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Travel Scapes

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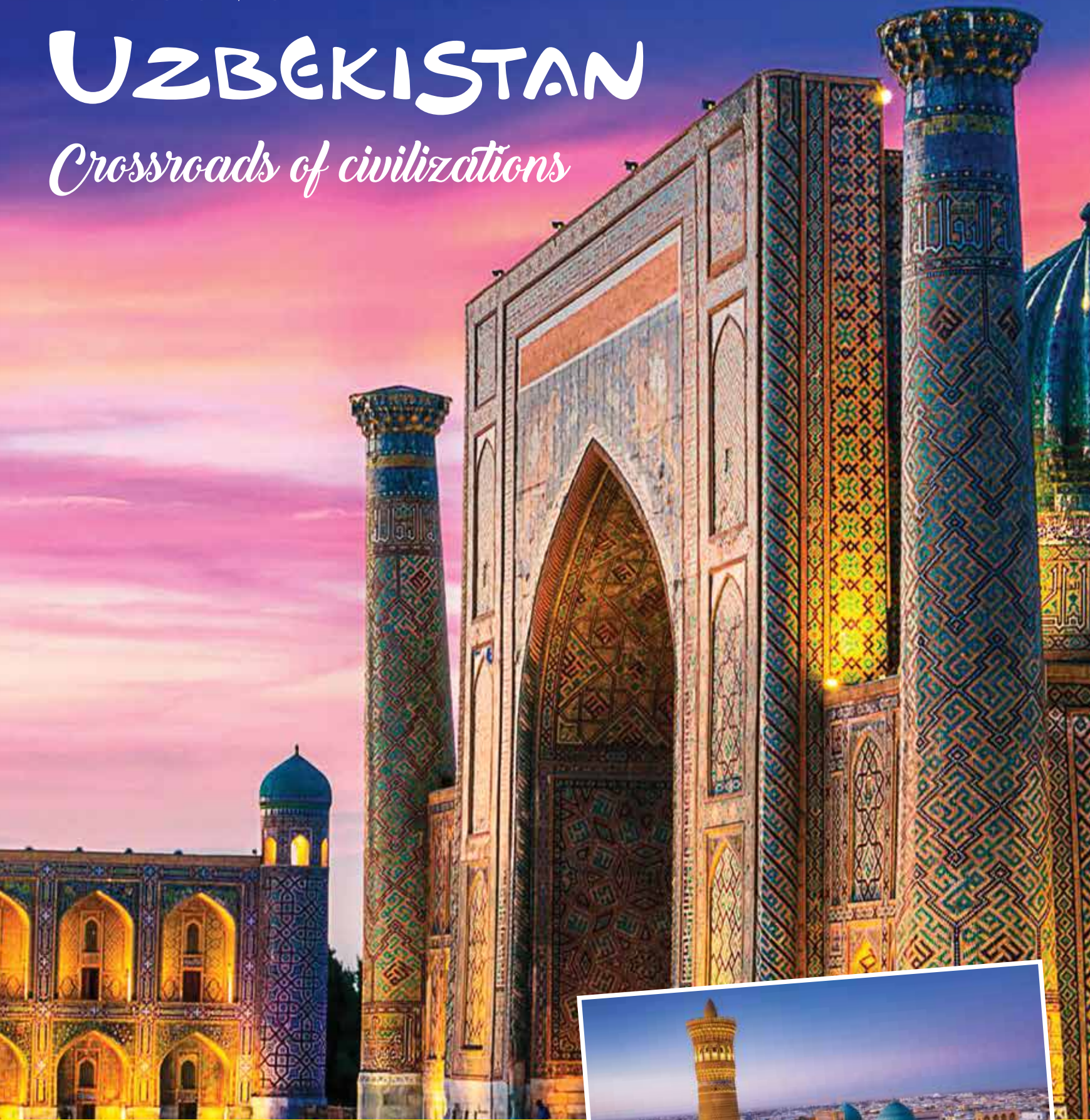
VOL. 11, ISSUE. 10



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PUBLISHER'S NOTE



Varun Malhotra
Publisher & CEO

Dear Readers,

In the words of Jamie Notter, 'Innovation is change that unlocks new value.' Indeed, innovation is a driving force in the ever-evolving travel industry, constantly reshaping it with a fresh perspective. With this sentiment in mind, for our WTM Special Issue, we set out to connect with the trailblazers and innovators in the travel sector who carry a vision of introducing something novel to the world of exploration. It has been a delightful experience engaging with both new and familiar faces in the industry, all dedicated to ushering in a wave of transformation. We invite you to delve into the ambitions of these creative entrepreneurs and their exciting ventures.

World Travel Market London stands as a behemoth in the travel market, providing a fertile ground for networking and collaboration. The state of Bihar, India, is leaving no stone unturned in its efforts to captivate the world with its irresistible allure. Bihar is set to showcase its abundant offerings at WTM 2023 London, standing shoulder to shoulder with other states. Besides Bihar, various Indian states are gearing up to present the very essence of India. The Madhya Pradesh Tourism Board recently organised the Chanderi Festival and Gandhisagar Floating Festival in October, while the Kuno Forest Festival is scheduled for December, offering unique experiences to visitors.

Punjab, Rajasthan, Himachal Pradesh, Bangalore, Maharashtra, Goa, and Gujarat are bustling with activity as they organise Tourism Marts and other promotional events, resulting in a surge in visitor footfalls. Gujarat, in particular, is a city that caters to history buffs, food enthusiasts, culture aficionados, and adventurers seeking the extraordinary. Our destination feature in TravelScapes serves as your gateway to a world where quirkiness and creativity are celebrated in every corner. Inbound tourism is thriving, with travellers seeking experiential journeys alongside their chosen destinations.

The hospitality sector is witnessing a boom, with a plethora of new and unique offerings. Fortune Hotels, Novotel, Espire Hospitality Group, Stotrak Hospitality, jüStA Hotels & Resorts, STORII by ITC Hotels, TUTC, WelcomHeritage, The Clarks Hotels, and many others are expanding their footprints to provide visitors with exceptional hospitality experiences.

Venturing beyond the Indian landscape, Saudi Arabia emerges as an enchanting destination that demands attention. We have endeavoured to showcase a few of its most popular attractions, encouraging you to include them in your upcoming travel plans. As another year draws to a close, we eagerly anticipate a new year filled with promising travel adventures.

Keep travelling, keep exploring!

We value your feedback and suggestions, so please share them with us at varun@versatilemedia.in.

Happy reading!

Varun Malhotra

TravelScapes

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PIONEERS REVOLUTIONISING THE TRAVEL & TOURISM INDUSTRY

In the dynamic world of the travel trade industry, a new generation of trailblazers and innovative startups is emerging, poised to redefine the way we explore the globe. These young achievers and enterprising companies are injecting fresh energy, creativity, and disruptive ideas into an age-old industry, creating exciting opportunities and experiences for travellers



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Shimla Tourism thrives during festive weekends

Tourist arrivals in Shimla surged offering a glimmer of hope to the beleaguered tourism industry that had suffered from floods and landslides earlier this year. Bengali tourists, who traditionally visit Shimla during the Navratri festival, arrived in the town. Weekend tourists from nearby states such as Punjab, Haryana, and Delhi were also flocking to Shimla. The convergence of Milad-un-Nabi/Eid-e-Milad and Gandhi Jayanti holidays, combined with the weekend, caused a surge in tourist interest in visiting Shimla from September 28 to October 2, 2023. In 2019, the tourism department of Himachal Pradesh recorded that around 1.72 million tourists, including approximately 400,000 foreign visitors, flocked to the scenic Hill state. This



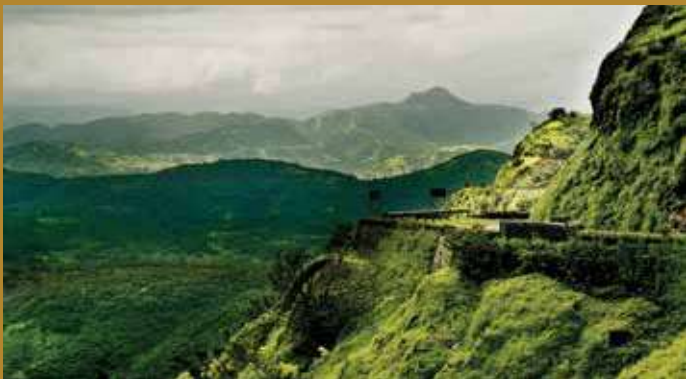
marked a notable 5% increase compared to the previous year. However, the years 2021 to 2022 saw a decline in arrivals due to the pandemic's impact. Recent efforts to recover were hindered by rain and floods. The tourism sector in Himachal Pradesh plays a crucial role, contributing over INR 11,000 crores to the state's economy, representing 7.3% of the state's GDP. It remains a vital economic backbone, despite facing occasional setbacks.



Punjab Tourism promotes rural tourism

Five sisters, known as the 'Sangha sisters,' diligently maintain their ancestral houses, 'Kothi' and 'Pipal Haveli,' in Nawanshahr village, Gurdaspur. Their dedication led to the village winning the Best Tourism Village of India 2023 award from the Union Ministry of Tourism. Out of 750 village applications from 31 states and union territories, Nawanshahr was one of the 35 selected. The 140-year-old 'Kothi' and 'Pipal Haveli,' converted into homestays, attract domestic and foreign tourists. Gursimran Kaur

Sangha, Gurmeet Rai Sangha, Manpreet Kaur Sangha, Gita Sangha, and Noor Sangha manage these houses. They also involve the local community and provide employment opportunities. Gursimran runs a goat farming business in the village, and Gita works with women self-help groups for craft production. The 'Bari collective' brand was created for craft production, benefiting around 80 village women. Additionally, 'Kothi' and 'Pipal Haveli' offer employment to local women, contributing to the village's sustainable development.



Maharashtra Tourism explores tourism ties with Japan

In a bid to enhance cultural exchange and strengthen tourism connections between Maharashtra and Japan, a state tourism delegation, led by Girish Mahajan, Minister for Tourism, Maharashtra, embarked on a visit to Japan. Their trip covered various cities from October 7 to 11, 2023. Notably, the India Mela in Kobe, hosted by the Indian Consulate in Osaka-Kobe, became the platform for Maharashtra Tourism to showcase the state's rich heritage and culture, drawing the interest of over 3,000 Japanese visitors. Discussions in Shirahama centered on wrestler exchange programs between Wakayama and Maharashtra, aiming to boost sports tourism. The delegation explored Adventure World in Shirahama and met with the Mayor of Okayama city, extending an invitation for the upcoming Mumbai Festival in January 2024. Roadshows in Okayama and Osaka engaged with local businesses, promoting Maharashtra's tourism offerings and fostering potential collaborations in the sector.

Rajasthan hits 100 million tourist's milestone

Rajasthan's tourism industry experienced a significant upswing, gaining popularity among both domestic and international travellers. The state welcomed more than 100 million tourists, solidifying its position as a prominent tourism destination nationally and globally. The state's tourism sector has not only rebounded from the challenges posed by the COVID-19 pandemic but exceeded expectations, as per the latest update from the tourism department. Recent data from Rajasthan Tourism reveals a remarkable climb from the eleventh to the seventh spot in the list of popular tourist destinations worldwide

and domestically. One notable strategy involved showcasing Rajasthan's attractions at 289 locations in 18 airports across India, including major cities such as Jaipur, Delhi, Mumbai and Kolkata. This initiative aimed to stimulate domestic tourism and entice travellers from all corners of the country.



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EaseMyTrip introduces EasyDarshan to promote spiritual tourism

EaseMyTrip (EMT), an online travel technology company, introduced EasyDarshan, a dedicated platform that offers comprehensive pilgrimage packages all over India, in order to meet the spiritual needs of travellers. The Indian travel and tourism sector has a significant market for spiritual tourism. The brand made a strategic decision to enter this niche with the express purpose of making pilgrimage experiences for its customers easier and more rewarding. In order to ensure that

devotees can concentrate solely on their spiritual journey and are relieved of the hassle of logistics and planning, the platform will reportedly offer a diverse range of specially curated packages that cover a wide spectrum of pilgrimage sites across the nation. These packages include lodging, transportation, guided tours and special pujas. The platform, which places a high priority on safety and hygiene measures, will make sure that visitors have convenient, safe and peaceful spiritual tours.

Mumbai hosts spectacular IITM 2023

The India International Travel Mart (IITM) returns to Mumbai at the prestigious Nehru Centre in Worli taking place from October 12 to October 14, 2023. IITM has attracted a lot of interest from the travel industry following its successful editions in Bengaluru, Chennai and New Delhi earlier in 2023. In celebration of 23 years of bringing together the travel industry and discerning customers, IITM offers an exceptional experience with over 150 exhibitors representing various travel-trade organisations

and tourism boards. The IITM is renowned for its wide variety of experiences, which include pilgrimages, cultural heritage, immaculate beaches, wildlife, and charming hill towns. IITM is dedicated to promoting well-being and ethical travel, in line with the global movement toward sustainability. The exhibition highlights conservation efforts aimed at protecting India's natural and cultural heritage, as well as eco-friendly programs, community-based tourism endeavours and related projects.



MP Tourism to host two mega new festivals

The Madhya Pradesh Tourism Board will host two brand-new, massive festivals for visitors from the nation and the state in next two months. According to Sheo Shekhar Shukla, Principal Secretary for Tourism and Culture and Managing Director of the Tourism Board, Kuno Forest Festival will be held for the first time starting on December 1 to honour the state's rich culture and diverse wildlife. Before that, starting on October 27, the Gandhi Sagar Floating Festival will be held for the second time. The Tourism Department and Forest Department, in partnership with Lalluji & Sons, are organizing the festivals. They will include cultural programs and an unparalleled experience of thrilling activities. The message of wildlife conservation will be spread through these festivals, according to Chief Wildlife Warden, Aseem Shrivastava. Through a domino effect, the message of wildlife conservation will raise

awareness among an increasing number of people. People can get to know wildlife up close and learn about their crucial function in the natural eco system through these festivals. This festival, which is close to Gandhi Sagar Wildlife Sanctuary, will be the ideal mashup of excitement, amusement, and culture. Kayaking, jet skiing, hot air ballooning, horseback riding, air rifle shooting, speed boating, parasailing, and other thrilling recreational activities are available. The Kuno Forest Festival, starting from December 1, will provide the best opportunity to experience the beauty of the forests through Kuno National Park following the return of cheetahs to India after approximately 72 years. You'll be revived by Sheopur Fort, Dob Kund, and historic caves from the Mughal era. Here, you can go on guided safaris to learn about the wildlife and see leopards, deer, bluebucks, and migratory birds.

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Wonderla Bengaluru celebrates its 18th Anniversary

Wonderla Holidays Ltd., the Indian amusement park chain, was thrilled to commemorate the 18th anniversary of its flagship park in Bengaluru. Opened in 2005, Wonderla Bengaluru's Park covers approximately 82 acres and welcomes over 1.2 million visitors. The amusement park boasts 61 rides, including 28 land-based attractions, 21 aquatic adventure and 12 child-friendly rides. The park regularly hosts special events, show and entertainment programs, adding extra excitement to the visitor experience.

Arun K. Chittilappilly, Managing Director of Wonderla Holidays, expressed his enthusiasm, saying, "I am extremely thrilled and proud of our journey thus far. It is a testament to our commitment to providing wonderful experiences to our visitors."

On its 18th-anniversary celebration, Wonderla has introduced captivating offers for its visitors. As a heartwarming gesture, Wonderla has selected 180 underprivileged children to experience the park.

The company is expected to experience a 19% revenue CAGR led by 9% ARPUs and footfall CAGR over FY23-28, and Wonderla Bengaluru is anticipated to grow by 13% in FY23-26E.



IntrCity SmartBus elevates ICC Men's Cricket World Cup 2023's experience

India's IntrCity SmartBus, the inter-city mobility platform in India, offers cricket enthusiasts an exciting and convenient travel experience for the ICC Men's Cricket World Cup 2023 in India. The company has pledged to provide advanced and reliable bus services connecting all major cricketing venues across the country, including Ahmedabad, Hyderabad, Pathankot, Chennai, New Delhi, Lucknow, Pune, Bengaluru, Mumbai and Dharamshala.

This cricket-centric initiative, bearing the slogan "Team India jahan - IntrCity SmartBus wahan - #TheSmartRouteToWorldCup," is designed to seamlessly connect fans with the heart of cricketing excitement by offering Bus travel options to and from World Cup venue cities. IntrCity SmartBus boasts an extensive network covering 630+ destinations, with a fleet of 280+ buses and access to 60+ comfortable boarding lounges and partner boarding points.



Manish Rathi, Co-Founder and CEO of IntrCity SmartBus, expressed his pride "With the ICC World Cup on the horizon, IntrCity SmartBus takes great pride in its pivotal role in connecting fans directly to the heart of cricketing excitement. Our presence in every host location ensures that cricket fans have a convenient and comfortable travel option to and from the matches. We as a brand have consistently focused on understanding the needs of our travellers."

Goa hosts LifePlugin Summit 2023

LifePlugin hosted the 3rd Annual LifePlugin Summit 2023 in Goa from October 27 to 29, 2023. The three-day event aimed to bring together individuals seeking personal transformation, offering holistic development in a stunning Goan backdrop.

The summit included sessions by LifePlugin's Co-Founders Gautam Khetrpal and Siddhant Chaudhary, as well as Mike O Meora, Juan Pablo Barahona, Regan Hillyer, Maree Geeks, Siddharth Anantharam, Lilya Sabatier, and Ashish Tulsian inspiring participants to connect with their inner selves and explore life's purpose.

The event also offered wellness programs and experiences, including intuition journaling, Thai massage workshops and sound healing. LifePlugin Summit 2023 promised personal and professional growth through powerful sessions, workshops, workouts, wellness



programs, and breakthrough activities. The experience includes a stay at the luxurious Novotel Dona Sylvia resort in Goa. Gautam Khetrpal, LifePlugin, said, "LifePlugin Summit 2023 will be the perfect destination to unplug yourself from your routine lives and walk on the pathway of self-transformation. Whether it is personal, professional, spiritual development or holistic transformation that you are seeking, our immersive, experiential summit will empower you to become a better version of yourself and help you attain your goal."

Evoke Experiences partners with Gujarat Tourism

Evoke Experiences, the creative force behind Rann Utsav expands in Gujarat by acquiring properties in Sasan and Shivrajpur, offering travellers rich cultural and natural immersion opportunities. A strategic partnership with Gujarat Tourism enhances the region's tourism landscape.

Evoke Experiences plans to add eight new projects to its portfolio this year, alongside its flagship Rann Utsav. The company aims to become a comprehensive destination experience provider, offering immersive adventures to travellers.

This expansion showcases Evoke Experiences' dedication to connecting temporary hospitality with conventional forms, with a focus on wider reach and metropolitan cities over the next five years. Bhavik Sheth, COO at Evoke Experiences, states, "Our vision is to position Evoke Experiences as the preferred brand for those seeking exceptional hospitality and unforgettable memories. Over the past decade, Evoke Experiences has achieved remarkable growth. In its inaugural year of 2013-14, the company hosted 10,000 guests."

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TRAVEL INNOVATOPEDIA

PIONEERS REVOLUTIONISING THE TRAVEL & TOURISM INDUSTRY

In the dynamic world of the travel trade industry, a new generation of trailblazers and innovative startups is emerging, poised to redefine the way we explore the globe. These young achievers and enterprising companies are injecting fresh energy, creativity, and disruptive ideas into an age-old industry, creating exciting opportunities and experiences for travellers. TravelScapes attempts to bring stories of these rising stars who uncover the transformative ideas reshaping the future of travel to the world at WTM London which serves as a melting pot of ideas and innovations on a global level. It's where industry leaders, entrepreneurs, and decision-makers gather to dissect the latest trends and foster collaborations that propel the industry forward. With a jam-packed agenda, WTM London offers a diverse range of seminars, workshops, and exhibitions that delve into the most pressing issues and emerging opportunities. It stands as a pinnacle in the global travel and tourism calendar. As it approaches, it brings a wealth of opportunities for industry professionals to connect, learn, and thrive. From November 6 to 8, 2023, London hosts this bustling assembly, drawing exhibitors, experts, and enthusiasts from across the globe. For travel professionals, WTM London is an invaluable platform to explore emerging markets, discover the latest technologies and trends, and engage with peers to share knowledge and experiences. Whether you're a tour operator looking for unique destinations, a hotelier seeking new business ventures, or a travel writer searching for the next captivating story, it caters to every facet of the industry

By Aanchal Sachdeva





ABISHEK RAMESH
EXECUTIVE DIRECTOR, KAIRALI AYURVEDIC GROUP

“ AT KAIRALI - THE AYURVEDIC HEALING VILLAGE & KAIRALI AYURVEDIC CENTRE, OUR MISSION IS TO EVOLVE IN TANDEM WITH THE EVER-CHANGING NEEDS AND DESIRES OF THE WELLNESS TRAVELLER

Inspiration and addressing the evolving needs of travellers

My inspiration to commemorate my role at Kairali - The Ayurvedic Healing Village and Kairali Ayurvedic Centre stems from a profound belief in the transformative power of wellness and holistic healing.

Witnessing the profound impact that Ayurveda, traditional healing practices, and a wellness-centric lifestyle can have on individuals drove me to take on this role in enhancing the experience of our guests. At Kairali - The Ayurvedic Healing Village & Kairali Ayurvedic Centre, our mission is to evolve in tandem with the ever-changing needs and desires of the wellness traveller. We are dedicated to creating a destination that seamlessly marries the ancient wisdom of Ayurveda with the expectations and comforts of modern-day travellers. Our approach is centred on personalised wellness, understanding individual health goals, and crafting tailored treatment plans. We also prioritise modern comforts while preserving the authenticity of Ayurvedic healing, offer educational workshops, ensure a wholesome culinary experience based on Ayurvedic principles, integrate technology for guest convenience, and regularly gather feedback to adapt and enhance our services. Our vision is to cultivate a haven where travellers find not only authentic Ayurvedic healing but also a sanctuary for rejuvenation, learning, and ultimate well-being, setting the stage for a transformative journey toward a balanced and fulfilling life.

Insights for budding entrepreneurs

For young entrepreneurs venturing into the wellness industry with startups, embracing a deep understanding of holistic well-being is paramount. Wellness encompasses physical health and mental, emotional, and spiritual well-being. Comprehending this holistic approach forms the bedrock of your venture.

Begin by identifying a niche within the vast wellness sector that resonates with your passion, whether it's mindfulness, nutrition, fitness, or alternative therapies. Authenticity and integrity should be woven into the fabric of your startup, ensuring that your offerings are genuinely aimed at enhancing individuals' well-being rather than just a commercial endeavour. Tailor your services to meet the specific needs of your target audience, providing personalised and meaningful experiences. Utilise technology wisely to make wellness practices more accessible and engaging, and foster partnerships with like-minded professionals or centres to augment the value of your offerings. Educate and empower your customers, promoting a sustainable and environmentally conscious approach. Stay adaptable to the ever-evolving landscape of wellness, infuse your branding with positivity, and let your passion for promoting well-being be the driving force behind your startup. With dedication and a genuine commitment to enhancing lives, you can build a successful venture that contributes positively to the wellness of individuals and the community.



DEV KARVAT
FOUNDER & CEO, ASEGO

“ ALWAYS STAY ABREAST WITH EMERGING TRENDS AND ENSURE THAT YOU CAREFULLY GAUGE & GRAB EVERY OPPORTUNITY THAT COMES ALONG

Inspiration and addressing the evolving needs of travellers

My entrepreneurial journey in the travel industry began when I realised that it would take my travel agent friends 3-5 days to avail travel insurance for visa purposes. That's when I started looking for solutions to simplify the processes. My love and passion for travel, coupled with the gratification of adding value to friends and Travel Agent Partners along with a vision to fill the gaps between static insurance company offerings and the travellers' true needs led to the inception of our business.

In recent years, the travel industry has experienced some consequential shifts due to challenges such as natural disasters and global health crisis. Asego has been marching along the same path with robust tech-driven solutions for our travel agent partners. Furthermore, it has been our constant endeavour to develop stronger assistance service capabilities for travellers such as 24/7 global emergency assistance, doctor-on-call, domestic roadside assistance and more. We also prioritise deep customisation and product innovations,

offering protection against new-age risks such as cybercrime and loss of gadgets during travel. Our global perspective on the travel industry allows us to effectively meet the ever-changing needs of both travellers and the industry as a whole.

Insights for budding entrepreneurs

The travel industry definitely offers a plethora of business opportunities for young entrepreneurs as it is no longer limited to simply booking transport and accommodation. From penetration into niche segments such as adventure/cultural tourism to providing digital solutions within the travel ecosystem to being travel influencers, the world is now their oyster.

Besides being thorough with the basics of entrepreneurship like planning, funding & marketing, my most pivotal advice to them would be to focus on customer centricity, quality over quantity and innovation. Always stay abreast with emerging trends and ensure that you carefully gauge & grab every opportunity that comes along. Last but not least, consider mistakes as building blocks of your career and try to improve every day.



MANISH GOYAL
FOUNDER, STOTRAK HOSPITALITY

“ IT DOESN'T MATTER IF THINGS ARE NOT HAPPENING AS PLANNED, KEEP PUTTING IN CONSISTENT EFFORTS TOWARDS ACHIEVING THE RESULTS AND THINGS WILL MOVE

Inspiration and addressing the evolving needs of travellers

The inspiration to curate Stotrak was a long process since we as partners were in a progressing career point and a job role which many could only dream of, in February 2020 decided to leave the job and initiate my journey of entrepreneurship, and with a lot of consistent efforts we were able to sign our first deal on the October 13.

The hotel started operations at the end of December and from then it was no looking back. We had the privilege of entering Mussoorie with our second tie-up which was a lease agreement of 5 years to manage The Kenilworth Mussoorie, from then till now we are operating/ managing 9 properties in Uttarakhand and Rajasthan, and are coming up with a timeshare concept in Nahan Himachal Pradesh with a 20 plus key 4-star luxury resort known as Amyr's Estate.

The main encouragement to start this came from experiencing a disconnect of people, processes and products in the hospitality sector. If the

product is good, the prices will be terribly high for everyone to book, and everybody would speak about staff motivation and empowerment but when it came to implementation, the organisations failed to perform at their best. Hence to tackle both these aspects we came up with Stotrak which will work towards creating an inclusive atmosphere for the staff and will offer various experiences to our guests and that too in the most economical way.

Insights for budding entrepreneurs

I am myself at a learning stage in the entrepreneurship journey, and what I can advise is that constant efforts, and consistency is the key to success. It doesn't matter if things are not happening as planned, keep putting in consistent efforts towards achieving the results and things will move, keep yourself grounded and do not hesitate to perform any and every chore of your work. It is your journey and making it beautiful is under your control, make it learning and engaging for you.



AYYAPPAN RAJAGOPAL
CEO, CLEARTRIP

“ IN A PRICE-FOCUSED MARKET, WE AIM TO OFFER CUSTOMERS UNIQUE, AFFORDABLE, AND FLEXIBLE OPTIONS SUCH AS CANCEL FOR NO REASON, CT FLEX AND CT FLEXMAX

Inspiration and addressing the evolving needs of travellers

The desire to explore is fundamental to the human experience. Our journey began with a simple yet powerful inspiration: to make travel easier, more convenient, and accessible to everyone. Our ambition is to become a one-stop travel destination. Value and innovation are the key forces behind Cleartrip's operations. In a price-focused market, we aim to offer customers unique, affordable, and flexible options such as Cancel for No Reason, CT Flex and CT FlexMax. Every measure is geared to help a customer have a hassle-free and

informed travel experience.

Insights for budding entrepreneurs

- The travel industry is ripe for innovation. Seek out new technologies and creative solutions to enhance the travel experience for your customers.
- A seamless and enjoyable customer experience is paramount. Create easy-to-use platforms and provide great service to build trust and keep customers coming back.
- The travel industry is subject to unforeseen challenges. Be agile; your ability to pivot can make or break a business.





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AMIT DAMANI
CO-FOUNDER, STAYVISTA

“DON'T GET GLAMOURISED BY THE WORDS START-UP AND INVESTORS. IT'S MORE LONELY THAN GLAMOROUS. PERSEVERE AND FOCUS ON YOUR BUSINESS”

Inspiration and addressing the evolving needs of travellers

StayVista is India's largest villa rental platform, treating travellers around the country to unique and memorable villa getaway experiences. Back in 2017, the idea for the business came from the Co-founder, Amit Damani's own family villa in Lonavala, a short drive of 83 km from Mumbai. It belonged to Amit's grandmother and over the years, the number of times they visited the villa every year had become less and less.

When the idea of renting out villas came to him, Amit decided to speak to his grandmother. He told her that the property would continue to be with her, but it will be maintained well and she will earn as well. She agreed and the first Stay Vista villa came on board in 2017.

As the idea flourished, his relatives, friends, and acquaintances registered their properties with Stay Vista under a management contract, creating a successful network of villas. The travel landscape in India is undergoing rapid transformations, with new industry trends emerging every year. Among the notable trends, there has been a noticeable shift towards private staycations and group travel. Travellers are increasingly seeking unique and offbeat accommodations, such as homestays and villas, over



traditional hotels. These preferences signify a departure from the pre-pandemic norms and reflect a desire for more immersive and personalised experiences. As the industry adapts to these changing dynamics, our platform strives to meet the evolving demands of travellers, offering a wide array of options for unforgettable and tailor-made villa stays.

Insights for budding entrepreneurs

Despite StayVista's success, Amit values his humble beginnings. From teaching underprivileged children through Teach India to his consulting stint with Dalberg Global Development Advisors on socio-economic development projects, these experiences have shaped Amit's worldview and entrepreneurial journey.

His advice to young, aspiring entrepreneurs is simple. He says "Don't get glamourised by the words start-up and investors. It's more lonely than glamorous. Persevere and focus on your business."



SANJAY SHARMA,
SUSTAINABLE TOURISM CONSULTANT & CEO - ORGANIC HIDEAWAYS PVT LTD, ECO GLAMP, KANATAL – UTTARAKHAND

“TOURISM IS THE ONLY BUSINESS THAT WILL KEEP GROWING NO MATTER HOW THE GEOPOLITICAL INFLUENCES WORK”

Inspiration and addressing the evolving needs of travellers

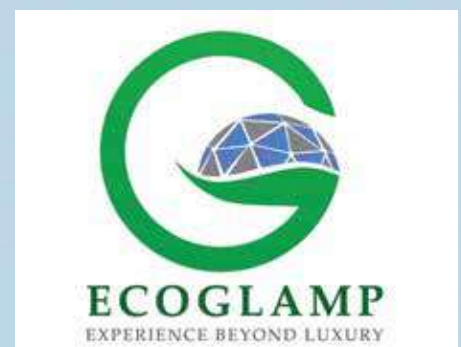
Change is the only constant thing and COVID-19 changed the scenario of the Tourism Industry which inspired professionals like us to rethink and reset the format of future Tourism business. To keep going ahead with the demand that was arising due to the change of behaviour in the people, we anticipated that sustainable tourism projects would be the next big thing.

Keeping this in mind, we designed the Eco Glamp - Glamping Retreat, where people can enjoy nature without sacrificing the luxury along with the feel of staying in a private space. Results were overwhelming and addressing the evolving needs of the traveller we were ready for the expansion, hence doubling our inventory within the year of its launch with the enhancements in new units. We kept checking on our expenses with the businesses that are generating to meet our returns on investments within three years so that we are ready for re-investments on the change that travellers will be looking for in the next five years.

Insights for budding entrepreneurs

Advice to young entrepreneurs is to keep watch on the growing HNI population

which is remaining on a growth path registering a YoY growth of 4.5% in 2022 and India's billionaire population rising by 11% YoY in 2022 compared to the previous year. India's ultra-high-net-worth individuals (UHNWI) with a net worth of over \$30 million will rise by over half (58.4%) in the next five years. This means that not only will there be a rise in the travel industry but also the spending power of travellers will increase accordingly. Hence focus on the tourism projects which are sustainable ones with the investments being in small inventory, can be in multiple locations but the product should be luxurious. Tourism is the only business that will keep growing no matter how the geopolitical influences work. Hire professionals like us to visualise the demand for short run as well as long run.





TITLIS GLACIER MOUNTAIN

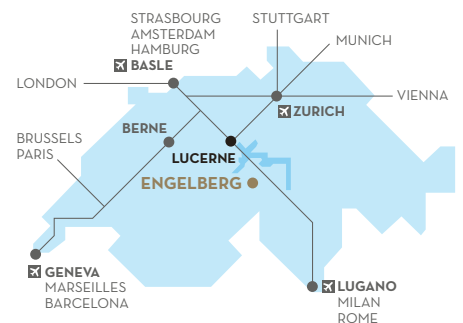
Enjoy a magical day under bright blue skies on sparkling fresh snow. Soar like an eagle over stunning glacier crevasses with the Ice-Flyer and indulge with snow toys at the Glacier Park. Let your heart pulsate on the breath-taking Cliff Walk. Mount TITLIS is a spot not to miss!



TITLIS CLIFF WALK



TITLIS GLACIER PARK



TITLIS GLACIER MOUNTAIN WELCOME TO THE HEART OF SWITZERLAND

BIHAR BLOSSOMS BREAKING BARRIERS TO TOURISM

UNLOCKING ITS RICHES, BIHAR BECOMES ACTIVE ON THE MICE FRONT STRENGTHENING TOURISM TIES GLOBALLY

Bihar has long been a treasure trove of cultural and historical riches, often overshadowed by its more popular counterparts. However, in recent times, this state has emerged as a vibrant destination for travellers seeking an authentic and enriching experience. With its rich tapestry of heritage, spirituality and natural beauty, Bihar offers a unique blend of ancient history and modern allure. Nand Kishor, IFS, Managing Director, Bihar State Tourism Development and Corporation sheds light on the state's remarkable transformation into a compelling destination for travellers from all walks of life. His innovative approach has propelled Bihar into the limelight, with a renewed focus on heritage tourism, pilgrimage circuits and eco-tourism initiatives

By Aanchal sachdeva

Bihar actively promotes itself on the tourism front

Bihar has many places which are vibrant for tourists, and these places includes activities that are sustainable and viable. But we are not receiving the tourists' footfalls as expected. Hence, we are making attempts to move out ourselves and promote Bihar on a global level, especially in MICE events which are organised by varied organisations with promising footfall. Our primary focus is on promoting Bihar through domestic tourism through MICE Events. We have intended senior authorities to be part of MICE and reach out to tour operators aiding in bringing tourists to Bihar.

Bihar became a part of TTF, ITM Bangalore and a tourism event in Mumbai. We are also planning to enhance our visibility by visiting WTM London and JATA Tourism Expo Japan.

Bihar is in full swing with a full calendar to promote itself as a tourism destination. We have already decided on the events we have to participate in to take Bihar on a global level.

You will find that Buddhism is much more popular in other parts of the world than in India. However, we are aiming to create a place for Bihar amongst other Buddhist-dominated countries.

Focus on domestic tourism and MICE

We are focusing on MICE, domestic tourism and inbound tourism from foreign visitors. MICE is our targeted segment since we have a couple of places that offer sufficient infrastructure for MICE events. Like in Gaya, and Bodh Gaya, we have convention centres with a capacity of more than 2000 and 1600 people. Another convention centre has a capacity of 800 people with a five-star hotel alongside. The Rajgir International Convention Centre in Bihar is another state-of-the-art facility for hosting large-scale events. In Patna, we have the Ashoka Convention Centre which can accommodate 5,000 people. So, Bihar, as a whole, boasts impressive infrastructure and we need to change obsolete views attached to it.

Digital/ Social Media Marketing Strategies

We have already hired a dedicated team for digital marketing to promote Bihar as a tourism state and they are diligently working towards it.



Bihar is steadily gaining recognition in the realm of tourism, and its untapped potential renders it a distinctive and emerging destination

We are reviewing them regularly. We are developing short video clips and promotional videos of Bihar Tourism and we are circulating them. Additionally, we are also planning to create high-quality movies on Bihar tourism.

We have collaborated with Curly Tales, an extremely popular social media handle for active social media promotions. They have already almost finalised one episode. There are five episodes in the series. We have also associated with Zee Media for Bihar's tourism promotions. Elli AvrRam, the Bollywood celebrity, was the anchor in one of these promotional video series and the fact that she visited Bihar in itself cannot go unnoticed. We are working with these channels to promote the hospitality and USP Bihar has to offer to tourists.

Popular tourist attractions in Bihar

Bihar has a variety of attractions worth visiting but I would like to mention Bodh Gaya and Rajgir hub as quite popular. It is almost within 50 km from each other. Two world heritage sites in Bihar recognised by UNESCO are the Mahabodhi Mahavihara in Bodh Gaya and the ruins of the former Nalanda University. That is the oldest residential university in the world. Apart from this, there are so many temples of Buddhism. Bihar is surrounded by flora and fauna, acting as a catalyst of natural beauty. Wildlife tourism is also taking a front seat in Bihar with zoo safari becoming popular.

The only glass bridge in India is in Rajgir, Bihar adding to its uniqueness. Tourists can spend about five days to explore the unexplored marvels of Bihar. Bihar is steadily gaining recognition in the realm of tourism, and its untapped potential renders it a distinctive and emerging destination.





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PIONEERING PUNJAB'S PURSUIT OF PICTURE-PERFECT TOURISM

PUNJAB TAKES EXPERIENTIAL TOURISM INITIATIVES LOOKING INTO THE TOURISM SUMMIT AND LAYING ORGANIC ECO-TOURISM PERSPECTIVE

Bordered by the grandeur of the Himalayas, Punjab is a land of rich heritage, vibrant culture, and irresistible charm. The northern jewel, where serenity and spirituality intertwine takes you back to the grandeur of bygone eras wandering through historic streets while unveiling the tales of Havelis. Festivals burst with colour and joy, compelling you to dance along with the locals in celebration. Rakhee Gupta Bhandari, IAS, Principal Secretary, Parliamentary Affairs and in addition, Principal Secretary, Tourism and Cultural Affairs, Govt. of Punjab gives a palate of perspectives with Punjab's multi-faceted personality, inviting tourists to explore this fascinating land, where every moment is a revelation, every taste an adventure, and every corner holds a story

By Aanchal sachdeva

Punjab's culinary offerings

Punjab has organically treated so many people because we have a variety of delicacies and cuisines but they have not been officially marketed. The tourism industry is picking up and a lot of interest is being shown in the state of Punjab because we've come up with our concept of Rangla Punjab. Food is a philosophy of life in Punjab. The Langar Seva in Gurudwaras is one such noble deed where everybody is a guest of God. Everybody sits together with humility, be it rich or poor, powerful or non-powerful, and partakes of the meal as the blessings of God.

The taste of Punjab comes from the folks and the cooking method is unique. Tandoor, kebabs and butter chicken, chola bhaturas, and kulchas are a few popular culinary offerings. We are planning to take culinary as an integral part of tourism.

We are thinking of adding the culinary circuit since we have some extremely popular delicacies such as Tasha from Fazilka, Atta Chicken from Faridkot, Katkapura and other delicacies with unique flavours locally available. We are aiming to take those to the world stage.

Eco-Tourism at the Roots

Punjab is equivalent to organic tourism and ecotourism. It is so naturally ingrained because natives of Punjab have been preparing and consuming Bajre ki roti, Makki roti and Sarso ka Saag for a long time. The world is choosing to prefer organic and natural presently, and on the contrary, it's Punjab's reality. Hence, we plan to take it to the global level.

Strategies deployed to promote Punjab

Punjab hosted the Tourism Summit from October 11 to October 13, 2023. In March, we organised familiarisation trips. We showcased what Punjab has beyond Amritsar. The most



Punjab has so much on its plate, and we warmly welcome the visitors to visit and pick up the experience that interests them the most and savour it

organised by the Union Ministry of Tourism. I expected there to be an incubation period but the results are showing instantly. Hence, with these marketing strategies, Punjab is expected to grow more organically.

Punjab's experiential scope on the tourism front

We have a water tourism policy, an adventure tourism policy, a new culture policy, and a wellness policy in place. We tried to incorporate the general public's opinions by introducing the wellness policy to them, since, Punjab will flourish with their support. We heartily wish for the tourists to come, and have an immersive experience. On the other hand, safety is never a concern in the state of Punjab.

Punjab has huge potential and on the

religious and sacred place is the Golden Temple or the Harmandir Sahab in Punjab. Punjab has plenty to be showcased to visitors on the tourism circuit. Punjab's popularity is also growing on the film tourism front and its cultural offerings include regional and folk dances. It serves a two-way purpose since it would aid in reviving and retaining Punjab's heritage and culture. The NRI diaspora is an added advantage for the promotion of the state because they want to connect to their culture, the youth is inclined to the Punjabi culture to return to the roots. Despite the time constraints, they graced the summit with their presence.

Punjab received the Best Tourism Village of India-2023 Award for the village Nawan Pind Sardaran in Gurdaspur district at the launch of 'Global Travel for Life' on World Tourism Day

other side, Punjabis believe in spending on the things/ experiences they love. Their philosophy is to spend, have the best supper and be merry. They are quite well-known for their compassion, larger-than-life hearts and for always brimming with joy. As a Punjabi myself, I can say everybody loves soaking in the experiences and Punjab is not leaving any stone unturned to offer unique and immersive experiences to tourists. We have the largest number of Mercedes cars in Ludhiana, in India which shows the potential of the state. Punjab is multi-faceted, the state has Michelin-star chefs, fantastic singers singing for gurudwaras, and some also for the film industry. Punjab has so much on its plate, and we warmly welcome the visitors to visit and pick up the experience that interests them the most and savour it.



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TRANSFORMING IRCTC FOR A RAIL RENAISSANCE

ON TRACK WITH INNOVATION AND PIONEERING PASSENGER EXPERIENCE, THE FUTURE OF RAIL-BASED TOURISM IS POISED FOR SUBSTANTIAL GROWTH, PROMISING ENHANCED PASSENGER COMFORT AND SAFETY

Established on September 27, 1999, the Indian Railway Catering and Tourism Corp Ltd (IRCTC), has embarked on a remarkable journey. From its inception as an online ticketing platform to its evolution into a multifaceted organisation offering various tourism packages, hotel bookings, and e-catering services, IRCTC has contributed significantly to the modernisation and convenience of railway travel in the country. Under Seema Kumar's, Chairman and Managing Director of the Indian Railway Catering and Tourism Corp Ltd (IRCTC) visionary leadership, IRCTC has witnessed a profound transformation, becoming a powerhouse in the travel sector. The organisation has consistently introduced innovative solutions and services to meet the evolving needs of passengers. We delve into her remarkable journey, the trailblazing initiatives of IRCTC, and her insights into the changing landscape of travel and tourism in India

By Aanchal Sachdeva, Nandini Mahajan

IRCTC's transformational journey towards modernisation

IRCTC is the market leader in the field of rail tourism, be it mass or niche rail tourism. IRCTC is perhaps the only company in the country which operates the widest gamut of rail tourism products for the tourists. Tourism is one of the most important business segments of the company which besides contributing to the overall revenue has positioned the company as a major brand to reckon with in the domestic as well as international tourism arena.

IRCTC recorded total revenue of Rs. 130.55 Crores from tourism registering a growth of 59.34% in Q1 of FY 2023-24 as compared to Q1 of FY 2022-23. The growth in the overall tourism business is attributed to the increased sales of rail tourism products with the return of mass tourism after the pandemic.

Railways have always been the preferred mode of travel for the people of the country owing to its last minute connectivity and the comfort offered by it. Rail becomes choicest of travels when the element of tourism is amalgamated in to it. With Indian Railways embarking on the transformational journey of modernisation for better passenger comfort and safety, rail-based tourism will continue to grow in leaps and bounds in the foreseen future and IRCTC being the primary player of rail-based tourism will surely reap the benefits of the business.

'Bharat Gaurav Trains' Policy: A single comprehensive policy for tourist trains

Bharat is a land of eternal beauty, cultural heritage and rich history since time immemorial. No other country in the world boasts of so much diversity in geography, people and culture as does Bharat.

Ministry of Railways introduced the Bharat Gaurav Trains Policy in 2021 to promote theme-based rail tourism and showcase the rich cultural heritage and magnificent historical places of the country.

At present, all tourist trains in the country are operating under the

Bharat Gaurav Trains Policy only. This was the first time a single comprehensive policy for tourist trains has been envisaged and developed by Ministry of Railways which shows the commitment of the Government of India in promoting theme-based rail tourism in the country.

The policy has paved the way for IRCTC to take rail-based tourism to the next level of comfort for the passengers. Under the policy, IRCTC now owns a fleet of 11 Bharat Gaurav Trains which have started operation from the year 2022 on various themes across the country and are being very well patronised by the customers. Some of the famous tourist circuits on which IRCTC has been operating multiple tours of Bharat Gaurav trains are Shri Ramayana Circuit, Ambedkar Circuit, Puna Kshetra Yatra, Dakshin Bharat Yatra and so on.

Till date IRCTC has already operated 102 trips of Bharat Gaurav Tourist Trains covering a large number of tourist destinations across the country. We expect to operate another 100 trips of Bharat Gaurav Tourist Trains in the present fiscal. Bharat Gaurav Trains are foreseen to be the backbone of tourism business of IRCTC and will contribute a very significant portion of the overall revenue of the company.

IRCTC embraces innovation and technological advancement

IRCTC is essentially a customer centric organisation which has been embracing innovation and technological changes from time to time to improve the quality of service delivery to the customers. One of the major success stories of IRCTC has been its E-Ticketing and E-Catering Business models.

IRCTC launched its internet ticketing website in 2002 offering the customers with the facility of booking reserved train tickets from the comfort of their homes. With over two decades of operation, the internet ticketing services of IRCTC has been a saga of success among the customers of the national carrier of Bharat. In FY 22-23,



“ *Bharat Gaurav Trains are foreseen to be the backbone of tourism business of IRCTC and will contribute a very significant portion of the overall revenue of the company* ”

meals per day in FY 2022-23, IRCTC registered an unprecedented increase of over 9000% in its E-Catering business. Today with a distribution network comprising of 15 Food Aggregators, 421 Direct Vendors, IRCTC has its E-catering network spread over 351 stations. E-catering services are being available to the customers through the website www.ecatering.irctc.co.in as well as “Food On Track” App with versions developed for both Android and iOS users.

Mindful introduction of luxury into the Railway sector

Bharat has grown immensely on economic front during the last few decades. Today, Bharat is the fifth largest economy and also the fastest growing nation in the world. This growth is driven by the country's huge, young and dynamic population with around 65% of the population within the age of 35 years. With wide spread education, stupendous technological growth and plethora of job opportunities across diverse sectors, the country has moved from a Savings Economy to a Spending Economy. Further, with increase in disposable income, there is also a perpetual growth in demand for luxury in travel and tourism also besides other spheres of life.

Yes, there is certainly a paradigm shift in the demands of the railway passengers from being budget minded to seeking luxury and comfort. This is aptly seen with the increasing popularity of Vande Bharat trains across the country which are an epitome of Indian Railway engineering marvel offering world class amenities and unmatched comforts to the passengers.

The overall perspective of domestic travellers is shifting more towards luxury especially during tourism. With the objective of offering luxury to tourists diverse market segments, IRCTC has already positioned its product and service offerings with introduction of state of art modern LHB coaches in its entire fleet of Bharat Gaurav Trains which are offering high quality train ride besides being equipped with latest amenities and facilities.

IRCTC formulates a sound Corporate Plan with the future road map

IRCTC is one of the most dynamic state owned companies in the country. The diverse business segments in which the company has been operating has always kept the company ahead of the curve when compared to its peers in the travel, tourism and hospitality sector.

IRCTC envisages itself to be the country's most trusted brand in tourism, hospitality, IT and customer services. We have already formulated a sound Corporate Plan with the future road map for operation which will not ensure the sustainability of the company but also its expansion in its core areas of operation. Further, all business related policies and plans will be in alignment of the corporate plan of the company in the best interests of our customers.

IRCTC as the professional tourism arm of Indian Railways

Railways, besides being the national carrier of the country are the kaleidoscope of the cultural heritage of Bharat. Railways have been playing a pivotal role in promoting inbound tourism for the country and have been attracting tourists from the entire globe to travel across some of the most beautiful and breathtaking routes and experience the cultural grandeur of the country.

IRCTC being the professional tourism arm of Indian Railways has been actively promoting inbound tourism since many years. The flagship product of IRCTC – Maharajas' Express luxury tourist train, since its inception in 2010, has been attracting tourists from all over the world who have travelled on this exceptionally beautiful and luxurious train – A Five Star Super Deluxe 'Rotel' –(Hotel on Rail) on various famous sojourns and have been witness to once in a life time experience to cherish.

IRCTC has also been operating the Buddhist Circuit Deluxe Tourist Train on the world famous Buddhist Circuit since 2007. The deluxe tourist train has also been well patronised by international tourists including from countries of Far East.

IRCTC is also in the process of establishing a sound distribution and marketing network across various countries for further promoting Bharat as a tourist destination for the inbound tourists.

IRCTC booked around 81% of the total reserved train tickets of Indian Railways with an average of 11.82 lakh tickets through its website www.irctc.co.in which is also one the largest e-commerce sites in Asia.

With robust distribution channel, modern infrastructure, trained and qualified man power and a sound management, IRCTC has created the perfect eco-system for the internet ticketing business to thrive and succeed in future also. Besides, we are continuously innovating for augmenting the ticket booking services with Artificial intelligence and machine learning for further enhancing the ticket booking services of the customers.

The E-Catering Business of IRCTC has been another huge success story for the company. A decade ago, none of us would have ever imagined that a time would come when we could order our favourite restaurant food en route journey on railways. Understanding the longstanding needs of the customers for branded restaurant foods during transit, IRCTC started the E-catering services on trains in the year 2015-16. With an average of 443 meals per day in FY 2015-16 to a whooping 40,669

In the western reaches of India lies a land as diverse as it is vibrant, as mysterious as it is enchanting, and as quirky as it is culturally rich—Gujarat. Imagine a place where history whispers through time-scarred monuments, where the aroma of spices wafts through bustling markets, and where the joy of dance and celebration fills the air. So, whether you're a history buff, a foodie, a culture enthusiast, or simply an adventurer seeking the extraordinary, Gujarat is your invitation to a world where quirkiness and creativity are celebrated in every corner

By Ananya Trivedi

A TASTE OF GUJARAT

SPICE, SWEETS, AND SCENIC BEAUTY



RANN ROMP

The Rann of Kutch, a mesmerising salt desert, captivates with its stark, white expanse that stretches as far as the eye can see. This surreal landscape transforms during the Rann Utsav, bursting to life with vibrant cultural festivities under the dazzling sun and the enchanting glow of the moon. It's a place where the arid emptiness meets the richness of Gujarati culture, making the Rann of Kutch an unforgettable, otherworldly experience.



LION QUEST IN GIR

In the heart of Gujarat, the Gir Forest is a realm of ancient majesty. This enchanted wilderness is renowned as the last sanctuary of the regal Asiatic lion, where their golden coats shimmer in the dappled sunlight. Beyond the emblematic lions, this verdant haven hosts a mosaic of diverse life, from elusive leopards to graceful deer. In Gir, you'll hear nature's wild music that soothes the soul.



GUJARAT'S FLAVOURFUL LEGACY

Gujarati cuisine is a symphony of flavours that dances on the palate. A vivid tapestry of vegetarian delights, it's a journey through spicy, sweet and tangy sensations. From the steamed and spiced dhokla to the rich and creamy kadhi alongside Thepla, a savoury flatbread, and Undhiyu, a medley of vegetables, each dish tells a story of tradition and taste.



SACRED SITES: SOMNATH & DWARKA

Dwarka and Somnath, two hallowed destinations in Gujarat, beckon pilgrims and travellers alike. Dwarka, believed to be Lord Krishna's ancient kingdom, cradles the Dwarkadhish Temple, an architectural marvel and spiritual anchor for devotees. On the other hand, Somnath boasts the magnificent Somnath Temple, a sacred abode of Lord Shiva by the sea. Both sites blend spirituality with history, where prayers echo through the ages.

GANDHI'S PEACE HAVEN

Sabarmati Ashram, famously known as Gandhi Ashram, is another hallowed place that preserves the memory and legacy of Mahatma Gandhi, the Father of the Indian Nation. Situated on the banks of the tranquil Sabarmati River in Ahmedabad, it was Gandhi's home during India's struggle for independence. This symbolic place serves as the epicenter of the freedom movement and principles of non-violence.



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Black Turtle to represent Ifuru Island Maldives

Being the first and only resort offering skydiving in Maldives, Ifuru Island Maldives is based around fun, lifestyle, and excellent value.

Island Vibe Boss (General Manager) Rochelle Kilgariff said, "Having Karishma and her team part of our IFURU ISLAND family is a wonderful compliment to have our island promoted and known in India. Excited to welcome and introduce, we have so

many of fellow nationals on our team to help ensure great Indian food and great warm welcome."

Ifuru island is centred around social activities, lifestyle and great value and it vouches for visitors to enjoy every minute of their stay. With so many unique stories to tell from the thrill of skydiving to Private airports to all Sunset Suites and Villas, Ifuru Island Maldives has it all.

Thomas Cook (India) Ltd and LTIMindtree inked an agreement with Eurolife FFH

Thomas Cook (India) Limited and LTIMindtree inked an agreement with Eurolife FFH, an insurance group based in Greece, servicing over 500,000 customers with Life and non-life insurance products. Green Carpet, a pioneering global initiative aimed at tracking carbon emissions generated by business travel, addresses specific challenges faced by organisations by providing them with tools to capture, monitor, analyse, report, and ultimately reduce their carbon emissions. Madhavan Menon, Executive Chairman of Thomas Cook (India) Ltd said, "Through Green Carpet, we are paving the



way for a greener, more responsible business landscape. Since its launch in March 2023, Green Carpet has garnered attention from prominent players in the international business landscape and our acquisition pipeline is looking encouraging. This strategic initiative is aligned with the company's commitment to fostering sustainable business practices and contributing to environmental preservation."



Yatra Online Ltd partners with Welspun World to offer travel solutions

Welspun World and Yatra Online, Inc. partnered to handle their domestic travel needs. Yatra hopes to provide Welspun's corporate personnel with customised, end-to-end travel solutions through this cooperation. One important aspect of this collaboration is Yatra's offering to provide Welspun with its self-booking tool (SBT), which is tailored to accommodate Welspun's various travel needs. Employees at Welspun will be able to easily reserve travel, lodging, trains, and other services, such as cabs

and guest houses, thanks to this intuitive platform. Speaking on the partnership, Sabina Chopra, corporate travel and Head- Industry Relations, Yatra Online Ltd. said, "With our 'Yatra for Business' platform's integrated technology and our agile customer onboarding process, we have established a leadership position in the corporate travel sector. We are committed to delivering exceptional travel experiences, cost savings, and streamlined processes to further enhance Welspun's operations."

One Rep Global to present Broadwick Soho, independent luxury hotel

One Rep Global, a sales and marketing representation company for luxury hotels and tourism boards, announced that its esteemed client, Broadwick Soho, officially opened its doors to Indian travellers. This opulent independent luxury hotel, nestled in the heart of London's iconic West End, is set to redefine the way Indian visitors experience the vibrant city. With an annual influx of a significant number of Indian tourists to London, Hemant Mediratta, CEO of One Rep Global, expressed his excitement about Broadwick Soho's grand opening, stating, "We are elated to introduce Broadwick Soho to



Indian travellers. London has always been a top destination for Indian tourists, and we believe that Broadwick Soho's unique blend of luxury, artistry, and contemporary sophistication will provide an exceptional stay for our Indian guests."

Impeccably Plush



A magical experience awaits you at Bahi Ajman Palace Hotel managed by HMH-Hospitality Management Holding. Set on a private beach, this alluring hideaway is a heritage retreat with a modern spirit. Offering captivating views of the Arabian Gulf, the resort is a destination unto itself. Bahi Ajman Palace Hotel is a picturesque sanctuary conveniently located 22 km from Dubai International Airport and 11 km from Sharjah International Airport. Blending world-class facilities with the legendary Arabian hospitality, it offers 254 beautiful rooms, suites and serviced residences, superb restaurants and lounges, an array of leisure options and personalized services in a tranquil atmosphere to make your stay memorable.

NCL makes a triumphant return to Asia

After a three-year hiatus, Norwegian Jewel, a part of Norwegian Cruise Line's fleet set sail from Tokyo, marking the cruise line's return to Asia. This momentous occasion initiates a six-month season filled with 16 immersive itineraries, spanning 11 countries and departing from nine different ports. These include Bangkok (Laem Chabang) in Thailand, Kuala Lumpur (Port Klang) in Malaysia, Singapore, Taipei (Keelung) in Taiwan, Bali (Benoa) in Indonesia, Tokyo and Yokohama in Japan, and, notably, Seoul (Incheon) in South Korea for the first time in NCL's history.

These cruises offer a range of durations, from 10 to 14 days,

with minimal sea days, allowing passengers to spend as much as 13.5 hours in iconic destinations like Singapore and Ho Chi Minh City, Vietnam. This comeback signifies a thrilling new chapter in NCL's history of breaking boundaries in global cruise travel.

David J. Herrera, President of NCL said, "We pride ourselves in delivering the best vacation experience and providing endless opportunities for our guests to explore the world...including Asia! This region delivers some of the most intriguing history, cuisine, and culture for travellers to discover, and we are thrilled to deliver a diverse selection of port-rich voyages."



BLS International Services Ltd renews agreement with the Royal Thai Embassy for Visa Processing

BLS International Services Ltd, a prominent outsourcing service provider catering to government and diplomatic missions confirmed the successful renewal of its agreement with the Royal Thai Embassy for processing visa applications from India to Thailand.

In this renewed contract, BLS International will uphold its commitment to serving Indian visitors across all visa categories. The company will strategically oversee the operation of visa application and drop-off centres, covering the jurisdictions of both the Royal Thai Embassy in Delhi and the Royal Thai Consulate General in Kolkata, Mumbai, and Chennai. This renewal ensures the continuation of efficient visa processing services for travellers



between India and Thailand.

Shikhar Aggarwal, Joint Managing Director of BLS International Services Ltd., expressed, "Through our joint efforts, we look forward to serving an increasing number of visa applicants. The renewal of the Thai visa contract reflects BLS International Services' exceptional business performance and our dedication to enhancing the customer experience."

Trip2Mexico partners with Global Destinations

Ksenia Tarasova and Ramón Delgado, the spokespersons for Trip to Mexico commented on the partnership. "Understanding the importance of the Indian outbound market, we are excited to appoint Global Destinations as our representation company".

Pranav Kapadia, Founder, of Global Destinations comments "With our expertise in Latin America, re-entering Mexico was a key priority for us. We are indeed very excited to partner with Trip2Mexico and once again open our doors to Mexico."

Trip to Mexico, a tour operator in Mexico



renowned for curating unique and unforgettable trips, is your ultimate partner for crafting dream getaways. Ksenia Tarasova, Vice Director, and Ramon Delgado, Director, collectively offer over 20 years of experience in the luxury and VIP agency markets across Russia, Ukraine, the United States, and Europe.

MPTB and IATO signs an MoU

Madhya Pradesh Tourism Board (MPTB) and The Indian Association of Tour Operators (IATO) signed an MoU in Bhopal to boost tourism collaboration. They agreed to promote tourism by organising travel visits, familiarisation trips, marketing and more. MPTB will provide promotional materials for IATO to share with members and foreign tour operators, aiming to attract investment in tourism infrastructure. They will identify lesser-known tourist sites, create new itineraries, and explore film tourism opportunities. The MoU was

signed by Sheo Shekhar Shukla, IAS, Managing Director - Madhya Pradesh Tourism Board (MPTB) and Rajiv Mehra, President - Indian Association of Tour Operators (IATO). Vivek Shrotriya, IAS, Additional Managing Director- MPTB, Yuvraj Padole, Deputy Director- MPTB, Ravi Gosain, Vice President - IATO and Mahendra Pratap Singh, Chairman - IATO Madhya Pradesh & Chhattisgarh Chapter witnessed the MoU signing ceremony in Bhopal with plans to host the 39th IATO Annual Convention in Bhopal in September 2024.



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ONE Above Global's Barcelo Maldives Launch Event, a roaring success!

ONE Above Global hosted an extraordinary launch event to introduce the Barcelo Maldives product, and it was nothing short of a resounding success! From meticulous planning to flawless execution, the ONE Above team poured their unwavering dedication into creating an unforgettable experience.

The event, graced by the presence of over 70 esteemed trade partners, was a delightful evening celebrating enduring collaborations with valued travel partners. During this special occasion, they proudly unveiled Barcelo Whale Lagoon Maldives as the latest addition to their prestigious lineup of hotel partners in the Maldives. Agents at the event were brimming with energy



and astonishment as they discovered this remarkable property's unique selling points and offerings. Barcelo Whale Lagoon Maldives, situated in the South Ari atoll, is an exclusive 5-star

resort that offers tranquillity and comfort in a stylish beach setting. Its turquoise waters, white sands and coral gardens make it the perfect destination for romantic getaways and family adventures. The resort

features 100 well-equipped villas, including 63 Beach Villas, 30 Water Villas and 7 Beach Suites with plunge pools, ensuring privacy and tranquillity. Guests can enjoy a variety of water sports and the opportunity to spot magnificent whale sharks and graceful manta rays. Rahim Aslam, Co-Founder of One Above DMC, expressed his deep appreciation, stating, "We hold our partnerships with each of you in high regard. Our dedicated team strives tirelessly to deliver top-notch services to your clients. With every new partnership, we grow closer, evolving into a closely-knit family. Here's to a future filled with more celebrations, achievements, and milestones as we continue our journey this year."

Cordelia Cruises to support India's Maritime Transformation with Vision 2047

During the Global Maritime India Summit in Mumbai, Prime Minister Narendra Modi unveiled the Maritime Amrit Kaal Vision 2047, aiming to revamp India's maritime sector by enhancing ports and reducing shipping emissions.

Cordelia Cruises anticipates accommodating 4,50,000 passengers by the year-end and employing over 20,000 individuals, thus contributing to economic opportunities. PM Modi emphasised that India's modernised cruising industry, coupled with its development, demographics, democracy and demand, will undoubtedly elevate Vision 2047 to new heights.

"We are invigorated by the Amrit Kaal Vision for 2047. As pioneers in the Indian cruising industry, our mission of providing unmatched experiences aligns seamlessly with this vision. We are committed to playing a central role in India's ascent as a prominent cruise destination," said Jurgen Bailom, President and CEO Waterways Leisure pvt ltd, Cordelia Cruises.



PROMPERU's Trailblazing Roadshow: Connecting 15 leading Peruvian Companies with Indian business opportunities

PROMPERU, the Commission for the Promotion of Peruvian Exports and Tourism, proudly announces a landmark initiative that promises to deepen business ties between Peru and India. This groundbreaking roadshow is set to bring 15 distinguished Peruvian companies to two major Indian outbound cities, New Delhi and Mumbai, in a bid to strengthen tourism promotion efforts in the vibrant Indian market. The roadshow will be a two-day affair, taking place on October 13 and 16 in New Delhi and Mumbai, respectively. Notably, this event is honoured by the presence of His Excellency Javier Paulinich Velarde, the Ambassador of Peru to India, underscoring the significance of this occasion. The roadshow is designed to promote cultural exchange, facilitate business collaborations, and drive tourism contracting. It will feature 14 prominent Peruvian



companies eager to engage with a minimum of 50 potential Indian travel companies in each city. Participants can anticipate engaging in workshops aimed at fostering meaningful partnerships, boosting lead generation, enabling the exchange of products and ideas, and illuminating Indian travellers about the myriad opportunities that await them in Peru. At the heart of this event lies a structured meeting format, with each travel agent allocated 15 minutes for one-on-one interactions.

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Travel Mudra simplifies the visa application process with a streamlined enrollment, granting one access to a wealth of resources. They offer services like consulate and purpose visa attestation, online document submission, and application status tracking. In a tête-à-tête with TravelScapes, Neeraj Ailawadi, Director of Travel Mudra Pvt Ltd shares how Travel Mudra is the ultimate solution to all travel problems



Neeraj Kumar Ailawadi, Director Travel Mudra Pvt Ltd

By Ananya Trivedi

Services offered by Travel Mudra

Travel Mudra Private Limited is a Delhi-based start-up specialising in visa facilitation services and comprehensive travel support. We cater to both FIT and group travellers. Our wide array of services covers visa applications for more than 200 countries, encompassing tourist visas, business visas, transit visas, and e-visas, among others. We have expertise in visa services for nearly all nations, ensuring a seamless and reliable experience for our clients.

Ensuring traveller safety amidst the global pandemic

As mentioned, Travel Mudra is a specialised visa facilitation company, and our primary focus is not on holiday packages. We engage in thorough discussions with our B2B partners to ensure a meticulous review of all required documents, thus facilitating a smooth visa application process. The global pandemic has indeed significantly impacted the travel industry. Many individuals have reduced their travel activities and now embark on journeys only when it is deemed absolutely essential. This shift has notably affected leisure travellers.

Unique travel packages and exquisite destinations

Travel Mudra operates as a B2B visa facilitation company, exclusively catering to our B2B partners. We do not engage directly with individual customers. Instead, our primary role is to equip our B2B partners with all the necessary and accurate information they need



Jalaj Shukla, Director, Travel Mudra Pvt Ltd

to guide their clients through the visa processing procedures.

Adapting travel trends and technologies

In the near future, we are set to introduce a B2B portal exclusively dedicated to visa services. This innovative platform will empower agents in India with comprehensive visa information, including visa document checklists, visa fees, processing times, and more, all conveniently available for all countries in one place. Moreover, the portal will enable direct processing of E-visas, streamlining the entire process. This development will significantly benefit our travel partners in Tier 2



In the near future, we are set to introduce a B2B portal exclusively dedicated to visa services

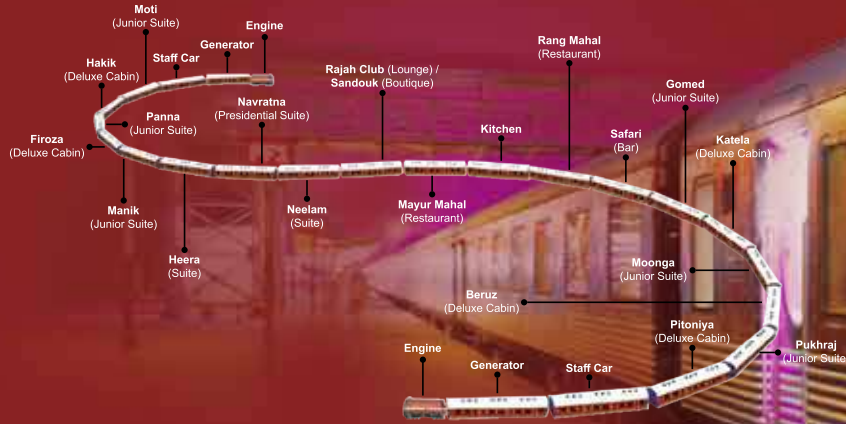
and Tier 3 cities, providing them with easy and accessible visa processing solutions.

Challenges in the travel industry

Our main challenge lies in embassy visa approvals, which continue to face delays post-COVID. The embassies have struggled to address their backlogs, resulting in extended visa appointment and approval timelines. As a result, leisure travellers now must plan their vacations well in advance, often 5-6 months ahead, due to these embassy delays. We encounter particular difficulties in securing appointments and approvals for our MICE groups, which we handle regularly. We kindly request embassies to expedite their processes, allowing Outbound Travel and Tourism to recover more swiftly. We are much appreciated by the Industry and have received India Travel Award and MICE India award from the Industry partners for the 'Best Visa Facilitation Company.'



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Stotrak Hospitality introduced two scenic resorts in the foothills of Uttarakhand

In the picturesque foothills of Uttarakhand, Stotrak Hospitality, an eco-friendly boutique hotel brand with a variety of locations throughout Uttarakhand, Himachal Pradesh, and Rajasthan, introduced a delightful stay at two of the most beautiful resorts in the group: Sukhoon Retreat in Dakpathar and The Kenilworth Mussoorie & Hotel Luxury Inn Mussoorie in Mussoorie. Manish Goyal, Founder of Stotrak Hospitality,

commented, "The most awaited time of the year is here again. Our team will act as your local ambassadors, creating a customised itinerary for an unforgettable stay. Guests will have the opportunity to explore hidden trails and rejuvenate amidst nature. We bring an array of sumptuous delicacies, exquisite experiences and an enchanting atmosphere with cheerful rhythms to celebrate the festive spirit."

STORII by ITC Hotels expands footprint to West Bengal

ITC's Hotel Group officially signed an agreement for their inaugural Storii property in Kolkata, West Bengal, marking their entry into the region. This addition brings the group's property count in West Bengal to a total of 9, with an additional 4 properties under development.

Presently, three Storii properties are operational in various parts of India: Storii Shanti Morada and Storii Moira Riviera in Goa, and Storii Amoha Retreat in Dharamshala. The anticipated opening of Storii Kolkata is slated for early 2024. This upcoming establishment will provide spacious, well-appointed rooms and suites, complemented by an

all-day dining restaurant, a bar, and banquet spaces.

Situated in the South City Retreat District, this 30-key resort is conveniently accessible, located just a 20-minute drive from the Eastern Metropolitan (EM) Bypass.



Marriott Bonvoy unveils The Artiste Kochi - A Tribute range Hotel

Marriott Bonvoy presented The Artiste Kochi - A Tribute range Hotel, as part of its remarkable range of 31 hotel brands under Tribute Portfolio. In the centre of Kochi, the charming hotel is tucked away in a fantastic location next to Forum Mall and features areas that easily combine business and pleasure. Situated amidst the cultural core of Kerala, it incorporates the vivid colours of Kochi, the backwaters, the ancient temples, and the enthralling arts into its structure. Ranju Alex, Vice

President South Asia, Marriott International, said, "With the launch of The Artiste, a Tribute Portfolio Hotel, we are all set to exemplify the brand's vision of presenting travelers with an exclusive blend of old-world charm along with modern amenities topped off with signature Indian warmth. The hotel's uniqueness is noticeable through the artistic brilliance, soulful portraits spread across the property, authentic cuisines and untypical rooms that bring out the effervescence and life of Kerala."

jüSTa Hotels & Resorts debuts in Corbett

On October 19, 2023, jüSTa Hotels & Resorts, a locally owned luxury hospitality company opened its first resort in Corbett. After Mukteshwar and Rishikesh, the jüSTa Lazy Haven Corbett is the company's third hotel in Uttarakhand and its 22nd hotel nationwide. The resort is situated 9.5 km from the Bijrani Zone of the Jim Corbett National Park and 8 km from the Sitavani Zone. According to jüSTa Hotels & Resorts' Founder & CEO Mr Ashish Vohra, "We are looking at building an itinerary-based business where we can offer an entire tourist circuit to the guests, which would allow them to cover all the major



destinations in a region in a span of 7-10 days. This property in Corbett is part of our expansion plans in the Kumaon region of Uttarakhand, which has a huge potential for tourism. We are looking at developing a similar circuit in Kerala and Himachal Pradesh as well."

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TUTC to showcase glamping experience at the Great Hornbill Festival

Kohima Camp by TUTC welcomes travellers to immerse themselves in the captivating Great Hornbill Festival, an annual celebration of native tribes, held from December 1 to December 10, 2023, at the Naga Tribal Village. This exclusive experience, running from November 29 to December 12, 2023, allows guests to revel in the festival's cultural vibrancy, including traditional dances, local music, mock fights, and more, all while enjoying TUTC's top-notch hospitality.

Nestled in the forested hills, just a 20-minute drive from the festival venue, the camp boasts 8 luxurious canvas tents that seamlessly blend modern comforts with the region's natural beauty. Guests can explore tribal villages, each with its unique identity, influenced by Japanese or British culture. Tailored itineraries, picnics, sundowners, interactions with local tribes, campfires, and cultural discussions offer a holistic journey into this captivating region.

Bidinn Hospitality announces significant expansion in 15 Indian states

Bidinn Hospitality extended its presence to 15 states in India, delivering top-tier accommodation. This expansion underscores Bidinn Hospitality's unwavering commitment to offering exceptional hospitality experiences, catering to the diverse needs of travellers from across the nation.

This expansion covers Punjab, Delhi, Bihar, Haryana, Madhya Pradesh, Uttar Pradesh, Mumbai, Uttarakhand, Rajasthan, Kolkata, Jharkhand, Moradabad, Gujarat, and Indore, ensuring accessibility for both business and leisure travellers seeking exceptional lodging. Alongside its reputation for excellent customer service, Bidinn Hospitality is renowned for creating welcoming, immaculate, and secure environments for its guests.

Rupsi Singh, the founder of Bidinn Hospitality, said, "We are excited to bring the Bidinn experience to even more regions in India. Our expansion represents our commitment to offering exceptional hotel services to travellers across the country, no matter where their journey takes them." This expansion encompasses a range of lodging options, from budget-friendly to upscale hotels, ensuring the perfect stay for every type of guest.

Radisson Hotel Group unveils Palchan Hotel & Spa in the Himalayan heartland

Radisson Hotel Group is pleased to announce the inauguration of Palchan Hotel & Spa, a member of Radisson Individual Retreats, situated in the scenic destination of Manali, nestled amid the awe-inspiring Himalayan range. The hotel provides an exceptional opportunity for guests to reconnect with nature, enveloped by lush green valleys and tranquil waterfalls.

Located along the Rohtang Highway, Palchan Hotel & Spa is conveniently accessible, approximately 1.5 hours from Kullu-Manali Airport in Bhuntar, and in proximity to local bus and train stations, easily reachable by car or taxi with on-site parking. Its meticulously designed and spacious rooms boast a captivating cedar wood aesthetic, blending contemporary comforts with traditional charm.

"Radisson Individuals Retreats allows us the opportunity to enable and co-create



unparalleled experiences for guests in every part of India, especially in tier-II and III cities. Considering the heavy footfall of travellers visiting Himachal Pradesh and especially Manali, the hotel's strategic location will be one of its key USPs. With this opening, our goal is to make experience-driven hospitality accessible to a wider audience, while also ensuring that our presence enriches the local community and preserves the natural beauty of this Himalayan paradise," said Zubin Saxena, Managing Director and Area Senior Vice President - South Asia, Radisson Hotel Group.

WelcomHeritage Santa Roza opens in Kasauli

Nestled in the lush green forests of the Kasauli hills, just 65 km from Chandigarh, the WelcomHeritage Santa Roza retreat welcomes guests and visitors to a holistic and idyllic experience. Set across 2 acres of pine forests, plum orchards, and tranquil surroundings, this Victorian-styled estate offers a serene escape for urban dwellers looking to detox from their bustling lives.

With 12 well-appointed deluxe rooms, 20 suites, and cosy cottages, featuring separate

living rooms and balconies, WelcomHeritage Santa Roza caters to solo travellers, couples, and groups of friends. The property also boasts a spacious 3-bedroom family suite with a large lounge area. The retreat celebrates Himachali culinary traditions at the in-house restaurant, 'Nirvana,' offering local delicacies alongside global and Indian dishes. Guests can also enjoy freshly baked treats, pizzas, and artisanal coffee at 'Milo,' a café nestled in the estate's lush gardens. For spectacular panoramic views of the woodland, 'Aviary,' the lounge bar, serves delicious cocktails and bar food.

Located within a 6-hour drive from Delhi and just 1.5 hours from Chandigarh, WelcomHeritage Santa Roza, Kasauli is now open for bookings.



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Konnect.travel Universal Travel Neeraj Yauvani, Head Office

Manager Dashboard

\$25,649 Total Sales in Current Month

108 Pending Bookings

23 Pending Service Requests

Activities [New Activity](#)

March 2022

SUN	MON	TUE	WED	THR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Booking Queues

My Bookings | Enquiry Queue

Booking Ref	Client Name	Booking Date	Trip Date	Services	Destination	Status
UT8806	Shishir Tour & Travels	12 Jan 2022	15 Mar 2022	Flight	DXB	Pending
UT8812	Patty Granderson	23 Jan 2022	22 Mar 2022	Flight	DXB	Pending
UT8818	Shizue Finnerty	28 Jan 2022	03 Mar 2022	Flight	DXB	Pending
UT8822	Guillermo Klutts	28 Jan 2022	10 Mar 2022	Flight	DXB	Pending
UT8836	Ressie Molinari	29 Jan 2022	11 Mar 2022	Flight	DXB	Pending

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Anantara expands its global network

The newest property to join Anantara's global network of hotels and resorts, Anantara Koh Yao Yai Resort & Villas, is a private haven set on an undeveloped island in the centre of Phang Nga Bay, Thailand. Couples and families will discover a natural haven of untouched beaches, verdant jungles, breathtaking sunsets and abundant marine life on the idyllic island of Koh Yao Yai. The 148 suites, villas and penthouses at Anantara Koh Yao Yai have traditional designs with a touch of Thai culture to give them character and depth. Couples will appreciate the exclusive elegance of the one and two-bedroom villas that hug the beachfront, providing direct access to the beach, complimentary bicycles and private butler services.

Novotel Pune adds "NOVOLUTION" Premier Rooms marking 10-year celebration

Novotel Pune, a brand known for luxury and creativity, announced the "NOVOLUTION" Premier Rooms as part of an exciting 10-year celebration. Under Accor India, Novotel Pune has broken free from the confines of traditional design thinking in the hospitality sector and is redefining the guest experience. A selection of cutting-edge,

technologically advanced apartments carefully crafted to suit the tastes and inclinations of today's modern tourists. The 560-square-foot premier suites are ideal for individuals looking for even more luxury and relaxation. A large bedroom with a king-size bed and a separate living area for entertainment or relaxation are features of these suites.



Fortune Hotels signs new operating agreement in Dehradun

Fortune Hotels announced the signing of a new operating agreement for a high-end Dehradun facility. Through this partnership, the upscale hotel brand expands its rapidly expanding portfolio in the enigmatic North Himalayan state of Uttarakhand by adding a fourth property. Fortune Select Dehradun is a Greenfield project on Chakrata Road that is ideally situated close to the Selaqui Industrial Area, which is home to a variety of manufacturing and pharmaceutical companies as well as prestigious domestic and international educational institutions. Fortune Select Dehradun is scheduled to open for guests in early 2026. Commenting on the development, Samir MC, Managing Director, Fortune



Hotels said, "Our entry into Dehradun furthers our footprint into the vibrant and prospective region of the Himalayas. Like our Haldwani hotel, this mixed-use property will also cater to both business and leisure travellers seeking quality experiences with us. With an already existing coveted resort in the scenic locales of Mussoorie, this hotel signing is sure to further as well as complement the legacy of its sister hotels in the state."

Espire Hospitality Group commits to New ZANA Resorts in 2023

The rapidly expanding Espire Hospitality Group introduces 'ZANA Forest Resort, Ranthambore,' strategically positioned near the renowned Ranthambore National Park and Tiger Reserve, home to the majestic Bengal tiger. This establishment marks the second resort under the group's newly established brand, 'ZANA - Luxury Escapes,' which was unveiled in September of the previous year. The resort boasts an advantageous location, just a 3-hour drive from Delhi NCR and a mere 1 km from the Sawai Madhopur Railway Station, providing guests with an unparalleled opportunity to revel in opulence while connecting with nature.

Akhil Arora, Chief Executive Officer, Espire Hospitality Group "In line with the ZANA philosophy, we have created



experiences that are new to the Indian hospitality landscape and will give our guests many stories to tell and reasons to return. This launch marks a significant milestone for our ZANA portfolio's expansion and will be followed by two more openings in Kasauli and Rishikesh this year, and Jim Corbett in Q1 2024" said Akhil Arora, Chief Executive Officer, of Espire Hospitality Group.

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Harish Khatri, MD & Founder, India Assist, took the helm at India Assist with a visionary mission to transform the travel experience for explorers in India and beyond. Starting by enhancing the journeys of international tourists, they pivoted their services to focus on the domestic market, building a robust support system. Their international ventures are on the horizon, aiming for five new nations by 2024. As they grow globally, their commitment to 24/7 assured assistance remains at the heart of their mission, making secure and confident travel accessible to all

By Aanchal sachdeva

66 Encouraged by the support, we are now gearing up to expand India Assist's services to an additional 20 Indian cities by the end of this financial year

TRANSFORMING TRAVEL SUPPORT FROM LOCAL TO GLOBAL

INDIA ASSIST WEAVES A SUPPORTIVE SAFETY NET COVERING OVER 100 CITIES ACROSS THE NATION AND INTERNATIONAL MARKETS

India Assist experienced remarkable growth under the leadership of Harish Khatri

In 2017, I assumed the leadership role at India Assist with a vision to revolutionise the way travellers experience India and other destinations. Our primary objective was to establish a distinctive travel assistance platform that caters to the diverse requirements of travellers, whether they are domestic or international.

Our journey commenced by enhancing the travel experience for international travellers, but now we have overhauled our services to target the domestic market. We have consistently provided travel assistance through our B2B partners and intend to strengthen our relationships with these partners and other organisations. Our goal is to help them generate increased revenue through our business model while delivering the finest travel assistance services.

Initially focusing on offering emergency and personal travel assistance services to inbound travellers, we have subsequently realigned our services to address the needs of the domestic market. Presently, our company provides services in a B2B capacity to both domestic and international travellers in more than 100 cities across the country. Encouraged by the support, we are now gearing up to expand India Assist's services to an additional 20 Indian cities by the end of this financial year. We intend to enter five new nations by 2024.

Core values aiding in traveller assistance and distress management

As we expand our services to over 100 cities and international markets, our emphasis upon 24/7 assured assistance is in synergy with our mission to make safe and confident travel accessible to all. Rooted in customer-centricity and innovation, we continually enhance our services based on customer feedback. We're excited to make travel assistance accessible worldwide — dedicated to offering the best service possible.

India Assist addresses common travel woes during the festive season

The festive season in India is a time of togetherness and celebration. While travel challenges like lost luggage, flight delays, and medical emergencies can be unnerving, preparation and access to travel assistance

services can make all the difference. Travel assistance services play a critical role in ensuring that festivities remain joyful and stress-free. These services provide support and guidance when you need it most.

Travellers can avail of travel assistance services through their travel agents, tour operators, or hotel partners. Whether it's help with lost luggage, flight delays, or medical emergencies, these services are designed to make your travel experience smoother and more enjoyable. By enrolling in a travel assistance service, you're essentially arming yourself with a dedicated team of professionals ready to assist you during your festive travels.

Notable achievements and milestones

As the largest travel assistance company in India, with a coverage of over 100 cities across the country and international markets, we are uniquely positioned to provide our customers with the best possible service, regardless of where they are travelling.

Back in 2020, we helped travellers find alternative travel arrangements after their flights were cancelled due to COVID-19 restrictions. It was a very difficult time for them, as many flights were cancelled and it was difficult to find alternative transportation. However, we were able to work to help our travellers find ways to get to their destinations.

India Assist's operations

Our penetration in both domestic and international markets is an ode to the global reach of India Assist. Managing the nuances of assisting in diverse cultural and regulatory environments is a complex but integral part of our service delivery. We approach this challenge with a multifaceted strategy. We have been offering localised services that cater to the specific needs and customs of each region, including multilingual support and region-specific advice. Additionally, we maintain a strong focus on compliance with local and international regulations, staying abreast of evolving requirements through our local network and contacts. Collaborative partnerships with local service providers, medical facilities, and authorities enable us to navigate these diverse environments effectively and respond swiftly in emergencies.

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PRIORITISING TRAVELLER'S PREFERENCE, ONE MOMENT AT A TIME

Dwelling at the crossroads of technology-driven innovation and timeless hospitality, The Clarks Hotels is redefining the guest experience. From the moment you book with their seamless online systems, you embark on a journey that blends personalised excellence with the latest in hospitality technology. But what truly sets them apart is their dedication to community engagement and social responsibility, as they strive to make a positive impact on lives beyond their doors. Rahul Deb Banerjee, Vice President, The Clarks Hotels and Resorts, talks about how exceptional guest experiences, sustainability, and community engagement converge to set new standards for the world of hospitality

By Ananya Trivedi

Technology driven hospitality

The Clarks Hotels enhance guest experiences with advanced technology. We use seamless booking systems for personalised stays. An online reputation tool boosts guest satisfaction to 4.4. HRMS software improves staff management and retention. High-speed Wi-Fi caters to business and leisure. Advanced security and data analytics ensure safety and personalised experiences. Competitor mapping keeps us competitive. Our goal is to increase revenue efficiently while maintaining brand standards and promises, always aiming to be your home away from home.

Adapting to travel trends

In response to changing travel trends, we've ensured a seamless, secure, and personalised guest experience. Our flexible booking policies reduce guest stress. Prioritising guest health and safety, we've implemented comprehensive sanitation measures, including enhanced cleaning and a doctor-on-call facility. Recognising technology's importance, we've invested in online reputation management, CRM, and more, reaching guests with personalised

offers. We actively promote local experiences.

Customer attraction and retention

In the highly competitive hospitality industry, The Clarks Hotels and Resorts prioritises customer attraction and retention. Our core focus centres on delivering exceptional guest experiences, aiming to leave a lasting impression from arrival to departure. We recognise the uniqueness of each guest and tailor our services accordingly, employing data insights for personalised amenities and dining options. Consistently seeking guest feedback drives our commitment to improvement, enabling us to adapt to changing preferences and stay ahead of industry trends. Our unwavering dedication to these strategies exceeds guest expectations and fosters memorable experiences that encourage their return.

Future Philanthropic plans

Our approach encompasses several key areas. We actively engage with the local community in various locations where our properties are situated, fostering strong relationships. This includes partnering with local businesses,

“
Our core focus centres on delivering exceptional guest experiences, aiming to leave lasting impression from arrival to departure”

sourcing products and services locally, and creating employment opportunities for residents.

As part of our corporate social responsibility, we are looking forward to contributing to local charities and social causes. This includes supporting initiatives related to healthcare, child welfare, and poverty alleviation,

making a positive impact on the lives of community members. We intend to expand our educational programs and partnerships with local schools and colleges, offering mentorship opportunities, internships, and educational resources to empower more young individuals.

Long-term vision

In the long run, The Clarks Hotels and Resorts aspires to be a globally recognized and preferred hospitality brand that sets the standard for excellence in guest experiences, sustainability, and community engagement. The Clarks Hotels and Resorts is committed to a long-term vision of becoming a global leader in the hospitality industry, setting new standards for guest experiences, sustainability, and community engagement. Our strategic direction includes a strong focus on innovation, sustainability, technology, global expansion, and talent development. By staying true to our commitment to excellence and responsible business practices, we aim to realise this vision, delivering unparalleled value to our guests and the world at large.



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

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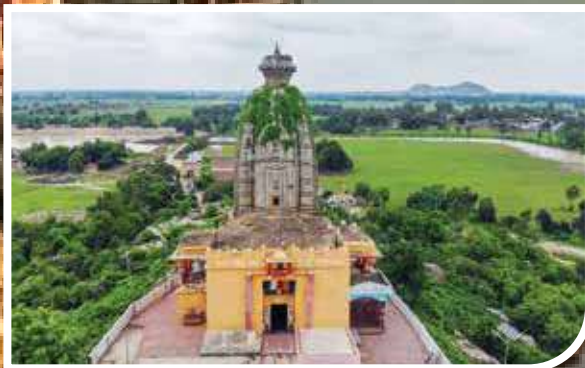
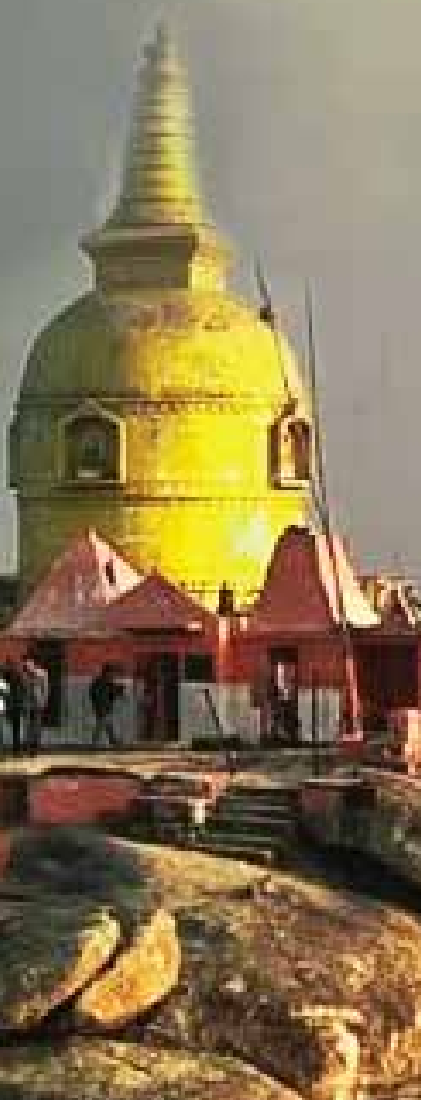
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Asia and Australia experiences tremendous increase in business travel

A number of startling data showing a tremendous increase in business travel between Asia and Australia have been revealed by FCM, the corporate travel branch of Flight Centre Travel Group. These results for the third quarter of 2023 show significant growth when compared to the same time last year. The results showed a sharp increase in reservations from July 1 to September 30, 2023. Travel between India and Australia in particular saw

a significant increase of 21%, demonstrating a growing interest in business ties between these two countries. More striking still was the increase in notable Asian nations like China, Japan, Singapore, and Malaysia, which saw an astounding 83 percent growth. FCM, the corporate travel arm of Flight Centre Travel Group released a set of startling numbers showing an extraordinary rise in business travel between Asia and Australia.

Azerbaijan Tourism Board organised a three-city destination seminar

In collaboration with BRANDit, the Azerbaijan Tourism Board successfully wrapped up a three-city destination seminar for travel industry partners in New Delhi, Bangalore, and Mumbai. The purpose of the event was to inform and encourage travel agents and tour operators about the newest products and techniques for marketing Azerbaijan as a must-visit destination across travel categories. Elman Mammadov, Regional Manager for South Asia, International Markets and Business Events of Azerbaijan Tourism Board, said, "These seminars underscore our dedication to building stronger relationships with the Indian travel industry. India is an important market for Azerbaijan,



and we are committed to creating opportunities to promote our unique and beautiful country. We are excited to see heightened interest in the destination and aim to see this potential grow stronger. We believe that through our joint efforts, more Indian travellers will have the chance to discover the beauty, culture, and warm hospitality of Azerbaijan."



BLS International signs outsourcing contract with Slovakia

A deal for the exclusive global outsourcing of visas for Slovakia had been signed by BLS International, which has over 54 offices across 18 countries. With this contract, BLS International agrees to provide national visa services in addition to tourist visa, business visa, and immigration services in an effort to streamline travel and immigration processes. 2.64 million tourists travelled to Slovakia in 2021, according to industry data, and as travel preferences

change, this figure is anticipated to rise. Notably, this is a sizable expansion of the list of Schengen nations that BLS International offers. By providing a variety of visa and consular services, the company already works with Schengen members such as Hungary, Portugal, Poland, Spain, Germany, and Italy. Slovakia's inclusion in this elite group further solidifies BLS International's position as a trusted partner for governments and visa applicants alike.

Las Vegas Sands surpasses Wall Street forecasts

The ongoing expansion of outbound travel to Macau and Singapore boosted gaming volumes and retail sales, allowing Las Vegas Sands Corp to report better-than-expected profit and revenue for the third quarter. In trading following the bell, shares of the casino operator which has ventures in Singapore and Macau rose 5.13%. The number of visitors to Macau surpassed three million in August for the first time since the pandemic, and Singapore experienced a surge in tourism as a result of the relaxation of pandemic restrictions. With



tourism levels almost back to pre-pandemic levels, Las Vegas Sands benefited from a business mix that includes a larger share of the mass segment than VIP in its properties, including Marina Bay Sands in Singapore, The Londoner, and The Venetian in Macau.



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BTEA positioned Bahrain as a top travel tourist destination

In an effort to further cement Bahrain's standing as a top travel destination worldwide, the Bahrain Tourism and Exhibitions Authority (BTEA) unveils ground-breaking projects. Following Bahrain's outstanding accomplishment of having Manama selected as the Gulf tourism capital for 2024, the ministers of the 7 Gulf Cooperation Council (GCC) nations that oversee tourism met and made this announcement. Dr. Nasser Ali Qaedi, CEO, Bahrain Tourism and Exhibitions Authority (BTEA) said, "We take immense pride in this achievement in the Kingdom's tourism sector, which stands as a testament to a series of successful tourism endeavours at local,



regional, and international levels. The Kingdom has positioned the tourism sector at the forefront of its developmental agenda. This strategic position acknowledges the sector's pivotal role in driving sustainable development. Under this vision, substantial investments have been channeled into expanding tourism infrastructure, refining tourism services, and establishing high-quality facilities."

TAT and AIS 5G announces 'Welcome Back to Thailand' campaign

To celebrate the impending peak travel season, the Tourism Authority of Thailand (TAT) and AIS 5G jointly announced the "Welcome Back to Thailand" campaign, which includes a specially-branded "Amazing Thailand SIM" card with a one-day trial of 8GB max speed internet and a number of travel benefits. The promotion will continue from March 31, 2024, until October 17, 2023. Chattan Kunjara Na Ayudhya, TAT Deputy Governor for International Marketing – Asia and the South Pacific, said "The launch of the 'Welcome Back to Thailand' campaign corresponds with the Thai government's quick-win measures to boost tourism income through the ease of travelling policy by



revising and facilitating the visa application procedure and exempting the visa fee for tourists. This partnership with AIS 5G and other partners also underscores the TAT's direction to expand collaboration with stakeholders and suppliers and to leverage the digital transformation." Thailand has received 20.3 million international tourists so far in 2023, with 14.7 million of those visitors coming from Asia-Pacific countries like China, Malaysia, and India.

Japan Osaka ready to welcome "THE SUMO HALL HIRAKUZA OSAKA"

The opening of "THE SUMO HALL HIRAKUZA OSAKA" by HANSHIN CONTENTS LINK CORPORATION is planned for early summer 2024 at the Namba Parks commercial complex in OSAKA. At Japan's newest entertainment venue, THE SUMO HALL HIRAKUZA OSAKA, you may stroll onto the stage (known as dohyo) to engage with the performers and snap pictures in addition to enjoying a sumo show while cooking. Visitors can fully immerse themselves in the world of Sumo with two evening shows (each lasting roughly 60 minutes). For an additional thirty minutes after each



event, guests can mingle, snap close-up pictures with former professional Sumo wrestlers, and shop for authentic HIRAKUZA merchandise and mementos. Introducing their lengthy history, the show commentary is in English.

Dragon Boat Race Series makes its debut at Hudayriyat Island

Hudayriyat Island, Abu Dhabi's leading sports and leisure hub constructed by Modon Properties, is the perfect place to make a splash during the exciting Hudayriyat Dragon Boat Race Weekend. It has the ultimate paddle battle against the breathtaking shores of Marsana. The six divisions for the 200-meter water races are Open, Mixed, Women, Corporate, Community, and Schools/Universities. Teams in each category will play in preliminary rounds, semifinals, and finals. You're welcome to watch. One of the hallmark events of Hudayriyat Sports, the Hudayriyat Dragon Boat Race

Series enhances the emirate's standing as a global centre of athletics and brings yet another exceptional event to the sports calendar of Hudayriyat Island. Dragon boat racing, an ancient tradition hailing from China, exemplifies the beauty of embracing diverse cultures, fosters team spirit, and promotes a healthy and active lifestyle. The sport has a well-established presence in the region with a dedicated community of enthusiasts from diverse nationalities, who have cultivated strong connections through numerous national and international events over the years.



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14th c. Hill Fort–Kesroli, Rajasthan (Ranawat)



15th c. Neemrana Fort-Palace, Rajasthan (Chauhan)



17th c. The Tower House, Kerala (Dutch)



17th c. Deo Bagh, Gwalior (Maratha)



17th c. The Bungalow on the Beach, Tamil Nadu (Danish)



19th c. The Baradari Palace, Punjab (Sikh)



19th c. The Ramgarh Bungalows, Uttarakhand (British)



19th C. Tijara Fort-Palace, Rajasthan (Naruka-Kachchwaha)



19th c. Walkwood Garden, Tamil Nadu (Scottish)



20th c. The Piramal Haveli, Rajasthan (Marwari)



20th c. Neemrana's Three Waters, South Goa (Portuguese inspired)



21st c. The Glasshouse on the Ganges, Uttarakhand (Post-colonial)



21st c. Neemrana's Coconut Alley, Tamil Nadu (Tamil)

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GNTO hosted an exclusive event to attract Indian travellers

In October, the German National Tourist Office in India held an exclusive event at Le Cirque, The Leela Palace, presenting the country's distinctive vacation destinations while providing an immersive and exhilarating experience. The event, which featured the nation's rich culinary legacy, sustainable hospitality, and lively culture, presented a vibrant tribute to German culture and hospitality to an esteemed group of attendees. A regular evening was turned into a vibrant celebration of everything German thanks to the event. The event captured the audience by transporting them to the heart of Germany's cultural and gastronomic richness, all while providing an engaging ambiance enhanced by German music, delicious cuisine, and pleasant drinks. In addition to showcasing



themes of UNESCO heritage sites, the event highlighted new attractions in Berlin. Romit Theophilus, Director, Sales & Marketing, German National Tourist Office in India, said, "Germany is now slowly becoming one of the most favourite travel destinations for Indians. With numerous exotic travel destinations on offer appealing to travellers from various segments, Germany is the perfect destination to unwind." The press event in New Delhi, facilitated interactions between the members of the Indian press and GNTO apprising them on how they are navigating the sustainability.



Sri Lanka to ease visa issuance to seven nations

To enhance tourist activity and support the country's struggling economy, the government of Sri Lanka decided on October 24 to grant free tourist visas to citizens of seven nations, including China, India, and Russia. Under a pilot scheme, visitors from China, India, Russia, Japan, Thailand, Indonesia, and Malaysia would receive free visas through March 31, 2024, outlining cabinet decisions. To accelerate the recovery of tourism and reach its goal of 5 million visitors by 2026, Sri Lanka implemented

this program. The tourism industry in the 22 million-person nation, which is well-known for its beaches, historic temples, and fragrant tea, was severely damaged last year by both the COVID-19 pandemic and a severe financial crisis that resulted in widespread protests and shortages of necessities like fuel. However, 2023 is seeing a turnaround in the travel and tourism sector, with Sri Lanka recording a million arrivals by September for the first time since 2019.

Regency Holidays, Qatar shines at Uniglobe Travel's Expo 'SuperHeroCon 2023'

Regency Holidays in Qatar made a big impression at the esteemed Uniglobe Travel Expo, which took place in Udaipur, India. Professionals from the travel business from all over the world convened over two days, providing Regency Holidays with an opportunity to investigate potential collaborations and showcase Qatar as a distinctive tourist destination in the Indian market. Over two hundred people attended the Uniglobe Travel Expo, also dubbed "SuperHeroCon 2023," which was a huge event with over thirty supplier tables. These participants, who came from 60 different countries and represented the tourism sector, presented their businesses to an interested



audience in over 40 places around India and beyond. Speaking about Regency Holidays participation in SuperHeroCon 2023, Manoj Kumar Tiwari, General Manager, Regency Holidays, said, "This event provided us with a remarkable opportunity to showcase Qatar's unique offerings to a highly influential audience."

Yas Bay Waterfront showcases variety of offerings

One of Yas Island's most unique excursion possibilities is Yas Bay Waterfront. To satiate your hunger, there is a restaurant called La Carnita that will transport you to the busy streets of Mexico. Australian steakhouse Hunter & Barrel has won numerous awards. With delicacies that are meticulously created for sharing, they take great delight in offering a distinctive feasting experience. Based in the centre of London is the EL&N café. Delicious pastries and desserts

are served in this charming café, which also offers an extensive menu of coffees, teas, and hot chocolates. The Trilogy by Buddha Bar is a unique idea from Buddha-Bar that provides three distinct culinary delights. As an alternative, get your friends and visit Zeera, a modern Indian restaurant that the Buddha-Bar Group is proud to present to you. Zeera provides a delectable assortment of dishes that are all made using the best ingredients.





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U.S. TRAVEL EXTRAVAGANZA: A DESTINATION DISCOURSE EVENING

U.S. TOURISM ALONG WITH DISCOVER DESTINATIONS HOST A TRAVEL & TOURISM PROMOTIONAL EVENT

On the evening of October 13, 2023, the U.S. Commercial Service, in collaboration with Discover Destinations, presented an exciting event that embodied the essence of the American Dream. This remarkable travel and tourism gathering featured a range of esteemed partners, including Walt Disney World Florida, New York, Experience Kissimmee Florida, Washington D.C. and Carnival Cruises. These distinguished destinations were spotlighted to reveal their unexplored potential within the tourism sector, making a compelling case for them to be at the top of every traveller's list when planning a trip to the United States of America.

The session commenced with a warm welcome and introduction from Umang Malbari, President of Discover Destinations. He thanked everyone in the room for taking their time and being present at the event. He spoke at great lengths about various aspects when it came to planning a holiday in the States and scope of tourism. He said, "2023 was a record year for us in terms of leisure business into the US. We've already surpassed our 2019 numbers for leisure travel into US." He also discussed the potential market scope that India offers to their organisation. He added, "India has recovered phenomenal. It's ranked fourth overseas market for the US, which is excluding Canada and Mexico, with over a million 1.2 million travellers between January to December of 2022." Speaking about Discover Destinations, he provided a comprehensive overview of the company's operations, highlighting their 13 years of consistent efforts towards their ongoing business expansion. In

terms of opportunities, he elaborated on the forthcoming T20 event in the United States and the upcoming FIFA tournament to be hosted by the country. With these significant global events taking place in the United States, he emphasised that it is even more compelling to include the U.S. on every traveller's must-visit list. He wrapped up the session by highlighting what sets Discover Destinations apart from other DMCs which is their round-the-clock availability, distinguishing them from the competition. He expressed gratitude towards all the partners in attendance at the event and eagerly anticipated engaging with them.

All the partners shared the presentation of their cities. They spoke about New York City, Washington DC, shared highlights on the various cities. Seldon Tenzing, Account Director, Experience Kissimmee sheds light

on how Florida is the perfect destination and is also known as the 'Goa of the United States'. She stated, "The state of Florida is absolutely amazing, I feel like if you want to give an experience to travellers they want to go to a memorable holiday where they're having lots of fun, lots of things to do, attractions. If you want to give an experience to your client, if you want to make sure that they have a really nice, happy holiday when they come back and say, hey, I had a lot of fun, you should include Kissimmee. You should include everything that Kissimmee or Florida has to offer."

Brendan Mullarkey, representing the U.S. Consular Affairs, brought the evening session to a close as he discussed the visa application process for the United States and addressed various inquiries related to U.S. visas followed by a Q&A session.





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Dive into the Hidden Treasures of

Madhya Pradesh



Explore Unique Niche Tourism Products

Nestled in the heart of India, Madhya Pradesh is a land of myriad wonders, an intriguing destination that beckons travellers from across the globe. This enchanting state boasts an array of tourism products, each catering to a different facet of your wanderlust. From wildlife enthusiasts to heritage aficionados, and culture connoisseurs to pilgrims, Madhya Pradesh has something extraordinary in store for everyone. In this article, we take you on a journey through some of the most unique niche tourism products that make Madhya Pradesh an irresistible destination



"From the timeless tales etched in our heritage to the untouched natural wonders that whisper their secrets, we invite travellers to explore the unique tapestry of experiences that our state offers. Madhya Pradesh Tourism is not just about destinations; it's about the diverse niches of culture, wildlife, spirituality, and adventure that make us an extraordinary canvas

for exploration. Come, uncover the hidden gems and create memories that linger like the echoes of history in our heartland," said **Sheo Shekhar Shukla, I.A.S., Principal Secretary, Tourism & Culture & Managing Director, Madhya Pradesh Tourism Board.**



Rock-paintings, Bhimbetka-World Heritage Site

Rock Art Trails: A Journey through Time

Unearth the ancient secrets of Madhya Pradesh through its mesmerizing Rock Art Trails. Delve into the mystical caves of Bhimbetka, a UNESCO World Heritage Site, where prehistoric rock paintings narrate tales of our distant ancestors. The rock shelters of Bhimbetka are a true archaeological wonder that draws history buffs and art enthusiasts from far and wide.





Chanderi Saree weaving



Bhagoria Haat



Orchha



Jalebi, Sarafa Bazaar, Indore



Carvings of Kandariya Mahadev Temple, Khajuraho



Kandariya Mahadev Khajuraho

Heritage Itineraries: Relive the Glorious Past

Madhya Pradesh is a treasure trove of historical heritage. Explore the regal palaces of Gwalior, the majestic temples of Khajuraho, and the grand forts of Mandu. Immerse yourself in the rich tapestry of the state's history with heritage itineraries that take you back in time.

Museum Tourism: A Walk Through Art and History

Explore the extensive collection of art and history in Madhya Pradesh's museums. From the Tribal and State Museum in Bhopal to the Maharaja Chhatrasal Museum of Khajuraho, each museum is a repository of the state's cultural heritage and artistic brilliance.

Textile Tourism: Weaving Dreams in Madhya Pradesh

Experience the vibrant textile traditions of the state through textile tourism. Witness the intricate craftsmanship of Chanderi sarees, Maheshwari fabrics, and Bagh prints. Dwell in the Chanderi Festival and meet the artisans, watch them at work, and take home a piece of Madhya Pradesh's textile legacy.

Adventure Tourism: Seek Thrills in the Wilderness

For adventure enthusiasts, Madhya Pradesh offers exhilarating experiences such as trekking in Pachmarhi, river rafting in Orchha, and wildlife safaris in Bandhavgarh and Kanha National Parks. Get your adrenaline pumping amidst the untamed beauty of nature.

Cuisine Tourism: A Gastronomic Adventure

Savour the flavours of Madhya Pradesh with its unique cuisine tourism. Indulge in the spicy delights of Indori Poha, the subtleness of Ratlami Sev and the sweetness of Jalebi. The state's culinary diversity is a treat for foodies who yearn for a taste of authentic Bundelkhandi and Baghelkhandi cuisines.

Mega Carnivals: Celebrate Life with the Locals

Participate in the vibrant festivals of Madhya Pradesh that celebrate its culture, traditions, and spirituality. The Khajuraho Dance Festival, Gandhi Sagar Floating Festival, Mandu Festival and the Jal Mahotsav are a few of the events that offer a glimpse into the state's festive spirit. The ongoing Chanderi Festival and the upcoming Kuno Forest Festival are adding new dimensions to the festival heritage of MP.

Tribal Tourism: Discover Indigenous Cultures

Madhya Pradesh is home to a mosaic of indigenous tribes, each with its own distinct culture and traditions. Dive deep into the lives of the Gonds, Bhils, and Baigas. Learn about their customs, folklore, and unique way of life. Enjoy authentic rural experiences in tourist villages like Madla (Panna), Ladhpora Khass (Orchha), Kunalpura near Khajuraho and many others.

Madhya Pradesh is a diverse land that caters to the eclectic tastes and preferences of travellers. Whether you are seeking an adventure in the wild, a cultural immersion, a culinary journey, or a spiritual quest, Madhya Pradesh's unique niche tourism products have something special for everyone. Come, embark on a journey that transcends the ordinary, and uncover the hidden treasures of Madhya Pradesh – an experience that will leave an indelible mark on your heart and soul.



SAUDI SPLENDOURS

SANDS TO SKYSCRAPERS

Nestled amidst the shifting sands of the Arabian Peninsula lies a land where tradition and modernity harmoniously coexist, where ancient history and futuristic ambition entwine is Saudi Arabia. This enchanting kingdom, known as the heart of the Arab world, is a captivating blend of captivating landscapes, rich heritage, and bold aspirations. At first glance, Saudi Arabia unveils a mesmerising mosaic of contrasts. Towering skyscrapers punctuate the skyline of cities like Riyadh and Jeddah, casting shadows on bustling marketplaces steeped in tradition. In Saudi Arabia the whispering sands hold secrets of centuries past, where Bedouin traditions continue to thrive alongside modern innovations

By Nandini Mahajan



KOKIAN BEACH JEDDAH

Kokian Beach in Jeddah, a hidden gem of the Red Sea, enchants visitors with its pristine sands and azure waters. Sunsets paint the sky in a symphony of oranges and pinks. It's a coastal paradise where tranquility meets Saudi Arabia's charm, a haven for those seeking natural beauty and serenity.



BUGGY TOUR AL ULHA

Explore the mesmerising beauty of Al Ula on an adventurous buggy tour. Roam through ancient desert landscapes, beneath towering rock formations, and discover hidden archaeological wonders. Feel the thrill as you navigate sandy dunes and witness the golden hues of sunset painting the desert. Unearth history and adventure in perfect harmony on this unforgettable journey through Al Ula's rugged terrain.



JUBBAH ROCK CARVINGS

Jubbah Rock, a massive desert wonder, was shaped by wind and sand over centuries. Its curves tell a story of nature's artistry. People visit to admire this masterpiece and imagine the ancient sands at work. It's a timeless sculpture in the heart of the desert, a testament to the patient craftsmanship of time itself.



KINGDOM CENTRE RIYADH

Kingdom Centre, a modern marvel in Riyadh, Saudi Arabia, stands as a symbol of architectural brilliance. Soaring 302 meters into the sky, its sleek, glass design captivates with its beauty. Housing a shopping mall, offices, and the iconic SkyBridge, it offers breathtaking views of the city. Kingdom Centre is a testament to Saudi Arabia's futuristic vision.





AL RAHMAN MOSQUE

Al Rahman Mosque, a serene oasis in the heart of the city, boasts stunning architecture that marries tradition with innovation. Its elegant minarets reach for the heavens, while the interior's intricate designs invite quiet contemplation. Bathed in soft, ethereal light, the mosque is a symbol of unity, welcoming people of all backgrounds to find solace in its sacred embrace.



TUWAIQ PALACE

Tuwaiq Palace Heart Tent in Riyadh, Saudi Arabia, is a splendid, modern oasis in the heart of the desert. This unique tent-like structure stands as a symbol of Arabian elegance and culture. Surrounded by sand dunes, it invites to experience the beauty of Saudi heritage and hospitality under the vast desert sky. It's a must-visit for those seeking a taste of Arabian enchantment.



UMLIJ YANBU MOSQUE

Umlj Yanbu Mosque stands as a serene masterpiece, seamlessly blending traditional and modern architecture. Its elegant white domes and slender minarets mirror the tranquil Red Sea, while intricate geometric patterns adorn the interior, casting mesmerising shadows as sunlight filters through stained glass windows. A symbol of spiritual grace, this mosque welcomes all to find solace in its harmonious design.



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CHANDERI FESTIVAL

A CONCOCTION OF CULTURE AND HERITAGE IN MADHYA PRADESH

The enchanting town of Chanderi, nestled in the heart of Madhya Pradesh, comes alive with vibrant colours, rich traditions, and a fusion of past and present during the Chanderi Festival. This cultural extravaganza, celebrating the heritage of Chanderi, promises to be a unique and memorable experience that combines age-old traditions with a modern twist

By Nandini Mahajan

Raja Rani Mahal

Raja Rani Mahal is a resplendent palace that has borne witness to centuries of history. This setting serves as the backdrop for a spectacular fashion show on the very first day of the festivities. The Raja Rani Mahal, with its intricate architecture and regal charm, provides the perfect stage for designers to showcase their contemporary interpretations of Chanderi fabric. The ramp is a tapestry of colours and textures as models strut their stuff, draped in the finest Chanderi sarees and garments, making a statement that beautifully bridges the gap between traditional and modern fashion.

Para Motoring Adventures

Picture yourself suspended high above the charming town of Chanderi, soaring like a bird with the wind in your hair. The Chanderi Festival offers you the thrilling opportunity to experience para motoring. Drift above the serene landscape, where ancient fortresses and historic landmarks merge with the present, offering you a unique perspective on this age-old town.

Heritage Walk Through Time

As you gently descend from the skies, you'll find yourself immersed in the timeless streets of Chanderi. Join a heritage walk through this living museum of history. Stroll along the cobblestone paths, where every corner tells a story. Explore the intricate architecture of Chanderi Fort, marvel at the majestic Badal Mahal, and let the echoes of the past transport you to a bygone era.

Traditional Lunch

At the centre of this culinary experience is the humble but delectable dal bafla, a soft, wheat flour bread, paired with a steaming bowl of spicy, aromatic dal (lentil soup). Alongside, you'll find baingan bharta, a smoky roasted eggplant dish, and poha, a fragrant flattened





rice preparation. The meal is incomplete without tangy chutneys, buttermilk, and a sweet treat. Madhya Pradesh's traditional lunch is a celebration of taste, tradition, and local culture, bringing communities together over a table laden with love and flavour.

Pranpur's Looming Legacy

Pranpur's handloom weaving tradition dates back centuries, with skilled artisans perfecting the art of weaving fabrics that are not only beautiful but also an essential part of the local identity. The rhythmic sound of handlooms at work fills the air, echoing the spirit of a village steeped in tradition.

Chanderi Museum

The Chanderi Museum is a treasure trove of art and culture. Its exhibits are a testament to the town's artistic heritage, showcasing the intricate Chanderi textiles, ancient artifacts, and the evolution of this unique craft. Spend hours admiring the craftsmanship of the local weavers, and discover the secrets of Chanderi's silk, known for its sheer elegance.

As the sun sets over Chanderi, and you bid adieu to this vibrant festival, you'll carry with you not just memories but an experience that transcends time and place. The Chanderi Festival, with its par motoring thrills, heritage walks, museum treasures and traditional cuisine, is a celebration of a town that has preserved its culture and charm for centuries. Anyone would love to be a part of this magical journey that connects the sky, heritage, and flavours of Chanderi, a gem in the heart of Madhya Pradesh.





LATAM AIRLINES TAKES FLIGHT IN DELHI & MUMBAI

LATAM AIRLINES SETS NEW MILESTONE ANNOUNCING DIRECT FLIGHTS FROM LONDON TO LIMA ENHANCING UK-PERU CONNECTIVITY

InterGlobe Air Transport, the General Sales Agent (GSA) for LATAM Airlines Group in India orchestrated two significant B2B workshops, which took place on the October 11 and 13, 2023 in Delhi and Mumbai, respectively. These workshops drew participation from approximately 150 travel industry agents, marking a substantial milestone in strengthening LATAM's presence in the Indian market.

In an effort to elevate the global appeal of the event, Eduardo Patta, Sales Manager-Asia, and Mariana Tagwerker, Sales Executive-Asia, journeyed to India to actively engage in these workshops. Their presence served as a testament to the significance of these gatherings in furthering LATAM's outreach in India.



Crucially, the Embassy of Peru played a pivotal role in the triumph of these workshops. They actively engaged in the event, showcasing Peru as an enticing destination for

Indian travellers. Moreover, they underscored the seamless connectivity that LATAM Airlines Group provides for those seeking to journey from India to South America. At the heart of these workshops was the aim of presenting LATAM's extensive product portfolio, its expansive route network, and the unmatched connectivity it offers from India to South America. The workshops furnished a priceless platform for travel agents, affording them deeper insights into the extensive offerings of LATAM Airlines Group.

A prominent focus of these workshops was LATAM Airlines' strategic utilisation of interline partners. This approach streamlines the journey for passengers, facilitating their travel to LATAM's European and American gateways and onwards to a multitude of destinations across Latin America.

An exciting revelation during the event was the announcement of LATAM's launch of direct flights from London to Lima, scheduled to commence on December 2, 2023. This new route signifies a ground-breaking development that will significantly bolster the connectivity between the UK and Peru, broadening travel horizons for passengers.

In a nutshell, the B2B workshops, a collaborative effort between InterGlobe Air Transport and LATAM Airlines Group, constituted a valuable platform for travel agents and stakeholders. These workshops unveiled the diverse offerings and expanded connectivity options available for travellers between India and South America, fostering stronger ties and opportunities in this dynamic travel market



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MALAYSIAN'S SKYWARD SYMPHONY OF LUXURY AND EXCELLENCE

MALAYSIA AIRLINES CONTINUES TO REDEFINE AIR TRAVEL BEING THE 1ST AIRLINE IN ASIA PACIFIC TO LAUNCH PRODUCTS LIKE MHSPTS AND MHCRUISE

*As the premier flag carrier of Malaysia, Malaysia Airlines takes you on a voyage like no other. With a storied history and a commitment to top-tier service, **Dersenish Aresandiran, Chief Commercial Officer of Airlines from Malaysia Aviation Group** highlights Malaysia Airlines as a gateway to discovering the captivating beauty of Malaysia and connecting to a world of adventures. It offers an extensive network of domestic and international flights, connecting Malaysia to various destinations worldwide with its commitment to providing high-quality services to passengers, encompassing various travel classes. As a member of the Oneworld airline alliance, Malaysia Airlines collaborates with other leading carriers to offer passengers an extensive range of destinations, seamless connections, and shared benefits within the alliance*

By Aanchal sachdeva



Can you provide an overview of Malaysia Airlines' operations and presence in India, including routes, services, and key destinations served?

For the Indian market, we have already achieved over 90% of our pre-pandemic capacity in India, operating 57 weekly flights to six destinations, namely New Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, and Kochi. In terms of fleet, current flights to India are serviced by the Boeing 737-800 NG and Airbus 330 aircraft – depending on the route.

What are the plans and expansion strategies for Malaysia Airlines in the Indian market?

Malaysia Airlines is on track to operate 60 weekly flights in India by the end of this year. To strengthen our footprint in this market, we recently announced plans to commence three new services between Kuala Lumpur to Amritsar, Trivandrum, and Ahmedabad from November 2023 onwards. These new services will bring Malaysia Airlines direct connectivity to India to nine destinations, strengthening our dominance in the Malaysia to India route. As part of our long-term plans, we are closely

monitoring the market to expand opportunities (including through aircraft upgrades, new routes and frequencies) based on demand.

How has the airline adapted to the changing dynamics of the travel industry, especially in light of the COVID-19 pandemic?

The pandemic has significantly altered consumer behaviour. Travellers are now looking at personalised offerings, convenience, swiftness, and timeless efficacy more than ever before.

At Malaysia Airlines, we stay closely attuned

to our customers' needs and are steadfast in our commitment to providing secure, seamless, and digitally integrated end-to-end travel solutions. As part of this endeavour, we have launched MHPay, an alternative payment method for consumers to purchase air tickets, ancillary products, and services via malaysiaairlines.com. In collaboration with the International Air Transport Association (IATA) through IATA Pay, MHPay is designed to complement the airline's entire array of digitalised payment methods by providing greater access to all payment options through a single integration point. Besides, being a fast secure way to purchase real-time airline tickets online as well as through our mobile app, MHPay does not include any additional fees.

“

Malaysia Airlines is on track to operate 60 weekly flights in India by the end of this year

Furthermore, our Baggage Self-Service Reporting feature now allows passengers to easily make a report, track and monitor the recovery process of their baggage via their devices (mobile, tablet, laptop & more) in a safe and contactless environment. Digitalisation remains a cornerstone of our business as it allows us to purposefully engage with our customers and enhance both our effectiveness and efficiencies.

Could you share any recent innovations or initiatives undertaken by Malaysia Airlines including the launch of new product offerings: MHsports and MHcruise to enhance the passenger experience, especially for travellers flying to and from India?

Besides announcing the launch of three new routes to India, we have also expanded the scope of our product offerings by launching MHsports and MHcruise being the 1st Airline in Asia Pacific with such targeted products. These offerings are a vital addition to our suite of existing hyper-personalised programs such as MHexplorer (for students) and MHbiz Pro, MHbiz Plus (for business travellers and corporates).

Tailored for sports enthusiasts, MHsports offers groups of five or more attractive perks: special fares, generous baggage allowance, flexible date and time changes, plus extras like complimentary seating and advance check-in. Meanwhile, MHcruise is designed for a wide array of travellers – be it solo travellers families or large groups who are embarking on their cruise vacations. By ensuring discounted fares and unparalleled flexibility, MHcruise guarantees a seamless travel experience.

In line with our approach of hyper-personalisation, we will continue to diversify the range of travellers that we cater to.

How does Malaysia Airlines engage with travel trade partners in India, such as travel agencies and tour operators, to promote its services and destinations?

We value the support of our travel trade partners, who have been instrumental in our success. Working closely with them enables us to deploy curated campaigns and product offerings to stimulate and cater to the growing demands in local markets. Majorly, this includes joint consumer promotions with local travel agents to attract leisure consumers, roadshows with Tourism Boards, corporate travel programs

through MHbiz Pro and MHbiz Plus, and other fare programmes to aid “win-win” propositions for the airline.

We are a pivotal partner of Malaysia Convention & Exhibition Bureau (MyCEB) and Penang Convention & Exhibition Bureau (PCEB), dedicated to promoting Malaysia as Asia's premier Business Events Hub. Our goal is to highlight Malaysia's rich landscapes, cultural diversity, biodiversity, cuisine, and arts.

Can you highlight any strategic alliances Malaysia Airlines has in India?

In the fiercely competitive airline industry, forming strategic alliances has become essential. We have global airline partnerships and specifically, in the Indian market, we've established seamless interline connections with Air India and Vistara, enhancing our travel options. We remain open to exploring codeshare partnerships with Indian carriers that align with Malaysia Airlines' network expansion strategy.

We have also teamed up with Acumen Overseas, a renowned Airline Representation company, to shore up our customer base in India. A crucial collaboration, it is helping us enhance our services for the Indian market, allowing us to leverage their experience and capabilities.

Malaysia Airlines is known for its in-flight cuisine. Could you share some insights into the airline's culinary offerings and how they reflect the cultural diversity of Malaysia?

Malaysia is a melting pot of cultures such as Malaysian, Chinese, and Indian, making it one of the most diverse cuisines globally. As the national carrier, we take pride in bringing our unique delivery of Malaysian Hospitality through our end-to-end service via our warm hospitality, rich culture and traditional cuisines – be it onboard our flights or through our offerings. As part of the onboard experience, depending on the route, passengers can enjoy an array of traditional meals and delicacies, including our signature satay and crowd-favourite nasi lemak. We also offer curated experiences at our Golden Lounges, for example, we collaborate with brands to offer a unique menu offering in conjunction with festive celebrations and accommodate those with vegetarian preferences as well.

Recognising the growing interest in plant-based meals and a commitment to healthy lifestyles among our passengers, we have established a collaboration with Annalakshmi, a renowned Indian vegetarian restaurant with a strong regional presence. Annalakshmi is widely celebrated for its high-quality vegetarian meal preparation, a popular choice in Malaysia and beyond. Their focus on crafting vegetarian meals using the finest ingredients underscores their commitment to nourishment, health, and well-being. Passengers can experience this collaboration on selected flights and within our Golden Lounges in Kuala Lumpur.



IndiGo commences operations between Delhi and Itanagar

In October, IndiGo started operating direct flights between Delhi and Itanagar. Delhi, Mumbai, and Kolkata are the three metropolises that IndiGo links to Itanagar. An important step has been taken in IndiGo's attempts to spark major growth in the area with the launch of this new direct connection. It promotes trade as well as travel and tourism, which advances economic growth on the whole. With the greatest number of domestic and international connections from Delhi, IndiGo's vast network guarantees that this direct connection will provide new opportunities for travellers and improve convenience by offering a variety of flight alternatives. Vinay Malhotra, Head of Global Sales, IndiGo said, "Building on our commitment to strategically enhance connectivity to the Northeast, we are pleased to commence direct flights between Delhi and Itanagar. This strategic addition not only offers passengers expanded travel options but also opens up exciting opportunities for those looking to explore the enchanting landscapes of Arunachal Pradesh."



Saudia unveils new branding strategy

During a historic ceremony in Jeddah, Saudia, the national flag carrier of Saudi Arabia, unveiled its new brand identity and livery in front of notable media correspondents, aviation professionals, Royal Highnesses, Excellencies and leaders from the public and commercial sectors. The airline's support for the Kingdom's Vision 2030 which aims to bring the world to Saudi Arabia will be strengthened by this new identity, which is in keeping with a larger strategic digital transformation plan. His Excellency Engr. Ibrahim Al-Omar, Director General of

Saudia Group, said, "We are experiencing a new era and a very exciting time for Saudia. Our airline has evolved from a Douglas DC-3 aircraft in 1945, to a 140 aircraft modern fleet serving over 100 destinations, becoming one of the largest airlines in the region. The name and logo of Saudia are integral parts of the Kingdom's aviation history and development, and our people share a special emotional connection with the brand. We have incorporated this rich heritage into our new identity, adding elements that reflect our visionary approach, poised to captivate the world."



Qatar Airways and Formula 1® gear up for Qatar Grand Prix 2023

Doha, Qatar, as the Official Global Airline Partner of F1® and the Title Sponsor of the Qatar Grand Prix, Qatar Airways hosted a grand event at Hamad International Airport ahead of the highly anticipated Qatar Airways Qatar Grand Prix 2023, thrilled fans from October 6 to 8, 2023. Attendees at this prestigious gathering included Minister of Sports and Youth, His Excellency Salah bin Ghanim Al Ali; Qatar Airways Group Chief Executive, His Excellency Akbar Al Baker; F1® CEO and President, Stefano Domenicali; Qatar Motor & Motorcycle Federation (QMMF) President, Abdul Rahman bin Abdul Latif Al Mannai; BWT Alpine F1 Team drivers Pierre Gasly and Esteban Ocon; and Qatar

Airways Cabin Crew members. As part of the festivities, Qatar Airways unveiled a Boeing 777 aircraft adorned with the vibrant livery of F1®, further symbolizing the airline's commitment to exhilarating global sporting events. The upcoming Qatar Grand Prix promises a weekend of electrifying on-track action and top-tier entertainment, complemented by Qatar Airways' in-flight delights for F1® fans.



Jazeera Airways introduces sustainable food service ware on all flights

Jazeera Airlines implemented sustainable food service in all of its 64 destinations. Jazeera lowers 300 kg of plastic on its flights each month by switching to 100% biodegradable spoons, forks, knives and napkins instead of plastic silverware. Palmade®, a company established in Dubai, produces silverware using only natural materials, such as date palm leaves. These materials are all approved for composting and biodegradation. As part of its environmental practices, Jazeera also replaced its plastic stirrers with wooden ones earlier in the year. Rohit Ramachandran, Chief Executive Officer, of Jazeera Airways said, "As a low-cost carrier, we have to be cost-conscious in our business, but we are also mindful of our



ethical, social and environmental accountability. In the last few years, we have taken small steps towards sustainability and continue to stay focused on reducing or offsetting our carbon emissions. Changing to biodegradable service ware is another small initiative that we are hoping will contribute to a larger impact. Our ultimate goal is to achieve net-zero emissions by 2050."

UDAAN HOTELS AND RESORTS

CONTINUES WITH ITS FOCUSED EXPANSION PLAN FOR THE HOTELS & RESORTS CHAIN IN NORTHEAST- INDIA

Udaan Hotel and Resorts' Strategic Expansion

Udaan Hotels & Resorts and AIR iQ's journey in the Travel and Hospitality business was laid from the year 2011. Informing about the group's journey, Ajay Kumar Wadhawan, Executive Director, AIR iQ and Udaan Hotels & Resorts, says, "The great passion of two **Managing Directors, Nishi Kant Agarwal and Sashi Kant Agarwal** towards the Travel & Tourism Industry, enabled them to set up business in Siliguri, West Bengal. Currently, more than 800 people are engaged in the Group's Business in West Bengal, Northeast and Rest of India."

Both Managing Directors have a clear focus on Quality, Perfect Service Delivery and Customer Orientation in each vertical of their Business – Hospitality and Travel-related divisions.

Empowering Tour Operators with "airiq.in"

The Group's leading B2B Fixed Departure Online Solution, "airiq.in", was introduced as a blessing for all Tour Operators and other Agents of different categories, to add land with the Air Tickets supplied by AIR iQ for Holidays or Business Travel of their customers. AIR iQ sells more than 275 routes on its platform and has



Nishi Kant Agarwal and Sashi Kant Agarwal
Managing Directors, AIR iQ and Udaan Hotels & Resorts

more than 60,000 agents registered. AIR iQ did a business of more than 1000 crores in 2022 - 23, with a target to get it to 1500 crores in this FY.

Introducing "airiqonline.in" – A User-Friendly B2B Online National FIT Portal

With the humongous success of the B2B Fixed Departure Online solution, Air iQ has recently launched a new B2B Online National FIT Portal "airiqonline.in". The USP of this introduction is a great user-friendly system, with access to all the Airlines and other travel-related services being added. With their existing strength, they



Ajay Kumar Wadhawan
Executive Director, AIR iQ and Udaan Hotels & Resorts

have been very successful in creating a better distribution network of additional 5,000 agents.

Expansion Plans in Northeast India

About the group's Hospitality Vertical, Udaan Hotels & Resorts, Wadhawan says "We are the most popular Boutique Hotel and Resort Chain in West Bengal and Sikkim Hills, duly endorsed by our guests in Trip Advisor. With nine operational properties in Darjeeling, Gangtok, Pelling, Kalimpong and Siliguri." The group has great expansion plans, with Eight more resorts to be launched by the end of the current FY, and to be increased to 30 by the end of 2025, followed by 50 sooner, thereafter. Hospitality Business's plan is very clear with expansions all over North East- India only, which will help in strengthening a particular geographical belt deserving the most attention. This focused plan shall surely help further in boosting the economy of North East- India and excellent tourism opportunities too, due to the extremely naturally most beautiful and unexplored destinations, by many Indians and Foreign Tourists too.

Showcasing Northeast Tourism with WTM and ITB

The WTM and ITB's role is going to be commendable and extremely helpful to Udaan in showcasing the potential of Northeast Tourism and Udaan's contribution in the form of an opportunity to Tour Operators from all over the world reading in TravelScapes to understand more about the best of North East- India and an opportunity to offer the True Value Luxury stay Packages in Boutique Resorts. The Inbound Tour Operators too will be able to combine our hospitality segment in their itinerary, to make a wonderful experience for their Overseas Suppliers. Additionally, our Travel Business's strength, further makes the offers of our Tourism Associates more attractive to their overseas clients.





Air Arabia to top 100 list of Airfinance Journal

For the fourth year running, Air Arabia topped the coveted annual rating of the top 100 airlines worldwide by Airfinance Journal. After a thorough evaluation of the performance of 100 international airlines over the last 12 months, the airline was ranked. In addition to the fleet size, the evaluation took into account a wide range of operational and financial parameters, including revenue, fixed charges, liquidity, market capitalization, and leverage. Adel Al Ali, Group Chief Executive Officer of Air Arabia, said, "This recognition is a testament to our relentless pursuit of operational and financial excellence. It reflects the dedication and hard work of our entire team at Air Arabia."



Vietjet starts operations from Perth and Adelaide

Vietjet, Vietnam's new-age carrier airline will fly from Ho Chi Minh City to Perth and Adelaide connecting five different places in Australia starting from November 21, 2023, with five flights per week for each route. Vietjet will operate the regular route Ho Chi Minh City - Adelaide every

Monday, Tuesday, Wednesday, Thursday, and Sunday. The flights depart from Ho Chi Minh City, stopover in Perth, and arrive in Adelaide. Return flights depart from, stopover in Perth and land in Ho Chi Minh City every Monday, Tuesday, Wednesday, Thursday, and Friday.

CSMIA records passenger traffic of over 12.7 million

For the third quarter of 2023, Chhatrapati Shivaji Maharaj International Airport (CSMIA) continues to see impressive increase in terms of passenger traffic. Compared to Q3 2019 (11.7 M), the airport saw a 109% rebound in passenger traffic this quarter. With a rising trend in both local and international passenger counts, CSMIA is firmly establishing itself as a

pioneer in aviation excellence and maintaining its significant place in India's aviation industry. Compared to Q3 2022 (9.6 M), Q3 2023 saw over 12.7 million passengers transit through the CSMIA, a 33% increase. During this time, CSMIA recorded a total of 60,861 domestic ATMs and 20,438 international ATMs, confirming its position as a key component of the aviation sector.



ITA Airways marks presence TTG Travel Experience

ITA Airways launched the 2023-2024 winter season at the TTG Travel Experience International Tourism Fair in Rimini during a press conference presented by Andrea Benassi, General Manager ITA Airways, and Emiliana Limosani, Chief Commercial Officer ITA Airways and CEO Volare. Andrea Benassi, said, "This is my first time at TTG Travel Experience, and I'm honoured to be here today at this annual event where tourism operators gather

to build the upcoming seasons. Emiliana Limosani presented the major news for the 2023-2024 winter season, which will offer 52 destinations, including 17 domestic, 23 international, and 12 intercontinental. Two new intercontinental routes, Rio de Janeiro and Malè (Maldives), will be added to the flights already operated to New York, Boston, Miami, Los Angeles, Sao Paulo, Buenos Aires, Tokyo, and New Delhi."



Singapore Airlines marks 20th Anniversary by boosting service to Hyderabad

Singapore Airlines (SIA) Group, commemorating two decades of flying to Hyderabad since October 29, 2003, is set to celebrate this milestone with a significant expansion of services. Started on October 29, 2023 (subject to regulatory approvals), SIA will increase its Hyderabad-Singapore flight frequency from 7 times to 12 times a week. The airline will be taking over daily services previously operated by Scoot between the two cities. These services will be operated using SIA's Boeing 737-8 aircraft, offering 10 Business Class and 144 Economy Class seats. Additionally, SIA's Airbus A350 aircraft features 40 in Business Class and 263 in Economy Class. Sy Yen Chen, General Manager India for Singapore Airlines, said, "As we celebrate 20 years of serving the Hyderabad market, we are delighted to announce an increase in our weekly operations to the city. This milestone



reaffirms our dedication to the local market, and we are excited to provide even greater connectivity and exceptional full-service travel experiences as we forge ahead into the future." SIA will operate 96 weekly flights to and from eight major Indian cities: Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kochi, Kolkata, and Mumbai. In parallel, Scoot will operate 44 weekly flights to and from six other Indian cities: Amritsar, Chennai, Coimbatore, Tiruvananthapuram, Tiruchirappalli, and Visakhapatnam.

Maldivian announces inaugural flight to Bengaluru

Maldivian, the national airline of the Maldives, announced the launch of new flights to Bengaluru, India. Starting from October 30, 2023, the airline will operate two weekly flights every Monday and Thursday using its Airbus A320 aircraft. Travellers can conveniently connect to onward destinations within the Maldives using a Maldivian domestic network consisting of 17 destinations. This new service is part of Maldivian's ongoing efforts to expand its network and provide its customers with more travel options. Maldivian



held the route launch event in Bengaluru's Chancery Pavilion Hotel on October 9, attended by over 100 travel trade professionals across India. Mohamed Mihad, Managing Director - Maldivian, said, "Bangalore is one of India's leading markets for high-quality leisure travel to the island nation of the Maldives. The Maldivian with its high-quality service and perfect scheduling will further help to bring in more tourists from India to Maldives and vice-versa". Other dignitaries at the launch event in Bengaluru included Ibrahim Hamdhan - General Manager, of Commercial Maldivian, Mohamed Rishan, Manager of route Development and Revenue Management, Commercial, Ajay Udeshi - Director of Passenger Sales and Gita Menon - Regional Director, South India.



LOT Polish Airlines reveals Corporate Strategy for 2028

LOT Polish Airlines, a Star Alliance member revealed its strategic plans until 2028. The key highlights of this strategy encompass fleet expansion, a broader route network, and significant upgrades to the Boeing 787 Dreamliner long-haul fleet. Additionally, a new codeshare agreement with JetBlue Airways offers more travel options to the United States started from October end 2023. LOT Polish Airlines plans to introduce nearly 20 new destinations

into its scheduled flight network. The airline is making substantial investments in its Boeing 787 Dreamliner fleet. These aircraft will undergo a complete retrofit in all cabins, with new interiors. The design embodies modernity while paying tribute to Polish hospitality. "The new corporate strategy is a promise for upcoming decades. Global air traffic is evolving rapidly.", said Michał Fijot, CEO of LOT Polish Airlines.

Vistara enhances fuel efficiency with Sita's Ewas & Opticlimb® Solutions

Vistara made aviation history as the first Indian airline to adopt both SITA eWAS and SITA OptiClimb® solutions. With this strategic initiative, Vistara is on a mission to significantly enhance flight planning and operations, ultimately curbing fuel consumption and reducing annual carbon emissions by an impressive 15,000 tons. The implementation of SITA eWAS empowers Vistara to elevate overall flight safety and efficiency by equipping pilots with advanced weather awareness data,



making it a highly effective tool for providing OptiClimb recommendations. SITA OptiClimb®, leveraging historical flight data, is the sole machine-learning solution in the industry, offering customised climb profiles for each flight.

ON THE MOVE



SHANTLA JAIN

APPOINTED AT: JW Marriott Bengaluru Prestige Golfshire Resort & Spa

PROMOTED TO: Director of Marketing and Communications

With a decade of experience in luxury hospitality and a post-graduate in Marketing and HR, Shantla Jain will lead marketing campaigns, brand affiliations, and PR efforts, enhancing the brand's presence.



VIVEK MAHAJAN

APPOINTED AT: Grand Mercure Agra

PROMOTED TO: General Manager
Grand Mercure Agra appoints Vivek Mahajan as its General Manager, who has over 20 years of luxury hospitality experience. He aspires to redefine Agra's hospitality scene with a dedicated team and a commitment to excellence. He is not only a hospitality expert but also passionate about music, books, heritage and travel.



CHAITRA DWIVEDI

APPOINTED AT: Fortune Resort Benaulim Goa

PROMOTED TO: General Manager
Fortune Resort Benaulim Goa appoints Chitra Dwivedi as the new General Manager. She started her role as a sales and marketing expert, transitioned through various roles, and earned accolades for her contributions to the hospitality industry. Fortune Hotels eagerly anticipates her contributions to enhancing the guest experience.



AMIT GAUTAM

APPOINTED AT: Deventure Group of Hotels

PROMOTED TO: Deputy General Manager
Amit Gautam appointed as Deputy General Manager – Sales & Marketing at Deventure Group of Hotels. Deventure Group of Hotels is a renowned name in the hospitality industry, committed to delivering extraordinary experiences for travellers and leisure enthusiasts. The resorts and hotels offer a perfect fusion of opulence, convenience, and tailor-made hospitality.



FAREENA FARID

APPOINTED AT: The MRS Group of Hotels

PROMOTED TO : Director of Wellness
Fareena Farid is now the Director of Wellness for The MRS Group of Hotels, overseeing Suryagarh Jaisalmer, Narendra Bhawan Bikaner, and Mary Budden Estate. She has 15 years of experience as a certified yoga instructor, she specialises in various yoga styles, encompassing asanas, pranayam, yoga nidra, and meditation.



VEDAGIRI RAJARAM

APPOINTED AT : JW Marriott Kolkata

PROMOTED TO: Director of Operations
JW Marriott appointed Vedagiri Rajaram as its new Director of Operations. With over 15 years of experience in the hotel industry, Rajaram is a seasoned professional known for effectively managing Food & Beverages operations, and leading revenue optimisation efforts. He is an in budget creation based on historical data analysis.



TARUN SOBTI

APPOINTED AT: Dharana at Shillim
PROMOTED TO : Head of Sales and Marketing

Dharana at Shillim appointed Tarun Sobti as their Head of Sales and Marketing. With a remarkable three-decade career in luxury hospitality, Sobti has contributed his expertise to renowned brands such as Taj Hotels & Resorts and Oberoi Group Hotels and Resorts. His role involves overseeing all aspects of brand marketing and strategy.



HIMANSHU SHARMA

APPOINTED AT: Pullman & Novotel, New Delhi Aerocity

PROMOTED TO: Director of Sales and Marketing
Himanshu Sharma appointed as the Director of Sales and Marketing at Pullman & Novotel New Delhi Aerocity. He will oversee sales, marketing, and brand communication, focusing on commercial goals and brand enhancement. He will craft sales strategies across various market segments to drive business growth.



SANDEEP PAL

APPOINTED AT: The Fern Habitat, Candolim, Goa

PROMOTED TO: Operations Manager
Sandeep Pal appointed as Operations Manager at The Fern Habitat in Candolim, Goa. He boasts a strong track record in successfully launching and managing restaurants and bars, and his leadership is marked by dedication, motivation, and a commitment to improving the guest experience and nurturing a positive workplace atmosphere.

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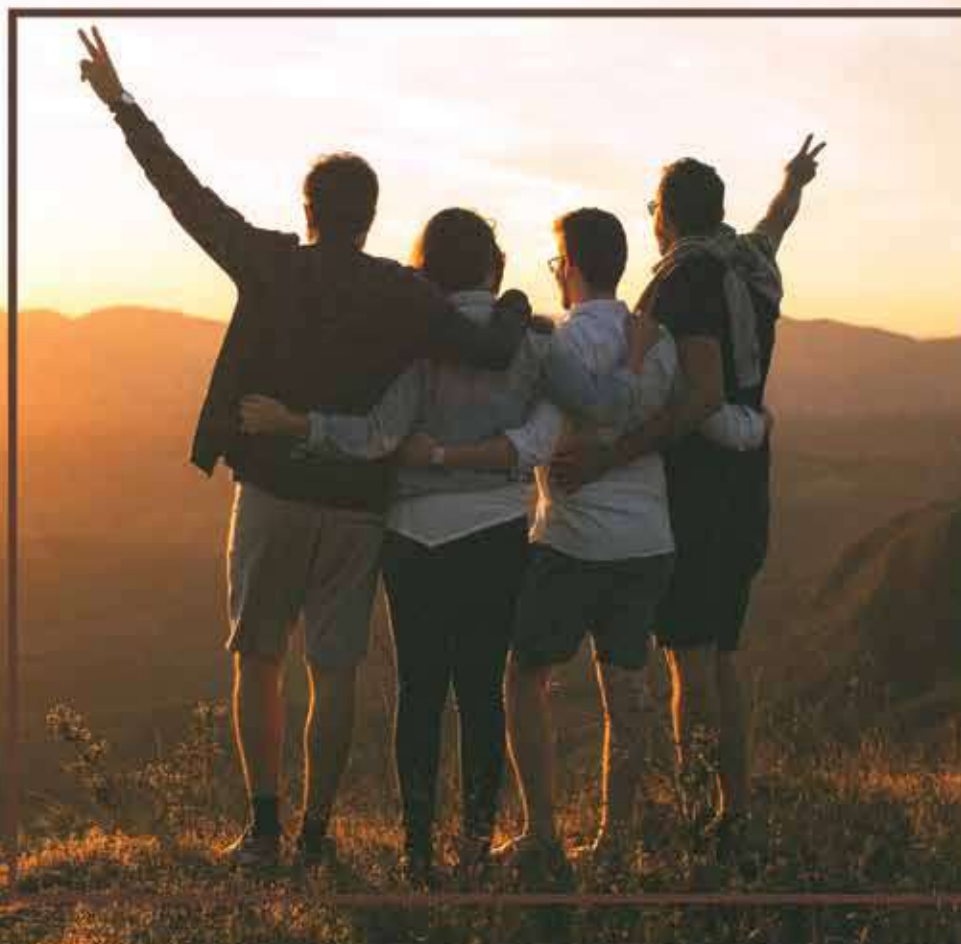
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