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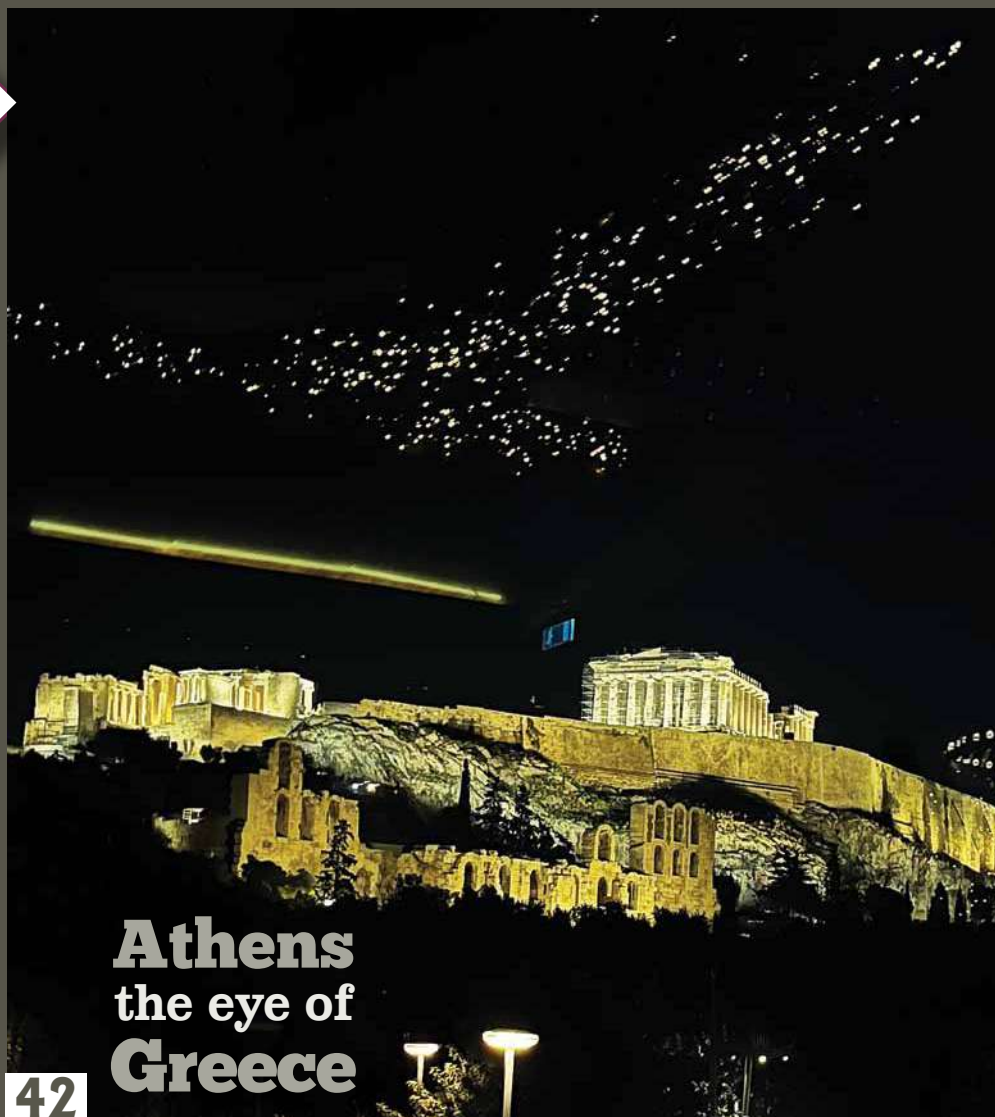


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BOTT January issue – our ‘Looking Ahead:

Vision 2024’ edition serves as a compass pointing towards the collective ‘Vision 2024’ of key players in various sectors, including travel trade, hospitality, aviation, technology, cruises, and beyond. With the participation of nearly 70 industry stalwarts, the Vision 2024 Issue aims to initiate a positive paradigm shift in the travel sector. It’s a call to action for individuals and businesses to harness the potential of the coming year and steer their endeavours towards a comprehensive transformation.

ASSOCIATIONS IN ACTION

The 14th ICPB CIC, which was held in Gandhinagar, 12-14
Gujarat from December 7 – 9, 2023 was a grand success dotted with CM presence & insightful sessions.

The 15th ATOAI Annual Convention, which took 16-17
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From the
*Editor's
Desk*

Dear Readers

"The future belongs to those who believe in the beauty of their dreams." - Eleanor Roosevelt

As we bid farewell to the remarkable journey that was 2023, we stand at the threshold of a new year filled with promises and possibilities. In the complex fabric of the travel trade industry, the past year unfolded with challenges, resilience, and triumphs. While Inbound Tourism seeks its path to recovery, Domestic, Outbound, and MICE sectors have not only rebounded but have surpassed their pre-pandemic figures. Hotels thrive, wedding bells resonate, airlines soar with full capacity, and the travel agents and tour operators are in the midst of managing an unprecedented surge in demand.

Embracing this positive momentum, we present the BOTT January issue — our 'Looking Ahead: Vision 2024' edition. This issue serves as a compass pointing towards the collective 'Vision 2024' of key players in various sectors, including travel trade, hospitality, aviation, technology, cruises, and beyond. With the participation of nearly 70 industry stalwarts, the Vision 2024 Issue aims to initiate a positive paradigm shift in the travel sector. It's a call to action for individuals and businesses to harness the potential of the coming year and steer their endeavours towards a comprehensive transformation.

We extend a warm welcome to you, our esteemed industry colleagues, to go through our Annual BOTT January Looking Ahead: Vision 2024 Issue. With the onset of this New Year, let's together set sail into the promising horizon, fuelled by collective visions and aspirations, creating a vibrant future for the business of travel trade.

Wishing you a prosperous and visionary 2024!

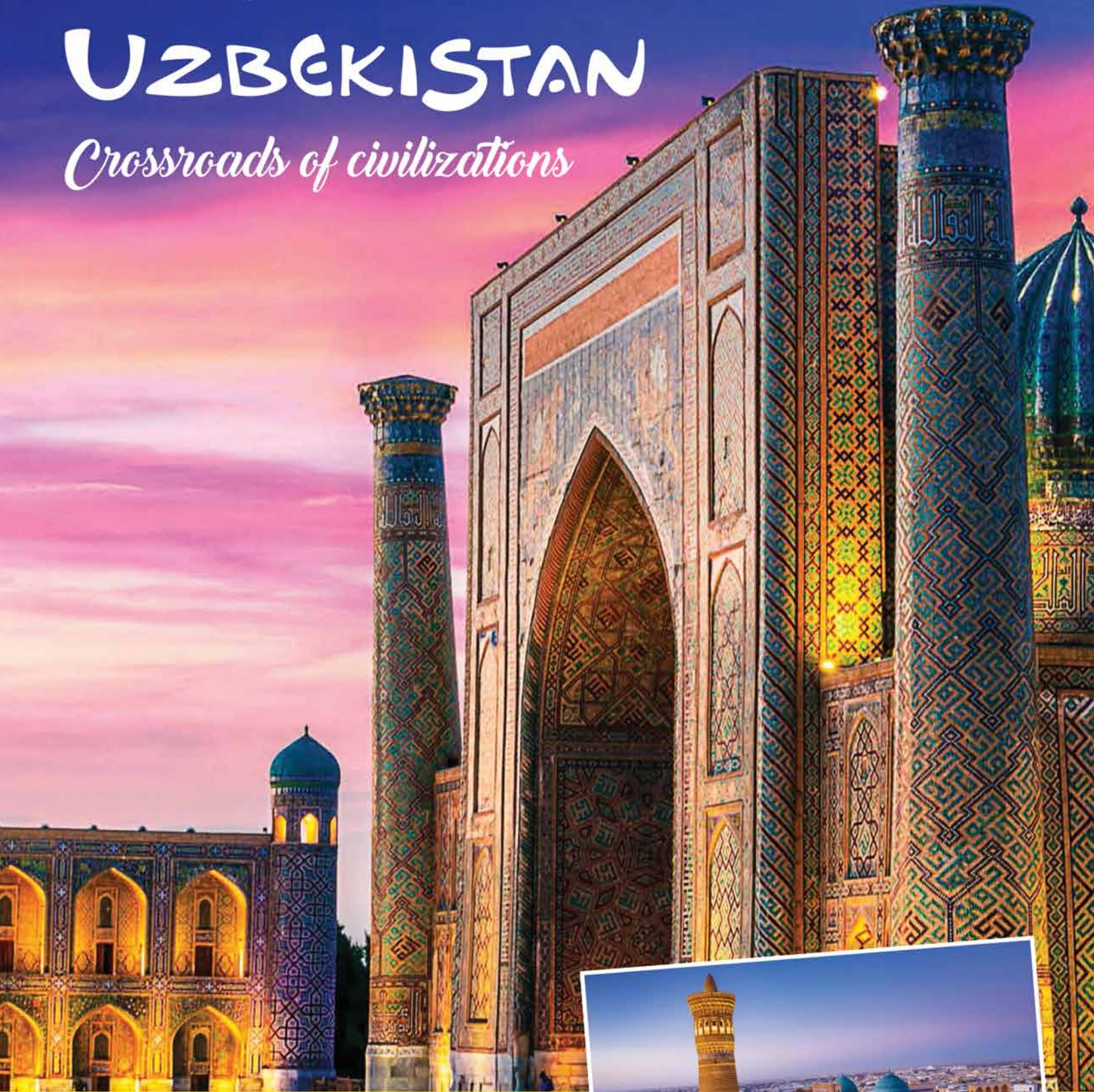
Happy Reading!

Priyanka Saxena Ray

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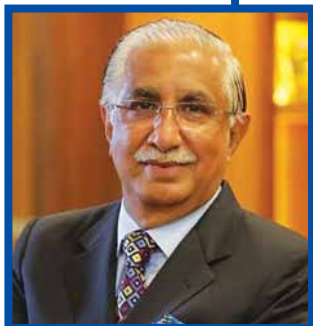
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FAITH announces appointment of Puneet Chhatwal as its new Chairman

FAITH (Federation of Associations in Indian Tourism & Hospitality) welcomes Puneet Chhatwal as its new Chairman, succeeding Nakul Anand, who retired and relinquished his position on the HAI Executive Committee. The appointment of Mr. Chhatwal is effective immediately, as confirmed by Rajiv Mehra, Honorary Secretary of FAITH. Mr. Puneet Chhatwal who also serves as Managing Director and CEO of IHCL brings with him years of experience and a deep understanding of the Tourism and Hospitality industry.



Nakul Anand bids farewell to ITC after 45 years

Nakul Anand, a luminary in India's hotel and travel sectors, retired as ITC's Executive Director after a 45-year journey since joining as a management trainee in 1978. Overseeing ITC's hospitality, travel, and tourism sectors, he ascended to top positions, celebrating his farewell at Gurgaon's ITC Green Centre. Beyond ITC, he chaired the Hotel Association of India, led the CII National Tourism Committee, and served on the National Tourism Advisory Council by the union tourism ministry, in addition to his role on the Executive Committee of the Hotel Association of India and as FAITH's chairman.

FlyCreative Global Holidays opens a new office in Mumbai

FlyCreative Global Holidays, a one-stop solution providers of Travel & Tourism related services around the world has moved to an additional new workplace for business at Metro House in Mumbai. This move marks a new milestone for V.S. Abdul Kareem, CMD, Creative Group and Adl Abdul Karim, Director and COO, FlyCreative Global Holidays and their team as they have moved into a bigger space in the heart of the city. Adl Abdul Karim stated that they wish to increase their GMV by 25 per cent, increase their footprints across different parts of India along with their sales force and see their travel business grow positively.



EbixCash & Sheraton Travels open new Travel Experience Centre in New Delhi

EbixCash in association with Sheraton Travels hosted a small gathering of partners and employees to mark the grand opening of their new Travel Experience Centre in Connaught Place, Delhi. Sharing his thoughts on the occasion, Naveen Kundu, MD, EbixCash said, "Our vision encompasses establishing 30 similar outlets in the near future, with an ultimate expansion to a hundred. The primary focus lies on tier II, III, and IV cities. Our aim is to create an experience centre for our travel partners actively engaged in Via.com booking services."

SITE India event celebrates new leadership & achievements

The Society for Incentive Travel Excellence (SITE) India Chapter recently hosted an event to celebrate the commencement of new leadership and to honour the remarkable achievements of the past year. The event, held at Ibis Hotel Golf Road, Gurgaon, featured a touching ceremony to commemorate the appointment of Sanjeev Joshi as the leader of the new Site India Board. It also welcomed Nitin Sachdeva, who will be serving as the President Elect to the Site International Board.



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Air India set to link Bhuj with Mumbai

Air India will be launching a direct daily service between Mumbai and Bhuj from March 1, 2024. Operated by an A320 family single-aisle aircraft, flight AI 601 will take off from Mumbai at 0705 hrs to arrive in Bhuj at 0820 hrs. The return flight AI602 will depart Bhuj at 0855 hrs to land in Mumbai at 1010 hrs.



BWH Hotels to enhance presence of World Hotels in India

Harnessing the power of Sorrel Hospitality, the master franchisee for the region, BWH Hotels is set to expand its footprint in the South Asian market, with a focused initiative to strengthen the presence of World Hotels in India, Bangladesh, and Sri Lanka. These countries hold immense potential in the luxury hospitality sector and this strategic move is a testament to the group's dedication to enhancing the presence of World Hotels in this region.



Oman Air named MENA's most punctual airline for 2023

Oman Air, for the second consecutive time, has been named the most punctual airline in the Middle East and Africa for 2023, scoring an outstanding 92.5% On-Time Performance (OTP), the highest among all carriers across all categories. The rankings, published in the 2023 On-Time Performance Review by global aviation analytics leader, Cirium, measured performance data collected from more than 600 sources of real-time flight information.



Intrepid Marketing to represent Amora Hotels & Nora Beach Club Phuket

Intrepid Marketing & Communications acquires the mandate to represent Amora Hotels & Resorts and Nora Beach Club Phuket. This strategic alliance is poised to enhance the presence of these luxurious hospitality brands in the Indian market. Intrepid Marketing & Communications will be responsible for shaping and executing comprehensive sales, marketing, and PR strategies tailored to the unique preferences and expectations of the Indian audience.



Vistara announces 5x weekly flights between Mumbai and Paris

Vistara has announced 5x weekly flights between Mumbai and Paris (CDG), starting March 28, 2024. This will be Vistara's third long-haul route from Mumbai after London and Frankfurt as the airline aimed to further enhance connectivity between India and Europe. Vistara will deploy its state-of-the-art Boeing 787-9 Dreamliner, featuring a three-class configuration, on the route.





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14th ICPB CIC

witnessed CM attendance, great participation & ample networking opportunities

The 14th ICPB CIC, which was held in Gandhinagar, Gujarat from December 7 – 9, 2023 was a grand success for a variety of reasons. India Convention Promotion Bureau (ICPB), the National apex body for promoting MICE industry in India, is known for doing things differently and this time was no different. The inauguration of the event was done by none other than Shri Bhupendra Bhai Patel – Hon'ble Chief Minister of Gujarat, who graced the occasion as the Chief Guest. Shri Rakesh Kumar Verma IAS, Additional Secretary, Ministry of Tourism, Government of India and Chairman ICPB along with Amaresh Tiwari, Vice Chairman, ICPB added great insights to the show.

Priyanka Saxena Ray

The 14th ICPB CIC (Conventions India Conclave) at the Mahatma Mandir Convention & Exhibition Centre witnessed many highlights during the three-day event. The presence of the Hon'ble CM during the inauguration of the show gave it an all new high. The Guest of Honour at the inauguration Shri Mulubhai Bera, Hon'ble Minister of Tourism, Cultural Activities, Forest & Environment and Climate Change, Govt of Gujarat shared some valuable insights on how MICE can be a game changer for the economy of India. Other dignitaries present on the occasion included Shri Rakesh Kumar Verma IAS, Amaresh Tiwari, Shri Hareet Shukla IAS, Secretary Tourism, Gujarat Tourism, Govt of Gujarat and Shri Senthil Gopinath, CEO, ICCA.

The opening session witnessed the announcement of ICPB State Chapter under "Meet in Gujarat" Sub-brand and 5 MOUs being signed, amongst which ICPB signed one with Gujarat Tourism and another with ICCA. In a heart touching gesture, ICPB Hall of Fame Award was presented posthumously to late Shri Girish Kwatra, which was received by his wife and son. Girish was the Secretary General of ICPB and played an instrumental role in the functioning of the association. During the event, the dignitaries also unveiled the latest edition of ICPB MICE Manual and witnessed the launch of Gujarat MICE film, along with a spectacular screening of Incredible India – MICE film.

The first few sessions of Day 2 of the





14th CIC highlighted how the power of MICE can be best utilised through City Convention Bureaus for a multi - state integrated MICE strategy from India. The session focussed on joint collaborations between public and private sectors and the various panellists collectively agreed that there is a need for increased marketing initiatives by the government in terms of participation at MICE roadshows on the global platform. The sessions were kept extremely interactive

and the audience came forward not just to ask questions but also share their views and thoughts on how India can be better positioned on the global MICE platform. Another Session was focussed on Home State Gujarat as passionate representations were made by the panellists bringing some lesser-known wonders of the state to light, starting with the fact that Gujarat has 3 kinds of Desert. Following this, a women dominated session, moderated by Ruchi

Singh, United Nations – SDG Ambassador highlighted the sustainability aspects of the MICE sector, which was also the theme of the event this year. The session also brought to light how women can be empowered to be more participative in the sector.

In his session, Senthil Gopinath, CEO, ICCA, acknowledged the potential of India and stressed that from where it stands today, India should now focus on how to internationalise its positioning



on the global MICE platform. Shri Rakesh Verma, while obviously highlighting the great strides India has made in terms of its Convention facilities, boosting the MICE Infrastructure in the country, emphasised on the role of skill development for promoting the growth of MICE industry in India.

Some of the prominent panellists included Madan Kak, Hony. Treasurer, ICPB; Madhu Dubey, Executive Director, ICPB; Dr. Sourabh Zamsingh Pardhi IAS, MD, Gujarat Tourism; Dr. Abhay Sinha, Director General, SEPC; Rajiv Mehra, President, IATO; Ranjit Singh Parmar, Vice Chairman HTA; Anush Nirajwalia – Lalooji & Sons; Vishal Shetty, VP, Transtadia; Dr. Sanjay Miglani, Indian Dental Association;

Naveen Rizvi, CEO, ICEM; Madan Kak, COO, Minar Kak; Ana Repetto, Chief Creative Cheerleader, Nomadic Totem. In tandem with the theme of the Conclave, Nakul Anand, Executive Director, ITC gave a detailed presentation on how sustainability can be adopted in the smaller things we do to make a larger difference in the society.

The man behind the show, Amaresh Tiwari, who had put this wonderful show together with his team, was all in favour of taking India towards a 5 trillion economy and positioning more cities from India in the global MICE rankings. "I am extremely happy with the response received at 14th CIC. Besides the gracious presence of

the Hon'ble CM, we also had several international buyers at the show who were representing almost 22 countries. We witnessed great participation from exhibitors from various venues, hospitality sectors and major convention centres from across the nation. India is the fifth largest growing economy, and the MICE industry is expected to grow very rapidly. We have launched the ICPB Gujarat Chapter that will work as Gujarat Tourism Bureau. We have great expectations from the Government to help us put India on the international MICE map and given our infrastructure and the facilities that we offer, I am confident we will reach there soon," he shared. ■

Couple-Friendly Things to Do in New Orleans

With its rich history, vibrant culture, and passionate atmosphere, New Orleans is the perfect backdrop for a romantic getaway. Whether you are celebrating a special occasion or want to spend quality time with your significant other, the city offers many couple-friendly activities that cater to various tastes and budgets.

Romantic Dining Experiences

New Orleans boasts romantic restaurants that set the stage for a perfect date night. From intimate courtyards to formal dining rooms, these establishments offer exquisite cuisine and charming ambiance. Indulge in the city's renowned culinary scene with your special someone, creating memories over plates of delicious, tastefully prepared dishes.

Tour on a Horse Carriage

For a truly romantic experience, take a slow horse and carriage tour through the enchanting streets of New Orleans. Surrounded by the sweet scent of jasmine and serenaded by the city's musical vibes, this tour provides an intimate setting to kindle the flames of romance.

Shop Til You Drop

Explore the unique and artistically crafted jewelry in New Orleans, where gold, silver, platinum, and precious stones are brought together in exquisite designs. Discover the perfect piece to commemorate your special moments and add a touch of New Orleans flair to your love story.

Pampering for Two

Indulge in pampering and relaxation at The Roosevelt Hotel Spa or other local spas like the Ritz Carlton Spa and Woodhouse Day Spa. Treat yourselves to massages, facials, and more, rejuvenating your bodies and spirits in the heart of this romantic city.

Say "I Do" in Style

For couples dreaming of a fairytale wedding, the French Quarter provides an enchanting backdrop. Cobblestone streets whisper tales of romance, while historic architecture dances in the moonlight, creating a truly magical setting for lifelong memories.



Romantic Couple in the French Quarter by Arte De Vie

Honeymooning

Consider New Orleans for your honeymoon, as it ranks among the most romantic cities in the United States. With its charming boutiques and cafes, Magazine Street provides a delightful backdrop for newlyweds to celebrate their love.

For couples on a budget, New Orleans still has plenty to offer. Explore wallet-friendly ideas, from scenic walks along the Mississippi River to picnics in beautiful parks, proving that romance doesn't have to come with a hefty price tag.

Whether you follow a romantic itinerary or let your heart guide you, New Orleans promises an unforgettable experience for couples. Embrace the city's magic as you create cherished memories with your loved one in this captivating and romantic destination. Visit www.neworleans.com for more information.



Romantic Bourbon Street by Zack Smith



Engagement Photos By Arte De Vie

15th ATOAI Annual Convention

addresses sustainability; goes carbon neutral

The 15th ATOAI Annual Convention took place at the Statue of Unity, Ekta Nagar from December 16 – 19, 2023. The event was well attended by key members of the travel trade fraternity and was a huge success. With sustainability as its major highlight, the event was dotted with insightful knowledge sessions, discussions and networking opportunities, making it a truly remarkable and enriching experience for the attendees. Here's a detailed report of the event –

Shreya Shimpi



The 15th ATOAI was focused on crafting a sustainable future for adventure tourism in India with the theme 'Indian Adventure Travel: Exploring New Frontiers!' There were various FAM trips organised before the Convention to destinations such as Ahmedabad, Ambaji, Nadabet, Dwarka Statue of Unity etc. offering immersive experiences to the delegates. On December 16, the delegates were taken for a trip to Sardar Sarovar Dam & and Statue of Unity after registration. Mr. Ajeet Bajaj, Padmashri Awardee & President, ATOAI gave his opening address which was followed by a cultural program in which various dance forms such as Dandiya Ras, Garba etc were performed beautifully by the local artists. The Welcome dinner was organised after that.

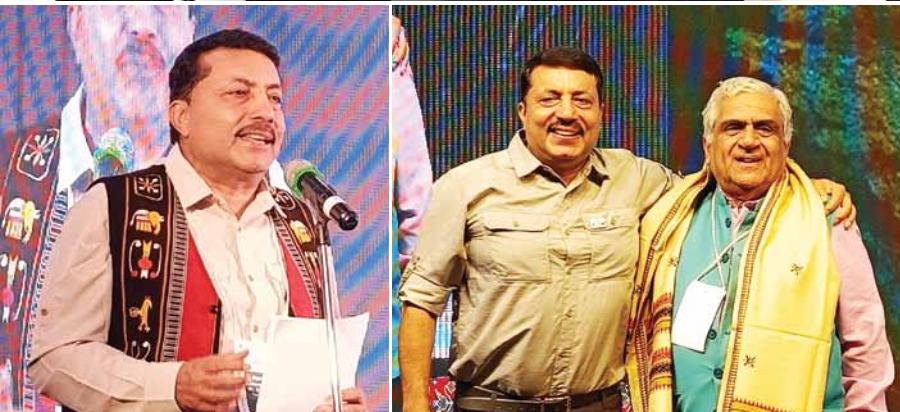
On the second day of the Convention, the exhibition stalls were inaugurated by the Hon'ble Chief Minister of Arunachal Pradesh, Shri Pema Khandu; Hon'ble Minister of Tourism, Government of Gujarat, Shri Mulubhai Bera; Shri Hareet Shukla, Secretary Tourism, Govt. of

Gujarat and the Deputy Chief of Indian Army, DCOAS (IS&C) MoT, Lt. Rakesh Kapoor. Addressing and welcoming the gathering during the inaugural ceremony, President ATOAI, Padma Shri Ajeet Bajaj said, "It's great for all of us to get together to celebrate adventure tourism, a profession and passion which we love, after a gap of five years. I would like to thank the Government of Gujarat for rolling out a green carpet welcome for all of us. Our vision for adventure tourism in India is that as we all know just before the pandemic, the adventure tourism industry was to be a trillion-dollar industry by 2024 and in a country like India we have everything with 73% of the Himalayan ranges in India and a 7000 km coastline. We are one of the world's leading biodiversity hotspots and have every conceivable geographical terrain. The World Economic Forum ranks our National Heritage as among the ten best in the world. Our mission and vision is to have our country ranked amongst the ten best adventure destinations in the world in the next ten years. We are getting a lot of support from our Ministry of Tourism,

Government of India."

Talking about the Government initiatives he added, "The Ministry has set up a National Board for Adventure Tourism. I am also very pleased to inform you that the Government of India has agreed to our proposal to set up two mega the Western Himalayan Mega Trail and the Ganga Nature and Heritage Trail which is the very soul of India. As adventure operators, we have to remember the three 'G's for risk mitigation which are guidelines, gear and our guides and they need to be our guiding principles. We are working closely with the Bureau of Indian Standards to standardise adventure equipment for adventure sports in the country. Most importantly, all of us have to be custodians for Mother Nature for the beautiful wilderness areas of our country and all of us have to pledge to be honorary wardens with a strict 'leave no trace ethos'."

As a pre-event to the upcoming Vibrant Gujarat Global Summit in January 2024, ATOAI's 15th Annual Adventure Tourism Convention 2023 supported by the Tourism Corporation of Gujarat is the



first adventure tourism conference to be held in the state of Gujarat. Various Central and State dignitaries and government officials attended the Convention.

Shri Pema Khandu while addressing the gathering shed light on various aspects of the state and the development that has taken place over the last years in the region. He also remarked that in terms of adventure tourism, Arunachal Pradesh along with the North-eastern region has numerous locations and activities to offer. He further said that under the leadership of our Hon'ble Prime Minister Shri Narendra Modi, his initiatives such as 'Dekho Apna Desh' have driven tourism in India and given a boost to the industry country wide. The further goal is for us to develop vibrant villages to promote a sustainable model of tourism.

Col. Ranveer Jamwal, SM, VSM** National Adventure Awardee 3 Times Everester Director NIMAS spoke on 'The Way Forward': Vision Indian Adventure'. Detailed presentations were given on Gujarat Tourism and Punjab Tourism by Senior Tourism officials present to attend the Convention. Another highlight of the Convention was the special talk 'My Tryst with the Outdoors' which was given by Milind Soman, Celebrity Sport and Adventure Enthusiast. The Convention was dotted with Breakaway sessions on topics such as Insurance, Leave no Trace and Standard Operating Procedures, MoT recognition etc.

To further boost the State's tourism, in the lead-up to the upcoming Vibrant Gujarat Global Summit in January 2024, several MoUs were signed to build capacities for knowledge-sharing on Adventure Tourism and MoUs worth Rs. 770cr were signed towards Film Shooting and Infrastructure development.

Day 3 of the Convention began with 'ATOAI - Leading the Way with Carbon Negative event' by Ajeet Bajaj and Jaideep Bansal. Sustainability was the key highlight of this event for which the ATOAI team made special efforts such as use of glasses and glass bottles, use of sugar cubes instead of sachets, limited use of single-use plastics, use of digital screens was encouraged, paper boxes for packed snacks, saying no to printed itineraries, name and luggage tags made with handmade paper with seeds infused in it, meticulous food serving and planning which was indeed remarkable. Speaking about the Convention, Arshdeep Anand, Chairperson for AWC said, "This year's convention promises us an exhilarating line-up of sessions, workshops and networking opportunities designed to ignite inspiration and drive growth within our industry. Beyond the excitement and fervour of this event, we must also reflect on our responsibilities as custodians of nature's wonders".

Later that day, Sh. Arvind Singh, IAS spoke about 'Vision for India Adventure by Former Secretary Tourism, Govt of India and Chairman AAI'. Other topics which were discussed included 'Marketing & Technology For a leaner business model' and 'AI-Driven Digital Marketing & Branding Strategies for Adventure Tour Operators'. ■

Nusuk's first Indian Roadshow unveils cutting-edge services for streamlined Umrah experience



The Integrated Government Platform “Nusuk” concluded its first roadshow in Mumbai on December 6, 2023. It was chaired by His Excellency the Minister of Hajj and Umrah, Dr Tawfig AlRabiah and featured the participation of key representatives from various Umrah partners and travel agents. The event aimed at empowering the Private Sector to enhance the Umrah experience for Indian visitors.

Shreya Shimpi

The roadshow focused on engaging with officials to address various challenges and called for increased levels of collaboration with leading travel and Umrah companies in India and Saudi. Additionally, the roadshow explored attractive trade opportunities and offered incentives to the private sector to provide a seamless Umrah experience for pilgrims, in line with the objectives of Saudi Vision 2030.

The roadshow exhibition featured a variety of booths from Saudi service providers, which included accommodation and transportation companies, tour operators, and other pertinent entities. Attracting over 1000 private sector representatives from India and Saudi Arabia, the event served to acquaint Indian partners with Nusuk's extensive services. These range from offering valuable information and insights to streamlining the process of obtaining visitor visas and securing accommodations and flights. Moreover, this comprehensive approach was designed to facilitate increased visits to Makkah, Madinah, and various other

iconic destinations in Saudi, to enhance the overall experience for travellers to the Kingdom.

The Nusuk roadshow exhibition provided an interactive platform that showcased Saudi's picturesque year-round destinations and diversified luxury travel market to key Indian consumers and trade entities. Fahd Hamidaddin, Managing Director of Nusuk and CEO of the Saudi Tourism Authority stated: “India is one of the most important markets in the world, and holds a significant presence of nearly 200 million Muslims. India is also a long-term partner of Saudi and is expected to become Saudi's largest tourism source market, with over 7.5 million Indian visitors expected to visit our country by 2030. We remain committed to enabling trade to easily package and promote Saudi products to visitors, which will help us increase the distribution of Saudi's diversified travel offerings. We look forward to deepening ties with key Indian trade partners to ensure we are creating bespoke experiences that tailor the entire Umrah journey

for Indian visitors.”

Highlighting the success of the Nusuk Roadshow, Fahd Hamidaddin added, “The Nusuk India Roadshow was a resounding success. Through Nusuk - our integrated digital platform – we are delighted to provide the ever-growing Indian market with a unique Umrah experience that will cater to a wide variety of travel needs and preferences. Our streamlined platform continues to positively impact Saudi's tourism sector and is opening the doors of opportunity for key trade partners in India and around the world.”

Alhasan Aldabbagh, Nusuk President of APAC Markets expressed, “With Nusuk, we aim to significantly enhance ease and accessibility for Indian travellers, especially the growing number of Umrah visitors. This platform simplifies their journey to Saudi, beginning with an expedited visitor visa process – now streamlined to allow issuance in under 24 hours, and we have further extended the Umrah visa duration to 90 days. Additionally, e-visa services are available to holders of UK, US, and Schengen visas. Moreover, Indian travellers can benefit from the 96-hour Stopover visa, which allows Umrah to be included in their itinerary. We're also continuing to foster our collaborations with our local partners to offer the Umrah+ packages, encouraging pilgrims to explore the rich culture and experiences available in Saudi beyond Makkah and Madinah.” ■

Host State



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Ministry of Tourism
Government of India



13th Edition

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Subhash Goyal

Chairman – STIC Travel & Air Charter Group

As India's largest Aviation and Tourism marketing company, representing 14 international airlines and 5 cruise companies, we are now diversifying in 3 new businesses - (1) is MICE known as StepupXperiences, (2) Medical Tourism and (3) Religious Tourism. Not only for us but I would suggest that all Indian Tour Operator must focus on MICE & Religious Tourism as this will be the trend of 2024.

The opening of Ram Mandir in January 2024, people of Indian origin and other nationalities will be coming to India from all over the world just to see the birthplace of Lord Rama. We expect over 1 million International Tourists and about 100 million Domestic Tourists to visit Ram Mandir in Ayodhya.

The development of Ramayana Circuit, Buddhist Circuit, Jain Circuit and a Sufi Circuit by the Ministry of Tourism in association with IRCTC will give a big boost to Religious Tourism as India is the birthplace of four religions: Hinduism, Buddhism, Sikhism and Jainism. The Golden Temple of Amritsar is already attracting largest number of domestic & international tourists in the world in one single day.

Vision 2024

Tourism Stalwarts look forward to a resounding New Year

New Year brings with it, new hopes, new responsibilities, new desires, new dreams and new benchmarks. The year 2023 was a remarkable year for Tourism. While Inbound Tourism is still struggling to find its way back, Domestic, Outbound and MICE have far exceeded their pre pandemic numbers. Hotels are doing well, Weddings industry is buzzing, Airlines are running full while placing big inventory orders and the Travel Agents and Tour Operators are definitely keeping busy handling the buoyant demand.

Moving forward with this positive outlook towards 2024, BOTT MAGAZINE JANUARY ISSUE is our LOOKING AHEAD Issue, which highlights the 'Vision 2024' of members from all verticals of the travel trade, hospitality, aviation, technology, cruises and any other vertical of the sector. With a focus to bring forth a positive movement in the travel sector where people are geared to make the most of the coming year and give their business the much-needed surge, BOTT team reached out to 60 plus professionals and have collated their inputs to bring to you an exclusive coverage of our Vision 2024 story. Read on to know more...

Compiled by Priyanka Saxena Ray & Gunjan Sabikhi

Prabuddha Sen

Chief Operating Officer – South Asia, VFS Global

In 2024, the global travel and tourism industry is expected to sustain its robust growth trajectory, building upon the remarkable recovery witnessed in 2023. WTTC had projected that the industry will surpass the impressive US\$ 10 trillion mark by the end of 2023. South Asia has been experiencing growth across various sectors, including leisure travel, corporate ventures, student mobility, and the Meetings, Incentives, Conferences, and Exhibitions (MICE) segment.

The success of 2023 is underscored by VFS Global signing of eight global contracts, further solidifying our leadership position in the visa outsourcing domain. This strategic move fortifies our market presence and positions us as a preferred partner for Client Governments seeking streamlined visa processing solutions. As we look ahead to 2024, our global reach and enhanced capabilities position us to capitalise on the escalating demand for visa services in tandem with the flourishing travel and tourism industry. The forecast for the upcoming year remains promising, marked by a variety of factors driving continued expansion and success in the dynamic realm of global travel.





Jyoti Mayal
President, TAAI

Find your bliss in the world of travel” would be the apt phrase for Tourism in 2024. It comes with a lot of hopes and demands as the recovery was quite evident during the year 2023. India is a promising landscape when it comes to tourism opportunities and therefore no stone must be left unturned to maintain this growth momentum that tourism in our country is experiencing. It is critical to plan for factors that can impede

progress and mitigate reputational and image risks. Hence the focus should be on quality, reliability, and credibility of the service providers it engages with, to ensure services are delivered effectively, efficiently, and in line with established standards, else failure in service levels can erode confidence and trust in the government’s capabilities, leading to public dissatisfaction. The focus on quality also indicates that public resources are utilised wisely and that citizens receive the best possible value for their money. So, leaving the challenging times behind, let’s ring in the year 2024 with all the positivity and much-needed impetus the industry deserves on all fronts. Dedication and commitment can drive India to become a one trillion USD tourism economy by 2047 with 100 million international visitors.

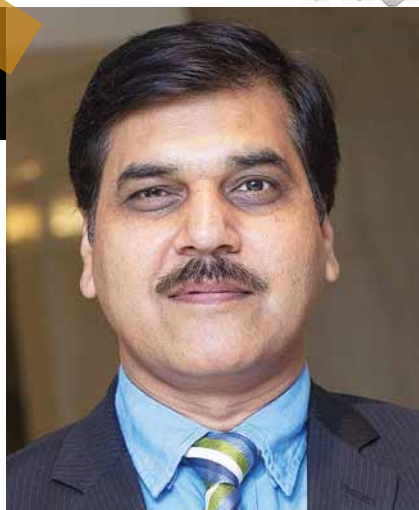


Rajiv Mehra
President, IATO

The travel industry, in general, for 2024 should focus on certain key areas starting with Technology Integration. In the coming times, Augmented Reality (AR) and Virtual Reality (VR) are technologies that can greatly enhance travel experiences by offering virtual tours, interactive maps, and immersive previews of destinations. Personalisation is another key area, which can be achieved using Artificial Intelligence (AI) and Machine Learning (ML). In the future, advanced algorithms will be used to analyse user preferences, offering highly personalized travel recommendations and itineraries. Anticipating traveller behaviour and needs through data analysis and enabling proactive service customization will become key differentiators. Sustainable Travel is perhaps one of the strongest pillars for 2024. Following Eco-Friendly Practices should be encouraged, and a stronger emphasis should be laid on sustainable and responsible travel, with eco-friendly accommodations, transportation options, and reduced carbon footprints.

Next, Industry Collaboration, i.e., increased collaboration among travel industry stakeholders, including governments, airlines, hotels, and technology providers, to create a more integrated and streamlined experience for travellers should be followed. In 2024 MICE, Adventure, Eco and Wedding Tourism will gain the momentum. Investment in Tourism Infrastructure and Destination Development will be the desired agenda for the centre and the states.

Amaresh Tiwari
Vice Chairman, ICPB



MICE stands for - meetings, incentives, conferences & exhibitions as Business Events. It is a very important part of the Indian tourism, travel and hospitality industry and has the potential to generate numerous jobs and significantly contribute to local GDPs of all Indian states. MICE sector has the strongest direct correlation to the GDP, more than any other tourism sector. Each 100₹ spent on mice in India could have an indirect impact of another 160 ₹. We must target more than ₹ 1 lakh crore direct economic and ₹ 1.6 lakh crores indirect benefit to all our states.

Thus, our vision for MICE in medium term would be to double our MICE share to 2.5% of the world and then doubling it over medium to long term. In the global international congress associations’ rankings our goal will be to take India’s rank to the top 10 in the world from 28 where we were pre covid. Pre covid we had 1 city in the top 100 rank. Our goal must be to be having 5 Indian cities in the top 100 in the medium term.

Our vision at ICPB is to create ‘value’ for all the stakeholders and reach out to at least 5 new market segments for our Inbound and MICE business.



P.P. Khanna
President, ADTOI

Year 2024 will be an eventful year for the tourism industry. Early first half of the year we have Union Budget, packed with surprises, and we hope considering the tourism as a growth engine for regional prosperity, the government will announce benefits for the sector that will benefit those states where mainstay of the people is tourism as it will also push up the employment opportunities to millions. Also, 2024 being the General Election year, there is general perception that movement of people across the country could also be impacted to some extent. However, witnessing the fast-growing tourist traffic post pandemic we strongly feel that domestic tourism will take a lead over the previous years.

ADTOI is committed to provide strong support to the growth of domestic tourism. We have been strengthening our State Chapters to promote inter-state and intra-state tourism by organising Road Shows with the support of State tourism boards. Last year, our UP Chapter organised Road Shows in Tamil Nadu to showcase the potential of tourism in the state, especially pilgrim tourism. Our Gujarat and Maharashtra Chapters are working with State Tourism Boards and conducting educational and various activities to promote tourism in the respective States. We have been in touch with few State Tourism Boards who have showed interest in organising ADTOI Annual Convention in their respective States.



Ajay Prakash
President, TAFI

2023 was the year of recovery and 2024 should be the year of accelerated take-off for the tourism industry. The official figures show outbound travel poised to exceed pre-pandemic levels and domestic tourism is going from strength to strength; it's only inbound that is still to recover fully. Indian travellers remain undeterred by high airfares and, in the face of long visa waits for Western countries, have shifted focus

to the increasing number of countries that are offering visa-on-arrival or visa-free travel to Indian tourists.

Going forward, however, there are two major challenges to the sustainable development of the industry and, given that tourism is one of the biggest industries in the world, we need to raise our collective voice to address these issues – geopolitics and climate change. Tourism needs peace and governments across the world need to urgently act in unison to end the conflicts in Ukraine and Gaza. Global warming is threatening the very existence of island nations – some of the most popular global destinations. As an industry we must reduce our carbon footprint on a priority.

Let this be our New Year resolution!

Tejbir Singh Anand

MD, Holiday Moods Adventures and
Sr. Vice President, ATOAI

2023 has been a trend setter for the Indian travel trade industry stakeholders and a game changer for those who could see ahead. Those who took the leap of faith and had the courage of changing their vision, they have reaped the results and are super busy. I saw a lot of innovations such as inbound companies changing their tracks and offering outbound packages, ticketing agents adding packages to their portfolios, hotel booking agents making pre-purchases and converting them into fixed departure holidays and new innovations being rolled out as we speak.

As a company with a vision, our aspiration was to be the first company in India to operate in seven continents offering bucket list journeys to the Indian traveller. Then moving ahead from being a B2C company we have moved ahead being a B2B player for Polar countries. Armed with distributorships in India of few cruise companies such as Havilla Voyages Norway, Viking Line Cruises in the Baltic Sea and Swan Hellenic 5* boutique expedition cruises, today we specialise in countries like Antarctica, Arctic Canada, Greenland, Iceland, Norway, Svalbard and Finland. We are confident of 2024 to be a great year for us and for tourism.





Riaz Munshi
President, OTOAI

I am delighted to say that 2024 is going to be an exceptional year for outbound tourism from India. The surge in excitement is palpable as numerous countries generously extend free visas to Indian travellers. Indian travellers are coming of age and are eagerly gearing up to explore new destinations, rapidly transforming emerging hotspots into traveler favourites. At OTOAI, our commitment to supporting outbound tourism remains

unwavering. We are dedicated to providing our members with added benefits, facilitating seamless business operations, and advocating for favourable policies. The landscape of travel is evolving, and we strive to empower our members with the latest technological insights and invaluable connections. The resounding success of our recent convention in Kenya is a testament to OTOAI's growing influence. Our membership numbers are soaring, reflecting the trust and confidence our members place in us. As OTOAI continues to lead with passion and purpose, we look forward to unlocking new horizons, forging lasting connections, and contributing to the collective excitement that defines this remarkable era for Indian outbound tourism. As we embark on this new year, OTOAI is poised to play a pivotal role in making 2024 an outstanding year for outbound tourism from India.

Sandeep Dwivedi

Managing Director – Travel Sellers,
India and Subcontinent, Amadeus

At Amadeus, our vision for 2024 is to continue making the experience of travel better for everyone, everywhere by inspiring innovation, partnerships, and responsibility to people, places, and planet. The travel industry in India showed strong recovery in 2023 and we are optimistic for 2024. We will work to make travel more meaningful and centered around the traveller by putting more power into their hands with game-changing services.

We can only do this and progress by working together. In 2024, our open platform will continue to connect the entire global travel and hospitality ecosystem to India. And everyone's welcome to join and to build upon it. From startups to big industry players and governments too. Together, we can create the travel experience of tomorrow.

Beyond connectivity, we are actively working to transform travel into a positive force for social and environmental well-being. By assisting our partners in measuring carbon emissions and facilitating offsetting, we empower travellers with more sustainable choices. However, this is just the beginning of our sustainability journey. In 2024, we are committed to furthering our efforts to ensure that travel leaves a positive impact on our world.



Rajeev Kohli CIS, CITP, DMCP

Joint Managing Director,
Creative Travel

New Year... Time for a fresh start. 2023 saw tourism in India as a mixed bag. Domestic boomed and more. Aviation had some prosper, some not. Outbound saw a resurgence, in spite of the visa backlog. Inbound still struggles thanks to a lack of global marketing. But whatever the year past threw at us, let's leave it behind. There is by far no other business community in this bustling country that is more resilient, more 'jugaadoo' and more obstinate than our tourism industry. No matter what nature throws at us or whatever the government does or does not do, we have stood fast in front of every challenge, and I know that in 2024, we will not only continue to do so but will do it with more optimism and vigour. I foresee the next year with international media showing a bit more interest in India. It will be an election year, and lots of global media will focus on us. Hopefully, that will be mostly positive, and we will see the additional eyeballs translating into interest in travelling here as well. Hotels will continue to do well and outbound should do better with the visa situation having eased up. 2024 can only be better. That's the only way we need, want and must go.



Praful Khosla

**Executive Vice President,
Bird Group**

This was a great year for us, launching new airlines and expanding our airline operations to tier I & II cities, we have seen exponential growth in our airline management business with the increase in both passenger traffic and revenues. We have also observed a major shift in travel trends this year as more passengers opt for non-stop flights and are open to exploring new destinations for leisure and MICE.

The easing and opening of visas on arrival has helped to increase the traffic to those countries. From January till October 2023, total outbound passengers recorded were 27.2 million with the largest passenger share - directional to UAE 20%, US 11%, UK 6%, Thailand 5%, Singapore 5%, Canada 4%, Australia 2.5%, Indonesia 1.10% and Vietnam 0.97%

The forward booking trends for 2024 looks great, and we foresee a great year for outbound travel with more international airlines proactively looking to enter and expand in the Indian market, opening new routes and destinations. We are working with our airline partners to develop new routes with innovative marketing campaigns and in partnership with the airports.



Pronab Sarkar

MD, Swagatam Tours

Tourism has indeed bounced back except the Inbound Tourism to India. At present, the complete revival of Inbound seems another 3 to 4 years away, especially in absence of Government support for international promotion and marketing in foreign markets. All tourist offices are closed, and Indian Embassies and consulates are not equipped with dedicated manpower and no representative offices have been appointed to do the promotions and advertisements.

The present Inbound tourists' arrivals is very low and equal to 2014 numbers, when we had arrival of 7.68 million foreign tourists, like in 2023 we had 7.24 (till Oct) million arrivals only. It took 6 years to achieve 10.93 million in 2019 and this positive growth happened due to active marketing and promotion to all source markets by Ministry of Tourism, Govt of India plus introduction of E-Visa for tourists in November 2014. Currently, going back to this number seems an uphill task. However, if the Government takes charge and undertakes certain steps, such as, rigorous marketing and promotions to attract foreign tourists from source markets and emerging markets, conducting road shows abroad along with the stake holders, participation in International Exhibitions and announce the same at least 3 months in advance, electronic and print media advertisements to attract tourist to India, appoint Representative offices who will be responsible for continues promotions abroad, organising Fam Tours for emerging markets and new tour operators from abroad and few others, maybe then we can reach the 2019 figures much quickly.

Akash Garg,

**Chairman & Managing Director,
Moksha Himalaya Spa Resort**

2023 has been a year of growth for the hospitality industry in general and for us as a hospitality company. We recorded double-digit revenue growth last year. In 2024, our focus will be to strengthen our wellness offerings and position our properties as a must-visit for both domestic and international tourists. The domestic tourism demand is expected to further boom in 2024 which will lead to about 15 percent growth in RevPar. A lot of new inventory will be added to markets across the country as demand is surpassing the supply at present. Staycations and conscious travel will be at the forefront in the New Year. Sustainability tourism is going to be important for both the consumer and the industry in 2024.

Located at 5000 ft. above sea level surrounded by Shivalik ranges, Moksha Himalaya Spa Resort is a luxury wellness resort with state-of-the-art facilities dedicated to the enrichment of physical, and spiritual health, beauty, and well-being.





Parveen Chander Kumar

Executive Vice President - Sales & Marketing, The Indian Hotels Company Limited (IHCL)

The Indian travel sector in 2024 is at the cusp of an exciting phase, characterized by robust growth and a revival of inbound tourism. Travel trade is stabilizing, with traditional tourism circuits flourishing and new destinations such as the Northeast, Central India, interior locales of Kerala & Rajasthan gaining popularity.

The G20 presidency of India has significantly enhanced the country's global visibility, which, coupled with the Indian market's strong demand, suggests a prosperous second half for 2024. Critical drivers of this growth are the development of infrastructure, enhanced connectivity and airport expansions.

Domestic tourism is growing robustly, moving beyond mere pent-up demand of the pandemic period. This indicates a sustained interest in exploring diverse destinations within India, pointing to a promising year ahead.

Emerging trends like longer holidays, family trips, immersive experiences, adventure & wildlife tourism and bleisure travel will continue to shape the market. These trends reflect the evolving preferences of travellers and are likely to influence the strategies of industry players like IHCL. IHCL is set to play a pivotal role in the evolving market, harnessing these trends to further elevate our offerings and customer experiences.



Nikhil Sharma

Market Managing Director - Eurasia, Wyndham Hotels & Resorts

As the new year is just around the corner, Wyndham anticipates several prominent trends to shape the landscape of travel and hospitality. The rise of remote destinations stands out as a significant shift, with an increasing preference for less crowded and off-the-grid locales. Tier 2 and tier 3 cities are anticipated to gain traction as travellers seek to avoid overcrowding and discover secluded spots. Furthermore, technology integration is set to play a pivotal role, with a surge in contactless check-ins and AI-driven personalized experiences. We at Wyndham are excited about the new year and are looking forward to bringing new brands and properties under Wyndham's umbrella to India. We are building on our mission to make hotel travel possible for all and are excited to expand our portfolio with midscale brands in tier 1 and 2 cities as we aim to open nearly 40 more hotels in the upcoming years.

In 2024, the industry will witness the incorporation of AI and virtual reality for virtual tours, along with the introduction of apps to enhance the overall travel experience. Sustainability is another key expectation, with a growing emphasis on eco-friendly travel options. Hotels and destinations that prioritize sustainability, such as reducing single-use plastics and supporting local conservation efforts, are likely to gain popularity. Lastly, micro-trips and quick getaways are anticipated to become more prevalent as people seek short and spontaneous breaks.

Gagan Katyal

VP Sales & Strategy, Ananta Hotels & Resorts

The year 2023 witnessed remarkable growth and resilience in the tourism industry. As we step into 2024, I believe we are on the cusp of even greater achievements. At Ananta Hotels & Resorts, we are excited about the prospects of the upcoming year.

Our vision for 2024 is rooted in the relentless pursuit of excellence and innovation. We aim to continue offering our guests exceptional experiences, with a strong emphasis on sustainability and responsible tourism. We plan to expand our portfolio of unique properties, with a special focus on our latest gem, the Ananta Spa & Resort, Ajabgarh.

Situated in proximity to the renowned Sariska Tiger Reserve, this property is a testament to our commitment to providing guests with a perfect blend of luxury and nature. Spread across 30 acres, it offers a serene escape amid lush landscapes and breathtaking views of the Ajabgarh fort. Our team is dedicated to ensuring that every guest's visit is not just memorable but also contributes to the holistic growth of the local community.

As we embark on this exciting journey in 2024, we look forward to working collaboratively with our industry peers to elevate the travel and hospitality sector to new heights. Together, we can create a brighter future for tourism in India.





Dhananjay Saliانkar,
Head - Sales & Marketing, Fortune
Hotels and Welcome Heritage

The Indian hotel industry is poised for a robust fiscal year in 2024, promising resilience and reinvention. We anticipate a soaring trajectory, with customer centricity backed by technology forming the cornerstone for seamless guest experiences. Sustainability will be intricately woven into the fabric of travel, marking a shift towards conscientious choices becoming the norm.

At Fortune Hotels, we anticipate better occupancy and rates compared to the preceding 2023. A notable upsurge in corporate travel and domestic tourism will continue to be on the horizon, strengthening & enabling us to grow better in notable leisure locations. By 2025, Fortune Hotels aims to have a 50:50 portfolio mix of business and leisure hotels, and we are sure to achieve it as we steadily continue to open an average of 7 to 10 new hotels in diverse locations across India, prioritizing hyper-local experiences, and championing responsible tourism initiatives. Our commitment extends beyond meeting the needs of the evolving traveller; we aspire to contribute to the travel industry in a more holistic way.

As we look at the broader industry canvas, a cooperative spirit takes forefront. Silos are set to crumble, allowing for the interchange of best practices and collaborative innovation. This combined momentum is set to steer us into a fresh era of travel and new business milestones.



Jatin Khanna,
CEO, Sarovar Hotels & Resorts

2023 has been a remarkable year for us with great growth, especially as we witnessed ten openings and 36 signings, which were our record ever taking our growth story in India and international markets on an upward trajectory. We owe a lot of this to a stable government, healthy economic indicators and post-pandemic travel trends in the industry that are contributing to this upward trajectory. For 2024, I personally feel it's going to

see good demand and growth over 2023.

There are good broad indicators considering our GDP growth, the stable outcome of general elections and other broad indicators on the economic front which gives us the confidence that 2024 is going to be better than 2023 and the growth story will continue. Personally, for Sarovar, we are looking at opening another ten hotels and adding to our 108 hotels and a similar number of signings or more in 2024. For that matter, one of the key business strategies for us in the New Year is looking at consolidating our current brands and maybe adding a brand into the local Indian market which will give us more brand penetration. In the last 60 days, we've been able to open eight hotels and also bring up a new affiliate model which is ramping up successfully and fast. So, I think, overall, from a Sarovar point of view, we see India shining a good hospitality story for 24 and beyond

Rajani Nair Deb
Commercial Director, Hilton and
Hilton Garden Inn Bengaluru Embassy
Manyata Business Park



The travel industry in 2024 promises to be a year of positivity. We expect travel demand to soar above pre-pandemic levels fuelled by domestic escapes, bleisure trips, and a thirst for unique luxury experiences. Tech-enabled travel will continue to grow, with advancements in AI, booking platforms, and contactless solutions shaping the future of travel. Sustainability takes centre stage as eco-conscious travellers seek green havens. India's domestic boom continues, bolstered by thriving MICE, state-of-the-art convention centres, and improved air travel.

From a hotel perspective, we will host guests from diverse segments, tailor offerings, and evolve industry partnerships which will be our compass, guiding us through moderate rates and fierce competition. In 2024, we will trade rivalry for unity and emphasize collaboration that isn't just a strategy, but a symphony of success. We're composing the future, one partnership at a time., transforming complexity into a vibrant ecosystem. Loyalty thrives as we craft compelling experiences, welcoming new faces with open arms. The New Year will truly be a watershed moment for us.



Mita Vohra

Director Sales,
Sarova Hotels & Resorts Kenya

The year 2024 marks an exciting beginning for Brand Kenya as Nairobi City, the country's capital, secures the prestigious title of the best city to visit in 2024 by The Lonely Planet. This accolade perfectly aligns with our vision and goals for the city, with two esteemed properties in Nairobi and an array of enriching experiences awaiting visitors.

In the previous year, Sarova Hotels celebrated its most successful year yet. Our primary focus remains on bolstering tourism across leisure and MICE markets globally, emphasizing both established and emerging markets. The tremendous success of the OTOAI Convention in November 2023 in India will undoubtedly enhance our growth.

Embracing the inevitable influence of Artificial Intelligence, Data, and Chat GPT, we're in the final stages of developing a cutting-edge loyalty app. This app will enable real-time communication between customers and our hotel teams, while also introducing a network of valued partners.

Additionally, we are committed to crafting more specialized experiences over 2024. These include "destination unknown travel," a venture that proved highly successful in 2023, as well as "cultural exploration," delving deeper into community engagement and sustainability. Moreover, our team will be curating tailor-made itineraries, creating unforgettable memories for families and friends.



Greesh Bindra,

Vice President,
The Suryaa New Delhi

As we reflect on the highs of the past year, with increased occupancy levels, ADR's and room tariff, there is reason to look towards 2024 with optimism. New age usage patterns have changed the landscape of traditional hospitality. The guest is no longer just the corporate or leisure traveller. Weekend getaways, staycations, environmentally conscious journeys, wellness aspirations, or just a strong desire to spend time with loved ones are the new norms of usage. Embracing emerging trends, our vision is anchored in adaptability and elevated guest experiences. Catering to a diverse customer base, including the aspirational middle class from tier 2 cities, we prioritize personalization through the integration of digitization, AI, and data analytics. Sustainability initiatives and eco-conscious practices align with the growing demand for responsible travel. As an entity, The Suryaa New Delhi, has created its unique identity in promoting inbound sports tourism and as chairman of the inbound sports tourism facility at FICCI, I feel privileged to contribute to an initiative that celebrates our nation's capability on the global stage. Our vision for 2024 is a dynamic, resilient business that not only recovers but thrives, creating unforgettable experiences for every traveller, driven by personalisation, innovation, and a commitment to sustainability.

Rajesh Chakraborty,

Cluster General Manager-
Operations & GM – Taj Hotel &
Convention Centre, Agra



The spotlight on green initiatives is set to persist as consumers increasingly prioritize sustainability, seeking assurance that the businesses they endorse adhere to ethical practices. Restaurants and hotels are actively addressing this concern by introducing inventive green initiatives, ranging from responsibly sourced ingredients to the implementation of energy-efficient practices.

We anticipate an increase in the presence of vegan and plant-based offerings on menus. The surge in popularity of veganism, coupled with a heightened awareness of health and environmental concerns, will drive the continued growth of plant-based menu choices.

Wellness and self-care remain unequivocally en vogue, and there's no indication of this trend losing momentum. The wellness industry has, in fact, burgeoned into a thriving market. In 2024, the industry will persist in prioritizing health-centric offerings, extending from culinary choices to in-house fitness programs, spa services, increased green spaces, and more.



Somesh Agarwal

Chairman and MD, Radisson Blu Palace Resort & Spa, Udaipur

The hospitality industry was at its prime this year, especially after Covid-19. The travel and tourism industry has grown significantly, exhibiting peak Gross Booking Value. Consequently, the hospitality industry also observed unprecedented growth and development.

As this year draws to an end, the sector is looking forward to entering the new year with optimism and zeal to tap growth opportunities. The coming year will be all about addressing challenges like online booking frauds and prioritizing sustainable tourism. As far as the long-term growth plan is concerned, tech integration will be a vital component of the same. We will move beyond mobile check-ins and smart rooms to ensure their usage for room service and as digital keys in the times to come. Moreover, taking ahead the sustainable vision, building energy-efficient infrastructure, adopting smart-saving water techniques, and IoT-enabled resource management will be all the more prominent in the future.

As a key industry player and contributor to the hotel industry's growth, at Radisson Blu Palace Resort & Spa, Udaipur, we have been integral in placing Udaipur on the global tourism market. My vision is expanding the brand's footprints at a pan-India level, and making it synonymous with weddings, MICE, and other prominent industry events in the coming times.



Rubin Cherian,

General Manager – Novotel Hyderabad Convention Centre & HICC

As we stand at the brink of 2024, Novotel Hyderabad Convention Centre & HICC envisions a year of transformative resurgence and unparalleled growth in the realm of hospitality. Our commitment to excellence, innovation and sustainable practices propels us forward, paving the way for a renaissance in the travel industry.

In the wake of a remarkable 2023, where Domestic, Outbound, and MICE segments surpassed pre-pandemic numbers, our focus remains steadfast on providing unparalleled guest experiences. As the travel landscape evolves, we are poised to welcome back Inbound Tourism, introducing pioneering initiatives that redefine the standards of global hospitality.

At Novotel & HICC, 2024 is not merely a year of recovery; it is a canvas upon which we paint a vision of extraordinary possibilities. We envision our venue as a beacon of innovation, seamlessly blending hospitality, technology, and sustainability to craft experiences that transcend expectations.

Let's collectively shape a future where the travel sector not only rebounds but thrives, setting new benchmarks and contributing to the vibrancy of our industry. Here's to a year of resilience, innovation, and unparalleled success for Novotel & HICC and the entire travel fraternity.

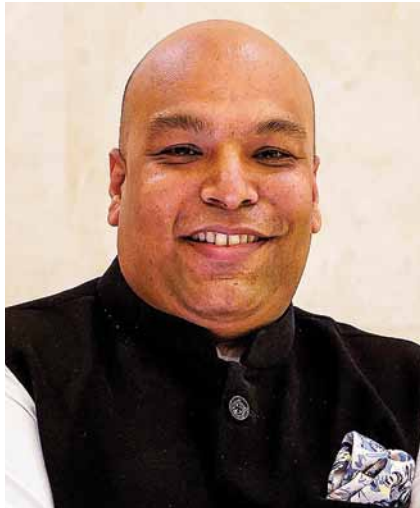
Bhavik Sheth,

COO, Evoke Experiences

At Evoke Experiences, our vision for the year 2024 is not limited to mere exploration; it extends to crafting journeys that not only enhance our business but also contribute to meaningful employment opportunities within the travel industry. Our commitment reaches beyond the discovery of new horizons; we are dedicated to nurturing the ecosystems that define these destinations. The transformative impact of travel on local economies became evident during our experience at Rann Utsav, particularly in the flourishing Dhordo Village.

Looking forward, our objective is to uplift communities across diverse landscapes, fostering prosperity with every step we take. In the upcoming year, Evoke Experiences will adopt a comprehensive approach, venturing into new hotel projects amidst the majestic peaks of Himachal. Furthermore, our canvas expands into the enchanting realm of glamping, seamlessly blending luxury with the beauty of nature. Our commitment extends beyond the creation of mere getaways; we strive to establish sustainable havens, intricately weaving a tapestry of experiences that not only captivates travellers but also plays a crucial role in generating employment and uplifting the heartbeat of local economies nationwide.





Barun Gupta
GM, Expolnn Suites and Convention

In my role as the General Manager of Expolnn Suites and Convention, I envision a transformative year ahead, marked by innovation and adaptability. The focal point of our strategy in 2024 is to create a lively and flexible environment that caters seamlessly to the needs of both business and leisure travelers. With a keen eye on the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector, we are ready to leverage our state-of-the-art convention facilities to

host impactful events, conferences, and exhibitions.

Our unwavering commitment to delivering exceptional service is at the core of our mission. We are dedicated to enhancing the overall guest experience by integrating cutting-edge technology and offering personalized services. As we strive for excellence, our efforts extend beyond strengthening internal strategies to fostering collaborations with industry stakeholders. Moreover, we pledge to embrace sustainable practices, contributing to the revitalization of the travel and hospitality sector.

In the pursuit of our vision, Expolnn Suites and Convention aims to be a catalyst for positive change. We are poised to set new benchmarks in hospitality and events, shaping a future that reflects our commitment to excellence and sustainability in 2024 and beyond.

Jai Chugh,
General Manager at DoubleTree by
Hilton Gurugram Baani Square

The year 2024 would be a year to embrace new technology. The increasing trend of automation that includes digital check-in, artificial intelligence and invisible payment will continue to ensure a seamless experience for guests.

Our hotel industry is gearing up for a strong fiscal year in 2024 with growth attributing to a confluence of factors that encompass a mix of domestic and international influences. It has been projected that the sustained demand for domestic leisure travel, coupled with the revival of meetings, incentives, conferences, and exhibitions (MICE) and business travel, is set to underpin this revenue surge.

As for our hotel, we are expecting 2024 year to be better with a growth in ADR and market share over last year with MICE segment taking the centre stage. We are also focusing on strengthening our vision of building a more environment friendly hotel through sustainable practices. Hotel is aiming for plastic free spaces, travel with purpose is Hilton's ESG strategy to create positive environmental and social impact with carbon neutral meetings and zero emission rides in 2024.



Sanzeev Bhatia,
President & GM,
The Metropolitan Hotel & Spa

Indian Hotel Industry is primed for 2024 surge amidst sustained demand for domestic leisure travel coupled with the revival of meetings, incentives, conferences, exhibitions (MICE), business travel and increased inbound movements. Sustainability is no longer just a buzzword; it's a way of life, and this philosophy will permeate the travel industry as one of the key travel trends for 2024. Travelers are increasingly aware of their environmental impact, and they're actively seeking ways to reduce it. Sustainable accommodations, eco-friendly transportation options, and tours with a focus on conservation and responsible practices will be in high demand. Hotel already have its Ecological Philosophy "EcoMet" in place. This implies that hotel abides by all environment policies and objectives, and expresses the concern towards Environment, Society, Safety of Guests, Staff, Visitors and Public at large.

Wellness-focused trips, such as yoga retreats, spa getaways, and wellness cruises, will flourish as one of the travel trends for 2024. Travelers are increasingly seeking experiences that rejuvenate the body, mind, and spirit. We are reviewing the menu of our world-renowned spa, NeoVeda Spa for 2024 and are planning to add more Ayurvedic Therapies. We remain primarily a business hotel and our focus towards the individual traveller, the corporate segment, online internet business and the trade fair and convention attendee is where we see ourselves continuously growing!"



Priyanka Nijhawan

Director – Representations,
Nijhawan Group

As we embark on the next chapter in our journey within the dynamic and ever-evolving travel industry, my 2024 vision for the Indian outbound travel sector is an unwavering commitment to redefine travel experiences, fostering a connection between people and places that transcends the ordinary.

The next year will further strengthen our focus on extending beyond mere transactions to creating transformative journeys. We aspire to create experiences that resonate on personal travel, immersing our clients in the rich tapestry of cultures and landscapes.

Recognizing the importance of sustainability, our 2024 strategies and marketing tactics will promote eco-conscious travel practices, collaborating with travel partners and local communities to minimize our environmental footprint. According to recent industry reports, sustainable travel is projected to grow by 20% in the upcoming year. In 2024, we anticipate a 30% increase in collaboration, fostering a network that benefits both our clients and strategic travel partners.

For the broader spectrum, 2024 should enhance partnerships and sharing of best practices, collectively elevating the standards of Indian outbound travel. Collaboration will be key, as we plan to establish more brand partnerships, stronger training programs for the travel trade and aggressive marketing push for our clients.



Amit Rana,

General Manager, Holiday Inn New
Delhi International Airport

I am thrilled to contribute to the BOTT January Looking Ahead: Vision 2024 Issue. As we step into the new year, my vision for the travel industry revolves around resilience, sustainability, and collaboration.

In 2024, I envision our business, Holiday Inn Aerocity, as a beacon of sustainable hospitality, embracing eco-friendly practices and contributing to responsible tourism. Our commitment extends beyond our walls; we aim to collaborate with local

communities, fostering cultural exchange and supporting businesses across the travel ecosystem.

Safety and flexibility will remain paramount, adapting seamlessly to evolving travel norms. We aspire to create a haven where guests feel valued, cared for, and part of a global community. In the face of challenges, our industry must unite, and my vision includes initiatives that promote collective growth, ensuring the revival of the travel sector post-pandemic.

Looking ahead, let's turn 2024 into a year of positive transformation, where the travel industry not only recovers but thrives.

Davinder Juj,

General Manager,
Eros Hotel, New Delhi

In anticipation of the upcoming year, the hospitality industry is poised for a transformative journey with the vision for 2024. This visionary outlook is rooted in a commitment to redefining guest experiences, embracing technological innovations, and fostering sustainable practices.

The focal point of the hospitality vision for 2024 lies in elevating guest satisfaction through personalised services and cutting-edge amenities. The industry is geared towards creating immersive environments that cater to the diverse needs and preferences of modern travellers. Integration of advanced technologies, such as AI-driven concierge services and smart room features, is set to enhance operational efficiency and deliver a seamless guest journey.

Sustainability takes centre stage in the vision for 2024, with hotels increasingly adopting eco-friendly practices. From energy-efficient infrastructure to eco-conscious dining options, the industry aims to minimize its ecological footprint. This commitment aligns with the growing awareness and preferences of eco-conscious travellers.

Collaborations between hospitality stakeholders and local communities are anticipated to strengthen, fostering a more inclusive and socially responsible industry. As the hospitality sector envisions the road ahead, the emphasis on innovation, sustainability, and guest-centricity is poised to shape a dynamic and resilient landscape in 2024. The coming year holds the promise of a hospitality experience that transcends expectations, setting new benchmarks for excellence in the industry.





Hemant Mediratta,
Founder and CEO, HMC Enterprise

Anticipating the future of the travel industry in 2024, our strategic vision centres on fostering self-valuation within the travel community. By recognizing the importance of elevating individual and collective worth, we aim to amplify the capabilities of the entire industry. This commitment extends through all our ventures, including Draupnir Capital, where we invest in tomorrow's leaders, ensuring a sustainable pipeline of innovation.

At Eleven Inc., our focus on digital efficiency is aimed at revolutionizing operational norms and elevating customer experiences within the luxury hospitality sector. We envision leading in the digital marketing space, creating meaningful relationships and building stronger brands through innovative digital experiences.

Education is at the forefront of our vision, exemplified by iLead Academy. We strive to empower individuals in the hospitality and tourism industry, fostering positive transformation, growth, and innovation within the sector.

In the MICE sector, MICEverse, as India's premier hotel representation company, positions itself to amplify global partners' presence in the outbound market. We are committed to providing bespoke solutions that ensure increased revenue for our hotel and venue partners.

One Rep Global, as a leading sales and marketing organization, adopts a 360-degree approach, tailored to each client's unique needs.

In summary, our vision for 2024 revolves around fostering self-valuation, nurturing talent, and driving digital and educational initiatives.



Myongkil Yun
Regional Director – India & SAARC
Countries,
Korea Tourism Organisation

I am brimming with optimism that the travel industry will sustain its robust performance in the New Year, following the strong recovery we witnessed in 2023. At Korea Tourism Organization (KTO), we are excited to end this year on a high note with all our promotional efforts and activities yielding positive results.

MICE tourism, one of our key focus sectors, continued to witness growing interest in 2023. We were thrilled to welcome a large group of 3,250 financial professionals from India for a corporate tour. The popularity of all things Korean, including food, movies, shows, pop stars, fashion, and beauty, has soared this year. In 2023, Korean dish Bibimbap was the most searched recipe on Google globally and by region, India had the most searches for it.

In 2024, we will continue to work hand-in-hand with our Indian partners including airlines, tour operators, and local stakeholders to curate tailor-made packages, addressing evolving traveller preferences and ensuring value for all. We prioritize safety and security, ensuring a smooth and comfortable travel experience for our visitors. Several studies indicate a positive outlook for 2024 regarding the persistent demand for leisure travel, experiential travel, luxury travel, MICE, as well as business travel.

South Korea presents a diverse array of attractions to cater to everyone's needs. We look forward to welcoming Indian travellers in 2024, inviting them to embark on unforgettable experiences."

Romit Theophilus

Director – German National Tourist
Office in India

As we approach the new year, we are optimistic and enthusiastic about the potential for a 360-degree turn in the travel business, where people are geared to make the most of the coming year. In 2024, we foresee travel industry that experiences sustainable growth, innovation, and remarkable transformation. We believe that by harnessing the power of technology, embracing sustainability practices, and delivering unique and personalised experiences, we can create a travel ecosystem that exceeds the expectations of travellers.

GNTD, India aims to position Germany as one of the preferred destinations for Indian travellers. Our goal is to leverage the rich cultural heritage, picturesque landscape of Germany to attract a diverse range of travellers. Moving forward we will work closely with our partners, including travel agencies, tour operators, hotels, and airlines, to develop innovative marketing strategies, curate tailor-made campaigns, and improve the overall travel experience.





Neeti Sharma

Director, Intrepid Marketing and Communications

At the onset of 2024, we are optimistic that Indian travellers will lead global tourism beyond 2023 numbers thus resulting in the outbound industry witnessing unprecedented growth. Our focus lies in catalysing an upswing in outbound travel, as Indians embark on journeys to unconventional destinations with Tier 2 and Tier 3 cities aspiring to see the world.

Conventional pre-requisites such as Indian food, language barriers and guided tours are now replaced by a new era where the most important thing is what makes each destination special.

A wave of renewed aspiration to travel, sees Indians wholeheartedly embracing lesser-known gems, weaving a vibrant tapestry of cross-cultural encounters. In this epoch of boundless exploration, our vision stands resolute — to spark inspiration and pave the way for more Indians to venture beyond the confines of the familiar, thereby cultivating a global community of impassioned and unrestricted travellers.

We expect that the Indian tourism sector will transform into a market to reckon with, creating new opportunities for cultural exchange and economic growth globally. Our story communicates about the diminishing boundaries, broader possibilities, and the enthusiasm for Indians to explore new horizons.

Sheema Vohra,

Managing Director,
Sartha Global Marketing



The travel industry's performance in 2023 has been most heartening and has prepared us for further growth in the new year. My vision for 2024 is to build on the strength of our relationships, ability to rapidly adapt, and ensure high quality results, as that is the true measure of any organization's success. Our connections with clients, partners and other stakeholders have evolved positively, and we look forward to cultivating stronger ties through personalized services and innovative solutions. As an expanding organisation, our people play a pivotal role and we are committed to nurturing a culture of continued learning and excellence.

In 2024, trends predict increased and diverse types of travel. Increasingly, we see greater consumer demand for luxury, adventure / outdoor, road trips and unique local experiences. Also, in 2024, we will see an enhanced focus on sustainable practices, the use of technology, and innovative programming by travel trade partners.

Lubaina Sheerazi,

CEO & Co-founder, BRANDit India



Looking ahead to 2024, my vision for both BRANDit and the travel industry is rooted in adaptability, sustainability, and innovation. The increasing influence of Indian travellers is evident through visa waivers from various countries. With India topping the chart as a leading source market, the trade fraternity is at a crucial point. It is the time to capitalise on this momentum, form strategic partnerships and promote growth. The industry also needs to collectively work towards a sustainable future prioritising responsible tourism.

The year 2023 was remarkable for BRANDit as we witnessed our hard work and perseverance coming to fruition. We partnered with international tourism boards, hospitality brands, DMCs and a fly-cruise expedition company. Amidst the evolving tourism landscape, we will continue to add unique destinations and experiences to travellers' bucket lists.



Sunil Puri,
Managing Director, Mileage
Communications India and Joint
Managing Director,
Sartha Global Marketing

The coming year and beyond is an era of huge technological changes in the travel industry. The rate of change is accelerating and is expected to get faster in the future. We, as an industry, have to adopt and adapt to these times. As an organization, we are moving forward in hiring the best talent available, using the latest tools for data analytics

and market intelligence, and implementing targeted marketing programs with high returns on investment. The customer is now evolved and is more discerning, their travel patterns are changing. All our marketing initiatives in 2024 will be focused on ensuring that all activities- trade partnerships, public relations, and digital marketing; are innovative, targeted, unique, and achieve desired results.

Overall, the next year will be a very exciting time for our industry- especially for companies who are quick starters and think out-of-the-box.



Vasudha Sondhi
Managing Director,
Outbound Marketing

Nelson Mandela said, "Our world is not inherited from our ancestors but borrowed from our children".

As I look ahead to 2024, I foresee a travel industry journey mirroring my aspirations. Beyond the core outbound marketing focus, I envision industry trends shifting towards mindful travel and sustainability. Our approach aims to spotlight experiences beyond destinations alone. We will prioritise curating experiences emphasizing wellness, eco-friendliness, and genuine connections.

Looking forward, my vision for the travel industry includes a departure from mass tourism towards a more considerate, sustainable approach; a shift towards promoting destinations in ways that honour local cultures, protect nature, and create meaningful experiences.

In the coming year, I anticipate travellers embracing quality experiences over sheer quantity, leaving positive imprints wherever they go. To that end I have invested my time and effort in training and creation of skilled hospitality professionals at the grassroot levels and educating locals to create quality products and prevent over tourism. Mine and my company, Outbound Marketing's commitment extends beyond our own pursuits; it's about collaborating for a travel industry that embraces sustainable practices and mindful exploration.

Overall, the past year has witnessed a transformative journey for both inbound and outbound travel.

Rajeev Nangia
COO, TRAC Representations

2023 was the year when the world moved forward. Travellers filled airports, explored new destinations, tried unique and unconventional activities, reinvigorated restaurants and re-energized hotels. The flourishing period of Travel and Tourism that we were anticipating since the pandemic, finally arrived in 2023. The world moved faster than ever.

The preferences and priorities of travellers will drive innovation and change in the upcoming year 2024. Travel is now defined according to the era/ age of the travellers. From the experienced Baby Boomers to Gen Z, all the generations now take a deeper look at what is the agenda of their vacations and how they want to customize it.

As we are now stepping into the year 2024, industry looks confident that people of all ages will continue to seek out travel experiences as an opportunity to gain new, life-defining moments. There was an evident yet significant shift in the minds of the travellers of how they perceive and engage with travel, with emphasis on unique and immersive experiences. Sustainable Travel has been on the top of the shelf for the past few years and is here to stay.

Thus, it would be right to mention that 2024 seems to be the year of Golden Growth for Travel and Tourism.





Ellona Pereira
Head – AVIAREPS India

As a leading global player for the aviation, tourism, and hospitality brands, AVIAREPS India did experience robust growth in 2023 as we continued to welcome new partners into our fold, apart from a plethora of successful new initiatives, which allowed us to collaborate closely with the offices of the US commercial services and individual US consulates for key tourism road shows held across India. Our corporate strategy is solid and is pointing the way to our future, as strong ties with global partners, combined with advanced digital tools propel us forward.

The year 2024, is definitely a special year for us, as our AVIAREPS Group celebrates its 30th anniversary and we continue on our journey of steady progress committed to leading through innovation, overcoming challenges and building global steadfast connections. Inspired by the unwavering spirit of Indian explorers, we at AVIAREPS India will continue to be instrumental in contributing to the growth of the Indian Outbound Travel. In conclusion, we are enthusiastic about a year marked by substantial expansion and adaptability, anticipating even greater growth in tourism that will bring additional opportunities to our industry.



Anju Tandon
CEO, Ark Journeys

Last year India recorded over 22 million outbound tourists. It surpassed pre-pandemic levels. And 2024 will hopefully see bigger growth as the whole world is looking up to India in a positive manner. With an upward trend in our economy, young population and growing middle class, India is positioned to become one of the most lucrative outbound tourism markers in the world. Newer markets are opening up and there is an increase in accessibility with

the introduction of new routes and direct flights to various world cities and these all portray potential growth for outbound tourism.

Inbound tourism is also expected to reach new heights. The infrastructure of road network to famous historical cities, air access and new developments in Varanasi, Amritsar, Ayodhya and Ujjain (just to name a few) is seeing a surge in domestic and international visitors. All segments of travel are seeing growth- be it flights, hotels or cruises.

International cruise companies are either routing through Indian ports or they are offering seasonal sailings for Indian ports. All in all, I foresee growth for the travel industry and 2024 looks very promising.

Rajiv Duggal
Director, travelart maestros



It may seem to be a slow bounce back for the Inbound in India, but the year gone by has educated us on the year ahead. You will see strategies change, markets unknown come into focus, traditional markets will continue to be stable, but growth will be minimal allowing for new markets to push their way through the door. It is imperative that we all understand the drastic changes that the next gen traveller is wanting to experience and adapt to the same. India is going to be shining now, no looking back to that reality, hotel offerings are on the rise finally, travel infrastructure within the country has never seen such an impressive upward trajectory and states across the country are adding experiences for the inbound traveller. My take on this is that we must take massive initiatives to reach out to more markets than we were comfortable in, we must now look at this business as a year round one, not seasonal, there are travellers wanting to travel all the time, it is we who have sectioned this into a specific season, we must now be proud of our growth as a country and flaunt the same overseas, the magic of India must shine through our eyes.

On a more personal level, Travelart-Maestros is now no longer a baby, its grown into this strong determined young player that is ready to show more of India to more of the world.



Noel Saxena,
CEO, Blink Brand Solutions

Blink Brand Solutions was conceived with a long-term vision of coming up as a unique and premier sales, marketing and representation company in the 'world' of travel and tourism with presence across different geographies, from India and Middle East to markets in Europe and America. With a team that boasted of nearly four decades of combined experiences in the representation business, Blink entered the arena towards the end of 2022 and has since made its presence felt across India.

It has since handled highly successful tourism boards' road shows and embassies' destination promotion events in different cities across the country. We have excelled and surpassed expectations in curating unique events for our private sector and Government clients.

In 2024, we are looking to build on these gains and name that we have created for ourselves. While we have handled several events for our destination partners and clients so far, in 2024 we are looking at signing clients who will give us greater responsibility of representing them for long-term and with whom we are engaged 360 degree and implement our marketing, representation and such ideas. Another step would be to also engage with our industry stakeholders who are into similar business with the message that we don't have to only compete, we can also co-operate and collaborate and together be more efficient.

Pran Sathiadasan

**Director Commercial Operations,
Southeast Asia - flydubai**

In 2024, the Indian aviation industry is poised to maintain its robust growth, despite encountering several challenges. The sector's expansion will be hindered by the persistent impact of Pratt & Whitney's GTF engine issues and groundings by Indigo, along with the disappearance of G8 and the financial difficulties of the smaller operators, leading to a potential imbalance between demand and supply.

Consequently, on the domestic front a surge in ticket prices is anticipated, potentially deterring budget-conscious travellers from opting for air travel.

Furthermore, there will be a strengthening of the duopoly between 6E and the AI group. The industry is likely to continue grappling with persisting inefficiencies, particularly in the realm of inadequate training practices for the foreseeable future.

On the international front, the demand for travel is projected to continue its upward trajectory, prompting a rationalisation of fares as both Indian carriers and foreign airlines increase their capacity. Notably, the Gulf region, particularly DXB, is anticipated to continue with capacity constraints, resulting in elevated ticket prices.

Looking ahead, several significant developments are on the horizon, including the privatization of major airports, the operationalization of new airports in Navi Mumbai and Jewar, as well as the privatization of Alliance Air and AIASL. These changes are poised to reshape the landscape of the Indian aviation industry, underscoring its dynamic and evolving nature.



Vinay Malhotra,
Head of Global Sales, IndiGo

In 2023, we witnessed India's aviation sector surging at an impressive 8%, showcasing that the Indian aviation industry is at the forefront of global attention, representing growth. Today, the world looks towards India as a transformative force, setting the pace for the future of air travel. As we navigate through this exhilarating journey, the collective vision is clear — to position India not only as a significant travel market but as an aviation hub. The industry's robust trajectory reflects a narrative of evolution, resilience, and the unwavering spirit to embrace new horizons.

At IndiGo, we take pride in contributing to this narrative, dedicated to seamlessly connecting the world. Looking ahead, our focus extends beyond leadership, aiming to shape the Indian aviation industry amid India's boundless possibilities. To execute this vision, we placed a historic order of 500 new Airbus aircraft, supplementing the 450+ already in the pipeline. Aligned with our growth aspirations and strategic geographical positioning, this initiative uniquely positions us to elevate international connectivity. With 2000+ daily flights and a fleet of 330+ aircraft connecting 85 domestic and 32 international destinations, we also recognize our role in reducing environmental impact by prioritizing sustainability across our operations.



Nishith Saxena

Founder & Director,
Cruise Professionals

Our team at Cruise Professionals is gearing up for a spectacular summer cruise season as we shall be promoting several new cruise ships, launched in the last few months and some scheduled to be launched in the next two months. Simultaneously, we shall have a very strong & fresh branding for one of the cruise lines focused on only expeditions across the globe.

The sheer number of ships and increasingly diverse range of itineraries on offer across the globe highlight the strength, resilience and underlying demand for cruises – be it for cruise virgins or multi-generational family vacationers. If we wish to paint the picture of a typical cruise vacationer, we'll have to work real hard as this is changing every two years – Instead of trying to catch up with evolving trends, we are now setting the trends – we are infusing new elements in our offerings from popular cruise destinations to polar expeditions, from premium cruises to boutique ships, each guest is going to witness a refreshed approach to personalization on each of the cruise lines we represent.

For 2024, our vision at Cruise Professionals, is to be able to provide total control of booking in guests' or their agency's hands by way of technological advancement. This would enhance pre-cruise guest satisfaction and also help our agency associates in uplifting their service capabilities resulting in higher revenues at lower costs.



Romana Parvi,

Regional Manager - South Asia,
Jazeera Airways

I envision 2024 to be a dynamic year for our business as well as the travel industry as a whole.

At Jazeera Airways, we aim to redefine the travel experience for our valued customers by ensuring that we enhance all the crucial touch points through digital technologies for seamless interactions. Our dedication to customer experience is showcased in our affordable pricing and high levels of service as well as through regular

enhancements to our products and terminal in Kuwait.

Sustainability is a top agenda item for the industry this year with a collective goal to reduce its carbon footprint. We look forward to retrofitting our fleet with over 2000 of world's lightest aircraft seats which will lead to significant decrease in fuel consumption and resulting carbon emissions.

The travel and tourism industry will continue to evolve by embracing resilient business models and prioritizing the well – being of travellers. As always, we remain optimistic while preparing for all the ups and downs that is intrinsic to our industry.

Jurgen Bailom

President and CEO, Waterways
Leisure Tourism, Cordelia Cruises

In 2024, we at Cordelia Cruises, aim to focus on practical strategies for sustainable growth and enhanced customer experiences. Our strategic vision revolves around the thoughtful utilization of technology to enhance the overall travel experience. Our commitment extends to caring for the environment and local communities. We're striving to be responsible in our practices, minimizing our impact on the environment and supporting the

well-being of the destinations we visit. Adaptability is a key component as we recognize the dynamic nature of the travel sector, and we are prepared to face and overcome emerging challenges. We hope to make progress next year by sticking to our goals and making a positive impact on the cruise industry. We also want to work closely with others in the cruise industry to raise collective industry standards. As we set sail into 2024, Cordelia Cruises remains dedicated to responsible, sustainable, and industry-leading practices that contribute to the overall advancement of maritime travel.



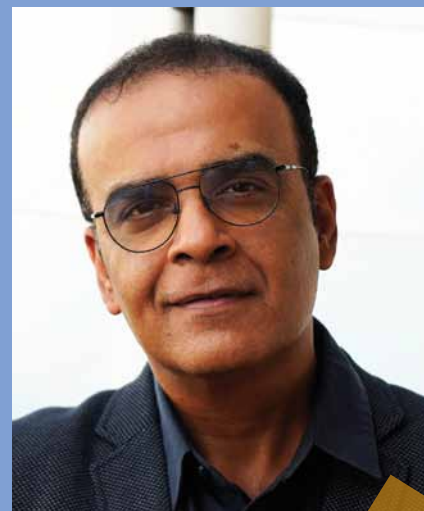


Manoj Singh

Country Head – India,
Norwegian Cruise Line

“We’ve seen a great boom in both domestic and international travel in the last couple of years. Experiential travel is here to stay! At Norwegian Cruise Line too, we are moving beyond the ordinary by empowering Indian travellers with personalised, immersive experiences at sea. One of the most popular concepts that we offer aboard our fleet of ships that resonates deeply with our Indian guests is

Freestyle Cruising - offering guests the freedom and flexibility to design their ideal vacation on their preferred schedule with no assigned dining and entertainment times and no formal dress codes. In the coming year, we envision more Indian travellers, families and friends across age groups to aspire for and invest in a cruise vacation at least once a year. A voyage at sea is a great way to build bonds and memories that last a lifetime, and we look forward to curating an unforgettable cruise vacation for our Indian guests in the New Year!”



Naresh Rawal,

Vice President – Sales &
Marketing,
Resorts World Cruises (India)

We are highly optimistic of the continued growth of the travel and tourism industry in 2024 for India, especially for the cruise tourism sector. At Resorts World Cruises, we forecast that the Fly-Cruise sector will continue to gain more traction as the travel industry as a whole has been on a strong rebound in the past year. With our Genting Dream Fly-Cruise to Singapore from India, we are observing a growing demand among more Indian travellers and across a wider demographic over the past year and we expect this trend to continue beyond 2024.

Some of the key factors contributing toward this growth are that many Indian travellers are craving for an outbound international holiday experience post pandemic, which have given rise to more awareness on cruise and the Fly Cruise sector. More are discovering the value, convenience and benefits of a Fly-Cruise, as well as the opportunity for a unique holiday adventure.

With the right collaborations and initiatives with our travel partners, the growth of the Fly-Cruise sector will create more spillover opportunities for the travel and tourism industry as a whole in India and for the region.

Himanshu Patil

Director, Kesari Tours

In 2024, our company is poised for expansive growth as we strategically establish offices in all major metros, signalling our commitment to widespread accessibility and service excellence. Beyond metropolitan hubs, we are excited to extend our reach to tier two and tier three cities across India. This expansion aligns with our vision to empower and connect communities, fostering economic development in regions often underserved. Our dedication to inclusivity extends to the travel industry at large, where we aim to redefine standards and enhance customer experiences. As we spread our wings across diverse landscapes, we are not just building offices; we are cultivating a network that transcends boundaries, creating seamless opportunities for collaboration and innovation. Embracing the diversity of India, we aspire to become a catalyst for positive change, contributing to the growth and prosperity of both urban and rural landscapes in the dynamic tapestry of the Indian subcontinent





Jay Bhatia

Vice President, TAAI

The travel sector is one of the most dynamic and resilient industries in the world. Vision 2024 is a collective initiative of members from all verticals of the travel trade, hospitality, aviation, technology, cruises and any other vertical of the sector, which aims to start a positive movement in the travel sector where people are geared to make the most of the coming year and give their business a 360-degree turn.

Vision 2024 is based on the pillar of sustainability and responsibility, technology and personalisation, experiential and transformative travel and finally, the rise of remote work and long-term stays.

In addition to sustainability, the sector is also adopting green practices and technologies, such as renewable energy, waste management, carbon offsetting, and eco-friendly products and services. It is also using artificial intelligence, big data, cloud computing, blockchain, biometrics, and other emerging technologies to create innovative solutions, such as contactless check-in, smart luggage, virtual reality, chatbots, and customized recommendations.

It is focussed on providing experiential and transformative travel opportunities, which promote personal growth and a deeper understanding of the world. Lastly, the sector is adapting to the changing needs and expectations of the travellers, who are increasingly opting for remote work and long-term stays.



Rajat Sawhney

CEO-Rave Tours & Travels and
Sr. VP, ADTOI

The Indian Tourism and hospitality industry is gearing up for a robust fiscal year in 2024. The segments, which will drive demand in the coming year will be the domestic leisure market, luxury travel (domestic & outbound), destination weddings, experiential travel and wildlife tourism. I am confident that in the year 2024, youth travel will also see a surge with 50% of India's population being below the age of 25 years. The coming year

will see revival of meetings, incentive & exhibitions and business travel, marking a positive outlook for the MICE growth in India in the New Year.

Amidst all this, technology will play a pivotal role in redefining guest interactions in 2024, ensuring seamless and deeply personalized services. Taking cue from the trends of 2023, where wellness and domestic tourism took the lead. We aim to amplify these themes for an enriched guest experience, blending luxury and wellness in providing the bespoke experiences to the traveller. We aim to focus on Technology as an important tool to derive demand and assist in operations in the coming year.

Prateek Hira,

President & CEO – Tornos and
Director – River Rhapsody



Each New Year brings with it hope and optimism. "Eternally Optimist" is just the right term to attribute to the tourism industry in India. In spite of the low priority of our government for tourism, especially for inbound travel and with no concrete marketing initiative in place, our industry is still full of hope and optimism. After a dismal performance since 2020 and being in deep waters, the tourism industry in general was afloat and was breathing once again in 2023.

'Reboot', 'Reinvent' and 'Reincarnate' are the three words that I am personally attributing to 2024. The shift in the market demand and market segmentation has been tremendous and to meet this, operators are redoing their programme for 2024-25. New destinations, new products and enhanced connectivity within India will change the way leisure travellers travel in India. 2024 will also see Artificial Intelligence taking roots in tourism and changing the way companies operated traditionally. 2024 will be a year of collaborations and cooperation, the synergy within all segments of the tourism industry will only enhance. I am also seeing small and specialist tour businesses, and the regional players having better prospects in the industry than the large format businesses in 2024. Above all, 2024 will see the momentum of growth and development.



Shravan Bhalla

Director: Highflyer
Vice President: OTOAI

As we step into 2024, travel is going to be both exciting and challenging. We're looking forward to exploring new, unique destinations entering the Indian market. Anticipation runs high for the unveiling of novel destinations, promising a thrilling influx into the Indian market. The outbound business from India is set to take center stage, capturing the attention of avid travellers and industry enthusiasts

alike. Many people are eager to travel abroad, and technology, especially artificial intelligence, will make trip planning easier and more personalised. Our commitment for the year ahead is crystal clear – quality over quantity. We are dedicated to crafting personalised and sustainable travel experiences, prioritising the enrichment of journeys over mere destinations. We want to make sure each journey is special and sustainable. To overcome challenges, we believe working together with others in the travel industry is a smart move. In 2024, we're embracing 'Smart Tourism,' which means using innovation and teamwork to make travel better. We envision a future where innovation, sustainability, and collaboration converge to shape the way forward. In 2024, we are not just witnessing a travel revolution; we are actively shaping it, contributing to a year that challenges norms, embraces innovation, and sets a new standard for the travel industry.

Manmeet Singh

Chairman-IATO Punjab Chapter

The hospitality industry is experiencing an unprecedented behavioural change from various industry sectors and customers. Airlines have increased their costing owing to corporate reasons. Hotels are intelligently pricing their costs as per the dates and events. Indian general masses have exposure to online bookings and financial transactions which has put the travel industry in a difficult position. The travel industry can reap the best results only by bringing in the ideal unified costing

policy and not doing underselling. Very cost-effective technological upgrade of their offices is needed which will help them reap benefits of the current increase in travel trends. The travel industry with immediate effect needs to move into the consultant category like doctors and other professionals and should start charging consultancy charges for sharing information and giving advice. So, if clients don't hire a travel agent for any service at least he/she can get some remuneration for his knowledge and if the client hires his services for issuing tickets/hotel & transport bookings etc. then the cost of services will be added.



Ravi Gosain

MD – ERCO Travels and VP,
IATO

2023 was an excellent year for boosting different segment of tourism. It proved that tourism is progressive and flourishes in short period of time, even after disasters. We have entered 2024 with lots of hope and zeal to achieve positive growth in our tourism business. Personally, our inbound company Erco Travels came out of red and did well last year, thus, this year we have quite aggressive promotional and marketing plans keeping an eye on new products and use of technology. We have strategized to venture into new markets with new products and I am sure that this will give us some impetus to excel in 2024. In our office as well, we have increased our strength and appointed some new employees to bring fresh ideas, which can help us reshape our strategies.

We all know that the current challenges, whether it is high airfares, non-availability of star category hotels, good transport etc. exist in plenty but that should not hamper our growth. With increased demand from all tourism related sectors, we have to look for opportunities and try to create or open new avenues to entertain tourists.

I strongly believe that we in the tourism industry, whether it is inbound, outbound or domestic, have to be prepared to find alternative ways to cater to the increased demand, high cost and make ourselves relevant in businesses.



Zamir Munshi

Director of Strategy
and Growth,
N. Chirag Travels

Ruhi Munshi

Director of Product
and Marketing,
N. Chirag Travels

The biggest adventure you can ever take is to live the life of your dreams. As we look ahead to 2024 and beyond, we unleash our power to imagine better and bring your dreams to life. Travel is so much more than just getting that perfect Instagram shot. Travel should be meaningful. It should excite and inspire you, rejuvenate and ground you, educate and challenge you, and most of all, it should humble you.

At N. Chirag, we have always viewed everything through the eyes and dreams of our guests - whether it is a yacht journey to discover a new species of orca, creating a luxury glacier camp under the northern lights from scratch, a complex polar expedition, a life changing wellness retreat or a behind the scenes conservation experience - we will create impactful stories, break boundaries to reveal new opportunities and unlock the most breathtaking, exciting travel experiences.

We are at the cusp of massive change - we want to make travel transformational for our guests - the purest experiences that will not only change the way they see the world, but also encourage self-reflection. Our success is not an entitlement, but something we need to earn, every day. We will do everything we can to individually, as well as collectively, exceed our guests' expectations.

This is our time - our time to write a new story. We will do what's hard, we will do what's right. Together, we will reach for the stars.



Sucheta Nagpal

Director & CEO,
Travstarz Holiday &
Destinations

The Indian Outbound market has undergone many changes since the pandemic and the Indian traveller too has now evolved and is more willing to explore newer destinations and create experiences and memories rather than just travel for the sake of a vacation.

The year 2023 has been a very good year for us as all our DMC Offices went back to full operations. Some of our DMC locations have seen phenomenal demand which includes Egypt, Turkey, Vietnam and Bali besides Thailand, Dubai, Abu Dhabi, Qatar and Singapore. The year also saw Travstarz getting back as Joint Promotion Partner for both Abu Dhabi and Qatar with some more destinations now in pipeline. We have been working closely with various Tourism Boards for over a decade now and our strong reach and partnerships with agents in Tier 2 and Tier 3 cities has played an instrumental role in delivering the required numbers for our partner destinations.

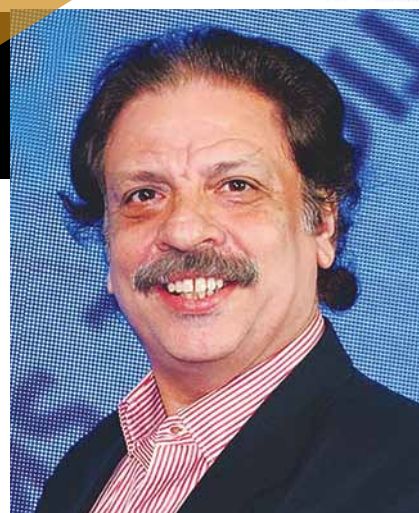
Going forward, we expect the outbound numbers to surpass the pre-pandemic levels in 2024 and with many short haul destinations removing visa for Indians, we expect these countries to once again attract more Indians. We do see a trend developing for some new destinations now from India as many Tourism Boards have been very active in promoting their countries for quite some time now.

Burjis Mehta

President, SKAL Club of
Bombay

Financial allocation to the Tourism sector needs to be increased substantially. Infrastructure (Transportation, Connectivity, Toilet facilities, Health facilities) needs to be upgraded to international standards. Trained/skilled manpower needs to be retained. Instability of jobs, long working hours and low salaries are attracting youngsters to other industries. Tourists need to be assured of safety and security.

Hence, the same needs to be improved at tourist destinations and monuments. Taxes imposed by the Government to be lowered for Airlines, Hotels, and Tour Operators to be competitive. A huge push is to be given to market Incredible India through both conventional and Social Media channels.





Ranjana Sharma

Managing Director
Trav-N-Tours International (TNTI) |
Gurgaon

In 2024, the travel industry is poised for a dynamic rebound. With the easing of travel restrictions, there is a renewed enthusiasm for travel, driving a surge in demand for various destinations. The industry is adapting to new norms, emphasizing sustainability, health, and safety. Technological advancements will play a pivotal role, enhancing the overall travel experience through seamless

bookings, personalized recommendations, and contactless services.

Hyper-personalisation will be the new luxury. Wellness travel will continue to boom, with a focus on holistic well-being. Gone are the days of ticking off bucket list landmarks; instead, experiences that foster personal growth, cultural exchange, and positive impact will take centre stage. The rise of remote work will greatly influence travel patterns i.e. extended stays and longer trips. Overall, the travel industry in 2024 reflects a blend of recovery, technology innovation, sustainability, eco-conscious travel choices and a redefined travel experience that will align with evolving global trends and customer preferences.

Dharmesh Advani

National General Secretary, ETAA

Ibelieve that offering prompt and personal services to clients is the key to a successful travel agent's business, especially considering that the online market is so huge and always giving them a run for their money. This has been the scenario since for a while now and I feel the same will continue for the years to come. Furthermore, the demand for unexplored destinations is also fast-growing. Hence, I feel that having hands-on information on various visa applications etc. is an important factor while dealing with clients.

Popular destinations inspired by TV shows and movies are becoming more and more in demand. It's like when people see cool places on their favourite shows, they want to go there too! It would be really nice if the government could help control high airfares. This way, more people could afford to travel and explore new things. As a travel agent, being up-to-date on these trends and helping clients with practical information will be really important for a successful travel business. So, offering great service and staying on top of what people want will keep travel agents thriving in the years to come.



Hemendra Singh Jadon

Chairman - TAAI M.P. &
Chhattisgarh Chapter

India's Travel Trade Vision 2024 is a strategic blueprint poised to reshape the landscape of the tourism industry. With a keen eye on the future, the vision places collaboration at its core, envisioning a seamless partnership between public and private entities in the travel trade. Embracing technological innovation, the vision charts a course for a digital revolution in the sector, leveraging advanced tools to enhance efficiency and customer experiences.

The vision also underscores the importance of sustainable practices, aiming to weave responsible tourism into the fabric of travel trade operations. By prioritizing environmental and cultural preservation, the industry seeks to offer enriching experiences while safeguarding India's diverse heritage.

Furthermore, the vision places a strong emphasis on global outreach, positioning India as a premier destination for travellers worldwide. Through strategic alliances, capacity building, and a commitment to excellence, the Travel Trade Vision 2024 aspires to propel India to the forefront of the global tourism stage, offering a harmonious blend of tradition, innovation, and responsible travel.

Athens the eye of Greece

Welcome to Athens, a city steeped in ancient heritage, literature, mythology where the legacies of Plato, Socrates, and Aristotle echo through the cobbled streets, intertwining with the birthplace of democracy writes Rai Umraopati Ray.

“Built nobly, pure the air and light the soil, Athens, the eye of Greece, mother of arts and eloquence” — John Milton aptly described this cradle of Western civilisation that beautifully marries the ancient with the modern. Its very name evokes the grandeur of ancient civilisations, where myths mingled with reality and gods walked among mortals. Named after the goddess of wisdom, Athena, the capital city harmoniously blends millennia-old history with the pulse

of modern life. Contemporary Athens boasts a vibrant nightlife, bustling markets, and a thriving arts scene. The city’s modernity doesn’t overshadow its past. Instead, it complements it, with metro stations displaying archaeological finds, and sleek new museums meticulously narrating the tales of its ancient heritage making it a must-visit destination for history enthusiasts and discerning travellers. Add to this, the city offers a gastronomic journey that’s as rich as its history. The city’s





vibrant café and taverna scene offers a plethora of options, enjoyed by both locals and tourists until late into the night. Here's your exciting guide to Athens' must-visit spots!

The Acropolis of Athens

The Acropolis of Athens, also known as the Sacred Rock, stands as the ultimate symbol of ancient Greek civilization. Atop this hill, the Parthenon, its most famous monument, was erected by Pericles in 447 BC, replacing the archaic Ekatompedon destroyed by the Persians in 480 BC. Overlooking the city, the Acropolis showcases Ancient Greece's magnificence. Its crowning jewel, the Parthenon, overlooks Athens, embodying democracy, philosophy, and the arts—cornerstones of Western civilisation. This UNESCO World Heritage site offers breathtaking views and stands as a testament to the grandeur of a bygone era. Don't miss the ancient amphitheatre of Herodium, also known as the Odeon of Herodes Atticus at the foothills of the Acropolis, one of the best places to experience a live classical theatre performance.

Acropolis Museum

A stone's throw away from Acropolis on the beautiful Dionysiou Areopagitou Street, Acropolis Museum boasts a fascinating collection from the Sacred Rock. It houses over 4,250 objects exhibited over an area of 14,000 square meters. Beyond Acropolis findings, it showcases treasures from various excavations across Attica, including the temple of Artemis. Its unique features include a glass floor revealing ongoing excavations and a top floor mirroring the Parthenon, providing a fresh outlook on this ancient marvel.

Pnyx Hill

Surrounded by parks, Pnyx holds immense historical significance as an essential ancient

Hotel Grande Bretagne

Overlooking the Acropolis, Athens Parliament and Syntagma Square, the Hotel Grande Bretagne, a beacon of luxury since 1874, offers breathtaking views. With 150 years of unrivalled splendour, it's witnessed significant historical events like the first Olympic Games of 1896. Located right in the heart of the city, this Athenian icon has played host to a number of celebrities from Elizabeth Taylor to Sean Connery and from Sting to Bruce Springsteen. Given its rich history, it would not be an exaggeration to say that this elegant property is a living museum with all its antiques and art masterpieces.

gathering place. Here, classical Athenians convened for crucial city decisions. They deliberated on critical civic matters, engaging in discourse, and shaping the town's destiny. This assembly likely marks the earliest manifestation of democracy, where discussions on political issues led to collective decisions—a milestone in human governance and polity.

Panathenaic Stadium

Visit the Panathenaic Stadium, the only stadium in the world built entirely of marble. It hosted the first modern Olympic Games in 1896 and remains a symbol of sportsmanship and fair play. This grand stadium, also called the Roman Stadium or Kallimarmaro, sits at the end of Herodes Atticus Street. Originating in ancient times, it hosted the revered Panathenaic Games, celebrating the city's guardian, Athena.

Anafiotika and Plaka

Explore Athens' oldest neighbourhoods, Anafiotika and Plaka, boasting neoclassical





charm, winding alleys, and vibrant cafes. Anafiotika, located within Plaka near the city centre and Acropolis, stands out for its picturesque allure. Cafes and restaurants dot this area, offering traditional warmth and hospitality. The district's architecture resembles the Cyclades, with well-preserved houses adorned in vivid hues and tiny gardens. Wander through these historic streets, adorned with unique homes and immerse yourself in the vibrant atmosphere that preserves the essence of Greek tradition amid Athens' bustling heartbeat.

Hellenic Parliament

The Hellenic Parliament, once the Royal Palace, signifies modern Greece. Witness the solemn changing of the guard at the Tomb of the Unknown Soldier, echoing the nation's tumultuous past. Located at the heart of Athens, north of Syntagma Square, this Neoclassical structure initially served as the King's palace. After monarchy abolition in 1924, it transformed into a museum and hospital until the government relocated Parliament there in November 1929. Many visitors walk from Athens Academy through City Hall to Varvakios Agora,

which is a busy market full of delicious smells and lots of bright colours.

Stavros Niarchos Foundation Cultural Center

Located in Paleo Faliro, the Stavros Niarchos Foundation Cultural Center embodies cultural richness. It encompasses the National Library, the Greek National Opera, and the Stavros Niarchos Park. Conceived in 1998, this modern marvel emerged from the Stavros Niarchos Foundation's donation, enriching Athens' cultural landscape. Housing the National Library and Greek National Opera, it stands as an architectural gem. The expansive park invites leisurely strolls, offering a serene escape within this vibrant cultural hub, shaping a haven where art, knowledge, and nature harmoniously converge.

Lycabettus Hill

Ascend Lycabettus Hill for breathtaking vistas of Athens. This green oasis, adorned with pine trees and trails,

stands at 227 meters—the city's second-highest point. From the summit, crowned by the Chapel of St. George, relish a panoramic 360-degree view. Behold Athens and its suburbs, with the Aegean Sea as the stunning backdrop. Besides the church, a nearby restaurant offers delightful meals, making it an ideal spot for romantic dinners overlooking the entire city—a perfect blend of natural beauty and captivating scenery.

National Garden & Zappeion Megaron

Escape the city's heat in the Athens National Garden, a lush oasis in the heart of Athens. The garden houses a small zoo, a botanical museum, and several ancient ruins.

Not far from here is Zappeio Megaron a wonderful building of neoclassical style that is associated with the revival of the Olympic Games. Over the years, national events and exhibitions of various products and services have been hosted on the premises of Zappeion Megaron. ■

Taiwan offers a captivating array of destinations

We're eager to significantly boost Indian tourism in Taiwan in the coming years, says Baushuan Ger, Representative Taipei Economic and Cultural Center in India (TECC).

Rai Umraopati Ray

How important is India's market for Taiwan's tourism industry?

India's market holds immense significance for Taiwan's tourism. We're aiming to attract 12 million tourists in 2024. We're eager to significantly boost Indian tourism in Taiwan in the coming years. Pre-COVID, we consistently welcomed about 50,000 Indian tourists annually. We're optimistic about doubling or tripling these numbers in the near future.

What types of travellers visit Taiwan from India?

Our Indian visitors span various demographics. Indian travellers to Taiwan represent a diverse spectrum, encompassing families on vacation, adventure-seeking millennials, seniors exploring cultural experiences, business travellers, and a significant number of young Indian students pursuing higher education opportunities. Currently, we have a substantial population of young individuals pursuing university degrees in Taiwan—around 3000 Indian students. Expanding this student exchange

program is crucial, especially amidst the shifting supply chain dynamics between China and India.

What are the popular tourism destinations in Taiwan for Indian travellers?

Taiwan offers a captivating array of destinations that resonate with Indian travellers. Taipei City, with its vibrant cultural scene and modern attractions, serves as a bustling metropolitan hub. Baozhong Port and Taijung present a blend of historical significance and coastal charm, while Taiwan's majestic mountains offer breathtaking panoramas and outdoor adventures for nature enthusiasts. On the East Coast, Huangshan boasts serene coastal vistas, and Taitung stands out as a serene haven, celebrated for its untouched natural beauty and pollution-free environment, providing an ideal escape for travellers seeking tranquility and pristine landscapes.

With the focus on sustainable tourism across the world, how is Taiwan responding to this trend?

Taiwan is actively aligning its tourism



Baushuan Ger,
Representative Taipei Economic and
Cultural Center in India (TECC)

sector with sustainable practices in response to the growing emphasis on responsible travel post-COVID. This commitment extends across various facets of tourism—be it for business ventures, leisurely escapes, or educational pursuits. Within each realm, Taiwan ensures a holistic approach to sustainability, promoting eco-friendly accommodations, initiatives to minimise environmental impact, and fostering awareness about responsible tourism among visitors.

What initiatives does Taiwan's new policy encompass regarding India, including tourism?

Taiwan has introduced the New Southbound Policy, targeting India not only for tourism but also for trade, investment, and scientific collaborations. Joint efforts like discussions on semiconductor industry partnerships between the governments of Taiwan and India are among the strategies planned for the coming years. Looking ahead, we envision not just individual exchanges but also higher-level engagements between Taiwan and India, encouraging meaningful interactions among officials from both sides for a more enriched relationship. ■



Outletcity Metzingen

Europe's largest shopping haven

Outletcity Metzingen, Europe's largest outlet, welcomes guests from all over the world for a unique shopping trip in Germany. With over 150 international premium and luxury brands, its services make shopping travel dreams come true. It is located just 2 hours away from Munich, Frankfurt and Zurich and offers reductions of up to 70% all year round. Outletcity Metzingen has taken steps to enhance its offerings by opening a Moxy Hotel by Marriott within its premises, inviting Shopaholics from all over the world for a unique shopping trip. Angela Rieger, Senior International Partnership Manager at Outletcity Metzingen shares more in an exclusive chat with BOTT...



Angela Rieger,
Senior International Partnership Manager
at Outletcity Metzingen

What makes Outletcity Metzingen a unique shopping destination compared to other outlets in Europe?

The Outletcity Metzingen is indeed a destination in itself. The fashion outlet is located in the centre of a charming old town combining a premium shopping experience in award-winning architecture with history and nature experiences. Here you will find over 150 premium and luxury brands, making Outletcity Metzingen Europe's largest outlet, ideal for a day trip or more. But this not all, Metzingen is also the hometown of the world-famous brand BOSS. 100 years ago, Hugo Boss opened his company here and this history is present all around the city. Soon a museum will showcase the rich history of textile industry in Metzingen.

With the upcoming launch of the Moxy Hotel within Outletcity, how do you envision this addition enhancing the overall guest experience and complementing the existing shopping and leisure facilities?

The Moxy Outletcity Metzingen, a trendy and contemporary lifestyle hotel in the heart of the shopping area invites guests to take a break from shopping at its 24/7 bar. For those who would like to extend their stay it is the perfect base to

delve into more shopping and the hidden treasures Metzingen and its surroundings have on offer. With more than 200 high-quality rooms and an extraordinary lobby flanked by a catwalk, style meets comfort and design meets hospitality.

Outletcity Metzingen is renowned for its array of international premium brands and unique services like the Kid's Camp and Halal food options. How does this diverse range cater to the needs and preferences of a global clientele?

Metzingen welcomes over 4 million visitors per year from all around the world. International visitors enjoy the great discounts and the diverse range of products. The broad variety of brands and

products caters for all wishes be it luxury fashion, home & living accessories, sports or cosmetics. The services you mentioned compliment this offer, caring for the needs of our international clientele. Parents will enjoy relaxed shopping knowing that their kids are taken care of in our Kid's Camp. 12 restaurants and cafés within the shopping area cater for all tastes, be it Asian Fusion at the Champa restaurant, Alpine cuisine at Almresi, Pizza and Pasta or coffee specialties and of course something for the sweet tooth. For a luxury shopping break the champagne bar Bollicine awaits guests with Italian fine dining. For our Muslim guests we





also offer a prayer room and diverse halal food options. Of course, all information is available in several languages and our international Welcome Centre does not only offer multilingual assistance but also Tax-Free Shopping.

The recent announcement of direct flights between Mumbai and Frankfurt by Vistara presents an exciting opportunity. How does Outlets Metzingen plan to leverage this increased accessibility to attract international guests, particularly from India?

Germany has seen a good increase in visitor numbers from India during the past years and we appreciate that the airline industry is increasing their flight schedule connecting both countries. Since Metzingen is a mere 2-hour drive from Frankfurt airport and also conveniently accessed by train, Indian visitors can easily add a shopping trip into their itinerary. For the clients of our travel trade partners we offer special VIP packages and access to our recently opened VIP Lounge.

Which season would you recommend for tourists to visit the Outlets Metzingen?

Germany has 4 very distinctive seasons, each with its own charm – and so does the Outlets Metzingen. Seasonal Events like a Christmas market, concerts, late night Shopping or art exhibitions will create a different experience anytime of the year so even for returning visitors there is always something new to discover. Looking at the best discounts, well we are talking about an outlet, you will find special Sales at varying brands at pretty much any time of the year with peak periods after new year, late spring and during the Black Weeks in November.

This year we will have a very special Event happening in Germany, the UEFA Europe Football Championship is taking place in Europe with Stuttgart, close to the outlet, being one of the host cities. Therefore, in June and July the Outlets Metzingen will celebrate football with many activities for all ages.

Talking about the surroundings of the Outlets Metzingen, what else can guests experience if they choose to visit the region?

Metzingen is located just 30 minutes from Stuttgart on the foot of the Swabian Alb. The region is famous for its numerous historic castles that can be visited, quaint German villages, the old university town of Tuebingen, local markets and traditional events. Guests can also enjoy a broad variety of nature activities from hiking, to paragliding or biking. Stuttgart is where the car was invented and both Mercedes Benz and Porsche show the automotive history with their 2 museums. The city is also worth visiting for its numerous music festivals and a lively art scene as well as rich history. As you can see, there is plenty to see and do around Metzingen! ■

Know what your stars say about January 2024



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 January 2024.



March 21 — April 20

Now is the time to institute structure and discipline at home or on in the workplace may help reap benefits. This month your partner is likely to be encouraging and supportive of you. Plan to manage your finances. Start meditation.



July 23 — August 21

You may have an abundance of ideas that could keep you at the forefront in all spheres of life. Indulge in yoga and meditation in your daily life. It's important to take break from your busy schedule and have fun with family and friends.



November 23 — December 22

On the professional front you may find it difficult to achieve set goals on time. It is advised to work hard and if required seek some help. If you are planning to buy property you should not rush into anything. Your mood swings could affect your family.



April 21 — May 21

Be cautious in your career and financial dealings this month. Those who are thinking of making a career change should hold off for a while longer. If relations within your family have been tensed, it may be good idea to make plans to spend some time together.



August 22 — September 23

Clear thinking and logical reasoning may assist you in making prudent life decisions. Do not lose confidence in stressful situations. Plan well to manage your finances. Follow a healthy routine to stay fit.



December 23 — January 20

Search for the job will be successful. Success in career is possible by putting thoughts into action. Recovery from illness is expected. It is advisable to do thorough research work before doing any kind of investment. Spend time with family.



May 22 — June 21

Search for the job will be successful. Success in career is possible by putting thoughts into action. Recovery from illness is expected. Do research work before doing any kind of investment. Spend time with family.



September 24 — October 23

It would be best to look at the bright side of things. You may have to take an additional responsibility on the professional front. Do not invest in risky ventures. Inculcate healthy habits in your daily routine.



January 21 — February 19

Change of career is possible for greater success. Open and honest communication is required for successful relationship. Take care of your health. Many of you will find interest in spirituality and indulge in it.



June 22 — July 22

Positive emotions are likely to persist throughout this month for you. Examining 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.



October 24 — November 22

There could be times when you will find it difficult to communicate with your family. Try to express your feelings. Misunderstandings at the workplace might hurt you. Your professional endeavour requires thorough research and planning. Take good care of your health.



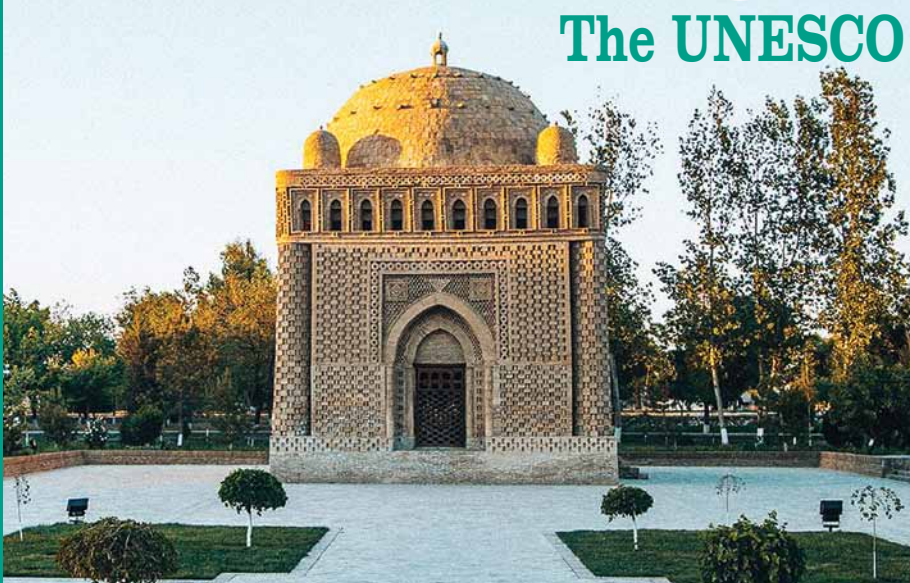
February 20 — March 20

This is not the time to be lethargic. Be positive. Take lessons from your past mistakes and take your stand. Success is nearer than you think. Communication is the key. It is advisable to spend time with your partner.



BUKHARA

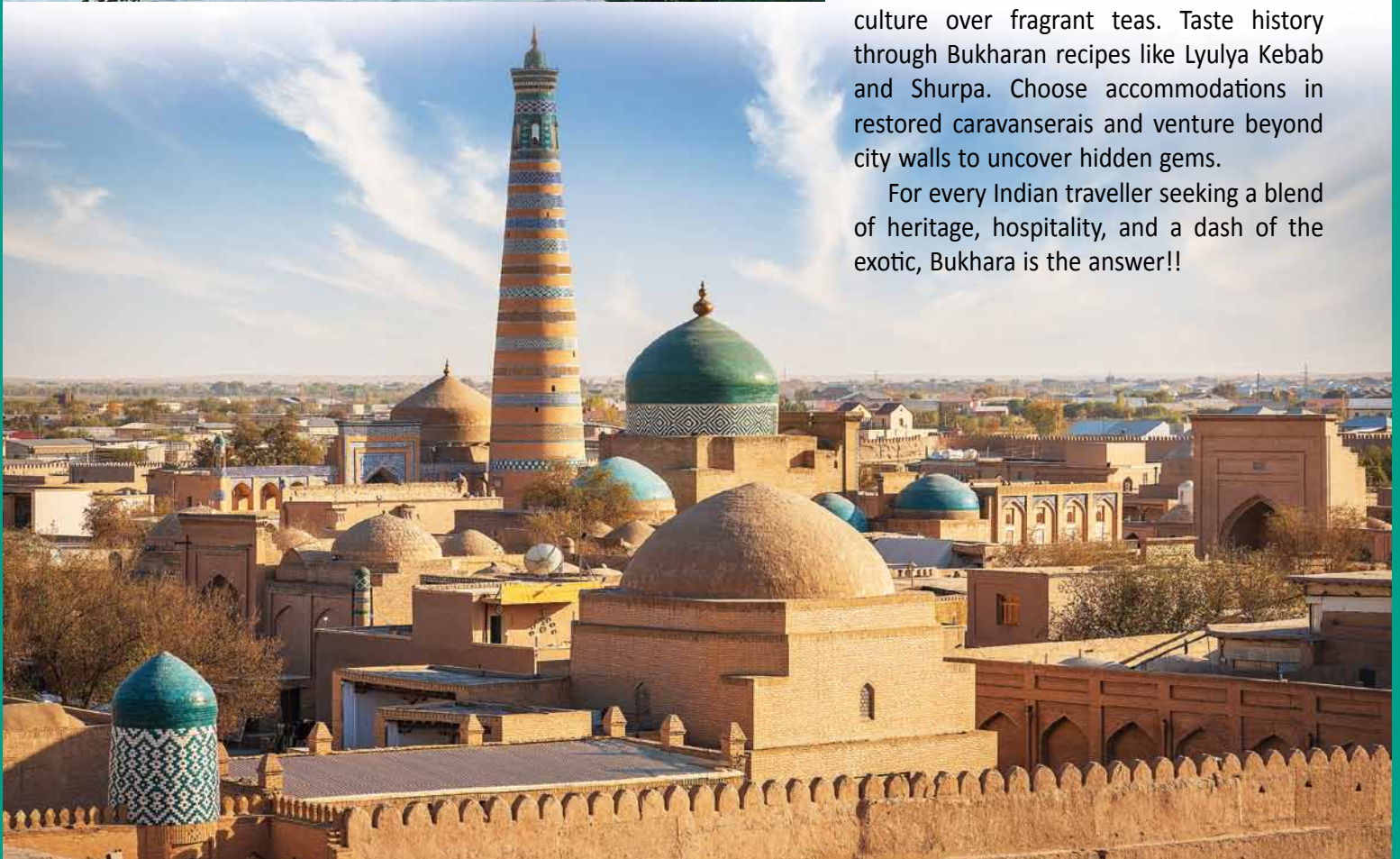
The UNESCO wonder of Uzbekistan



As the sun sets over the vibrant tapestry of Uzbekistan, one city stands as a living testament to the glory of the Silk Road – Bukhara. In the heart of Central Asia, where history intertwines with the present, Bukhara beckons Indian travellers on a journey beyond borders.

With UNESCO World Heritage Sites like the Ark Fortress and Kalyan Minaret, Bukhara shares stories of resilience and evolution. Immerse yourself in Toqi Zargaron Bazaar, alive with Gijduvan ceramics and suzani embroidery, and savour the Choyhona culture over fragrant teas. Taste history through Bukharan recipes like Lyulya Kebab and Shurpa. Choose accommodations in restored caravanserais and venture beyond city walls to uncover hidden gems.

For every Indian traveller seeking a blend of heritage, hospitality, and a dash of the exotic, Bukhara is the answer!!



Travel Insurance

A New Year Resolution

Travel, by nature, is an adventure into the unknown, and while the thrill is undeniable, uncertainties can cast a shadow on the overall experience. Asego has been working tirelessly to identify and mitigate these risks with comprehensive travel assistance and insurance solutions. Dev Karvat, Founder & CEO, Asego shares more –

BOTT DESK

As the new year begins, what is Asego's outlook going to be in 2024?

We believe that every business, be it small or big has the potential to undergo a digital transformation and take the next step towards unparalleled success and limitless possibilities.

As pioneers of the Indian Travel Assistance and Insurance sector, Asego is poised to lead this charge, ushering in the next wave of digital transformation through our upcoming proprietary software. This innovative tool will empower our partners with improved business intelligence and enhanced operational efficiency which in turn will amplify their growth, elevate customer experiences, and redefine industry standards.

We are confident that this strategic leap will also provide our partners with a deeper understanding of ancillary service businesses, unlocking new avenues for growth through additional ancillary service revenue.

Coming back to your core business – Travel Assistance, can you elaborate a bit on the assistance services offered by Asego?

Asego has been a stalwart in the travel protection space for over 24 years, placing Travel Assistance services at the forefront of our legacy. Asego's services extend beyond mere claims processing. We offer comprehensive real-time assistance services, including 24x7 global medical support, roadside assistance, and family protection, along with insurance.

Furthermore, we provide medical service-related referrals to travellers seeking hospitals, clinics, chemists, diagnostic centres, etc. not only for themselves but also for their families back home. This holistic approach underscores our dedication to ensuring the well-being and security of every Indian traveller.

What are the various kind of risks travellers are facing these days?

One of the most common uncertainties being reported by travellers' these days is the unpredictability of weather. Winter travels, in particular, come with the risk of flight delays or cancellations due to adverse weather conditions. Another significant uncertainty revolves around the unexpected disruptions caused by natural calamities. Whether it's a sudden snowstorm, heavy rains, or other unforeseen events, travellers may find their plans derailed.

How does Asego tackle such situations faced by travellers and ensure they have a peaceful journey?

Asego has been working tirelessly to identify and mitigate these risks with comprehensive travel assistance and insurance solutions. Our bouquet of offerings not only takes care of medical emergencies and other travel-related inconveniences but also ensures that travellers are protected against risks such as emergency medical evacuation, loss and damage of gadgets, cyber security issues, identity theft, credit/debit card fraud, etc. Further, our carefully curated standalone products offer travellers an



Dev Karvat,
Founder & CEO, Asego

opportunity to customise their protection plans as per their needs and preferences, rather than opting for a plain vanilla travel insurance product.

With drastic changes in travel preference, off beat and unexplored travel experience are amongst the customer favourites lately. How does Asego ensure safety of such travellers?

Yes, we too have seen a drastic jump in travellers seeking new experience such as cruise trips, adventure sports, self-drive trips etc. to end or begin the new year with a bang. However, we should be mindful about such activities as it also comes with inherent risks that require proper preparation and protection. We have therefore curated some exclusive coverages for the Gen Z travellers such as adventure sports cover, sports equipment covers, self-drive protection etc.

These covers do not only safeguard high-risk activities and other adventurous pursuits by travellers but also takes care of emergency medical expenses in case of personal accident, emergency evacuations and more. ■



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