



# TRAVTALK®

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## PATA pledge to 'Travel for LiFE'

Over 1,000 delegates attend the 46<sup>th</sup> edition of the Pacific Asia Travel Association (PATA) Travel Mart 2023 (PTM 2023) in New Delhi, hosted by the Ministry of Tourism, Government of India. 'Travel for LiFE' initiative of the government comes in focus at the event, as attendees take the pledge for promoting green tourism.



Nisha Verma

More than 1,000 delegates from 46 global destinations, which included 159 sellers from 92 organisations and 15 destinations, along with 196 buyers from 191 organisations and 38 source markets, attended the three-day Pacific Asia Travel Association (PATA) Travel Mart 2023 (PTM 2023).

**V Vidyavathi**, Secretary, Tourism, Government of India (GoI), said that the PATA Travel Mart has proved to be a catalyst for tourism in the Asia-Pacific region. "Tourism is one of greatest unifiers and PATA recognises that, and it is an



Dignitaries at the ribbon cutting ceremony at PATA Travel Mart 2023, organised at IECC, Pragati Maidan in New Delhi

opportunity to learn from each other. It's an honour for India to host PTM 2023 in the dynamic city of Delhi, especially since it also coincides with '#VisitIndia-Year2023'. India stands commit-

ted to the #TravelForLiFE initiative. Travel for LiFE is inspired by Mission LiFE and focuses on greener cleaner and harmonious development of all tourist destinations," she said.

"PTM 2023 is the first in-person mart after the pandemic. It could not have come at a more opportune moment, as it is the culmination of India's G20 Presidency. Through 'Travel for LiFE' MOT is

looking at promoting the concept of sustainable and green tourism," she said.

**Rakesh Verma**, Additional Secretary, Tourism, GoI, said, "The MOT had

released the strategy for sustainable tourism in June 2022, which is now being elevated with the 'Travel for LiFE' framework that we have incorporated, which covers both the demand side and supply side." 🐦

## Committed to 5Ps of sustainability

PATA welcomed 159 sellers from 92 organisations and 15 destinations during PTM 2023, wherein it committed to the 5Ps of sustainable tourism development across the Pacific Asia Region.



Nisha Verma

**Peter Semone**, Chair, PATA, thanked the Ministry of Tourism (MOT), Government of India, for hosting the PATA Travel Mart 2023. "PTM offers unparalleled networking and contracting opportunities, connecting buyers and sellers from around the world to the Asia Pacific region. PATA is delighted to be back in India. The MOT has been one of our most valuable members and active partner for more than 60 years, having been a member of PATA since 1958. We are also proud to recognise the long-standing presence and support of the PATA India



**Peter Semone**  
Chair, PATA

Chapter," he said, while addressing the press conference at the PATA Travel Mart (PTM) 2023 in New Delhi.

Calling sustainability an important aspect and lauding the MOT's Travel for LiFE initiative, he said, "As an overarching set of guiding principle, PATA commits to the 5Ps of sustainable tourism development across the Pacific Asia Region comprising People, Planet, Prosperity, Partnership and Peace."

Sharing some figures, he revealed, "PTM 2023 has welcomed a total of 159 sellers from 92 organisations and 15 destinations. On the buyer side, we are pleased to announce that we have a total of 196 buyers from 191 organisations from 38 source markets." 🐦

## PTM: A catalyst for India Tourism

Vikram Madhok, Managing Director, Abercrombie & Kent India, sees PTM 2023 as a catalyst to attract more tourists to India by showcasing its natural beauty, heritage and cultural diversity.



Sara Haque

Ever since its inception in India in 1985, Abercrombie & Kent has been one of the leading travel service providers in the country. The PATA Travel Mart 2023 is expected to be a strategic event to boost brand exposure and networking opportunities for such brands, while also boosting inbound tourism to the country.

**Vikram Madhok**, MD, Abercrombie & Kent India, and Hony. Secretary, PATA India Chapter, said, "PTM provides a good platform for networking, showcasing products and services, and building valuable relationships. Meetings at



**Vikram Madhok**  
MD, Abercrombie & Kent India and  
Hony. Secretary, PATA India Chapter

PTM offer a multifaceted approach to business growth and development. Delegates can use these meetings to explore opportuni-

ties for expanding their business into new markets and regions. They provide a platform for lead generation, networking, market research and brand exposure, all of which can contribute to a company's success and long-term sustainability."

For a diverse and culturally rich country such as India, events such as the PTM serve as a catalyst to attract more tourists. Madhok stated, "By showcasing its cultural diversity, historical treasures, natural beauty and adventure opportunities, India can attract a broader range of tourists and leave

Contd. on page 3 ▶



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# Golden Year for Tourism

Attendees at the PATA Travel Mart (PTM) feel that the event was held in India at the right time as 2023 is turning out to be the golden year for tourism globally. They feel that the event gave India an opportunity to showcase itself as a destination ready to receive good footfall of tourists. In addition, India has proved itself time and again as an important outbound market.



**Benjamin Liao**  
Vice Chair  
PATA

“ We are facing new market after the pandemic. The main key takeaway from this mart is to rebuild and bridge that gap. It has been difficult three years, however we are happy to be back. New Delhi and India is a very important market.

So it is very important to foster good relationship with Indian tourists. ”



**Jatinder S. Taneja**  
Vice Chairman  
PATA India Chapter

like infra development, new airports and much more making it a big market. ”

“ It is the first ever in-person exhibition taking place after Covid, and I feel it is the best time to host travel mart like PATA. At this exhibition, we could showcase India as a destination ready to get tourists. India is changing very fast



**Paul Pruangkarn**  
Chief of Staff  
PATA

travel than India. It's great to see that India is pushing towards sustainability. ”

“ Everyone really looks at India as the new outbound market. We have also seen travel behavior shifted and now there is a lot of focus on culture and heritage. And what better destination than India to really highlight culture and heritage, tourism and

“ PATA Travel Mart is a brilliant platform to promote and showcase the business with our eight exhibitors from Nepal; with an aim to demonstrate its offerings and tourism potential. We are going to showcase Nepal much beyond the mountains and adventure, as Nepal has much more to offer. ”



**Suresh Singh Budai**  
CEO  
PATA Nepal Chapter

“ We are very excited as the PATA Travel Mart is finally here after halt of three years. We really thank Ministry of Tourism for making this possible. I think a lot of work has been put into making this event a reality. I am sure as India is the biggest market source, we are aggressively promoting outbound tourism. ”



**Noredah Othman**  
CEO  
Sabah Tourism Board

“ PATA is one of our key collaborators that is why it is really a pleasure to be here, with an objective of sharing our experiences and listening to lots of interesting panel discussion from industry stalwarts. India is an amazing source market and we would love to host a lot of Indians as well. ”



**Peter Richards**  
Project Manager  
Tourlink Project

## ‘PTM a wonderful platform’

► Contd. from page 1

a lasting positive impression, ultimately contributing to the growth of its tourism industry. Events like

renowned for its diverse array of distinctive experiences, and hosting the PATA Travel Mart presents a valuable opportunity to exhibit the nation's robust infrastructure,

increasingly focused on sustainable tourism practices. Efforts have been made to promote eco-friendly tourism, wildlife conservation, and responsible travel



Vikram Madhok at Abercrombie & Kent India booth at PTM

this are a wonderful platform for destination marketing. Hosting travel and tourism expos such as PTM bring together the industry professionals and travellers, thus promoting India as a tourist-friendly destination.” Furthermore, Madhok expressed optimism that PTM would play a pivotal role in enhancing India's appeal as a prime MICE destination. India is

extensive networking capabilities, and the operational capacity of various MICE-friendly destinations across the country. He added, “Sustainability is a key consideration for MICE events. India can use it to highlight its commitment to eco-friendly practices, responsible tourism, and green event management. In recent years, India has been

to protect natural resources and biodiversity. Most importantly, simplified visa procedures, including e-visa facilities for tourists from many countries, is making it easier for foreign tourists to visit India. Therefore, all of these efforts put together can be highlighted during the PTM, to increase the country's appeal to the global MICE market.”

## Wedding industry is worth ₹50 bn

India's wedding market, currently growing at 18% per year, has the potential to grow at 30%, says **Rajiv Jain**, Founder & Director, Rashi Entertainment, while giving a holistic view of the industry.

Lipla Negi

**Rajiv Jain**, Founder & Director, Rashi Entertainment, caught the attention of delegates and audience at the PATA Travel Mart by outlining the growth trajectory of the Indian wedding market. During a session on Day 1 of the event, he was quick to highlight how world's top destinations are making a beeline for Indian weddings and leaving no stone unturned to attract wedding planners here. “The Indian wedding industry did a business of ₹3,70,000 crores last year. It is believed that in future the industry will grow at 30 per cent rate,” he said.

He also underlined how crucial celebrations and weddings are to Indians. “Indian people spend 20 per cent of their lifetime earnings on their children's weddings,” he said.



**Rajiv Jain**  
Founder & Director, Rashi Entertainment

According to him, Jaipur, Udaipur, Jodhpur, Goa, Kerala, Mussoorie, Delhi, Agra, Khajuraho, and Mahabalipuram are some of the top domestic wedding destinations in India. He applauded the efforts of the Union Ministry of Tourism in promoting India as the world's leading wedding destination. He lauded Prime Minister Narendra Modi's call for special packages to promote Indian states for destination weddings. “We

have suggested to the ministry to pave the way for a wedding exhibition in India where countries from across the world can participate,” he said.

**The Indian wedding industry did a business of ₹3,70,000 crores last year. It is believed that in future the industry will grow at 30 per cent rate**

Speaking about international wedding destinations, he named Turkey, the United Arab Emirates, Sri Lanka and Bahrain as the most popular choices for big budget wedding destinations.



# Meeting mode on PTM Day-2

The ribbon cutting ceremony of PATA Travel Mart 2023 was done at the state of the art IECC, Pragati Maidan in New Delhi on Day-2. The dignitaries inaugurated the exhibition officially and took a tour of the stalls. The prestigious event saw buyers and exhibitors indulging in B2B meetings and networking sessions throughout the day.





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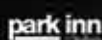
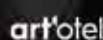
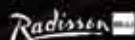


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# Countries come together for PTM





# Trade reconnect in focus



**Michael Hsueh**  
Vice General Manager  
Forte Hotel Group

“ India is a big potential source market for us and I really want more Indian tourists to visit our country. PATA team has hosted a brilliant mart this year in India and they need to be applauded for the same. It is a perfect opportunity to connect with so many exhibitors, buyers, state tourism board, and DMCs from India and from across the world. It is a great platform to interact with trade partners. ”



**Paul Yeh**  
Chairman  
Shih Chun Travel Service

“ India is a very important market for us. We are here today in India to attract more visitors to Taiwan. Travellers in Taiwan only know a few destinations in India such as Delhi, Mumbai and Kolkata, but now at PTM we can see that there are more beautiful destinations in India and we want to know more about them. Hence, we seek more information from the agents and partners here. ”



**Ralf Ostendorf**  
Direct Market Management, Market and  
Media Relations – Visit Berlin

“ We have the largest Indian community in all the German cities, and it has doubled within the pandemic. Through PATA Mart, it is most important to reconnect with the trade, to see who's in business and any new company too. The most important is that we build the rapport and learn more about the new trends in the Indian market, where do they want to go, what are the key trends etc. ”



**Hasniza Suid (Sue)**  
Director of Sales – Langkawi MICE  
Holidays and Tours

“ We are here to promote Langkawi as a MICE destination for Indian travellers. We are looking at attracting the Indian wedding market as we have good facilities, venues especially on the beach that could attract the Indian wedding market sector. Right now we can see small Indian groups coming to Langkawi and Malaysia, hence we are targeting the Indian market to return to pre- pandemic levels. ”



**Sanjeev Chandra**  
Director  
State Express

“ PATA Travel Mart, just like any other international travel mart, is a place where we get a plethora of opportunities to interact with other tour operators and buyers. Through a travel mart like this, you also get to know the key highlights of the market, as well as what are the ongoing trends. This trade event is really important for the people in travel and tourism business from around the world. ”



**Meena Bhatia**  
Vice President & General Manager  
Le Meridien

“ The PATA Travel Mart (PTM) coming to India, is a great news for the entire travel fraternity, especially in the year which we consider as a golden year for tourism and hospitality for the entire country. The PTM, being hosted in India, really strengthens the bond in the Asia Pacific region and globally it puts India on a much higher pedestal for its hospitality and MICE potential. ”



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# Macao wins big in Delhi

The Macao Government Tourism Office (MGTO) presented its various offerings at the PATA Travel Mart 2023 (PTM 2023) in New Delhi. The diverse tourism products of the destination were showcased for the Indian market, which holds a huge potential. A large number of Indians travel every year to the destination known for its amazing nightlife, hotels, venues and activities.





# Mohanty gets honorary degree

**JK Mohanty**, CMD, Swosti Group and Chairman, Hotel & Restaurant Association of Odisha, has been conferred with Degree of Letters by KIIT, a deemed to be university.

TT Bureau

**J**K Mohanty, CMD, Swosti Group & Chairman, Hotel & Restaurant Association of Odisha, was conferred with the Degree of Doctor of Letters (Honoris Causa), at the 19<sup>th</sup> Annual Convocation of KIIT, a deemed to be university. His Excellency Governor of Odisha, **Sri Ganeshi Lal** presented the degree to Mohanty at a function held recently.

Mohanty also holds the position of Chairman for the Eastern Region of the Indian Association of Tour Operators (IATO). He has worked in close cooperation with the state government of Odisha, as well as the Government of India to develop and promote the tourism and hospitality sectors of Odisha for the past 42 years.

The Swosti Group of Hotels, Resorts, Travels, Hospitality Education was established by Mohanty in 1981, and has turned out to be one of the leading brands, not only in the Eastern region but also across the country. Since 1991, Mohanty has also been single-



JK Mohanty (second from right) receives the degree at the KIIT convocation

handedly responsible for promoting Odisha as a tourist destination internationally, by conducting multiple roadshows across many European countries. The degree honours the sheer dedication and resolve of Mohanty to highlight the state of Odisha as a spot on the global tourism map.

Speaking on the occasion, Mohanty said, "I feel a great sense of fulfilment and gratitude to Lord Jagannath, blessings of my parents, family members, friends and

well-wishers and to Dr Achyuta Samanta for recognising my dedication and contribution in the field of tourism. This recognition not only boosts my motivation but also serves as a reminder of the responsibility I have to continue working towards the betterment of the Odisha tourism and towards all my employees who are responsible for my achievement." The award is a recognition to his immeasurable contribution to the tourism and hospitality industries of the state."

# Paving way for new events

Hosting PATA Travel Mart in India would open doors for many such international events and boost the country's inbound potential, says **Manisha Saxena**, Director General, Tourism, Government of India.

TT Bureau

**S**peaking about the PATA Travel Mart 2023, Manisha Saxena, Director General, Tourism, Government of India, said that PATA is known across the world as a prestigious organisation. "To have a PATA Travel Mart in India is a very important occasion for us. Since this is the first physical PTM after the COVID-19 pandemic, I hope that it will do wonders for India's inbound tourism as well. Even though PATA is an outbound body, but having events like these brings people from around the world to India and they see how India has changed. At one of the sessions



Manisha Saxena  
Director General, Tourism  
Government of India

today, the Chairman of PATA narrated his experience of backpack-

ing through India 34 years ago, and he says that he can't believe India has changed a lot. Now, we are there to welcome every tourist from across the world. I hope this message goes through this event and many more such events come to India."

When asked about other such initiatives the MOT is taking, she claimed, "Of course, events like these are very much the part and parcel of the promotional activities. At the same time, we are showcasing India at every forum. G20 Presidency of India has been a great event in bringing delegates to India, taking them to different parts of the country and giving them experiences, which were very different, unique and which we hope by word-of-mouth publicity will result in having more conferences and events in India. Also, I believe that on social media, as well as all the platforms and across all travel fairs, we will be able to sell India and market India's experiences like never before."



**Glorie Yuliani, Pacto DMC India and Middle East Product Manager:**  
**A Taste of Home - Indulge in Authentic Flavors at Bali's Tandoor Restaurant**

## Indian Tandoor Jimbaran, Seminyak & Ubud

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Location, you'll find us conveniently located in Jimbaran, Ubud and Seminyak, offering a serene escape from the hustle and bustle of Bali, while still being easily accessible from all corners of the island. Whether you're a local or a traveler, Indian Tandoor Bali welcomes you to an unforgettable dining experience.

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Cuisine Philosophy, at Indian Tandoor Bali, we are dedicated to preserving the authenticity of Indian cuisine while embracing the local flavors of Bali. Our commitment to quality and taste is what sets us apart. Each dish tells a story, a journey of flavors that will leave you craving for more.





# WB's vibrant Durga Puja focus

Durga Puja, declared an Intangible Cultural Heritage of Humanity by UNESCO in 2021, is being promoted by the WBTD. They see it as a vital aspect of West Bengal's creative economy. To enhance the Durga Puja experience for tourists, WBTD has introduced three new packages that include visits to pandals and historical sites in and around Kolkata and Hubli.



Nisha Verma

Durga Puja was declared as an Intangible Cultural Heritage of Humanity by UNESCO, in 2021. Claiming that it is their key focus for promotion, **R Arjun**, Managing Director, West Bengal Tourism Development Corporation (WBTD), says that the state has a very nice creative economy surrounded over the Durga Puja, which is about to commence. "Hence, we have started in a big way promoting the festival among the tourists who are visiting West Bengal during Durga Puja time. Thus, we have put out three new packages, which were not there before," he adds.

## New themes

Elaborating on the same, he shares, "COVID had led to lot of disruption and one among them was the celebration of Durga Puja. This year, we are free from any hassles, and we have introduced three packages on Durga Puja, which includes visiting the pandals and seeing the various



**R Arjun**  
Managing Director, West Bengal Tourism Development Corporation (WBTD)

historical places in and around Kolkata, as well as Hubli."

He elaborates, "Other than that, we have developed 65 tour packages, which cover the main and important tourist destinations in all the 23 districts of the state. In addition to this, we have developed a religious circuit tourism covering various variety of religions such as Buddhist Circuit, Vaishnav Circuit and Swarga Bhoomi,

Ranga Bhoomi, Matri Bhoomi and Maha Bhoomi. These are some of the religious tourism circuits which we have developed covering 400 religious destinations."

## Travel trade

Informing that they will be introducing tourist packages of 2D/1N, 3D/2N, Arjun says, "We have our Sundarban

**We have started to promote Durga Puja festival aggressively among tourists who are visiting West Bengal this year**

package, Jhargram tourist package, which is surrounded by forests and other natural destinations. We have



hill tourism in Darjeeling, Siliguri and Jalpaiguri. There is Kolkata based tourism, which is in and around Kolkata and Hubli. These packages will be introduced to all the tourists, operators and travel agencies so that they can in turn popularise this among the tourists who are interested in visiting West Bengal. Earlier, we had mainly

Kolkata and Darjeeling. However, now we are diversifying tourism in West Bengal and spreading it to all the districts.

We also have plans to develop artisan cluster villages on the way to major tourist destinations so that tourists can have a small stopover to find

out some of the important artisan products which are the speciality of that district and if they can purchase some of them as a souvenir or memento. This plan is also on the anvil, and it will be finalised and floated. We expect our tour operators and travel agents to popularise this along with every destination of Bengal."

# Buyers show enthusiasm for tourism



**Kishore Verma**  
Executive Director  
GRINConnect

"PATA team is doing a commendable job. According to my understanding, we still have a long way to go as the visitors were pretty less. I feel it is good time to promote India as a destination as PATA came to India at the perfect time.

Events like this really attract and lure tourists from around the world."



**Jae-Sung**  
Deputy Director -  
International Cooperation Team, KTO

the destinations to visit in about ease of visa process."

"I had not expect that such a huge delegation would be present at the PTM as I am visiting this mart for the first time ever. For Indians, Korea is focusing on MICE, leisure and FITs. Tourism market is ever growing. Some travel agents asked about Korea while others asked



**Vinod Kargeti**  
Director of Operations  
Zone Connect by the Park, Saket

confidence between countries but also give a big boost to hospitality and tourism sector."

"We have been regular attendees of PATA Travel Mart. This is the first ever physical travel mart after the pandemic. We are seeing lot of enthusiasm from Asia Pacific buyers and Arabian countries as well. We expect that with this kind of meets and marts, it will not only reinstall

"After coming to PATA and meeting so many enthusiastic travellers and sellers was really heart-warming. PATA Mart also gave me opportunity to interact with many international tourism stalwarts. I really want to praise PATA team for putting so much emphasis on sustainable tourism, which is the need of hour. There is no two thoughts about it."



**Manoj K Singh**  
Director, Skill Development  
Madhya Pradesh Tourism Board

"This is my third visiting at the PATA Mart. I am grateful to be invited in such a big travel mart, and to know new operators and buyers from all over the world. My interest in knowing India has grown two folds, as it is potentially strong market. Overall, I would like to thank PATA Team and Indian Ministry of Tourism for collaborating for such an event."



**Sofia de Kenmeter**  
Associate Travel Consultant  
Biblos

"We are tying up with our partner in Nepal and are focusing on Asian Market, especially Indian market as it cannot be ignored in anyway. We are present here to showcase offerings of Nepal and Bhutan. I am attending PATA for the very first time and the kind of audience PATA received was huge."



**Ugyen Druptso**  
Operation Manager  
Purely Bhutan Travels



# 'India growing market for us'

For Macao, India has always been an important source market, and the destination makes sure that its presence is felt in this country, which boasts huge outbound numbers. The various exhibitors from Macao showcased their products for the Indian market at the PATA Travel Mart 2023 in New Delhi with a hope to increase travellers from this country.



**Cinderalla Ngao**  
Sales Executive  
Juventude International Travel

“I have travelled to India thrice till date in the last many years. PATA Travel Mart is very well organized and it is a great year to host this flagship event after a halt of three years. It is a prestigious international fair, and it is my honour to be invited for it. This year, PTM is happening in India, which is a win-win situation for us. As a Macao citizen, we regularly do overseas campaigning and programs. We especially target and attract Indian market since it is a growing and powerful country. There have been many challenges for the industry in the last few years, including getting a visa. After so many difficulties, I am attending this event because the India market is an extremely big market and holds huge potential. To entice Indian tourists, we also have Indian chefs and restaurants in our country, which try their best to serve authentic Indian food to suit the tastebuds of Indians.”



**Jocelyn Wong**  
Executive Director, Deputy General  
Manager, Hotel Royal Macau

“Indian tourists have always showed interest and passion for Hong Kong and Macao before pandemic. We have all the support from the Indian market. Post pandemic, we want to entice the interests of Indian travellers and we would like to continue that momentum.”

“Macao is offering and conducting many events. Post-COVID, we have big numbers of tourists coming to India. India is a really growing market now. India is a potential market for our country. We have many ongoing MICE events like fireworks, concerts and roadshows.”



**Gordon Ho**  
Director  
Hotel Sales, Wynn Macau

“PATA always brings diversity of different customers and different locations. I met a lot of people from not only India but also from America. They want to do outbound to any part of the world. PATA is a good platform for me to interview or conversing about business and offerings.”



**Cindy Lui**  
Assistant Vice President  
Resort Sales, MGM

“India is one of the potential market for Macao. There are lot of people who travel to Hong Kong and continue to Macao as well. We have lots of luxury and beautiful resorts to cater to demand of the customers. We welcome Indian tourists with open arms.”



**Eric Fong**  
Director - Marketing Department, CAM  
Macao International Airport




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Price valid for travel by 30 Nov'23





# Spotlight on India's tourism appeal

**Datuk Musa**, Deputy Director General of Promotion, Malaysia, recalls their association with PATA in 1958 and the journey as a member since then. He emphasizes on the need to focus on showcasing India's USPs to the world. Tourism Malaysia aims to double Indian tourist arrivals in 2023 through Malaysia Week campaigns, he shares.



Janice Alyosius

**D**atuk Musa, Deputy Director General of Promotion, Malaysia, went back into the history of Malaysia's involvement with PATA, and said, "We have been PATA members as a tourism board since 1958. PATA was formed in 1951 and has been an integral part of our journey for decades. In the 60s, 70s and part of the 80s, most of our events revolved around PATA. During that time, neither Malaysia nor the ASEAN region had dedicated shows for tourism. Most of their exhibitions fell under the PATA banner."

Speaking of the PATA Travel Mart, he shared, "In addition to the PATA Travel Mart, they also hold an annual summit where we exchange a lot of data. PTM is a B2B session, and we call it an appointment-only meeting. This is where the matching of buyers and sellers becomes important, and we are seeing quality buyers coming in and these are the things we are asking



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

our partners to consider. Meanwhile, they are also involved in UNWTO PATA International, which plays an important role in pushing forward the tourism agenda for the rest of the world."

He further added, "This approach ensures the quality of attendees, as buyers and sellers are carefully matched. PTM offers a unique opportunity for sellers to showcase

Malaysian products, including tour operators specialising in MICE theme park owners, and state government representatives."

Speaking about India as a destination, Musa appreciated its appeal and high-



**PTM offers a unique opportunity for sellers to showcase products, including tour operators specialising in MICE theme park owners**

lighted the need for increased promotion. "India is a fantastic destination, but the world needs to know more about its unique selling propositions (USPs). Besides Delhi and the south-



ern part of India, I have also been to the northern part of India, which is very different. And I believe this is what you should announce about the destination to the rest of the world. I do not believe you need to promote India as much because the rest of the world knows where it is. The only thing left is to describe your USPs," he said. Musa also highlighted the importance of increased accessibility to India. He said, "Malaysia currently

has about 170 flights, adding four more this year and then we hope we can go back to normal before COVID. Furthermore, we are exploring opportunities in Tier II & III cities in India to enhance traffic both into Malaysia and India. Malaysia has been a popular destination for travellers particularly for pilgrimage or leisure holidays. As I mentioned earlier, more promotion is what India needs. By providing attractive offerings to tour operators,

we can potentially stimulate increased inbound tourism to India."

Musa emphasised Malaysia's goal for Indian tourist arrivals, and said, "Malaysia welcomed nearly 750,000 Indian tourists before COVID. In 2022, around 325,000 Indian tourists visited Malaysia. Tourism Malaysia aims to double these numbers in 2023, driven by various campaigns and initiatives, including Malaysia Week campaigns." 🐦

## Elevating travel & logistics with CGTT

CGTT India, an all-inclusive B2B travel agency and logistics partner, aims to exceed clients' expectations by providing exceptional services and high standards of customer care. They are excited to participate in the PTM, as it will help them showcase their services, network with travel professionals, and engage with potential partners.



Suhani Sood

**A**s an all-inclusive B2B travel agency and logistics partner, CGTT India efficiently handles the travel and tourism requirements, including outbound, domestic, and inbound journeys, for both business and leisure clients. Their goal is to not only meet but exceed their clients' expectations, delivering exceptional services and the highest standards of customer care to create ideal vacations and dream stays.

CGTT India is dedicated to offering the best in value and quality for travel and logistics arrangements to their B2B travel agent partners. They have a strong passion for travel and take pride in sharing the world's wonders with leisure travellers. Simultaneously, they provide corporate travellers with high-touch services to facilitate their business travel needs ensuring a seamless and memorable experience.

When asked about travel trade and experience until now, **Aju Varghese**, Director, CGTT India, responded,



**Aju Varghese**  
Director  
CGTT India

"With 20 years of experience in the travel agency service for travellers from around the world, we have one focus and that is simply to make their stay, one of the best experiences they have ever had."

### PATA Travel Mart

Varghese further added, "PATA Travel Mart will help the business by providing us with an opportunity to showcase our services, network with travel professionals

and engage with potential partners and clients on a global scale. This knowledge helps us customise our services to meet the ever-changing needs and expectations of travellers. Through participation in this prestigious event, we will not only



**CGTT India was founded three years ago and fortunately, everything has been progressing positively so far**

gain visibility but also foster collaborations and partnerships that contribute to our business growth."

### Travel trade

Highlighting the significance of the travel trade and operators, Varghese remarked, "My life has revolved



around travel trade. I have dedicated two decades to serving the travel trade, including a prominent company like FCM. However, the time came for me to establish my own business and work independently. CGTT India was founded three years ago and fortunately, everything has been progressing positively so far."

Displaying his faith in his business and team, he explained, "I do not view anyone as my competition. While many are concerned about competition, my focus has always been on a guiding belief price should never matter, quality of service should matter whether dealing with B2B or B2C clients. By serving B2B agents more effectively and with higher service quality, our clients would ultimately be satisfied."

### Promotional activities

About promotional activities, he said, "During initial three years of our company's existence, our primary emphasis was on operations and building our brand's foundation. However, we have now recognised the crucial role of marketing and self-promotion in strengthening our brand further. We are currently engaged in advertising through prominent magazines such as **TravTalk**, **MICETalk**, and more." 🐦





# PATA Gold Awards shine through

PATA Gold Awards Lunch and Award Presentation hosted by Macao Government Tourist Office saw the best of the best from the Asia-Pacific region being recognised and celebrated. The delegates cheered for the winners while savouring the delicacies being served at a sit-down lunch at the IECC, Pragati Maidan in New Delhi.



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# Malaysia focuses on MICE business

India is an important market for Malaysia. The Malaysian delegation, visiting the PATA Travel Mart 2023, connected with Indian partners to know more about the Indian market. Their focus is more on incentive travel, as it attracts a large number of travellers from India. Wedding planners are also on their mind.



**Georgina M Abas**  
Assistant Director – Corporate  
Communications Division, Malaysia  
Tourism Promotion Board

“ PATA has hosted buyers and exhibitors from all over Asia Pacific region, which is definitely not an easy task. Having State Tourism Boards, sellers, and buyers in the same room is one of the greatest facts about PTM. We also get to directly communicate with the agents and let them know about our offerings. ”



**DATO' Azizan Noordin**  
Advisor, Langkawi MICE  
Holidays & Tours SDN. BHD

India to the country. We are also here incentivizing Indian wedding planners. ”

“ India is a very important market for Malaysia. We have total of three Malaysia officers here at PATA mart to know more about India market and demands of the tourists. We are focusing more at incentive travel as it attracts huge numbers from India to the country. We are also here incentivizing Indian wedding planners. ”



**Fency Prasadevi Sivadasan**  
Senior Manager – Market Research,  
Sarawak Tourism Board

“ Sarawak is a new entry for India market. Sarawak Tourism Board has been member of PATA for many years now. India hosting the PTM is win-win situation for both the countries. Indian buyers came to our booth and we were satisfied with the kind of impression Sarawak made. It is a good platform for us as it enables us to enhance our visibility globally. ”

“ We have a lot of offerings in terms of water parks, theme parks, and amusement parks which are enticing kids to travel with their family. For kids, we also have a big resort that has opened up and it is based on Lego theme. There are lot of activities inside the resort and separately in theme parks as well. ”



**Kedar Shinde**  
New Business Development Manager –  
India Outbound, Merlin Entertainments

“ For Indian travelers, they have to fly to Kuala Lumpur before entering Langkawi; which is just an hour away flight journey. Beaches are the main attractions when you talk about Malaysia. Langkawi also good for eco-tourism and nature walks. We are ready to welcome Indians and other regions to our country. ”



**Hasniza Suid (SUE)**  
Director of Sales  
Langkawi MICE Holidays & Tours SDN. BHD

and other regions to our country. ”

“ We understand that Ministry of tourism has put in a lot of effort for the success of PATA mart 2023. With India being a very huge source market for any tourism board all over the world. It is important that we get more and more business from India. The recently launched 'Travel for LiFE' acts as a catalyst and opportunity for everyone. ”



**Noredah Othman**  
CEO  
Sabah Tourism Board

“ The recently launched 'Travel for LiFE' acts as a catalyst and opportunity for everyone. ”

## Macao's heritage trail

Macao had been a Portuguese settlement in the mid-16<sup>th</sup> century that was returned to Chinese territory in 1999. The present day historic buildings, streets, religious and public buildings depicting both Portuguese and Chinese provide a unique setting of aesthetic, cultural, architectural and technological influences between the East and the West.



TT Bureau

Some of the key must-visit sites in Macao are A-Ma Temple, which already existed before the city of Macao came into being. This consists of the Gate Pavilion, the Memorial Arch, the Prayer Hall, the Hall of Benevolence, the Hall of Guanyin, and Zhengjiao Chanlin (a Buddhist pavilion). The variety of pavilions dedicated to the worship of different

deities in a single complex make A-Ma Temple an exemplary representation of Chinese culture inspired by Confucianism, Taoism, Buddhism and multiple folk beliefs.

Moorish Barracks built in 1874 is said to have been constructed to accommodate an Indian regiment from Goa appointed to reinforce Macao's police force. Now it serves as the headquarters of the Marine and Wa-

ter Bureau. The Moorish Barracks is a distinctly neo-classical building integrating architectural elements of Moghul influence.

✂  
**Mandarin's House, built before 1869, was the traditional Chinese residential compound and home of prominent Chinese literary figure Zheng Guanying**

About Lilau Square, the ground water source of Lilau, it is said that it used to be the main source of natural spring water in Macao. The Portuguese popular phrase: "One who drinks from Lilau never forgets Macao"

expresses the locals' nostalgic attachment to Lilau Square. This area corresponds to one of the first Portuguese residential quarters in Macao.

Mandarin's House, built before 1869, was the traditional Chinese residential compound and home of prominent Chinese literary figure Zheng Guanying. It is a traditional Chinese compound consisting of several courtyard houses, displaying a mix of Chinese and Western detailing, such as the use of grey bricks against arched ornamentations and Chinese timber lattice windows against mother-of-pearl window panels of Indian origin.

St. Lawrence's Church, built by the Jesuits in the mid-16<sup>th</sup> century, is one of the three oldest churches in Macao. Its present appearance and scale were acquired in 1846. Situated on the southern coastline of Macao overlooking the sea, families of Portuguese sailors used to gather on the



front steps of the church to pray and wait for their return.

St. Joseph's Seminary and Church, established in 1728, the old Seminary, together with St. Paul's College, was the principal base for the missionary work implemented in China, Japan and around the region. St. Joseph's Seminary taught an academic cur-

riculum equivalent to that of a university and in 1800 the Portuguese Queen Dona Maria I conferred on it the royal title of "House of the Mission Congregation". Adjacent to the Seminary is St. Joseph's Church, built in 1758, an exemplary model of baroque architecture in China, as noted in UNESCO's 2001 publication Atlas mundial de la arquitectura barroca. ✂





# Great platform for networking



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# Tie-ups key to India Assist's progress

India Assist has been expanding its coverage in the tourism industry by collaborating with organisations like IRCTC and plans to work with airlines also. They have significantly increased their presence in cities across India and are looking to expand into several more countries by the end of FY 2023. Their goal is to offer quality services to tourists.

Sara Haque

India Assist teamed up with Fairstreet Sports for MotoGP Bharat organised at the Buddh International Circuit, Greater Noida, from 22-24 September. India Assist

**India Assist signed an MoU with IRCTC to provide emergency assistance to over 2 million travellers using IRCTC travel packages**

brought on board its assistance for travel, flights, hotels and other related services to ensure a safe and successful spectator experience for



**Harish Khatri**  
Founder & Managing Director  
India Assist

perience for this event. And our services provide them with immediate assistance to make it truly hassle-free. The success of any event can be ascertained that way, which is how our goals align with those of MotoGP for this race." Previously, in February 2023, India Assist signed a Memorandum of Understanding with IRCTC to

provide emergency assistance to over two million travellers using IRCTC travel packages. These collaborations with the government aim to widen India Assist's coverage in the tourism industry and strengthen India's footing as a tourist-friendly country.

"Starting September last year, India Assist was available in 60 cities. A year later, today, we are in 140 cities across the country. We are also in talks with an airlines group to provide services to their customers. We have started Nepal Assist too, and by the end of this financial year we are hoping to be present in four to five more countries. The goal is to have an ever-widening presence and provide quality services to tourists. India Assist wants India to be on the map for tourism services, and having a tourism related grievances redressal system is very important for that," he adds.



## CUSTOMERS SPEAK

"I contacted India Assist when I experienced difficulties in receiving a wrong payment that I made when preparing for my forthcoming trip to India. They were immediately responsive, provided me with useful information and contact points, and then stepped in very effectively. In a very short time, they were able to retrieve the disputed sum to my full satisfaction. I can only recommend to anyone travelling to India to avail themselves of the India Assist service. This service provides invaluable help in finding your way around this wonderful but immense, and sometimes difficult country."

**Paolo Gali, Netherlands**

"I am a US citizen of Puerto Rican descent. I was travelling in India and got stuck in the city of Vizag due to COVID. I sought help from India Assist to evacuate me to a safer place in India, as my then-current situation was unsafe. My experience with India Assist was very good. They were very caring and understanding of my situation and concerns."

**Scott Cooper, USA**

**India Assist wants our country to be on the top of map for tourism services, and having a tourism related grievances redressal system is very important for that**



the grand event organised after a very long time in India.

**Harish Khatri**, Founder and Managing Director, India Assist, says, "We wanted every individual spectator to have a wonderful ex-





# Showcasing luxury offerings

**Maria Helena de Senna Fernandes**, Director, Macao Government Tourism Office, highlights significance of Indian outbound travel market and discusses Macao's offerings, including MICE facilities and luxury experiences. She emphasises on Macao's potential for MICE and invites luxury travellers to experience its hotels and unique offerings.



Janice Alyosius

**M**aria Helena de Senna Fernandes, Director, Macao Government Tourism Office expressed her delight in being back at the PATA Travel Mart 2023. She said, "My first PATA Travel Mart was in 1993 in New Delhi. And so, I am glad to be back. And I am very happy to see a lot of developments ever since. We are happy to see a lot of buyers, sellers, still coming back to the travel market."

Speaking of PATA Travel Mart, Fernandes said, "This Mart serves as an invaluable B2B platform where buyers and sellers can connect and engage with each other. Many of these individuals, we do not get the chance to meet in our day-to-day basis. Therefore, we are trying make use of this particular platform in making new friends, understanding where travel business is getting and what are the new trends and also trying to really see how we can put together buyers and sellers in order that they can really do business together."



**Maria Helena de Senna Fernandes**  
Director  
Macao Government Tourism Office

One of the key aspects, Fernandes highlighted was the significance of the Indian outbound travel market. She pointed out, "India has always been a very good outbound travel market for many countries. And we used to receive quite a few Indian travellers. COVID has really hampered our industry."

She further added, "It is good to be back in India, because Indian travellers are coming back in big numbers.

So, we also want to come back and let Indian friends and travellers understand more about what Macao has to offer nowadays. It has been three years, there has been a lot of new things, new developments, new hotels and new attractions in Macao.



**India has always been a very good outbound travel market for many countries. And we used to receive quite a few Indian travellers**

So, we are here to say welcome back to Macao." From a business perspective, Fernandes discussed the potential of the Indian market for MICE. She said, "When we look at the Indian market, we are looking at many different perspectives, MICE is



a very important component, we understand that there are many Indian companies are looking at going overseas for their MICE events, and we do have very good facilities for MICE not only for conventions and exhibitions but incentive as well as. So, we are here to promote this segment." She also extended an invitation to luxury travellers from India, emphasising

the excellence of Macao's hotels and their unique experiences.

Highlighting the connectivity to Macao, she said, "While we currently do not offer direct flights to India, accessing Macao is very convenient via flights to Hong Kong. We have recently introduced a new service connecting Macao to Hong

Kong International Airport. Upon arrival in Hong Kong, there is no need for customs clearance. You can easily purchase a bus ticket that includes luggage handling, and before you know it, you will find yourself in Macao. The only customs and immigration clearance required will be in Macao, streamlining your journey." 



**Dwi Nugraha, Pacto DMC World Product Manager:  
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## Lakeview Hotel & Restaurant

The Gem of Penelokan Village, Lakeview Hotel & Restaurant is nestled up against the national forest and is perched on the crater rim of the majestic Batur Caldera, a UNESCO Global Geopark Heritage. Lakeview is the eastern-most property in the village and is blessed with the most sublime view of Mt Batur and her crater lake. A favorite lookout point, holiday and dining venue for international and domestic travelers, mountain climbers, geologists and explorers (Penelokan, in Balinese translates to "look out point").

Lakeview is the original family hotel & restaurant in the Kintamani area, founded as a home stay of teak and fern-tree huts by Mangku Dharta in 1964. Now Lakeview is run by the third generation and offers 20 comfortable bedrooms, 2 dorm rooms and 2 Restaurants, all of which present spectacular views of nature, set in a vast volcanic caldera. Besides Bali's Mother temple; 'Pura Besakih', there are a few important temples in the area as well, like 'Pura Ulundanu Batur', 'Pura Bukit Mentik' and 'Pura Penulisan'. 'Trunyan' village and sanctuary, an old mountain village at the foot of Mt. Abang, is also nearby. The village and its sanctuary (boat access only) are located in a remote and isolated location on the eastern shore of Lake Batur. The Trunyanese are often referred to as 'Bali Aga' (indigenous Balinese people), which refers to a conservative, pre-Hindu way of life with ancient, neolithic customs.

The Family temple and generations of family photos give a comforting sense of familiarity that makes you feel right at home but with all the extras. A perfect place to relax after a day of fun, cultural or educational activities, as Lakeview is significantly located to many stunning spots where you can experience the real beauty of Bali's heartlands. Natural wonders like volcanoes, lakes, natural hot springs, waterfalls, forests and more are just down the road. Surrounded with such natural beauty, there are a wide range of activities and tours to choose from like trekking, cycling, canoeing, rafting, forest walks, swims at the hot springs, agricultural, temple and village tours.





# Malaysia in full fervour

Tourism Malaysia brought its varied and diverse product offerings for Indians at the PATA Travel Mart (PTM) 2023 in New Delhi. The Southeast Asian destination is a popular getaway for Indians throughout the year and the Malaysia stall at the IECC, Pragati Maidan, was being thronged by buyers throughout the day for business meetings.





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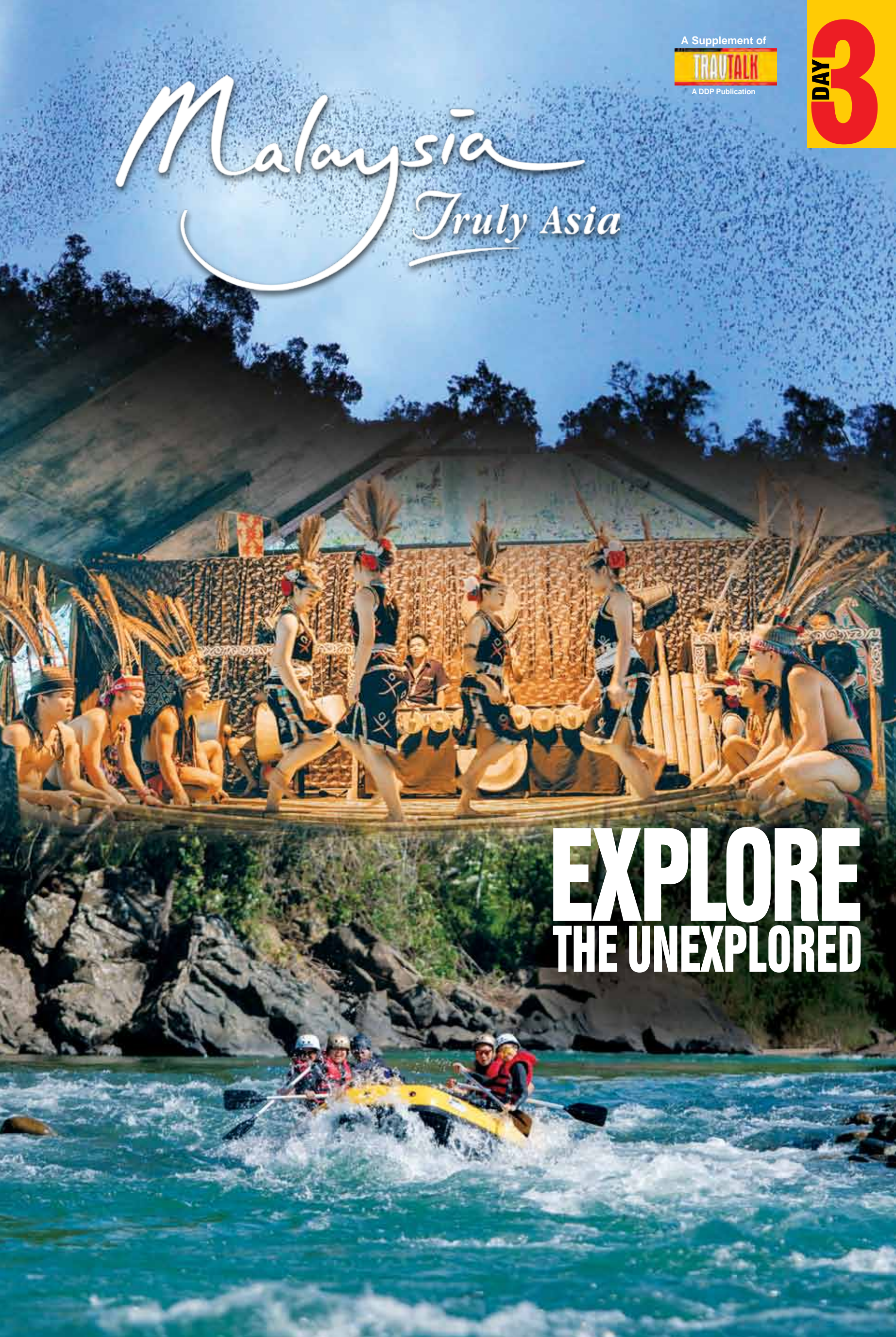


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# Malaysia

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AirAsia serves travellers from various parts of India, with 67 weekly flights from six south Indian cities to Kuala Lumpur: Bengaluru, Kolkata, Chennai, Tiruchirappalli, Hyderabad, and Kochi, and two northern cities—New Delhi and most recently, Golden City of Amritsar.

**An escape like no other**  
Malaysia has so much to offer, from its world-renowned tantalising delicacies stemming from various ethnicities to tourist attractions deeply embedded with the country's natural history. Malaysia is also home to one of the most diverse melting pot of cultures in the world, with people from all walks of life. Many travellers often flock to East Malaysia in Borneo to observe the island's natural beauty and to spot Malaysia's national bird—the magnificent hornbill.

The country is also a gastronomic paradise famed for its mouth-watering delectables. Indulge in the best Nasi Kandar in the world, only in Penang Island, or fill up your tummy with Malaysia's popular mamak joints at any time of the day. The city truly never sleeps; Kuala Lumpur is always buzzing.

Malaysia's enchanting blend of modernity and tradition is a traveller's paradise. From the iconic Petronas Twin Towers piercing the skyline of Kuala

Lumpur to the lush rainforests scattered throughout the country teeming with wildlife, Malaysia offers a kaleidoscope of can't-be-missed experiences.

**Plenty to explore**  
What truly makes Malaysia an extraordinary destination is its strategic location as a travel hub. Hence, make Malaysia the beginning of your wanderlust journey. Both AirAsia and AirAsia X offer an extensive network of flights to various destinations across the globe. Fly to exotic locations, bustling metropolises, and serene landscapes. Immerse yourself in the different cultures of the world and explore the many underserved gems around the globe—all without breaking the bank. The world is truly your oyster.

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### Deals in store

AirAsia has promotions for Malaysia and beyond starting from October 2 to 8, 2023. Download the airasia superapp or visit their website [airasia.com](https://airasia.com) to book and follow their

social media handles @flyairasia for regular updates. Indians can fly to Kuala Lumpur from Chennai, Bengaluru, Kolkata, Kochi, Tiruchirappalli, Hyderabad, Amritsar and New Delhi with an all-in\* one-way

fare from ₹6,999 in economy and all-in\* one-way fare from ₹21,999 for Premium Flatbed. Fly further from India to Bali, Sydney, Melbourne and beyond with an all-in\* one-way fare from ₹11,584 to ASEAN

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D7 183	New Delhi	Kuala Lumpur	23:30	07:55	Sun, Mon, Wed, Fri	3X	
D7 189	Amritsar		11:55	20:15	Sun, Mon	4X	
			01:00	09:20	Thu, Sat		
AK 62	Kolkata		00:45	07:15	Daily	7X	
AK 52	Bengaluru		23:25	06:10	Mon, Wed, Fri, Sun	4X	
AK 36	Kochi		00:30	07:20	Mon, Wed, Thu	10X	
AK 38			23:30	06:20	Daily		
AK 10	Chennai		08:15	14:50	Daily	14X	
AK 12			23:45	06:15	Daily		
AK 68	Hyderabad		23:55	06:35	Daily	7X	
AK 66			22:40	05:35	Sat	1X	
AK 24	Tiruchirappalli		09:25	15:55	Wed, Fri, Sun	17X	
AK 22			22:30	04:55	Daily		
AK 28			00:15	06:45	Daily		
D7 182	New Delhi	New Delhi	19:15	22:15	Sun, Mon, Wed, Fri	4X	
D7 188	Amritsar	Amritsar	07:25	10:50	Sun, Mon	4X	
			20:25	23:50	Wed, Fri		
AK 63	Kolkata	Kolkata	22:35	00:10	Daily	7X	
AK 53	Bengaluru	Bengaluru	21:05	22:45	Mon, Wed, Fri, Sun	4X	
AK 37	Kochi	Kochi	22:25	23:55	Tue, Wed, Sun	10X	
AK 39			21:30	23:00	Daily		
AK 11	Chennai	Chennai	06:30	07:45	Daily	14X	
AK 13			21:50	23:05	Daily		
AK 69	Hyderabad	Hyderabad	21:30	23:15	Daily	7X	
AK 67			20:20	22:00	Sat	1X	
AK 25	Tiruchirappalli	Tiruchirappalli	07:45	08:55	Wed, Fri, Sun	17X	
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**Chennai:** 4<sup>th</sup> floor, Vijaya Tower, 4 Kodambakkam High Road, Nagumbakka, Chennai- 600034, +91-44-45068080



# A floral paradise in Malaysia

## Lexis Hibiscus Port Dickson



In the world of luxury hospitality, Lexis Hotel Group stands as a beacon of excellence, offering a curated collection of exceptional properties. Among them, Lexis Hibiscus Port Dickson, is an architectural masterpiece that redefines the essence of an elevated escape.

In the realm of hospitality, where opulence intertwines with innovation, Lexis Hotel Group emerges as a shining beacon of excellence. The group has a carefully curated collection of remarkable properties that deliver unparalleled experiences. These include: Lexis Port Dickson, Grand Lexis Port Dickson, Lexis Hibiscus Port Dickson and Lexis Suites Penang. Add to this, the upcoming luxury coastal retreat Lexis Hibiscus 2, and the highly anticipated Imperial Lexis Kuala Lumpur – a 53-storey glass-encased skyscraper featuring 275 lavish hotel rooms and suites, each

equipped with a private pool, as well as expansive serviced residences, slated to open its doors in late 2023. With these properties, the group has indeed carved a niche for itself as a trailblazer in the art of elevated living.

At the heart of this portfolio lies the captivating Lexis Hibiscus Port Dickson located an hour's drive from Kuala Lumpur. Nestled along the shores of Pasir Panjang beach in Port Dickson, the resort stands as a testament to architectural brilliance. As the world's sole oceanfront resort boasting 639 pool villas, Lexis Hibiscus Port Dickson is the embodiment of grandeur. The resort's name pays homage to Malaysia's national flower – the majestic Hibiscus – an emblem of beauty and grace. The resort's design mirrors this natural elegance, with each villa meticulously crafted to reflect the petals of a hibiscus in full bloom. Stepping onto the private sun deck, guests are greeted by the

azure expanse of the Straits of Malacca – a serene backdrop for relaxation. Each villa boasts a private pool and a personal steam room, inviting guests to embark on a journey of rejuvenation.

The resort's magnificence goes beyond aesthetics. It boasts of two prestigious Guinness World Records: 'The Most Swimming Pools In A Resort' featuring 643 pools and 'The Most Overwater Villas In A Single Resort' boasting 522 overwater villas.

**The art form of gastronomy**  
Gastronomy is elevated to an art form here. Indulge in a symphony of local and international delicacies at Roselle Coffee House, savour Japanese cuisine at UMI, and sip on cocktails at Wave Dining. Guests can also treat themselves to delightful bites at Coralz Bistro, and enjoy live performances at the Satellite Restaurant & Bar.

Beyond being a destination for leisure, the resort is a canvas for life's cherished celebrations.



**Whether it's a wedding, a product launch, an incentive retreat or a family celebration, the resort offers an array of indoor and outdoor spaces**

Whether it's an intimate wedding, a grand product launch, an incentive retreat or a birthday celebra-

tion, the resort offers an array of indoor and outdoor spaces. The Grand Ballroom and Sky

Ballroom on the 13th floor overlooking the sea, provide a touch of sophistication. The resort also offers an activities; guests can unwind at the spa with rejuvenating treatments, unleash their inner star at the karaoke centre, or embark on outdoor adventures with bicycle and ATV rides, archery, and water sports. The resort ensures that every guest finds their sanctuary. 🌺





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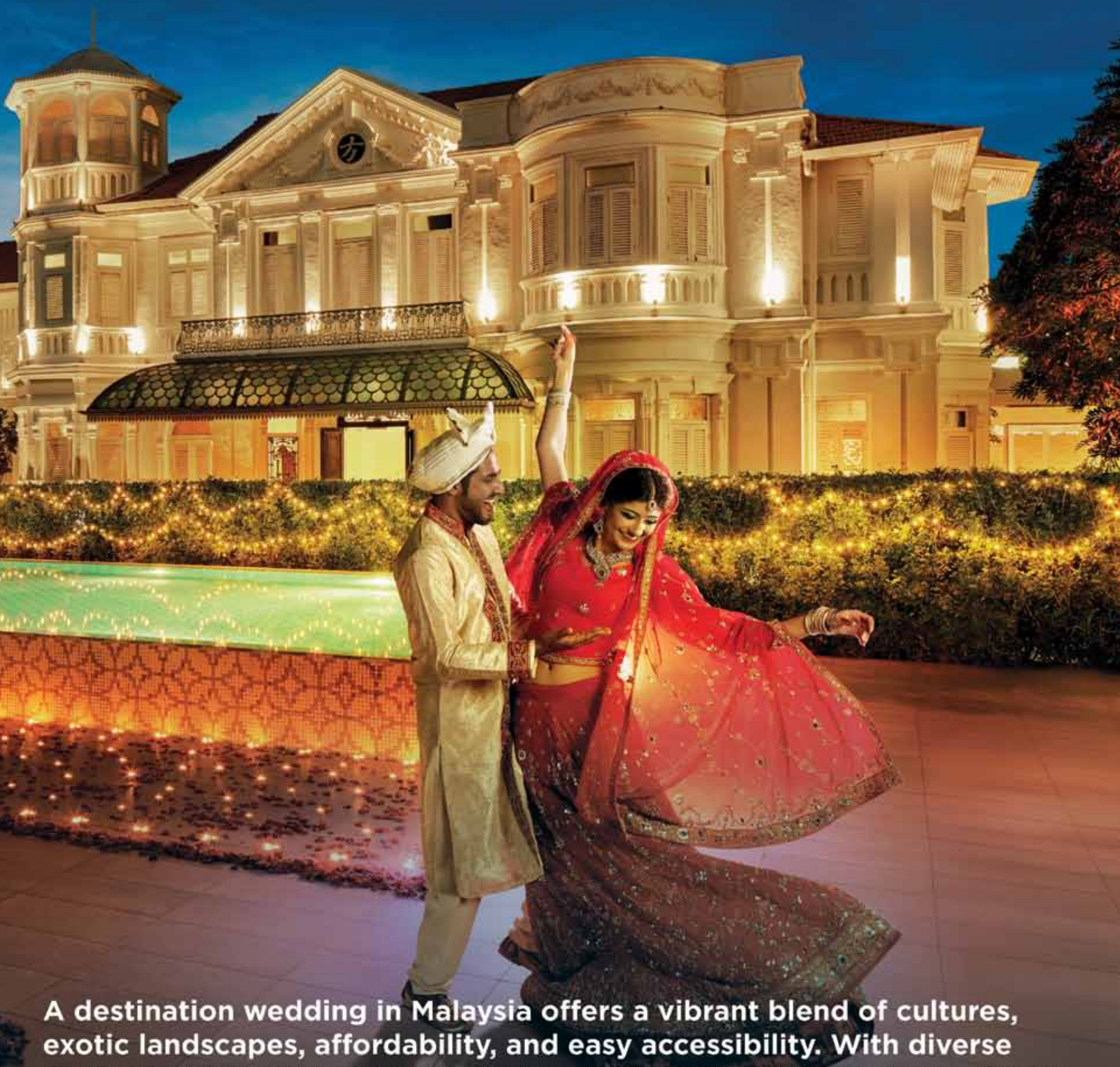


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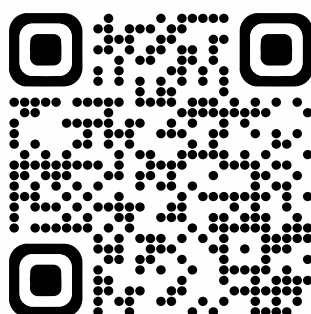


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