



# TRAVTALK®

Published from : ★ India ★ Middle East



## Sustainable tourism in spotlight

**Peter Semone**, Chair, PATA underscores the significance of PATA Travel Mart 2023 in fostering industry collaboration and growth. He also emphasises on India's potential as an inbound destination. Hosting events such as PATA Travel Mart and G20 Presidency enhances India's exposure, signalling its recovery and readiness for post-COVID tourism.

 Nisha Verma

PATA Travel Mart (PTM) is traditionally and primarily a travel trade exhibition featuring contracting and networking opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships. **Peter Semone**, Chair, Pacific Asia Travel Association (PATA) emphasises the event's importance in fostering collaboration and growth within the industry.

### PTM 2023

Sharing details for PATA Travel

Mart 2023, Semone says, "Nevertheless, this year's event will focus on sustainability, hence the theme 'Where Responsibility Meets Opportunity'. With this in mind, one of our PTM Forums will focus on sustainability and social responsibility, where we will cover such topics as 'Sustainability in MICE', 'Increasing Sustainability in the Tourism Supply Chain Through Standards and Certification', 'Waste Management in Tourism: The Challenges and Best Practices Towards Food and Plastic Waste Reduction', 'Bridging the Gender Gap for Community Empowerment and Sustainability', and 'Preservation of Cultural Heritage

Sites: Leveraging the Benefits of Responsible Tourism".

He adds, "Furthermore, in addition to the two forum sessions, we are also organising a

 **India possesses rich cultural heritage that can be further leveraged to attract today's modern traveller**

one-hour sustainability summit, which will focus on the actions and policies put forward by the Government of India as well as the global shift towards sustainable practices and the growing preference of visitors for environmentally sound options."

### Host India

PTM was last organised in India in 2015 in Bengaluru, and India has undergone significant changes since then. Commenting on this, Semone shares, "Since 2015, the world has changed considerably, es-



pecially due to the COVID. With the easing of borders, India's outbound tourism has become a major focus for many destinations. China, one of the last countries to open up, still has not reached the pre-COVID tourism volumes."

### India inbound

Highlighting another post-COVID trend in the industry, he shares, "With the growing emphasis on culture and heritage tourism, India ranks high in this regard due to its rich history, culture and heritage. If these assets can be further leveraged by tourism stakeholders in the country, India has the potential to become a formidable inbound destination."

### Positive signs


Speaking of the optimism surrounding India, he says, "One of India's significant achievements is the development of the Goa Roadmap for Tourism to achieve sustainable development goals. Sustainability has become a top priority for many destinations and tourism organisations, as well as for consumers who have grown more socially conscious in their travel decisions. Achieving and communicating these goals to a broader audience can position India as a leading inbound destination."

### PTM boost

However, he believes that hosting events such as PATA Travel Mart and holding the G20 Presidency provides greater expo-

sure for India. "These platforms enable the country to showcase its initiatives in travel and tourism, such as the Goa Roadmap, which received G20 endorsement. Furthermore, they reassure the travel industry that India has returned to a state of normalcy post-COVID, instilling added confidence in travellers who may be contemplating plans to visit India," he says.

### What to expect

"As this is the first PTM since the outbreak of COVID, I believe delegates can anticipate a world of opportunities at the event. People are delighted to once again travel and conduct business in person, so expect to see many smiling faces and warm embraces," he concludes. 



**Peter Semone**  
Chair, PATA





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# Indian tourism revival resilient

India is a significant contributor to international arrivals in the Asia Pacific region. Despite COVID causing a sharp decline in India's foreign arrivals and erasing three decades of growth, its travel and tourism sector showed resilience with strong recovery in foreign arrivals and foreign exchange earnings, says **John Koldowski**, Special Advisor, PATA.

India is a highly significant travel and tourism destination, and it serves as a substantial source of international arrivals in the Asia Pacific region. This is particularly true in the context of South Asia, where India contributes an average of three-quarters of the total international arrivals in that sub-region. It is important to mention, though, that in this context, South Asia excludes the destinations of Afghanistan, Bangladesh, and Pakistan due to the unavailability of contiguous data for these countries.

As everyone is well aware, the global international travel and tourism sector experienced a monumental upheaval since the peak in visitor numbers in 2019. This had reverberations across all destinations worldwide, especially in the Asia Pacific region and specifically in Asia. India was also significantly affected, experiencing dramatic losses in foreign arrivals in 2020 and 2021. These losses led to a

sharp decline in the total inbound count for the latter year, which stood at 1.527 million. This level is consistent with the figures from 1988, signifying that three decades of growth were wiped out in just two years.

International travel and tourism, however, is, as we all know, extremely resilient. Following the tough years of 2020 (IRDs, DTVs) and 2021 (FTAs), there were annual increases in numbers after those periods. This is well illustrated by the various recovery rates. By the end of 2022, FTAs had reached 56.6 per cent of the 2019 volume, DTVs 74.5 per cent, and IRDs 78.4 per cent. These figures indicate strong relative gains in each case.

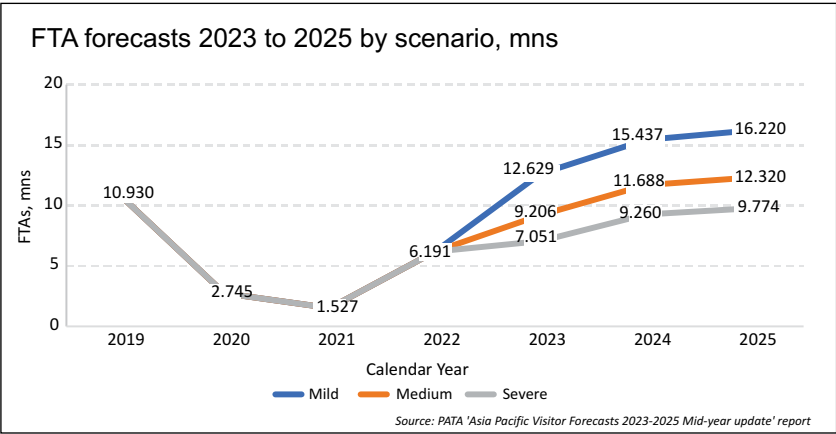
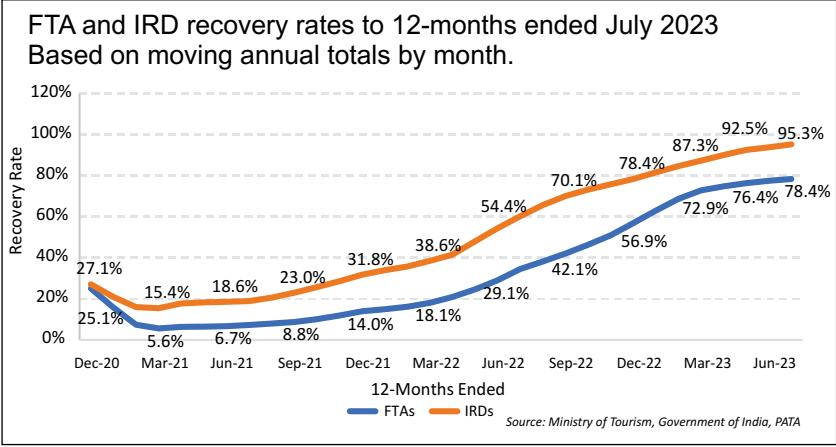
In fact, those recovery rates for India were among the strongest in Asia Pacific in 2022 across all three of those dimensions of travel and tourism. While the main focus of this article is on inbound

FTAs, it is useful to consider the totality of the travel and tourism sector covering inbound, outbound and domestic, especially since the last of these was so important in keeping tourism product alive during the lockdown phases of the COVID.

This is also particularly relevant under the 'mission mode' development of tourism across India and the holistic approach to destination management.

Most recently, however, in the January-July period of 2023, FTAs numbered more than 5.1 million and had reached 84.1 per cent of the 2019 level for that same period, while IRDs numbered more than 15.4 million and reached 99.2 per cent of its respective 2019 level for that same period. No data for DTVs in 2023 are available as yet.

When taken over the longer time period, the annualised monthly data—which de-sea-



India - Travel and tourism recovery rates 2020-2022			
Year	Recovery Rate, %		
	FTAs	IRDs	DTV's
2020	25.1	27.1	26.3
2021	14.0	31.8	29.2
2022	56.6	78.4	74.5
Baseline Metrics, mns			
2019	10.93	26.92	1,731.01

FTAs: Foreign Tourist Arrivals, IRDs: Indian Resident Departures, DTVs: Domestic Travel Visits



sonalise the data and show the underlying real trends—confirm that the strong momentum growth of 2022 has accelerated through the first seven months of 2023 for both FTAs and IRDs, with their respective recovery rates for the 12 months ending in July 2023 peaking at 78.4 per cent for the former and 95.3 per cent for the latter, relative to their respective volumes in calendar year 2019.

While some slowdown in recovery rates is evident during the most recent months, both FTAs and IRDs are nevertheless on a strong upward growth pathway. Foreign exchange earnings during the first seven months of 2023 also improved strongly, reaching more than US \$15.750 billion, which is an increase over the same period of 2022 of almost 87 per cent and a recovery rate relative to that of 2019 of 91.7 per cent.

Through the remainder of 2023 and out to 2025, the PATA projections for FTAs into India are bullish under each of the mild, medium and severe scenarios, reaching between 65-116 per cent of the 2019 level by the end of 2023, between 85-141 per cent in 2024 and between 89-148

per cent in 2025, depending of course on which scenario eventually plays out.

At the upper-level scenario, this translates into 12.6 million FTAs in 2023 and 16.2 million by the end of 2025. These are just volumes however—what will be more significant will be the interaction of these visitors with local communities and the various

While some slowdown in recovery is evident in recent months, FTAs and IRDs are on a strong upward growth

footprints they leave behind. This is where the concept of developing tourism in mission mode will be so relevant and important and, in this regard, across Asia Pacific at least, India is a trailblazer.

This is also the challenge facing India—how to make that system work so that all stake-

holders benefit, especially in a volatile world where so many elements can combine to create a perfect storm for the travel and tourism sector. India, however, is no stranger to such effects and has weathered the negative effects of such interventions in the past. Preparedness, resilience and dogged determination have served India well in the past and will continue to be key attributes into the future, not just for India, but for all destinations around the world. Unlike many others however, India visibly recognises this and is positioning its travel and tourism sector to deal with any future uncertainties when (not if), they arise. That holds great promise for a sustainable and equitable travel and tourism future.



John Koldowski  
Special Advisor,  
PATA

(Views expressed are the author's own. The publication may or may not subscribe to them.)

# 'India great venue for PTM'

**Gerry Perez**, Vice President, Guam Visitors Bureau, talks about his expectations from the PATA event, and why India is the right destination to host it and what India can learn from other nations.

Dr. Shehara Rizly

**Q** What are your expectations from PATA Travel Mart 2023?

I am expecting a well-organised layout and functional agencies that are conducive to the buying and selling discussions among all registered participants at the event.

**Why do you think that India is the right destination to organise the event?**

India is a great venue for this event because of the added value provided by its culture, architecture, gastronomy, diverse landscape, shopping and history. These features are very attractive for contributing to the overall destination experience of registered delegates.

**Could you share how India can learn from other nations through this event?**

India can learn and be enriched by the diversity of buyers and sellers gathering at the venue from all over the world, thereby



**Gerry Perez**  
Vice President  
Guam Visitors Bureau

elevating its stature and brand awareness through networking and an expanded database.

**In your opinion, what practices can boost India's inbound tourism?**

Some best practices to boost India's inbound tourism are:

- Less red tape in the visa application process.
- Strong online presence, promoting local attractions with engaging content.

- Host festivals to celebrate little-known and well-known attractions and locations by providing maps and directions.
- Offer free familiarisation tours and events to selected distribution lists.

**India offers a unique destination experience due to its rich culture, architecture, gastronomy, diverse landscape, and history**

**How do you think the PATA event would help participants in the long run?**

The event can help the participants to attract new market segments or grow and diversify existing ones.

# 'Event to boost inbound tourism'

**Luzi A Matzig**, Chairman, Asian Trails Group, highlights the importance of PTM for India's inbound tourism sector, emphasising its potential to strengthen client relationships across Asia.

Dr. Shehara Rizly

**W**hat are your expectations from PTM 2023?

Asian Trails expects to firm-up cooperation with existing clients and discuss handling arrangements all over Asia with new customers during the forthcoming PATA Travel Mart in Delhi.

**How is India the right venue for the event?**

India has become a major source market for many destinations in Asia, so it is an ideal place to organise the PATA Travel Mart 2023.

**Are there any learnings for India from other nations?**

If India intends to boost inbound traffic into the country in a major way, it could look up to how Thailand was able to substantially grow its tourist arrivals during the past two decades.

**What practices can boost India's inbound tourism?**



**Luzi A Matzig**  
Chairman,  
Asian Trails Group

The easiest way to boost India's inbound tourism is to change its strict visa requirements and offer visa-free entry to its favourite visitor markets.

**India can learn from Thailand's tourism growth over the past two decades to boost inbound tourism significantly**

**How would this event benefit participants in the long term?**

Visiting foreign buyers will be able to meet new sellers, find new products and discover and experience new attractions of interest to foreign visitors.



# Sustainability & social responsibility

The PATA Travel Mart 2023, hosted by India's Ministry of Tourism in New Delhi, will focus on sustainability and social responsibility. The event will have two forums, one on 'Responsibility' and the other on 'Opportunity'. The event will also include a Youth Symposium to highlight the challenges faced by young people in the tourism industry.

Sara Haque

**P**ATA Travel Mart 2023 has chosen the theme 'Where Responsibility Meets Opportunity'. India's Ministry of Tourism (MoT) is hosting this year's event, which will prioritise sustainability and social responsibility in the PTM forum. Starting on 4 October, two PTM forums are planned for the day.

**Paul Pruangkarn**, Chief of Staff, PATA, shares, "The first PTM forum will centre on the theme 'Responsibility' and will encompass topics such as 'Sustainability in MICE Tourism', 'Increasing Sustainability in the Tourism Supply Chain Through Standards and Certification', 'Waste Management in Tourism: The Challenges and Best Practices Towards Food and Plastic Waste Reduction', 'Bridging the Gender Gap for Community Empowerment and Sustainability', and 'Preservation of Cultural Heritage Sites:



**Paul Pruangkarn**  
Chief of Staff  
PATA

Leveraging the Benefits of Responsible Tourism."

Moving forward to the second PTM Forum, its main theme will be 'Opportunity'. Pruangkarn elaborates, "The sessions will be on 'Travel Industry Trends', 'AI and the Future of Tourism', 'How India Travels', 'The Growth of the Indian Tourism Industry', 'The Size of the Indian Wedding

Industry and its Impact on Travel and Tourism', 'Examining Aviation's Path in India and its Impact on Travel and Tourism' and 'Opportunities in India'."

**Apart from giving a voice to youth, the symposium offers a unique opportunity for them to express their views**

Additionally, during the inauguration of the PATA Travel Mart, there will also be a short sustainability session focussing on 'Global Perspectives on Sustainable Tourism: Lessons for India', 'Corporate Responsibility



in Sustainable Tourism: A Business Perspective', and 'Sustainable India: Policies and Actions'. "Furthermore, we will also be organising a Youth Symposium alongside the event, which aims to highlight the challenges and issues faced by young people in the tourism industry. With a strong emphasis on giving a voice to the youth, the symposium provides a unique opportunity for young individuals to express their views, represent their generation and contribute to the responsible development of the industry. Through interac-

tive discussions and engaging sessions, the Youth Symposium aims to empower and inspire the next generation of tourism leaders," Pruangkarn informs.

The PTM and the MoT have been closely collaborating for the successful conduct of this event, which includes organising various sessions and coordinating the logistics involved with the event. Expressing an optimistic perspective regarding the event, Pruangkarn emphasises, "Since this marks the initial in-person PATA Travel Mart after the COVID

period, our primary goal is to assist our members and industry peers in rebuilding and strengthening their current business connections, forging new partnerships and connecting with fresh clients."

However, we also want to ensure that as the industry begins its road to recovery, we must consider our impact on the environment and the local communities we affect. Sustainability should be fundamental in any conversation on recovery.



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# IHCL eyes East & Northeast expansion



IHCL is actively expanding its hotel presence in India, with a focus on both new and existing markets. It has recently opened hotels in Jaipur, Jammu, Kolkata and Kerala, and have upcoming openings in Mumbai. The hotel chain has a strong pipeline of 80 hotels, with plans to enter new destinations and expand its brand portfolio.



TT Bureau

Keeping a tab on the demand for hotels across the country, IHCL is on an expansion spree and is tapping new markets, as well as growing in existing ones. Sharing details on upcoming properties, **Parveen Chander Kumar**, Executive Vice President, Sales and Marketing, IHCL, said, "Unlocking the true potential of India's numerous destinations is reflected in IHCL's recent signings and openings of new hotels. Jaipur saw the addition of Sawai Man Mahal, a heritage-palace celebrating the best of Rajputana heritage and Taj Amer with a façade reminiscent of Amer Fort. From a stylish Vivanta in Jammu to SeleQtions-branded hotels—Baragarh Resort & Spa in Manali and Jaagir Manor at Dudhwa National Park

and Norbu The Montanna in Dharmshala—IHCL offers distinct experiences in North India. With glimpses of snow-topped



**Parveen Chander Kumar**  
Executive VP, Sales and Marketing, IHCL

Kanchenjunga at Guras Kutir, Gangtok, to Taal Kutir Convention Centre, IHCL is expanding its footprint in the East of India.

## Tertiary markets in focus

When it comes to luxury brands expanding in tertiary markets, especially the Northeast, IHCL is the first mover. "IHCL's brandscape lends itself to scaling in a heterogeneous market such as India. With a strong pipeline of 80 hotels, we will enter new destinations and scale our brands. Our pipeline has a good representation of Tier II & III cities including a Taj planned in cities such as Patna, Puri, Dehradun and Raipur. IHCL SeleQtions in cities such as Bhubaneswar, Bekal, Tirupati, Kanpur, Rajkot and Munnar, among others, Vivanta in Haridwar, Tawang, Manipal, Jammu, Nashik and Lucknow, among others and Ginger in Srinagar, Nagpur, Coimbatore, Agra and Durgapur, among others," Parveen averred.

Claiming that IHCL is committed to the Northeast of India, he informed, "IHCL has signed and is opening a slew of hotels in the region. The company has five

**With a strong pipeline of 80 hotels, we will enter new destinations and scale our brands**

hotels in Assam, including three under development. We are present in Tripura, Agartala, with a Ginger-branded hotel. Vivanta

Shillong in Meghalaya opened last year. In Sikkim, we launched Vivanta Pakyong and this will be followed by the opening of Taj Guras Kutir Resort & Spa and a Ginger in Gangtok this month."

## Weddings galore

According to Parveen, IHCL has worked a lot to boost up the wedding segment and that too for a long time. "Taj hotels across the country have been the preferred venues for weddings and celebrations. Timeless Weddings, the brand's unique wedding proposition has become the benchmark when it comes to memorable, luxurious wedding celebrations for over a century. Our hotels and resorts in unique locations offer themselves as perfect settings for magical, magnificent moments; be it beach weddings, royal

palace weddings, or grand weddings in cities. With our global presence, hospitality and attention to detail, we remain market leaders in hosting memorable weddings for generations of families," he claimed.

## Inbound priority

He mentions that India has witnessed a very strong recovery in travel, primarily on domestic demand. "The resumption of international flights and corporate travel is leading to healthy growth in inbound business," he added.

## B2B engagements

On engagement with the travel trade, he commented, "IHCL's dedicated team of professionals manage end-to-end requirements of travel partners in India and overseas."

# 'Ready to meet rising luxury demand'

With an emphasis on special interest tours, Abercrombie & Kent offers a variety of services, including small-group excursions, custom travel, luxury cruises and private jet travel. In addition to catering to meetings, conferences and incentives, the brand is witnessing a rise in interest in multi-generational family travel and women travellers.



TT Bureau

One of the most well-known brands in the world, Abercrombie & Kent is constantly acknowledged as the pinnacle of luxury travel by both industry insiders and clients. **Vikram Madhok**, Managing Director, Abercrombie & Kent, said, "We are prepared to meet the demand as luxury travel continues to grow at an amazing rate."



**Vikram Madhok**  
Managing Director  
Abercrombie & Kent

Informing about the company and its offerings, He said, "Abercrombie & Kent is a global lifestyle brand and is consistently recognised as the gold standard for luxury travel by professionals and guests alike. We offer everything from inspiring small-group journeys to luxury tailor made travel, luxury cruises and private jet journeys. Our special interest tours focus on a variety of

themes from wildlife to spirituality, wellness and festivals, among others."

He added, "We see a growing interest for multi-generational family travel and women travellers. Meetings, conferences and incentives form an integral part of our offerings. Our approach combines singular service, authentic local expertise

and beyond-the-guidebook insider access, all of which come together to create a journey of a lifetime.

## Exclusivity

The luxury travellers demand exclusivity, attention to detail, flexibility and seamless travel planning. And this is the core of Abercrombie & Kent's success story. India has a plethora of choice to cater to the luxury segment from palaces, forts, villas, properties of charm in unique settings. The guests look for adventure by day and luxury at night, which we fulfill while they travel. At the end of day people take back a rich reflection of their experiences in our region.

## Strong network

On the engagement with travel trade, he said, "We have a strong network of hi-end retail agents in the US, UK, Europe and Australia and each year

we have a calendar of events set up for them with a series of activities. Trade shows such as PATA, ITB and specialized shows such as Virtuoso, Signature Travel, ILTM, PURE, EIBTM are on our calendar to attend so that we are able to reach out to tour operators and the retail agents in the different target market."

## Tourism trends

He added, "Luxury travel is rebounding at an incredible pace, and we are ready to serve the demand. Abercrombie & Kent's global experience, offering unparalleled consistency, insider access and financial resilience, makes growth trajectory huge. We are poised to grow our business 35 to 40 per cent in 2023-24. We have been operating in India since 1985 and have been recognised by the Government of India and Ministry of Tourism as a leading operating

**We engage with our clients through one-on-one meetings in key source markets, attending trade fairs**

company winning the coveted tourism award in the top 3 position since over 15 years. In 2018-19, we were recognised as the No 1 Travel Company."

## Marketing campaigns

He pointed out, "We engage with our clients on several platforms as stated above, from one-on-one meetings in key source markets, to attending trade fairs and roadshows, inviting international media

and press, showcasing new destinations and products to our principals, we are active in all area."

Emphasising on the news to have strong digital presence, he mentioned, "We have a strong digital presence—social media, content and email marketing. Keeping with our ongoing commitment to support prestigious sporting events, this year Abercrombie & Kent co-sponsored 10 Wimbledon matches, supporting a variety of seeded players as they vied for the top trophies. Additionally, we opened four new Destination Management Companies in Colombia, Namibia, Saudi Arabia and Canada. Abercrombie & Kent has more than 55 offices in over 30 countries, making it the world's largest network of destination management companies serving the first class and luxury market."



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# Shaping the future of India tourism

**Dr Fanny Vong**, Executive Board Member, PATA & President, MITS, feels the PATA Travel Mart opens door to multitude networking and business opportunities spanning across various sectors connected to tourism. The spotlight is on tourism development in Asia-Pacific, with a particular focus on India, she says.

Hazel Jain

PATA Travel Mart is Asia Pacific's international travel trade exhibition that offers many networking and business opportunities to the various business sectors related to tourism, national destination marketing authorities and organisations and education institutions, among others.

**Dr. Fanny Vong**, Executive Board Member, PATA and President, Macao Institute for Tourism Studies (MITS), anticipates significant opportunities for business expansion and engaging discussions with a focus on tourism development in the Asia-Pacific region, with particular attention to India, during this event.

Commenting on India as the chosen venue for PATA Travel Mart 2023, she remarked,



**Dr. Fanny Vong**  
Executive Board Member, PATA & President, MITS

"Tourists from across the globe are drawn to India for its world heritage sites, culinary delights, cultural richness, stunning landscapes and abundant adventure opportunities, among other attractions. The decision to host the PATA Travel Mart in India provides industry stakeholders with the opportunity to person-

ally immerse themselves in the country's beauty and establish partnerships with local service providers. Notably, India now claims the title of the world's most populous nation, with recent reports projecting that by 2024, Indians will spend

**Hosting PATA Travel Mart in India offers industry stakeholders a chance to immerse in country's beauty & build local partnerships**

over US \$42 billion annually on outbound travel, signifying substantial growth potential. Consequently, holding PATA Travel Mart in India promises



advantages for both global travel buyers and sellers."

"Tourism is a global industry. The Travel Mart attracts international participants, and this

will provide good opportunities for the exchange of ideas and best practices. Some best practices nowadays relate to the effective deployment of technology to tailor-make per-

sonalised travel experiences, manage heritage sites and attractions, influence travel plans and use social media marketing, among others," she said.



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# Abercrombie & Wildlife





# RHG expands to Tier II & III cities

Radisson Hotel Group (RHG) plans to open 300 new hotels by 2025, focusing on Tier II and III cities in India. Their strategy includes expanding into emerging locations, prioritising leisure destinations and reinforcing their presence in major cities. RHG is also capitalising on emerging trends such as bleisure trips and catering to demand for MICE events & weddings.



Radisson Hotel Group (RHG) aims to open 300 new hotels by 2025, with a strong focus on Tier II and III cities. **Zubin Saxena**, Managing Director & Area Senior VP, South Asia, Radisson Hotel Group, stated, "We have signed agreements for 11 new hotels in emerging locations such as Hyderabad, Bengaluru, Ujjain, Raipur, Sonamarg, Manali, Kerala and Visakhapatnam to bolster our brand presence. Our long-term domestic expansion strategy prioritises leisure destinations and strengthening our position in major cities to cater to diverse Indian consumer segments."

## Untapped potential

RHG recognises the competitive hospitality landscape and the importance of remaining adaptable to evolving cus-



**Zubin Saxena**  
Managing Director & Area Senior VP,  
South Asia, Radisson Hotel Group

tomers preferences. Saxena highlighted RHG's agility in responding to changing consumer choices, enabling them to deliver exceptional guest experiences and thrive in this dynamic industry.

In relation to their strategies, he stated, "We currently hold a solid foothold in Tier I cities, and

we are actively pursuing opportunities in previously untapped Tier II, III, IV and V markets, positioning ourselves as trailblazers in emerging regions."

## PTM allows RHG to showcase its diverse hotel portfolio, attract new business & stay competitive in the market

### Networking opportunities

When asked about PATA Travel Mart 2023 (PTM), Saxena said that it offers a unique platform to connect with key stakeholders throughout Asia-Pacific region. He said, "By participat-

ing in PTM, we can showcase our diverse portfolio of hotels and resorts, highlighting our commitment to exceptional service and guest experiences. This exposure helps us reach a wider audience and attract new business opportunities. PTM also allows us to stay updated on the latest industry trends, insights and innovations, ensuring that we remain competitive and adaptable in a rapidly-evolving market."

### Bleisure trips

Saxena highlighted some emerging trends that are gaining momentum, saying, "The prevalence of staycations and the blending of business with leisure trips are on the upswing. To cater to this increased demand, RHG has launched properties such as Rakkh Resort for experiential hospitality. For Indians, we have Park Inn and Suites &



Radisson Individual Retreats catering to all tier cities."

### MICE & weddings

He pointed out, "Following the industry's decade-high revenue and profit performance in 2023, with MICE being a significant contributing factor, we have been experiencing a consistent demand for weddings in our hotels across the country. The company is adapting to evolving trends with unique offerings such as speedboat transfers and diverse menus."

### Travel trade

Saxena affirmed that engaging effectively with travel trade is vital for promoting their properties. Elaborating on the matter, he said, "The travel trade

is crucial for promoting properties, and the Group engages through various tradeshows and targeted promotional campaigns. RHG maintain strong relationships with travel trade partners and ensure their brand and properties are top-of-mind ensuring their presence in the industry."

### Inbound tourism

Saxena further stated that inbound tourism in India is expected to grow by 23 per cent during the forthcoming festive season, with hotels hosting delegates during G20 events and leveraging their presence in Tier II and III locations. The upcoming Cricket World Cup is also driving hotel demand in host cities. ↴

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# Visa issues hinder India's inbound

Ahead of the PATA Travel Mart, **Ben Montgomery**, Chairperson, PATA Thailand Chapter, talks about the expectations from the event, sustainability initiatives that PATA is implementing to boost inbound tourism, challenges that hinder India's growth in inbound tourism, and important industry practices that India could adopt in its policies.

Dr. Shehara Rizly

**C**ould you share your expectations from the PATA Travel Mart?

It is the best chance for us to see the updated products from India. In fact, not just India but from all over the Asia-Pacific region. Attending the travel marts these days means a true commitment. It is a very expensive exercise, but it will soon pay off. Thus, we carefully pick and choose to attend a few good ones and then continue to parallelly connect online. PATA Travel Mart always shows us new destinations and is otherwise a special occasion to revisit famous towns. Thanks to PATA for doing that!

**What sustainability initiatives have you implemented as a PATA representative to boost inbound tourism?**

Our PATA Thailand Chapter currently is pushing our agenda to



**Ben Montgomery**  
Chairperson  
PATA Thailand Chapter

connect generations for better understanding and to live and to work together happily. And since 2022, PATA Thailand Chapter has been promoting and lecturing the history of tourism, both best practices and failure. Sustainable tourism has been initiated and promoted by PATA since the very beginning of the organization in 1951.

**What challenges hinder India's inbound tourism?**

Visa process into India is too demanding or complicated.

**Our PATA Thailand Chapter is currently promoting intergenerational understanding, fostering happiness in living and working together**

The government should make it more convenience for visitors.

**Can you share key industry best practices that India could adopt in its policies?**

Free tourist visa or visa free for tourists or at least visa on arrival for visitors.



**What role can PATA play in addressing climate change in tourism?**

PATA has done so much in the

field, and we are participating in the programs that suit us. The successful project called PATA's Buffet Toolkit that ho-

tels and operators in Thailand are using. One such hotel is Centara Hotels & Resorts, where I worked.

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# Indian outbound expectations high

India is seen as the right destination for PTM 2023 due to evolving and sophisticated Indian outbound market. Reduced language barrier makes India a desirable destination. Engagements with international buyers and sellers can provide valuable insights to enhance India's tourism industry, says **Tunku Iskandar**, Group President, Melewar Group.



Dr. Shehara Rizly

## What are your expectations from PATA Travel Mart 2023?

I anticipate that my expectations will align with those of many participants at PTM 2023. We are eagerly anticipating a significant resurgence of interest in international destinations among buyers.

Simultaneously, we hope that sellers will have innovative offerings ready, having had a three-year hiatus to revamp their destinations with new and exciting packages. Additionally, I look forward to rekindling previous connections and forging new potential business partnerships.

## Why do you think that India is the right destination to hold the event?

The Indian outbound market



**Tunku Iskandar**  
Group President,  
Melewar Group

has evolved into a more sophisticated and savvy segment of travellers, that is on the lookout for new destinations beyond their own borders.

The various destinations would like to be able to have a share of that outbound market. Prior to COVID, there was a heavy reliance on the Chinese outbound

market. In my view, outbound Indian travellers are now being warmly embraced, primarily due to the reduced language barrier, as a significant number of Indians are proficient in the English language.



## Inbound tourism stakeholders must understand travellers' preferences, including accommodation, and activities

## How would India benefit from learning from other nations at the PATA event?

I urge the Indian inbound industry to actively engage in discus-



sions with international buyers and sellers to enhance their understanding of the preferences of their outbound travellers and destination partners.

## What best practices would you suggest for boosting India's inbound tourism?

India should innovate by developing fresh itineraries for the

tourists, moving away from the reliance on conventional ones that were previously offered to tourists coming visting from traditional markets. 🐅

# Inbound travel poised for growth

The PATA Travel Mart, with its tourism focus, will once again thrust India into the spotlight within the community, including registered buyers, sellers, speakers, and delegates. Undoubtedly, this will play a significant role in harnessing the country's tourism potential in the future, says **Suman Pandey**, Secretary & Treasurer, PATA.



Lipla Negi

## What do you expect from PATA Travel Mart 2023?

Once more, the PATA family will reunite in India after an extended absence. We are all conscious of India's recent bustle with the G20 Summit and related activities. The PATA Travel Mart, with its tourism focus, will once again thrust India into the spotlight within the community. Undoubtedly, this will play a significant role in harnessing the country's tourism potential in the future.

## How would hosting the event in India benefit PATA and the destination?

PATA's mission is to enhance tourism activities to, from or within the member countries in Asia, the Pacific region and further beyond. The upcoming visit to India by the entire PATA community, including regis-



**Suman Pandey**  
Secretary & Treasurer  
PATA

tered buyers, sellers, speakers, and delegates, offers an outstanding platform for networking, business development, and the exchange of insights, trends, and cutting-edge tourism technologies. This accentuates the significance of events like PATA Travel Mart for all members.

Along with this, there will be a series of meetings, includ-

ing Executive Board meetings and the Big Board meetings, which will help PATA formalize all action plans and future programs through proper consultations. India would be in focus as a destination and re-



## Inbound Travel in Asia Pacific is expected to reach or exceed marginally by the end of 2023 in comparison to the 2019 numbers

ceive attention of the visitors for now and future. Simultaneously, every Indian delegate including industry, institution or government bodies would be able to receive greater level benefits from the events and



deliberations that take place during PTM.

## What kind of trends are you witnessing in inbound travel in the region?

The inbound travel industry will grow and it is going to get bigger in India too. There will be an encouraging rise in travel from the region. Interestingly, the long haul will grow too.

What is your outlook on the

## future of inbound travel in the Asia Pacific Region?

Inbound Travel in Asia and the Pacific is expected to reach or exceed marginally in comparison to the numbers in 2019 by the end of 2023. Further growth shall be achieved in 2024 and 2025. However, it may take more time to increase Chinese traffic in the same proportion.

## What can industry professionals anticipate at PATA 2023?

PTM 2023 is the combination of events that will have conference, mart and association meetings. The event will welcome some of the most renowned and knowledgeable speakers from around the world and experts in various subjects providing valuable insights on tourism. As I am aware, India has many sellers taking part in the business session that could be helpful in growing their business and also help to promote new products and destinations. 🐅



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# IATA code to transform Noida airport

Noida International Airport recently unveiled its official IATA code, marking a significant step in its operational readiness. The code will serve as a standardised location identifier on tickets, boarding cards, luggage tags, and other communication channels enhancing airport recognition and reducing operational errors.

TT Bureau

Noida International Airport (NIA), also known as Jewar Airport, unveiled its IATA code as DXN on 27 September 2023. With this, the air connectivity of Uttar Pradesh is expected to reach new heights. DXN is slated to become the official IATA three-letter code for NIA. This project puts NIA closer to its passengers, allowing them to recognise the airport on a variety of platforms. When the airport opens, this code will be enabled, allowing passengers and aviation professionals to identify destinations and communicate in real time, whereby reducing misunderstanding and confusion. "The code serves as a unique airport location identifier and will be used on ticket reservations, boarding cards, luggage tag designators and so on. It functions similarly to a pincode and is controlled by IATA Resolution 763 (requirements for



Christoph Schnellmann  
CEO  
Noida International Airport

location codes). It will act as a standardised communication channel amongst aviation stakeholders, resulting in smoother operations and lower mistake rates," says **Christoph Schnellmann**, Chief Executive Officer (CEO), Noida International Airport.

It is worth noting that Jewar Airport is preparing to open with a dedication to reduce environ-

mental effect via modern and user-friendly architecture, as well as a synthesis of Indian culture and hospitality with Swiss technology and efficiency.

**When the airport opens, this code will be enabled, allowing passengers and aviation staff to identify destinations and communicate in real time**

Schnellmann further explained the significance of the code. "The D in DXN stands for Delhi, the national capital, and N stands for Noida, indicating our presence in Western Uttar Pradesh. We believe that X represents connectivity within India and throughout

the world," he pointed out. "As one of the world's largest urban agglomerations, Delhi deserves a second airport to ease out the burden. NIA will turn this long-standing dream into reality, and we are excited to earn our IATA code, which is a significant milestone in operations of the airport," he added.

**Kiran Jain**, COO, NIA, said, "Noida International Airport's code is DXN, which will now

be known worldwide by this code. It is a unique code, which means that whenever you book a ticket, you will be identified by DXN. This code can only be used by us, and it will never change. In a way, it will be our PIN code."

The construction of the airport is rapidly progressing. It has been more than a year since the EPC construction contract was awarded to Tata Projects.

The ATC tower now stands at a height of more than 30 metres. Subgrade construction is also in process, throughout the whole length of the runway. Nearly 7,000 employees are on-site. Over the following several months, more than 20 buildings will be built on the site, including a passenger terminal, an air traffic control tower, office buildings, sewage and water treatment plants and electric substations.



## PACTO Indonesia: Record-Breaking Indian Outbound Travel to Bali



On the eve of the much-anticipated Pacific Asia Travel Association (PATA) Travel Mart in New Delhi, October 4-6, 2023, Umberto Cadamuro of PACTO DMC spoke to TRAVTALK to share his thoughts and insights on the Indian market traveling to Bali and the rest of Indonesia.

Umberto Cadamuro is the Chief Operating Officer (COO) of PACTO - Indonesia's largest Destination Management Company (DMC). Since its founding in 1967, PACTO has been undisputedly recognized as a "pioneer" in Indonesian tourism. PACTO maintains Medan, Jakarta, Bandung, Yogyakarta, Surabaya, and Bali offices. Mr. Umberto, the Italian-born COO of PACTO, is based in Bali when not traveling the globe on company business.

Demonstrating its well-deserved "pioneer" status, PACTO was among the first Indonesian travel companies to recognize the potential of India's outbound travel market. In 2006, the Indonesian DMC formed a close working representative relationship with the owners of Absolute Hospitality Services, Randhir Narayan and Anuradha Singh, to tap into the growing interest in travel to Bali by Indian travelers.

Asian-Pacific tourism is rebounding robustly in the post-pandemic era and is on target to be the world's largest outbound travel market by 2025, with an estimated value of US\$ 490 billion. Underlining

the rapid economic growth in Asia, 75% of the emerging travel market will comprise Asia travelers.

According to CNN, the boom now underway in the Asia-Pacific's travel sector portends that the value of India's outbound travel will exceed US\$42 billion by 2024. In 2022, the number of Indians taking international trips increased by more than 137% compared to the previous year. Many predict an even more significant "boom" in Indian outbound travel awaits as Indians, once compelled to stay at home by pandemic travel restrictions, are now packing their suitcases to address unrequited wanderlust.

According to Mr. Umberto, the Indian market has returned to Bali and shows every sign of remaining a dominant force in the years ahead.

268,590 Indians visited Indonesia in 2022. Demonstrating a solid growth pattern, by the end of the first quarter of 2023, 77,880 Indian direct tourist arrivals landed in Bali. Not included in these counts are the thousands of Indian travelers who landed



Umberto Cadamuro  
Chief Operating Officer  
Pacto DMC

first in Medan, Sumatra, and Jakarta before continuing to the Island of Bali.

Due to the sudden growth in Indian tourists to Bali, Indian tourists now represent the second-largest source market to the Island, following Australians, who hold the pole position. China, the UK, and the United States complete the top five rankings.

Bali and the rest of Indonesia have reopened their doors to the world. The citizens of India are included in the list of 92 countries granted visas on arrival. Quarantine and vaccination requirements have been waived for

incoming travelers. With Indian arrivals to Bali now averaging between 50,000 - 60,000 tourists arrival each month, the Indonesian government is targeting to increase that monthly average to 100,000 - a number that will rival the Australian market's current performance. To boost Indian numbers, Indonesia is expanding travel promotion to the Indian market and is preparing to welcome direct flights from India to Bali's Ngurah Rai International Airport.

Through the end of June 2023, Bali immigration recorded a 533.68% year-on-year (YOY) increase in foreign tourist arrivals totaling 2,429,284.

According to Mr. Umberto, current trends in arrival from India and imminent direct flights from India to Bali suggest India and Australia will soon be running neck-to-neck to be named the largest source of foreign visitors to Bali. Mr. Umberto's comments are echoed by the Indonesian Minister of Tourism and the Creative Economy, Sandiaga Uno, and the Provincial Secretary of Bali, Dewa Indra, who say the imminent commencement of direct flight

services from India to Bali is sure to boost the already strong arrivals from India to Bali.

Mr. Umberto says that PACTO's proud, years long track record and growing experience in welcoming Indian travelers to Bali ensures his team offers excellent value across the entire range of accommodations available on the Island. While a strong preference continues for hotels and private villas in Bali's popular destinations of Sanur, Kuta, Seminyak, Legian, Canggu, Ubud, and Nusa Dua - Indian tourists are now also exploring the nearby islands of Lembongan and Penida.

Island visits to Bali by Indians now go far beyond visits to traditional cultural sites and performances. Indian tourists to Bali, young and old, also now come in search of bespoke shopping experiences, adventure sports opportunities, and spa and wellness therapies.

Happily, the surge in Indian travel to Bali has also resulted in the creation of a range of restaurants serving Indian cuisine.



# ‘Travel for LiFE’ aims tourism uplift

The Union Ministry of Tourism recently launched ‘Travel for LiFE’ program, a part of the Prime Minister’s desired ‘Mission LiFE’, at a function organised in New Delhi on World Tourism Day 2023. The function was attended by senior officials from the Union Ministry of Tourism, as well as senior industry members from India and abroad.



Nisha Verma

The Union Ministry of Tourism celebrated the World Tourism Day 2023 with the Global Launch of ‘Travel for LiFE’, at the recently opened Bharat Mandapam, Pragati Maidan, New Delhi. Travel for LiFE is a sectoral program under Mission LiFE, targeted towards the tourism sector, which the MOT has unveiled in partnership with the Ministry of Environment, Forest and Climate Change (MoEFCC), United Nations World Tourism Organisation (UNWTO), and the United Nations Environment Programme (UNEP).

A booklet on Travel for LiFE was also launched with its digital inauguration by **Ajay Bhatt**, Minister of State of Tourism and Defence, Government of India. He said, “The recent G20 Leaders’ Summit in New Delhi has demonstrated India’s com-

mitment to forging global unity and collaboration, and the deliberations echoed the collective aspirations of nations for a sustainable future. Every traveller, every business, and every citizen to adopt this program and pledge to travel responsibly, to respect our environment, and to understand and appreciate the diverse cultures that make our world so beautifully complex. The Travel for LiFE program, which is a part of Mission LiFE, sets out the path to a sustainable planet Earth.”

Commenting on the venue of the event, he said, “Bharat Mandapam and recently inaugurated IICC in Dwarka are two world class facilities for MICE. They are ready to host conferences from all parts of the world.”

**V Vidyavathi**, Secretary, Tourism, Government of India, also spoke at the event and said, “This shows our commitment

towards a sustainable resilient and inclusive tourism sector. This program will encourage tourists to take simple actions that result in conservation of the environment, biodiversity, improvement in the local economy and preservation of the socio-cultural integrity of the local communities. It aims to create mindful and deliberate utilization of resources by the stakeholders in the tourism value chain.”

Also present on the occasion were **Leena Nandan**, Secretary Ministry of Environment, Forest and Climate Change and **Rakesh Kumar Verma**, Additional Secretary, Ministry of Tourism. Verma said, “The G20 New Delhi Leaders’ Declaration (NDLD) has highlighted the crucial role of tourism and culture as a means for sustainable socio-economic development and economic prosperity. This initiative marks the beginning



Ajay Bhatt, Minister of State of Tourism and Defence, Government of India (GoI), flanked by Leena Nandan, Secretary, Ministry of Environment, Forest and Climate Change, GoI and V Vidyavathi, Secretary, Tourism, GoI, releases the booklet on ‘Travel for LiFE’

of a global movement towards sustainable and responsible tourism.”

The Travel for LiFE program was launched for two different verticals viz. Travel for LiFE for Cleanliness – a national TFL campaign for cleaning tourist sites and monuments in convergence with the Swachhata campaign and Travel for LiFE


for Rural Tourism encouraging tourists to explore the rural and lesser-known hinterland promoting sustainable rural tourism thereby empowering rural communities. Many other initiatives were also launched at the event, which included the ‘Tourism for Tomorrow’ Competition, Design Edible Cutlery Competition, Yuva Tourism Club Merchandise and the Swach-


hata Campaign at 108 Tourism sites across India. The launch was also virtually attended by the international organizations, participants from the G20 member countries, industry and state governments.

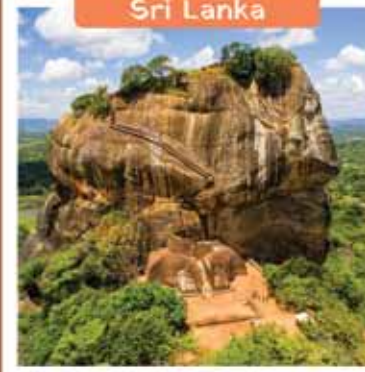
Another highlight of the day was the Best Rural Tourism Village Awards, which were given 35 Rural Tourism Villages. 📌



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# ‘It will help us know India better’

Being the first in-person PTM post-COVID, attendees are enthusiastic about reuniting at PATA Travel Mart 2023. **Soon-Hwa Wong**, Chairman, PATA Singapore Chapter, says India’s choice as the host country is deliberate, which is based on its vast diversity, cultural richness, and its position as one of the rapidly expanding markets for outbound travel.



Dr. Shehara Rizly

## What are your expectations from PATA Travel Mart 2023?

As this is the first in-person PTM since the onset of the COVID, buyers and sellers would be happy to meet face to face. It also serves as a great networking platform too.



**Soon-Hwa Wong**  
Chairman  
PATA Singapore Chapter

## Why do you think India is the right destination to hold the PATA event?

India is an incredible destination and one of the fastest growing outbound travel source markets.



**New ties will be forged, and existing ties will be renewed and strengthened. Participants will also get to know India better**

## What can India learn from other nations at the event?

Learning about buyers and sellers’ behaviour and preferences post-COVID will be valuable in shaping future event planning.



## What best practices can India adopt to enhance inbound tourism?

A number of countries in the world are simplifying entry

requirements, particularly in visa applications. India can do the same and make the visa process as much user-friendly as possible..

## How do you think the event would help participants in the long run?

Virtual meetings cannot replicate face to face interactions.

New relationships will be forged, and existing ties will be renewed and strengthened. Participants will also get to know India better.

# India: A vibrant venue for PTM

**Noredah Othman**, CEO, Sabah Tourism Board, believes India is an ideal host for the PATA Travel Mart 2023, given its significant contribution to tourist traffic in the Asia Pacific region, including Malaysia. She says the event will benefit not only India but also the participants. It offers opportunities for long-term learning and sustainability in the travel industry.



Hazel Jain

For **Noredah Othman**, Chief Executive Officer, Sabah Tourism Board, this is not her first time visiting or taking part in the PATA Travel Mart. “Going by our previous participation at this event, we trust that PATA will be able to deliver quality buyers and productive sharing sessions throughout the event. PATA with its history of more than 70 years is among the oldest tourism association and have over the years been our platform to position our destination to the world,” she says.

She believes India is the right destination to hold the event. “It is a country that has contributed to a huge amount of tourist traffic into Asia Pacific and more specifically, Malaysia, which has also benefited from the country’s outbound market. As we rebound from the effects of COVID, India’s



**Noredah Othman**  
CEO,  
Sabah Tourism Board

colourful and dynamic landscape will be a great backdrop for more exchange between buyers and sellers. India will surely be able to benefit from the event in terms of learning from other nations. We can all share and learn from each other. That is why a travel mart and face to face meetings, and forum will still be relevant despite the advancements in

technology. India, with its rich cultural tapestry, can show the participants the importance of immersion and cultural understanding. Perhaps India will benefit by showcasing and cor-



**As tourism recovers India’s dynamic landscape will be great backdrop for the exchange of ideas**

recting the perception of India. Being a large country with billions of populations, managing the movement of people while at the same time ensuring safety, hygiene and sustainability could be challenging. Please



show how Incredible India is,” she says.

Not just India, but even those participating at the event will stand to gain. She points out, “This event will help partici-

pants in the long run. Continuity and sustainability are important components for a travel mart and participants can benefit from the sharing by travel experts and also from managing expectations of our clients. We

have learned that resilience and commitment will sustain your business in the long run. I thank the India’s Ministry of Tourism for the kind hospitality and confidence in hosting the PATA Travel Mart.”





# Journey of excellence in Indian travel and tourism

TBi's rich heritage and its dedication to redefining travel in India through innovation, sustainability, and commitment to excellence makes it a distinguished leader in the travel and tourism industry. With a global presence, and a steadfast focus on delivering quality, TBi continues to shape the future of travel while upholding the values and traditions that have spanned five generations.

**T**rail Blazer Tours India (TBi) stands out as a family-run enterprise, characterized by the unique distinction of being wholly owned and operated by the same family for five generations. This enduring commitment to familial stewardship is a testament to TBi's deep-rooted heritage and unwavering dedication to the travel and tourism industry.

Today, TBi, affectionately known as such, stands tall with a dedicated team of over 150 professionals spread across 13 offices nationwide. Beyond its borders, TBi extends its global reach to Australia, Austria, Canada, China, Korea, the UK, and the USA, fostering collaborations with local tour operators and destination management companies.

TBi's core focus encompasses Destination Management, catering to both group and individual tours, orchestrating seamless corporate travel experiences, and curating unforgettable international vacations. With a commitment to excellence deeply rooted in its history, TBi continues to shape the future of travel and tourism, setting the standard for unparalleled service and expertise.

Over the years, TBi has consistently pushed the boundaries of innovation to elevate the tourist experience in India. These pioneering efforts have resulted in

a diverse array of special interest itineraries that cater to the discerning traveller. These include immersive culinary journeys, thrilling soft adventure expeditions, rejuvenating wellness retreats, exhilarating wildlife safaris, immersive music and cultural explorations, captivating architectural tours, and even



Homa Mistry  
CEO, TBi

tailor-made experiences for film-making enthusiasts. This commitment to crafting unique and memorable experiences underscores TBi's dedication to redefining travel in India.

During the challenging times of the COVID, TBi's resilience and commitment shone through. The company ensured the well-being of its colleagues, ensuring their financial stability. Simultaneously, TBi played a pivotal role in assisting individuals returning from overseas, ensuring their safe repatriation

in compliance with government guidelines. The company handled over 40 Repatriation Charter Flights to various parts of India.

TBi's primary focus remains on retaining and delivering excellence to its existing clientele. This dedication to quality has enabled steady growth, positioning TBi as the leading inbound company in India.

Continual product innovation is at the heart of TBi's approach, setting them apart as a trailblazer in the travel and tourism industry. They have a steadfast commitment to staying at the forefront of the market by consistently introducing fresh, engaging, and eco-conscious offerings. Sustainability is a

**TBi's aim is to become India's top travel management company, delivering unrivalled quality**

key driving force behind their innovations, as they recognise the importance of responsible tourism. By integrating sustain-

ability into their products, they not only enhance the travellers' experience but also contribute to the preservation of the destinations explored, ensuring they remain vibrant and pristine for generations to come.

TBi actively engages in overseas promotion efforts through participation in major international trade fairs and direct marketing activities, facilitated

Exhibitions (MICE) segment, a testament to their versatility and ability to cater to a diverse range of traveller requirements.

Within the international B2B arena, TBi has solidified its position as a trusted partner, fostering enduring relationships that have withstood the test of time. They recognised that the B2B landscape is constantly evolving, and this dynamic sec-

TBi remains a steadfast and reliable anchor in the realm of international B2B travel services.

Through close collaboration with India's corporate sector, TBi has emerged as a trailblazer, consistently setting new benchmarks in innovation and excellence. Their core specialization lies in crafting cost-effective incentive travel programmes



Homa Mistry, CEO, TBi & R Rajesh, Senior VP, TBi, receiving National Tourism Award for 1st position in 1st category in inbound tourism from G K Reddy, Union Minister for Culture, Tourism & DoNER

by its overseas offices. Notably, these initiatives are independently funded without financial support from the Ministry of Tourism.

Approximately 10 per cent of TBi's thriving inbound business is attributed to the Meetings, Incentives, Conferences, and

tor demands our unwavering attention. Their commitment to adaptability and staying attuned to the evolving needs of their partners ensures that we remain at the forefront of the industry, ready to deliver exceptional travel solutions tailored to their unique demands. In a world of constant change,

tailored for companies that recognise and seek to reward exceptional achievements among their dealers, distributors, employees, customers, and suppliers. Their programmes are designed to create memorable and rewarding experiences for those who contribute to the success of these businesses.





# Connecting buyers & sellers globally

PATA India is preparing for PATA Travel Mart 2023 in New Delhi, aiming to attract international buyers & promote sustainability in tourism industry. The first post-COVID in-person PTM will showcase top-notch facilities and highlight India's diverse tourism experiences. The event will also feature a Youth Symposium and Sustainability Session.



Sara Haque

The PATA Travel Mart 2023 is scheduled to be held in New Delhi from 4-6 October. PATA India has been working relentlessly with the Ministry of Tourism (MoT), Government of India, towards the successful conduction of PATA Travel Mart (PTM) in India. Efforts are underway to unite all relevant stakeholders, with PATA India assembling a significant group of Indian sellers and intensifying its endeavours to draw international buyers. The event is being held in the IECC, Pragati Maidan, showcasing the top-notch facilities built for such major exhibitions and conferences.

The PATA Travel Mart 2023 is the first PTM post-COVID, which is being held in-person. **Runeep Sangha**, Executive Director, PATA India, shares, "The event will place a strong emphasis on promoting sustainability within



**Runeep Sangha**  
Executive Director  
PATA India

the tourism industry, accompanied by a Youth Symposium designed to inspire greater youth involvement in tourism. Given the labour-intensive nature of the sector, which is currently experiencing rapid growth, it has the potential to significantly address our economy's employment needs." She adds, "We are hopeful that PTM will attract unique buyers from dif-

ferent parts of the world, including the Americas, Europe and Asia. We are also anticipating participation from Australia and Africa. Following the successful G20 event held in India, we believe that these buyers and their

**PATA delegates will experience exceptional Indian hospitality and enjoy diverse tourism experiences**

customers have a keen interest in India and will fully capitalise on the potential our country has to offer to travellers. India represents uncharted territory for many of these buyers, which will expand the opportunities



for inbound tourism in India," Sangha elaborates.

The PATA Travel Mart is also preparing to offer a range of spectacular experiences to potential buyers at the event.

Elaborating on this, Sangha says, "India will be a novel experience for many buyers. Indian sellers are eager to establish new contacts and connect with business partners. We have provided our visiting

delegates with a wide selection of pre- and post-tour options to various destinations in India, allowing them to sample the diverse array of experiences that India's tourism has to offer." 🐦

## MP's beauty beckons travellers

In recent years, MP Tourism has proactively promoted the state's tourism products on the global stage, engaging in promotional activities in many countries, with the aim of making it a top of mind destination for travellers, highlights **Sheo Shekhar Shukla**, Principal Secretary, Tourism & Culture Department and MD, Madhya Pradesh Tourism Board.



Hazel Jain

**What makes Madhya Pradesh unique in attracting foreign tourists?**

Madhya Pradesh is a major attraction for foreign tourists because it has a broad canvas of wildlife, culture and heritage. The state is one of the best choices for international tourists because of its simplicity and rich hospitality. The unpolluted environment and the salubrious climate make it an attractive tourist destination. Travellers from across the world visit the state to savour various kinds of experiences.

According to various travel trends, the state has witnessed a lot of interest from Europe for its wildlife and heritage. The South Asian countries, on the other hand, are enamoured with spiritual tourism while the tourists from the United States



**Sheo Shekhar Shukla**  
Principal Secretary, Tourism & Culture  
Department and MD, MPTB

are attracted by the cultural offerings of the state. Since 2016, MP Tourism has consistently campaigned in the United States, United Kingdom, Europe, China, the Middle East and Australia to exhibit the tourism products of the state.

Besides extensive promotions in print and other media plat-

forms, MP Tourism also participates in various trade fairs and conducts exclusive trade workshops to help the travel trade fraternity familiarise themselves with the destination.

**What is Madhya Pradesh's position in terms of foreign arrivals?**

The state recently reached a milestone by entering the top 10 lists of foreign tourist arrivals. Madhya Pradesh is in the top 10 states or UTs for foreign tourist arrivals in 2022, as per the just-released MoT statistics report. We have grown from having a 1.04 per cent share of Indian arrivals in 2019 to a 2.40 per cent share in 2022.

**What is your budget for international promotions and what percentage of the total spend is it?**

Madhya Pradesh has attracted a lot of foreign interest and it

is therefore essential to understand the needs of these tourists. The tourism department is dedicated to communicating and promoting the offerings of the state to foreign tourists and stakeholders because many international tourists visit the state each year.

**Madhya Pradesh is one of the best choices for global tourists because of its simplicity and rich hospitality**

At least 8 to 10 per cent of the total budget has been earmarked for international

promotion, which includes participation in annual travel trade exhibitions such as Arabian Travel Market (Dubai), Top Resa (Paris), ITB Asia (Singapore), FITUR (Madrid) and ITB (Germany), among others.

The other half is segmented for international publicity, promotion and events, which allows us to network with international stakeholders to inform and educate them about our unique offerings and establish a strong travel trade network.

**What special privileges do you provide the foreign tour operators when they visit MP?**

The MP Tourism Board works very closely with local and foreign tour operators to understand the travel trends and feedback of foreign tourists. We also organize thematic familiarisation tours for foreign stakeholders to make them

aware of our diverse offerings. We have recently signed 10 to 12 memoranda of understanding (MoUs) with chapters in eight countries of the Global Organization of People of Indian Origin (GOPIO).

The MoUs were signed with France Metropole Paris, Mauritius, Reunion Island, Martinique, Sri Lanka, GOPIO International, Malaysia and Mauritius.

The MoUs will boost cooperation in the development of the tourism sector of the state and the promotion and publicity of tourist places.

They are aiming to strengthen, promote and develop cooperation in research, promotion and tourism development in the state. It will also strengthen the existing bond between MP Tourism and French-speaking regions. 🐦



# PTM 2023: India takes centrestage

India aims to position itself as a premier inbound destination at the PATA Travel Mart, emphasising on its rich cultural heritage and diverse landscapes, says **Jatinder Taneja**, Vice-Chairman, PATA India Chapter. Hosting international events like PTM contributes to the growth of inbound tourism, providing opportunities for the business expansion.

 Nisha Verma

**Jatinder Taneja**, Vice-Chairman, PATA India Chapter, states that India's objective at this year's PATA Travel Mart is to present the nation as a premier inbound destination, emphasising its abundant cultural heritage, varied landscapes and unique experiences for travellers.

### India for PATA

The event has come back to India after eight long years and India has changed in all these years. Commenting on the same, Taneja says, "I firmly believe that India's perception has undergone a significant transformation since 2015. The Indian government has demonstrated a strong commitment to boosting tourism in the country, resulting in a more positive outlook. Various measures such as enhancing connectivity, constructing express highways, establishing new airports, introducing international-standard trains and overall infrastructure



**Jatinder Taneja**  
Vice-Chairman  
PATA India Chapter

development have already been put into action."

Taneja highlights that this PTM is hosted by the Ministry of Tourism, Government of India which gives the event an added advantage. "They are going all out to make it a huge success. It is the first major in-person inbound tourism event taking place in India following COVID and it is crucial for the


world to know that India is ready to welcome tourists from across the world," he adds.

### Inbound push

Taneja believes that hosting signature events like PATA Travel Mart in India is essential to convey a positive message to the world. "This event has received significant worldwide publicity and numerous international buyers have been invited to PTM to interact and transact business with suppliers. PTM provides unparalleled networking and contracting opportunities for organisations to expand their networks and consolidate existing business relationships. This exposure will undoubtedly help India perform as a top inbound destination on a global stage."

Claiming that mega events such as G20 Presidency and signature events like PTM can significantly contribute to the growth of inbound tourism in India, Taneja says, "Hosting the G20 has al-

lowed high powered delegations from various countries to witness the development and growth story of Incredible India. Additionally, Prime Minister Narendra Modi has already conveyed powerful and positive messages about the im-

  
**Regularly hosting international events like PTM in India to showcase the destination globally is key**

portance of tourism at various international and national platforms. Similarly, a focussed event like PTM provides an excellent platform for serious buyers and sellers to meet and transact business, ultimately boosting tourism in India."

### What to expect

At PTM 2023, says Taneja, "Delegates can expect a great opportunity for serious business, networking, symposiums, seminars, and more. They will have the chance to interact with industry experts, explore potential collaborations, and stay updated on the latest trends and innovations in the travel industry."

### PATA India


"The focus of PATA India chapter at the event is to provide its members with a solid platform through this travel mart to meet, interact and conduct business with buyers," avers Taneja. He claims, "Typically, Indian sellers attend international travel exhibitions in faraway destinations, spending a significant amount of time and money. However, this event presents an opportunity to generate business within our own country."

### Challenges

When asked about the chal-

lenges while putting PTM 2023 together, he comments, "Organising an event of this magnitude is undoubtedly challenging but I am confident that it will be a great success. MoT, PATA HQ and PATA India teams have worked tirelessly together to ensure the success of this event. We are highly grateful to the Ministry of Tourism for their full support and commitment to making this event a resounding success."

### Bright future

At the same time, Taneja believes that it is crucial to frequently bring international events like PTM to India to showcase the destination to the world. "India is changing rapidly, with significant infrastructure development taking place at a rapid pace. It is of paramount significance to let people across the globe experience this change and discover the immense beauty and cultural richness that India has to offer," he underlines. 



**Dwi Nugraha, Pacto DMC World Product Manager:**  
**Affordable Luxury? Look no further than Nusa Dua,**  
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## Merusaka Nusa Dua – Bali, a Tropical Beachfront Sanctuary

Nestled along a pristine stretch of Mengiat Beach, Merusaka Nusa Dua, a 5-star resort offers a haven of relaxation and rejuvenation. With 455 well-appointed contemporary styled rooms, suites, and villas, that exude a refined Balinese charm with architecture inspired by the 7 Hindu Goddesses and Penglipuran Village. Guest are treated to a level of opulence from the moment they arrive, they will feel as though they have been transported to a tropical paradise.

Located strategically in the exclusive secure gated compound of Nusa Dua area, surrounded by interesting places such as Water Blow, Bali Collection shopping center and Mengiat Beach for water recreational activities. Easy access to Garuda Wisnu Kencana cultural park and Melasti Beach while conveniently 30 minutes' drive away from Ngurah Rai International Airport.

The resort features an array of amenities including all day multiple dining options featuring international and Indonesian specialties, bars, a full service spa, fitness center and kids club. Three tiers infinity pools overlooking the beautiful gardens and turquoise ocean, beach pool with jumping board, river pool on the village and communal pools at the Deluxe Room Pool Access, jogging and bicycle track around the resort.

### Exclusive Accommodation

The following room types size and the inventory

Deluxe Room	48 sqm	307 units
Deluxe Pool Access	51 sqm	117 units
One Bed Room Suite Garden	90 sqm	04 units
One Bed Room Suite Ocean	90 sqm	08 units
Two bed Room Suites	135 sqm	02 units
One Bed room Villa	157 sqm	16 units
Two Bed Room Villa	300 sqm	04 units





# Punjab set for tourism makeover

The Punjab government is aggressively developing the state into a thriving tourist destination. The state is adding a variety of attractions in various tourism segments. **Bhagwant Maan**, Chief Minister, Punjab, envisions Amritsar as a potential wedding destination and plans to develop a 100-acre celebration point.

 Suhani Sood

The Punjab government is actively working to turn the state into a diverse tourism hub, aiming to place it prominently on the global tourism landscape to boost tourism in the area. Punjab is well-prepared to exhibit its abundant cultural heritage and historical significance, simultaneously seeking investment opportunities to foster the growth of adventure, water, MICE, wedding, rural and spiritual tourism sectors.

**Amritsar's wedding potential**  
**Bhagwant Maan**, Chief Minister, Punjab, announced that Amritsar is a potential wedding destination like Udaipur and Jaipur in Rajasthan. He advocated development of celebration point in Amritsar, which will cover 100 acres and consist of marriage palaces, banquet halls and hotels catering to wide budget range. "Amritsar has special



Bhagwant Maan, Chief Minister, Punjab and Anmol Gagan Maan, Minister of Tourism, Cultural Affairs and Investment Promotion

place in hearts of many, and we want to capitalise its appeal as a wedding destination. The celebration point will offer banquet halls and hotels to suit every budget with tariffs ranging between ₹25,000 and ₹10 lakh. This will enable families to host weddings and seek blessings from the iconic Golden Temple on the same day," he said.

**Religious tourism**  
Amritsar gets 1.5 lakh religious

tourists. About 50,000 of them also cover the Wagah border.

"Being the land of Bhagat Singh, we also have a lot of patriotic tourism. Our goal is to move beyond the two, so for the past year, we have been working on water and adventure tourism policies. The policy for wellness tourism is in the works. As a peace-loving land known for people who go above and beyond to share happiness, there

is no better place to travel than Punjab in the current high-stress era," said Maan.

## Investment initiatives

With an aim to lure investors, government is developing tourism spots in Mohali, Pathankot and Sri Mukstar Sahib.

"The Wonderla Group has already committed to invest ₹500 crores in Mohali to establish a theme park and water sports facilities," informed Mann.

Mann highlighted that Chamrour village in Pathankot, a hidden gem in the region, is a prime example of Punjab's untapped natural beauty. He underscored the growing significance of eco-tourism and the need to promote village as a prominent tourist destination.

## Tourism transformation

**Anmol Gagan Maan**, Minister of Tourism, Cultural Affairs and


 **The Wonderla Group has committed to invest ₹500 cr in Mohali to set up a theme park and water sports facilities**

Investment Promotion, said, "We are aggressively promoting tourism to increase domestic and international footfall, which will, in turn, provide employment opportunities. We have received amazing response from travel agents and tourism bodies for all our efforts."

## Cultural showcase

Appreciating the government's effort, **Rakhee Gupta Bhandari**, Principal Secretary, Tourism and

Cultural Affairs, Government of Punjab, emphasised on two key initiatives—wellness and women in tourism. "Punjab's aspiration to become a wellness hub aligns seamlessly with its cultural heritage. Additionally, empowering women in tourism promises socio-economic growth. By fostering women's participation and offering training and financial support, we aim to catalyse positive change," she said.

Punjab has only showed colours of red and green, which represents sacrifice, fertility and green revolution. However, now is the wake-up call to showcase other colours as well, said Bhandari. "Historically, the world has seen Punjab in a few hues: red for valour, yellow for sacrifice and orange for our struggle for freedom. We aim to unveil the kaleidoscope of colours that Punjab truly is, promising travellers an unforgettable and diverse experience," she mentioned. 

# Enriching maritime in Andamans

Makruzz Passenger Ferry Division is committed to provide first-class, secure and sustainable marine travel experiences the Andaman & Nicobar Islands. They intend to grow their fleet, enhance connection and look at green projects. The participation in PATA Travel Mart provides Makruzz with the opportunity to showcase their services.

 TT Bureau

Makruzz Passenger Ferry Division is a pioneering and distinguished entity in the maritime travel industry. The division is committed to offer safe, luxurious and sustainable maritime travel experiences while contributing to the prosperity of the Andaman & Nicobar Islands. Regarding new developments, **Mohamad H Jadwet**, Director, Makruzz, said, "We are continuously striving to enhance our services. We have plans to expand our fleet and improve connectivity to more destinations within the Andaman & Nicobar Islands. Additionally, we are exploring eco-friendly initiatives to minimise our environmental footprint."

The division offers comprehensive support to keep travel partners well-informed about their services and the unique attrac-



Mohamad H Jadwet  
Director,  
Makruzz

tions of the Andaman & Nicobar Islands. This ensures that the partners can provide accurate and up-to-date information to their clients which enhances customer satisfaction.

When asked how PATA Travel Mart will help his business, he instantly responded, "PATA Travel Mart provides our business with an opportunity to

showcase our services, network with travel professionals and engage with potential partners and clients on a global scale. It allows us to promote the Andaman & Nicobar Is-

 **Makruzz Passenger Ferry Division keeps travel partners informed about their services & unique attractions in Andamans**

lands as a prime tourist destination and highlight Makruzz as the preferred maritime travel provider for accessing these beautiful islands." He added that PATA Travel Mart provides



the knowledge to customise the services to address the constantly evolving demands and anticipations of travellers, guaranteeing continued leadership in the industry.

"Through participation in this prestigious event, we not only gain visibility but also foster collaborations and partnerships that contribute to our business growth. It allows us to share our commitment to safety, sustainability and

customer satisfaction with a global audience," he said.

Jadwet further explained, "To incentivise our travel trade partners, we periodically offer rewards and incentives to top-performing agents, demonstrating our appreciation for their ongoing support and partnership. At Makruzz Passenger Ferry Division, we consider our collaboration with the travel trade industry to be a cornerstone of our success."

He said that Makruzz has established partnerships with over 800 travel agents. These partnerships enable us to reach a wider audience. To foster mutually beneficial relationships, we offer competitive commission structures to our travel agent partners. The transparent and equitable commission policies make Makruzz a preferred choice for travel agents.

## Andaman & Nicobar Islands: Treasure trove

The Andaman & Nicobar Islands are a treasure trove of natural beauty and cultural richness, making them an immensely promising island destination. Here is why the Andaman & Nicobar Islands holds immense tourism potential:

- ❖ Pristine beaches
- ❖ Biodiversity
- ❖ Adventure and Water Sports
- ❖ Colonial Heritage
- ❖ Emerging Tourism



# Andaman & Nicobar Island

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# Nepal to showcase tourism potential

India is a significant source market for Nepal, thanks to cultural affinities and accessible borders. Participation in the PATA Travel Mart offers valuable insights into global tourism trends for Nepal, particularly in Indian markets. The country benefits from PATA's continuous support and expects more opportunities in the future.



Suhani Sood

For economic growth and success, potential of tourism in Nepal needs to be tapped fully. **Srijana Nepali**, Officer, South Asia Unit, Nepal Tourism Board (NTB), says, "Nepal is putting a lot of efforts to attract new potential visitors from all around the globe. Nepal is an 'all season destination' and 'all niche-tourism destination' for all age groups and genders. The country is also doing well in terms of soft adventure tourism and MICE and wedding segment."



**Srijana Nepali**  
Officer, South Asia Unit,  
Nepal Tourism Board

## India's big support

India has been a strong support for Nepalese tourism and will continue to be a significant source market for Nepal. She mentioned, "Nepal has always been a top destination for Indian travellers. It is easily accessible for Indian tourists due to an open border and a visa-free

regimen, which has significantly boosted tourism. Similar cultural inclinations, language and food choices have also made Nepal a preferred destination for Indian tourists."

Nepali stated that a focussed market like India is always a priority for Nepal's presence and marketing promotion.

Therefore, the future of Nepal in relation to India appears favourable in terms of tourism.



**Nepal is an 'all season destination' and 'all niche-tourism destination' for all age groups and genders**

## PTM: A key insights platform

Nepali remarked that the PATA Travel Mart is a crucial platform for Nepal to gain insights into the global trends of the tourism and travel industry. According to Nepali, the PATA platform is extensive and serves to showcase Nepal as a global attraction, particularly in Indian markets.



Nepal benefits from insights and intelligence regarding upcoming trends in the Indian market. "PATA has consistently provided us with great support, regardless of the situation we find ourselves in. Our expectations are high," she further adds.

## Sustainable tourism

Pointing out a project named

the Sustainable Tourism for Livelihood Recovery Project (STLRP), Nepali emphasised on the importance of sustainable tourism for Nepal. She mentioned that NTB and UNDP have jointly collaborated to work on the STLRP, which is progressing smoothly to promote sustainable tourism.

Though Nepal is gaining momentum in various types of tourism, it is indeed an adventure paradise for adventure lovers. She mentioned that Nepal offers a once-in-a-lifetime experience, even though it is often perceived as a mountainous country. There are plenty of adventure opportunities, especially in softer adventure activities. 🐦

# Discover Indonesia beyond Bali

India is among top-10 international visitor markets for Indonesia. Based on the preferences of Indian visitors, Indonesia plans to promote popular tourism products for them, including weddings, honeymoons, MICE, and family travel, says **Wisnu Sindhutrisno**, Director, Tourism Marketing for Asia Pacific Region & Deputy Minister for Marketing, Indonesia.



Lipla Negi

## What is the role of India in your travel and tourism market?

India is among the top 10 international visitor markets for Indonesia. In 2019, there were 657,300 Indian tourists, but numbers dropped due to the pandemic. In 2022, there was a rebound with 268,593 arrivals, making India the 5<sup>th</sup> largest international visitor market.

As of July 2023, there have been 345,523 Indian visitors, a 328 per cent rise from the previous year. Indian visitors now make up 5.5 per cent of Indonesia's cumulative international arrivals, totalling 6.31 million from January to July 2023.

## What are your expectations from PATA and the Indian market?

Based on the market preferences of Indian visitors to Indonesia, the Ministry of Tourism and Creative Economy (MoTCE) plans to promote popular tourism products for Indian visitors to Indonesia, including weddings, honeymoons,



**Wisnu Sindhutrisno**  
Director, Tourism Marketing for  
Asia Pacific Region & Deputy Minister for  
Marketing, Indonesia

MICE, and family travel. We also anticipate interest in the luxury tourism market segment by promoting various luxurious resorts and attractions in Indonesia's destinations such as Bali, Labuan Bajo, and Borobudur.

As for PATA, we are expecting more visitors to Indonesia through PATA's efforts, which could con-

tribute to the remarkable growth of Asia Pacific tourism development.

## How do you perceive the future of tourism in 3-4 years?

MoTCE arranged a scenario to revive the tourism sector amid pandemic effects for the upcoming



**Indonesian tourism prioritises cleanliness, health, safety, and environmental sustainability**

ing years. Post 2020-2021 crises, the tourism sector transitioned from survivability into recovery in 2022-2023. This includes opening of borders, improving priority tourism destinations, and restoring

tourism ecosystems to support Indonesia's economic growth.

In 2024-2025, the Indonesian tourism sector is expected to grow to its fullest potential by enhancing the quality of tourism destinations and creating an adaptive and sustainable tourism ecosystem.

## What are the USPs and new attractions for tourists?

Indonesia's unique selling propositions, including Bali, are attracting Indian tourists. To extend their stay, the country is promoting its 5 Super Priority Destinations: Mandalika, Labuan Bajo, Borobudur, Lake Toba, and Likupang. Labuan Bajo, the entrance to Komodo National Park, is expected to become a rising star in the Indian market.

## What is Indonesia doing about sustainability?

MoTCE has urged all stakeholders in the PentaHelix tourism sector to prioritise quality and sustainable tourism. The Indonesia Sustainable Tourism Policy is integral to



the 2005-2025 National Development Plan, guiding the transition from mass tourism to sustainable practices, as outlined in MoTCE's strategic plan.

Post-pandemic, global tourism trends have shifted towards personalised, localised, and smaller-scale activities, emphasising sustainability's long-term benefits across social, cultural, economic, and environmental dimensions. This paradigm shift requires MoTCE to continually align with international safety and sustainability standards, with a focus

on Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) protocols. These protocols are central to enhancing the tourism experience and ensuring stakeholder well-being in Indonesian tourism.

MoTCE is actively promoting sustainable tourism through various programs, including Carbon Footprint Calculation and Offsetting Campaigns, the Indonesia Tourism Village Award, Green Taxonomy implementation in the Tourism & Creative Economy Sector, and Waste Management Assistance. 🐦





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# Enhancing visitor experiences

Rajasthan attracts tourists year-round, especially during autumn season. The state offers a variety of experiences, including historical landmarks, heritage villages and experiential tourism. The Rajasthan Tourism Department is investing ₹70 crores in a tourism development fund to enhance existing tourist spots and create new attractions.

TT Bureau

Rajasthan is one of the most beautiful states in India and a popular tourist destination for both domestic travellers and inbound tourists. The state offers a plethora of experiences, steeped in history and mystique. Rajasthan, with its unique charm, has started attracting tourists throughout the year, especially since the post-COVID period. The state government is also preparing to develop new tourist sites across the state.

**Gayatri Rathore**, Principal Secretary, Tourism, Government of Rajasthan, said, "This visionary plan not only aims to enhance existing tourist spots but also envisions the creation of entirely new attractions for visitors." The total investment in this project amounts to ₹70.06 crores, and renovation and development activities are already underway in multiple



Gayatri Rathore  
Principal Secretary,  
Tourism, Government of Rajasthan

districts, including Alwar, Bhilwara, Dausa, Jodhpur and Kota, among others.

The Rajasthan Tourism Department is also collaborating with various other government departments for the project. **Dr Rashmi Sharma**, Director, Tourism, Government of Rajasthan, said, "We are working in con-

junction with the Forest Department, Archaeology Department and Public Works Department, as well as municipal bodies, to ensure the success of this initiative. This will reinvigorate the tourism industry for Rajasthan and offer diverse experiences for all travellers to our state."

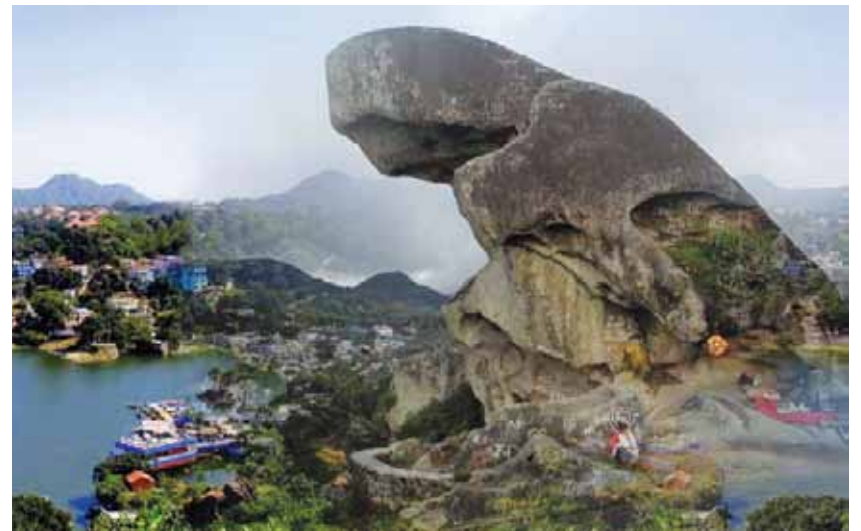
The state boasts of attractions like the UNESCO World Heritage site, Kumbalgarh Fort atop the Aravalli foothills, and Mount Abu

**Dalip Singh Rathore**, Deputy Director, Tourism, Government of Rajasthan, said, "Seasons no longer significantly affect

tourism in Rajasthan. The autumn season attracts a substantial number of visitors, as domestic travellers, especially from southern states, find the period between September and October, around the time of Diwali, to be particularly convenient for travel here. Additionally, tourism in Rajasthan peaks from October to March."

The state offers a lot of famous historical landmarks and heritage areas from bygone era, which sees massive footfalls every year. "In addition to that, we have unique heritage villages and craft villages, experiential tourism, desert tourism, adventure tourism, wildlife and eco-tourism, weekend getaway tourism, religious tourism, wed-

ding tourism, wellness tourism, rural tourism and film tourism, among others," Rathore said. This makes Rajasthan a valuable choice for MICE, weddings and leisure tourism. The state boasts attractions such as the UNESCO World Heritage site, Kumbalgarh Fort, situated atop the foothills of the Aravalli range.



# Chatbots, AI revolutionise travel

Generative AI is set to transform the travel industry by automating processes, enhancing customer experiences and improving productivity, says **Matt Gibson**, CEO, UpThink. While AI offers significant benefits, human expertise and the personal touch of travel consultants will continue to play a crucial role, complementing AI-driven tools and technologies.

TT Bureau

Generative Artificial Intelligence (AI) is poised to revolutionise the travel industry. "Initially, technology-first companies will reap the greatest benefits leveraging their in-house expertise to automate processes using AI. However, even smaller businesses and non-technical enterprises can greatly enhance productivity. We are witnessing the emergence of a new generation of travel planning tools where conversational interfaces, voice commands and interactive chats will transform the travel purchase experience," says **Matt Gibson**, Chief Executive Officer (CEO), UpThink.

With the automation of communication, travel companies can provide personalised and automated responses efficiently. "No longer will customers have to wait for a human agent to



Matt Gibson  
CEO  
UpThink

find information or solve their problems. AI-powered chatbots can seamlessly navigate product databases, present tailored flight options, direct users to relevant information and elevate the overall customer experience," he adds.

Furthermore, ChatGPT plugins serve as invaluable tools enabling one to harness AI's po-

tential within their workflows. These plugins facilitate real-time retrieval of information from internal databases, significantly boosting productivity and empowering teams to create compelling content and copy the same effortlessly.

"When we envision the future of travel planning and purchasing, a fascinating amalgamation of technologies emerges. Combining ChatGPT's conversational prowess, the travel planning app's personalised recommendations and the convenience of voice assistants like Siri, we can foresee a world where travellers have a virtual travel assistant on their smartphones. Simply by voicing their desires and preferences, customers can receive an itinerary tailored to their needs, with the flexibility to modify and optimise it as they please. Such innovations might even challenge the dominance of Online

Travel Agencies (OTAs) in daily individual travel experiences," explains Gibson.

So, how can we embrace this transformative technology and enhance productivity in our businesses? While large-scale

Marketing companies are harnessing the power of ChatGPT-driven bots to analyse customer profiles and deliver services

automation may be initially limited to bigger companies, every individual and organisation can leverage generative AI to become more efficient and effec-



tive. ChatGPT provides an array of tools, from marketing content and templates to chatbots, empowering to streamline the operations and create compelling experiences for the customers.

In conclusion, the future of travel is being reshaped by the incredible potential of generative AI. From revolutionising travel marketing and decision-making to empowering businesses of all sizes, this transformative technology offers unprecedented opportunities for growth and enhanced productivity.

ChatGPT can help travel and tour operators generate quick itineraries, but one needs to check facts, as it only uses general statistics. Hence, the

human experts for travel, the travel consultants, must use their personal experiences to share facts and details.

"The travel industry will always be highly personal and require a human touch that AI cannot provide. AI can make it a little bit easier, it is going to make the tools a little better. We already have enough tools for consumers to plan their trip independently, if they want to, but they are not necessarily going to want that. I think, we are learning this over time, as OTAs came up, and everybody used them and used the travel agents as researchers. However, AI is no replacement for travel professionals," concedes Gibson.



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# Luxury meets history at Alila Fort

Alila Fort Bishangarh stands as a one-of-a-kind property situated in a thoughtfully restored fortress that has a 233-year history. It is well-known for its heritage-focused tourism, combining contemporary luxury and charm of Rajasthan. It provides visitors with an engaging experience, especially during occasions like weddings.



Alila Fort Bishangarh stands as a distinctive establishment within a meticulously restored warrior fortress that has a 233-year history, located in the historically significant village of Bishangarh in Rajasthan. The property is known for its heritage tourism experience with the design concept containing elements of the Jaipur Gharana architecture.

**Digvijay Singh**, Director, Sales and Marketing, Alila Fort Bishangarh, explains, "The interior décor, art and antiques celebrate the past and present of deeply storied Rajasthan, offering guests an unforgettable experience steeped in history



**Digvijay Singh**  
Director, Sales and Marketing  
Alila Fort Bishangarh

and luxury, all set against the backdrop of the Aravalli hills. Alila Fort Bishangarh is known for its exceptional hospitality, breathtaking views and a

range of activities and amenities to make guests' stay unique and memorable."

There are several experiences that the property offers to its guests, especially the interna-

**Property offers various experiences, especially for global clients visiting for weddings, thanks to its location**

tional clients who visit for events such as weddings, due to its location within a meticulously restored fort. It seamlessly combines modern luxury with traditional Rajasthani charm, creating an immersive experience for those special occasions. "The hotel offers curated experiences that allow guests to explore the local culture, cuisine and heritage creating a distinct and memorable stay. We have exceptional customer service and pay personalised attention to guests' needs and preferences, which sets Alila Fort Bishangarh apart," he says.

Alila Fort Bishangarh also provides various incentives to the travel trade fraternity to promote their property and attract



new travellers to the state such as Fam trips and partnerships with travel agents. Participation in travel trade events like the PATA Travel Mart 2023 (PTM) is also a significant initiative for networking within the industry. "Alila Fort Bishangarh is a unique and luxurious destination that combines history,

culture and modern comfort. To stay competitive and appeal to a diverse range of travellers, we focus on offering exclusive experiences, sustainability and personalised service. By collaborating with the travel trade, we hope to continue attracting travellers seeking a distinctive flavour," Singh points out.

# Radisson Jaipur readies for 2023-24

With a significant share of inbound tourists, Radisson Hotel Jaipur City Center is expanding to accommodate more visitors. The property's partnership with travel agents, offering reduced rates and commissions, has cemented its status as a top property in the area, with an Average Daily Rate (ADR) exceeding 7000 per season.



Radisson Hotel Jaipur City Center is gearing up for a successful 2023-24 by introducing new products, services, and facilities to cater to brand-conscious travellers. With over a 30 per cent share of inbound tourists, the hotel is preparing for further expansion to accommodate more travellers.

**Pradippta Biiswaas**, General Manager, Radisson Hotel Jaipur City Center, mentioned that renovations and expansions totalling approximately ₹7 crores were completed in the previous year, and an additional investment of ₹5 crores is planned for this year. Furthermore, a new discotheque called K Lounge is set to open by the end of the year, and the hotel is also introducing a new



**Pradippta Biiswaas**  
General Manager  
Radisson Hotel Jaipur City Center

banquet hall suitable for hosting weddings and MICE events. He also mentions that the focus has been on all three categories of events: weddings, leisure and MICE. "We do not host buy-out weddings, but we do host non-

residential weddings on our premises. Additionally, we have a lawn next to the hotel, which can also be used for weddings and can accommodate up to 2000 guests," he added.

Nevertheless, the property's USP continues to be its Food & Beverage (F&B) offerings. Biiswaas

**Hotel offers travel agents reduced rates & commissions, making Radisson Hotel Jaipur City Center a top property in the area**



asserted, "This represents a new service we are providing. We are serving high-end gatherings and residences and exploring outdoor catering for corporate events and offices. We are also involved in organising numerous award ceremonies, food stalls and promotions. Additionally, we operate kiosks and food trucks that travel to various locations. Our dining options comprise four

F&B establishments, featuring the Dragon House, renowned for its outstanding Pan-Asian cuisine, The Great Kabab Factory and Mosaic."

The hotel also provides incentives to travel agents, such as reduced rates and commissions. These combined initiatives have positioned Radisson Hotel Jaipur City Center as one of the top

properties in the area, with an ADR that has steadily increased to over 7000 per season this year. Biiswaas is optimistic about the upcoming PATA Travel Mart and the much-needed boost that it will provide to their property. He said, "PATA will enhance the value of post-COVID tourism. While inbound tourism has not fully recovered, we continue to receive numerous bookings."



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IATO Special is printed and published by Sanjeet on behalf of **DDP Publications Private Limited**  
72, Todarmal Road, New Delhi - 110 001  
Ph: +91-11-23234177  
E-mail: travtalk@ddppl.com  
Printed Modest Print Pack Pvt. Ltd., C-52, DDA Sheds Okhla Industrial Area, Phase-I, New Delhi-110020

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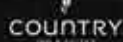
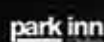
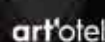


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# Malaysia

## Truly Asia

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**EXPLORE  
A NEW SIDE OF  
MALAYSIA**

Dr Ammar Abdul Ghapar  
Director General  
Malaysia Tourism Promotion Board





# ‘We want to promote niche products to India’

Malaysia’s unwavering commitment to the Indian market, coupled with its diverse offerings and strategic collaborations, paints a promising future for Indian tourists seeking to explore this vibrant and culturally rich nation. Datuk Musa, Deputy Director General of Promotion for Tourism Malaysia, sheds light on the strategies and initiatives that the board has undertaken to attract Indian tourists and elevate their travel experiences.



Janice Alyosius

India, with its rich cultural heritage and diverse population, has always been a captivating market for the global tourism industry. For Malaysia, this allure is especially significant, and Datuk Musa, Deputy Director General of Promotion for Malaysia, sheds light on the strategies and initiatives that Tourism Malaysia has undertaken to attract Indian tourists. “India has been our priority market for so long, even prior to the pandemic. Tourism Malaysia is not only focusing on general tourists coming from this country but also focusing on



**Datuk Musa**  
Deputy Director General of  
Promotion for Tourism Malaysia

promoting our niche products to frequent travellers,” he said.

## Strategies to attract Indian tourists

Tourism Malaysia has long

recognised the potential of the Indian market. Musa said, “India has been a priority market even before the pandemic. To cater to Indian travellers, Malaysia has adopted a multifaceted approach. While continuing to attract general tourists, the focus has expanded to promoting niche products, including destination weddings, golfing, filming destinations, medical tourism, and education tourism.”

This strategic diversification reflects Malaysia’s belief in its ability to meet the specific demands of Indian tourists across various segments. It underscores

Malaysia’s dedication to offering a wide array of experiences to Indian visitors.

upon the success of the first roadshow held in May 2023, this demonstrates Malaysia’s

## For those seeking an authentic Malaysian experience, homestays and kampung stays provide a glimpse into the local life

### Upcoming initiatives and target numbers

In August 2023, Tourism Malaysia concluded its second roadshow to India, targeting second and third-tier cities. Building

commitment to aggressively promoting its offerings in India. Offices in New Delhi, Mumbai, and Chennai play a pivotal role in these efforts.

The goal for Indian tourist arrivals is ambitious, emphasised Musa. “Malaysia welcomed nearly 750,000 Indian tourists before the pandemic. In 2022, around 325,000 Indian tourists visited Malaysia. Tourism Malaysia aims to double these numbers in 2023, driven by vari-

ous campaigns and initiatives, including Malaysia Week campaigns that showcase the country’s vibrant culture and culinary diversity,” he said.

### Focusing on specific market segments

The Indian market is incredibly diverse, and Malaysia has adapted its approach accordingly. Malaysia now places greater emphasis on destination weddings, golfing, filming locations, medical facilities, and educational institutions. According to Musa, these segments offer excellent value for money, making Malaysia an attractive choice for Indian travellers. “Malaysia’s priority is to ensure that Indian tourists enjoy their stay and share their experiences with others, further boosting arrivals,” he said.

### Collaborations with Indian partners

Collaboration is key to





Malaysia's strategy revealed Musa. "Tourism Malaysia has engaged in joint campaigns with Indian counterparts, including airlines, film producers, wedding planners, golf clubs, and travel agents. These partnerships aim to provide compelling reasons for Indian tourists to choose Malaysia as their destination, offering a wide range of experiences," he said.

**Partnerships and incentives**  
Tourism Malaysia incentivises Indian travel trade professionals through joint promotions. Musa shared, "Collaborating with local Indian industry partners, some promotional campaigns are organised in Malaysia, with Tourism Malaysia offsetting some costs. Additionally, incentives are offered to travel agents to organise charter flights from India to Malaysia, primarily targeting MICE segments. These efforts aim to attract more tourists, not only via commercial flights but also specially arranged charters."

**Key attractions and activities for Indian tourists**

Malaysia boasts a plethora of attractions and activities catering to Indian tourists. Spiritual visits to Batu Caves, city life experiences, shopping extravaganzas, gastronomic adventures, and opportunities to explore medical and education facilities are all on offer. "For those seeking an authentic Malaysian experience, homestays and kampung stays provide a glimpse into the local life away from the hustle and bustle of cities. Malaysia's diverse range of activities and cuisine allows for tailor-made packages. Whether it's mountain climbing, jungle exploration, vibrant city life, golfing, or culinary adventures, Indian tourists can customise their experiences. Travel agents are instrumental in curating these personalised journeys," Musa said.

**Connectivity**  
Malaysia is well-connected to major Indian cities with close to 170 weekly flights and approximately 32,000 seats available.

"Airlines are also exploring new routes to enhance connectivity. After the pandemic-induced hiatus, flights are resuming, and new routes like Thiruvananthapuram, Amritsar, and Ahmadabad are being introduced," he shared.

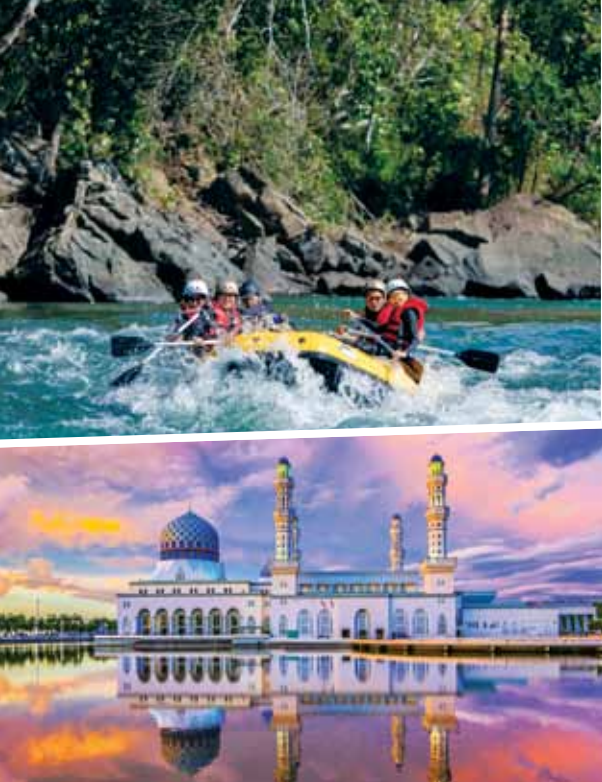
**Plans ahead**  
Musa emphasised, "Tourism Malaysia is dedicated to maintaining Malaysia as the preferred destination for In-

dian tourists. Special promotions, events, and campaigns are in the pipeline, with a focus on the upcoming Visit Malaysia campaign. Malay-

sia is also working to ensure that all its destinations are ready to provide Indian tourists with lasting memories of their holidays." 🇲🇾







# The enchanting secrets of SABAH

Sabah, among the most beautiful part of Malaysia, hides a special secret. It is a place full of charm, located in the northern part of Borneo, offering both easy access and loads of activities. This region is not only known for its stunning landscapes and beaches but also for its rich cultural diversity, with more than 30 different indigenous groups speaking over 150 languages. From lively cities to lush rainforests and vibrant underwater worlds, Sabah has something for everyone.

There's a secret about Malaysia's most beautiful state, Sabah. This exotic Malaysian state occupies the northern half of Borneo. It is the perfect combination of accessibility and activities. Its charming cities and townships are a significant part of the appeal, and its islands and beaches make this place magical. The state's cultural and ethnic variety is just as captivating as its abundant fauna and natural beauty.

There are more than 30 indigenous groups who speak more than 150 dialects. Sabah is also uniquely different; it is a colourful cultural experience, be it the lifestyle, costumes, dance, music or food! Visit the cultural village to enjoy an immersive experience or sign up for a homestay experience programme.

The western region is where Kota Kinabalu, its capital, is located. While it is the primary entry to the state, there are airports in Sandakan, Lahad Datu and Tawau districts, the gateway to the state's wildlife and diving wonders.

Kinabalu Park is a signature attraction and is famous for Mount Kinabalu. Every year, thousands of visitors from near and far

make their way to climb the highest mountain in Malaysia. At a staggering 4,095m, the summit's surreal sunrise view is a highlight for every climber. Those who love adventure will definitely enjoy experiencing Mt Kinabalu Via Ferrata too.

In May 2023, Kinabalu Park was declared as Kinabalu UNESCO Global Geopark, making it the first Malaysia state to attain the 'triple crown' UNESCO title. The other two titles are UNESCO World Heritage Site (in 2000) and UNESCO Crocker Range Biosphere Reserve (in 2014).



## Above the land

Sabah has interesting Borneo wildlife. A short 45-minute flight from Kota Kinabalu will con-

nect to Sandakan, the nature city. Sepilok Orangutan Rehabilitation Centre is the world's first such center for rescued orphaned orangutans, located in Sandakan. Visitors can see the primates up close during the daily feeding time or at the nursery. The Bornean Sun Bear Conservation Centre is adjacent and is an equally interesting place to see and learn about the smallest bear species in the world.

If a traveller is planning to stay close to the wilderness, Sepilok Nature Resort and

Sepilok Forest Edge Resort are among the accommodations available and close to the wildlife centres.

If that is not enough, one can enjoy an exotic five-star retreat deep inside the rainforest of Lahad Datu. Danum Valley Con-

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**The western region is where Kota Kinabalu, its capital, is located. Other airports are in Sandakan, Lahad Datu and Tawau districts**

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servation Area, home to Borneo Rainforest Lodge, is regarded as one of the world's most complex ecosystems. The forest is home

to an unimaginable number of plants and wildlife species, such as banteng, clouded leopard, orangutan, slow loris, langur and

the endangered Bornean pygmy elephant. One can explore the 130-million-year-old rainforest by trekking or walking among

the giants through their canopy bridge suspended 27 meters above the forest floor.

## Below the land

For ocean lovers, the Sabah coastline is a playground. One can get certified as a diver or clock in the dive hours here. Semporna is the gateway to Sabah dive havens; Mabul Island, Matak Island, Kapalai Island and particularly for the famous Sipadan Island. Sipadan is well known for its unusually large numbers of green and hawksbill turtles which gather there to mate and nest. It is not unusual for a diver to see more than 20 turtles on each dive. Some say that the Barracuda Point is the best, especially for the swirling vortex of barracuda. More than 3,000 species of fish and hundreds of coral

species have been classified in this richest of ecosystems and thus made Sipadan an important marine habitat in this region.

Another great aspect of Sabah's marine environment is that every location has some excellent snorkelling sites, so one doesn't have to be a scuba diver to enjoy the underwater world.

Sabah has many international chain hotels such as the Shangri-La, Hyatt Hotels, Accor, Marriott, IHG Group, Hilton Hotels & Resorts, and several other independent hotels. Some of the top island resorts in Sabah include the Gaya Island Resort, Borneo Eagle Resort, Lankayan Island Resort, Matak Reef Resort and the Sipadan Kapalai Dive Resort.

Sabah's scenery, rich culture, and exciting opportunities for outdoor recreation and encounters with exotic wildlife make it the ideal destination for any traveller. It is just a short trip from the country's capital, Kuala Lumpur. There are currently no direct flights from New Delhi, however, the Kota Kinabalu International Airport is connected with major cities like Kuala Lumpur and Singapore. 📍







# 10 reasons to visit Sarawak

Sarawak is a haven for modern tourists who prefer tailored tourism products that suit their interests and passions. The region offers a plethora of attractions and activities, catering to the needs of every kind of traveller.

**S**arawak, the largest region in Malaysia, offers a restorative escape for those seeking humble authenticity far from tourist-trap clichés. It is located in the heart of the Asia Pacific and is easily accessible from major global cities.

Get a taste of culture by spending the day at an award-winning living museum—the Sarawak Cultural Village or experience rural life at a homestay. Relish the culinary delights of the different cultures, dance to traditional music played on unique Sarawakian instruments, listen to the folklore and legends of ethnic groups and discover the meanings of the tribal tattoos. Adventure lovers can enjoy thrill-seeking ac-

## UNESCO World Heritage Site – Gunong Mulu National Park

For adrenaline junkies, this is the chance to hike Gunong Mulu National Park's remarkable 50-meter tall, razor-sharp, limestone pinnacles on the northern end of Gunung Api. Visitors must not miss the Bat Exodus where millions of bats fly out of the cave in giant helix formations at dusk. This is where you can also find the biggest underground cave chamber of the world, the Sarawak Chamber, that could fit 40 Boeing 747 aircraft.

## The oldest cave in Malaysia

The Niah Caves system in Niah National Park is a prehistoric site where discoveries suggest that human pre-history existed about



## Visit Kuching's iconic temple and mosque

The Matang Mariamman Temple, one of the oldest Hindu temples in Sarawak, is located 20km from the center of Kuching, taking 30 to 40 minutes by car and approximately 45 minutes to an hour by walking on the tar road along the climb to the top where it is located.

The new Indian mosque, Sarawak's first floating mosque, stands majestically over the Sarawak River

at the Kuching waterfront. The mosque is decked with Turkish and Middle Eastern architectural concept design and showcases modern and innovative features. It has the capacity of 1,600 worshippers and its structural design complements the nearby Kuching waterfront attractions.

## Rainforest World Music Fest

The world-renowned music festival, Rainforest World Music Festival (often abbreviated as RWMF), an annual

three-day music festival celebrating the diversity of world music is also held in Kuching, Sarawak, Malaysia, with daytime music workshops, cultural displays, craft displays, food stalls, and main-stage evening concerts. Mark your calendars for the next Rainforest World Music Festival from June 28-30, 2024.

## Dive into deep waters

A haven for divers, the Miri Sibuti Coral Reefs National Park is the second largest offshore

park in Sarawak and a breeding ground for at least 800 species of hard and soft corals. It is located on the maritime boundary between Bintulu town and Miri city. The best time to dive here and is recommended by experts from March till October.

## Sarawak's handmade crafts

Sarawak has a rich tradition of arts and crafts due to its ethnic diversity from intricate weaving, unique wood carving, beautiful beadworks to handicrafts made from rattan and palm trees. This makes for great souvenirs to bring home. Sarawak is also the first state in Malaysia to earn the status 'World Craft City' by the World Crafts Council.

## Visit a longhouse

Sarawak is truly a celebration of different cultures. No indigenous-living experience is complete without spending a day with the local community at a longhouse — usually located an hour's drive from the nearest city or town. 🏠



## Adrenaline junkies can hike Gunong Mulu National Park's 50-meter tall, razor-sharp, limestone pinnacles on the northern end of Gunung Api

tivities such as hiking, off-road biking, deep-sea diving and caving, and passionate anglers can throw their reels for deep-sea fishing in the Miri waters.

## Visit the gentle orangutans at Semenggoh Wildlife Centre

Encounter one of Borneo's endangered species — the orangutans. Semenggoh Wildlife Centre is home to a colony of semi-wild orangutans who are used to human encounters. The increasing orangutan population is proof of Sarawak's efforts through the Sarawak Forestry Corporation (SFC) to safeguard and sustain the amazing biodiversity in Sarawak's forests.

65,000 years ago, making it the oldest recorded human settlement in Malaysia. The park is currently in the process of being nominated as Sarawak's second UNESCO World Heritage Site.

## Hike into Sarawak's own version of Jurassic Park

Kampung Sting is 50km away from Kuching and is situated high above the clouds. The village offers an unparalleled view of the Bengoh Dam and Bengoh Range. It is not accessible by road so hop onto a 20-minute boat ride from the Bengoh Dam to Sting's foothill. After that, trek uphill and enjoy breathtaking views of the landscape.



# DISCOVER LUXURY at Pelangi Beach Resort & Spa, Langkawi



Escape to the timeless tropical island retreat Pelangi Beach Resort & Spa, Langkawi, set between award-winning landscape gardens and the world-renowned Cenang beach. It is the island's first 5-star resort and a popular vacation for royalty, government officials, and dignitaries.

Escape to a world where history meets refinement at the newly refurbished Pelangi Beach Resort & Spa, Langkawi a timeless tropical island sanctuary nestled between the award winning landscape gardens and the famed Cenang beach. As the first 5-star resort on the island, it was purpose-built to welcome 47 Heads of Government during the Commonwealth Heads of Government Meeting. Since then, it has become a sought-after destination for royalty, government officials, and dignitaries.

The resort exudes the stunning Malaysian architecture, with intricate woodwork, lush gardens and grounds, and refined



design elements that reflect the rustic elegance of traditional Malay living.

Designed based on the concept of a traditional Malay village, this beautiful resort has

355 newly refurbished rooms housed in 51 individual wooden chalets arranged in a series of clusters with individual verandahs, showcasing different themes which vary from swimming pool to landscaped

palm trees complimented by local plants and shrubs, the beachfront resort is a haven for beautiful flora and fauna.

The newly refined facilities include complimentary Wi-Fi for guests throughout the resort, dining outlets, beach bar, gym, spa and two swimming pools inclusive of a kid's pool play area. Dining options include an

phere with the best of Malaysian hospitality. Immerse yourself in timeless elegance and indulge in the ultimate beach holiday experience. Pelangi, with its traditional architecture and rich history, is a true gem that provides a unique and unforgettable getaway.

Explore the local landmarks, surroundings, and monuments,



courtyard, lake and sea view. Stretched across 35 acres of land, the rooms embody the art of Malay architecture with modern amenities and are linked by a footpath that wanders with the expansive landscape and

array of regional and local delicacies at the Spice Market Restaurant and the perfect Cocktail Hour with contemporary Asian Fusion cuisine at beachfront restaurant, Pelangi Grill. The resort boasts a relaxed atmos-

and a beautiful beach. Discover a world of possibilities in experiences be it the vibrant outdoors, indulgent and rejuvenating, culturally enlightening island getaway at Pelangi Beach Resort & Spa, Langkawi. 📍







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