

BOTT

Business of Travel Trade

TOURISM | MICE | HOSPITALITY | AVIATION | LIFESTYLE

BOTTINDIA.COM



ASEGŌ

Global Assistance & Travel Insurance

Signature

One

Million Dollar Cover



To know more, flip to page 3 >>



"TURN YOUR BUSINESS INTO A POWERHOUSE WITH GRNCONNECT BY YOUR SIDE!"



www.GRNconnect.com

fly24hrs

One Step Ahead...

It's time to

TRAVEL



Best B2B Travel Portal

011 69122424

Contact Us

www.fly24hrs.com

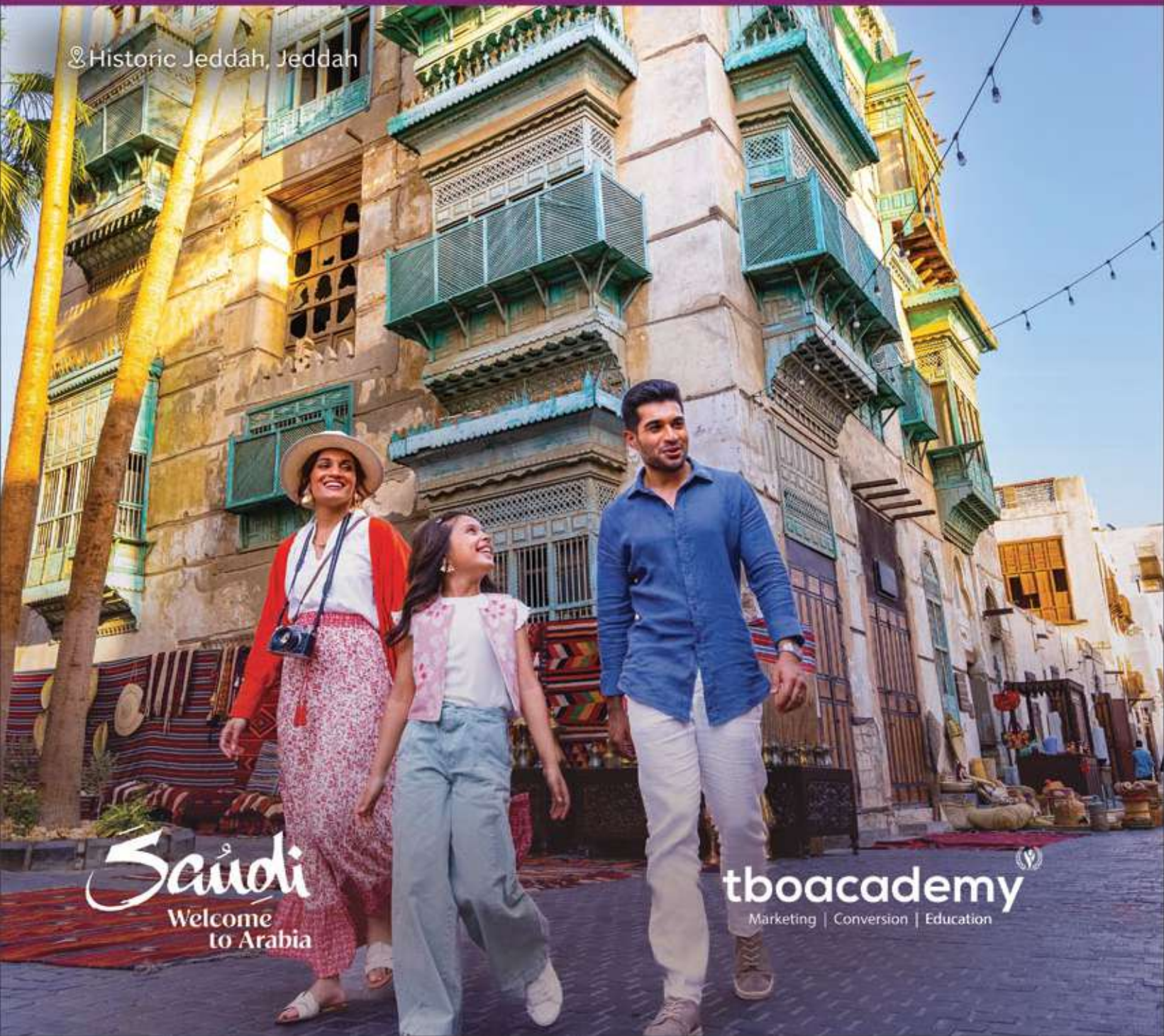


Spectacular Saudi

Join the Dance of Heritage

Where Every Step is a Celebration of Life

📍 Historic Jeddah, Jeddah



Saudi
Welcome
to Arabia

tboacademy
Marketing | Conversion | Education

High-end Travel Protection for Business Class Travellers

ASEGŌ Signature

with \$1 million cover

Bespoke Global Assistance & Travel Insurance



Supreme Medical Cover
with **Zero Deductibles**



Asego TrackMate-**assured**
payment on baggage loss



Continued treatment in
India up to \$30,000*



High trip cancellation
cover of \$7,000



Express claims support

And much more



For partnership or more details, scan the QR code

Note: Assistance services are provided by Asego and insurance is underwritten by an IRDAI authorised underwriter. Insurance is a subject matter of solicitation. Content expressed in this poster does not accept any liability of any sort unless confirmed by an authorized representative of Asego. All Insurance policies are sold under the Corporate Agency of Asego Insurance LLP, bearing IRDAI registration no. CA0776, with insurance underwritten by IRDAI authorised Insurer.

24x7 helpline: +91 8448582205 | customersupport@asego.in | claims@asego.in

ASEGŌ

Global Assistance • Travel Insurance

CONTENTS

Editor

Priyanka Saxena Ray

Director-Business Development

Gunjan Sabikhi

gunjan@bottindia.com

Design Director

Rajesh Chhetri

Senior Correspondent

Anjali Pokhriyal

Social Media Correspondent

Pallavi Sharma

Assistant Editor-West India

(Mumbai)

Shreya Shimpi

Consulting Editor

Aishwarya Srivastava

Administration

Aparna Kapoor

Circulation & Desk

Ashish Sarthak

Vishal Maurya

Published and Printed by

Rai Umraopati Ray on behalf of

More Media Pvt. Ltd., B6, Ground Floor,

Kalkaji, New Delhi - 110 019

BOTT House

Top Floor, E-40, Anand Niketan,

New Delhi: 110021

Email: info@bottindia.com

Phone: 011-8800437575

RNI/DELENG/2019/1343884

BOTT
Business of Travel Trade
BOTTINDIA.COM

f BOTTINDIA



Instagram BOTT_INDIA



in bottindia



Twitter BOTT_Tweets



28

SHORT NEWS8-10

GOVERNMENT INITIATIVES 12-20

In an exclusive series of interviews for BOTT India, prominent leaders from India's tourism sector, including Mugdha Sinha (Director General of Tourism, Ministry of Tourism), representatives from Delhi Tourism, Kerala Tourism, UP Tourism and Madhya Pradesh Tourism, provide insights into the evolving strategies aimed at boosting India's inbound tourism.

HOSPITABLE HOTELS

M.R. Synrem, IAS, Managing Director, ITDC,.....26-27 sheds light on the organisation's evolving role in India's hospitality and the tourism landscape in an exclusive interview to BOTT.

Dr. J K Mohanty, MD, Swosti Group, discusses 34-35 the importance of hosting IATO Convention 2025, growing tourism potential of Puri and Swosti's ambitious future plans.

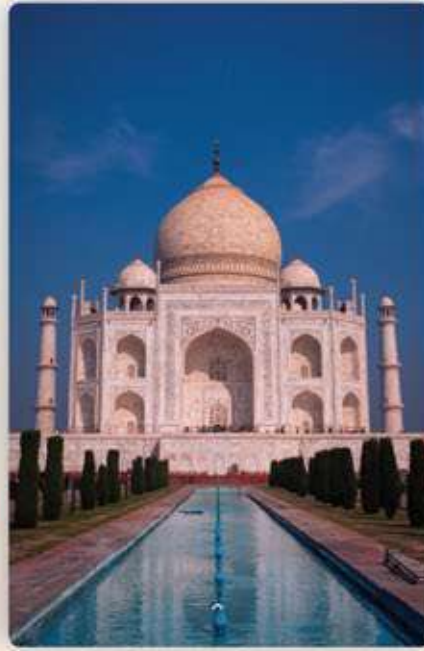
FLY GLOBAL 36-37

BEYOND BOUNDARIES39, 43-44

HOROSCOPE52

APPOINTMENTS.....54

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



*Happy to be in service since 1986
Sincere thanks to all our overseas and Indian supporters*

- Swagatam Team



Specialist in :

Cultural and Study Tours
ECO Tours
Pilgrimage Tours
Soft Adventures

Luxury Trains
Honeymoon Packages
Special Interest Tours
Meeting and Incentives

Backwater Tours in Kerala
Wild Life Tours
Ayurveda Package Tours
Event Management

www.swagatamtour.com

E-mail : booking@swagatamtour.com

STT Swagatam Tours Pvt. Ltd.

301 Keltron Chamber, 18/7, Arya Samaj Road, Karol Bagh,
New Delhi - 110005 (India)

Ph. : +91 11 25444000, 91 11 28758001 - 03 Mob. : 91 9811102111

Email : booking@swagatamtour.com

अद्भुत भारत
Incredible India
www.incredibleindia.org



PATA
PATA
INDIA ASSOCIATION OF TOUR OPERATORS

SEPC
SPECIALIZED EXPORT PROMOTION COUNCIL

APPROVED BY
DEPARTMENT OF TOURISM,
GOVERNMENT OF INDIA



From the

*Editor's
Desk*

Dear Readers,

As the global tourism industry gathers at the World Travel Market (WTM) in London, we are delighted to present BOTT India's November WTM Special Edition. This issue comes with heightened visibility, reaching audiences from around the world, and is devoted to showcasing India's ambitious initiatives to bolster its position as a premier destination for inbound tourism.

This month, we bring you an exceptional line-up of exclusive interviews with the country's foremost tourism leaders, including Ms. Mugdha Sinha, Director General of Tourism; Ms. Niharika Rai of Delhi Tourism; and tourism heads from states rich in heritage and hospitality—Uttar Pradesh, Madhya Pradesh, and Kerala. Adding to this diverse representation, we feature insights from top executives at the India Tourism Development Corporation (ITDC) and the Swosti Group. Each of these leaders shares invaluable perspectives on their marketing strategies, innovative projects, and tailored initiatives aimed at amplifying India's presence and allure in the international tourism landscape.

Our in-depth conversations uncover how these tourism bodies are not only adapting to evolving global travel trends but are also setting ambitious goals to create unforgettable experiences for international visitors. These leaders discuss their unique approaches to brand-building, the focused campaigns targeted at key markets, and how each region is contributing to the larger vision of making India a globally sought-after destination.

In addition to our exclusive interviews, this issue includes updates on recent industry events, regular features, and insightful discussions with prominent voices in the travel sector.

As we enter this season of joy and celebration, the team at BOTT India extends our warmest wishes for a prosperous and light-filled Diwali to each of our readers. May this festive season illuminate new opportunities, inspire your journeys, and bring success to all your endeavours.

Happy reading and festive cheer!

Warm regards,

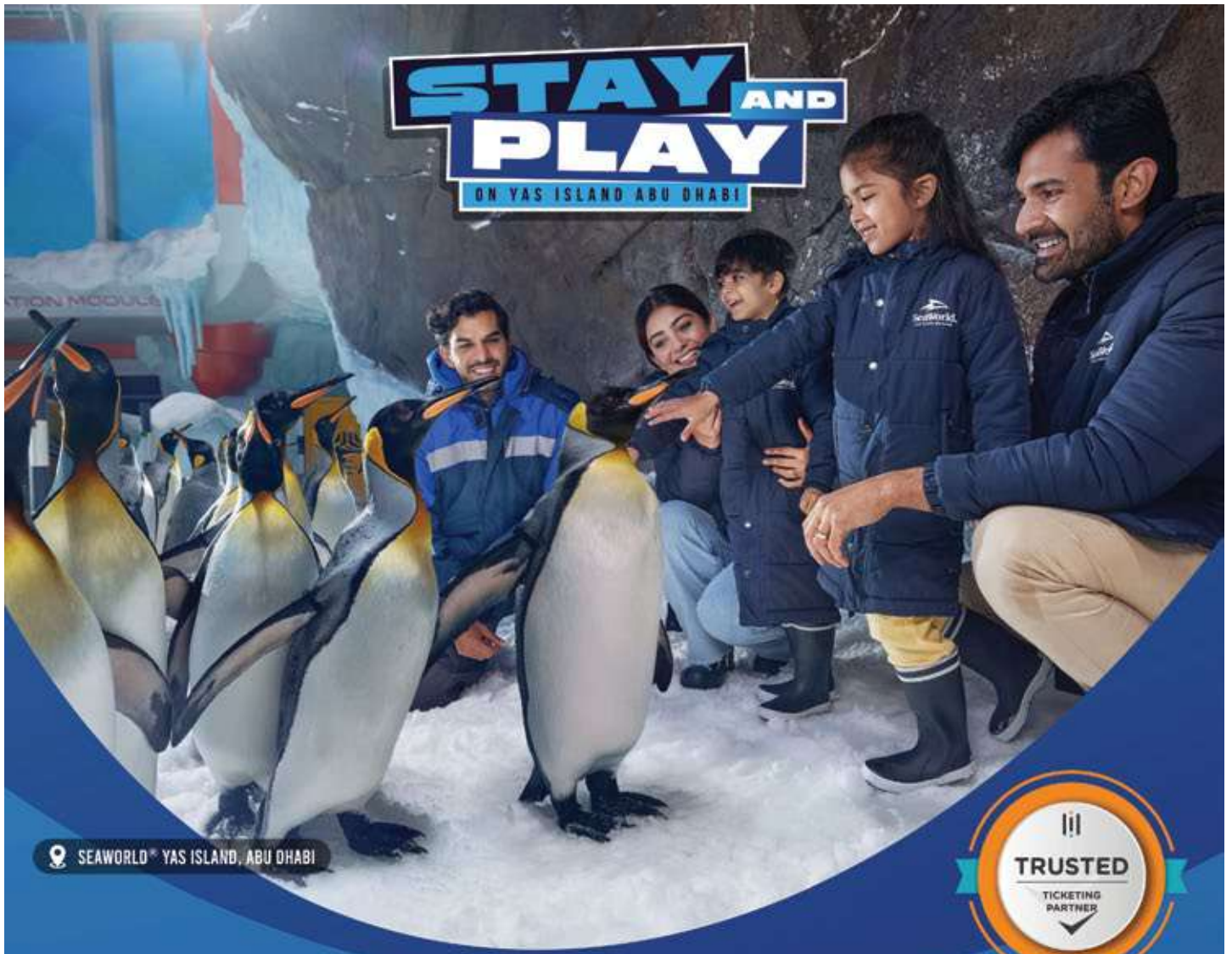
Priyanka Saxena Ray

Editor, BOTT India

priyanka@bottindia.com

STAY AND PLAY

ON YAS ISLAND ABU DHABI



SEAWORLD® YAS ISLAND, ABU DHABI



03 Days from
US\$ 265*
Per Person

Inclusions:

- ✓ 02 Nights Stay with Breakfast
- ✓ Return Abu Dhabi Intl. Airport Transfers by Private Vehicle
- ✓ Any 02 Theme Park Access - Ferrari World™ Yas Island, Abu Dhabi / Yas Waterworld Yas Island, Abu Dhabi / Warner Bros. World™ Yas Island, Abu Dhabi / SeaWorld® Yas Island, Abu Dhabi
- ✓ Taxes

Remarks: Rates are based on TWN/DBL Occupancy. Rates and offers are subject to change and subject to availability. Valid till 31Jan 2025 (except peak season). *T&C apply.



Otila International Pvt. Ltd.

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

Ahmedabad: +91 93 7612 0982

Coimbatore: +91 99 5271 7750

Kochi: +91 75 9386 3903

Nashik: +91 25 3231 0044

Bengaluru: +91 96 0648 4185

Hyderabad: +91 88 8501 5970

Kolkata: +91 98 3011 9561

Pune: +91 20 4002 6960

Chennai: +91 44 4555 8582

Indore: +91 73 1491 1374

New Delhi: +91 11 4141 4242

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

Air India to operate non-stop flights between Bengaluru and London

Air India has announced it will start daily, non-stop services between Bengaluru and London Heathrow from 27 October 2024, thus connecting London Heathrow to all three hubs of Air India in India. The new flights will replace Air India's currently served Bengaluru-London Gatwick route. The non-stop service will be operated using a Boeing 787-8 Dreamliner aircraft.




Pune welcomes IndiGo's first nonstop international flight to Bangkok

IndiGo unveils direct flights connecting Pune with Bangkok and Thiruvananthapuram. The Pune-Bangkok flight will be IndiGo's first direct international flight from the city of Pune which will begin operations from November 22, 2024. These flights will offer customers a seamless and convenient travel experience. IndiGo will be the only airline offering direct flights between Pune and Thiruvananthapuram which will commence operations from October 27, 2024.

Uzbekistan Airways JSC conducts Roadshow in city of Ahmedabad

Uzbekistan Airways JSC in partnership with "ARYA ENTERPRISES" its Sales & BSP Consolidator for India region, conducted an informative Roadshow highlighting the offering of the safest CIS Airline operating ex India since 1992. Invited to the event were prominent tour companies from Uzbekistan to highlight the growing potential of tourism to the "Republic of Uzbekistan" ex-India. The event was held at Courtyard by Marriott Ahmedabad.




THE FERN
HOTELS & RESORTS
Leading environmentally sensitive hotels

The Fern Hotels & Resorts marks its presence in Kerala

The Fern Hotels & Resorts has announced the signing of a new property on Willingdon Island in Kochi. The hotel boasts of 85 elegantly designed rooms that seamlessly blends modern comfort. An all-day dining restaurant accommodating up to 70 guests, the hotel also has an outdoor Seafood restaurant and versatile conference hall, perfect for corporate gatherings, meetings, and social events.

Superstar Ram Charan to have his Figure at Madame Tussauds Singapore

Award-winning actor and producer Ram Charan is set to join the prestigious line-up of superstars at Madame Tussauds Singapore with a wax figure set to arrive in summer of 2025. The same was revealed at the IIFA Awards Show through a behind-the-scenes video, which also said that his pet, Rhyme, will be included as part of his upcoming figure.





BOUTIQUE HOSPITALITY RE-IMAGINED

LUCKNOW | JIM CORBETT | GOA | SRI LANKA

Welcome to the world of Saraca! An exquisite collection of independent, luxury boutique hotels and resorts, where each destination is a masterpiece in its own right. Transform every stay into an enchanting experience at our properties as you immerse yourself in a harmonious blend of cultural heritage and modern luxury, infused with the spirit of serenity, sophistication and legendary Indian hospitality.



WWW.SARACAHOTELS.COM | ☎ +91 99909 90233

Arunachal to host 16th ATOAI Adventure Convention

The Adventure Tour Operators Association of India (ATOAI) will hold its 16th annual Adventure Convention in Tawang, Arunachal Pradesh, from December 3 - 8, 2024. The six-day convention will bring together adventure tourism professionals from across the country to explore and highlight Arunachal's immense potential as India's next premier adventure destination.



Club Mahindra expands its resort portfolio in Gujarat

The Club Mahindra Pavagadh Resort, in Gujarat, with its 100 well-appointed rooms, is spread across 7 acres and offers a diverse range of experiences for guests. The property boasts manicured gardens, a swimming pool, a multi-cuisine restaurant, and ample open spaces for various activities. This beautiful resort offers perfect setting to unwind and relax.

Cheval Maison – Expo City Dubai to open in Q1 2025

Opening in March 2025, Cheval Collection is delighted to be adding a second Dubai property to its growing portfolio. Cheval Maison – Expo City will feature 151 exquisite bedrooms and studios accompanied by a range of one, two and three-bedroom apartments, a rooftop pool, meeting and events spaces, a restaurant and bar, brasserie and coffee shop.



Dusit Hotels & Resorts returns to India with dusitD2 Fagu

Dusit Hotels and Resorts, under Dusit International, announces its return to India with the anticipated soft opening of dusitD2 Fagu. This luxurious retreat, featuring 80 elegantly appointed guest rooms, ranging from 38 sq. m to 86 sq. m and set amidst the serene mountains of Fagu, near Shimla, is scheduled to open in December 2024.

Radisson Hotel announces sixth property in Bengaluru

Radisson Hotel Group has announced the signing of its sixth hotel in Bengaluru, the Radisson Hotel Bengaluru Aerospace Park, marking a significant expansion in India's Silicon Valley. This new property, featuring 157 rooms, is expected to be operational by the second quarter of 2027 and will create over 250 job opportunities across various functions.



EXPLORE TAIWAN

— *Explore New Asia*



For more information, please contact:

TAIWAN TOURISM INFORMATION CENTER IN MUMBAI

Add: Suite No. GRA 102 / 7 Raheja Platinum, WeWork, Marol, Andheri East, Mumbai, Maharashtra - 400059

E: info@blinkbrandsolutions.com | P: +91 98350 69443 | W: taiwan.net.tw



交通部觀光署
Tourism Administration, MOTC

Tourism Minister's blueprint for Global Excellence by 2047

Union Minister of Tourism and Culture, **Shri Gajendra Singh Shekhawat**, is driving forward a visionary agenda to position India as a global tourism leader by 2047. In a series of high-profile international and national engagements, he has outlined key initiatives to leverage tourism as a vehicle for economic growth, social inclusion, and sustainability. Here's a look at some of them –

BOTT Desk



He sees this growth as a cornerstone of India's development roadmap, encompassing both economic and social prosperity.

Revitalising the Hospitality Sector through Government Collaboration

During the 54th Annual Convention of the Federation of Hotel & Restaurant Associations of India (FHRAI) in Goa, Shekhawat advocated for strong collaboration between central

Under the leadership of our Prime Minister, India's global standing is on the rise. Initiatives like 'Dekho Apna Desh' and 'Chalo India' aim to empower the Indian diaspora to promote our country. Notably, we recently offered one lakh visas for free in celebration of World Tourism Day, and we are actively working with the Ministry of External Affairs.

Strengthening Domestic Tourism with State Collaborations

On the domestic front, Shekhawat has been actively collaborating with state tourism ministers to boost local tourism infrastructure and experiences. At a recent conference in Shillong, Meghalaya, tourism leaders from North Eastern and Eastern states discussed promoting iconic destinations, developing alternative travel routes, and fostering public-private partnerships for tourism infrastructure. Programs like Swadesh Darshan and PRASAD were underscored as crucial for promoting India's diverse cultural and natural heritage.

Tourism as a Pillar of India's Vision 2047

At the World Leaders Forum, Shekhawat emphasized tourism's role as a core driver in India's goal of becoming a developed nation by 2047. With the tourism sector already contributing 7.9% to India's GDP, Shekhawat highlighted the industry's alignment with the country's infrastructure expansion and projected potential as a \$3 trillion economy.

and state governments to address tourism industry challenges, particularly in infrastructure and regulatory support. He also shared his ongoing discussions with the Finance Minister, expressing optimism about increased support for the tourism sector. Goa's Chief Minister, Pramod Sawant, echoed this commitment, emphasizing Goa's strategic role in India's tourism landscape.

Expanding into Niche Tourism Markets

Shekhawat's tourism strategy includes focusing on emerging sectors like energy tourism and wedding tourism. At the National Science Centre in New Delhi, he inaugurated the "Black Diamond: Unveiling the Depths" coal gallery, spotlighting the role of coal in India's energy history as the nation transitions towards greener energy solutions. Meanwhile, at the PHDCCI's Wedding Tourism Summit & Expo, he highlighted the wedding industry's rapid growth as a driver for the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector, supporting infrastructure expansion, job creation, and GDP growth. ■



— Avail —
COMPANION OFFERS
— for —
DECCAN ODYSSEY



THE DECCAN ODYSSEY

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

— PRICELESS JOURNEYS, REASONABLY PRICED —

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

The Journey itself is an experience,

WTM SPECIAL

Maharashtra Splendour

20 Sep'25

Maharashtra Wild Trail

13 Dec' 25

21 Mar' 26

02 May' 26

For attractive deals, call us at +91 82877 95986, +91 98738 44455

Write to us at rail@therailjourneys.com

www.traindeccanodyssey.com

EBIXCASH via
Travel & Holidays

MTDC

Smt. Mugdha Sinha

Shaping the Future of Indian Tourism with a Visionary Roadmap

In an engaging interview with the dynamic and visionary Smt. Mugdha Sinha, Director General, Ministry of Tourism, Government of India, we explore the exciting future of Indian tourism under her astute leadership. Known for her sharp grasp of numbers and strategic foresight, Sinha discusses the impactful “Chalo India” campaign, aimed at leveraging the Indian diaspora to boost inbound tourism. She also shares her forward-thinking approach to establishing India as a premier destination for Weddings and MICE tourism. With a focus on innovative digital solutions, infrastructure enhancements, and targeted global marketing, in an exclusive chat with BOTT, she outlines her ambitious vision to position India at the forefront of the world’s tourism map.

Priyanka Saxena Ray



This role isn't quite different from what I've done before because tourism and culture are deeply intertwined. While the change is evident, there's also a sense of continuity. Culture itself embodies both change and continuity, and our task is to shape something noble from what already exists. Tourism reflects this. My role now is part of the creative industry, focusing on promotion, marketing, publicity, and, most importantly, data. I'm a data-driven person—analytics, visualization, mining are my strengths. This job allows me to leverage those skills, especially in using infographics, where data and visuals combine to communicate with impact. Infographics, much like algorithms and AI, are the new language.

New Initiatives being undertaken by MoT

The World Tourism Day program help in September witnessed the launch of a plethora of initiatives by the Ministry of Tourism, which had been in the pipeline for long. We saw the launch of the revamped 'Incredible India' digital portal—Version 2.0. Unlike before, where the focus was solely on visual imagery like pictures and films, we've now aligned with modern trends. Today, representation of India includes not just visuals but also social media tools like reels, memes, GIFs, and gamification. These dynamic, digital strategies form the core of how we communicate India's vast offerings. This transformation marks a shift from traditional marketing to a new era—quantum marketing.

The revamp is more than cosmetic; it's a functional upgrade. We've integrated third-party platforms like MakeMyTrip, ClearTrip, and EaseMyTrip, turning the portal into a one-stop-shop for booking flights, hotels, and tour packages, providing seamless access to verified partners. This is crucial for both domestic and international tourists, as it

guarantees reliability through government-accredited operators.

A significant initiative is the collaboration with eight leading hospitality brands—IHCL, Radisson, Lemon Tree, ITC, and The Lalit—partnering with the Indian Institutes of Hotel Management (IHM) to standardize curricula. This ensures that graduates can easily transition into top hospitality chains, creating a skilled workforce ready for the tourism sector.

We also launched the 'Paryatan Mitra' and 'Paryatan Didi' programs to empower local hosts, from taxi drivers to homestay owners, to embody the spirit of Indian hospitality. Initially rolled out in 77 districts, the program has now expanded to 50 destinations, ensuring a welcoming environment for visitors across the country.

The “Chalo India” campaign is an exciting new initiative that draws on our Honourable Prime Minister’s vision for global outreach, positioning India as an unparalleled destination. Through “Chalo India,” diaspora members can refer five non-Indian friends to visit India, generating a unique referral code for each friend to use when applying for an e-visa. This code waives the visa fee, making it even easier to explore India.

Another major initiative is the launch of the 'Incredible India Content Hub', an open-access digital library with over 5,000 pieces of content, including photographs, films, documentaries, and newsletters. This archive will continue to grow, crowd-sourcing contributions from the public, with AI-driven quality control ensuring high standards. This resource is available free of copyright, preserving India's cultural heritage for global use.

Lastly, we are focusing on infrastructure improvements. India's number of airports has grown from 74 to 157 in just a decade, with the new Noida Jewar Airport set to open soon, enhancing connectivity for travellers. Rail travel has also seen innovations with new services like 'Bharat Gaurav',

'Vande Bharat', and 'Amrit Bharat' trains, providing unique travel experiences.

Launching 'Chalo India!'

The “Chalo India” campaign is an exciting new initiative that draws on our Honourable Prime Minister's vision for global outreach, positioning India as an unparalleled destination. Earlier this year, the Prime Minister, our nation's biggest ambassador, promoted “Chalo India” as a call to action for the Indian diaspora worldwide. From Poland to the U.S., he has invited the diaspora to help strengthen India's tourism by encouraging their international friends to experience the richness of India. Through “Chalo India,” diaspora members can refer five non-Indian friends to visit India, generating a unique referral code for each friend to

use when applying for an e-visa. This code waives the visa fee, making it even easier to explore India. The referral code program is open until March 31, 2025, and visitors can enter even after this date, as long as they've secured their visa within the campaign window.

Recovering Graph of Inbound Tourism

Despite these efforts, inbound travel is still recovering post-COVID. Currently, we're at 92% of pre-pandemic levels for foreign tourist arrivals (FTAs), with a full recovery just within reach. Encouragingly, international tourist arrivals (ITAs) are already at 106% of 2019 levels, according to the UNWTO, which projected a 2% rise in global travel recovery.

Yet, we still see a significant gap

in travel trends: 27 million Indians travelled abroad recently, compared to only 9.3 million foreign visitors to India. With over 1.3 billion international travellers worldwide, India has a huge opportunity to capture a larger share of this market. To do so, we are advancing our “Incredible India” and “Chalo India” campaigns, intensifying our presence at international events like WTM and focusing on key factors that enhance inbound tourism—such as visa facilitation and direct flight connections to our top 25 markets.

Moreover, through the Swadesh and Prasad schemes, we're investing in critical infrastructure and providing state-level support to improve visitor experiences across the country. With such initiatives, we are setting the foundation to welcome the world to India with ease and enthusiasm.

India for Weddings and MICE

We're also focusing on India as a premier wedding destination, especially during the winter season. Weddings in India have evolved significantly—from traditional marriages to elaborate wedding celebrations. While marriage is a joyful occasion, wedding planning can often be stressful. Our aim is to simplify the wedding experience by implementing targeted solutions, whether physical or digital, to bridge information gaps and streamline organization.

Another key area is MICE tourism. We're developing a comprehensive directory for MICE (Meetings, Incentives, Conferences, and Exhibitions) to attract major associations and promote India as a top MICE destination. From my experience in the culture sector, we've successfully organized large-scale MICE events like the International Museum Expo, which drew 50,000 participants, the Festival of Libraries with over 30,000 attendees, and a 115-day Biennale, which brought 950,000 visitors to India.

For context, the Kochi Biennale and the renowned Venice Biennale typically attract around 500,000–600,000 visitors. Hosting similar high-impact events in India can have a tremendous ripple effect on the economy. Our recent Biennale, for example, generated around one million jobs—a significant boost solely from hosting the event. ■

Kerala Tourism

Promoting Global Appeal through Sustainability and Innovation



Shri Biju K,
Secretary – Tourism, Government of Kerala

Key Initiatives to promote Kerala

In recent years, Kerala has adopted a multi-pronged strategy to position itself as an all-season experiential destination. This approach has significantly boosted tourist arrivals, especially in the post-pandemic phase. At the heart of our strategy is a consolidation of the core assets that have long made Kerala a global attraction—our hill stations, backwaters, Ayurveda, and houseboats—while introducing new experiences such as caravan tourism, heli-tourism, eco and adventure activities, and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. Our on-ground marketing efforts, participation in international events, and organizing B2B roadshows have further

Kerala has consistently been one of the top tourist destinations in India, known for its lush landscapes, serene backwaters, and vibrant culture. Shri Biju K, Secretary – Tourism, Government of Kerala, discuss the state's latest initiatives and how it continues to attract tourists globally, while maintaining a focus on sustainability and community engagement with BOTT.

Pallavi Sharma

strengthened Kerala's global presence.

Following Sustainability and Responsible Tourism

Sustainability has always been a guiding principle for Kerala Tourism. Our Responsible Tourism (RT) initiative, now a global model, focuses on community inclusion, preservation of natural assets, and restoration. Through projects like STREET (Sustainable, Tangible, Responsible, Experiential, Ethnic, Tourism), we highlight hidden gems across the state while promoting environmentally responsible travel. These efforts have won

Partnership Meets to network with the travel trade in key source markets. Our innovative marketing campaigns and public-private collaborations, such as the Kerala Tourism Mart (KTM), have been key to our success. The most recent KTM saw record participation, with 808 foreign delegates and buyers from 76 countries. Our focus on high-quality, experiential tourism products will continue to attract travelers worldwide.

Safety and Security

Our destinations are safe, with active participation from local communities

Kerala has maintained a robust presence at international tourism expos and business meets, continually promoting the state as a must-visit destination. We've also organized Partnership Meets to network with the travel trade in key source markets.

national recognition, with awards for projects in Kadalundi, Kumarakom, and Kanthalloor. What's more, RT has empowered women across the state, with many leading tourism units under this initiative.

Marketing Strategy

Kerala has maintained a robust presence at international tourism expos and business meets, continually promoting the state as a must-visit destination. We've also organized

to maintain cleanliness and security. Kerala was the first state in India to offer exclusive tourism packages for women, including solo travelers and groups. The Responsible Tourism Mission has trained women as tour operators and guides, further enhancing the safety and comfort of female tourists. We've also embraced digital solutions like the Maya WhatsApp chatbot, which has improved the overall tourist experience and enhanced safety measures across the state. ■



WELCOMHERITAGE

Palaces | Forts | Havelis | Resorts

REDEFINING EXPERIENCES



Experience, Relive and Celebrate all that you have inherited, at WelcomHeritage.

OUR PRESENCE

Goa • Ahmedabad • Panchkula • Hansi • Kasauli • Dharamshala • Pragpur • Palampur • Shimla • Solan • Srinagar
Coorg • Sandur • Leh • Pachmarhi • Pench • Amritsar • Tadoba • Jodhpur • Jawai • Mount Abu • Jaisalmer
Ranakpur • Ranthambore • Jaipur • Ooty • Prayagraj (Allahabad) • Nainital • Corbett • Mussoorie • Ranikhet • Mohangarh

EXPERIENCES *by* 

FOR ENQUIRIES:

☎ 080-45771900 📞 9289567067
✉ holidays@welcomheritagehotels.in
✉ sales@welcomheritagehotels.in

OR
Call Your Travel Agent

 www.welcomheritagehotels.in

Sales offices: Mumbai (7291014044) | Jaipur (8107528107) | Delhi (7291017087)
Nagpur (7291018088) | Punjab (8427883332) | Ahmedabad (8980269876)



Unveiling Delhi

A Journey Through Heritage, Culture, and Experiences

Delhi Tourism is reimagining the capital as a vibrant, multifaceted destination where every visitor can find their niche. From immersive heritage walks and local festivals to the city's iconic markets and hidden gems, Delhi offers something for every taste. Emphasizing more than just monuments, the goal is to present Delhi as a lively urban landscape, rich in culture, cuisine, and community. Smt. Niharika Rai, IAS, Secretary Tourism, and MD & CEO of Delhi Tourism & Transportation Development Corporation Ltd., warmly invites everyone to experience the many layers of this remarkable city.

Priyanka Saxena Ray

Delhi for Film Tourism

Delhi Tourism is actively promoting Delhi as a premier film shooting destination. With the introduction of the Delhi Film Tourism Policy in 2022, the department has streamlined film permissions through a single-window portal, simplifying the application process for filmmakers. Currently, we work with over 1,500 agencies and land-owning bodies, coordinating required permits based on shooting locations and logistical needs.

To further encourage official applications, we've urged the film fraternity and industry guilds to apply exclusively through the portal, avoiding intermediaries. To make the process even more accessible, we are considering "deemed" permissions if approvals aren't processed within a

set timeframe. Additionally, we have encouraged all stakeholders to prioritize applications that come through official channels, enhancing efficiency.

Delhi Tourism offers a substantial film subsidy of up to INR 3 crore or 25% of the production cost, whichever is less, to eligible projects. A committee reviews applications, examining how much of the film was shot in Delhi to determine the subsidy. For instance, the movie '12th Fail' is under review, with much of it shot in Mukherjee Nagar, Delhi.

To showcase Delhi's cinematic potential, we have curated over 500 shooting locations, encompassing heritage sites managed by the MCD, ASI, and NDMC, among others. Our marketing efforts include participation in global film events like the Cannes Film Festival, IFFI Goa, and others, where we spotlight Delhi's rich heritage,

varied architecture, and vibrant culinary landscape. While some logistical costs may be higher compared to Mumbai, Delhi's distinctive locations, from iconic monuments to hidden gems, offer unmatched visual appeal.

Heritage Walks

Additionally, Delhi Tourism is promoting local heritage sites through guided walks. We've recently launched the second edition of these heritage walks, focusing on Delhi government-managed properties, such as the Mehrauli Archaeological Park. This season, 100 heritage walks are scheduled, providing a unique opportunity to explore the lesser-known historic treasures of Delhi, barring the high-pollution months.

Through these initiatives, Delhi Tourism aims to position the city as

a vibrant hub for film production and cultural exploration, ensuring a seamless experience for filmmakers while promoting Delhi's extraordinary heritage.

Our heritage walks are designed for the public, typically accommodating 20-25 participants per session to ensure an immersive experience. Each walk is led by a knowledgeable historian or storyteller, covering various parts of Delhi. Rather than focusing solely on monuments, these walks explore thematic stories—such as Old Delhi as a post-Partition refugee hub, or Hauz Khas as a vibrant cultural site—offering unique perspectives on well-known landmarks.

For instance, in Old Delhi, we don't just tour Jama Masjid or Red Fort. Instead, we guide participants through the historical Gauri Shankar Mandir Road, delve into hidden alleys, explore old havelis, and immerse in the atmosphere of Chandni Chowk. Other specialized tours include cinema heritage walks, walks through historical gates like Turkman and Kashmiri Gates, and even a new pottery walk in Uttam Nagar, showcasing Delhi's rich pottery traditions.

These walks, listed on our website, are priced at ₹550 each. Spaces are limited, and participants can register through our online portal. With sessions held on both weekdays and weekends, we're thrilled to see high interest, especially during weekends. Heritage lovers are connecting deeply with these experiences, appreciating the blend of history and storytelling that brings Delhi's rich cultural landscape to life.

Festivals and Events

Delhi Tourism hosts a variety of seasonal events and festivals across the city. Our event season kicks off in autumn, as outdoor events aren't feasible in Delhi's summer heat. During summer, however, we conduct a theatre workshop with the National School of Drama for children, providing a soft skills development opportunity in a relaxed, creative environment. NSD manages the selection of 150 participants, training them for 7-10 days, culminating in a performance for families and friends.

In the festive season, we hold popular events like the Diwali Mela and the Dandiya Festival, with the latter attracting up to 25,000 attendees at National Stadium, especially from the student community. Next, we have the much-anticipated Ittar and Subandi Mela, to be held at Nehru Park, followed by the Northeast Festival in Central Park. In partnership with the Northeast Zone Cultural Centre, this festival showcases artists and cultural performances from

Kamali and other historical sites, to enhance cultural engagement. Through these events, we aim to highlight the diversity of Delhi's offerings and foster a deeper connection between residents and the city's cultural and natural heritage.

Initiatives in the Pipeline

Our vision at Delhi Tourism is to promote Delhi as a brand that offers diverse experiences for every

Our vision at Delhi Tourism is to promote Delhi as a brand that offers diverse experiences for every interest, showcasing the city beyond its monuments. While other departments focus on historic sites, we aim to present Delhi as a dynamic, all-encompassing destination where visitors can immerse themselves in whatever piques their curiosity. Some travellers come solely for Delhi's culinary delights, others for shopping at iconic markets like Sadar Bazaar and Chandni Chowk. Many are here to explore libraries, museums, and UNESCO heritage sites. We provide the options, leaving the choice to each visitor, creating a unique Delhi experience for everyone.

all eight Northeastern states, drawing crowds of up to 45,000 each day.

December brings our Winter Carnival, a blend of food, art, and winter festivities near Christmas. Additionally, our Garden of Five Senses hosts a yearly Garden Festival, which sometimes highlights specific themes like bonsai or bougainvillea, offering horticultural experiences to celebrate Delhi's rich greenery.

Delhi's annual Mango Festival is another standout, held in June or July to showcase the variety of mangoes available. Moving forward, we aim to establish a fixed date to capture the peak season for mangoes and improve the event's variety and appeal.

Beyond planned events, we explore impromptu festivals celebrating nature and seasons, such as a potential Malhar Festival during the monsoon. We also showcase heritage properties as event backdrops, such as Jamali

interest, showcasing the city beyond its monuments. While other departments focus on historic sites, we aim to present Delhi as a dynamic, all-encompassing destination where visitors can immerse themselves in whatever piques their curiosity.

Some travellers come solely for Delhi's culinary delights, others for shopping at iconic markets like Sadar Bazaar and Chandni Chowk. Many are here to explore libraries, museums, and UNESCO heritage sites. We provide the options, leaving the choice to each visitor, creating a unique Delhi experience for everyone.

Safety remains a concern for some, though Delhi is often portrayed as less secure than it is in reality. We're actively working to make our venues more women-friendly, with initiatives like installing secure, accessible amenities and family-friendly spaces across our properties. ■

Positioning Madhya Pradesh as a world-class destination for International Tourists

Madhya Pradesh, a state that offers year-round tourism experiences, has quickly become a top destination for travellers seeking adventure, culture, and natural beauty. From majestic waterfalls, dams, and thrilling jungle safaris to captivating festivals like the Gandhisagar Floating Festival, Chanderi Festival, Kuno Forest Festival, and the renowned Khajuraho Dance Festival, the state is bustling with activities. Shri Sheo Shekhar Shukla, Principal Secretary Tourism and Culture Department and Managing Director Madhya Pradesh Tourism Board shares more.

Anjali Pokhriyal



reserves of Kanha and Bandhavgarh or the architectural wonders of Khajuraho, Gwalior, and Orchha, the state has something for every traveller.

Recently, the state has seen an increase in international visitors, particularly driven by the rise of film tourism. Madhya Pradesh's scenic spots like Orchha, Mandu, and Maheshwar

spiritual experiences. Looking ahead, our marketing strategy aims to elevate the state's global appeal through a combination of promoting existing attractions and creating new, immersive experiences. We are actively working with business partners and diplomatic missions worldwide to boost our international presence. Additionally,

To promote Madhya Pradesh globally, our department has implemented several key initiatives. These include the development of tourism infrastructure, a focus on sustainable tourism, connecting lesser-known destinations, and promoting rural tourism. Participation in international travel events is also a vital part of our strategy.

Promoting Madhya Pradesh

To promote Madhya Pradesh globally, our department has implemented several key initiatives. These include the development of tourism infrastructure, a focus on sustainable tourism, connecting lesser-known destinations, and promoting rural tourism. Participation in international travel events is also a vital part of our strategy, helping to position Madhya Pradesh as a preferred global destination.

Attracting International Tourists

Madhya Pradesh, with its rich wildlife, ancient heritage, and diverse culture, has evolved into a top offbeat, multi-specialty destination. Whether it's the iconic tiger

have become popular with filmmakers, which has further fuelled tourist interest.

Our focus on Sustainability through the Responsible Tourism Mission and initiatives like rural tourism, local culture promotion, and skill development has also contributed to this upward trend. Leveraging technology, we've introduced QR Code-based audio guides at tourist destinations, virtual museums, and VR experiences, further enhancing the visitor experience.

Marketing Strategies

Madhya Pradesh, with its unique festivals and year-round attractions, offers something for every kind of traveller, including those seeking

we maintain strong relationships with Indian embassies and collaborate with travel agents and tour operators globally to ensure Madhya Pradesh is on every traveller's radar.

Safe & Secure

In collaboration with various departments like police, women and child development, and urban development, the state has implemented several safety measures, including the presence of women safety guards at pilgrimage sites, Segway drivers in key locations, and enhanced safety protocols across the board. This commitment ensures a safe, empowering, and unforgettable experience for every traveller. ■

Asego sets a new benchmark for elite travel with 'One Million Dollar Cover- Signature Plan'

Ever been stuck in a foreign country, dealing with a sudden medical emergency or a missing bag while you're supposed to be closing a big deal? It's every business traveller's nightmare. When you're travelling for work or pleasure, the last thing you want is to be bogged down by unexpected hassles.

Asego launches the Signature Plan – a new and exclusive travel protection plan designed specifically for those who expect nothing but the best. Whether you're a corporate jet-setter or a frequent luxury traveller, this plan is crafted to meet your high standards and keep your journey smooth and stress-free.

Imagine a travel protection plan that covers you with global travel assistance including \$1 million for emergency medical expenses, anywhere in the world. It even extends its coverage to India, with up

Whether you're a corporate jet-setter or a frequent luxury traveller, Asego Signature Plan is crafted to meet your high standards and keep your journey smooth and stress-free.

to \$30,000 in medical support. Whether you're hopping between continents for meetings or taking a break at a luxury resort, you can rest easy knowing that if something goes wrong, you're covered.

But it's not just about medical emergencies. Delayed flights, missed connections, or lost luggage – these are the kinds of things that can ruin your trip. With Asego's Signature Plan, claims for baggage issues or trip delays are handled without any fuss. No need to justify your loss – it's settled. Plus, with their real-time baggage tracking service- TrackMate, you'll always know where your luggage is, so you can focus on what really matters.

What's even better? There are no medical deductibles, and you get express claims assistance whenever you need it. This isn't just travel insurance; it's a safety net for those who refuse to compromise.

So, next time you're jet-setting across the globe, wouldn't it be nice to have a plan that understands the way you travel?

For those who don't settle for less, Asego's Signature Plan offers a level of security that's hard to find elsewhere. It's like having a safety net designed specifically for the way you travel – one that takes care of the details so you can focus on the journey. Because when you're on the move, especially for business, knowing you're protected in every possible way isn't just a luxury – it's a necessity. Travel smart, travel safe, and travel with the confidence that you've got the best protection there is. ■





Discover the essence of Rural

Madhya Pradesh

A Journey through Authentic Homestays

Step into the heart of rural Madhya Pradesh and uncover a world where nature and culture thrive in harmony. From the tranquil valleys of Mandu to the vibrant landscapes surrounding the Panna Tiger Reserve, these rural homestays offer a unique blend of adventure, cultural immersion, and serene escape. Each village, from the hidden gem of Malipura to the culturally rich communities of Madla, Ladpura Khas, and Sabarvani, provides a glimpse into the diverse traditions and lifestyles that make this region so captivating. The Madhya Pradesh Tourism Board plays a pivotal role in enhancing the guest experience by supporting homestay owners and local villagers with hands-on training and guidance. Their initiatives promote not only hospitality but also the rich art, craft, and cultural heritage of the state.

Malipura Homestays

Tucked away in the scenic valleys of Mandu, Malipura is just 35 kms from Dhar and 2 kms from Mandu, offering a unique retreat where you can reconnect with nature. A hidden gem in Madhya Pradesh, Malipura invites you to experience lush forests, cascading waterfalls, and rolling hills. Here, the welcoming tribal community will introduce you to their rich Nimadi culture, influenced by Gond and Bhil traditions. Witness stunning sunrises, embrace village life, and learn about organic farming. Try your hand at traditional games, help with daily chores, or milk a cow for a genuine rural experience. Whether you're an adventurer or a nature lover, Malipura has something for everyone.





Homestay in Ladpurakhas Village



Homestay in Sabarvani Village

Savor traditional local meals prepared on a chulha (earthen stove) and enjoy fresh, organic vegetables and fruits served on pattal-dona (leaf plates) for an authentic dining experience. Start your day with a refreshing glass of chaas (buttermilk), served with warmth by a local villager. Take a peaceful boat ride on the pond, guided by trained local women, or enjoy the vibrant Bhagoria dance performed by local artists in traditional attire. Guided hikes along the riverbanks, exploration of the acoustically unique Bajna Patthar, and shopping for local organic produce, including custard apples, wood apples, and Indian figs, add to the allure of Malipura.

Tourism Village Madla

Madla, in the Panna district of Madhya Pradesh, serves as the gateway to the stunning Panna Tiger Reserve. Nestled against the backdrop of the Vindhya Hills and along the banks of the Karnavati or Ken River, Madla offers a serene landscape and a thrilling wildlife experience. This picturesque village not only allows nature enthusiasts to immerse themselves in diverse ecosystems but also provides a window into the Bundelkhand culture, rich in traditions and celebrations. Visitors can explore traditional art, folk dances, and mouth-watering rural delicacies, creating a sensory journey through Madla's vibrant tapestry of nature and culture.

Tourism Village Ladpura Khas-Radhapura-Bagan

Just 8 kms from Orchha in the Niwari district, Ladpura Khas is the first village under Madhya Pradesh's Responsible

Madhya Pradesh's deep efforts in Responsible Tourism, empowered by community development are creating a new benchmark in Indian Tourism. Madhya Pradesh Tourism (MPT) introduced gram stays, farm stays, and homestays as safe and culturally rich stay options. The state Tourism Board has set a target of supporting 1000 homestays in 100 villages in the coming time. The state is also a hub to experience amazing arts and crafts. MPT is promoting the local artisans to prepare eyeball attracting souvenirs. Madhya Pradesh Tourism Board has begun achieving its goals of economic development and social development of the local community associated with the tourism sector with 305 homestays including 41 rural homestays spread across 16 villages.



Sheo Shekhar Shukla, Principal Secretary Tourism and Culture Department and Managing Director Madhya Pradesh Tourism Board

Tourism Mission. Nestled in the heart of Bundelkhand, Ladpura Khas provides visitors with an authentic Bundeli cultural experience. The scenic surroundings of hills and lush fields frame this vibrant community, where vernacular architecture and handmade wall art adorn homestays, creating a warm and welcoming atmosphere. Engaging with the local tribal community allows guests to experience Bundelkhand's traditions firsthand, making Ladpura Khas ideal for those seeking an immersive blend of rural life, cultural exchange, and natural beauty.

Tourism Village Sabarvani

Sabarvani, located in the Tamia tehsil of Chhindwara district, is a haven for those eager to experience the Gond tribal culture. Bordering the Satpura National Park, this

village spans over 1,958 hectares and offers breathtaking landscapes, abundant bird species, and a serene atmosphere. Traditional mud houses provide naturally cool shelter in summer and warmth in winter, while homestays provide a glimpse into authentic rural life. Early mornings in Sabarvani begin with stunning mountain views, birdsong, and fresh air. Activities range from village walks, natural farming, bullock-cart rides, fishing, bird-watching, bicycling, stargazing, and more. Enjoy traditional dishes like Makke ki Roti, Chane ki Bhaji, and Chana Dal, and immerse yourself in cultural performances such as the Sela and Fadravi dances, Bhajans, and Kirtans. Sabarvani captures the simplicity and beauty of rural life in harmony with nature's rhythm, offering an unforgettable experience. ■



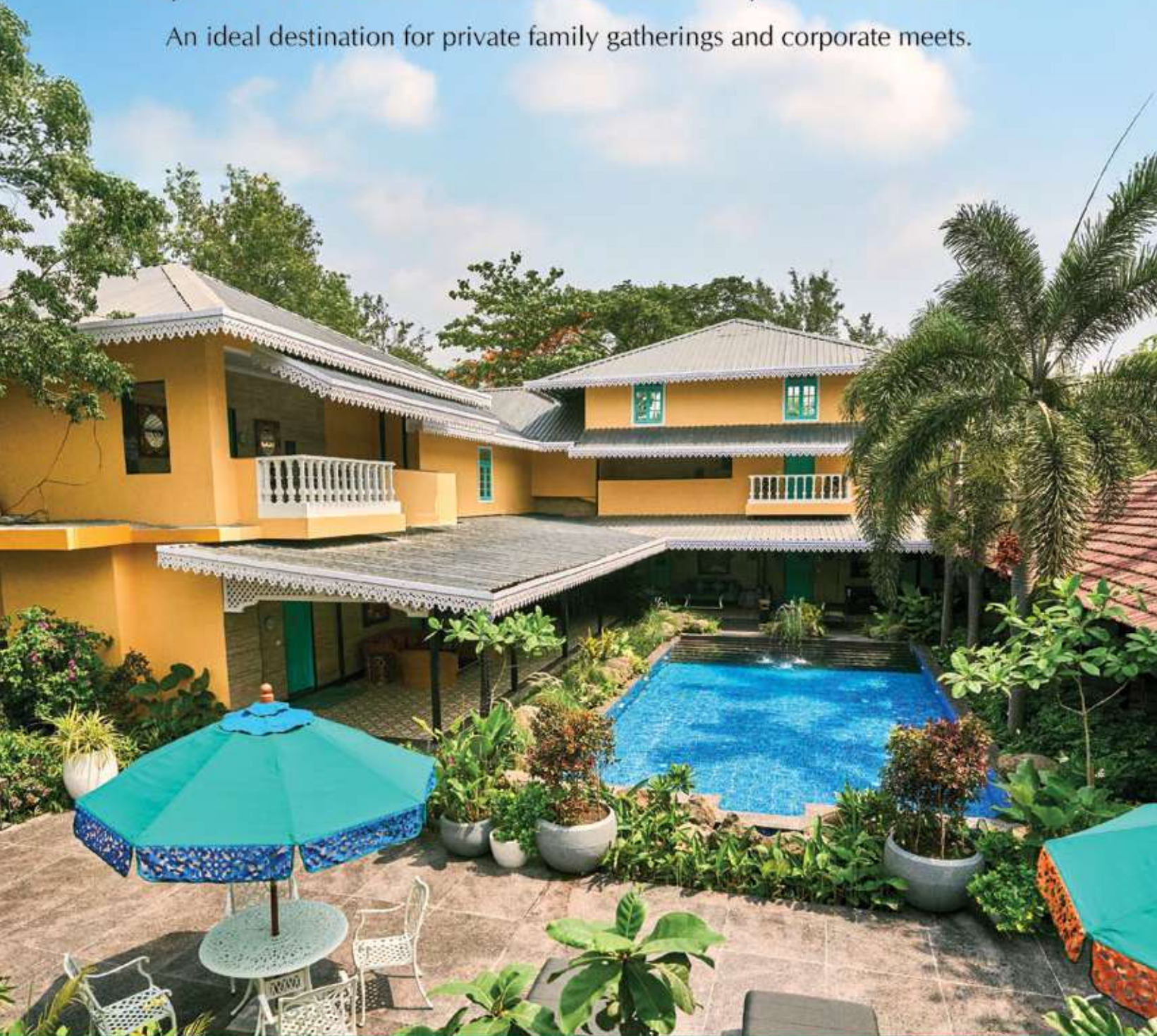
MAYFAIR
Hotels & Resorts

MAYFAIR MANOR, ALIBAG

THE SWEETEST ESCAPE FROM MUMBAI

Located just 15 minutes by speedboat from the majestic Gateway of India, this exquisite villa introduces Mumbai to the world of Mayfair Hotels & Resorts!

An ideal destination for private family gatherings and corporate meets.



Get in touch with us today on +91 98198 10577



MAYFAIR SPRING VALLEY RESORT, GUWAHATI



MAYFAIR ON SEA, MORJIM - GOA



MAYFAIR GREEN VALLEY, PURNEA

ITDC

Pioneering Growth and Innovation in Indian Hospitality

In this exclusive interview, M.R. Synrem, IAS, Managing Director of the India Tourism Development Corporation (ITDC), sheds light on the organization's evolving role in India's hospitality and tourism landscape. Under his visionary leadership, ITDC has experienced impressive growth, driven by strategic diversification, rebranding efforts, and a commitment to excellence. He discusses key achievements, including innovations in MICE tourism, the expanding wedding market, and ITDC's collaboration with state governments to promote the 'Wed in India' initiative.

Priyanka Saxena Ray

ITDC has been a key player in the Indian hospitality sector for decades. Could you highlight the recent growth trends within your hospitality segment and the factors behind this success?

Incorporated in 1966, ITDC has played a pivotal role in developing and expanding India's tourism infrastructure. Our consistent efforts focus on delivering growth, world-class services, and unparalleled amenities. While managing hotels remains central to our operations, we have also diversified into various non-hotel sectors such as ticketing, tours and travels, event management, duty-free shopping, publicity and printing consultancy, engineering consultancy, sound and light shows, hospitality education, and skill development—all under one roof.

We are particularly proud of our steady growth, especially in recent years. Since FY23, ITDC has seen an impressive 24% year-on-year growth. Several factors contribute to this success:

- **Diverse Offerings:** We've expanded our hospitality services to cater to conferences, luxury weddings, and high-profile events like the Miss World Inaugural Event 2024, aligning with the rising demand for MICE (Meetings, Incentives, Conferences, and Exhibitions) facilities driven by India's economic growth.
- **Rebranding:** Our rebranding efforts, particularly in the wedding segment, have strengthened our engagement with clients. By supporting the government's "Wed in India" campaign, we've positioned The Ashok, New Delhi, as a premium wedding venue, tapping into the flourishing Indian wedding market.
- **Infrastructure Enhancements:** Our commitment to upgrading services and infrastructure has established us as a leader in the ever-evolving hospitality industry.

What motivated ITDC's recent rebranding initiative?



As a leader in hospitality, we are dedicated to continually improving guest experiences. Our recent rebranding reflects our commitment to innovation, portraying ITDC as a dynamic, agile organization. This transformation includes the launch of our new mascot, "**Adyant**," a joyful ant symbolizing dedication and perseverance, and a new tagline, "Sabse Shreshtha Aatithya ki Aur," indicating our journey towards superior hospitality.

The rebranding enhances ITDC's market presence and positions The Ashok as a premier venue exemplifying holistic hospitality. It also aims to leverage the unique strengths of our other verticals—Ashok Travels & Tours, Ashok Institute of Hospitality & Tourism Management, Ashok Events, Duty-Free Shops, and Ashok Consultancy & Engineering Services—

while reinforcing our role as a leader in tourism and hospitality.

Could you highlight some of ATT's key achievements?

Ashok Travels & Tours (ATT), a subsidiary of ITDC, has consistently delivered exceptional travel services. A recent milestone was our role as Team India's official travel partner for the 2024 Paris Olympics, where we flawlessly

At ITDC, we are proud of our steady growth trajectory, especially in the past few years. Since FY23, we've witnessed a remarkable 24% year-on-year growth. This success can be attributed to several key factors, including our focus on diversifying offerings across the hospitality sector and aligning with initiatives like the 'Wed in India' campaign, positioning The Ashok as a premium wedding venue.

managed all travel arrangements for the Indian contingent, further establishing our global expertise. We also had the honour of serving as the official travel partner for India's Paralympic team, showcasing our dedication to supporting the nation's athletes.

Additionally, ATT has partnered with the Central Armed Police Forces (CAPF), offering fixed airfares to SSB, CISE, CRPF, NSG, NDRF, ITBF, BSF, and Assam Rifles personnel and their families. This

initiative reflects our commitment to serving those who protect the country.

MICE tourism is becoming an essential part of India's travel industry growth. How is ITDC capitalising on this trend?

ITDC is capitalizing on the MICE (Meetings, Incentives, Conferences, and

Exhibitions) tourism trend by offering comprehensive, tailored packages. Our state-of-the-art facilities—spanning event spaces, accommodations, event management, and F&B services—provide a seamless experience for corporate gatherings and large-scale events. The Ashok Events, our in-house events team, ensures every detail is meticulously handled to deliver impactful events.

Our iconic flagship property, The Ashok, offers over 30,000 square feet of banqueting space, spread across 21 acres, with 550 rooms, making it an ideal MICE destination in New Delhi. Adjacent properties like Samrat Hotel further extend our capabilities, allowing us to cater to large-scale events with additional venues and guest rooms.

How does ITDC collaborate with state governments and local service providers to support the "Wed in India" initiative?

ITDC actively collaborates with state governments, local venues, and service providers to promote India as a top wedding destination. By partnering with state tourism boards, we highlight the country's rich cultural diversity and unique venues, such as The Ashok, renowned for luxury and world-class service.

Our experienced workforce leverages the inherent strengths of our hotels—offering versatile spaces, thematic décor, cuisine, and picturesque wedding shoot locations. The Ashok's legacy, being the venue of choice for multiple generations of families, adds a distinct charm. Additionally, we engage in digital marketing and influencer collaborations to showcase our unique wedding offerings, further enhancing India's appeal as a wedding destination. ■



With focus on Sustainability & Safety, Uttar Pradesh emerging as top destination for International Tourists

Uttar Pradesh, a state with immense historical and cultural significance, has taken significant strides in recent years to position itself as a prime destination for international tourists. From iconic monuments like the Taj Mahal to spiritual centres such as Varanasi and Ayodhya, the state offers a diverse range of attractions. Shri Mukesh Kumar Meshram, Director General of Tourism, Uttar Pradesh talks more about the initiatives and strategies.

Priyanka Saxena Ray & Anjali Pokhriyal



Shri Mukesh Kumar Meshram,
Director General of Tourism, Uttar Pradesh

Could you share the key initiatives your department has undertaken to promote Uttar Pradesh on the international stage and attract inbound tourists?

Uttar Pradesh is home to globally renowned destinations like Agra, Varanasi, Ayodhya, and Lucknow, each offering unique attractions that draw visitors from around the world. To effectively showcase these sites, we have developed comprehensive tourism circuits such as the "Heritage Arc," which connects Agra, Lucknow, and Varanasi, and the "Buddhist Circuit," which appeals to tourists from countries like Japan and Thailand by highlighting key Buddhist sites like Sarnath and Kushinagar.

Our approach focuses on improving

infrastructure and accessibility. The upcoming Shri Ram International Airport in Ayodhya will provide direct international access, especially for visitors from Southeast Asia coming to see the Ram Mandir. Moreover, our participation in international tourism fairs like ITB Berlin and the World Travel Market in London has allowed us to connect with global travel operators and ensure that Uttar Pradesh is featured in international

years, and what factors have contributed to this trend?

Before the COVID-19 pandemic, Uttar Pradesh attracted over 4.74 million foreign tourists in 2019. While the pandemic caused a temporary decline, the state has experienced a strong recovery since 2022. Key factors contributing to this rebound include the reopening of international flights, the relaxation of travel restrictions, and a

Uttar Pradesh has embraced sustainability by promoting ecotourism in areas like Dudhwa National Park and Chambal Wildlife Sanctuary, where we involve local communities in conservation efforts. To reduce the pressure on popular destinations like Agra, we are promoting lesser-known heritage sites such as Sarnath and Chitrakoot, encouraging a more balanced distribution of tourists.

travel packages. Simultaneously, digital marketing campaigns on platforms such as Instagram, YouTube, and Facebook have successfully showcased our state's iconic sites, including the Taj Mahal and Ganga Aarti in Varanasi.

Uttar Pradesh has also turned its cultural festivals into global attractions. Events like the Deepotsav in Ayodhya and Ganga Mahotsav in Varanasi have been promoted to international audiences, drawing tourists eager for an immersive cultural experience.

How has the influx of international tourists in Uttar Pradesh evolved in recent

focus on safety protocols.

Pilgrimage tourism remains a major driver, with significant investments in sites like the Kashi Vishwanath Temple in Varanasi and the Ram Mandir in Ayodhya. Infrastructure improvements, such as the development of the Kashi Vishwanath Corridor and the construction of the Shri Ram International Airport, have enhanced accessibility and the overall visitor experience.

We have also expanded our global marketing efforts, participating in travel fairs and launching targeted digital campaigns to attract international tourists. Infrastructure advancements,

such as the introduction of high-speed trains like the Vande Bharat Express, have made it easier for travellers to navigate the state, further boosting tourism numbers.

How is Uttar Pradesh aligning its tourism initiatives with global trends in sustainability and responsible tourism?

Uttar Pradesh has embraced sustainability by promoting eco-tourism in areas like Dudhwa National Park and Chambal Wildlife Sanctuary, where we involve local communities in conservation efforts. To reduce the pressure on popular destinations like Agra, we are promoting lesser-known heritage sites such as Sarnath and Chitrakoot, encouraging a more balanced distribution of tourists.

We are also supporting rural tourism through programs like “One District One Product” (ODOP), which highlights regional crafts and traditions. Additionally, initiatives such as Namami Gange are focused on maintaining the cleanliness of the Ganges River, particularly in pilgrimage cities like Varanasi.

To further align with sustainability goals, we are investing in renewable energy solutions and promoting sustainable transportation options like electric buses and e-rickshaws. Uttar Pradesh is committed to raising awareness about responsible tourism through training programs and

public campaigns, ensuring that both tourists and stakeholders contribute to preserving our cultural and natural heritage.

What can we expect from Uttar Pradesh’s marketing strategy to further boost inbound tourism and enhance the state’s appeal to international travellers?

Our future marketing strategy focuses on leveraging Uttar Pradesh’s rich cultural heritage while also promoting lesser-known destinations. We are investing in targeted digital campaigns to reach a broader international audience through immersive storytelling and virtual tours. By showcasing our iconic sites and unique experiences online, we aim to inspire potential travellers to visit in person.

We will also continue to participate in global tourism fairs and collaborate with international tour operators to create customised travel packages. Additionally, we are exploring niche tourism segments such as wellness tourism, which aligns with the global trend of seeking holistic, rejuvenating experiences. With our deep-rooted traditions in Ayurveda, yoga, and spirituality, Uttar Pradesh has the potential to become a hub for wellness tourism.

What measures has Uttar Pradesh implemented to ensure the safety and comfort of women tourists?

Uttar Pradesh has introduced various initiatives aimed at making the state a safer destination for women travellers. We have deployed women-led police forces and established women-only police stations (Mahila Thanas) across several districts to ensure that women can report incidents without hesitation. Key tourist areas are also equipped with “Pink Booths,” where female officers are available to provide assistance.

To further enhance safety, we have launched mobile apps like UP COP, which allow women to share their location and report incidents in real time. The Women Power Line (1090) provides 24/7 confidential assistance, ensuring prompt support in any situation.

By combining physical safety measures with technological solutions, Uttar Pradesh is committed to creating a secure and welcoming environment for women travellers.

Uttar Pradesh is making significant strides in promoting itself as a world-class tourism destination. Through a combination of infrastructure development, global marketing strategies, and a focus on sustainability and safety, the state is well-positioned to attract a growing number of international tourists. With its rich history, spiritual significance, and cultural diversity, Uttar Pradesh continues to offer visitors an unforgettable experience, while ensuring that its heritage and natural beauty are preserved for future generations. ■



Mahakumbh 2025: Where Spirituality Meets Tradition and Adventure



Uttar Pradesh

UTTAR PRADESH TOURISM



Since ancient times, saints across India have engaged in deep spiritual practices, or sadhana, striving to connect with the divine and praying for world peace. The tradition of collective prayer and unity runs deep in Indian heritage and continues today through vibrant festivals and spiritual gatherings. Of these, the Mahakumbh stands out as the pinnacle, a sacred event occurring every 12 years that is among the world's largest spiritual gatherings.

Millions of pilgrims from around the world gather at Prayagraj, the sacred confluence of the Ganges, Yamuna, and Saraswati rivers, known as the Triveni Sangam. This revered gathering is steeped in the symbolism of ancient Indian texts, which recount the cosmic battle between gods and demons for the elixir of immortality. Bathing in the waters of this confluence during Mahakumbh is believed to purify the soul, bringing devotees closer to salvation and liberation.

Mahakumbh is hosted in rotation between Haridwar, Ujjain, Nashik, and Prayagraj every 12 years, creating a powerful blend of spirituality and cultural diversity. This monumental event serves as a unique bridge to inner transformation and offers visitors a deep look into India's living traditions, making it a pilgrimage unlike any other.

In January 2025, Prayagraj will once again welcome the Mahakumbh, with extensive preparations already underway. The Uttar Pradesh State Tourism Development Corporation (UPSTDC) is establishing a "tent city" at key areas like Arail Ghat, Parade Ground, and Jhunsi, offering around 2,000 tents in categories from basic to luxurious, and ensuring that pilgrims can enjoy both comfort and spiritual retreat. Moreover, special accommodations are being made for the Akhadas representing different monastic orders; these spiritual organizations bring an added dimension to the Mahakumbh's sacred atmosphere.

One of the key rituals of Mahakumbh is the series of seven important snans, or ritual baths, each with its own deep significance. The first snan is scheduled for January 13th, known as Paush Purnima, a full-moon bath associated with the pursuit of moksha (liberation from rebirth). On January 14, the Makar Sankranti snan—the first Shahi snan, or royal bath—will occur, where spiritual leaders symbolically lead devotees in taking the holy dip to mark the sun's northward shift. Other major snans include Mauni Amavasya (January 29), Basant Panchami (February 3), Magh Purnima (February 12), and the grand finale on Mahashivratri (February 26), each representing unique blessings and significance on the journey to spiritual awakening.

In addition to these ritual baths, Mahakumbh offers visitors a rich cultural experience. A wide array of indigenous and local cuisines will be available, giving visitors the chance to savor the authentic flavours of the region. Complementing this is a series of yoga sessions, offering pilgrims a rejuvenating opportunity to align their physical, mental, and spiritual selves. Yoga, renowned as an integral part of Indian culture, will play a significant role in providing inner peace to all who attend the Mahakumbh.

Another beautiful cultural component of Mahakumbh will be the bhajan sandhyas, or evening devotional music performances, where the uplifting sounds of traditional music fill the air with tranquility. For those seeking adventure, Mahakumbh 2025 will have something special to offer: helicopter joy rides will give visitors an exhilarating aerial view of the grand Kumbh Mela grounds and the holy Sangam, providing a unique perspective on the enormity of this sacred congregation and the captivating landscape of Prayagraj.

Adventure lovers can also engage in water sports along the banks of the rivers. The area surrounding Prayagraj boasts a number of revered temples, including the famous Hanuman Temple and Mankameshwar Temple, each adding to the city's spiritual depth. These sacred sites allow visitors to explore Prayagraj's rich cultural history and enhance their journey with moments of deep spiritual connection.

Together, these cultural and recreational elements transform the Mahakumbh from a traditional pilgrimage into a multifaceted celebration of India's cultural heritage. With activities and experiences for every type of visitor, Mahakumbh 2025 promises to be an enriching event that resonates with both domestic and international travellers, all converging on Prayagraj for a glimpse of India's unique spiritual heartbeat.





BATHING DATES:

- | | |
|---|-----------------------------------|
| 1. Paush Purnima | - 13 th January, 2025 |
| 2. Makar Sankranti (1 st Shahi Snan) | - 14 th January, 2025 |
| 3. Mauni Amavasya (2 nd Shahi Snan) | - 29 th January, 2025 |
| 4. Basant Panchami (3 rd Shahi Snan) | - 03 rd February, 2025 |
| 5. Achala Saptami | - 04 th February, 2025 |
| 6. Magh Purnima | - 12 th February, 2025 |
| 7. Shri Mahashivratri | - 26 th February, 2025 |

Experience Spiritual Grandeur in Unmatched Luxury

At the Mahakumbh 2025, tent cities are being set up at the banks of the Sangam and key areas like Parade Ground, Arail, and Jhunsi.

The tent city will offer sheer luxury with three categories of accommodation to choose from.

Villa, Maharaja, and Swiss Cottage-the three types of accommodation will offer unique amenities to suit various preferences of the travellers.

The site at Parade Ground will have 55 tents/Swiss cottages, while the site at Jhunsi will spread over 2.5 acres and accommodate 200 luxury cottages, while a larger tent city at Arail will feature 2000 cottages across 25 acres, with deluxe, super deluxe, and luxury options.



Maha Kumbh
Tent Booking



Maha Kumbh
Mela App

Heritage Village Resort and Spa, Manesar

showcases the newly renovated resort to the Travel Trade

Heritage Village Resort and Spa, Manesar recently hosted an exclusive evening for senior members of the travel industry, a gathering that celebrated partnerships and showcased the resort's latest renovations. The event was graciously hosted by Arjun Sharma, Chairman of the Select Group.

The event saw senior industry doyens such as Rajeev Mehra President of IATO, Vikram Madhok Managing Director of Abercrombie and Kent, Sanjay Logani, Joint Managing Director, Le Passage to India, and stalwarts from well-known entities like Abercrombie Kent, Le Passage to India, Caper Travels, Travelart Maestros, Minar Travels, Chimes, Indo Asia and Tamarind Tours in attendance. The event offered an immersive experience at our newly renovated and transformed resort, showcasing its blend of modern luxury and traditional Rajasthan architecture. "We are excited to welcome industry leaders to experience the charm, beauty, and luxury that define the new Heritage Village Resort & Spa," said Arjun Sharma, Chairman of the Select Group.

As the evening progressed, guests were captivated by a Dastaangoi recital, an expressive storytelling form characterized by its dramatic flair. This performance, titled "Dastan - e - Madhubala" to life the times and tales of Bollywood's iconic siren, adding an enchanting cultural touch to the evening.

The highlight of the evening was a meticulously curated dinner at the Baradari Pavilion Lawns, featuring the sumptuous flavours of the Northwest Frontier cuisine. ■





Organised By



Federation of Telangana Chambers of Commerce & Industry

Under the aegis of



Government of Telangana



Telangana

THE HEART OF THE DECCAN



THE HEART OF THE DECCAN

FAM TRIP
25 MAY 2025

FAIR
26-27 MAY 2025
MONDAY - TUESDAY

www.etmfair.com

Follow Us

WHAT TO EXPECT

- State Tourism Boards
- International Tourism Boards
- Medical Tourism Pavillion
- Wedding Tourism Pavillion
- Travel Media & Tech Pavillion
- Film Tourism Pavillion
- DMC's
- Hotel & Resort
- Private Charter Pavillion
- Experiential Zones

ETM FAIR HIGHLIGHTS

- Press Meet
- 100+ Hosted Buyers
- 100+ Participating Companies
- Government Interactions
- 20+ Panel Sessions
- 100+ Invited Buyers

...and many more to uncover

Further Information, Please Contact:

Rakhi Kankaria, Chairperson, THMMICEE, FTCCI ☎ +91 98480 12241, 98490 12241 ✉ rakhi.kankaria@rachnoutsav.com
Lokesh Fatehpuria, Joint Director, FTCCI ☎ +91 8309788764 ✉ micetourism@ftcci.in





Swosti Premium Beach Resorts Gearing to host the 2025 IATO Annual Convention



Swosti Premium Beach Resorts in Puri is gearing up to host one of the most prestigious events in Indian tourism, the IATO Annual Convention. Dr. J K Mohanty, Managing Director of Swosti Group, discusses the importance of this event for the group, the growing tourism potential of Puri, and Swosti's ambitious future plans in an exclusive conversation with BOTT.

Pallavi Sharma

Congratulations on Swosti Premium Beach Resorts being selected as the venue for the upcoming IATO convention. What does this event mean for Swosti Group and for Puri as a destination?

It's an honor for Odisha to host the IATO Annual Convention for the third time, and this time in the sacred city of Lord Jagannath, Puri. With over 900 tour operators from across the country attending, it's a fantastic opportunity for them to experience and witness Odisha's rich tourism potential during their post-convention tours. We are confident this convention will play a crucial role in attracting more tourists to the state in the long run.

The new property, Swosti Premium Beach Resorts at Puri, will serve as the venue for this prestigious event. With over 41 years of experience



in the hospitality industry, Swosti Group is prepared to host this mega convention in a highly professional manner.

Why do you think Puri and Swosti Premium Beach Resorts were chosen for this prestigious event?

Puri is one of the most renowned tourist destinations in India, celebrated for its cultural heritage, stunning beaches, and the revered Jagannath Temple. Its significance in Hindu mythology attracts both domestic and international tourists throughout the year. Recognizing the high demand for luxury accommodations, Swosti Group has invested in developing Swosti Premium Beach Resorts as a 5-star luxury resort in Puri, catering to high-end tourists and providing modern facilities and infrastructure to host large events.

By holding the IATO convention in Puri, we aim to promote the region's tourism potential, encouraging more tour operators to include Puri and other coastal and spiritual destinations in their itineraries.

Could you provide an overview of the newly opened Swosti Premium Beach Resorts, its key features, and what differentiates it from other hotels in the region?

The grand opening of Swosti Premium Beach Resorts marks a significant step in establishing Odisha as a premier destination for Meetings,

Incentives, Conferences, and Exhibitions (MICE). We've blended Odisha's rich cultural heritage with world-class amenities, creating an ideal setting for both leisure and business travelers.

The resort offers 125 luxury rooms, including suites, with elegant décor, state-of-the-art technology, and breathtaking views of Puri's Golden Beach. Our accommodations combine sophistication and comfort, ensuring a memorable stay.

We've also designed an impressive range of facilities, including versatile banquet halls for MICE events and weddings, an open-air garden lawn overlooking the beach, a multi-cuisine restaurant, a vibrant food court, an infinity swimming pool, a spa, a gym, and game zones for both adults and children. The Sky Lounge Bar on the rooftop offers a relaxing environment with panoramic views, making Swosti Premium Beach Resorts stand out as a destination for all kinds of travelers.

What are your long-term goals for Swosti Group in the next five years? Are there any new properties or expansion plans in the pipeline?

Swosti Group has been committed to promoting tourism in Odisha for over 41 years, and we continue to invest in luxury hospitality projects throughout the state. After the successful launch of Swosti Premium Beach Resorts at Puri, we are planning another major

project—a beach resort at Gopalpur-on-Sea, in Ganjam District. The land has already been acquired, and construction is set to begin soon.

Additionally, we are planning tourism projects at Satkosia Gorge, Satpada, and Bhitarkanika, aiming to develop more destinations that showcase the natural beauty and cultural heritage of Odisha.

Sustainability is a key aspect of modern hospitality. What eco-friendly practices are you implementing at Swosti Premium Beach Resorts?

At Swosti Premium Beach Resorts, we have ensured that sustainability is embedded in the design and operations of the property. The interiors reflect Odisha's cultural heritage, inspired by the graceful movements of Odissi and Mahari dances, and the design of our uniforms incorporates Ikat and Sambalpuri art elements.

We are committed to eco-friendly practices such as energy-efficient systems, including solar energy, and water conservation initiatives. We also use locally sourced materials and ingredients, reflecting our dedication to minimizing environmental impact while delivering a luxurious experience to our guests.

What special preparations are you planning for the IATO convention to ensure a memorable experience for the delegates?

We are going all out to make the IATO Convention an unforgettable experience. The delegates will be treated to a traditional welcome, with themed evenings and cultural performances showcasing the rich heritage of Odisha. We will also offer unique dining experiences with local cuisine and themed buffets highlighting Odisha's culinary delights.

Our professional team at Swosti Group is dedicated to ensuring every aspect of the convention is executed flawlessly, from the accommodation and entertainment to the post-convention tours, giving the delegates a true taste of Odisha's hospitality. ■

Nok Air launches eight-weekly flights between Mumbai and Bangkok

Nok Air, Thailand's premium budget airline, is set to launch new nonstop flights between Mumbai's Chhatrapati Shivaji Maharaj International Airport (BOM) and Bangkok's Don Muang Airport (DMK) starting October 28, 2024. The airline will operate eight flights per week on this route.

Shreya Shimpi

In anticipation of the launch, Nok Air hosted a pre-launch event on October 18, 2024, at the Radisson Blu Mumbai. The event was attended by Ranon Viputsiri, Chief Commercial Officer of Nok Air, Thai Consulate General Donnawit Poolsawat, representatives from the Thai Tourism Authority, and key stakeholders, including travel agents, tour operators, online travel agencies, and media personnel.

Building on the success of its Hyderabad-Bangkok route, Nok Air is expanding its presence in India with the addition of the Mumbai-Bangkok route. The service will be operated by Airbus 737-800 aircraft, offering 189 seats. Passengers can choose between two ticket types—Nok Air X-tra and Nok Max. Nok Air X-tra includes 20 kg of checked luggage, 7 kg of carry-on luggage, comfortable seating, premium seat selection, inflight entertainment, and a complimentary snack box with water. Nok Max includes 30 kg of checked luggage, 7 kg of carry-on luggage, premium seat selection, and a complimentary Indian vegetarian or non-vegetarian hot meal.

Ranon Viputsiri, Chief Commercial Officer of Nok Air, remarked, "This year marks Nok Air's 20th anniversary. On February 21, 2023, we launched our first route between Hyderabad and Bangkok. Now, we are expanding to our second Indian destination, Mumbai, one of India's top two cities. With this new route, we will offer over 13,000 seats per month, catering to leisure, business, corporate travellers, and students. Our slogan, 'We Fly Smiles,' reflects our commitment to being a premium budget airline. While we offer affordable prices, we also prioritize high-quality products and services. Our goal is to provide a seamless pre-flight, in-flight, and post-flight experience. By the end of this month, we will also be offering free inflight entertainment." ■



Jumeirah Emirates Towers Hotels Redefining Luxury Hospitality

*Jumeirah Emirates Towers Hotels continues to set new benchmarks in luxury hospitality. In 2024, the hotel has achieved remarkable growth in occupancy, establishing its dominance in Dubai's competitive market. General Manager **Kirti Anchan** shares insights into the hotel's recent achievements and future strategies.*



Shreya Shimpi

Dubai's post-pandemic recovery has been extraordinary. In 2024, the hotel industry has seen nearly an 8 per cent increase in Revenue Per Available Room (RevPAR) compared to 2023. Current occupancy rates hover around 79-80 per cent, and expectations are high for further growth in the fourth quarter. Dubai's tourism sector is not just bouncing back—it's thriving, with an impressive 9% year-over-year growth.

Evolving Branding

Jumeirah, a hospitality leader for 25 years, is entering a new era. As the iconic Burj Al Arab celebrates its 25th anniversary on November 1, the group is evolving its branding to reflect future aspirations. This rebranding represents more than just a new logo—it signals the

next chapter for Jumeirah as it plans to expand its portfolio, focusing on the right cities, destinations, and offerings to meet the demands of modern luxury travellers.

Global Appeal

Dubai's tourism industry thrives on international visitors, with the city welcoming 9.3 million tourists between January and June of this year. By the end of 2024, Dubai is expected to host between 17 to 18 million visitors, cementing its status as a global tourism hub.

Unique Selling Proposition

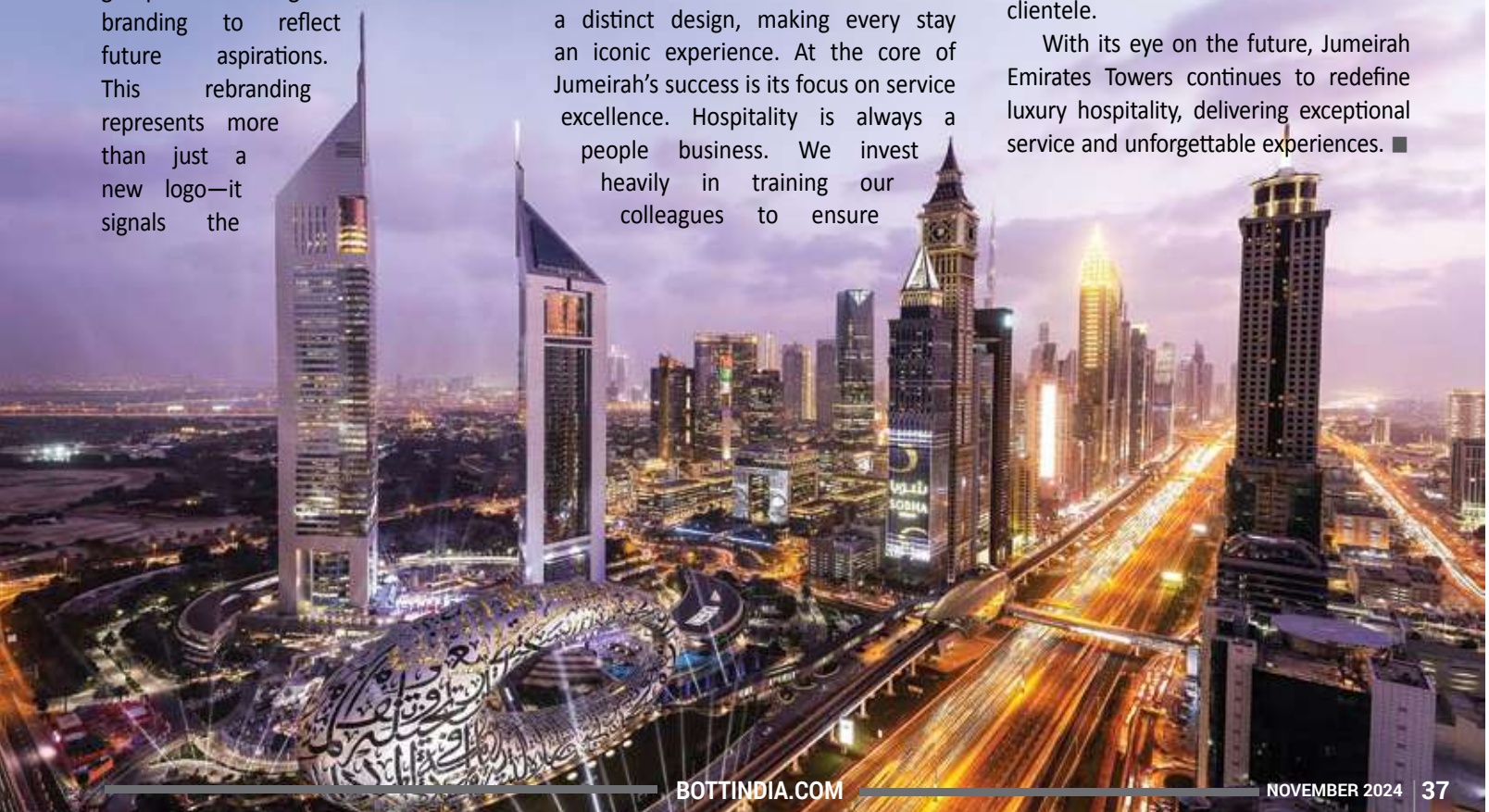
Jumeirah's hotels are more than just places to stay—they are architectural masterpieces. Each property boasts a distinct design, making every stay an iconic experience. At the core of Jumeirah's success is its focus on service excellence. Hospitality is always a people business. We invest heavily in training our colleagues to ensure

we consistently deliver beyond expectations.

Jumeirah One Loyalty Program

Jumeirah's loyalty program, 'Jumeirah One', now boasts nearly one million members, with 40% of repeat guests enrolled in the program. This highlights the brand's commitment to building lasting relationships with its clientele.

With its eye on the future, Jumeirah Emirates Towers continues to redefine luxury hospitality, delivering exceptional service and unforgettable experiences. ■



A glimpse into La Mamounia

The Jewel of Marrakech



Celebrating its 100th anniversary, La Mamounia in Marrakech stands as a global icon of luxury and heritage. Led by the visionary General Manager Pierre Jochem, the hotel combines its historic charm with world-class service and modern elegance. In this exclusive interview with BOTT, Jochem reveals insights into his impressive career, La Mamounia's unique offerings, and the promising growth of Indian travelers in Morocco.

Anjali Pokhriyal

The Indian Market: Untapped Potential

Although the number of Indian visitors to Morocco remains modest, Mr. Jochem is optimistic about the market's growth. "We've seen a steady rise in individual travelers from India,

With a keen understanding of international guests' diverse culinary tastes, La Mamounia has curated dining options including an American, Asian, and upscale French restaurant, among others. We know Indian travelers are particular about their cuisine, so we've crafted a wide culinary selection to meet various preferences.

La Mamounia: A Historic Oasis

La Mamounia, nestled in the heart of Marrakech, is more than a hotel; it's a cultural landmark with 209 rooms surrounded by 20 acres of lush gardens. Known for its blend of historical elegance and modern luxury, it has captivated guests worldwide. "We recently completed a substantial renovation, enhancing our food and beverage offerings and refreshing public spaces," Mr. Jochem shared. "Our goal is to create emotional experiences that resonate deeply with our guests."

Catering to Diverse Tastes

With a keen understanding of international guests' diverse culinary tastes, La Mamounia has curated dining options including an American, Asian, and upscale French restaurant, among others. "We know Indian travelers are particular about their cuisine, so we've crafted a wide culinary selection to meet various preferences," Mr. Jochem explained.

and we believe Morocco has great appeal as a destination," he observed. Noting cultural similarities, he emphasized the role of word-of-mouth and evolving travel trends, saying, "As Indian travelers seek new experiences, we want La Mamounia to be a must-visit."

Future Aspirations and Sustainability

Looking ahead, La Mamounia is set to evolve while honoring its legacy. Following a multimillion-dollar renovation culminating in 2023, plans include further guest room upgrades and a new property in Fez, slated to open by 2025. We want La Mamounia to continue meeting modern travelers' needs. Notable additions include the Centenary Chandelier inspired by Berber design, newly reimagined lounges, and the serene Majorelle Bar with views of a palm grove. ■

Vietnam Airlines

Expanding Horizons and Enhancing Experiences in India

Vietnam Airlines, Vietnam's national carrier, has been making significant strides in the Indian market. From expanding its fleet to introducing enhanced in-flight services, the airline is positioning itself as a top choice for Indian travellers to Vietnam and beyond. Nguyen Trung Hieu, Country Manager India, shares insights into the airline's journey, its commitment to service excellence, and ambitious plans for the future.

Anjali Pokhriyal



Could you provide an overview of Vietnam Airlines' current operations in India?

Vietnam Airlines, as the flag carrier of Vietnam, has made strong headway in India, especially with the Airbus A350 on the Delhi route. Currently, we operate a modern fleet of over 100 aircraft, including Boeing 787s, Airbus A350s, and A320/321 NEOs. With 14 weekly flights—daily flights from both Delhi and Mumbai to Hanoi and Ho Chi Minh City—we are responding to the growing interest among Indian travellers in Vietnam, which was even highlighted as the 'Most Searched Destination for Indians in 2023' by Google Trends.

How has the airline expanded its presence and network in recent years?

India is a strategic market for Vietnam Airlines, and we're looking at future expansions in both major metro areas and Tier II cities. Since we launched operations in 2022, the response from Indian travellers has been fantastic. We are continuously assessing demand and are excited about expanding our route connections in this rapidly growing market.

What strategies has Vietnam Airlines adopted to stay

competitive internationally?

To differentiate ourselves, we introduced the Airbus A350 on the Delhi route, featuring flat-bed seats in business class, cutting-edge in-flight entertainment, and tailored Indian cuisine options. We also offer a variety of Asian and international meals, catering to the diverse palates of Indian travellers. Our commitment to Vietnamese hospitality shines through in

our network by adding more flights to key cities like Bengaluru and Hyderabad. We're also working on tailored marketing efforts to reach a broader range of travellers.

Having experienced your Business Class on the Airbus A350, what would you highlight as its unique features?

We're thrilled you enjoyed the experience! The A350 offers superior

Vietnam Airlines, as the flag carrier of Vietnam, has made strong headway in India, especially with the Airbus A350 on the Delhi route. Currently, we operate a modern fleet of over 100 aircraft, including Boeing 787s, Airbus A350s, and A320/321 NEOs.

all interactions, and we're proud to carry this legacy to our customers in India.

Could you tell us about Vietnam Airlines' plans for new routes or increased frequencies in the coming year?

Currently, New Delhi and Mumbai are our main hubs for Indian travellers. Going forward, we aim to strengthen

comfort with its spacious seating, advanced entertainment options, and unique Vietnamese hospitality. Our curated menu offers both local and international dishes, maintaining a high service standard throughout the journey. Vietnam Airlines is a Skytrax 4-Star airline and a proud SkyTeam member, recognized globally for our service quality. ■

DoubleTree by Hilton Gurugram Baani Square A Year of Growth and Green Initiatives

Under the leadership of Jai Chugh, General Manager at DoubleTree by Hilton Gurugram Baani Square, 2024 has been a promising year for the hotel. With a 2.2% increase in occupancy and a remarkable 10% growth in ADR (Average Daily Rate), the hotel's overall revenue is expected to rise by 10% compared to last year. As the good times roll in, the property is not only pacing ahead in terms of revenue but also redefining guest experiences through strategic renovations and eco-friendly initiatives.



evident in its 'Carbon Neutral Meetings' initiative. By offsetting carbon emissions through carbon credits, every guest stay and event contributes to sustainable development projects. Additionally, the hotel has eliminated single-use plastics from its events and catering services, offering locally sourced, organic, and sustainably produced food to ensure an eco-conscious experience.

In line with responsible waste management, recycling stations have been installed across event areas, while the transition to energy-efficient LED lighting throughout the property has lowered electricity costs and reduced the hotel's carbon footprint. An exciting recent addition is the EV charging station, available for both guests and the local community, encouraging the use of eco-friendly transportation. The hotel has also shifted from traditional fuel-based cabs to electric vehicles, which not only lowers

As a business hotel in the heart of the city, DoubleTree by Hilton Gurugram Baani Square primarily caters to the domestic market, which continues to show strong growth. With forward-looking sustainability initiatives and a focus on elevating guest experiences, the hotel is setting new benchmarks in eco-friendly hospitality.

Renovation and Expansion

The hotel has recently undergone significant refurbishments, with updates to public areas, restaurants, and the lawns. These improvements have enhanced the overall guest experience, creating a more welcoming and luxurious atmosphere.

Sustainability and Eco-friendly Measures

DoubleTree by Hilton Gurugram Baani Square is deeply committed to sustainability, aligning with Hilton's global ESG program, 'Travel with Purpose.' The hotel has introduced a range of green initiatives, starting with electric vehicle (EV) integration into guest and team member transportation services, which reduces carbon emissions and promotes eco-friendly travel options.

The hotel's commitment to a greener environment is

operational costs but also aligns with the hotel's sustainability goals. Another significant upgrade is the transition from LPG to PNG (piped natural gas) in the hotel's boiler and kitchen operations.

Looking ahead, the hotel plans to install an 'on-site water bottling plant', which will provide locally purified water in glass bottles, further reducing single-use plastic waste and making strides towards a zero-waste future. ■



Winifred D'souza
Founder's

☎ 9867750707

UTEN

Empowering Travel Fraternity

✉ cofounders@uten.in 🌐 www.uten.in

✉ utentravelnetworking@gmail.com

GSTIN No.: 27AUFFU9746E1ZS



Satyaprakash Gupta
Founder's

☎ 9594894111
9820165612



At present UTEN has more than 8000 Travel Agents & Tour Operators, Hoteliers, DMC Suppliers, Cruise Liners, Forex Partners & Visa Partners pan India who deal in both Outbound & Inbound destinations. Travel Trade Partners under UTEN is growing day by day.

Since the start of UTEN on a regular interval we conduct online & offline Travel & Tourism Training & Presentations, Knowledge Sessions for our UTEN members by taking State Tourism Boards, International Tourism Boards, Cruise Liners, DMC Suppliers, Hoteliers, Forex Companies & Visa Service Providers. UTEN also conducts & organizes regularly a partial paid educational fam (recce) trips for our UTEN members on different destinations, hotels, resorts, attractions, theme parks, etc..etc.. for both domestic & international sectors.

Today's start-ups companies may become tomorrow's reputed firm

Today's reputed firm was yesterday's start up companies or beginners

With this concept we started UTEN in the year 2018 and registered it as GST compliance LLP company.

Agents from Travel & Tourism who register with us, we refer to them as UTENian's

We have UTENian's as new as 4 months old and as old as more than 30 years.



UTEN has organized online & offline events with Ministry Of Tourism (MOT), Cruise liners like MSC Cruise with Visit & Offline Training Sessions, Offline Australia Tourism Board Destination Presentations, Costa Cruise Visits with offline training sessions, Offline training and presentations with AVIAREPS India on the product which they represents like UTAH in USA, Brussels Tourisms, Budget Car Rental, Offline & Online Training Sessions with TBO, Online Sessions with One Above DMC, NCL Cruise Offline Presentations through PSA Guidelines Travels in Mumbai, India and many more such online & offline training & presentations session organized by UTEN for their members.

UTEN Founder Teams Mr.Satyaprakash Gupta &Ms.Winifred Dsouza has an experience of more than 17 years in Travel & Tourism Industry which helps UTEN Suppliers & Hoteliers in doing networking during the time of this travel trade expo shows where they connect the right suppliers/hoteliers/forex/visa partners.

Till the date UTEN has conducted more than 200 Online & Offline Training, Presentations, Knowledge Sessions, Educational Fam Trips for which the list is also enclosed with this profile along with UTEN Events List till the date has been concluded.

UTEN works with a motto of Empowering Travel Fraternity.



Media Partner



Germany Eyes Indian Outbound Market for Strategic Growth: GNTB expands Initiatives



Petra Hedorfer,
CEO of GNTB

The German National Tourist Board (GNTB) is intensifying its focus on the rapidly expanding Indian outbound travel market by systematically increasing its activities on the subcontinent. During a press conference in New Delhi, Petra Hedorfer, CEO of GNTB, outlined the organization's strategic plans for future market development in India.

BOTT Desk

Hedorfer highlighted GNTB's long-standing engagement in India, stating, "We have been actively working in the Indian market through a sales agency for two decades. In 2015, we launched the India Pool, which has successfully supported the efforts of German partners in India. The number of overnight stays by Indian visitors in Germany surged by nearly 40%, from 693,000 to 962,000 by 2019. With the relaunch of the India Pool and other market-specific initiatives, we are bridging the gap between the growing demand from Indian travellers and Germany's tourism offerings. Recognizing the evolving landscape, especially in terms of technological advancements, we are also organizing the GNTB India Digital Travel Knowledge Tour next spring, featuring a delegation of top managers from Germany's travel industry."

Discussing the increasing importance of India as a key source market, Hedorfer added, "Travel from India to Germany has shown consistent growth over the years. Following the pandemic, Indian tourists contributed 826,000 overnight stays in hotels and guesthouses across Germany in 2023—an impressive

33% increase compared to 2022. With a recovery rate of 86%, the Indian market is rebounding from the pandemic faster than any other Asian country. Tourism Economics predicts that India will generate 1.6 million overnight stays annually in Germany by the end of the decade, making it a highly valuable market in terms of both volume and spending."

In addition to its ongoing efforts, GNTB is launching various campaigns to attract Indian tourists. Addressing the media, Hedorfer elaborated, "Through the 'Live like a Local' project, Indian influencers experience Germany's local customs and traditions firsthand, sharing their authentic experiences

Travel from India to Germany has shown consistent growth over the years. Following the pandemic, Indian tourists contributed 826,000 overnight stays in hotels and guesthouses across Germany in 2023—an impressive 33% increase compared to 2022.

with a wide audience on social media. This initiative aligns with the high digital engagement of Indian tourists and offers a personalized, interactive travel guide combining digital maps with the user's interests. Furthermore, Germany, with its picturesque locations and romantic venues, is becoming an attractive destination for Indian wedding parties. GNTB is targeting this niche market with a dedicated wedding campaign."

Germany's tourism board remains committed to strengthening ties with the Indian market and tapping into its vast potential, as seen by these comprehensive initiatives aimed at both leisure and business travellers. ■

Korea Tourism Fiesta and Roadshow 2024

Strengthening Cultural and Business ties with India

The 'Korea Travel Fiesta 2024', hosted by the Korea Tourism Organization (KTO) India, concluded its two-day celebration at DLF Avenue Saket, setting a new standard for visitor engagement. Held from October 19 to 20, the event captivated attendees with mesmerizing performances, immersive Korean beauty experiences, and mouth-watering food offerings. The fiesta attracted a large crowd, eager to indulge in the dynamic K-Wave, with the presence of actor Anushka Sen, a prominent ambassador for Korean tourism, adding star appeal to the cultural celebration.

Anjali Pokhriyal

On October 18, the 'Korea Tourism Roadshow 2024' was held at the Yashobhoomi Convention Centre, where nearly 400 members of India's travel industry engaged in over 1,000 fruitful B2B meetings. The event featured 17 exhibitors, including Destination Management Companies (DMCs), major attractions like Jenny House from K-Beauty, the JUMP performance group, and airlines such as Korean Air and Air India. This platform was instrumental in fostering long-lasting business relationships between India and Korea. The Roadshow culminated in a Gala Night, attended by over 350 distinguished guests from the Indian travel industry, including Super 30 Founder and Padma Shri recipient Anand Kumar, alongside Anushka Sen.

Commenting on the success of these events, Myong Kil Yun, Regional Director (India & SAARC Countries) at KTO, stated, "The overwhelming response to both the Korea Tourism Roadshow and Korea Travel Fiesta 2024 has been truly remarkable. With around 800 visitors at the Roadshow and

over 70,000 at the Fiesta, this year underscores the growing bond between India and Korea. We look forward to creating even more memorable experiences for our Indian audience and deepening business collaborations in the tourism sector."

The 'Korea Travel Fiesta 2024' offered a sensory delight with high-energy K-Style Entertainment acts such as K-Pop performances by One Way Crew and the thrilling Comic Martial Arts show by JUMP, both flown in from Korea to showcase the best of Korean culture. The K-Beauty section featured makeup demonstrations by renowned brands like Jenny House and Amore Pacific, while the K-Food Zone gave visitors a taste of Korea's rich culinary heritage. ■



Visit Hungary hosts networking evening and Sales Mission in India

In an effort to strengthen its connection with the Indian travel trade market, Visit Hungary, the international brand of the Hungarian National Tourism Authority, organised a vibrant networking evening in New Delhi at the Embassy of Hungary. Welcoming a select group of 70 industry leaders, H.E. Mr. István Szabó, the Ambassador of Hungary to India, graced the gathering with a warm address, underscoring Hungary's commitment to building long-term relationships within the Indian market.

BOTT Desk



Lubaina Sheerazi, CEO and co-founder of BRANDit, opened the event with a welcome address, setting the tone for an engaging evening. Following her introduction, Ivan Ljubinkovic, Regional Head of Business Development-India at Visit Hungary, delivered an insightful presentation on the country's potential as a premier destination for Indian travellers. He emphasized the wide range of experiences Hungary offers, spanning leisure travel, MICE, destination weddings, and celebratory gatherings. "India has enormous potential as a source market for Hungary," said Ljubinkovic, adding, "Our goal is to continue aligning our offerings with the growing and varied demands of Indian travellers, and the recent increase in arrivals only highlights Hungary's appeal."

A highlight of the evening included presentations by key Hungarian tourism partners, including renowned names like Marriott International, Kempinski Hotels, Duna Cruises, Corinthia Hotels, and Lotus Voyagers Group. Each partner brought forth Hungary's distinctive experiences, from luxury accommodations to immersive cultural

and culinary offerings. Guests were able to witness the country's extensive offerings firsthand, gaining insights into how Hungary has positioned itself as an attractive standalone European destination.

This event in Delhi was followed by a strategic two-city sales mission across Delhi and Mumbai, where the Visit Hungary delegation engaged with MICE operators, OTAs, corporate travel planners, and airline partners.

The numbers speak volumes about Hungary's growing popularity among Indian tourists. Ljubinkovic shared, "In the first seven months of 2024 alone, Hungary welcomed more than 29,000 Indian guests, who spent nearly 97,000 nights—a 14% increase in the number of guests and an 8.6% rise in overnight stays compared to the same period last year." Budapest saw more than 26,000 Indian visitors, who collectively spent 80,000 nights. "The demand is there, and we are seeing spending levels increase to 2.17 billion, up by 2.86%," he noted. The trend reflects a sustained interest in Hungary's distinctive cultural, historical, and recreational experiences.

In 2023, Hungary experienced a



Ivan Ljubinkovic,
Regional Head of Business
Development-India at Visit Hungary

36% rise in overnight stays from Indian travellers compared to 2022, with visitors staying an average of 3.5 nights. Ljubinkovic anticipates even greater growth in the future. ■

Jumeirah Olhahali Island Maldives

Crafting Bespoke Experiences for Guests



Jumeirah Olhahali Island Maldives has magnificently elevated luxury hospitality. The remarkable service and commitment towards sustainability makes it an epitome of excellence. Mohamed Ashraf, General Manager, Jumeirah Olhahali Island Maldives shares more.

Shreya Shimpi

Year 2024

2024 has been an exceptional year for us in terms of business. We've experienced steady growth, both in occupancy and Average Room Rates (ARR), compared to previous years.

New Branding

This year, Jumeirah unveiled an exciting new brand identity, marking a

which is to double our portfolio by then. It has been a powerful shift that we've successfully integrated with our teams and business units globally.

Primary Markets

In the Maldives, we rely heavily on inbound tourism. India remains a key focus market as we move forward, with strong source markets in the Middle

connectivity. Direct flights from major Indian cities like Mumbai and Delhi have significantly contributed to the increase in visitors to the Maldives this year.

Major Market Segments

The Maldives is predominantly known as a luxury leisure destination, but we also cater to MICE clients for special events or intimate wedding celebrations, though these segments are not consistent every month.

Unique Selling Proposition (USP)

Our island is a natural paradise, complemented by luxurious and spacious villas that offer panoramic views of the Indian Ocean. We provide a personalized butler service for every guest, crafting bespoke experiences tailored to their preferences. This year, we've introduced more family-oriented experiences, including the 'Resident Artist Program,' where a resident artist guides guests through curated immersive art experiences. We also have a resident marine biologist who offers marine conservation workshops and engaging presentations on marine biology. ■

India remains a key focus market as we move forward, with strong source markets in the Middle East, Europe, and Asia. We've seen a solid rebound from Asia post-Covid, with short-haul markets like India and other parts of Asia benefiting from improved connectivity. Direct flights from major Indian cities like Mumbai and Delhi have significantly contributed to the increase in visitors to the Maldives this year.

significant milestone in our journey of enhancement and development across the portfolio. This rebranding aligns with our ambitious Mission 2030 goal,

East, Europe, and Asia. We've seen a solid rebound from Asia post-Covid, with short-haul markets like India and other parts of Asia benefiting from improved

Cygnett Park BL Jaipur

A Year of Exceptional Growth and Sustainable Innovation

Cygnett Park BL Jaipur has experienced exceptional growth in 2024. The property has seen significant improvements in both occupancy rates and Average Room Rates (ARR), as well as continued investments in enhancing guest experiences through new facilities, sustainability initiatives, and expansion plans. Rajeev Sharma, Area General Manager, Cygnett Park BL Jaipur shares more.

Priyanka Saxena Ray

Occupancy and Revenue Growth

This year has been outstanding for Cygnett Park Jaipur, with the property maintaining an impressive occupancy rate of 82-86% year-to-date. The ARR has also exceeded expectations, surpassing budgeted figures by 10-12%. These results reflect the hotel's strong positioning in the market and its ability to attract both corporate and leisure travellers. Sharma confidently anticipates closing the year on an even higher note, further improving these numbers.

New Features and Expansion

Cygnett Park BL Jaipur has expanded its offerings to meet the evolving demands of its guests. The hotel has added 25 new rooms to its inventory, catering to the growing demand for accommodations. A new 5,000 sq. ft. banquet hall, including a 2,000 sq. ft. pre-function area, has also been introduced,

With a stellar year behind them, Cygnett Park BL Jaipur continues to innovate and grow, offering enhanced guest experiences through expansion and a strong commitment to sustainability. As the property looks forward to more developments in wellness and eco-friendly initiatives, it is well-positioned to remain a top choice for both domestic and international travellers in the vibrant market of Jaipur.

making the property an ideal venue for corporate events and weddings.

In response to the increasing demand for relaxation and wellness services, the hotel has launched its spa, Bloom Mudra, which features two treatment rooms designed to provide a rejuvenating experience. Looking ahead, the Metro Sky Lounge



& Bar is set to launch in February 2025, offering a chic space with seating for 80 guests.

Sustainability Initiatives

Cygnett Park BL Jaipur is deeply committed to sustainability and has aligned its efforts with the Cygnett Brand Sustainability Plan 2025. The hotel has established a Green Team responsible for leading and monitoring eco-friendly initiatives. Key actions include the elimination of single-use plastics in guest rooms, waste segregation, the use of energy-efficient appliances, and providing eco-friendly amenities. The hotel has also adopted paperless hiring processes to reduce paper waste.

Additionally, the hotel is set to install a composting machine by the end of 2024, allowing the conversion of kitchen waste into organic manure. These efforts reflect Cygnett Park's dedication to creating a sustainable and eco-conscious environment for both guests and employees. ■

Ring in the New Year with Magic and Celebration in Taiwan!

As the calendar turns and the world awaits fresh beginnings, Taiwan transforms into a wonderland that perfectly captures the holiday spirit, making it an ideal choice for Indian travelers looking to celebrate New Year's and Christmas with an unforgettable flair. Here's how a trip to Taiwan could be the most memorable way to start a new chapter!

Dazzling Festivities and Fireworks in Taipei

The capital city, Taipei, takes the lead with one of the world's most spectacular New Year's Eve fireworks displays. As the clock strikes midnight, Taipei 101, one of the tallest buildings globally, lights up the sky with a dazzling pyrotechnic show that's accompanied by music and cheers from a crowd that includes both locals and international tourists. The nearby Xinyi District, with its buzzing atmosphere, street performances, and endless food stalls, makes it an experience to cherish. Imagine standing shoulder-to-shoulder with people from across the world, counting down to the New Year as Taipei 101 bursts into life with colors and lights — it's magical.



Explore Festive Christmas Markets and Attractions

Many areas in Taipei, Taichung, and Kaohsiung are decked out with holiday decorations, and you'll find Christmas markets filled with local crafts, seasonal delicacies, and gift items. A visit to the "Christmasland" in New Taipei City is a must. This vibrant annual event boasts Taiwan's tallest Christmas tree, live concerts, 3D light shows, and shopping galore. It's an exciting atmosphere where you can savor Taiwan's take on holiday joy.

Hot Springs Getaways for a Warm Holiday Experience

A perfect way to recharge for the New Year is by indulging in Taiwan's famous hot springs. Beitou and Wulai are two areas where you can soak in mineral-rich springs surrounded by scenic mountains. The cold winter weather contrasts beautifully with the warm, soothing waters, creating a luxurious, rejuvenating experience that feels worlds away from the usual holiday rush. Imagine unwinding in an outdoor hot spring with a view of misty mountains — a serene way to end the year and start afresh.



Traditional Temples and New Year's Blessings

For a spiritual start to the New Year, Taiwan's temples offer a unique experience. Many people visit temples to seek blessings for health, prosperity, and happiness in the coming year. Lungshan Temple in Taipei and Fo Guang Shan Monastery in Kaohsiung are popular spots where you can join locals in lighting incense and offering prayers. This sacred moment provides a deeply grounding experience, balancing the holiday celebrations with a quiet moment of gratitude and hope.

Delicious Festive Feasts with a Taiwanese Twist

Taiwan's culinary scene is a feast for the senses, and the holiday season is no exception. You'll find festive treats like pineapple cakes, bubble tea, and Taiwanese sausage, but don't miss out on the winter specialty, hot pot. Gathering around a steaming hot pot filled with fresh vegetables, tender meats, and fragrant broths is a communal way of dining that resonates with the Indian tradition of sharing meals with loved ones. From night markets to high-end restaurants, Taiwan offers countless dining options that make your holiday meals memorable.

As the countdown to New Year's begins, Taiwan invites you to embrace a new start in the land of endless discovery.



Make this New Year one for the books by ringing it in from the heart of Taiwan!

For more information, please contact:

Taiwan Tourism Information Centre (TTIC) in Mumbai.

Address: Suite No. GRA 102/7 Raheja Platinum, WeWork, Marol, Andheri East, Mumbai, Maharashtra-400059

Email: info@blinkbrandsolutions.com | Website: taiwan.net.tw



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 November 2024.



March 21 – April 20

November brings energy to your career as Mars fuels ambition and productivity. Your relationships benefit from clear communication. Mid-month, prioritize personal growth and reflection. Balance work and social life to avoid burnout.



July 23 – August 21

You'll be in the spotlight this month, Leo, particularly in work settings. Creativity flows freely, leading to potential advancements. Your love life sees warmth and harmony, but make room for meaningful conversations to avoid misunderstandings.



November 23 – December 22

You're full of energy and optimism as November unfolds. This is a great time to plan for the future. Relationships are harmonious, with open conversations paving the way for deeper connections. Financially, it's a good time to invest.



April 21 – May 21

November is a time for adventure, Taurus. Travel or learning opportunities may present themselves, expanding your horizons. With Venus enhancing relationships, strengthen bonds. Financially, take a cautious approach and plan for the future.



August 22 – September 23

Home and family are in focus for you, Virgo. This is an ideal time for home projects and reconnecting with loved ones. Professionally, take a step back and analyze your goals. November is about finding balance and peace in all areas.



December 23 – January 20

November encourages rest and rejuvenation. Reflect on the past year and recharge your energy. Professionally, new ideas emerge, but wait before implementing them. Relationships benefit from patience and understanding.



May 22 – June 21

This month, you're focused on partnerships. Expect deeper connections and meaningful conversations. Around mid-month, you may experience personal growth. Financial gains are likely, so be open to new investments or ventures.



September 24 – October 23

Your social life is vibrant this month. Networking opportunities arise, enhancing both career and personal life. Romance is likely to flourish, but prioritize open communication. Financially, it's a good time to review expenses and budgets.



January 21 – February 19

Your social life lights up, and networking brings opportunities. Creative projects receive a boost, and your unique ideas are noticed. Romantic sparks fly, but make time for self-care. Financially, stick to your budget and avoid impulse purchases.



June 22 – July 22

November encourages introspection. Relationships may take center stage, and emotional discussions are likely. Professionally, new ideas emerge that can propel you forward. Keep an eye on health, and carve out time for self-care.



October 24 – November 22

Happy Birthday, Scorpio! November brings personal growth and self-discovery. Focus on setting new goals and strengthening finances. Romantic connections deepen, but make time to reflect on what truly brings you happiness.



February 20 – March 20

November is all about career growth and professional recognition. Your hard work pays off, bringing new opportunities. Relationships may require open, honest communication. Spend time reflecting on personal goals and aspirations.

Travel Worldwide organises exclusive FAM Trip to Puri

Travel Worldwide, a leading name in MICE and wedding tourism, organised a FAM trip covering Odisha's famed Golden Triangle – Puri, Bhubaneswar, and Chilika Lake – for 80 guests, ensuring a blend of culture, spirituality, and adventure over a 4-night, 5-day journey. The trip commenced with a grand welcome at Bhubaneswar Airport on September 5, where guests embarked on a journey through the breathtaking Konark Sun Temple, the serene Chandrabhaga Beach, and the historic Ramchandi Temple before arriving in Puri. The tour featured spiritual highlights like Jagannath Temple and Gundicha Temple, along with local shopping in Puri. Moving on, guests explored Asia's largest Chilika Lake, with a boat ride to Kalijai Temple, and continued to Bhubaneswar, visiting landmarks like the Lingaraj Temple, Dhauli Peace Pagoda, and the famed Nandankanan Zoo. With comfortable



3-star accommodations, delectable MAP meals, and a special gala dinner, this journey provided an unparalleled experience for travel enthusiasts.

Trust Travel Worldwide for your next MICE or destination wedding—your one-stop solution for impeccable travel planning and unforgettable experiences. ■



Bariza Events and Holidays DMC organises FAM Trip to Vietnam



Bariza Events and Holidays DMC, specialising in bespoke travel experiences, recently organised a FAM trip for travel agents to Vietnam. Spanning over 08 nights and 09 days, the trip covered four of Vietnam's most iconic destinations: Hanoi, Ha Long Bay, Danang, and Ho Chi Minh City. The carefully curated itinerary provided participants with a blend of cultural exploration, luxury accommodations, and exquisite dining experiences. The journey began with 2 nights in Hanoi, 1 night on Ha Long Bay Cruise, 3 nights in Danang and 2 nights in Ho Chi Minh City. The FAM trip attracted travel agents from across India, representing key cities such as Rohtak, Ghaziabad, Greater Noida, Mumbai, Pune, Hyderabad, Ahmedabad, Cochin, Guwahati, and Chennai. ■



Fairmont Jaipur

Fairmont Jaipur has appointed **Gagan Katyal** as the new Director of Sales. At Fairmont Jaipur, Gagan will oversee the sales department, driving both inbound and outbound sales strategies to further strengthen the hotel's position as a leading luxury destination. He will also play a pivotal role in fostering client relationships, elevating Fairmont Jaipur as a preferred venue for weddings, conferences, and high-profile events.



Mayfair Elixir

Mayfair Elixir has appointed **Randhir Gupta** as Vice President - Commercial and Business Development. In his new role at Mayfair, Gupta is expected to leverage his deep industry knowledge and strategic insight to drive commercial growth and spearhead development initiatives. His expertise aligns with Mayfair's vision of expanding its presence and enhancing its market leadership in the hospitality industry.



Minor Hotels

Minor Hotels has appointed **Rohit Chopra** as Area Commercial Director, India, as the group sets its sights on increasing its presence in the country. In his new role at Minor Hotels, Chopra will spearhead commercial activities across the group in India, emphasising driving revenue growth, building long-lasting client relationships, and enhancing customer satisfaction and loyalty. Chopra will report to Vijay Krishnan, VP Operations, India, and Richard Beh, VP Commercial, Asia.



Marriott Agra & Gurugram

Courtyard by Marriott has promoted **Mallika Chugh** to Cluster Manager, Marketing Communication for Courtyard by Marriott Agra and Courtyard by Marriott Gurugram. With over 2.5 years of experience at Marriott, Mallika has played a pivotal role in driving successful marketing campaigns, including the pre-opening strategies for Four Points by Sheraton Sonmarg and Fairfield by Marriott Agra.



Tamarind Global

Tamarind Global has appointed **Alisha Shirodkar** as Vice President - Strategy. In her second innings with Tamarind Global, Alisha will play a vital role at the helm to drive the company's growth strategy, enhancing business prospects, and making marketing increasingly immersive across all channels. In her new role as Vice President – Strategy, Alisha will focus on harnessing Tamarind Global's legacy, credibility, and vast industry expertise that the brand brings.



The Lodhi

The Lodhi, New Delhi has appointed **Sheena Tandon** as the new Director of Sales & Marketing. In her new role, Tandon will oversee the strategic sales, marketing, and business operations, and lead all aspects of the Sales & Marketing department. Her core responsibilities will include driving revenue growth, enhancing guest and employee satisfaction, and monitoring the financial performance of the department.



Udman Hotels & Resort

Udman Hotels & Resorts has appointed **Vaibhav Verma** as its Chief Executive Officer (CEO). With an illustrious career spanning over 28 years Vaibhav brings a wealth of experience, knowledge and insight that is perfectly aligned with Udman's vision for the future. He will play a pivotal role in steering the brand to the next phase of strategic growth, which includes an ambitious expansion plan to increase the portfolio from 7 boutique and luxury hotels to 50 within the next five years.



Lyfe Hotels

Lyfe Hotels Bhubaneswar has announced the appointment of **Vaishakh Surendran** as its new General Manager. With over 24 years of experience in the hospitality industry, Vaishakh brings a wealth of knowledge and expertise to his new role. Renowned for his extensive experience in hotel and resort operations, particularly in front office management, and his leadership qualities, Mr. Surendran has consistently delivered top-tier results throughout his career.



INTRODUCING AIR INDIA'S NEW GROUP BOOKING MANAGER

Seamlessly manage group bookings for 10 or more PAX.

KEY BENEFITS



Quick
Response



End-to-End
Automation



Real Time
Updates



24x7
Availability



Convenient
Payment Options

For further details log onto
<https://www.airindia.com/in/en/book/group-ticket-booking.html>

More features coming soon!

Looking for comfort and convenience for your clients' visa submission process?

Choose VFS Global's

VISA AT YOUR DOORSTEP

service

With **Visa At Your Doorstep**, as an optional service, the VFS Global team will visit your clients' location to complete the entire visa submission including the biometric process, as per their convenience and flexibility. Your clients do not need to visit our Visa Application Centre, as VFS Global's team will visit their location.

Available on weekdays, weekends, and public holidays.

Service includes:

- ✔ Visa submission process
- ✔ Biometric information (fingerprint & digital photograph)
- ✔ Passport collection & delivery

The 'Visa At Your Doorstep' service is offered for 18 destination countries in India:

Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Slovenia, Switzerland and the United Kingdom (On Demand Mobile Visa).



Book 'Visa At Your Doorstep' for your clients now
Visit: www.vfsglobal.com/visa-at-your-doorstep/

For exclusive deals and incentives, write to us on:
b2bsales@vfsglobal.com