

# 1 IN CIRCULATION & READERSHIP

SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

ddppl.com

PASS IT ON

NAME	SEEN
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

TravTalkIndia.com

Published from : ★ India ★ Middle East

TRAUTALK®



U & I Holidays

Bali DMC

B2B Portal

www.uandiholidays.net

Download on the App Store

GET IT ON Google Play

Download our Exclusive B2B App now

Riya the travel expert!

6N/7D

Jeddah - AlUla - Riyadh

Get the best deals and curate memorable experiences of the desert kingdom

Explore TrvlNxt.com

Bringing The World To Your Doorstep

Global Fares	Hotels	Activities	Rail Europe	Cruises
Fares of 20+ Countries & 200+ Global LCCs	1 Million+ properties globally	30,00,000+ sightseeing and activities globally	30+ countries with 100+ train operators	Rich details of itinerary & cruise ship

For bookings, get in touch -

022 6659 4960

www.trvlNxt.com

rh.enquiry@riya.travel



# Golden Triangle Saudi



From  
**US\$ 1334\*** pp

**Saudi**  
Welcome  
to Arabia

**Inclusions:** 02 Nights Stay in Riyadh, 02 Nights Stay in Jeddah, 03 Nights Stay in Al Ula, Daily Breakfast, Return Airport Transfers by Private Vehicle, Half Day Riyadh City Tour on SIC, Half Day Jeddah City Tour on SIC, Half Day Hegra Experience on SIC.

**Remarks:** Rates are Commissionable to Agents and are based on DBL/TWN Sharing Basis. Rates & Offers are Subject to Change & Subject to Availability. Valid till 31May'24 (Except Peak Dates)

\*T&C Apply

## Ottila International Pvt. Ltd.

Mumbai (Registered Office & Corporate Headquarters) : 022 6720 5000

Ahmedabad: +91 93761 20982

Bengaluru: +91 80 4165 6324

Chennai: +91 44 4555 8582

Coimbatore: +91 99527 17750

Hyderabad: +91 40 4020 0301

Indore: +91 731 4911 374

Kochi: +91 75938 63903

Kolkata: +91 98301 19561

New Delhi: +91 11 4141 4242

Pune: +91 20 4002 6960

Nasik: +91 253 231 0044



For Enquiries & Bookings, please contact any of our offices | Website: [www.ottila.com](http://www.ottila.com) | B2B Portal: [www.ottila.net](http://www.ottila.net)



# Thailand Flash Sale

EXCLUSIVE RATES AND DISCOUNTS ON HOTELS

Travel to Thailand  
**VISA FREE**

\*T&C apply

For exclusive offers & availability visit  
**[www.travelbullz.com](http://www.travelbullz.com)**

Call +91 87500 65466  
FIT : [online@travelbullz.com](mailto:online@travelbullz.com)  
MICE & Groups  
[groups@travelbullz.com](mailto:groups@travelbullz.com)



# Coming Soon



**For further details please contact**

devika@ddppl.com | +91 98187 67141  
www.indiatravelawards.in



# 1 IN CIRCULATION &amp; READERSHIP

SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

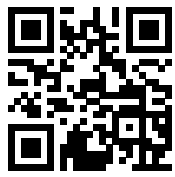
ddppl.com

SAY  
NO  
TO  
FAKE  
NEWS

TRAVTALK®

TravTalkIndia.com

Scan &amp; Share



Published from : ★ India ★ Middle East



# Synergise business & leisure tourism: Saxena

Manisha Saxena, Director General, Tourism, Government of India, puts emphasis on diversified tourism in the country. Micro-level planning, targeted marketing beyond conventional destinations, and synergy between business and leisure travel are key to tourism growth, she says.



**Manisha Saxena**  
Director General, Tourism  
Government of India

Janice Alysius

India has immense potential to attract inbound tourism with its diverse offerings. The Union Ministry of Tourism is actively promoting its offerings to the world, emphasising that there is something for everyone in India.

Stressing on the importance of targeted marketing to diversify

inbound tourist footprints beyond the quintessential destinations like Delhi, Agra, and Jaipur, **Manisha Saxena**, Director General, Tourism, Government of India, said, "There is a need to highlight lesser-known gems like wildlife reserves and heritage sites like Khajuraho to tap into the potential lying dormant in India's tourism landscape." Additionally, Saxena focuses on the

need for synergy between business and leisure tourism. "While people are travelling to India for business, we really need to have all those events mapped; what kind of people are coming from which countries, what are their interests, and what can we offer them in advance. You are coming to India, you are attending a conference in Visakhapatnam, what you can do. You are coming to

Bengaluru for a conference, you can go to Nandi Hills, you can go to Mysore, you can go to Coorg,' etc. So, those are the things, so that when a person is coming, this site is able to plan in advance what leisure activities they are ready to do, and probably even bring their families. That is one aspect that has been really important for us to be able to do," she suggests.

Saxena also emphasises on the need for micro-level planning in the tourism sector, stressing on the importance of identifying the target clientele during events. She points out the disparity between the availability of luxury hotels and the condition of budget accommodations, particularly for backpacker travellers. Furthermore, she referred to the G20 events and underscored

the potential for diverse events beyond business conferences, suggesting art and literature events as examples.

## Soaring airfares still pinch

With airfares soaring and airline capacity yet to rebound, addressing the issue of connecting international destinations becomes paramount this summer. Experts' take on the issue.



**Ajay Prakash**  
National President, TAFI

“Airline capacity is not back to what it used to be (before the pandemic), and this keeps fares very high. TAFI's convention couldn't take place last year because of high airfares. This is reflected in CAPA's mid-year outlook, which states that around 200 aircraft of domestic carriers are expected to be grounded by the end of the current financial year (31 March 2024). More than 90 of them will be that of IndiGo. We also need to look at dispersal of tourist traffic instead of concentrating it in major destinations, including in India. The onus to do that lies on us agents to ensure that the traffic is well dispersed.”

Contd. on page 10 ►

## 'Focus on tourist value'

Amitabh Kant, G20 Sherpa, India, claims that with its unique offerings and transformational change at a population scale would make India a brand for sustainable tourism in coming years.

Nisha Verma

At the recent Travel For LiFE: Tourism Sustainability Summit 2024, **Amitabh Kant**, G20 Sherpa, India, speaking as the Chief Guest, asserted that tourism will be a major driver of India's growth trajectory for the next three decades. Lauding the theme of the summit, he said, "Tourism will not only be a driver in terms of GDP, but it will be the creator of 25 million new jobs in the next five to six years. The



**Amitabh Kant**  
G20 Sherpa, India

multiplier impact of tourism is enormous. For every single direct

job that is created from tourism, there are seven indirect jobs that are created and, therefore, for India to grow with equity and for inclusive growth, there is no better sector than travel and tourism. When we grow in the next three decades in the travel and tourism sector in terms of volume, it's necessary that we do sustainable and responsible tourism.”

Citing that India will have the third highest greenhouse gas

Contd. on page 19 ►

Come, explore  
**JORDAN**  
with us

Call us today for unmatched airfare  
inclusive packages

**+91 9136999696**

holidays@cozmotravelworld.com

**cozmo travel**  
Your Trusted DMC

UAE • SAUDI ARABIA • BAHRAIN • QATAR • OMAN  
JORDAN • KUWAIT • INDIA • IRAQ • EGYPT • ARMENIA





# Embracing summer wave of opportunities

As summer unfolds, the anticipation and preparation for the season are in full swing. Amid the bustling activity of tour operators organising holiday travels, all eyes are on the upcoming summer schedule that promises to unveil new routes and enhance connectivity to both familiar and novel destinations. Recently, Jyotiraditya Scindia, the Union Minister of Civil Aviation, inaugurated UDAN 5.3, a significant initiative geared towards augmenting connectivity to tier II and III cities. The introduction of new airports in these cities not only promises to bolster domestic links but also holds the potential to enhance international connectivity.

A recent report by PwC underscores the substantial impact of such initiatives, revealing that the introduction of every 100 new routes in India leads to the creation of 70,000 jobs and contributes \$1.7 billion to economic activity annually. Greenfield projects like Jewar and Navi Mumbai international airports are currently in progress.

Despite projections indicating that domestic passenger numbers will reach 635 million by FY 2030, Scindia highlights that India remains one of the least penetrated markets among the top 20 globally. Indian carriers, such as Air India, IndiGo, and Akasa Air, are making unprecedented commitments to aircraft purchases to meet the escalating demand both domestically and internationally. The driving force behind this growth lies in India's burgeoning aspirational middle class, characterized by increasing spending power, and visionary policies aimed at fostering inclusive growth through air connectivity.

The Vision 2040 report of the government paints an optimistic picture, envisioning a six-fold surge in air passenger traffic in the subcontinent, reaching 1.1 billion by 2040. This projection includes 821 million domestic and 202 million international passengers. Coupled with global recognition, this sets the stage for a promising and more interconnected future for India.

# Tourism share in India's GDP 6%

India ranks 9<sup>th</sup> among G20 countries, signalling that although the travel and tourism sector is well established, ongoing developments in policy, tourist infrastructure, safety, health, tech adaptation, and environmental sustainability continue to hold potential for improvement.

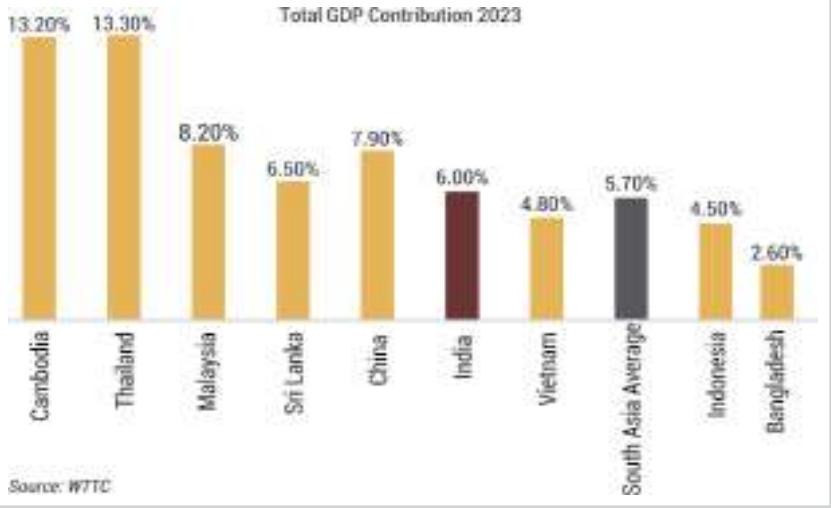


India continues to grow and become a prominent tourism destination with the sector contributing 6 per cent to the country's overall GDP, higher than the average for the Asia Pacific region, finds the India State Ranking Survey, conducted by Hotelivate in collaboration with the World Travel and Tourism Council, India Initiative (WTTTCI).

India's diversity, cultural richness, and robust economy, driven by a sizable youth population, make it an appealing destination for both domestic and international strategic investments. India ranks 9<sup>th</sup> out of all G20 countries, signalling that although the travel and tourism sector is well established, ongoing developments in policy, tourist infrastructure, safety, health, technology adaptation, and environmental sustainability continue to hold potential for improvement.

According to the WTTTC, the Travel & Tourism sector contributed US\$1.3 trillion to the overall GDP of the Asia Pacific region in 2022-23. As travel rebounds, this sector's contribution is predicted to reach US\$2.6 trillion in FY 2023. However, the region remains behind its highpoint in 2019. The direct economic contribution of the Travel & Tourism sector in India stood at US\$247 billion in 2022, largely driven by domestic travel expenditure accounting for 87 per cent of the tourism spend. Additionally, the

Relative total contribution of travel & tourism to GDP



## The direct economic contribution of the Travel & Tourism sector in India stood at US\$247 billion in 2022, largely driven by domestic travel expenditure

industry generated 35 million jobs in 2022-23, exhibiting an 8.3 per cent growth over the last year, with a projected increase to 53 million over the next decade.

The Travel & Tourism industry, comprising hotels, airlines, and

travel companies, is multifaceted. The India State Ranking Survey specifically focuses on the hospitality sector, using 14 key parameters to identify the best-performing states. In addition to the parameters used in the 2019 edition, Cleanliness and Smart City Initiatives were added this year for a more comprehensive review of the states.

**State expenditure on tourism**  
The focus on tourism has significantly increased for states. While overall state expenditure witnessed a 25 per cent growth in 2022-23 compared to 2018-19, capital expenditure on tourism surged by almost 120 per cent, and revenue expenditure increased by 14 per cent during the same period. The states' expenditure on tourism now

varies between 2.36 per cent and 0.01 per cent of total expenditure, marking a notable increase in the upper limit from 2018-19.

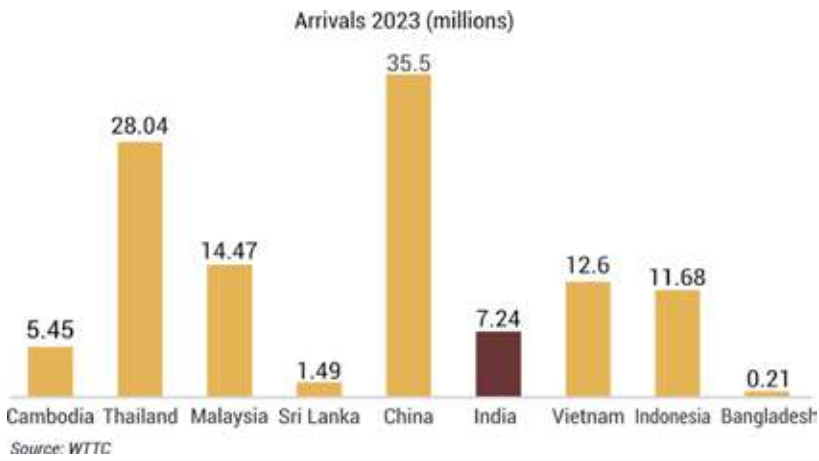
**Tourist visits**  
In 2022, domestic tourist movements in India reached 170 crores, marking a 12 per cent increase from 2020. International tourist visits also grew exponentially compared to 2021 as travel restrictions were eased worldwide, although they are still below the 2019 levels, indicating ongoing recovery.

Notably, Gujarat experienced the most significant upward shift in rankings, moving up by 7 positions. States like Tamil Nadu, Maharashtra, and Goa, who are heavily reliant on international tourists, witnessed a decline in rankings due to the slower recovery in international demand. Gujarat, however, saw a substantial increase in international footfall, rising from the 12<sup>th</sup> to the 1<sup>st</sup> position in the international ranking, contributing to its overall top ranking.

Uttar Pradesh secured the top spot in domestic tourism footprint, attributed to its strong cultural and spiritual tourism hotspots such as Agra, Lucknow, Varanasi, and Ayodhya.

Accounting for 18 per cent of all domestic travel, Uttar Pradesh increased its footfall by 12 per cent compared to 2019.

Asia Pacific-international tourist arrivals



SanJeet  
Editor & Publisher

Editorial  
Devika Jeet  
Nisha Verma  
Sushil Kumar  
Haseel Jain  
Janice Alysius

Advertising  
Nikhil Jeet  
Director  
Arumita Gupta  
Associate Vice President  
Jagpreet Kaur  
Manager

Advertising (Mumbai)  
Suchita Saran  
Branch Manager  
Harshal Ashar  
General Manager  
Samantha Pereira  
Senior Executive  
Design: Nityanand Misra  
Advertisement Designer  
Production: Anil Kharbanda  
Circulation: Ashok Bana

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. SMDT College, Mumbai - 400 020, India, Ph.: +91-22-22070129; 22070130

**MIDDLE EAST:**  
Durga Das Publications Middle East (FZE) Z1-02, PO Box 9348, Safa Zone, Sharjah, UAE Ph.: +971-6-5528954, Fax: +971-6-5528956

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



# 'Sustainability a transformative force'

Citing sustainability as the 'driving force' for the hospitality sector, Pradeep Shetty, President, FHRAI, urges stakeholders to offer pro-planet solutions. There is a need for large-scale behavioural changes among tourists and service providers to develop ecological consciousness, he suggests.



Lipla Negi

Voicing a unanimous call for sustainable and responsible tourism, FHRAI's 'Travel For Life Sustainable Tourism Summit 2024' set the ball rolling for a joint effort to position India as the leading destination in sustainable tourism. Addressing the summit, **Pradeep Shetty**, President, FHRAI, said that sustainability is a "transformative force" and there is a need for large-scale behavioural changes among tourists and service providers to develop ecological consciousness. "Sustainability in the hospitality industry holds paramount importance, as it aligns with global trends, ethical considerations, and long-term business viability," he said in his welcome address at the event.

### A green epicentre

With discerning travellers and



Dignitaries at the FHRAI's 'Travel For Life Sustainable Tourism Summit 2024' in New Delhi

hospitality consumers increasingly inclined to support businesses that prioritise sustainability, it's a point well taken now that hospitality's growth trajectory will run parallel with sustainability. Conceptualised on the basis of core principles of the Travel For LIFE initiative by the Ministry of Tourism, the summit stressed upon the role of the hospitality sector in instilling eco-friendly habits among travellers. "The Federa-

tion shall adopt it as our mission to herald a paradigm shift in the tourism and hospitality sector in India through an enhanced focus on adopting sustainable practices, including climate action, energy and appliances efficiency, plastic reduction, biodiversity, and efficient consumption," he said.

### A collective effort

The summit was jointly organised by three apex industry associa-

tions – The Hotel Association of India, PHD Chamber of Commerce and Industry and the Federation of Hotel & Restaurant Associations of India. Among the cohort of sustainability advocates were **Yugal Joshi**, Mission Director, LiFE & Adviser, Water, Land Resources and Communication, NITI Aayog, Government of India, **Anil Chadha**, Chief Executive Officer, ITC Hotels and Executive Commit-

tee Member, Hotel Association of India (HAI), **Suruchi Mittar**, Vice President, Business Strategy, Invest India, **Aalap Bansal**, Partner, KPMG and **Nirav Gandhi**, Honorary Secretary, FHRAI.

It also received support from Niti Aayog, Invest India, Department of Tourism, Government of Rajasthan, Sustainable Hospitality Alliance (UK) and KPMG as the Knowledge Partner, which also unveiled a detailed report on

'Reimagining India's sustainable tourism evolution' at the event. As per the report, the sustainable tourism market size in India is anticipated to reach US \$151.88 million by 2032, registering a

**Sustainable tourism market size in India is anticipated to reach US \$151.88 million by 2032, , registering a CAGR of 19.3 per cent during the period**

CAGR of 19.3 per cent. From the dais, Shetty also announced FHRAI's 54<sup>th</sup> Annual Convention, scheduled to be from 16-18 October in Goa. 🇮🇳

CROSS  
HOTELS & RESORTS

99 Luxury Suites  
in the heart of  
SEMINYAK BALI

CONTACT US TO KNOW MORE:  
+91 95990 76699  
sandeep.raghav@crosshotelsandresorts.in

buzz travel marketing  
managing your destinations' image  
CIN U68000GJ004917133036



## TourismNews

- India becomes Nepal's top inbound tourist market, 25,578 Indians arrive in February: NTB
- Rope in DMCs to boost India's inbound tourism market: Rajiv Mehra on Chalo India campaign
- 1,000 acre tourism zone being planned near upcoming Navi Mumbai International Airport
- MP Nishikant Dubey launches all-women Travel & Hospitality certificate programme at VFS Global Academy in Jharkhand
- Indian sustainable tourism market forecasted to reach USD 151.88 million by 2032: KPMG
- 1,000 acre tourism zone being planned near upcoming Navi Mumbai International Airport
- Airline seat capacity from India to UK shows strong recovery, up 53% in September 2023 compared to same month in 2019
- India becomes Nepal's top inbound tourist market, 25,578 Indians arrived in Feb

# 50% jump in Indian arrivals to Qatar

Visit Qatar and Qatar Airways join hands for 'Stopover in Qatar', which promises a journey of a lifetime packed into a miniscule. The stopover packages offer five exciting options at over 100 hotels for travellers embarking on their journey on Qatar Airways' network of over 170 destinations.



Lipla Negi

Beyond the conventional boundaries of space and scale lies Qatar – in all its opulent splendour. Whether it's the traditional camel races or a jaw dropping queue of luxury cars at the next red light or a drive through sand dunes that you take to witness the most magical sunset from the beach, the travel itinerary for Qatar comes with many upgrades. Foregrounding this rich kaleidoscope of culture, heritage, and a colossal skyline, Qatar Tourism is pulling all stops to become the top tourist destination in the Middle East.

Taking the excitement a notch up, Visit Qatar and Qatar Airways recently announced the launch of 'Stopover Flight Packages in Doha' to promote Qatar as premier tourist destination in a joint effort. In a press conference chaired by H.E. Saad bin Ali Al Kharji, Chairman of Qatar Tourism, and Engr Badr



H.E. Saad bin Ali Al Kharji, Chairman of Qatar Tourism, & Engr Badr Mohammed Al Meer, CEO of Qatar Airways Group

Mohammed Al Meer, CEO of Qatar Airways Group, The 'Stopover in Qatar' package was unveiled. Al Kharji said, "It is imperative to highlight that in 2023, the number of travellers and hotel room nights for stopovers in Qatar more than doubled compared to 2022 as a direct result of Qatar Airways flying to over 177 international destinations. January 2024 witnessed another

remarkable achievement with over 700,000 visitors, setting a new monthly record, we are continuing this growth, with the aim of welcoming six million annual visitors by 2030."

Qatar sees India as its key source market, standing second to Saudi Arabia. Philip Dickinson, Tourism Marketing and Promotion Sector,

Qatar Tourism, shares, "We welcomed 420,000 visitors from India in 2023, an increase of 50 per cent on 2022, making it our second largest source market."

With improved direct connectivity and flight frequency, it aims to attract more Indian travellers. Dickinson adds, "We are appealing to a lot of Indian travellers as we are such a short flight away. We have Qatar Airways, IndiGo, Air India, Vistara and newly announced Akasa Air - all flying directly from India. So, perhaps not so much demographic rather segments like leisure (holidays and VFR), MICE, weddings, cruise and bleisure - either point to point or stopover."

The stopover packages offer five exciting options at over 100 hotels for travellers embarking on their journey on Qatar Airways' network of over 170 destinations. All stopover packages include 24-hour check-in facilities, so guests can

make the most of their time in Qatar and can be tailored to add-on options, including airport assistance, transfers and a range of tours and experiences to enhance their stay, such as City and Desert Tours.

**Foregrounding the rich kaleidoscope of culture and heritage, Qatar Tourism is pulling all stops to become top tourist destination in ME**

As Dickinson puts it, the tourist attractions are just "too many to mention". There are amazing new waterparks. One can also indulge in a wide range of hotels, culinary outlets, and shopping malls.

## Focus on FIT & incentive groups

Larry Yim, General Manager, Away Bangkok Riverside Kene, Cross Hotels & Resorts, shares the property's USPs, agenda for 2024, sustainable initiatives and plans to woo more Indian guests.



TT Bureau

Away Bangkok Riverside Kene, situated just a few steps away from Chao Phraya River, aims to deliver a memorable experience at the crossroads of cityscapes and nature. Sharing the unique selling points of the property, Larry Yim, General Manager of the property, said, "We are a pet friendly hotel, so the guests can bring their bundle of joy to the property. We also have Sarin Restaurant with amazing food and view of the river. We guarantee the best of accommodation, food and the best hospitality to all our guests."

### Focus on FIT & incentive groups

This Cross property focuses on FIT and incentive groups from the Indian market. "We are expanding the distribution channel to online. Plus, now we work closely with some Indian partners to boost direct booking of this market. We do have the Indian GSA based for more exposure and awareness for our hotel," said Yim, emphasizing on the Indian market's potential.



Larry Yim  
GM, Away Bangkok Riverside Kene  
Cross Hotels & Resorts

Sharing plans for 2024, Yim said that they are working on some special programmes, which will be launched soon.

"For business growth, we are working on a lot of promotions,

planning, trained staff to welcome our guests in the best possible manner," he said.

### Sustainability policy

Talking about the sustainability measures taken at the property, Yim said, "In order to sustain ourselves and environment, certain steps have been taken. First, we make sure we have the quality breakfast and quality service for all our guests. We also encourage our guests to reuse amenities for environment protection. We have reduced the amount of paperwork that used to happen earlier. We are going completely digital," he said. "As Thailand is gearing up for its tourism peak, Away Bangkok Riverside Kene continues to ensure authentic and community-based travel experiences," he added.

### Facilities & highlights

- ❖ Drink and dine at the Sarin Cafe with serene views
- ❖ Indulge in refreshing drinks at the pool bar
- ❖ Amenities like swimming pool, transport, gym, spa and wellness
- ❖ Tour desk and shuttle boats for sightseeing, dinner cruise
- ❖ Meeting rooms for small, personalized discussions

## DC pushes for 2-day itineraries

Destination DC wants tour operators to increase stay in Washington DC from day trips to 2-3 nights in their itineraries. Elliott Ferguson, President & CEO, Destination DC, shares more.



Hazel Jain

Revisiting the India market after exactly a year, Elliott Ferguson, President and CEO, Destination DC, is keen on understanding the market better.

"My main goal on this trip is to tell the trade about what is happening in Washington DC and how to promote the destination, along with other key cities. Those flying into Washington can spend 2-3 nights or more at the destination, and then take the train to New York city, which is about 3.30 hours from Washington. We have monuments, memorials and museums, also nightlife, theatre, sports, outdoor activities, F&B and, of course, shopping. There are a lot of free things to do for visitors during the day. So, it's great for visitors on a budget," he says.

Travel agents can also take advantage of the suggested itineraries that are available on the Destination DC website. Apart from Washington DC, there are other places to see in the region like horse country



Elliott Ferguson  
President and CEO  
Destination DC

in Virginia, which is 45 minutes away, Wine Country, the historic Annapolis, and Baltimore, which is 45 minutes away. Agents can tie this up with the Amtrak train to New York City.

"We work closely with other markets to promote the region as a whole. We are also very excited about the non-stop Air India flight from Delhi to Washington DC. We are proud of how efficient customs is at our airport. The connectivity is also great – passengers can get on the metro from airport and come all

the way into Washington DC within 45 minutes," Ferguson adds.

Ferguson visited Mumbai and New Delhi during the trip. In the past, he visited Hyderabad and Chennai. "We will now focus on Bengaluru, Chennai, Hyderabad, Pune and Ludhiana through Indiva Marketing. Secondary cities have large populations that are looking at travelling,"

**My main goal on this trip is to tell the trade about what is happening in Washington DC and how to promote the destination, along with other key cities**

he shares. For Washington DC, India is 4<sup>th</sup>-largest market, with 147,000 Indian travellers visiting Washington in 2023. "This was up 40 per cent over 2022," he adds.



# ‘Hospitality propels economy’: HAI

The 6<sup>th</sup> edition of the HAI Hoteliers' Conclave brings together influential figures in the hospitality sector on a single platform to discuss upcoming challenges and prospects and ascertain a trajectory for the industry's progressive expansion.



TT Bureau

With a vision to unlock the immense potential of India's tourism industry and tap into its employment generation capacity,

The objective of this year's conference was to bring together influential figures in the hospitality sector on a single platform to discuss upcoming challenges and prospects, and ascertain a trajectory for the industry's progressive

ment is leaving no stone unturned in developing new destinations, which has resulted in the unprecedented growth of domestic tourism. "It continues to put thrust on infrastructure development, including last-mile connectivity and engage in promot-

there has been "a rise of 271 per cent in hiring" in India, which has never happened before. As the tourism and hospitality sector in India has already crossed the pre-pandemic levels, and with domestic tourism at an all-time



The Hotel Association of India (HAI) organised the 6<sup>th</sup> edition of its signature event, the HAI Hoteliers' Conclave, in New Delhi recently

the Hotel Association of India (HAI) organised the 6th edition of its signature event, the HAI Hoteliers' Conclave, in New Delhi recently. The conclave was attended by influential leaders from the hospitality industry, including hotel owners, chief executive officers, policymakers and professionals from across India. The event was led by **Puneet Chhatwal**, President, HAI and Managing Director & Chief Executive Officer, The Indian Hotels Company Limited (IHCL), and **KB Kachru**, Vice President, HAI; Chairman, Emeritus and Principal Advisor, South Asia, Radisson Hotel Group.

expansion. Addressing the audience at the event, Kachru said, "Our focus to project hospitality as an engine of growth and employment will substantially serve our purpose. The recent opening of new destinations has once again put India on the world's stage. The economy is poised to grow at a steady rate and that sets the direction for travel, tourism and hospitality, which are bound to grow proportionately."

Citing Prime Minister Narendra Modi's statement, "Tourism is one of the key pillars of our economy... When the economy grows, we grow and when we grow, the economy grows," Kachru said that the govern-

ing India worldwide with initiatives like 'Dekho Apna Desh' and 'Wed in India'," he added.

Applauding the Modi government, Kachru said that the government has never been so serious as it is today, adding that "we as an industry must come together and communicate what is good for the country. We cannot work in a fragmented manner. We all must work together to achieve the ultimate success."

Taking pride in the contribution that the tourism and hospitality sector made in the last two years in terms of providing employment, Kachru mentioned that

**Economy is poised to grow at a steady rate and that sets the direction for travel, tourism and hospitality, which are bound to grow proportionately**

high, the HAI will continue to play a significant role in building a brighter future for hospitality fostering innovation, inclusivity and sustainability, he concluded.



THINK NORTH EAST  
THINK HOTEL POLO TOWERS

HOTEL  
POLO TOWERS  
GROUP  
Agartala | Cherrapunjee  
Shillong | Kolkata

+91 99867 02889  
www.hotelpolotowers.com

Sri Lanka cheers as India numbers soar

Sri Lanka Tourism concluded the second leg of its inaugural Business Networking event for 2024 in India recently. The event started in Mumbai at the Sofitel BKC on 9 February, followed by its conclusion in Delhi at the Shangri-La on 20 February. This event was a celebration of Sri Lanka's tourism industry, highlighting its resilience and growth, and aimed to strengthen ties between Sri Lanka and India.



# Strengthen key routes first

▶ Contd. from page 5



**Riaz Munshi**  
President  
OTOAI

“ In the upcoming summer schedule, there is a pressing need to boost connectivity across Europe and South-east Asia. With the surge in travel demand, especially to these regions, it becomes essential to expand capacities. Enhancing connectivity will not only support the tourism industry but also facilitate smoother travel experiences for passengers.”



**Arshdeep Anand**  
Chairperson  
ATOAI Women's Collective

“ Increased air connectivity is directly proportional to increased tourism activity in a particular destination. Summers are a holiday time. Many domestic and outbound destinations, will benefit with enhanced connectivity. Govt. of India is making efforts to develop niche tourism in the country in the form of island tourism, adventure tourism, wildlife tourism, spiritual and wellness tourism.”



**Erach Kanga**  
Founder and CEO  
Ahura Travels

“ We are getting many inquiries for the Northeast. So, for places like Guwahati and other entry points, you sometimes get tickets at high prices. The same issue is for Udaipur and Kerala. The airfares are very high on these sectors, especially for a family of four. So, they tend to change the destination. For group bookings, the fares are higher than what we can get on the system.”



**Hutokshi Marker**  
Chief Operating Officer  
Trail Blazer Tours India

“ I feel airlines need to increase capacity on the Europe routes. If the Schengen visas are improving, then we will have more clients wanting to fly to Europe. The main sector is London currently. If these two destinations are sorted, our summer season will see a boom. Airfares are skyrocketing though, even for certain sectors for Christmas. That is almost a year in advance.”



**Ashmi Dharia**  
Founder & Holiday Curator  
Gypsy Soul Holidays

“ Enhancing flight connectivity is crucial for Indian summer holidays. Destinations like Leh Ladakh, the Andaman Islands, and Kashmir witness high demand, leading to steep airfares. Internationally, more direct flights from Mumbai to Europe and the USA are required to meet the demand. Emerging destinations like Kazakhstan and Azerbaijan also need better connectivity and flight timings.”



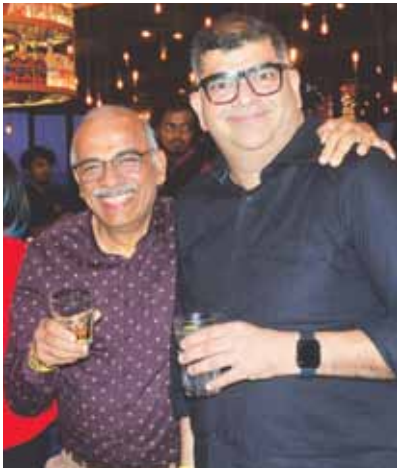
**Jitil Mehta**  
National Joint Secretary  
TAFI

“ We require more air capacity on routes like Mumbai to Kashmir, into Northeast region, because these are longer routes and heavy on tourist footfalls. The airfares are quite high on these routes, which means they really need to add capacity here. But this is again connected to airport infrastructure. So, it will take time. Airfares are going to stay high for some time.”

Contd. on page15 ▶

## ‘Emirates Day’ in Mumbai

Emirates recently celebrated ‘Emirates Day’ in Mumbai, dedicated to its travel agent partners. The airline, empowering its frontline staff in various ways over the years, organised this event to acknowledge the other actors – the product managers, sales and operations managers, tour operators and DMCs – and create a day for them.





# THERE'S ONLY ONE — ★ ★ ★ — WASHINGTON, DC

📍 Tidal Basin

WASHINGTON  
**DC**

USA  
GoUSA.in



Travelling to the USA? Discover Washington, DC with Red Carpet Travels.

+91 98673 99100 | [r.kakade@redcarpet.travel](mailto:r.kakade@redcarpet.travel) | [www.redcarpet.travel](http://www.redcarpet.travel)





# Unrivalled destinations in Madhya Pradesh

for a Luxury Glamping getaway all-round-year

- ❖ Madhya Pradesh Tourism Board has set up Tent Cities with comfortable and modern facilities at various tourist places in the state.
- ❖ Tourists will be able to experience glamping and the thrill of adventure activities throughout the year.

**M**adhya Pradesh is an ideal destination for experiencing luxury glamping at the serene yet exhilarating spots of the state. The 'Heart of Incredible India' lures tourists with its diverse heritage while its tourist destinations exhale multi-hued flavours that oscillates through culture, religion, wildlife and gastronomy. The Madhya Pradesh Tourism Board has envisioned opulent glamping retreats to offer an array of comfortable and luxurious tented suites set amidst the tranquillity of nature.

#### Kuno Forest Retreat: Luxury Tents in the Wild

The spacious and comfortable tents in Kuno radiate the charm

of glamping with the stunning backdrop of the Kuno Forest in the Sheopur district. This Wildlife Tourism destination has a serene natural beauty and the travellers can savour various kinds of experiences, including the Palpur Fort and Dob Kund. One can enjoy the jungle safaris, moonlit strolls at night and endless hours of stargazing.

#### Gandhisagar Forest Retreat: A Magnificent Glamping Escape

Nestled amid the panoramic splendour of the Gandhisagar Dam at Mandsaur district, Tent City offers a breath-taking experience of waking up to the gentle lapping of waves against the shore, surrounded by verdant



forests and the vast expanse of the Gandhi Sagar Dam. This idyllic escape promises a perfect blend of adventure, luxury, and cultural immersion.

#### Jal Mahotsav: More Than Just a Glamping Getaway

Escape the ordinary and immerse yourself in the extraordinary at Hanuwantiya Tent City, tucked away in the scenic landscapes at the backwater of Indira Sagar Dam in Khandwa. Whether you are seeking a romantic retreat, an adventurous family trip, or a culturally enriching experience Hanuwantiya Tent City promises to create lasting memories.

#### Chanderi Mahotsav: Indulge in Rich Legacy of Textile City

**The spacious and comfortable tents in Kuno radiate the charm of glamping with the stunning backdrop of the Kuno Forest in the Sheopur district**

Chanderi Tent City is an opulent glamping destination located in the city of Chanderi at Ashoknagar district renowned for its exquisite Chanderi sarees. The tent city is a perfect place to experience this rich heritage. Plan a visit to the

tent city and indulge in the stunning views surrounding the banks of Laxman Sagar Lake.

#### Mandu Utsav: Feel the Zeal with History, Culture, Heritage & Nature

Tent City of Mandu Utsav located in the Dhar district is the perfect luxurious glamping destination to relax and unwind in the 'Heart of Incredible India.' The tent city is set within the ruins of the medieval city of Mandu, a UNESCO World Heritage Site. The tents are beautifully decorated in traditional Indian style and offer stunning views of the surrounding hills and valleys.

The fully furnished luxurious camping retreats with spacious, air-conditioned tents spotless lin-

ens, en-suite bathrooms, private balcony, premium amenities and carefully chosen experiences are a perfect destination to explore. Engage in adventurous water, land and air activities ranging from speed boating, parasailing, and kayaking, boat rides, zip-lining, trekking, jungle hikes nature walks, wildlife safaris that etches a lifetime memory. So, pack your bags, pack your spirit of adventure, and pack your thirst for discovery. While returning do not miss to take away intricately carved and designed souvenirs representing the rich culture and folk traditions of the state made by local artists. The magnificent Tent Cities of Madhya Pradesh awaits you. Get ready to create memories that will last a lifetime.

**Kuno Forest Retreat**  
Tents - 25  
✈ Gwalior (176km) ✈ Shivpur (70km)  
☎ +91 9624799166  
🌐 booking.kunoforestretreat.com

**Gandhisagar Tent City**  
Tents - 50  
✈ Indore (287km)  
✈ Bhawanimandi (49km)  
☎ +91 7808780899  
🌐 booking.gsff@evokereperiences.in

**Jal Mahotsav, Hanuwantiya**  
Tents - 103  
✈ Indore (139km) ✈ Khandwa (49km)  
☎ +91 9755501954, 8236087667  
🌐 bookings@jalmahotsav.com

**Chanderi Mahotsav**  
Tents - 25  
✈ Gwalior (250km) ✈ Lalitpur (37km)  
☎ +91 9826055595  
🌐 chanderifestival.com





# Thailand on dais with new products

Thailand Tourism has geared up with multiple initiatives and projects to entice the Indian market. The Tourism Authority of Thailand (TAT), focusing on weddings and MICE groups, presents coveted tourism offerings at its 'Amazing Thailand' event, organised recently in Delhi NCR.



Amita Pandey

The Tourism Authority of Thailand (TAT) presented Thailand's coveted tourism offerings at its 'Amazing Thailand' event, organised recently in Delhi NCR on the sidelines of the South Asia's Travel and Tourism Exchange (SATTE) 2024. India ranks among five top source markets for Thailand after China, Malaysia, Russia, and South Korea, as per the TAT's recent data.

## India as a source market

In 2023, the number of Indian arrivals in Thailand was about 1.62 million, resulting in around US\$ 1,762 million (63 billion baht) of revenue generation from India, making it the fourth largest market for the country. As of 15



**India ranks among five top source markets for Thailand after China, Malaysia, Russia, and South Korea, as per TAT's recent data**

February 2024, India ranked fifth with 242,839 arrivals. In 2024, TAT targets to generate US\$ 2,237.5 million (80 billion baht) revenue from about 1.74 million Indian travellers.

## Initiatives to entice Indians

Thai government has waived tourist visas for Indian citizens from 10 November 2023 to 10 May 2024 to attract more Indian visitors. It is also working to enhance connectivity between the two nations. **Thapanee Kiatphaibool**, Governor, TAT, said, "Key strategies to realise our targets will be subsidy schemes for incentive, wedding, and celebration groups. Joint promotions with airlines and travel agents will be conducted for repeat visitors and golfers."

Thailand is going to align its marketing strategies under PASS, which will focus on high value and sustainability. This encompasses 'Partnership 360' efforts, digital transformation, subculture movement, and sustainable prac-

tices. These marketing activities will target current segments, including family, millennials, weddings and celebrations, golfers, luxury, and incentive groups. Along with that, it will target new segments, such as senior citizens, women travellers, re-

juvenating tours, and adventure sports. Thai Tourism is also going to tap into potential segments, i.e. Gen Z and LGBTQIA+. TAT has introduced a 'Corporate & Incentive Scheme' to attract MICE business from India. Under the scheme, travel agents in metro

cities (in North & East India) will be given ₹300 per person for a group size of 101 pax and above. For travel agents in tier 2 cities (in North & East India), the NTO will give ₹500 for a minimum group size of 25 pax and above. Talking about the initiatives

taken to attract MICE business from India, **Siriges-A-Nong Trirattanasongpol**, Director, TAT, said, "TAT divides the allotted incentive budget for the MICE group into tier II and tier III cities, along with tier I cities, to maximize the benefits."



**Siriges-A-Nong Trirattanasongpol**  
Director  
Tourism Authority of Thailand

*Delivering*  
**Memorable**  
*Guest Experiences*  
*Always*

*Versatile Offerings. Great Prices. Cygnetture Experiences*

**OUR MULTI PORTFOLIO BRAND**

**Our Destinations**

Alwar | Ayodhya | Bhubaneswar | Bongaigaon | Dehradun | Digha | Goa | Itanagar | Jaipur | Kolkata | Lucknow | Meleodganj | Nainital | Siliguri | Tezpur | Vizag

**Opening Soon In**

Barpeta | Bhilwadi | Chail | Golaghat | Itanagar | Guna | Haridwar | Jaipur | Jamshedpur | Kolkata | Lucknow | Mahad | Sonapat | Tawang | Vrindavan

**Corporate Office :** Vipul Business Park, Unit No 519,  
5th Floor, Sector 48, Gurgaon -122004

**For inquiries** ☎ +91 85954 50450 or +91 85951 92192  
www.cygnethotels.com | centralreservations@cygnetthotels.com



# GPS 2024: Nagpur a key market

Global Panorama Showcase (GPS) Nagpur 2024 saw a mix of some new sellers who wanted to explore the tier II & III markets. Secondary markets are appearing in the radar for many destinations, hotels, and attractions, marking this platform a great way to reach these emerging markets, shared Harmandeep Singh Anand, Managing Director, GPS and Jagsons Travels.





# Domestic demand must be met

▶ Contd. from page 10



**Jyoti Mayal**  
President  
TAAI

“ Apart from Delhi and Mumbai, air connectivity is increasing from other Indian cities. Flights are starting from Kanpur, Ahmedabad, and Hyderabad. There are 137 airports in the country. We would like to see more flights, as domestic travellers have increased in leaps and bounds and flights are full. Of course, demand for some destinations like Ayodhya is rising for the summer. ”



**Shravan Bhalla**  
Vice President  
OTOAI

“ In the new summer schedule, increased connectivity towards short-haul/ direct flights will bring more benefits. Southeast and Middle Eastern countries, where visas are either free or available on arrival, will have an advantage over many European countries, where securing a visa appointment can be challenging. However, airfare will remain a challenge this summer. ”



**Jay Kantawala**  
Chairman, Western Region  
TAFI

“ A few weeks ago, the DGCA instructed the airlines to reduce flights from Mumbai. They are looking at reducing it to two flights per hour, per day because the punctuality has gone down significantly in the last few months. The average on-time performance of airlines has gone down below 60 per cent in Mumbai. The airlines should probably consider adding a larger aircraft flying out of Mumbai. ”



**Tejvir Singh Anand**  
Founder and Managing Director  
Holiday Moods Adventures

“ Summer means mountains! All destinations under the UDAN scheme should be in the spotlight for increased connectivity. It's a brilliant scheme that promotes not only tourism to the far-flung regions of our country but also the socio-economic benefits of those areas. Increased air connectivity with well-priced airfares will be welcome and also help decongest saturated tourism hot spots. ”



**Valmiki Harikishan**  
Founder & Managing Partner,  
Valmiki Travel & Tourism Solutions

“ There will be a rush of Indian travellers this summer, and the number of flights may not be able to keep pace with increased demand. However, more than 150 new aircraft will be added. Go First suspending operations and SpiceJet grounding numerous aircraft will create a shortage to meet the demand. Easier visas, conferences, and events are spurring leisure and business travel alike. ”



**Ranjana Sharma**  
Managing Director  
Trav n Tours International

“ For this upcoming summer schedule, it's imperative to consider enhancing connectivity to various destinations, especially in Spain, Norway, Sweden, Denmark, and across Scandinavia. Increased accessibility to these locations would cater to the growing demand. Moreover, improving connectivity to Bali from multiple cities in India would significantly benefit MICE segment. ”

Compiled by TT Bureau

# Agents bond over cricket tourney

The Multi-City Travel Agent's Cricket Tournament Season 4 came to an exhilarating close with the Grand Finale held in Ahmedabad recently. More than 40 teams participated in this year's tournament which brought together travel agents and enthusiasts in a celebration of sportsmanship and camaraderie, said Jaal Shah, Group MD, Travel Designer Group.







# SWISS TRAVEL PASS

ONE COUNTRY. ONE PASS.

- ✓ Unlimited access on train, bus and boat
- ✓ Up to 50% off on mountains in Switzerland
- ✓ Children under 16 years travel free





**Rail  
Europe**



**TourFox**<sup>®</sup>  
Like it's meant to **B2b**

[www.tourfox.com](http://www.tourfox.com)



# Secondary markets demand UK

VisitBritain continues to showcase West Midlands to the Indian travel trade through the latest engagement at Showcase Britain 2024 B2B event, as well as the Britain Ireland Marketplace, followed by an exciting Fam tour for 11 hosted buyers to key destinations, such as Stratford-upon-Avon, Coventry, Cotswold, Tibro and Birmingham.



Saurabh Vyas  
Managing Partner  
Vyas Travels (Raipur)

“ We have met some really good suppliers here and learned about new regions, such as North East England that has Newcastle, Sunderland and some areas in Scotland that are new for my market, which is Central India. My clients want to see architecture, and experience cities like London and Edinburgh. ”



Vikram Singh  
VP & Head Outbound  
Tibro Tours (Mumbai)

“ One of the interesting sellers I have come across, Imagine Experiences. They offer incredibly unique curated experiences that set them apart from others in the industry. Additionally, the Black Country Living Museum in Dudley provides a truly distinct experience, connecting people with captivating stories. ”



Shalini Jain  
Travel Curator  
Click2Travel (Pune)

“ I met Isle of Man at the showcase, and they have some very unique experiences to offer that will appeal to my clientele such as foraging, shark-diving, water activities, etc. My clients are always looking for new and different experiences, and exclusive itineraries. They stay for at least 10 nights in the UK. ”



Ashish Malhotra  
Managing Director  
Vacanza Globe Travels (Ludhiana)

“ UK works well for our FIT clients. If they want to travel international, they choose UK first, followed by Europe. It is a bit challenging with groups since they tend to have budget constraints. We are doing mostly 9-10 days, including Scotland. We experienced Lords Cricket Ground London tour that I think will work well. ”



Harjit Singh  
VP  
Away&Co (Delhi)

“ UK as a destination is important for us; almost 25 per cent bookings for Europe are for UK, which includes England, Scotland and Wales. We do FIT leisure travellers and their average stay in UK, including London, is 6-8 nights. We met partners offering amazing experiences in the countryside like Windermere cruise. ”



Saurabh Tuteja  
Director  
Ujjwal Creations (Delhi)

“ The beauty of attending such shows is that it forces you to start thinking out of the box. Right now, there is only one standard itinerary being sold to the Indian clientele coming to UK – London plus Scotland. In fact, 99 per cent of the industry doesn't even have the knowledge to sell UK properly to clients. ”

Compiled by Hazel Jain

# Spreading tourism with fragrances

Prachi Saini Garg, Managing Director, Scentopia, interacted with a select group of travel agents in Mumbai and conducted a session with them to identify the best fit of perfumes for them. Garg said that while her product was popular with corporate groups, GITs and leisure travellers, such as mother-daughter duos from India, were also booking her sessions while visiting Singapore.





# Tourism will drive India's growth: Kant

► Contd. from page 5

emissions in the world, he shared, "Therefore, India must become the first country in the world to expand its GDP through a process of decarbonization. And that means it must adopt a different strategy for manufacturing and urbanization."

Kant mentioned that one of the key aspects of India's G20 leadership was to arrive at a green development pact. "One of the key components of that was the Travel for LiFE, which is important because we must realise that we add a huge footprint as we travel. India attracting 10 million tourists by 2035 will be a destination of about 40-45 million tourists going forward. Hence, I have been a long-term believer that it is not the number that is important, but it's the value that is important. We should focus on enhancing the value per tourist rather than focusing on the number game. It's imperative that we should focus on tourism, which differentiates and enhances the value of India as a destination. Therefore, Travel for LiFE is very significant."

**The multiplier impact of tourism is enormous. For every single direct job that is created from tourism, there are seven indirect jobs that are created**

He outlined that when Prime Minister spoke about Travel for LiFE in Glasgow, he envisaged that we should all become pro-planet people. "The hospitality sector must become the number one in spreading or for making and converting, both the members of the travel and tourism industry, as well as tourists of the world, as pro-planet people. An IEA study reveals that if we can just switch off the lights, switch-off the cars, or turn-off the water, we could lower 21 per cent of the greenhouse gas emissions in the world."

He added, "Therefore, it's important that tourism industry must become the brand ambassador or the agent of change and the driver of recycling of waste and water, as well as of ensuring that all of us can pro-

vide more responsible and sustainable tourism. If we can do this, we will lead the world. The brand entity of India's tourism will then become responsible tourism and sustainable tourism. World over, India's branding will be as a leading destination for sustainability and by doing this you will enhance the value and the per unit capita receipts from tourists coming in. Also, all companies can attract much greater level of capi-

tal investments from across the world."

Kant suggested that in the coming months, we should implement the Travel for LiFE program in a manner that we bring transformation at a population scale.

"The travel and tourism industry must demonstrate that it's a very large industry spread across all the states and Union territories of India. If we can implement



sustainability and if we implement LiFE program across the

industry, it will be a transformational change across India. That

will add huge value to travel and tourism in the days to come. It will add great brand equity to India's tourism and it will establish India's travel and tourism industry as being truly unique, and as the most sustainable industry in the world. With the increased brand equity, the values will rise, and India's ability to attract capital and tourists from all over the world will rise enormously. That is huge value to India as a tourism destination," he said. 🇮🇳

📍 Jumeirah Saadiyat Beach

📍 Louvre Abu Dhabi

visitabudhabi.ae

experience  
**abu dhabi**

*Holiday  
in Abu Dhabi*

**Haven't booked your holiday yet?**  
Pack your bags and celebrate this holiday in Abu Dhabi with fun-filled new attractions, adventures, and traditional Emirati Hospitality.

**Packages starting at USD-350 per pax.**

Book & plan attractive packages for your clients contact us

+91 9654240200 +91 7126640200 sales@jagsons.in

**JAGSONS TRAVELS PVT. LTD.**  
'Jagsons Enclave' 117A Central Avenue Nagpur 440018





# WE'RE HIRING

**A boutique Hotel & Restaurant in Anjuna, North Goa**

**General Manager:**

- 10 years of relevant experience
- Salary as per the industry standard, negotiable
- Vacant position - 1

**Restaurant Manager:**

- 5 years of relevant experience
- Salary is negotiable
- 1 position available

**Housekeeping Supervisor:**

- 5 years of relevant experience
- Salary is negotiable
- 1 position available.

We offer boarding and lodging to our employees. If you're passionate about the hospitality industry and meet our requirements, we would love to hear from you!

Interested candidates, please send in your applications via WhatsApp on **8447176876** and send a copy on the mail at **contactdesknow@gmail.com**



# GBTA eyes ‘bleisure’ from India

Business travel in India will reach pre-2019 spending levels by 2025 and is expected to reach 120 per cent of its pre-COVID business travel spend by 2027, says Catherine Logan, Regional Vice President - EMEA & APAC, GBTA.



Hazel Jain

Global Business Travel Association (GBTA) has been away from the India market for almost seven years. But it recently hinted at a comeback – at least remotely – to this dynamic market. **Catherine Logan**, Regional Vice President, EMEA & APAC, GBTA, says, “We are delighted to be back in this really important market. GBTA re-entered the APAC market two years ago with our conference in Bangkok. We then set up a regional advisory board, which includes representation from India. This regional advisory board guides us on what we should be doing in the region. Of course, one of the main markets that they have highlighted as a priority and one that we should definitely serve is India.”

Logan was in India to attend the first FCM Corporate Travel Summit, which was powered by GBTA. GBTA is about building a community that helps to facilitate networking and knowledge-sharing, best practices, and providing education for its members, as well as advocacy.

Logan also shared insights from a report titled ‘Global Business Travel Index Outlook’, which looks at some key economic indicators to forecast what could happen in terms of business travel spend. The report also highlighted India.



**Catherine Logan**  
Regional Vice President  
EMEA & APAC, GBTA

“India will fully reach pre-2019 spending levels by 2025 and is expected to reach 120 per cent of its pre-COVID business travel spend in 2027. It is currently the ninth-largest market for business travel spend globally, but by 2027 it could be the seventh-largest, leapfrogging Italy and South Korea. This could be attributed to the economic growth in India, the expansion of air capacity and travel at large. We believe that business travel fuels economic growth,” Logan explains.

### Understanding Indian business travel

Indian business travellers are more likely to combine leisure with their business trips, shares Logan. “They are also more likely to travel for internal meetings. They are more likely to fly first class or business class, or stay

at a high-end premium hotel. No wonder then that business travel spend coming from India is around US\$ 33 billion per year.



**Of course, one of the main markets that they (advisory board) have highlighted as a priority and one that we should definitely serve is India**

This is set to grow by 12 per cent in 2024,” she shares. This spend includes travel cost like airfare, accommodation, and F&B.

From other studies that GBTA has conducted, Logan explains that sustainability also came up as a top priority for travel managers, corporations and governments. So, it is travel with purpose, travel to drive business, but travel with the environment in mind.

### NDC to save costs

NDC is always a big discussion point these days, and while it may appear that NDC has been adopted elsewhere in the region at a faster rate, it is certainly coming to India. Logan says, “The solutions for NDC are on a commercial level, which includes contracting and negotiating with airlines. But nobody can deny the advantage that India has in terms of technological development, the appetite and readiness to adapt, and the agility to develop what is required. This is definitely a market to watch.”

### The state of business travel in India

- ❖ 9<sup>th</sup> largest travel market in the world for travel spending
- ❖ 4<sup>th</sup> largest market for APAC, representing 5.7 per cent of business travel spending in the region
- ❖ In 2023, India's business travel spend grew 24.7 per cent, lagging growth levels globally (32.1 per cent) and for APAC (41.2 per cent)
- ❖ India's overall recovery in 2023 was estimated at 78 per cent of pre-COVID levels
- ❖ Momentum is expected in 2024 bringing an 18.3 per cent increase in spending
- ❖ India to fully reach pre-2019 spending levels by 2025, a year later than the forecast for APAC, and reach 120 per cent by 2027
- ❖ 2024 estimated business travel spending in India: US \$38.2 billion

## Miami meets Mumbai trade



Joe Docal, Director - Travel Industry Sales, Greater Miami Convention Visitor Bureau, was recently in Mumbai to meet the travel agents and inform them about the destination's offers. Next year, he plans to meet agents in tier II and III cities to tap into the potential there. Greater Miami Convention Visitor Bureau is represented in India through Aviareps.



# Ayodhya takes centre stage

Inauguration of Ram Temple in Ayodhya has resulted in 10X surge in demand for the destination, as per a recent study. With projections of 300,000 visitors per day by 2031, Ayodhya is touted to be the next ‘it’ destination to visit – not just for pilgrims but also domestic and international leisure tourists.



Hazel Jain

A recent study by hotel management consultancy Hotelivate predicts a significant surge in travel and tourism at Ayodhya. Driven by the construction of Ram Mandir, 10.61 crore people are expected to visit Ayodhya annually by 2031, the report highlights. Currently, there are only two branded hotels in the budget and economy segment operational in Ayodhya, which is projected to require 8,500-12,500 branded hotel rooms in the medium to long term to meet the growing demand, the report says, adding that the strategic focus on Ayodhya's development aligns with the growing trend of spiritual and religious tourism across India.



Daniel D'Souza  
President & Country Head - Holidays  
SOTC Travel

**Strain on infrastructure**  
Daniel D'Souza, President & Country Head - Holidays, SOTC Travel, says, "The inauguration of Ram temple in Ayodhya has resulted in 10 times surge in demand for the destination. This heightened interest is observed across diverse customer segments, reflecting a shift in travel preferences. Our consumer data/insights indicate that the demand for our Spiritual Journeys products is no longer restricted to traditional pilgrimages but a combination of spiritual breaks with unique local experiences. Keeping this in mind, we have expanded our Spiritual Journeys portfolio to feature special tours to Ayodhya."

He, however, adds that addressing the strain on local infrastructure, including transportation and accommodations, is essential to ensure a seamless and positive experience for tourists.

Rajesh Shukla, Chief Strategist,  
National Intellectual Advisory,

says that the number of tourists to Ayodhya has already gone up. "The construction of Ram Mandir will boom economic opportunity. The same has been considered by the Government of India, which has allocated ₹1 lakh crore exclusively for tourism. All top hotels

brands, such as Hyatt, Fairmont, and JW Marriott, have already purchased land and started building hotels," Shukla shares.

EaseMyTrip has just greenlit a proposal to venture into the hospitality sector with the establishment of a

five-star hotel in Ayodhya. This is with an investment of up to ₹100 crores in Jeewani Hospitality. Nishant Pitti, CEO & Co-Founder, EaseMyTrip, says, "By leveraging our expertise in the tourism industry, coupled with Jeewani Hospitality's commitment to excel-

lence in hospitality, the venture is poised to set new standards in luxury accommodation in Ayodhya. The project not only underscores EaseMyTrip's strategic diversification but also reflects its dedication to contributing to the growth of India's tourism landscape.



Rajesh Shukla  
Chief Strategist  
National Intellectual Advisory

## Not a million hotels, but a handful that matter.

Why spend time scrolling through millions of hotels to find that special one! Welcome to curated hotels for travel agents, making it easier to match the right hotel to the right customer.

With over 33 years' experience, we know hotels and our curated hotels will cut down on the amount of time you spend every week on hotel searches.

SCAN TO SIGN UP

Stuba. Curated hotels for travel agents.



# 1 IN CIRCULATION & READERSHIP SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

EVENT TALK

Published from : India Middle East

MARCH 2024

Date	Event	Time
15-17	Travel & Tourism Fair-Chennai	10:00 am
15-17	India International Travel Mart-Ahmedabad	9:00 am
15-17	India Travel Mart-Bhopal	9:00 am
18	Abu Dhabi Roadshow- Ahmedabad	10:00 am
19	VisitBritain Training Workshop-Chennai	5:00 pm
20	Abu Dhabi Roadshow- Kolkata	10:00 am
20	Tour Fox Product Training Program- Ahmedabad	10:30 am
20-21	British Tourism and Travel Show	10:00 am
22	Abu Dhabi Roadshow- Chennai	10:00 am
22-23	Holiday Expo-Varanasi	9:00 am
22-24	MATTA Fair 2024	10:00 am
26	Tour Fox Product Training Program- Coimbatore	TBA
29-31	India Travel Mart	9:00 am

APRIL 2024

3-4	International Mediterranean Tourism Market	9:00 am
5-6	International Tourism Fair Tirana	10:00 am
7-9	International Luxury Travel Market Africa	9:00 am
10-12	World Travel Market Africa	10:00 am

# India's BT spend at \$38.2 bn

India is 9<sup>th</sup> largest market in the world for business travel spending and 4<sup>th</sup>-largest market for the Asia Pacific, representing 5.7 per cent of business travel spending in the region, says Sunny Sodhi, Managing Director, FCM Travel India.



Hazel Jain

There are many statistics that indicate that India is on the right track of development, says **Sunny Sodhi**, Managing Director, FCM Travel India. "To start with, look at the sheer number of aircraft India added over a period of six years is phenomenal – from 700-odd aircraft to 2,000 in the next five years. In terms of infrastructure, airports are being built and rebuilt, many brownfield projects taking off. With regards to corporate travel, we see a lot of inclination around consolidating the travel spends through use of technology where everything is available on a single platform," he adds.

### UX key to any product

FCM Travel's journey is also going to be tech-led going forward. An important aspect of this is the voice of customer. "Customer or user experience (UX) is going to be a very important factor for TMCs like us to grow at a faster



Sunny Sodhi  
Managing Director  
FCM Travel India

pace, backed of course by a strong technology background. More and more companies today are deciding to choose their travel management partner based on what they have to offer on the technology front. It is table stakes when it comes to technology. At the end of the day, feature functionalities are only as good as the user experience they offer. Features can always be built. While the travel programmes are structured around cost-efficiencies,

technology enablement, the user is someone raising the expectation with regards to what the experience should be like. How do those five clicks come down to three when making reservations," Sodhi explains.

### India 9<sup>th</sup> largest in world

"India is the ninth largest travel market in the world for business travel spending. It is the fourth-largest market for the Asia Pacific region, representing 5.7 per cent of business travel spending in the region. In 2023, India's business travel spending grew 24.7 per cent and we anticipate an 18.3 per cent increase in spending in 2024," reveals Sodhi. Face to face meetings are back! "It is going to be an exceptional year for the meetings and events industry. Technology-enabled events are here to stay, and we use artificial intelligence and virtual reality to enhance and elevate guest experiences. We have also seen a strong demand for wellness, well-being, and

even luxurious experiences. We recently organised walking tours in Maasai Mara and dinner along the Mara River," added **Manpreet Bindra**, FCM Meetings & Events Leader, Asia.

At the end of the day, feature functionalities are only as good as the user experience they offer. Features can always be built

India's business travel spend is estimated to touch \$38.2 billion in 2024 and reach \$49.5 billion by 2027, he added. FCM Travel India hosted its first FCM Corporate Travel Summit in Mumbai powered by the Global Business Travel Association (GBTA).

# Young India to shape travel experiences

In his new role as the Head of Tourism Services at VFS Global, GB Srithar sheds light on the dynamic terrain of global tourism. Emphasising on the importance of technology, sustainability, and targeted communication strategies, he says that adaptability and innovation will be key in meeting the evolving needs and preferences of travellers worldwide.



Janice Alyosius

**GB Srithar**, Head of Tourism Services at VFS Global, says that in the evolving landscape of global tourism, staying ahead of trends and catering to diverse audiences is crucial. Talking about his plans in the new role as Head of Tourism Services at VFS Global, he says, "Today, VFS serves nearly 70 client governments across 140 countries. Along with my team, we strive to facilitate the promotion of these destinations to diverse audiences worldwide. India, as a crucial market, is significant, and I eagerly anticipate representing destinations to Indian audiences."

Highlighting the emerging trends in travel, Srithar points out the influence of India's youthful population on global travel experiences. "India has been an important source market for



GB Srithar  
Head of Tourism Services  
VFS Global

the last few years, and it is set to grow even further in the next decade. One key travel trend that is going to emerge out of India, given the fact that 67 per cent of the population is under the age of 35 years, is that the young travellers of India are going to shake and shape a lot of the travel experiences that destinations are offering," he says. The transition

in family travel towards smaller, nuclear units, is reshaping the way destinations cater to travellers. "The second trend involves family travel, which is evolving from a three-generational type to a more nuclear format, with parents and kids. While family travel with grandparents still occurs, the concept of nuclear and smaller families travelling is shaping experiences," says Srithar.

Another aspect that Srithar underscored is sustainability. "Sustainability is becoming increasingly important to travellers. Many are seeking sustainable travel experiences, prompting countries to focus on eco-friendly offerings to meet this demand in the coming years," he shares.

Emphasising on the importance of technology, Srithar says, "Technology is a significant factor. We are all grappling with how AI and technological advancements

will impact the communication of travel experiences, shaping various aspects of the industry." Technology plays a pivotal role in VFS Global's visa services, and Srithar prioritises exploring how technology can enhance tourism

We are all grappling with how AI & tech advancements will impact the communication of travel experiences, shaping various aspects of industry

services and communication strategies. "VFS itself is a highly technology-enabled organisation. Given that our main core business, which is visa, relies heavily

on technology for its operations, it is essential to have secure, trustworthy, and credible technology infrastructure. Technology is integral to the way VFS Global operates. As I transition into my

role, understanding how technology can be utilised in the tourism services vertical, particularly in terms of communication, to connect with our trade partners, is paramount," he shares.

### Form - IV

Statement about ownership and other particulars about newspaper TravTalk to be published in the first issue every year after the last day of February

- |   |   |
|---|---|
| 1. Place of publication   | : 72 Todarmal Road, New Delhi - 110001  |
| 2. Periodicity of its publication   | : Fortnightly                           |
| 3. Printer's Name   | : SanJeet                               |
| Nationality   | : Indian                                |
| Address   | : 72, Todarmal Road, New Delhi - 110001 |
| 4. Publisher's Name   | : SanJeet                               |
| Nationality   | : Indian                                |
| Address   | : 72, Todarmal Road, New Delhi - 110001 |
| 5. Editor's Name  | : SanJeet                               |
| Nationality   | : Indian                                |
| Address   | : 72, Todarmal Road, New Delhi - 110001 |
| 6. Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital : DDP Publications Pvt. Ltd. Shareholders: 1. SanJeet, 72, Todarmal Road, New Delhi-1. 2. Sumati Jeet, 72, Todarmal Road, ND-1. 3. Devika Jeet, 72, Todarmal Road, ND-1. |   |

I, SanJeet, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date : 01/03/2024

Sd/-  
SanJeet  
Signature of the Publisher



# McArthurGlen allures Indian partners

With Indian travel expenditure expected to soar to \$410 billion by 2030, McArthurGlen plans to penetrate further into the Indian market. Matthias Sinner, Head of Tourism, McArthurGlen Group & Sabina Piacenti, International Markets Manager, McArthurGlen Group, recently met travel trade partners in India to explain their promotional plans, including incentives.





# MOVEMENTS

## JAZEERA AIRWAYS

Kuwait

**BARATHAN PASUPATHI (BARA)** has been named the new Chief Executive Officer of Jazeera Airways effective 26 March 2024. He replaces Rohit Ramchandran, who will be stepping down after seven years of service with the organisation. Bara comes with over 30 years of experience in aviation, oil and gas, and supply chain management. His aviation industry experience spans key finance, management, and operations functions for airlines, as well as aircraft procurement and leasing. Bara, a former CFO in Jazeera Airways, was instrumental in the setup of Sahaab Aircraft Leasing.



## INDIATOURISM

Mumbai

Indiatourism Mumbai has appointed **SAGNIK CHOWDHURY** as Deputy Director General & Regional Director (West & Central India) at Ministry of Tourism, Government of India. A passionate, result-oriented hotelier, an incisive policy analyst, a committed team-builder and a seasoned publicity, events and promotions professional, Chowdhury has been associated with Incredible India, a top global brand for over 18 years, in key leadership positions. Over the years, he has performed leadership roles of General Manager, Estate Officer, Director, Regional Director and Deputy Director General.



## IITM-NATIONAL INSTITUTE OF WATER SPORTS

Goa

**PROF SANDEEP KULSHRESHTHA**, Chairman, JNU-IITM Academic Collaboration, has been given the charge as Nodal Officer, IITM-National Institute of Water Sports, Goa. He has worked as President, Tourism & Hospitality Educators & Researchers Association of Asia (THERAA-Colombo), Senior VP - Indian Tourism and Hospitality Congress, Director, IITM (2014-2019), Chair Professor - Tribal Shodh Peeth, Madhya Pradesh Bhoj (Open) University, Bhopal and Chairman, All India Board of Hotel & Tourism Management, AICTE - Ministry of Education, Government of India.



## DOUBLETREE BY HILTON GURGAON

New Delhi NCR

DoubleTree by Hilton Gurgaon New Delhi NCR appoints **SAAHIL SHEOKAND** as Commercial Director. He will be leading the execution of commercial brand strategy for room sales, event sales, public relations, marketing & communications and reservations domain for the hotel. He will be instrumental in exploring new opportunities to increase the market share with his professional insights and commercial expertise. He holds 15 years of valuable experience with diversified portfolio and has worked with several reputed brands such as Radisson Hotel Group, Hyatt Hotels Corporation, and Dusit Hotels & Resorts.



## INTERCONTINENTAL CHENNAI

### MAHABALIPURAM RESORT

Chennai

**ANAND NAIR** has been appointed as the General Manager of InterContinental Chennai Mahabalipuram Resort. With over 29 years of experience in the hospitality industry, Nair brings a wealth of expertise in managing both Business and Leisure hotel portfolios. He is known for his acute business strategy, competitive market stabilisation, and a proven track record of year on year profitable business growth. He joined IHG South West Asia in 2018 as GM.



## RAMADA BY WYNDHAM

Alleppey

The Ramada by Wyndham at Alleppey appoints **AJAI RAMAN** as the General Manager of the property. In his new role, Raman will be responsible for overall hotel operations, increasing revenue potential, enhancing guest experiences and creating positive work environment for team members. Alleppey being a tourist destination famous for its back waters, he would be required to promote the property in all tourism markets. He will play a key role in ensuring that the property continues providing guests with the same high-quality service and exceptional value that it has become known for in the Alleppey community.



## FAIRMONT

Jaipur

Fairmont Jaipur has appointed **RAJAT SETHI** as the General Manager. With more than 25 years of experience in the hospitality industry, Sethi brings a dynamic blend of leadership, operational expertise, and a proven track record of success to the new role. He will be responsible for leading Fairmont Jaipur towards continued success and excellence in guest service. His primary focus will be on enhancing the guest experience by ensuring impeccable service standards, personalised attention to guest needs, and crafting unforgettable experiences. Rajat will work closely with the hotel's leadership team.



## MARRIOTT EXECUTIVE APARTMENTS

### NAVI MUMBAI

Mumbai

Marriott Executive Apartments Navi Mumbai has appointed **KRUTIN SHETH** as the Director of Sales & Marketing. He has over 11 years of experience in the hospitality industry. Sheth's leadership and industry knowledge will enhance the guest experience and drive growth at Marriott Executive Apartments Navi Mumbai. He began his journey at Marriott as an Assistant Sales Manager at Courtyard By Marriott Pune Chakan in 2013.



## LORDS ECO INN NAVASARI

Navasari (Gujarat)

**RICHA BHATT** takes over as Operations Manager of Lords Eco Inn Navasari. In her new role, she will oversee the overall operations, maintenance of facilities, optimisation of staff resources, and fostering positive relations with guests and employees. Bhatt's experience in renowned hospitality chains showcases her commitment to driving operational excellence and guest satisfaction. Commenting over her appointment, Shiladitya Mukherjee - Associate VP - Gujarat, stated, "Her demonstrated expertise and commitment to operational excellence make her the ideal candidate for this position."



## CHALET HOTELS

Mumbai

Chalet Hotels appoints **SARAH STEPHANOS** as AGM Marketing and Corporate Communications. She will be reporting directly to Sanjay Sethi, MD and CEO of the company, playing a crucial role in implementing strategic initiatives under his guidance. With an impressive academic background, she holds an M.Sc. Psychology in Consumer Behaviour from Women's Christian College, Chennai. Sarah is a cultural catalyst, known for her innovations in hospitality. Prior to this, Stephanos held positions with a collection of contemporary boutique hotels and a telecommunication brand.



## GRAND MERCURE BENGALURU GOPALAN MALL

Bengaluru

Grand Mercure Bengaluru at Gopalan Mall appoints **AISHWARYA BISWAL** as the Front Office Manager. With over seven years of experience in room management and a proven track record of delivering exceptional guest experiences, Biswal brings a wealth of expertise and leadership to her new role. Prior to this, she served as Assistant Front Office Manager at Hyatt Centric Chandigarh, where she played a key role in managing front office operations. Her dedication to excellence and commitment to guest satisfaction have been recognized through numerous awards.



## RADISSON BLU MBD HOTEL

Noida and Ludhiana

Radisson Blu MBD Hotel has appointed **HIMANSHU RATHEE** as the Cluster Director of Revenue for Radisson Blu MBD Hotel, Noida and Radisson Blu MBD Hotel, Ludhiana. Rathee has 20 years of experience in the field. He commenced his professional journey at The Oberoi, Bangalore, and has worked in India and the Middle East with many brands, such as Taj Hotels, Resorts & Palaces, Radisson MBD Hotel, Noida, The Lalit Suri Group, Starwood Hotels & Resorts, Rotana Hotels & Resorts, The Grand & Azaya Beach Resort Goa, Pullman & Novotel Aerocity and Renest Hotels & Resorts.



# Unveiling The Pulse of India

Tourism Breaking News disseminates daily e-newsletters to a network of over 600,000 industry professionals.

Please subscribe at: [Subscription@ddppl.com](mailto:Subscription@ddppl.com), [devika@ddppl.com](mailto:devika@ddppl.com), +91 9818767141

BreakingNews





# Thank You

A colossal shout-out to our phenomenal partners, extraordinary exhibitors, and stellar travel agents! GPS 23-24 hit 10 cities like a meteor, transforming each event into a dazzling success in the backdrop of a triumphant decade of events!

A heartfelt thank you – your collective efforts made the impossible possible!!!

Ahmedabad



Kochi



Kolkata



Hyderabad



Pune



Jaipur



Indore



Guwahati



Nagpur



Chandigarh

Registrations open for 2024-26 across 16 cities

#seeyouatGPS

Exhibitor enquiries:

Call: +91 9225248070, +91 9820224272 for details email: [harmandeep@gps-india.com](mailto:harmandeep@gps-india.com) | [madhu@gps-india.com](mailto:madhu@gps-india.com)

EDWIN PARTNER TURESPAÑA	DESTINATION PARTNER experience abu dhabi	AIRLINE PARTNER IndiGo	GST CONSULTING PARTNER GMJ	GLOBAL CRUISE PARTNER NORWEGIAN	NDC PARTNER VERTEIL	GLOBAL CELLULAR PARTNER next	TECHNOLOGY PARTNER influence	MICE PARTNER AVNI	B2B PARTNER TDO	TRAVEL INSURANCE PARTNER STAR
DOMESTIC CRUISE PARTNER KORALIA	WHATSAPP COMMERCE PARTNER DoubleTick	LUXURY PARTNER JASTANS	MARKETING PARTNER EntReps	DMC PARTNER ONE ABOVE	EDWIN PARTNER TARGATE	GPS INITIATIVES Ethiopian Airlines, EDWIN, TDO, ECOCONNECT, Edulix, CONNECT				



# Oman eyes leisure & luxury biz

Saada Abdullah Saif Al Harthi, Director for Business Development, Oman Tourism, emphasises on their collaborations and initiatives for 2024, and outlines strategic plans aimed at enhancing Oman's appeal to leisure and luxury travellers.

 Janice Alyosius

Sharing the roadmap for Oman's tourism's future, **Saada Abdullah Saif Al Harthi**, Director for Business Development Department, Oman Tourism, says that their focus is on expanding Oman's allure as a top destination for leisure and luxury travellers. "Our strategic plans for the upcoming years are aimed at further boosting Oman as a top tourist destination for leisure and luxury travellers. India is one of the top source markets for us. In fact, it is second on the list after GCC. Last year has been exceptionally well for us, as Indian tourists visiting Oman surpassed the remarkable



milestone of half a million. Building on this success, our goal for the coming year is not only to maintain this momentum but to exceed it through a range of diverse activities," she shares.

Looking forward to 2024, Saada emphasised on the commitment to not only maintain but surpass the momentum achieved in the previous year. "Last year, we joined forces with the leading trade partners to boost destination awareness and arrivals. This year, our plan is to expand these collaborative marketing initiatives. We aim to do more joint collaborations with trade partners from pan India, including tier II and III cities," she says. "We also have exciting plans for mega events in Oman, which is being designed to showcase the diversity and richness of our destination. Additionally, we are increasing the number of familiarisation (Fam) trips tailored for both media and trade partners. These trips will provide firsthand

experiences of Oman's beauty," she adds.

Oman tourism has organised several initiatives to directly engage with prospective travellers. Their emphasis is on utilising online platforms and implementing digital marketing strategies to raise awareness among a

**Our goal for the coming year is not only to maintain this (inbound travel) momentum but to exceed it through a range of diverse activities**

broader audience. "In essence, 2024 is set to be a dynamic year for us, marked by expanded collaborations, captivating events, increased Fam trips, and a strong digital presence, all with the aim of fortifying our position in the Indian market and beyond," she shares.

Saada addresses the concerns regarding visa procedures. "It is no challenge for Indians to

get the visa for Oman. Our official website, the Royal Oman Police, serves as the platform, through which trade partners can efficiently apply for visas at a nominal fee. Typically, visa approvals are processed within a swift two-day timeframe, and in many instances, approvals are granted on the very same day. If the traveller is holding a sticker visa of USA, Canada, Schengen, UK, Japan or Australia, the person can enter the country for 14 days without any further formalities," she says.

She also highlights the evolution observed in the travel patterns of Indian tourists visiting Oman.

"There has been a significant shift in the average duration of stay for Indian tourists in Oman over recent years. Traditionally, visitors from India often embarked on brief three-night itineraries to sample Oman's diverse offerings. However, there has been a notable trend towards extended stays, with itineraries ranging from 3 to 14 nights now gaining popularity. This change reflects Indian travellers' growing inclination towards more profound exploration and immersion in Oman's cultural and natural wonders," she concludes.

THE MEETING PLACE FOR TRAVEL PROFESSIONALS



INTERNATIONAL & FRENCH TRAVEL MARKET

17-19 SEPT. 2024

PARIS

**2023**

**KEY FIGURES**

**30,349**  
visitors

**1,400**  
brands

**170**  
destinations

**+9,800**  
business meetings

Please contact:

**devika@ddppl.com**  
**ritul.malhotra@ddppl.com**  
**+91 9810191852**

**iftm.fr**



Saada Abdullah Saif Al Harthi  
Director for Business Development  
Oman Tourism



**SAVE THE DATE**

**Travel**

**MICE & CORPORATE SHOW**

**July 2024**

For more information, please contact  
devika@ddppl.com, ritul.malhotra@ddppl.com +91 9810191852

[www.travelshowindia.com](http://www.travelshowindia.com)



# experience abu dhabi



## 4 DAYS ABU DHABI PACKAGES STARTING US \$355

### Inclusions:

- 03 Nights stay in Abu Dhabi City Hotel
- Daily Breakfast
- Return Abu Dhabi International Airport Transfers on Private
- Abu Dhabi City Tour with Grand Mosque - Sheikh Zayed Grand Mosque
- Visit on SIC
- Yas Island Any 2 Parks Tickets only

(Select from SeaWorld Abu Dhabi or Ferrari World Yas Island, Abu Dhabi or Warner Bros. World™ Abu Dhabi or Yas Water World Yas Island, Abu Dhabi)

\*T&C Apply



**Travstarz Global Group**

A CTRIP® Invested Company

DMC || CONSOLIDATORS || VISAS || REPRESENTATIONS

+91-11-44790402 | [bookings@travstarz.com](mailto:bookings@travstarz.com)  
[www.travstarz.com](http://www.travstarz.com)

416/2, 2nd Floor, Ghitorni, MG Road,  
Opp. Metro Pillar No. 127,  
New Delhi - 110030

Official Promotion Partner DCT Abu Dhabi

Your Trusted Exclusively B2B Company Since 2009

Member Of:





Malaysia  
Truly Asia



Welcome to GL Play, where leisure meets luxury in Gamuda Land's vibrant townships. Dive into a world of excitement and relaxation as we redefine fun for families, friends, and communities alike. With our unique blend of thrilling events and soothing attractions, GL Play is the ultimate one-stop destination for unforgettable experiences. Join us as we create memories, strengthen bonds, and build thriving communities. Step into GL Play and discover the heartbeat of Gamuda Land, where every moment is a celebration of life.

📍 GL PLAY , SELANGOR

**New Delhi:** D-7/8, Vasant Vihar, New Delhi- 110057, +91-11-46011674/75

**Mumbai:** A-410, The Capital, Bandra Kurla Complex, Bandra East, Mumbai- 400051, +91-22-67411120/21/22

**Chennai:** 4<sup>th</sup> floor, Vijaya Tower, 4 Kodambakkam High Road, Nagumbakka, Chennai- 600034, +91-44-45068080