

Volume IV Issue 12 DECEMBER 2023 INR 200

Business of Travel Trade TOURISM | MICE | HOSPITALITY | AVIATION | LIFESTYLE BOTTINDIA.COM

BOTT

Saudi's Future City Beckons



The Hilton Convention Centre is the largest indoor event destination in North Bengaluru, boasting 60,000 square feet of elegant event spaces. With 22 venues, including a grand ballroom and a terrace, the center can host events ranging from 2 to 2000 guests.



Our Facilities:

- Dual Hotel Complex
- Flexible Spaces
- Carbon Neutral Meetings
- Strategic Location
- Close Proximity to Airport
- Event Ready Venues

Get a chance to earn HONORS 2X POINTS

> This offer is valid until 31st December 2023

> > Hilton

Centre

Garden Inn Convention

Terms and conditions applied

lilton

Bengaluru Embs Business Park



www.hiltonsatmanyatabengaluru.com

+91 806 901 2345 / +91 806 911 2345

BLREM_RES@hilton.com





Experience traditions that become timeless memories

SAUDI- The Middle East's pulse

Where culture, music, and cuisine unite. Be 'knot-iced' by authentic embroidery, 'rock the casbah' with musical fanfare, and 'Savor the spice of life' with Arabian delights. 'Shawarm-up' your senses in the heart of Arabia!

1116

<u>u u u u</u>

0000

Γ



10 n 0 0

n





Π

CONTENTS

Editor Priyanka Saxena Ray

Director-Business Development Gunjan Sabikhi gunjan@bottindia.com

> Design Director Rajesh Chhetri

Consulting Editor Aishwarya Srivastava

Social Media Correspondent Pallavi Sharma

Mumbai Correspondent Shreya Shimpi

Contributing Writers Sapna Vaid Megha Rai

Circulation & Desk Ashish Sarthak Vishal Maurya

Published and Printed by Rai Umraopati Ray on behalf of **More Media Pvt. Ltd.**, B6, Ground Floor, Kalkaji, New Delhi - 110 019

> BOTT House Top Floor, E-40, Anand Niketan, New Delhi: 110021 Email: info@bottindia.com Phone: 011-8800437575

RNI/DELENG/2019/1343884

Disclaimer:- All information is derived from sources we consider reliable. It is passed on to our readers without any responsibility on our part. Opinions/views expressed by third parties in abstract or in interviews are not necessarily shared by us. Material appearing in the book cannot be reproduced in whole or in part(s) without express permission from publisher. The publisher reserves the right to refuse, withdraw or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian Advertisement Sources of the publisher will not be liable for any loss caused by any delay in publication, error or failure of advertisement to appear.

Beyond Boundarie

MICE IN INDIA
Recently, India's MICE facilities have evolved to
meet the global standards, ensuring a seamless
experience for both organisers and attendees. The country
now boasts a plethora of venues equipped with
state-of-the-art facilities catering to a wide spectrum of
events ranging from small-scale meetings to large

The Outbound Tour Operators Association of India (OTOAI) recently concluded its fifth annual Convention, which took place in Nairobi, Kenya from November 24 – 27. From the selection of Convention theme to evening gala dinners, after parties and surprise dances – everything was not just meticulously planned but also personalized, offering great networking and fun opportunities to the delegates present.

5 National Parks

Chiang Mai: New Tourism Hub in Northern Thailand

Discover the Magic of Christmas in Hungary

international conventions.

Come Back to the Vibe that feels Alive in Jamaica



Your Growth Compass

Your Staff Training is on us!

The Most Advanced E-Learning Platform for Travel Agents

FREE TRAINING PLATFORM

Destinations | Hotels | Attractions | Cruises

UPGRADE BUSINESS SKILLS

Communication | Problem-Solving | More

SAVE TIME WITH VIDEO TRAINING

TBO Portal Training | YouTube Videos

REGULAR CONTESTS & GIVEAWAYS

*Free Stays | Shopping Vouchers | Merchandised Gifts

✓ AVAILABLE IN 4 LANGUAGES

English | Arabic | Spanish | Portuguese

INSTANT DOWNLOADABLE CERTIFICATES

Download | Print | Frame

Successfully Partnered in 2023



VAS ISLAND

CRUITER



AUSTRALIA

Showcase Your Success! with TBO Academy

tboacademy

OUCHER

50%



tboacademy a product of tbo.com

CRUISE LINE

From the

Editov's Desk Dear Readers

elcome to BOTT's Outbound and MICE Special edition, a gateway to the uncharted territories of travel and corporate gatherings. As we delve into the pulse of international destinations and the thriving world of Meetings, Incentives, Conferences, and Exhibitions (MICE), this issue opens doors to remarkable experiences and burgeoning opportunities.

The ICPB CIC in Gandhinagar, Gujarat, stands as a testament to India's burgeoning potential as a MICE destination. Set from December 7 to 9, 2023, this event serves as a nexus for the convergence of industry stalwarts and innovators. With India's landscape adorned by novel venues primed for hosting MICE events, the stage is set for the nation to emerge as a powerhouse in the global MICE arena.

Shifting our gaze to recent triumphs, the OTOAI Convention in Nairobi, Kenya, held from November 24 to 27, was an immersive journey for the delegates from India. Hosting around 150 delegates, the convention was a breath of fresh air, elegantly crafted with personalized touches and insightful presentations. It stood as a testament to the industry's resilience and adaptability in the face of evolving landscapes.

In our Outbound Special, we set sail for unexplored realms that beckon the intrepid traveler. From the serene allure of Chiang Mai in Thailand to the historic charm of Philadelphia in the USA, and from the cultural tapestry of Moscow to the enchanting Christmas in Hungary, this issue uncovers hidden gems awaiting discovery. Journey through Oman's mystique, Vietnam's cultural richness, the vast expanse of Western Australia, the timeless appeal of Britain, the vibrant rhythm of Jamaica, and the eternal elegance of Paris.

Join us on this expedition as we unveil the allure of these destinations and the untapped potential they hold. Let this issue be your compass, guiding you through the uncharted terrains of outbound travel and the dynamic world of MICE.

Bon voyage!

Priyanka Saxena Ray priyanka@bottindia.com







DEUTSCHE BAHN

Travelling on the Deutsche Bahn network in the ICE (Intercity-Express) trains is the fastest & most comfortable way of travelling that links nearly all major German cities at hourly or two-hourly intervals & also connecting Switzerland, Austria, Belgium, France, The Netherlands & Denmark.

Onboard Services:

- Air Conditioned Carriages
- Trolley Service with Beverages
- Reclining Seats with
 Folding Tables



*Segment Fees Applicable on Bookings.

Remark: Above rates are based on per person per way, rates are subject to change without prior notice. *T&C Apply.



Ottila International Pvt. Ltd.

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

Ahmedabad: +91 93761 20982 Bengaluru: +91 80 4165 6324 Chennai: +91 44 4555 8582 Coimbatore: + 91 99527 17750 Hyderabad: +91 40 4020 0301 Indore: +91 731 4911 374 Kochi: +91 75938 63903 Kolkata: +91 98301 19561 New Delhi: +91 11 4141 4242 Pune: + 91 20 4002 6960 Nasik: +91 253 231 0044

For Enquiries & Bookings, please contact any of our offices | Website: www.ottila.com | B2B Portal: www.ottila.net

SHORT NEWS

Ministry of Culture to organise "India Art, Architecture & Design Biennale" at Red Fort

The Ministry of Culture is organising India Art, Architecture and Design Biennale 2023 at Red Fort, to be inaugurated on December 8, 2023. Following the Inaugural & VIP preview, the exhibitions along with panel discussions, workshops and the art bazaar will be held from December 9 – 15, 2023 and will be open to the public.





IATO special membership drive to continue till March 31

Ravi Gosain, Vice President – IATO has apprised that due to theoverwhelming response to IATO Special Membership Drive which was valid till 31st August 2023 will continue till March 31, 2024 with special offers. The objective of this special drive is to facilitate the tourism stakeholders to join IATO in large numbers and make IATO the voice of the industry.

Malaysia Airlines starts Trivandrum – Kuala Lumpur direct flight

The inaugural flight from Kuala Lumpur, bearing the flight number MH0116, received a warm welcome with a water salute upon its arrival at Thiruvananthapuram International Airport (TRV) at 11:00am local time. Subsequently, the flight departed TRV at 12:01am on November 10, 2023 en route to Kuala Lumpur. With this development, the airline became the first full-service premium carrier to offer flights to South Asia and the Pacific from Amritsar and Trivandrum.





Oman Air Awarded APEX Five Star Major Airline 2024

Oman Air has been awarded the 2024 Five-Star Major Airline rating by the Airline Passenger Experience Association (APEX) for the fourth consecutive year. The APEX Five Star and Four Star Airline Awards, formerly APEX Official Airline Ratings, were created based on neutral, third-party passenger feedback and insights gathered through APEX's partnership with TripIt from Concur, the world's highest-rated travel-organising app.

SriLankan Airlines expands Self Check-in services

SriLankan Airlines advances their passenger services at Bandaranaike International Airport (BIA) with the introduction of self-service check-in and selfbag-drop services. The new self-service kiosks aim to minimize waiting times during peak periods, allowing passengers to seamlessly navigate through the check-in process and swiftly proceed to Emigration.





EXPERIENCE Kazakhstan in Its best shade!





Kazakhstan's leading DMC since 2015



Ready to chase the snowflakes?





CORPORATE OFFICE

M2/32, DLF Phase II, Gurugram, Haryana - 122002, India. 0124-4200130 kaz@kazindmc.com www.welovealmaty.com

OUR OFFICES

- Aimaty
 Baku
- Dubai
- Minsk



Scan here to access the website

SHORT NEWS

Thailand marks visa exemption for Indian tourists

Effective November 10, 2023 to May 10, 2024, holders of Indian passports or travel documents will be granted a temporary visa exemption for a 30-day stay for the purpose of tourism in Thailand. This followed the similar short-term stimulus visa schemes for Chinese and Russian tourists. With the visa exemption scheme, TAT expects Thailand to see 1.6 million Indian tourists in 2023, generating about 65.6 billion Baht in revenue.





Germany records 85% growth in Indian visitors

Tourism from India to Germany is developing well with a recovery of 496 percent in the period from January – August 2023 compared to January – August 2021. Although the overall figures are still 15 per cent below the pre-pandemic level of 2019, an increase of 85 per cent from 2022 is clear evidence of the country's enduring appeal.India has established itself as one of the most important and potential Asian markets for inbound tourism to Germany.

TBO TEK Ltd. files DRHP with SEBI

TBO Tek Limited has filed Offer Document with SEBI for an IPO proposing to raise funds through issue of equity share of face value 2 1 each comprising of fresh issue of equity shares aggregating up to Rs. 400 Crore ("The Fresh Issue") and an offer for sale of up to 15,635,996 Equity Shares ("The Offer for Sale"). TBO proposes to utilise the Net Proceeds from the Fresh Issue towards Growth and strengthening of the platform by adding new buyers and suppliers and more.





Dusit

Dusit International signs to manage four properties in India

Dusit International has signed HMA and RMA agreements with Ziogreen Private Limited to manage four properties in the state of Karnataka. Slated to open in mid-2026, all four properties will have a 'holistic wellness' focus and will operate under Dusit's distinctive midscale brand, Dusit Princess, known for its unique integration of local culture and character within each property.

Vistara inaugurates direct Mumbai – Frankfurt flight

Vistara has inaugurated non-stop, 6x weekly flights between Mumbai and Frankfurt. The inaugural flight, operated on Vistara's Boeing 787-9 Dreamliner, commenced from Chhatrapati Shivaji Maharaj International Airport, Mumbai at 13:00 Hours (IST) on 15 November 2023 and arrived at Frankfurt International Airport at 17:30 Hours (GMT). Vistara has already been flying 6x weekly between Frankfurt and Delhi.





Vikrama Sarovar Portico now open

Vikrama Sarovar Portico is designed to offer a harmonious blend of comfort and impeccable service for pilgrims, and leisure and business travelers. The hotel's architecture seamlessly merges with the rich heritage of the city, setting the stage for memorable stays that celebrates both tradition and modernity. Vikrama Sarovar Portico boasts 26 exquisitely appointed rooms, suites and villas, each meticulously designed to provide the utmost comfort.





Your preferred destination for business events & Celebrations in Kerala!

Crowne Plaza Kochi, nestled by the banks of Vembanad lake, is an upscale premium property and an ideal location for your corporate and social events.

With a contemporary design, combined with unmatched hospitality, we offer convenience and accessibility making us the preferred choice for both business and leisure travellers.

Highlights

24,208 Sq.Ft. Space (Indoor & Outdoor) | 269 Luxurious Rooms & Suites | Award-winning restaurants 02 Swimming Pools | Kerala's largest spa – A'ira | L'Gant Salon | Fitness Centre

For more details Contact : +91 7593871462 Email : crownemeetings@crowneplaza-kochi.com; Website: www.crowneplaza.com/kochi

The fast-evolving MICE landscape of India

In recent years, the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector in India has witnessed a remarkable growth trajectory, becoming a focal point in the nation's evolving business landscape. This upward curve is a testament to the numerous intrinsic and extrinsic factors that have come together in favour of India as a burgeoning MICE destination.

Priyanka Saxena Ray

he government's robust initiatives aimed at bolstering infrastructural advancements and promoting India as a global MICE hub have played a pivotal role in this growth. The ease of doing business, coupled with the digitisation drive, has further fostered an environment conducive to the flourishing of the MICE sector. Additionally, the country's rich cultural heritage, diverse landscapes, and the blend of traditional and modern ethos offer a unique proposition to international and domestic business communities alike.

Amidst this backdrop, India's MICE facilities have evolved to meet the global standards, ensuring a seamless experience for both organisers and attendees. The country now boasts a plethora of venues equipped with stateof-the-art facilities catering to a wide spectrum of events ranging from smallscale meetings to large international conventions.

One of the hallmarks of MICE facilities in India is the blend of modernity and tradition. The venues often encapsulate the rich cultural ethos of India while offering contemporary amenities. Spacious exhibition halls, well-equipped conference rooms, high-speed internet connectivity, and advanced audio-visual systems are now a norm. The professional event management services, proficient in handling diverse requirements, ensure smooth operations from inception to conclusion.

Furthermore, India's strategic geographical location acts as a bridge between the East and the West, making it a convenient meeting point for global stakeholders. The well-connected air and ground transport networks facilitate easy accessibility to MICE venues

across the country.

India's top MICE venues are spread across various cities, with Delhi, Mumbai, and Chennai being traditional hubs. However, emerging destinations like Agra, Varanasi, Udaipur, and Ahmedabad are also gaining popularity. These venues offer good infrastructure including large convention centres, exhibition halls, and banquet facilities essential for hosting MICE events. India's luxury conferencing facilities are known for their state-ofthe-art amenities, elegant interiors, and excellent service. Venues like The Leela, The Taj Palace, and The Oberoi offer opulent spaces for corporate events. They provide high-end technology, catering, and accommodation, ensuring a seamless experience for attendees.

When it comes to specific venues, the Hyderabad International Convention Centre (HICC) is often highlighted for its comprehensive facilities that cater to a variety of MICE needs. Additionally, various five-star hotels in metro cities like Mumbai and Hyderabad have also been mentioned as top venues owing to their large banqueting spaces and the ease of organising events there. Besides, the traditional destinations like Goa, Jaipur, and Kochi continue to be popular due to their unique cultural and leisure offerings, which provide a distinctive experience to attendees.

Furthermore, the industry insiders have also pointed out the emergence of new destinations like Gangtok and Bhubaneshwar, which are slowly becoming MICE-friendly due to the development of necessary infrastructure. The unique attractions of these places, coupled with growing facilities, are expected to diversify the MICE landscape in India further.



Revisiting Existing Convention Centres in India

Hyderabad International Convention Centre (HICC)

An epitome of glory and luxury, Hyderabad International Convention Centre (HICC), is managed by Accor Hotels and jointly owned by Emaar Properties, PJSC Dubai and Telangana State Industrial Infrastructure Corporation Ltd. The centre is one of its kind in South Asia with state-of-the-art convention facility. It is the winner of the excellence award for "Best Standalone Convention Centre" for a record four times and has in-house 5-star banqueting service.

Hyderabad International Trade Exposition Ltd. (HITEX)

Hyderabad International Trade Exposition Ltd. (HITEX), is a prominent landmark, propelling the city into the league of world class anchors for exhibitions and trade fairs. Located strategically, at the most happening part of Hyderabad, Madhapur (near Cyber Towers), the centre opens up exciting business opportunities in the global arena. India's most modern exhibition venue, it spreads over 100 acres. It has been designed to enhance functionality and flexibility to those who make use of its resources.

Lulu Bolgatty International Convention Centre (Managed by Grand Hyatt Kochi **Bolgatty**)

Adjacent to the Grand Hyatt Kochi Bolgatty is the Lulu Bolgatty International Convention Centre. It has a view of the Vembanad Lake and offers customizable venue spaces. Lulu Bolgatty International Convention Centre is billed as largest of its kind in India with over 10 lakh sq. ft. of indoor and outdoor space including two customizable and column-free venues with a total capacity of around 10,000 people. LIWA, is the largest hall in the convention Centre with 20,000 sq. ft. and can take more than 5,000 people at a time. It has also got a unique automated re-tractable seating system, which is first of its kind in the country. The convention centre has 3 helipads and parking capacity for more than 1500 cars.

Mahatma Mandir Convention and Exhibition Centre, Gandhinagar, Gujarat

This state-of-the-art venue has close to 22,000 sq. mt. of air-conditioned facilities sprawled across 34 acres and built to accommodate 15,000 delegates. The Mahatma Mandir Convention and Exhibition Centre is an integrated development comprising Heads of States Centre, Convention facilities, Exhibition halls, an open-to-air amphitheatre, expansive lawns, Retail shops and easy access to Dandi Kutir, India's largest and only museum on the life & principles of Mahatma Gandhi and the 300 room, The Leela Gandhinagar.

India Expo Mart, Greater Noida

India Expo Centre and Mart is spread over 58 acres of land and has a unique combination of trade mart with exhibition & convention facilities, lawn, business centre, restaurants, transportation facilities and sufficient parking area for over 4,000 cars and 30 buses/trucks inside the complex. It is well linked to the main ring road of Delhi through 8 lane expressway. Air-conditioned and wi-fi enabled, it has well equipped storage and warehousing facilities and central public address system with the most recent in multimedia, telecommunications and high speed internet connectivity under one roof. It is the perfect venue for Trade Fairs, Exhibitions, Conferences and such other theme-based international events.

Jaipur Exhibition and Convention Centre

Jaipur Exhibition and Convention Centre (JECC) is the largest pillar-less exhibition-convention-entertainment facility of its kind in all of South Asia. The 42-acre property consists of two exhibition halls with combined column-space of 20,000 sq. m and an exquisite Convention Centre featuring an elegantly designed ballroom measuring over 1,100 sq. m in area and 14 meeting venues split across two levels. This splendid facility also has open-air venue options: a 5,000 sq. m lawn and an expansive outdoor exhibition area. The upcoming 241room five-star hotel is going to be the jewel in the crown. The venue is located 15 minutes away from the Jaipur International Airport, in Sitapura.

Biswa Bangla Convention Centre, Kolkata

Biswa Bangla Convention Centre (BBCC), one of the largest convention centres in South Asia, is just 10 km away from the Netaji Subhash Bose International Airport. This Convention Centre has a 3000-seater Main Convention Hall, two 400-seater Mini Auditorium, four Banquet Cum Exhibition Hall with seating capacity of 270, 160, 125 and 72 respectively. The total plot area and total built up area of the Biswa Bangla convention centre are 40,470 sq. m. and 56,932.34 sq. m. respectively. Several five star and five-star deluxe hotels e.g.: Novotel Kolkata Hotel and Residences, Swissotel Kolkata Neotia and more are close to the venue.

Bangalore International Exhibition Centre (BIEC)

Spread across 46 acres near Peenya industrial township of Bengaluru, this multi-purpose 34 acres beautifully landscaped complex has 40,000 sq. m. of covered column-less airconditioned exhibition space (three exhibition halls), a multifacility conference centre spread over 5,600 sq. m. including four Conference Halls, a Helipad, an Amphitheatre, VIP Lounge, Food Court of 7500 sq. m., a Machine Tool Training Centre and large outdoor area.

Rajiv Gandhi Convention Centre, Leela Kovalam

India's only cliff-top beach resort, this luxurious venue is the best way to enjoy a seaside sojourn. The convention centre at the hotel covers a total area of 11,000 sq. ft. and can host over 900 delegates at a time. It also has an inbuilt stage and a state-of-the-art audio-visual facility. The sprawling centre also includes a separate pre-function area and can be used to host multiple layout arrangements simultaneously.





NEW CONVENTION CENTRES

Bharat MANDAPAM

Covering an approximate campus area of 123 acres, Bharat Mandapam has been developed as India's largest MICE (Meetings, Incentives, Conferences, and Exhibitions) destination. Constructed as a national endeavour with an investment of about ₹2,700 crores, Bharat Mandapam serves as a "showcase and promoter of India as a premier global business destination. Its impressive multi-purpose hall and plenary hall collectively accommodate up to seven thousand attendees and the magnificent Amphitheatre boasts seating for 3,000 individuals, adding to its versatility and grandeur.

Yashobhoomi India International Convention & Expo Centre (Dwarka)

Prime Minster Narendra Modi inaugurated the International Convention and Expo Centre (IICC), YashoBhoomi at Delhi's Dwarka. It is one of the world's largest MICE (Meetings, Incentives, Conferences, and Exhibitions) facilities with a project area of over 8.9 lakh square metres and a total built-up area of more than 1.8 lakh square metres. The convention centre, built across more than 73,000 square metres of area, comprises 15 convention rooms, including, the main auditorium, a ballroom and 13 meeting rooms with a total capacity of holding 11,000 delegates.

Nita Mukesh Ambani Cultural Centre (NMACC, Mumbai)

Opened on March 31, 2023, in the Bandra-Kurla Complex of Mumbai, the NMAICA is a part of the Jio World Centre. It houses a grand theatre with a 2000seat capacity, a four-story art gallery, and a pavilion for art exhibitions and shows. The centre reflects Nita Ambani's ambition to conserve and promote Indian arts. The NMACC is a space that hopes to bind the community through the common thread of the arts. It is a tribute to India's glorious legacy, traditions, and heritage.

These new convention centres, along with the existing and emerging MICE venues, are testament to India's growing appeal as a MICE destination, bolstered by its luxury conferencing facilities. The nation's diverse culture, rich history, and modern infrastructure make it a compelling choice for international and domestic business events. ■



BECAUSE THERE ARE TIMES, WHEN THE JOURNEY IS THE DESTINATION.

— Avail — COMPANION FREE OFFER — for — DECCAN ODYSSEY

PRICELESS JOURNEYS, REASONABLY PRICED

A part of the Ebix Group, The Rail Journeys allow you to experience India in a different way. You visit scenic locales to historical destinations to harigage ones while being on the train.

The journey itself is an experience.

Special Offer for 06 Jan and 13 Jan'24

For attractive deals, call us at: +91 82877 95986, +91 98738 44455 Write to us at: rail@therailjourneys.com www.traindeccanodyssey.com



MoT hosts Industry Roundtable on Developing India as a premier Global MICE Destination

The Ministry of Tourism, Government of India, in a move to strengthen India's presence in the global Meetings, Incentives, Conferences, and Exhibitions (MICE) sector, held an industry roundtable on November 30, 2023. The event witnessed the convergence of CEOs and senior leaders of industry at Bharat Mandapam in New Delhi, deliberating on the future of India as a world-class MICE destination.

BOTT Desk

he roundtable, led by the Ministry and MICE industry, was a direct response to the overwhelming global interest sparked during India's G20 Presidency. The event focused on capitalizing on the successes of the G20 summit, which highlighted India's advanced MICE infrastructure and rich cultural heritage.

Smt. V. Vidyavathi, Secretary of Tourism, in her opening remarks, emphasized three key agendas: Enabling Environment, Policy Regime, and Sustainability. She called upon global agencies and industry leaders to consider their contributions to the tourism ecosystem and how the Ministry can enhance this sector, stressing the importance of building on the momentum created by India's G20 Presidency.

Sh. Rakesh Kumar Verma, Additional Secretary, Ministry of Tourism, followed with a comprehensive presentation on the National Strategy for MICE Industry, detailing the vision, mission, goal, and key strategic pillars critical for nurturing and promoting the MICE industry in India.

A brand agency representing the Ministry illustrated the 'Meet in India' Campaign, the 'I Do' campaign for wedding tourism, and the 'Travel for LiFE' initiative. The presentation outlined a 360° integrated model for promotion, focusing on how sustainability can be woven into the MICE industry narrative.

The roundtable witnessed a collective and insightful contribution from CXOs and senior leaders across



the MICE industry spectrum, including hotel chains, Professional Conference Organizers (PCOs), and key players in inbound MICE business like Accor Group, Marriott Hotel Group, The Leela Palaces, Hotels and Resorts, Jio World Centre, YashoBhoomi (Kinexin), Alpcord Network Travel & Conferences Management Company, Radisson Hotel Group South Asia, ICE Incentive Conference & Event Management, India Exposition Mart Ltd., and others.

The diverse feedback emphasized India's rich cultural and natural diversity as a significant attraction for MICE tourism, while also underlining the untapped potential within the domestic market. Industry representatives recognized India's stature as a knowledge hub, foreseeing its ability to attract a myriad of MICE events across various sectors. There was palpable excitement for the upcoming Incredible MICE (iMICE) event, which is anticipated to further elevate India's profile as a

MICE destination. Calls were made for the strategic classification of MICE hotels to streamline the sector, and recognition was given to India's substantial development in MICE infrastructure, with a strong recommendation for its continued expansion and enhancement.

The session culminated with a summary from the Secretary of Tourism, who thanked the participants for their invaluable inputs, highlighting key action points such as database management, digital asset sharing, and focused efforts on structure, branding, marketing, and regulations for the MICE industry.

The roundtable underscored the Ministry's dedication to promoting MICE tourism in India and marked a pivotal effort in developing India as a soughtafter MICE destination.

The Ministry extended its gratitude to all attendees for their engagement and looks forward to continued collaboration in realizing India's MICE potential.







9555 033 033

www.udaanhotels.com

NORTH-EAST HOTEL CHAIN

PELLING

0







GANGTOK

DARJEELING

Airigonline.in the most user friendly National FIT B2B online platform.

Airiq.in our B2B online 365 Days FD platform offering more than 275 routes

TBO Academy's

Trailblazing Journey in 2023: Revolutionizing Travel Education, Empowering Agents, and Defining New Industry Standards!



n 2023, TBO Academy made remarkable strides in travel, education, and skill development. Our team's dedication and commitment led to innovation, expansion, and learning. Despite challenges, we achieved unparalleled success, each initiative adding to our achievements and knowledge base. Our clear goals set at the beginning of the year guided and inspired every team member, fostering a culture of diverse perspectives and creative thinking.

From pioneering free educational platform to fostering a collaborative platform for all sorts of travel products, TBO Academy has left an indelible mark on the landscape of skill development. The commitment to excellence and innovation has yielded unparalleled results, not only in terms of numerical achievements but also in the acquisition of wisdom and experiences.

The year 2023 has been nothing short of a golden chapter for us at TBO Academy. The relentless dedication and unified drive of our team have brought forth a multitude of successes and learnings, reinforcing our commitment to empowering travel agents worldwide.

Our Success Lens

Debut of TBO Academy Travel Business Show:

On September 19, at Conrad Dubai's Ballroom, over 400 esteemed travel professionals gathered, joined by 20+ partners and speakers representing diverse facets of the travel ecosystem - tourism boards, hotels, DMCs,

attractions, and agents to make TBO Academy Travel Business a success.

Our official partners Visit Saudi, Spain Tourism, Visit Qatar, and Aroya Cruises were joined by an illustrious array of premium partners: like Norwegian Cruise Line, JW Marriot, Mauritius, Sun Siyam Resorts, Sun Life Resorts, Rail Europe, Millenium Hotels & Resorts, Impiana Private Villas Seminyak, Dusit Thani Dubai, and Le Printemps.

Amidst this spectacular gathering, we delighted our travel agents with significant gestures, giving away 5 of the latest iPhones and over 10 free stay vouchers. Our event magazine celebrated the spirit of sponsors, premium partners, and products unable to attend physically but deeply present in our debut.

20 + Cities Covered in India in Collaboration with **Tourism Entities:**

Our journey has taken us to 20 cities, predominantly tier 2 and tier 3, perfectly aligning with our goal of educating travel agents. By partnering with tourism authorities, our aim was to narrow the technological gap and ignite destination awareness. These events empowered agents with in-depth knowledge of destinations and trade skills, fostering community engagement and championing a more inclusive approach to travel education.

TBO Academy Hosts Saudi FAM with Kizan Tourism

Another milestone we were elated to achieve was our successful collaboration with Kizan Tourism for the "TBO Academy Hosts Saudi FAM"



TBO Academy Travel Business Show



was a remarkable journey. We invited 7 travel agents for an immersive FAM tour across Saudi Arabia. The itinerary included iconic destinations like AlUla, Riyadh, Diriyah's UNESCO site, and Jeddah, providing an in-depth cultural experience.

During the tour, agents engaged in local interactions, explored historical sites, and witnessed the blend of tradition and innovation in Saudi Arabia. Their feedback upon return was overwhelmingly positive, expressing deep appreciation for the country's cultural richness and warm hospitality.

These experiences have enriched our agents' expertise, enabling them to craft exceptional travel experiences for our clients. This collaboration reaffirms our commitment to enhancing the travel industry by deepening our agents' understanding and delivering unparalleled satisfaction to our clients.

Amplifying Learning with Giveaways and Contests

At TBO Academy, we're dedicated to empowering travel agents through engaging contests and giveaways, fostering continuous learning and growth in the industry.

incentivized to learn, and ultimately equipped to excel in the ever-evolving travel industry.

Interaction with Attractions, YouTube Launch, and Weekly Newsletter!

At the start of the year, TBO Academy outlined three primary objectives, and we've been making strides in achieving each one. Our first goal was to provide attractions with a platform to showcase their unique experiences. The launch of our 'Interaction with Attractions' initiative has been a resounding success, with over 30 attractions benefiting from a free promotional platform.

Moving forward, our focus shifted to the creation of a vibrant YouTube channel. We aimed to curate engaging, traveler-friendly content, catering

to the interests of both travelers and agents alike. This channel serves as a resource for easily consumable content that captivates and informs. Simultaneously, we embarked

on another milestone - the release



Our efforts to motivate agents extend through exciting initiatives like our SPL contest with Saudi Tourism, where we've given away over 50 IPL tickets and more than 70 Swiggy food vouchers. This contest was in collaboration with Saudi Tourism as the league's title sponsor, not only inspired competition but also showcased incredible destinations while rewarding participation.

In our online training sessions, we've created an interactive learning environment. Attendees actively engage in quizzes at the end, offering them opportunities to win various shopping vouchers. In 2023 alone, we've distributed over 100 shopping vouchers to our valued travel agents through these sessions.

These giveaways and contests are more than just rewards; they're a testament to our commitment to agent development. By blending education with excitement and tangible rewards, we aim to keep our agents motivated, of our weekly Newsletter. This newsletter serves as a comprehensive update hub for the travel trade and all things TBO Academy. It's designed to keep our audience informed with

the latest industry insights and Academy updates."

In a year defined by monumental achievements, TBO Academy's unwavering commitment to revolutionize travel education and empower agents has been truly remarkable. From groundbreaking events like the TBO Academy Travel Business Show to transformative initiatives like Interaction with Attractions, the journey has been nothing short of extraordinary. These milestones stand as a testament to our dedication to innovation, education, and a shared vision of enhancing the travel industry.



Newsletter

Unveiling Utah's

Off-the-Beaten-Path <u>Adventures</u> in the Mighty 5 National Parks

tah stands out as one of the most geologically diverse regions in the United States, beckoning adventurers with a plethora of exploration opportunities. Let's uncover the extraordinary by venturing offthe-beaten-path marvels and activities within the realm of Utah's Mighty 5[®] national parks. Beyond the renowned attractions, the essence of these parks lies in embracing the lesser-explored corners, where geological wonders and the spirit of adventure converge to create an authentic and captivating experience.

Arches National Park:

 Redrock Ballooning - Discover a unique Moab adventure with our Hot Air Balloon rides. While there are various ways to explore Moab, nothing compares to the panoramic views from above. Soar through the air and witness the entirety of Moab in one sweeping perspective. The sunrise casting its warm glow on the canyons, cliffs, and desert landmarks adds an unbeatable touch to the experience. Gather your friends, family, or significant other for an unforgettable 1-hour sunrise flight and create lasting memories.

Moab Airplane Tours by Redtail Air Adventures - Soar to new heights with Redtail Air Adventures' airplane tours in Moab. Experience the breathtaking beauty of Moab's landscapes from the sky as expert pilots guide you over iconic landmarks, showcasing mesmerizing red rock formations, expansive canyons, and the winding Colorado River. From the arches of Arches National Park to the rugged terrain of Canyonlands, each tour offers a thrilling perspective on Moab's geological wonders. Redtail Air's comfortable aircraft ensures a smooth and enjoyable journey, providing the perfect opportunity to

create lasting memories amidst this extraordinary desert landscape.

Bryce Canyon National Park:

Dark Ranger Astronomy Tour -Embark on a captivating cosmic journey with Dark Ranger Astronomy Tours at Bryce Canyon National Park. As daylight fades, knowledgeable Rangers equipped Dark with telescopes guide visitors through a celestial spectacle against the iconic hoodoos. Explore the mysteries of distant galaxies and constellations, gaining cultural insights into celestial bodies. This blend of natural wonder and celestial education creates an unforgettable adventure, offering a unique perspective on the boundless wonders of the universe under Bryce Canyon's pristine night skies.

Zion National Park:

• E-bike rentals from Zion Outfitters: Embark on an eco-friendly adventure



in Zion National Park with Zion Outfitters' E-bike rentals. These electric bikes offer a seamless blend of sustainability and excitement, allowing you to effortlessly explore the park's breath-taking landscapes. Cruise along scenic trails, conquering various terrains while taking in the grandeur of towering cliffs and vibrant flora. Zion Outfitters ensures a convenient and enjoyable experience for all skill levels, from seasoned cyclists to novice explorers. With E-bike rentals, you can traverse Zion National Park at your own pace, creating lasting memories amidst the stunning backdrop of this iconic natural paradise.

Canyonlands National Park:

 Canyonlands by Night and Day -Embark on a captivating journey with Canyonlands by Night and Day, revealing the beauty of Canyonlands National Park as the sun sets. Witness the breath-taking panorama of illuminated cliffs and mesas, showcased during their guided boat tours along the Colorado River. The experience extends to stargazing in the remote location, offering an ideal canvas for celestial wonders. Whether cruising under the stars or witnessing the fiery hues of sunset, Canyonlands by Night and Day promises an unforgettable adventure, immersing visitors in the natural splendour of this iconic southwestern landscape.

Capitol Reef National Park:

 Wilderness Ridge Trail Llamas: Experience tranquillity in the great outdoors with Wilderness Ridge Trail Llamas. These gentle companions serve as hiking partners, carrying supplies and freeing you to explore unencumbered. Traverse scenic landscapes, guided by experienced leaders, for an unforgettable journey through nature's wonders. Whether a seasoned hiker or nature enthusiast, Wilderness Ridge Trail Llamas offers a distinctive, serene adventure, fostering a deeper connection with the wilderness alongside these endearing and charismatic trail companions.

Monument Valley:

Monument Valley Sunset Tour -Embark on a captivating 2.5-hour sunset Jeep tour and witness the mesmerizing play of long shades and shadows gracefully enveloping the Valley floor. As this enchanting spectacle unfolds. Monument Valley's iconic rock formations acquire an enhanced texture and contrast. The skies come alive with hues of brilliant red, flaming orange, soft purple, and rich gold, bestowing upon the buttes, spires, and mesas a mythical beauty unparalleled anywhere else on earth. Ensure your camera is at the ready to seize the perfect moment as the sun sets, casting its warm glow over the vast and breath-taking landscape of Monument Valley, revealing majestic natural arches in all their glory.



Discover Unforgettable Experiences in Philadelphia and its Countryside

Philadelphia beckons with a vibrant urban experience, showcasing iconic historical sites and a bustling culinary scene, notably renowned for its famous cheesesteaks. Recognized at the Lonely Planet's 2024 "Best in Travel" awards, Philadelphia's distinction as the "birthplace of the United States" and the nation's inaugural World Heritage City, coupled with its museums, new openings, events, and diverse eateries, solidify its reputation as one of the best cities.

Iconic Exhibits

Philadelphia's cultural landscape is evolving with the anticipation of

Otherworld Philly, mixed-reality а playground showcasing 55 unique immersive art installations across a 40,000-square-foot space. This winter marks the grand opening of Otherworld Philly, promising enhanced production interactivity. Meanwhile, and in collaboration with Boeing,

The Franklin Institute unveils "Wondrous Space," a transformative exhibit dedicated to space exploration. Funded by Boeing, the museum expanded its pre-existing space exhibit by about 7,000 square feet, ushering in a new era of space science just in time for the institution's 200th anniversary in 2024. This dynamic cultural shift promises an engaging fusion of art and science in Philadelphia's attractions.

Culinary Masterpieces

Philadelphia's food scene is a delectable fusion of tradition and innovation, boasting iconic cheesesteaks, diverse ethnic cuisine, and a burgeoning array of trendy eateries. Michelin's inaugural Philadelphia destination guide showcases the city's premier leisure travel experiences, featuring unmissable attractions, restaurants, hotels, and innovative culinary adventures.

Shopping Haven

Renowned for tax-free shopping on apparel and footwear, Philadelphia beckons with a diverse retail landscape. From major brands to independent boutiques scattered across varied neighbourhoods, the city offers a unique shopping experience. Wander through expansive shopping centres or stroll



25-65 pervillages d shopping the gift s attraction. For a Helicopter beckons, and offer schedule a of the bea

charming downtown districts, creating a delightful blend of convenience and character.

Sports Mania

Ultimately, Philadelphia is gearing up for an exciting chapter in soccer history as one of the host cities for the FIFA World Cup in 2026. The city's passionate sports culture and world-class facilities promise an unforgettable experience for both players and fans during this global sporting spectacle.

Bucolic Pleasures

Venturing into the picturesque countryside surrounding the city reveals a serene landscape dotted with charming farms, wineries, and idyllic small towns, providing a delightful contrast to the urban hustle and bustle. Plan your visit during the enchanting Yuletide at Devon from November 24 to December 31, 2023, at the historic Devon Horse Show and Country Fairgrounds. This winter festival promises a unique blend of a traditional European Christmas market, a top-tier music festival, and a gourmet farm-to-table food experience featuring music, culinary delights, illuminating experiences, an enchanted forest, and whimsical rides.

Exciting events

Visitors to the Philadelphia area can immerse themselves in a diverse range of experiences. In Kennett Square, known as the Mushroom Capital, a free, self-guided tour at the restored Woodlands at Phillips farmhouse dating back to 1828 offers insights into "everything mushroom."

The Chester County Balloon Festival, hosted at the Willowdale Steeplechase grounds, promises family fun with live bands, over 100 vendors, balloon glows, kids' activities, and fireworks. Indulge in a shopping extravaganza throughout the countryside, from the expansive King of Prussia Mall with over 400 stores to the Philadelphia Premium Outlets, providing name-brand outlets with 25–65 per cent savings. Small towns and villages dotting the landscape offer unique shopping experiences, complemented by the gift shops of world-class museums and attractions.

For aviation enthusiasts, the American Helicopter Museum in the countryside beckons, showcasing over 35 unique aircraft and offering the thrilling opportunity to schedule a helicopter ride for a bird's-eye view of the beautiful landscape.

Chiang Mai: New Tourism Hub in Northern Thailand

hiang Mai is the hub of Northern Thailand . It was the former capital of the Kingdom of Lanna. It is 700 km north of Bangkok and is situated amongst the highest mountains in the country. The city sits astride the Ping River. With a population of over 170,000it is Thailand's fifth-largest city. Located on a plain at an elevation of 316 m, surrounded by mountains and lush countryside, it is much greener and quieter than the capital, and has a cosmopolitan air and a significant expat population, factors which have led many from Bangkok to settle permanently in thisProvince.

Chiang Mai is a land of misty mountains and colorful hill tribes, a playground for seasoned travellers, a paradise for shoppers and a delight for adventurers. On a trip to Chiang Mai, the curious traveller can expand their horizons with Thai massage and cooking courses in Lanna style. Others will be bowled over by the variety of handicrafts and antiques. The wild child will find plenty of lively nightlife, and the epicure can indulge in wonderful cuisine. Despite its relatively small size, Chiang Mai truly has it all.

Chiang Mai International Airport (CNX) handles both domestic and regional international flights.Domestic and international flights arrive and depart from Chiang Mai International Airport, schedules vary with the seasons and tourist demand.

The city can easily consume a week with sightseeing, holiday courses, outdoor activities and, of course, eating. A few must do's in Chiang Mai would be:

- Visit the beautiful Doi Suthep Temple
- Learn the art of Umbrella Painting at Borsang Umbrella making centre
- Pamper yourself at the spas with traditional Thai massage- Lanna





Style

- Shop at Chiang Mai Night Bazaar
- Visit the 3D museum/art gallery- Art in Paradise
- Experience a traditional Khantoke Dinner with Lanna style seating. Must try Khao Soi!
- Enjoy traditional Thai classical dance performance
- Learn to cook Northern Thai food
- Bathe and feed elephants at the Elephant Orphanage
- Play a round of Golf in the beautiful

courses

- Visit the beautiful Chiang Mai Flower market
- See various kinds of butterflies at Bai Orchid-Butterfly Farm

Chiang Mai is also a great destination for Indian wedding celebrations. It has become a growing hotspot for tying the knot, hosting an average of 10-15 Indian weddings each year. When it comes to location, luxury is key and nice cool weather is a major plus for Chiang Mai. Luxury resorts and hotels like the Four Seasons, Anantara and the ShangriLa – have become the most popular locations for Indian weddings in Chiang Mai, their opulent style and old world glamour matching perfectly with the fantasy celebration that the clients have in mind. The warm Thai hospitality and personalized service in these luxurious properties also adds to the charm of hosting wedding celebrations there.

Apart from these, the spacious Chiang Mai Convention Center and the beautiful Royal FloralRajapruek Park are also favorable venues to accommodate large number of guests at Indian weddings.



Immerse in Omani Heritage & Aroma of Frankincense

amous for its vibrant soug, seafood, and luban, Muscat is also a great destination for rock climbing, trekking, and dolphin watching. Take a tour of the city to visit the landmarks such asSultan Qaboos Grand Mosque, Muttrah Souq, Al Alam Palace, Royal Opera House and Bait Al Zubair Museum to understand the tapestry of this city that sits at the confluence of modernity and tradition. One of the most immersive experiences is soakingin the famous Frankincense in all its glory. This aromatic resin collected from Boswellia sacra and Papyrifera tress, is used in making incense and perfumes. In the 16th century, it was more valuable than gold, and Oman's Dhofar region was renowned for its thriving trade, exporting Arabian horses and frankincense.

As the oldest independent state in the Arab World, Oman has embraced modernisation and progress while retaining its culture and heritage core. Embedded within the culture, art and architecture of the Omani heritage is Shangri-La Muscat, which evokes Oman's proud history as a seafaring nation. Journeys of Omani mariners to India and East Africa in past centuries resulted in a seaborne trading empire that spanned the Indian Ocean Rim. The resort's Frankincense Sommelier, Khalid Al Amri, Oman's first accredited expert, has been trained under researcher and author, Dr. Patricia Groves. Khalid embarked on a quest to visit Salalah in the Dhofar region, to learn how frankincense is grown and harvested, and to meet with local villagers to understand its purpose. He also underwent an intensive training at the National Museum of Oman and Bait Al Zubair Museum to earn the official title of Culture and Heritage Ambassador of Shangri-La Muscat. You can join him in a guided tour of the resort's private Frankincense Garden consisting of 21 trees growing since 2019 as he takes you on an incredible route discovering the history, architecture, and art of the hotel

that's deeply rooted in Oman's cultural heritage. You can also touch, smell, and see frankincense in its natural form, a one-of-a-kind experience. The garden will harvest its first frankincense resin in 3-5 years after the trees mature. You can also relish drinks and dishes infused with frankincense as well while at the Luban Spa during Arabian-Oriental massages that use frankincense oil.

Even the architecture, interior design, and artworks of the resort are an ode to Omani heritage. From the paintings adorned on the walls to the architecture that connotes the history of Oman where the Fort would stand along the coast to protect and defend its village, town and market. The complex is built in such a way that Al Husn is the fort perched on the cliffs, overlooking its village represented by Al Waha, Bait Al Bahr the seafood market in between the village and the Town represented by Al Bandar wing. The architectural design of Al Bandar, the Port Town, was inspired by the merchant townhouses on Muttrah Cornish. Looking up at the balconies of Al Bandar from the garden, you will see latticed railings and rounded red-tile roofing like those on those seafacing townhouses. Entering Al Bandar from the road through the porte cochere (pavilion) entrance, the lobby has a shell-like dome, shining above a burgundy and gold carpet that traces the scalloped outline of the dome. The vault of the dome features mugarnas, a classic Islamic honeycomb decoration. Finished in gold, the three-dimensional muqarnas glitter under lights and seem to multiply. The dome in the lobby of Al Waha is not vaulted in the classic circular style. Rather it is a deeply inset square decorated with intersecting wooden beams on a white plaster ground. The carpet below this 'dome' resembles those found in the lobbies of Al Husn and Al Bandar, featuring colourful arabesque patterns. Unique to Al Waha, a striking interior architectural feature is a column-and-arch colonnade in off-white. Wide, tapered columns support shallow ogival arches gracing passageways in the reception and lounge areas.





Experience enchanting Christmas markets and warm festivities across Hungary. From the renowned Advent Basilica in Budapest, a threetime Best Christmas Market in Europe winner to Debrecen, discover treasures, enjoy thermal spas, and celebrate the season.

BEYOND BOUNDARIES

ILL LLL III

A must-see is the St. Stephen's Basilica Advent Festival and Christmas Market. According to European Best Destinations and based on the votes of over 3,74,000 worldwide travellers, the Advent Basilica has been elected the Best Christmas Market in Europe for the third consecutive time. As the winner of the Best Christmas Market in Europe award for 2020, 2021, and 2022, the Advent Basilica is undoubtedly one of the most beautiful Christmas fairs in Europe.Where love takes your hand – with this slogan, the Advent Basilica, Budapest's uniquely beautiful Christmas fair, opens its doors again. Open till 1st January 2024 in front of St. Stephen's Basilica in one of the most impressive, beautiful, and breathtaking squares of the Hungarian capital.

True to the tradition of this year's 12-year-old Advent Basilica, it promises a unique festive atmosphere with around 120 domestic craft exhibitors, real gastronomic adventures, and heartwarming programs with so many more surprises. The real, authentic Christmas spirit will move again into the heart of Budapest into St. Stephen Square. At Szt. István Square in front of St. Stephen's Basilica, the highlights are an ice-skating rink, artisan gifts, and an expanded food selection, including lángos, burgers, and grilled sausages. Other notable Christmas markets in Budapest are the Vörösmarty Square Christmas Market, Christmas Fair in Óbuda (Főtér), Fashion Street

Christmas Market (Deák Ferenc Street), Erzsébet Square Christmas Market, Whale (Bálna) Building Advent Festival and Ice Rink, Castle Garden Bazaar Advent Programs (Buda), City Park (Városliget) Christmas Market, and Christmas Fair at Allee Shopping Centre. You can enjoy mulled wines, chimney or funnel cake (kürtőskalács), pancakes, honey, jams, and pálinka, and buy handmade artefacts and souvenirs while children can enjoy activities.

In Hungary besides Budapest, the countryside also offers you a great opportunity to immerse yourself in the festive mood. Eger Christmas market is held every year on the Dobó Square and presents the most visited program series during Advent. The market ends on the 24th of December. Stalls are stuffed with mouth-watering sweets and handcrafted goods. You can even meet with the artisans and have a short conversation with them about their products to complete the authentic experience. The aroma of mulled wine and gingerbread wafts through the air and all you need is





just a mug of wine to warm yourself up.

Veszprém, the European Capital of Culture in 2023, awaits visitors with concerts, gastronomic experiences and a lovely Christmas market over the four Advent weekends. The Christmas fair is located in the old town and it has a wide offer of Hungarian cuisine such as traditional fish soup, fried sausage, goulash soup, lángos and chimney cake. The market invites visitors to a magical world where everything is around Christmas.

The time of Advent is always special in the capital of Baranya County. The kith and kin of the city come together at the fair to taste the Christmas spirit. The scent of mulled wine, chimney cake, and roast chestnut pervades Széchenyi Square, together with the melodies of choral musicians and the lights, making the main square of the city a real casket. The smallest members of the family can visit the house of Santa Claus, admire the light paintings, and watch the candle-lighting ceremonies on Sundays with their parents. Széchenyi Square turns into a fairy tale for the time of the Advent fair which opens on the last day of November.





Cocated along the banks of the Seine, Paris exudes an aura of romance and grandeur that captivates every soul that wanders its cobblestone streets. This city, steeped in history and adorned with architectural marvels, holds an undeniable allure for travellers seeking an immersive journey through culture, art, and gastronomy.

Eiffel Tower

Standing tall as the epitome of Parisian elegance, the Eiffel Tower draws visitors from across the globe. Ascending its iron lattice structure unveils a breathtaking panorama of the city, each viewpoint revealing the story woven within Paris's skyline.



Arc de Triomphe

A symbol of triumph and resilience, the Arc de Triomphe stands majestically at the western end of the Champs-Élysées. Climbing to its summit grants an unparalleled view of the city's grand boulevards.

Louvre Museum

Home to timeless masterpieces like the Mona Lisa and the Venus de Milo, the Louvre Museum is a treasure trove of art and history. Navigating its corridors, adorned with priceless works, is a journey through centuries of human creativity.

Iconic Bridges

Spanning the Seine River, Paris's iconic bridges, like Pont Alexandre III and Pont Neuf, are architectural wonders. Strolling across these structures offers glimpses of the city's romantic allure and unparalleled vistas.

Exploring Popular Cafés

Parisian café cultures are an art form in itself. From sipping espresso at Café de Flore to indulging in croissants at Le Café des Deux Moulins, these establishments evoke an ambiance that is quintessentially Parisian.

Local Markets for Souvenirs

Amidst the city's labyrinthine streets lie bustling markets like Marché aux Puces de Saint-Ouen, where treasures await. Here, one can find unique souvenirs, from antique trinkets to artisanal crafts, encapsulating Paris's spirit.

Strolling along the cobbled pathways of Paris, one feels transported to a

Experiences Beyond Imagination

Bateaux Mouches® Dinner Cruise

Embarking on a Bateaux Mouches[®] Parisiens Dinner Cruise is an indulgence in sophistication. Glide along the Seine under the stars, savouring gourmet cuisine while the illuminated monuments cast their enchanting glow upon the waters. Take a Bateaux Mouches[®] Seine River Dinner Cruise to immerse in a unique opportunity to capture the city highlights as you enjoy a full-course meal while witnessing some of the finest monuments



created on earth. Sail aboard the Bateaux Mouches, which is one of Paris' top boat tour companies that offers a fleet of luxurious, glass-canopy boats of two kinds, sightseeing boats, and restaurant boats. Dinner cruise ride with Bateaux Mouches should be a must on everyone's itinerary who is visiting Paris. The city of lights slowly unveils itself as you softly slip by along the shimmering waters of the Seine. The mood is romantic, the magic is in force...You are the actors in a wonderful play, played only for you. The sophisticated menu echos the extraordinary setting, displaying culinary flair, governed by excellence. This dinner cruise will be remembered as one of the most special moments of your stay in Paris.



Fragonard Museum for Perfumes

Set in the heart of Paris, just a stone's throw from the Opéra Garnier, the Musée du Parfum for Fragonard Perfumes is a one-of-a-kind, fun and instructive museum concept, bringing to life the making of a mythical luxury object, now part of our everyday life – Perfume.

At the Museum, visitors are invited to witness the manufacturing process of a Fragonard Perfume right from raw materials to harvesting, extraction, distillation, formulation, industrialization and bottling, together, of course, with the creative process and work of the master "noses". It is one of the most unique experiences and a definite must-do for a Perfume lover to understand the layered nuances of perfume making.

The second section of the museum features an exceptional collection of ancient bottles retracing the history of fragrance from Ancient Egypt to the latest 20th century, including kohl pots, pomanders, vinaigrettes, perfume burners, pots-pourris, travel sets, smelling salt bottles and precious flasks. If you are lucky, you mist even get to make your very own Fragonard Perfume!

So, on your next visit to Paris, delve into the olfactory delights at the Fragonard Museum, an ode to the art of perfumery. Witness the intricate process of fragrance creation and explore scents that encapsulate the essence of Paris.



bygone era. The alleys of Montmartre exude artistic vibrancy, while the historic Marais district entices with its eclectic blend of history and modernity.

Paris, with its timeless beauty and cultural richness, leaves an indelible mark on every traveller's soul. From iconic landmarks to hidden gems, every corner whispers a tales of history, art, and romance, inviting visitors to immerse themselves in its splendour. As Hemingway famously said, "If you are lucky enough to have lived in Paris as a young man, then wherever you go for the rest of your life, it stays with you, for Paris is a moveable feast." Indeed, the allure of Paris lingers, a cherished memory destined to endure a lifetime.



BEYOND BOUNDARIES

Elevated Elegance A Parisian Sojourn at Pullman Paris Eiffel Tower

The Pullman Paris Eiffel Tower stands as a beacon of luxury and elegance in the heart of Paris, offering a mesmerizing stay that encapsulates the city's charm and allure. Situated within a stone's throw of the iconic Eiffel Tower, this hospitality gem promises an experience that goes beyond opulence.

pon arrival, guests are greeted by the majestic presence of the Eiffel Tower, casting its enchanting spell from nearly every vantage point within the hotel. Whether savoring a drink on the balcony or waking up to its silhouette in the early morning light, the view is a breathtaking reminder of the city's romantic ambiance.

Beyond its prime location, the hotel boasts an impressive 465 rooms, a rare spaciousness in the heart of Paris. Originally designed by esteemed architects Pierre Dufau and Raymond Loewy, the Pullman underwent a sleek transformation by designer Christophe Pillet, blending contemporary aesthetics with functionality. The result? Expansive floor-to-ceiling windows that flood the spaces with natural light, complementing the chic and modern furnishings.

Catering to both leisure and business travelers, the hotel offers exemplary business facilities, ensuring a seamless stay for those mixing work and pleasure. Meanwhile, the gastronomic experience at FR/AME, the Californian brasserie, is a culinary delight. From a sumptuous breakfast buffet catering to diverse palates to the fusion of French-American cuisine, every meal is an indulgence. Furthermore, the hotel's proximity to cultural landmarks such as Musée du Quai Branly, Musée de l'Homme, and Cité de l'Architecture et du Patrimoine provides an enriching experience for those eager to explore Parisian art, anthropology, and architecture.

11717 18

17 17 17

The Pullman Paris Eiffel Tower effortlessly weaves together luxury, convenience, and a touch of Parisian magic. Its seamless fusion of modern amenities with breathtaking views of the Eiffel Tower and proximity to cultural treasures makes it an unrivaled choice for travelers seeking an unforgettable stay in the city of love. ■



SIMPLY FEEL GOOD Sustainable experiences in Germany

Let's find out 8 unique Sustainable Travel Destinations in Germany!

Allgäu-where cows and the guests feast

Cows - and guests - feel at home in the Allgäu: spicy alpine meadows and species-appropriate husbandry for the cows, idyllic countryside and regional products for the guests. Allgäu hay-milk cheese is produced in the alpine dairies or offered in the small alpine dairies on the cheese route. A cool beer from one of the old private breweries: a living tradition that you can taste. This destination is one of the winners of the federal competition 'Sustainable Tourism Destinations in Germany'.

Müritz Bear Sanctuary

Here, the bear does as it pleases: At BÄRENWALD Müritz, brown bears from previously unsuitable living enclosures are provided with a speciesappropriate home. Visitors can witness these bears rediscovering their natural instincts in our large forest. There's also a bio-bistro, regional products for sale, and kids' playgrounds.

The Black Forest - Natural.Refreshing.Real

No other German region has such a high quantity of expansive protected areas. The KONUS guest card offers free public transport to forests in the north or on a discovery tour to the Alps. Relax and enjoy the beauty of the area, stay overnight in a unique setting, experience real village life and enjoy unspoilt nature: Holidays in the Black Forest.

Climate walk in Düsseldorf

Düsseldorf and climate change in 120 minutes - a city walk around the local climates. The climate walk combines Düsseldorf's major sights with information about the climate on the Rhine and shows how the city is dealing with the challenges of climate change.

Discover Franconia for yourself!

Franconia: enormous holiday fun with a small carbon footprint, and is



wonderfully hassle-free. This destination in northern Bavaria provides ample space for sustainable holidays, and invites you to explore the diversity of ten nature parks, indulge in the authentic flavors of regional cuisine, and embark on discovery tours via bus and train to Franconia's cities and towns.

Freiburg - sunny views

Medieval Old Town energy meets innovation... Freiburg is a leader in the use of renewable energy. Visitors can marvel at the world's first PlusEnergy house, and stroll through environmentally conscious city districts such as the Quartier Vauban. Strolling through the small shops of the Old Town, visitors can experience Freiburg's mindful promotion of its regional and organic agriculture.

UNESCO World Natural Heritage Hainich

Unforgettable nature experiences are guaranteed here - a walk along the treetop trail, a visit to the wild cats and lynxes in the Wildcat village Hütscheroda, a ranger hike in the magnificent beech forest and much more. The National Park is embedded in the heart of the Wartburg Hainich World Heritage Region. Environmentally friendly modes of travel provide a link between these attractions for people of all ages.

Kiel, the ideal holiday city by the sea

Everything is within easy reach: In just 15 minutes by bike, visitors can discover impressive establishments like the lille brewery, shop for a new outfit at the fair trade store "Frau Beta" and grab a fish sandwich with a panoramic view at Moby's on the "Kiellinie". Even public transport is on the water in Kiel. Sailing. City.

For more information, please visit

https://www.germany.travel/en/feel-good/sustainability.html. This advertorial has been commissioned by The German National Tourist Office (GNTO), India

Come Back to the Vibe that feels Alive in

Jamaica

What the world needs now is more than a vacation! In Jamaica, it's not only about the wonderful places you'll go but the lessons you'll leave with. When you take on immersive experiences in Jamaica, you'll come back to curious, adventurous, lively, laid-back, romantic and all the things that'll bring you back to your best self.

Whether you're traveling with family, friends, or that special someone, this island has something incredible in store for everyone. From thrilling adventures to cultural tours and romantic activities, there's no limit to the fun and excitement that Jamaica offers. With its stunning beaches, delicious cuisine, and vibrant culture, Jamaica provides the perfect backdrop for creating unforgettable memories with the people you love. With so much to see, taste, and try, you'll never be short of things to do on this beautiful island. Explore incredible vacation experiences in the ultimate Caribbean destination...Jamaica.

Beaches in Jamaica from pristine and polished to rustic and rootsy

From well-tended beaches with crystal-clear water to unspoiled beauty and white sand, Jamaica's beaches are as diverse as they are beautiful. When not soaking up sunshine on Jamaica's sandy shores, take your pick from a variety of water activities such as kayaking, and paddle boarding, or come back to adventurous with thrilling zip line and off-road activities for memories to last a lifetime.

Witnessing the Best of Jamaica

Don't miss to discover the worldfamous natural wonders like Dunn's River Falls and the Luminous Lagoon in Jamaica; must-do experiences like swimming with the dolphins, horseback rides, catamaran cruises or rafting along stunning rivers and picture-perfect sites like the Bob Marley Museum, Rose Hall Great House, and the stunning Blue Mountains.

Experiencing the Adventures in Jamaica

Come back to playful with exhilarating experiences, from hiking through the Blue Mountains, swimming with dolphins at Dolphin Cove, or seeking thrills on ATVs. Explore the ancient Green Grotto Caves or zoom through the rainforest on a bobsled at Mystic Mountain Rainforest Adventure Park.

Relax at world-class resorts and accommodations

Jamaica is home to world class all-inclusive familv resorts with endless amenities for the ultimate in convenience. Come back to energetic and fill your days with delicious food, games, entertainment, and activities. Minutes from your hotel, you'll find nature tours, waterparks, and rich cultural heritage for memorable experiences you'll look back on for years. Villas and boutique accommodations are the perfect choice for large families seeking quality-time and space to spread out. Choose seaside luxury or a mountain escape as the place to play, explore or just lounge together



in a hammock beneath the swaying palm trees.

Come Back to the Lively and Vibrant Nightlife of Jamaica

Jamaica's nightlife scene is as diverse as its people, offering something for everyone. Whether you're a party animal, a music enthusiast, or a culture seeker, you'll find endless opportunities to indulge in Jamaican nightlife because as the sun sets over the sparkling waters of the Caribbean Sea, Jamaica comes alive with an electrifying energy that will captivate you. From pulsating dancehalls to open-air beach parties, Jamaica offers an array of exciting and unique experiences.

It's time to come back to delicious in Jamaica!

All the history, beauty, warmth and colour of Jamaica is perfectly distilled in its iconic food. Food lovers will delight in bright, diverse, and boldly flavoured dishes served throughout the day. Spicy jerk, fresh seafood, hearty stews, ital food, fine spirits, and an array of tropical fruits along with the world-famous blue mountain coffee you've never tasted before, make Jamaica a culinary destination in the Caribbean not to be missed.



BEYOND BOUNDARIES



estern Australia (WA) is a unique, sun-kissed destination with jaw-dropping, dreamlike scenery authentic and cultural experiences. A special place, where connecting with the land helps you reconnect with yourself. WA offers pink lakes, horizontal waterfalls, majestic gentle whale sharks, endless wildflowers, sweeping outback plains, a staircase to the moon, miles of coastline and Australia's whitest beach, all in the one state.Beyond breath-taking destinations, WA is also a state obsessed with sport and is home to the perfect venue for global sporting events, Optus Stadium, which has received numerous in the five years since opening.

PERTH: WA's capital city is a great starting point for international visitors – Perth is a relaxed, naturally adventurous city which also holds the enviable title of being Australia's sunniest capital city, with more than 3,000 hours of sunshine per year. Within 30 minutes of Perth's city centre visitors can sample fresh food and premium wine in the Swan Valley – the state's oldest wine-growing region.

Being consistently rated as one of the world's most liveable cities, visitors can cruise to an urban wine region up



the Swan River, swim with wild dolphins, explore a World Heritage-listed prison and hike amongst native bushland in one of the world's largest inner-city parks, Kings Park & Botanic Garden.The city's spectacular natural surroundings are rivalled only by its vibrant city life, particularly following a major transformation that continues to deliver new hotels, bars, restaurants and public spaces.

ROTTNEST ISLAND: Rottnest Island is Perth's idyllic holiday playground only 19 km (12 miles) off the mainland and

easily accessible by ferry. Home to the world's happiest animal – the adorable quokka – Rottnest boast 63 secluded beaches and 20 dazzling bays. It's a place resonating with a powerful sense of connection pulsating throughits brilliant bays and sheltered beaches, untamed bushland, and laidback, simple lifestyle. It's a placeto make memories with the family,and to meditate with one's self. It's a place so many generations of Western Australians reminisceupon as they reflect on joyful family adventures set to coastal backdrops and other worldly sunsets.


In the heart of East-Central Uzbekistan lies a city that whispers tales of civilizations past, where every cobblestone bears witness to the ebb and flow of time. Welcome to Samarkand, a city that stands as a living testament to over two and a half millennia of rich history and cultural convergence.

A Glimpse into Samarkand's Rich Tapestry

Samarkand's allure lies in its historic treasures-a captivating blend of mosques, madrasahs, and mausoleums narrating tales of conquerors and rulers. At the city's core is the Registan, a UNESCO World Heritage Site that was once a bustling square resonating with markets, caravanserais, and the echoes of royal proclamations. The Registan encapsulates the essence of Samarkand's rich history, inviting visitors to step into the bygone eras that have shaped this extraordinary city.

Sightseeing Extravaganza

Immerse yourself in the winding streets of Samarkand, where every corner unfolds a fragment of the city's enigmatic past. From the majestic Bibi Khanum Madrasah to the celestial wonders of the Ulugbek Observatory, the serene spiritual ambience of the Khodia Akhrar Ensemble, and the ancient allure of Afrasiab. Behold the breathtaking Gur-e Amir Complex, a once vibrant madrasah now transformed into a mausoleum that resonates with the enduring legacy of Amir Temur-each step marks a discovery in this living history book.

Best Things To Do

- Registan Rendezvous: Immerse yourself in the awe-inspiring beauty of the central courtyard, surrounded by architectural wonders.
- Nighttime Symphony: Witness the magic of traditional music and dance at the Registan courtyard, a spectacle that breathes life into the night.
- Shopping Extravaganza: Embark on a sensory journey at the Siab Bazaar, where vibrant markets create a tapestry of cultural richness through local flavours. Explore hidden gems, discover small shops, and boutique stores with artisans crafting exquisite souvenirs like handwoven Uzbek textiles renowned for vivid colours and intricate ceramics.
- Dine Like Royalty: Indulge your taste buds with the city's finest delights at Kishmish Azerbaijan Cuisine, experience the perfect blend of tradition and modernity at Filetto Restaurant, and immerse yourself in the charm of Uzbek

hospitality at the historic Old Havuz Restaurant. Discover a culinary oasis where local and international flavors harmonize at Restaurant Samarkand, and satisfy your palate at Karimbek, a haven for food enthusiasts offering a delightful fusion of local and global cuisines.

Luxurious Retreats: Where Royalty Finds Its Home

Samarkand's hospitality extends beyond its historic sites, with opulent accommodations that redefine luxury. Savitsky Plaza provides a perfect blend of comfort and elegance with sweeping cityscape views. Lia! by Minyoun Stars of Ulugbek combines modern luxury with Uzbek charm. The Luxury Guesthouse offers a sanctuary of indulgence. For unparalleled views and comfort, the Overlooking Registan Square Luxury 2 Bedrooms Apartment is a prime choice. Samarkand Luxury Apartment seamlessly blends sophistication with warm hospitality, while DiliMah Premium Luxury stands as a retreat where opulence meets every detail. Samarkand Regency Amir Temur invites guests to experience regal comfort in a luxurious haven.

Samarkand: The Royal Wedding Destination

Amidst the timeless splendours, Samarkand emerges as a regal canvas for celebrating love. Exchange vows in the embrace of historic monuments, where the azure domes of countless madrasas and mausoleums cast a mystical radiance-creating an enchanting setting for memorable wedding photography. The intricate majolica and carvings on these landmarks leave an indelible impression, ensuring a lasting memory for all. Your guests, entranced by the allure of this place, will return with cherished tales, expressing heartfelt gratitude. Savor the comforting taste of home with cuisine featuring locallyrooted samosas and pulay. Every facet of this country resonates with substance, resembling a profound story—authentic and meaningful, much like the journey of marriage itself.

Samarkand, a living chronicle of culture and heritage, invites you to leave not just with souvenirs but with a piece of its soul. As you bid farewell to the azure domes and labyrinthine streets, know that the magic of Samarkand will linger, a timeless echo of a journey into the heart of Uzbekistan's captivating past.

BEYOND BOUNDARIES

Kingdom of light

uthentic, stylish, and diverse, Morocco offers an exciting array of flavours, landscapes, architecture, and activities to engage every traveller.From the fashionable riads of Marrakech, the historic city of Fez and the turquoise blue Mediterranean coast to the golden Atlantic sands, the epic Sahara desert to the towering Atlas mountain ranges, there is an incredible amount on offer to explore.

Tangier

Standing at the northern tip of Morocco, where the Mediterranean Sea meets the Atlantic Ocean and only a few miles across from the Spanish mainland, Tangier is the gateway to Africa. It is a busy and well-connected city, home to the largest port in the country and its dual heritage makes it all the more attractive.

Marrakech: Discovering the Red City

Within its walls, the Red City's medina streets are alive with activity. A hubbub of voices calling back and forth, vibrant colours, fragrances of cedar and spices, soaked in the history of five dynasties.

Hidden Gems in Marrakech-

Water Museum

- Anima Garden
- Koutoubia Mosque
- The Menara Garden
- The Bab El Khemis souk
- The Secret Garden
- Agafay Desert
- Marrakech Palm Grove

Morocco welcomes visitors to immerse themselves in a cultural kaleidoscope, whether it is through the lively pandemonium of the markets, the serene serenity of the Sahara, or the ageless grandeur of its buildings. For those looking for a genuinely immersive travel experience, this North African jewel is an alluring and unique destination since it embraces the present while yet preserving its ancient legacy.





TRAVEL SEAMLESSLY FROM 10 INDIAN CITIES

Enjoy convenient departure times and seamless connectivity via Muscat from 10 cities in India to a range of exciting international destinations.

Find out more at www.omanair.com

emanair.com

Oman Air Sales Office or your local travel agent

oman Ain

Experience the vibrant culture & craftsmanship of **Vietnam**

ietnam has a lot to offer off the beaten track, especially the hidden gems like the coastal towns of Mui Ne. Visit the historical vestiges of the Champa Kingdom, the centuries-old city of Phan Thiet and its Hamu Lithit community. Adventure seekers can enjoy a desert safari in the white and red dunes, a visit to the fairy stream, and a fish sauce museum.

ancient Champa kingdom The reigned over modern-day Vietnam's central and southern coastal region from the 2nd to the 17th centuries. Today, The Anam Mui Ne keep the spirit of their traditions alive through partnerships with local artisans in the modern Cham community. You can also get an exclusive peek into this cultural richnessthrough the sundowner ceremony, original artwork and interior design at The Anam Mui Ne. Every evening at sunset, staff at The Anam Mui Ne dressed in traditional Cham garb, and accompanied by the beating of drums, lead a procession from the resort's lobby through its grounds down to the white sand beach. Illuminated by candles and paying respect to the ancient Champa kingdom that formerly reigned over the area for centuries, it is an illustration of how the upscale oceanfront resort in southern Vietnamdraws on local culture to create an authentic and immersive experience. From exquisite tile patterns to handcarved wooden furniture and one-of-akind, purpose-built lighting, the interior design embraces traditional materials wherever possible, with an emphasis on solid wood, heavy stone and other natural products, brought together by skilled local artisans and showcased in the lobby, facilities and 127 guest rooms and suites. Architecture at The Anam

Mui Ne has been guided by Hanoi's grand old French villas. Throughout property, the including in guest rooms and suites, 250 original oil paintings by renowned Vietnamese artists such as Bui Van Quang and Vu Trong Anh have been hung that depict daily life figures and in

traditional dress, along with modern, abstract interpretations of Vietnamese scenery. One room might feature an oil painting in brilliant red hues showing a woman and a vase full of flowers, while in another room the painting might be a soft green and yellow landscape. Interiors is adorned with customised mosaics, big-bellied clay water vases, statues on plinths, imperial-style roofs, cornice detailing and intricate woodwork. It also featurestraditional pottery art by the Cham people of Phan Rang that has been declared as cultural heritage by UNESCO.

You must visit the Thuy Tu Temple, a cultural institution built in 1762 to worship the deity of Nam Hai (whale), where fishermen believe that whales save them from adverse weather and sea conditions. The temple maintains its original architectural features, stores many authentic artefacts from the Nguyen dynasty, and the burial and storage of skeletal whale remains over centuries, including the largest whale skeleton in Southeast Asia on display.



Important ceremonies for five main rituals are held on the lunar calendar.

Phan Thiet city is said to be the birthplace of fish sauce, a hallmark of Vietnamese cooking tied to 300 years of history dating back to the Champa Kingdom reign. Opened in 2018, LàngChàiXIIa is Vietnam's first museum where fish sauce stories are featured. Explore 14 different themed rooms that travel back to Phan Thiet's origins through replicas of vernacular bamboo houses and ancient temples, with insights into the way of life by fish net making and learn an old method of using rice to discern the fish sauce quality. Enjoy the Fishermen Show, traditional displays and cultural treasures, and buy fish sauce.A short drive from Phan Thiet city are the three towers of Po Sah Inu, remnants of the ancient Kingdom of Champa dating back to the 8th century. The 15-metre-high primary tower preserves a Linga-Yoni stone altar, while the two sub-towers worship the Fire deity and the Buffalo deity, Nandin. You can participate in the annual Kate festival.



An overview of Uzbekistan-India Tourism Partnerships



Ikboljon O. Soliev, Counselor- First Secretary, Embassy of Republic of Uzbekistan in India

The comprehensive and multifaceted cooperation between Uzbekistan and India traces back deep in history. The two nations share a longstanding and time-honoured collaboration and partnerships in various spheres, including but not limited to politics, economy, education, sports, culture and humanities.

In this row, the field of tourism stands out as one of the important areas of mutual engagement. In this regard, the year 2023, as it is coming to an end in a matter of a little more than a month, is promising to be a recordbreaking one in terms of the number of mutual visits of travelers to both countries.

Uzbekistan is keenly interested in extending mutually beneficial ties with the great country of India in promoting Uzbekistan's rich and vast tourism potential in this country, telling Indian travelers more about Uzbekistan, its abundant culture and traditions, places to see and learn in its capital and the regions, especially, the ancient and eternally young cities of Tashkent, Samarkand, Bukhara, Khiva, Andijan, Ferghana and Namangan.

In these endeavors the Embassy of the Republic of Uzbekistan in New Delhi acts as a connecting bridge between the two nations in turning the high plans into a reality by engaging in marketing campaigns, delivering newer travel packages and undertaking the consumer and trade promotional events throughout India.

In such undertaking, the Uzbekistan Mission closely interacts with one of the leaders in the sphere of tourism promotions in India – the Blink Brand Solutions company based in the Indian capital with its branch and affiliate offices in several cities of this vast country.

November 23, 2023; the massive Uzbekistan Roadshow in Mumbai, India, organized and inaugurated by the Embassy of Uzbekistan in India

> together with Blink Brand Solutions company is yet another big example of such close mutual engagement between Uzbekistan and India in the field of tourism by bringing the two great nations closer to one another, allowing the people of India learn more about Uzbekistan, its true and worldacclaimed potential of hospitality.



'Nirvana' takes romance to new heights in **Maufitius**

ouples and honeymooners longing for a luxe haven may deepen their sense of luxury at the naturally chic, adults-only Nirvana – The Essence of Romance boutique resort set on the soft sands of Mauritius. Featuring stylish suites nestled amidst lush coastal forest, Nirvana offers a heavenly escape.

The vibe is jetsetter seclusion. The raison d'etre is romance with guests enjoying restorative wellness retreats, romantic packages and curated experiences. Nirvana has totally reimagined the adults only experience brilliantly merging privacy and solitude with engaging social interaction.

Naturally breathtaking, every experience feels extraordinary. Here, azure waters meet powder soft sand, leading to days of shared enjoyment coupled with sophisticated evening entertainment and beach parties and the zen Explore Spa to recover from it all. Nirvana's beachfront sister property, Le Méridien Ile Maurice, sits right next door but feels eons away although guests may utilise the resorts many amenities and facilities.

Spa rejuvenation is inspired by modern wellness coupled with India's ancient Ayurvedic wisdom. Explore Spa not only invigorates and heals the body, but also the spirit and the imagination. Pulsing with life, guests reenergise with signature treatments. The Snow Room, chilled to a perfect 14-degrees Fahrenheit and featuring real snowflakes all year round, offers stimulating hot-andcold contrast therapy.

The resort swimming pool offers



individual jacuzzi seats within the lower tier section of the pool plus a daily complimentary tea, coffee and soft drinks service at the pool, pool bar and beach from 11h00 to 18h00. Complimentary sunset cocktails with canapes are served at twilight.

The resort features 51 suites with 4 different room types all of which offer an idyllic balance between comfort and sophisticated glamour and are marked by a warm, coastal colour palette. Amenities include Smart TV's, Illy coffee machines, tea making facilities, complimentary high-speed internet access, high thread count linens, custom stocked mini bars and eco-luxe bathroom amenities.

Guests may choose from the first floor Nirvana Tranquil Bliss Suites and Nirvana Romantic Allure Suites which offer ample outdoor balcony space with mesmerising views of the ocean beyond. The exclusive Nirvana Plunge Pool Hideaway Suites boast stunning views of the sea and feature a king-sized bedroom and a spacious living area with sofa bed that opens to a decked terrace and plunge pool.

The Nirvana Grand Suite offers the ultimate duplex residence experience with a ground floor lounge, dining and bar area and upstairs stylish bedroom and bathroom that seamlessly merges with the outdoors to a signature furnished terrace.

For a minimum five night stay guests are welcomed with either a bottle of French Champagne or 2 glasses of Sparkling Wine (depending on which suite type is booked), a seasonal fruit basket and exotic floral bed decorations in addition to numerous value added amenities including complimentary in-room breakfast (only tray charge is applicable), a one-hour couples massage at Explore Spa, daily breakfast at Paparazzi restaurant and a Destination Dining moonlit table for two dinner experience on the beach.

Nirvana Plunge Pool Hideaway and Nirvana Grand Suite guests will also receive a Generously Mauritius voucher inclusive of bucket-list experiences on the island, complimentary green fees at a nearby golf course, an indulgent floating breakfast and a collection of ten professionally taken photographs. To further enhance the experience, all suites offer butler service.

Widely considered one of Mauritius' most breathtaking coastlines, guests will be hard-pressed to find one spot that isn't swoon worthy. Dotted with forests and mountains and offering ample opportunity for hiking and scuba diving adventures and dreamy catamaran cruises, Nirvana Essence of Romance Boutique Resort is perfect for blissing out.

ASSOCIAION IN ACTION

5th OTOAI Convention in Kenya imparts knowledge amidst good fun & networking opportunities

The Outbound Tour Operators Association of India (OTOAI) is the youngest of all travel trade associations and at its recently concluded Convention, which took place in Nairobi, Kenya from November 24 - 27, the association lived up to its reputation by hosting a unique event. From the selection of Convention theme to evening gala dinners, after parties and surprise dances – everything was not just meticulously planned but also personalized, offering great networking and fun opportunities to the delegates present. Here's a detailed overview of the Convention –

Priyanka Saxena Ray

Taking place after a hiatus of 3 years, the recently concluded OTOAI Convention was one of the most unique 'official event' attended by the delegates in the recent past. A huge 70 plus -member delegation reached Nairobi few days before the Convention to attend the Pre-Fam Tour and were treated to amazing Kenyan hospitality at the Sarova Resort in the famous Masai Mara. From catching a glimpse of the "chase" and "kill" to early-morning Game Drives and fun bonfire nights, OTOAI members who attended the Pre Fam were simply wowed by the wildlife wonders of one of the most famous Wildlife Parks in the world – Masai Mara.

As delegates from all parts of India along with pre-fam delegates met for the first official evening of the Convention at the Stanley Sarova Hotel in Nairobi, the energy and excitement in the hall was almost palpable. The evening kickstarted with an official welcome from the Representatives of Kenya Tourism who expressed the importance of tourism from India market followed by lighting the lamp and surprise birthday cake for Basheer Abdul Rahim, Director & Consultant, One Above. One Above along with their zealous team were the ground handlers of the event.

Addressing the gathering, Riaz Munshi, President, OTOAI said, "For OTOAI conventions, we always seek destinations that have the prospect of growing in the Indian market and can add value to our members. Kenya is a diverse and vibrant country, with stunning landscapes, wildlife, and cultural experiences. It is famous for its national parks and wildlife reserves. It is a unique destination in terms of experiences and hospitality and has





huge potential to grow in the Indian market. Lately, we have seen an increase in flight capacity, which will help us promote the destination to Indian travellers. Moreover, this kind of destination generates better revenue as it is knowledge-based. I am confident that after experiencing the product, our members will be in a better position to pitch Kenya to Indian travellers with a better perspective."

The Day 2 of the Convention, which is when the official business was scheduled for, saw the gathering listen in apt attention to an insightful presentation by Sumit Rajwade, Founder, Chief (Deep) Thinking Officer, mPrompto on 'Smart Tourism: The role of AI & ChatGPT in Travel', which was the theme of the Convention this year. He went on to explain in detail how the travel industry can intelligently use AI and ChatGPT to give better outcomes to their customers along with more personalised touch. Ketan Kasabe from Tan Consulting explained how one should choose Digital Promotion platforms based on the needs of the company and their target markets. Alongside this, crisp and interesting presentations were

made by the Supporting Partners of the Convention such as Trip Jack, Kazin DMC, Air India, One Above, Rezlive, Sarova Hotels & Resorts, Elewana Collection of Hotels, Kenya Tourism and more.

Moving away from lengthy panel discussions and boring detailed presentation, the official ceremony of the OTOAI Convention was a refreshing and welcome change. Another aspect that stood out and left people asking for more was the sumptuous food that was served during the Convention. Every meal had a mix of Indian and African cuisine and some unique





dishes on the menu took the delegates completely by surprise, leaving them stuffed and satisfied. The final Gala evening followed the Indian theme as members / spouses and even locales put on their best Indian look and stood in fashionable solidarity. A renowned dance group enthralled the audience with its most energetic performance on popular Bollywood numbers, setting the tone for the evening as all members let their hair down to have a wonderful time. The Post Fam tours were equally looked forward to as delegates left for their onward journey.

OTOAI Convention report will remain incomplete without few special

mentions starting with the Convention Chairman and Vice President Shravan Bhalla who had meticulously planned everything to the very last detail. From smooth check-ins to sightseeing trips, pre fams, post tours, everything went by without any glitch. Standing in solidarity was the Association General Secretary Siddharth Khanna who was always on top of everything, ensuring smooth flow of events and adding his personalised touch to the convention. Himanshu Patil. EC Member OTOAI was the stoic energy that kept the Convention and members together. While he was certainly the brain behind the Convention Program, his good spirits and infectious humour

kept everyone entertained, especially as he cheered on the gathering, giving away as many as 15 Lucky Draws. Mita Vohra, Director, Sarova Hotels & Resorts Kenya was present on all days of the Convention and added much warmth to the event with her grace and affection.

They say that a "Good Show" is all about Teamwork and OTOAI Members proved that right as they collectively put together a brilliant and successful Convention in Kenya under the staunch and able guidance of its dynamic President Riaz Munshi. The industry definitely needs more such Conventions.



Taste the soul of **New Orleans:** A culinary voyage

New Orleans' culinary and cocktail scene is more than just a simple collection of dishes and drinks; it's a love story that transcends generations and unites the city's diverse population. Whether you find yourself in an elegant restaurant savoring crawfish étouffée or seated on a park picnic bench relishing po-boy sandwiches filled with crispy fried oysters, the city's gastronomic heritage is a vibrant tapestry of Creole and Cajun flavors that delight the senses.



THE TRADITIONAL ESSENCE

At the heart of this flavorful journey is gumbo, a local treasure that encapsulates the very essence of New Orleans cuisine. Crawfish étouffée, another regional gem, invites visitors to immerse themselves in the rich and distinctive flavors of the area. Jambalaya, a savory rice dish, further defines New Orleans' culinary identity, while red beans and rice, a Monday tradition, bring a hearty and satisfying practice to the dining table. Muffaletta sandwiches, a unique New Orleans creation is a delightful Italian-inspired treat.

Cafe Du 1909

COFFEE STAN

Your culinary exploration would only be complete with indulging in beignets, poboys, Bananas Foster, oysters on the half shell, BBQ shrimp, and the irresistible fried seafood tower. Take part in a crawfish boil in the Spring and savor king cakes during Carnival season, whichadd a sweet touch to the city's culinary landscape.

ENTICE YOUR JOURNEY WITH A DRINK

In New Orleans, tradition and innovation merge to create an extraordinary dining experience that captivates all who visit. The city's love affair with cocktails is equally remarkable. New Orleans is the birthplace of iconic libations like the Sazerac, a mystery in its origin but a beloved classic. From the eye-opening brandy milk punch to the flaming chicory-coffee-and-cognac Café Brûlot, the city's classic cocktails celebrate the history and a bygone era. They are a toast to the city's enduring legacy.

Experience them all, from the iconic Hurricane at Pat O'Brien's Bar to the timeless Pimm's Cup at Napoleon House. Delight in the flavorful spectrum of the Absinthe Frappe, Sazerac, Café Brulot Diabolique, and the Creole Bloody Mary. The Vieux Carre Cocktail pays tribute to the French Quarter, while the classic Daiquiri, born in Cuba, has found a special place in New Orleans.

In New Orleans, cocktails are more than drinks; they are part of the culture and a connection to the past. Each sip is a toast to the enduring love affair between New Orleans and its iconic libations. Explore the website at www.neworleans.com to craft your schedule to immerse in the vibrant spirit that characterizes New Orleans.

For more information, visit us at NewOrleans.com

BEYOND BOUNDARIES

Witness Wonders of Masai Mara in



he Masai Mara, a wildlife reserve in southwestern Kenya, adjacent to the Tanzanian border, is on the bucket list of many for a variety of reasons. The Masai Mara is globally renowned for hosting one of the most spectacular wildlife events—the Great Wildebeest Migration. Millions of wildebeest, zebras, and other herbivores migrate from the Serengeti in Tanzania to the Masai Mara in Kenya, seeking fresh grazing lands.

The Masai Mara is named after the indigenous Maasai people and the Mara River that divides it. The reserve was established in 1961 and covers an area of about 1,510 square kilometres and is best known for the Great Wildebeest Migration. The Masai Mara is globally renowned for hosting one of the most spectacular wildlife events—the Great Wildebeest Migration. Millions of wildebeest, zebras, and other herbivores migrate from the Serengeti in Tanzania to the Masai Mara in Kenya, seeking fresh grazing lands.

The reserve is home to a diverse array of wildlife, including the "Big Five" (lion, elephant, buffalo, leopard, and rhinoceros). Visitors have the opportunity to witness these majestic animals in their natural habitat.

The Masai Mara is situated in Maasai territory, and visitors can experience the rich culture of the Maasai people through cultural tours, visits to local villages, and interactions with the Maasai community.

Some must-see/mustdo things in Masai Mara

Great Wildebeest Migration

Witnessing the migration, particularly the river crossings, is a oncein-a-lifetime experience. The months of July to October are optimal for observing this phenomenon.

Hot Air Balloon Safaris

Take a hot air balloon safari for

a unique perspective of the vast landscapes and wildlife. This offers breathtaking views and a chance to see the animals from above.

Maasai Villages

Visit a Maasai village to learn about their traditions, lifestyle, and engage in cultural exchanges with the local community.

Big Cat Encounters

The Masai Mara is known for its high concentration of big cats, especially lions and leopards. Many wildlife enthusiasts visit specifically for the opportunity to see these magnificent creatures.

Photographic Safaris

The reserve provides excellent opportunities for wildlife photography, especially during the golden hours of sunrise and sunset.

The best time to visit the Masai Mara depends on your interests, however, if you want to spot the Great Wildebeest Migration, July to October is the peak season, with the wildebeest migration reaching the Mara. ■

BEYOND BOUNDARIES

Destination Britain India registers good response from India market

With the view to focus and promote Britain as the must-go-now destination for buyers from across India, VisitBritain recently hosted a trade mission after a hiatus of more than three years. Destination Britain India, which took place from November 19 – 21 at the Hyatt Regency Gurugram witnessed dozens of British industry suppliers from across the nations and regions meet with 75 top buyers from India to do business. From promoting new destinations in London to highlighting fresh campaign and undertake marketing initiatives, the three-day event was abuzz with optimism and action. In an exclusive chat with BOTT, Louise Bryce, VisitBritain's Partnerships Director and Vishal Bhatia, Country Manager - India, Visit Britain shares more.

Priyanka Saxena Ray

New Initiatives being undertaken by VisitBritain

- VisitBritain's focus is to drive growth outside London through regional gateways, across the seasons. For Indian travellers, UK cities like Birmingham, Manchester, Liverpool, Edinburgh hold great value and appeal. We will host media from India in January 2024, on an 'England's Year of the Coast' themed trip to Southwest England, also to Wales.
- It will also focus on 'seasonality growth' wherein it will push family travel to Britain during winter (Jan-Mar).
- We have established strong connections in Delhi and are now extending and focusing our activity to 'Tier 2' cities holding training sessions for trade on UK destinations, educational trips, promote new products, and customised itineraries.
- In the coming months, we are looking at rolling out trade roadshows in six cities across India from Jan-March 2024 with the aim of showcasing Britain's tourism offerings and reasons to travel now, under 'Alive with Opportunity', supporting HMG/ GREAT activity in India in partnership with FCDO.
- Our Showcase Britain' event returns in late Jan 2024 and will see 100+ buyers, press attend the event complete with educational visits across Britain (e.g., India going to West Midlands), showing new products, broadening itineraries.

• We are also looking at the success of our 'England Expert' trade e-learning platform, which has been developed by VB in partnership with trade media - to promote gateway cities - 900+ registrations to platform and 250+ participants have completed the course.

Experiencing new tourism products in Britain

VisitBritain's key focus in India is to drive growth outside London through regional gateways, across the seasons. For Indian travellers, UK cities like Birmingham, Manchester, Liverpool, Edinburgh hold great value and appeal.

Future plans

We are rolling out trade roadshows in six cities across India from Jan-March 2024, showcasing Britain's tourism offer and reasons to travel now, under 'Alive with Opportunity', supporting HMG/ GREAT activity in India in partnership with FCDO. Our Showcase Britain' event returns late Jan 2024 with strong hope to see 100+ buyers, press attend with educational visits across Britain (e.g. India going to West Midlands), showing new products, broadening itineraries.

Sustainability Initiatives

Some examples of our growing sustainable offerings include:

Greener travel: Lumo – 100% electric train service connecting Edinburgh &



Louise Bryce, Partnerships Director, Visit Britain



Vishal Bhatia, Country Manager - India, Visit Britain

London, affordable, low-carbon travel. Luxury: Watch Scotland roll by on a luxury experience with Royal Scotsman.

Eco/wellness luxury accommodation: The Londoner five-star hotel in Leicester Square, highest standards for energy, water use, materials. The Emerald, a collection of hideaways in Cornish countryside, billed as first "Zero Carbon accommodation" in UK. 1 Hotel –brand's newest 'sustainable sanctuary' just opened in London overlooking Green Park, UK debut for the ecofriendly luxury brand.

Indian Tourists visiting Britain in 2023

We have seen strong recovery and growth in value from India, with spending at a record £764 million in 2022, exceeding 2019 levels. This has continued in to 2023. Latest stats from Jan-June 2023, with a spend record £349 million, up 4% vs 2019 and visits forecast to recover to pre-COVID levels by 2025. Business Visitor from India spends an average of £2,200.00 per visit and hence contributes higher.

ASTRO SPEAK



Know what your stars say about December 2023

Tarot Card Reading is the art and science which helps understand the present status and the future course. It helps to apply course correction, if required. Tarot Card can be used for shaping Career, Health, Finance, Business,, Relationship, Marriage, Match-making, etc. Ms. Richa Srivastava, a renowned Tarot Card Reader conducts exclusive Tarot reading under the banner - Tathaastu. Here are her predictions for December 2023.

March 21 — April 20

This month you will show the best of your skills and creativity will be your

strength. You have the ability to manage multiple tasks at the same time. On the work front the month will be quite busy. Spend some quality time with family.



April 21 — May 21

If you keep an optimistic outlook , you can achieve your goals. Get ready to put in the effort and pursue your goals. Maintaining a stable family budget is important to avoid wasteful spending. Pay attention to your partner. Take care of your health.



May 22 — June 21

You will be busy this week. Spend your money wisely. Respond

intelligently to the questions asked by people. Be optimistic in this phase. Take a break and do your research, as you have to work hard to make things happen. Mind and heart are at conflict.



June 22 — July 22

Positive emotions are likely to persist throughout this month

for you. Examinig your investment portfolio to eliminate losses may be a sensible move. If you want to feel fit and energised ,sticking to an exercise routine may be essential.

/	-	J
4	1	γ
	LEO	0

uly 23 — August 21

may have 'ou an abundance of ideas that could keep you at the

forefront in all sphere of life. Indulge yoga and meditation in your daily life. It's important to take break from your busy schedule and have fun with family and friends.



August 22 – September 23

You will feel energetic and you will celebrate with your loved ones. Differences with your spouse will be resolved .Be consistent in action, and the result will follow. Your work will get noticed. You are getting closer to achieve your goal in your career.

September 24 – October 23 Get of out vour LIBRA enchanted bubble and start making use of

your skills. Work hard to achieve your goals. To maintain peace and harmony at home, it is important communicate openly to and confidently with everyone in your family.



October 24 — November 22 To approach life with more confidence and

maturity, you must let go of your worries, fears, and concerns. *Restrain yourself from investing your* money without proper knowledge. Initiatives taken on the health front will benefit you. Your relationship with your spouse will be strong.

November 23 — December22

Some people may want to take this month to think things over. Know

your strengths and work on your weaknesses. Those interested in beginning a professional life may soon be able to do so. Couples san plan for relaxation and better bonding.



December 23 — January 20

Remove anxiety. Be positive and look on the brighter side. Conflicts

at career front will be resolved through honest conversations. Plan to manage your finances. Goal will be achieved and bond will be stronger with partner.



January 21 — February 19

Having an efficient work ethic and a keen eye for detail can help you

rise in the professional ranks and even earn you recognition from vour peers. Avoid investments or deals that promise to be risk free. Weigh your options carefully before comitting.



February 20 — March 20

Prioritse yourself and your well being. Ве adaptable and

presistent. Your courage and talent will help you progress in your career. You should avoid making crucial financial decisions.







When you ask for excellence, all roads lead to HICC. Over 17 years, we have hosted great minds, and created infinite memories through our bespoke, trusted service.

Meetings that are more than **just an exchange**. Talks that are more than **just a speech**. Ideas that need more than **just a room**.

🕲 +91 99662 35085 🌐 hicc.com | novotelhyderabad.com

♀ Novotel & HICC Complex, near HITEC City, Hyderabad





Connect to over 230 destinations^{*} in Europe with Air India.

Book now on **airindia.com** or contact your travel agent.

*With our partners

