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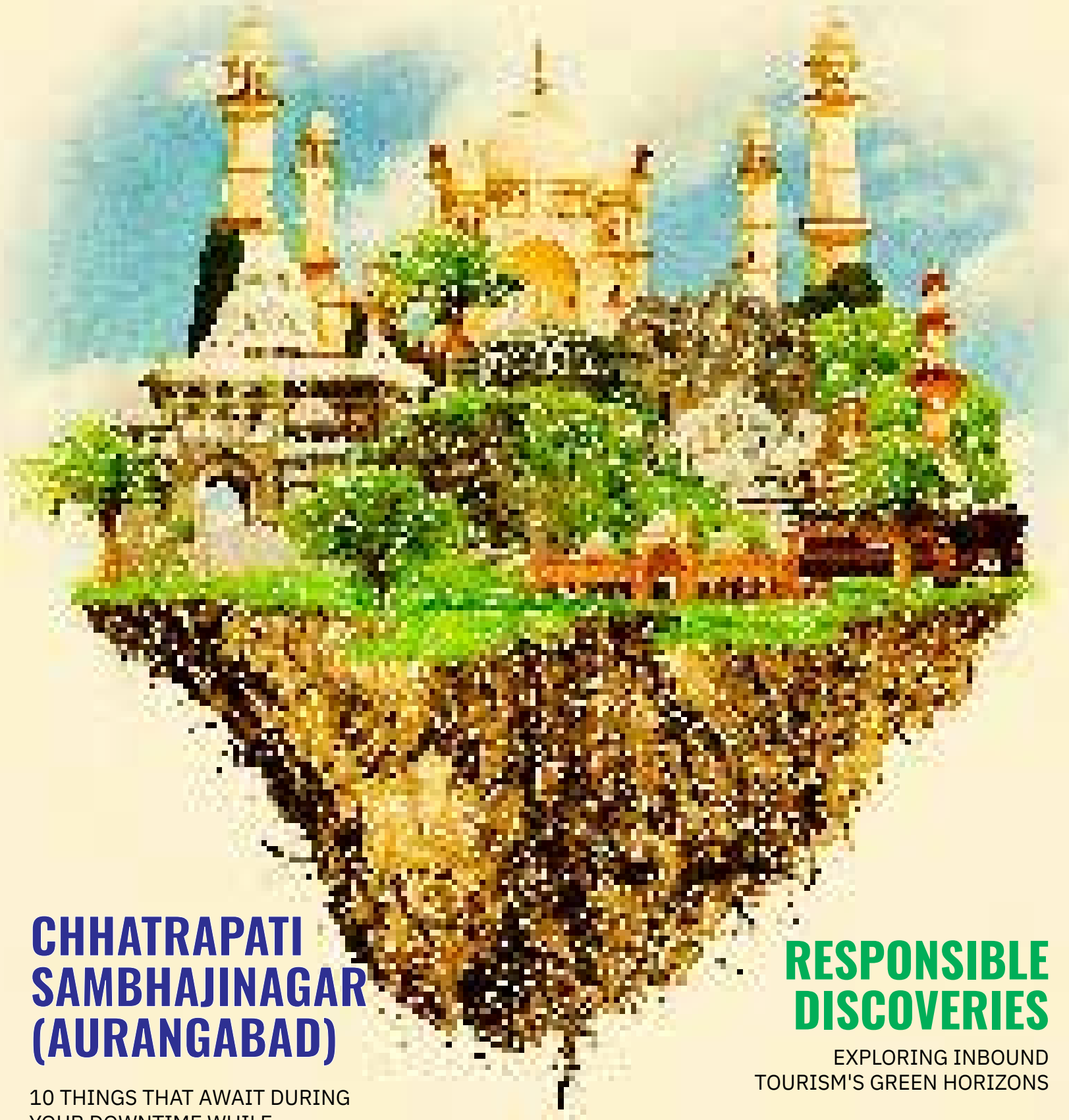
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TravelScapes

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VOL. 11, ISSUE. 9



CHHATRAPATI SAMBHAJINAGAR (AURANGABAD)

10 THINGS THAT AWAIT DURING
YOUR DOWNTIME WHILE
ATTENDING 38TH IATO ANNUAL
CONVENTION

RESPONSIBLE DISCOVERIES

EXPLORING INBOUND
TOURISM'S GREEN HORIZONS

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PUBLISHER'S NOTE



Varun Malhotra
Publisher & CEO

Dear Readers,

"India is a storyteller's paradise, where every street corner, every temple, and every face has a tale to share." Our international spotlight shines on the mesmerising destination of Kazakhstan. Explore its enchanting landscapes, rich history, and the myriad experiences it has to offer to intrepid travellers and discover why this Central Asian gem should be on your travel bucket list. I witnessed endless horizons, where nomadic traditions blend seamlessly with modern aspirations. You'll find yourself strolling through ancient cities, delving into the mysteries of Silk Road history, and immersing in the vibrant culture of a place so often overlooked.

But our narrative isn't confined to foreign shores alone. It beckons you closer to home, We take you on a captivating journey to Chhatrapati Sambhajnagar (Aurangabad), a domestic destination with a wealth of cultural heritage, architectural marvels, and natural beauty. This city, steeped in legends and adorned with architectural marvels, serves as the backdrop for the much-anticipated IATO's 38th Annual Convention from September 29 to October 2, 2023. It's a place where history comes alive, and, you'll peek into the secrets and treasures it holds.

Chhatrapati Sambhajnagar (Aurangabad) is one destination that will have a hundred tales to tell.

As we delve deeper, we meet the luminaries of the Indian Association of Tour Operators (IATO)- the Executive Committee Members, and the Chapter Chairmen. They generously share their insights on the upcoming convention and the remarkable resurgence of domestic and inbound tourism across India. Dr BN Patil, the visionary Director of Maharashtra Tourism, adds his perspective, revealing the state's transformation into a tourism hotspot.

High in the sky, the aviation sector soared to new heights, connecting travellers to distant corners of the globe. We marvelled at the rapid progress and innovations that were making our world smaller and more accessible.

We uncovered the stories of collaborations and acquisitions in the travel trade industry that were reshaping the way we explored the world. Partnerships were forged and businesses joined forces to create new possibilities for travellers everywhere. Easymytrip partners with Guideline Group, Tripshope Online and Dook Travels.

Let the words carry you away, let your imagination soar, and may your adventures be forever inspired by the stories within.

With boundless enthusiasm for exploration!

Share with us your valuable feedback and suggestions at varun@versatilemedia.in

Happy Reading!

Varun Malhotra

TravelScapes

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President lauds Puducherry's spiritual tourism impact

During her inaugural visit to Puducherry, President Droupadi Murmu expressed her delight in witnessing the flourishing spiritual tourism in the Union Territory. At a civic reception held at JIPMER, she praised Puducherry as an excellent hub for spiritual tourism, noting its rapid global rise. The President highlighted the Central Government's efforts through the Swadesh Darshan Scheme to boost tourism-related activities in Puducherry. Commending the territory's strides in education and literacy, Murmu emphasised Puducherry's ability to harmoniously blend diverse cultures, exemplifying the concept of unity in diversity.



G20 success boosts foreign tourism in Kashmir

In the initial five months of the year, Kashmir witnessed a remarkable surge in foreign tourism, with more than 18,000 visitors, marking the highest influx in the past three decades. Officials attribute this upswing to the successful hosting of the G20 summit in Srinagar, which piqued the interest of global travellers. In addition to tourists hailing from Southeast Asian nations like Thailand, Malaysia, and Indonesia, visitors from western countries such as Italy, Spain, the United Kingdom, and the USA have also flocked to Kashmir during this season. Authorities attribute this surge in inbound foreign visitors to the successful G20 Tourism working group meeting conducted in the region.

Ganga Vilas boosts Indian river tourism

The MV Ganga Vilas expedition, starting its voyage in Varanasi, significantly reshaped the landscape of river tourism, according to Sarbananda Sonowal, the Union Minister for Ports, Shipping and Waterways. He noted that this achievement not only had a profound impact on river tourism in India but also reverberated throughout the entire South Asian region. Sonowal further highlighted

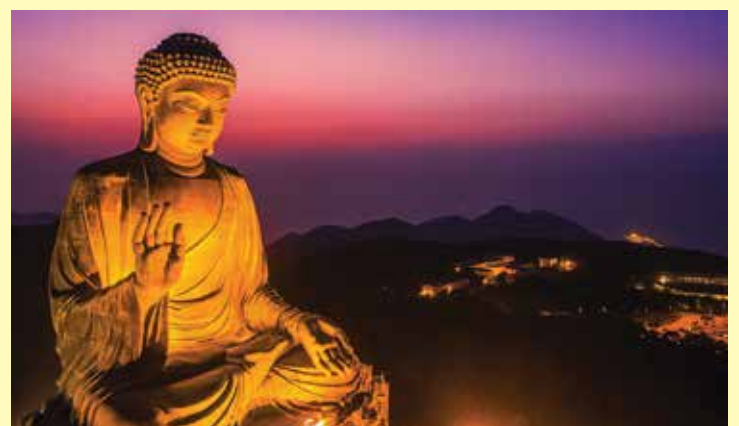
the domino effect of this feat, citing a notable surge in bookings for various river cruises, including those along the Ganges, Brahmaputra, Kerala backwaters, and Odisha. The success of MV Ganga Vilas not only elevated the status of river tourism in India but also brought a renewed sense of interest and enthusiasm from travellers seeking unique and scenic experiences.



Varanasi to have Bhutanese Buddha Temple

Varanasi, the sacred city where Lord Buddha imparted his inaugural sermon and initiated the wheel of Dharma, is on the verge of receiving a dedicated Bhutanese temple in his honour. The Bhutanese government formally proposed this temple to India's Union Ministry of Tourism and Culture. Based on a prior agreement, the Uttar Pradesh government will allocate

land on behalf of India, while the Bhutanese government will undertake the construction of the temple and a guesthouse. Buddhism, representing Bhutan's official religion with over 85 per cent adherence, shares commonality with Tibetan Buddhist philosophy. This endeavour signifies a cultural and spiritual collaboration between Bhutan and India.





ICRISAT Director General launches Leadership Program in Hyderabad

Dr. Jacqueline Hughes, Director General of ICRISAT, delivered a speech to ICAR training participants in Hyderabad, India, at the invitation of ICAR-NAARM. The program, known as the Executive Development Programme (EDP), is designed to enhance the leadership skills and competencies of national research managers and leaders, including Directors and Assistant

Directors General. The event commenced with a Presidential Address by Dr. Ch Srinivasa Rao, Director of ICAR-NAARM, and an overview by Dr. G Venkateshwarlu, Joint Director and Program Director. Running until August 26, the program equips leaders with tools to navigate challenges and improve agricultural research and development.

Kashi witnesses one crore Shivling rituals

A historic event took place in the month of Kartik when one crore Parthiv Shivlingarchana rituals were performed, and Kashi bore witness to this momentous occasion. Numerous Vedic Brahmins and scholars from across India participated in this grand ceremony. Approximately 20,000 devotees, including revered figures like Sringeri Shankarayacharya Jagadguru Sri Sri Sri. Vidusekhara Bharathi Swamiji, and Kanchi

Shankaracharya Sri Sri Sri. Vijayendra Saraswati Swami ji, as well as Pujya Guruji Sri. Anil Kumar Joshi ji of Nikhil Chetana Kendram and Nashik Kapildhara Ashram Guruji Sri Sri Sri. Kalkiram Maharaj ji (Adinath Sampradaya) and other peetadheeswar, also participated. There was even a preparation to include this event in the Guinness World Records. Kashi witnessed the performance of 1.25 lakh Shivling rituals each year.



Kerala leads in having the most five-star hotels in India

Kerala achieved a milestone by securing the distinction of having the highest number of five-star hotels in the country. This was revealed in the latest data available in the National Database for Accommodation Units. Kerala surpassed states like Maharashtra, Rajasthan and Goa, which are popular amongst tourists and corporates as convenient locations. According to the rankings, Maharashtra has taken the second position

with a total of 35 five-star hotels, Goa ranks third with 32 five-star properties, followed by the national capital Delhi with 27 five-star hotels. PB Nooh, Director, Kerala Tourism stated while the government plays a major role in developing infrastructure and amenities, private players develop amenities provided to them, helping increase the influx of national and international tourists to Kerala.

Ayodhya to welcome Government's Temple Museum Project

The Yogi government is set to construct an expansive temple museum in Ayodhya, with the primary goal of showcasing the architectural and scientific heritage of Indian temples. This initiative seeks to illuminate the rich history of Hindu temples throughout the country. According to the UP-Tourism Department, under the guidance of Chief Minister Yogi Adityanath, is actively developing a comprehensive plan for the museum's construction. Contrary to common misconceptions, Sanātana Dharma, often referred to as Hinduism, is described in the release as the world's oldest religion, encompassing a variety of sects and diverse worship practices. Indian temples are



hailed for their architectural uniqueness, spanning from north to south and east to west. Researchers worldwide have conducted numerous studies and tests on these temples, contributing to a substantial body of research on the subject. The proposed Temple Museum in Ayodhya seeks to educate the younger generation about the reasons behind the construction of temples at specific locations.



Meghalaya to open 'Travellers Nest' for sacred grove tourists

Meghalaya's Chief Minister, Conrad K Sangma, emphasised the pivotal role of community engagement in shaping the state's economic framework. While inaugurating 'The Travellers Nest' in Kyiem village near the renowned sacred forests of the Khasis, Sangma underscored the power of community involvement in their economic model. He stressed the collective responsibility of stakeholders, including the government and the public, in driving Meghalaya's growth on tourism front. Sangma's vision is to demonstrate Meghalaya as a model of sustainable economic growth rooted in community strengths. 'The Travellers Nest,' a prefab structure comprising five cottages and a restaurant, serves visitors 28 km south of the state capital. Sangma recognised tourism as a crucial sector for job creation, aiming to generate nearly 100,000 job opportunities through stakeholder interventions. Under the Chief Minister's Elevate Program, the government offers substantial subsidies, ranging from 30 per cent to 75 per cent, to support projects initiated by entrepreneurs, self-help groups, and other entities.

Tamil Nadu's Kite Festival concludes with massive turnout

The Tamil Nadu International Kite Festival, organised by the state's tourism department in Mamallapuram, concluded its tremendous gathering. Running from August 12, the festival attracted a significant crowd for over four days. Tamil Nadu Tourism Department Minister, K Ramachandran, also joined in on the festival's final day and expressed the government's commitment to boosting tourism in the state. The Kite Festival featured renowned kite flyers from around the world, putting on a spectacular

show with their diverse range of kites. The festival aimed to inspire skilled kite makers and flyers from across the globe to showcase their innovative styles, captivating the audience with uniquely designed kites. This edition of TNIKF included kite enthusiasts from Thailand, the United States, Malaysia, and India, displaying handcrafted kites from eight different countries. The festival's daily schedule included carefully planned events, ensuring a highly enjoyable experience for all attendees.



Rajasthan's Dholpur becomes India's 54th Tiger Reserve

India established its 54th Tiger Reserve in the Karauli and Dholpur districts of Rajasthan, following approval by the National Tiger Conservation Authority (NTCA). This marks the 5th tiger reserve in Rajasthan, joining the ranks of Ranthambore, Sariska, Mukundra Hills, and Ramgarh Vishdhari. Union Environment Minister, Bhupender Yadav, celebrated this achievement, highlighting its significance for wildlife conservation in Rajasthan. In parallel, there's been in-principle approval to

declare Kumbhalgarh in Rajasthan as a Tiger Reserve, shared by Minister Yadav. This move is expected to create employment opportunities through ecotourism, benefitting the local population. The NTCA greenlit the proposal in August with the Union Ministry of Environment, Forest, and Climate Change granting in-principle approval. The proposed Kumbhalgarh reserve will cover an expansive area of approximately 2,800 sq km, further contributing to tiger conservation and biodiversity in the region.



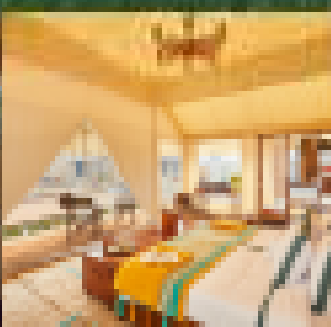
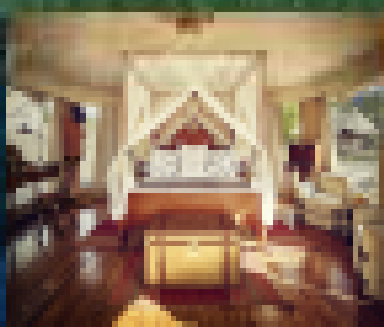
Goa Forest Corp to manage tourism in forests

The Goa Forest Development Corporation (GFDC) has been entrusted with the responsibility of overseeing all tourism-related activities within demarcated forest areas, according to State Minister, Vishwajit Rane. This designation as the nodal agency for forest area tourism activities was reached after discussions with the Union government. GFDC will be responsible for managing various activities such as waterfall circuits, trails, and treks within these forest areas. A high-level meeting led by GFDC Chairperson Deviya Rane, will help to chart future plans, and a comprehensive presentation to be presented to the Director General of Forest and the Union Minister for Environment, Forests, and Climate Change, Bhupender Yadav. Rane, who oversees the forest portfolio in the Pramod Sawant Government, also revealed that GFDC will enter into a Memorandum of Understanding (MoU) with the forest department to ensure effective oversight and management of activities in the state's forest regions.



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RESPONSIBLE DISCOVERIES

EXPLORING INBOUND TOURISM'S GREEN HORIZONS AT THE 38TH IATO ANNUAL CONVENTION

By Aanchal Sachdeva & Ananya Trivedi

Where history whispers secrets to the present, ancient wonders and modern aspirations converge, the Indian Association of Tour Operators (IATO) has landed in the enchanting city of Chhatrapati Sambhajnagar (Aurangabad) for its 38th Annual Convention. As the sun rises over the majestic Ajanta and Ellora Caves, an odyssey bridges the realms of yesterday and tomorrow in the travel industry. Nestled in the heart of India, Chhatrapati Sambhajnagar (Aurangabad) becomes the canvas upon which the travel industry's visionaries, pioneers, and enthusiasts will paint a vibrant tapestry of ideas, innovation, and collaboration. Networking amidst the intricate carvings of centuries-old cave temples, or brainstorming future travel trends in the shadow of historic fortresses. With its UNESCO World Heritage Sites and bustling markets, Chhatrapati Sambhajnagar (Aurangabad) presents a dichotomy that mirrors the industry's evolution, a harmonious blend of tradition and transformation. TravelScapes endeavoured to unravel the insights of IATO's leaders and members of the committee as they unfolded the mysteries of Chhatrapati Sambhajnagar's (Aurangabad) past while weaving dreams for the future of travel. Through riveting keynote sessions, interactive workshops, and immersive cultural experiences, we will delve into the essence of exploration. From the quaint streets adorned with architectural gems to the modern conference halls resonating with innovative ideas, every facet of Chhatrapati Sambhajnagar (Aurangabad) will come alive during this convention.

As we all aim to gather under the banner of IATO, we celebrate not only the art of travel but also the science of shaping experiences. We suggest you pack your curiosity, bring your aspirations, and prepare to be inspired. The 38th IATO Convention promises to be more than an event, it's a transformative passage that bridges eras and ushers in a new dawn for the travel trade industry



RAJIV MEHRA PRESIDENT, INDIAN ASSOCIATION OF TOUR OPERATORS (IATO)

Living the glorious legacy of IATO

IATO's journey in the coming years, like before, will be in the service of our valued members. We shall strive to take up pertinent issues being faced by our members and address them to the relevant policymakers. We are in touch with our Chapter Chairs across the country to serve the tourism agenda of the states in a befitting manner. IATO goes in sync with the media to carry the tourism positivities and plan of action to the world. Yes, we breathe Incredible India in all its manifestations to usher in discerning travellers to this famed country.

Ultimate vision for IATO

I have outlined it in my views above. To underline - WE ARE BY THE MEMBERS, FOR THE MEMBERS - IN SERVICE OF OUR VALUED MEMBERSHIP

The theme of the convention is "Inbound Tourism and Emerging Sustainable Trends"

The theme has been chosen as India focuses on Responsible Tourism leading to Inclusive Growth. Health, Hygiene, and Safety enriching destination development and experiential tourism are concomitant with emerging sustainable trends. Incredible India bounces back after the wrath of Covid, G20 Presidency has put the spotlight

on India, It is time to capitalise on the opportunity and take the Inbound Tourism to its glory of the past - these make this year's IATO convention and the theme different and engaging

Key speakers at the 38th IATO Convention scheduled in Chhatrapati Sambhajnagar (Aurangabad)

The key speakers will be

1. Hon'ble Chief Minister of Maharashtra
2. Hon'ble Deputy Chief Ministers of Maharashtra
3. Hon'ble Tourism Minister of Maharashtra
4. Principal Secretary Tourism, Govt of Maharashtra
5. Principal Secretary Tourism, Govt of West Bengal
6. Director Tourism, Govt of Maharashtra and other key speakers from the State Governments and the corporate sector.



We would amplify the awareness of Chhatrapati Sambhajnagar (Aurangabad) with the presence of our strong band of tour operators and their onsite marketing of Chhatrapati Sambhajnagar (Aurangabad) tourist sites

Message to the attendees of the convention

Inbound Tourism and Emerging Sustainable Trends - The theme has been chosen as India focuses on Responsible Tourism leading to Inclusive Growth. Health, hygiene, and Safety enriching destination development and experiential tourism are a concomitant of emerging sustainable trends. There will be new components like the theme, the Inaugural Ceremony, the Business Sessions with the latest topics, States deliberating on their destinations and potential tourism benefits, their booths depicting new tourism features and the motivational talk, IATO Run, Networking Luncheons and Dinners providing business with pleasure.

Focus points of the convention

The focus points of the convention will be revamping Marketing and Promotional Strategies, Destinations, Niche Tourism areas, last mile connectivity, investment in tourism infrastructure and coordination between the tour operators and the other stakeholders like the Hotels and Airlines in particular and the onsite marketing of tourism sites of Maharashtra through our well-crafted Post Tours.

We would amplify the awareness of Chhatrapati Sambhaji (Aurangabad) with the presence of our strong band of tour operators and their onsite marketing of Chhatrapati Sambhajnagar (Aurangabad) tourist sites.





RAJNISH KAISTHA SR. VICE PRESIDENT, IATO & DIRECTOR, PARADISE HOLIDAYS INDIA PVT. LTD

The Ideation for the Theme “Inbound Tourism and Emerging Sustainable Trends”

Sustainability has become a buzzword. We have expanded its meaning beyond green sustainability to sustaining tourism as well post-Covid. Tourism is the first causality of any geo-political upheaval and sustaining tourism along with the environment is very important. The time for isolated green initiatives is over. Carbon emission compliance is no longer an option. Actively promote the development of multi-stakeholder systems with suppliers, local community and customers which are part of tourism.

Key proposals during the convention

Protecting the interests of our members is our biggest task. We have included a session on cruise tourism this time because cruises are becoming an integral part of Indian tourism and the port authority of India is making it more tourism friendly. Three new international cruise terminals are expected to be completed and operational by 2024. The number of cruise ships will be increased from 208 in 2023 to 500 in 2030 and up to 1,100 by 2047. So, this shall be a very educative session for members to expand into handling cruise tourism. Educating our members on the latest trends of digitalisation to keep up with fast-moving times is on our agenda. Post-pandemic the Indian market has been very buoyant so many hotels looking at short-term measures are ignoring inbound tourism. We wish to bring a level playing field for our members with hotels. Many top hotel

chains like Taj and ITC understood it and have taken small IATO members under their umbrella by doing industry rates. More hotel chains are now asking to be part of it. It shall further help our medium and small members reach to hotels.

Maharashtra bucks up to promote its glory of hospitality and tourism

The Maharashtra government's approach towards tourism has become very positive and they have gone all out to support the IATO convention in Chhatrapati Sambhajanagar. The support from the CM to Dy CMs, Tourism Minister, Secretary and Chhatrapati Sambhajanagar (Aurangabad) Administration has been very forthcoming in every possible way. Chhatrapati Sambhaji Nagar (Aurangabad) used to be part of most international tour brochures till 20 years ago. Then due to drop in direct flights it was left out. Now they have full focus to once again promote UNESCO Heritage Sites- Ajanta and Ellora Caves. We have been able to get flights back to Chhatrapati Sambhajanagar (Aurangabad). We have a full session for Maharashtra Tourism to showcase the best to our members, share ideas and use the synergy for Maharashtra tourism promotion. Places like Nashik, Vineyards, Shani Shinganapur, Shirdi and others are part of our fam tours. It's as a whole sector being introduced and to be promoted. Many years ago, we had done our convention in Mumbai but by going to Chhatrapati Sambhajanagar we are looking to share ideas at the grassroots level.



Tourism is the first causality of any geo-political upheaval and sustaining tourism along with the environment is very important

IATO's acceptance and linkages all over the country

With our continuous efforts, IATO is today's largest inbound tourism body. IATO is on board with the Ministry of Tourism, Govt of India for policy matters, road shows, overseas promotions, marketing campaigns and proposals and more. Negotiations with hotels, different state tourism bodies, and airlines for our industry are part of our convention.

IATO's journey in the coming years

IATO has come a long way since 1982. We are now working in sync with all trade bodies and are invited to participate in their meetings and exchange our ideas and viewpoints. In the coming years, we wish to further this synergy amongst all stakeholders for the cause of hospitality, aviation and tourism. In today's digital world and AI-driven era, we all need to be more cohesive in our relationships and work. Increased constant efforts are towards a common goal with FAITH being the umbrella body.

Post convention tours

There are 5 fam tours which are almost fully sold out. There is very high demand for these tours but due to capacity constraints, we are not able to take in all but are trying to accommodate as many as we can.



RAVI GOSAIN VICE PRESIDENT, IATO

The Ideation for the Theme “Inbound Tourism and Emerging Sustainable Trends”

IATO will have its annual convention in Chhatrapati Sambhajinagar (Aurangabad) this year and we are happy to go back to Maharashtra after 11 years. For the 2023 annual convention, we thoroughly brainstormed on various themes that could resonate present state of tourism in India and after much deliberation IATO executive committee came up with the theme “Inbound Tourism and Emerging Sustainable Trends”. There have been a lot of ups and downs in the last couple of years in tourism globally and India was no different. However with our resilience and hard work we are bouncing back and growing steadily amidst changing trends. During our convention, we will discuss these trends in inbound tourism to find out how businesses will be sustainable shortly. Like previous years we shall be bringing knowledgeable sessions on different prevailing subjects and power-packed value networking to all delegates.

We will have interesting post-tours after the conventions to Ajanta, Ellora, and Jyotirlingas.

Maharashtra bucks up to promote its glory of hospitality and tourism

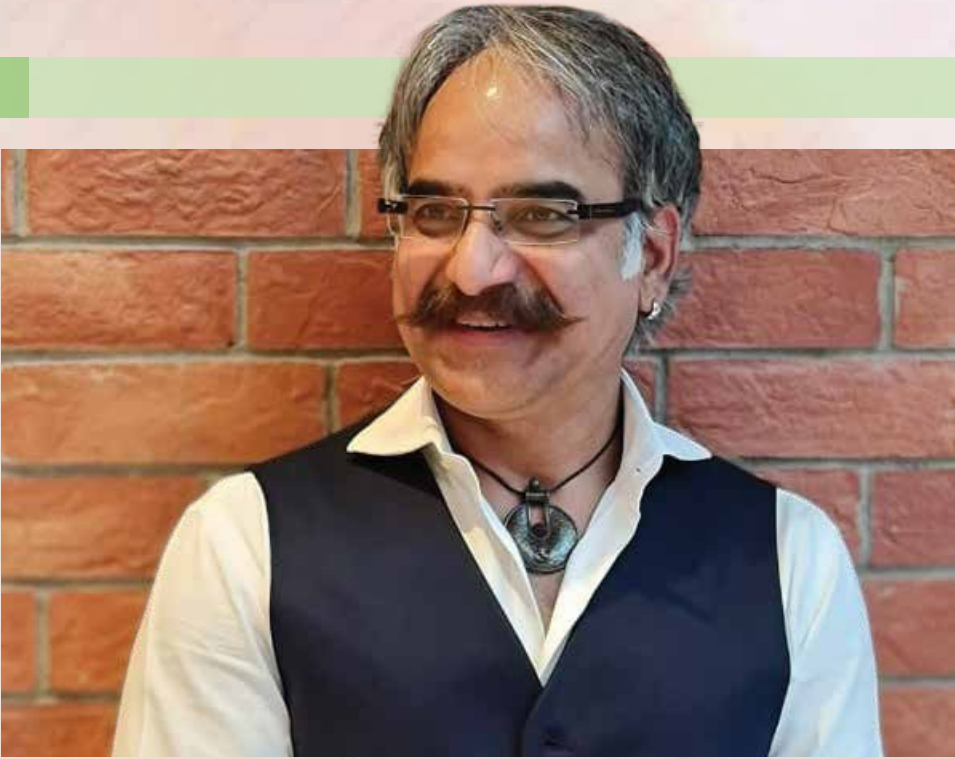
Maharashtra has lots of potential for inbound tourists, IATO is working very closely with the Directorate of Tourism, Govt of Maharashtra and giving suggestions from time to time on product development, marketing and promotions. We are very glad to receive a warm welcome from the Maharashtra government for the convention and get their support on every detail. Recently, the directorate of tourism has decided to participate in international travel trade fairs and set up a calendar of the whole year which is a great step to showcase the glory of Maharashtra to the world. Along similar lines, announcement of the Maharashtra Festival calendar, especially the Mumbai International Festival will give the desired boost to tourism in the state.



I see IATO leading Indian tourism and working effectively by using all digital mediums to position India as one of the most sought-after destinations on the world tourism map as well as the largest tourism producer for both domestic and outgoing tourism

IATO's acceptance and linkages all over the country

IATO has grown effectively and has come out as an important association of not only inbound tourism but also Indian tourism. We have members from different segments of tourism and our executive committee led by the President is safeguarding the interests of every individual member. Similarly, our association and linkages with state tourism departments, Indian embassies abroad, foreign embassies in India and their tourism ministries are cooperating and discussing with IATO regularly to develop bilateral tourism. We had numerous meetings in the past couple of years with all officials from aforesaid states and worked hand in hand with them to promote tourism. No one can deny the fact that IATO has become a strong voice of the Indian tourism industry as of today. In future, I see IATO leading Indian tourism and working effectively by using all digital mediums to position India as one of the most sought-after destinations on the world tourism map as well as the largest tourism producer for both domestic and outgoing tourism.



SANJAY RAZDAN
HONY. SECRETARY, IATO & MANAGING DIRECTOR,
RAZDAN HOLIDAYS

Challenges faced by tour operators

The main challenges faced by our members post-Covid are coming out of RED and increasing Inbound business. Though many of our members are slowly but steadily coming to the pre-Covid levels, more needs to be done as far as promoting the brand India is concerned about. We, at IATO, are trying our best to impress the Ministry of Tourism and other government agencies to promote ease of doing business as well as hold promotional activities and participate in different major Travel fairs around the world like TOP RESA, TTG Rimini, ITB Asia, WTM, ILTM, FITUR, BIT, Milan and ITB. IATO is also educating members at different levels like E-invoicing or TCS and others.

Policy changes or improvements that IATO has worked on

IATO has managed to get TCS postponed to

October, MDA has been reintroduced, E-visas have been restored from many source countries, and many other things for the benefit of membership. We are trying our best to have SEIS reintroduced or any other similar scheme.

Sustainable Tourism experiences offered

IATO is very strongly emphasising the fact that Responsible and Sustainable Tourism initiatives should be adopted by all tourism professionals and steps should be taken to educate their clients. Sustainable and Responsible Tourism should complement each other. It's a need of the hour not only in Eastern India but all over India. I reiterate Responsible Tourism falls under the ambit of Sustainable Tourism and must be followed at all levels because tourism takes people to places and destinations that are not only remote but fragile as well.



IATO very strongly emphasises the fact that Responsible and Sustainable Tourism initiatives should be adopted by all tourism professionals and steps should be taken to educate their clients

IATO acts as the common medium between the decision-makers and the industry

We believe IATO is "By the Members and for the Members". Our members' problem is our problem and we try our best to take the message forward to the concerned authorities and get them sorted. IATO is a strong association and we have succeeded most of the time and efforts are in activity. The theme of the convention this year is, "Inbound Tourism and Emerging Sustainable Trends" which in itself is self-explanatory. We have many important business sessions lined up on September 30 and October 1 which shall be quite informative and educative. I am sure all the members attending will gain. And not to be missed, after a hard day's work, amazing evening entertainments have been lined up too.





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VINEY TYAGI
HONY. JOINT SECRETARY, IATO & DIRECTOR UNI
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Foster collaboration and networking among IATO members

- Participated in 26 IATO Annual Conventions across the country during the past 32 years as tourism professional
- Coordinated meetings at the Chapter level as an EC member
- Being a core member, I empowered the Legal Affairs and Grievances Committee and helped solve members' unresolved issues from time to time for almost 5 years
- Inter-Region/ Chapter Meetings are bringing excellent results and creating firm bonding which is developing very cordial relations among members
- Regular correspondence with members and updating them on IATO Activities, keeps them in tune with the trade and IATO's initiatives for the betterment in Govt's policies
- We have organised FAM Trips in collaboration with Chapter Chairmen, inviting members from the other states to Karnataka, Uttarakhand, and Gujarat which are the latest examples

IATO worked towards policy changes

The withdrawal of GRAP Order dated November 3, 2022 by CAQM, NCR and adjoining areas. The matter was taken up by IATO with His Excellency Lt. Governor of Delhi requesting that all BS-IV tourist coaches, tempo travellers, Toyota Innova and others having All India Tourism Permit may kindly be allowed to ply in Delhi and NCR

- Resolved the problems being faced by foreign tourists in Russia in making payment for e-tourist Visa fees online.
- IATO requested, the Ministry of Tourism that the balance sheet of 2019-20 may

kindly be accepted for renewal of MoT recognition till March 2023 for all who are due for renewal or want to apply afresh as their MoT recognition has already expired. MoT GOI decided that the Annual Turnover of 2019-20 would be accepted under the recognition of the Ministry of Tourism.

- IATO wrote to the Foreign Secretary, Ministry of External Affairs on the problems being faced by foreign tourists in making payment for the e-Tourist Visa fee online.
- We, at IATO, have been persuing the Ministry Of Tourism for a long time including PMO to form the National Tourism Board which will come into existence soon and will benefit the entire tourism fraternity in time to come.

Challenges faced by tour operators

- IATO appealed to the Hon'ble Prime Minister of India to Continue SEIS in the same format or in a different format that is beneficial for the tourism industry
- Refund of IGST paid by the tourist leaving India on supply of goods taken out of India Refund for Tourists (TRT) Scheme to be implemented
- Problems being faced by foreign tourists in making payment for e-tourist Visa fees online, while entering/re-entering India as entry through land borders from Nepal and Bhutan was not allowed has been resolved with concerned Govt bodies
- Issues faced by members on Renewal/ Fresh Application for Ministry of Tourism, Govt of India recognition on Nidhi portal have been put in order
- Restore e-Visa for tourists from Hong Kong, the Gulf and Bahrain, Kuwait and



Our Eastern regional chapters are very proactive and doing their best to ensure that tourists get great experiences in that region

Sustainable Tourism experiences offered

We look at the carrying capacity of the destination, advocate and ensure inclusive growth. Since most of the states in the Eastern region don't offer good standard Hotel accommodations, IATO is encouraging Local people to come up with more and homestay-provided materials used to reflect sustainability and educate them to follow a responsible tourism system. Our Eastern regional Chapters are very proactive and doing their best to ensure that tourists get great experiences in that region.

Offerings for delegates at the upcoming convention

- Intellectual input from eminent speakers on the theme of "Inbound Tourism and Emerging Sustainable Trends"
- Networking opportunities with the stakeholders/ professionals from all segments of tourism
- Destination input, facilitation, collaboration, and incentivisation from the participating state governments with marketing and promotion
- Onsite marketing of strategic destination of Maharashtra with the Post Tours
- Entertainment evenings including karaoke singing competition and IATO RUN offering fun components besides the sumptuous lunches and dinners for the foodies

Qatar which was still pending

- Closure of Wildlife Sanctuaries and tiger Reserves on all Wednesdays w.e.f. July 1, 2023
- Hike from 5% to 20% TCS on overseas tour packages from July 1, 2023, IATO wrote to the Revenue Secretary and expressed its gratitude to the Government for partial relief of TCS levy on Overseas Tour Packages and further requested to re-look at TCS provisions



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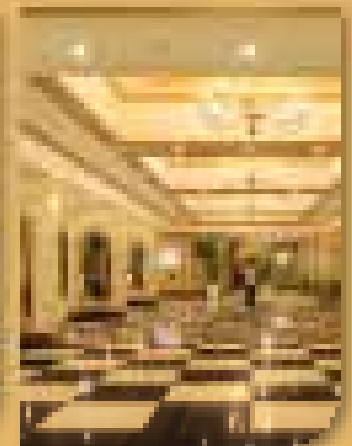
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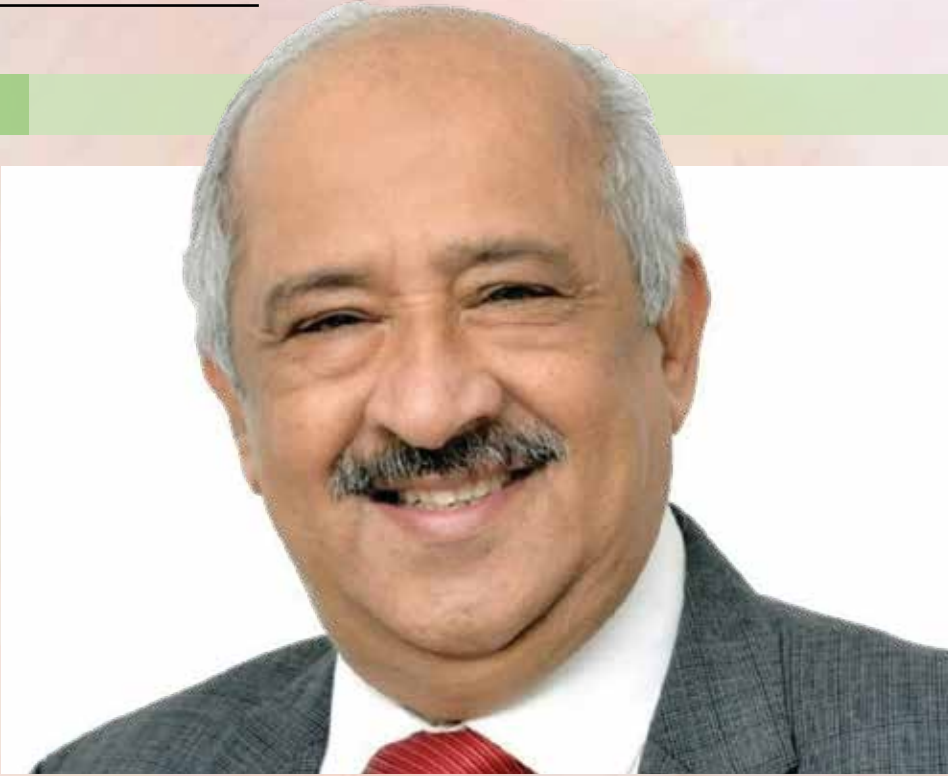
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HARISH MATHUR
EXECUTIVE COMMITTEE MEMBER, IATO & PRESIDENT, CONCORD TRAVELS & TOURS

As we traverse the vibrant landscape of India's travel and tourism industry, we find ourselves standing on the threshold of a remarkable voyage – a voyage powered by the very essence of our association, the Indian Association of Tour Operators (IATO). With every heartbeat, with every connection, IATO resonates as the lifeblood that courses through our collective aspirations.

Imagine a tapestry woven with over 1,600 vibrant threads, each representing a tour operator passionately dedicated to crafting unforgettable journeys across our incredible nation. These threads converge under the IATO banner, creating a mosaic of diversity, innovation, and shared purpose. Together, we've orchestrated conferences, trade shows, and networking events that transcend mere meetings; they're bridges connecting dreams, ideas, and the pulse of our industry.

The crescendo of our efforts culminates in the eagerly anticipated IATO Convention, a symphony of intellects and ideals set to unfold this September. The convention is more than just an event; it's a rendezvous with the future of travel. It bridges the chasm between seasoned trailblazers, who have carved pathways for responsible tourism, and the rising stars who hold the torch of innovation. It's an embrace that unites us all in a common mission – to showcase India's allure to the world and to forge the path to conscientious travel experiences.

Advocacy is the heartbeat of IATO's influence. Our collective voice echoes in the corridors of power, propelling changes that reverberate through our industry.

We have championed policies that empower not only tour operators but also every entity in the inbound travel tapestry. Our successes aren't just policy shifts; they're testaments to our unity and shared vision for an industry that thrives on integrity and excellence.

Our journey, though, is not without its peaks and valleys. The challenges that dance before us are opportunities in disguise. From navigating complex regulations to the ceaseless quest for innovation, we stand firm. Our association empowers us through knowledge sharing, capacity building, and platforms that nurture collaborative problem-solving. Together, we rise above the challenges, drawing strength from our shared commitment to our craft.



IATO is the connective tissue binding us in a shared journey, an odyssey marked by unity, purpose, and a commitment to shaping India's travel future

Our footprints stretch far beyond the horizon, touching the eastern regions of our nation. Here, amidst breathtaking landscapes, we endeavour to weave experiences that echo global sustainability trends. We recognise our duty to safeguard our planet, and through responsible tourism, we tread lightly while leaving indelible memories.

As the curtain rises on the forthcoming convention, let's embrace the anticipation. Delegates can expect more than just events; they can anticipate a canvas painted with enriching discussions, thought-provoking dialogues, and connections that transcend the ordinary. The convention isn't just an occasion; it's a celebration of our journey, a celebration of us.

In conclusion, dear friends, IATO isn't just an association; it's a beacon that illuminates our path. It's the connective tissue binding us in a shared journey, an odyssey marked by unity, purpose, and a commitment to shaping India's travel future.



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E M NAJEEB
EXECUTIVE COMMITTEE MEMBER, FORMER SR. VP IATO & CHAIRMAN, ATE GROUP OF COMPANIES

Foster collaboration and networking among IATO members

IATO has been organising the Annual Convention for the past 28 years; conducting coordination meetings at the Chapter Level, Regional Heads convening meetings, Inter-Region/ Chapter Meetings, keeping a check on regular correspondence with members and updating them on IATO activities and Chapter Chair organising FAM Trips inviting members from the other states listing Karnataka, Uttarakhand, and Gujarat as the latest examples.

Policy changes or improvements that IATO has worked on

The Withdrawal of the GRAP Order dated November 3, 2022, by CAQM, NCR and adjoining areas as a matter was taken up by IATO with His Excellency Lt. Governor of Delhi

requesting that all BS-IV tourist coaches, tempo travellers, Toyota Innova and others having All India Tourism Permit to be allowed to ply in Delhi and NCR. Certain problems being faced by foreign tourists in Russia in making payment for e-tourist Visa fees online were addressed and resolved.

IATO requested the Ministry of Tourism that the balance sheet of 2019-20 to be accepted for renewal of MoT recognition till March 2023 for all members who are due for renewal or want to apply afresh as their MoT recognition had expired. In addition, IATO wrote to the Foreign Secretary, Ministry of External Affairs on the problems being faced by foreign tourists in making payment for e-Tourist Visa fees online and the conflict was immediately resolved.

Challenges faced by tour operators

IATO appealed to the Hon'ble Prime Minister



Delegates can expect intellectual input from eminent speakers on the theme of Inbound Tourism and Emerging Sustainable Trends, networking opportunities...

Offerings for delegates at the upcoming convention

Delegates can expect intellectual input from eminent speakers on the theme of Inbound Tourism and Emerging Sustainable Trends, networking opportunities with the stakeholders of tourism, destination input, facilitation, collaboration, and incentivisation from the participating state governments with marketing and promotion, onsite marketing of strategic destination of Maharashtra with the Post Tours and Entertainment evenings and IATO RUN offering fun components besides the sumptuous luncheons and dinners for the foodies.

of India to continue SEIS in the same format or in a different format that is beneficial for the tourism industry in light of the Trade Policy 2022-27. Refund of IGST paid by the tourists leaving India on supply of goods taken out of India Refund for Tourists (TRT) Scheme was appealed to be implemented by IATO. IATO offered its suggestions for conflicts the faced by foreign tourists in making payment for e-tourist Visa fees online. Appropriate resolutions to problems faced by tourists while entering/re-entering India as entry through land borders from Nepal and Bhutan was not allowed were also aided. Issues faced by members on Renewal/Fresh Application for Ministry of Tourism, Govt of India recognition on Nidhi portal were also resolved. Restoration of e-Visa for Gulf and for tourists from Hong Kong, Bahrain, Kuwait and Qatar which was still pending has been worked upon. Closure of Wildlife Sanctuaries and Tiger Reserves on all Wednesdays w.e.f. July 1, 2023 was considered to be improvised. IATO wrote to, the Revenue Secretary and expressed its gratitude to the Government for partial relief of TCS levy on Overseas Tour Packages and further requested to re-look at TCS provisions in light of hike from 5% to 20% TCS on overseas tour packages from July 1, 2023.





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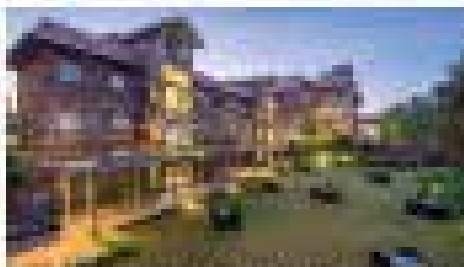
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Ananta Spa & Resort, Pushkar

DEVOTEDLY PUSHKAR

Ananta Spa & Resort Pushkar is a gateway to Pushkar, surrounded on all sides by the magnificent Aravalli Hills and lush greenery. For purists, we have 12 contemporary cottages, 20 spa/wellness rooms, 12 tents, 2 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 & Resort impresses 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 Regal Ananta Villa, Ranthambore

ROYALLY RANTHAMBORE

The Regal Ananta Villa 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 Regal Ananta Villa, a perfect blend of nature, luxury, and comfort, is the best place to explore Ranthambore's iconic wildlife.



Regal Ananta Villa, Gir

GRACIOUSLY GIR

Our Gir luxury resort, Regal Ananta Villa, is located on the outskirts of Gir Forest National Park and Wildlife Sanctuary. Our resort, surrounded by lush greenery, offers an enthralling gateway with contemporary architecture, classic interiors, and modern furnishings. We have 100+ elegant accommodations with a plethora of fine dining and services. Our in-house multi-cuisine restaurant with a picturesque view is a picturesque setting and provides a memorable dining experience. Regal Ananta Villa 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 Gir Forest.



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Sultan-i-Jawal Ananta Inn provides the most exciting stay close to the Jawai Bandh (Jeppar) Conservation Reserve. Our resort also holds historical importance. The Sultan-i-Jawal Ananta Inn was established by the son of Thakur Sultan Singh of Thakura Palanpur in the erstwhile Jeppar State, who also manages the property. Guests at the Inn can witness 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 traditional 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.

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MAHARASHTRA SHINES AS HOST FOR THE 38TH IATO ANNUAL CONVENTION

AS CHHATRAPATI SAMBHAJINAGAR (AURANGABAD) AWAKENS, THE CITY IS IN PLACE TO WELCOME A STRONG BAND OF AROUND 900 TOURISM PROFESSIONALS WITH ENHANCED AIR CONNECTIVITY

In a realm where each destination is a story waiting to be told, and every experience is a chapter of vibrant heritage, Dr. B.N Patil, Director of Maharashtra Tourism, orchestrates the symphony that celebrates Maharashtra's diverse culture. Being mindful of Maharashtra's rich cultural tapestry, he sheds light on the path to even greater milestones in the realm of tourism.

When it comes to Maharashtra, one can think of a canvas that stretches from the serene Sahyadris to the bustling boulevards of Mumbai, and from the ancient caves of Ajanta and Ellora to the tranquil beaches of the Konkan coast. Within this kaleidoscope of landscapes and experiences, Dr. Patil has donned the mantle of not just a director, but a curator of stories and a navigator of dreams. Considering the transformation that has graced Maharashtra's tourism landscape under Dr. Patil's visionary stewardship. The growth has been akin to the unfolding of a cherished fable. Maharashtra Tourism, under Dr. Patil's tutelage, has evolved from being a mere guide to becoming a passionate storyteller, narrating tales of fortresses that stood sentinel through time, of culinary odysseys through streets fragrant with spices, and of festivals that paint the air with colours unseen. With every tourist welcomed, and every smile shared, the growth of Maharashtra's tourism is a testament to his commitment to not just showcasing the state's riches, but nurturing an experience that lingers like the sweet aftertaste of a saffron-infused delicacy.

And now, as it prepares to unravel another chapter of MICE by hosting the IATO's 38th Annual Convention in Chhatrapati Sambhajnagar (Aurangabad), we have gathered pearls of wisdom bestowed upon us by Dr. Patil who promises to shape the contours of Maharashtra Tourism's continued ascendancy, elevating it to greater pinnacles of prominence on the global tourism

By Aanchal Sachdeva



With IATO's 38th Convention set to take place in Maharashtra this September, what unique aspects of the state's tourism are you excited to showcase to the attendees from the travel industry?

The strong band of around 800 to 900 tourism professionals will get to witness the famed heritage sites of Ajanta, Ellora, Shirdi, Nashik, Grishneshwar Jyotirlinga Temple, and wine tours besides the Aurangabad City tour. The Shopping Tours will be an added attraction for the spouses. The special session on Maharashtra Tourism, addressed by the Principal Secretary at the Business Session will further enlighten the stakeholders on the tourism canvas of the state.

Hosting a prestigious event like the IATO Convention requires seamless coordination. Could you provide insights into the preparations and infrastructure enhancements that have been made to ensure a successful and memorable event?

IATO is upbeat on all aspects of logistical preparedness for tourism professionals. Welcomehotel by ITC Hotels - Rama International is the Convention Hotel where accommodation for high-end professionals

has been booked. Besides there are 7 more star hotels that have been notified for accommodation. The organisation of Surface Transport and an exquisite German Hangar will accommodate the inaugural ceremony, sessions, presentations, travel mart and networking luncheons and dinners.

Sustainable tourism is a key focus of the convention. Can you highlight some of Maharashtra's sustainability initiatives that align with the convention's theme and contribute to responsible travel?

“
Our focus is on inclusive and responsible tourism and this leads us to collaborate with local communities with their help and assistance our operators cater effectively to an enriching experiential tourism

Inbound Tourism and Emerging sustainable trends can be seen in the state initiatives in Ecotourism development through agro-tourism initiatives in western Maharashtra, and eco-tourism in the protection of biodiversity in Maharashtra. Nashik district is the prime location for all wine tourism initiatives taken in the state of Maharashtra. Sustainable community development or voluntourism: Sustainable housing in rural Maharashtra. Creating awareness amongst tourists by promoting small initiatives like going green, having zero carbon footprint, focusing on eco-friendly products, supporting local products, walking where possible, taking care of heritage places and promoting sustainable tourism amongst co-travellers are a few ways to explore this segment in the state.

On a macro level, Maharashtra has set its

target to become a Net Zero State. Mumbai's commitment to Net Zero by 2050 and the Mumbai Climate Action Plan 2022 are steps in this direction, which are followed by similar initiatives across the state.

The convention offers a platform for networking and collaboration. How do you envision this event strengthening partnerships between Maharashtra's tourism industry and travel agents from across India?

The strategic facets of the convention offer strengthening partnerships between Maharashtra's tourism industry and travel agents from across India-

- Intellectual input from eminent speakers on the theme of Inbound Tourism and Emerging Sustainable Trends
- Networking opportunities with the stakeholders of tourism that comprise tour operators from outside Maharashtra interacting with the stakeholders of tourism in Maharashtra and interaction with the Maharashtra Tourism authorities
- Destination input, facilitation, collaboration, and incentivisation from the Maharashtra Tourism speakers concerning marketing and promotion strategy
- Onsite marketing of strategic destination of Maharashtra with the Post-Tours
- Entertainment evenings and IATO RUN offer the fun components addressing business with pleasure

Maharashtra's connectivity plays a crucial role in tourism. Are there any new developments or enhancements in transportation that delegates should be aware of during their stay?

To enhance air capacity by introducing more flights to and fro between Mumbai – Aurangabad, Delhi – Aurangabad, Udaipur – Aurangabad and from other cities - Aurangabad.

The convention's presence highlights Maharashtra's appeal as a travel destination. How do you plan to manage the potential influx of tourists following the event to ensure a balanced distribution of visitors across the state?

IATO to foster Inbound tourist mapping catering to even distribution of tourist traffic across the state of Maharashtra. Need to highlight the niche tourism product that exists in that specific part of the state. Even FTO mapping is important. Agent coding is thus important, foreign tour operators need to be coded and to be asked for customer identification and their productivity. They are to be encouraged and incentivised to sell the entire Maharashtra so that the traffic can be evenly distributed all across the state. Buddhist and Heritage Tourism, Wedding Tourism coupled with Eco-Tourism will see the Western Ghats. City delights will focus on Mumbai and its outskirts, tourist hotspots like Lonar Lake will draw a different segment of

tourists, Shirdi for Spiritual tourism, the wine tours of Nashik for a different set of travellers and of course Cine and Medical tourism for two distinct set of tourists – our efforts on these lines will witness a balanced distribution of visitors across the state of Maharashtra.

Looking beyond the convention, what are your aspirations for Maharashtra's tourism sector, and how do you envision a sustained collaboration between the tourism department and the travel trade industry?

- Marketing and Promotion strategy to draft in the tour operators from across India who are religiously marketing Maharashtra to the discerning tourists
- At least 25% of tour operators from outside Maharashtra will be part of the entourage when the state participates in International Travel Marts, Road Shows as they too are upbeat in marketing Maharashtra as a destination
- Consultative approach with tour operators on the state's International Road Shows in a selection of countries, cities therein and the duration at each city
- FAM Trips for foreign tourists, bloggers, and foreign media, to the state in a consultative mode with the tour operators
- The Financial Incentives like Market Development Assistance-MDA, Tax Concessions, an amount earmarked per tourist, and Foreign Exchange earned are given to tour operators who are avidly marketing Maharashtra as a destination like MDA
- Tour Operator recognition programme,
- Joint Forum with Tour Operators
- A sustained meeting with location hunters of producers and directors with the tour operators to further cine tourism
- A periodic road map of FAM Trips for IATO members to Maharashtra

Could you share insights into the special cultural events or activities that are being organised alongside the convention to provide attendees with an authentic taste of Maharashtra?

Post Tours to Ajanta, Ellora Caves and Grishneshwar Jyotirlinga Temple, Shirdi, Wine tours, Aurangabad City tour and Shopping tours are some of the activities that are being organised to provide attendees with an authentic taste of the tourism facets of Maharashtra.

How do you collaborate with local communities and businesses to enhance the overall tourism experience and boost the economy?

Our focus is on inclusive and responsible tourism and this leads us to collaborate with local communities with their help and assistance our operators cater effectively to an enriching experiential tourism.

10

things that await during your downtime while attending 38TH IATO ANNUAL CONVENTION



1 *Explore Ajanta and Ellora Caves*

The Ajanta and Ellora Caves, located in Chhatrapati Sambhajnagar (Aurangabad), India, are a captivating testament to ancient art and spirituality. Ajanta's 30 caves house stunning Buddhist murals and sculptures dating back to the 2nd century BCE. Ellora boasts 34 caves, showcasing an impressive fusion of Hindu, Buddhist, and Jain architecture, including the awe-inspiring Kailasa Temple. UNESCO recognises both sites for their cultural significance.

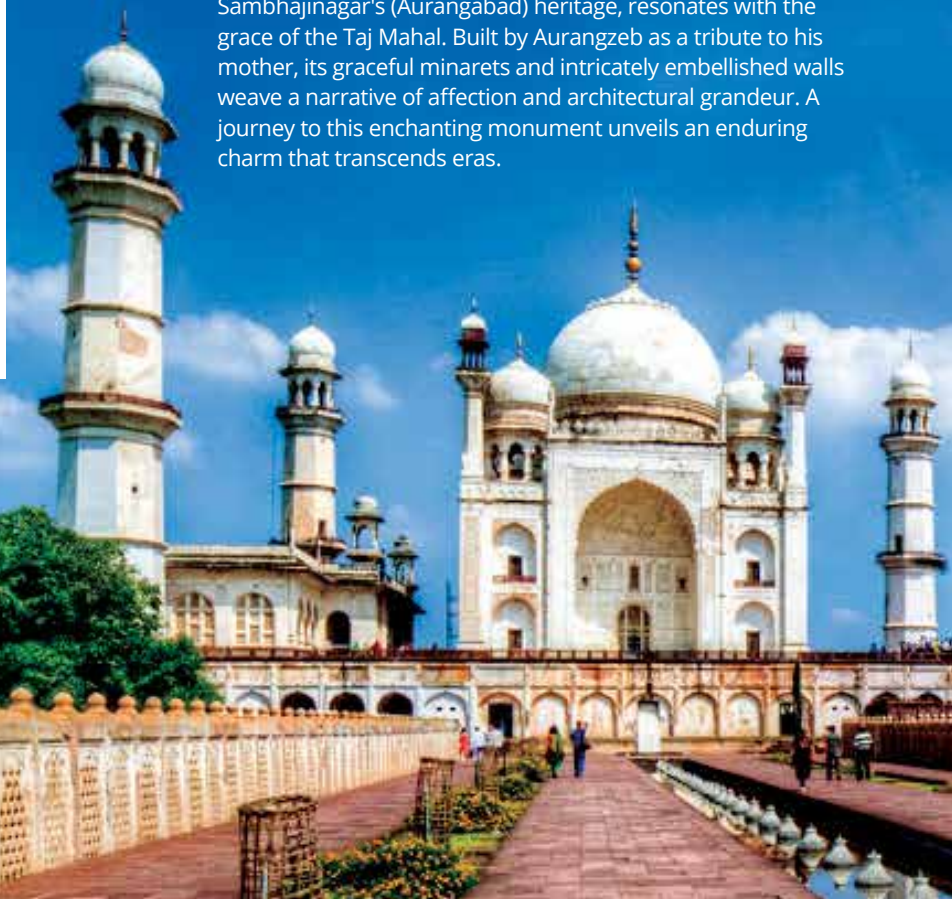
CHHATRAPATI SAMBHAJINAGAR (AURANGABAD)

Nestled within the heart of Maharashtra India, Chhatrapati Sambhajnagar is a captivating blend of history, culture, and modernity. Its rich tapestry weaves together the remnants of ancient civilisations with the dynamic pulse of contemporary life. Named after the Mughal emperor Aurangzeb, the region bears witness to a mesmerising history, boasting the renowned Ajanta and Ellora Caves, UNESCO World Heritage Sites that illuminate the architectural brilliance of bygone eras. Beyond its historical allure, the city flourishes as a hub of innovation, offering a harmonious juxtaposition of tradition with progress. As the past whispers through its enchanting monuments, the present reverberates with bustling markets, art, cuisine, and a spirit of resilience

By Ananya Trivedi

2 *Uncover the allure of Bibi ka Maqbara*

Bibi Ka Maqbara, a glistening gem in Chhatrapati Sambhajnagar's (Aurangabad) heritage, resonates with the grace of the Taj Mahal. Built by Aurangzeb as a tribute to his mother, its graceful minarets and intricately embellished walls weave a narrative of affection and architectural grandeur. A journey to this enchanting monument unveils an enduring charm that transcends eras.





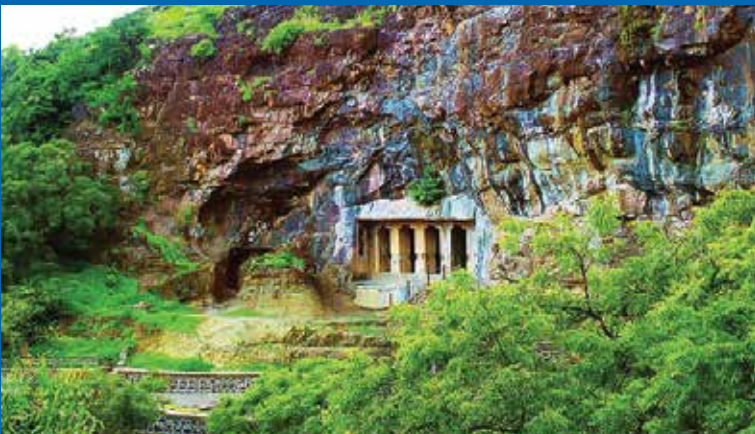
3 *Experience the grandeur of Daulatabad Fort*

Daulatabad Fort, a historic guardian near Chhatrapati Sambhajinagar (Aurangabad) epitomises architecture and strategic brilliance. Perched on a steep hill, this unassailable fortress witnessed a flux of empires. Its intricate defenses, with captivating gates and underground passages, showcase astounding engineering. A journey here unveils a blend of history and architecture, offering a glimpse into India's past.



4 *Leisure Walk Amidst Panchakki's Serenity*

A marvel of engineering, Panchakki is a water mill ingeniously designed to harness the power of a mountain spring's flow. Constructed during the 17th and 18th centuries by Turkat Khan and Jamil Begh Khan, this complex served as a noble endeavour to provide energy for pilgrims, disciples of Saints, and troops.



5 *Delve into the depths of Aurangabad Caves*

This attraction in Chhatrapati Sambhajinagar (Aurangabad) cannot be missed by all the spelunkers out there. Nestled in the Sihyachal ranges, the Aurangabad caves encompass twelve visually captivating rock-cut Buddhist caves which date all the way back to the 6th and 7th centuries. These caves are protected under the Archaeological Survey of India. These caves show the first millennium CE Buddhist artwork.



6 *Stop by Salim Ali Lake and Bird Sanctuary*

Salim Ali Lake and Bird Sanctuary in Chhatrapati Sambhajinagar (Aurangabad) is a haven for bird enthusiasts. Named after the renowned ornithologist, the serene lake hosts a diverse array of migratory and resident bird species. A peaceful oasis, it offers an ideal setting to observe and appreciate the beauty of avian life in a natural habitat.





7 *Serene sunrise at Bharda Maruti Temple*

Commence your day with a serene pilgrimage to the Bhadra Maruti Temple. As the sun graces the horizon, witness the ethereal beauty of sunrise while gazing upon the iconic Lord Hanuman statue. As the first light of the day touches this sacred place, it offers a sense of divine serenity.



8 *Savour the flavours of the local cuisine*

Indulge in the authenticity of Maharashtrian culture at charming local eateries. One cannot forgo the chance to relish specialties such as Poha, Vada Pav, and Bhakri, accompanied by irresistible sweets like Puran Poli. Green Leaf Veg Cuisine, Bhoj Restaurant, Rama International cannot be missed whilst your trip to Aurangabad for some amazing lip smacking food.



9 *Discover the beauty of Himroo and Paithani Textiles*

Immerse yourself in the vibrant local markets, where one can discover the exquisite craftsmanship of Himroo and Paithani textiles. These treasures are celebrated for their intricate weaving techniques and captivating designs. Discover the heritage of Aurangabad through these textiles, each piece woven with skill and infused with the rich cultural tapestry of the region.



10 *Walk by the Chhatrapati Shivaji Maharaj Museum*

Travel through time within the museum walls. A treasure trove of artefacts, sculptures, and relics from diverse historical epochs await your exploration, offering profound insights into the rich culture of the region's past. Delve into the intricate narratives woven into each exhibit, and unravel the stories that have shaped Aurangabad's history.



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Norwegian Viva made its grand debut in Europe

With over 56 years of experience, NCL, welcomes the first guests to board the brand-new Norwegian Viva. The company's most awaited new ship and second Prima Class ship, the Viva sets sail from Italy's Venice (Trieste). "This summer our guests will have the opportunity to explore Europe aboard our newest magnificent vessel, Norwegian Viva, while enjoying its well-appointed spacious design,

elevated experiences, expansive culinary offerings and signature Norwegian Cruise Line hospitality provided by the best crew in the industry," said David J. Herrera, President of Norwegian Cruise Line. "Norwegian Viva's tagline is 'Live it Up,' and I have no doubt our guests will be doing just that while they cruise to some of the liveliest cities in Europe and the Caribbean during the ship's inaugural season."

OTOAI organises session in Ahmedabad

OTOAI organises session in Ahmedabad in collaboration with the German National Tourist Board, sponsored a destination update session in Germany. In August, the session was held at Emerald, Novotel

Ahmedabad. The event informed participants about the different opportunities Germany provides as a tourist destination and answered questions about the destination and visa requirements.



Global Leaders Summit to be hosted in Valencia

Global Leaders Summit presented by the World Tourism Association for Culture and Heritage to take place in Valencia from September 24 and 25. The summit will address the issues and opportunities where tourism, culture and heritage meet – and often collide: the management of tourism and the presentation of culture in tourism settings around the world. Rajan

Datar, the award-winning TV broadcaster familiar to BBC UK and BBC World viewers, will MC the opening and closing sessions. "This summit is designed to find solutions with many speakers being key decision-makers. I am keen to gain insights from them and find answers on why certain situations have developed which threaten cultural tourism," said Rajan Datar.



J K Mohanty, CMD, Swosti Group honoured at the 19th Annual Convocation of KIIT

J K Mohanty, CMD, Swosti Group & Chairman of the Hotel & Restaurant Association of Odisha in recognition of his outstanding contributions towards the growth of the tourism industry in Odisha was conferred by Sri Ganeshi Lal Governor of Odisha at the 19th Annual Convocation of KIIT. "This recognition not only boosts my motivation but also serves as a reminder of the responsibility I have to

continue working towards the betterment of Odisha tourism and towards all my employees who are responsible for my achievement" said Mohanty, CMD, Swosti Group. J K Mohanty has established Swosti Group of Hotels-Resorts-Travels-Hospitality Education over the last 42 years, bringing quality to the Odisha hospitality and tourism sector and directly and indirectly creating thousands of jobs.





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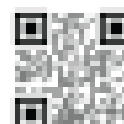


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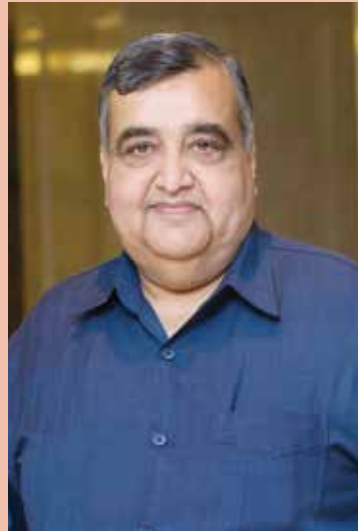


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IATO signs MoU with DRV to promote bilateral tourism

According to Rajiv Mehra, President of the Indian Association of Tour Operators (IATO), IATO & DRV signed an agreement to promote two-way travel between India & Germany by taking necessary steps to resume travel once things are back to normal. To advance this, Norbert Fiebig, President of the Deutscher Reiseverband e.V. (DRV), the German Travel Association, and Rajiv Mehra, inked a reciprocal cooperation agreement. In accordance with this agreement, the two organisations have committed to make a reasonable effort to inform their respective members of the associations' benefits and events in Germany and India. One of the main source markets for inbound tourism to India is Germany, therefore this will aid in reviving inbound travel to India and aid German outbound tour companies in their efforts to resume offering Indian package



tours. The agreement reached by DRV and IATO will not only allow IATO members to network with DRV members, but it will also let other European nations know that India is prepared to welcome foreign tourists once international flights and e-Tourist Visa are available.

Global Destinations facilitates Go City®'s India comeback

The world's largest attraction pass business, Go City® (formerly Leisure Pass Group) re-establishes its presence in India through Global Destinations. Go City® plans to re-appoint Global Destinations as the representation company in India. Pranav Kapadia, Founder of Global Destinations comments,

"We are excited that Go City® has recognised the huge potential in outbound travel from India and to represent Go City® once again. Post Covid, India has become one of the fastest growing outbound markets, hence now is the perfect time for Go City® to re-establish its presence in India."



Kazin DMC launches its 3rd destination - BELARUS

The debut of Kazin DMC's third destination, Belarus, as well as the company's first luxury familiarisation trip to the city of Minsk for its most important agents from September 23 to September 27, 2023, is announced. The nation's flag carrier, Belavia, along with Hilton & Marriott hotels, are supporting the business trip. Sharing its borders sharing with Poland, Lithuania, Latvia, and Russia, Belarus is a fantastic location for family groups and luxury MICE, offering some of the most extraordinary



experiences and an endless supply of things to do. Belarus is now closer than ever with two flights each week from Delhi.

Cleartrip collaborates with Axis Bank

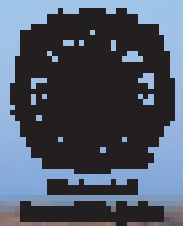
Cleartrip, a Flipkart subsidiary and Axis Bank teamed to offer a novel travel perk to all current and future Axis Bank credit card customers who book through Cleartrip. Customers who book domestic flights through this partnership will receive a number of benefits, including discounts on tickets up to INR 1200, free meals up to INR 500, waivers of convenience fees, and the option to change or cancel trips for just INR 1 under CT FlexMax. Additionally, members of Axis Bank credit cards have access to carefully selected travel offers without having to wait to accrue or redeem points. Elaborating on this

partnership, Ayyappan R., CEO, Cleartrip said, "Cleartrip is deeply invested in disrupting the OTA space through a transparent and customer-centric approach. Our partnership with Axis Bank is an extension of this commitment. This will include features such as flexible bookings, cancellation options, and date changes, all without any additional costs. This unique proposition truly sets us apart in the market and is set to benefit close to 12.5 million customers." He further adds, "Axis Bank is a trusted financial player with a strong affiliation with Flipkart and a large user base."



CHANDERI Festival

A confluence of art, culture and fun



With its culture, heritage, craft:

Madhya Pradesh has long been a melting pot of various cultures and has a rich historical legacy. In the heart of the state, the Chanderi district is a treasure trove of history and heritage. With its rich historical significance and architectural marvels, Chanderi has long been a prominent attraction. The district's traditional handicrafts, multi-layered culture, and unique weaving techniques are its major attractions. Many activities can explore the district's heritage, including visiting museums and art galleries, creating a perfect blend of cultural and historical tourism.



Chanderi Festival

Madhya Pradesh Tourism Board will organize the first edition of Chanderi Festival this September in the district's rich heritage and heritage town. The festival aims to showcase the history and rich cultural heritage of Chanderi's historical sites, including its traditional handicrafts, architecture, and unique weaving techniques. The festival will also feature a variety of activities, including art exhibitions, music performances, and workshops. Activities can include visiting museums and art galleries, creating a perfect blend of cultural and historical tourism.

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Madhya Pradesh

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FICCI organises the 5th Edition of Digital Travel, Hospitality & Innovation Summit

The fifth incarnation of the Digital Travel, Hospitality & Innovation Summit was held at FICCI, Federation House, New Delhi, on August 23, 2023. Global leaders and emerging innovators in the fields of travel, hospitality, technology, and marketing gathered at the summit to obtain new business prospects, build brand recognition, and network with the main industry players. Ashish Kumar, Co Chairman, FICCI Travel Technology & Digital Committee addressed the summit. Nitin Nair, Senior Vice President at Open Network for Digital Commerce (ONDC) was the keynote speaker addressing on how ONDC is helping in the growth of Travel and Hospitality Industry followed by other dignitaries



Cheval Collection partners with HOMEtainment

In order to provide custom experiences in the convenience of your apartment, Cheval Collection joined hands with HOMEtainment. There are more than 200 events to select from, including workshops and activities for kids and private chefs, mixologists, and musicians. Each experience is intended to be engaging for both you and your visitors. While you sit back, relax, and have a memorable time with friends and family, the professional HOMEtainers will take care of everything and make your event come to life.

Booking.com experiences spike in demand

Booking.com provides information on the destinations that Indians visited over the long weekend. With a five-day long weekend during August. Leisure destinations experienced a spike in demand from people looking to escape the hectic pace of the city. According to Booking.com search data, Indian tourists looked for vacation spots near metro areas like Lonavala, Udaipur, Jaipur, Puducherry, and Goa. Santosh Kumar, Country Manager for

India, Sri Lanka, Maldives and Indonesia at Booking.com said, "Long weekends offer a wonderful opportunity to take a much needed break from the daily hustle and enjoy a quick getaway for rejuvenation. For the upcoming Independence Day weekend, we are seeing a surge in demand with Indians exploring staycations and drivecations to nearby places or indulging in a short break to closer to home international destinations".

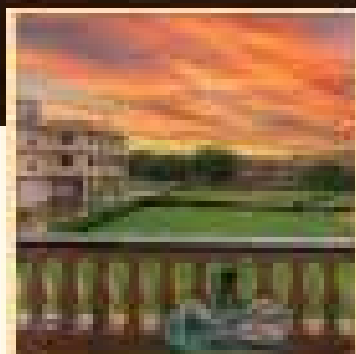
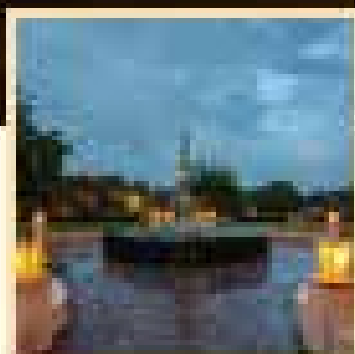


TAAI Nagpur Chapter organises NEXTAAI Session for members

A participatory session was organised for the chapter's members by Irshad Mehdi, chairman, and Kawaljeet Vij, Treasurer. The session was led by Ameesh Desai, MC Member and Chairman of Technology Council TAAI, and Amit Sharma

from Nexus DMC. Members found it useful, and they are eager to sign up for this cutting-edge technology that has been introduced especially for TAAI Members throughout India. The program was a huge success.





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CRAFTING CAMPAIGNS AND CULTIVATING CHANGE

TERRA TALES CHAMPIONS RESPONSIBLE TOURISM SPOTLIGHTING COMPLIANT PROPERTIES



Terra Tales is not just a hospitality marketing company; it stands as a paragon of dedication, energy, and focus, with a team that collectively boasts decades of invaluable experience. Its tailored solutions are designed to empower its hotel and resort partners, delivering tangible results that align with their unique visions. At the core of Terra Tales' mission is the unwavering commitment to elevating partner hotels and resorts, both qualitatively and quantitatively, resulting in year-on-year revenue growth. Terra Tales isn't just another marketing company; they are storytellers, weaving captivating narratives around leisure, wildlife, culture, heritage, wellness, and eco-tourism. At the helm of Terra Tales is **Gita Chaudhry, Founder & Owner of Terra Tales** a staunch advocate for sustainable tourism and green practices

By *Aanchal Sachdeva*

What sets Terra Tales apart from other hotel marketing companies in the market, making it a distinctive service provider?

Terra Tales promotes and endorses selected exclusive properties that understand hospitality, privacy and comfort on one hand and extend wonderful opportunities to the guests to explore the region well and get engaged in certain meaningful activities for community building and the concept of an inclusive approach. We have been approached by certain such properties and we are in discussions with them. You may certainly expect some exciting pieces of news regarding collaborations which will be a win-win situation for all.

Could you explain how Terra Tales adopts a marketing approach to cater to modern travel preferences? Please specify a few destinations travellers have been preferring lately.

Terra Tales since its inception, has always been conscious about curating customised travel plans for different sets of guests so that they may have desired experiences. The preferences, inclinations and interests keep changing and we ask our esteemed clients what is their definition of travel and we plan every detail accordingly. Of late, the travellers are in search of destinations with less crowd, adequately comfortable properties blended with a tinge of adventure.

“We have been working on the inclusive approach and encourage our partners to involve community members in the region to the extent possible”

Could you outline the specific measures that Terra Tales has undertaken to reinforce its commitment to sustainability on a meaningful level?

We are a huge votary of responsible tourism and we take it very seriously. We promote only those properties that resonate with our mission of following the norms of responsible tourism in its true sense and understand its essence, and we make every possible effort to make our guests aware of the movement and why it is necessary to be a part of it. We have witnessed significant results and many have been truly influenced by it which is a great positive sign.

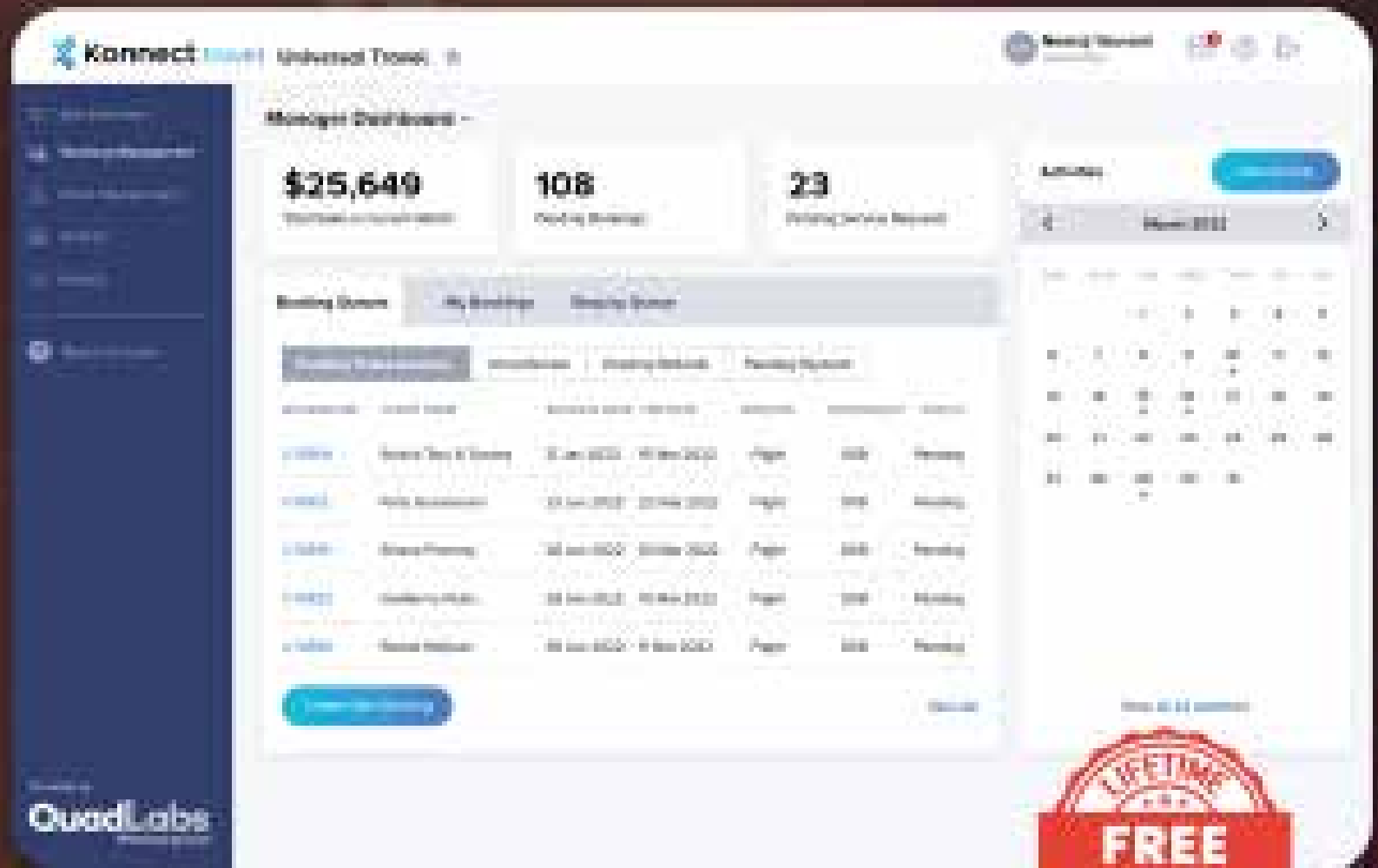
As we look ahead, what emerging trends in inbound travel and hospitality do you foresee gaining momentum in the coming year?

Well, foreign travellers and tourists are turning more cautious, more selective and paying more attention to the minutest details. They may sound to be highly demanding than ever before, but they are right in their capacity. The properties across India have to see it in the best spirit and have to set higher benchmarks for themselves to serve the guests in the best possible manner so that the retention level, positive word of mouth and a higher level of loyalty work wonders in referring others too are higher.

How closely are you working for social welfare? Can you enlighten us with a few of your contributions to society?

Besides strengthening the notion of responsible tourism, we have been keeping transparency, integrity and commitment as the strongest pillars and have built a flawless image that the tourists, properties and even indirect stakeholders can rely upon us as credible partners. It is a great service to society to stay as a responsible and enlightened entity. We have been working on the inclusive approach and encourage our partners to involve community members in the region to the extent possible. We have been working on their capacity building so that they can be better contributors and it also results in lesser 'rural brain drain'. Further, we are working tirelessly so that a higher level of tolerance exists between humans and flora and fauna and though the steps are small, they will prove to be significant in due course of time.

Your Pathway to Travel Excellence Starts Here!



Manager Dashboard

- \$25,640** Total Revenue
- 108** Booking Entries
- 23** Booking Service Request

Booking Entries

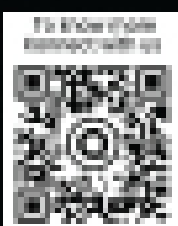
Account	Order Code	Service Code	Product	Revenue	Status
12345	Order Code 12345	12345	Product	100	Booking
12345	Order Code 12345	12345	Product	100	Booking
12345	Order Code 12345	12345	Product	100	Booking
12345	Order Code 12345	12345	Product	100	Booking
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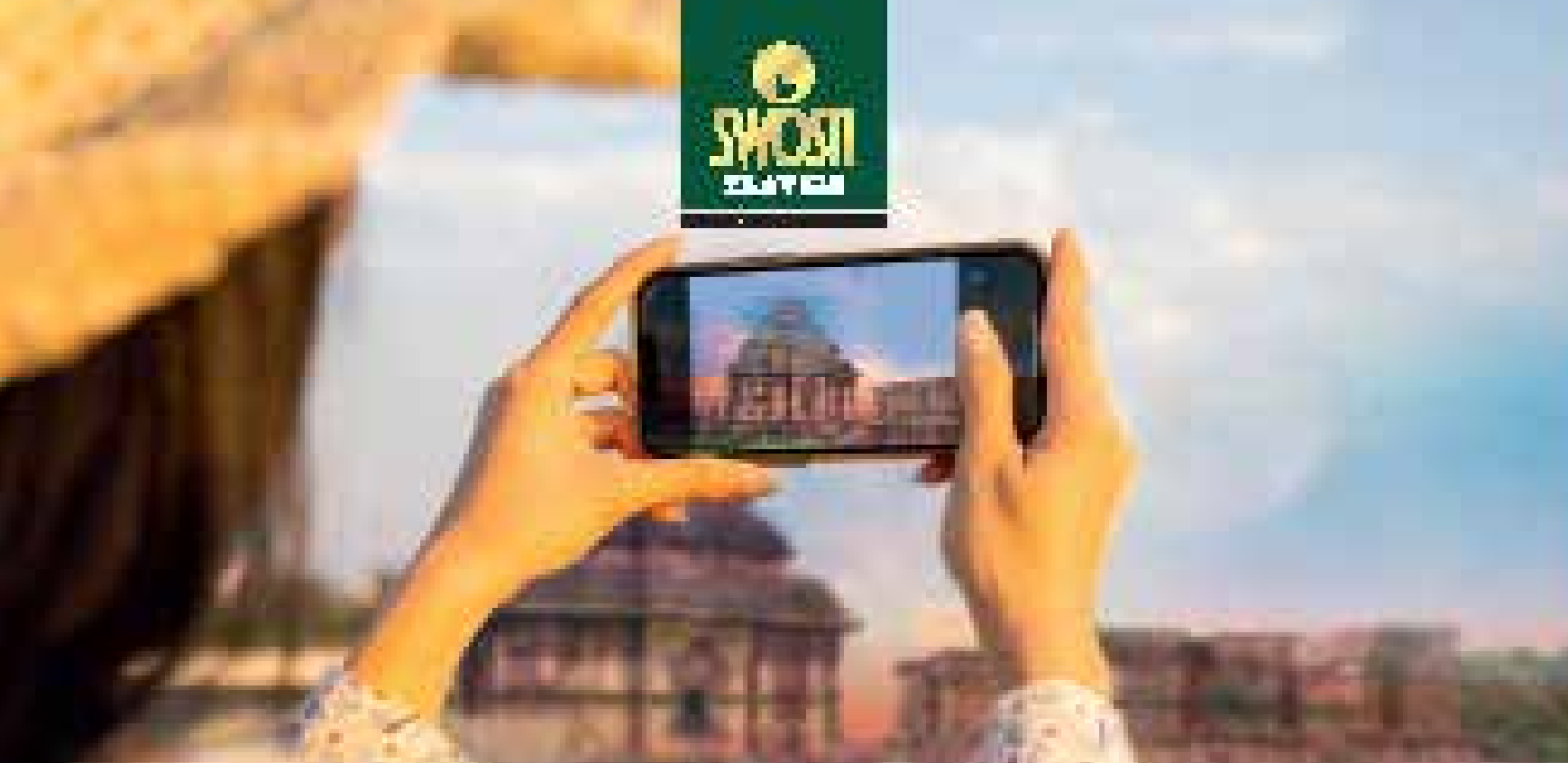
CELEBRATES A SPRINGSTEEN THIRTEEN PAVING THE UNPAVED ROUTES

It marked a significant moment that warranted jubilation as Travelbullz commemorated an impressive thirteen years in operation on August 17, 2023. Originating in August 2010, Travelbullz embarked on its journey with a singular mission: to reshape the landscape of wholesale operations within the Travel Trade industry. Armed with cutting-edge, dynamic technology, they provide a seamlessly interactive experience, boasting an extensive array of over 150,000 hotels spanning 100+ countries worldwide. K. D. Singh, Founder and President of Travelbullz was extremely humble when he thanked everyone for being a part of their journey. It is a moment of great pride and pleasure.

He also stated, "Today as we turn teen, like any teenager, we feel excited, we feel full of energy, enthusiasm and looking forward to an exciting teenage ahead of us. It wasn't possible if it was not for the support and blessings of our travel agents and tour partners across the globe. I'd like to thank all of our customers on behalf of our team and management for their unwavering and unconditional support. Today, over 16,000 agents have registered with us on travelbullz.com."

He also expressed his appreciation towards Singapore Tourism and Thailand Tourism for their consistent support in motivating them to do better. He remarked, "I would like to extend my gratitude and special thanks to the Tourism Authority of Thailand and Singapore Tourism Board for continuously encouraging us to do better."

TravelScapes extends its heartiest congratulations and wishes TravelBullz many more successful endeavours in all facets!



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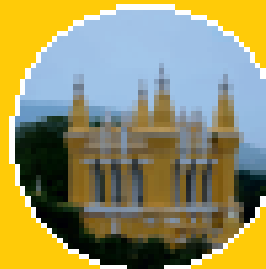
MAHARAJGARH
MANGAL
MUMBAI
PURI-CHILKA
BANGALORE

DAY 01



Bhubaneswar

DAY 02



Cuttack

DAY 03



Puri

DAY 04



Chilka Lake

DAY 05



Puri

DAY 06



Puri

DAY 07



Bhubaneswar

DAY 08



Day transfer

Mr: 9337110700 / 9333307027 | E: info@swarajya.com | W: www.swarajya.com



swarajya.com



Lemon Tree announces property in Hissar, Haryana

In Hissar, Haryana, Lemon Tree Hotel, the company's newest addition, was announced. A wholly-owned subsidiary and the management arm of Lemon Tree Hotels Limited, Carnation Hotels Private Limited, will oversee the property's management after it becomes operational in Q4 of FY 2024. A banquet hall, conference spaces, two restaurants, a pool, a bar and other public spaces to be included in the property's 50 well-appointed rooms. Speaking on the occasion, Vikramjit Singh, President, of Lemon Tree Hotels Limited, commented, "We are pleased to partner with RVS Hotels & Resorts for our latest signing in Hissar. This is an addition to ten operational hotels and one upcoming property in the state. We plan to have a variety of offerings in different parts of the country to cater to all kinds of travellers – from those looking at budget stays to the ones who want more luxurious options."

Luxeglamp EcoResorts introduces new experiences at Kodaikanal

An exquisite new glamping experience with a celestial theme is introduced at Luxeglamp Kodaikanal by Luxeglamp EcoResorts, the company that started India's first luxury glamping project. The unique feature of the Celestial Glamp is that the entire Glamp is built on a Celestial-Theme within and outside the dome, set amidst the spectacular splendour of nature in Kodaikanal. While within the dome visitors will see the moon and ethereal twinkling stars, outside the dome visitors can use a specially imported telescope to view the starry night against a starry background. Antony Thomas, CEO & Founder of Luxeglamp EcoResorts commented, "We wanted to further enhance the guest's experience



and Luxeglamp's celestial-themed glamping presents a captivating voyage into the wonders of the universe, which can be experienced lying on your bed, ignite a sense of enchantment."

Minor Hotels announces signing of Anantara Shaoxing Resort

In the northeastern province of Zhejiang, Minor Hotels struck a contract with Anantara Shaoxing Resort. The luxurious resort that has been constructed on Mount Kuaiji's slopes will be Shaoxing's first resort with an international brand when it debuts in 2024. The Anantara Shaoxing Resort will be the focal point of Taoyuanli Health and Wellness Town, an integrated mixed-use community with beautiful courtyards, playgrounds,

top-notch restaurants, organic supermarkets, communal eating areas, and extensive health and wellness amenities for all ages. The 120-key Anantara Shaoxing was constructed to resemble a multi-deck luxury boat, with low-rise building clusters that dipped into the stunning Lanruo Lake. Off-roading, wall climbing, stunning hikes, and visiting surrounding farms are all activities that visitors to Anantara can enjoy.



Fortune Inn Haveli Gandhinagar offers Gujarati culinary delights

The ITC hotel group's Fortune Inn Haveli Gandhinagar unveiled Prasang, an authentic Gujarati restaurant, as its newest culinary offering. With an immersive dining experience highlighting the traditional cuisines, hospitality, and cultural essence of Gujarat, the restaurant aims to enthrall customers. A large range of traditional Thalís (platters) made up of a variety of regional curries, breads, munchies, salads, drinks, and desserts are available at Prasang. With a deliberate emphasis on fresh and locally produced products, the menu places an emphasis on vegetarian options. Nagendra Singh Rathore, General Manager of Fortune Inn Haveli Gandhinagar said, "Prasang is our way to celebrate the culture



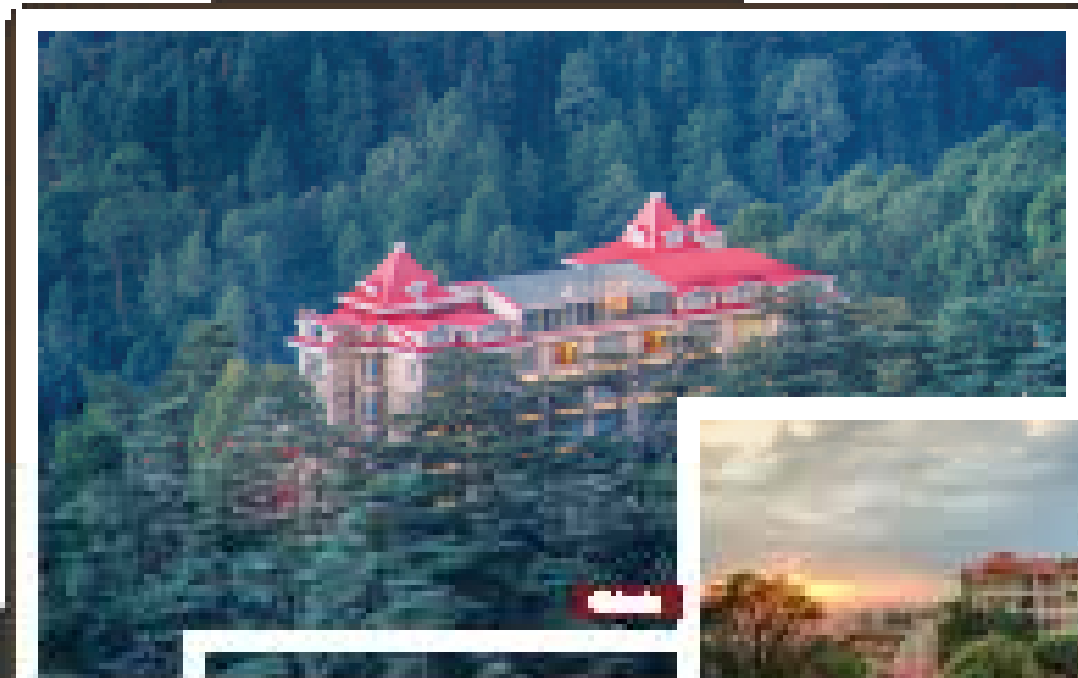
of Gujarat which essentially is represented through its diverse flavours that change every few kilometres and offer an unmatched range. It is our endeavour to involve our guests in this simple but layered culinary journey. We welcome everyone to taste what we have crafted so as to feel the joy of flavours and experience our unmatched hospitality."



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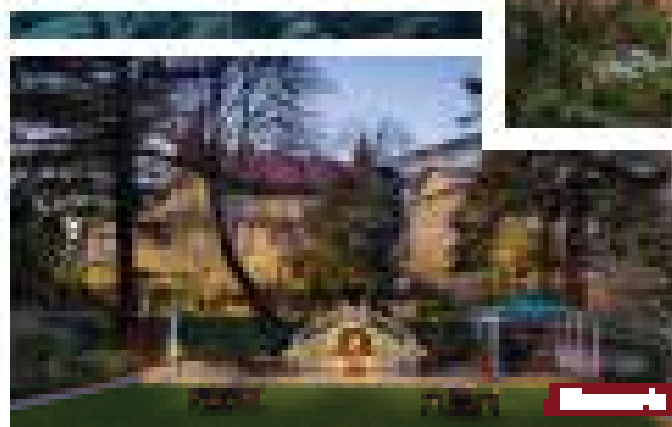
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Fairmont Jaipur marks 11 years of exceptional hospitality

Fairmont Jaipur completes 11 years in hospitality, weaving heritage, luxury, and modernity into a tapestry of unique encounters. A unique immersive art experience and a display of the vanishing pichwai art style, featuring devotional paintings of Lord Krishna and Shrinathji, were organised by Fairmont Jaipur in keeping with the events in order to embrace the local art and history. In order to make this art accessible to the public, Raghukul Trust and Fairmont Jaipur collaborated during the period of August 12-15, 2023. They planned to

hold live painting workshops where visitors of all ages could participate, express themselves, and take their creations home. Celebrating the success of over decade-long operations, Fairmont Jaipur announces the opening of its new Pan Asian Restaurant, Zarin, which gets its name from the old Persian word meaning 'golden'. Rajiv Kapoor, General Manager of Fairmont Jaipur said, "With every event, wedding, and stay, we have strived to create moments that linger in the hearts of our guests, and we look forward to continuing this legacy."



Oetker Collection announces the opening of 11th hotel in Capri

Hotel La Palma in Capri, the 11th hotel in the Oetker Collection chain has opened its doors. The opening of the brand's first Italian property is a real turning point for the ultra-luxury hospitality company, in keeping with Oetker Collection's objective to meticulously build its portfolio of Masterpiece Hotels in the world's most desired locations. Hotel La Palma, owned by Reuben Brothers, is a significant acquisition in their plan for investments and developments in Europe. The iconic La Taverna Anema e Core nightclub, which is housed on the

same property and is frequented by celebrities, is also included in the Reuben Brothers' acquisition.



Pellicano Hotels partners with Marie-Louise Sciò and Aermont Capital

Pellicano Hotels CEO and Creative Director Marie-Louise Sciò and independent European real estate firm Aermont Capital announced the creation of a strategic alliance. In order to realise the brand's potential to become the leading Italian luxury hospitality and lifestyle group, the new alliance will assist Pellicano Hotels' continuous expansion by extending its portfolio of destination hotels across Italy. Marie-Louise Sciò, CEO and Creative Director, Pellicano Hotels said: "In a rapidly globalizing industry where everything seems uniform, we embrace the

beauty of exceptionalism and dare to swim against the current. This is deeply ingrained in our DNA as a group: each of our hotels is beloved for a unique identity and style, intricately connected to a rich history and local surroundings. We chose Aermont as our partner because of their shared passion and commitment to preserving and showcasing Italy's rich and beautiful heritage by curating experiences deeply rooted in Italian culture, through exceptional properties that exude their own character, soul... and a touch of Pellicano magic.'

Banyan Tree Group introduces 'Live Well, Travel Well' Campaign

The annual 'Live Well, Travel Well' Campaign invites visitors to immerse themselves in the world of Banyan Tree Group's multi-brand Hotels and Resorts, indulge in reviving spa experiences, find exquisite craftsmanship at the Gallery and experience the exceptional personal care line, Essentials. This

year's campaign is running in September. Banyan Tree Group welcomes visitors to embark on a voyage of exploration, new possibilities, and self-discovery by showcasing an incredible assortment of offerings across its diversified range of hotels, resorts, spas, and gallery outlets in various nations.

GERMAN NATIONAL TOURIST OFFICE GEARS UP TO GREET INDIAN TOURISTS



To promote Germany as a top travel destination for Indian tourists, the German National Tourist Office (GNTO) and German Embassy in India successfully wrapped off a joint press conference. Media representatives from several Indian media outlets attended the meeting, which was held at the German Embassy in New Delhi. The conference's main goal was to promote Germany with 51 UNESCO World Heritage Sites and lay emphasis on sustainability and ecology. The goal of GNTO is to draw tourists from India who are eager to

Germany
The travel destination



experience the natural splendour, charming villages, and cutting-edge eco-tourism strategies of the nation. "However we have already reached 65 per cent of the level of 2019, leaving room for continuous growth as Indians return to travelling. There is huge demand among Indians for international travel," said **Romit Theophilus, Director of India for the German National Tourist Office**. Germany is an attractive destination with exceptional offers. The goal in the medium term is to reach the number of overnight stays before the Covid-19 pandemic. There has been a remarkable increase this year compared to 2021, which shows that their diverse campaigns and offers are attractive and appealing to Indians. It can be said that know that Germany appeals strongly to Indians who are interested in culture and history, city breaks and culinary experiences. Theophilus added, "Sustainability is a key focus of Germany's tourism industry, and we're confident that the country's natural beauty, innovative eco-tourism practices, and rich cultural heritage will resonate with Indian travellers seeking responsible travel options. We believe the conference inspires media to promote Germany as an ideal travel destination." Indians are increasingly looking for sustainable travel, according to the Sustainable Travel Report 2022 from Booking.com. The study says that 97 per cent expressed a desire to travel more sustainably in the next 12 months.





jüSTa Hotels & Resorts marks 18 years of their journey

August marks a milestone for jüSTa Hotels & Resorts, a brand owned by Bangalore-based Onora Hospitality Pvt Ltd as it marks its 18th anniversary. To celebrate the milestone with their guests, the company plans to launch a series of initiatives over the next year. Thanking his guests for the beautiful moments and memories created over the years, Ashish Vohra, Founder & CEO, jüSTa Hotels & Resorts, said, "Eighteen years ago, we embarked on a journey to create not just hotels, but experiences that

would linger in the hearts and minds of our guests. Today, as we celebrate a remarkable milestone, I am humbled by the unwavering support and trust our guests have bestowed upon us over the years. Their patronage has been our driving force, inspiring us to push the boundaries of excellence in hospitality. From the warm greetings at our front desks to the culinary delights that tantalize the taste buds, every detail has been meticulously crafted to make our guests' stay truly special."

Accor welcomes the first Grand Mercure resort in Fatehabad

Agra welcomes the first Grand Mercure resort from Accor. The new building is ideally situated in Fatehabad, just a short drive from the well-known tourist destination, guaranteeing visitors an exceptional and unforgettable stay. Aniruddh Kumar, Vice President of Development, India & South Asia at Accor, said "Agra is set to host the first Grand Mercure property in the city, as Accor, renowned for its exceptional hospitality,

expands its presence in this iconic tourist destination. We eagerly anticipate the opening as it will underscore our commitment to delivering exceptional experiences to guests while upholding the legacy of our existing properties."



Sarovar Hotels & Resorts sets foot in Agra

Sarovar Hotels & Resorts announced the opening of Royale Sarovar Portico in the enchanting city of Agra. With a short distance from the Taj Mahal, the hotel offers an experience that blends comfort and impeccable service for both leisure and business travellers. The hotel's contemporary architecture seamlessly merges with the rich cultural legacy, setting the stage for memorable stays that celebrates both tradition and modernity. The dining experience at the hotel is a gastronomic delight. Hibiscus, the all-day dining restaurant, serves a delightful selection of cuisines from traditional Indian

delicacies to international fare. Bamboo, the lounge bar with its contemporary and welcoming interiors makes for a delightful venue for after-hours. Speaking on the opening Ajay K. Bakaya, Managing Director, Sarovar Hotels & Resorts said, "We are delighted to open Royale Sarovar Portico in the timeless city of Agra. The launch of Royale Sarovar Portico is a valued addition to our collection of leisure hotels and Agra's dynamic hospitality landscape. It is a privilege to join hands with OM Royale Estates Pvt. Ltd in extending Sarovar's hospitality experience to umpteen travellers from the world over."



Pride Group of Hotels expands footprints in Udaipur

The Pride Hotel in Udaipur, Rajasthan, is a recent extension to the Pride Group of Hotels' expanding national reach. Beautiful lakes, historical forts, palaces, museums, galleries, architectural temples, festivals, and fairs are just a few of Udaipur's attractions. Every accommodation in the hotel, which is centrally located, provides a view of the palace. "The city attracts a lot of

domestic and international travellers for sightseeing, weddings, and business. While business travellers will be assured of their best stay and safe experience, there is an abundance of exploring for leisure travellers. We look forward to providing the best hospitality experience in the region," says Atul Upadhyay-Vice President, Pride Group of Hotels.





ANANTA HOTELS

PIONEERING THE PATH OF EVOLUTION AND CREATIVE BRILLIANCE

In a world where travel is both a passion and a lifestyle, Ananta Hotels stands out as a beacon of excellence. With a commitment to redefining the concept of luxury accommodation and hospitality, it has become a distinguished name in the travel industry. Its portfolio of properties spans diverse destinations, each with its unique charm and allure. Whether it's the royal splendour of Udaipur, the tropical paradise of Goa, or the cosmopolitan energy of a city like Delhi, Ananta Hotels has strategically chosen locations that cater to every traveller's desires. In a Tête-à-Tête with **Gagan Katyal, VP of Sales & Strategy at Ananta Hotels & Resorts**, TravelScapes makes the revelation whether it's embracing technology for a seamless booking experience or introducing new services and amenities, Ananta Hotels remains at the forefront of industry trends

By *Aanchal Sachdeva*

Ananta Hotels & Resorts: A Journey of Growth and Innovation

In the ever-evolving hospitality landscape, Ananta Hotels & Resorts has embarked on an impressive journey of growth over the past few years. Rising above challenges inherent to the industry, the brand has managed to carve a niche for itself by offering unique experiences that transcend the traditional hospitality model. According to Gagan Katyal, VP of Sales & Strategy at Ananta Hotels & Resorts, "Our success lies in our ability to innovate and create experiences that resonate with our guests throughout the year, ensuring a consistent revenue stream."

Ananta's growth trajectory can be attributed to its meticulous approach to identifying and capitalising on market opportunities. Despite the seasonal nature of the business and saturation of quality accommodations, the brand has embraced innovation as a core principle. Gagan Katyal emphasises, "We understand that in a competitive market, it's essential to stand out. Our emphasis on emotional connections and personalised experiences has been pivotal in fostering guest loyalty."

Recognising the demand for year-round experiences, Ananta has curated offerings that cater to diverse interests and preferences, ensuring a steady stream of revenue regardless of the time of year. Katyal adds, "We believe in creating memories, not just stays. Our commitment to providing unique experiences keeps guests coming back, contributing to our sustained growth."

In a competitive market where price sensitivity and guest preferences hold significant sway, the brand places a premium on personalisation and guest engagement. Gagan Katyal points out, "We don't just provide accommodations; we provide a sense of belonging. Our focus on creating bespoke experiences for each guest has resulted in a strong and loyal customer base."

The digital shift

Acknowledging the evolving landscape of work and leisure, Ananta is tapping into the needs of digital nomads. The brand has adapted its properties to accommodate remote work, providing amenities that appeal to this demographic. From high-quality internet connectivity to comfortable cottages and open lawns for extended stays, Ananta's

Ananta's growth trajectory can be attributed to its meticulous approach to identifying and capitalising on market opportunities

approach reflects its commitment to staying aligned with shifting travel trends.

Personalisation remains a cornerstone of Ananta's philosophy, and this aligns perfectly with the ongoing trend in the hospitality industry. The brand anticipates that personalised experiences will continue to take centre stage, resonating deeply with guests and enhancing overall satisfaction. By curating experiences that cater to individual tastes, Ananta ensures that each guest's stay is memorable and tailor-made.

Sustainable initiatives towards a green future

Ananta Hotels & Resorts is not just focused on growth; it's also committed to responsible and sustainable tourism. Demonstrating a strong dedication to minimising its environmental footprint and supporting local communities, Ananta aims to be a conscientious steward of the destinations where its properties are located. This commitment is not only admirable but also aligns with the increasing traveller demand for environmentally conscious options.

In terms of talent management, Ananta is actively contributing to the evolution of the perception surrounding hospitality careers. By providing growth opportunities and recognising the potential of overseas professionals returning to India, the brand is nurturing a skilled workforce and enhancing the industry's reputation.

Celebrating MICE Segment for its growth

The brand's commitment to the Meetings, Incentives, Conferences, and Exhibitions (MICE) segment is evident in its comprehensive strategy. Ananta offers tailor-made packages for corporate clients, participates in MICE shows to build connections, and extends incentives to MICE operators to foster enduring partnerships. Celebrating life's milestones, Ananta recognises the significance of weddings, birthdays, and anniversaries. These occasions are essential components of the brand's identity, creating cherished memories for guests and exemplifying Ananta's commitment to exceptional experiences.

Looking ahead, Ananta Hotels & Resorts remains resolute in delivering high-quality guest experiences while managing costs effectively. This balanced approach underscores the brand's commitment to sustaining profitability while upholding its reputation as a trusted and beloved hospitality brand.

CYGNETT ENSURING 'CYGNETTURE EXPERIENCE'- BALANCING AFFORDABILITY AND QUALITY

With the experience of more than two decades in hospitality management, **Sarbendra Sarkar, the Founder & Managing Director, of Cygnett Hotels Group** has earned an enviable track record as a trustworthy "turn around expert" who embraces the challenge of turning a loss into a gain. He has successfully endorsed Cygnett to be the most preferred and biggest brand in the midscale hospitality segment in India. From ensuring the best guest amenities to featuring intriguing global and regional specialities in restaurants, the Cygnett Experience concept evolves in alignment with the expectations of today's discerning travellers

By *Nandini Mahajan*

Cygnett's initiatives for ambitious expansion plans

As we move ahead with our ambitious expansion plans, we have also prioritised meeting guest demands while simultaneously ensuring a safe and comfortable environment. We have intensified our cleaning practices and adopted more rigorous sanitation protocols. High-touch areas like doorknobs, elevator buttons, and remote controls are frequently sanitised in all our properties. To minimise physical contact, we are offering contactless check-in and check-out. Cygnett Hotels aspires to be the most preferred and biggest brand in the midscale hospitality segment in India.

Quality hotels, great locations, value for money, safety, consistent service, good food, and sustainable practices are the brand's value propositions.



We have introduced flexible booking and cancellation policies to accommodate guests' changing plans.

Ensuring 'Cygnett Experience' for guests

Cygnett Style is a midscale full-service brand that is well positioned to meet the diverse needs of both corporate clients and leisure travellers. The hotels under the brand offer three different categories of rooms that include Superior, Club, and Suites. In terms of F&B, we offer all-day dining options. There are also spacious venues available for guests looking to host their wedding in a Cygnett style hotel. The uniqueness for us is our commitment to offer a 'Cygnett Experience' to all our guests. From ensuring the best room amenities to offering innovative global and regional delicacies in restaurants – the concept of Cygnett Experience has been created to ensure we meet the expectations of today's discerning travellers.

Adequate balance between affordability and quality

I think what works for us is that we offer a balance between affordability and quality. Providing clean, well-maintained rooms and

and convenient business services.

The maiden wellness retreat - 'Ayurvyas'

Wellness today has emerged as an extremely important segment in the tourism and hospitality space. We, at Cygnett Hotels & Resorts, are pleased to share that we have recently signed our maiden wellness retreat under the aegis of the 'Ayurvyas' brand in Chail, Himachal Pradesh. Ayurvyas Retreat Chail will provide a truly immersive mind and body rejuvenation experience to our guests. From luxurious accommodations to tailored wellness programs, from a Yoga centre to a refreshing Spa we have crafted a space where you can escape, unwind, and rediscover your inner balance. The 80-key Ayurvyas Retreat will offer guests a choice between villas and rooms. It will also feature an all-day dining and Specialty Ayurvedic Cuisine restaurant. 'Cygnettwellness' programs which are the outcome of years of research will be tailor-made as per the wellness goals of a guest. A journey of wellness will be guided by our team of Ayurvedic, Yogic, and International health experts.

Cygnett's response to pandemic

The pandemic highlighted the importance of rigorous health and safety protocols. We emphasised our commitment to guest's well-being by implementing and communicating enhanced cleaning practices, contactless services,

and health screening measures. Remote work and travel restrictions led to an increased demand for "workcations" and staycations. We introduced special packages that cater to remote workers, providing amenities like high-speed internet, dedicated workspace, and access to on-site facilities. Contactless services and digital experiences became crucial for reducing physical interactions after the pandemic. We invested in technology solutions such as mobile check-in/out, digital room keys, and virtual concierge services. Travellers sought authentic and less crowded experiences in response to the pandemic. We collaborated with local businesses and offered curated experiences that highlight the destination's unique attractions.

The uniqueness for us is our commitment to offer a 'Cygnett Experience' to all our guests

facilities is crucial to creating a positive guest experience. We have invested in a user-friendly website with clear information about rooms, amenities, and booking options. We offer incentives for guests who book directly through the hotel's website, such as discounts or additional perks. We maintain an active presence on social media platforms to showcase amenities, events, and promotions of our properties. We try to highlight the unique local experiences and attractions near our hotels. This has helped us to attract travellers seeking an authentic experience and helped us to stand out from the competition. We cater to business travellers by providing amenities such as well-equipped meeting rooms, high-speed internet,

CRAFTING COASTAL LUXURY AT RADISSON BLU ALIBAUG

Where luxury seamlessly intertwines with the tranquil beauty of Alibaug's coastal landscape, Vishal Kapoor, General Manager, Radisson Blu Resort & Spa Alibaug, the orchestrator of memorable moments and the custodian of Radisson Blu Alibaug's legacy of excellence in the realm of hospitality, sets the tone for the impeccable service and warm hospitality

By Aanchal Sachdeva



Radisson Blu Resort & Spa - Alibaug offers personalised experiences

Our target segment is the discerning leisure traveller who's well-travelled, brand-conscious and wants to be catered to. We have Radisson Rewards which is a unique system of recognising our guests across the Radisson Hotel Group, besides our CRM software where we note the preferences of our guests to give them a personalised experience. In addition to hospitality, our guests also want to savour the unique experience that Alibaug has to offer and therefore we have come up with some unique experiences like Village Walk, Explore Alibaug, visit to the local market, cycle sojourns and

Our 16 acres luxury resort in simple words is a gateway to paradise...

more. thereby integrating the best of world-class hospitality and a local experience that a homestay offers. Truly our guests get the best of both worlds!

Employee satisfaction is linked to guest satisfaction

We strive to create memorable experiences for our guests so they would come back over again and again. That's called "Serve with Love". As a brand we believe in our brand service philosophy "Yes I Can!" which allows us to listen, empathise and follow up on our guest feedback on the spot.

We also have processes and systems in place to track our guest suggestions and feedback for future improvements. During staycation, our teams meet and greet our guests at all guest touch points. All our teams are trained and prepared to deliver the best possible solutions to address any issues guests may face, all this happens by empowering our teams on board across all levels in the hotel. With genuine guest feedback, we can provide quick service recovery and act at the right time! Which creates loyal guests and a reputation for our brand.

Wellness and relaxation experiences

We have the unique distinction of being the first international spa resort in the Raigad region. Our well-trained therapist can customise a massage/therapy to suit the unique individual needs of our guests. Spa Villas at our hotel are highly sought after by spa enthusiasts looking for a "true blu" spa experience. We also offer complimentary morning yoga sessions, daily to all our resident guests, and nature walks and encourage the guests to also take grass therapy by walking bare feet on our lush green gardens.

SYMPHONY OF HOSPITALITY AND INNOVATION AT NOVOTEL HYDERABAD CONVENTION CENTRE AND HICC

Where excellence meets elegance, explore the synergy of impeccable hospitality and top-tier event facilities at Novotel Hyderabad Convention Centre and HICC. Prithvi Anand, Director of Sales & Marketing – Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre showcases how it is the perfect symbiosis of redefining the art of hosting events and luxury stays



By Aanchal Sachdeva

Novotel Hyderabad Convention Centre retaining its identity in the dynamic travel industry

In the dynamic landscape of travel, where Homestay Tourism and Experiential Travel are gaining momentum, Novotel Hyderabad Convention Centre stands out by weaving local culture into contemporary comforts, ensuring each guest enjoys a unique stay. We embrace evolving travel trends while staying true to our identity, offering personalised experiences, modern amenities, innovative services, and enduring moments. This commitment fosters unforgettable hospitality, establishing Novotel Hyderabad as the preferred choice for travellers seeking exceptional stays.

Novotel Hyderabad harmoniously blends work and leisure, addressing the evolving desires of modern explorers

Rising demand for "Bleisure" travel

With the surge in remote work and the "Bleisure" travel trend, Novotel Hyderabad has adeptly tailored its offerings to cater to guests blending business with leisure during their stay. Our hotel provides a conducive workspace with high-speed internet and tech support, enabling seamless work management. Simultaneously, we present an array of leisure amenities like spa services, fitness centre, and culinary delights, inviting guests to unwind and savour their time. Novotel Hyderabad harmoniously blends work and leisure, addressing the evolving desires of modern explorers. The combination of our facilities like jogging and cycling tracks, a Kids' Play zone, and a variety of cuisines creates a perfect combination for Bleisure.

Managing online reputation and engagement with guests in the digital space

Novotel Hyderabad masterfully navigates the realm of online reputation by promptly engaging with guest feedback and reviews. Through personalised responses, we underscore our dedication to guest contentment. The influence of social media has led us to collaborate with influencers and curate captivating content that resonates with today's discerning customers. Our focus on interactive social media posts showcases our offerings and local experiences in a creatively engaging manner. Through these strategic efforts, Novotel Hyderabad cultivates positive guest connections in the digital sphere, cementing a robust online standing.

SQUEEZING THE ESSENCE OF HOSPITALITY

WITH A DIVERSE BRAND PORTFOLIO, LEMON TREE HOTELS TAILORS ITS OFFERINGS TO VARIED SEGMENTS AND AUDIENCES

From its inception, Lemon Tree Hotels has embraced innovation with open arms, creating a dynamic atmosphere that fosters continuous improvement and an unmatched guest experience. What truly sets Lemon Tree apart is its unwavering commitment to sustainability. Beyond the aesthetics, they champion eco-friendly practices and community engagement, making each Lemon Tree property not just a place to stay, but a responsible, lively oasis. In an in-depth interview with Vikramjit Singh, President – Lemon Tree Hotels, we peel back the layers of their success, exploring the zestful spirit that fuels their vision, their impact on the local communities, and their vision for the future

By Aanchal Sachdeva

Lemon Tree Hotels maintains a consistent balance between affordability and quality guest experiences

We work towards delighting our customers by offering best-in-class amenities and facilities at competitive prices. We aim at maximising the efficiency of our processes, to enable us to be the most cost-effective company offering the greatest value, which helps us to deliver affordable, but high-quality customer experiences.

Environment-friendly practices adopted by Lemon Tree Hotels

In the area of environment, we are focused on becoming more energy efficient, adopting renewable energy, mitigating and adapting to climate change, conserving water and reducing waste. LTH's Vision FY26 reflects our belief that our business operations are inherently integrated with delivering social and environmental impact. We are aiming for a 15% reduction in Energy Consumption, 50% Renewable Energy (RE) usage, a 40% reduction in GHG emissions, 10% reduction in water consumption and 100% certified Green Buildings by FY26.

midscale, midscale and economy.

The need for different brands, in different segments, arises from our endeavour to meet the needs of the aspiring and emergent audiences. So, the spectrum covers different price points and facilities.

Employment of innovative technology solutions

Most operations have become contactless such as ordering and payment processes, and customer touch-points have been minimised.



“The aim is to have hotels not just in Tier I cities but also in Tier II, III and IV, where we see a majority of the growth”

Design and aesthetics to create a distinctive brand identity

We have seven different brands across different segments, catering to different target audiences, viz. Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox by Lemon Tree Hotels, Keys Prima by Lemon Tree Hotels, Keys Select by Lemon Tree Hotels and Keys Lite by Lemon Tree Hotels. We want all of our brands to please the five senses, viz. sight, smell, sound, taste and touch, and evoke the 'sixth' intangible sense (or aura) of happiness in every guest who stays with us. Our brand 'Lemon Tree Hotels', has the tagline 'Refreshingly Different' and keywords – fresh, fun, spirited, responsible and inclusive. Our responsible, inclusive culture comes from not just our hiring of individuals with disabilities but also from our usage of local art, our focus on green planters and extensive horticulture, and the incorporation of energy and water conservation into the design of our hotels.

Lemon Tree Hotels' strong presence in both leisure and business travel segments

From one brand in 2002, the company has grown to 7 brands in the past 20 years. The brands span different segments, viz., upscale, upper

In addition, we are

in the middle of a digital transformation exercise and are building digital and technological solutions to help us increase sales, optimise revenue management, increase efficiencies in operations and supply chain management and revamp our website and loyalty programme.

Growth plans and expansion strategy

We plan to expand by opening over 20 hotels in the upcoming financial year, adding approximately 2,000 rooms, primarily through the asset-light growth model. We are looking to increase managed/franchised inventory to 70% of its total inventory in the next three to four years. Post the launch of Aurika, Mumbai Skycity, and the upcoming resort in Shimla, LTHL will own about 6,000 rooms and we intend to manage/franchise another 3,000 – 4,000 rooms at least in the next four years. The aim is to have hotels not just in Tier I cities but also in Tier II, III and IV, where we see a majority of the growth. So, hotels are coming up in places like Chandausi, Banswara, Tezpur, Sri Ganganagar and more.

GLITERATTI OF STIC'S GOLDEN JUBILEE

TRAVEL TOWARDS TOMORROW



With years of perseverance and a keen desire to explore every possibility in the industry, STIC shines bright living 50 golden years accelerating towards the future of travel. Subhash Goyal, Founder Chairman of STIC Travel Group of Companies started the journey in 1970 by participating in a youth conference in Japan where the bug of travel bit him and he decided to carve his future in this industry. STIC marched forward with all the enthusiasm to celebrate the five decades of a see-saw ride of challenges and opportunities.

ENCHANTING K-VIBES AND HERITAGE FUSION SPELLBINDS DELHI

The Korea Culture and Tourism Festival 2023 reached its crescendo with immersive cultural experiences, captivating performances, and delectable Korean cuisine at Andaz Hotel, Aerocity, New Delhi. Hosted by the Korea Tourism Organization (KTO) in association with IRCTC, was a vibrant celebration of the deep-rooted connection between India and Korea, offering attendees a unique opportunity to immerse themselves in the world of Korean culture and tourism. The event was graced by Younggeun Lee, Executive Director of International Marketing Department, Korea Tourism Organization, Myongkil Yun,



Roshan M. Thomas, Deputy Secretary, Ministry of Tourism, Government of India,

Regional Director – India & SAARC, Korea Tourism Organization, Riaz Munshi Managing Director at N. CHIRAG TRAVELS PRIVATE LIMITED & President - Outbound Tour Operators Association of India, Jyoti Mayal, President Travel Agents Association of India.

The festival kicked off with awe-inspiring K-Performances, featuring breathtaking B Boying



Younggeun Lee, Executive Director of Korea Tourism Organisation

performances by ONEWAY CREW that left the audience in awe. Adding to the excitement, the stage came alive with a unique fusion of Indian dance and K-Pop songs, seamlessly blending the rhythmic beats of Indian dance with the infectious energy of K-Pop.

Enhancing the festival's allure, the event featured the esteemed presence of Anushka Sen, a

renowned Indian Television Actress, Model, and Influencer, who held the honorary title of Korea Tourism Ambassador from India. For those seeking to capture the magic of the festival, the specially designed K-Photo Booth provided the perfect backdrop. From traditional Korean dishes prepared at the stalls to renowned names like Lotte and Orion offering their delectable creations, attendees were in for a gastronomic treat. Festival-goers had the chance to engage in nostalgic traditional Korean games like Ddakji, Jegichagi, and Gonggi.

Myongkil Yun, Regional Director-India & SAARC, Korea Tourism Organization stated, "In the harmonious blend of India's vibrant spirit and Korea's rich cultural tapestry, we find a remarkable celebration of K-Vibes and Heritage at the Korea Culture and Tourism Festival 2023. Together, we've woven memories that transcend borders and time, fostering a shared appreciation for the beauty and diversity of our two nations".





Marijana Jakic appointed as new CEO of St. Moritz Tourismus

Marijana Jakic has been appointed as the new Chief Executive Officer of St. Moritz Tourismus AG by the Board of Directors. Hailing from St. Moritz and a key member of Engadin Tourism's management team, Jakic was chosen after a rigorous selection process involving 80 candidates. She assumes her role on September 1, 2023. With St. Moritz Tourismus AG

established in May 2023 and a capable Board of Directors in place, Jakic's leadership is now in the spotlight. Her extensive experience in promoting the destination, combined with local understanding, makes her a standout choice. Her appointment reflects the board's confidence in her ability to lead the organisation towards innovation, growth, and prominence.

Seychelles Tourism organises roadshow in India

Between July 31 and August 4, 2023, Seychelles Tourism organised a roadshow in Mumbai, Delhi, and Ahmedabad, showcasing its appeal as a leisure and luxury destination. The event aimed to enhance ties with the Indian travel industry and revive tourism after challenging years. Over 180 travel agents met with representatives from Seychelles, including Air Seychelles and Destination Management Companies (DMCs). Discussions and networking sessions

provided insights into Seychelles' offerings, targeting Indian travellers seeking diverse experiences. Bernadette Willemin, Director General for Destination Marketing at Tourism Seychelles, emphasised the importance of the Indian market and the roadshow's role in promoting Seychelles as a year-round destination. Seychelles' unique blend of eco-tourism, natural beauty, and luxury appeals to environmentally-conscious and discerning travellers.



Dubai's 2023 international visits exceed pre-pandemic

Dubai's tourism industry celebrates a successful H1 2023, welcoming a record 8.55 million international visitors, surpassing pre-pandemic levels. The 20% YoY growth aligns with Dubai's Economic Agenda 2033, led by Sheikh Mohammed bin Rashid Al Maktoum, to strengthen its global standing. The achievement highlights Dubai's resilient strategy and diverse marketing under visionary leadership.

It solidifies Dubai's position as a swift global recovery destination, exceeding projections. Dubai maintains its No.1 Global Destination title for the second year, with diverse offerings for various budgets. Western Europe, GCC, MENA, South Asia, and more contribute significantly. Hotels outperform across metrics, showcasing Dubai's appeal for longer stays. The city focuses on sustainability, aiming to lead as a sustainable destination.

Thailand records 3.78 million tourists

Thailand welcomed 3.78 million tourists between January and August 17, with the majority hailing from Malaysia, India, and Singapore. These arrivals brought in significant revenues totalling 176 billion baht (approximately USD 4.93 billion). This move is intended to provide a much-needed boost to the tourism sector, which has been grappling with the aftermath of the pandemic. In 2020, foreign tourist arrivals plummeted to a mere 428,000, compared



to the record-breaking 40 million in 2019, which previously contributed to about 12% of Thailand's GDP. The nation's Finance Ministry now anticipates welcoming between 8 million and 10 million tourists this year, exceeding their initial forecast of 7 million.

Czech Republic's Bohemian Hospitality shines at MILT Congress

#VisitCzechia, an active advocate for Czech tourism, orchestrated a memorable Networking Evening in New Delhi. This extraordinary event brought together esteemed delegates from the #VisitCzechia team, the distinguished Ambassador from the Czech Republic Embassy in India, revered travel agents, influential media figures, and key airline partners. The evening began with a warm welcome from Her Excellency Ambassador, Eliška Žigová. She expressed her delight at the revival of promotional efforts

for the Czech Republic in India's and emphasised the strong bonds between the two nations. Žigová also anticipated a significant increase in Indian tourists exploring the Czech Republic. Additionally, Jaroslav Filip, the Aviation Business Director of Prague Airport, and Marek Kroutil, the International Markets Manager of CzechTourism, extended their welcoming remarks. The evening concluded positively, with attendees networking and contributing to the event's success.



Virginia offers variety of attractions boosting tourism

Virginia invites outdoor lovers and food enthusiasts to explore its vibrant culinary experiences, from farm-to-table delicacies to craft beer trails. One can discover hidden gems, serene kayaking spots, and

emerging breweries for an unforgettable summer experience in Virginia. The craft beer scene is booming in the state, with a wide variety of breweries, each showcasing their unique craft beer creations.



Singapore Tourism & MX Player partner for an interactive film

Singapore Tourism Board collaborates with MXPlayer's MX Studios for an interactive film, 'Lost and Found in Singapore.' Viewers actively influence the narrative as they discover Singapore. Targeted at young Indian travellers, it offers an immersive travel content experience. GB Srithar, Regional Director, India, Middle East, South Asia and Africa, Singapore Tourism Board says, "We are pleased to partner with MX Player, bringing a unique experience to audiences across India through this pioneering film. As a leading lifestyle hub

in the region today, Singapore is an ever-evolving destination, and this dynamism is best showcased to discerning Indian consumers through equally innovative means. We believe that this partnership introduces a novel perspective of Singapore, introducing to the young Indian travellers the dizzying array of unique tourism experiences it offers. Just as the film empowers viewers, Singapore transforms ordinary moments into extraordinary experiences, emphasising our commitment to showcasing offerings that uniquely define the destination."



Qatar gains popularity as a shopping destination

Qatar, renowned for its rich heritage and cultural allure, offers a distinctive shopping experience that complements its multifaceted beauty. Beyond its historical charm, Qatar boasts an unrivaled shopping scene, ranging from luxury brands to boutique gems, family-friendly malls, and vibrant traditional souqs. For luxury shopping, Qatar offers a wealth of options. Galleries Lafayette Mall dazzles with 400 top-tier brands, while Al Hazm Mall exudes Italian elegance. Place Vendôme Mall,

inspired by French architecture, boasts 580 retailers and culinary delights. Printemps Doha, the Middle East's largest luxury store, is a shopper's paradise with an extensive designer portfolio. Families can revel in malls like Mall of Qatar, Villaggio Mall, and Doha Festival City, offering diverse shopping, entertainment, and dining experiences. Qatar's year-round pleasant weather makes it a complete retail and entertainment destination, ensuring an unforgettable shopping journey.



Andaman to introduce luxury caravan tourism in exotic places

Andaman and Nicobar Islands tourists would soon be able to rent luxurious caravans at stunning locations. These air-conditioned caravans boast bunk beds, mood-enhancing lighting in the lounge, comfy recliners, foldable tables and chairs, a stylish kitchenette, a well-furnished bathroom, and reliable power backups. Safety is paramount with 360-degree security cameras and GPS navigation onboard. These captivating locations provide necessities like water and electricity, outdoor barbecues, lovely lawns, and a helpful

on-site caretaker guide. This setup allows travellers to indulge in these scenic spots for multi-day stays, offering an immersive experience of the natural beauty of the Andaman and Nicobar Islands. The main purpose of the 'caravan' is to encourage tourism while providing the highest level of comfort while maintaining its ecological integrity. Caravan tourism is expected to meet the increasing needs of eco-friendly, adventure, rural and beach tourism while fulfilling meeting quality, standards and safety requirements.



Indonesia to launch Golden Visa Program

Indonesia is gearing up to introduce its very own Golden Visa Program by the end of 2023. This sought-after tourist hotspot is diligently reshaping its immigration policies to facilitate foreign investment and entice global entrepreneurial and business expertise. The Minister of Tourism and Creative Economies in Indonesia

shared that the golden visa initiative is well on its way to becoming a reality by year-end. This strategic move is poised to stimulate economic growth, bolster tourism, and establish Indonesia as a premier destination for international investors and professionals seeking opportunities in the heart of Southeast Asia.



Bahrain actively engages in MILT Congress participation

Kingdom of Bahrain made a significant impact at the esteemed MILT Congress in Goa, India in August. This premier event explored innovative prospects in meetings, incentives, and weddings, drawing industry leaders from across the globe. Bahrain's strong presence at the MILT Congress underscored its leadership in the tourism and hospitality sector. The kingdom's exceptional hosting capabilities, exemplified by the Middle East's largest Exhibition Centre and complimentary wedding services, were showcased, extending a warm invitation to all participants. Bahrain's accessibility, with a direct 4-hour flight from India and e-Visa facilities, makes it an attractive destination, best visited from September to March. Bahrain offers captivating architecture, a rich cultural blend, luxurious accommodations, historical landmarks, culinary delights, a



glimpse into its pearling heritage, and the thrilling F1 Grand Prix event. The newly opened Exhibition World Bahrain, with extensive exhibition space and world-class facilities, enhances its appeal. Beyond being a perfect choice for MICE events and dream weddings, Bahrain promises a memorable vacation. Its welcoming atmosphere, cultural wealth, and unique experiences position it as a top travel destination. Bahrain warmly invites all MILT attendees and travel enthusiasts to explore its hospitality and endless opportunities.

Switzerland Tourism honours Neeraj Chopra for Olympic Gold

Switzerland Tourism partnered with Neeraj Chopra, in September last year, appointing him as their 'Friendship Ambassador.' Recently, Neeraj secured a gold medal at the 2023 World Athletics Championship, a triumph celebrated jointly by Switzerland Tourism and Zurich Tourism. They hosted an event at Zunfthaus zur Zimmerleuten, attended by Neeraj, his family, friends, and representatives from both tourism boards.

Pascal Prinz, Head of Global Partnerships at Switzerland Tourism, expressed their joy in celebrating Neeraj's achievements and his role in inspiring future generations. Ritu Sharma, Deputy Director and Marketing Head for India at Switzerland Tourism, expressed their pride in having Neeraj as an ambassador and their enthusiasm for introducing young Indians to Switzerland's adventurous side through his experiences.



DELHI DAZZLES

AS PUNJAB POWER COMES TO LIFE IN FULL FORCE



The Punjab Government was overwhelmed with the enthusiastic response it received from trade partners in four key cities for the Punjab Tourism Roadshow. This positive reception cemented their belief that the inaugural Punjab Tourism Summit and Travel Mart, scheduled from September 11 to 13 in Mohali, Punjab, will be a grand affair, positioning the state prominently in the Indian tourism landscape. The roadshow in Delhi was graced by Manmeet Singh, Chairman Tour Operators, Northern India, Anmol Gagan Mann, Punjab Minister of Tourism and Cultural Affairs, Rakhee Gupta Bhandari, IAS Principal Secretary Tourism and Cultural Affairs and Jyoti Mayal, President of Travel Agents Association of India (TAAI). The four-city roadshow leading up to the summit concluded in Delhi on August 26, 2023 after successful editions in Jaipur, Mumbai, and Hyderabad. These roadshows were orchestrated by the Department of Tourism to generate awareness and anticipation for the upcoming summit. They effectively showcased the government's dedication to

We have received overwhelming support from trade partners and tourism bodies during our four-city roadshow for the inaugural Punjab Tourism Summit and Travel Mart. We are sure that the event in September would be a runaway success.

Anmol Gagan Mann, Punjab's Minister of Tourism and Cultural Affairs

promoting tourism and positioned Punjab as a prime tourist destination, focusing on its rich heritage, traditions, art forms, and customs.

Anmol Gagan Mann, Punjab's Minister of Tourism and Cultural Affairs, emphasised the government's unwavering commitment to boosting tourism through this landmark event.

She stated, "We have received overwhelming support from trade partners and tourism bodies during our four-city roadshow for the inaugural Punjab Tourism Summit and Travel Mart. We are sure that the event in September would be a runaway success. Under the leadership of our Hon. Chief Minister Bhagwant Mann, the Punjab Government is dedicated to enhancing tourism, creating opportunities for both inbound and domestic visitors. Our initiatives aim to elevate the state's reputation with business-friendly policies and captivating tourist attractions."

The state plans to develop water and adventure parks to attract a larger audience and picturesque farm stays in rural areas.

The Punjab Travel Mart aims to attract tourism professionals from across the nation and beyond, positioning Punjab as a premier global tourist hotspot.

The Department of Tourism envisions catapulting Punjab to the forefront of Indian tourism, setting the stage to become a leading international tourist destination by 2030. Rakhee Gupta Bhandari, IAS Principal Secretary Tourism and Cultural Affairs, emphasised the significance of two key initiatives - wellness and women in tourism.

Bhandari, "Punjab's aspiration to become a wellness hub aligns seamlessly with its cultural heritage. Additionally, empowering women in tourism promises socio-economic growth. By fostering women's participation and offering training and financial support, we aim to catalyze positive change."

Punjab's initiatives include Invest Punjab, a comprehensive investment promotion office, and fiscal incentives on tourism under the Industrial Policy 2022. The state's focus areas for tourism development encompass adventure and water tourism, wellness tourism, medical tourism, and agri/eco-tourism, with an emphasis on rural home and farm stays.



EASEMYTRIP.COM ON AN ACQUISITION SPREE, PARTNERS WITH

To strengthen its position in the travel and tourism industry, EaseMyTrip.com, one of India's largest online travel tech platforms announces acquisition of 51% of the aggregate paid-up share capital of each of the three prominent travel companies - Guideline Group, Tripshope Online and Dook Travels. "Being pioneers at cruise selling, we sought an aggressive online selling platform for cruise

products around the world. Our partnership with EaseMyTrip gives us a big thrust to bring a bouquet of cruise products to our B2B as well B2C clients. Partnership with EaseMyTrip opens up our horizons and will allow us to bring to fruition our vision hence propelling Guideline Travels to new heights," says Pradeep Saboo, Director of Guideline Travels. EaseMyTrip pledges to uphold the acquired



GUIDELINE GROUP, TRIPSHOPE ONLINE AND DOOK TRAVELS

companies' distinct identities while creating synergies to increase operational effectiveness and provide customers with better value. All interested parties should benefit from increased growth, innovation, and a better travel experience as a result of the pooling of people, resources, and knowledge. Commenting on the acquisition, Nishant Pitti, Co-Founder of EaseMyTrip, "These three companies have a strong track record and a wealth of experience in their respective areas. Together, we are poised to ignite the wanderlust of countless explorers, crafting unforgettable journeys that resonate with every soul and paint the world with the colors of adventure and discovery."



ABOUT THE ACQUIRED COMPANIES

Guideline Travels Holidays India Private Limited, Mumbai

Guideline Travels is a highly reputed travel company that excels in both B2C and B2B circuits. The company boasts an extensive product portfolio of international group tours, bespoke FIT ventures, fixed departures and MICE movements and has its major business line in cruises.

TripShope Travel Technologies Private Limited, Jammu and Kashmir

TripShope Online, a travel and leisure solution provider based in Kashmir, offering a wide range of travel products, including flights, holidays, hotels, and more. The company's dedication to providing exceptional travel experiences at the best available prices has garnered a loyal customer base.

Dook Travels Private Limited, New Delhi

Dook Travels is a renowned integrated Travel Management Company based in Delhi, operating across CIS countries, Turkey, the UAE, and India. The company has established itself as the biggest DMC for CIS countries, serving a vast customer base of over 1 lakh tourists in the past 8 years.



Kazakhstan

*When the charm of serenity blends
with ancient architecture*

Where the sun symbolises progress and prosperity, where land locks with China to its east and the Caspian Sea to its west, where unity lies in diversity, it is the largest and most economically advanced of all 'stans'- Kazakhstan. One can soar to the height of 23,000 feet at Mt. Khan Tengri and dive into one of the lowest elevations on Earth, it is heaven for travel buffs. It weaves the wonders of nature with the incredible beauty of islands. It has pristine wilderness with the backdrop of magical sunsets and flower carpets with Eurasian's rare species swiftly dancing on it, the country is a surreal getaway to Paradise

By Nandini Mahajan



Soak in the scenery of Almaty riding an electric scooter

Ride your electrified scooter in Almaty and soak in the scenic beauty of the city. Explore the oldest regions and the stunning fruit-growing gardens saving the green code. Kok Tobe is Almaty's highest point on the city's southeast outskirts. Witness the renowned 372-meter-tall TV Tower, which can be admired from afar and offers incredible panoramas of the mountains and city, as well as several tourist attractions at the top.



The Shymbulak Mountain Resort- Paradise for hikers and snowboarders

A 15-minute drive from the heart of Almaty, the Shymbulak Mountain Resort is situated 2,260 meters above sea level in the magnificent gorge of Ile Alatau. Due to its ideal skiing conditions and the breathtaking scenery around, the Shymbulak Ski Resort is a must-see attraction in Almaty. The resort has a certain allure for hikers, skiers, and snowboarders.



Ritz Carlton- Gateway to ultimate luxury

The Ritz Carlton, Kazakhstan's first truly luxury hotel, is located in the footsteps of the Alatau Mountains. Indulge in delightful fine dining at Seven Restaurant & Bar and save a night for ultimate rejuvenation at The Ritz-Carlton, Almaty Spa. From Romantic getaways to corporate celebrations, Ritz Carlton is the answer.



Rixos Water World Aktau - Exemplification of the finest traditions of Kazakh and Turkish hospitality

The Rixos Water World Aktau is Kazakhstan's first and only "All Inclusive All Exclusive" five-star luxury resort hotel. This luxurious hotel with a wonderful sandy beach and azure sea is situated on the magnificent coast of the Caspian Sea. With three restaurants and seven bars to its name, Rixos Water World Aktau will take you on a gourmet journey throughout the world. Experience the perfect luxury of haven that exemplifies the finest traditions of Kazakh and Turkish hospitality.



Assy Plateau and Observatory- Close to nature and science

A limitless green upland valley at a height of 2,600 meters above sea level is known as the largest of all the Zhailaus in Kazakhstan. On your tour of Almaty's expansive bounds, the Assy Plateau and Observatory are not to be missed for their interesting landscape. One can indulge in stargazing, seeing the remains of past civilisations, and getting a taste of a more traditional way of life in Kazakhstan.

A FUN-AFFAIR AT FAM TO KAZAKHSTAN

ROHIT SHOREY,
FOUNDER OF KAZIN
DMC, IN SUPPORT
WITH KAZAKH
TOURISM HOSTS A
FAM TRIP FOR MEDIA
AND TRAVEL AGENTS
IN AKTAU & ALMATY,
KAZAKHSTAN





SETTING SAIL WITH BELAIR

HAVING A GLOBAL REACH, BELAIR NAVIGATES MARKETS AND CULTURES WITH PRECISION

Step into the dynamic world of Belair, the premier global travel company that has redefined the art of travel for half a century. With a legacy steeped in excellence and a vision firmly fixed on the future, Belair has emerged as an industry leader. We tried to pass through the heart of Belair, where innovation, expertise, and a profound passion for travel converge. With a global presence spanning continents and a diverse clientele that ranges from corporate giants to discerning individual travellers, Belair's reach knows no bounds. We have attempted to uncover the essence of Belair that continues to shape the industry and redefine the way we experience the world. It has not only weathered the changes in the travel industry but has also set new standards, consistently raising the bar for what it means to provide exceptional travel services. Speaking with Pawan S. Jain- Managing Director, Belair, The Global Travel Company, TravelScapes unveils the multifaceted tapestry of services that Belair offers, from orchestrating seamless travel experiences to navigating intricate cargo logistics

By Aanchal Sachdeva

In a competitive industry, how do you differentiate Belair products/services and maintain a strong value proposition?

Belair - The Global IATA Travel Company, with 50 years of experience, offers seamless Online Travel Technology for International, Domestic, and LCC Airlines and hotels over 5 continents, issuing Airline Tickets globally. We are truly a global Airline Ticketing and Travel Technology Company.

How do you stay updated on industry trends and changes? Could you give an example of how your insights have positively impacted your associations?

Belair stays ahead of industry trends through ongoing research, webinars, and global airline partnerships. We've prioritised digital customer experience, enhancing our online booking system to elevate customer satisfaction and boost revenue. Our global reach and expertise ensure seamless and effective implementations.

Belair's expansion has a global reach. How do you navigate the challenges of international markets and cultural differences?

With a widespread global footprint that includes offices in India, London, the UAE, New York, Singapore, and South Africa, Belair adeptly navigates international market challenges and cultural differences. Our local teams grasp cultural subtleties, and our cutting-edge technology harmonises with multiple platforms, enabling us to deliver customised services across various sectors.

Maintaining strong relationships with airlines, shipping partners, and travel agencies is vital. How would you nurture and strengthen these partnerships to enhance business outcomes?

To fortify and enrich partnerships with airlines, shipping firms, and travel agencies, we capitalise on our half-century of industry experience and cutting-edge technology. Our 'One Stop

Belair aims to ascend to the ranks of the world's Top 10 Travel Companies, leveraging a half-century of expertise and advanced online technology



Shop' services, validated by IATA and ARC accreditations, establish us as a trusted partner. Ongoing collaborative projects and real-time data exchange contribute to mutual growth and deepen business relationships.


What is your vision for Belair Travel & Cargo's future, and how do you plan to lead the company towards achieving that vision?

Belair aims to ascend to the ranks of the world's Top 10 Travel Companies, leveraging a half-century of expertise and advanced online technology. Our focus includes International corporates, Travel Partners, and diverse travel

sectors like Business, Ethnic, Student, Marine, VFR, and both Inbound and Outbound Leisure travel. Committed to exceptional customer service, we aim to positively impact millions worldwide.

ABOUT THE ORGANISATION

Belair Travel & Cargo, the only 'IATA Go Global Accredited Travel Company in India' also with ARC Specialist Certification, celebrates its 'Golden Jubilee'. The company has established offices in India, London, UAE, New York, and Singapore and shortly opened more offices in many more countries. Belair serves many multinational companies, OTA's and corporates providing all international and domestic airlines, SOTO & LCC Airlines with hotels globally as a 'One-stop shop' for all travel services. Belair with in-house evolved state of art technology has integrated online all airlines seamlessly worldwide, with all International, Domestic, and LCC Fares for global segments along with VFR, Marine, Corporate, and Leisure on NDC and major GDS - Amadeus, Galileo and Sabre. Belair was earlier General Sales Agent - GSA, for Lufthansa German Airlines for 28 years and the experience contributing to our travel expertise. The group is powered by a team of travel experts and web technocrats all with over 25 to 35 years of expertise. The team of travel professionals, managers, administrators, IT professionals, designers and programmers. The company was recognised and awarded "The Best Performance Agency" by all Domestic and International airlines by IATA 'for issuing the highest number of air tickets in India' in 2019-2020-2021-2022.





IndiGo marks its 17th anniversary

In celebration of its 17th birthday, IndiGo offered special deals to all customers in August. All tickets purchased through IndiGo's website and mobile app received a 12 per cent discount in honour of #HappyIndiGoDay. A 7 per cent discount was provided on all reservations. Additionally, IndiGo collaborated with HSBC and American Express to provide additional perks to customers who used their credit cards. On this occasion, Vinay Malhotra, Head of Global Sales, IndiGo said, "As we celebrate 17 years of successful operations, we are immensely thankful for the trust and loyalty our customers have placed in us. It is their unwavering support that motivates us to continue delivering exceptional services and experiences. We are committed to continue to expand and grow our current network of 79 Domestic and 32 International destinations. Over the coming weeks we are commencing operations to Nairobi, Jakarta, Tbilisi and Baku followed by Almaty as well as Tashkent. We will continue to uphold our promise of providing on-time, affordable, courteous, and hassle-free travel experience across a wide network."

BLR repositions for exporting perishable commodities

Kempegowda International Airport remains India's top airport for exporting perishable goods for three years running. In the fiscal year 2022-2023, the Airport handled a record tonnage of 53,751 metric tonnes (MT), indicating an increase in the export of perishable cargo. With a 27% share of the overall cargo volumes across the Indian air cargo industry and a 41% share among airports in southern India, BLR Airport maintained its hegemonic status in the export of perishable commodities. Satyaki Raghunath, Chief Strategy



and Development Officer at Bangalore International Airport Ltd said, "BLR Airport has played a pivotal role as one of India's leading air cargo EXIM contributors, through its exceptional volume shares across both Indian and South Indian airports."

flydubai announced a new agreement with Smartwings

flydubai announced a new agreement with Smartwings, the Czech Republic-based airline, to wet lease four Next-Generation Boeing 737-800 aircraft between October 17, 2023 and April 16, 2024. Commenting on the agreement, Ghaith Al Ghaith, Chief Executive Officer, Flydubai, said, "We are pleased to confirm this new wet lease agreement with Smartwings, this marks our third agreement with the carrier since 2019. Smartwings, an IOSA (IATA Operational Safety Audit) certified company, is well-experienced in ACMI agreements. The leasing of four additional

aircraft will enable us to maintain our operational efficiency, add capacity around our network and minimise any potential disruption to our passengers during one of the busiest travel periods of the year. "We are delighted to have signed our third ACMI wet lease agreement with flydubai. This cooperation, which we greatly value, will allow us to achieve a higher utilisation of our aircraft and provide our qualified employees with more opportunities during the winter season," says Jiri Juran, Chairman of the Board of Directors, Smartwings.



VietJet initiates direct flights from Vietnam to Tamil Nadu

Beginning on November 2, 2023, VietJet will formally accept Indian passengers on its direct flights between Vietnam and Tamil Nadu. The airline will fly this route three times each week as part of its ongoing effort to increase the number of flights between Vietnam and India. The airline will now fly 35 roundtrip flights per week between the

two countries, connecting the Southeast Asian nation with major Indian destinations including Mumbai, New Delhi, Ahmedabad, Kochi, and Tiruchirappalli. With the airline's large route network and simple flight schedules, tourists may easily discover the well-known coastal regions and cities of Vietnam from Ho Chi Minh City.





6 more airports to use Digi Yatra facilities

Digi Yatra is set to be rolled out at six more airports in India. The Ministry of Civil Aviation announced that Digi Yatra will provide facilities to the following airports in August 2023: Mumbai, Ahmedabad, Kochi, Lucknow, Jaipur and Guwahati. Digi Yatra infrastructure will be installed at these airports to make air travel easier and more efficient. More than 3.4 lakh passengers already availed of the Digi Yatra platform so far. Digi Yatra's mobile application gained 1.29 million users by the end of August 2023, showing the increasing popularity and acceptance of this cutting-edge technology among air travellers across India.

Emirates increases weekly flights to London Heathrow

Emirates announced its plan to add 5 additional weekly flights to London's Heathrow Airport. The additional flights will be added on Tuesday, Wednesday, Thursday, Friday, and Saturday, and will be operated by Emirates' fleet of state-of-the-art aircraft, the Boeing 787-300ER. The

additional flights will be added to the current schedule of 6 daily A380 flights that Emirates currently operates at London's airport. Emirates' decision to add the additional flights comes in response to the increased demand expected during the busy winter season.



Qatar Airways increases daily flights to New York

By adding a second aircraft and creating more flexible travel schedules, Qatar Airways intends to improve its daily flight operations to New York. With effect from October 30, 2023, the national airline of Qatar will expand the number of daily flights to John F. Kennedy

International Airport in New York from two to three. The new flights will conveniently arrive early morning and depart late evening from JFK, offering new connections between New York and more than 80 locations in the Middle East, Africa, South Asia, and Southeast Asia.



SAUDIA adds A321neo to its fleet

The national flag carrier of Saudi Arabia, SAUDIA, announced the addition of the Airbus A321neo to its fleet under the tagline "A neo-way of flying." This contributes to SAUDIA's goals for growth, since the airline hopes to increase its fleet by 20 A321neo aircrafts by 2026. Captain Ibrahim Koshy SAUDIA

CEO said: "We are excited to expand our fleet with the new Airbus A321neo aircraft. Our priority is to offer the best guest experience possible and to bring the world to Saudi Arabia, and we will continue to purchase state-of-the-art aircraft from the world's top manufacturers to deliver on that promise."

flybig expands its connectivity

flybig announced its ambitions to begin service on the Dehradun-Hindon-Ludhiana route by operating flights out of the Hindon Civil Terminal on September 6. With the addition of flybig's new route, the Hindon Civil Terminal, which has seen little flight activity since Star Air discontinued its Karnataka service on January 25, is expected

to resume normal operations. The terminal has been relatively quiet, but from September 8 to September 10, there will be a brief flurry of activity as a few flights Install App carrying foreign delegates attending the G20 summit in Delhi are anticipated to land at the Indian Air Force (IAF) base and then proceed to the civil terminal for departures.



Air India unveils its new logo

India's Tata Group introduces a new logo and branding of the flag carrier of India, Air India. The new logo will replace the previous one, which featured a red swan, and features a design in shades of gold, red, and purple. The classic Indian window shape, historically employed by Air India, is reimaged in the new branding as a gold window frame that serves as the foundation of the new brand

design system and represents a "Window of Possibilities." The top of the gold window frame served as the inspiration for Air India's new brand symbol, "The Vista," which stands for infinite possibilities, progress, and the airline's audacious, assured perspective for the future. A deep crimson, aubergine, and gold colour scheme are included in the brand-new aircraft livery and design for Air India.



Jazeera experiences 40.9% increase in passenger traffic

Jazeera's passenger traffic for the first half of the year increased by 40.9 per cent to 2.1 million because of the high demand for air travel. Additionally, load factors rose by 4.1 per cent in H1 to 78.1 per cent. For the first half of 2023, Jazeera Airways released financial statistics that showed total revenues rising 26.1% to KD 97.85 million and operational profits of KD 9.35 million. In comparison to KD 7.38 million for the same time last year, the net profit for the period was KD 6.27 million. A "one-off" gain of KD 1.73 million from the airline's sale and leaseback of engines was also included in the profits for the previous year. Announcing the results, Marwan Boodai, Chairman, of Jazeera Airways said: "As we share our positive results for the first half of 2023, we remain



optimistic and confident of our performance. Travel demand is high and we are pleased to see that reflected in the increased passenger traffic as well as consistent load factors. We have introduced several new and attractive destinations and look forward to launching others in the next half of the year. While doing so, we continue to focus on maximizing our operational and financial performance through different products, services, and initiatives, in the best interest of all our shareholders, partners and customers."



EgyptAir becomes gateway from Delhi to Madrid

EgyptAir, the national flag carrier of Egypt and Star Alliance member offers an unparalleled travel experience from Delhi to Madrid, via Cairo. With excellent connectivity and airfares of INR 75,000 all-inclusive for Economy Class RT and INR 152,000 all-inclusive for Business

Class RT, EgyptAir becomes the first choice for passengers travelling from Delhi to Madrid. The airline operates 4 times weekly flights from DEL to Cairo, offering excellent onward connectivity (via Cairo) to over 70 destinations in the Middle East, Africa, Europe, UK, USA and Canada.

ON THE MOVE



DWIJENDRA KUMAR MANISH

APPOINTED AT: Enrise Harda Madhya Pradesh
PROMOTED TO: Operations Manager
 Bringing a wealth of experience from Effotel Indore, Taj Residency, and more, Dwijendra Kumar Manish takes the helm at Enrise by Sayaji Harda. With a successful history in operational management and revenue growth, he aims to exceed guest expectations.



SUPREET ROY

APPOINTED AT: Sheraton Grand Pune Bund Garden
PROMOTED TO: General Manager
 With a distinguished 20-year career, Supreet Roy brings unparalleled expertise from IHM Kolkata to his role as General Manager at Sheraton Grand Pune. His success at Novotel Chennai Chamiers Road and F&B leadership for India-South Asia at Accor Hotels underscore his achievements.



ALBERTO PIROZZINI

APPOINTED AT: Pellicano Hotels Group
PROMOTED TO: Chief Operating Officer
 Alberto Pirozzini rejoins Pellicano Hotels Group after a successful career spanning luxury hospitality for over 25 years, including positions at Four Seasons, The Ritz-Carlton, and St. Regis. He's excited to enhance Pellicano Hotels' growth and guest experiences as Chief Operating Officer.



BINU PRASAD

APPOINTED AT: Niraamaya Retreats Surya Samudra
PROMOTED TO: General Manager
 Niraamaya Retreats Surya Samudra in Kerala welcomes Binu Prasad as its General Manager. With 30+ years of experience in hotels, wellness resorts, and airlines, Binu will bring diverse expertise to uphold Niraamaya Retreats' values. He will prioritise wellness and service excellence to promote healthy living in the resort's environment.



JÖRG ARNOLD

APPOINTED AT: The Chedi Andermatt
PROMOTED TO : General Manager
 With over 35 years in international tourism and hotel management, Jörg Arnold, previously GM at Storchen Zurich and other hotels, takes charge as General Manager at The Chedi Andermatt within the Andermatt Swiss Alps Group. He will also oversee the Andermatt hotel cluster, fostering collaboration and growth.



ARUN PALIWAL

APPOINTED AT: Leisure Hotels Group (LHG)
PROMOTED TO: Chief Human Resources Officer (CHRO)
 Leisure Hotels Group appoints Arun Paliwal as Chief Human Resources Officer. Arun brings 15+ years of HR experience from top brands. Arun, served as the Director of Human Resources at Six Senses Vana in Dehradun. He is skilled in fostering the growth of both regular and specially-abled employees.



DIGVIJAY SINGH

APPOINTED AT: Conrad Bengaluru
PROMOTED TO: General Manager
 With a rich background in luxury hospitality, he brings extensive experience in leadership, strategic business goals, and diverse hotel operations. His outstanding track record includes roles at renowned hotels worldwide, such as Taj Mahal New Delhi and Taj Lake Palace Udaipur. Digvijay aims to enhance Conrad Bengaluru's reputation as he leads the team.



SARTHAK MATHUR

APPOINTED AT: Country Inn Premier- The Prominence, Dehradun
PROMOTED TO: Operations Manager
 Sarthak Mathur, appointed Operations Manager of Country Inn Premier - The Prominence, Dehradun, brings 13+ years of hospitality experience from esteemed brands like Marriott and Radisson. He aims for operational excellence and exceptional guest satisfaction.



RANJAN BANERJEE

APPOINTED AT: Sayaji Hotels
PROMOTED TO: General Manager
 With over 25 years of experience in IHG Hotels and a decade as General Manager at Crowne Plaza and Marriott Resort & Spa, Ranjan Banerjee will oversee the hotel's operations, dining, guest experience, and maintain its prominent status in the city. Banerjee eagerly anticipates collaborating with the dedicated team to create outstanding guest experiences.

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14th c. Hill Fort-Estroff, Rajasthan (Ramaraj)



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



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



17th c. Das Bugh, Kerala (Muziris)



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



18th c. The Sheraton Palace, Punjab (Sikh)



18th c. The Regent's Residence, Uttarakhand (British)



18th C. Tijara Fort-Palace, Rajasthan (Marathas/Khalis)



18th c. Walled Garden, Tamil Nadu (British)



18th c. The Pinnacled House, Rajasthan (Marwar)



18th c. Neerama's Time Palace, Tamil Nadu (Portuguese Inspired)



18th c. The Chivvare on the Ganga, Uttarakhand (Portuguese)



18th c. Neerama's Grand Alley, Tamil Nadu (Tamil)

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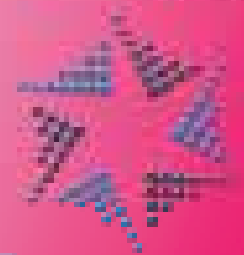


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