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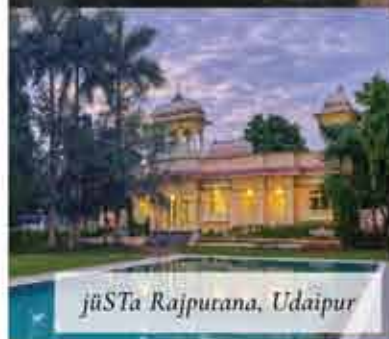
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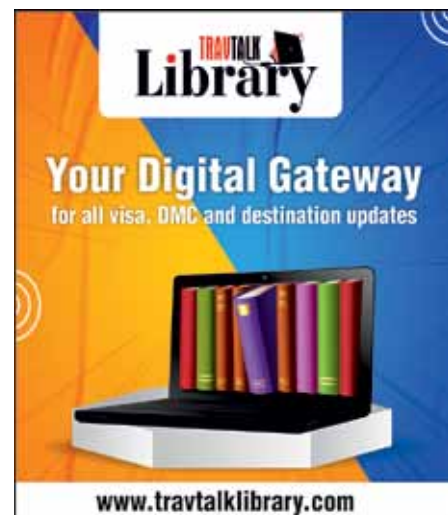
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## India dazzles at wtm<sup>®</sup>

Arvind Singh, Secretary, Ministry of Tourism, leads the Indian delegation at World Travel Market 2022, alongside Rakesh Verma, Additional Secretary, MOT. The officials promote country as a year-round destination with sustainability and huge investment opportunities.

TT Bureau

Ministry of Tourism, Government of India, put up its best foot forward at World Travel Market (WTM) 2022, held from 7-9 November in London. This year's theme of WTM was 'The Future of Travel Starts Now'. With over 20 participants, the Indian Pavilion was inaugurated by **Arvind Singh**, Secretary, Tourism, and **Vikram Doraiswami**, High Commissioner of India to UK, in the presence of Tourism Ministers of Kerala, Odisha, Karnataka, Maharashtra, Puducherry and Tamil Nadu. A number of cultural performances, yoga sessions, heena and Bollywood dance performance happened at the pavilion.



### Sessions galore

Singh attended the session on 'Growing Consumer Demand for Responsible Tourism' held at Future Stage and 'Preparing for the next crisis: Reaching for long term sustainability', which was held at Sustainability Stage, WTM venue.

He also attended Ministers' Summit at WTM, in association with UNWTO and WTTC - Rethinking Tourism, as well as WTTC's Annual Reception. Singh participated in International Tourism & Investment Conference (ITIC) Panel on Strengthening Cooperation within

Commonwealth to boost trade and investment in the travel and tourism sector.

**Rakesh Kumar Verma**, Additional Secretary, Tourism, was also present at the event. Both Singh and

Contd on page 13 ▶

## G20 to show our 'Guest is God' culture: PM

Prime Minister Narendra Modi says India's G20 Presidency is a new responsibility and a measure of the world's trust in India.

TT Bureau

Prime Minister Narendra Modi unveiled the logo, theme and website of India's G20 Presidency through a video conference recently. "From 1 December 2022, India will preside over the G20 Summit, which is a historic opportunity for the country. G20 is the premier forum for international economic cooperation representing around 85 per cent of the global GDP, over 75 per cent of the worldwide trade, and about two-thirds of the world population," he said.

Applauding India's efforts in the field of sustainable development, he said, "We must make



Narendra Modi  
Prime Minister of India

sustainable development a part of individual life rather than just a system of governments. The environment is a global cause for us as well as personal responsibility." He also highlighted the contribution of Ayurveda and noted

Contd on page 5 ▶

## Oman eyes Indian weddings

Oman is becoming a favourite destination for Indian weddings and the destination is leaving no stone unturned to offer the best experience, services and even incentives to host Indian weddings on its shores.

Nisha Verma

**Khalid Mohamed Said Al Arzi**, Director of Tourism Trends Department, Sultanate of Oman, says that India is a significant market for Oman with tremendous potential. "We had some meetings with the stakeholders in Oman and they are willing to receive weddings from Indian market. We have plenty of services to be provided. We believe that Oman is unique for India and is fit for the Indian market. Lots of services can be offered for key wedding planners in India. We have similarity in many things like food. In terms of connectivity, there are direct daily flights from India to Muscat. They will increase as Oman air is



Khalid Mohamed Said Al Arzi  
Director of Tourism Trends  
Department, Sultanate of Oman

the national carrier and they have confirmed to increase daily flights up to 15 from India. The number can reach to more than 70 weekly direct flights with many airlines like IndiGo and Vistara flying on the route. With the cooperation of

the stakeholders in Oman, I think this product will see a progress and we can provide a unique and quality service to the Indian market," he explains.

### All for weddings

Oman checks all boxes when it comes to organising an Indian wedding, claims Al Arzi. "In terms of visa, Indian nationals who are holding the US, Schengen, UK, Canada, Australia and Japanese visa can enter Oman for free. The other thing we are communicating to Royal Oman Police (ROP) is to facilitate the visa for Indians and they are supportive in this regard. We look forward to providing more incentives, which would make it easy to offer other

Contd on page 10 ▶

## 'Have mega events in India'

Venkatesan Dhattareyan, Regional Director, India Tourism (Western and Central Region) says travel and hospitality trade associations have a key role to play in promoting the destination.

Hazel Jain

**Venkatesan Dhattareyan**, Regional Director, India Tourism (Western and Central Region) says, "All the travel and hospitality trade associations are our equal partners when it comes to marketing and promoting the destination. As the ministry, we can create demand but selling happens only through the service providers. So, we continuously engage with them. Recently, we have also engaged with state governments. The state of Punjab was in Ahmedabad and Mumbai recently where we supported an exclusive roadshow with them in both cities. We have also supported a group of tour operators from Tamil Nadu for a multi-city roadshow."



Venkatesan Dhattareyan  
Regional Director, India Tourism  
(Western and Central Region)

He recently also met the new office-bearers of Maharashtra Tour Organisers' Association (MTOA) to discuss how Maharashtra can be promoted in other states. His focus for the last many months has been to encourage the travel trade to register with the MoT

website. "It is also a continuous process. We want them to come into the mainstream by being recognised by the MoT because it brings them a lot of tangible and intangible benefits. This has been accepted by them and we see the number of people applying for it increase," he says.

This is not all. He has also been promoting MoT's scheme that the trade associations can avail for their own MICE requirements. "We want the national trade associations to have their major flagship events within India rather than take it outside the country. In fact, the MoT has a scheme that supports the activities of national trade associations of both

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# 'Turn challenges into opportunity'

Amitabh Kant, G20 Sherpa, while addressing the industry stakeholders in New Delhi, says that G20 provides a great opportunity for lending a healing touch to the world in the times of challenges and take it back on the path of peace and prosperity.



Janice Alyosius

The G20 is an impactful blend of developed and developing nations. As India takes over its Presidency in December 2022, it provides an opportunity to build a consensus on many issues.

Amitabh Kant, G20 Sherpa, while addressing the industry stakeholders at an interactive session on G20 at PHD House in New Delhi, said, "With Indo-

based on our ancient civilization. G20 provides a great opportunity for lending a healing touch to the world in the times of challenges and take it back on the path of peace and prosperity," he said.

## Sensitising states

On the issue of states presenting themselves at the G20, Kant said, "The tourism ministry has interacted extensively with the states and tourism ministries. During the governing body meeting, the Prime Minister personally spoke

tunity for Northeast during the G20," Kant added.

## Business prospect at G20

The business meeting that will be held at Business 20 (B20) as part of the of the G20 will experience huge footfall of businessmen from different countries. "We have invited 43 countries and international organisations to participate as the G20. The summit will provide an opportunity for business meetings to showcase their products and offerings. This

change through green energy, digital transformation and financial inclusion, among others are the key area of focus," shared Kant.

## Unveiling G20 logo and theme

The official G20 logo, unveiled by the Prime Minister recently, demonstrates the Pro Planet approach to life, which is in harmony with Nature.

"In India, we have always believed that Earth is the Mother,



nesia currently holding the G20 Presidency, which will be handed over to India in December and then to Brazil, there is widespread agreement that emerging markets will play a significant role in the G20 Presidency."

Kant emphasised on turning "every challenge into an opportunity" with the right actions and planning. "As India takes the G20 Presidency in the midst of global challenges, by our effective action we can turn every challenge into an opportunity. India shall set the agenda for the world to follow. A very unique opportunity for India to shape the global narrative and provide an Indian vision with a theme and logo

with all the state chief ministers. Every state has been fully sensitised, and we are collaborating closely with the states. This is a huge opportunity, as the Prime Minister stated, every state has the opportunity to become a travel and tourism destination."

## Opportunity for Northeast

A lot of events will be held in every state of the Northeast region and, therefore, the region will be a key player. "Many Business 20, Youth 20, and Women 20 events will take place in Northeast. This is an opportunity for Northeast to collaborate with us to promote its culture, cuisine, and infrastructure. Therefore, there is a tremendous oppor-

As India takes the G20 Presidency in the midst of global challenges, by our effective action we can turn every challenge into an opportunity

opportunity does not come along every day, so this is a once-in-a-lifetime chance to leverage and grow business," he said.

"As we need to create an equal platform for all, behavioural

and we are the children. Our G20 theme and logo has been taken from our ancient civilization, as we believe in Unity in Diversity and it eminently signifies One Earth One Family One Future," said Kant.

The G20 events would help foreign delegations in better understanding of the Indian market and would strengthen industry ties between India and G20 countries. Then events will also provide opportunity to discuss issues pertinent to both the Indian industry and the G20 in tourism and other fields and demonstrate to foreign delegations India's soft power through its culture, cuisine, and natural heritage.

# PM unveils G20 logo and theme

Contd from page 3

global enthusiasm for Yoga and coarse grains.

He also pointed out that G20 is not only an event of the central government and requested the state governments, as well as all the political parties, to actively take part in this endeavour. "The event is organised by Indians and the G20 is a great opportunity for us to showcase a glimpse of our tradition of 'Guest is God'. The events related to G20 will not be limited to Delhi or a few places, but programmes will be held in every corner of the country. Each



of our states has its own characteristics, heritage, culture, beauty, aura and hospitality," he shared. He also gave examples of the hospitality of Rajasthan, Gujarat, Kerala, Madhya Pradesh, West Bengal, Tamil Nadu, Uttar Pradesh, Himachal Pradesh and Uttarakhand and remarked that it is this hospitality and diversity that amazes the world. He informed that he will be heading to Indonesia next week for the formal announce-

The events related to G20 will not be limited to Delhi or a few places, but programmes will be held in every corner of the country

ment of India's G20 Presidency. The G20 logo juxtaposes planet Earth with the lotus, India's na-

tional flower that reflects growth amid challenges. The Earth reflects India's pro-planet approach to life, one in perfect harmony with nature. Below the G20 logo is "Bharat" written in the Devanagari script. The logo draws inspiration from the vibrant colours of India's national flag. The theme of India's G20 Presidency "Vasudhaiva Kutumbakam" or "One Earth, One Family, One Future" is drawn from the ancient Sanskrit text of the Maha Upanishad. The theme affirms the value of all life – human, animal, plant, and microorganisms – and their interconnectedness on the planet Earth.





## Can G20 members help?

The upcoming G20 summit to be held in Bali is an opportune time to redraw the recovery plan for the travel and tourism sector and discuss topics such as climate change mitigation, and sustainable development. Here, India can take the lead when it takes over the G20 Presidency on 1 December 2022 and hosts the G20 summit in 2023.

G20 leaders must avoid sustainability in tourism unless it is locally defined. Right now, sustainable tourism is subjective in nature. Tourism must work around what locals determine is their sustainable way of life, and tourists should be prepared to see locals in their traditional environment because ultimately tourism as a business is not a sustainable endeavour.

Emerging markets must play a major role in the G20 Presidency. With Indonesia holding the current presidency role, handing over the baton to India in December and then India to Brazil, sends a strong message to the world that the emerging markets will play a major role in the G20 Presidency.

## Pre-Board jitters real?

The recently announced National Tourism Board of India (NTBI) is a prayer answered for many in the industry, who are waiting to see a professionally managed body to take care of Incredible India promotions across the world. With a CFO and CEO, the structure of the board looks promising, especially with representatives from both public and private sector. The board has piqued interest of everyone to know not only who all will be part of it, but also how effective it would be when it is finally operational. The MOT is certainly working hard to give a proper shape and bring the board on floor soon, but at the same time there are speculations on how independent it would be when it takes Incredible India on a global stage. Following the Invest India formula, the government has made a smart move to construct the board, and now that the inbound season has already begun, it's high time the government puts all plans and initiatives in action for making India a year-round destination, especially now that India's G20 Presidency is about to start.

# It's 'best time' to book your travel

A recent KAYAK study shortlists best travel and booking times for Indians to top 10 most popular flight destinations. According to the study, the top destinations for return economy international flights in India for the next six months includes Dubai, Bangkok, Singapore, Bali and the Maldives.



TT Bureau

With rising inflation and higher food and fuel prices affecting Indian consumers, saving money does not mean foregoing travel. It's a great time to analyse into the most cost-effective travel and booking times for the upcoming vacation season.

KAYAK has shared insights on when Indians can travel at great prices to their top 10 favourite travel destinations for flights, as well as which days they should book and begin their journey.

### Exploring overseas destinations on a budget

Colourful markets, beaches, and great shopping could be what Indian travellers are looking forward to over the next six months, with Dubai being the most searched destination for return economy international flights for travel between 31 October 2022 and 30 April 2023 (searches between 10.04.2022 and 10.10.2022), followed by Bangkok, Bali, and Singapore. Domestically, Goa was the most sought-after destination

for return economy flights, followed by New Delhi and the Andaman and Nicobar Islands.

Those who have not yet booked a trip to Bangkok should consider flying in mid-March (13 - 19 March 2023), as they can save up

during the travel period is the most cost-effective.

The idyllic setting of Maldives ranks as India's 6th most searched destination for return economy flights, with the best time to travel around mid-March 2023. This represents a 49 per cent saving

number 10. The average return economy flight between India and Toronto over the next six months is approximately Rs 115,323, with Wednesday being the best day to begin the journey.

According to Tarun Tahiliani, India Country Manager, KAYAK,



to 33 per cent compared to flying during the New Year period. According to KAYAK search insights, starting the trip on any Wednesday

compared to the most expensive period around late April.

Toronto, Canada, rounds out the top 10 destinations, coming in at

"KAYAK's search data reveals that Indian travellers are keen to travel to international destinations over the next 6 months, with Dubai, Bangkok and Singapore being

## Top 10 destinations to fulfil your travel dream

KAYAK search insights on the top 10 destinations for Indian travellers for return economy flights, the best time to travel and book between in the travel period of 31 October 2022 and 30 April 2023

Search rank	Travel destination	Average price for return flight in economy class (in ₹) in the travel period	Average price for a return flight in economy class (in ₹) in the travel period / Best value travel week in 2022	Average price for Round trip in economy class (in ₹) in the travel period / Best value travel week in 2023	Average price for Round trip in economy class (in ₹) in the travel period / Best value travel week in 2023
1	Dubai, United Arab Emirates	₹27,587	₹25,022 - week 45	₹21,155 - week 10	Sunday
2	Goa, India	₹12,453	₹11,769 - week 48	₹9,346 - week 17	Monday
3	Bangkok, Thailand	₹23,761	₹21,839 - week 47	₹20,260 - week 11	Wednesday
4	Singapore, Singapore	₹25,370	₹24,135 - week 45	₹18,660 - week 8	Wednesday
5	Bali, Indonesia	₹37,902	₹35,547 - week 45	₹30,936 - week 10	Sunday
6	Malé, Maldives	₹26,416	₹23,151 - week 45	₹22,474 - week 10	Monday
7	London, UK	₹66,011	₹62,529 - week 47	₹53,256 - week 10	Tuesday
8	New Delhi, India	₹10,806	₹10,118 - week 45	₹8,106 - week 4	Wednesday
9	Andaman and Nicobar Islands, India	₹23,518	₹22,657 - week 47	₹14,185 - week 15	Friday
10	Toronto, Canada	₹115,323	₹106,959 - week 45	₹97,527 - week 10	Wednesday

**Domestically, Goa was the most sought-after destination for return economy flights, followed by New Delhi and Andamans**

the popular destinations, offering comparatively shorter and quicker flights with all the excitement of overseas travel. KAYAK search insights suggest that early March represents a great time to travel with great deals available for international flights. Avoiding the peak travel dates such as around New Year's Eve can allow Indian travellers to secure the best possible fare price, and we recommend setting up price alerts for your chosen destination to help secure a great price for your holiday."



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'Digitalization will be the way forward in this 'new normal' of air travel': Amit Mehta

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Modi urges citizens to visit Nadabet, other border areas to promote 'Seema Darshan'

National Tourism Board to get four members each from ministries and industry

India's air passenger traffic touches 95% of pre-Covid levels: Gen (Retd) VK Singh

Global wedding market projected to reach \$414 billion by 2030: Rajeev Jain

# Focus on developing soft skills

Travel trade associations are a great way to reach out to small and medium-sized travel agents from remote parts of India through their membership. Aviareps India recently hosted an exciting evening for members of TAFI Western Region Chapter to showcase their various products.



Hazel Jain

Taking advantage of the large database that the Travel Agents Federation of India (TAFI) has, Aviareps India, along with TAFI's Western Region Chapter, hosted an educational event in Mumbai recently. Sharing some details of the event, **Jitil Mehta**, Western India Chairman, TAFI, said, "We recently had a Western India Chapter meeting in Mumbai, followed by a presentation by Aviareps India about its various products. This event was fully sponsored by them. They showcased various products including Utah, Budget Car, Belgium, and Cinnamon Hotels & Resorts Sri Lanka. It's a great value-add for our members. More than 100 members attended this event."

He is happy that the chapter's members are an active lot. "It is one of the best chapters of TAFI, thanks to our members. They keep us on our toes. They are highly active and demand-



**Jitil Mehta**  
Western India Chairman, TAFI

**I want members to develop soft skills for themselves and for their staff because we are in the service business**

ing, they are asking questions, so we have decided that we will do a lot of product presentations for them, working with differ-



**Ellona Pereira**  
Head, Aviareps India

**Our target is to reach out to as many associations as possible and we have done similar events in many Indian cities**

ent consulates, as well as other stakeholders like the airlines and VFS. We are providing them a platform to network so that they

can do business easily. We are also working on couple of projects to educate them on some soft skills," Mehta added.

"I want our members to develop soft skills for themselves and their staff because we are in the service business. So, it is upon TAFI to educate its members so that they can sustain and grow their business in the long run and are equipped to deal with future challenges. A lot of them have registered for our online courses that we are offering free of cost on our website," he continued.

TAFI has tied up with a company to offer more than 100 skilling courses, which include soft skills and education on specific topics.

**Ajay Prakash**, TAFI President, said, "This will be offered on our website free of cost to all our members. The integration is happening right now and these courses will be online soon. These are some of the things we will be building upon."



**Ellona Pereira**, Head, Aviareps India, said, "We have been working with various national and regional travel trade associations. We find it a great experience imparting training on all our products. We recently hosted an event for the TAFI members. We covered some of our products such as Utah, Visit Brussels, and some of our new products like KKday, Cinnamon Hotels & Resorts and Budget Rent-a-Car."

She added, "Destinations like Utah are unique products and since it's a relatively new entrant to the Indian market we feel it is important to reach out to every travel agent to create awareness about the destination. Our target is to reach out to as many travel trade associations as possible and we have done similar events like this in Delhi as well as other cities in India."

## ADTOI conducts polls after 4 years

Rajat Sawhney from Rave Tours & Travels was elected as the Senior Vice President, while Ashish Chander from HORA Tourism was elected as the Vice President during the elections.



Janice Alyosius

After a four-year hiatus, ADTOI elections were conducted peacefully by the Returning Officer to constitute the ADTOI's XIII Managing Committee (six office-bearers and eight MC members) as per the prevailing MOA 2019. One nomination was received for each post (Senior VP and VP), so all nominations filed to the said posts were declared elected uncontested.

**Rajat Sawhney** from Rave Tours & Travels was elected as the Senior Vice President and Ashish Chander from HORA Tourism was elected as the Vice President.

Sawhney said his role will allow him to connect members across the country and encourage them to work closely with each other. Chander added strengthening domestic tourism is his current focus area, he intends to put emphasis on developing inter-state trade between states and ADTOI members.



**Rajat Sawhney**  
Senior Vice President  
Rave Tours & Travels

It is critical for the tourism industry's success that the government supports it. The representatives will assist the president in running ADTOI and discuss issues with the MoT to resolve them and improve the overall domestic sector.

In terms of the tourism ministry's support needed to boost the Indian domestic sector, Sawhney said traditional and emerging tourism themes such as nature, heritage, religious, adventure, wellness, MICE, and weddings are attractions for domestic tourists. Price competitiveness, infrastructure develop-

ment, emergence of new destinations and promoting niche tourism products will drive the growth of domestic tourism in future.

He said the government should incentivize and promote private sector participation and encourage associations such as ADTOI to hold conventions and road-

**Sawhney said his role will allow him to connect members across the country and encourage them to work closely with each other**

shows across the country. He also suggested the ministry hold workshops for tour operators under their supervision for industry-specific skill development.

## Curtain-raiser for Manipur fest

Kolkata, the City of Joy, played host to the curtain-raiser event for the much-anticipated 'Manipur Sangai Festival 2022', a tourism extravaganza promoting the rich cultural legacy of Manipur.



TT Bureau

The curtain-raiser for 'Manipur Sangai Festival 2022' was organised at the Salt Lake City Centre, Kolkata and witnessed participation of many potential travellers from the city. A buyer-

highlighted the various aspects of Manipur focusing on the varied attractions of the Manipur Sangai Festival 2022, scheduled to be held from 21 to 30 November 2022. The event is part of the department's endeavour to create awareness about the magnifi-

huts, fashion shows showcasing rich Manipur weaves, Sangai Run, tourism pavilions, flower shows, indigenous cultural programmes,

**The event showcased the magnificence of Manipur, the Jewel of India and its rich culture, traditions and heritage**



seller meet was also organised as part of the event and tour operators from Manipur introduced the festival to the buyers in the city.

The event showcased the magnificence of Manipur, the Jewel of India and its rich culture, traditions, heritage, handloom, handicrafts, indigenous sports and music. It

cence of Manipur, its celebrations and its eco-tourism potential focusing on the significance of Manipur's rich cultural heritage and creating a shared value.

The 2022 cultural extravaganza, the Manipur Sangai Festival, also called the 'Festival of Oneness' will feature 34 traditional indigenous

night tourism, handloom and handicrafts, Tug-of-War, Arambai Show, Mukna competition, Yubi Lakpi, Sagol Lamjei (Horse Race), Men's International Polo Tournament at Mapal Kangjeibung, CM's Sagol Kangjei Tournament at Kangla, film screenings and MMA among many others. The festival is named after State animal the brow-antlered deer or Sangai deer.



# Ready to catch them young

In just four years Millennials, or people born between 1977 and 1997, will occupy almost half the global workforce, according to Harvard Business Review. Destinations and tourism businesses are therefore adjusting their offerings to include features that are highly attractive to the millennials.

## NTOs

“Millennials and Gen Z travellers make for one of the most significant traveller segments in today's world. They are largely driven by their evolving aspirations and it's exciting to see Travel has emerged as one of the top aspirations for younger generations. Both are an important segment for us as a major share of the travellers from India are those of couples and honeymooners. We have taken a very targeted approach to tap into these segments by being extensively present on platforms consumed by these young travellers.”



**Kathy Koyamaibole**  
Regional Director  
Asia and Pacific, Tourism Fiji

“The millennials and Gen Z are an important segment largely because they are well-informed, have the means to travel frequently and are always open to discovering new experiences and go beyond the tried and tested. In addition, this type of traveller is always digitally connected and through social media platforms is more prone to showcasing experiences on ground through posts, videos and reels, which in consequence adds to enhanced visibility for the destination. We are trying to enhance our visibility and create awareness through channels/platforms that are often frequented by them, such as digital platforms and social media networks.”



**Sheetal Munshaw**  
Director, Atout France India

“The last few years have seen India become the world's largest millennial market, drawing attention from across the world to Indian millennials. They contribute significantly to the Indian economy and are among the main breadwinners of their households. This demography will continue to dominate the Indian workforce for at least next 10 years and their wallet share will keep on increasing – making them an extremely important segment. Reflecting demand for offbeat, non-touristy experiences, we are packaging and selling itineraries that include the new regions of South Africa.”



**Neliswa Nkani**  
Hub Head – Middle East, India and South-East Asia, South African Tourism

## AGENTS



**Abraham Alapatt**  
President & Group Head, Marketing  
Thomas Cook (India) & SOTC Travel

“According to me, being a millennial traveller is not about age at all, it's about a mindset. It's about the way these travellers think which is different from the way travellers historically did. To my mind, the big difference is that they travel for local experiences that the destination has to offer, rather than see a place. It needs to be authentic, and it can be people, culture, art, food, anything. From the economic standpoint, this new-age travellers is really about willing to invest in experiences rather than the number of places they see.”

“I specialise in groups tours, but we have seen a huge shift in the average age of travellers that are booking with us. Initially, there were more senior citizens and middle age travellers. Now after the pandemic, a lot of younger people – from the teens to young adults – want to travel with their friends even if they are married, or single. We are trying to target this new-age traveller and we are developing ideas about developing group tours for them in a small way – since we specialise in groups. For instance, we recently organised a group tour for young travellers to Israel by specially targeting the under-45 age bracket.”



**Kulin Shah**  
Managing Director, Kulin Kumar Holidays



**Tarun Malhotra**  
Director, InOrbit Tours

“We are largely a MICE tour operator, primarily into corporates and offering niche itineraries to them. Interestingly, at our company, it is my son and not I who is strategizing on how to tap this target audience. He is a lot of help. Whichever country I travel to, he makes superb reels with the videos I shoot on my phone to post it on Instagram and LinkedIn to attract the millennials. As a result, we are getting a lot of inquiries through Instagram and we get a lot of comments on these reels with questions about the itinerary. Within a week, we get more than 1,200 views. I'm sure this will be the future of clientele for us as well.”

Compiled by Hazel Jain

# ‘Sports tourism has good potential’

Sport events offer tremendous opportunity for any country to attract tourists. To leverage the tourism potential of sports, travel trade works around special itineraries to attract tourists. Government should focus on sport events and explore the untapped potential, suggest experts.



Janice Alyosius

Tourism and sports are inter-related and complementary. Sports – as a professional, amateur or leisure activity – involves a considerable amount of travelling to take part in different destinations and countries, and mega sporting events such as the Olympics, FIFA World Cup or rugby championships are powerful tourism attractions in themselves, making a positive contribution to the industry. It is not surprising then that Sports Tourism is one of the fastest growing sectors.

In India, sports tourism market, currently valued at US\$ 9469 million, is expected to surge at an incredible CAGR of 14.8 per cent and is predicted to be valued at US\$ 37,646 million during the forecast period, as analyzed by experts in Future Market Insights.



**Riaz Munshi**  
President, OTOAI and MD  
N Chirag Travels

Commenting on role of sports in tourism, **Riaz Munshi**, President, OTOAI and MD, N Chirag Travels, said, “Sports tourism is an integral part of tourism. It is one of the verticals that greatly benefits the host country, as it attracts tourists from all over the world. Sports tourism contributes significantly to the economy of the country, as it boosts infrastructure and creates additional jobs and income opportunities



for the workforce. Also, most of the travellers that go to watch the sporting event extend their length of stay, thereby spending additionally on local businesses and services in the country.”

Agents create special itineraries at the time of a mega sport event to leverage its tourism potential. “Once people decide on travel-

ling for a sports event, they also extend their stay to explore the country as a holiday destination. We design itineraries for our travellers based on their interest and travel preferences to get the most out of the destination and explore it well. In India, travellers usually start planning 3-6 months in advance, as they are aware that the product gets costlier closer to

the dates due to increased demand,” he shared.

Since sports tourism offers a full spectrum of opportunities, the Tourism Ministry also plays a crucial role to leverage the opportunities. “The government should organise big sporting events in India to attract travellers from across the world. They can

pitch for the next T20 World Cup, which would attract cricket fans from around the world. It would also enhance exposure and enable us to showcase the country in a positive light,” Munshi sug-



**Sports tourism is one of the verticals that greatly benefits the host country, as it attracts tourists from all over the world**

gested. “We have noticed that Indian travellers are now quite keen to travel for sports events. T20 Cricket and FIFA World Cup are both going to see big numbers of sports lovers,” he added.



# Aggregators penalised, Hospitality wins

Competition Commission of India (CCI) recently levied penalties of ₹392 crore on MMT-Go and Oyo after finding them in contravention of the law. Federation of Hotel & Restaurant Associations of India (FHRAI) terms the order a big win for the hospitality industry against the dominance of aggregators.



TT Bureau

Based on complaints filed by India's apex hospitality association, the Federation of Hotel & Restaurant Associations of India (FHRAI), in 2019 against Oyo and MMT-Go, the Competition Commission of India (CCI) found the aggregators to be in contravention of the law and has imposed a penalty of ₹223.48 crore on



MMT-Go and ₹168.88 crore on Oyo. The aggregators were found to be indulging in predatory pricing, charging exorbitant and unfair commissions, misrepresentation of information and levying service fees arbitrarily. Welcoming the order, FHRAI termed it one of the biggest wins for the hospitality industry against the dominance of



Pradeep Shetty  
Executive Committee Member, FHRAI

the aggregators. The association stated that the case will also serve as an eye-opener for investors and the regulatory bodies regarding unethical conduct of Oyo, which is planning go public.

"This is by far one of the biggest wins for the hospitality industry against the dominance of the aggregators. We see this as a major verdict that will go a long way in disciplining the OTAs and saving the hospitality industry. The actions of Go-MMT and Oyo have

individually as well as collectively caused immense damage to local hotels across all segments. Oyo is responsible for the systemic depredation of the budget segment hotel business and its market as a means to achieve

**The aggregators were found to be indulging in predatory pricing and charging exorbitant and unfair commissions**

a notional billion-dollar valuation, which is a serious cause of concern for the hospitality ecosystem of the country. We need to create a level playing field for the sustenance and growth of the industry which in the recent past

## Fair competition

In addition to the monetary penalty, to ensure an environment that supports fair competition among the OTAs as well as among the franchisee service providers, the commission has directed MMT-Go:

- ❖ To suitably modify its agreements with hotels/ chain hotels, to remove/ abandon the price and room availability parity obligations imposed by it on its hotel/ chain hotel partners with respect to other OTAs
- ❖ To modify its agreement with hotels/ chain hotels, to remove/ abandon the exclusivity conditions that exist inter-alia in the form of D minus clause
- ❖ To provide access to its platform on a fair, transparent and non-discriminatory basis to the hotels/ chain hotels, by formulating the platforms' listing terms and conditions in an objective manner
- ❖ To notify all its hotel/ chain hotel partners, about the aforesaid modifications
- ❖ To provide transparent disclosures on its platform as regards the properties not available on its platform, either on account of termination of the contractual arrangement with any hotel/ chain hotel or by virtue of exhaustion of quota allocated to MMT-Go by such hotel/ chain hotel.

witnessed the dilution of fundamental business ethics," says **Pradeep Shetty**, Executive Committee Member, FHRAI.

Illustratively, for properties listed on MMT-Go but sold out on the said portal by virtue of exhaustion of quota allocated to MMT-Go, may

specify 'sold out on MMT-Go portal'; similarly, properties continuing to be appearing on MMT-Go portal, despite termination or expiry of listing arrangement should be removed from the portals and in the interregnum with a 'not available on MMT-Go portal' specification.

The commission has directed MMT-Go to weed out anti-competitive practices and to implement the directions of the CCI in its true import and spirit. MMT-Go is further directed to submit a compliance report, on an affidavit, with regard to the aforesaid directions within 60 days of the receipt of the order.

## HRAWI convention a success

The Hotel & Restaurant Association of Western India's (HRAWI) 19<sup>th</sup> Regional Convention held in Nashik recently saw great participation from stakeholders. Shetty says, "The convention offered hoteliers and restaurateurs an opportunity to express and share experiences from the days of the pandemic induced lockdowns."

## Oman welcomes Indian weddings

Contd from page 3

services as well. We need to discuss it with the ROP. Event planners in Oman can provide services for the Indian meetings, including food, which is not an issue in Oman, as we have qualified and capable Indian chefs at various properties here. As a destination, Oman is unique and we have a variety of landscape and activities within driving distance of Muscat. It will be a good experience for the tourists," he adds.

### Unique hospitality

He claims that Oman's hospitality can play a key role in its popularity as a wedding destination. "The hospitality of Oman is its USP. Another special thing about the tourism in Oman is the engagement of locals in the tourism industry. They are involved in this industry, not just in the hotels, but even in transportation, or as a tour guide. Secondly, the incentives and cooperation that we seek and get from the stakeholders is something we can rely on. Also, the quality of services that is provided by world chain hotels we have, like Shangri-la, Jumeirah, Ritz Carlton and the spectacular venues in Oman, can host mega events," says Al Arzi.

### Incentives on cards

Saying that they are working on incentives for wedding operators, he adds, "We will share the same with our partners very soon. We are working with the stakeholders, with the ROP, and the board

**The hospitality of Oman is its USP. Another special thing about the tourism in Oman is the engagement of locals in the tourism industry**

itself. There will be promising incentives on offer for the key wedding planners."

### India promotions

Talking of promotions of Oman across India, he adds, "Our India representatives, Buzz Travel Marketing, are doing a great job. We had a roadshow and meetings talking about weddings and other segments."

## 'TUI adds value to experiences'

Focusing on digital solutions and global partnerships, TUI Musement's strategy is to create meaningful experiences for customers. The brand has chosen to concentrate on experiences and multi-day tours as the core of its value proposition.



Janice Alyosius

In addition to hotel and cruise business, TUI Musement, one of TUI Group's three growth areas, is a business pioneering digital transformation, with scalable digital platform business model along with a local service deliver.

The brand is focusing on three things: multi-day tours, one-day trips and experiences, said **Jordi Cerdo**, Chief Strategy Officer, TUI Musement. "Our objective is to add value in the three categories we offer. In this regard, traditional partnerships and digital solutions are the successful base on which we will focus on for the future."

Referring to the Indian market, Cerdo said, "When we talk about India, it is mostly multi-day trips, and we have a tradition of exploring the country and highlighting the different options and alternatives we offer to our customers." Their strategy is to create meaningful experiences



Jordi Cerdo  
Chief Strategy Officer  
TUI Musement

for the customers and give them an insight into our rich culture, he added.

Though TUI operates globally, it has a presence in Europe, which is its largest source market, revealed Cerdo. The United Kingdom (UK), Germany, Belgium, France, the Netherlands—all Nordic countries and Central Europe—are the other TUI's source markets. "When we talk about our digital offerings, we have entered into agreements with cruise lines, and OTAs such as booking.com among others. We

signed a global pact with National Geographic to sell experiences and one-day tours. We also get customers from Asia, Europe, Africa, and the USA through different channels, so overall, we are truly a global company," he added. He said, "We are a leading company compared to our competitors. Though we have the largest business, our aim is to add value in each country. To cite an example, le Passage to In-

outbound services at the airport, and logistics. But, today, we have chosen to concentrate on experiences and multi-day tours as the core of our value proposition. We have strong relationship with the customers that we have built during the difficult times of this year."

Speaking of how the industry has transformed after COVID cases reduced, Cerdo said, "The pandemic outbreak has changed a lot of things. But the good thing is that we have not changed our strategy. As result, people who earlier used to believe in advance bookings, of late are booking quite late. Also, people want to experience something different. They want to feel part of the destination and contribute to the well-being of the locals. It is our responsibility to try to adapt our proposal in making the customers feel to be a part of it. I feel small groups with emphasis on privacy, meaningful experiences, and reduction in booking time, are here to stay. So, I think it is important that we adapt to it soon."

**When we talk about India, it is mostly multi-day trips, and we have a tradition of exploring the country**

dia was one of the leading DMCs in India. Then we were a full-service DMC and offered all kinds of products. Later, we did MICE, domestic,



# Marriott expands its horizon

With domestic boom in the Indian hospitality sector, Marriott hotels and resorts in cities have been witnessing occupancy between 90 and 95 per cent, says Arun Kumar, Market Vice President- North India, Nepal and Bhutan, Marriott. He also shares plans to further boost business in India and Bhutan markets.



Nisha Verma

With Bhutan opening its borders for tourists recently, Marriott is making sure that Indian tourists put the destination and their two properties in the country into their next holiday itinerary. "We have two beautiful hotels. Le Meridien Paro is closer to the airport, resort kind of location and close to Nature. Then we have Le Meridien Thimphu, which has a city centre location. Both have been successful hotels in the past and unlike many other operators, we did not close the hotels. We continued to run the hotels and worked with the owners to make sure the business is moving along," he shared.

He explained, "As the country opens, we are expecting tourism to pick up in Bhutan. Despite being small, Bhutan is managing tourists in a structured manner. India is still a big market for Bhutan and with the market opening, we are expecting tourists from traditional source mar-



Arun Kumar  
Market Vice President- North India  
Nepal and Bhutan, Marriott

kets like India Singapore and Thailand. We want to help the tourism of Bhutan to recover what it has lost in the last two-and-a-half years."

#### Working with Bhutan govt

Sharing how the government is supporting the industry, he said, "Tourism in Bhutan was traditionally driven by tour operators and we had to manage it through them. For the first time, government has opened it and people don't have to book through the tour operators but can book directly online too."



As a source market, he revealed that. "India has a massive number of Marriott Bonvoy members, where we have actively promoted Bhutan as a destination, along with these two hotels. We have 700,000 members in India and moving forward, we have plans to get into other source markets of Thailand and Singapore," he said. He added, "In terms of expansion, we are in talks with many developers. We would like to see a luxury brand opening in Bhutan."

#### Managing India boom

Talking about the big domestic boom seen in India, Kumar said, "It's fantastic to get business back into the hotels. We have some city hotels with occupancy between 90-95% which is encouraging."

#### Managing ARR

The increasing ARRs in the last one year has been the talk of the town. "This boom of business and this average rate growth has helped us to get our profitability back in place, which has helped us to spend and

reopen all the facilities, areas much quicker than we thought, and we are going to add more services into these destinations," he claimed.

Kumar claimed that they are seeing growth in secondary and tertiary cities more than the metros. He revealed, "This in South Asia, and specifically India, we have seven projects that will open. In our market, we have two new openings—Westin in Rishikesh by end of November and a Le Meridien in Amritsar to open by mid-December."

#### MICE and G20

Talking about working with the government on G20 Presidency of India, Kumar pointed out, "We are actively working with the G20 organising committee be-



**For the first time, government (of Bhutan) has opened it (tourism) and people don't have to book through the tour operators**

cause we have over 100 hotels in India, and we want business at the end of the day. This is the first time that the government has taken so much interest in developing some of these. We need more international conferences to come into India." 🐦



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# Yas Island sees 150% recovery from India

Liam Findlay, CEO, Miral Destinations, says Yas Island has been witnessing strong interest from Indian travellers, particularly after their association with Bollywood actor Ranveer Singh. So much so that in the summer months following the launch of the campaign involving the actor, the destination saw 150% recovery versus 2019 from India.



Hazel Jain

**What kind of footfalls are you witnessing from India since Yas Island re-opened?**

India has always been a key source market for us and we have seen strong interest from Indian travellers, particularly following our collaboration with Bollywood superstar Ranveer Singh earlier in the year. Leveraging his popularity in the Indian market, we launched the Bollywood-themed campaign, 'Yas Hai Khaas', which saw Ranveer dance his way across the destination's iconic attractions.

Following the campaign launch, Yas Island garnered over 26,000 website visits from India in the first 10 days of the video launch, reaching over 80 per cent of total website traffic recorded in 2019, in addition to a combined video viewership of over 50 million views across Yas Island's social media platforms. This resulted in the summer months witnessing a 150 per cent recovery versus 2019



Liam Findlay  
CEO, Miral Destinations

from the Indian market. Besides, we have seen a strong rebound of MICE travellers from India, which we hope to continue to develop towards the end of 2022 and moving into 2023.

**What traveller segments are you focusing on right now and why?**

Yas Island Abu Dhabi offers a diverse mix of award-winning leisure and entertainment experiences that suit the preferences of various travellers of all ages, which include families, friends and couples, as well as thrill-seekers,

sports fans and concertgoers. Yas Island features 10 world-class hotels, along with award-winning entertainment, dining, shopping, sports and leisure attractions throughout the year.

Following a successful 2022 event, Etihad Arena will welcome the International Indian Film Academy Awards (IIFA) for a second time in 2023. The destination hosts several international events that take place annually, including Formula 1 Etihad Airways Abu Dhabi Grand Prix 2022, Disney On Ice presents Mickey and Friends and Disney's The Lion King, which makes its regional debut at Etihad Arena.

**What are some of the new developments taking place at Yas that travel agents would be interested to know and sell?**

As part of its expansion plans, Yas Island will see the opening of SeaWorld Abu Dhabi in 2023, set to be the region's first Marine Life Theme Park featuring a variety of immersive experiences and dynamic habitats. The attraction will



be home to SeaWorld Research and Rescue Abu Dhabi, the UAE's first dedicated marine research, rescue and rehabilitation centre. In addition, the destination's exciting Stay and Play package, which allows guests to enjoy a stay at one of the destination's leading hotels and gain access to three record-breaking theme parks.

**How many nights do Indian visitors spend at Yas historically and**

**what would you suggest the travel agent to plan for their clients?**

With a vast range of activities and experiences to enjoy across Yas Island's award-winning theme parks and attractions, world-class hotels, and countless dining and retail opportunities, travel agents can curate bespoke itineraries for multiple traveller archetypes. Thrill seekers can enjoy the world's fastest rollercoaster, Formula Rossa at Ferrari World Abu Dhabi, or

reach new heights at CLYMB Abu Dhabi, home of the world's largest indoor skydiving wind tunnel and the region's tallest indoor climbing wall. Families with kids can take a journey into the UAE's pearl diving heritage at Yas Waterworld Abu Dhabi while enjoying over 45 exhilarating rides, slides and attractions, or meet their favorite cartoon characters and superheroes at the world's biggest indoor theme park, Warner Bros. World Abu Dhabi. 🇦🇪

## Caravela Beach Resort Goa invites NRIs



Sunder Advani, Chairman & Managing Director, Advani Hotels & Resorts, was invited to address the gathering at a press conference organised by Neeta Bhasin, President and CEO, ASB Communications, to launch the 7th Annual Diwali Festival in Times Square in New York recently. Advani released a Special Package for NRIs for stay at the Caravela Beach Resort Goa.

## Demand for India surges in the UK



VFS Global recently opened a new India Visa Application Centre in central London to help deal with the surge in demand for visa applications to India. The number of appointments that can be processed now has increased to about 40,000 per month.

## Autumn fest showcases Nagaland

Bringing an authentic spirit of Nagaland, the Department of Tourism, Government of Nagaland, recently organised Autumn Festival to give an insight of the art and culture of the state.



Janice Alyosius

The first edition of "Autumn Festival" was organised recently at Nagaland House, New Delhi, to commemorate Azadi Ka Amrit Mahotsav. The event, organised by the Department of Tourism,

Advisor, Ministry of Tourism, Government of India, said, "The autumn festival organised by Nagaland Government at Nagaland house, New Delhi showcases an excellent holistic flavour of the state in terms of art, culture, cuisine, music etc and is a prelude to

showcase and share a slice of the Hornbill Festival to potential visitors/travellers from Delhi. We couldn't think of a better time to do it than hosting it in commemoration of the Azadi Ka Amrit Mahotsav. We hope such events will contribute to a greater understanding of Naga



ism, Government of Nagaland and the Office of Chief Resident Commissioner, Nagaland House, New Delhi, was supported by Neiphiu Rio, Chief Minister, Nagaland; the Department of Underdeveloped Areas (DUDA) and the Ministry of Tourism, Government of India.

Speaking on the occasion, **Gyan Bhushan**, Senior Economic

the Hornbill Festival to be held in Nagaland in December."

A senior official of Nagaland's Department of Tourism said, "The tourism industry was severely hit during the pandemic and rebuilding it for the future is our priority and prerogative. The autumn festival was initiated keeping that in mind and through it we attempted to

culture and encourage people to visit Nagaland."

**Jyoti Kalash**, Additional Chief Secretary and Chief Resident Commissioner, Nagaland House, New Delhi, said, "The Autumn Festival is a precursor to the Hornbill Festival, which is held in Nagaland every year from 1st December to 10th December. 🇮🇳



# 'Average air fares have risen'

Malaysia Airlines is on track to return to the pre-pandemic financial performance by Q4 2023, shares Amit Mehta, Country Manager- South Asia, Malaysia Airlines India. He also discusses the airline's future plans and how he sees the aviation industry evolve, particularly with the acceleration of digitalization by many airlines.



TT Bureau

**What are your expectations from the last quarter of the year and the festive season?**

We are on track to return to our pre-pandemic financial performance by the Q4 2023 or, conservatively, Q1 2024. Current load factor for the market has been encouraging with up to 76 per cent year to date versus pre-pandemic load factor on these flights and we expect to end the year with 82 per cent capacity of pre-pandemic level by the end of 2022. Globally, average fares for both international and domestic markets have risen owing to pent-up demand, limited capacity, and the impact of fuel and forex. Airlines, including Malaysia Airlines, must weather the volatility of the global economic situation that we foresee will remain, at least until end of Q3 2023.

**Do you have any campaigns/ offers around the festive period to encourage customers to travel?**

We launched the Bonus Side Trip programme in the beginning of the year. The programme allows passengers to add an extra leg to their journey and explore cultural gems in Malaysia at minimal costs. See-



**Amit Mehta**  
Country Manager  
South Asia, Malaysia Airlines India

ing how travel demand has picked up, we are confident more people would avail the benefits of this programme for travelling in the coming months.

Travellers can also plan their getaway fuss-free through the airline's tour operating arm, MH-



holidays, which provides a single platform for customers to choose and tailor-make their holidays according to their destination, budget and length of stay – this includes flights, accommodation, ground transfer services, as well as holiday packages.

During this festive season we are also running several offers such as 10 per cent off your subsequent flight when you purchase an Economy Flex, Business Flex, or Business Suite ticket. Additionally, we have introduced various fare families that offer highly flexible and convenient perks, including free flight changes. For example, our MHflypass ASEAN is a travel pass that allows for three return trips within 12 cities at a fixed rate within a one-year period.

**In your opinion what are the travel trends for 2023?**

The airline industry is seeing indications that many more people



are flying for work, and we expect that momentum to build next year. The expanding business scene in India is also expected to boost business travel.

Eco-travel, or sustainable tourism, was a big trend in 2022 and will likely carry over into 2023. Consumers are also becoming more climate conscious, especially the younger generation, with an emphasis on sustainable and eco-friendly travel decisions. They ask for information on carbon emissions and how to offset them to make their trips more sustainable. Therefore, travellers

**We expect airlines to also actively adopt next generation technologies to improve customer experience**

can be expected to lean towards more eco-friendly travel options in the future.

Also, digitalization will be the way forward in this 'new normal' of air travel. We have moved a significant portion of our processes online and accelerated our digitalization efforts to ensure our staff can operate remotely and flexibly as a business, and for customers to enjoy various digital and contactless offerings from the moment they purchase their tickets, check-in through to the arrival destination. Due to the acceleration of digitalization, we expect airlines to also actively adopt next generation technologies to improve the experience of its customers.

## India shows its spirit at WTM

► Contd from page 3

Verma held discussions with officials of ABTA to promote tourism between two countries. Verma also held meetings with travel trade and media and informed about the measures taken by MOT to promote tourism post pandemic.

### India evening

There was an India Evening organised at Copper Chimney, West Field Mall, as part of WTM participation, which saw in attendance members of Travel Trade from India and UK and Indian Diaspora. There were also many tourism ministers and secretaries of various State Governments. It offered a platform for interaction and discussion to promote India as a multi-product and round-the-year destination with sustainability. Singh delivered the welcome remarks and said that the priorities and objective of Ministry of Tourism is to showcase the diverse tourism products and services, including medical value travel and wellness, luxury trains and the gamut of tourism products to the international business community.

### Sustainability and G20 in focus

Verma, while addressing the media, said that the Indian del-

egation is showcasing the varied tourism offerings of India to the global tourism industry stakeholders such as tour operators, travel agents and media at WTM 2022. "India is focusing on promoting sustainable tourism, digitalization

**Rakesh Verma held meetings with travel trade and media and informed about the measures taken by MOT to promote tourism**

of tourism sector, development of tourism MSMEs and skills. Tourism sector was hugely impacted due to the COVID-19 pandemic. However, tourism is one sector which has great resilience, and it has bounced back from various adversities and crisis. In India, tourism is recovering well with domestic tourism contributing significantly. Under the strong leadership of Prime Minister Narendra Modi, India has achieved unprecedented

success in vaccinating our people. Approx. 2.19 billion doses have been administered showing that India as a tourist destination is safer and more resilient to tackle the threat posed by the current pandemic," he explained.

He added that India is also gearing up for the G20 Presidency. "Under its Presidency, the country is expected to host over 200 meetings across 55 cities in the country.

### PATA meeting

Singh, alongside Verma, had a meeting with Liz Ortiguera, CEO, Pacific Asia Travel Association (PATA), to discuss in depth engagement between PATA and India including possibility to hold next annual summit in India, PATA travel mart and participation in other G20 side events. The Indian delegation also met Andy Burwell, International Director, Confederation of Business Industry (CBI) and discussed the possibility of business/ investment opportunities and how India is an attractive investment destination. Apart from that, they met Kevin McCole, Managing Director, UK India Business Council (UKIBC), to invite their participation in the forthcoming Tourism Investor Summit.

## 'Travel, hospitality equal partners'

► Contd from page 3

travel and hospitality industries – where the government provides financial support for organising their annual conventions. The quantum of support depends on the size of the membership. These details are available on the MoT's website and various associations have benefited from this scheme," he says.

### Regional efforts

His team recently conducted a workshop for the bed and breakfast owners of homestays at Devbagh beach in Sindhudurg district in Maharashtra.

"This is one area which has more than 1,000 homestays and they are the main kind of accommodation providers there. But many of them are in the unorganised sector. So, we joined hands with the Sindhudurg Vyasay Paryatan Mahasangh, which works for tourism; we conducted a one-day workshop in which we had sessions on best practices and housekeeping, hygiene practices, behavioural skills, as well as responsible and sustainable tourism practices," he says.

## Tourism department's initiatives

### Launch of 75 Mumbai videos

Mumbai Video Series Project covers everything from the pulse of the city to the quaint escapes. The project is framed around popular and must-visit tourist attraction points in Mumbai. It covers the tourist points that hold sightseeing value for local as well as national-international tourists.

### Launch of podcast

As a part of transforming tourism, 'Kaano Dekhi with Unlimited Maharashtra' series will be aired on Radio city 91.1FM, weekly for a period of 6 months showcasing various segments of Maharashtra.

### Launch of 4 TV campaigns

To promote specific tourist destinations & experiences in Maharashtra, Tourism department has launched three television campaigns to integrate optimal promotions and publicity of Maharashtra Tourism.

### Launch of 360 videos, podcast & vlogs

With an aim to be at par with the fast-paced and tech-savvy world, Maharashtra Tourism is creating 360 degree Virtual Reality (VR) videos, podcast and vlogs of all the 6 UNESCO heritage sites in Maharashtra.

### MoUs with IOCL, WCL Haffkine, MVC

To support Unique Tourism Projects under Maharashtra Tourism Policy 2016, DoT signed an MoU with Indian Oil Corporation Limited (IOCL) with a desire to light up (sound and light show) the Gateway of India.

### Inauguration of 7 city brochures

DoT has created new and revised information brochures of 7 cities as tourist places. They are Mumbai, Pune, Nagpur, Aurangabad, Nashik, Kolhapur and Ratnagiri. After the event, these brochures will be kept at select hotels.

Besides, he also introduced them to the Ministry of Tourism's common standards for classification of homestays and B&Bs. "It was

well attended – almost 125 owners participated and we brought them into the organised sector," Dhattareyan's says.





# goes big in Ahmedabad

Global Panorama Showcase (GPS) 2022 was held successfully at Courtyard by Marriott in Ahmedabad on 14-15 October. This was the first GPS after the pandemic and had a great attendance. The event saw the stalwarts from the travel industry in Gujarat as well across the country networking under one roof after a long time.





# South sojourn in Kochi a success





# India beckons at WTM

In a bid to recover inbound tourism to the country, India showcased its might at the World Travel Market (WTM) 2022, held in London from 7-9 November. Arvind Singh, Secretary, Tourism was at the helm of the delegation, alongside Rakesh Verma, Additional Secretary, Tourism and other state ministers and officials in attendance.





# States put forward a strong foot





# EVENT TALK

Media Partners:



## NOVEMBER 2022

Date	Event	Time
16-18	Tourism Fair Mumbai	11:00 am
15-18	TBEX Asia	09:00 am
17-18	GPS Indore	10:00 am
17-19	International Fair of Tourism	09:00 am
18-20	Beijing International Tourism Expo	09:00 am
23	Qatar Webinar	03:00 pm
24-26	TT Warsaw	10:00 am
24-26	World Travel Show	10:00 am
25	Cross hotels webinar	TBA
25-27	India International Travel Mart Pune	11:00 am
25-28	The Holiday Expo	09:00 am
28-30	World Tourism Conference	09:00 am
28-01 Dec	WTTC Global Summit	09:00 am
29	New Zealand Webinar	11:00 am
30	Spain Webinar	03:00 pm

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

# Summit to launch new property in Goa

Summit Calangute Resort & Spa's first establishment in Goa is all set to open this month. The 80-room property, situated near Calangute Beach, the flagship beach of Goa, promises visitors to offer distinctive brand of premium comfort.



TT Bureau

After establishing pristine properties in enthralling hill stations like Darjeeling, Kalimpong and Gangtok, it is a first for Summit as they are all set to make foray into beach leisure destinations.

Summit Calangute Resort & Spa, slated to open in November 2022, will serve as the group's first establishment in Goa and introduce visitors to the area to its distinctive brand of premium comfort.

A prominent name for being the first largest and preferred Himalayan hospitality brand catering to leisure destinations all over India, Summit Calangute Resort & Spa captures the mood, passion, and spontaneity of Himalayan Hospitality, while also evoking fantastic settings, elegant elegance, and unmatched luxury. With the property in Goa giving a unique setting that lifts itself above the ordinary while flawlessly blending in with its lo-



Sumit Mitraka  
CEO, Summit Hotels & Resorts

cation, combining flawless style and understated elegance to already brand of Summit Hotels & Resorts The flagship beach of Goa, Calangute Beach, will be walkable distance from Summit Calangute Resort & Spa. With lush gardens, cutting-edge buildings, roomy dining spaces, and panoramic views, the property will give the travellers an immersive experience of cus-



tom, leisure and courteousness. Coupled with lush gardens, modern architecture, spacious

**With lush gardens, roomy dining spaces, and panoramic views, the property will give the travellers an immersive experience**

banquet halls, and skylines, the hotel offers marbled flooring, breathtaking views, and top-notch conveniences with gorgeous floors, the finest amenities and breathtaking vistas. Rooms that are luxurious and substantial with exquisite space. The hotel will provide excellent alternatives for visitors to host corporate events, meetings, social gatherings, and weddings in addition to spacious banquet and conference rooms. The hotel will have spa amenities and a variety of dining options that will be appealing to food aficionados.

India Tourism Development Corporation (ITDC) has announced a turnover of ₹194.82 crore and PAT of ₹23.29 crore in first half of 2022 compared to a turnover of ₹118.94 crore and PAT of ₹1.86 crore during the same period last year.

## In Memoriam



Judah David Samuel (Pugavkar)

With profound grief, we announce the sad demise of **Judah David Samuel (Pugavkar)**, Director of Marketing, Israel Ministry of Tourism. He was 62 years old. Samuel left for his heavenly abode on November 6, 2022. He is survived by his sister Dr Zimra and Raymond Israel, brother Joseph and Joyce Samuel, and nieces Dafna, Elizabeth and Yevgeni. Prior to joining Israel Ministry of Tourism, he was working with El Al Airlines in India. Samuel's loss will forever be felt by many who were touched by his kind spirit and affable nature. He played a key role in Israel Ministry of Tourism's first roadshow conducted in three Indian cities in 2021 focused on MICE travel.

# Short-term travel trending now

Korea Tourism Organization (KTO) India took 13 travel agencies and a media partner to a seven-day familiarisation trip to Korea recently, which includes a B2B meeting in Seoul with 9 DMCs (South Korea) for future business. **TRAVTALK** talks to a few partners for their views on the trip.



Bryan

## Outbound travel trends

**Singh:** We have observed a new trend in mountain tourism that involves self-driving vehicles and accommodations for each family.

**Raghu:** Short-term travel, post-COVID friendly countries, easing of travel restrictions, and removal of mandatory RT-PCR test after arrival are the new outward travel trends that I have seen so far.

**Mandhwani:** Clients are choosing short-distance locations. India continues to be a robust market with sustained pent-up demand and sending the most travellers to a variety of outbound locations, despite COVID regulations and visa delays from some embassies.

## Steps to woo Indians

**Singh:** In India, we should create buzz through roadshows, culinary festivals, special events at Korean restaurants, some type of cultural



Kuldeep Singh  
Director, Reliable Vacation

festival, Korean students, or something similar. Korea Tourism can take part in that, as can other parties like China Airlines.

**Raghu:** This is my first trip to South Korea. The first impression of the visit is that there is history and culture, that the people are kind, that there are many food options, and that the setting is a little expensive. It is critical that they have a strong tourism infrastructure. Both Jeju and Seoul have a lot to offer.



P. Raghu  
Director, Pegasus Holidays

The Submarine Tour, unfortunately, let me down a little because I believed it was highly rated. Language is a problem but at key locations there are individuals who can speak English. All other sight-seeing has natural and historical aspects (fluency to be ignored).

**Mandhwani:** It is crucial that COVID regulations in Korea are simple. Compared to last year, the pattern has completely shifted in 2022, with Indian tourists prefer-



Paras Mandhwani  
Vice President - Holiday, EaseMyTrip

ring to explore the area rather than spend their time at a hotel or resort. Appealing MICE itineraries for corporations in India for 3-4 nights at affordable prices. Flexibility for guests from India to host weddings by enabling all important rites and providing alluring discounts. India is a price-sensitive market, thus offering more goods at tempting prices will boost demand. Finally, given that few Indian consumers have Korea on their travel wish list, consumer

marketing should receive more attention in India.

## One new thing learnt

**Singh:** It's less crowded, and far more lovely in my opinion than we originally expected. I have observed that Indians tend to have a negative perception of Korea as a nation. Some of those K-drama shows that Indians are currently obsessed with are responsible for this image. However, despite how much they enjoy those programmes, they do not accurately portray Korea as a nation.

**Raghu:** People are worried about the formalities involved in the current situation, as a lot of questions are asked. Official procedures in the nations they visit. As a result, people prefer those nations that have a greater awareness.

**Mandhwani:** The GDP is US\$1.5 trillion despite the small size of the nation. Korean history dates back to more than 5,000 years.



# Maharashtra

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# MOVEMENTS

## HYATT CENTRIC

### Goa

Hyatt Centric Goa appoints **KUNAL DEWAN** as the General Manager of the hotel. A seasoned and versatile hospitality professional, Kunal possesses vast knowledge of the industry and has more than 17 years of experience in leading Operational Growth, Sales, and Brand & Asset Management. In his new role, he will be responsible to oversee hotel operations, elevate guest experience and identify new revenue streams for the hotel, contributing to the hotel's quintessential identity as one of the noteworthy hallmarks of Hyatt. Kunal had been heading the Sales and Marketing function for Hyatt Regency Delhi since October 2018.



## HYATT REGENCY

### New Delhi

Hyatt Regency Delhi has appointed **GAURAV CHANDNA** as the Director of Operations. In his new role, Gaurav will be responsible for overseeing all-round hotel operations, identifying and strategizing new revenue streams for the hotel, branding and asset management, facilitating operational growth and innovating upon solutions that elevate guest experiences. Prior to this role, Gaurav was heading the post of Director of Food and Beverages at Hyatt Regency Delhi, where he was responsible for overseeing all food and beverages operations including banquet spaces, outdoor events, in-room dining, home delivery and the award-winning restaurants.



## THE FERN HOTELS & RESORTS

### New Delhi

**BASANT SABU**, who started his journey with The Fern Hotels & Resorts as General Manager - Business Development in 2015, has been promoted to Associate Vice President - Business Development. Basant comes with more than a decade of experience in Business Development, Strategy, Investments and Finance. Under his tenure, the brand has witnessed exponential growth from 1,300 rooms in 2015 to over 5,000 rooms with more than 90 operational hotels & resorts presently. The brand is targeted to reach around ₹800 crores in brand revenue by the end of this financial year.



## SHERATON GRAND

### Pune

Marriott International has appointed **RASHI SHARMA** as the Cluster Marketing and Communication Manager of Sheraton Grand Pune and Le Méridien Mahabaleshwar Resort & Spa. Rashi is a thorough marketing professional and brings with her more than seven years of experience in public relations & marketing. Backed with an MBA from SIMC, Pune and BBA from NMIMS, Rashi will spearhead the marketing activities for both the properties. She is looking forward to creating a unique positioning for the properties through effective and innovative strategies. Prior to this, she was spearheading the PR mandate at Taj Santacruz, Mumbai for three years.



## MELUHA THE FERN AND RODAS

### Mumbai

**KRUNAL MADAN ZURE** has joined as Director Food and Beverage, Meluha The Fern and Rodas An Ecotel Hotel, Mumbai. He will be responsible for the entire operations of both the hotels as well as banqueting propositions. His focus area would be to augment the revenue streams by streamlining the procurement cost through better vendor management, thereby increasing the bottom lines positively. Krunal has been associated with the hospitality industry for the last 16 years and has worked with some of the best brands of the country.



**MOHIT SHARAD** has been promoted to Associate Vice President - Sales & Marketing (North & East India) of The Fern Hotels & Resorts. Heading the Sales & Marketing function for the North & East region since 2016, in his new leadership role he will be responsible for driving core sales, creating relationships, promoting brand strategies and assisting in brand marketing. Sharad brings with him over a decade of experience in the hospitality sector and has worked with ITC WelcomHeritage & Sewara Hospitality before joining the core management team at Concept Hospitality. He is passionately committed to encouraging the zeal of his young team, while nurturing a healthy and cohesive work environment.



## HOTELOGIX

### Bangalore

Hotelogix, a leading cloud-based hospitality technology solutions provider, has appointed **SIVAPRASAD GANGADHARAN** as Chief Sales Officer (CSO). Sivaprasad will play a critical role in driving Hotelogix as a leader of the hospitality tech domain in global markets. Siva has held senior roles in multi-national companies like Oracle Hospitality and IDeaS, which offer a wide range of technology solutions for the global hospitality market. He is adept at building and leading strong sales teams, launching new products, and onboarding partners for various product portfolios, including Hotel PMS and revenue management tools.



## CLEARTRIP

### Bengaluru

Cleartrip appoints **JOY BANERJEE** as Senior Director - Product Design. Joy will be instrumental in elevating the design orientation of Cleartrip's products and platforms to fortify its user experience and eventually the business outcome. He is a seasoned design leader with over two decades of design experience, including classical, computational and design strategy. He has spearheaded design innovations in enterprise applications, and consumer products across travel, education, insurance, healthcare and IT sectors. Joy's cross-industry expertise will be integral in shaping Cleartrip's user experience to bring greater simplicity, accessibility and seamlessness to its UI/UX.



## COURTYARD AND FAIRFIELD BY MARRIOTT

### BENGALURU ORR

#### Bangalore

Courtyard and Fairfield by Marriott Bengaluru ORR has appointed **KANIKA MATHUR** as the new Front Office Manager. Kanika began her journey in the hospitality industry in 2010 as a Front Office Associate at the Taj Mahal Palace in Jaipur. Since then, she has been steadily climbing the ladder in the hotel industry. She has worked with some of India's most prestigious hotels such as Blue Ocean Travels Delhi, Fairfield By Marriott Bengaluru, Fairmont Jaipur and Four Seasons Hotel Mumbai.



## TALKing People

**DEVIDYUTI GHOSH**, Director of Operations, The Westin Goa, loves spending time with his beloved German Shepherd Rain. "She is an absolute riot. Apart from that, I connect virtually with my family members, I love reading autobiographies – the latest one being Indra Nooyi's My Life In Full. I also started cooking a lot more during the lockdown. I also used to cook earlier, but my skills improved during the lockdown. My favourite holiday destination is home, which is Kolkata, since I stay away from family. Internationally, I love South Africa where my brother resides. My next holiday will hopefully be to Turkey, which haven't visited yet," he says.



**EDIWANTO EDDIE**, Deputy Director, Tourism Malaysia Mumbai, de-stresses by listening to his favourite band music as it really helps him while working, especially in the evenings. "Lockdown has also benefited us. For me, I have more time to spend with my family. I learned how to manage time between work and family. Since I have just arrived in India, I'm planning to visit Kashmir, Agra, Goa and, of course, Maldives for my future holiday.



When **KANIKA TEKRIWAL**, CEO & Founder, JetSetGo Aviation, is worried about something, you can find her working at her desk. "JetSetGo is my balance in the larger picture. Work-life balance for me is more like what my priority is at that moment. If it's work, it will be work 24/7, and if I wish to relax and rejuvenate, I just cut off myself from everything else. I truly believe that effective goal-setting and an uncluttered mind always lead to a productive day. Plan ahead so you don't overload yourself with extra work and stress," she says.





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Our upcoming webinars in December 2022 will showcase Lucerne and Titlis Cableways, along with their various touristic offerings.

Date	Day	Webinar	Time	Registration QR code
6th Dec 2022	Tue	Lucerne	3.00 PM IST	
13th Dec 2022	Tue	Titlis Cableways	3.00 PM IST	

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# India recovery fastest for us: Oz

Brent Anderson, Regional General Manager (South & South-East Asia), Tourism Australia, is excited to be leading the region, which is showing fast growth, led by the Indian market. He says he expects 10% growth of the pre-pandemic levels from the India market before June 2023.



Hazel Jain

Looking into the increasing number of tourists in Australia, Tourism Australia recently launched a campaign around the world, including in India, titled 'Come and Say G'day'. Brent Anderson, Regional General Manager for South & South-East Asia, Tourism Australia, who was in India recently to launch the campaign, said, "The campaign uses major icons of Australia, and what we know that consumers around the world love. Ruby the kangaroo is our lead character, and she hops around our beautiful natural wonders, shows off our food and drink and invites everyone to come down and experience Australia for themselves."

Speaking about the business from India, he said, "India is currently our fastest recovering market and in the last six years pre-COVID, it has been growing in double digits. In the last three years, it has been the fastest-growing market for us, and as we get more people-to-people links, and more aviation links, it will continue to grow and



**Brent Anderson**  
Regional General Manager for South & South-East Asia, Tourism Australia

become a powerhouse of the Australian tourism industry. The nature of the Indian traveller that comes year-round specially now during the winters which is off peak season, really helps balance it out. I don't like to say that one market is more important than the others because they all have their attributes. But in terms of the explorer market that disperses widely and stays for a decent length of time, I would say that the Indians are very much up there as a key market."

Giving an insight into how well the market is growing, Anderson

added, "Right now, we are tracking it at about 86 per cent of the pre-pandemic numbers. That reflects the fastest comeback to ground zero, which is 100 per cent of what we had in 2019. A really conservative forecast of what we should see by the end of June 2023, which is our financial year,

spending more. They have pending leave from work. People call it revenge travel, but I see it more as a reward travel – in the sense of rewarding themselves for surviving COVID," he said.

He also believes that indigenous, aboriginal and First Nation experi-



**'Come and Say G'day' campaign uses major icons of Australia, and what we know that consumers around the world love**

## Arrivals from key markets

India was the number two source market for Australia, since the reopening of Australian borders and commencement of scheduled commercial international operations out of India

	Arrivals (April-August 2022)	Arrivals (Jan-August 2022)	Arrivals (Sep-21- Aug 22)
New Zealand	301,430	327,000	332,000
India	141,670	173,000	183,000
Singapore	138,400	160,000	173,000
UK	115,910	165,000	181,000
USA	114,270	142,000	151,000

is about 10 per cent growth out of the India market. This is while the other markets will still be going towards their respective pre-pandemic level numbers. So, it is pretty amazing to see how quickly India has rebounded, recovered and growing."

## Travel trends

Number one is sustainable tourism, says Anderson. "It is a massive touchpoint for consumers around the world. Other than that, people are also staying longer and

ence is really coming through and resonating well with travellers.

"It has a strong link to the sustainable message, but it is a spiritual message. The top three segments from India includes leisure, which is holiday and VFR, and education, which has a big role as well. We know when Indian students come to Australia, it usually generates about six visits from family. My message to the travel trade in India – come and say G'Day!" Anderson added.

## Tourism Fact Sheet

- ❖ According to Australian Bureau of Statistics, India ranked as number two inbound market for Australia since the reopening of Australian borders as well as for the calendar year to August 2022 (Jan to Aug 2022) and year ended August 2022 (Sep 2021 to Aug 2022).
- ❖ Tourist visa lodgements at the Department of Home Affairs have been consistently over 30 per cent higher than 2019 levels.
- ❖ India will be the first inbound market to recover to 2019 levels. Indian arrivals to Australia for the period April to August 2022 are at 86 per cent of pre-Covid levels.
- ❖ ICC Men's T20 World Cup offers a great opportunity with 18,000 to 20,000 supporters expected to travel to Australia to support team India.
- ❖ Signing of Tourism MoU between Australia and India for a five-year term (2022-27). Strengthening of the bilateral relations between Australia and India across tourism, education, trade and investment will ensure sustained growth over the medium to long term, thereby helping us achieve our vision to achieve one million arrivals by 2030.



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