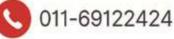


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SPOTLIGHT

Kesari Tours: A legacy of Passion, Purpose, and Pioneering Journeys









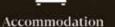
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EDITORIAL

Letter from the *Editor's Desk*

ear Readers,

Welcome to the July issue of BOTT, which is a deep dive into the evolving landscape of India's outbound travel market, capturing the pulse of both demand and destination.

AVIATION

OM

As Indian travellers continue to explore the world with renewed enthusiasm and purpose, we reached out to over 15 of the country's leading travel advisers to understand what's shaping current travel preferences—be it experiential journeys, multi-generational trips, or niche interest-based getaways. Their insights shed light on how Indian travellers are more informed, confident, and curious than ever before.

To complement this domestic perspective, we spoke with the tourism heads of nearly 20 countries to understand how they view the Indian market today. From Asia to Europe, and the Americas to Africa, their candid responses highlight the growing significance of India as a key source market. They also shared their targeted promotional strategies, tactical partnerships, and long-term vision to attract Indian travellers. The result is a comprehensive snapshot of the global travel community's response to the dynamic Indian outbound traveller.

We are proud to share that this special July issue will also be circulated at the OTOAI Convention in Moscow, putting the voice of Indian travel trade professionals directly into the international spotlight.

Here's to continued exploration, stronger global collaborations, and meaningful travel stories from every corner of the world.

Wishing all our readers a happy and safe monsoon season.

Happy Reading!

Warm regards,

Priyanka Saxena Ray Editor, BOTT India



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SHORT NEWS -



ATMOSPHERE Core Expands In Rajasthan With Aryaville By Atmosphere Jaipur

Atmosphere Core has signed ARYAVILLE by ATMOSPHERE JAI-PUR in partnership with Harbinger Recreations, marking its second project in Jaipur after THE OZEN COLLECTION. Slated to open in Q1 2028, the luxury resort

will offer 244 elegant accommodations near Jaipur's historic centre. Under the "BY AT-MOSPHERE" sub-brand, it will feature villas with plunge pools and scenic views of the Aravalli hills, promising a refined Rajasthani escape just an hour from Jaipur International Airport.

SURESTAY BY BEST WESTERN SIGNS 10TH Hotel in India, second in Ayodhya



BWH Hotels has signed its 10th SureStay by Best Western in India with a new property in Ayodhya, set to open in 2027. Located just 5 km from Shri Ram Janmabhoomi Temple, the hotel will offer modern guestrooms, a restaurant, and a multi-purpose hall. This marks the brand's second hotel in Ayodhya and reflects its commitment to midscale growth in emerging Indian markets amid rising tourist demand and infrastructure development.

APEEJAY SURRENDRA PARK HOTELS EXPANDS WITH NEW SIGNINGS IN JAIPUR AND GOVARDHAN

A peejay Surrendra Park Hotels has announced two new hotel signings: THE Park Jaipur, a joint venture with Goyal Group, and Zone by The Park in Govardhan, Uttar Pradesh. THE Park Jaipur, a 150-key luxury hotel in Kukas, will be a vibrant wedding and conference destination. Zone by The Park Govardhan will feature 75 rooms catering to spiritual and leisure travellers near Mathura and Vrindavan.

RADISSON HOTEL GROUP OPENS D SQUARE STATUE OF UNITY KEVADIA

Radisson Hotel Group continues to strengthen its presence in India with the opening of D Square Statue of Unity Kevadia, a member of Radisson Individuals. Strategically located in Ekta Nagar, Gujarat, the hotel features 91 elegantly appointed rooms, Sankalp - all-day dining restaurant, world-class event facilities, including the Silver Pavilion, ideal for weddings, conferences, and large social gatherings.



CHEVAL COLLECTION LAUNCHES LOYALTY PROGRAMME WITH GHA

Cheval Collection has launched its guest loyalty programme, Cheval Discovery, in partnership with Global Hotel Alliance. The group is the first serviced apartment operator in Europe to join the programme, which has more members per room than any other loyalty scheme in the sector. GHA Discovery has in excess of 30 million members



around the world and offers members the flexibility to redeem earnings against more than 850 high-end properties.

RUBYSTONE SIGNS A PREMIUM PROPERTY IN VRINDAVAN



Rubystone Hospitality has announced the signing of its 12th property in the spiritually vibrant city of Vrindavan, just 500 meters from the iconic Prem Mandir. The hotel promises a perfect blend of comfort and connectivity for pilgrims, families, and leisure travellers. Highlights include well-furnished rooms, a multi-cuisine restaurant, a rooftop café with temple views, and a serene, nature-inspired setting.



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SHORT NEWS

ETIHAD AIRWAYS LAUNCHES LOYALTY PARTNERSHIP WITH VIETNAM AIRLINES



Etihad Airways and Vietnam Airlines have signed a frequent flyer partnership agreement to

allow loyalty members of either airline to earn and redeem miles across both networks from 1 July 2025. The MoU was designed to strengthen ties between the airlines and formalised a commitment to explore further collaboration for both Etihad and Vietnam Airlines' customers. Etihad will begin flights to Hanoi in November this year.



STARCRUISES LAUNCHES STAR VOYAGER SAILINGS FROM HONG KONG TO JAPAN & TAIWAN

Following the announcement of Star Voyager's extended deployment in Hong Kong through 14 November 2025, StarCruises is delighted to unveil a vibrant line-up of both new and well-loved itineraries. Driven by strong and positive demand, these sailings offer guests more options to explore popular and captivating destinations across East and Southeast Asia. Sailing weekly from the conveniently located Hong Kong Ocean Terminal, Star Voyager will now offer a total of 45 sailings during its more than five-month homeport stay in Hong Kong.

TAFI WESTERN INDIA ELECTS NEW LEADERSHIP FOR 2025-2027



The Western India Chapter of the Travel Agents Federation of India successfully held its AGM and elections on June 26, 2025 at the Bombay Presidency Golf Club. The event drew strong member participation, reflecting unity and enthusiasm within the travel trade community. Jay Kantawala (WIYO Travel) was elected Chairman, joined by Arun Iyer (Secretary), Satbir Singh Narula (Treasurer) and Kalpana Sawlani and Manish Mayani as Committee Members for the leadership team for the 2025–2027 term.

FAIRMONT MAKES HISTORIC JAPAN DEBUT WITH OPENING OF FAIRMONT Tokyo

Fairmont Hotels & Resorts has made its debut in Japan with the opening of Fairmont Tokyo on July 1, 2025. Located in the newly developed 'BLUE FRONT SHIBAURA' Tower South, the hotel occupies floors 35 to 43 and offers easy access to Tokyo's major transport hubs and landmarks. Blending luxury with local charm, the hotel features tranquil surroundings, scenic canal views, and elegant interiors.



KLOOK LAUNCHES 'THE BEST YOU' CAMPAIGN IN INDIA WITH BHARTI SINGH

Klook has unveiled its new India campaign, 'The Best You', featuring comedy icon Bharti Singh in a heartwarming shift from laughter to self-discovery. The storytelling-driven campaign highlights the emotional power of travel through a brand film showcasing Bharti's transformative journey. With this initiative, Klook reinforces its message that travel isn't just about destinations—it's about personal growth.





DUSIT TO LAUNCH FIRST ALL-INCLUSIVE LIFESTYLE RESORT IN MALDIVES

Dusit Hotels and Resorts is set to soft launch dusitD2 Feydhoo Maldives on 27 July 2025 — its first all-inclusive lifestyle resort and second property in the Maldives. Located just seven minutes by speedboat from Velana International Airport, the resort features 127 stylish beachfront and overwater villas with private decks and plunge pools. The resort promises effortless stays for modern travellers seeking connection, freedom, and adventure.



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TBO Platinum launches Platinum Collection: A new benchmark in luxury hotel distribution

TBO.COM, one of the world's leading B2B travel distribution platforms, has recently announced the launch of its Platinum Collection, a curated portfolio featuring the world's most exclusive and distinguished luxury hotels. This strategic initiative reflects TBO's strategic focus on the growing luxury travel segment.

BOTT Desk

uxury travel is being shaped by five emerging travel trends: luxury travel advisors, digital innovation, hyper personalization, sustainability, and the demand for unique experiences. High-end travellers are seeking tailor-made adventures, immersive cultural encounters, and destinations that offer both novelty and accessibility. The Platinum Collection is designed to meet these evolving expectations offering luxury hotels direct access to TBO's secure and closed B2B network, and connecting them with a global base of high-value retail travel agents.

"With the Platinum Collection, we are not just offering enhanced visibility for Hotels, we are creating a premium ecosystem where luxury hotels can confidently engage with the right agents and the right travellers," said Ankush Nijhawan, Co-Founder & Joint Managing Director at TBO, adding, "We're focused on delivering value on both sides hotels gain qualified exposure, and agents get reliable access to and benefits within exceptional luxury properties."

The Platinum Collection equips Travel Agents with powerful tools, curated content, and priority access to premium properties making it easier than ever to serve high-end clients with confidence and care. In addition, TBO Platinum users will benefit from enhanced reliability, competitive rates with TBO exclusive value-added services (VIP treatment during check in, complimentary room upgrades, many more), ensuring they can consistently deliver exceptional experiences to even the most discerning travellers. **BOTT**



Ankush Nijhawan, Co-Founder & Joint Managing Director at TBO

Platinum Collection Highlights for Hotels:

- Top-tier visibility and dedicated hotel landing pages
- Targeted marketing digital campaigns based on demand and hard-to-reach source markets
- Exclusive data insights and conversion analytics
- Access to high-value agents powered by TBO Academy
- Platinum deals will be available exclusively to Travel Advisors



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AIR CAMBODIA

SPOTLIGHT

In an exclusive chat with **BOTT**, **Yummi Talwar**, Chief Operating Officer, South Asia, VFS Global discusses how the company is adapting to India's booming outbound travel market with enhanced visa services, digital innovation, and customer-centric solutions. She also highlights the role of AI and technology in streamlining the visa application process for today's travellers.

Gunjan Sabikhi

VFS GLOBAL



Keeping pace with applicant requirements in a secure and seamless manner

ow is VFS Global in South Asia adapting its services to meet the increasing demand for visa processing?

Outbound travel has been on the rise over the last couple of years, and our core focus has always been to make the applicant journey seamless, secure, and convenient.

We have augmented capacity at our Visa Application Centres and opened 13 Premium Application centres for UK Visa customers from Tier 2 and 3 cities.

Our Visa At Your Doorstep (VAYD) service for 19 client governments allows applicants to complete their visa process, including biometric enrolment, from their preferred location. We have also introduced Prime Time, our exclusive after-hours visa application service.

Could you elaborate on the digital innovations VFS Global has introduced to enhance customer convenience and reduce turnaround times?

We have consistently invested in technology, and innovation has been a key strength of ours. We launched a new, generative AI-powered chatbot to enhance customer support for travellers to the UK.

The AI-powered chatbot, developed internally, utilises advanced Generative AI technology to offer human-like, conversational support through both voice and text commands, providing instant, accurate, and accessible information for customers travelling to the UK.

How is VFS Global working with governments to keep pace with the changing needs of clients?

As a trusted partner to client governments, we handle the front-end administrative tasks in the visa application process. We aim to ensure that we follow the guidelines laid down by the client government in a transparent manner. Our services align with local requirements, with dedicated teams in each region collaborating with consulates and embassies to ensure compliance and implement best practices.

What advice would you give to the travel trade community to ensure smoother visa journeys?

We work closely with most of the travel associations in India. In India, travellers rely on the advice of the travel trade when planning their holidays and applying for a visa is an essential component of the travellers' journey. We advise travellers to book in advance during peak season. Visa appointments can only be booked on www. vfsglobal.com. Finally, we have introduced a referral programme that will incentivise them to offer value-added services. **BOTT**





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- Morocco

LEADING OUTBOUND TRAVEL ADVISERS decode India's Outbound travel trends

As global travel continues to evolve in a landscape marked by shifting geopolitics and rising consumer aspirations, BOTT India connected with 15 leading outbound travel specialists to get their expert take on what lies ahead. In a candid exchange, they shared insights on traveller sentiment, trending destinations, booking behaviours, and how Indian travellers are reacting to growing international uncertainties including airspace closures and airline disruptions. The responses offer a nuanced picture of resilience, adaptability, and emerging opportunities in India's outbound tourism sector over the next six months.

Compiled by Priyanka Saxena Ray, Gunjan Sabikhi and Shreya Shimpi



Himanshu Patil, President, OTOAI Future of Outbound Travel

In the next six months, outbound tourism from India looks promising with positive traveller sentiment. East Asian countries like Thailand, Vietnam, and Japan are trending due to easier visas and value-for-money experiences. We're also seeing growing interest in longhaul destinations like Australia and New Zealand, especially among families and

premium travellers.

While recent events have caused some temporary caution, we believe this phase is short-lived. Indian travellers remain resilient, and the desire to explore remains strong. The trade fraternity is adapting quickly, and we anticipate outbound travel momentum to bounce back soon.



Riaz Munshi, Past President, OTOAI Future of Outbound Travel

The outlook for outbound tourism from India over the next six months remains promising, driven by a growing appetite for international experiences, particularly among millennials, families, and new-age explorers. Destinations offering visa ease, seamless connectivity, and immersive cultural or nature-based

experiences, such as Southeast Asia, Europe, the Middle East, and parts of Africa are seeing strong traction. Notably, there's a clear trend toward advance bookings, especially for festive and year-end travel, reflecting renewed confidence in planning ahead.

Impact of Geopolitical unrest and Aviation disruptions

The recent Air India tragedy was devastating and has left a deep impact on all of us. Additionally, the geopolitical tensions and airspace disruptions do raise concerns, but even in the face of uncertainty, Indian travellers continue to adapt with care and resilience. They are not untouched by fear, but they are thoughtful, informed, and forward-looking. More than ever, we're seeing travellers make considered choices, seeking reassurance through trusted travel advisors, choosing reliable airlines, and prioritizing safety. Flexible itineraries, transparent communication, and comprehensive insurance are no longer add-ons, they're essentials. Despite these headwinds, the spirit of discovery hasn't dimmed.

Manoj Samuel, CEO and Director, Riya - The Travel Expert Future of Outbound Travel

The next six months look promising for outbound travel from India. With conscious and experience-seeking travellers on the rise—especially among the 18–34 age group—there's growing interest in sustainable, wellness, and immersive tourism. Shorthaul destinations are booming, and



travel gaps are shrinking as spontaneous travel gains traction. However, price sensitivity remains a key concern, pushing demand for economical packages. The surge in online booking platforms has intensified pricing competition, compelling travel businesses to innovate continuously. Embracing a digital-first approach, Riya is leveraging technology, user-friendly interfaces, and real-time connectivity to deliver seamless service with minimal human intervention.

Impact of Geopolitical unrest and Aviation disruptions

While the recent Air India tragedy and global geopolitical

unrest have impacted sentiment, I feel that a full-scale outbound travel slowdown is unlikely. Travellers are becoming more risk-aware, carefully selecting airlines and destinations. Long-haul travel to Central Asia and certain GCC nations (excluding the UAE) may witness temporary disruption. However, Southeast Asia—particularly Thailand, Singapore, Malaysia, Vietnam, and Japan—remains a preferred alternative. Domestic travel, including Kashmir, is also expected to benefit as some travellers opt for safer, local options. The trade is adapting fast, offering interest-based itineraries and alternate routes to cater to shifting preferences. While some patterns may change, the underlying momentum of outbound travel remains intact.



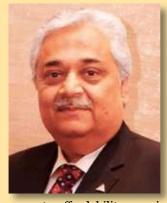
Ajay Prakash, President, TAFI

Impact of Geopolitical unrest and Aviation disruptions

The AI 171 crash has undoubtedly jolted traveller sentiment severely. The hostilities between Iran and Israel leading to sudden, widespread airspace closure coupled with a series of technical snags being reported across various airlines has thrown

civil aviation into turmoil. Holiday plans and business travel have been hit equally. Flights have been abruptly cancelled or have been forced to turn around and return to the point of origin. International travel is in a mess right now.

Outbound travel, especially to the West has seen a slowdown. All non-essential travel is being put on hold and passengers have begun to enquire about the airline and the aircraft and even the seat! But the loss of the Western countries has translated into a windfall for the East. Vietnam, Thailand, Malaysia and Singapore have gained in popularity with Indian holiday makers.



Shreeram Patel, Hon. Secretary General, TAAI Future of Outbound Travel

While Indian travellers remain eager to explore international destinations post-pandemic, there's an increasing tendency toward riskaverse planning. Travellers are prioritizing safety, flexibility, and visa clarity. Thailand, Vietnam, Indonesia, and Malaysia are thriving due

to affordability, proximity, and visa ease, these are the new preferred destinations. UAE, Oman, and Qatar continue to attract Indian tourists, especially for events, shopping, and short holidays. Maldives, Mauritius, and Seychelles are in demand for luxury and honeymoon travel having direct flight connectivity. USA and Europe still popular, but facing headwinds from visa delays, high airfares, and security concerns.

Impact of Geopolitical unrest and Aviation disruptions

There is certainly an impact of global unrest, airspace

closures, and aviation incidents. The Air India incident and other aviation safety concerns have dented short-term trust in some full-service carriers but haven't reversed the overall travel momentum. Flight safety is now a talking point, especially among older and family travellers. The coming six months will likely to see a geographical shift in outbound destinations with a continued bias toward short-haul, safe, and affordable travel with more informed and cautious traveller base, with higher expectations around safety and transparency.

Shravan Bhalla, Director, High Flyer and Vice President, OTOAI

Future of Outbound Travel

The travel industry continues to face fluctuations globally, with recent disruptions affecting travellers due to last-minute airspace closures, cancellations, and rerouted flights. Those who booked online without the support of a travel professional were the most im-



pacted. As a result, traveller behaviour is shifting—there's a clear preference for direct flights, visa-free or easy-visa destinations, specific aircraft choices, and shorter travel durations. A growing number of travellers are returning to offline bookings, seeking personalised guidance amid the evolving global landscape. These changes reflect a larger trend shaped by socio-economic factors and international uncertainties, where trust, convenience, and safety now drive booking decisions more than ever.

Impact of Geopolitical unrest and Aviation disruptions

Rising geopolitical tensions, selective airspace closures, and incidents like the recent Air India tragedy have temporarily slowed outbound travel momentum. The travel industry, often the first to be affected by global events, is navigating yet another challenging phase. While some destinations have seen a drop in Indian visitors, others have benefitted from redirected demand. Tour operators are responding by avoiding conflict-prone regions and advising clients to choose flexible booking options. The emphasis on travel insurance has grown significantly, with travellers now more cautious and prepared. While the slowdown is evident, it is widely seen as temporary, with the industry poised to rebound with informed, safety-conscious travel.

Vasudha Sondhi, Managing Director, Outbound Marketing India Future of Outbound Travel

We are already seeing a slowdown in travel queries, though this may be shortlived. Air India has reduced or suspended many of its international routes, and we're hearing reports of other airlines grounding aircraft for comprehensive maintenance. Travellers are currently in



INDUSTRY INSIGHT -

a wait-and-watch mode, with many European flights being rescheduled or rerouted. This situation may lead to a rise in regional tourism across Asia and Europe, while domestic tourism is likely to gain further traction in India. Destination weddings could see an impact, with more high-profile celebrations possibly shifting to Indian locations in the medium term.

Impact of Geopolitical unrest and Aviation disruptions

The travel and hospitality industry remains fragile, heavily influenced by shifting geopolitical dynamics. As we work with international hotels and destinations, we're hearing of reduced travel from key source markets like the US. COVID has already taught travel sellers to go beyond traditional boundaries—today's travel designers are curating seamless journeys both within India and internationally. The Air India incident was tragic and should not have occurred, but statistically, air travel remains one of the safest modes of transport. While this may affect traveller confidence in specific carriers, overall international travel demand continues, showing resilience despite isolated setbacks.



Ruchi Kohli, Chief of The Experience, Away&Co Future of Outbound Travel

Outbound travel from India is likely to stay strong in the next six months, especially among families, couples, and travellers planning meaningful holidays. People are more deliberate in their choices. They are looking for well-planned trips that offer comfort, cultural engagement, and ease of travel. Europe contin-

ues to be a preferred region, but we are also seeing increased interest in destinations like Scandinavia, Peru, Japan, and Australia. These places appeal to travellers who want something quieter, more scenic, and culturally different. There is also a gradual rise in interest for wildlife and nature-focused travel, particularly in parts of Africa.

Impact of Geopolitical unrest and Aviation disruptions

There is more caution among travellers, but not a significant decline in interest. People are keeping an eye on global developments and are more careful about choosing airlines, transit routes, and travel insurance. They want clear information and quick support in case of changes. As travel planners, we are focusing on building contingency into our planning, staying informed, and staying connected with local partners. Clients expect practical advice and a calm, organised approach to unexpected changes.

Jyoti Mayal,

Chairperson, Tourism and Hospitality Skill Council (THSC)

Future of Outbound Travel

India's outbound tourism is poised for continued growth over the next six months, fuelled by strong traveller sentiment—especially among upper-middle and premium segments. Factors like a growing middle class, rising disposable incomes, and enhanced air connectivity are driving momentum. Experiential travel remains a top priority, with countries like Singapore, Malaysia, and the UAE holding strong appeal. European destinations with stable diplomacy and improved access are also expected to gain traction. Travel companies are adapting



with curated packages, tech-led solutions, and strategic hospitality tie-ups to meet evolving preferences and ensure seamless experiences.

Impact of Geopolitical unrest and Aviation disruptions

Despite global political unrest, selective airspace closures, and the Air India incident, outbound travel from India remains robust. Indian travellers are exercising caution but not cancelling plans, reaffirming their resilience and continued appetite for international travel. The safety of air travel, supported by millions of routine flights, continues to reassure consumers.

The massive Indian diaspora and rising student outflows also sustain outbound demand. Travel for tourism remains strong, driven by a thirst for new experiences and global exploration. The trade community is responding swiftly rerouting trips, offering secure alternatives, and promoting comprehensive travel insurance. By prioritizing flexibility and safety, the industry is maintaining momentum.

Pankaj Nagpal, MD, Travstarz Global Group Future of Outbound Travel

Just as outbound travel was regaining momentum post-COVID, new geopolitical headwinds have dampened the recovery. The ongoing instability in the Middle East—especially with major transit hubs affected—has severely impacted traveller sentiment. Recent tensions between India and Pakistan have led to cancellations and boycotts of



popular destinations like Turkey and Azerbaijan. The Iran-Israel conflict and frequent airspace closures have further disrupted travel to the West. Added to this are unpredictable US visa policies, creating uncertainty for outbound travellers. As a result, both future bookings and current trips are being cancelled—right in the middle of India's peak travel season. However, demand is expected to shift eastward, benefiting destinations like Thailand, Malaysia, Vietnam, Japan, and Bali, where travel remains unaffected and interest continues to rise.

Impact of Geopolitical unrest and Aviation disruptions

The current geopolitical climate, compounded by the recent Air India tragedy, has created a grim short-term outlook for outbound travel. The incident, occurring close to home, has shaken public confidence and led to widespread concern.



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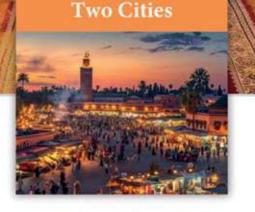
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Political instability, safety fears, and airspace uncertainties are weighing heavily on travel sentiment. However, if the ceasefire between Iran and Israel holds and the situation stabilizes, a rebound is likely from September onward. Nagpal remains cautiously optimistic, noting that the travel industry-and travellers themselves-have shown strong resilience post-COVID. If global conditions improve, a fresh wave of "revenge travel" could once again drive outbound momentum in the coming season.



Rahim Aslam, Founder of One Above Global DMC Future of Outbound Travel

From One Above DMC's perspective, outbound travel from India is not just evolving-it's accelerating. With the world offering 195 countries and India's middle and upper-middle class expanding rapidly, the growth trajectory is undeniable. Travel sentiment remains highly dynamic; unrest in one region simply redirects demand to another. For

instance, after the Philippines introduced visa-free entry for Indians, interest surged by 100% within just 15 days.

Indian travellers adapt fast. Temporary boycotts may arise, but the market moves on quickly. Currently, we're seeing strong bookings for Georgia, Russia, the Philippines, and Bali across FITs, MICE, and small groups. The demand is real, the shift is swift, and travellers are booking with renewed confidence.

Impact of Geopolitical unrest and Aviation disruptions

Tourism is often the first casualty during crises, but it always finds a way back. Despite current geopolitical uncertainties, we're not seeing a slowdown-movement remains steady across key destinations. In fact, MICE and group travel bookings are already in place for August onwards. Maldives and island destinations have recorded a 30% rise in demand since May. Indian travellers remain cautious but undeterred. The trade is active, partner confidence is high, and bookings continue to grow. From our vantage point, the Indian outbound market remains resilient and is set to gain further momentum in the months ahead.



Anil Kalsi, **MD, Ambe World Travels** Future of Outbound Travel

Over the next six months, the East is expected to lead outbound travel growth from India, driven by easier visa processes, better air connectivity, and affordability. Destinations like Thailand are already seeing impressive numberscrossing one million Indian arrivals earlier this month-reflecting strong and sustained demand in the region.

Impact of Geopolitical unrest and Aviation disruptions Travel agents remain optimistic and continue to serve as catalysts for market recovery. Despite the recent Air India incident and ongoing global unrest, the Indian outbound market is expected to bounce back quickly as stability returns. Air India's renewed focus on safety will help rebuild trust, and Indigo's upcoming long-haul launches—with potential CRS inventory access for agents—will boost reach and bookings. I'm confident that 2025 will mark a full resurgence for international travel.

Sidharth Khanna, **General Secretary, OTOAI** Future of Outbound Travel

Looking ahead, the outlook for outbound travel from India appears optimistic. While there was a slight slowdown this season, it was more visible in hotel bookings and land arrangements, which many travellers chose to book through international online platforms. Interestingly, despite this dip, flights



remained fully booked, indicating a strong appetite for international travel. India's geographical advantage continues to influence travel patterns. This season, destinations in Asia-particularly Japan—emerged as top sellers.

Impact of Geopolitical unrest and Aviation disruptions

The global travel industry continues to face challenges stemming from geopolitical tensions and aviation-related disruptions. A recent tragedy involving Air India served as a sobering reminder of the vulnerabilities in aviation. Despite a temporary dip in confidence, Air India remains a preferred airline for many travellers and agents alike. With its aggressive steps toward fleet modernization and safety assurance, the airline is expected to rebound strongly.

Vineet Gopal, **Director, Engee Holidays and Executive Board Member. OTOAI** Future of Outbound Travel

India's outbound travel market is on a strong recovery path. With over 3 crore international trips in 2024 and nearly 51 lakh departures in the first two months of 2025, growth remains steady. The next six months are expected to see further momentum, driven



by festive travel, MICE, weddings, and rising disposable incomes. Preferred destinations are evolving. Japan is witnessing a surge due to seasonal charm and visa ease, while Bali remains popular among leisure travellers. Australia is attracting long-haul FITs, Europe continues to appeal to those with valid Schengen visas, Thailand leads MICE, and Sri Lanka is resurging with wellness and value-driven offerings.

Impact of Geopolitical unrest and Aviation disruptions

Recent geopolitical tensions and the Air India incident have caused some short-term disruption, particularly in long-haul travel. Airspace closures across the Middle East

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INDUSTRY INSIGHT -

and Central Asia have extended flight times and raised operational costs, while safety concerns have led to trip postponements—especially among first-time travellers.

However, a major slowdown is unlikely. The industry has adapted quickly—agents are re-routing clients via safer hubs, promoting travel insurance, and offering clear guidance on risks and alternatives. Travellers, now more mature and digitally aware, are opting to delay rather than cancel, or choosing easier-access destinations. These are temporary challenges. The fundamentals of India's outbound market rising affluence, youth-driven demand, and growing global curiosity—remain unchanged.



Sunu Mathew, CEO, C World Holidays & Weddings Future of Outbound Travel

With ongoing flight disruptions due to the Iran-Israel conflict, Indian travellers are shifting focus to destinations that offer safety, accessibility, and simplified visa processes. Short-haul spots like Japan, Thailand, Sri Lanka, Vietnam, the Philippines, Malaysia, and the Maldives are gaining popularity. In Europe, Swit-

zerland, Italy, and France continue to attract interest—provided flight routes remain unaffected. Travellers seeking cooler climates and offbeat experiences are increasingly considering Scandinavia and Central Asia (including Uzbekistan and Kazakhstan). Australia and New Zealand remain in demand, albeit with slower movement. As tour operators, we are proactively assisting clients with flexible re-bookings and alternate plans to ensure smooth travel.

Impact of Geopolitical unrest and Aviation disruptions

Geopolitical tensions and sudden flight cancellations have made Indian travellers more cautious, particularly regarding non-refundable bookings. I've personally experienced these challenges—facing losses on prepaid hotel and sightseeing arrangements due to abrupt changes. Travellers are now more informed and seeking assurance before finalising plans. At C World, we're addressing these concerns by promoting flexible booking policies, encouraging travel insurance, and working closely with partners to enhance refund and rescheduling support. The approach has shifted from simply booking a holiday to planning smart, secure, and adaptable travel experiences.



Jay R. Bhatia, Director, Tulsidas Khimji Holidays Future of Outbound Travel

India's outbound travel market is expanding rapidly, with travellers undeterred by recent geopolitical disruptions. Despite tensions between India and Pakistan, airspace closures, and instability in regions like Azerbaijan, Turkey, and the Middle East, Indian travellers are shifting focus to safer, well-connected destinations. Hotspots across the Far East and Southeast Asia—such as Vietnam, South Korea, Singapore, Thailand, Malaysia, Japan, Hong Kong, and Bali—are witnessing strong demand.

Impact of Geopolitical unrest and Aviation disruptions

While current geopolitical unrest, airspace closures, and the recent Air India incident have created short-term disruption—leading to flight cancellations, rerouting, and increased traveller anxiety—this is expected to be temporary. Industry efforts and partial normalization of air routes are already underway.

The Air India tragedy has served as a wake-up call across the aviation ecosystem, prompting authorities like DGCA, MoCA, and airport bodies to refocus on safety. Once enhanced protocols are in place and confidence is restored, traveller sentiment is expected to recover steadily.

Meanwhile, the trade is proactively promoting comprehensive travel insurance—not just for visas, but also covering health, adventure activities, and general travel risks—ensuring Indian travellers are better protected and more reassured in their journey planning.

Manav Soni,

Chairman – TAAI Tourism Council and TAAO National Managing Committee Member

Future of Outbound Travel

India's outbound travel continues to grow steadily, especially from Tier-1 cities and urban centres. Destinations with visa ease and affordability are thriving—Thailand, Vietnam, Indonesia (Bali), UAE, Sri Lanka, and



the Maldives remain favourites. Japan and South Korea are rising in popularity for their unique appeal, while Europe's allure is dimmed by visa delays and high costs. East Europe (Georgia, Armenia, Balkans) is gaining ground. Travel planning now happens 60–90 days in advance, with growing interest in small group and customised tours. Tier 2 and 3 markets are contributing to outbound growth, supported by increased use of AI and dynamic packaging by TAAI agents.

Impact of Geopolitical unrest and Aviation disruptions

Geopolitical tensions and the recent airline incident have heightened traveller caution. Airspace closures, rerouted flights, and safety concerns are shifting focus away from conflict-prone areas like the Middle East and parts of Europe. Travellers are seeking clarity on cancellation policies, insurance coverage, and safer alternatives—particularly in Southeast Asia, Central Asia, and Africa. The trade is adapting swiftly. TAAI members are restructuring packages around stable regions, closely monitoring advisories, and prioritising flexible booking options. Airlines are recalibrating operations, exploring alternate routes, and enhancing passenger communication. TAAI is actively facilitating partnerships with tourism boards, DMCs, and airlines, and promoting webinars and awareness drives to equip agents with the tools to navigate this evolving travel landscape confidently. BOTT



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JAMAICA Offering a plethora of high-end offerings

Jamaica is uniquely positioned to meet the evolving demands of Indian travellers who seek offbeat, immersive, and responsible travel. The destination is home to experiences that celebrate local heritage and more. **Rajeev Nangia**, Chief Operating Officer, TRAC Representations shares more.

Priyanka Saxena Ray

$^{\prime}$ ndian tourist footfalls & growth

The Indian outbound market has shown growing interest in Jamaica as a long-haul destination. Over the last calendar year, we've observed a steady and encouraging rise in engagement and traveller intent from India. In 2024, Jamaica welcomed approximately 2.4 million visitors, including 1.5 million stopover arrivals and over 800,000 cruise passengers. The country earned around USD 1.8 billion in tourism revenue — a testament to the global appeal of the destination. Notably, there was a 4.6% increase in stopover arrivals and a 23% increase in cruise passenger arrivals compared to the previous year. The Government of Jamaica recognizes the vast potential of the Indian market and is actively working to tap into it further.

Key promotional strategies

Our strategy in India has been multi-faceted. We began the year with participating at SATTE 2025, further cementing its commitment to the Indian market. We successfully launched the 'Contrasts Campaign' in India, highlighting the vibrant diversity of experiences Jamaica offers — from music and adventure to culture and cuisine. Moving forward, we organised a series of high-impact networking evenings in Delhi and Bombay, to build deeper relationships within the media and trade fraternity.

The announcement of Usain Bolt as Jamaica's Global Tourism Ambassador generated tremendous traction across Indian media, reinforcing our positioning. More recently, we introduced the '70 Years of Love' global campaign, celebrating decades of Jamaican tourism excellence. The India office is also set to represent at JAPEX 2025.



Adapting to Indian demands for offbeat and sustainable travel

Jamaica is home to experiences that celebrate local heritage — from the iconic reggae music scene and Blue Mountain trails to authentic farm-to-table dining and cultural immersion through community tourism. On the luxury front, we're promoting Jamaica's highend offerings — boutique resorts, wellness retreats, and secluded beaches. Simultaneously, we are driving sustainable tourism through eco-conscious accommodations and experiences.

New visa measures / air connections

Significant developments are underway to make Jamaica even more accessible to Indian travellers. Indian nationals are eligible for visa-free entry to Jamaica, provided they possess a valid transit visa for the UK, USA, Canada or Schengen country. We've also enhanced regional air connectivity within North America. The new Virgin Atlantic route from London Heathrow to Montego Bay plays a crucial role in simplifying travel for the Indian market. **BUT** In 2024, 2.2 million Indians travelled to the U.S. For the entire set of U.S. cities and destinations that Sartha represents, India ranked among the top 5 source markets. **Sheema Vohra**, Managing Director, Sartha Global Marketing, shares more.

Priyanka Saxena Ray

SARTHA GLOBAL MARKETING Promoting the USA in India through smart strategies



$ar{}$ ndian tourist footfalls & growth

In 2024, 2.2 million Indians travelled to the U.S. For the entire set of U.S. cities and destinations that Sartha represents, India ranked among the top 5 source markets. Despite global economic headwinds, India's stable and resilient economy is expected to continue fuelling outbound travel in 2025, with positive growth numbers to date.

Key promotional strategies

For most of the destinations we represent, we have adopted a three-pronged strategy: engaging and educating the travel trade; digital marketing, including social media, to connect with consumers; and working closely with the Indian media to generate positive PR coverage. Since Indians traveling to the U.S. are typically well-travelled, educated, and digitally savvy, social media and digital platforms are a primary focus, integrated into our overall PR and marketing efforts. Although independent travel is expected to increase further, many Indian travellers still depend on travel agents, with rising demand for customizable programs. Therefore, we partner with bespoke agencies, airlines, OTAs, and other regional and national travel companies through training and joint marketing efforts to effectively reach this audience. Our destination marketing campaigns aim to raise awareness and inspire travellers, whether they are solo travellers, couples, families, or groups.

Adapting to Indian demands for offbeat and sustainable travel

The USA is one of the few countries worldwide that offers something for every type of traveller. The various destinations that we promote feature diverse highlights and present a wealth of untapped experiences, making them perfect for offbeat, immersive travel. Despite the US being a popular and aspirational destination for Indians, many travellers are unaware of the extensive experiences available there. Our strategy to meet these shifting preferences primarily focuses on raising awareness of newer destinations beyond the well-known sites, including attractions, outdoor areas, urban neighbourhoods, small towns, and one-of-akind dining and luxury experiences.

New visa measures / air connections / trade collaborations

Air connectivity from India to the U.S. has greatly improved, exceeding pre-pandemic levels. Most European, Middle Eastern, and Asian airlines are focusing on their U.S. flights, and Air India has announced plans to expand its U.S. network. We're also encouraged by IndiGo's growth into long-haul routes and its increasing connectivity to the U.S. through airline partnerships. **BOTT**

THAILAND

Encouraging offbeat and experiential travel and promoting local tourism

Thailand recognises and welcomes eco conscious travellers and has adopted a sustainable approach to tourism, initiatives like the Bio-Circular-Green Economy (BCG) model, promoting eco-friendly accommodations. **Pinki Arora**, Marketing Representative North & East India, Bangladesh, Nepal & Bhutan, Tourism Authority of Thailand New Delhi shares more.

Priyanka Saxena Ray

\prime ndian tourist footfalls & growth

In 2024, Thailand welcomed a record 2.1 million Indian tourists, making India the third-largest source market for international visitors to Thailand. This marked a nearly 30% increase from 2023 and surpassed pre-pandemic levels. Tourism Authority of Thailand (TAT) has set a target of welcoming 2.3 million Indian tourists in 2025. This goal is part of Thailand's broader plan to attract 40 million international visitors in 2025.

Key promotional strategies

For the Indian market, our aim is to promote new destinations like Chiang Mai, Chiang Rai, Khao Yai, Koh Lanta, Koh Yao Yai and Yao Noi etc. that are full of rich culture and natural beauty. This year we introduced Amazing Thailand Grand Tourism and Sports Year 2025, offering truly exceptional experiences for travellers. TAT is committed to igniting Thailand's tourism industry to its full potential through the 5 Grand Concept, driven by strong collaboration between the public and private sectors. This initiative will promote year-round tourism, enhance travel facilitation, and highlight hidden gem cities and Thailand's soft power, as well as the 5 Must-Do in Thailand—a curated selection of must-visit destinations, must-have experiences, must-try food, must-see festivals, and must-buy local products.

Adapting to Indian demands for offbeat and sustainable travel

The Tourism Authority of Thailand encourages offbeat and experiential travel for the discerning traveller



and has been promoting local tourism to experience the Thai way for life. Lesser-known destinations and hidden gems in Thailand are being showcased to the Indian travel trade and media so that they can further promote these itineraries to their clients.

TTM+2025 that took place in Chiang Mai earlier this month, had post tours for participating agents and media to lesser-known destinations where the travellers could experience local food, traditional living as well as discover 'Thainess' in the purest form.

Thailand recognises and welcomes eco conscious travellers and has adopted a sustainable approach to tourism, initiatives like the Bio-Circular-Green Economy (BCG) model, promoting eco-friendly accommodations. Recently, TAT in partnership with Krabi Province and key stakeholders, hosted the Amazing Krabi Green Guide Fest 2025. The eco-focused festival, themed "Green Vibes," aims to position Krabi as a global model for sustainable tourism.

New visa measures / air connections

Currently as for Indian travellers, there is no visa required. One has to fill up TDAC form (Thailand Digital Arrival Card), which is a simple online form that all foreigners must complete before entering Thailand.

Earlier this year Indigo Airlines started direct flights from Mumbai & Bengaluru to Krabi. We are looking forward to direct flights to the beautiful island from North & East India as well. BOTT

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AUSTRALIA Offering over 700 curated 'Signature Experiences' for Indian travellers

Indian travellers are now opting for longer stays, exploring diverse regions, and choosing high-end experiences, reaffirming India's position as a high-value, experiencedriven market for Australian tourism. **Nishant Kashikar**, Country Manager -India & Gulf, Tourism Australia shares more.

Amit Bhasin

/ndian tourist footfalls & growth

In 2025, India became the fifth-largest source market for Australia, recording a robust strong growth in 11% year-on-year growth in visitor arrivals to reach 450,000. Notably, there is also an increase in spending by Indian travellers. For the year ended March 2025, in 2024, the total trip spends in the calendar year 2024 by Indians was Australian Dollar (AUD) 2.76 billion and the per capita spend of Indians was almost AUD 6,2500. This not only reflects the rise in footfall but also indicates a clear shift towards premium travel preferences.

Key promotional strategies

In 2024, we rolled out an integrated promotional campaign strategy designed to tap into the passion points of the new aged Indian Traveller. is rising demand. We launched the 'Howzat for a Holiday?' campaign, featuring Pat Cummins and Ruby the Roo, across television, digital platforms, and outdoor, during the Border-Gavaskar Australia–India Test series reaching over 100 Mn nearly 50 million viewers in India. This was further complemented by a four-part Instagram series with cricketing favourite David Warner, who shared his personal selection of iconic Australian destinations. We also hosted 15 Bollywood celebrities during the Border-Gavaskar Test series, amplifying the destination through their social media channels.

Adapting to Indian demands for offbeat and sustainable travel

There has been a shift in the preferences of Indian



travellers, who are increasingly seeking deeper, more meaningful travel experiences as opposed to traditional surface-level sightseeing.

This evolving mindset is reflected in Australia's rising popularity among Indian visitors, who are now exploring beyond the iconic hotspots. In response, Australia has significantly adapted its tourism offerings—its 'Signature Experiences' collective now features over 700 special interest curated experiences activities across cultural, golf, indigenous, luxury lodges, walks, wildlife and winery experiences.

New visa measures, air connections and trade collaborations

As one of the few long-haul destinations offering a fully digital visa process, Australia has streamlined its visitor visa procedures, making travel significantly more convenient. Moreover, the online lodgement process digital visa does not require personal appointments, biometric submissions, or physical documentation. Air connectivity has also seen notable improvements, with Tourism Australia us partnering with multiple airlines to strengthen connections and ensure seamless travel experiences for Indian visitors. **BOTT** Malaysia continues to experience impressive growth in tourist arrivals from India, reflecting the strengthening ties between our two nations and India's rising interest in Malaysia as a top travel destination. **Ahmad Johanif Mohd Ali**, Director, Tourism Malaysia, North & East India shares more.

Priyanka Saxena Ray

MALAYSIA records 1.13 million Indian visitors in 2024, up 71.7% from 2023

\prime ndian tourist footfalls & growth

In 2024, Malaysia welcomed 1,133,331 Indian visitors, representing a remarkable 47% increase compared to 2019 and a 71.7% rise from 2023. This positive momentum has carried into 2025. Between January and April alone, Malaysia received 382,401 Indian tourists, marking a 28.9% increase over the same period last year. These encouraging figures underscore Malaysia's growing popularity and the continued success of our tourism initiatives in the Indian market.

Key promotional strategies

Tourism Malaysia's strategic promotional activities in India—carried out in partnership with leading tour operators and online travel agencies (OTAs)—have played a vital role in driving the surge in Indian tourist arrivals. Through joint campaigns and creative marketing initiatives, we have effectively showcased Malaysia's diverse culture, scenic landscapes, and top-tier attractions to Indian audiences.

Our focus on digital engagement has also grown significantly. Tourism Malaysia now actively connects with travellers via social media campaigns, influencer collaborations, and immersive virtual experiences. Signature initiatives like #MalaysiaTrulyAsia and #Visit-Malaysia bring the destination to life through captivating visuals and genuine traveller stories.

Adapting to Indian demands for offbeat and sustainable travel

To connect with younger travellers, Tourism Malaysia is amplifying its digital outreach and partnering with influencers who can spotlight Malaysia's adventure activities and dynamic nightlife. We're also introducing curated travel packages designed specifically for millennials and Gen Z, featuring eco-tourism experiences, scenic hiking routes, and vibrant cultural festivals.

Sustainability remains a core focus of our tourism strategy. We're encouraging responsible travel through eco-conscious accommodations, wildlife conservation experiences, and low-impact tourism options.

New visa measures, air connections and trade collaborations

To further stimulate tourism growth and enhance travel convenience, Malaysia has extended its 30-day visa-free entry for Indian nationals until 31 December 2026. This initiative eliminates visa-related barriers, making it easier for Indian travellers—whether families, friends, or adventure enthusiasts—to explore Malaysia's diverse offerings. Air connectivity between India and Malaysia continues to be strong, with over 242 weekly flights and more than 43,000 seats available, operated by major airlines such as Malaysia Airlines, Batik Air, AirAsia, Air India, and IndiGo. **BUT**

RAS AL KHAIMAH Offering meaningful and offbeat experiences

With India as one of our growing source markets, Ras Al Khaimah continues to design and promote experiences tailored to Indian travellers, including family-friendly itineraries, cultural explorations, and unique activities, like camel swimming and desert stargazing. **Iyad Rasbey**, Vice President -Destination Tourism Development, RAKTDA shares more.

Priyanka Saxena Ray



$^\prime$ Indian tourist footfalls & growth

India, one of our top five international source markets, is crucial for Ras Al Khaimah's tourism growth. In 2024, Ras Al Khaimah welcomed a record 1.28 million overnight visitors and tourism revenues grew by 12%, driven by strong demand for unique and immersive travel experiences. Continued investment in air connectivity as well as strategic alliances and destination marketing have been contributing to this upward trend, with visitor numbers from India increasing 26% as of May 2025.

Key promotional strategies

This year, we launched the 'Not a Vacation...Our Vacation' campaign to spotlight Ras Al Khaimah as a distinctive destination that seamlessly blends nature, adventure, and cultural heritage. The campaign positions the Emirate as a 'detour destination'—a refreshing alternative to tourist hotspots facing overtourism—offering meaningful, offbeat experiences. It also seeks to redefine Ras Al Khaimah as a year-round getaway ideal for families, couples, and adventure seekers, complete with curated itineraries and personalized vacation packages.

Adapting to Indian demands for offbeat and sustainable travel

Ras Al Khaimah is uniquely positioned to meet and exceed—the rising demand for authentic, immersive travel experiences. As the Nature Emirate, it offers a rare blend of diverse landscapes—majestic mountains, pristine beaches, rolling desert dunes, and lush mangroves—all within a single destination, which stands as its key differentiator. Beyond its natural beauty, visitors can explore ancient archaeological sites, discover cultural experience like the Suwaidi Pearls farm, enjoy traditional Emirati cuisine, and engage with the local community—experiences that deeply resonate with Indian travellers seeking enriching journeys.

Adventure and wellness are key pillars of Ras Al Khaimah's offerings and sustainability remains central to our growth strategy.

New visa measures / air connections / trade collaborations

Ras Al Khaimah is an easily accessible Emirate, only 45 minutes from Dubai International Airport and 35 minutes from Sharjah Airport, with an easy visa process and direct flights to Ras Al Khaimah International Airport by IndiGo and Air India Express from key Indian hubs such as Mumbai, Hyderabad, Kochi, Calicut, Kannur, and Lucknow. To expand the network, proactive conversations with carriers are already underway.

With the recent appointment of Vishal Bhatia as Director for the Indian market, RAKTDA is leveraging his expertise and network to strengthen partnerships with Indian tour operators, OTAs, and travel agents. **BOTT**



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BEYOND BOUNDARIES



Tourism Fiji's approach to the Indian market is strategic, layered, and emotionally intelligent. Under the banner of "Where Happiness Comes Naturally," the tourism board has executed multichannel campaigns that highlight the authentic essence of the destination. **Pranav Kapadia**, Founder and Director, Global Destinations shares more.

Priyanka Saxena Ray

FIJI Offering deep cultural encounters & communitybased tourism

$ar{}$ ndian tourist footfalls & growth

The year 2024 marked a significant milestone in Fiji's engagement with the Indian outbound travel market. We observed a substantial and encouraging rise in arrivals from India, a testament to the evolving preferences of the discerning Indian traveller who increasingly seeks transformative, long-haul experiences. This upward trend can be attributed to a confluence of factors — enhanced brand visibility, seamless connectivity through key international transit hubs, and a pronounced shift in traveller sentiment towards immersive journeys.

Key promotional strategies

Tourism Fiji's approach to the Indian market is strategic, layered, and emotionally intelligent. Under the banner of "Where Happiness Comes Naturally," we have executed multi-channel campaigns that highlight the authentic essence of the destination — its people, landscapes, and culture. Our digital presence has been amplified through targeted content, storytelling by influential voices, and strategic placements that reach India's evolving traveller base.

Simultaneously, partnerships with leading tour operators, OTAs, and media networks have strengthened brand recall and conversion. Trade engagement remains a cornerstone of the strategy — through immersive training sessions, joint marketing efforts, and curated FAMIL trips, we equip our partners with the tools to position Fiji compellingly within their portfolios.

Adapting to Indian demands for offbeat and sustainable travel

Fiji has always embodied the spirit of authentic and responsible tourism. Beyond its postcard-perfect beaches, it offers deep cultural encounters, community-based tourism, and a strong commitment to environmental stewardship.

For Indian travellers seeking offbeat and meaningful journeys, Fiji offers everything from traditional village visits, coral planting experiences, and wellness retreats, to culinary immersions and soft adventure. Sustainability isn't just a trend — it's woven into the fabric of their tourism industry, ensuring that the beauty of Fiji is preserved for generations to come.

New visa measures, air connections and trade collaborations

On the visa front, Indian passport holders are eligible for a visa on arrival, free of charge, eliminating the need for pre-application formalities or time-consuming documentation. While Fiji does not currently have direct flights from India, there are convenient connections via hubs like Singapore, Hong Kong, Australia, and New Zealand with the national carrier, Fiji Airways, and partner airlines. BOTT

WESTERN AUSTRALIA Targeting India with tailored offerings and trade collaborations

The last year, Indian tourist arrivals to Western Australia showed promising growth, reflecting a rising curiosity among Indian travellers for the destination's unique and immersive experiences. **Arjun Mukundd**, Director Tourism - T&A Consulting (Representative, Tourism Western Australia) shares more.

Priyanka Saxena Ray

m Undian tourist footfalls & growth

The last year, Indian tourist arrivals to Western Australia showed promising growth, reflecting a rising curiosity among Indian travellers for the destination's unique and immersive experiences.

As T&A Consulting, we are confident that our deep understanding of the Indian market and strong relationships across diverse regions will play a vital role in accelerating this growth.

Our comprehensive approach allows us to position Western Australia with tailored, culturally relevant product offerings. Through our network of regional influencers and our strategic B2B collaborations and training programs, we aim to build authentic demand.

Our multi-sector expertise combined with deep market insights allows us to develop innovative campaigns that effectively connect with Indian travellers, emphasising Western Australia as the premier destination for luxury, adventure and close to nature experiences.

Key promotional strategies

Western Australia is a new destination focus. We're aligning with key travel agencies to ensure the product is market-ready for Indian travellers. Primary goal is strong penetration in high-potential Indian regions.



Tactical efforts centre on regional influencer/KOL engagement to build local relevance.

Media visits during Global events hosting like WTTC continue to be vital for visibility.

The cricket angle—especially events like the West Test—has proven effective in drawing Indian tourists and boosting awareness.

As T&A Consulting is engaged across diverse sectors, we understand the importance of a holistic, allround approach when representing a destination or tourism board. It's essential to align strategy, partnerships, and market-specific insights to drive impactful results.

Adapting to meet immersive and sustainable experiences

We're positioning our offerings with the evolving interests of Indian travellers seeking offbeat, immersive and luxury experiences.

In Western Australia, we're spotlighting unique attractions like stargazing at the Pinnacles, the Pink Lake, Busselton Jetty's underwater observatory, and whale watching along the Coral Coast and Margaret River. These offer a distinct, nature-rich appeal.

We're also expanding into the luxury segment with premium stays, private tours, and gourmet experiences, especially in regions like Margaret River. Partnering with Indian travel agencies, we're packaging these offerings in a way that resonates with today's experience-focused Indian traveller. BUT

SUN SIYAM VILU REEF destination dinner



trip to the Maldives isn't just a holiday, it's a reset button, a plunge into turquoise waters, barefoot dinners on the beach, and sunrise swims from your private pool. But with so many picture-perfect options, how do you choose the right island? Enter Maldivian owned and founded Sun Siyam Resorts, a collection of five Maldivian sanctuaries and one Sri Lankan retreat, each crafted with a unique soul, distinct personality, and curated experiences. Whether you're traveling with family, escaping with a loved one, or chasing your next thrill, there's a Sun Siyam for you.



Siyam World: For those who Dream Big

If you're the kind of traveller who prefers their paradise bold and buzzing, Siyam World is your playground. Spread across a 54-hectare natural island, this five-star all-inclusive resort is home to the largest floating water park in the Indian Ocean, horseback riding by the beach, go-karting trails, more than 18 restaurant and bars, and even villas with private water slides.

Accommodation ranges from 1 - 4 bedrooms for either couples, honeymooners, multigenerational families or groups of friends. It's a world where families laugh harder, friends reconnect, and every moment feels wildly free. Think floating breakfasts by morning, snorkelling safaris by afternoon, and neon-lit pool parties by night.

Sun Siyam Iru Fushi: For the Wellness Wanderer

On this tranquil natural island of Sun Siyam

Iru Fushi, serenity takes centre stage. This five-star escape is built for those who crave balance between indulgence and restoration, between family bonding and quiet reflection. With more 15 restaurant and bar options, daily craft or fitness workshops, the Spa by Thalgo France that has been awarded as one of the best in the Indian Ocean with its 165 treatments, Iru Fushi is where you come to breathe deeper, sleep longer, and realign with joy. Join a guided snorkelling trip with a marine biologist or simply drift through your days between the spa, the sand, and the sea.

Sun Siyam Iru Veli: For Lovers of Romance and Space

Looking for the Maldives of honeymoon dreams? Sun Siyam Iru Veli offers just that and more. Each suite at this fivestar all-inclusive resort comes with its own private pool, endless views, and that luxurious sense of privacy. Here, romance is woven into every detail from sunset sails and floating brunches to starlit dinners on sandbanks. It's effortless, elegant, and beautifully curated for couples or anyone in search of quiet luxury.

Sun Siyam Vilu Reef: For Underwater Enthusiasts

The magic of five star boutique retreat Sun Siyam Vilu Reef lies just below the surface. Its stunning house reef offers direct-from-villa snorkelling into a world of vibrant coral and marine life. Recently named the Indian Ocean's Leading







Water Villa Resort 2024, this intimate hideaway is ideal for honeymooners and diving enthusiasts alike. Spend your mornings chasing reef sharks and your afternoons in a hammock with a coconut in hand. Pure, simple, soul-stirring.

Sun Siyam Olhuveli: For Laidback Explorers

Effortless charm meets water's edge bliss at Sun Siyam Olhuveli. This multi-island resort brings together classic Maldivian beauty with a sense of adventure, offering everything from overwater hammocks or fun DJ parties by night to exciting manta ray, whale shark or shark spotting excursions, or floating platform dinners under the stars. It's ideal for both romantic getaways and multigenerational trips, with family villas, a kids' club, and a host of unique local spa rituals like sand massages and coconut oil therapies.

Sun Siyam Pasikudah (Sri Lanka): For Culture & Coastal Calm

Not all island escapes need to be in the Maldives. Nestled on Sri Lanka's east coast, five-star retreat Sun Siyam Pasikudah offers golden beaches, warm local hospitality, and heritage-rich experiences. Spend your days exploring ancient ruins, tasting Sri Lankan curries, or simply lounging beside the pool. This boutique resort provides a refreshing twist to the classic beach escape, ideal for those who want culture with their coastline.

Each Sun Siyam Resort is an invitation: to rest, reconnect, and rediscover what travel is all about. Whether you crave adventure, intimacy, or inspiration, the perfect island escape awaits. Intrepid Travel, a global leader in sustainable and experience-rich adventures, continues to shape the way the world explores. **Neeti Sharma**, Director, Intrepid Marketing & Communications and AllKnown Marketers, shares her insights on outbound travel trends, sustainability, and Intrepid's India strategy in an exclusive interview with **BOTT**.

Priyanka Saxena Ray

NEETI SHARMA Shaping global brands for Indian travellers



ith evolving traveller preferences and rising competition, how does Intrepid craft distinct positioning for the international destinations and hotels you represent?

At Intrepid, we deeply understand the nuances of the Indian traveller. We customize positioning based on each brand's core values and how they align with specific Indian segments, families, honeymooners, millennials, or luxury explorers. Through localized storytelling, cultural mapping, and content that speaks to aspiration and emotion, we help our clients build strong resonance. We also work closely with trade partners to ensure messaging is consistent across platforms. Our aim is to make every brand we represent not just visible but desirable in a cluttered market by ensuring its uniqueness is both clear and relevant to Indian audiences.

What marketing and PR strategies have proven most effective in engaging Indian trade partners and consumers for your global clients?

A balanced mix of traditional PR, digital storytelling, and strategic trade engagement has worked best. We believe in long-term relationship building through regular training webinars, destination updates, roadshows, and exclusive trade collaborations. For consumers, influencer-led campaigns, culturally relevant content, and emotion-led storytelling perform well. Curated media FAMs and social media activations help keep the destination top of mind. Consistency is key. We ensure that the client's brand is visible and talked about year-round, not just seasonally. The goal is always to keep trade motivated and consumers inspired through creative, value-driven, and locally resonant communication.

How do you see the Indian outbound travel landscape evolving in the next 12 months, and what role will representation companies like Intrepid play in shaping that growth?

India's outbound travel will continue its upward trajectory, led by affluent travelers from not just metros but also emerging cities. Travelers are becoming more informed, experience-driven, and wellness-conscious. There's growing demand for immersive experiences, sustainable stays, and lesser-known destinations. Representation companies will play a critical role in navigating this shift by bridging global brands with local needs through strategic storytelling, trade education, and real-time market insights. We help brands adapt to this evolving landscape and guide them in reaching the right audience with the right message at the right time, ensuring relevance, visibility, and measurable impact. BOTT

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 - 1





LUBAINA SHERAZI 'Destinations must strive for relevance rather than just reach'

In a candid and insightful conversation, Lubaina Sherazi, Co-Founder & CEO of BRANDit, reflects on the shifting dynamics of India's outbound travel market. From value-driven travel behaviour to the rising importance of immersive storytelling, she highlights how destinations must evolve their narratives and strategies to stay relevant.

Priyanka Saxena Ray

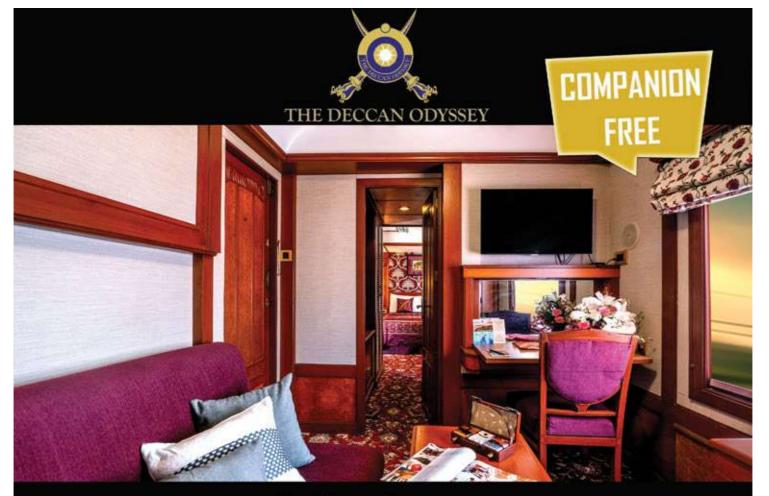
he outbound travel landscape from India is no longer just about driving volume, it is more about value, intent and identity. We are now witnessing a paradigm shift as Indian travellers, especially post pandemic, are no longer satisfied being passive observers; they are active participants, seeking experiences that are authentic and gratifying. That is a significant departure from pre-pandemic travel mindsets.

At BRANDit, I see this reflected in the way international destinations are now tailoring their narratives to appeal to the Indian audience. Highlighting iconic landmarks is not going to cut it anymore; what really connects are the stories, the local people and unexplored gems. This is where destination storytelling becomes an effective tool, when it is rooted in local culture and in line with traveller aspirations.

From the perspective of representation, I have also observed that the most effective strategies are those that foster long-term trust with the travel trade through consistent education, collaborations and on-ground activations that go beyond the transactional. While digital touchpoints are imperative, human touch continues to define success in the India market.

As the ecosystem matures, I believe more destinations will adapt their offerings to meet the changing needs of Indian travellers. Whether through enhanced accessibility, easier visa norms or curated itineraries. It is evident that India is no longer a viable source market. It is a priority market. And destinations that understand this distinction fully, will ride the wave of outbound growth going forward.

This evolution is also changing the way success is determined. It is no longer only about the volume of arrivals but also about the level of engagement and connection that travellers establish with a destination. Today, Indian travellers value discovery; they want to interact with the locals, sample local food, partake in cultural experiences and more. This behavioural shift presents an opportunity for destinations to co-create meaningful experiences keeping the Indian traveller in mind. We have seen this work very well with those tourism brands that have invested in bespoke narratives and campaigns that resonate with the Indian market. The future belongs to those who strive for relevance rather than just reach. BOTT



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PURE MOROCCO Offering immersive experiences with Ace Connect in India

Over the past few years, Morocco has steadily gained popularity among Indian travellers, especially with the rise in interest for unique, culturally immersive, and experiential destinations beyond the conventional. **Zakaria Anouar**, Managing Director, Pure Morocco (DMC)





Priyanka Saxena Ray

shares more.

Zakaria Anouar, Managing Director, Pure Morocco (DMC)

Alpa Jani, CEO and Founder, Ace Connect

$^{\prime}$ ndian tourist footfalls & growth

Indian travellers today are seeking more than just sightseeing—they are looking for immersive experiences. Morocco offers a rich blend of heritage and modern luxury, which appeals strongly to Indian sensibilities. Popular experiences include exploring the historic medinas of Fes and Marrakech, staying in luxury desert camps in the Sahara, enjoying traditional Moroccan hammams and cuisine, visiting the picturesque blue city of Chefchaouen, and even hosting grand celebrations in opulent riads and palaces.

Key promotional strategies

Pure Morocco DMC has recognized the immense potential of the Indian market and is committed to offering curated, culturally sensitive, and tailor-made experiences suited to Indian travellers. To further tap into this market, we are focusing on the following key initiatives:

Customized Itineraries: We've developed specialized programs catering to Indian families, honeymooners, and FITs, including Indian meal options, Jain/vegetarian preferences, and movie-inspired experiences.

Trade Engagement: We are actively participating in trade shows, like OTM and Melange and B2B net-

working events in India to strengthen connections with Indian travel agents and tour operators.

Local Support: We ensure on-ground support with English-speaking guides, our faster response times, culturally aligned services team, and real-time support to the Indian travel trade. All of this ensures seamless experiences for Indian travellers.

Collaboration with Ace Connect in India

Our partnership with Ace Connect marks a significant step in Pure Morocco DMC's commitment to the Indian market. Ace Connect's in-depth understanding of the Indian travel ecosystem, combined with their strong relationships across the industry, makes them an ideal representative for us in India.

Through this collaboration, we aim to build stronger ties with Indian tour operators and travel advisors through continuous engagement and training sessions. We want to position Morocco not just as a leisure destination but as a high-end, experiential, and versatile destination for MICE, and luxury FITs from India. We are excited about this partnership and confident that with Ace Connect's expertise, Pure Morocco will continue to be a top-of-mind destination management partner for Indian outbound travel to North Africa. **BUT**

TAIWAN Showcasing its diverse, beautiful and hospitable side to Indians

The Taiwan Tourism Administration has undertaken a well-planned series of events and campaigns aimed at creating a 360° destination marketing and visibility. Particular attention has been paid to strengthen partnership with the Indian trade. **Paul Shih**, Director of Taiwan Tourism Administration, Singapore office, shares more.

Priyanka Saxena Ray



[/]ndian tourist footfalls & growth

Since its endeavour to build strong tourism ties with India launched early last year, Taiwan Tourism Administration (TTA) has witnessed a robust growth in Indian tourist arrivals. Taiwan saw a strong 20% growth in 2024 in Indian visitor arrivals, with the year-end numbers surpassing 38,000 tourists. With India's outbound growth for the year 2024 reaching almost 8.5%, Taiwan's share of this growth pie was, at over 20%, nearly 2.5 times more, last year. TTA is very bullish about India's outbound potential for Taiwan.

Key promotional strategies

TTA has undertaken a well-planned series of events and campaigns aimed at creating a 360^o destination marketing and visibility. As part of its global promotion campaign, Taiwan has recently launched the 3.0 version of Taiwan's tourism brand, "TAIWAN – Waves of Wonder," highlighting the evolving destination story wherein visitors can experience the unique charm of traveling in Taiwan throughout the four seasons and experience Taiwan in all its hues and colours.

The new version of the brand integrates im-

ages of Taiwan's mountains, oceans, highways and railways, presenting a wave-like design to convey the seasonal highlights of the destination showing that Taiwan is diverse and beautiful, while emphasizing its year-round hospitality towards visitors.

New visa measures / air connections

Taiwan boasts of a very facilitative Visa programme for Indian travellers starting from e-Visa with valid or expired visas to the UK, USA, Japan, Australia, New Zealand, Canada, Korea, EU and Schengen countries. Taiwan also offers Group visa for more than 5 people through designated travel partners in India.

Besides, Taiwan is very accessible through aviation hubs like Bangkok and Hong Kong, and the resumption of flights between India and Taiwan will only further boost accessibility.

Meanwhile, for 2025, TTA will continue to focus on incentives coupled with the luxury travel segment from India through various strategic campaigns like those undertaken in 2024 and continuing to work closely with the travel trade, ensuring Taiwan remains a top travel choice. BOT

BEYOND BOUNDARIES



JAPAN Records 40% growth in Indian visitors, eyes deeper engagement in 2025

Japan has always been a destination that naturally offers offbeat, immersive, and sustainable travel experiences. As Indian travellers increasingly seek such unique journeys, Japan is well-positioned to meet their expectations. **Ryo Bunno**, Executive Director, JNTO Delhi Office shares more.

Priyanka Saxena Ray

/ndian tourist footfalls & growth

In 2024, Japan welcomed a record 233,100 Indian tourists, highest numbers ever marking a 40% year on year increase over the 166,314 Indian tourists who visited in 2023.

While 2024 was an exceptional year—the momentum has only accelerated in 2025. From January to May 2025 alone, approximately 142,400 Indian travellers visited Japan, representing a remarkable 39.6% increase over the same period in 2024, which saw 102,100 visitors.

In 2024, Indian tourists averaged a 16.3-night stay and spent ¥241,590 (\sim ₹1.45 lakh) per trip— 53.6% more than in 2019. Their total spending contributed approximately ¥56.1 billion (\sim ₹3,366 crore) to Japan's economy in 2024. It clearly reflects interest for regions beyond golden route itinerary and cultural immersion.

Key promotional strategies

To boost outbound travel from India to Japan, the JNTO Delhi Office has adopted a comprehensive dual-pronged strategy targeting both the travel trade (B2B) and consumers (B2C). On the B2B front, JNTO conducted a three-city roadshow in Delhi, Bengaluru, and Mumbai in November 2024, attracting 219 travel agents and facilitating over 1,700 meetings with 19 Japanese sellers. They also hosted immersive FAM trips across regions like Hokkaido, Hokuriku, and Tohoku. Regular sales seminars, agency training, and a monthly trade newsletter reaching 20,000 agents support this effort. On the B2C side, initiatives include Japan Travel Fair 2024 and robust digital campaigns.

Sustainable travel and new offerings

Japan has always been a destination that naturally offers offbeat, immersive, and sustainable travel experiences. As Indian travellers increasingly seek such unique journeys, Japan is well-positioned to meet their expectations with its rich diversity, deep-rooted culture, and sustainable approach to tourism development.

Japan is committed to promoting sustainability and responsible tourism by encouraging eco-tourism, supporting local communities, and preserving its rich cultural heritage. Its efficient rail and public transport network enables low-impact travel and easy access to rural and regional destinations. To cater to the growing number of Indian travellers, Japan is also expanding its culinary offerings, with an increase in Indian restaurants, vegetarian and vegan options, and clearer dietary information across major cities. Moreover, Japan values its partnerships with the Indian travel trade, regularly incorporating agent feedback to refine content and strategies that align with Indian travellers' evolving preferences. BUT Korea offers a perfect mix of heritage and modernity, and it is witnessing a growing number of Indian travellers that are getting increasingly inclined towards exploring experiences beyond just Seoul. **Myong Kil Yun**, Regional Director, India & SAARC Countries, Korea Tourism Organization (KTO) shares more.

Priyanka Saxena Ray

KOREA Tapping younger travellers and families seeking meaningful engagement

anglendian tourist footfalls & growth

Yes, we saw a strong recovery and impressive growth in Indian tourist arrivals to Korea. After receiving 122,771 Indian visitors in 2023, the numbers rose significantly to 176,668 in 2024, marking a 44% increase year-on-year. What is even more encouraging is that for the period January to April 2025, we have already recorded close to 60,000 Indian arrivals, which is nearly half of what we saw in all of 2023.

Key promotional strategies

Our strategy has evolved to match India's growing appetite for Korean culture, food, and lifestyle. A key milestone this year was the appointment of Indian actress Hina Khan as Korea's Honorary Ambassador from India. Her recent travel across Korea spotlighted K-vegetarian cuisine, K-drama filming locations, and K-pop landmarks, amplifying Korea's appeal among younger and culturally engaged Indian travellers.

We have focused on interest-based storytelling from K-Beauty offerings to wellness and pop culture itineraries. Trade engagement remains central, with KTO supporting Indian travel partners through joint campaigns, trainings, and promotions.

So far this year, our efforts have included participation in key trade fairs, organizing multi-city roadshows with DMC participation for B2B engagement, and cultural showcases for B2C audiences.

Adapting to Indian demands for offbeat and sustainable travel

Indian travellers are getting increasingly inclined towards exploring experiences beyond just Seoul. There is growing interest in Jeju Island's natural wonders, Gangwon State's coastal scenery, Gyeongju's historical sites, and even K-drama trails across lesser-known towns like Chuncheon and Sokcho. To meet these evolving interests, we have been actively promoting themed itineraries focused on K-beauty, local city (beyond Seoul) explorations, Hallyu experiences, and traditional markets all of which offer culturally rich, authentic travel options.

New visa measures / air connections / trade collaborations

There are now 8 direct non-stop flights per week between Delhi and Incheon. Indian passport holders can apply for short-term tourist visas, and past travellers may be eligible for multiple-entry visas. We are also strengthening our collaboration with the Indian travel trade. Several Korean DMCs have partnered with Indian tour operators to promote customised packages for FITs, K-culture themed travel, and MICE movements, helping to make Korea a seamless and compelling destination for a wide range of Indian travellers. BOTT

Allia Delivering purposeful travel to Indian travellers

AlUla is a new destination, described as the World's Masterpiece and is attracting new travellers. The momentum is steadily building, driven by focused marketing efforts and growing awareness among high-yield Indian travellers. **Huzan Fraser Motivala** and **Beena Menon** – Representatives India, Royal Commission for AlUla share more.





Priyanka Saxena Ray

Huzan Fraser Motivala

Beena Menon

ndian tourist footfalls & growth

We have witnessed a significant increase in visitation from the Indian market to AlUla in the last year. AlUla is a new destination, described as the World's Masterpiece and is attracting new travellers. The momentum is steadily building, driven by our focused marketing efforts and growing awareness among high-yield Indian travellers. Compared to the previous year, there has been a clear uptick in both FITs and luxury groups choosing AlUla as part of their holiday, particularly among those seeking meaningful, experience-rich travel. The launch of new luxury properties and the success of AlUla Moments – which is our year-round events calendar, have further contributed to the growth in Indian visitation.

Key promotional strategies

The Royal Commission of AlUla's (RCU) approach in India is highly targeted, built on market insights and a deep understanding of both traveller aspirations and the trade and media landscape. We have identified key trade and media partners and rolled out integrated campaigns combining print, digital, and influencer-led storytelling to position AlUla as a luxury and cultural getaway.

We have seen strong results from partnerships with premium travel media, curated content collaborations with leading influencers, and strategic campaigns with high-end travel agencies. RCU's participation in global trade shows and our in-market trade events have allowed us to build meaningful relationships with the Indian travel trade.

RCU recently launched its brand campaign - Forever Revitalizing in India. RCU has worked with leading television channels to create captivating episodes on the destination as well as on themed media familiarisation visits.

New visa measures, air connections and trade collaborations

Yes, accessibility is a key focus. Saudi Arabia's visa policies have played a significant role in the visitation of Indian travellers to AlUla. The e-visa and visa-on-arrival system is seamless, making it convenient for Indian travellers with a valid US, UK or Schengen visa, once used.

We're also working closely with key Middle East carriers' partners to grow connectivity, especially via hubs like Riyadh, Jeddah, and Dubai, which offer smooth connections to AlUla. BOTT

FRANCE Promoting tourism, the 'sustainable' way

France is actively promoting sustainable tourism, aiming to become a global benchmark by 2030. To this effect, the country is showcasing eco-friendly lodges, highlighting sustainable gastronomy by offering locally produced delicacies, embracing the farm to fork movement. **Sheetal Munshaw**, Director, Atout France India shares more.

Priyanka Saxena Ray

ndian tourist footfalls & growth In 2024, an estimated 625330 Indians visited France (source Oxford Economics) indicating a growth of 14% over 2023 arrivals. The number of Indian visitors to France has been steadily rising over the last few years and we are confident that we will achieve our pre-pandemic figures of 7,00,000 Indian visitors to France (estimate).

Key promotional strategies

Our strategy includes B2B and B2C collaborations. As part of our annual B2B initiatives, we organise our annual showcase, "Explore France" that is an annual initiative and gathers around 50 key French and Indian stakeholders at an offsite for two days of one-on-one meetings and networking sessions. This interaction is crucial to our strategy of increasing footfalls from India to France. In addition, our e-learning programme France Connoisseur has also seen a great response from the Indian travel trade with more than 100 certified agents. Last year, we organised the 6th edition of the coveted Ambassador's Awards - that recognises and rewards the contribution of travel agents and the media in the showcase of France as a travel destination through itineraries and articles. To connect with potential travellers, we create an annual supplement that is circulated with one edi-



tion of a leading travel magazine.

Adapting to Indian demands for offbeat and sustainable travel

France is actively promoting sustainable tourism, aiming to become a global benchmark by 2030. To this effect, the country is showcasing eco-friendly lodges, highlighting sustainable gastronomy by offering locally produced delicacies, embracing the farm to fork movement. More than 190 French accommodations boast the EU Ecolabel, while 640 proudly wear the Green Key initiative badge, setting the bar high for responsible travel. In the majestic mountains, initiatives such as the Flocon Vert ('Green Snowflake') label have been launched, which guarantees the sustainable commitment of alpine tourist destinations and is awarded to candidate resorts following a demanding audit.

New visa measures / air connections

In terms of air connectivity, IndiGo has recently signed a MOU with Air-France KLM and a few other European and North American carriers to enhance connectivity between India, North America and Europe. Additionally, we will continue to work in close collaboration with the trade and media in 2025. BOTT

COURCHEVEL Offering comfortable luxury with environmental mindfulness

The past year has witnessed a steady and promising increase in Indian visitors to Courchevel. A clear upward trajectory has been observed in footfalls from the Indian market, underlining the growing appeal of the French Alps among Indian travellers — not just in winter but also increasingly during the off-season. **Alexia Laine**, Director, Courchevel Tourism shares more.

Priyanka Saxena Ray



\sim ndian tourist footfalls & growth

The past year has witnessed a steady and promising increase in Indian visitors to Courchevel. We've observed a clear upward trajectory in footfalls from the Indian market, underlining the growing appeal of the French Alps among Indian travellers — not just in winter but also increasingly during the off-season.

What's especially encouraging is the diversification in traveller profiles. While ultra-premium guests continue to play a key role, we are also seeing more families, young couples, and groups of friends exploring Courchevel. This shift is a direct result of our sustained efforts in market education and targeted brand storytelling in India underscoring Courchevel's status as a year-round destination for luxury, adventure, and natural immersion.

Key promotional strategies

India has become a strategic focus for Courchevel Tourism, leading to the establishment of a year-round local presence through a dedicated representative agency. This ensures consistent, culturally aligned, and agile outreach to the Indian market. Courchevel's key promotional initiatives include editorial collaborations with top lifestyle and travel platforms, immersive press trips and influencer tie-ups, and destination showcases across luxury circuits in cities like Mumbai, Delhi, and Bengaluru. Additionally, B2B training programs with leading travel planners and boutique agencies have strengthened trade engagement. This well-rounded PR, digital, and trade strategy has significantly enhanced Courchevel's appeal among India's premium outbound travellers.

Adapting to Indian demands for offbeat and sustainable travel

Courchevel is in perfect sync with the evolving mindset of Indian travellers, offering sustainability-led, experiential journeys that go far beyond a typical alpine holiday. It presents immersive experiences like snowshoeing on untouched trails, starlit dinners in snow groomers, and stays in mountain refuges. Travellers can embrace wellness through forest yoga, meditative trails, and Aquamotion, the largest wellness centre in the Alps. With Michelin-starred dining, cultural festivals, and nature-first summer adventures, Courchevel delivers luxury with a conscience where comfort meets sustainability. The goal is to offer luxury with a conscience - where comfort meets consciousness and exclusivity goes hand in hand with environmental mindfulness. BIT

SOUTH AFRICA Aiming to attract over 92,000 Indian visitors by the end of 2025

South Africa has observed a consistent upward trajectory in arrivals since 2022, underscoring a robust recovery in long-haul travel. The first quarter of 2025 alone saw more than 16,000 Indian tourists visiting the rainbow country. **Mitalee Karmarkar**, Marketing and Communications Manager: MEISEA, South African Tourism, shares more.

Priyanka Saxena Ray

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India continues to be one of the largest and most strategic source markets for South African Tourism. In 2024, we welcomed over 75,000 Indian visitors to the Rainbow Nation. We have observed a consistent upward trajectory in arrivals since 2022, underscoring a robust recovery in long-haul travel. Notably, the first quarter of 2025 alone saw more than 16,000 Indian tourists visiting South Africa highlighting the destination's growing popularity among Indian travellers. Looking ahead, we aim to sustain this momentum and attract over 92,000 Indian visitors by the end of 2025.

Key promotional strategies

Recognising the increasing outbound interest from non-metro cities, we have strategically expanded our presence in tier II and III markets. Our 'Corporate Think Tank' initiative specifically targets MICE tourism, while 'Learn SA', a long-standing trade education programme, continues to upskill Indian travel agents with destination knowledge and itinerary planning tools. On the consumer front, our 'More & More' digital campaign has played a vital role in repositioning South Africa beyond its well-known cities.

Adapting to Indian demands for offbeat and sustainable travel

Indian travellers are increasingly embracing spontaneity, favouring flexible plans over rigid schedules. Luxury travel is also taking on a new meaning, with more demand for personalised experiences, whether



it is a charming stay at a boutique vineyard, an exclusive safari lodge, or an immersive cultural escape. The emphasis is shifting from extravagance to value, with a focus on meaningful and unique experiences. South Africa is also a top-notch destination for business travel, with world-class venues catering to MICE events.

New visa measures / air connections

Visa processing is now significantly easier with the rollout of the new Electronic Travel Authorisation (ETA) system replacing the older e-visa. Indian travellers can now expect approvals within 5 days (working days) when applying via accredited agents. Moreover, the Trusted Tour Operator Scheme (TTOS), launched early this year, allows authorised Indian and local operators to handle group visa applications, reducing wait times to just a few days. Talks are also underway for a 90-day visa-waiver pilot programme for Indian tourists. Direct connectivity is improving too. Currently the governments of India and South Africa are in discussions to reinstate non-stop flights between Mumbai and Johannesburg by late 2025. Born New Zealand offers Indian travellers a unique blend of breathtaking natural landscapes, rich Māori culture, and world-class adventure experiences. From serene lakes and alpine scenery to vibrant cities and luxury lodges, it caters perfectly to honeymooners, families, and high-value experiential travellers seeking something beyond the ordinary. **René de Monchy**, Chief Executive, Tourism New Zealand shares more.

BOTT Desk **NEW ZEALAND**Targeting sustained growth from India

ndian Tourist footfalls & growth

India is one of New Zealand's fastest growing markets, with holiday visitor numbers experiencing double digit growth, and huge potential to keep growing.

Key promotional strategies

The travel trade has been integral in shaping holiday visitor flows and building desire for New Zealand as a premium destination for discerning travellers. We are focused on enhancing these commercial partnerships and through improved connectivity and strategically targeted high-impact marketing campaigns, we are keen to convert this interest into bookings and visitation.

Adapting to Indian demands for offbeat and sustainable travel

Tourism remains a cornerstone of New Zealand's economy, the second largest export earner behind only agriculture. With Indians typically travelling outbound during their key holiday periods that align perfectly with New Zealand's traditionally quieter seasons, we see a significant opportunity for medium and long-term growth as a preferred, premier holiday destination for Indian visitors all-year round. **BOTT**





SUCCESSFULLY COMPLETED GEORGIA EDUCATIONAL FAM TRIP





Travel Studio Hosts Successful FAM Trip to **Georgia**, Powered by **UTEN**. **Travel Studio**, a leading destination management company specializing in **Georgia** and Turkey, recently organized an enriching Familiarization (FAM) **Trip**, powered by **UTEN**. This initiative was designed to give travel agents and partners a comprehensive insight into **Georgia's** tourism offerings helping them sell the destination with greater confidence and clarity.



The trip offered participants a d9eep dive into the essence of **Georgia**: from exploring top-rated hotels and iconic landmarks to experiencing its unique culture, cuisine, and natural beauty. With expert on-ground coordination, Travel Studio ensured a seamless and immersive journey.



Georgia is steadily becoming a top choice for Indian travelersand for good reason. The visa process for Indian citizens is simple and hassle-free, with approvals typically granted without complications. The country is incredibly welcoming to Indian tourists, offering a safe, friendly environment with a strong appreciation for Indian culture and hospitality.



Another key advantage? **Georgia** is a dual-season destination. Whether it's the snow-filled adventures of winter or the vibrant outdoor experiences in summer, the country has something to offer all year round. Even better, it's budget-friendly—with most trips averaging under ₹1,00,000 per person including Air tickets , making it a highly accessible international destination.

With initiatives like these FAM trips, Travel Studio continues to lead the way in promoting Georgia as a must-visit gem in Eastern Europe, and while we locate this country in Eastern Europe,



Kindly reach out to us on georgia@travelstudio.world / turkiye@travelstudio.world for ready itineraries and pricing. it indeed gives a feel of Europe culture and heritage as well there by empowering travel partners with firsthand knowledge and unmatched support.



KESARI TOURS A legacy of Passion, Purpose, and Pioneering Journeys

On June 8, 1984, in a modest rented office in Matunga, Mumbai, the late Mr. Kesari Patil, at the age of 50, took a courageous leap to transform his lifelong passion into a professional journey. With only his wife, Mrs. Sunita Patil, and a typist by his side, he founded Kesari Tours. Armed with handwritten postcards and an unshakable resolve, he led his very first group of 13 eager travellers on a tour to Rajasthan sowing the seeds of what would grow into one of India's most respected and beloved travel companies.



Himanshu Patil, Director, Kesari Tours and current President of the Outbound Tour Operators Association of India (OTOAI) hat began with a single tour and a heartfelt commitment has now blossomed into a formidable brand that serves over a million travellers annually. Kesari Tours has grown from strength to strength, driven by a simple philosophy: to deliver enriching and seamless travel experiences. Today, the company offers more than 500 thoughtfully curated itineraries—from domestic gems across India to far-flung adventures in the Arctic and even Antarctica.

With a workforce of over 900 dedicated professionals and 400+ expert tour managers, Kesari has transformed from a family-run startup into a globally recognized name in travel. Its footprint now extends through 21 offices across India, including major cities like Pune, Delhi, Bengaluru, Hyderabad, Kolkata, and Indore. The accolades have followed naturally—Kesari Tours has proudly received multiple National Tourism Awards (2013–2015) and was inducted into the Gallery of Legends in 2016.

An expansive portfolio rooted in trust

At the heart of Kesari's ongoing success is its ability to cater to the evolving needs of the modern traveller. From large-scale group tours to bespoke individual holidays, corporate MICE travel to student educational journeys, and exclusive women-only getaways to curated senior citizen packages—Kesari's of-



ferings span the globe and life stages.

Its value-added services include comprehensive travel assistance such as visa facilitation, air ticketing, travel insurance, foreign exchange, and round-the-clock emergency support through regional SOS helplines. These services ensure every traveller feels supported before, during, and after their journey.

Moreover, the company's ISO-certified operations and "customer-first" ethos cement its reputation for reliability and excellence. Whether organising a honeymoon to Europe, a school excursion to Singapore, or a corporate incentive in South America, Kesari ensures each journey is managed with meticulous care and deep cultural insight.

A Vision that inspires the future of Travel

Under the able leadership of Himanshu Patil, Director of Kesari Tours and current President of the Outbound Tour Operators Association of India (OTOAI), the company continues to evolve while staying rooted in its founding values.

The dynamic veteran shares, "As the Director of Kesari Tours and President of OTOAI, I see firsthand how travel is evolving. At Kesari Tours, we remain dedicated to innovation, safety, and creating emotionally enriching experiences. Today's traveller seeks more than sightseeing—they want connection, culture, and purpose. With over 41 years of expertise, Kesari Tours is proud to lead with trust and transformation. The upcoming OTOAI Convention reflects our shared vision: building a stronger, more resilient travel community. Together, we will shape the future of Indian outbound tourism with integrity, insight, and impact."

Today, Kesari Tours stands as a shining beacon of India's outbound travel industry—where legacy meets innovation, and every itinerary is designed to spark joy, discovery, and lifelong memories. **BUT**

AIR CAMBODIA appoints Aeroprime Group as its exclusive India GSA

Air Cambodia, the national carrier of Cambodia, has appointed Aeroprime Group as its exclusive Passenger General Sales Agent (GSA) in India, effective July 1, 2025. This strategic move marks a significant milestone in the growing partnership between the two organizations, paving the way for enhanced connectivity and travel experiences between India and Cambodia. Abhishek Goyal, Executive Director & CEO of Aeroprime Group, shares more on this development.

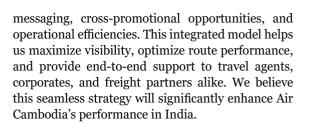
BOTT Desk

ow do you plan to leverage this expanded mandate to enhance Air Cambodia's presence in the Indian market?

We have proudly represented Air Cambodia as their Cargo GSA in India for over a year now. Based on our strong performance, delivery, and consistent results, Air Cambodia has expanded our mandate, appointing Aeroprime Group as the Pan-India GSA for both passenger and cargo operations. Our approach is to blend Aeroprime Group's deep market knowledge with innovative, tech-driven strategies to strengthen airlines visibility and reach. We will focus on building robust partnerships within the travel trade, executing targeted marketing campaigns and enhancing customer engagement through digital platforms. Our goal is to position Cambodia as a flourishing touristic destination while establishing Air Cambodia as the preferred carrier between India and Cambodia.

With Aeroprime now handling both passenger and cargo operations for Air Cambodia, what integrated strategies are you adopting to drive growth across both segments?

Handling both verticals enables us to implement a cohesive and synergistic market strategy. We're integrating our sales teams, trade outreach programs, and digital platforms to deliver consistent



How does this partnership with Air Cambodia align with Aeroprime Group's broader vision for growth in the aviation and travel sector across the region?

Our partnership with Air Cambodia is a strong reflection of Aeroprime Group's commitment to serving as a strategic, long-term partner to leading global airlines. It aligns seamlessly with our vision to deliver integrated, tech-enabled sales and distribution solutions while expanding our footprint in fast-growing aviation markets across Asia. This association also supports our ongoing efforts to collaborate closely with travel trade partners, tour operators, MICE specialists, and agents-with the aim of introducing airlines that connect Indian travelers to exciting and culturally rich destinations waiting to be explored. We aim not only to scale passenger and cargo volumes but also to actively contribute to regional connectivity, tourism growth, and greater access between India and Southeast Asia. BITT



BELLUNA LANKA hosts an exclusive networking evening in Mumbai

Belluna Lanka hosted a memorable networking evening in Mumbai to announce the repositioning of its signature properties-Granbell Colombo and Le Grand Galle under the brand Belluna Lanka Hotels & Resorts.

Shreya Shimpi



he event hosted was hosted by Reyhan Morris, Managing Director of Belluna Lanka, in Mumbai on June 23rd, 2025, as Granbell Colombo and Le Grand Galle reposition under Belluna Lanka Hotels & Resorts brand. With over sixty esteemed members of travel trade including key travel agents and media representatives in attendance, the event was a grand success. The evening started with a presentation of the luxurious properties followed by a Q&A session after which the members enjoyed a curated cocktail dinner over engaging networking conversations. Intrepid Marketing has been representing Belluna Lanka in India since the past two years.

Reyhan Morris shared, "We are here to meet our business partners and express our gratitude for their unwavering support. India is the biggest market for our company and I hope the market share will continue to grow in our company. Both the properties are distinct in their own way thereby catering to a wide range of market segments." Amidst the rising global tensions, he stressed upon the need for the relationship between Indian and Sri Lanka to strengthen further.

Belluna Lanka is the South Asian strategic base of Belluna Co. Ltd., a Tokyo Stock Exchange-listed company with over five decades of global experience. As a fully owned subsidiary, it blends global expertise with the enduring spirit of Sri Lanka, creating meaningful, longterm value through hospitality, real estate, and lifestyle ventures.

Le Grand Galle is a timeless serene coastal retreat by the Fort where refined luxury meets the historic charm of Galle Fort. At this exquisite property, elegance is expressed through quiet detail and a deep respect for Sri Lanka's cultural soul. Granbell Hotel Colombo is a vibrant city hotel which blends sleek, minimalist Japanese architecture with the warmth of Sri Lankan craftsmanship, The brand repositioning marks a significant milestone in Belluna Lanka's journey of purpose and progress. BOTT

TTM + 2025 Celebrating Thailand's Tourism through Sustainability and Innovation



Thailand's leading travel trade event concluded on a high note with a dynamic programme spotlighting sustainability, soft power, Lanna heritage, and digital transformation.

Shreya Shimpi

hiang Mai sets stage for TTM+ 2025

The Tourism Authority of Thailand (TAT) hosted Thailand Travel Mart Plus (TTM+) 2025, which took place from 4 to 6 June, 2025 in Chiang Mai, with a strong focus on sustainability, soft power, and digital transformation. With sustainability as its cornerstone, this carbon-neutral event championed meaningful travel through Thailand's 'Five Must-Do' experiences celebrating Lanna's heritage. Now in its 22nd edition, TTM+ 2025 featured a dynamic programme blending business, culture, and innovation. It opened with curated Pre-Tours Thailand Product Update, and TTM Talk. Delegates participated in business appointments, networking lunches, and immersive cultural experiences, including the signature "Chiang Mai Night". The event concluded with a Business Networking Happy Hour providing a platform for meaningful conversations and networking opportunities. TTM+ 2025 bought together 406 buyers, 450 seller booths and 117 media which included 70 overseas and 47 based in Thailand.

"TTM+ 2025 signals a new chapter for Thai tourism," said Minister of Tourism and Sports, Sorawong Thienthong. "It's a launchpad for sustainable ideas, a global marketplace for local businesses, and a powerful showcase of Thailand's cultural depth and creative potential." He presided over the opening ceremony on 4 June, joined by TAT Governor Ms. Thapanee Kiatphaibool, senior government officials, tourism executives, and international media. The ceremony marked the official start of the three-day event and reaffirmed Thailand's strategic vision for inclusive, sustainable tourism growth.

"TTM+ 2025 sparks momentum across the tourism ecosystem," said TAT Governor Ms. Thapanee Kiatphaibool. "It connects opportunity with action-driving revenue, expanding networks, and empowering Thai SMEs with the skills and exposure they need to thrive on the regional and global stage". Addressing the media at the press conference she said, "Chiang Mai is ready for every market. The five must do experiences in Thailand include 'Must Taste, 'Must See', 'Must Seek', 'Must Buy', 'Must Beat' gives tourists across the globe a chance to experience the unique offerings such as Thai food, fashion, products, destinations, festivals and unique cultural experiences across the five regions of Thailand. All these avenues are the soft power of Thailand" .Highlighting the importance of the India market she said,"



India is a high potential source market. Indian tourists should explore Thailand beyond the frequently visited destinations such as Bangkok, Krabi and unravel the beauty of hidden gems like Chiang Mai which is suitable for families, solo travellers as well as for MICE and weddings".

Foundations of Thai Soft Power

TAT expects TTM+ 2025 to generate over 13,000 scheduled business appointments and more than 4.29 billion Baht in tourism revenue. TTM Talk returned under the theme "The Soul of Thailand: 3F Essentials," spotlighting the cultural foundations of Thai soft power—Flavours, Fulfilment, and Fabrics. The session opened with remarks by Dr. Surapong Suebwonglee, Deputy Policy Advisor to the Prime Minister and Chairman of the National Soft Power Development Committee, who outlined Thailand's national soft power strategy. Discussions featured stellar speakers in gastronomy, holistic wellness, and Thai textiles in modern fashion

Dynamic networking and a strong global participation:

Of these, 119 were new participants, while 331 have previously joined the event. Among them, 134 sellers are certified under TAT's STAR programme for sustainable tourism and 51 under the CF Hotels initiative. Exhibitors spanned across primary and emerging destinations and were organised by sector, including accommodations, health and wellness, attractions, travel services, and transportation. The event welcomed 406 international buyers from key markets, including Europe, East Asia, Southeast Asia, the Americas, and Australia-as well as emerging regions like Eastern Europe, the Middle East, South America, and Southern Africa.

The event attracted a strong influx of 143 first-time buyers, accounting for 35.27% of the total attendees. Leading countries represented included China, Thailand, India, the UK, Australia, Hong Kong, Italy, Spain, and South Korea. Buyers ranged from outbound tour operators and travel agents to OTAs, private travel designers, and airline representatives, all selected for their readiness to promote Thailand in diverse markets. On the supply side, the event featured 450 Thai tourism operators-up 4.65% from 2024-and included 50 winners of the Thailand Tourism Awards, as well as 30 representatives from hidden-gem cities. To promote regional cooperation, TAT had invited National Tourist Organisations (NTOs) from the Greater Mekong Subregion, Southeast Asia, and selected provinces in China-expanding strategic tourism partnerships across the region. BOTT

HOROSCOPE

Know what your stars say about July 2025



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 July 2025.

March 21 — April 20

New challenges are likely to arise-ones that you'll ARIES find both stimulating and rewarding. Career opportunities and job offers are on the horizon. On the personal front, any lingering issues in your relationships are set to resolve harmoniously. Family life remains stable and fulfilling. A short trip with loved ones is also likely, bringing moments of joy and togetherness.

April 21 — May 21

TAURUS

Career-wise, this is a time to stay positive, patient, and focused. Keep working diligently towards your goals

and follow your plans with consistency and determination. Your perseverance will begin to pay off. On the personal front, family life will bring a sense of peace. contentment. and emotional fulfilment.

Mav 22 - June 21

It's an exciting time for those in love! Expect a renewed GEMINI sense of connection and emotional growth in your relationships. Professionally, a surge of energy and enthusiasm awaits you. With new opportunities on the way, follow your passions and take bold steps toward achieving your career goals.

July 23 — August 21 This month is about love,

emotional abundance, LEO and support. Embrace the nurturing aspects of your relationships and find comfort in the care of your loved ones. While worries about your professional life may crop up, remember that you have the strength to overcome them. Take things one step at a time and don't hesitate to seek support.



August 22 — September 23 You're ready to open your heart and pursue your romantic interests with

renewed excitement. Positive changes and career advancement are on the horizon. Past challenges will begin to fade, making way for a more peaceful and stable phase. Make sure to seize the opportunities for growth and progress.

> September 24 - October Love is in the air! This

> > liaht-

month brinas hearted adventures and a carefree spirit to your

relationships. At work, mental clarity and fresh insights will help you make important decisions. Use this time to cut through confusion, rely on your sharp intellect, and take bold steps to advance your professional journey.

June 22 — July 22

Your love life may face a few challenges this month. CANCER Open communication and a calm approach will help you avoid unnecessary arguments. On the professional front, you may come across wonderful opportunities for partnerships and collaborations. Working towards shared goals can bring fruitful and fulfilling results.



LIBRA

October 24 — November 22

You may find long-awaited solutions to lingering issues and experience a renewed sense of balance. Strengthen

your relationships by combining emotional intelligence with logical thinking. In your career, let your unique talents shine. Trust your capabilities and use your creativity to forge ahead.



November 23 — December22

If you're feeling uncertain emotionally or financially, don't hesitate to lean on your partner for support.

Professionally, it's a time to be cautious and practical. Be financially mindfuluse your resources wisely and avoid unnecessary expenditures to ensure stability.



December 23 — January 20

No challenge is too great for your sharp mind and inner strength. When faced with complex situations, trust

that the solutions lie within. Use your intelligence and intuition to overcome obstacles. If you're considering a partnership or collaborative venture, expect the relationship to be smooth, cooperative, and well-balanced.

CQUARIUS

January 21 — February 19

If you're sensing negative energy, especially at work or home, take a moment to evaluate your relationships.

Ensure they're built on trust, love, and authenticity. Avoid being influenced by individuals who do not have your best interests at heart. Protect your mental and emotional well-being by cultivating a healthy, positive environment.



February 20 — March 20

Emotional highs and lows may leave you feeling isolated, but remember-you are not alone. A new project

with a friend could be on the cards. You may also have opportunities to learn something new or develop a fresh skill. If you've been searching for your ideal life partner, your wait might soon come to an end.

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APPOINTMENTS

MAURITIUS TOURISM PROMOTION AUTHORITY

The Mauritius Tourism Promotion Authority (MTPA) has announced the appointment of **Avinash Kanti Teelock** as its new Director, effective as from May 30, 2025. With over a decade of experience in the tourism and hospitality industry, the new Director brings a strategic vision and dynamic leadership style to one of the country's most vital sectors. Mr. Teelock has held senior roles in some of Mauritius's most prominent hospitality groups, including Attitude Hotels, where he served as Key Account Manager from 2017 to 2023.





JW MARRIOTT GOA

JW Marriott Goa has appointed **Himanshu Taneja** as its new General Manager. With over 25 years of luxury hospitality experience, Himanshu is an alumnus of IHM Trivandrum. He started his career with The Leela Mumbai and has since worked with top brands like Taj Hotels, The Oberoi Group, and Marriott International. His leadership is expected to further elevate the guest experience and operational excellence at JW Marriott Goa.

HYATT PLACE GURGAON

Hyatt Place Gurgaon has appointed **Neha Kapoor** as its new General Manager. With over 21 years of diverse experience in the hospitality industry, Neha is known for her strategic thinking and people-focused approach. She will lead the hotel's operations with a focus on delivering outstanding guest experiences and driving growth in the competitive Gurgaon market. Her appointment reaffirms Hyatt Place Gurgaon's commitment to service excellence and operational efficiency.



ECKO HOTELS & RESORTS

ECKO Hotels & Resorts has appointed **Amrit Mukhopadhyay** as Area General Manager. Amrit brings over 18 years of experience in hospitality, with expertise in sales, marketing, budgeting, revenue management, and operations. His career includes leadership roles at The Fern, Royal Orchid, and Clarks Inn. He will focus on enhancing operational excellence, driving revenue, and improving guest services across ECKO's growing portfolio of hotels and resorts.

CROWNE PLAZA DHAKA GULSHAN

Crowne Plaza Dhaka Gulshan has appointed **Karthi VK** as its new General Manager. Karthi brings more than 18 years of experience with leading brands such as The Oberoi, Trident, and Crowne Plaza. Known for his operational excellence and people-centric approach, Karthi will lead the hotel's growth strategy in Dhaka's key business district.



FAIRMONT MOUNT KENYA SAFARI CLUB Fairmont Mount Kenya Safari Club has appointed Tushar Garg as Director of Sales & Marketing, With vast experience in sales and

Director of Sales & Marketing. With vast experience in sales and marketing, Tushar will lead the property's commercial strategies, focusing on revenue growth and brand positioning. Nestled at the foothills of Mount Kenya, this luxury heritage resort aims to strengthen its presence in global and regional markets under Tushar's leadership, enhancing guest engagement and market reach.

THE FERN HOTELS & RESORTS

The Fern Hotels & Resorts has promoted **Basant Sabu** to Vice President – Business Development & Feasibility at Concept Hospitality. Since joining, he has driven significant growth, increasing the group's portfolio from 23 hotels with 1,300 rooms in 2015 to over 100 hotels with 6,500+ rooms. Under his leadership, The Fern has a chieved

150+ signed properties with over 10,000 rooms, solidifying its market-leading position in India's hospitality sector.



HILTON SALWA BEACH RESORT & VILLAS

Hilton Salwa Beach Resort & Villas has appointed **Petr Pisecky** as its new General Manager. With nearly 30 years of hospitality experience across China, Australia, UAE, and the Czech Republic, Petr is known for his visionary leadership. He has held senior roles across operations and business development. At Hilton Salwa, he will focus on driving business growth, enhancing operations, and elevating quest

experiences at one of the region's largest resorts.



RADISSON BLU PLAZA DELHI Airport

Radisson Blu Plaza Delhi Airport has appointed **Vivek Kakria** as the Rooms Division Manager. With over 12 years of experience, he has worked with leading hotels like ITC Maurya, The Leela Palace, Crowne Plaza Gurugram, and The Lodhi. Known for his expertise in guest experience and operations, Vivek will now lead the Rooms Division to further enhance service standards. Outside work, he

enjoys travelling and playing snooker.



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