of us develop our strategies as we move forward," she added.

Buddhist Conclave

This year, MOT is due to organise a Buddhist conclave that will be held in late September or early October, Brar revealed. While dates have not been finalised yet, MOT is gearing up for it and expects active cooperation from all stakeholders in the process.

20 million by 2024

Despite a growth of 3.2 per cent in 2019, Brar claimed that there is no reason why India could not get 20 million tourists by 2024. "In fact, we are sure to cross this target. As long as we put the right products, right processes and the right promotions in place, there is no reason why we cannot achieve the target," she shared.

MOT is also developing the Vision Document 2020 with the PMO, Brar revealed.

"In line with the focus on domestic tourism, we have also launched the 'Ek Bharat Shreshtha Bharat' quiz up until June 30, 2020. The idea is to educate people about the tourism offerings in the country. We encourage everyone to join the programme on mygov.in for this quiz. It's about 20 questions that tell you about a place and of course, you can also win prizes when taking the quiz," she added. ↴



Rupinder Brar
Additional Director General, MOT

“ We are working with MoCA to increase air connectivity and with Ministry of Railways to improve facilities at platforms ”

developing the heritage and culture of India and that there are many projects at different stages of completion across the country which are great value additions to the experience of tourists. "We are also working with Ministry of Civil Aviation (MoCA) to increase connectivity under UDAN. We are working with Ministry of Roads to not only upgrade, but also provide last-mile connectivity to these places that are being developed. We are also working on creating wayside amenities, whether maintained by National

them understand that their profession in no way going to be hindered."

Working with the trade

"They are the ones who execute what we do in terms of policy thought and vision statements. Hence, we continue to have a lot of interactive meetings and workshops. That is an ongoing exercise. Also, we are working very closely with the stakeholders in identifying key markets from where we can increase footfalls to India and also create a specific strategy

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To London and beyond

The two-city VisitBritain India Sales Mission 2020 had in attendance 500 travel agents in all, Mumbai and Delhi included. The objective of the Mission that returned to India after almost four years was to portray a country that went beyond the tourist hotspot of London, with innovative products in tow.



 Nisha Verma & Hazel Jain

VisitBritain's two-city India Sales Mission in the month of January had close to 45 delegates that included service providers and representatives of different products, attractions, hotels and experiences across the United Kingdom. Thrilled about the overwhelming response at the Sales Mission, **Vishal Bhatia**, Country Manager, India, VisitBritain, said, "We had the biggest-ever contingent from the UK participating this time, which speaks volumes of the demand seen from India and the confidence we have in the market. The

delegation included British DMCs, DMOs, as well as UK Visas and Immigration."

Jennifer Huntley, Partnership Manager (Asia Pacific, Middle East & Asia), VisitBritain, seconded Bhatia's opinion on the response received at the Mission, which came after a gap of four years. "We are really pleased! We had more people visiting us than we could have imagined. We had people from Visit Portsmouth all the way to Shakespeare's England, Manchester and even Scotland. The agents, on their part, showed a lot of enthusiasm in learning more about Britain. The

Mission was a huge success," she remarked.

Shuja Bin Mehdi, B2B Manager, VisitBritain - India, shared that it took them a while to reach a full team's strength and once that was achieved, they decided to go ahead with the Sales Mission. "We got great support not only from our own team, but also from our region. Since the event was so overwhelmingly successful, we are thinking of repeating it next year at an even bigger platform," he shared. According to him, the kind of interest that has developed in India for the UK, especially

after the World Cup, is great. "We have been working with the UK industry for the past two years, trying to convince them of the potential of the Indian market that has really paid dividends today. Once these suppliers start getting business, especially from the Indian trade, I am sure we will get an even bigger delegation the next time," Mehdi said. About 60-70 per cent of suppliers in the roadshow were first-timers.

The aim of the Sales Mission was to project Britain as a holistic destination that spreads beyond London. Bhatia shared, "While the primary

focus for participants was leisure, there were a number of suppliers with focus on MICE. There was a big contingent from north of England as well. Marketing Manchester has been working extremely closely with us over the years and we had 20-odd suppliers coming from the north who are capable of accommodating big MICE groups, like the Lancashire Cricket Club where the India-Pakistan match took place in June, 2019. The trade was also able to meet some football clubs that can host big MICE groups. We had a lot of suppliers coming in for the first time. This is possibly due to new air connections launched recently between India and the UK. The extra load definitely helps to grow demand." He added that the Premier League was something they

were working closely with. It is largely targeted at the youth or the 'buzz seeker' audience, as they fondly call it. More and more people are also travelling to experience the Manchester Derby.

Claiming that the trade should explore the countryside of England, Mehdi said, "They should explore Lake District as a region in the North. There is already a huge demand about this region, but a lot of it remains unexplored. The agents should also focus on the highlands of Scotland. Visit Scotland was here after many years as part of our Sales Mission, which is very encouraging. Hence, the focus has to shift from London to these cities within the UK, like Manchester, Liverpool, Edinburgh, Glasgow and also the countryside." ↴

“ We had 20-odd suppliers coming from the north who are capable of accommodating big MICE groups, like the Lancashire Cricket Club. The trade was also able to meet some football clubs that can host big MICE groups ”

Delegates hail the Sales Mission

Both buyers and suppliers made the most of VisitBritain's India Sales Mission 2020. While buyers were exuberant at the choice of offerings the British delegation had in store for them, from unique experiences to exclusive hotels, suppliers were overwhelmed by the response they received.

Buyers



Guldeep Singh Sahni
Managing Director
Weldon Travels

“ I am impressed with how VisitBritain has put up a very good roadshow. They always have a very good contingent of suppliers and I am proud that they have got new products. Each time that there are new products, UK and Britain always become a very comfortable country to sell for tour operators. This time, they had people from Manchester, Lake District, Scotland, Liverpool and other places. I could see that they were going beyond London. A lot of Indians go to London, and keep going, which will not stop. Of course, adding a new dimension to London is also very good. I think they had a good selection of sellers and suppliers, which is a very good thing for the industry. ”

“ I am very happy that the VisitBritain team in India managed to bring such a diverse mix of suppliers to India. The event was very informative and helps us in creating more exciting itineraries for clients. Most of the suppliers are from outside London, which makes it even more interesting since our clients are always looking for new experiences to indulge in when they are travelling. For instance, I found the Bicester Village fascinating as they also offer a VIP service which is especially good for high-end clients. It also has a good variety of brands for shopping. Apart from cricket, football is also big among Indians and Manchester is the place for it. ”



Jitul Mehta
Proprietor
VP Travels

“ The Sales Mission was fantastic! VisitBritain has done the roadshow on a big scale in both Mumbai and Delhi, and the footfall has been fantastic. People love to go to the UK and prefer it over Europe. Punjab is a very big market for the UK and people go there to meet their relatives. In addition, they take tours of 7-10 days to Scotland, Ireland, Liverpool and Manchester. The best part is that there is Indian food available everywhere. Transportation is not a problem because there are national railways, buses and other means of transport, which are not very expensive. Earlier, we were only selling London, Scotland and some parts of Glasgow and Edinburgh or Dublin, as well as other bigger cities. Now, people are asking for self-drive tours to new places. ”



Ashwani Gupta
Managing Partner
Dove Travels, Anritsar

“ I am very happy because this is a big team that has come down from the UK, and a showcase like this has happened after a long time. I am glad to see Lake District come up as a destination. This is one region that we were not effectively doing earlier. The Mission gave us an opportunity to make new contacts and get a lot of information, which we can use for our 2020 itineraries more effectively in selling London and the UK as a product. We have already been selling UK for a long time, and I am sure Lake District is going to be there on every itinerary because it comes with self-drive itineraries. We do a lot of RV and coach rentals, and we have tied up with a few companies, which we will put into effect in 2020. ”



Monia Kapoor
Managing Director
Travel O Holidays



Samina Munshi
Director
N Chirag Travels

“ I could see that the delegates were more focused on Scotland, Lake District, Manchester as well as other new destinations, and that's the kind of information and education required. There were a lot of suppliers from Manchester and other destinations, who have shown a lot of interest in the Indian market. Some of the suppliers have already been active in the Indian market, and there were new faces as well. We will take forward the communication with them and possibly do good business. It's a very good time of the year to have such a roadshow since everybody is getting ready for the season and preparing itineraries, allowing us to add new experiences and products for our clients. ”

“ With the kind of product offerings that are in the UK, I believe that the delegation could be much larger and that more suppliers could be added in the future. VisitBritain is also one of the major partner countries with GPS, and we've seen traction from the tertiary markets also grow towards the destination. I met representatives of some of the new offerings and products in the UK. Britain is very close to the hearts of Indian travellers and last year, we saw a huge jump because of the World Cup and this year as well, we are expecting some good numbers to travel to the UK. Hence, such roadshows, just before the season, do help in increasing the traction to the destination. ”



Harmandeep Singh Anand
Managing Director, GPS and
Jagsons Travels, Nagpur



Jagat Mehta
President
Trans Travel Corporation

“ We look forward to VisitBritain roadshows that take place in India and attend them without fail. This time, it was very good as I met quite a few suppliers who were new to us. There were new serviced apartments, shopping experiences, plus a lot of DMCs and hotels as well as castles that we hadn't seen before. I found the London Designer Outlet very interesting which I wasn't aware of until now. It has been around in Wembley for the last six years! It is a perfect fit for the Indian clientele as it offers medium-range brands apart from premium brands, although for the high-end ones, the Bicester Village is very good. We also met quite a few British countryside hotels in Lake District. ”

“ This year's roadshow has brought in a lot of niche suppliers and a lot of local experiences that we can now start selling to our clients. It is not just about London – there is Liverpool and Manchester. Even in terms of business, there are new serviced apartments and shopping outlets like the London Designer Outlet at Wembley Park, which also offers accommodation and incentives for groups. There are a lot of other new experiences that we have liked, which are much suited to our client profile. We do have a lot of groups that go to London regularly, but henceforth we will be pushing the smaller cities as well. ”



Henna Adl Karim
Head - Product Development
Creative Tours & Travels (India)

Suppliers



Victoria Braddock
Director of International
Marketing, Marketing Manchester

“ Since 2013, Manchester has seen growing numbers from India with over 280 per cent growth. We are looking at the main cities of Mumbai and New Delhi, but also Tier-II cities that are driving capacity into the UK. Currently, the average Indian tourist to the UK spends an average of £960 per visit. So ideally, we want to attract these visitors to explore Manchester for four nights. In fact, Manchester is a gateway for a wider UK experience with most heritage cities and countryside within a couple of hours. ‘Accompany Us’ is our MICE specialist who will study the potential for that segment from India. We also have a training module called ‘Manchester Master’ for the trade. ”

“ The interest in UK-wide itineraries as opposed to London-only as well as the number of nights people stay in the country and in London has increased dramatically. So, we have benefitted by an increase in business at all our palaces, predominantly the Tower of London, from India market. We are also promoting Hampton Court Palace as this is a special year for us, promoting it as part of London’s countryside which is celebrating the 500th anniversary of the Field of Cloth of Gold, and we are staging the rematch. This takes place in May with an all-inclusive admittance fee to the palace that includes games such as Tudor games, kite-flying and drinking around the wine fountain. ”



Ann S Wilson
Head of Sales
Historic Royal Palaces

“ The VisitBritain Sales Mission has been a great opportunity for us to showcase the product that we have, and also an opportunity for the Indian market to understand better the products we can offer with regard to ticketing, hospitality and events. We want to showcase what Manchester and North of England have to offer. We are closely working with VisitBritain so that they understand more about us and what we can offer to the Indian market. We are trying to educate ourselves about the businesses within India, DMCs in England, as well as Marketing Manchester, so that we can support each other to create products that are going to open up different experiences to the Indian market. ”



Angela Hodson
Head of Sales, Lancashire
Cricket, Emirates Old Trafford

“ We are here to see how we can adapt our products or what we can do to improve our services in the Indian market. There seems to be a huge amount of interest in our products, which is brilliant. Since we are based in Lake District, we are ideally situated between London and Edinburgh. Hence, a lot of itineraries go up to Scotland, and we are an ideal stop-over. The Lake District is such a beautiful area in the north of England and we are seeing a lot of interest from tour operators who have already been there and those who don’t know about it. The sales mission has been fantastic, as it allowed us to showcase our product and our area. ”



Jennifer Cormack
Sales & Marketing Director
Windermere Lake Cruises

“ For us in Manchester, 2019 has been the most incredible year in terms of the Indian market. The most important part of our year was the India vs Pakistan cricket match in June 2019 at Emirates Old Trafford cricket ground—an event that has put Manchester on the map in the eyes of the Indian visitor. This year, we are trying to really build on the interest that came from the cricket game to showcase everything else that the city and the region has to offer. We came to the VisitBritain roadshow in full force with three people talking about three different kinds of offerings. We are engaging with the agents through Fam trips, participating in Explore GB and other roadshows in India. ”



Tim Manley
Marketing Manager
Marketing Manchester



Sam O'Brien
Marketing Assistant
Marketing Liverpool

“ Off the back of the Cricket World Cup last year that was hosted in the UK, we have had a few Fam trips for the Indian trade to Liverpool. The feedback that we have had from those hosted trips has been really positive. They saw a massively exciting destination with a vibrant nightlife. At the moment, football is very popular among Indian tourists mainly because of the success of the Liverpool team. The stadium tour has been doing really well. In fact, the first thing the agents want to talk about is football and, of course, the Strawberry Fields made famous by The Beatles. So, while we do get Indian tourists, I feel we can do a lot more. ”

“ We get a lot of queries from the trade about the visa process, turnaround time and cost. But, the visa fee is set by the UK Parliament. In fact, this year, VFS VACs will run six days a week from 8am to 10pm. There are currently 18 permanent centres in India and we are opening a centre in Noida, ready for peak in March. We did 512,000 visitor visas in 2019 and the majority came through agents. So, we are seeing at least 10 per cent growth year-on-year. We work with agents for our MICE schemes applicable for groups that are above 150 pax. We have started training 30 additional decision-makers on top of our 67 currently based at the High Commission in Delhi. ”



David Ratcliffe
Regional Director, South and
South-East Asia UK Visas &
Immigration

“ We are looking to increase the number of nights that Indian visitors are spending with us. We have got a great response at this mission in both Delhi and Mumbai. It’s been interesting to meet with those buyers who haven’t heard of Lake District before or haven’t been visiting us already. It is important for us to showcase what our product is and the accessibility from routes such as London or Scotland, in order to see how we can be incorporated in those itineraries. VisitBritain has been giving us all the market insights and research, which is what we need to develop our product offerings and transfer that product knowledge to partners and buyers, and tailor those experiences according to their needs. ”



Francine Bult
Sales & Marketing Executive
Visit Lake District, Cumbria

“ The response has been overwhelming. It’s been nice to come and talk to so many enthusiastic travel agent partners who have heard of Birmingham as well as the west of Midlands. My job is to ensure that the travel trade has the correct information, and if there are any enquiries in our destination, I can put them in contact with the right person, as well as help with images, videos, destination and itinerary planning. One of the key events coming up in the next few years is the Birmingham Commonwealth Game in 2022, which is going to be a key focus for us going forward. I’ve had many agents saying that this is an event that the Indian market is excited about. ”



Zoey Harris
Tourism Projects Manager
Visit Birmingham

“ Shakespeare’s England is part of the Midlands area and 27 per cent of all the Indians living in the UK are living in Midlands. Hence, we have massive VFR, but we have also seen constant growth, particularly from the FIT point of view. The VisitBritain Sales Mission was fantastic and the huge turnout meant that Indian agents are really interested in the UK market and we want to develop and grow those partnerships. With these many people, I am sure we’d get good business returns. There was a great response from the agents and I am glad that many of them are aware that Birmingham is going to be the host city for the Commonwealth Games in 2022. ”



Helen Peters
Chief Executive Officer
Shakespeare’s England

