

1 IN CIRCULATION & READERSHIP

SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

ddppl.com

TRAVTALK®

TravTalkIndia.com

Scan & Share



Published from : ★ India ★ Middle East



PASS IT ON

NAME _____ SEEN



Anytime & Anywhere

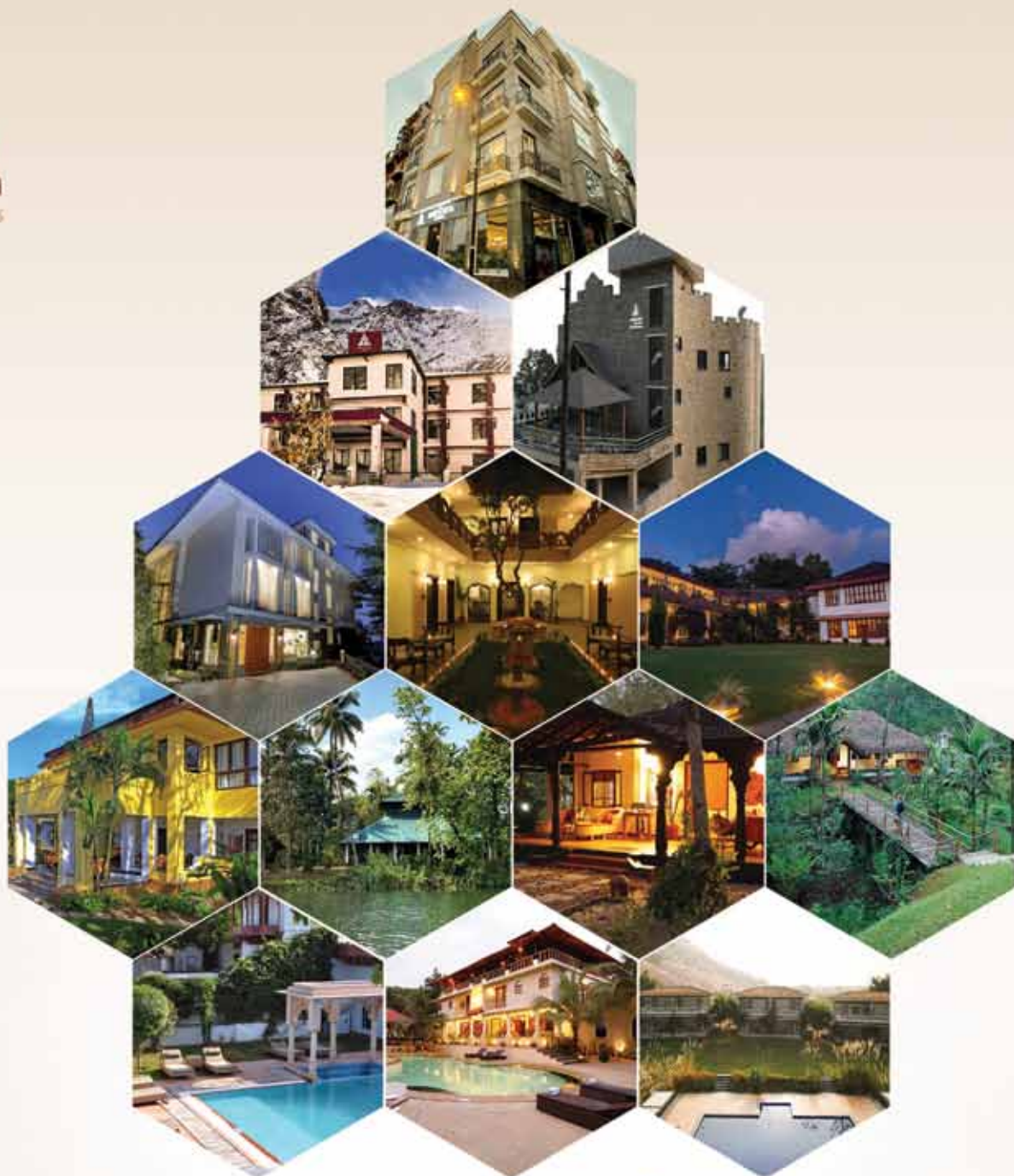
YOUR DAILY

2

MINUTE

NEWS CAPSULE

www.travelTVindia.news



OUR PRESENCE

If you never go, you'll never know

15 Hotels, 400Keys *Still Counting...*

- Amritsar
- Badrinath
- Kasauli
- Mussoorie
- Varanasi
- Coorg
- Ford Kochi
- Kothamangalam
- Mararikulam
- Thekkady
- Bharatpur
- Goa
- Jawai

AWAY BALI LEGIAN CAMAKILA

Away Bali Legian Camakila allows guests to experience the best of both worlds: Relaxing beach life with stunning sunsets over the Indian Ocean, and delightful Balinese ambience right outside the front door.



24 PROPERTIES
THAILAND | VIETNAM | BALI

Get in touch with us for attractive prices and discounts at:

sales@crosshotelsandresorts.in, +91 9650196521
mumbai@crosshotelsandresorts.in, +91 9987550769

1 IN CIRCULATION & READERSHIP

SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

TRAVTALK[®]

ddppl.com

TravTalkIndia.com

Published from : ★ India ★ Middle East

TRAVTALK
Library

One stop solution
for all your favourite
travel destination updates

www.travtalklibrary.com

New e-platform by MOT

On International Women's Day, Ministry of Tourism is set to unveil new online marketplace for guiding and tourist facilitator services, which would not only empower men, but open new avenues for women.



Nisha Verma

Rupinder Brar, Additional Director General, Ministry of Tourism, has revealed that instead of a physical event, as planned earlier, "We will be announcing a few initiatives on March 8, 2022". To mark the day, we will sign a MoU with various organisations to help us with capacity building and training. Apart from focusing on women, training will be imparted to men in soft skills and microfinance. The aim is to ensure that women can wear multiple hats and get empowered through their earning capacity. We will also encour-



Rupinder Brar
Additional Director General
Ministry of Tourism

age women to come into the aviation sector as it is a major driver in tourism and travel. Hence, we are constructing a conclave for the same," she informed.

Leverage women's qualities

Brar mentions there are many women contributing to the travel and tourism sector, but they don't find their names being highlighted. "While this is one problem, another problem is that they are just not there in this sector. Hence, we need to make sure there is at least 50:50 contribution for women. In addition, their

inherent qualities of being caregivers and of being softer allow them to easily fit into the roles in tourism and hospitality. Hence, it is important for us, as a government, to help the women leverage those qualities. Finding the right amount of education and being in the digital space in the

Contd on page 19 ▶



Way forward

Way ahead is not about identifying what is plaguing industry, but innovating and strategising, says Anita Mendiratta.



Nisha Verma

For **Anita Mendiratta**, Special Advisor to the Secretary General, UNWTO, travel started as a young girl from Canada, who used to visit India to meet relatives frequently. However, she entered the travel and tourism industry through serendipity. With classical marketing her background, she ended up being in charge of a project on nation branding.



Anita Mendiratta
Special Advisor to the
Secretary General, UNWTO

"I started getting into marketing initiatives around that and loved it. But there was a piece missing and that was the economic development side. Hence, 20 years ago, I started my own business, focusing on tourism and development to make sure that any country or business utilising the tourism industry,

is working for the benefit of the country, its people and economy of the country, environmentally as well as for businesses. Today, COVID-19 has exposed the world to the importance of travel and tourism. It has shifted my work to know and help rebuild countries and businesses through tourism in better way," she said.

Learnings

Claiming that the last two years have changed the tourism industry fundamentally, Mendiratta said, "It's the first time that our world has suffered one single crisis across nations, which is invisible and has hit everyone in significant ways. Firstly, the values of travel have changed. By not travelling, our lives have been impacted emotionally and physically. Travel and tourism is profoundly important to local economies. With countries being hit by COVID, shutting down and opening up repeatedly, everyone has felt the impact of small businesses that didn't have earnings," she highlighted.

She added, "The values of travel have also changed in the way

Contd on page 17 ▶



Nisha Verma

Commenting on the current scenario, **Liz Ortiguera**, CEO, PATA said, "In the world of Omicron versus travel, it has been a period of mixed messages and cautious optimism. A spate of markets across Asia-Pacific announced their imminent easing of travel restrictions and border requirements (each to varying degrees and specifics). In the backdrop, the region is experiencing the Omicron-fuelled tidal wave of cases, which started late last year in Western nations. As the WHO European Head described it recently 'a tidal wave moving West to East', markets in Asia are to varying degrees rapidly rising in cases, while markets



Liz Ortiguera
CEO, PATA

in the West are a mixed bag of subsiding and rising. What makes this even more opaque is that healthcare experts estimate case statistics in each region are likely under-reported by 5 to 10 times. While some Western countries are throwing off their mask requirements, you'll read health experts are advising 'time to upgrade your masks'."

Contd on page 16 ▶

Hotels seek relief

FHRAI has urged FM to waive off secondary conditions with regard to average forex earnings under the EPCG scheme.



Hazel Jain

The Federation of Hotel & Restaurant Associations of India (FHRAI) has written to Finance Minister **Nirmala Sitharamn** to bring to her notice that many of its hotel members who had taken the licences under the Export Promotion Capital Goods (EPCG) Scheme from 2007-08 onwards were not able to maintain the secondary condition, that is, maintaining the average foreign exchange earned during the first three years from the date of issue of licence over and above the Export Obligation fixed for the licence. This, it said, was due to some external factors which are "well justified".



Anika Gupta
Director Development- Eurasia
Wyndham Hotels & Resorts

According to FHRAI, though most of the hotels managed to fulfil the primary condition of export obligation, they were not able to maintain annual average over and above the EO. The decline of

Contd on page 15 ▶

Open travel: PATA

From restart of travel, to vaccine equity, PATA Chief Executive Officer takes up all subjects that matter today.

She suggests that as the travel industry, there is a need to find opportunities to reopen travel quickly, efficiently, and responsibly so travel stays open and no longer viewed as the high risk. "Especially during my recent multi-country/multi-region journey, I saw opportunities to streamline measures while respecting practical risk mitigation considerations. I had an interesting discussion with ADB on the complexities of reopening markets in the Pacific Islands, Micronesia and other locations to tourism and the fact there's no easy 'playbook' yet on how to best restart the travel engine," claimed Ortiguera.

She also pointed out the dilemma of governments, saying, "Government officials across the

ATTENTION!
Airlines Hotels

WOW!

Everyone with your high Standards of Service.

Mystery Audits ensure that you get to know your service & product failures through our Brutally honest reports. So that you can do course correction and then your team will get it right 'EVERYTIME'



MYSTERY AUDITS FOR HOSPITALITY & AVIATION

GUEST EXPERIENCES EVALUATION

HOTEL AUDITS FOR COVID 19 COMPLIANCE
GOVT RECOGNIZED CERTIFICATION BY QUALSTAR

HOTEL STAR CLASSIFICATION AUDITS
GOVT RECOGNIZED CLASSIFICATION BY QUALSTAR



in partnership with



For more information:

info@mgmhospitalityolutions.com | www.mgmhospitalityolutions.com

Charting adventure path

Arshdeep Anand, Chairperson, ATOAI Women's Collective, speaks about her experience in adventure tourism over the past 25 years, the organisation's initiatives to recognise women's efforts and celebrate their achievements.

Janice Alyosius

Women constitute 60% of the workforce in tourism industry at present, but only 3% of them are accredited mountain guides. The profession is overwhelmingly dominated by men, but the scenario is changing, said **Arshdeep Anand**, Chairperson, ATOAI Women's Collective.



Arshdeep Anand
Chairperson, ATOAI Women's Collective

amazing people. I have trekked in many beautiful valleys of the Himalayas, driven to the most remote parts of our country, spotted wildlife in many national parks, rafted the Ganges, and travelled extensively to many beautiful countries."

She also owned adventure centres that are inspired to bring a women's perspective to camps organised for travellers and trekkers. In her leadership position at a trade association, Anand expressed her pleasure being a mentor to fellow women and felt compelled to raise awareness of the great work being done by the women in tourism sector.

Speaking of the ATOAI Women's Collective, Anand said, "AWC recognises women's efforts and celebrates their achievements by bringing them to the forefront. The adventure tourism industry is dominated by men, and the collective aims to give visibility to the strong network of women that already exists, but is seldom recognized."

She added, "As its first initiative, AWC held a workshop on

gender sensitivity that attracted men and women alike. A photo contest on Instagram was organised to put the spotlight on women in adventure. In order to monitor the safety of women outdoors, AWC is working on the standardisation of safety guidelines."

Founded just a few months ago, AWC strives to facilitate the empowerment of women in ad-

venture travel. "It is critical that we foster an inclusive culture in which collective decision-making is free of gender bias and women members participate at all levels. Our endeavour is to create a community for women for peer mentoring and networking," she said.

It is essential we create a culture of inclusion in which decision-making is collective without gender bias

"There has been an exponential rise in the number of female adventure travellers, which has energised women to develop their skills in the adventure field. Furthermore, female guides are in high demand because they are more compassionate, better listeners and more motivated by telling their own stories. People find that inspiring and aspiring. There is no doubt that more female guides are making a breakthrough in the field," she added.

Anand pointed out that India has no adventure tourism policies or measures aimed at women at present. However, there are several forums working to sensitise policy makers about the

importance of gender parity in tourism and formulate measures, so that women can benefit from tourism. "Women have better leadership opportunities in tourism compared to other industries since women's empowerment is a goal of sustainable development," she added.

Anand shared her experience in the adventure tourism business. She and her husband have been in the business for the last 25 years, and this year marks their silver jubilee.

Sharing her incredible experience as a tourism operator, she said, "It has been a joyful journey during which I have learned a great deal and met some

Growing with the team

Right spirit, supporting staff and managing finances well, helped Waxpol Hotels & Resorts sail through the last two years affected by the pandemic, and now they are set to expand in Kanha National Park, as well as in Eastern India.

Nisha Verma

Akanksha Garg, Director & CEO, Waxpol Hotels & Resorts, claims that the last two years were a time of exciting opportunities to learn and look at their operations.



Akanksha Garg
Director & CEO
Waxpol Hotels & Resorts

able to activate the local Pan-chayat to start a garbage and waste management system last week. I think, overall, Pench, as a destination will grow to be a sustainable destination in next couple of years," Garg said.

Survival strategies

While initially, Garg said, the pandemic gave her a break from the madding rush. "It was a great opportunity to look at the way we were doing things and see where we had pitfalls and where we could train our team members, she added.

New opportunities

During this period, they have kicked off a new venture as well. "We started a very interesting business called 'Two Dots Advisors', which is a company

about connecting the two dots. At the time when companies were on sale and people were looking for cheap alternatives to sustainable alternatives, I and three of my friends thought of doing something sustainable in this sphere," she said.

Pench, as a destination, will grow to be a sustainable destination in the next couple of years

Woman in travel

For women interested in entering the industry, she said, "It's not easy and one has to work hard to make a mark."

STAYING UPDATED HAS NEVER BEEN EASIER



YOUR DAILY TRAVEL DOSE

E-news is delivered to over 600,000 industry professionals daily via. e-mail and WhatsApp covering India & South East Asia

Please subscribe at:
Subscription@ddppl.com,
devika@ddppl.com,
+91 9818767141

TRAVTALK

VIEWPOINT

Ladies in the lead

This issue of TravTalk is a passion project in which we have only spoken to women leaders from the travel industry. I have been in the trade for over 10 years now and thought of pulling this off many a time but could only see it coming now.

While the pandemic might have led to a lot of people losing their jobs, it has pushed forward the case for women leaders and women-focused associations and chapters sprouting up all around the country. Suddenly, the woman's opinion matters! Our ideas hold value and multitasking skills are recognised. I am not sure what has changed, but it is for the better. Our stories, in this issue are not about women balancing their work and home lives or the struggles they have had in this industry, as no one asks men these questions, so why the women! We've gone ahead and reposted news, facts and opinions that matter. WTC research shows women comprise 54 per cent of the Travel & Tourism industry worldwide. Hopefully, these small steps will help lead the way to achieve equality for women.

Taking flight!

For months now, every time the Indian government announces the continuation of regular commercial flight ban, travel agents get panic calls wondering if the bubble flights are also going to stop. Yes, every week we hear complaints on the limited flight options and soaring ticket prices. While most countries have been opening (and closing) their borders, India continues to follow a conservative approach on commercial flights and tourism. Both aren't priority enough? February was filled with so much hope. With rumour mill running wild, the announcement was just about to come! All eyes were on the lifting of the flight ban on March 1 and then March 15 (no confirmation received till we went to press). Let's hope this ban is lifted soon and the skies are open for the Indian traveller.

This also brings me to think about the free Indian tourist visa scheme for the first 500,000 tourists or till March 31, 2022, announced last year. The scheme is on the verge of expiring and didn't make a mark in the international markets.

Rapid progress in women travel

Female travel has been a major trend in recent years, with the number of travel companies catering to women's needs increasing by 230 per cent. Female travellers are increasingly desirous of doing it alone.



TT Bureau

More women are choosing to travel alone, and this tendency is rapidly expanding all over the world! It has been found that Japan is the best place to visit for solo woman travellers. For female travellers, social media is a crucial source of information, with Instagram and Pinterest being the go-to places for travel inspiration.

Demographic travel trends

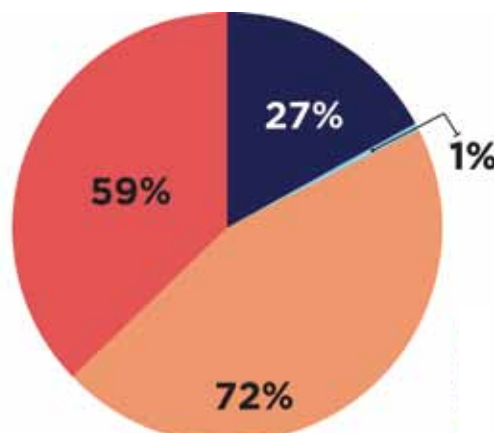
Statistics on women's travel show that elderly citizens are one of the fastest-growing populations in the industry. Women who want to travel do not have to be of a certain age, and millennial women frequently travel abroad. Vacationing for women

of their clients are travelling alone more now than they were 10 years ago.

Female solo travel statistics show that travelling alone as a woman allows them to explore new locations while adhering to their own schedule and following their individual interests. Women enjoy travelling to new areas because it allows them to celebrate, reflect, learn, escape and test their boundaries. In fact, it has been found that solo female travellers outnumbered solo male travellers by 67 per cent versus 37 per cent.

Friendly travel destinations

When it comes to solo female-friendly travel destinations, safety is a major concern. Travelling alone can be both



- Want solo vacation
- Women business travellers
- American women prefer solo travel
- Women plan to go again on solo trip

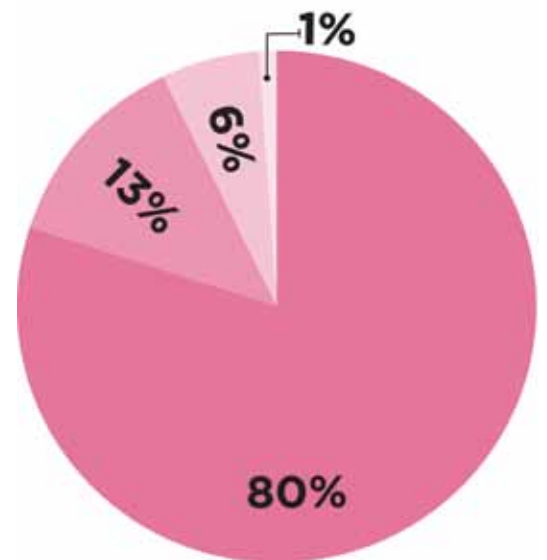
has recently become associated with self-care; it is a chance for wellbeing, freedom and empowerment. Women, according to research, like adventure travel and prefer to immerse themselves in a foreign culture more than men.

Solo female travellers

The female travel market has grown by 88 per cent in the last few years, indicating a significant cultural shift as women's desire to explore the world alone has intensified. Women travelling alone has become increasingly prevalent, as per data, with travel agents reporting that 59 per cent

stressful and liberating, but women prioritise safety above everything else. As per the industry data, Europe is the most popular destination for female travellers due to the low crime rate.

- ❖ Europe is the most preferred location for women
- ❖ Cuba, Macedonia, UAE, Guatemala, Luxembourg, Egypt, Nepal, Mexico, Albania, and Finland are among the top 10 countries for American women travelling alone.



- Solo women travellers over 45 yrs
- Solo travellers from 35 to 44 yrs
- Solo travellers from 25 to 34 yrs
- Solo travellers from 18 to 24 yrs

❖ Belgium, Switzerland, Canada, Finland, New Zealand, Uruguay, Iceland, Austria, Chile, and Japan are among the top 10 safest travel destinations.

for single travellers, and tour companies attribute this to the popularity of the TV show The Real Marigold Hotel. Italy is the fastest-growing female-friendly location, followed by Sri Lanka.

❖ Japan came out on top when it came to culture, safety, landscape, women's rights, and adventure for lone female travellers. France, Spain, the United States, Indonesia, Italy, Australia, Canada, Portugal, and the Philippines were the next countries on the list.

Why travel solo?

Solo travel for women is focused on freedom, impulsivity as well a chance to meet new people. Women are still interested in luxury vacations and spa holidays, but female travellers are becoming increasingly interested in taking more active adventures. Solo travelling is an opportunity not only for relaxation, but also for experiencing new things.

According to research, India is the fastest-growing destination

Travel statistics, experience and reasoning

- ❖ 87% of women travel for beautiful landscapes in comparison to 72% of men.
- ❖ 17% of females travel for history, culture and education.
- ❖ 16% of females travel for beach escapes.
- ❖ 15% of females travel for adventure.
- ❖ 13% of females like to travel on cruises.
- ❖ Most women are looking to have 'experiences' when they travel.
- ❖ 69% of females draw their inspiration from travel.

Source: Condor Fernies Report



Vikramajit
Chairman

SanJeet
Editor & Publisher

Editorial
Devika Jeet
Nisha Verma
Hazel Jain

Arumity Gupta
Senior Manager

Jaspreet Kaur
Manager

Advertising (Mumbai)
Suchita Saran
Branch Manager

Harshal Ashar
General Manager

Priyanshu Wankhade
Manager Advertising

Nitin Kumar
Advertisement Designer

Design: Nityand Misra
Sudhi Mudgal

Production: Anil Kharbanda

Circulation: Ashok Rana

DDP is a publication of DDP Publications Private Limited. All information in DDP is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regret that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly, opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by DDP. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on

information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances. Contents of this publication are copyright. No part of DDP or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing. The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in whole, without permission could face legal action.

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

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

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

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

MIDDLE EAST:
Durga Das Publications Middle East (FZE)
Z1-02, PO Box: 5348, Saif Zone, Sharjah, UAE
Ph.: +91-6-5528954; Fax: +91-6-5528956

DDP is printed, published and edited by SanJeet on behalf of DDP Publications Pvt. Ltd., printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds Okhla Industrial Area, Phase-I, New Delhi-110020 and published at 72, Todarmal Road, New Delhi - 110 001
Ph.: +91-11-23234177

Proponent of the Northeast

She remains a passionate advocate of ecotourism, of conservation and of sustainable practices and livelihoods, especially in the Northeast region of India. Jahnabi Phookan, former national president of FICCI Ladies Organisation (FLO) continues to be one of the biggest cheerleaders of the region, its culture, and above all its women.



Hazel Jain

Jahnabi Phookan wears many hats. She is not only the Director of JTI Group, but has also been the national president of FICCI Ladies Organisation (FLO) – the women's wing of the industry body, Federation of Indian Chamber of Commerce & Industry (FICCI). This women's wing of FICCI is the oldest business chamber for women in South Asia and she was its National President in 2020 and the first President from Northeast India in 2020.

Speaking about her work as the president, Phookan said, "My vision was to work towards sustainable livelihoods for women's economic upliftment, empowering women to become self-sufficient and job creators from mere job seekers. Indeed, it is only through women's sustainable livelihood that can lead to her



Jahnabi Phookan
Former National President, FICCI FLO

empowerment and only women's economic empowerment that can lead to an equitable society."

She is proud of the FLO Village Adoption Programme (VAP) which she mooted across its 17 chapters pan India.

"It goes to the credit of my chapter chairpersons and their teams that despite the covid19, we had 143 adopted villages at the end of our one year tenure. This foundation set by VAP (Village Adoption Programme) has turned to VIT

(Village Industries Transformation) under the vision of the now FLO President. Out of these 143 villages, FLO will work onwards creating 75 Model villages by India's 75th year. Coming as I did with three decades in the tourism industry, I was very keen to highlight the tremendous role women play in this sector, more so in the informal economy," she said.

Promoting handloom

The FLO team also signed an MoU with the Ministry of Tourism In collaboration with Travel Agents Association of India. The aim was to skill and upskill women in the informal sector to bring them into the formal economy. "Another sector I have worked closely is the handloom sector which is the second largest employer in our country, after agriculture. This too is a model of sustainable livelihood, particularly for women in Northeast India," she added.

In fact, in her three decades as an entrepreneur, her companies have all been encompassed in travel and tourism and in handlooms, all of which empower people's lives and livelihoods, especially women and their communities. "I remain a passionate advocate of ecotourism, of

Since 2004, I have worked with our women weavers of Assam as a revivalist of Assam's distinct weaving vernacular

conservation and of sustainable practices and livelihoods especially in the fragile ecosystem of India's northeast. Since 2004, I have worked with our women weavers of Assam as a revivalist of Assam's distinct weav-



ing vernacular and its unique raw silks in Lahé Looms. This weavers centre is near our award winning wildlife lodge in Kaziranga and lets the tourist appreciate the laborious art of the handloom as opposed to power loom," Phookan said.

It has been Phookan's endeavour since 2008 to promote and market the unique handcrafted and hand-woven produce of not only Assam, but of the eight states of the Northeast at her platform

KONYAKstore. "That was how I was invited to promote our silks and weaves in Dhaka, Bangladesh in early February this year," she said. "On a positive note for the tourism sector, my husband Ashish Phookan and I were delighted to showcase our river cruises to the Australian High Commissioner Barry O'Farrell and Australian Consul General, Kolkata Rowan Ainsworth on their maiden visit to Assam in February this year," she added enthusiastically.



A Destination For Every Occasion

For More Details,

Call : +91 83 22 72 72 72

Email: reservations.whitesands@thezurihotels.com

www.thezurihotels.com | Explore Us :



TourismNews

Ex-Turkish Chairman Ilker Ayçi is the new CEO & MD of Air India

GMR Hyderabad to open the new Hyderabad terminal by next year

Air India has restricted sale of tickets from India to Canada to its city offices and web platform: TAFI

Tourism and hospitality sector to be recognised as an industry in Rajasthan: Gehlot

Dubai relaxes curbs for air passengers from India, Lifts requirement for Rapid PCR test before boarding

March is the cheapest month to visit Jaipur with savings of up to 822%: Study reveals

IRCTC resumes service of cooked food in all trains

Reddy inaugurates global museum summit, announces 10 tribal freedom fighter museums in India

Los Angeles is open for business

Seema Kadam, Regional Director – India, Los Angeles Tourism & Convention Board, is excited to share on-ground updates now that movement between India and the US has begun. She shares Los Angeles’ #ComebackStory exclusively with TRAVTALK.

 Hazel Jain

Los Angeles remains fully committed to Indian market, said **Seema Kadam**, Regional Director – India, Los Angeles Tourism & Convention Board. “Throughout the pandemic we have continued our presence and are proud to be the only US destination marketing organisation with full-time staff overseas, including one team member based in Mumbai. In fact, prior to 2020, India represented one of the fastest growing international markets to Los Angeles,” she added.

In 2019 alone, 135,000 Indians visited LA injecting \$301 million in visitor spending to the local economy. With borders open, LA staged its global comeback campaign in 2021, complete with a new look and branding for the Los Angeles Tourism &



Seema Kadam
Regional Director – India, Los Angeles Tourism & Convention Board

Convention Board. It launched a global campaign inviting travellers to start their #ComebackStory in LA, and are in the process of localising this campaign for India.

Kadam explained, “Our campaign in India will have two distinct legs – one targeted for the upcoming summer travel season for travellers with existing US visas who are seeking to travel immediately and just need a

nudge. The second leg involves long-term efforts targeted at potential first-time or repeat travellers looking for reasons to travel internationally, starting with this year’s Diwali and year-end travel period. We have re-launched intensive communication efforts in India to support both these sets of strategic recovery efforts.”

Newer experience in LA

She is very optimistic about the future of travel. “Our city has continued to push the envelope on creativity throughout the pandemic, bringing new experiences to travellers. A decade of unforgettable sporting events is underway with our state-of-the-art venues, including the new SoFi Stadium,” Kadam shared. The arts and culture scene is also accelerating with new offerings. For travellers there are more accommodations options than ever, she added.

India-LA movement

Indian travellers have started their comeback story in LA, says Kadam excitedly! “Given the ample number of flights available, we are already see-

From indoor dining and museums to theme parks and live performance venues, Los Angeles is open for business

Trade partnership

To help Indian trade partners understand the destination, her office continues to offer a refreshed version of the LA Insider training programme. This B2B platform highlights Los Angeles with three chapters and educates the travel trade on selling and promoting Los Angeles. “We also have a dedicated B2B Facebook page to keep the travel trade updated on what’s new in the destination,” Kadam said.

The changing outbound

Kadam believes that the Indian traveller is evolving from being a ‘touristy’ visitor, to one who is seeking nuanced experiential holidays. Wellness-focused trips, drive-cations, culinary explorations, sport-inspired travel and smaller destination weddings are here to stay, she said.

ing bookings from India to the United States and Los Angeles is a choice city,” she said. The US is open to all fully-vaccinated Indian travellers; proof of vaccination status to be shown prior to boarding an airplane. Children under 18 are exempt.

Breaking gender-specific biases

Deliberate or unintentional, bias makes it difficult for women to move ahead. There is a need not just to admit the bias, but take action to provide a level-playing field for them. TRAVTALK speaks to six women who have not only blazed a trail for themselves, but are also the biggest cheerleaders for women across the country.

 Hazel Jain

Imagine a gender equal world – a world free of bias, stereotypes, and discrimination. A world that is diverse, equitable, and inclusive. A world where dif-

ference is valued and celebrated. Together we can forge women’s equality. Collectively we can all ‘Break the Bias’ – this year’s theme for International Women’s Day. There can’t be a more relevant theme for a country like India, where the boardroom

is largely occupied by men. But women are making their presence felt.

Anju Tandon, CEO, Ark Travels, said, “The role women play in this industry has evolved just like

India. **Jyoti Mayal**, Director, New Airways Travels (Delhi), believes that inequality between men and women is a universal phenomenon. “Woman for sure is a better organiser, better worker and can handle situations more effectively.”



Anju Tandon
CEO, Ark Travels



Jyoti Mayal
Director, New Airways Travels (Delhi)



Meera Charnalia
Sr. Vice President and Head – MICE, Thomas Cook (India)

ference is valued and celebrated. Together we can forge women’s equality. Collectively we can all ‘Break the Bias’ – this year’s theme for International Women’s Day. There can’t be a more relevant theme for a country like India, where the boardroom

in all other professions. We come across more and more women entrepreneurs today.”

Women must have conviction

The subject of empowerment of women has been a burning issue all over the world, including

One must have inspirational goals for starters, said **Meera Charnalia**, Sr. Vice President and Head – MICE, Thomas Cook (India). “The process of internalising a leadership identity and developing a sense of purpose is

the first step. It is very important to analyse yourself before being seen by others, to attain excellence in your career,” she added.

Excellence is a continuous pursuit

Sharing some of her learnings, **Payal Lugani**, Associate Vice President - FIT PMT, SOTC Travel, said, “Excellence cannot be attributed to any one set of parameters, but I would say being driven by passion works better than being driven by success in the long run. Over the last 20 years I have

realised that practising resilience allows us to overcome adversity and to come back stronger. Women must play to their strengths and focus on them to build a solid career that is satisfying.”

Sharing her idea of women empowerment, **Anam Zubair**, Associate Director of Marketing - WeddingWire India, said that consistency, patience, hard work and an open mind towards learning are a few virtues that can help one climb the ladder.

Consistency is key

Making inroads into the aviation sector, **Payal Satish**, Commercial Director, BLADE India, said, “I come from an industry that has as many women in leadership positions as men. Hospitality, travel and aviation have been industries where women have excelled and I am grateful to have learned from some of the best in the industry. I have learnt that showing up every day and getting the job done pays off.”



Payal Lugani
Associate Vice President - FIT PMT, SOTC Travel



Anam Zubair
Associate Director of Marketing - WeddingWire India



Payal Satish
Commercial Director - BLADE India

Austrian borders to open for Indians

Christine Mukharji, Country Manager, Austrian National Tourist Office, shares that Austria is likely to open doors for tourists from March 5. However, since the country has a federal structure, the opening in cities might not happen with the same strength. She says all Asian markets, along with India, are important for them.

 Nisha Verma

Talking about the opening strategy in Austria, **Christine Mukharji**, Country Manager, Austrian National Tourist Office (ANTO), has said that like many countries, they are also looking at opening borders on March 5. "After March 5, we are hoping to open more or less everything, so that tourists can also come to Austria. However, since our country is a federal state, the opening might not happen with the same strength in every city," she added.

Staying afloat

When asked about surviving through the crisis, Mukharji shared, "There are two different aspects to it. One is our daily office work, which has been well managed by our head office. Our main source market by far is Germany, and even during the pandemic, we had tourists coming

from Europe. We were assigned jobs to look after other aspects of ANTO. Throughout the pandemic, we managed to have webinars and organise some fun competitions, because we didn't want to bore the Indian agents. Also, we have our own B2B WhatsApp channel and that is how we kept in touch," she added.

Indian market

She claimed that Indian and all Asian markets are important for them. "India is an important market for us. Indian tourists come and stay here during the lean period. India is also a great MICE market. The MICE market will revive despite being the last thing to be redeveloped. It is a great source of revenue for us and that is why India is so important for us," she said. She revealed that there have been MICE queries as well as that from the film industry. "Both these requirements are for large numbers. However, in



Christine Mukharji
Country Manager
Austrian National Tourist Office (ANTO)

Austria it was not possible for us to accommodate these queries because of strict regulations, especially during the winter months," informed Mukharji.

In touch with agents

Mukharji claims that they are in daily touch with all the agents selling Austria before the pandemic. "India is opening up and hence we had lots of small events, for example at our embassy. I must also add that we have a new Ambassador, who is the greatest supporter for tourism

to Austria, which is a good thing. We also started and we have not stopped issuing visas since the beginning of October. Currently, Austria is going through a tough time, but for those Indians who want to come to Austria for tourism in the summer months, we have already started the process of visa, which is a good signal for the industry," she said.

This apart, they also planned a workshop for the trade. "We decided to substitute it with webinars and online sales calls because we realised that there were just too many online workshops happening. It is my decision that we should not bore the travel industry too much. Hence, we substituted it with one-on-one interactions," added Mukharji.

Marketing in full swing

Looking at the B2B segment, he said, "We will be looking to cooperate with online platforms and

tour operators to organise events. Already our Austrian partners are keen to come to India to promote their products. We are going to have our own Austrian Travel Business Fair in May, where we will be taking Indian agents to Vienna and to Innsbruck. This will

India is also a great MICE market. The MICE market will revive despite being the last thing to be redeveloped


be my first offline event after a long time. In September, we are going to have our workshops."

All about visa

Sharing information about the visa, she said, "Since I am also

part of the embassy, I can say that we have a dedicated team. We have started the process and I think it is not only dependent on us, but it is also dependent on VFS. All of us need a strong restart and we have to put our power into place as the European countries are also starting their promotion. Fifty per cent of visa happening also depend on the visa facilitator. We have no hindrance and I think it should be like the pre-COVID-19 levels."

Women in travel

It is tough for women, Mukharji shared, "The travel industry is no exception. I think women are better in the tourism industry and look forward to join the tourism industry because the hospitality sector has made a lot of effort to promote tourism for their guests. Hence, they have started single women travelling in special cars to take women tourists around." 



A perfect setting for corporate affairs!

78 Well - Appointed Cottage

Global Cuisine Restaurants & Bar

Coffee Shop (in the open)

Finest Spa Services

Jogging and Cycling Track

Dedicated Adult and Kids Game Zones

SWOSTI CHILIKA RESORT

At: Odia Alapur, PO: Pathara, Via: Gorapali, Dist: Ganjam-761029, Odisha, India

E : crs@swostihotels.com Mob : 09338766465 / 09338766467 / 079783 78916

Toll Free No.: 1800 1231 414

www.swostihotels.com

Economic recovery on mind

Women can be powerful agents of change. Though benefit of diversity and gender parity in leadership is being increasingly recognised in all spheres, women continue to be vastly under-represented in businesses and communities. TRAVTALK features six dynamic decision-makers from the world of travel.

“Over the past two years, the global travel and tourism sector has suffered tremendous losses. The year 2022 is poised for a strong recovery if governments continue to open up and remove restrictions on travel. Our sector could recover more than 58 million jobs and generate \$8.6 trillion, which would boost economic recovery around the world. As people start travelling again, governments must implement simplified rules, including the use of digital solutions. Travel in the future should be contactless while guaranteeing safety.”



Petra Hedorfer
Chair of the GNTB's Executive Board

“Accessibility is a central element in the design of high-quality and sustainable tourism. All travellers benefit from the associated service orientation, including people with impairments as well as older people or families with children. Our diverse offer already makes an effective contribution to the socially responsible tourism of the future and strengthens our position among the international competition. Accessible Tourism Day is an excellent platform to share the GNTB's know-how on the topic of inclusion and to network international experts with partners in German tourism.”



Julia Simpson
President & CEO, WTC

“Despite the new variants of COVID-19, consumers across the globe still want to travel and explore. This is evident in Tripadvisor's month-over-month search data, which shows a consistent, healthy increase in page views post the holidays. Travellers are quickly adapting to the local public health conditions. The top three most important considerations, across the markets surveyed, in future travel plans to visit a destination were to get immersed by seeing new places, having new experiences and learning about history and culture.”



Kelly Craighead
President & CEO, CLIA

“The 2022 State of the Cruise Industry Outlook report provides an opportunity to reflect on how far our industry has come as CLIA ocean-going cruise lines have welcomed more than six million guests onboard since resuming operations in July 2020. While our focus on health and safety remains absolute, our industry is also leading the way in environmental sustainability. Coastal and maritime tourism is an important economic driver, and we will continue to work in partnership with cruise destinations so that communities thrive from responsible tourism.”



Kanika Soni
Chief Commercial Officer, Tripadvisor

“Take an hour a day to discover and focus on your personal business goals and objectives. It's critical to take this time to read and be inspired so you can come up with new ideas and new ways of approaching challenges to accomplish personal goals. I choose to challenge by continuing to grow a progressive organisation that celebrates individuality, inclusion, and equality. At LHW, generations of intrepid females have paved the way for extraordinary women in hospitality. The company's first President in 1950, was a woman.”



Rathi Murthy
CTO & President
Expedia Services, Expedia Group

“As travellers look for more guidance booking their trip, I predict that travel apps will make the move from transactional interactions to a trusted travel companion. From recommendations that shape travel aspirations to seamless transitions between voice, chat, and touch, travel apps will need to adapt to traveller needs moment to moment. Exciting advancements in AI and other technologies will play a critical role in delivering services that will make every traveller feel like the platform is built to serve them.”



Shannon Knapp
President & CEO,
The Leading Hotels Of The World

Inputs by Hazel Jain

Gender equality needed

Meena Bhatia, Vice President & General Manager, Le Meridien, New Delhi, talks about the challenges she faced as woman leader during the pandemic and the hotel's future plans to promote women.

Janice Alyosius

As the travel industry attempts to recover from the impact of COVID-19, it's time to shift the focus on women in the industry.

Meena Bhatia, Vice President and General Manager, Le Meridien, New Delhi, speaking about the role of women, said that the hotel recruits on the merit basis and strives for gender equality at work. “We are constantly working towards creating a work culture that fosters the inclusion of women in the workplace, and in the coming years, we will enhance our entry level pipeline to increase the percentage of women from current 15 per cent to 25 per cent,” she said.

During the pandemic, most people in the hospitality and tourism businesses had trouble motivating and retaining their employees. “Agility and resili-



Meena Bhatia
Vice President and General Manager, Le Meridien, New Delhi

ience were the keys to survival throughout the pandemic. The most difficult aspects of leadership were keeping the teams safe, ensuring their physical and mental well-being, and keeping them motivated. It did, however, strengthen teams, form stronger ties, and boost levels of commitment and pride,” Bhatia said.

Bhatia cited a few of challenges she faced in the past two years, which included gender bias at entry level, long and inflexible work hours, family pressures,

and the lack of acceptance of women in certain roles. Among her achievements, she cited the emergence of women chefs in kitchens despite the fact that they are still male-dominated,

We will enhance the entry-level pipeline to increase the percentage of women from current 15 per cent to 25 per cent in coming years

noticing the emergence of women general managers, and increasing trust and acceptance of women leaders. In terms of policies and measures for women, Bhatia recommended mentoring and counselling programmes for them, pay parity, and having offers for returning mothers.

Women more dedicated

Work-from-home, supported by the technology, changed how things used to work in pre pandemic times. The change has allowed women to handle the dual responsibilities of home and office more easily.

Janice Alyosius

Europamundo is known for providing best holiday experiences in Europe, and the Europamundo India team, comprising only women, works with the same essence. “Whenever normalcy returns, we plan on expanding and strengthening our workforce. We would love to continue with an all-female staff because we find great dedication among women,” shared **Aparna C. Basumallik**, Commercial Head, Indian sub-continent and UAE. “Women already have a dominant presence in our industry. This makes expanding the base easier for Europamundo. We need to ensure female representation in industry bodies,” she added.

On what kept her motivated during the pandemic, Basumallik said, “We worked from home almost the entire time during the



Aparna C. Basumallik
Commercial Head
Indian sub-continent and UAE

pandemic. Our webinars and meetings kept us going. Europamundo stood by us as a rock, which kept our morale up. As long as a roadmap is given and reasonable targets are set, it's not always necessary to work from a physical office. We have all seen that working from home can be successful too during a pandemic, and for most women, this model would be ideal.”

She said, “Challenges are ever changing, but the digital era and working from home have cer-

tainly made a difference. This has helped women handle the dual responsibilities of home and office more easily. Safety has never been a concern, since women hold key positions in almost every department at Europamundo.”

In future, we will need to build hybrid business models to ensure that a good workforce and children are safe and secure

When asked about Europamundo's offerings for women travellers, she revealed, “We offer a discount to female travellers on Women's Day. In the future, there will be need to build hybrid business models to ensure that the employees and their children are safe and secure.”

All praise for tour guides

Hina Sheeraz, Director of Marketing at Sheeraz Tours, talks about her experience in travel business and what she expects from government in terms of promoting women in the industry.

Janice Alyosius

Nothing beats seeing women take on the role of tour guides or operators because they are naturally more involved in the journey and can explain the destination more narratively in their own way, which captivates the clients, shared **Hina Sheeraz**, Director of Marketing, Sheeraz Tours.



Hina Sheeraz
Director of Marketing, Sheeraz Tours

home when it was convenient for them, and we provided a drop-off service to ensure that they arrived safely when they were late. We also provided a hybrid style of working when medical problems arose at home. We arrange for a female

Because I believe that ladies are more committed to their goals, about 60 per cent of my employees are female

guide and women-centric properties for female travellers who are travelling alone to make them feel protected."

Hina suggested that state and federal governments set aside funds for women in the travel and tourist business to train them in their field.

"Among the programmes for women, I am aware of only WICCI and its purpose of empowering women in the business," said Sheeraz, when asked about women-focused initiatives in the tourist and hospitality industry.

"More groups like this should exist to help us connect and grow. Despite accounting for 10 per cent of GDP, the tourist and hospitality industry is consistently disregarded by the government when it comes to government welfare programmes. We believe that the tourism sector should be given the same respect and ben-

efits as other industries, hence we want to put more emphasis on Incredible India campaigns," she added.

"Sheeraz Tours has been able to establish an impact both worldwide and nationally with the support of my staff," she said. "Because I believe that ladies are more committed to their goals, about 60 per cent of my employees are female. We offer unique packages for married females since we have established a culture of extending maternity leave to ladies. We allowed women to work from

Committed to help women

Mamta Pall, National President, Travel & Tourist Council of India, WICCI says they are trying to address complaints received from various segments, including MICE, tourism and hospitality.

Janice Alyosius

WICCI is committed to empowering women and advancing their careers.

Mamta Pall, National President, Travel & Tourism Council of India, WICCI, said that the team is working on measures to address a variety of concerns, including gender bias and salary equity.



Mamta Pall
National President, Travel & Tourism Council of India, WICCI

such as MICE, tourism, hospitality and other industries that are experiencing issues at various levels, and then we plan to bring them to various government authorities and discuss how to effectively address them," she added. She has been the winner of the #MeDurga

Many women in the industry are empowered to a certain extent, but our goal is to empower them at every level

"There are a lot of women who have lost their employment as a result of the epidemic; we are attempting to match people who are looking for work with companies, and we have been successful in doing so, albeit the numbers are minor," she said. "Many women in the profession are empowered to some extent, but it is our mission to empower them on all levels," she added.

WICCI hosts a number of webinars, and they are planning one on why women are treated differently at work and why they don't receive as many senior jobs as men do, among other topics. The

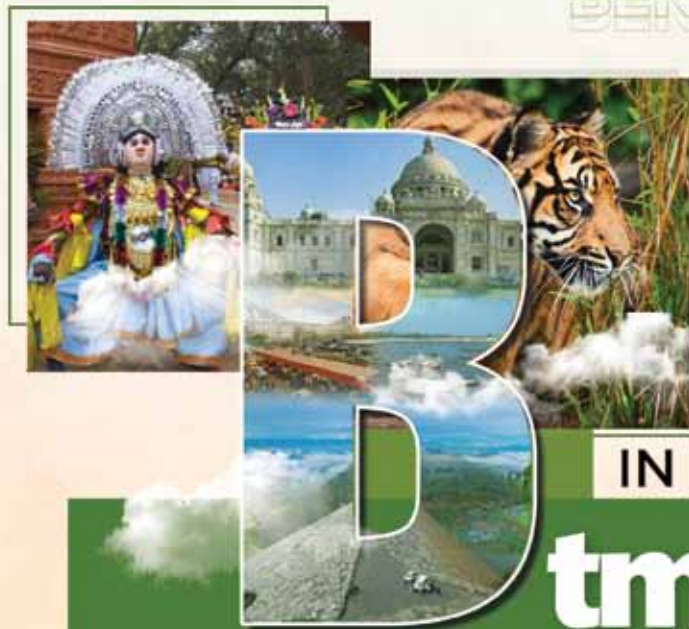
Women's Indian Chamber of Commerce and Industry (WICCI) is a non-profit organisation dedicated to empowering women in India. It was India's first national women's chamber of business and industry. "My primary goal was to connect and recruit as many women as possible to the council so that they could learn about the activities that may be done," she said. "We are now working at all regional levels to address the difficulties that exist in that region. We are putting together a team that includes people from all around India," she added. "We are attempting to collect issues from various segments

Award in Mumbai, which was organised to invite applications from women who have made a mark in the Travel & Hospitality Industry and have an element of Goddess Durga in them. She has also featured among the "Superwomen of Travel" and the "Leading Ladies of Outbound Industry". She has been inspiring many women.

Media Partner



BENGAL TRAVEL MART



The **BIGGEST** Travel Mart IN EASTERN INDIA



अतुल्य भारत
Incredible India
Ministry of Tourism, Govt. of India



Contact For Details :

033 4180 1111

info@bengaltravelmart.in www.bengaltravelmart.in

5th - 7th
MARCH
2022

Venue : Mayfair Tea Resort, Siliguri

Wedding sector key for France

This year's trade engagements will be to reconnect stakeholders in India and France through physical interactions, including buyer-seller meets, workshops, trainings and hallmark events, says Sheetal Munshaw, Director, Atout France India, in an exclusive interview with TRAVELTALK.



Hazel Jain

What are Atout France's plans for the India market this year?

This year will be focussed on revival of travel to France. We have a slew of activations earmarked starting with our alpine tourism buyer-seller meet called 'Destination Montagnes' in early March showcasing the French Alps and the diverse tourism offering.

As part of our multi-market approach, we have a zonal presence at the Dubai Expo this year at the France Pavilion. For the first time, we will host an Atout France B2B showcase – Marhaba 2022 - that will see delegations from Dubai and the Middle East, Israel, Russia and India meet and interact with over 50 French suppliers between March 9-11. This will be the first time in

two years that Indian delegates will actually be meeting with French partners. We will also be hosting our annual B2B Showcase 'Explore France' in September this year in an offsite format. On a global level, we are also going to launch an international e-learning training programme.

What kind of strategy have you planned for the market?

Our strategy is to amplify themes such as sustainable tourism that have been the mainstay of evolving travel trends.

We are also focusing on the three big sporting events that will take place in France between 2023 and 2024, namely the Courchevel Meribel Ski Championship, the Rugby World Cup and the Olympic Games. These sporting events will provide ample opportunities for fans to explore France around the event.



Sheetal Munshaw
Director, Atout France India

Has some sort of travel movement restarted between France and India?

When the borders opened in June 2021 and France recognised Covishield, we saw an immediate spurt in travel to France. In the period between July to December '21, we have had FITS, groups and even incentive travellers choose France as their destination. Paris has played host to a grand Indian wedding with more than 700 guests from India and the Mediterranean cit-

ies of the French Riviera hosted the shooting of an episode of the immensely popular web series 'Made in Heaven Part 2'.

What is the eligibility for acquiring a Vaccination Pass for Indians when visiting France?

As per the latest mandate, a vaccination pass is required for people over 16 years of age to access restaurants, recreational activities, campgrounds and inter-regional transportation. To access the vaccination pass, a third dose of vaccine is mandatory for people over 18 years and one month who've received their second dose of vaccine more than four months ago. These regulations are evolving constantly based on situations.

What kind of trade engagements are you looking to do?

Should the situation permit, the leitmotif of this year's trade en-

agements will be to reconnect our key stakeholders in India and France through physical interactions including platforms such as buyer seller meets, workshops, trainings and hall-

We will reinitiate agent familiarisation trips to France through the course of this year

mark events. Our annual workshop will be our flagship trade event in this year. It will indeed be special as it will be a physical event after more than two years. In addition, there will be a trade delegation going to Dubai in March to interact with French suppliers. We are hoping that

this year will also see French partners visiting India for sales calls and prospecting missions in key Indian cities.

Your views on how Indian outbound will change in 2022-23?

The desire to travel has been a long pent up one and it is clear that the motivated traveller is packing his bag the minute there is a let-up in travel conditions.

When do you think MICE/weddings from India to France is likely resume?

We have already had a huge wedding take place in Paris last November. The last trimester of 2021 also witnessed some MICE movements from India. We have received many queries from incentive specialists this year. The wedding sector has tremendous potential and is one of the key segments that we are targeting this year.

Tourism supporting women

Travel and tourism is a powerful growth tool that is assisting women in defying perceptions that this business is solely dominated by men, says Shishta Sharma, ADTOI-LEO, Punjab Haryana Chapter.



Janice Alyosius

In 2022, the globe will be more free and equitable than it has ever been, with tourism and industry employing twice as many women as other industries. According to consumer studies, women make 70 per cent of all travel purchasing decisions, and women account for nearly 72 per cent of travel brokers today. "There have been numerous recent examples of women in the tourism business gaining a stronger voice and playing a larger role. Thus, travel and tourism, in my opinion, is an agile and powerful growth instrument that is assisting women in fighting assumptions that only men can dominate this business," said **Shishta Sharma**, ADTOI-LEO, Punjab Haryana Chapter, and MD, Shree trip planners.

Women empowerment programmes have been developed by ADTOI with the goal of verifying active engagement of women in the travel sector, ensuring new memberships for women entre-



Shishta Sharma
ADTOI-LEO, Punjab Haryana Chapter, and MD, Shree trip planners

preneurs, and assisting them in developing ideas to work on safe tourism for women, she explained. "Organising interactive sessions and knowledge-extension sessions centred on the new opportunities accessible in the travel sector may actually increase the number of women entrepreneurs in the business," she added.

ADTOI has appointed a team of LEOs across India to promote women in the travel industry and to honour its pledge to recognise women entrepreneurs in the industry. ADTOI has arranged events such as a "Brest cancer awareness camp" and

"Full day occasions for the blind" to help women entrepreneurs in India. They hope to reach out to female students enrolled in tourism courses at colleges and universities and advise them on how to break into the sector. Despite the fact that the pandemic

Women make 70 per cent of all travel buying decisions and almost 72 per cent agents today are women

recovery period is yet unknown, they attempted to overcome the crisis last year by reorganising their business with certain short-term remedies.

Working on a pan-India basis to ensure equitable opportunity for women is one of the pioneering objectives of ADTOI's women empowerment and CSR division.

NE's biggest tourism fair

The Bengal Travel Mart will be held to promote the tourism industry from March 5 to 7 at Mayfair Tea Resort in Siliguri - the gateway to the Northeast part of India

West Bengal is well-known for its opulent tourism opportunities that meet even the most discerning traveller's needs. The adven-

ing economic industries. Bengal Travel Mart (BTM) brings together business enthusiasts from the region in order to boost the region's overall tourist prosper-

from March 5 to 7. The Eastern Himalaya Travel & Tour Operators Association (EHTTOA), West Bengal Tourism, and the Ministry of Tourism, Govern-

ture is diverse and appropriate for all types of travellers. The tourism business in West Bengal and India is rapidly expanding, adding significant value and potential to the state's social and economic development. Tourism has grown and diversified over the decades to become one of the world's fastest grow-

ity. The goal of this project is to promote tourism infrastructure and facilities to a national and international audience, particularly trade persons, in order to better market tourist and tourism facilities in West Bengal.

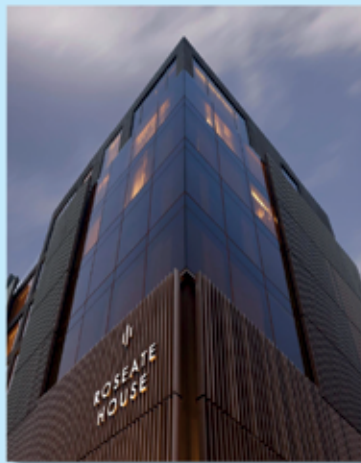
The Bengal Travel Mart (BTM) 2020 will take place in Siliguri

ment of India, collaborated on the BTM to promote tourism in Siliguri, West Bengal.

BTM brings together the business community and tourism-related goods and services. The mart will feature a diverse selection of sellers offering a variety of regional tourism products.

Are you COVID safe?

Do you have a
COVID Compliant certification?



The only government approved
COVID Compliance certification body in India



For more information, contact:
+91 9871003279, support@qualstar.co.in, subha.bhaskar@qualstar.co.in

All eyes on business recovery

COVID-19 was period of learning for STIC Travel Group, and it was time to ensure that partners, both principal suppliers as well as customers, benefited when business pours in. As international scheduled flights resume, they expect business to bounce back keeping in view huge pent-up demand in market that needs to be met.



Nisha Verma

For Isha Goyal, CEO and Executive Director, STIC Travel Group, the journey in the travel industry started young.

"I had the privilege of being in a family business and hence had a fly-on-the-wall perspective for most of the early years of my life. My first internship was as early as I was 10 or 11 when I was allowed to write paper tickets under the supervision of an adult and from there just over the years coming in the office whenever I was on vacation. I got the privilege of observing and learning on the job many small things that made our business tick. However, I officially joined the business in early 2004, after I finished my business degree, and since then in the last 18 years, I have dabbled in almost everything, including sales, op-

erations, corporate finance, IT, admin, compliance across the board and business development, along with lots of team interactions and partner business development," she shared.

Women in travel

She said that tourism is as much as a male dominated industry as any other industry. "I think women are as much at an advantage or as much of a disadvantage as men. I think it boils down to the individual. If you have the gumption to go for something and if you're the right fit for the role, the job, the organisation or the business that you're trying to lead, I think you'll be fantastic at it," she added.

Sustaining the pandemic

Saying that they have been in the same storm in the last two years as everyone in the travel industry, Goyal said, "Fortunately, a



Isha Goyal
CEO and Executive Director
STIC Travel Group

lot of our partners, not just survived, but thrived in the last few quarters and so did we. I think it's been a tremendous learning experience for our team. We have been lucky that we could work with our partners to keep things going and it has been fantastic. We are expecting recovery to start in terms of demand to pre-COVID levels as international air bubbles get lifted, flight frequencies increase and capacity increases. Everyone knows

that there's tremendous pent-up demand, which we are hoping to cash on."

Airlines business

She believes that it was important to focus on sustainability in 2021, especially post Delta variant. "However, now we're past that phase and everyone is looking forward to see how we get back to the same pace that we had pre-pandemic. We are focusing on a few things. Firstly, there is a need to keep an open mind because we don't know what the new normal is. Secondly, make sure you are agile and adaptable, because we don't know where our business will come from," she claimed.

Cruise revival

Cruise business has taken a hit globally. However, Goyal feels that in India this industry hadn't actually hit its true glory. "Thus, I

feel that the industry will recover and get way past its previous levels eventually, but we expect that to be a slower paced recovery. We are already making bookings across all four brands,

Conventional channels, a priority earlier, may not remain work. New channels will emerge

and passengers are coming back. There is so much pent-up demand that it will trickle into all segments.

Nurturing B2B

Goyal said that there are two approaches when it comes to dealing with B2B partners. "The

first, and with which we lead, is value-based and includes gratitude and empathy. Our business, even pre-pandemic and during the pandemic, has come to us from different channels. At STIC, we are entirely a B2B business. Hence, our customers are everything," she added.

Expansion plans

Goyal shared that they are expecting to expand both the representations and the size of the current operations.

"We were fortunately or unfortunately on a fantastic pace in the beginning of 2020, which slowed down a bit, but we are getting back on that bandwagon. Hopefully, we should pick up some speed pretty soon. We are hiring again quite aggressively. The airlines in the portfolio are geared up and looking forward to restarting," she added.

'Everyone is ready to venture out'

Ever optimistic and dynamic leader, Benazir Nazar, CEO, Akbar Holidays, is excited that travel has finally restarted – and how! She believes that people in India are ready to travel, and while a lot of countries have opened up, we also need more flights to start operations to reap the benefits.



Hazel Jain

The millennial travel mindset has changed, said Benazir Nazar, CEO, Akbar Holidays. It is no longer just splurging on shopping and other materialistic things. "Instead, they are spending money on experiences that they can post on Instagram or click aesthetic pictures of a vacation to the Maldives. It is all about services and experiences. For them, it is important to build their confidence in the destination they are planning to visit, given that there is often a sudden change in plans due to Covid," she said.

Is this shift in trends here to stay? Yes, she said, and experiences are here to stay as well.

"Even if it is as small as dining at a certain restaurant recommended by our team, it is still very important that the service, food and aesthetic are all brilliant. For it is not

only for the traveller's pleasure, but also from a business standpoint. What we have witnessed is that after Covid there was a certain hesitation in travelling to certain countries, which is why the need to educate travellers and provide healthcare at those destinations was a crucial step. This is where our blogs really come into play because they are aimed at putting the travellers' mind at ease as they have all the information they need and can then plan accordingly," Nazar added.

It is also very important for destinations to provide easy medical service and hospitalisation, in case travellers run the risk of getting Covid on returning. Thus, informing travellers of such extra care definitely goes a long way when safeguarding their trip, Nazar explained.

"In India, everyone's already ready to travel. A lot of the countries



Benazir Nazar
CEO, Akbar Holidays

have opened too, but we need more flights to restart. As far as MICE is concerned, we are looking at a positive outcome with inquiries coming in for group size between 50 to 1,000 pax. All countries with good connectivity or a bubble agreement with India are in demand. As far as wedding destinations go, the Middle Eastern countries such as Dubai, Qatar, and Bahrain are very popular. In terms of domestic destination, it is Rajasthan and Kerala that win hands down," Nazar shared. Akbar Holidays now offers luxury

products, group departures for both domestic and international destinations, theme-specific products, local sightseeing and weekend city experiences.

Good deeds go a long way

Speaking about her own experience, Nazar said, "Keeping the company going as a businesswoman, especially through a pandemic that devastated so many travel companies, has been a real eye-opening experience where humanity is once again reminded that reality is extremely frail and during these tough times."

"I'm sure every business person would agree, that having people back you up, even if it is just your staff, is nothing less than a shin-

ing glimmer of hope. So that's definitely a key takeaway that no matter how successful you are, always be a good person to everyone around," she added.

To keep excelling in a man's world, women are always multi-tasking

She believes that to keep excelling in a man's world, women are always multi-tasking.

"We have already outdone ourselves in different fields and everyone has a witness to that. But

also in the travel space, we do see a huge number of women joining in. So yes, my experience would be like every other businessperson, full of trials and errors, but still making something right and successfully out of it," she said.

"I would like to say to every and any newcomer to the travel space that there's nothing like normalcy; the space is ever changing and evolving with everyday occurrences in several parts of the world, be it a heavy storm or bad weather. For you need to have the audacity to face it upfront with a solution that assures safety without taking away any excitement from your traveller's journey. So be brave and don't hesitate to voice your ideas," she added.

The National Museum of Women in The Arts, Washington, US, is the only major museum dedicated to women's art in the world. Since its inception in 1987, the museum has amassed over 4,000 works of art from artists all around the world, including photography.

MOT shines in twin states

A lot of promotion and ground work is being done by India Tourism Hyderabad, across the two states of Telangana and Andhra Pradesh, not only of central ministry initiatives but also locally. From promoting Azadi ka Amrit Mahotsav the focus is also to make sure that tour operators in the region go for MOT approval process during the lean period.



Nisha Verma

Sharing how Indiatourism offices have changed, **Satarupa Datta**, Assistant Director, India Tourism Hyderabad Office, elaborates, "In 1998, the offices used to bustle with life, because they were the information centres for tourists. When we started, we were trained to be hospitable, well-mannered, and presentable. Those trainings lasted for life and were very valuable."

However, she says that since then, the direct information queries have reduced. "In the digital world, information has become more accessible. It's a sea change with websites, apps, and Google. However, our information service still has some credibility. We still get a lot of requests digitally. There is also the number 1363, which is 24/7 information hotline in many languages.

Today, anybody can apply for an approval and ask for any kind of scheme," she elaborates.

Women in travel

Datta claims that tourism is a natural place for women. "Women are inherently hospitable and nurturing, which makes us naturals in this profession. I learnt a lot from so many women I met in my earlier days in the industry. It has been a very safe place for working women. We have had many association heads, director generals and additional director generals who are women. It's the women who have been running this industry," she claims.

Initiatives in twin states

She reveals that many of the MOT schemes are being implemented in Telangana and Andhra Pradesh. "We should bring everyone into the fold of the MOT. Our aim is to standardise the service and to



Satarupa Datta
Assistant Director,
India Tourism Hyderabad office

give Incredible India credibility to our customers. The Hyderabad office has reached out to all tour operators in AP and Telangana to apply for MOT approval. We have been pushing this during the lean period because it was a 43 pages document and they can devote time now, and it's not so difficult. Now, more applications are being submitted," she insists.

Another thing they are promoting is the Incredible India Tourist Facilitator Certification Course

(IITFC). "We are encouraging both the staff and women to attend the course. Also, it is a requirement for applying for MOT recognition. Many tour operators and their staff are going for this during this period. We are also promoting Azadi ka Amrit Mahotsav and Ek Bharat Shrestha Bharat to create a feeling of patriotism and unity. We are involving the youth in the region too. Since everything is open, we hope to start physical programmes soon," she shares. Datta also informs that the MOT has taken up many projects in Telangana and AP. "There is an eco-tourism project, a tribal project, along with heritage projects. Recently, two PRASHAD schemes have been sanctioned, one in Bhadrachalam and one in Jogulamba," she informs.

Connectivity

Datta applauded the connectivity and roads in Telangana and AP

"Local transport like trains and buses is available. For those opting for a road trip, there are fantastic places to travel. The roads are beautifully done and very well maintained with roadside facilities. The eco-tourism circuit, tribal circuit, and adventure activities

Laknavaram, which is a beautiful reservoir, and one can indulge in adventure tourism activities here. "Even the Statue of Equity, is not too far from the airport and is ideal for transit passengers," she highlights.

Working with trade

After the first wave, informs Datta, "We conducted our first roadshow where travel agents and tour operators from the Buddhist circuit—Varanasi, UP, and Bihar—came to Hyderabad. The response was good from both sides since we also have Buddhist products. We even conducted Fam tours and took AP and Telangana tour operators to Chhattisgarh, which has amazing tribal products and has great connectivity. The delegates were mesmerised and lots of people are travelling from Andhra Pradesh and Telangana to Chhattisgarh with their help."

Recently, two PRASHAD schemes have been sanctioned one in Bhadrachalam and one in Jogulamba

are not too far from Hyderabad. Ramappa Temple, a world heritage site, takes only four hours from Hyderabad. Telangana tourism has got accommodation facilities right on the Ramappa Lake. One can also visit

EPCG hurdle for hoteliers

► Contd from page 3

foreign exchange earnings during this period had been in excess of 5 per cent on a year-on-year basis and FHRAI has been following up with the Ministry of Tourism and the Directorate General of Foreign Trade (DGFT) for the last many years for a waiver of this condition which was added only in 2008 as part of the Foreign Trade Policy.

Many hoteliers have voiced this concern. **Anika Gupta**, Director Development- Eurasia, Wyndham Hotels & Resorts, said, "As per data revealed by the Ministry of Tourism,

annual average exchange earnings requirements."

Gupta adds that waiving off the secondary condition will help. "When the industry is reeling with much lesser foreign tourist arrivals and therefore lower forex earnings, waiving secondary conditions will prevent defaults and penalties regarding the EPCG license. As timing is everything, giving this waiver right now may prove to be a well-timed gesture for the recovery of the hotel industry," she adds.

Primary conditions fulfilled

The hospitality industry has been facing many challenges particularly meeting these secondary conditions in case of EPCG scheme, says **Roop Sodhi**, Executive Director, BW Resort Country Club, Gurugram. She explains, "The secondary condition was not applicable for the service industry before 2007-2008. It was introduced in 2008, at a time when the hospitality sector was doing well in India. But on account of the global financial crisis which swept the world, the industry was badly affected resulting in fewer foreign

travellers due to the contracting of the global economy and the huge impact in US and Europe. In spite of various challenges in the past, our industry has managed to fulfil the primary conditions for years. However, complying with the secondary conditions which did not exist in the scheme before 2007 is a challenge and over the years it has become impossible to comply on account of volatile and challenging economic environment."

Sodhi affirms that there will be no loss to the government on account of the waiver, since the hotels have already met the primary conditions of export obligations by fulfilling the nec-



Roop Sodhi
Executive Director
BW Resort Country Club, Gurugram



Meena Bhatia
Vice President and General Manager
Le Meridien, New Delhi

essary forex for the licenses granted. **Meena Bhatia**, Vice President and General Manager, Le Meridien, New Delhi, outlines the proposed EPCG scheme that will help the sector recover. "We want the average Export Obligation to be waived off and a relaxation in period of submission of Installation Certificates. We would also appreciate zero per cent EPCG with specific EO of six time of duty saved amount to be fulfilled in eight years without maintaining past performance. Either this, or a three per cent EPCG – same as previous years' scheme – with specific EO of six time of duty saved amount to be fulfilled in eight years."

Weddings' venue

Rajasthan has emerged as most popular destination for weddings in India, thanks to its luxurious palaces, forts and heritage properties.



Nisha Verma

Sumita Saroch, Joint Director, Tourism, Rajasthan, said that Rajasthan offers multiple picturesque settings and culture for weddings. Claiming that Rajasthan is the perfect destination for social events, she said, "Rajasthan Tourism Policy 2020 strongly focuses on the promotion of wedding tourism in the state."

"Part of the Delhi-Agra-Jaipur Central Golden Triangle, we are very well connected by road and by air. We have an international airport and one coming up in Udaipur soon. We are very well connected with the Middle East as well. Rajasthan is the first choice for fairytale weddings in India with its forts, palaces and heritage properties. Jaipur, Udaipur, Jaisalmer, Bikaner and even Sawai Madhopur, which have seen many celebrity weddings too," she adds.

In terms of services, apart from a variety of hotels in every budget, wedding planners and cultural en-



Sumita Saroch
Joint Director, Tourism, Rajasthan

tainment options, the proximity of Rajasthan to major cities with Jaipur near Delhi and Udaipur being close to Ahmedabad, makes it easier for arranging all logistics in the state.

She claims, "Rajasthan has almost 73 per cent of heritage hotels in India. The best part is that in Rajasthan there is a hotel, suiting to everybody's budget. Even the new hotels coming up are also being made in the traditional style of a palace or a fort. Apart from weddings Rajasthan has also become a destination for pre-wedding shoots."



foreign tourist arrivals fell from 10.9 mn in 2019 to 2.74 mn in 2020, further going down to 1.11 mn in 2021 YTD November. These lower statistics pose a challenging task for the industry to meet the EPCG's

SA focussed on experiences

With a robust travel trade engagement plan in coming months, starting with its first physical annual roadshow post pandemic in March 2022, South African Tourism is going all out to woo travel agents as well as the travellers. Neliswa Nkani, Hub Head – MEISEA, South African Tourism, reveals more.



Hazel Jain

Given that India is one of its largest international source markets, South African Tourism accelerated its recovery initiatives this year. Neliswa Nkani, Hub Head – MEISEA, South African Tourism, revealed, "We recently rolled out our 'More & More' campaign that is specifically tailored for the evolved Indian traveller who seeks more out of every opportunity that a holiday presents. This campaign aims to highlight the variety and diversity of experiences that South Africa has to offer, ranging from 3000+ adventure activities to exciting culinary experiences and more, across our nine provinces."

The campaign will be supplemented by robust travel trade engagement in the coming months, starting with South

African Tourism's first physical annual roadshow post pandemic in March 2022. The tourism board also intends to engage consumers and corporates in India, with on-ground experiential activations that bring the sights, sounds and tastes of South Africa alive in-market.

The destination, which remains open to Indian travellers, is processing tourist visas on priority, says Nkani. "Well-timed with the easing of international travel restrictions in India, we expect these strategic efforts to increase summer outbound traffic to South Africa and contribute to the recovery of the tourism sectors in both countries," she said.

Strategy for India

Prior to the pandemic, India was the eighth-largest international market for South African Tourism. India still remains a core



Neliswa Nkani
Hub Head – MEISEA
South African Tourism

market for South African Tourism globally and holds much promise in the coming years, assures Nkani. "In India, our target segments continue to remain experience-seeking millennials, HNIs and the family-oriented middle-class segments, as these are anticipated to be the driving force behind travel recovery. We also expect to see a rise in FITs, drive-cations, travellers from niche communities," she said.

Film tourism is key focus area for Nkani. "In fact, in the last three to five months, we have seen huge interest from film production companies. Additionally, we have been in talks with a couple of big banners in India to launch South Africa on the silver screen, either by way of Bollywood movies, web series or advertisement shoots," she said.

The lifting of international travel restrictions by India has proved to be a huge booster to outbound travel intent. "Our trade partners tell us that intent to visit South Africa, as well as conversions are steadily rising. At present, several stop-over flights fly from India to South Africa, including Emirates, Qatar Airways, Ethiopian Airlines and Kenya Airways," Nkani added. Travellers from India to South Africa will be required to produce a negative PCR test, not

older than 72 hours from the time of departure from the country of origin to South Africa.

Trade engagements

Right now, the South African Tourism team is all set to host

In the field of film tourism, in the last three to five months, we have seen huge interest from film production companies

its biggest, independent travel trade initiative in India – its annual roadshow. This in-person roadshow will be the first mega-event post-pandemic and will travel to the four Indian cities of Delhi, Ahmedabad, Bengaluru and Mumbai from March 7-11,

2022. This will be followed by a virtual roadshow later this year. "We are also hosting Indian buyers at the 2022 edition Meetings Africa from February 28 to March 2 – which is the continent's biggest trade show for the business events industry – in Johannesburg," Nkani revealed.

Her team will continue to engage corporate CEOs and MICE leaders to understand consumer travel sentiment first hand. "Through the year, we will also look at boosting SA Specialist, an interactive online learning programme. At present, we are in the process of setting up a platform for the Indian trade to interact directly with Provinces and local tourism boards – we hope to unlock mutually profitable synergies through these associations. We believe MICE will resume within the next two months," she said.

'LEO' to empower women

Ekta Watts, Chairperson, Women's Empowerment and CRS Activities for ADTOI, says that pandemic derailed some of the association's plans, but strengthened them in many other areas.



Janice Alyosius

Women contribute substantially to the tourism industry, but hardly receive adequate recognition for their efforts. Now, ADTOI has taken steps to create the Women's Empowerment and CSR Wing. "The initiative was launched in an effort to empower women in travel as well as boost tourism," revealed Ekta Watts, Chairperson, Women's Empowerment and CSR activities (ADTOI) and CEO, Equator Tours, Delhi. It was envisioned to have a representative, a Lady Executive Officer (LEO), in each of the chapters of the association. The authorities established the position of ADTOI's LEO in 2019 with the support of other governing body members.

The initiative aims to increase the number of women members in ADTOI in order to benefit them from the association's activities and initiatives. "The Women's Empowerment



Ekta Watts
Chairperson, Women's Empowerment
and CSR activities, ADTOI

Cluster is still in the process of forming, and we will focus on making it a very strong and result-oriented cluster. ADTOI's Women's Cluster will bring together women who are employees, or even spouses, who are not professionals in tourism. These women will benefit from events organised by ADTOI," she shared.

The association also has a blog dedicated to women entrepreneurs (non-ADTOI members) engaged in tourism and allied services such as handloom, handicraft, cuisine, artists and

travel writers. "In the future, we will continue to broaden this network and include women from every corner of the country, so ADTOI members can tie up their requirements individually with them," said Watts, adding, "Moreover, I believe this initiative will contribute to empowering

Our initiatives are reaching to all chapters and making an impact at the grassroots level through local officers

women, especially those from rural areas. The LEOs will also be taking on more CRS activities, focusing on women and children."

ADTOI also promotes its lady members on social media platforms, Watts said.

'Expedite market opening'

Contd from page 3

region have the unenviable position of weighing public health risks versus the impact to livelihoods and broad scale economic impacts. Our Government Members-only Destination Recovery Insight sessions, hosted in partnership with World Bank, have been our first approach in helping destinations accelerate their learnings. We will continue to drive this further and seek additional forums to expedite and streamline travel restarts."

Travel bans

Addressing the issue of travel bans being implemented across countries when a new variant arises, she said, "WHO has stated that travel bans are ineffective. So where is the right balance between openings and protocols? Each market is weighing this through their filters of cultural norms, politics, economics, and resources. I'm observing an easing to a more risk-based approach here in Singapore and some other markets. For PATA, we will continue to seek ways to support expediting and smoothing the openings."

Vaccine equity

She claimed that with the demand for boosters, the challenge of getting vaccines to low income / less developed nations gets heightened. "The pandemic is not over until it is over everywhere. I was cheered with the news that two researchers out of Texas have created an inexpensive COVID vaccine

For PATA, we will continue to seek ways to support expediting and smoothing the openings

(Corbevax) and made it license-free for less developed nations to manufacture. That's how you properly respond to a global, humanitarian crisis. Very appropriately, both scientists have just been nominated for the Nobel Peace Prize," she added.

Women in travel

She pinpoints that most women have been the hardest hit (particularly in Asia-Pacific) with the

industry downturn. "Our industry in this region is comprised of 60 per cent women and, since they predominate the front line service roles, have been disproportionately among the hardest hit with the industry downturn. We piloted an Informal Workers Support Project in Thailand providing health and safety and business advisory to 500 individuals in this most impacted segment. We would love to see this replicated across the region so would welcome any sponsors for this," he said.

Going ahead

She also shared that they have decided to reschedule the PATA Annual Summit to Oct 25-27, 2022, which will be hosted in Ras Al Khaimah, UAE. "We will have a full programme addressing critical and strategic topics. Also, we are excited with the launch of our Tourism Destination Resilience Programme. The current situation is complex but please know that we are working to identify and develop every spot we can to best support our members and the industry at large in emerging stronger and better," she concluded.

'Breaking stereotypes'

Ruchi Uberai, Director, Amritara Hotels & Resorts, says pace of women breaking down barriers of family obligations to pursue successful careers is on the rise.



Janice Alyosius

Hotel industry dynamics have drastically changed in recent years and what were once perceived as male-dominated fields have now been successfully taken over by women. "The pace of women breaking down the barriers of family obligations to pursue successful careers is on the rise, and I believe we are on the right track. Having this paradigm shift in the gender role was long overdue, and I am delighted to see it finally come about," shared **Ruchi Uberai**, Director, Amritara Hotels & Resorts.

"Strong female leadership is considered one of the biggest assets within a people-oriented industry. Various companies are trying to initiate the same by introducing supportive HR policies like flexible schedules, flexible leave policies and maternity benefits. We also plan



Ruchi Uberai
Director, Amritara Hotels & Resorts

to conduct special training and health talk sessions for female employees at Amritara Hotels and Resorts," she said.

When asked what kept her motivated during the pandemic, she said, "By keeping the interests of our staff first, we have kept attrition to a minimum. In our view, profitability is secondary to survival, and the pandemic has taught us to consolidate, train, and focus on planning, implementation and upgrading technology to be re-opening ready. As a female leader, I have

always believed in balancing deliberate and instinctive opinions. My team, my employees, and my promptness to survive and thrive kept me motivated during the pandemic."

During the past decades, the hospitality industry has changed in terms of gender equality. "One of the biggest challenges for a

Women are not just at the helm of leadership positions, they are also excelling in their fields

woman was to excel and be a leader, unlike any other industry. However, I am glad to be part of this generation in which women are breaking stereotypes. More women are not at the helm of leadership positions now.

Brands must reimagine

Marketing one's brand is key to assure faster recovery. With multiple destinations now open for access, the fight for a market share is more aggressive.



Hazel Jain

Outbound travel has witnessed a dramatic change in the last few years, especially with the onset of the pandemic. However, the situation is progressively changing, with an uptick in outbound travel. To take advantage of this, brands need to begin by reimagining the landscape, whether it is competition or the consumer base, feels **Lubaina Sheerazi**, CEO & Co-founder, BRANDit. "Although the travel sector is cutting corners to pull through the dilemma, marketing one's brand is key to assure faster recovery. With multiple destinations now open for access, the fight for a market share is more aggressive. In such a case, a uniform approach to enter new markets is passé. Repackaging the product to suit consumer needs in the new normal or offer new products to lure consumers will ensure a consistent growth. Apart from



Lubaina Sheerazi
CEO & Co-founder, BRANDit

direct marketing, tools deployed to ensure security and flexibility of planning are vital to gain assurance. Prompt communication and service will take a brand a long way," she said.

She already sees improvement in outbound numbers from India. "There is now a shift in approach to the pandemic, as the world starts to accept and adapt. Tour operators and travel agents have their hands full at the moment with the surge in enquiries and bookings," Sheerazi added. As for destinations, though countries

are open with minimal restrictions, vast majority of travellers will continue to choose locations that are in close proximity to India. "Slow travel and micro-vacations have reinforced enjoying the journey as much as the destination. Having said that, those seeking a particular experience will push

With multiple destinations now open for access, the fight for a market share is more aggressive

their boundaries to explore far-out countries as well. As for travel products, Indians will opt for experiences that are immersive, coupled with the demand for off-beat itineraries that are relatively unexplored.

COVID has changed travel ways

► Contd from page 3

we used to travel, being able to go anywhere, anytime and as cheaply as we wanted. People have realised the importance of making that human connection and therefore stay longer, get more immersed and understand the people behind the places, not just take the photograph and go." Secondly, we are all interdependent fundamentally. "We've seen how a health care crisis triggered an economic crisis, which in turn triggered the travel and tourism crisis. Hence, unless we get the healthcare sorted, travel and tourism don't have a chance of recovery," she said.

UNWTO initiatives

She said UNWTO reached out to World Health Organisation (WHO); ICAO, which is the UN body for aviation; international Maritime organisation (IMO), and International Labour Organisation (ILO). "They all started working together. It's not just the emotion of travel, but engineering of travel has become stronger. Zurab Pololikashvili, Secretary General, UNWTO, has always said that

trust is the new currency. Going forward, travellers need confidence not just about not falling sick with COVID when they travel, but confidence that your flights won't get cancelled or you won't suddenly be quarantined. Hence, UNWTO immediately at the beginning of the crisis, in addition to connecting with other UN agen-

The UNWTO, along with UN women, is working on Center Stage Project, which is about women's empowerment

cies, also connected with the UN member states and all UNWTO member state countries and affiliate members, so that everyone had a place to not only find solutions, but to understand the problem," she informed.

What's next?

She claimed that travel industry had been growing quickly and

steadily that it forgot to take care of frontline workers in terms of salaries and lifestyles, as well as ignored the studies on overcrowding and sustainability. "We shouldn't waste this opportunity to reinvent and re-inspire people to come back to the industry and re-engineer in a stronger way," she said.

Innovations

Innovation during COVID became very much about generosity of spirit, rather than simply create something and then IPO it, said Mendiratta. "Everyone started attending conferences without charge. The generosity of spirit of sharing ideas, sharing problems and getting feedback became important," she said.

Destination marketing

As destinations rebuild, said Mendiratta, they are getting a chance again to make a first impression. "Today, they can't use the 2019-20 strategies because we're in a different world. It's important to recognise that everyone is competing with everyone and every destination is restarting. Hence, there needs to be a



choice-making of exactly what you stand for as a destination and who you are trying to attract and why," she said.

However, she insists that we shouldn't lose the value of domestic tourism. "Had it not been for domestic tourism, a lot of countries wouldn't have survived. It raised the baseline in terms of year-round visitation, dispersion of travellers, number of travellers and spend. By switching back to regional and international travellers, we will waste the opportunity to get the baseline lifted. Hence, domestic

tourism must remain at the heart of the strategy, with international and regional strategies complementing it and not becoming replacements to that strategy," she advised.

Power of sustainability

"I think that mother nature was a tourism practitioner in her last life," said Mendiratta. "Sustainability has been redefined through COVID. We've recognised that sustainability is environmental, but it's also economic sustainability, cultural sustainability, social sustainability, and spiritual sustainabil-

ity. The future is to make sure that all these are in balance," she added.

Women in travel

Saying that women are already the majority of the tourism workforce, Mendiratta claimed, "However, the role of women have usually been in the lower paying and lower levels of the workforce. This is an opportunity to make sure that we institutionalise this and make this part of our policies. The UNWTO is working on Center Stage Project, which is about women's empowerment," she concluded.

EVENT TALK

Media Partners:



MARCH 2022

Date	Event	Time
4-6	India Travel Mart Ahmedabad	9:00 am
4-6	Travel & Tourism Fair- Bengaluru	10:00 am
4-6	India International Travel Mart Kolkata	10:00 am
4-6	India Travel Mart - Jammu	10:00 am
4-6	International Tourism and Leisure Fair	10:00 am
5-7	Bengal Travel Mart	10:00 am
6-9	International Inbound Travel Association Summit (IITA)	9:00 am
8	Costa Cruises Webinar	12:00 pm
8-12	ITB Berlin	10:00 am
10-11	India International Travel Mart - Ahmedabad	9:00 am
11-13	India Travel Mart - Amritsar	9:00 am
12-13	Adventure Travel Show	9:00 am
14-16	WTTC's Global Summit	9:00 am
16	Costa Cruises Webinar	12:00 pm
19-20	Vancouver International Travel Expo	11:30 am
24	Costa Cruises Webinar	12:00 pm

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

Centara ready after Thailand opens

Moumita Paul, Director Sales, Centara Hotels - India, came from a MICE background, but after seven-year-long journey with the hotel, she thinks it has been a 'wonderful adventure' all the way. She talks about her future plans.



Janice Alyosius

Women have always been at the helm of Centara Hotels. The hotel's board has women directors in majority. "When I first joined in 2014, Centara was a very unknown hotel business in India. Centara is standing strong, thanks to the wonderful support we received from the Indian market, including all wholesalers and members of the team. I feel that as a result of the support, the hotel has grown to become one of



Moumita Paul
Director Sales
Centara Hotels-India

the most popular hotel chains not only in Thailand and the Maldives, but also in Dubai," said



Moumita Paul, Director of Sales for Centara Hotels in India.

"I think my adventure with Centara so far has been wonderful," she said of her experience as a female hotelier. "When I joined Centara as a hotelier, I came from a MICE background and learned a lot throughout my time with the company. When I look back on the road, I believe that all the hard work has paid off in terms of getting the brand to where it is now. Thailand being our bread and butter, we are eagerly anticipating its launch, as there are numerous projects in the works," she added.

Paul said, "We are preparing women-focused programmes, starting with Sri Lanka. With Thailand's recent news that the air bubble would begin soon, we intend to host women-focused initiatives in Centara Reserve Samui. There will be a lot of women-only special departure

groups, and I'm talking to a number of tour operators about it. Many things are in the works, and if everything goes well, we will begin offering special packages for women in March."

Centara Hotels & Resorts is Thailand's leading hotel group, with 46 deluxe and first-class properties across the country, as well as 24 hotels and resorts in Maldives, Vietnam, Bali, Sri Lanka, Qatar,

We are preparing women-focused programmes, starting with Sri Lanka

Laos, Oman, Turkey and China. It also operates 30 branches of Spa Cenvaree, an award-winning spa brand, together with 6 branches of the value brand 'Cense by Spa Cenvaree'.

Flexibility is key to success

Intercontinental Hotel Group is making sure that they walk the talk when it comes to delivering the right kind of services in times of recovery from the pandemic, right from curated stays, to being technology powered at various stages, and catering to needs of the trade and customers.



Nisha Verma

Talking about how the pandemic affected hotels of Intercontinental Hotel Group (IHG), **Veenu Rastogi**, Area Director, Sales & Marketing - North India, said, "For hotels of all sizes and stripes, the unpredictable, fluctuating nature of post-pandemic demand has led to a re-think in staffing strategy, product offerings and cost management. We can expect to see some consolidation activities happening in the industry."

Travel trade

As far as the travel trade is concerned, Rastogi said they have been engaging continuously.

"We all know that international travel is yet to start, and the outbound is also limited right now. Hence, we introduced domestic hotel-wise packages, which we have offered to the

agents, and can be targeted to the families. In our portfolio, we have right from the resort to the business hotel to a no-frill Hotel like Holiday Inn Express," she states.

Promotional strategies

Rastogi believes that the hotel industry of the next decade will be defined for ancillary revenue.

"Although the hotel industry is a resilient industry, which has weathered many adverse market situations in the past, we feel that the drop in the demand post-COVID market will be too close for comfort for business and industry. This will necessitate hotels to look at ancillary revenue more closely and seriously," she claims.

Way forward

Saying that the hospitality industry is yet to get back its pre-COVID level spot, Rastogi



Veenu Rastogi
Area Director
Sales & Marketing - North India, IHG

claims that hotels across the globe are witnessing fluctuating occupancy due to many uncertainties related to region-specific shutdowns, government-imposed regulations, and an increasing concern for health safety among guests.

"At all areas and functions of our hotels, we have introduced enhanced health and safety standards. This also includes our F&B offerings – home deliveries, restaurants and in-room din-

ing as well. At our restaurants, we are not only focusing on cleanliness but also facilitating social distancing and the use of technology such as the use of E-menus or QR code menus to minimise contact. At many of our hotels in India, instead of usual buffets, the breakfast is being delivered through set menus/ a la carte options through in-room dining," she adds.

Weddings galore

Claiming that weddings have become smaller affairs, Rastogi shares that quality in weddings has become even more important in today's time.

"All our hotels have revisited their minimum banquet capacities keeping social distancing norms in place and our hotel continues to be popular in the social and wedding related event space - birthdays, reunions, family getaways and intimate

weddings. Our specially curated menus are planned around the preferences of the families and offering bespoke services to

Organisations are increasing proportion of women and shifting their focus towards gender parity

guests along with aesthetically crafted meals and desserts is also a priority without compromising on hygiene and safety," she adds.

Women in travel

Rastogi highlights that despite the natural inclination towards this industry, most women in the past were assigned roles like guest relations, sales and housekeeping, given their

sociable personalities. "However, today organisations have been working towards bolstering their proportion of women and shifting their focus towards gender parity at all levels. Organisations have today become more cognisant about the needs of women and policies have been drawn to make our work life simpler – whether it be extended maternity or paternity leave, day care centres, flexible work hours and much more. An added benefit of the pandemic, is the acceptance by companies for the work-from-home format, which allows more women to continue their careers while not giving up the demands that home and family may make on their own time.

"I personally believe that an aspect that plays a huge role in our career is our support system – our family, friends and loved ones," she stresses.

Motivated to dream big

Vasudha Sondhi, Managing Director, Outbound Marketing, talks about what inspired her and kept her going during the pandemic. She also talks about her efforts to help women and young people.

Janice Alyosius

The OMPL Group, run by a woman, has many women in leadership positions. "I am a firm believer in bringing more women into the workforce," said **Vasudha Sondhi**, Managing Director, Outbound Marketing, OMPL Group and Co-Founder, Parvada Rural Stays, Mukteshwar, Uttarakhand. "I am determined and I motivate our employees to dream big. We rebranded our business in 2020, and put all our verticals under the umbrella of the OMPL Group. We set up a PR and marketing communications vertical for hospitality and non-hospitality clients. The Annapurna Foundation has done some path-breaking work with rural tourism in India," she informed.

As a leader, Sondhi kept herself motivated and managed to support her team through the pandemic. She thanked her clients who supported the group



Vasudha Sondhi
Managing Director
Outbound Marketing, OMPL Group

and came back to the market in October 2020.

Speaking of the challenges, she said, "The pandemic has pushed more women out of the workplace. To achieve an optimum economy, India needs its men and women to be earning members of society. Despite our great accomplishments, we are not an industry or a priority industry. People and enterprises who have succeeded in inbound and outbound travel despite challenging policies and divergent directions are among our

accomplishments. We also recognise the success of firms that built and operated hotels without the ease of doing business."

Sondhi concluded by appreciating the people in the tourism and hospitality industry, "I have to say hats off to the doyens of the industry who started their businesses in the 1960s and they

To achieve an optimum economy, India needs its men and women to be earning members of society

made India so popular. I really wonder at their vision and spirit of adventure. Our achievements are all about success stories of men and women who made travel a success."

'Create equal opportunity'

Samina Munshi, Director, N Chirag Travels, says that gender equality is need of the hour and that all travel groups address and pursue this issue on a priority basis.

Janice Alyosius

Women in the travel and tourism business are setting an example of women empowerment all over the world. Whether they are licensed tour guides, pilots or entrepreneurs, women are defying stereotypes and making a mark in the field.



Samina Munshi
Director, N Chirag Travels

However, it is vital to provide a gender-equitable atmosphere for them to grow as leaders and innovators. "Commitment to gender equality is the need of the hour. I strongly advise that all travel groups address and pursue this issue," said **Samina Munshi**, Director, N Chirag Travels.

"Establishing and implementing a thorough equal pay policy, as well as recruiting women into high-level tourism employment, will help the sector create equal opportunity for women in the travel and tourism business. Work-life balance should be encouraged,

and childcare obligations should be shared equally by both partners to avoid women from falling out of the workforce," she recommended. "The majority of our workforce is women, and it is our effort to ensure that the business culture honours, rewards and promotes men and women equally," Munshi said of the unique perk granted to women working at the company. "Our primary values are unquestionably equality and inclusivity. We also prioritise communication and transparency, as well as other fundamental efforts such as healthcare benefits, secure transportation, paid

vacation days and flexible working hours," she added.

About the policies and actions aimed toward women, Munshi said, "As women take on more and more positions in the tourism profession, focus on gender equality needs to be revived." In light of the pandemic's impact on

It is our endeavour to ensure that the company culture values, compensates and promotes men and women equally

small and medium-sized women entrepreneurs' businesses, special credit lines for women in tourism should be developed, and governments should emphasise women-owned firms in public procurement, she added.

Online marketplace in the offing

Contd from page 3

21st century has become important. Also, they should equip themselves to access microfinance. There are many government-run institutions in the country where finance is available for women," she pointed out.

Brar said, "We will be working with WCT and Ministries of MSME and Skill Development and Entrepreneurship to see how we can bring together specific niche areas and present the same to these women. This is where

the women can get access and support from other ministries to set up an enterprise and promote it. A lot of women should benefit from the programmes."

New online marketplace

She said they will also unveil an online marketplace on March 8, which is a follow-up to the IITFC programme. "This online marketplace will be like an Uber App for booking guiding services and tourist facilitator services. We will launch it on March 8, which will be a great platform for a tourist to reach out directly to a guide.

If one is headed to any place in the country, he/she will be able to look for somebody who matches their needs in terms of services through this platform. While it is meant for men and women, it will recognise many women who are currently, in an unorganised way, part of the India story. There are special profiles for women, and we are going to market them because they can find full-time as well as flexible employment. While the women wear multiple hats, this online marketplace would give them scope if they are interested in showcasing their neighbourhood by using this platform to join hands with Incredible India and be a part of Dekho Apna Desh too," said Brar.

More initiatives

Among other initiatives, she said under the viability gap funding scheme, which the MOT supports and recommends routes for the twice-a-week Delhi-Khajuraho connectivity has been announced. "It should give a boost to a destination that has everything to showcase. We look forward to such interventions and we are

pushing more and more to identify sectors because connectivity is a key driver for tourism," she elaborates. "This apart", she informed, "we have also signed a MoU with Alliance Air. We are looking forward to working with them in crafting specific conducted tours,

Women's inherent qualities of being caregivers and softer allow them to fit into the roles in tourism and hospitality

which will carry forward branding for Incredible India and Dekho Apna Desh. The aim is to create real-time value with Alliance Air, and we are going to work closely in this regard. In fact, next week, we are setting up a meeting where MOT and Alliance Air teams will meet with industry stakeholders to see how real-time value can be created for all those involved while finding win-win solutions for

all." Apart from the online marketplace, she revealed "We are ready with a lot of campaigns. Whenever it is decided at the highest levels that it is the right time to launch our campaigns, we will come up with that."

Reduced marketing budgets

Many questions were raised about the cutting of overseas marketing budget allocation for 2022-23.

Responding to the same, Brar said, "The government allocates budgets to different ministries, which, in turn, are allocated to different segments that they want to work on. If there is any segment on which a ministry needs to spend more, it can approach the Ministry of Finance (MOF) again. That is why there is a concept of a budget estimate, where you are largely projecting what is needed under one head, and this goes for a revised estimate again in the mid-term."

"Around September 30, 2022, there is a re-evaluation to see if more money is needed under any

of the heads or if there is a need to re-appropriate from one head to the other. All divisions, ministries, and organisations need to do that exercise, which is done at the highest levels in the MOF, where a relook is conducted. Again, by December-end, that exercise is repeated again to fine tune and see if any segments need more money and the MOF allocates funds to those divisions. Hence, I do not think fund is a concern because what goes in the beginning is only an estimate," she added.

Opening of borders

Commenting on the recent lifting of quarantine and the long-awaited opening of borders, Brar said, "The government is actively working on this. We have also given our inputs and are looking forward to the announcement of regular visas soon. From November 15, 2021, only a one-month short-term visa, limited to a single use is available. There are many things happening at the highest levels, and we should be looking at opening both the visas and the skies soon."



ACCOR INDIA AND SOUTH ASIA

Gurugram

PRATIMA BADHWAR joins Accor as the Head of Commercial, India & South Asia. With an extensive background in Sales and Distribution in the hospitality industry, Badhwar will lead the team to achieve business targets for all Accor brands and hotels in the region while ensuring the execution of global strategies. Bringing over 19 years of expertise in the Sales discipline, Badhwar has a remarkable history of working in the field with major hospitality brands. Throughout her career, she has been a key contributor to various hotel leadership teams as a collaborator, effective communicator, and a result-oriented individual driving business growth.



SOFITEL

Mumbai

SNEHA JHA joins Sofitel Mumbai, as the Director of Sales & Marketing. In her role, Jha will be responsible for leading and improving all aspects of the sales and marketing department. A seasoned hotelier, She has been in the hospitality industry for nearly 20 years and brings on board, proficient expertise and knowledge across sales and marketing, and business development. An alumnus from IHM Bengaluru, she started her career with The Leela Kempinski in Mumbai and thereafter worked with brands like The Taj, Marriott, Intercontinental and Holiday Inn. Prior to acquiring this role, Sneha was the Director of Sales for The Westin Goa.



MARRIOTT INTERNATIONAL

Pune

ANKITA BHAWSINKA joins Marriott International at Pune, as the Cluster Senior Marketing Communications Manager. In this role, Ankita will be responsible for driving the marketing strategies for The Ritz-Carlton, Pune, J.W. Marriott Hotel Pune, Marriott Suites, Pune and Courtyard Pune Hinjewadi - sustaining all the hotel's brand positioning, drive brand visibility and create invigorating marketing campaigns aligned with the goals for the hotels, F&B venues and signature spa. She is an avid marketer and PR professional with over 9 years of experience in media and hospitality industries.



ESPIRE

Hospitality

NEHA RANA DUTTA joins Espire group as the Chief Human Resources Officer. Neha is a well-known Human Resource professional in the hospitality industry. In her new role at Espire Hospitality, she will spearhead the human resource function for Six Senses Fort Barwara, steer the full spectrum of the function for Espire Hospitality and will support the expansion plans of the company. Neha joins with 15 years of working association with leading hospitality brands, including Leela, Shangri-La, Hilton, Westin and Radisson. Neha's passion of cultivating human potential will add great value towards the growth objective of Espire Hospitality.



WTM

London

RX, the parent company of World Travel Market London, has announced that **Juliette Losardo** is the new Exhibition Director of WTM London, the leading global event for the travel industry. Losardo is an experienced business leader with an impressive track record of more than 18 years at leading companies in the international media and events sectors. She joins WTM London from Clarion Events, where she was Group Commercial Director, and has also held senior roles at Centaur Media and Getty Images. She has extensive experience in driving success for B2B trade shows.



IATA

Geneva

Marie Owens Thomsen joined the Association as its Chief Economist effective January 4, 2022. She will come from Banque Lombard Odier, where she has served as Head of Global Trends and Sustainability since 2020. Prior to that she was the long-time Global Head of Investment Intelligence (2011-2020) at Indosuez Wealth Management. Additionally, she has served in Chief Economist and related roles for Merrill Lynch, Dresdner Kleinwort Benson and HSBC. Her varied career also includes entrepreneurship and market development activities. Her work on macro-economic issues will prepare her to address aviation's top issues, namely recovery from COVID-19 and sustainability.



TALKING PEOPLE

HUZAN FRASER MOTIVALA, Partner at Beautiful Planet, likes to travel to her home in Mandwa, look after the garden, potter around the land, and learn about trees, flowers and vegetables that can be grown. "I have also dabbled more in cooking and spending time reading and improving my gardening skills during the lockdowns," she says. She also loves to travel. "In India, I haven't been around much, so the go-to destination will be Goa. I recently travelled to Ananda in the Himalayas. I love wildlife sanctuaries too. Internationally, I love Norway," she shares.



MADHU PAI, Marketing and PR Manager, Tourism Australia, de-stresses by reading fiction. "The last book I read was 'A man called Ove' by Fredrik Backman, an absolute easy read while thought provoking in so many ways. During the lockdown, I also started cooking! Perhaps a top-rated typical lockdown skill but I discovered a real passion and interest for it. I have experimented with a wide range of foods, thankfully to the delight and approval of my family!" she says. Her favourite holiday destination is Rajasthan.



SANDRA POLO CANUDAS, Commercial Director (Asia & ME), Palladium Hotel Group, de-stresses by practising a sport. "I have always played sports since I was a child and the pandemic has given me the opportunity to have a regular schedule. Moreover, during the lockdown, I have learned to cook a bit better!" she says. "During all these years of travelling to India on business, I had the opportunity to visit Jaipur and I loved it. Internationally, she loves Spain and Italy.



The best way to unwind for **SABA DHANANI**, Director (Operations), Sayaji Hotels, is to work out or go for a long walk. "I also enjoy reading and spending time with family. After finishing my post-graduation I was always keen on learning how to upskill my marketing knowledge and the lockdown was the perfect time for me to understand the ever-growing space of digital marketing. The lockdown also gave me the opportunity to learn badminton. I've never felt more self-fulfilled," she says. Dhanani encourages visiting every destination in India at least once. "Kashmir, due to its endearing beauty and kindest people, will always have my heart," she adds.



NAZMA MAMAJI, Commercial Director, Hilton Shillim Estate Retreat & Spa, feels fresh air and exercising is the best way to de-stress. "Usually, I go explore the city on a cycle to unwind. I have experienced that not every day you will have the time or have the motivation to commit to a strict workout regimen. Smaller movements like exercise and cycling can also have a huge impact on improving your mental health. The lockdown was a blessing in disguise for me. I was able to upskill myself with various courses that are helping me now. A few of the important ones are digital marketing. I was inclined to learn painting and took up the art of glass painting," she says.



PARNIKA BHASIN PANDE, Head, Signum Hotel Academy, does meditation every morning to energise her for the day. "I also tend to listen to natural sounds while I am going to sleep, this helps me relax and have sound sleep. The lockdown made me realise how important it is to look after our mental health. I am good at listening and counselling to stay positive and motivated. During these stressful times I have been able to help a few people ride out the tough times. I enjoy travelling and Leh has to be my favourite destination in India. The calmness and serenity help one rejuvenate. My next holiday will be to London to visit friends and family," she says.



Why QualStar?

A recognised
mark of distinction

Only
government
accredited hotel
certification
body in the
country

Adheres to
both national
and
international
best practices



One Global
certificate
recognised by
both domestic
and international
accreditation
boards

Follows
guidelines from
MOT, WHO,
ISHRAE and
ISO 17065

For more information, contact:

+91 9871003279, support@qualstar.co.in, subha.bhaskar@qualstar.co.in

Explore 'Another side of Britain'

On February 10, VisitBritain launched a new £10 million global campaign 'Welcome to Another Side of Britain'. It features a mix of short films and city-focused content across social media channels, digital display advertising and print media.



Nisha Verma

Emma Wilkinson, Head of GREAT, VisitBritain, shared the details of the launch in Dubai with support of the wider programme for UK National Day at Expo Dubai. Travel executives, including Make My Trip, Travel Agents' Association of India (TAAI), Travel Agents' Federation



Commonwealth Games and 'Unboxed,' the UK-wide celebration of creativity," she added.

Tapping demand

Wilkinson shared that the campaign's aim was to tap into the demand. "There is a demand for travel, and our priority is to build back demand for Britain and visitor spending, competing hard for international visitors, who contribute billions to our economy and shining the spotlight on our vibrant and diverse cities," she said.

yet booked or decided where to go, thus creating valuable opportunities to influence destination-choice and bookings," said Wilkinson.

VisitBritain's 'Welcome to Another Side of Britain' campaign is part of the UK Government's refreshed GREAT campaign.



ing the industry with tools, assets, and support to ensure that we are telling a confident, welcoming story of Britain," she adds.

India focus

Insisting that India features all their marketing plans, Wilkinson said, "India is a top inbound market to the UK – visitors from India spent £753 million across the UK in 2019 – and we know there is demand for travel from India."

Making the difference

Many national tourist offices are making efforts to attract Indian

Priority is to build back demand for Britain and visitor spending, competing hard for global visitors, who contribute billions to our economy

outbound travellers. Wilkinson claimed they are one of the most open countries in Europe.

"Our tourism businesses are welcome visitors and provide them a stand-out experience. Britain is open for business. Now is the time for a GREAT time to book a trip to Britain," she claimed.

of India (TAFI) and Outbound Tour Operators' Association of India (OTOAI) from India took part in the ceremony.

"The launch followed a VisitBritain business round-table held earlier in the day in Dubai – Connect to Collaborate - hosted by our Chair Dame Judith Macgregor. The event brought together top industry and Birmingham Commonwealth Games representatives from across the West Midlands in England with travel, trade and tourism industry executives from Dubai and India, to boost tourism in the run-up to the Games and beyond," Wilkinson said.

"Another side of campaign is to put the spotlight on Britain's cities, hit hard by the absence of international visitors," she explained. "It is capturing the major events this year, set to be global tourism draws, including Her Majesty The Queen's Platinum Jubilee, the Birmingham 2022

Worldwide promotions

She said they will continue activity across all VisitBritain's international markets, including India, using the reach of global and in-country digital channels and work with the travel trade in the market to drive bookings.

"Over half of the travellers VisitBritain surveyed across 13 markets who intend to go abroad in the next 12 months have not



Emma Wilkinson
Head of GREAT, VisitBritain




एसबीयू: ट्रैवल & वेकेशंस
SBU: Travel & Vacations

निर्धारित अवधि के आधार पर नियुक्तियां
Positions on Fixed Term Contract Basis

अधिकारी (यात्रा)
1 पद दिल्ली में
Officer (Travel)
1 Position in Delhi

कनिष्ठ अधिकारी (यात्रा)
1 पद लखनऊ में
Junior Officer (Travel)
1 Position in Lucknow

कनिष्ठ अधिकारी (यात्रा)
1 पद मैंगलोर में
Junior Officer (Travel)
1 Position in Mangalore

अधिक जानकारी एवं आवेदन करने हेतु कृपया
<http://www.balmerlawrie.com/pages/currentopening>
पर लॉग-इन करके **careers** पेज पर जाएं
आवेदन प्रस्तुत करने की अन्तिम तिथि: 15 मार्च 2022
For details & to apply, log-on to Careers at
<http://www.balmerlawrie.com/pages/currentopening>
Last Date for Submission of Applications:
15 March 2022



बामर लॉरी एण्ड कं. लिमिटेड
(भारत सरकार का एक उद्यम)
Balmer Lawrie & Co. Ltd.
(A Government of India Enterprise)
(A Mini Ratna - I PSE)

पंजीकृत कार्यालय 21, एन. एस. रोड, कोलकाता - 700001
Regd. Office: 21, N. S. Road, Kolkata - 700001
सीआईएन/CIN: L15492WB1924GOI004835
वेबसाइट/Website: www.balmerlawrie.com
फोन/Phone: 011-46412240
ईमेल/Email: nr.admin@balmerlawrie.com



THE SHOW MUST GO ONLINE

Ask for a
Free Demo!

EXPLORE SOUTH KOREA

MEET US

INTERACTIVE MAP AND QUIZ

MY APPOINTMENTS

PHOTO BOOTH

DDP E-connect can help your sellers connect with Indian agents on its virtual platform!

Delhi: +91 96503 99908, arumita.gupta@ddpl.com

Mumbai: +91 9619499167, harshal@ddpl.com

M!CE

TRAVEL SHOW

April 23-24, 2022
Pune



Opportunity
to meet
60 distinguished
corporate buyers

FOR MORE INFORMATION, PLEASE CONTACT
reema.khan@ddppl.com, +91 9810191852

www.travelmiceshow.com



the business travel magazine
M!CEtalk



Abu Dhabi 

GETAWAY TO ABU DHABI



India@dctabudhabi.ae

#GetawayToAbuDhabi #InAbuDhabi #TheTimelsNow