



TravTalkIndia.com

TRAVTALK

ddppl.com

35

Years & Counting

Published from : ★ India ★ Middle East

Odisha puts its best foot forward

With its strategic policy direction and investment-friendly initiatives, Odisha is making a strong pitch to put itself on the global tourism map. The state government believes that the ongoing IATO convention is the perfect stage to turn this vision into collaborative action.



TT Bureau

For Odisha, this milestone event is both a moment of pride and an opportunity to present its ambitious tourism roadmap to the country's leading travel trade professionals. Welcoming delegates to the state, **Mohan Charan Majhi**, Chief Minister, Odisha, said, "Odisha is honoured to host this special event in a city known for its spiritual significance and cultural heritage. We are proud to share Odisha's rich traditions, natural beauty and warm hospitality with the delegates."



Mohan Charan Majhi
Chief Minister
Odisha



Pravati Parida
Deputy Chief Minister
Odisha

order to create opportunities for our communities. We are committed to supporting our tourism partners and ensuring that Odisha remains a compelling destination for travellers." The Chief Minister expressed gratitude to IATO, saying, "I thank IATO for choosing Puri as the venue for this milestone convention. I invite all delegates to explore the many wonders of Odisha and experience, first-hand, the hospitality of our people. I wish the convention great

success and hope it will inspire many more travellers to discover the beauty of the state."

Pravati Parida, Deputy Chief Minister, Odisha, echoed the state's enthusiasm in hosting the event. "It is a privilege to extend a warm welcome to all delegates

Contd. on page 22 ►

IATO shines spotlight on state

For 39 years, IATO has helped Indian destinations get a facelift by highlighting their offerings, while also helping generate revenue for the host states. This year's convention puts the focus on Odisha.



Janice Alyosius

Wherever the Indian Association of Tour Operators (IATO) takes its convention, it puts the spotlight on the host state's tourism potential, offering delegates an immersive, first-hand experience. For its 40th annual convention, IATO heads to Odisha — a land of sacred temples, UNESCO heritage, vibrant tribal culture, pristine beaches and the famed Chilika Lake. The convention showcases the state's rich mix of spirituality,



heritage, nature and culture to participants, boosting both domestic and inbound tourism.

In his first year at the helm as President of IATO, **Ravi Gosain**'s key goal is to make the 40th convention bigger and bolder. "This year's convention

Contd. on page 19 ►



Ravi Gosain
President
IATO

ENJOY BALI WITH CROSS HOTELS & RESORTS



buzz travel marketing
strategic and professional travel
management solutions

sandeep.raghav@crosshotelsandresorts.in, +91 9599076699

CROSS
HOTELS & RESORTS

ASEGÔ

Global Assistance • Travel Insurance

Discover India with Expert

Domestic Travel Protection



**20+ high-risk
adventure sports
activities covered**



**Emergency medical
expenses & personal
accident cover**



**Trip cancellation
cover for medical &
non-medical reasons**



**Trip interruption,
trip delay & missed
connection benefits**



**Real-time
baggage tracking
with TrackMate**



**Includes Asego
Pilgrim Protect
& much more**



**24/7 Emergency
Medical Assistance**



**Domestic Roadside
Assistance**



**Pan India
Presence**



**Customisable
Travel Insurance**



For partnership or more details, scan the QR code

Note: Assistance services are provided by Asego Global Assistance Private Limited. Please note that insurance is underwritten by an IRDAI authorised underwriter and is a subject matter of solicitation. The content expressed in this poster is for information purpose only and it does not accept any liability of any sort unless confirmed by an authorized representative of Asego. All Insurance policies are sold under the Corporate Agency of Asego Insurance LLP bearing IRDAI registration no. CA0776.

24x7 helpline: +91 8448582205 | customersupport@asego.in | claims@asego.in

*T&C Apply

Why India isn't winning at tourism

India has the culture, landscapes and stories that few countries can match. While other destinations are launching sharp campaigns, building partnerships and chasing new-age travellers, India is still playing by an old rulebook. The world is ready for India but the question remains: Is India ready for the world? **Alan Elliot Merschen**, Founder & Executive Director, Sigmund Project, explains more.



Alan Elliot Merschen, Founder & Executive Director, Sigmund Project — a seasoned voice in global tourism strategy — believes India's biggest strength is going untapped. From wellness to workcations, India has the potential to lead but it's stuck doing too little, too late. In his view, India's current global tourism strategy is fragmented, outdated and failing to match the momentum seen in destinations like Japan, South Africa or even secondary cities in Europe. And the consequences are clear; missed visibility, lack of alignment and billions in unrealised tourism potential.

What makes this silence more surprising is that India holds a favourable place in the minds of many American travellers. There is curiosity, admiration for the culture and an interest in wellness, food, history and spirituality. But there is no active messaging in market to convert that interest into bookings. "People in the US are not avoiding India," says Merschen. "They are just not being invited properly."

The solution? First, **stop working in silos**. Unlike Australia or South Africa, where national and state bodies pool resources, India's states often work alone or not at all. "Kerala does



Alan Elliot Merschen
Founder & Executive Director
Sigmund Project

some good work in partnership with private players, but that is it. Goa has vanished. Other states do not seem to show up at all," Merschen observes. He recommends adopting models like Tourism Australia's state co-ops. Second, India needs to **think beyond arrivals**. Merschen introduces a concept he calls LOSS — Length Of Stay Strategy. "If you can increase a visitor's average stay from 10 to 12 days, that is a 20 per cent growth without bringing in a single new tourist," he explains.

Not only is this better for the environment and local economies, but it also supports dispersal to lesser-known regions, moving beyond the Taj-Goa-Kerala circuit.

Third, **India should lead in wellness, but it does not**. "India is globally associated with wellness. But where are the international campaigns showcasing it?" Merschen asks. In a world where wellness is one of the fastest-growing travel

trends, India's silence is baffling. Micro-campaigns focused on yoga, Ayurveda and retreats in the Himalayas or the Western Ghats could drive high-value, long-stay visitors who come for healing and stay for exploration.

India's biggest strength is going untapped. From wellness to workcations, India has the potential to lead but it's stuck doing too little, too late

Fourth, **blended travel is a game changer**. Merschen believes India is missing out on nomadic and workcation travellers. "One in five Airbnb stays globally is over 29 days. India should be attracting these people and offering visas, co-working stays, digital-nomad packages," he says. And finally, **stop reinventing the wheel**. "Incredible India is a great brand. Keep it. Just stop trying to rewrite it every time a new government comes in," he advises. Instead, build smart sub-campaigns to get the best out of this campaign. 📌

DISCOVER PUNJAB TOURS



PROVIDES

- > TRANSPORT
- > GUIDES
- > TOUR PACKAGES



AMRITSAR | CHANDIGARH | SHIMLA | DHARAMSHALA

Approved By:








Regd: 48-a Suraj Avenue FGC Road, Amritsar-143008

www.discoverpunjab.org | www.amritsarheritagewalk.com

discoverpunjab@gmail.com

+91 9815643953 | 98158-75093

Five-year roadmap for tourism growth

The 40th IATO Convention in Puri, themed 'Rejuvenate Inbound @2030', signals a bold industry-wide call to revive India's inbound tourism. With post-COVID recovery still lagging, leaders stress sustainable practices, aggressive marketing, digital transformation and unified action. The event aims to craft a 5-year roadmap to reposition India globally and boost arrivals.



Rajnish Kaistha
Sr Vice President
IATO

“ Our theme for this convention is 'Rejuvenate Inbound 2030'. This theme has not been chosen lightly. Post-COVID, India's inbound tourism continues to struggle, with arrival numbers far below pre-pandemic levels. Despite minimal marketing support from the Government of India and

almost no assistance extended to the inbound tourism fraternity, IATO has taken the lead. **We are committed to revitalising inbound tourism over the next five years** — and this convention is the catalyst. ”



Sunil Mishra
Honorary Secretary
IATO

“ This year's IATO convention theme reflects our collective intent to revive and transform India's inbound tourism sector. **The focus is on sustainable practices, digital transformation and positioning India as a preferred global destination.** This theme is both timely and relevant as it encourages

innovation and long-term vision to unlock India's full tourism potential. This convention will initiate a five-year roadmap focusing on increasing inbound tourist numbers and creating new source markets. ”



Deepak Kumarr Bhatnagar
Honorary Treasurer
IATO

“ This year's convention theme is apt, keeping in mind Post-COVID India tourism, which is unable to get any momentum due to various reasons — India as a tourism destination has a vast product portfolio but we have not been able to market that and our inbound tourism promotion is not visible anywhere. **It is high**

time all stakeholders gave new energy to inbound tourism. During the convention, we have designed various business sessions to come up with a vision, mission and strategy that could be a game changer. ”

“ The theme Rejuvenate Inbound @2030 for the 40th IATO Annual Convention aligns with IATO's vision and five-year roadmap, ensuring our endeavours match industry strategies at large. **Themed sessions will focus on inbound, marketing, partnerships, rediscovering India responsibly, sustainability, immersive journeys and adoption of technology** including AI and automation. This theme is a collective call to action — urging us to remove bottlenecks, foster collaborations and reposition India globally. ”



Rajiv Mehra
Immediate Past President
IATO

“ Despite five years since the pandemic, inbound tourism remains sluggish, with 2020 figures still out of reach. Hence, the **inbound tourism sector needs a complete overhaul, that is, “Rejuvenation”.** The path forward demands unified action and honest assessment. To accelerate recovery and growth, we must urge the Union government to allocate ₹1,000+ crore to the MoT for robust international marketing. Reintroduce SEIS for tour operators. Incentivise MICE tourism with financial support. ”



Manoj Kumar Matta
Executive Committee Member – Active
IATO

“ After much deliberation, we arrived at a powerful and timely choice: 'Rejuvenate Inbound Tourism @2023' — a rallying cry and a strategic vision. Five years since COVID disrupted global travel, **Inbound tourism in India still strives to regain pre-pandemic momentum,** even as destinations like Santorini, Venice and Machu Picchu grapple with overtourism. The government's decision to slash the tourism budget to ₹3 crore sends a clear message: inbound tour operators must chart their own course, ”



Ashok B Dhoot
Executive Committee Member – Allied
IATO



Wasim Shaikh
Executive Committee Member – Allied
IATO

“ This year's convention is a crucial step towards creating a comprehensive and long-term plan to revive tourism. **The industry must work together, collaborating with all stakeholders and government officials, to push inbound tourism and ensure future readiness by**

2030. This IATO convention is a crucial platform for dialogue and a unified voice for all segments of the tourism industry. The sessions will provide members an opportunity to hear from Industry experts. ”



Harish Mathur
Executive Committee Member – Active
IATO

“ The theme 'Rejuvenate Inbound @2030' could not have come at a more critical time. Recent clarifications, like observation by Suman Billa (Additional Secretary, Tourism, GoI) at the Faith Conclave that India actually receives only 6 million true foreign passport holders (not 20 million), have brought realism to our inbound narrative'. Industry legend Amitabh Kant has rightly pointed out that **rejuvenating India's inbound tourism to global leadership levels would require ₹20k crore in focused investment.** ”



Tony Marwah
Executive Committee Member – Active
IATO

“ The theme 'Rejuvenate Inbound @2030' is basically a rallying cry of the Industry! **We need to strategise, revitalise and focus on how we can rejuvenate our Industry and aim to increase the numbers.** Vital support in the form of digital or electronic media in key source countries is lacking.

We are looking at a 5-year plan and hope the Ministry of Tourism addresses the urgent issues plaguing our Industry. ”

Contd. on page 21 ►

ICONIQA brings to Mumbai a new upscale lifestyle hotel, designed for the discerning.

5 minutes from the airport,
but miles away from the ordinary.



STEP INTO THE UN-HOTEL

291 Rooms, 4 Bars, 2 Restaurants.
And that's just the beginning.



For more info call us on: +91 22 6188 6188

Opposite T2 Terminal, Navpada, Marol Village, Andheri (E), Mumbai - 400099
www.iconiqa.com



SCAN TO
DISCOVER MORE

IATO Puri: A catalyst for revival?

IATO leaders from all regions across the country stress the need for a change in global perception towards India, cleaner infra, targeted marketing and new source markets. From showcasing the country's safety and hygiene to repositioning niche products and tapping untapped destinations, the IATO convention in Puri aims to drive solutions and restore traveller confidence.

“The decline in inbound tourism is a great concern for the Indian travel trade. Several global and domestic factors — including post-pandemic recovery challenges, limited international air connectivity and lack of aggressive overseas marketing have contributed to this slump. To reverse the trend, we need a multi-pronged approach. **India's inbound tourism marketing must be revived and modernised through a strong, digitally driven 'Incredible India' 2.0 campaign with active participation from Indian embassies, overseas trade offices and private operators.** We must work towards better international connectivity to emerging destinations, particularly in Eastern India.



JK Mohanty
Chairman
IATO Eastern Region

Odisha, for example, with its world-famous Jagannath Temple in Puri, Konark Sun Temple, Chilika Lake and rich tribal heritage, remains largely underexplored by international tourists. Enhanced visibility and infrastructure can change that. Inbound tourism can also grow through curated experiences in wellness, heritage, Buddhist circuits and eco-tourism, which Eastern India offers in abundance. The Odisha government has been proactive in tourism development, and now the private sector must amplify those efforts through product development and international outreach. The IATO convention is not just an annual industry gathering — it is a think tank and a national-level forum that brings together India's most experienced tourism professionals. The spirit of this convention is not just to highlight challenges — but to generate actionable solutions and position Odisha and Eastern India as key contributors to India's inbound tourism growth.”

“First and foremost, the media must play a significant role in reshaping global travellers' perceptions and reinforcing the idea that India is a safe country. Unfortunately, our nation has been subjected to negative publicity, often portrayed as unsafe for women and tourists. Persistent reports of sexual crimes, along with harassment based on religion and language, have dominated headlines, creating an adverse image in recent years. This has undoubtedly contributed to a decline in tourism. Even when tour operators strive to uphold the principle of 'Atithi Devo Bhava' (Guest is God), their efforts are frequently undermined by poor infrastructure, lack of clean facilities and high taxes. However, by fostering



Himanshu Agashiwala
Chairman
IATO Western Region

a welcoming environment and implementing strategic, positive publicity, we can revitalise tourism in India. A targeted advertising campaign in both traditional and new markets is essential to reposition Kashmir. This month, a hybrid brainstorming session was conducted with IATO members from across India. To build on these discussions, the IATO Convention in Puri is an excellent platform for further member engagement. **Under the leadership of Ravi Gosain, the IATO committee is determined to drive progress — even without government support. While we have traditionally focused on Europe, the UK and the USA, it is high time we tap into Africa and China as emerging source markets.** With China's visa restrictions now eased, we should aggressively promote India as a destination, given their high spending power and travel enthusiasm. Similarly, African nations present huge untapped potential, with many eager to explore India's mystique.”



Sunil C Gupta
Chairman
IATO Northern Region

“The decline in inbound tourism to India is a reality that demands urgent and collective action. To reverse this trend, we must reimagine and reposition the country's tourism offerings. **While India possesses an unmatched wealth of culture, heritage, nature and spiritual depth, these assets must be reimagined and packaged to meet the evolving expectations of today's global traveller. The focus should be on targeted marketing, compelling storytelling and strong digital outreach** — going beyond traditional markets to explore new and emerging source countries. Visa facilitation, improved infrastructure, safety, hygiene and overall visitor experience must be consistently enhanced. Greater emphasis should also be placed

on niche segments. Collaboration between the private sector, global tour operators and Indian missions abroad can further amplify reach and build confidence. Above all, India must present itself as a seamless, welcoming and world-class destination. I believe, the IATO convention is an ideal platform to address these challenges. It offers a unique opportunity to discuss challenges, share innovations and shape action-oriented strategies. While government support remains important, the industry does not have to wait for policy to act. Many improvements — from product diversification and regional cooperation to service excellence and private sector alliances — can be initiated independently. The convention, as a catalyst, is enabling the industry to align on priorities, set measurable goals and build momentum — independently and with vision.”



Pandian K
Chairman
IATO Southern Region

“The recent decline in inbound tourism is undoubtedly a concern, but it is not the result of a single cause. Multiple factors have contributed to this downturn and now is the time to send a strong, united message to the world that India is safe, clean and welcoming. Post-pandemic, global travellers are more conscious about hygiene, safety and general health standards. Unfortunately, many still carry outdated perceptions believing India is unhygienic, with poor sanitation and unsafe food. To change this narrative, we must actively highlight our cleanliness drives, sustainable tourism initiatives and tourist-friendly infrastructure. This can be achieved through strategic communication across digital platforms, international travel marts, consulates and

embassies. **The focus must extend beyond monuments and sightseeing — showcasing clean cities, safe food practices, sustainable tourism concepts and tourist-friendly infrastructure. Collaboration between government agencies, tourism boards and private stakeholders is crucial.** International airports, hotels, tourist attractions and transport services must meet global sanitation benchmarks. Tools like certifications, verified reviews and genuine traveller testimonials can help rebuild trust and credibility. This approach will have a more lasting impact than traditional marketing campaigns. The IATO convention is the ideal platform to address the decline in inbound tourism and related challenges head-on. With unified efforts, we can restore traveller confidence and position India as a top choice.”

PLAN PERFECT JOURNEYS WITH KAZIN DMC

Kazakhstan • Azerbaijan • Belarus • Georgia

OUR STRENGTH

145,000+

Happy customers

3,800+

B2B Agents from 13 Countries

\$35M+

In revenues

TALENTED TEAM

A dedicated workforce

5+

International awards
and accolades

5

Offices across the destinations

350+

Hotel contracts

COMPETITIVE PRICING

Streamlined operations
boost partner profitability

DESTINATION EXPERTISE

Operate our own offices in
destinations

DEDICATED FLEET

We operate our own fleet for seamless
and reliable destination services

OUR SPECIALISATION

MICE | Honeymoon | Weddings | Leisure Travel | Ski Holidays
Golf Tourism | Winter Tourism | Active Holidays | Rotary Retreats
YPO / EO Retreats | Milestone Celebrations

OUR SOURCE MARKETS

India | Nepal | Sri Lanka | Kuwait | Saudi Arabia
UAE | Qatar | Malaysia | Pakistan | Bangladesh
Oman | South Korea | Bahrain

JALSA BAR

Almaty's Destination for Celebration and Sophistication

With a blend of Balinese calm and Indian vibrance, Jalsa offers more than drinks—it delivers an unforgettable experience of taste, culture, and celebration.

NAMASTE KOLSAY RESTAURANT

The First & Only Indian Restaurant in Kolsay, Almaty

Just 2 minutes from parking and 6–7 minutes from Kolsay Lake, Namaste Kolsay offers authentic Indian dishes in a serene setting with 50+ seats and warm hospitality.



KAZIN™
DMC
Kazakhstan • Azerbaijan • Belarus • Georgia

Head Office:

A-10/03, 2nd Floor, DLF Phase-1,
Gurugram, Haryana-122002
+91 124-4200130/31
www.kazindmc.com

Our Offices:

- Kazakhstan
- Azerbaijan
- Belarus
- Georgia

Jalsa

NAMASTE
KOLSAY RESTAURANT

Building a stronger tourism identity

Keeping in view the IATO Annual Convention, state chapters highlight their achievements and priorities. From Sikkim's push for sustainable access to sensitive destinations to Jharkhand's drive for diversified tourism, the message is clear — unlocking India's next growth frontiers will demand connectivity and capacity building, besides collaborative and eco-friendly strategies.



Bhim Singh
Chairman
IATO Rajasthan Chapter

“Over the past year, IATO's Rajasthan Chapter has focused on strengthening and diversifying the state's tourism offerings. **Targeted promotional campaigns, digital outreach and tie-ups with local stakeholders have driven growth in heritage, eco-tourism and experiential travel,** boosting domestic arrivals and setting the stage for higher international footfall. For this IATO convention, key recommendations include reopening overseas tourist offices, boosting global marketing budgets and improving flight connectivity.”



Mahendra Singh
Co-Chairman
IATO Rajasthan Chapter

“Over the past year, the IATO Rajasthan Chapter has focused on strengthening regional collaboration, member engagement and sustainable tourism promotion. **The multiple B2B networking events and stakeholder meetings we organised, created stronger connections** between tour operators, hoteliers and state tourism bodies. A key highlight was the launch of an outreach programme aimed at supporting emerging tour operators through mentoring and capacity-building workshops, helping them enhance service quality.”



Gurinder Singh
Chairman
IATO Punjab Chapter

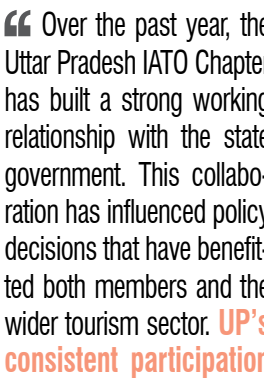
“Since my appointment as Chairman of the IATO Punjab Chapter in November 2024, my focus has been on expanding membership by encouraging more professionals from the travel fraternity to join IATO. **We are actively working to promote tourism beyond the Amritsar circuit by highlighting heritage-rich cities** like Patiala, Kapurthala and Bathinda. At the 40th IATO convention, I believe there should be strong advocacy urging both central and state governments to treat tourism as a national priority.”



Umesh Kapur
Chairman
IATO Chandigarh & Haryana Chapter

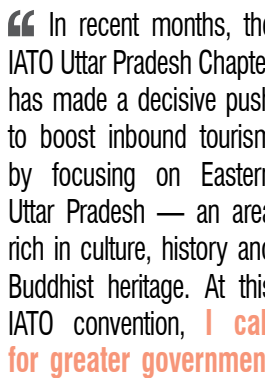
“In the past year, IATO's Chandigarh & Haryana Chapter has focused on amplifying the voice of local agents and showcasing untapped destinations. **A key milestone was convincing the Chandigarh Administration to actively promote the city as a destination in its own right,** resulting in tourism events and

B2B meets being hosted locally. For this convention, our focus areas include simplifying visa processes, boosting government support for inbound tourism, regulating online travel platforms.”



Prateek Hira
Chairman
IATO Uttar Pradesh Chapter

“Over the past year, the Uttar Pradesh IATO Chapter has built a strong working relationship with the state government. This collaboration has influenced policy decisions that have benefited both members and the wider tourism sector. **UP's consistent participation in major international travel exhibitions, with complimentary space for members, and strong representation at domestic travel marts has amplified the state's visibility.** The 40th IATO convention should tackle the 'National Inbound Tourism Crisis'.”



Bhuvanendra Vikram Singh
Co-Chairman
IATO Uttar Pradesh Chapter

“In recent months, the IATO Uttar Pradesh Chapter has made a decisive push to boost inbound tourism by focusing on Eastern Uttar Pradesh — an area rich in culture, history and Buddhist heritage. At this IATO convention, **I call for greater government involvement towards supporting inbound tourism and also advocate for the appointment of professional tourism officers in every Indian embassy abroad.** These officers would be tasked with promoting India as a destination, assisting local travel trade.”



Nasir Shah
Chairman
IATO Jammu & Kashmir Chapter

“Over the past year, the IATO Jammu & Kashmir Chapter has made strategic strides to diversify and strengthen tourism in the region. Through the SPREAD initiative, new destinations, such as Gurez, Lolab and Dodhpathri, are being developed with efforts to secure multilateral and central funding for infrastructure. **Adventure tourism is**

witnessing a revival, with historic trekking routes restored, trails digitised and eco-certification programmes launched jointly with Ladakh to promote cross-border tourism.”



Tsering Namgyal
Chairman
IATO Ladakh Chapter

“IATO Ladakh played a pivotal role in organising a Tourism Promotion Event at Durbuk village in the Changthang region on 9 June this year, an initiative by the MoT. Attended by the Regional Director (North) MoT, AD Tourism Leh, key tourism stakeholders in Ladakh and officers from the Indian Army and ITBP, **the Vibrant Village Programme highlighted the potential of border tourism in eastern Ladakh.** As IATO Ladakh Chapter Chairman, I stressed improving tourism infrastructure, particularly to support local homestays.”



K Ranga Reddy
Chairman, IATO Andhra Pradesh & Telangana Chapter

“Over the past year, the IATO Andhra Pradesh & Telangana Chapter has worked extensively to highlight the region's diverse tourism offerings — from the spiritual serenity of Amaravati to the heritage grandeur of Warangal and Hampi, and the natural charm of Araku Valley. At this year's convention, we aim to address key priorities like simplifying visa processes. **We are also pushing for enhanced boating at Nagarjuna Sagar, year-round access to heritage sites and the public display of the Nizam's Jewellery in Hyderabad.**”

Contd. on page 10 ►





Incredible India



Perfume Capital of India
KANNAUJ

An Aromatic Journey Through Ancient Traditions



   UttarPradeshTourism  uptourismgov



Download
E-Book



U.P. Tourism
Mobile App



Visit Website

Asego transforming domestic travel

India's travel story has always been vibrant but the domestic market has taken centre stage in recent years. From weekend city breaks to adventure escapes, Indians are travelling within the country in unprecedented numbers. With this surge has come a need for innovative, reliable and comprehensive protection, and Asego has emerged as one of the most trusted brands in India.



TT Bureau

What sets Asego apart in the crowded travel insurance space is its ability to identify the unique way Indians travel and design travel protection solutions that mirror their needs perfectly. Unlike generic travel insurance offerings, Asego's products are built to address the nuances of domestic tourism — for the family heading on a temple tour, the solo adventurer trekking through the Himalayas or the group of friends road-tripping across states.

One of Asego's groundbreaking offerings is its coverage for 20+ high-risk adventure sports activities — a rarity in the Indian insurance space. From paragliding over Bir Billing to white-water rafting in Rishikesh, Asego has stepped in to make sure India's growing community of thrill-seekers can pursue their passions with confidence. The company has also identified a critical gap in protection for travellers embarking on spiritual trips/yatras — a



Dev Karvat
Founder & CEO
Asego

segment unique to India and growing each year. With Asego's travel protection for pilgrims, the brand provides tailored assistance for millions of devotees who set out on pilgrimages, from the Char Dham Yatra to Vaishno Devi, offering safety and support for journeys that are often long, challenging and deeply meaningful.

Innovation is not just an add-on for Asego — it is woven into its core services. Value-added services such as real-time baggage tracking with TrackMate mitigate one

The proliferation of India's domestic travel market has created demand for protection that is as wide-reaching as the journeys themselves

of travel's biggest pain points, while travel assistance and insurance that protect losses related to trip delays, missed connections and interruptions reflect an understanding of the realities of travelling across India's vast and varied transport network. Backing these services



is a robust infrastructure that few can match. Asego's 24/7 emergency medical assistance and domestic roadside assistance features ensure that help is available whether a traveller is stranded on a highway, in a remote rural area or navigating a busy airport. The proliferation of India's domestic travel market has

created demand for protection that is as wide-reaching as the journeys themselves. Asego has positioned itself at the forefront of that evolution, setting new standards for what travel insurance and assistance can mean in a country as complex, diverse and dynamic as India. Today, Asego is not merely offering travel assistance and insurance; it is shaping the future of how Indians experience travel. By combining global expertise with a deep understanding of India's domestic travel landscape, the company has become synonymous with safety, trust and innovation — and is ensuring that every trip, from the sacred to the adventurous, is defined not by uncertainty, but by possibility. 🙏

Region-specific tourism on agenda

► Contd. from page 8



Mahendra Pratap Singh
Chairman IATO Madhya Pradesh
& Chhattisgarh Chapter

“One of our key achievements this year has been successfully initiating and executing Regional Tourism Conclaves (RTC) in collaboration with the Department of Tourism, Government of Madhya Pradesh. The objective was to promote region-specific tourism development by engaging local stakeholders, showcasing unexplored

destinations and aligning promotional strategies with regional strengths. The first RTC was held in Rewa, drawing active participation from travel agents, tour operators, hoteliers and local authorities. Encouraged by its impact, two additional conclaves are scheduled for Gwalior and Indore next month. **These RTCs will culminate in the Madhya Pradesh Travel Mart in Bhopal this October. Another significant outcome of our consistent advocacy is the revision of the Madhya Pradesh Tourism Policy.** The government has now enhanced the MDA scheme from ₹1 lakh to ₹2 lakh per visit for up to two visits per operator annually.”



Jaspreet Singh Bhatia
Co-Chairman
IATO Chhattisgarh Chapter

“Chhattisgarh presents a unique challenge, as we currently have only a small number of IATO members. My immediate priority is to build awareness about IATO's role and benefits, and to actively work on expanding our membership base. At the same time, I see this as a valuable opportunity to spotlight the immense tourism potential of Chhattisgarh and Central India. Our region is rich in culture, heritage and natural beauty, yet remains largely untapped in the national tourism narrative. **I believe, it is long overdue that we bring such emerging destinations into the mainstream, both to diversify India's tourism portfolio and to create fresh, compelling experiences for visitors.** IATO has always been at the forefront of shaping India's tourism landscape. This year's convention is a milestone moment. Our collective goal is to grow the inbound tourism sector by 2030. The key agenda, in my view, should be preparing ourselves strategically for that future.”



Sanket Shah
Chairman
IATO Gujarat & Diu Chapter

“In Gujarat, tourism continues to evolve rapidly, with interest in cultural experiences, wildlife, heritage circuits and emerging niche segments like wellness, adventure and experiential travel. My priority is to work closely with stakeholders to enhance visibility for Gujarat as a year-round destination and to address on-ground challenges faced by tour operators. During this year's IATO convention, I would like the discussions to address: Skilled Manpower Shortage: Strategies to attract, train and retain quality professionals in our sector; Policy & Infrastructure Support: Simplified procedures, improved connectivity and upgraded facilities to boost domestic and inbound tourism; Marketing & Digital Outreach: **Leveraging technology and collaborative campaigns to promote India globally, with state-specific storytelling** and Sustainable Tourism Practices: Encouraging eco-friendly initiatives and responsible tourism across all regions.”

Contd. on page 14 ►



SIGNATURE STAYS ACROSS ODISHA



SWOSTI PREMIUM
BEACH RESORTS, PURI

☎ 81449 18530 / 91247 55224



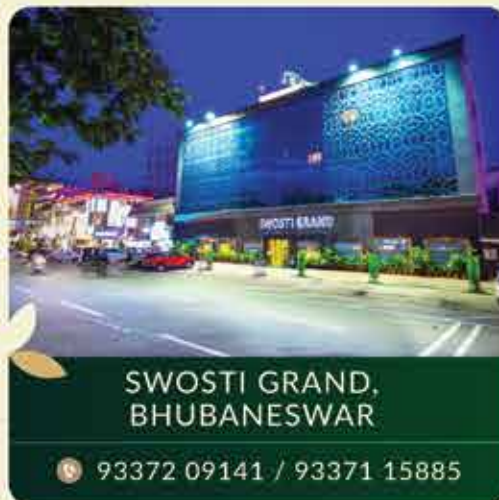
SWOSTI
CHILIKA RESORT

☎ 93374 76478 / 93380 89752



SWOSTI PREMIUM,
BHUBANESWAR

☎ 99372 93755 / 85949 99002



SWOSTI GRAND,
BHUBANESWAR

☎ 93372 09141 / 93371 15885



GOPALPUR
PALM RESORT

☎ 70089 90783 / 93387 66467

SWOSTI HOTELS

YOUR GATEWAY TO ODISHA'S FINEST STAYS



FOR RESERVATIONS

☎ 1800 123 1414

✉ crs@swostihotels.com 🌐 www.swostihotels.com

📱 /Swosti Hotels & Resorts



Premium stays all the rage in Odisha

The Swosti Group of Hotels-Resort-Travels-Hospitality Education is a renowned hospitality brand in India that has been providing exceptional services and experiences to its guests since 1981. Its journey has always been rooted in Odisha's culture and natural heritage. **TRAVELTALK** discusses its unique offerings with **Dr JK Mohanty**, MHCIMA, CMD, Swosti Group.



TT Bureau

Today's travellers are increasingly opting for nature-based activities, wellness retreats and personalised services over standard stays. At Swosti Chilika Resort, curated lake cruises, birding expeditions and spa therapies have become extremely popular. "Weekends, long holidays and festive seasons see a spike in occupancy as families and young professionals look for exclusive get-aways close to nature," says **Dr JK Mohanty**, MHCIMA, CMD, Swosti Group.



Dr JK Mohanty
MHCIMA, CMD
Swosti Group

Premier destination for MICE and weddings
Swosti Chilika Resort has positioned itself as a leading venue for MICE events, offering conference facilities equipped with the latest technology and expert support services. The resort has also emerged as a dream wedding destination. It is continuously upgrading its offer-

ings. Recently, it introduced luxury boats on Chilika Lake — a first-of-its-kind experience in Odisha. Plans are also underway to expand wellness offerings, including a world-class ayurvedic spa and yoga retreat space. "We are enhancing our inventory with more lake-facing villas and eco-luxury suites to meet the growing demand for high-end experiential travel," adds Dr Mohanty.

The group is also expanding with new projects, including the recently opened Swosti Premium Beach Resorts in Puri (August 2024)

Collaborating with travel agents

Travel agents have been key partners in Swosti Chilika Resort's growth. The resort regularly hosts familiarisation trips for domestic and international agents, allowing them to experience Swosti's hospitality first-hand. "Our own travel company, Swosti Travels, along with our marketing and sales teams, maintains constant engage-



ment with the travel trade through B2B platforms, trade shows and direct interactions," he explains.

The Average Daily Rate (ARR) in Odisha has seen steady growth, driven by demand for premium stays. "Our ARR ranges between ₹11,000 and 15,000 in Puri," notes Dr Mohanty. This upward trend highlights Odisha's emergence as a high-value destination, supported by improved infrastructure, better air connectivity and increased government focus on tourism. 📈

Punjab: Beyond the Golden Temple

Going beyond the Golden Temple, travellers to Punjab are now exploring its villages, heritage towns and other spiritual venues. As interest grows deeper for local experiences, the state tourism department is making efforts to promote new circuits and draw attention to its rich culture and untapped potential, besides seeking support from the state government to promote tourism.



TT Bureau

Punjab's tourism offerings have long been synonymous with the Golden Temple, but the state has much more to offer. From rural hospitality and spiritual circuits to rich heritage sites, **Gurinder Singh**, Chairman, IATO Punjab Chapter & MD, Discover Punjab Tours and Travels, is working to bring Punjab's hidden gems into the spotlight. "We are focusing strongly on spiritual, rural and agri-tourism. The Golden Temple continues to attract every type of traveller — pilgrims, families, international tourists — but there is a growing interest in the quieter, more immersive side of Punjab. People want to experience life in the villages, understand our traditions and feel the warmth of rural hospitality."



Gurinder Singh
Chairman, IATO Punjab Chapter & MD, Discover Punjab Tours and Travels

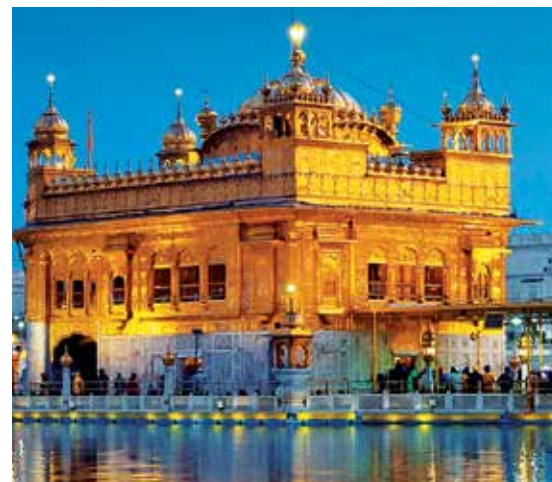
Singh witnesses a clear shift in the preferences of both domestic and inbound travellers. "Over the past four

years, Amritsar has also come up as a destination for weddings, not just among Sikh NRIs, but across communities. We are also seeing growing interest in heritage cities like Bathinda, Patiala and Kapurthala. These cities are rich in history, have good hotels and are well con-

Golden Temple continues to attract every type of traveller, but there is a growing interest in the quieter, more immersive side of Punjab

nected by road. Travellers want more than just a visit, they want a story, a connection," he adds.

Despite rising demand, there are hurdles. One of the key challenges, Singh says, is the lack of trained, multi-lingual guides. "Tourists are coming from different parts of the world, and language is often a barrier. There is an urgent need for guides who can speak various languages. More importantly, people working in tourism need to



be groomed to understand and serve today's travellers better." When it comes to government support, Singh is clear that more needs to be done. "Government has not fully recognised the potential of Punjab's tourism sector. We have got excellent air, rail and road links, but tourism still begins, and ends, in Amritsar. Marketing, policy support and investment in destination development are critical." 📈



The Sacred Buddhist Circuit of Uttar Pradesh

Uttar Pradesh is home to several sacred sites associated with Lord Buddha's life, from Kapilvastu, where His spiritual journey started, followed by Sarnath, where He delivered His first sermon. In Shravasti, He spent 25 monsoon seasons sharing His teachings. Kaushambi welcomed Him with devotion, while Sankisa marks His descent from Tushita Heaven. Finally, in Kushinagar, He attained Mahaparinirvana.

Each site reflects a sacred chapter of His journey and continues to inspire peace and reflection.



States highlight their tourism goals

► Contd. from page 10



Manas Mukherjee
Chairman
IATO Jharkhand Chapter

“ There were major issues in Jharkhand, which are now slowly improving. Over the past year, Jharkhand's tourism landscape has seen encouraging progress, with safety improving in areas once affected by Naxal activity and the government taking steps to develop and promote key destinations. The state's travel industry,

earlier unorganised with no registered agents, is now witnessing gradual formalisation, fostering better coordination. **Notably, an MoU signed between Jharkhand Tourism and Coal India aims to promote mining tourism in the state.** While growing IATO membership remains a key challenge, efforts are yielding results. ”



Gagan Sarangi
Chairman
IATO Odisha Chapter

“ Over the past year, the IATO Odisha Chapter has achieved notable progress in promoting the state's domestic tourism. Our members have actively participated in major national tourism events as co-exhibitors at the Odisha Tourism pavilion. **A major milestone this year has been the launch of Odisha's**

Adventure Tourism Policy, which we had been advocating for over several years. This will open new avenues for promoting adventure-based experiences in the state. We hope this year's convention will place special focus on Odisha, with IATO's vast network playing an active role in promoting the state's inbound tourism. ”



Debjit Dutta
Chairman
IATO West Bengal Chapter

“ From skill-building to engaging with the government on policy alignment, we are working to ensure our members are future-ready and aligned with sustainable practices. For this year's convention, I would like to take the opportunity to focus on transitioning Indian tourism from a growth-centric narrative to one rooted in sustainability.

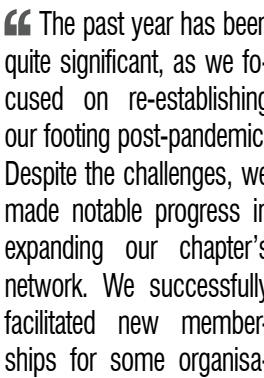
Responsible tourism is no longer aspirational — it's essential. Today's travellers seek emotional connection, sustainability and authenticity. Our role is to amplify this shift and encourage destinations across India to adapt. I'm sure that the convention would serve as a platform to discuss actionable frameworks. ”



Peter Lobo
Chairman, IATO Sikkim
and North Bengal Chapter

“ The Eastern Himalayan region, with its breathtaking landscapes and rich cultural heritage, holds immense tourism potential — yet several challenges and opportunities must be addressed to unlock sustainable growth. **Infrastructure and connectivity remain critical, particularly last-mile access to offbeat destinations**

like Zuluk, Dzongu and Neora Valley. Expanding air connectivity through more direct flights to Pakyong and Bagdogra, along with promoting green transport solutions in eco-sensitive zones, could significantly improve accessibility. Sustainable tourism practices must be prioritised. ”



Namgyal P Sherpa
Co-Chairman
IATO Sikkim Chapter

“ The past year has been quite significant, as we focused on re-establishing our footing post-pandemic. Despite the challenges, we made notable progress in expanding our chapter's network. We successfully facilitated new memberships for some organisations. We continue to actively promote IATO membership, highlighting the long-term benefits and prestige associated with the organisation. **We would like the convention to discuss some key issues this year. One of them is organising travel marts and fairs in every state.** This initiative will help further IATO's vision and values at a grassroots level and significantly raise awareness. ”



E Banlumlang Blah
State In-charge
IATO Meghalaya

“ As the newly appointed State In-charge of IATO Meghalaya, my key priority is to promote IATO across the state. Currently, many stakeholders have limited awareness of IATO and its initiatives, so I am actively working to enhance understanding and participation among local tourism professionals. Additionally, **I have proposed that IATO address the critical challenge of high domestic airfares, especially for flights to and from the Northeastern Region of India.** Affordable connectivity is essential for boosting tourism in this area. I believe IATO can effectively take up this issue with the concerned authorities to drive meaningful change. ”



Soumen Dutta
State In-charge
IATO Tripura

“ As the State In-charge of IATO Tripura and a member of IATO, I take pride in being part of the IATO family while taking leading efforts to strengthen tourism in the state. **Over the past year, the IATO Tripura unit has launched several initiatives, fostering strong and cordial ties with the state tourism**

department. Tripura may be small, but its tourism potential is vast — with a unique blend of natural beauty, cultural heritage and peaceful surroundings. The state government has been proactive in introducing new destinations, upgrading existing attractions and improving infrastructure to cater to visitors coming to the state. ”



Bengia Mrinal
State In-charge
IATO Arunachal Pradesh

“ I want to highlight the urgent need for improved connectivity to Arunachal Pradesh, particularly with flights from major Indian cities like Mumbai, Bengaluru and Delhi. It is right time for us tour operators and tourism entrepreneurs to take the lead and come forth to promote Arunachal Pradesh. I will request IATO

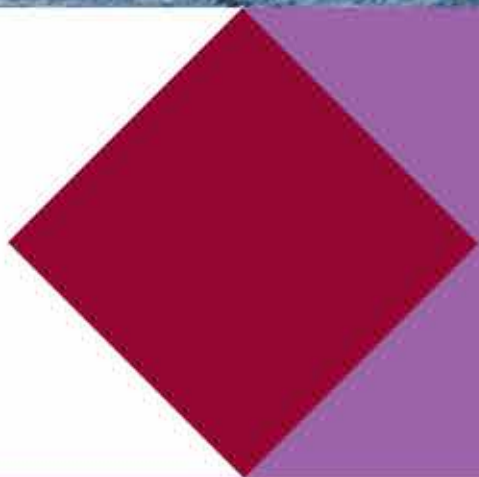
headquarters to give focused attention to the Northeast region, especially Arunachal Pradesh. In line of Act East Policy, our collective goal should be to position Northeast India as a niche destination. In particular, Arunachal offers immense potential in nature-based tourism, pilgrimage tourism and adventure tourism. ”



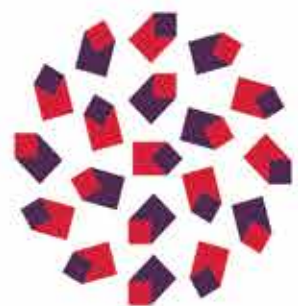
Pravin Shah
Chairman, IATO Maharashtra, Dadra
& Nagar Haveli & Daman Chapter

“ One of our key goals is to expand our network by adding more international DMCs and suppliers as IATO members. This will not only boost inbound tourism but also strengthen connections between Indian operators and their international counterparts. To ensure effective outreach, we need to establish several sub-committees.

Additionally, we are committed to empowering women in the industry by appointing at least five women to our committee groups, ensuring their active involvement in the IATO family. We also aim to enhance tourist experiences by improving facilities at key destinations, providing better assistance. ”



Experience
عُمان
OMAN



Conventions that left an impression

As industry veterans recall their most memorable IATO conventions — from Khajuraho's open-air sessions to Bhopal's grand showcase — their stories reveal more than nostalgia. Amid the different experiences shared, a common thread emerges — unmatched learning, powerful networking and first-hand experiences of host states that leave a lasting imprint on tourism.



Subhash Goyal
Founder Chairman, STIC
Travel Group of Companies

“ My first **IATO convention at Vigyan Bhavan**, inaugurated by the then Prime Minister Narasimha Rao, was the best — it marked tourism's rise on India's agenda and inspired industry-wide recognition of its importance. For me, that first convention remains one of the best experiences I have had. ”



Mahendra Pratap Singh
Chairman, IATO MP &
Chhattisgarh Chapter

“ The **39th IATO Annual Convention** stands out as the most memorable for me, as it was my first hands-on experience of hosting such a large-scale event. As the Chapter Chairman of IATO Madhya Pradesh, I had the privilege of organising the convention in my home state within just a year of assuming office. ”



Sanjay Mehta
IATO Chief Co-ordinator,
Saurashtra Region
& CEO, Transglobe Travels

“ The best is yet to come. I think, the ongoing **IATO Convention in Puri, Odisha**, with its unprecedented attendance, dynamic discussions and a powerful commitment to revitalising inbound tourism, will be remembered as a defining moment for the industry. I believe, this convention is going to be an amazing one. ”

“ My most memorable experience was the **39th IATO Annual Convention at Bhopal**, which had unique features aimed at marketing destinations across India through its members. The Bhopal convention which witnessed around 1,200 stakeholders over three days, brings back good memories. ”



Jitendra Kejriwal
Director
Arika Tour & Travels

“ The **36th IATO convention, held in Gandhinagar** in December 2021, was a special one. It took place during a brief window of respite from COVID. Over 800 participants set aside their fears to attend the event, which was a shining example of the tourism fraternity's resilience to rise against all odds. ”



Rajnish Kaistha
Sr Vice President, IATO &
Director, Paradise Holidays India

“ The **10th IATO Annual Convention in Khajuraho** in December 1993 was unforgettable. Held on Hotel Chandela's lawns, with the theme 'Synergy in Tourism', that convention spurred infrastructure growth, boosted connectivity and featured industry stalwarts, including Chief Guest Ghulam Nabi Azad. ”



R Parthiban
Founder & Director
Swagatam Tours



Harish Chopra
Founder Director
Travel Pals

“ Since 1996, I have attended many IATO conventions, each offering invaluable interactions and a source of great learnings from industry stalwarts. Every convention has been unique, with **Lucknow** being my first. I extend my heartfelt wishes to Adi J Katgara on his Hall of Fame award. ”



Nidhi Kapur
CEO
Vietrade Tours & Travels

“ My most memorable IATO convention was the **12th convention organised in Hyderabad** in 1997 — my first and also IATO's debut in South India. Focused on the role of tourism in nation-building, it featured insightful sessions and strong support from then Andhra Chief Minister, Chandrababu Naidu. ”



Manoj Chacko
MD & CEO
FLY91

“ Last year, FLY91 was represented at the **IATO Annual Convention in Bhopal**. It was a valuable and informative experience, allowing us to engage with over 900 tour operators, hoteliers and industry leaders. The cultural showcases, speaker panels and knowledge sessions were particularly impressive. ”

“ Among the 39 IATO annual conventions, the one held in **Gandhinagar** stands out. Uniquely built above a railway station, the Leela Gandhinagar offered a remarkable setting. The exceptional hospitality, vibrant atmosphere, engaging sessions and local cultural immersion made it truly unforgettable. ”



Kartik Gaggar
CEO & Founder
Slo Mo Experiences

“ The **IATO conventions in Lucknow and Bhopal** stand out in my memory due to the strong backing from the state governments and chief ministers, which was instrumental in their success. Both events drew impressive attendance and offered valuable opportunities for networking with fellow professionals. ”



Sudhir Patil
Founder & Director
Veena World

“ The **37th IATO convention in Lucknow** remains the most memorable for me. It symbolised a turning point for the industry, with renewed optimism, resilience and momentum post-COVID. The vibrant energy, industry reunions and shared commitment made it a landmark moment in India's tourism revival. ”



Louis D'Souza
Managing Partner
Tamarind Global



Rajan Sehgal
Advisor, Top Tours & Travels
& Co-Founder, Teleporters
Travel Solution LLP

“ I think, you get a different experience in each convention. **Ahmedabad** was one of the best I have seen. It stood out for its venue, speakers and the Statue of Unity. Its launch that time made it a great experience for the participants. Gujarat's strong destination promotion also made it unforgettable. ”



Ranjit Vig
Managing Director
CAAIR Travels

“ I think one of the conventions that brings back memories for me was the one held in **Agra** in 2004. It was very experiential and the fact that we had it against the backdrop of the Taj, reinforced its purpose and objective of creating experiences for the future, which is what travel today has become. ”



Swadesh Kumar
Managing Director
Shikhar Travels

“ The **39th IATO Annual Convention held in Bhopal** was the most successful, with a record attendance of 1,200 delegates, high-profile inauguration, eight impactful business sessions, major awards, sustainability initiatives and engaging familiarisation tours, earning widespread industry and media acclaim. ”



India's first upscale lifestyle hotel debuts in Mumbai

With the opening of ICONIQA Hotel, Mumbai International Airport, Royal Orchid Hotels creates a new category of hotels in India.



TT Bureau

Royal Orchid Hotels unveils ICONIQA Hotel, Mumbai International Airport, launching India's first upscale lifestyle 'Un-Hotel' near Terminal 2. ICONIQA redefines hospitality for tech-savvy, experience-driven travellers with its bold design, smart tech and immersive vibes.

"ICONIQA reimagines traditional hospitality practices and design through the perspective of today's travellers, earning its 'Un-Hotel' moniker. Designed to meet the expectations of modern guests, it combines accessible yet stylish design, seamless technology and immersive experiences from the moment of arrival. Our flagship at Mumbai International Airport embodies a commitment to individuality, comfort and creativity in every stay," said **Arjun Baljee**, Founder, ICONIQA Hotels & Resorts and President, Royal Orchid Hotels.

The hotel's design fuses Mumbai's Art Deco swagger with Parisian elegance. Expect dazzling Baccarat-inspired chandeliers, digital art walls and bold AI generated paintings reviving Maharashtra's fading art forms.

New way to stay

ICONIQA reimagines traditional hospitality right from the start. Instead of the usual reception desk, guests walk into Aviator, a vibrant Asian cocktail-inspired bar — a sensory smorgasbord with digital art, uptempo music and bold batched cocktails.

ICONIQA Hotel offers a 24/7 Digital Butler on WhatsApp that is your concierge, virtual assistant and travel planner



Arjun Baljee
Founder, ICONIQA Hotels & Resorts
and President, Royal Orchid Hotels

all in one. From booking to check-in to special requests, everything can be handled directly through WhatsApp, making the process smooth and fuss-free.

At ICONIQA Hotel Mumbai International Airport, all 291 rooms, spanning seven distinct categories, are meticulously designed to address common guest inconveniences while delivering exceptional comfort and convenience. Each room is equipped with innovative features that anticipate traveller needs, ensuring a seamless and delightful stay that sets a new benchmark in hospitality.

ICONIQA proudly introduces the world's first hotel to incorporate a **Smart Laundry** Closet in every room. This cutting-edge amenity eliminates the hassle of traditional laundry services and cumbersome ironing boards.

ICONIQA reimagines traditional hospitality practices through the perspective of today's travellers, earning its 'Un-Hotel' moniker

To enhance guest comfort and satisfaction, every room is equipped with a **complimentary non-alcoholic minibar**, stocked with a thoughtfully curated selection of premium beverages and snacks. From artisanal juices and craft sodas to gourmet nibbles, the minibar is designed to cater to diverse tastes, providing a refreshing and hassle-free option for a quick snack or drink at any hour. Every room comes with a **complimentary espresso machine** with custom curated ICONIQA blends of coffee by one of India's premier coffee companies. The 291 rooms are thoughtfully categorised into seven unique types, ranging from cozy retreats for solo travellers to expansive suites



for families or extended stays. Each category is designed with modern aesthetics, featuring hypoallergenic bedding, customisable smart room controls for lighting and temperature and high-speed Wi-Fi to meet the needs of leisure and business guests.

Dining & events reimagined

Gone are the days of overpriced hotel restaurants and bars, with the sameness of menu and style. ICONIQA has truly taken traditional hotel guest feedback to heart with its innovative food & beverage offerings. ICONIQA excels in hosting events, accommodating gatherings from 10 to 300 attendees. The **ICONIQA Rooms**, located at the lobby level, are technologically advanced, divisible twin halls with an elegant outdoor area, capable of hosting up to 300 guests.

A game-changing hotel

ICONIQA Mumbai isn't just a hotel; it's a lifestyle hub blending leisure, business and wellness. Its launch signals a shift in India's hospitality scene — from smart tech to vibrant design, it sets a new standard for India's hospitality. 🌟

Aim to rejuvenate inbound by 2030

Set against the cultural backdrop of Puri, the IATO Convention not only celebrates four decades of the association's journey but also spotlights Odisha's tourism potential, while driving crucial discussions on policy, innovation and strategies to rejuvenate India's inbound tourism by 2030. Here is what convention chairmen have to say about the event's strategic goals.



Janice Alysius

The 40th IATO Annual Convention in Odisha is shaping up to be more than a milestone celebration — it's a strategic move to spotlight one of India's most culturally rich yet underexplored destinations, while charting a roadmap for the future of inbound tourism, with a special focus on Odisha.

Sanjay Razdan, Vice President, IATO and Chairman, Convention 2025, says, "This year's convention is special as we have reached a milestone — The 40th IATO Convention. It is also a reflection of how far we have come as an industry. Puri, a destination rich in cul-



Sanjay Razdan
Vice President, IATO &
Chairman, Convention 2025

Puri, a destination rich in culture, heritage and potential, underscores our commitment to promote lesser-known gems

ture, heritage and potential, underscores our commitment to promoting lesser-known gems of the country."

Gagan Sarangi, Chairman, IATO Odisha Chapter and Co-Chairman, Convention 2025, adds, "This is the third IATO convention in Odisha but the first in Puri, renowned for spirituality, heritage and golden beaches. With new hotel chains, enhanced flight connectivity, better roads and modern infrastructure, Odisha has transformed significantly. This convention aims to spotlight the state's unique attractions and position it as a must-visit

destination for domestic and international travellers."

The convention theme, Rejuvenate Inbound @2030, looks beyond immediate recovery to focus on future readiness. According to Razdan, "We are moving beyond the present



Gagan Sarangi
Chairman, IATO Odisha Chapter &
Co-Chairman, Convention 2025

to discuss how to future-proof our businesses with digitalisation, sustainability and policy advocacy."

The convention aims to spotlight the state's unique attractions and position it as a must-visit destination

Sarangi further notes that discussions at the convention aim to create tangible outcomes for Odisha's tourism.

"We expect IATO to use its vast national and global network to promote Odisha's tourism. Discussions will highlight improved infrastructure, connectivity, cultural heritage and government initiatives to attract visitors. By adopting proven best

Contd. on page 20 ▶

Crafting bespoke journeys for Indians

With rising demand across MICE, luxury FITs and celebration travel, India stands as a cornerstone market for Kazin DMC, says **Rohit Shorey**, Founder & CEO. He highlights the company's expertise in curating personalised experiences across Kazakhstan, Azerbaijan, Georgia and Belarus to meet evolving Indian traveller preferences and foster strong B2B partnerships.



TT Bureau

India is one of the most important source markets for Kazin DMC, alongside the Middle East, Korea and select parts of Europe. **Rohit Shorey**, Founder & CEO, Kazin DMC, explains, "India remains a cornerstone of our strategy not just because of its volume but the diversity it offers. From MICE and FITs to families and milestone celebration groups, the country offers unmatched variety." The company's deep-rooted B2B relationships, deep understanding of Indian traveller expectations and tailor-made product offerings set it apart. It does not just sell destinations — it curates luxury, nature, adventure and cultural experiences across Kazakhstan, Azerbaijan, Georgia and Belarus.

Rising traveller profiles

In Central Asia and the Caucasus, three segments are showing the fastest growth — MICE, luxury FITs and



Rohit Shorey
Founder & CEO
Kazin DMC

celebration travel. Corporates are seeking offbeat destinations like Kazakhstan and Georgia for meetings and incentives, where infrastructure meets value. Luxury FITs are rising as well, with HNIs opting for private, nature-rich retreats in hidden gems such as Kaindy Lake or Gabala. Celebration travel — birthdays, anniversaries

In Central Asia and the Caucasus, three segments are showing the fastest growth — MICE, luxury FITs and celebration travel

and reunions in exotic backdrops is also booming. "Personalisation is the future," says Shorey.

Adapting to Indian preferences

Today's Indian travellers look beyond standard sightseeing. They seek immersive, Instagram worthy, value-driven experiences. "At Kazin DMC, we address these needs with itineraries blending culture, soft adventure and authentic local interactions while ensuring comfort

through Indian meals, Hindi-speaking guides and flexibility for customisation. For MICE, we are introducing unique venues and experiential add-ons like mountain picnics. We focus more on emotional engagement and lasting memories," he said.

MICE excellence across four destinations

Kazin DMC's MICE portfolio spans Kazakhstan, Azerbaijan, Georgia and Belarus — destinations with world-class infrastructure, visa-friendly access and unique experiences. Top picks include Almaty and Baku for their 5-star hospitality, modern venues and direct flight connections to major Indian cities.

"The company blends business with leisure, offering everything from gala dinners in mountain gorges to team-building in snowy landscapes and vineyard lunches with Caucasus views," he said.

Value-added partnerships

For Indian travel agents and corporate planners, the company offers more than just services — it offers strategic partnerships. Benefits include competitive B2B pricing, custom itineraries, quick turnarounds and dedicated account managers. ➔

Is eastern India the next big thing?

With major investments in infrastructure, eco-tourism initiatives and a vision to become one of Asia's top five eco-cultural tourism hubs by 2047, Odisha is undergoing an image makeover. The state's vision aligns with the Government's 'Viksit Bharat@2047' initiative, which aims to take advantage of the country's rich cultural and natural wealth for global recognition and economic growth.



Ananya Kukreja

Odisha, often celebrated as India's untouched treasure, is now shedding its "hidden gem" moniker to unveil its vibrant culture, unspoiled natural beauty and emerging tourism allure. With major investments in infrastructure, eco-tourism initiatives and a clear vision to become one of Asia's top five eco-cultural tourism hubs by 2047, the state is transforming beyond its traditional image. This vision aligns with India's 'Viksit Bharat@2047' initiative, aimed at leveraging the country's rich cultural heritage and natural resources for global recognition and economic growth.

The resurgence

Odisha's tourism sector is surging, with tourist arrivals surpassing 1 crore in 2023–24 and projected to reach 1.2 crore by 2025–26. Visitor spending hit ₹9,871 crore in 2023 and is expected to exceed ₹11,000 crore by 2025–26, which will raise tourism's contribution to the



Rupali Nanda
Founder & CEO
Lyfvibes



Dr JK Mohanty
CMD
Swosti Group

state's GDP to 13 per cent. Although foreign arrivals stood at 9.52 lakh in 2023 — about 87 per cent of the 10.93 lakh recorded in 2019 — steady year-on-year growth and an



Alok Maharana
Managing Director
Sand Pebbles Tours N Travels



Varun Sahani
Senior Vice President
Orchid Hotels



Gagan Sarangi
Director
Dove Tours

estimated 11 lakh foreign arrivals in 2025 point to renewed international confidence. **Alok Maharana**, Managing Director, Sand Pebbles Tours N Travels, aptly notes, "Odisha's rise is not just a local story — it's the vanguard of the East's broader tourism renaissance."

Convention conversion

Odisha is focusing on much more than just conventions. The state is introducing Adventure Tourism guidelines across all 30 districts, expanding air connectivity under schemes like UDAN and initiating community-led projects such as the Odisha Homestay Scheme. These efforts are not only boosting local economies but also creating jobs in hospitality and empowering communities through sustainable tourism ventures. "We expect more than a 30 per cent increase in tourist arrivals this year," says **Varun Sahani**, Senior Vice President, Orchid Hotels. Additionally, IATO's Fam tours are helping convert interest into business, with **Gagan Sarangi**, Director, Dove Tours, highlighting, "Hosting IATO puts the East in sharper focus both domestically and internationally."

Divine demand

Today's travellers seek more than sightseeing — they crave meaningful and immersive experiences, says **Rupali Nanda**, Founder & CEO, Lyfvibes. Odisha offers

just that through cultural festivals like Rajo, celebrating womanhood and Earth's fertility, and Bali Yatra, one of Asia's largest fairs honouring the state's maritime trade history with Southeast Asia. The rich spiritual trail from Jagannath Temple in Puri to the Buddhist circuit at Ratnagiri–Lalitgiri continues to captivate visitors. Hotel bookings now feature increasing requests for heritage walks, temple tours with expert guides and authentic Odia culinary experiences. **Dr JK Mohanty**, CMD, Swosti Group, notes, "The Jagannath Yatra alone drives 100 per cent Puri hotel occupancy, with pilgrimage inquiries up 20 per cent this year."

Trends and tomorrow

As Odisha's tourism landscape evolves, there is a clear shift in traveller preferences toward wellness, eco-tourism and cultural immersion. However, challenges like infrastructure bottlenecks, crowd management during major events such as the Jagannath Yatra and fierce competition from well-established destinations like Kerala, Rajasthan and Gujarat remain. As mentioned, the

Odisha's tourism sector is surging, with tourist arrivals surpassing 1 crore in 2023–24 and projected to reach 1.2 crore by 2025–26

government is making strides toward Odisha's development and through continued initiatives like Mission Purvodaya and the East Coast Economic Corridor, the state is creating a multiplier effect that positions the entire eastern region as an industrial and trade hub connecting India with Southeast Asia. With traditions meeting tomorrow, Odisha rising is bound to lead India's East into the next big destination. 📌

Focus on impactful discussions

► Contd. from page 1

is different from previous editions in both content and participation. From business sessions to B2B meetings and presentations by states, each component reflects the evolving landscape of Indian tourism. We aim to educate our delegates on current issues impacting the sector, while also creating space for policy dialogue and showcasing new destinations," he said.

Convention agenda

Highlighting the event's agenda, Gosain said, "We have lined up impactful business discussions and presentations from states introducing new circuits and incentives." At the heart of the convention lies a clear goal that

aligns with IATO's strategic vision to push for stronger marketing, better government support and increased member engagement. "We are committed to bringing the voices of our members to policymakers and ensuring their concerns are heard and addressed," he added.

Spotlight on Odisha

For Odisha, the event offers a unique opportunity to reposition itself on the global tourism map. "We are especially excited about the special session on Odisha Tourism. It offers a focused platform to showcase the state's incredible potential. The eight post-convention tours will act as a live marketing opportunity, allowing participants to experience Odisha's offerings first-hand," said Gos-

ain. He also praised the state's readiness. "Odisha has made significant strides in infrastructure. International connectivity to Bhubaneswar has improved, star-category hotels in Puri have grown in number and surface transport is well developed. It's an ideal destination for inbound tourism."

Call to action for media

Gosain urges the media to play its part in amplifying India's tourism offerings. "Media's voice can make a big difference," he said. As the industry continues to rebound, the IATO convention in Puri is shaping up to be not just a meeting ground for professionals, but a launchpad for fresh ideas, policies and partnerships. 📌

The business of curating great escapes

With global travellers seeking more meaningful and active holidays, there is a need for the inbound tourism industry to adapt to changing demands. Snowfox Escapes is a brand that champions the outdoors and crafts authentic journeys off the beaten track. With trust, collaboration and expertise at its core, it is helping tour operators offer more than just monument trails.



TT Bureau

Keeping in view the evolving landscape of travel and tourism, **Himmat Anand**, Chief Visionary Officer, Snowfox Escapes, has a question for inbound operators: “Your clients’ needs have changed. Have yours?”

Anand believes it's time for inbound operators to pivot from conventional tourism to more immersive, outdoor-driven experiences. “I do believe that the days of just monument tourism are over. Today's travellers are looking more for the outdoors — short treks and other such unique experiences. Inbound operators must align with this thought process and expand their offerings in this direction, even though it may not be their core strength.”

Snowfox Escapes is looking for trusted partners working in the inbound tourism sector with a view to creating a niche product line — using their partners’ overseas marketing relationships and their own expertise in ground handling arrangements. “India has amazing outdoor offerings and often loses out to Nepal. We are here to bridge that gap. Since this is to be built on trust, everything will be routed through our partners; we will



Shikha Tripathi
Founder
Snowfox Escapes



Himmat Anand
Chief Visionary Officer
Snowfox Escapes

not go directly to overseas operators, nor entertain their queries. Having said that, we will be in the B2C space as far as the domestic market is concerned, which is not in conflict with the inbound segment.”

The ethos of Snowfox Escapes is rooted in a deeper philosophy. The ‘fox’ in Snowfox draws inspiration from Isaiah Berlin’s essay ‘The Hedgehog and the Fox’. The fox symbolises multi-dimensional thinking — an approach that defines the company’s wide-ranging es-

capas — while the hedgehog's deep focus on a single idea is seen in the grassroots engagement that Snowfox fosters through its journeys.

Handcrafted for lovers of the great outdoors, Snowfox Escapes offers intimate, expert-led travel experiences across the Himalayas. Designed to suit varying age groups, fitness levels and interests, these journeys are inspired by a shared love for nature and a strong environmental ethic.

Acclaimed travel writer and mountaineer, **Shikha Tripathi**, Founder Snowfox Escapes is the force behind these unique programmes. “She is a Lonely Planet guidebook author, and her work has been featured in leading publications. Shikha’s writings have led her to some of the most offbeat trails and cultures in the remote mountains of the subcontinent. Her wealth of knowledge and expertise as an avid hiker and certified mountaineer aids in the designing of our programmes.”

Snowfox Escapes focuses on meaningful connections, bringing travellers face-to-face with grassroots change-makers and cultural custodians. With a powerful motto — Outdoors for All — the company stands firm on its three guiding pillars: Inclusive, Inspiring & Impactful. 📌

Spotlight on state's lesser-known gems

► Contd. from page 18

practices and showcasing success stories, we aim to ensure Odisha is included in member itineraries, brochures and websites, boosting inbound tourism sustainably.”

A carefully curated agenda addresses the opportunities and challenges in the tourism sector. Highlights include policy updates from the Ministry of Tourism, panel discussions on inbound revival, air connectivity, taxation issues and digital transformation, alongside B2B networking and destination showcases by Odisha and other participating states.

Importantly, Razdan stresses, the convention is not just a platform for discussion but for action. “All key points and recommendations from panel discussions and member feedback will be formally documented and presented to the Government of India as a white paper.”

Sarangi outlines that Odisha has taken centre stage in the programme. “Our core agenda is to promote Odisha as a vibrant tourism hub for both domestic and international markets. We aim to gather innovative strategies from IATO members on marketing, product development and partnership building. A dedicated Odisha session with the Director of Tourism is a highlight, featuring interactive discussions



Viney Tyagi
Hony. Jt. Secretary, IATO &
Co-Chairman, Convention 2025

with delegates. The focus is on identifying actionable ideas to showcase Odisha’s heritage, culture and natural attractions. Constructive suggestions from industry leaders will help formulate practical strategies for sustainable growth and greater national and global visibility for the state.”

Special sessions explore innovative marketing tools, the promotion of lesser-known destinations and responsible travel models. The two knowledge sessions on leveraging AI, automation and digital tools to enhance traveller experience, and on specialised insurance for inbound DMCs,

aim to pique the interest of members.

For **Viney Tyagi**, Hony. Jt. Secretary, IATO and Co-Chairman, Convention 2025, the event is as much about advocacy as it is about celebration. “Inbound tour operators often find themselves under intense pressure, sometimes left to fend for themselves with little support. This convention seeks to address those concerns head-on.”

Eminent speakers and panellists from across the tourism spectrum, including senior officials from both the central and state ministries, are part of the discussions. “Their insights, combined with interactive Q&A opportunities, will address and, hopefully, resolve key member issues,” Tyagi adds.

Odisha’s inclusion as a focal point of the convention is expected to have a lasting impact. A session is dedicated to showcasing the state’s growing infrastructure, improved connectivity to Bhubaneswar and its range of tourism offerings, from heritage temples and pristine beaches to eco-tourism trails — with a view to boost Odisha’s tourism potential.

Post-convention tours, already fully booked, will offer delegates a first-hand taste of Odisha’s attractions

Beyond the business sessions, the convention also celebrates IATO’s 40-year journey with cultural evenings featuring Sufi performances, live music and a grand culinary showcase. Post-convention tours, already fully booked, have been planned specifically to offer delegates a first-hand taste of Odisha’s diverse attractions, so that they can create unique packages to tap into Odisha’s hidden gems.

Razdan adds, “This convention is about charting a stronger future for inbound tourism — one where destinations like Odisha take centre stage.” 📌

NE: India's untapped opportunity?

Northeast India is fast emerging as India's next tourism frontier, offering immersive, culturally rich and nature-driven experiences. For the travel trade, this presents a timely opportunity to craft unique itineraries and tap into an underexplored, high-potential region. Industry experts highlight growing traction from domestic and inbound markets and ways to cash in on the opportunities.



Surbhi Sharma

The Northeast region of India is emerging as a treasure trove of untapped tourism potential, offering unmatched cultural diversity, natural beauty and adventure opportunities. Once overshadowed by popular mainstream destinations, this culturally rich and ecologically pristine region is now drawing the attention of both domestic and inbound travellers. From immersive tribal festivals to Himalayan treks and river tourism, Northeast India is redefining the travel narrative of the country.

Tapestry of culture & experience

Arijit Purkayastha, Founder & Director, Koyeli Tours & Travels, says the region is a "vibrant mosaic of cultures" with each state offering something unique. Assam, Meghalaya and Arunachal Pradesh are witnessing growing traction, while Mizoram, Nagaland and Tripura are gaining attention through fixed-date festivals and rich cultural experiences. For international travellers, the appeal lies in cultural immersion, birdwatching, adventure sports and archaeo-tourism.

Oken Tayeng, Managing Director, Aborcountry Travels & Expeditions, adds that states like Sikkim and Assam are fast becoming preferred choices for inbound visitors due to their biodiversity and accessibility.



Arijit Purkayastha
Founder & Director
Koyeli Tours & Travels



Oken Tayeng
Managing Director
Aborcountry Travels & Expeditions



Gerald Samuel Duia
Founder & Proprietor
Duia Trailblazers

connectivity, many areas still suffer from irregular schedules, poor road conditions and last-mile accessibility challenges. Tour operators highlight that fragmented itineraries and complex travel routes deter travellers, especially when costs rival those of international trips. To make travel more affordable, operators have urged the Government of India and the Ministry of Civil Aviation to consider APEX (Advance Purchase Excursion) fares and special open-jaw fares options across Northeast states.

The road ahead

To realise its full tourism potential, the Northeast needs a multi-pronged strategy that includes consistent government support, digital

Inbound growth

While there is steadily growing interest from international markets, more targeted efforts are needed. Long-haul travellers from Europe, Japan and Southeast Asia are increasingly drawn to experiences like river cruising on the Brahmaputra, trekking in Arunachal and participating in festivals like Ziro and Hornbill. **Gerald Samuel Duia**, Founder & Proprietor, Duia Trailblazers, emphasises the importance of marketing, easing permit systems (ILP, PAP, RAP) and improving international air connectivity to drive sustained interest.

Connectivity & infra still a challenge

Although the UDAN scheme has enhanced regional air

Although the UDAN scheme has enhanced regional air connectivity, many areas still suffer from poor infra, accessibility challenges

infrastructure, awareness campaigns and community-led development. With the right push, the Northeast can confidently position itself as India's next big tourism frontier, industry experts believe. ➔

5-year plan to rejuvenate tourism

► Contd. from page 4

"The IATO core team took a lot of time thinking and brain storming on various themes before arriving at a consensus for IATO convention 2025 theme, which is 'Rejuvenate Inbound @ 2030'. India's inbound scene needs immediate and concentrated efforts by all industry stakeholders, including tour operators and government officials, to not just achieve but surpass pre-pandemic figures. Hence, the theme 'Rejuvenate Inbound @ 2030' resonates well with this year's IATO convention. I personally believe that we have a wonderful opportunity here by bringing all the industry stalwarts on a single platform to engage in meaningful discussions



Rishi Kapoor
Executive Committee Member – Active
IATO

and find synergies to live up to this year's theme. **We have a new president who is young and dynamic, and alongside him, he has the youngest IATO team and office-bearers who bring extensive industry knowledge. This team is not afraid to take bold decisions and**

knock at the right doors to try and make the change that is the immediate and urgent need of hour, 2025, 40th IATO convention will be the best ever and the members and the stakeholders will be able to witness this during the three days of engaging sessions that have been planned in Puri, Odisha. "

"The entire world witnessed the downfall of tourism after the pandemic. For a couple of years, there was no sign of inbound tourism in India, and most tour operators were left struggling. These were some of the most disastrous days for the tourism industry. After a few years, the tourism industry began to see a mild rebound in inbound tourism, which was a welcome sign. IATO's inputs to the Ministry of Tourism and the ministry's efforts in promoting various schemes to revitalise tourism were significant. Although there has been some growth in inbound tourism, it may take a couple more years to reach peak levels. Therefore, the theme



P Vijayasathya
Executive Committee Member – Allied
IATO

'Rejuvenate Inbound @ 2030' was chosen as a reflection of our efforts to recover and thrive. This theme is appropriate given the current state of inbound tourism and our wish to revitalise it. **Typically, the convention plans for pre-tours and post-tours for tour operators. It was remarkable to see**

all 10 post-tours almost sold out within the first week of announcing the convention. Additionally, nearly 200 registrations were received on the second day. Madhya Pradesh has beautiful places like Pachmarhi and Ahilya Fort. The state has recently been declared home to six new UNESCO sites. These are expected to bring tourists. "

Vizag's 'business-leisure oasis'

Novotel Visakhapatnam Varun Beach, located just half a mile from Ramakrishna Beach offering a panoramic view of the Bay of Bengal, is redefining the business-leisure experience on India's east coast. From sustainable operations and wellness initiatives to curated destination packages, the property is attracting both corporate and weekend travellers, says **Lakshmi Shridhar**, the GM.

TT Bureau

Novotel Visakhapatnam Varun Beach is mastering the art of 'bleisure' on India's east coast. "Our goal isn't just to offer a stay, but to create moments that guests carry home with them," says **Lakshmi Shridhar**, General Manager, Novotel Visakhapatnam Varun Beach, who has taken a series of initiatives aimed at enhancing the hotel's appeal to both the MICE market and leisure travellers.



Lakshmi Shridhar
General Manager
Novotel Visakhapatnam Varun Beach

of Bengal or join energising Zumba classes. There are also curated Meet & Greet evenings designed to connect travellers with locals through shared stories.

For long-stay guests and ALL loyalty members, the hotel has introduced private cocktail hours that combine

Our (Novotel Vizag's) recent **Green Key sustainability certification** reflects our commitment to responsible luxury



package is a love letter to Visakhapatnam — a celebration of its sea, hills and heritage," says Shridhar.

Commitment to sustainability

A major highlight has been the property's Green Key sustainability certification, a recognition that increasingly resonates with corporate clients and event planners. "Our recent Green Key sustainability certification reflects our commitment to responsible luxury," Shridhar explains.

The hotel's wellness offering is equally intentional. Guests can begin their day with sunrise yoga overlooking the Bay

crafted conversations with sweeping ocean sunsets. "While we are not unveiling large-scale expansions in the immediate future, our focus is on something rarer — consistently delivering moments that surprise, delight and make Visakhapatnam unforgettable," she adds.

Showcasing the destination

To attract more leisure travellers, the property recently launched the City of Destiny – Festive Escape. "This

To attract more travellers to Visakhapatnam, the property has curated a special four-day itinerary that offers guests a golden-hour walk along RK Beach, a cable-car ride to Kailasagiri Hill, a tour of the INS Kursura Submarine Museum, a day trip to Araku Valley and Borra Caves and visits to Simhachalam Temple and Jagadamba Market. With ocean-view stays, guided sightseeing and signature dinners included, it is a product ready for travel agents, DMCs and MICE organisers to market as a complete coastal experience.

Puri all set for a tourism push

Contd. from page 1

and distinguished members of IATO in Puri. Odisha is honoured to host this gathering committed to advancing India's inbound tourism."

Detailing the government's approach, she said, "The state government is committed to unlocking Odisha's tourism sector's potential through a policy-driven vision harmonising heritage conservation with development. We have prioritised integrated development of 15 destinations, each guided by plans showcasing Odisha's spiritual legacy, ecological richness and cultural tapestry."

She underlined the importance of industry collaboration, adding, "Our focus lies on fostering private investment and nurturing industry partnerships. At the recent 'Make in Odisha Conclave', tourism was highlighted as a priority sector, attracting `8,000 crore in committed investments." Adventure tourism is also high on the agenda. "We have also introduced Comprehensive Adventure Tourism Guidelines to unlock Odisha's diverse

landscapes, ensuring safe and inclusive adventure experiences that support local livelihoods and empower our youth," she noted.

Odisha is committed to unlocking its tourism potential through a **policy-driven vision** harmonising heritage conservation with development

Inviting the travel industry to partner with the state, she said, "As we welcome IATO members to experience Odisha first-hand, I invite the industry to partner with the government in delivering authentic, quality tourism offerings that enrich visitor experiences and preserve our rich heritage. Together, let us position Odisha not just as one of India's but Asia's most compelling tourism desti-



nations. I wish the IATO convention all the success and look forward to deepening our partnership."

 <p>SanJeet Editor & Publisher Devika Jeet Managing Editor</p>	<p>Editorial Nisha Verma Hazel Jain Sushil Kumar Janice Aliyosius Surbhi Sharma</p> <p>Marketing Nikhil Jeet Harshat Ashar Arumita Gupta Jaspreet Kaur Samantha Pereira</p>	<p>Design Sudhir Mudgal Nityanand Misra</p> <p>Advertisement Design Nitin Kumar Aditya Prasad Singh Anil Khatri Chhetri</p> <p>Production Manager Anil Kharbanda Ramesh Gupta</p> <p>Circulation Ashok Rana</p>	<p>IATO Special is printed and published by SanJeet on behalf of</p> <p>DDP Publications Private Limited</p> <p>72, Todarmal Road, New Delhi - 110 001 Ph: +91-11-23234177 E-mail: travtalk@ddppl.com</p> <p>Printed Modest Print Pack Pvt. Ltd., C-52, DDA Sheds Okhla Industrial Area, Phase-I, New Delhi-110020</p>	<p>Offices</p> <p>MUMBAI: 504, Marine Chambers, 43, New Marine Lines, Opp. SNTD College Mumbai - 400 020, India Ph.: 022-22070129, 22070130 E-mail: mumbai@ddppl.com</p> <p>MIDDLE EAST: Durga Das Publications Middle East (FZC) P.O. Box 9348, Saf Zone, Sharjah, UAE ; Ph.: +971-6-5573508, Fax: +971-6-5573509 E-mail: uae@ddppl.com</p>	<p>IATO Special is a publication of DDP Publications Private Limited. All information in IATO Special 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 IATO Special. 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 IATO Special 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.</p>
--	---	---	---	---	---



The perfect destination for a Fairytale Wedding



NOVOTEL
VISAKHAPATNAM VARUN BEACH

THE BHEEMILI RESORT
Managed by ACCOR

☎ 77998 84052, 77998 83716

Scan to know more



Your clients' aspirations have changed. Have yours?

Travel is no longer just about monuments – it is about unique experiences. It is about adventure. It is about stories. It is about the outdoors.

So partner with us at Snowfox Escapes to create what your client is looking for. We handcraft nature escapades with a focus on our mantra – Outdoors For All. Something inclusive, inspiring & impactful.

Let us create that bond of trust.



Do reach us on himmat@snowfoxescapes.com for a product presentation.

