

TTJ
Travel Trade Journal

TRAVMART
Connecting travel partners
with new opportunities



MARCH 15 SURAT
MARCH 17 PUNE
APRIL 21 LUCKNOW

TTJ Travel Trade Journal

Vol. 13 | Issue 04 | February 2023 | Pages 60 | ₹150

ASEGŌ
Global Assistance &
Travel Insurance



For partnership, contact:
+91 22 6787 2037

Note: Asego provides travel assistance services with Insurance underwritten by an IRDA authorised insurance company.

www.asegogroup.com

Riya
the travel expert!

Your Trusted Travel Expert
Elevating Travel Experiences Since 1980

- More than 40 years** of experience
- ₹ 16,000 Crore** annual turnover
- Over 2,000 employees** worldwide
- Over 15 travel products**
- Over 60 locations** across the world
- Over 75,000 travel partners** onboard
- Partnered with over 1,000 airlines**
- Over 2 lakh hotels** available globally
- Over 20 forex licences** acquired
- More than 10 lakh visas** processed
- All visa services under one roof**

SERVICES WE OFFER

- FLIGHTS
- HOTELS
- HOLIDAYS
- FOREX
- VISA
- INSURANCE
- RAIL
- BUS
- AIR ANCILLARY SERVICES

TOOLS TO HELP OUR PARTNERS EARN MORE

riya connect | TrvlNxt | Q Ticketing | RVIS

022 7120 0900 | **022 6120 0911** | Join Us On Telegram:
b2b.riya.travel | **www.trvlnext.com** | **/RiyaTravelAndTours**



WESTERN AUSTRALIA

WALKING ON A DREAM

STEP OUTSIDE OF THE EVERYDAY AND INTO A DREAM.
A PLACE WHERE REALITY AND THE OTHERWORLDLY COMBINE.

Open your eyes to the underwater enchantment of Ningaloo Reef / Nyinggulu,
glide with majestic whale sharks, and dive into a world of colour and coral.

Just like a dream, sometimes everything is quite real, sometimes truly magical.
This is a place of natural wonders, supernatural contrasts and rare experiences.
A truly wondrous and dreamlike place to explore.

WESTERNAUSTRALIA.COM



📍 NINGALOO REEF | NYINGGULU

Team Sampan

Editor & Publisher	:	Ravi Sharma
Consulting Editor	:	Gurjit Singh
Assistant Editor	:	Prashant Nayak
Contributing Editor	:	Sonia Dutt
Sr. Correspondent	:	Vartik Sethi
Bureau Head (East)	:	Partha Chatterjee
Correspondent (East)	:	Swaati Chaudhary
Director- Marketing	:	Sonika Bohra
Head-Special Projects	:	Jyoti Rathod
Marketing Manager	:	Bharti Kalia
Manager PR	:	Ankit Dixit
Coordinator-Special Projects	:	Parth Sharma
Trainee Designer	:	Jatin Kumar
Manager Administration	:	Kuldeep Singh
Asst. Admin	:	Satish Kumar
Accountant	:	Amar Gupta
Circulation Manager	:	Sahil Nadeem

Email: info@sampanmedia.com

Editorial and Marketing Office :
Sampan Media Pvt. Ltd. B-20, First Floor, Nangal Dewat, Vasant Kunj, New Delhi, 110070
Ph: 9560264443, ravisharma@sampanmedia.com

All information in Travel Trade Journal (TTJ) is derived from sources we consider reliable. It is passed on to our readers without any responsibility on our part. Opinions / views expressed by third parties in abstract or in interviews are not necessarily shared by us. Material appearing in the magazine cannot be reproduced in whole or in part(s) without prior permission. The publisher assumes no responsibility for material lost or damaged in transit. The publisher reserves the right to refuse, withdraw or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian Advertisements Code. The publisher will not be liable for any loss caused by any delay in publication, error or failure of advertisement to appear.

Owned and published by: Ravi Sharma, Editor & Publisher, A-100, Upper Ground Floor, Nangal Dewat, New Delhi - 110070 and printed on his behalf at Modest Print Pack Pvt. Ltd., Okhla Industrial Area, New Delhi - 110020.



Dear Friends,
Greetings!

This is that time of the year when the travel fraternity gets busy with industry events like OTM, SATTE, ITB Berlin, and ATM that provide mega platforms for the stakeholders of global travel to reconnect, network, and conduct business. This is also an exciting time for TTJ as we will again be attending ITB Berlin 2023 as the official publication from India.

We at TTJ have also been conducting our own B2B travel shows, branded TTJ TRAVMART and is getting quite popular with Industry partners over the years. We started the new year with the sixth edition of TRAVMART with the successful conclusion of our Tri-City events in South India and have more such events lined up. A showcase of the Tri-City TRAVMART has been published in this issue.

There are also some great reads in this issue, and our advertisers keep you engrossed with their exciting offers. I am sure you will enjoy reading the issue and sense that travel is indeed picking up momentum and is now on a growth tangent, which is a sign that we all were waiting for.

Happy Reading!

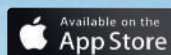
Ravi Sharma
ravisharma@sampanmedia.com

Editor's Desk

FEEL THE DREAMLINER™ EXPERIENCE
FROM BENGALURU TO OVER 130 DESTINATIONS GLOBALLY
THRICE A WEEK



Get the app



*Dreamliner operations will start effective from 28th March

www.ethiopianairlines.com

Ethiopian
የኢትዮጵያ
THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER

Tourism Fiji reveals evolution of happiness campaign with new brand platform

Tourism Fiji rolled out a refreshed take on their renowned ‘happiness’ brand platform on January 31, 2023, just over a year from borders reopening to tourists.

The new brand platform, ‘Where happiness comes naturally’ is a meaningful evolution that pays homage to Fiji’s local people, stunning natural environments, rich culture, and the authentic experiences on offer, encouraging travellers to discover a side to Fiji they may not have known existed.

As part of the brand evolution, Tourism Fiji has announced five new travel pillars that it will develop and promote to tourists; Natural Environment, Adventurous Experiences, Community Connections, Recharge and Reconnect, and Food and Drink. These demonstrate a core range of authentic experiences visitors can have in Fiji.

The rollout also includes a new logo that fuses modern and bold typography with the traditional Fijian art form of masi. It has been designed by Tourism Fiji’s global brand and creative agency Host/Havas, in collaboration with third-generation masi artist Wati Maraiwai Talavutu.

To showcase the new brand platform, Tourism Fiji captured its vibrant Fijian spirit using renowned National Geographic photographer Matthieu Paley.



Nijhawan Group expands its representation portfolio, forges four new partnerships

Nijhawan Group adds more feathers to its hat with its appointment as the India representation office for Millennium Hotels and Resorts (Worldwide), Mayfair Cruises (Egypt), Pilgrimage Village and Vedana Lagoon Resort (Da Nang, Vietnam) and New World Hotel (Phu Quoc, Vietnam).

Being responsible for developing the core marketing and Public Relations strategy for India market and strengthening relationships with key trade, media and strategic partners, Nijhawan Group aims to increase the reach and spearhead impactful campaigns for its newly appointed partners.

Priyanka Nijhawan, Director- Representations, Nijhawan Group said, “It gives us immense pleasure to announce our new partnerships starting in 2023. The Indian travel industry is constantly looking for newer offerings and we have seen a huge demand for luxury experiences. We will continue to innovate and deliver ground-breaking results for our esteemed clients.”

“The diversity in our product portfolio speaks a lot about our capabilities and the ability to perform in varied segments. Nijhawan

Group’s strength lies not only in new partnerships but also in the retention of its existing and long-standing partnerships. Our pride lies in our partners’ continued trust and belief in us, which has always pushed us a notch higher in terms of performance,” added Nijhawan.



Vistara partners with WorldTicket, enables connections on Germany's Deutsche Bahn train network

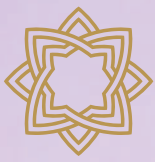
Vistara has entered into an interline partnership with WorldTicket (W2), part of the 777 Travel Tech group and the only authorised distributor for Europe’s largest railway operator, Deutsche Bahn. The partnership enables Vistara to offer multimodal itineraries to its customers, empowering them to seamlessly book air and rail travel throughout Germany and other European cities on a single itinerary. Through this partnership, Vistara becomes the only Indian carrier to offer such a service for travellers to and from India.

Vistara customers can now easily connect from any one of 16,000 train stations in Germany to Frankfurt Airport and fly Vistara to Delhi, and vice versa. In addition to train stations across Germany, Vistara customers can also travel to and from Amsterdam (the Netherlands), Brussels (Belgium), and Zurich or Basel (Switzerland) on Deutsche Bahn’s extensive network.

Powered by W2’s GDS aggregation technology, Deutsche Bahn’s Rail&Fly product enables these flexible multimodal travel options for passengers. In addition, Deutsche Bahn’s Interline and Codeshare products with scheduled high-speed rail services create an eco-friendly transit option for European travellers.

The flight segment of the customer’s journey is being operated and marketed under Vistara’s ‘UK’ IATA designator code; the train segment is operated by Deutsche Bahn and marketed by WorldTicket (W2 IATA designator code).

From the customer’s perspective, they will book a single itinerary that includes both flight and rail reservations and only need to check in separately for each segment. Once passengers arrive at Frankfurt (FRA), they can clear immigration, collect their bags and proceed to the railway station at Frankfurt Airport to board their train.



vistara
Fly the new feeling



airvistara.com



Enjoy direct connectivity from Delhi to anywhere in Germany



- Enjoy connectivity to 5600 Deutsche Bahn stations across Germany in a single booking with India's Best Airline
- Experience three cabin classes, world class hospitality, gourmet meals, and more on Vistara

*This image is for representational purposes only. Train image courtesy: DB AG / Volker Emerleben. Visit airvistara.com/de/en/adtn for detailed T&C's.



Best Airline in India and South Asia

**BROUGHT TO YOU BY
TATA AND
SINGAPORE AIRLINES**

SriLankan Holidays launches 'Dil full of Sri Lanka,' holiday packages at unbelievable rates

Sri Lanka's national carrier, SriLankan

Airlines, sharing the joy of 75 years of Sri Lanka's independence, extended an invitation to Indian travellers to explore the island beauty. 'Dil full of Sri Lanka,' the latest collection of tour packages, carefully curated by the Airline's leisure arm, was unveiled by Richard Nuttal, CEO, SriLankan Airlines, in New Delhi on January 30, 2023.



'Dil full of Sri Lanka' captures the most fascinating facets of Sri Lanka. It presents a range of itineraries and experiences with an unbelievable 'buy one, get one free' offer. The journeys are mapped to take the travellers through the most attractive holiday getaways of Dambulla and Kandy in central Sri Lanka, and Galle, Bentota, and Colombo in the South.

The packages are typically created for two persons and can be extended to accommodate up to eight travellers. These packages come with attractive pricing and are inclusive of return airfare to Colombo with airport taxes from respective destinations, 5-star and 4-star hotel accommodation options on bed-and-breakfast on twin sharing basis with transfers at the destination.

Hong Kong launches 'Hello Hong Kong' campaign, offers 500,000 free air tickets

Hong Kong is ready to welcome visitors from all around the world once again with open arms and open doors. With the launch of the global promotional campaign "Hello Hong Kong", Hong Kong is sending its greatest welcome to the world with 500,000 free air tickets, as well as city-wide offers covering "Hong Kong Goodies" visitor consumption vouchers, to entice travellers to come to experience Hong Kong's diverse appeals.



To entice globetrotters to embark on a long-awaited visit to Hong Kong, 500,000 free air tickets will be given away by the Airport Authority Hong Kong to different markets in phases, through three home-based carriers namely Cathay Pacific Airways, Hong Kong Express and Hong Kong Airlines, starting from March.

An array of enticing welcoming offers from over 16,000 outlets across the city have been put together by the HKTBC and the tourism and hospitality sectors to welcome back visitors. Among which, at the initial stage, at least 1 million "Hong Kong Goodies" visitor consumption vouchers will be given out, covering a complimentary welcome drink at participating bars, restaurants, and hotels, or a cash voucher to be redeemed in the transportation, culinary and retail sectors, as well as attractions.



THE BRISTOL HOTEL
DUBAI



THE BRISTOL INN
DUBAI



Al Jaddaf - Dubai



SUN & SANDS HOTEL



Bristol Deira Dubai
124 Rooms



SKAF Jaddaf Dubai
101 Rooms



Bristol Inn Deira Dubai
141 Rooms



Sun & Sands Deira Dubai
107 Rooms

For more Queries Contact **Mr. Rajiv Verma** | M: +91 98994 69067, E: Rajiv@bristoldubai.com

experience abu dhabi



EXPLORE ABU DHABI

04 Days From

US\$ 383* pp

Inclusions:

- ❖ 03 Nights Stay in Abu Dhabi City Hotels with Breakfast
- ❖ Return Abu Dhabi International Airport Transfers by Private Vehicle
- ❖ Abu Dhabi City Tour with Grand Mosque and Royal Palace Visit on SIC
- ❖ Yas Island 1 Day 2 Parks with Transfers by Private Vehicle (Select from Ferrari World / Warner Bros. World / Yas Waterworld)

Remarks: Rates are based on DBL/TWN sharing basis. Rates and Offers are subject to change without prior notice & are subject to availability. Tourism Dirham Fees & room municipality fee are not included. Valid till 30th April'2023. *T&C Apply.



Ottila International Pvt. Ltd.

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

Ahmedabad: +91 93761 20982

Hyderabad: +91 40 4020 0301

New Delhi: +91 11 4151 5885

Bengaluru: +91 80 4165 6324

Indore: +91 731 4911 374

Pune: +91 20 4002 6960

Chennai: +91 44 4555 8582

Kochi: +91 75938 63903

Nasik: +91 253 231 0044

Coimbatore: +91 99527 17750

Kolkata: +91 98301 19561

For Enquiries & Bookings, please contact any of our offices.



Tourism Australia launches eighth iteration of Virtual Travel Fair; Fly to Oz from just Rs. 53,600

Tourism Australia has launched its eighth iteration of Virtual Travel Fair (Airline Marketplace) in India, to provide Indian travellers with the opportunity to explore attractive deals on holidays to Australia, for a limited period. In addition to airfares, travellers can also view competitive prices on hotels, holiday packages and other tourism products and experiences.



As part of the campaign, Tourism Australia has partnered with five major airlines including Singapore Airlines, Malaysia Airlines, Air India, Sri Lankan Airlines and Thai Airways to offer all-inclusive, return economy-class airfares to Australia starting from Rs. 53,600. The sale is valid until February 28, 2023, with a travel validity of up to December 31, 2023, and will be further amplified by Tourism Australia's key distribution partners and Aussie Specialist agents. Three key accommodation providers including TFE hotels, The Ovolo Group and Hyatt Centric have also joined this campaign to offer special deals for Indian travellers.

India among top source markets for Thailand

H.E. Ms. Pattarat Hongtong, Ambassador of Thailand to India along with Vachirachai Sirisumpan, Director of the Tourism Authority of Thailand in New Delhi, held a media briefing at the Ambassador's Residence on January 31, 2023.



H.E. Ambassador explained that the bilateral relations between Thailand and India have steadily grown, with bilateral trade reaching a new record at 17.7 billion USD in 2022. The tourism industry is a major contributor to the country's economy, roughly 18 per cent of the total GDP of Thailand. In 2022, international tourist arrivals to Thailand reached over 11 million. Among these numbers, Indians were the second-largest group of tourists. Singapore came in third, and Malaysia came in first.

As part of the full reopening to tourism, Thailand is also offering a longer period of stay for visitors. Effective through 31 March 2023, the period of stay is extended to 45 days (from 30 days) for tourists from countries/territories entitled to visa exemption, and 30 days (from 15 days) for those eligible for a Visa on Arrival (VOA).

Despite the current guidelines issued by the Indian authorities, there is no significant decline in Indian tourists to Thailand.

Mt Titlis gears itself for another winter with plethora of additional offers

Mt Titlis hopes to break the record winter visitor figures this year, and the numbers are already encouraging. To welcome the visitors and increase the highlights of the place, a lot of new activities have been added to its slopes and peaks.

SPACE CAMP

Spend a romantic night under the stars on the frozen Lake of Truebsee

The package includes a trip to Truebsee from Engelberg by cable car, an apero, a special Swiss romantic dinner (vegetarian options are also available), and an elaborate buffet breakfast at the Alpine Lodge at Truebsee.

MOONBIKES

The world's first electric moonbikes, now available for the adrenaline junkies

Fast, quiet, and electric, the world's first electric snowXbike offer a new way to explore nature. Thanks to its size, ultralightweight and low centre of gravity, the moonbike is easy for anyone to ride and promises a super-fast start. The Moonbike rides cost as much as the existing snowXbikes and will now be a part of the Adventure Park in winter.

SNOOC TOURS

Experience a unique adventure in the mountains!

On this tour, visitors can hike through an unspoiled winter

wonderland and enjoy incredible snoc descent. However, they must first take a training session in the snow park. Then the guides will show the visitors the art of converting the snoc into touring skis. Further on, in just a few simple steps, they can start their guided ski tour to Bitzistock. Then comes the fun part as they enjoy a thrilling snoc descent ride from Bitzistock, all the way down to Engelberg.

MY FIRST SKI EXPERIENCE

Specially curated for first-timers, an exhilarating experience on the snow

Here visitors learn the basics of skiing with skis and poles provided in the package. Finally, there is a rush of excitement at the park as they try the snowXbikes or the Moonbikes. Visitors can also enjoy the fun toys at the Snow Park.

THE KING'S THRONE IN THE GLACIER CAVE

Walk through the 120-metre-long Glacier Cave

In its very depth, visitors will have the opportunity to crown themselves as a King or Queen on the Throne of Ice.



GUARANTEED DEPARTURES TO EUROPE - 2023

BEST QUALITY TOURS @ UNBEATABLE PRICES

**CARRY ZERO MONEY
ON ALL TOURS**

**4* SUPERIOR BRANDED
HOTELS**

**24 X 7 PROMPT
SUPPORT**

**VALUE FOR MONEY
TOURS**



**Grand Wonders
Of Europe**
14 Nights / 15 Days

DEPARTURE DATES

April : 18, 28
May : 02, 05,
11, 25
June : 09, 27
July : 21
August : 15
Sept : 15

EURO 2250



Best Of Europe
12 Nights / 13 Days

DEPARTURE DATES

April : 06, 15, 20, 27,
30
May : 01, 03, 04, 06,
07, 11, 13, 14, 18,
21, 25, 27, 28
June : 10, 11, 15, 18, 24,
25, 29
July : 23, 27
Aug : 06, 17, 27
Sept : 17, 21

EURO 1890



Exclusive Europe
10 Nights / 11 Days

DEPARTURE DATES

April : 27
May : 05, 11, 27
June : 08, 15
July : 15
August : 03, 24
Sept : 14

EURO 1590



**Fascinating
Paris and Swiss**
07 Nights / 08 Days

DEPARTURE DATES

April : 15, 27
May : 05, 11, 27
June : 08, 15
July : 15
August : 03, 24
Sept : 14

EURO 1245

**ALL PRICES ARE NET AND
NON COMMISSIONABLE**

**B2B LAND
PACKAGES**



Scan QR code to
download itineraries

**JAIN / VEG / NON VEG
UNLIMITED MEALS**

**MOST DINNERS IN THE
COMFORTS OF YOUR HOTEL**

**ADDITIONAL INDIAN BREAK-
FAST DISH AT SELECT CITIES**

**EXPERIENCED AND CARING
TOUR MANAGERS**

PREMIUM COACHES

**TOURS WITH AIRFARES
AVAILABLE ON SELECT
DEPARTURES**

*Above price Includes Accommodation in Top Branded 4 Star Hotels, All Meals & Sightseeing as per the itinerary, Arrival & Departure transfers, Driver Tips & Services of a professional & caring Tour Manager. Price excludes Airfare, Visa, Insurance and personal expenses.

JAZEERA AIRWAYS MARKS 5 YEARS OF OPERATIONS IN INDIA



Kuwait's leading low-cost carrier serves eight Indian cities within its network of 55+ destinations.

Kuwait's leading low-cost airline, Jazeera Airways, recently marked five years of successful operations in India. Starting with Hyderabad in November 2017, the airline has spread its wings to cover eight major cities in India, including Ahmedabad, Mumbai, Bengaluru, Chennai, Delhi, Kochi and Thiruvananthapuram.

With a wide range of destinations, Jazeera Airways aims to offer the large Indian expat community in Kuwait easy connectivity at a reasonable price.

Romana Parvi, Regional Manager-South Asia for Jazeera Airways, explained, "India is one of our top destinations for both outbound and inbound traffic. We are continuously reviewing expansion opportunities in the Indian market and will continue to meet these demands."

In the last year, the airline grew pan-Indian coverage with new routes to Bengaluru and Thiruvananthapuram with two flights each weekly.

Parvi highlighted, "Despite the business challenges we faced in the last few years, we have continued to stay focused on our growth and anticipate a bright future ahead."

Expanding Globally

Operating a network of over 55 destinations across the Middle East, Central & South Asia, North Africa and

Europe, the fast growing airline currently offers 30 direct services to Kuwait and beyond from India. This makes it an ideal hub for passengers from India to the Middle East and other international connecting destinations. The airline also flies to Bangladesh, Sri Lanka and Nepal.

Founded in 2004, Jazeera Airways commenced flight operations in 2005. In 2017, the airline served 17 destinations with a fleet of seven aircraft. In 2018, became the first airline in the Middle East to introduce the A320neo into its fleet. Today, Jazeera Airways boasts a fleet of 19 aircraft, with eight A320s and 11 A320neos. Another 18 A320neos and eight A321neos have been ordered and will join the fleet from 2026.

Jazeera's firsts include becoming the first Kuwaiti airline and the first LCC in the region to launch a climate compensation initiative. The airline introduced the CHOOOSE™ technology, which customers to offset their carbon emissions by supporting a set of CO2-reducing climate solutions, consisting of a portfolio of renewable energy and community-based projects. Integrated into Jazeera's booking process, customers can choose to offset their carbon emissions. The system then automatically calculates a flight's carbon footprint, providing passengers with the estimated CO2 emissions for their trip. Passengers have the option to compensate for their travel footprint by contributing to climate projects. If selected, the contribution gets added to the final payment.



▲ **Romana Parvi**
Regional Manager-South Asia
Jazeera Airways

This falls in place with the airline's efforts to reduce its environmental impact, which also includes investing in the A320neo aircraft that help cut CO2 emissions by 50 per cent, with 50 per cent engine noise reduction and 18 per cent greater fuel efficiency. These initiatives support United Nations Sustainable Development Goals (UN SDGs) while improving ecological values and benefitting communities around the world affected by climate change.

Jazeera Airways India Flight Schedule

Flight Number	Frequency	From	To	Departure (Local Time)	Arrival (Local Time)
J9-401	Daily	Kuwait (KWI)	Mumbai (BOM)	20:40	03:05
J9-402	Daily	Mumbai (BOM)	Kuwait (KWI)	04:05	06:00
J9-403	Tue, Thu, Sat	Kuwait (KWI)	Hyderabad (HYD)	18:25	01:35
J9-404	Wed, Fri, Sun	Hyderabad (HYD)	Kuwait (KWI)	02:20	05:05
J9-405	Mon, Wed, Thu, Fri, Sat	Kuwait (KWI)	Kochi (COK)	18:20	01:45
J9-406	Tue, Thu, Fri, Sat, Sun	Kochi (COK)	Kuwait (KWI)	02:30	05:15
J9-407	Wed, Sun	Kuwait (KWI)	Ahmedabad (AMD)	00:05	06:00
J9-408	Wed, Sun	Ahmedabad (AMD)	Kuwait (KWI)	06:45	08:45
J9-409	Tue, Wed, Thu, Sat	Kuwait (KWI)	Delhi (DEL)	00:50	07:00
J9-410	Tue, Wed, Thu, Sat	Delhi (DEL)	Kuwait (KWI)	08:00	09:55
J9-411	Sun, Tue	Kuwait (KWI)	Thiruvananthapuram (TRV)	18:35	02:05
J9-412	Mon, Wed	Thiruvananthapuram (TRV)	Kuwait (KWI)	02:50	05:35
J9-427	Sun, Tue, Thu, Fri, Sat	Kuwait (KWI)	Chennai (MAA)	17:20	00:45
J9-428	Mon, Wed, Fri, Sat, Sun	Chennai (MAA)	Kuwait (KWI)	01:30	04:20
J9-431	Thu, Sat	Kuwait (KWI)	Bengaluru (BLR)	17:55	01:15
J9-432	Fri, Sun	Bengaluru (BLR)	Kuwait (KWI)	02:00	04:55



'India is eager to travel and the world should be ready to cash in'

With over 22 years of hands-on industry experience spread over multiple verticals ranging from airlines, tourism boards, and travel agencies, Alpa Jani, Founder and CEO of Ace Connect, now brings her experience and learning into the travel and hospitality consultancy business, continuing her passion for the industry. Ace Connect, a professional consulting company for niche products and destinations in the travel and hospitality space, aims to offer destinations and products a sustainable presence, visibility, and growth in the India market.

Prashant Nayak

Alpa's entrepreneurial spirit blossomed during the COVID-19 lockdown. She had ample time to build the concept and start the process of putting it into action, and as a result, 'Ace Connect' was born. Alpa's forte is B2B, and she wanted to build up on her strength, which is the network she had constructed over her many years in the industry. Her strength lies in matching the right product with the right audience in India and segmenting in a way so that she can give a targeted reach to her clients and meet their overall business objectives.

"We are all living in a VUCA world and 2020 re-emphasised this very fact. It is thus very important to meet the pressures of future VUCA scenario. Ace Connect will provide an edge to their clients to face the future with ease. This will come by giving our clients refined connections, thoughtful and tailor-made tourism solutions along with trust and reliability," asserts Alpa.

Ace Connect is representing Peermont Global Hotels in India with a strong focus on their signature property - Emperors Palace in Johannesburg, South Africa. It is a one-stop shop for any holiday and MICE customer, with accommodation options ranging from 3 stars to 5 stars. There is gaming, theatre, nightclubs, and a food court with restaurants to suit the needs of world clients. The food court has an Indian restaurant called - The Taste of Mumbai. Emperors Palace has 29 meeting rooms, and the largest venue can accommodate 3000 delegates.

Striving always to offer relaxing stays and exciting times, Peermont



▲ Alpa Jani

is renowned for its excellence in design, development, management, ownership, and operation of multi-faceted hospitality and gaming facilities. Speaking on the new development at Peermont, Alpa shares, "Peermont Hotels have partnered with INTELITY®, a hospitality platform, which includes a brand app, mobile check-in, mobile key, and staff technology in an innovative overhaul of their operations and guest experience. Also, Peermont's Emperors Palace opened its newest culinary destination on December 01, 2022, called Reign. It is a full-service destination eatery that offers a contemporary spin on classic dishes that are complimented by the finest of SA wines and choice-crafted cocktails and bubbly. Emperors Palace has been awarded a 5-star grading for Emperors Palace Convention Centre from the Tourism

Grading Council of South Africa."

With a growing economy, young population, and growing middle class, India could become one of the world's most lucrative outbound tourism markets. Alpa is also optimistic as she mentions, "The India market is one that every international travel destination should look out for. Especially in Asia, many international destinations focused on China because of the sheer number of travellers they provide, followed by India. But I think the tables have turned, and India is the number one market in Asia because Indians are travelling exponentially. When Omicron hit us in January 2022, Indians had to keep their summer holidays on hold. Thus, they travelled to closer destinations like Maldives and started exploring domestic destinations like never before."

Alpa further adds, "Air travel has increased by approximately 58.5 per cent in the financial year 2021-22 over the financial year 2020-21, but the summer of 2023 will be a deciding factor because travel has opened completely. The numbers will speak for themselves. The feedback from the travel industry is that they are extremely busy with forward bookings. Reflecting on the above, I would like to sum it up in one line – India is eager to travel and the world should be ready to cash in."

Sharing her passion for travel and work experience in the field, Alpa said, "I live for travel and I am so happy that I also work in travel and we all know what happens when your passion turns into your profession. Travel, in my opinion, expands your horizons and gives you insights into life that you would never know if you restrict yourself to your diaspora. Travel is truly a teacher."

NEXUS DMC

ONE WORLD.ONE DMC™

REDEFINING TRAVEL INDUSTRY



DUBAI DMC	MALDIVES DMC	THAILAND DMC	EUROPE DMC
GOA DMC	SIKKIM DMC	ANDAMANS DMC	MAURITIUS DMC
SWITZERLAND DMC	SRI LANKA DMC	KERALA DMC	SAUDI ARABIA DMC
VIETNAM DMC	HONGKONG DMC	TURKEY DMC	AUSTRALIA DMC
SINGAPORE DMC	JAMMU & KASHMIR DMC	BALI DMC	HIMACHAL PRADESH DMC

– MANY MORE DESTINATIONS –

Become a partner NOW

- Step 1 : Visit our website www.nexusdmc.com
- Step 2 : Click on the 'Get Started Now' button
- Step 3 : Fill in the details
- Step 4 : Click on the 'Register' button

And start growing today!

Work with the best people technology, rates & services

+91 080 4710 4721

b2bsupport@nexusdmc.com

www.nexusdmc.com



Building destinations and experiences with an entrepreneurial spirit

Having worked in the tourism industry for 14 years, travel has become part of Ryna Sequeira's DNA. She is a passionate marketer, and the line of tourism business marries both exceptionally well. After the pandemic in 2022, Ryna relaunched her marketing consulting firm under her brand, Ryna Sequeira Consulting, and now represents Tourism and Events Queensland, Australian Cruise Group, and Opera Australia.

Prashant Nayak

Ryna started her career in Public Relations 17 years ago and worked with a diverse portfolio of brands in the lifestyle, aviation, finance, and IT industries. Early in her PR career, she had the opportunity to service Gold Coast Tourism as a client. That was her window into the world of tourism 14 years ago. Ryna says, "The development followed me taking on the role of Marketing Manager with Destination Gold Coast in India, moving to Tourism and Events Queensland for 5 years after which I started my marketing firm and exclusively promoted the state of Queensland in India for eight years, pre-pandemic. Now, after setting up my own firm, I would say it has been a very fulfilling journey, a great learning experience, and with immense support from everyone that I have worked within the industry, I have grown from strength to strength."

The pandemic was an opportunity for the industry to reboot, and Ryna had an organic transition into tourism consulting with her PR, marketing, and other skill sets required to run a business. She wanted to run a boutique operation and work with selective clients to deliver effective long-term growth strategies in the market.

Ryna has a strong Australian client base which comes from a strong foundation of knowledge, network, and familiarity with the continent, having spent 14 years marketing the state of Queensland in India. Tourism and Events Queensland is the Queensland Government's lead marketing, experience development, and major events agency, representing the state's tourism and events industries. As the Country Manager for Tourism and Events Queensland in India, she drives visitations from India to Queensland. Ryna further adds, "I am also the Director of Sales for the Australian Cruise Group, Australia's



▲ Ryna Sequeira

premier cruise operator who own and operate Sydney Showboat, Clearview and Magistic Cruises for Sydney harbour cruises. At Opera Australia, the principal opera company in Australia, I manage sales in India for Indian tourists visiting Sydney. While I work with only Australian brands at this point, I am open to expanding into new destinations and experiences across the world."

Revealing more on the newer developments at the clients she represents, Ryna says, "Queensland has major developments in the pipeline with new hotels and experiences in 2023. Brisbane is a sparkling river city and has seen a once-in-a-generation transformation with new luxury hotels, unique experiences and a burst in the dining and entertainment culture. The skyline of the Gold Coast has changed with the opening of several luxury hotels in the last year and more to come. Sunshine Coast is a popular self-drive product with unique offerings of experiences like the everglades

and the great beach drive. Cairns, the gateway to the ever-popular Great Barrier Reef, has witnessed the opening of 3 new five-star hotels open in the city and the luxury lodges in the Daintree Rainforest. The Whitsundays that was home to Julia Roberts and George Clooney during the filming of Ticket to Paradise has one-of-a-kind experience. Hamilton Island, Reef Sleep and Reef Suites, Australia's first underwater accommodation in the outer barrier reef in the Whitsundays are all a must experience. Australia's only underwater museum – MOUA off the coast in Townville is a new adventure that Indian visitors can experience."

Ryna also informed that the Australian Cruise Group had launched Vivid Sydney Cruises, which starts from May 26 to June 17, 2023, where one can view the vivid light installations on their harbour dinner cruises on Sydney Showboat and Clearview Cruises. Opera Australia has launched its 2023 calendar, promising an escape to another world under the iconic sails of the Sydney Opera House in 2023.

Speaking about the marketing strategies and expectations from the India market in 2023, Ryna shares, "At Tourism and Events Queensland, our PR and Marketing strategies are focused on working in partnership with our key stakeholders, airlines, media, influencers, inbound tour operators, key distribution partners, Tourism Australia, and state tourism partners in India to achieve our pre-pandemic numbers and grow the market across for leisure travel to Queensland. We focus on experience development, drive conversion, and increase overnight visitor expenditure. At Australian Cruise Group and Opera Australia, we work closely with Inbound Tour Operators, MICE and Leisure travel companies, Destination New South Wales and Tourism Australia to drive sales and awareness."



www.ajman.travel



ajman



VisitAjman



UTAH

TOURISM DEPARTMENT

PROMOTES RESPONSIBLE AND SUSTAINABLE TOURISM PRACTICES

As the world navigates the post-pandemic era, there has been a renewed interest in travel and a desire to both explore new destinations and rediscover local ones. Among the sought-after tourist destinations is the state of Utah, which has seen a surge in interest among travellers. Zach Fyne, Global Markets Specialist, Utah Office of Tourism, and Rachel Bremer, Global Markets Director, Utah Office of Tourism, recently presented a comprehensive overview of the state's various attractions to a gathering of media representatives. The presentation highlighted the diverse offerings of Utah and provided insights on how to best experience them.

Vartik Sethi

During the pandemic, many of us were restricted to our homes and unable to travel as we normally would. However, for Zach Fyne, Global Markets Specialist for the Utah Office of Tourism, this period of confinement only served to reinforce the importance of travel and the opportunities it presents to explore the world around us. Speaking at a press meet, Fyne reflected on his own experiences during the pandemic, stating, "The pandemic allowed me to explore my own state of Utah, and that is how I went backpacking in Utah instead of thinking about London." Through this, he shared how he used the pandemic to discover the richness of his local tourism and the pride he feels in promoting the state of Utah as a beautiful and amazing tourist destination.

Utah offers a diverse range of experiences for all types of travellers, from backpackers



▲ Zach Fyne



▲ Rachel Bremer



and adventurers to luxury travellers and road trip enthusiasts. Its unique geographical location also allows for a variety of travel options, such as visiting nearby destinations such as the Grand Canyon, Salt Lake City, and Las Vegas. Among the state's top attractions are the Mighty 5 national parks, which include Arches, Bryce Canyon, Canyonlands, Capitol Reef, and Zion. These parks offer unparalleled opportunities to experience the natural beauty of Utah.

The national parks are located at a convenient distance of about one to three hours away from each other. Fyne shared that visitors can choose to explore each park or take a national pass to visit the Mighty 5. One could possibly think of Utah as a red,

Fyne offers a different perspective on the country, highlighting the exceptional opportunities for scenic road trips. He refers to this as the "Great American Road Trip," where travellers will be captivated by the picturesque vistas and may find themselves extending their itinerary to capture more photographs. In particular, Utah offers 28 scenic byways, each offering its own unique and breathtaking views. Furthermore, the state is known for its clear and dark skies, making it an ideal location for stargazing and appreciating the beauty of the night sky, including the ability to see the Milky Way galaxy with the naked eye.

Utah is known for its stunning landscapes, which have often been featured in Hollywood films such as *Forrest Gump* and *Pirates of the Caribbean*. This has led to the state being referred to as America's film set. Visitors can plan their itinerary to include visiting locations where their favorite movies were filmed and recreate scenes. Fyne encourages not just Hollywood but also Bollywood filmmakers to consider the state as a location for their productions, highlighting its diverse and beautiful landscapes.

Utah is known for its rich culture and heritage, which is carefully preserved by the local community. The tourism department has taken active steps to



educate the locals on how to welcome visitors and promote responsible tourism. Rachel Bremer, Global Markets Director, Utah Office of Tourism, shared the initiatives taken by the government to ensure a harmonious coexistence between the community and visitors. Despite the challenges posed by the pandemic,

the state saw a surge in domestic tourism, which led to the opening of new restaurants and other tourism-related businesses. Efforts were made to collaborate with organisations to launch campaigns such as 'leave no trace' to maintain public spaces and to work with communities and tribes to create assessments for visitors and encourage sustainable tourism development in Utah.

barren land, but to their astonishment, Utah has one of the prettiest views to offer and great diversity of terrain. One could head northwards and enjoy the greatest snow on Earth, for real!

When considering the United States as a travel destination, it is not uncommon for the stereotypical image of cowboys and abundant food to come to mind. However,



Bremer said, "We worked with organisations to launch campaigns like 'leave no trace' to keep public places clean; we worked with communities to create assessments for visitors; and worked with tribes to enable them to welcome visitors and build the visitor economy in Utah."

One can pick herbs with Navajo women, or savour some Juniper berries from the mountain-side, giving rise to heritage cuisine.

In fact, Michelin-star chefs are now moving to smaller towns in the State and opening restaurants to offer the visitor a truly local experience. Sustainability is at the heart of the project, and an important tourist metric.

Speaking to TTJ on the sidelines of the event, Fyne recommends an itinerary of about 5-7 days for the traveller owing to Utah's scenic beauty and breathtaking landscape. The busy season peaks between April to October. Who knows, you may get to witness the famous Windows 95 wallpaper in real life, which went from a not-at-all-known picture to a must-visit destination for which only 16 group passes are issued every day.

Sharing insights on their take on the India market and Utah's market strategy, Fyne revealed that the India market continues to be in the top 6, and hence the country plays an important market for them. They have in-market representatives raising awareness about Utah. Other strategies involve the apt use of socials and collaboration with influencers, B2B trade meets, and media events. In fact, the tourism department is inching towards achieving its pre-pandemic targets.

SriLankan Airlines adopting a Pragmatic and Resilient approach

Most airlines suffered huge setbacks due to the COVID-19 scenario. SriLankan Airlines was no exception. Even post-COVID when things were finally looking up, the island nation had its own internal setbacks that created further challenges for the airline, but the airline overcame its challenges and has now reached its pre-COVID revenues operating at 70 per cent capacity. In an exclusive conversation with TTJ, Richard Nuttall, CEO, SriLankan Airlines, talks about the challenges faced by the airline and its projections for the future.

Gurjit Singh Ahuja

Richard Nuttall, Chief Executive Officer, SriLankan Airlines, was in New Delhi on January 30, 2023, to launch 'Dil full of Sri Lanka,' the latest collection of tour packages, carefully curated by the Airlines holiday division- SriLankan Holidays, purely targeted at the India market.

Speaking to TTJ on the sidelines of the launch, Richard explained, "The COVID era was very challenging for SriLankan Airlines, besides a few repatriation flights that were needed to be operated for passenger operation the airline had to rely heavily on cargo to sustain itself and keep things running. Passenger aircraft had to be converted to accommodate cargo. The revenue generated was good but not enough to sustain all expenses that go with operating an airline. This increased our debt but also gave us time to introspect. Our introspection led to a lot of internal streamlining and savings amounting to 100 million USD annually in the second year of COVID."

He further went on to elaborate that things were not the same for the aviation industry worldwide and airlines are constrained. Big manufacturers like Boeing and Airbus were currently struggling to get their assembly lines to full speed. This resulted in a shortfall in



▲ Richard Nuttall

the availability of new aircraft. Airlines have had to retire old aircraft, which further led to a scarcity of available aircraft. He shared, "Even SriLankan had to let go of three aircraft during the COVID times as their leases expired and were not replaced at that time now we are undergoing an RFP to replace those three aircraft and the other aircraft that are scheduled to leave the fleet within the next 12 months."

He mentioned that there is also an issue regarding the availability of certified and qualified engineers and technicians for engine maintenance and overhaul as many were furloughed and have since then retired. The hiring and training programmes for new technicians suffered due to COVID. Now there is a huge backlog and the current operational facilities have their schedules full. All this shortfall in available airworthy aircraft has left a huge gap between demand and supply. Today, the high fuel prices due to the Ukraine conflict constitute 50 per cent of the airlines operating costs up from the earlier 25 per cent.

The market today faces the expensive cost of air travel as a result of the above cumulative factors. Hopefully, the situation should ease out and things return to normal within the next 12-18 months.

Talking about the situation in Sri Lanka and its effect on SriLankan's operations, he explained, "Yes, we had our fair share of issues when the country ran out of USD and there were challenges in paying suppliers. In July 2022, we ran out of our jet fuel supplies and had to fly our schedule by making technical stops in the south of India for fueling which added another 20 million USD to our bill and we did this for two months. Now, however, things are back to normal in Sri Lanka and our current and future fuel requirements are well taken care of."

SriLankan Airlines has also added Sydney, Frankfurt, Paris, and Incheon. Currently, 70 flights a week still operate between India and Sri Lanka compared to the pre-COVID figure of 120 flights a week.

Signing off with a message for the Indian media and travellers, Richard said, "Sri Lanka is perfectly safe to travel to. There is no fuel or food scarcity and perhaps this is the best time as Indian travellers will get the best value for their money."





A Real 'See-Through' Experience with Kesari MICE!

More than just words, we practise 'Transparency & Ethical Business'. Our services are as pure as snow. A Real See-Through Experience!

If true business & true fun is your MICE purpose, then True Cost & Transparency is our Promise.

- Corporate Incentive Tours
- Conference Management Services
- Ground Logistic Arrangements for Pre & Post Conventions
- Event Planning and Themes
- Foreign Exchange Services
- Venue Sourcing & Destination Management
- Educational & Industrial Tours for Students
- Association Groups & Social Community Groups
- Agro Study Tours
- Wedding Planners



AWARDED AS BEST CORPORATE INCENTIVE TOUR OPERATOR

Optimistic of new possibilities, ready to welcome more Indians in 2023

India is on a trajectory to become one of the largest sources and a focus market for global tourism. Destinations within proximity see India as the top source market. Over the years, Indian tourist footfalls are rapidly growing in South East Asia and the GCC countries. After the COVID pandemic, the pent-up demand is already seeing a huge outflow of travellers to the promising destinations in these regions. As a big and growing market, India is also valuable for many international hotels in these regions. We at TTJ spoke with some of the international hotels to know how they fared in 2022, their readiness for the India market in 2023, and hospitality trends that impressed them.

Prashant Nayak

Le Méridien Bangkok

Upgraded and Ready for 2023

Dieter Ruckenbauer, General Manager



The year 2022: Indeed, 2022 was an incredible year for Le Méridien Bangkok as we completed a major transformation of our hotel. We began renovating the hotel in February 2020, in line with the brand values of “Le Méridien 2022” and “The Art of Living the European Lifestyle.” In June 2022, two years and four months after we started, the renovations were finished. A total of 250 million baht was invested.

First impressions are made in the updated lobby where I-Jud, a huge white spotted dog statue, is on hand to greet guests. This light-hearted welcome is followed up with whimsical interpretations of Bangkok Street life and carefully curated original artworks that flow through the lobby and Latitude Bar. Guests can discover newly refreshed guestrooms equipped with the latest amenities, such as Bluetooth speakers, touchscreen IP phones, and Smart TVs, and find peace among cream canopies, cartographic forms, and poetic narratives. We also created Tempo, a brand-new bar, Rolling Ribs Brew Bar and BBQ, a Memphis-style smokehouse, a private club on the 24th floor, a new outdoor lounge, and a private onsen. For meeting planners, our newly expanded ballroom now features a built-in LCD screen.

Regarding business from the India market in 2022, we have a dedicated team of sales representatives in India, and we also share a close relationship with the Tourism Authority of Thailand (TAT). We had plenty of opportunities to show off our updated products in 2022, and the feedback has been great.

Moving forward in 2023: All indications point to a continued

strong recovery in 2023, and we are excited to welcome back our regular customers and those who will be staying with us for the first time. Le Méridien Bangkok is currently the most updated product in Marriott International’s Bangkok portfolio. We are confident that a shift in our clientele will occur as a result of our renovations, our strategic location, and accessibility via the nearby Sam Yan MRT subway and Sala Daeng BTS sky train stations. Customers seeking a boutique-style hotel environment with the option to move easily through Bangkok will start to look towards Silom. Due to our boutique size, we will concentrate on individual Indian traveller and small group meetings for senior leadership teams. The Marriott Global Sales Office continues to expand in India; the team did a fantastic job in 2022, and we do not doubt that this pattern will continue in 2023 and beyond.

Impressive Hospitality Trends: The speed at which Thailand recovered was unquestionably impressive. Entry restrictions were only fully lifted in the fourth quarter of the year, and the last two months of the year accounted for approximately 33 per cent of the total 11 million arrivals in 2022, which is a remarkable turnaround. In line with this trend, we have also noticed that the booking window is considerably shorter than pre-COVID, with a lot of last-minute business – often within a month of arrival. Similar trends have been observed in the event segment, and these trends are likely to continue in 2023.



SAii Laguna Phuket SAii Phi Phi Island Village

Personalising the Guest Experience for India Market

Pujan Panchal, Cluster Director of Revenue



The year 2022: We started with a positive outlook for the recovery of demand but also with a great deal of caution about the speed of the rebound. Groups and MICE led the way in Q2 and Q3, while Q4 saw rooms filling up across the islands, supported by the widespread return of certain markets. This helped us achieve a better performance than pre-COVID in some areas.

To capture business from the India market in 2022, we were proactive in our approach, especially considering that we are one of the newer brands on the block. We adapted our sales strategy to focus on the Indian MICE and weddings segment. This included inviting top wedding planners to our resorts and visiting key feeder markets in India to reinforce our presence.

Moving forward in 2023: Our resorts have been building momentum in both the FIT and group segments from the India market. We have ramped up our offerings to personalise various aspects of the guest experience, such as introducing an onsite Indian chef, customised wedding and MICE packages, and partnerships with wedding organisers who specialise in this market. We look forward to welcoming many more Indian guests in the year ahead.

Impressive Hospitality Trends: At the start of the pandemic, we expected groups and MICE business to be one of the last markets to recover, with some aspects of the sector moving online completely. In 2022, however, this segment made a faster recovery than individual travel. This reiterates the need for human interaction and social connection, and Thailand, the 'Land of Smiles,' is the ideal stage for such meaningful events.



The Anam, Vietnam Luxurious Haven of Sustainability and Well-Being

Laurent Myter, Group General Manager



The year 2022: The year was clearly a recovery year for Vietnam. The borders opened to international visitors again end of March 2022. This allowed a healthier customer mix, as during COVID, we could only count on the domestic market. Korea has been a great market for us, and we recorded strong room nights from Korea. Europe slowly started to come back in October, and in December,

we could see some nice progress, especially from the German market, which has historically been a strong market for us.

In 2022, we needed to focus on the domestic market, which we had never done pre-COVID. OTA and Domestic Travel Agents were our main source of business. We had to re-look at our rate strategies for the domestic market. Knowing that the Korean market would be one of the first ones to recover, we did some groundwork by already end of December 2021 and early 2022 to ensure that once the borders were open, we would be in the Korean Market. It worked extremely well. The India market is also completely new for us. We have engaged a PR/Sales partner in India to represent us and ensure we are positioned well in the India market. Vietnam has invested a lot of money in the India market by increasing the airlift to Vietnam from the

major cities in India and has made the Visa application more accessible with a faster approval process.

Moving forward in 2023: We opened our second property, The Anam Mui Ne, a beach resort, in January 2023. Our two properties in Mui Ne and Cam Ranh fit exactly in the shift in society due to the pandemic, partly due to changing values after the acute phase of the pandemic. Like 2020 and 2021, the popularity of staycations, contactless technologies, and hygiene protocols and contactless technology is firmly embedded in our daily activities in hospitality businesses. New trends have been raised, as I mentioned above. All things purposeful, sustainable, quality time with loved ones in a safe environment, and a health and well-being aspect are stronger than ever. From the India market, I understand that the two main hubs, Hanoi and Saigon, will be on their priority list. Our focus will be more on special celebration travel, weddings, and celebrations in general, a travel trend that is extremely popular in India. Increased consumer awareness of all things sustainable, purposeful, and health and well-being has set new benchmarks for hospitality enterprises.



Impressive Hospitality Trends: I don't have any specific hospitality trends to highlight. Frankly, 2022 was more of a transition from survival to transition mode. It is obvious that customers request both extreme personalisation and unique experiences; it's the rise of the independent traveller. Two main factors arise post-pandemic. One is Revenge Travel, and the other one, as important, is Travel

guilt. Minimalism has reinvigorated the overused "less is more." Travellers are decreasingly seeking lavish displays of wealth, preferring instead to spend purposefully and make a positive impact on the world. Unique experiences that give back to local communities in meaningful ways are in demand, as are niche properties, adventurous holidays, and relaxation retreats.

Shangri-La Barr Al Jissah, Muscat Shangri-La Al Husn, Muscat

Opulent experiences in Oman

René D. Egle, Area General Manager



The year 2022: The year 2022 turned out to be good in terms of growth compared to COVID times, but not as compared to 2018-19, when we received over 500 room night requests from India, especially from weddings and MICE segments. We witnessed a steady recovery last year amid the lifting of travel restrictions.

We have been working steadily to strengthen awareness around not just our property but also Oman as a preferred destination for leisure and business travellers. Along with this, our strategy has been establishing Shangri-La Muscat as an all-inclusive destination wedding venue for the India market. We have engaged with our B2B partners in India through various channels, such as

meetings, industry events, workshops, and FAM trips.

Impressive Hospitality Trends: Eco-conscious travel gained ground in 2022 that we deeply relate to. At Shangri-La Muscat, we believe in responsible luxury and preserving the environment in which we operate. The Turtle Project is one example where we actively protect the endangered hawksbill and green turtle species native to our beach.



Mondrian Singapore Duxton

Indulge in Fashion, Art and Design

Robert C Hauck, General Manager



Moving forward in 2023: We are very excited that Mondrian Singapore Duxton will open soon, in March 2023. The India market is, of course, significant for Singapore, and we are confident that Mondrian will be desirable for Indian guests, especially those who love fashion, art, design, and of course, fantastic bars and restaurants. We are well situated for shopping, and exploring the city, and

close to the cruise terminals and the CBD for those coming for business. Indian travellers, particularly the younger generation, constantly seek new experiences. We are in the perfect position to appeal to this crowd. With our flair for the unexpected and bold design, Mondrian will offer guests a distinctly different hotel experience in Singapore.

Impressive Hospitality Trends: The pandemic was a cleanser for the hospitality industry. Despite all the negative aspects of the pandemic, it helped us to concentrate more on our people again and become more employees centric, which is a welcome trend in the hospitality industry. In this way, as we are doing at

Mondrian, you can bring in different characters, which keeps things interesting for guests, which is a key differentiator for us in the hotel scene in Singapore. Today at Mondrian, we bring joy and glamour back to hospitality with our diverse hiring approach. How can you create a guest experience for them in a saturated market like Singapore with many wealthy clients? It would be best if you forged true, authentic relationships. Any hotel is only as good as the people who bring it to life, and Mondrian has given me the freedom to do something truly innovative and cast the net wide in taking a new approach to assembling a team. Sometimes it is the simple things that are luxury or ultra-luxury.



Explore the rich history and culture of Korea

Seoul Experience

5 Days ₹ 159000



FIXED DEPARTURE EVERY MONDAY

Package Includes : Return Airfare | Hotel | Meals | Entrance Fee | Vehicle | Guide

DYNASTY HOLIDAYS PVT. LTD.

+91-9811900137 | +91-981190137

✉ korea@dynastyholidays.com

🌐 www.dynastykorea.com

212-A Crown Heights, Sector 10, Rohini New Delhi - 110085

Living the Korean Dream Grand Hyatt Jeju



▲ Simon Graham

Embodying the modern Korean lifestyle, Grand Hyatt Jeju is the largest Grand Hyatt in Asia-Pacific. The hotel promises a rich, luxurious experience for domestic and international visitors with its exclusive range of services. Read on to know more about the luxurious hotel as we converse with Simon Graham, Hotel Manager, Grand Hyatt Jeju. Graham is an experienced hotel professional with over 20 years in the industry and is currently overseeing a team of over 400, driving key business strategy across all functions of the Rooms Division, and playing a key role in developing and executing the overall business strategy for the hotel.

Vartik Sethi

Nestled in Jeju Dream Tower, in the heart of Korea, Grand Hyatt Jeju is one of the largest Grand Hyatt in Asia-Pacific. In a conversation with Travel Trade Journal, Simon Graham (Hotel Manager, Grand Hyatt Jeju) shared with us the vision and the road ahead of Grand Hyatt Jeju. “Jeju Dream Tower embodies the

modern Korean lifestyle, offering leisure guests, business travellers and locals an impressive selection of five-star culinary, leisure and entertainment experiences under one roof,” said Graham.

Grand Hyatt For a Grand Experience

Despite opening during the COVID pandemic in 2020, Grand Hyatt Jeju has become a premium hotel of choice for guests and visitors, wanting to explore the hotel’s new offerings. One of the strongest pillars of the hotel’s success is the factor that the luxury hotel is strategically positioned as a leading lifestyle travel destination in Asia Pacific. The property’s diverse offerings and amenities promise a luxury experience to visitors. The first impression of the hotel is that of grandeur and royalty, promising a truly grand experience.

Operating as Grand Hyatt Jeju, the hotel is the largest Hyatt Hotel in Asia-Pacific, featuring 1,600 rooms and suites, 14 unique restaurants and bars, 2 premium spas, 8 residential-style meeting spaces, Jeju’s largest outdoor deck with infinity pool and the largest hotel club lounge in Asia-Pacific. The hotel’s convenient location within 10 minutes from Jeju International Airport is a plus. Over the years, Grand Hyatt has truly become a destination in itself,



65-sqm King Room Sea View



260-sqm Presidential Suite- Living Room

Hotel Connect



Rosebay Spa

with a luxurious ecosystem of its own. The hotel boasts large 65-sqm standard rooms, and aesthetically pleasing and instagrammable attractions within the hotel, including the outdoor pool deck with an infinity pool. You can choose



from sea-facing or city-view rooms. One can relish the scenic beauty of Korea in the hotel overlooking Mount Halla with impressive sunsets. The hotel is also a well-known culinary destination with 14 unique F&B with the freshest Jeju produce and a variety of seafood like abalone, Jeju hairtail fish and Jeju black pork.

An all-in-one Destination

The hotel is also a preferred destination in terms of MICE business. There are 8 residential-style meeting spaces, residential-style lofts and two VIP rooms for intimate gatherings. Jeju is a prime location for MICE because of its location in Jeju city, just a 10-minute drive away from the airport. The hotel is an optimal location to host events, as the guests can focus on the objectives of the event while away from the office. Jeju offers a

good balance between work. With many attractions, museums and cafes, it is also a good location to explore and engage in local sightseeing. Grand Hyatt makes it possible to live the premium experience round the clock, throughout the stay.

The Road Ahead

The hotel is set to welcome and receive international visitors from far and wide. The hotel is open for families, foodies and leisure travellers seeking pleasure in nature and wanting to explore the joys of living on an island. The offerings are diverse - from local Jeju produce like the Jeju black pork, Jeju abalone and locally produced vegetables, to K-fashion shopping mall and non-stop entertainment. There's definitely something special for everyone.

With Korea open for travel, besides domestic visitors, the hotel is currently receiving a lot of visitors from Singapore and South East Asian countries entering Jeju through direct flights.



K-fashion mall

India continues to be a prime market for the hotel. The India market has been taken by storm with the rise of the K-fashion industry and young designers riding the Korean Wave. K-fashion is fast



Jjimjil Spa - treatment rooms

becoming a style statement in the nation, inspired by famous K-pop and K-dramas. Most recently, 'Our Blues' is a popular drama filmed in Jeju and is rated on high popularity, so it is exciting to hear that Jeju, South Korea, is definitely going to



be a key destination for the India market.

Highlighting the strong service standards when operating the largest Grand Hyatt in Asia, Graham said "We put service excellence in high regard extending care to both our guests and our employees alike. This philosophy has never changed since right from the start. Sustainability and

food waste prevention are important to us as a brand and recently embarked on a food waste monitoring technology to save costs and cut out greenhouse emissions."



Noknamu - Soju room



Noknamu - Live BBQ



China House



Pocha



Kids Arcade



A FLOATING PARADISE

Incredible. Gorgeous. Extravagant. An experience you must 'seas'! On your upcoming vacation, set sail for a retreat in the high-seas. Are you an adventure lover, a foodie, a cultural and history aficionado, a fitness guru, or a party animal? No matter the route, this cruise is the destination for you. There are countless possibilities to explore and indulge all of your senses, making every minute and memory count. From international cuisine and cultural immersion to a relaxing spa day and thrilling active experiences; a vacation at sea awaits you!

A vacation on the ship ensures a pleasant stay for everyone, families, couples, solo-travellers and everyone in between; allowing for both 'me' time and 'family' time. When on a cruise, your dinner may be a family occasion or a romantic evening for two. There are a range of kid-specific clubs and activities, teen hangouts, and party arenas onboard.

When docked at the port, you can experience a variety of shore excursions and see the sights that the world talks about. Enjoy the comforts, the serenity and limitless adventure that come with making a cruise your next abode. Call it ticking off your solo-vacation plan from your bucket list or witnessing breathtaking views while spending some cosy time with your partner; Resorts World Cruises is all set to offer you and your loved ones an incredible experience of a vacation with a range of grandiose amenities. And well, this comes without breaking the bank!

Wake up to the blue lagoons of Thailand. Enroute Singapore soak in the breeze of the open seas. Sail to Malaysia and drip in the essence of grandeur. When we talk about Resorts World Cruises, we talk about spacious lodgings and attentive service that anticipates your every need, and activities in awe-inspiring surroundings. And, no one in Asia does accommodations better than the continent's seasoned hosts when you're ready to take a break! Discover our unique eateries, pubs, and cafés, which customises your palette with flavoursome dishes and finest drinks. Then, go on and explore the top-notch theatrical productions, events, performances, activities, workshops, because there is always something going on. Take a look into the world we've put up for you on the cruise.

DROOL OVER THE FOOD FIESTA

A range of delicacies for the connoisseurs out there! Enjoy sumptuous Asian cuisine and 24-hour snack corner plus a wide selection of International dishes in a spacious setting.

With the layers of spices from across the world put in your plate by our culinary chefs, cherish world-renowned vintages, cocktails, wines, bubbles and premium whiskies amidst live band performances.

INDULGE & REVIVE IN SOLACE

Unfold in your private haven of comfort with spacious suites and European-style butlers. Witness nature at its best from your deluxe balconies while you wake up to the rhythms of the waves. Alongside, rejuvenate and replenish your mind, body and soul in our Crystal Life Spa.

Our family-favourite cruise has a Little Dreamers Club for your little munchkins who will enjoy some exciting activities and classes to keep them entertained and mindful. The arena is open for kids aged 2 to 12. Simply so that you don't miss out on some duty-free shopping and have a souvenir to remember your vacation with us, we have a large selection of luxury brands put up for you!

ENTERTAINMENT AT ITS BEST

Get drenched in fun on a limitless array of opportunities to fully enjoy its water slides and experience gliding above the ocean on a 35-metre zipline; you name the adventure and we have it all. Witness a 'Million Dollar' live show in the Zodiac Theater, crafted by our acclaimed entertainment team of world-class performers. Partying on a cruise is different because we make it different! With Zouk, our onboard party space, you can experience the nightlife while dancing to upbeat music and getting covered in foam and bubbles. There's a 360° list of things for you to cover on a cruise. While you get onboard, we plan on to help you...

COME ONBOARD WITH
OUR COMPANION OFFER FOR

\$499*
PER COUPLE

2 NIGHTS | 3 DAYS

*Inclusive of Balcony State Room & port charges

#SeasTheLuxeLife

BOOKINGS ARE NOW OPEN!

BOOK NOW

+91 98202 23700

+91 98202 23600

Follow us on: [f](#) [@](#) [v](#) [resortsworldcruises.in](#)

ENJOY A CRUISE FOR 2 AT THE PRICE OF 1

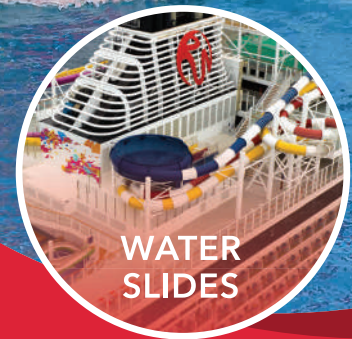
A LUXURIOUS RETREAT IN THE HIGH-SEAS



BALCONY
STATEROOM



ZOUK BEACH
CLUB



WATER
SLIDES

COME ONBOARD WITH OUR COMPANION OFFER

\$499*

PER COUPLE

2 NIGHTS | 3 DAYS

*INCLUSIVE OF BALCONY STATEROOM, PORT CHARGES & GRATUITY

BOOKINGS ARE NOW OPEN! | CALL: +91 98202 23700 / +91 98202 23600

Follow us on:    resortsworldcruises.in



Enjoy OKINAWA the way you want

The islands of Okinawa are as diverse as they are plentiful, stretching from the main island in the north to Ishigaki and beyond in the south. There are 160 islands, large and small, inhabited and uninhabited. Authentic Okinawan experiences await, with cultural treasures, outdoor adventure, and world-class diving just some of the draws. Choose the perfect destination for your unforgettable Okinawa experience. Discover Okinawa at your own pace, island by island, moment by moment.

Team TTJ

Okinawa is home to incredible sites recognised as both Cultural and Natural World Heritage by UNESCO. These well-preserved areas offer visitors the chance to immerse themselves in the unique history and natural beauty of Okinawa and engage with its distinct island culture. One can experience

the raw natural beauty and rich cultural heritage of Okinawa, from the castle ruins and heritage sites of the main island to the secluded coves, vibrant reefs, and clear waters of the Kerama and Yaeyama islands.

From the 14th to 18th century, Okinawa flourished under the auspices of the Ryukyu Kingdom. The Golden Age of the Ryukyu dynasty spanned approximately 450 years, and prosperous trade with neighbouring

countries gave rise to a unique culture that can be seen in many aspects of modern Okinawa. But this expansive history and culture is perhaps best preserved in the Gusuku Sites and Related Properties of the Ryukyu Kingdom, which were designated Cultural World Heritage in 2000. Visit the well-preserved ramparts of imposing castles, royal tombs, and natural sacred sites to explore Okinawa's enduring history.

Thanks to warm crystal waters, diverse sea life, and approximately 200+ different coral species, Okinawa is one of the best diving destinations in the world. Just off the main island, you'll find the Sunabe Seawall where vibrant stretches of coral bloom along the depths like expanses of flowers. Charters head out daily from Naha City, on Okinawa Island to the Kerama Islands. Here, see-through surf sets the stage for everything from sea turtles to colorful corals and mystical sea caves. An hour north of Naha, Cape Maeda is home to the spectacular Blue Cave, named for its majestic cobalt glow reflected off the sea floor.

The lush, varied landscape affords some of nature's best bounty, making Okinawa a haven for outdoor activities. In the southern region of Okinawa Island, set amid a dense forest, is the Valley of Gangala, the site of a cave system with staggering rock formations, stalactites, and giant Banyan trees.

The main island of Okinawa is a popular starting point for tourists wanting to explore this sub-tropical part of Japan. The city of Naha boasts an ancient castle, a vibrant shopping street, and many other attractions that make it well worth a visit.

When you arrive at Ishigaki Island, you will find yourself in the southernmost city in Japan, around 2,000 km away from Tokyo. Ishigaki has a beautiful coastline with magnificent beaches and excellent hiking trails in the center of the island.





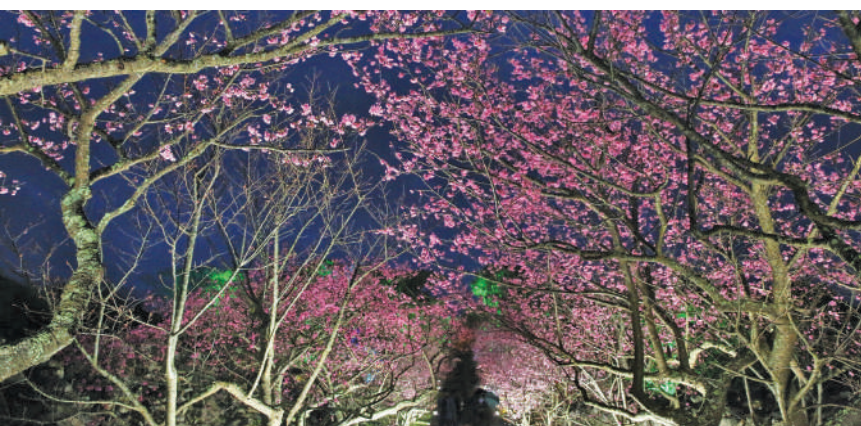
Miyako Island is a peaceful getaway where hitting the beach is the number one pastime. Expect your visit to be full of sunbathing and staring wistfully out to sea as the strains of daily life ebb away. Explore on foot or by bike and find peace of mind on Miyako Island.

The Kerama Island chain is an idyllic place for a holiday, especially if you like hiking, hitting the beach, whale watching, snorkelling and diving. The stunning blue of the ocean around these islands is so distinctive it has its own shade named for it, Kerama blue. Most of the Kerama Islands are uninhabited, with the most popular destinations being Tokashiki, Zamami, and Aka.

There is a cherry blossom blooming season in Okinawa from mid-January to mid-February. It is the southernmost island of Japan with a sub-tropical climate. Naha is the capital of this prefecture. Being surrounded by the East China sea and the Pacific Ocean Okinawa has pleasant weather all around throughout the year. In January-February the average temperature will be around 17 degrees Celsius.



The cherry trees are of different varieties. The one in Okinawa bears dark pink bell-shaped flowers. There are several popular cherry blossom viewing spots in the northern part of the island. But it can be viewed in Yogi Park in Naha and which has around 400 cherry trees. The Naha Cherry Blossom Festival is held in this park when the trees are in full bloom. The tree in full bloom along the riverside is a sight to behold. During the festival, the guests can flow with the waves of folk music and dance to the rhythm of hula dance. The good news is there is no entry fee to the park.



Naha Chura Cherry Blossom Festival takes place in mid-February in Manko park which is on the bank of Manko wetland. The park has about 1000 cherry trees. The dark pink full bloom is celebrated with the Eisa dance, magic show, and other fun activities. The guests need not pay anything to be a part of this fest!

During the Nakijin Cherry Blossom Festival, one can enjoy the timeless beauty of cherry blossoms among the ancient ruins of Nakijin Castle, a UNESCO World Heritage Site. At night, see the blooms illuminated against the backdrop of the castle walls. During the festival period, visitors can experience Ryukyu culture through traditional arts and other festivities.

From January to March, the ocean around Okinawa is full of action. It is the time of year when humpback whales can be seen in the waters around Okinawa's islands. Although there are places where you can spot them from land, the best way to see whales up close is by boarding a whale watching tour boat, like those that cruise between Okinawa's main island and the Kerama Islands. The waters around the islands of Tokashiki and Zamami, to the west of Okinawa's main island, are known as a whale watching mecca. Other areas, like northern Okinawa and Ie Island, also offer whale watching tours.



Okinawa is also one of the world's Blue Zones, an area where people live longer than the average life expectancy, and the diet of the islands is thought to be an important contributing factor. Visitors can take a tour of Okinawa through their taste buds, sampling tropical fruits, island vegetables, and local dishes unlike anywhere else in Japan. In doing so, they will perhaps discover one of the secrets to Okinawan longevity. Okinawa's cuisine is a diverse melting pot that vastly differs from mainland Japan. Traditional dishes include Goya Chanpuru, a stir-fry made with goya, a bitter vitamin C and fiber-rich melon known for its rejuvenating properties.

Whether it is your first time in Okinawa or your fifth, the islands have something for everyone, from family-friendly fun and beachside bliss to active adventure. With so much to see and do across 160 different islands, it is time to explore more of Okinawa.



'Experiential travel will be the mantra for the hospitality sector'

With presence in almost all the states of India, The Clarks Hotels and aims to promote the country to the rising domestic luxury travellers, international travellers, and MICE. Amid domestic expansion, the group is also strengthening its international footprints with new openings in the Indian Ocean region. In this interaction, Rahul Deb Banerjee, Vice President, The Clarks Hotels and Resorts, gives rich insights into their work strategies and accomplishments in the year 2022 and their expectations for 2023.

Prashant Nayak

How was 2022 for The Clarks Hotels and Resorts? What are your learnings from this dynamically evolved post-COVID period?

The Year 2022 has been remarkable for us. We successfully marked our presence internationally by opening properties in Maldives and Sri Lanka. Also, we increased our portfolio in India to around 110 hotels, with a presence in key cities and destinations. Furthermore, our investment in technology and workforce bore tremendous results. Our effective implementation of initiatives like the booking engine, newly done corporate website, regional sales offices in prominent cities, and expanding the corporate team for more effective control assisted in creating new revenue milestones.

As a group, we are investing heavily in building our technological infrastructure. Apart from that, safety and hygiene are our two key priorities. The sector needs to be better prepared to handle varying demands generated by the COVID wave fluctuations.

What strategies did you employ to stay afloat and capture the domestic and inbound market in 2022?

Our re-designed corporate website is done professionally and has a user-friendly interface to attract customers. It provides a three-click response for a reservation, and we have seen a surge of over 15 per cent clicks compared to the previous year. This is not only an encouraging sign but calls for celebration. Also, the group ARR has remarkably improved by over 22 per cent, with regards to last year. All this achievement wouldn't be possible without the help of our partners and trade network.

On the marketing front, we have improved our digital media presence by 18 per cent. We strictly follow the same marketing and branding guidelines across all units. Consistency in communication



▲ Rahul Deb Banerjee

is seen in social media marketing, search engine optimisation, media releases, digital campaigns, and lead generation activity. In addition, we have launched our verified WhatsApp API to have a one-on-one personalised booking session with the user. They can share candid reviews, book a room, and even make personalised bookings. The queries are resolved on the same platform with promptness.

Which are the segments (Leisure/MICE/Weddings, etc.) in travel that you were able to capitalise on in 2022?

We were able to capitalise on all three segments well. Leisure and MICE segments were the major revenue pullers in 2022. The wedding season was tremendous business across our destinations like Zirakpur, Moradabad, Raipur, Gwalior, Lucknow, etc. We achieved record-breaking revenues with an approximate growth of over 30 per cent over last year. The MICE segment also showed positive growth over the last

year in destinations like Goa, Mussoorie, and Srinagar. We were able to make record revenues in Q3.

Which hospitality trends impressed you in 2022, and which will gain ground in 2023?

Travellers have become more conscious and ready to pay extra for hygiene and safety. Guests have started looking beyond the rooms. They prefer to select properties based on the brand's amenities, cleanliness, and experiential. Also, due to the hybrid mode, guests aim for long staycations and work from remote locations. Apart from a nice, clean staying option, F&B also plays a key role in finalising the staying option. Travellers also look for personalised experiences.

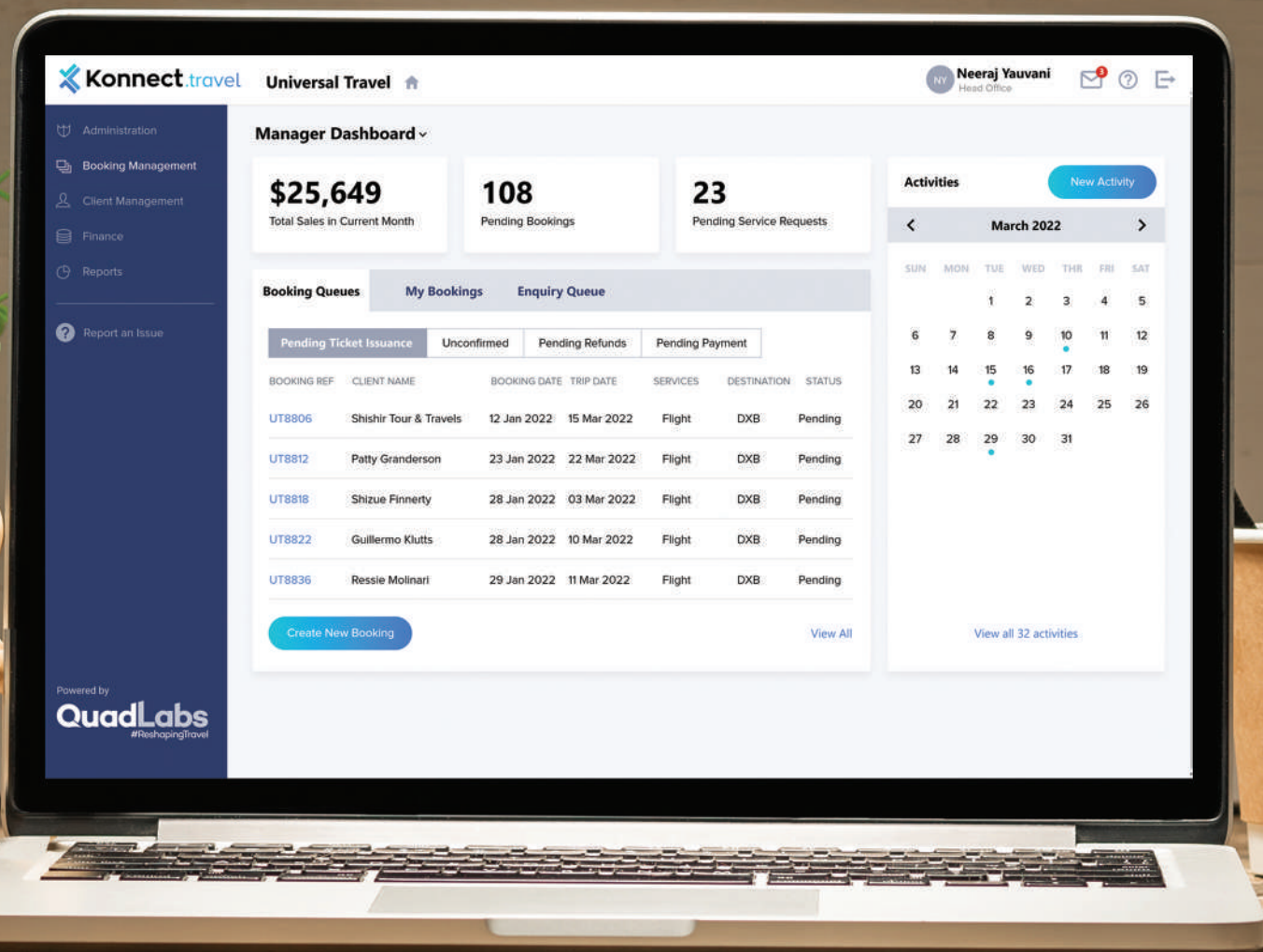
We are witnessing a steady growth in experiential tourism. As a group policy for each of our destinations, we are getting destination-specific itineraries designed for the travellers. Like for Kurukshetra, we have started the Mahabharata trail, where all the important places associated with Mahabharata are showcased to travellers. We have received a phenomenal response to these experiences. Experiential travel will be the mantra for the hospitality sector.

Tell us about your preparedness for 2023 and your expectation for the new year.

We will sign up more international properties, and the brand will see a deeper implementation of technology. We recently set up RSOs in Ahmedabad, Bengaluru, Mumbai, Chandigarh, Lucknow, and Kolkata to further assist in business generation from their feeder markets and add to the group revenue. Also, our corporate sales team strength has increased for enhanced market penetration. We have already registered a growth of approximately 18 per cent in the sales contribution, against the previous year. And we are planning to set up more RSOs at different destinations.

Accelerate

YOUR TRAVEL BUSINESS



- ✓ Manage Customer, Enquiries and Bookings
- ✓ Integrated Financial Accounting System
- ✓ Automated BSP & GST Reconciliation



Hope, Caution and Alarm for the Travel Industry

The Union Budget 2023-24 was presented by Union Finance Minister Nirmala Sitharaman on February 1, 2023. Expectations ran high, as every industry and its verticals have their own wishlist and pain areas which they look forward to being addressed. The travel, tourism and hospitality industry has its own long pending list of unaddressed issues for which constant representations have been made over the years. As usual, they remained unaddressed even in this budget. What was presented was a progressive, growth-oriented agenda for tourism at a macro level. However, the issues relating to the immediate survival and global competitiveness of the industry remained unaddressed. To add insult to injury, a massive hike in the TCS regime was proposed.

Gurjit Singh Ahuja

Finally, “T” for Tourism did find a mention in the Union Budget 2023-24 presented by the Finance Minister. The government’s enthusiasm towards the development of the tourism footprint, infrastructure, and encouragement towards “Dekho Apna Desh” and “Swadesh Darshan” came across very clearly with its announcements of multiple schemes encouraging domestic tourism. All this in the backdrop of the government shutting down the overseas India Tourism offices that were responsible for promoting inbound travel into India from the overseas markets sent out mixed signals, akin to a race driver pushing the accelerator with the ‘hand-

brakes’ pulled.

- 50 destinations to be developed with a focus on local-level tourism and promotion of GI products and handicrafts to boost local arts and artisans.
- Infrastructural focus announcing 50 new airports, heliports, water aerodromes, and revival of advanced landing grounds to enhance regional access and connectivity, also generating direct and indirect job opportunities.
- Enhanced budgetary outlays for railways, roads, and highways to help long-term growth of the domestic travel and tourism industry.
- Income tax rebates to taxpayers to result in an increase in disposable incomes

thus indirectly encouraging travel.

The Industry associations were disappointed as the Union Budget failed to provide the travel and tourism industry with the anticipated respite on rationalisation of GST. Also, the issue of TCS, exemption of GST on foreign exchange earnings, and refund of tax on shopping under the Tax Refund to Tourist (TRT) Scheme found no mention.

Rather, something that came as a below-the-belt hit was the proposed increase of TCS on outbound travel and other LRS transactions from 5 per cent to 20 per cent. Such high rates of taxation are an added liability to outbound travellers and negatively impact tour operators recovering from the pandemic. Also, the

elimination of the 5 crore capping for the SEIS benefit and granting of incentives to corporates for organising meetings and conferences in India through partial or full tax exemptions remained untouched.

The proof of the pudding is in the eating, and although big and grandiose schemes have been announced and projections made by the government, the final results will only emerge post the successful implementation and roll out of those schemes. So for an industry that has been seeing 'much a slip between the cup and lip' apprehension is writ large, none of its long pending and immediate concerns have been addressed. Its **Hope-Caution-Alarm** for now!

The first reactions received by TTJ from a few leading lights of the industry echoed the following sentiments.

Subhash Goyal
Chairman, STIC Travel Group



Even though for the first time, the Tourism industry has been prominently mentioned by the Hon'ble Finance Minister, yet, I am disappointed because nothing

concrete has been announced for tourism. We were hoping that the allocation for Overseas Tourism Promotion and Publicity including Market Development Assistance (MDA) will be increased from 341 crores but instead of that it has been reduced to 167 crores. This will have an adverse impact on tourism promotion. We were also hoping that there will be an exemption on GST and other taxes based on foreign exchange earnings. Nothing in this regard has happened.

Jagdeep Bhagat
President, NIMA



The budget has been a disappointment. The intent of the Government is very clear that they want to focus on domestic tourism but we strongly believe that unless until

we adopt an all round approach for all the constituents of tourism ecosystem, we will fail miserably. No sector can sustain or grow in isolation. On one hand the Government want domestic tourism to grow and on the other hand increases

TCS multifold on outbound. It considers only the hotels as the industry but is still not ready to recognise and pass on industry status to other stakeholders like travel agents, tour operators, fleet owners etc.

Rajiv Mehra
President, IATO



None of our demands like rationalisation of GST on the tourism industry, exemption of GST on foreign exchange earnings, and refund of tax on shopping under the Tax Refund

to Tourist (TRT) Scheme on shopping, etc. for which there is already a provision in the GST Act, have been considered. The government should consider our demands sympathetically, which are very important for the revival of tourism post-COVID Pandemic.

Ajay Prakash
President, TAFI



The Finance Minister's reference to tourism in her opening remarks raised hopes that perhaps, finally, the industry would get due recognition and direct,

tangible support. However, while the Union budget has positives in the form of infrastructure development, increased last mile connectivity, the new Credit Guarantee Scheme for MSMEs, the promise to develop tourism destinations in a holistic manner, and the establishment of Unity Malls – all of which are good in the medium to long term – what's missing is direct immediate support or relief to a sector that has suffered the worst and is only now beginning to revive after the pandemic.

Jyoti Mayal
President, TAAI



A 'populous budget for individuals', TAAI is disappointed with the lack of consideration given to the demands of

the country's travel agents and tour operators. However, we applaud the FM's idea of promoting travel on a 'mission mode'. The Finance Minister has shown solidarity towards the tourism sector and has left the travel fraternity hopeful. However, there is a huge wave of disappointment among the travel agent fraternity as the budget holds nothing for this large section, which contributes 11 per cent of employment and generates over 10 per cent of the revenue in GDP. "We're shocked that instead of abolishing it, the government has raised the TCS from five to 20 per cent, which is going to be detrimental to our business. Nothing has been done for our request on ease of doing business, be it on TCS abolishment or ITC for Tour Operators on interstate GST credit, which is one of the main concerns requiring urgent redress.

Rajeev Kohli
JMD, Creative Travel



I had no expectations from the budget. When you don't have expectations, you don't get disappointed. It was a good budget for the economy, which will

help the country, but for tourism, it had nothing which will change our lives. The government is supposed to be a facilitator and help businesses grow. That didn't happen for our sector. Hasn't happened for a few years now. So am not surprised. How will we address the gaps? We will not! Our industry is too weak and disjointed, and that's what brought us here in the first place. So let's continue down our path of self-reliance on our own skills and merit, and take Indian tourism to the limited level we can.

Prateek Hira
President and CEO, Tornos

Chairman, FICCI Tourism Committee, UP and IATO UP Chapter



Unfortunately, the industry that contributes almost 10 per cent to the national GDP and has a share of 15 per cent as an employment provider to more than 80 million people in India,

is not a priority sector, not to mention tourism's inclusion in the concurrent

list, did not get much or anything out of the box. It remains to be seen how 50 tourist destinations will be developed and focused upon through 'Challenge Mode' and, if this will be a continuing effort of the government to cover the length and breadth of the country. Serious effort is needed to establish India as a preferred tourist destination and with its neighbours, who are much more aggressive. To address this, and in the light of shutting down of India Tourism Offices internationally, this budget should have allocated an impressive publicity and marketing outlay for tourism and the ministry of tourism should have ensured full and proper utilisation of the allocated budget.

Dev Karvat
Founder and CEO, Asego



We saw a minor dip in the tourism budget allocation for the past two years. The Indian tourism sector witnessed exponential growth in 2022, contributing approximately

5.6 per cent to the GDP. Considering these promising numbers, we were optimistic that the Ministry of Finance will allocate a significant share for the travel and tourism sector.

I'm certain that these new reforms proposed in the 2023 Union Budget will not only help upgrade the tourism infrastructure significantly but also boost employment and entrepreneurship opportunities within the sector. However, fixing a few negatives could have worked out better in favour of travel operators like the TCS issue, which has been daunting for the trade.

Nishant Pitti
CEO and Co-Founder, EaseMyTrip



The positive outlook for the industry displayed by FM Nirmala Sitharaman early on in her speech is highly commendable, taking up the agenda for promoting

tourism in the country on "mission mode," and will play a vital role in reviving the landscape of tourism in India. The initiative to provide additional infrastructural support with fifty new airports, heliports, water

aerodromes, and advanced landing zones in India, along with the simplification of registration and overall regulations under the GIFT IFSC will pave the way for new entrants in the aviation industry, which has experienced increasing demand both domestically and internationally. Theme-based tourist circuits and introduction of 'unity malls' by states to promote locally manufactured goods is yet another move that will result in revitalising the tourism industry, along with providing multiple opportunities for employment generation and entrepreneurship. Moreover, the introduction of the new Income Tax slabs will avail newer and better opportunities for people to travel and discover India's rich diversity.

Vinay Dube
Founder and CEO, Akasa Air



The Union Budget presented by the Hon'ble Finance Minister is growth-oriented and will steer India towards holistic development across all pillars.

The announcement of 50 additional airports and ramping up of air transport infrastructure is a welcome move and will support the nation's growing demand for air travel. The focus on promoting domestic tourism will provide impetus to the further revival of the sector and aligns with our vision to strengthen India's transportation system.

Riaz Munshi
President, OTOAI



It's highly disappointing from an outbound travel point of view. We requested honourable Finance Minister to reduce the TCS percentage from 5 per cent instead

the government has increased it to 20 per cent which is going to hamper our business and at the same time, there is going to be a huge deficiency in government revenue as people would prefer to either book through foreign tour operators or foreign OTAs to save GST and TCS both. At present also outbound tour operators and the government of India are losing revenue on the same grounds.

Jurgen Bailom
President and CEO
Waterways Leisure Tourism



The budget mentions that there is a larger potential to be tapped in tourism and I believe that this is true and to add to it, the tourism industry is growing and experimenting

more than ever. Not only does tourism help the economy, but also this sector holds opportunities for jobs and entrepreneurship. As mentioned in the budget, the states and government will actively participate in promotions for tourism in India, I think it's a great initiative to elevate the sector and travel culture. It is a huge step that for the first time in the Union Budget, tourism is the key focus policy area.

Asif Fazlani
Managing Director
Fazlani Nature's Nest



The government's focus on tourism in the budget by giving it a top priority is commendable. The allocation of resources highlights the importance placed on

boosting employment through the tourism sector. The budget demonstrates the government's commitment to the holistic development of the industry. The plan to develop 50 tourist destinations for both domestic and international tourists will revolutionise the tourism industry in India.

P.P Khanna
President, ADTOI



We at ADTOI were looking for members' benefits or tour operators' benefits which are directly not there but of course indirectly the budget talks about the

hike in Rail outlays it mentions skill development and Youth empowerment. Border Tourism is another good step to be explored.

THE CLARKS

HOTELS & RESORTS

Starting with first asset light hotel in 2005 to 110+ hotels as of date, we have grown at a pace that has been unheard of!

India | Sri Lanka | Maldives | Netherlands

04 Countries / 112 Hotels* / 6049 Keys*
 10 Brands / 98 Destination



CHECK - IN
 TO A POWERFUL
 ASSOCIATION TODAY



Clarks Inn Suites, Raipur

Clarks Exotica, Dechu

Clarks Exotica, Zirakpur

Clarks Exotica, Dalhousie

Clarks Exotica, Maldives

Clarks Inn Suites, Gwalior

Clarks Exotica, Nahan

Clarks Exotica, Rajgarh

Villas & Suites by The Clarks

*In operation and under development as of Dec. 2022

THE CLARKS

HOTELS & RESORTS

THE CLARKS

clarks premier

clarks exotica

VILLAS & SUITES
 by THE CLARKS

clarks inn suites

CLARKS SAFARI

clarks residences

clarks inn

Clarks Collection

clarks inn express

www.theclarkshotels.com/brand-association

www.theclarkshotels.com
 18002027707
 theclarkshotels&resorts

India
 Corporate Office: 707 Emaar Capital Tower,
 Mehrauli - Gurgaon Road, Gurugram, Haryana
 +91 (0) 124 4197707, +91 95990 83785, +91 8448989081

TOUR DE DIAMONDS

Immerse into the Journey of Diamonds



Tour de Diamonds is a unique and premium experiential tour for those who have always wondered and wanted to know why a diamond is forever. This tour takes guests, tourists, and those interested into the realm of the captivating diamond-making process and gets knowledge of the industry with in-depth experiences. TTJ meets up with Karan Maniar and Priyanka Verma, Partners, Tour de Diamonds, to learn more about this enterprising startup in the travel business.

Prashant Nayak

Tour De Diamonds is an endeavour to showcase to the world a glittering image of India by taking visitors on a day tour across the value chain of diamond making and trading which happens nowhere else in the world on a mammoth scale as it happens in India. Here, they will experience how a rough diamond is made marketable - from planning its facets, polish, eventual shape, and size. Moreover, they will be provided an insider's perspective on how it is priced, traded, and handpicked for jewellery-making.

Karan Maniar is the founder and brainchild of the company and is a second-generation businessman from the gem and jewellery industry. On asking him about the inspiration for bringing up the concept of 'Tour de Diamonds,' Karan shares, "The idea is to showcase the current growing India, apart from the usual tourism themes related to heritage, culture, handicraft, wildlife, nature etc. It is not to undermine the contribution of our traditional tourist hot spots, but to augment it with modern day reality of India which is a growth engine on global scale and the diamond industry is one of them."

Karan further adds, "To tell you the truth, it was relatively easy to bring the concept to a reality because of a dedicated core team which was supported from various stake holders, government bodies, diamond traders, diamond manufacturers, media houses and travel fraternity. The incubation idea was innovative and as they say, nothing can stop a good idea – whose time has come."

Priyanka Verma has twenty years of travel experience with her travel company, 'Memories Worldwide', and with Tour de Diamonds; she

dreams of showcasing the lesser known and yet the 'Shining India' to the world. They also have Karan Shah, the Operational Head, who ensures complete fulfillment of the tours for the clients. Also, they have Urvi Chedda, a gemologist and jewellery designer, and a jewellery partner in the company.

Presently, Tour de Diamonds is only operational in Mumbai city, and Priyanka mentions the reason for choosing the city, "Mumbai being the economic capital of our country, has a lot of captive client base who purchase diamonds and are curious to learn about diamond making. Further, Mumbai is also the gateway for lot of business travellers, who combine their business travel with personal holidays. We believe that Mumbai is the most appropriate city for us to explore as it has domestic and international connectivity and the world's largest diamond trading exchange."

About the tours, the packages, and the time required, Priyanka briefs, "This is a niche tour meant for certain category of guests who have curiosity and time to know the journey of diamonds from a crude form to a glittering gem on an attractive jewellery, watches etc. Many of our potential clients are diamond users or just diamond lovers. We have designed this tour by encapsulating it into a single day tour starting from the entire process of diamond cutting to jewellery making and trading. The entire tour involves minimum travel within Mumbai. At the end it's a real thrill to feel and know the difference between the real crude and polished diamonds."

Regarding the travel trade, their objective is



L - R. Karan Shah, Priyanka Verma and Karan Maniar

to generate value for the travel fraternity wherein tour operators and travel agents can include Tour de Diamonds in their Mumbai itinerary. Priyanka further shares, "This tour is also intended to generate employment opportunities for specialised guides whom we shall extend detailed training on the subject. Our objective is to make Tour de Diamonds a win-win tour for all, including travel industry stakeholders, the diamond industry and our clients. We are confident that this concept shall also contribute in a positive manner by generating foreign exchange for our country. Our dream is witnessing international tourists add Tour de Diamonds on their bucket list while on a visit to India."

Considering to be a promising development in the tour business, Tour de Diamonds has received excellent support from central and state government bodies like India Tourism Office and Maharashtra Tourism, who have encouraged them and gone out of the way to support them in promoting the niche concept at various travel forums.



ANANTA LEISURE EXPERIENCE



The Ananta, Udaipur

ENCHANTINGLY UDAIPUR

Set against the breathtaking Aravalli Hills, Ananta Udaipur creates a fairytale experience for guests with the finest 5-star luxuries available. Our Udaipur resort spans 90 acres of lush greenery and features 239 opulent villas, four eclectic dining options, and two banquet halls. Our resort serves as a unique escape in the beautiful City of Lakes, with an outdoor swimming pool, a rejuvenating spa, a well-equipped gym, and a special kids activity area.



Ananta Spa & Resort, Pushkar

DEVOTEDLY PUSHKAR

Ananta Spa & Resort Pushkar is a blissful getaway in Pushkar, surrounded on all sides by the magnificent Aravalli Hills and lush greenery. For our guests, we have 52 contemporary cottages, 24 sprawling rooms, 12 tents, 3 tent suites, and Ananta Villa spread across 11 acres. We have three sophisticated and magnificent dining options and a banquet hall set in picturesque settings. Ananta Spa & Resorts pampers you with premium amenities such as a well-equipped recreational room, an activity area for children, an outdoor swimming pool, a world-class spa, and a cutting-edge fitness centre, making it one of the best resorts in Pushkar.



The Baagh Ananta Elite, Ranthambore

ROYALLY RANTHAMBORE

The Baagh Ananta Elite is one of Ranthambore's luxury resorts, located on the periphery of the Ranthambore National Park. Visit our resort to experience nature at its purest, with architecture inspired by the rugged wilderness of the place. We have luxurious rooms and cottages, two distinct dining experiences, a luxury pool, a gym, grand gardens, and a banquet hall. The Baagh Ananta Elite, a perfect blend of nature, luxury, and comfort, is the ideal place to explore Ranthambore's exotic wildlife.



Jagira Ananta Elite, Gir

GRACIOUSLY GIR

Our Gir luxury resort, Jagira Ananta Elite, is located on the outskirts of Gir Forest National Park and Wildlife Sanctuary. Our resort, surrounded by lush greenery, offers an exhilarating getaway with contemporary architecture, classic interiors, and modern furnishing. We have 52 opulent accommodations with a plethora of amenities and services. Our in-house multi-cuisine restaurant with a patio setting is set in a picturesque setting and provides a memorable dining experience. Jagira Ananta Elite promises nothing but premium services, with a small outdoor lawn, a swimming pool, and a slew of other amenities, making it the best resort in Sasan Gir.



Sultan-E-Jawai Ananta Inn, Pali

RUSTICALLY JAWAI

Sultan E Jawai Ananta Inn provides the most exciting stay close to the Jawai Bandh Leopard Conservation Reserve. Our resort also holds historical importance. The Sultan E Jawai Ananta Inn was established by the son of Thakur Sultan Singhji of Thikana Padampura in the erstwhile Jaipur State, who also manages the property. Guests at the inn can sense the royalty of our premium services and our deep ties to the royal family. Our resort, unlike any other in the state, allows our guests to enjoy the luxury of living in decadent tents in the middle of the jungle. These tents are decked with modern amenities so that you are not completely alienated from the modern world.

ANANTA HOTELS & RESORTS

Corp Office: 24, Goyal House Ajmer Road, Jaipur 302006

+91-7823 000 222

crs@anantahotels.com

www.anantahotels.com

Udaipur | Pushkar | Ranthambore | Gir | Jaipur | Jawai

Kerala Tourism set to launch a multitude of events as part of its innovative tourism



With a zest to move beyond the conventional image of a land of natural beauty, Kerala Tourism is set for a makeover. ‘God’s own country’, renowned for its breathtaking scenic beauty and lush greenery, is now looking to rebrand itself as an all-season destination for both offbeat, as well as experiential travel. In a roadshow in Delhi, the officials talked about various launches and strategies to expand the reach of Kerala Tourism, and attract visitors round the year. Read on to know more.



▲ Sreekumar S

Vartik Sethi

Driven by the novel desire to emerge as an all-season tourist hotspot of India, Kerala Tourism has launched innovative campaigns and projects to revamp the flavour of how the state is perceived as a tourist destination. Renowned for its greenery and picturesque landscapes, the strategy is to now move towards experiential travelling, exploring village life and rebranding Kerala as a state beyond beaches and hills.

One of the many strategies includes the promotion of Kerala as a breathtaking wedding destination. The state has promised immense potential in this segment and has announced a lucid combination of digital as well as airport-based marketing to attract the target customers. The three projects announced are: ‘Destination Wedding Campaign - Airports Translites’, ‘Destination Wedding Campaign - Social media, Google search and Display ads’, and ‘Promotion of Destination Wedding Microsite’, together aiming at painting the state as an ideal wedding destination. In fact, the state has registered 176 destination weddings and is looking to increase this number by leaps and bounds. The tourism department has identified wedding hotspots, famous for their quaint waters, surreal landscapes and offerings like houseboats.

Under the ‘Destination Wedding Microsite’ project, digital brochures will be distributed to garner the attention of potential visitors.

Globally renowned for its Responsible Tourism (RT), Kerala always strived to bring inclusivity on the front foot, and enable the locals to provide a unique experience to their visitors. “RT is a masterpiece of Kerala,” says Sreekumar S, Deputy Director (in-charge) of Kerala Tourism. The RT Mission will be spearheaded to gain support from local governments and other similar agencies. In fact, the RT mission was awarded the global award World Travel Market (WTM), London, last year. Kerala has also made it to the exclusive list of 52 must-visits in 2023.

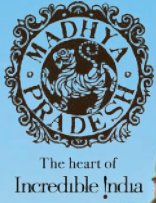
Speaking with Travel Trade Journal, Sreekumar S, shared insights about the primary focus of the projects, and added, “We would like to bring forth the beautiful, unexplored parts of Kerala where we offer plenty of offerings and choices to our visitors.” The ministry plans to shift focus from beaches, hill stations, Ayurveda and famous backwaters to a more authentic, unexplored and novel experience of the towns of Kerala. The marketing strategies consist of offline roadshows and trade shows across major cities of the country, and a strong digital presence, including socials. These include the February 2-4 OTM (Outbound Travel

Market) Mumbai at the Jio World Convention Centre, and TTF (Travel and Tourism Fair) Chennai. Additional plans have been chalked out to organise roadshows in Chandigarh, Jaipur and Lucknow in January. Another series of B2B trade meets will be organised in Ahmedabad, Chennai, Hyderabad and Bengaluru in February.

Sreekumar S emphasised on including the local community to drive tourism in offbeat places across the state. Such projects include the ‘Beypore Water Fest’, the ‘Champions Boat League (CBI)’, and ‘Caravan Tourism’. The government takes sustainable tourism as an important metric of Responsible Tourism and is committed to ensuring the well-being of the ecosystem. The state has also introduced subsidised and incentivised vehicles for its Caravan project, encouraging the locals to be the owners of the project.

The Kerala Ministry of Tourism expects a 100 per cent increase in foreign travellers and a 200 per cent increase in domestic travellers, according to Sreekumar S. The tourism industry in Kerala is a significant contributor to the state’s economy, accounting for 12.07 per cent of its GDP growth, which is above the average.

The Minister hopes for an increase in the budget allocation in February-March 2023 to support the growth of the industry.



SUMMON YOURSELF IN SECRET CITY OF JOY AND RIDE THE WAVES IN ASIA'S FIRST FLOATING FESTIVAL



Madhya Pradesh Tourism Board organises the fourth edition of Mandu Festival; Tent City to continue till March 2023
Gandhisagar Floating Festival inaugurated on February 1, 2023, at Gandhisagar, Dist. Mandsaur, Madhya Pradesh

Madhya Pradesh has emerged as one of the most sought-after tourist locations in the country. The state has reinstated its identity as the hub of adventure tourism and the Madhya Pradesh Tourism Board has made unparalleled efforts to develop the tourism industry and paint the picture of Madhya Pradesh in front of the eyes of the world. It was a very long-term vision of the Tourism Board to establish Madhya Pradesh as a state of Adventure and Cultural Tourism which is now coming into execution. MP Tourism thrives to provide a 360-degree adventure experience for thrill seekers by facilitating air, water and land adventure activities.

After three glorious editions of the Mandu Festival, the fourth edition is on course and adventure lovers from India and abroad are participating in it with undying enthusiasm. Meanwhile, a very

Gandhisagar Floating Festival

The Gandhisagar Floating Festival will be a unique glamping experience in the Mandsaur district, Madhya Pradesh, articulating its offerings with the line, 'Gateway to the heart of Incredible India'. The festival will be a 4-hour drive from Indore which is very well connected by road and railways.

The key highlight of Gandhisagar Floating Festival is its five-day Festival, which is Asia's first Floating Festival, replete with live music performances on a floating stage, a floating market, a boat spa, a boat safari, a silent forest tour, and much more. The tourists will be facilitated with super luxury tenting facilities until the end of April 2023 and the adventure activities will continue until the end of July 2023.

What makes Gandhisagar Floating Festival special is the Adventure Sports in the middle of the jungle, which includes a plethora of adventure sports and activities

cart ride, horse riding, camel ride, and yoga.

Mandu Festival

Madhya Pradesh Tourism Board announced the fourth edition of the Mandu Festival with great elan and pride. This mega festival is witnessing a celebration of the historical heritage blended with the modern vibrancy of the culture of Mandu. The tent city will be available to book until the end of March 2023.

This Festival will be an eclectic mix of adventure activities, cultural activities, performing arts, workshops, art installations,



recent addition, the Gandhisagar Floating Festival is set to commence in February, which is Asia's only floating festival. During this tourism season, Madhya Pradesh Tourism thrives to connect all the exclusive festivals of Madhya Pradesh in such a way that the tourists can enjoy all these unique experiences one after another. The festivals have been chronologically lined up to quench the thirst of all adventure seekers.

that span across air, water and land. The Air Adventure activities would include parasailing, hot-air balloon and paramotoring. The water adventure activities would include kayaking, parasailing, jet skiing, speed boating, zorbing, dragon boat, and banana boat ride. The land adventure activities would include duo cycling, cycling, trekking, stargazing, rope course, jungle safari, night jungle walk, ATV, zipline, paintball, gun shooting, kid zone, indoor gaming, bullock

nature trails and walks, poetry reading, food, architecture, music and much more. Offering something for everyone, the Mandu Festival will reverberate with an exuberant mix of activities weaving together traditional norms and old-world charm.

The festival promises to rewind the beautiful love story that unfurled between Baz Bahadur and Rani Roopmati through storytelling sessions under the magnificent Baobabs trees.



Travel India 2023 Summit: Laying down the roadmap for future of Bengal tourism

Travel India 2023, the flagship event of ICC, is an attempt to look at the latest status and updates of the tourism industry in the country, particularly in West Bengal and the way forward. Sustainable tourism, responsible tourism and AYUSH tourism are trending in the tourism industry of the country.

Swaati Chaudhury

The tourism sector makes up 9.6 per cent of India's GDP and directly contributes around 2.7 per cent to the country's economy. This sector has been one of the biggest contributors to the Indian economy. The tourism industry has been hard hit during the pandemic and had encountered a plethora of challenges. The inbound tourism sector has been worst affected. In the post-pandemic world, the significance of tourism is growing in the country. With a view to delve into the opportunities and challenges faced by the tourism industry of the country, the Indian Chamber of Commerce (ICC) hosted Travel India 2023 in association with the Union Ministry of Tourism and with the support of the Department of Tourism, West Bengal in Kolkata on January 19 and 20, 2023.

The conclave had sessions like Sustainable Tourism for the future that focused on health and wellness tourism with a special focus on AYUSH. There were other interesting sessions on Developing East and North-East as a hub of MICE tourism, Skill Development in the tourism sector: The way forward and Myriad Faces of Tourism in India.

Stressing on the implications of newly launched schemes of the Union Ministry of Tourism, Sutheshna Babu, Nodal Officer, National Institute of Water Sports (NIWS), Goa said, "The domestic tourism sector calls for greater emphasis and the spending capacity of domestic travellers for each tourist is less. The recovery of foreign tourist arrivals is in sight. Some of the key initiatives



of the Ministry of Tourism are the rolling out of National Sustainable Tourism Energy, the constitution of the National Board of Adventure Tourism, the National Strategy and Roadmap for Rural Tourism, G20 Events of 55 towns and cities in the country and launch of an integrated database for the hospitality sector. The rationalisation of e-visa fees and triple entry e-visa for medical tourists includes some forward-looking initiatives of the government."

Babu also pointed out that very soon there would be a ranking of states in the sphere of adventure tourism. "India is quite low in terms of ranking of adventure tourism owing to a lack of awareness and absence of quality manpower. It is significant to register all adventure tourism activities."

MICE tourism is a fast-growing industry in the country and the global MICE tourism industry is worth USD 800 billion. According to Amaresh Tiwari, Vice Chairman, India Convention Promotion Bureau, "MICE segment contributes the largest GDP than any other tourism segments in the country. Kolkata has excellent facilities for MICE but it is desirable to make the city at par with the global MICE market."

In the context of the role of hospitality in the tourism industry, Suborno Bose, Hospitality Evangelist Founder and Chief Mentor

of Indismart Group stated, "The number of five-star, deluxe hospitality groups will be doubled in the country in five years. With popular indigenous hospitality brands like ITC and the Taj Group of hotels, we can transform India into a tourism capital. This is the right time to invest in the sustainable growth of the tourism and hospitality sectors. Sustainability and technology will be the two significant poles of the hospitality industry. G20 Summit has been a great booster for the hospitality industry."

The medical tourism industry stands at USD 13 billion. AYUSH Ministry became full-fledged in 2014 in order to boost the Indian system of medicines. Commenting on health and wellness tourism with a special emphasis on AYUSH, Dr. Sudipta Narayan Roy, Managing Director and Group Chief Executive Officer, Powell Laboratories Private Limited informed, "AYUSH comprises Ayurveda, Yoga, Unani and Siddha- that forms the most ancient system of medicine. The Central government has taken some concrete steps to enhance medical tourism in the country. The launch of the AYUSH visa is an encouraging aspect for e-medical tourists and will facilitate the growth of AYUSH tourism in India. The pertinent question is whether our hospitality industry has geared up for medical tourism since it requires a different kind of approach. The Central government, along with the Ministry of AYUSH, has set up 40 offices on foreign shores. It's high time to look at the AYUSH aspect of tourism. Global tourists will head to the land of Yoga in the coming period. AYUSH tourism will be a major contributor to the tourism industry of India."



Bengal looks at public and private sectors working together to bring in more tourists



A session at the Travel India Summit 2023 witnessed valuable insights from Babul Supriyo, Minister, Department of Tourism, Government of West Bengal and other eminent personalities in travel and tourism and other allied industries.

Partha Chatterjee

There has been a revised focus on the tourism sector post-COVID, both by the Tourism Ministry and also various State Tourism departments. The Indian Chamber of Commerce's flagship event, 'Travel India 2023,' under the aegis of the Ministry of Tourism, Government of India, tried to gauge the new direction of the tourism industry in India as a result of implementing the new set of policies and schemes.

"Travel industry has the potential to solely employ a large amount of human capital," stated West Bengal Tourism Minister Babul

Supriyo. Commenting on Bengal tourism, Supriyo said, "After the COVID hiatus, people have taken up the opportunity to jump back to the industry. This is because of the passion attached to the industry. There should be more activities to work collectively with both private and public sectors. This initiative will attract more tourists to Bengal."

"I would rather want tourists to come to Bengal for a successful resurgence of tourism in our state. We shall also try to collaborate with schools to make students experience, learn and cherish the beauty of Bengal," added Supriyo.

Dr. Rajeev Singh, Director General, Indian Chamber of Commerce, said, "Travel and tourism industry has seen rapid growth after the pandemic. It is eventually connecting us with the global culture, creating employability and helping the self-help groups to be

visible in the global sector. This has been possible because of the UDAN initiative by the government. Many countries have faced immense challenges in this sector but tourism has the capability to employ manpower at a huge rate. The government is working on various standards to bolster our country's travel and tourism industry."

Commenting on the summit's objective, Chander Mansharamani, Chairman, ICC Tourism Export Committee, said, "This is the flagship event of the Indian Chamber of Commerce that focuses on the policy of stakeholders in the travel and tourism industry to make a social impact. The objective of 'Travel India 2023' is to look into the opportunities and challenges faced by this industry. Tourism is growing and India is reforming at all sectors at a market size of ₹28,000 crore."

Bengal moves to consolidate tourism sector for investments



▲ Dr. Saumitra Mohan

Tourism in Bengal is back in the reckoning after the pandemic. Dr. Saumitra Mohan, Secretary, Department of Tourism, West Bengal, provides useful insights on the various steps taken by the state tourism department to push tourism in the state that would benefit one and all.

Swaati Chaudhury

The state of West Bengal, blessed with all geographical diversities ranging from the Himalayas to national parks and wetlands barring the desert, is back on the tourism radar. The state occupies the sixth position when it comes to receiving domestic travellers.

Dr. Saumitra Mohan explained, "Our latest agenda is to boost tourist arrivals in Bengal. Tourism is one such activity that has tremendous potential for livelihood. Our major focus is to increase the contribution of tourism to the Indian economy. Nearly five lakh global tourists visit the state. The state government has formulated policy architecture and our homestay and tea tourism policy are already in place. We are currently working on a public-private partnership (PPP) policy, adventure

tourism policy, incentive policy and tourism service provider policy. The tour operators must register themselves in these policies to pull more number of travellers. More such architectures are required in the state to offer a boost to the tourism sector. It is essential to make these tourism policies more hassle-free. There should be sensitisation on capacity building among tourism stakeholders."

We all talk about sustainable and responsible tourism which are quite complex aspects. Mohan said, "We all are responsible for providing an impetus to sustainable tourism by minimising the usage of plastic. Homestay goes with our concept of sustainable and responsible tourism. State tourism provides options for water tourism and we have identified around 20 lakh acres of water bodies in the state. We would prefer to encourage cruise

tourism. The states like Kerala have fared well in wellness tourism. Bengal is making a commendable presence in medical tourism and stands in the second position in terms of easing tourism projects to tour operators. We do offer incentives to adventure tour operators."

The need of the hour is to enrich the experiences of tourists. Mohan further said, "The state tourism needs to interact with the stakeholders for investments to pour in. Glamping has emerged and caravan tourism is another area of interest for tourists that we can look into. Recently, UNESCO has recognised Durga puja as an intangible cultural heritage. We have to provide seamless access to tourists. It's time to learn, adopt and replicate tourism models from other states. Better skilling and usage of our resources will help to bolster tourism in the state."

Pilgrim and MICE tourism gain momentum in India's heartland

Uttar Pradesh Tourism is doing everything for Kumbh Mela 2025 to be held in Prayagraj, informed Braj Pal Singh, Regional Director, Uttar Pradesh Tourism.

Swaati Chaudhury

Uttar Pradesh is undeniably India's one of the most coveted tourist destinations. The state has a plethora of renowned pilgrim points that are currently emerging as MICE destinations. There is Ayodhya- the land of Lord Rama, Mathura- the land of Lord Krishna and Varanasi- the land of Lord Shiva and the oldest living city.

Braj Pal Singh commented, "Tourism in Uttar Pradesh is based on religion, diverse culture and heritage. It is a destination for all faiths. Varanasi, Mathura and Ayodhya are bucket-list destinations for pilgrim tourists. There are a number of fairs held in the state including the seven-day Rangotsav held in Mathura, three-day Deepotsav in Ayodhya and one-day Dev Deepawali in Varanasi. The state has three UNESCO-listed World Heritage sites- Taj Mahal, Fatehpur Sikri

and Agra Fort. The land occupies a pride of place in its glorious culture, heritage and the ancient rivers including Ganga and Yamuna."

Besides, the state offers delightful culinary journey with its Biryani and Dum Pukht style of cooking that have been invented from the kitchens of the bygone Nawabs. The state has carved a place of its own on the dessert map of India with its pethas, pedas and ladoos.

Singh said, "Based on our Tourism policy 2022, we are into offering about 50 to 75 per cent incentives to the corporate groups organising MICE. The major conventional MICE destinations are NOIDA, Lucknow, Ghaziabad and Agra while the upcoming MICE getaways are Ayodhya, Varanasi and Prayagraj. The forthcoming Global Investors Summit in Lucknow will be held



▲ Braj Pal Singh

on February 10 -12, 2023. We are gearing up to host Kumbh Mela in Prayagraj in 2025. A huge tent city is popping up close to Sangam with sound infrastructure facilities."

The state is riding high on eco-tourism frontier. Singh further said, "The Eco-tourism Board was set up in October, 2022 and there are eco-tourism projects running in every city. We have kicked off eco-tourist resorts at Dudhwa National Park, Pilibhit Tiger Reserve and Katarniya Ghat Wildlife Sanctuary in the district of Bahraich."

The state welcomed nearly 11 crores domestic tourists in 2021 and 25 crores tourists last year. Singh added, "We are confident to record around 15 per cent surge in domestic tourist footfall every year. The global tourist figures were 45,000 in 2021 and 4 lakhs last year."

TASK comes ahead to enhance tourism in the Valley

Jammu and Kashmir has numerous pristine and adventure destinations that have been unfolded for travellers. Old houseboats have been revamped, informs Waseem Ahmad Goosani, General Secretary, TASK.

Swaati Chaudhury

After a two-year slump, the Travel Agents Society of Kashmir (TASK) is back with a strong determination to boost the tourism potential of Jammu and Kashmir (J&K), renowned as the "Crown of India". TASK has joined hands with J&K Tourism to roll out a slew of novel destinations in the state and offer an impetus to heritage and pilgrim tourism in the land.

TASK is the oldest travel organisation in the valley that took shape way back in 1967 and over the years has seen J&K become a victim of negative propaganda on account of which tourism suffered heavily. During COVID-19, tourism stakeholders suffered significant losses again. However, Waseem Ahmad Goosani says, "In contemporary times, we have not lost our hope owing to the pandemic and we are bent upon reviving tourism in the land. In the context of safety

of leisure tourists and solo women travellers, the land figures high."

Some of the unexplored destinations that new-age travellers can look forward to are Gurez Valley in Bandipora, Bangus Valley in the district of Kupwara, Lolab Valley which lies around 120 km from Srinagar and the hill resort of Aharbal in the district of Pulwama. Goosani informed, "Besides, we have unveiled a string of adventure tourism activities in Gulmarg and Sonamarg in the New Year and these activities include hiking, trekking, snowmobiling, snowboarding, snow tubing, snow shoeing, sledging, ice skating, angling, river crossing, water zorbing and rock climbing. Most of these activities are popular in Sonamarg. Border tourism has taken off. Vaishno Devi tourism circuit is going great guns."

There are around 1,500 deluxe houseboats



▲ Waseem Ahmad Goosani

on Dal Lake in Srinagar that have been renovated. Goosani said, "We are into popularising heritage tourism in downtown Srinagar. There are 15 sites identified in the heritage tourism circuit in and around Srinagar, including palaces, shrines, forts and mosques. We are offering a thrust to the lesser-known Avantismami temple at Awantipora. Lying on the banks of river Jhelum, the heritage site is around 28 km from Srinagar."

Connectivity to the valley is being beefed up. Srinagar is all set to receive train service by 2024. G20 Summit has been offering a major boost to tourism across Pan-India. "It not only offers an impetus to tourism but also promotes handicrafts and technology. The valley received around 2 million domestic tourists last year. We are confident to have around 25 lakh tourists this year," signed off Goosani.

Vedic Village Spa Resort

A cut above the rest

Best known as the luxury wellness destination in the East, Vedic Village Spa Resort is poised to emerge as a bucket-list destination with its wide array of sports activities for all age brackets, informs Rajib Roy Choudhury, Senior General Manager of the resort.

Swaati Chaudhury

Tired of the concrete jungle and looking for sports-related activities away from the din and bustle of city life. There is Vedic Village Spa Resort on the northern fringes of Kolkata that promises to make your day with an array of exotic sports action for all age groups. Nestling amid pristine nature, the luxury property has on offer a wide gamut of indoor games in two different locations and outdoor games in three outdoor areas.

Rajib Roy Choudhury said, "There are fun-loving board games, starting from ludo, chess, carom, pool table, and table tennis board. One cannot miss out on the foosball board in the waiting area of our all-day dining outlet, Yagna. There is an array of casual games that can give an adrenaline rush like volleyball, and badminton or challenging games like cricket or football that can be played on the best turf offered by the city. There are trending games including paintball, archery and Segway ride that are quite tempting. We have exotic shooting games like archery and balloon bursting. Besides, sports enthusiasts can go on cycle tours. Golf lovers can look forward to a round of golf. For those in search of peace can look for angling and boating and to top it all, there is utmost tranquility in our Yoga room."

The luxury resort has the widest array of indoor and outdoor activities to keep the visitors occupied during their staycation. Roy Choudhury further said, "The sports activities are placed in such a manner that it not only caters to guests of all ages but also ensures engagement and mutual sharing of personal touch. There are a host of activities

designed for couples like dual cycling and boating. Keeping with the heritage of Bengal and its rural theme, we have rickshaw rides. Segway ride brings the feel of the contemporary world and paintball forms the most trending group activity. One can opt for boat paddling in the lake. As dusk descends, all outdoor activities come to a halt and we turn our Vedic arena lights to recreate the ambience of the stadium for popular sports like cricket and football sessions to begin. The Vedic arena sprawls over a 15,000sq.ft area. Those not interested in sports can look at the celestial beings at night and enjoy star gazing through the state-of-the-art telescope. Our entire gamut of sports activities is well-thought and there is something for everybody. For resident guests, outdoor activities come at a nominal charge of Rs 50 as a security deposit and a package price of Rs 1,000 for a number of activities per person."

The outdoor activities that are in high demand are cycle tours around the lush groves, paintball and boating. Roy Choudhury added, "When it comes to a round of football, cricket or badminton, nothing can match it. It is equally significant for us to prepare ourselves and accept the demands of our visitors. We are contemplating coming up with adventure activities like dirt bike tracks and zip line. We look forward to coming up with a lot of niche events in which we would prefer to leave behind a trail of memories with subtle inquisitive walks. We have a first



light walk in the wee hours of the morning with visitors in the resort. Very soon, we are starting a plantation tour around the resort where visitors would get to identify some of our indigenous flora that possesses intrinsic medicinal and biotic values. They would get to tour in our electric vehicles to the organic farms and eventually visit a boutique where they can buy the plants for their home." There is a plethora of plans in the pipeline.

Roy Choudhury further added, "We plan to introduce a joy ride in the resort from Phase I, Phase II to Phase III on 20 acres of hamlet created around Green Earth. We have begun thinking of having a novel Gaming Arcade done up with virtual games."

The pandemic days are over and people are quite eager to recover from their lost days of glory. "We hope that our resort would emerge as one of the most sought-after event and activity destinations. We would create awareness with activities like plantation tours or initiating campaigns like zero carbon footprint destination," quipped Roy Choudhury.



No Peace in the Air

The Unruly Passenger

Given the growing concern from airlines, regulators and passengers at the increasing frequency and severity of incidents involving violence against crew and co-passengers. It is high time for practical steps to be taken to address and significantly reduce the problem by reining in these unruly and disruptive passengers. As most of the time these incidents escape public and media scrutiny, culprits most often go unpunished. This results in harassment of the crew and endangerment of safety norms. Schedules get disrupted and cause inconvenience, delays and diversions.

Sonia Dutt

2023 began with an indecent incident involving a passenger travelling business class on Air India in an aberrated state urinating on an elderly lady. This 'Pee-Gate' incident went viral. The elderly lady being dealt with insensitivity and the airline's attempt to keep the matter under wraps and not take adequate action against the culprit triggered debates sending global signals about the aggressive and unacceptable inflight behavior of Indian passengers, especially after the two back-to-back incidents. A very demeaning and aggressive image of Indian travellers has since emerged.

Unruly behaviour is nothing new to the Aviation sector and many such incidents have happened across the globe on different airlines, which highlights that unruly behaviour has no nationality. Some of the recent incidents...

Virgin Australia- On January 05, 2023, an unruly passenger was kicked out of the aircraft by the pilot on a flight between Townsville to

Sydney after the passenger got into a verbal spat which escalated into a scuffle.

Air India- A drunk business class passenger urinated on a fellow passenger—an elderly lady, on November 26, 2022, from New York to New Delhi flight. Also, on December 06, 2022, on Paris to Delhi flight, another male passenger urinated on a vacant seat and the blanket of another passenger.

Aero Mexico- Passengers on board AN165 took cover as gunshots rang out in Culiacan on board Embraer aircraft on January 05, 2023.

Go First- Two customers were offloaded for making inappropriate remarks at the cabin crew. These passengers passed abusive comments on the female cabin crew on the GA-372 flight, as reported on January 07, 2023. They were offloaded and handed over to the security agency for further action.

Biman Bangladesh- Two passengers on the Biman Bangladesh B777 flight (route unknown) were reported to be involved in a scuffle with one another. One passenger slapped another

co-passenger and then the other flyers tried to pacify and resolve the matter.

IndiGo- Two passengers were arrested at Patna Airport for creating a ruckus on the Delhi-Patna flight after getting drunk onboard. The passengers were carrying their own liquor which they consumed on the flight, leading them to get drunk and unruly. On yet another incident dated December 16, 2022, on 6E12 from Istanbul, a heated exchange between the passenger and a cabin crew surfaced and evoked many debates. The cabin crew can be heard saying loud and firmly- "I am not your servant" and it is understood that the passenger had passed demeaning remarks to the female cabin crew.

Thai Smile- On December 26, 2023, two passengers got abusive and got into a scuffle on board a Bangkok - Kolkata flight WE 313. While none of the passengers got any serious injury, the airline attempted to bury the matter. Video footage by a co-passenger was leaked on the internet and this caught the media and regulator's attention.

Air Bashkortostan- A brawl erupted on Turkey to Russia flight. The man was restrained by the cabin crew after he punched a female travel companion. The man was fined RUB 1000 upon arrival and was taken over by security agencies for investigation.

SpiceJet- On January 24, 2023, on a Delhi – Hyderabad flight, two passengers travelling together allegedly misbehaved with the cabin crew. They were offloaded and handed over to police at DIAL airport.

One common example of unruly behaviour is disruptive passengers who refuse to comply with safety instructions or crew requests. This can include not fastening their seatbelt, smoking on board, or refusing to turn off electronic devices during take-off and landing. Such behavior can be especially dangerous during turbulent conditions or in the event of an emergency, as it can impede the ability of crew members to provide assistance or evacuate the aircraft.

Another common form of unruly behavior is verbal or physical aggression towards crew members or other passengers. This can include verbal abuse, physical assault, or even threats of violence. This type of behavior is not only dangerous but also can create a hostile environment for the other passengers.

To mitigate the risks associated with unruly passenger behavior, airlines have a number of tools at their disposal. These include pre-flight screenings and behavioral detection, as well as onboard security personnel and diversion to nearby airports where local law enforcement can take charge of the situation. Airlines also have the authority to prohibit unruly passengers from future flights, and some countries also have laws criminalising unruly behavior on board an aircraft.

In addition to being a danger to the safety of other passengers and crew members, unruly passenger behavior can also be costly for airlines. Flight diversions, delays, and emergency landings can be expensive, and can also damage the reputation of the airline. Furthermore, when an unruly passenger must be removed from the aircraft and replaced with a new one, the airline loses the revenue from the seat.

Despite the best efforts of airlines, unruly passenger behavior is a problem that is unlikely to be completely eliminated. However, by remaining vigilant and taking appropriate action, when necessary, the risks associated

with such behavior can be minimised, and the safety and comfort of all passengers can be better protected.

It is important to remember that air travel is a shared experience, and every passenger has the responsibility to act accordingly, to ensure the safety and well-being of everyone. It's important to follow crew instructions, be courteous to fellow passengers, and remember to treat others the way you would like to be treated.

Guidelines followed by various regulatory authorities:

Federal Aviation Administration, USA, has a zero-tolerance policy against unruly behavior that lays down legal enforcement action against any passenger who assaults, intimidates or interferes with airline Crew.

European Union Aviation Safety Agency (EASA) runs a “#NotonMyFlight” campaign to curb unruly behavior that jeopardises the safety of the aircraft as illegal. Safety disruptive behavior refers to acts that create disorder or violate aircraft cabin rules. A fine can be imposed if such a passenger refuses to follow the captain's orders.

Australian Aviation Industry has a code of practice that can lead bad behavior under issuing of an infringement notice or criminal conviction.

Directorate General of Civil Aviation (DGCA) India in 2017, issued new standards barring unruly passengers from flying anything between three months to more than two years, depending on the nature of a misdemeanor. The airlines were asked to create SOPs.

On January 06, 2023, DGCA, the aviation regulator in India, issued an advisory asking the crew to use restraining devices if verbal communication or written notices fail to defuse the situation. Further, DGCA also issued an advisory clearly stating that the pilot is responsible for the safety of the passengers and the cabin crew and to ensure this, the pilot can instruct the usage of restraining devices after all conciliatory approaches have failed. Under the advisory, the responsibilities of the various stakeholders are as below:

Responsibilities of the Pilot

- Ensure Safety of passengers and crew members.
- PIC must inform the airline's central control on the ground about the unruly passenger and the incident.

Responsibilities of Cabin Crew

- Attempt to defuse the situation.

- If verbal communication fails, try written notice.
- If all conciliatory approaches fail, then resort to restraining devices.

Responsibility of Director Inflight

- Report the incident to DGCA.

Responsibility of the Airline

- To lodge FIR and hand over the passenger to the airport security agency.

Responsibility of the Regulator

- To take immediate action.
- To form a committee to investigate.
- Take appropriate action and issue a penalty/warning as be the case.

In India, serving alcohol or smoking is strictly prohibited on domestic routes. Smoking is prohibited on international routes as well. The broader guidelines for serving and consumption of alcohol under which the airlines develop their SOPs begin with:

- Passenger Profiling- whereby the cabin crew spots the passengers on board who are inclined towards drinking.
- No alcohol to be served to passengers under the age of 18 years.
- Passengers should be discouraged from consuming liquor bought by them.
- Passengers to be served liquor at their assigned seats only.
- Only one drink to be served at a time.
- On a flight with duration of less than four hours, preferably no more than two drinks to be served per passenger.
- On longer flights, a break of at least three hours between each drink.
- Upon further demand, crew to first politely decline or less serve diluted drink.
- A passenger exhibiting signs of slurred speech is the “Yellow light” alert.
- If such a passenger continues to demand more liquor, then a “red light” alert to be announced among crew and drink service has to be stopped immediately other crew members have to be alerted as such a passenger is likely to go to other part and demand drink.



About the Author: Sonia Dutt is the Managing Director of Air Transport and Tourism Advisors India (ATTA). ATTA is a recognised aviation consultancy firm based in New Delhi.

STB, SIA, and Scoot host Industry Appreciation Gala event in New Delhi

Singapore Tourism Board, Singapore Airlines (SIA), and Scoot held an Industry Appreciation Gala night on January 17, 2023, at Bo Tai Switch, Shangri-La Eros Hotel in New Delhi, to thank and recognise their travel partners for the strong recovery of Indian visitors to Singapore in 2022.

In 2022, visitor arrivals were driven by strong demand from Singapore's key source markets, led by Indonesia (1.1 million), India (686,000), and Malaysia (591,000). Tourism Receipts (TR) reached \$8.96 billion between January to September 2022. The top TR-generating markets were Indonesia, India, and Australia, which contributed \$1.1 billion, \$704 million, and \$633 million in TR (excluding Sightseeing, Entertainment, and Gaming).

Speaking at the occasion, Raymond Lim, Area Director, Singapore Tourism Board, New Delhi, thanked the partners for helping them achieve a strong recovery in tourism. He said, "In 2022, Indian visitors to Singapore achieved close to 50 per cent recovery of the level in 2019. With the restart of cruising for international cruisers, the number of Indian travellers cruising with Royal Caribbean and Resorts World Cruises registered very good numbers between May and December. The resumption of MICE events increased in 2022 following the easing of border restrictions and safe management measures. In September, we had two very big M&I groups from India which set a positive and strong signal that the MICE industry was back in action."

Stronger demand for leisure and business travel contributed to a good year for Singapore's hotel industry as well. Despite the Indian regulation requiring a pre-departure RT-PCR test for travellers from Singapore entering India wef 1 Jan 2023, Lim is confident that this was something we have all managed well in the



last few years and should not derail tourism progress in 2023. STB expects the growth momentum of Indian visitors to Singapore to continue this year.

market for Singapore Airlines. We are hoping 2023 to be a good year for the company."



Also present at the event Kelvin Kwan, Manager-Northern and Eastern India, Singapore Airlines, said, "We had a good year in 2022 with the opening of destination Singapore. We at Singapore Airlines are very confident because of the continued efforts that we've made during the pandemic years. Despite the challenges we've faced, we continue to put a lot of effort into the product and services that we have. We have also deployed more consistent products in terms of seats and aircraft types in India. We remain focused on India because India remains a priority



Brian Torrey, General Manager Scoot India, said, "We would like to thank all our trade partners who have supported us all this while. The pandemic was a difficult time for the entire aviation industry but we were able to come out stronger because of our loyal partners. We aim to expand to newer destinations and start operations from more Indian gateways in the future. Through the years, Scoot has remained an affordable way to travel without compromising on safety and comfort. We hope 2023 will be a magnificent year for all of you."

During the event, the three organisations also recognised and awarded their travel partners in appreciation of their contribution towards bringing Indian visitor numbers to Singapore. The Top Tech Partners were awarded to Make My Trip and EaseMyTrip. Top MICE Partners included JTB India and Zenith Holidays. DPauls Travel and Tours and Yorker Holidays Services were recognised as the Top Leisure Partners. Top Business Partners were Yatra for Business and Ebix Travel and Holidays. Emerging stars were FSR Travels and Trackbudget Travel Services.





TRAVMART

Connecting Travel Partners
With New Opportunities



MARCH
15

SURAT

MARCH
17

PUNE

APRIL
21

LUCKNOW

BOOK YOUR SPACE

☎ 9560264443 ✉ parth@sampanmedia.com

Sampan Media Pvt. Ltd.

Email: info@sampanmedia.com

Website: www.traveltradejournal.com

TTJ Tri-City TRAVMART in South India

A great beginning to the new year

January 2023 witnessed remarkable B2B travel networking action in South India. The 6th edition of the TTJ TRAVMART took off to a roaring start to begin the year with the Tri-City TRAVMART held at Hyderabad, Bengaluru, and Chennai.

Post-COVID, TTJ resumed its TRAVMART in 2022, and since then, has very successfully organised marts in Guwahati, Kolkata, Lucknow, Chandigarh, Ahmedabad, Jaipur, Raipur and Bhubaneswar. In 2023, it was a conscientious effort by TTJ TRAVMART to reach out to the travel fraternity in the southern states at the very beginning of the year carrying forward their agenda to take the travel suppliers to the agents and transact in the comfort of their home turf.

All the events were well supported by both national and local trade associations and their office bearers and members extended their full support by attending the event and interacting with the suppliers who were showcasing their products and

services. The association office bearers were honoured by the presentation of mementos by the TTJ TRAVMART management team. The luminaries of the industry and respective Chapter Chairmen of TAAI, TAFI, IATO, ADTOI, ETTA, TOAT, TTTHA, and TAAK expressed their appreciation to the organisers and hoped TTJ TRAVMART continued to return annually to their respective regions.

The first TRAVMART for the year took off from Hyderabad on January 16, 2023, the event was held at The Park Hyderabad and 18 exhibitors ranging from Hotels, Airlines, DMCs, Tourism Boards and Travel Insurance companies showcased their products and services to 205 pre-registered buyers. The second event was organised at the Fortune Park JP Celestial-Bengaluru on January 18,

2023, and saw 16 sellers interact with 163 pre-registered buyers.

The grand finale of the Tri-City TRAVMART was held at Ramada Plaza by Wyndham Chennai, on January 20, 2023, and was a grand opportunity for 202 pre-registered buyers to interact with 16 suppliers offering a wide gamut of travel products and services.

Overall, the Tri-City TRAVMART proved to be a resounding success. As the sellers were pan-India-based, the idea was to save their time, money, and energy in covering the target markets instead of making them come back again and again to the cities at different times to promote their products. The exhibitors were happy with this format. It was easy for them to understand the different markets in the region and their potential in one go.

TTJ TRAVMART

Travel Trade Journal

Glimpses of TRAVMART Hyderabad

16 JANUARY 2023



Events



“

Ramayana Travel Group

We are a DMC specialising in Indonesia, Vietnam and Cambodia. It is the first time we participated in TTJ TRAVMART. We started with Hyderabad and are now in Chennai and are very happy with our meetings and interactions with the buyers and the response we received. We now look forward to being part of more TTJ TRAVMARTs in the future.



Abhishek Jayaram



TTJ TRAVMART

Travel Trade Journal

Glimpses of TRAVMART Bengaluru

18 JANUARY 2023

“

Discover Destinations

Discover Destinations is US-based DMC with strong Indian roots and a deep understanding of the requirements of the Indian traveller. This is our second year of being a part of TTJ TRAVMART and we feel it is a systematic and well-executed platform that fits in perfectly with our marketing plans. Our Tri-City South India marts with TTJ checked all the tick boxes on our list.



Umang Malbari



“

Experience Kissimmee

We participated in TTJ TRAVMART in Hyderabad and Bengaluru. It is a good platform to connect with so many new and diverse range of agents from these markets in a short time. The event was well managed and the organisers are genuine in their efforts to try and give maximum value to their exhibitors.



Seldon Tenzing



“

Travels Factory

We are a London-based DMC specialising in the UK, Ireland and Scandinavia. We have been a part of the TTJ Tri-City TRAVMART in Hyderabad, Bengaluru and Chennai, and are extremely pleased with the response we are receiving and look forward to being a part of the future marts with TTJ.



Naveen Nahar



Events



“ **Clarks Hotels and Resorts**

We participated in TtJ TRAVMART in both Bengaluru and Chennai and WOW! what a response we have received. It was a great opportunity to showcase our product portfolio of 70 properties, and we are very happy with the quality of buyers and the volume of enquiries we have received for our Maldives Property. Thank you TtJ for organising these events.



Amit Mohla



TTJ TRAVMART

Travel Trade Journal

Glimpses of TRAVMART Chennai

20 JANUARY 2023

“

TAAI Southern Region

On behalf of the TAAI southern region, I would like to thank TTJ for having organised this wonderful TRAVMART and providing this platform to our members and travel fraternity of Chennai, who turned up in large numbers to meet up and engage with the sellers. We are also very happy with the quality and mix of travel suppliers.



Devaki Thiyagarajan
Chairperson



“

TAAI South Tamil Nadu Chapter

I am delighted to attend TTJ TRAVMART in Chennai. The time slot for the TRAVMART being in the evening is very convenient for all our members as it does not hinder our day's working schedule. We engaged and met with some new multi-destination DMCs and also were delighted to meet suppliers for the USA, UK, Scotland and Ireland products. I congratulate TTJ on this initiative.



H.S. Ashraf Ali
Chairman



Events



“

TAAI South Tamil Nadu Chapter

It is a wonderful opportunity to interact with so many new suppliers and enhance my business by forging new partnerships and enhancing my product portfolio. I thank TTJ TRAVMART to have provided us with this platform and hope this initiative continues year after year.



S.P. Rajendran
Secretary



TTJ TRAVMART hosts a fun-filled afternoon at Delta 105 for its partners

TTJ TRAVMART, in association with Delta 105, hosted a fun-filled and activity-oriented afternoon for its key industry partners with their families for this one-of-a-kind “True Fauji” experience on January 04, 2023, to welcome the New Year. With a great deal of fun in the sun, everyone enjoyed the zipline, grenade throwing, and paintball experience with some scrumptious food. Here is more on the army theme park loaded with amusing army theme activities.

Gurjit Singh Ahuja



Just an hour's drive from New Delhi, located on the periphery of Manesar, Delta 105 is a unique army-themed concept that is a great venue for active day camps, events, and picnics with overnight camping options.

Spread over 26 acres, Delta 105 can accommodate about 5000 guests for a day outing. The lush green park is surrounded by cultivated farmlands offering an amazing view of seasonal crops. It also boasts ample parking space and is well-secured from trespassers. Delta 105 gives an insight to the visitors with fulfilling experiences, recreating life in an Army camp and a glimpse into 'what makes a Fauji?'

Delta 105 is the brainchild of Major Dinesh Sharma, an ex-army officer, who served in the 6th Battalion of Rajputana Rifles, the oldest rifle regiment of the Indian Army. After serving in the Army, he spent a few years in the corporate world before taking the plunge to set up Delta105 in 2019. The next two years were tough due to the COVID-19 pandemic and its fallout, but all that time was well used by the Major and his team of Fauji veterans to curate Delta 105 to its present glory.

This educational cum amusement park is a stepping stone for all youngsters and citizens to know and get inspired about our Armed Forces. It is an ideal platform for early character building and inculcating a sense of Adventure and Honour.

Today, Delta 105 has a lot on its menu to offer:

Briefing Zone: Clear and crisp instructions are a hallmark of an Army briefing. Visitors will be briefed on a 3D model of the camp, dos and don'ts, etc. before their visit.

Zipline: Zoom through the longest and highest zipline in Delhi-NCR, one stays in the air for almost a minute.

Paintball: The site has a Paintball field spread over about an acre. It is designed in a war-ravaged scenario. Visitors above 15 years of age can play by paying Rs. 300 for 30 pellets per person.

Grenade Range: It takes strength to throw hand grenades unlike shown in the Bollywood movies. Students can try their hands at dummy grenades.

Firing Range: Each person can fire three rounds on figure 11 targets.

Crawl Trench: What it takes to keep the head low when faced with enemy bullets and still keep moving. Wear battle fatigues and a helmet and crawl about 15 feet under barbed wire. Each helmet touch on the barbed wire denotes a bullet hit.

Race with Battle Load: A soldier carries an average of 23 kg of battle load on him and travels for long distances, as long as 40 km. Enthusiasts can try wearing the haversacks filled with 5, 10, and 20 kg of sand and run for 100 meters. It will give them some view of the hardships that the battle troops face.

Walk through Army Heritage: Visitors get to see the various tools, equipment, uniforms, etc used by the Armed Forces of India.

Activity Zone: Activities like understanding the national flag, knot tying, how to find directions, map reading, military etiquette, etc.

War Zone: Depiction of international border with bunkers and trenches. Briefing by an Ex-Serviceman with the use of original equipment like helmets, binoculars, etc.

Assault Course: Commando Junior is an obstacle course for kids where they cross five obstacles., while Assault Course -

Commando is for adults.

Storytelling by Veterans: Most Army men get a chance to serve in war zones like Kashmir or North East. Visitors can hear their hair-raising stories and get inspired.

War Memorial: Let us remember the fallen soldiers who gave their lives for us.

Pagal Gymkhana: A place with fun activities like sack race, tug of war, needle-thread race, etc.

Jawan Village: Army troops come from villages and settle there after their retirement. Every month, the culture of different regions is shown including their food, dresses, etc. Other activities like Magic Shows, Puppet Shows, bioscopes where Army movies are shown, etc.

Sarva-Dharm-Sthal or MMGC (Mandir, Masjid, Gurudwara, Church) complex: The Army is a true example of communal harmony and the youth of the country needs to be sensitised about it. The MMG Complex shows the true secular fabric of the nation.

Kidzone: Featuring rides, swings and a trampoline.

Sports Arena: Sports play an important role in the Armed Forces and an hour is reserved every evening for all troops. The sports arena at Delta 105 has a field for football, volleyball, cricket, etc.

Swimming Pool and Rain Dance Floor: This facility will become operational from March 2023.

Luxury Tents: The camp has 11 luxury tents with attached toilets and all amenities that you can expect in a resort property.

The Delta 105 experience is designed to cater to all age groups with enriching and fun-filled recreational activities, perfect for a day-long outing on the outskirts of the city. You leave with memorable impressions wanting to return.



Creative Travel hosts perfect 'Chaat and Chat' afternoon

Creative Travel hosted its much-awaited Chaat Party on January 28, 2023, in Gurugram. This annual affair and tradition of the Creative family started in the early 90s by the late Ram Kohli, and since then, it has been a regular on the must-attend list of Delhi-NCR's travel glitterati.

A clear sunny winter afternoon with deep blue skies provided the perfect backdrop as the Creative family welcomed its partners to have a relaxed afternoon chatting over Chaat.

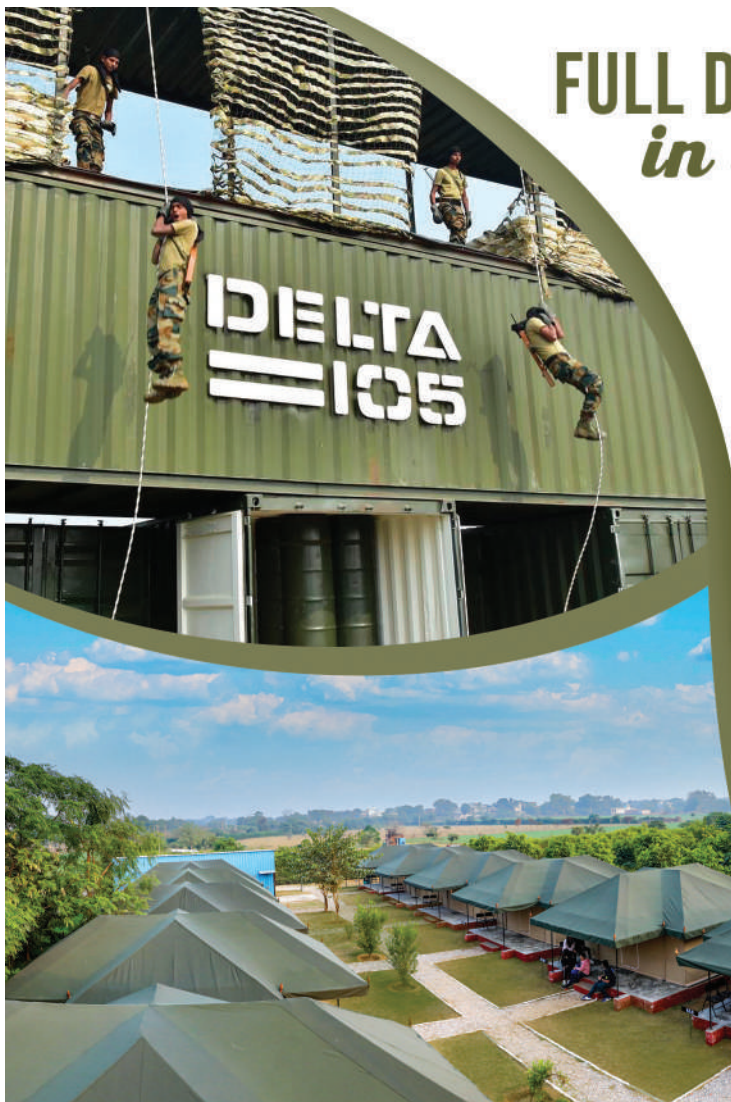
It provided a great opportunity for hoteliers, airlines, transporters and so many travel industry stakeholders to



bond and catch up as the industry finally appears to emerge strong and away from the lurking shadow of COVID-19.

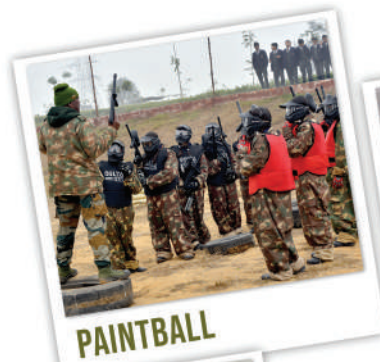
This year's Chaat Party attracted over 400 guests who satiated their senses and

taste buds gorging on spicy Gol Gappas and the lovely variety of Chaat spread from 'Purani Dilli'. As usual, both Rajeev and Rohit Kohli were gracious hosts. So, now looking forward to Chaat Party 2024.



FULL DAY UNLIMITED FUN in Army Camp

DELTA 105



& Many More...

VILLAGE PADA, NEAR MANESAR, GURGAON
Email: info@delta105.com | Visit: www.delta105.com

FOR DAY PICNIC BOOKINGS CALL: 95600 78443
FOR NIGHT STAY BOOKING CALL: 9650900856



OPEN FOR CHANGE

Open doors. Open minds. Open hearts.
ITB Berlin, the World's Leading Travel Trade Show®, is back as a LIVE event. Get ready for the greatest happening in the travel industry and meet the world at ITB Berlin!



Live

7-9
MARCH
2023

+
ITBxplore
Digital



Global Destinations unveils new brand identity



Global Destinations, one of the pioneers of travel representation in India and today renowned as a top travel marketing firm in the industry, unveiled its new brand identity with the reveal of its new logo. The new brand identity exemplifies the renewed sense of commitment, new energy, and enthusiasm of all its employees, indicative of the company's progression in this new age of travel.



Pranav Kapadia, Founder, Global Destinations

The new logo provides a dynamic, strong, and impactful identity that is futuristic and young. It marks a major milestone in the evolution of Global Destinations as it continues to reinvent itself, taking a fresh and forward-looking approach to the market.

The new brand logo is inspired by the belief in a youthful, enthusiastic, and trustworthy organisation. The design is intended to be clean and symmetrical, with a simple yet recallable visual representation of two multi-hued swirls depicting the globe, nearly traversing to reflect global travel connections. The logo accentuates the Global Destinations' brand name while adding a pictorial reminder to encourage brand recall.

Shri G Kishan Reddy launches the Visit India Year 2023 logo

Shri G. Kishan Reddy, Minister of Tourism, Culture and Development of North Eastern Region (DONER) launched the Visit India Year 2023 initiative and unveiled its logo in New Delhi on January 31, 2023.



Encouraging inbound travel and particularly in the backdrop of India's G20 Presidency as well as grand celebrations of India@75 Azadi Ka Amrit Mahotsav, the Ministry of Tourism is celebrating this year as 'Visit India Year 2023'. The focus is on inbound travel to India, to highlight the varied tourism offerings of our country and showcase them to global tourists. The priorities include highlighting the unique tourism offerings of every state by leveraging the country's richness in culture, heritage, spirituality, natural beauty and focusing on promoting diverse categories of tourism like sustainable tourism, rural tourism, medical tourism, MICE, and others.

Giving a visual representation to this grand mission for the year, the Ministry flagged the global campaign with the launch of the new Visit India Year 2023 logo, a microcosm of the countless stories India holds – from heritage to gastronomy to our art and our rich wildlife. The logo design is inspired by our belief system of Atithi Devo Bhava, the 'Visit India Year 2023' logo is a thoughtfully-designed visual identity that is shaped like a grand namaste. Here, by folding our hands, India and its citizens are inviting the world to visit India. The 'Visit India Year 2023' logo is an open invitation to the world to come and experience Incredible India.

Rajiv Verma appointed as India Representative for The Bristol Group of Hotels Dubai - UAE

The Bristol Group of Hotels Dubai - United Arab Emirates, has appointed Rajiv Verma as its Marketing



Representative for India. Rajiv has been associated with the Dubai market for over 16 years and continues to contribute his professional services to promote outbound tourism from India to Dubai, Abu Dhabi and the entire Emirates. Bristol Deira, Bristol Inn and SKAF Jaddaf are the 4-star properties, whereas Sun and Sand Hotel Deira is a 3-star property under the umbrella of The Bristol Group of Hotels.

Travstarz Global Group now a Preferred Wholesaler of Constance Hotels and Resorts

Travstarz Global Group has signed a Preferred Wholesaler Agreement with the Leading Luxury Hotel Chain, Constance Hotels and Resorts for all their properties across Mauritius, Maldives and Seychelles. Constance operates seven luxury properties in these countries including, Constance Moofushi and Constance Halaveli at Maldives, Constance Belle Mare Plage, Constance Le Prince Maurice and C Mauritius at Mauritius and Constance Ephilia, Mahe and Constance Lemuria, Praslin at Seychelles.

"We have worked very closely with Constance Hotels and Resort before COVID-19 and were, in fact, one of the largest producers from India for them. All Constance properties are excellent in terms of location, luxury and service standards and we are extremely glad that we have once again partnered with them to promote these hotels in India and work with their very dynamic team led by Dyanna Pudaruth. We are sure that we will once again be able to create a strong presence for Constance Hotels and Resorts in India and produce good numbers given their three very much in-demand destinations for the India market," said Sucheta Nagpal, Director and CEO, Travstarz Global Group.





CONNECTING YOU TO THE WORLD

Enjoy an elevated travel experience to a growing range of destinations

Oman Air flies to over 40 destinations across Europe, the GCC, Middle East and Africa, Far East and Indian Subcontinent, as well as domestic flights to Salalah and Khasab. With frequent timings and convenient connections, our guests can enjoy award-winning service and signature Omani hospitality throughout every journey.

🌐 omanair.com 📞 +91 22 62729000 📍 Visit your local travel agent
+91 11 49970000

✉️ res.del@omanair.com | res.bom@omanair.com | res.hyd@omanair.com
res.maa@omanair.com | res.goj@omanair.com

الطيران العماني
OMAN AIR 

FEEL FREE TO LET THE OUTSIDE IN WITH NCL

Experience the best from ship to shore in Alaska.

- FREE OPEN BAR⁺
- FREE SPECIALTY DINING⁺
- FREE EXCURSIONS⁺
- FREE WIFI⁺
- FREE EXTRA GUESTS⁺



SCAN FOR MORE INFO

NORWEGIAN
CRUISE LINE®
Feel Free

Norwegian Encore

7-DAY ALASKA: GLACIER BAY, SKAGWAY & JUNEAU FROM SEATTLE

NORWEGIAN ENCORE

MAY – OCT 2023 & APR – OCT 2024

7-DAY ALASKA: HUBBARD GLACIER & SKAGWAY FROM SEWARD

NORWEGIAN JEWEL

MAY – SEP 2023 & APR – SEP 2024

10-DAY ALASKA: HUBBARD GLACIER, SKAGWAY & JUNEAU FROM SEATTLE

NORWEGIAN SUN

JUN & AUG – OCT 2023



ITINERARY MAY DIFFER BETWEEN 2023 AND 2024 SEASON

BOOK TODAY AT **NCL.COM** | CALL **+91 22 7127 9333** | OR CONTACT **YOUR TRAVEL AGENT**

ENHANCED HEALTH & SAFETY PROTOCOLS

WORLD'S LEADING CRUISE LINE - WORLD TRAVEL AWARDS 7 YEARS IN A ROW

+Take All 5 Free: Free Open Bar is based on Premium Beverage Package. Free Specialty Dining and Free Wifi Packages are dependent on cruise length booked. Free Shore Excursions are US\$50 credit per excursion, per port and applicable to 1st guest in the stateroom. Free Extra Guests is applicable to the 3rd and 4th guest in a stateroom and is valid on select dates. Any taxes & gratuities are additional. Sallaway categories are not applicable for the Free at Sea offer. Sallaway categories receive US\$50 shore excursion credit offer only. Offers are valid until 28 February 2023 unless extended. Offers are non-transferrable, have no monetary value and are valid for new bookings only. Offers are subject to change or withdrawal at any time and combinability with other promotional offers is subject to change. Other restrictions may apply. For full terms and conditions visit ncl.com. All rights reserved. ©2023 NCL Corporation Ltd. Ships' Registry: Bahamas and USA. 807145_02/2023.