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# Letter from the *Editor's Desk*



Dear Industry Colleagues,

There's a distinct nip in the Delhi air, a subtle reminder that the seasons are changing — and with that comes one of India's most celebratory months. As the festive lights begin to twinkle and the fragrance of Diwali sweets fills the air, the hospitality industry too seems aglow with optimism. Business sentiment is upbeat, travel is thriving, and hotels across the country are gearing up for a promising year-end.

In this spirit, BOTT decided to speak with General Managers from a wide variety of hotels — from the serene shores of the Andamans to the vibrant lanes of Amritsar, the lush backwaters of Kochi to the urban skylines of Mumbai and Delhi — to understand how 2025 has shaped up for them. Through conversations with 20 GMs, we explored key trends in performance, sustainability initiatives, and the evolving expectations of the Indian traveller. Their insights reveal not just resilience but renewed energy and innovation across the hospitality landscape.

This issue also takes you through some of the most significant events of the season — from the 68th TAAI Convention in Abu Dhabi, where India's outbound and inbound narratives found new directions, to Mélange 2025, which brought together the best of the travel trade for meaningful collaborations, and the prestigious Skål International Congress in Mumbai celebrating global tourism leadership.

As we usher in the festival of lights, may the sparkle of Diwali bring brightness, prosperity, and peace to all our readers and partners. Here's wishing everyone a happy, bright, and safe Diwali!

Happy Reading!

Warm regards,

**Priyanka Saxena Ray**

Editor, **BOTT** India





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## JORDAN TOURISM BOARD WRAPS UP TWO-CITY ROADSHOW IN INDIA

The Jordan Tourism Board (JTB) successfully concluded

a two-city roadshow in Mumbai and Delhi, showcasing Jordan as a must-visit destination for Indian travellers. With India identified as a priority market, the initiative highlighted Jordan's diverse experiences, from culture and heritage to adventure and luxury. His Excellency Yusuf Abdelghani, Ambassador of Jordan to India, emphasized the deep-rooted historical and cultural ties between the two nations.

## STAR PRINCESS EMBARKS ON MAIDEN VOYAGE FROM BARCELONA

Princess Cruises celebrated the maiden voyage of its newest Sphere-Class ship, Star Princess, which departed Barcelona on an 11-day inaugural Western Mediterranean sailing on October 4, 2025. The 17th ship in the Princess fleet will sail a transatlantic voyage to Fort Lauderdale for her Caribbean season and official naming on November 6, 2025, by celebrity couple Camila and Matthew McConaughey. The 4,300-guest vessel features 30 dining venues, world-class entertainment, and luxurious accommodations.



## SRI LANKA TOURISM LAUNCHES SOUTHERN INDIA ROADSHOW SERIES



Sri Lanka Tourism is set to captivate travel agents across Southern India with a three-city roadshow and networking evenings in Madurai, Coimbatore, and Chennai on October 6, 8, and 10, 2025. Organized by Sri Lanka Tourism Promotion Bureau (SLTPB) and Sri Lanka Convention Bureau (SLCB), the initiative aims to strengthen ties with the Indian market while showcasing Sri Lanka's diverse tourism offerings.

## JAMAICA TOURIST BOARD CONCLUDES SUCCESSFUL JAPEX 2025

The Jamaica Tourist Board (JTB) successfully concluded the 2025 Jamaica Product Exchange (JAPEX) from September 22–24 at the Montego Bay Convention Centre. Themed "Ready, Set, Go," the event connected global buyers, tour operators, and media with Jamaica's thriving tourism sector. Showcasing the island's luxury resorts, adventure offerings, and cultural attractions, JAPEX reinforced Jamaica's leadership in sustainable tourism and its commitment to fostering strong global partnerships for future growth.



## VOYAGE ONE DMC PARTNERS WITH LINKIN REPS FOR EXCLUSIVE INDIA REPRESENTATION

Voyage One DMC, a leading global destination management company with operations across the UAE, Kazakhstan, Georgia, and Azerbaijan, has appointed Linkin Reps as its exclusive India representative for Georgia and Azerbaijan. The partnership aims to tap into India's rapidly growing outbound travel market by offering travel agents seamless access to curated experiences and expert on-ground services.

## MAGNICITY UNVEILS HIGHLINE WARSAW, EU'S HIGHEST OBSERVATION DECK



Magnicity has inaugurated Highline Warsaw, Poland's newest landmark attraction atop Varso Tower — now the highest observation deck in the European Union. The 53rd-floor attraction features 360° city views, digital art installations, and cultural experiences. Visitors can enjoy The Highline Experience on the 46th floor, the HighGarden Rooftop Lounge on the 49th, and an AI-powered photo booth and curated gift shop celebrating Polish creativity.



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### AIR INDIA ADDS FOURTH DAILY FLIGHT BETWEEN DELHI AND LONDON (HEATHROW)



Air India has expanded its UK operations under the Northern Winter 2025 schedule by adding a fourth daily flight between

Delhi and London (Heathrow) starting 26 October 2025. The move increases the airline's frequency from 24 to 28 weekly flights, adding 1,196 seats each way per week. Operated by Airbus A350-900 and Boeing 787-9 aircraft, all flights offer complimentary Wi-Fi, lounge access for premium travellers, and Air India's latest three-class cabin experience.



### AIR INDIA EXPRESS LAUNCHES DAILY INDORE-GOA FLIGHTS FROM OCTOBER 26

Air India Express, India's fastest-growing airline, is set to launch daily flights between Indore and Goa (Dabolim International Airport) starting October 26, 2025. The new route enhances connectivity between central India and one of the country's most popular beach destinations. Bookings are open on [airindia-express.com](http://airindia-express.com), the mobile app, and leading travel portals.



### QANTAS RESUMES NON-STOP DELHI-MELBOURNE FLIGHTS

Qantas will recommence non-stop flights between Delhi and Melbourne from October 27, 2025, operating thrice weekly until March 28, 2026. The route returns after a hiatus since June, coinciding with Australia's cricket season and the India-Australia T20 match at the MCG on October 31. Operated by Airbus A330-300 aircraft, the service adds 1,300 weekly seats, reaffirming Qantas' commitment to India.

### INDIGO EXPANDS DELHI HUB WITH NEW ROUTES TO BALI, KRABI & MANCHESTER

IndiGo announced major expansion from its Delhi hub, launching new international routes to Denpasar-Bali (daily from Oct 24), Krabi (four weekly from Oct 26), and Manchester (four weekly from Nov 15). The carrier will also double daily flights to Bangkok. On the domestic front, IndiGo adds 10 new daily routes, including Rajkot, Patna, Goa, Nagpur, and a new destination—Purnea in Bihar. The move strengthens IndiGo's international reach and domestic network connectivity.



### ITC HOTELS EXPANDS LUXURY PORTFOLIO WITH NEW SIGNING IN PATNA

ITC Hotels Limited has signed an agreement with Kumar Infra Hotel (KIHPL) to manage a new 140-room luxury hotel in Patna, part of Bihar Tourism's development initiative. Set on a 1.5-acre site, the property will redefine luxury lodging and dining in the region. The project was awarded through a competitive government bidding process, marking another milestone for ITC Hotels.



### THE FERN UNVEILS COSTEIRA ZINC JOURNEY BY THE FERN, DAMAN

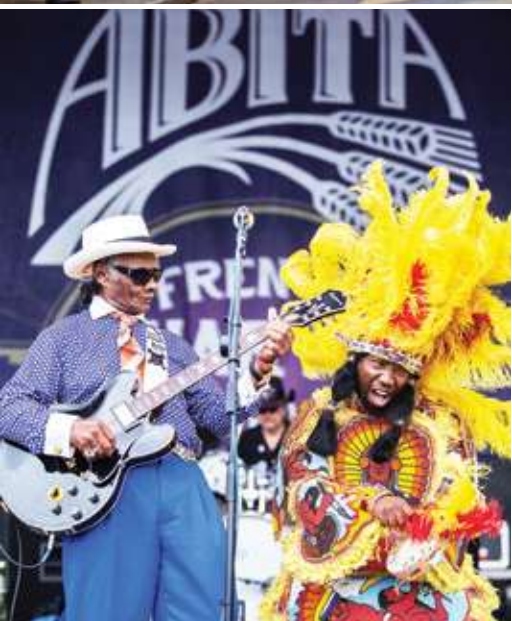
The Fern Hotels & Resorts announced the signing of Costeira Zinc Journey by The Fern, Daman, its second property in the coastal destination and part of its experiential brand, Zinc Journey. The 49-room hotel will feature an infinity sea-view pool, spa, and three distinctive dining options, including a terrace restaurant. With modern event spaces and leisure facilities, the property strengthens The Fern's portfolio of 37 hotels across Gujarat, Daman & Diu, combining sustainability with luxury.





# NEW ORLEANS

## A City of Celebration, Culture, and Carnival



New Orleans is a city that doesn't just welcome visitors—it embraces them with an infectious spirit of music, culture, and festivity. Known worldwide for its soulful jazz rhythms, Creole cuisine, and vibrant neighbourhoods, the city offers an unforgettable experience to every traveller who sets foot on its storied streets. From the lively French Quarter with its historic architecture and street performers, to the Mississippi River cruises that capture the essence of the South, New Orleans embodies a perfect blend of tradition, charm, and joie de vivre.

At the centre of New Orleans' cultural calendar stands **Mardi Gras**—America's grandest carnival and one of the world's most legendary celebrations. Observed annually on Fat Tuesday, the eve of Ash Wednesday, it usually falls in February or March, depending on Easter. The city comes alive with dazzling floats, masked revellers hurling colourful beads, and the electrifying rhythms of marching bands. Far more than a festival, Mardi Gras is a living tradition rooted in French and Creole heritage, drawing millions from across the globe to witness this unforgettable spectacle.

But beyond the parades, New Orleans offers year-round attractions: the Garden District's elegant mansions, Cajun and Creole culinary delights, world-class jazz clubs, and an arts scene that continues to evolve with contemporary influences while honouring its historical roots. It is a destination that appeals equally to culture seekers, food lovers, music aficionados, and those simply looking to experience the warm, spirited hospitality of the South.

To make planning a New Orleans trip seamless, GRN Connect—a leading global B2B travel platform—serves as the booking partner for this enchanting city. With curated hotel options, competitive rates, and trusted local connections, GRN Connect ensures travel agents can offer their clients the very best of New Orleans, including access to the unforgettable Mardi Gras season.



# LE MERIDIEN NEW DELHI

## Reimagining hospitality with conscious luxury

*Meena Bhatia, Vice President & General Manager, Le Meridien New Delhi, talks about the hotel's dynamic performance in 2025, its stunning new restaurant and design transformations, and the creative strategies shaping the next era of experiential, responsible, and emotionally resonant hospitality.*

**Priyanka Saxena Ray**

*A* year of steady growth

2025 has been a strong year for Le Meridien New Delhi, mirroring the resilience of India's hospitality industry. Business across all key segments—corporate, leisure, MICE, and diplomatic—grew steadily, fuelled by the return of international travel, major events, and a rising “bleisure” audience. Despite global economic challenges, India's market remained stable, and the year closed on a high, reaffirming New Delhi's appeal as both a cultural and business hub.

### New dining, design & sustainability

This year marked a transformative phase for the hotel. The iconic Le Belvedere Restaurant was reimagined as XO & Mi @ Le Belvédère, a vibrant dining destination inspired by the street foods of Asia—from Tokyo's izakayas to Bangkok's night markets. Signature dishes like tuna tataki, laksa prawn wonton soup, and truffle chicken karaage combine nostalgia with global flair.

Refreshed guest rooms now feature modern design, art installations, and smart technology for enhanced comfort.

In a first for India, Le Meridien partnered with K2 Atmospheric Mineral Water and Watergen to produce mineral-enriched water directly from air—bottled elegantly in glass,



reducing plastic and conserving natural resources, reaffirming the hotel's sustainability leadership.

### Experiential stay

Le Meridien New Delhi continues to innovate with experiences that resonate emotionally. The “Great Delhi Do-Nothing” staycation encourages guests to pause, recharge, and embrace unhurried living—with breakfast in bed, surprise dartboard activities, and late checkout. The hotel also curates intimate cultural and dining experiences, such as the Sake Pairing Session at XO & Mi, which brought together diplomats and influencers, and the upcoming Dastangoi performance of “Gharwali” at eau de Monsoon, blending theatre, storytelling, and fine dining in one immersive evening.

### Weddings take centre stage

As all segments continue to thrive, weddings will take the spotlight in 2026 with the launch of “The Great Delhi Dreams.” This campaign will position Le Meridien New Delhi as a premier venue where timeless elegance meets modern celebration—offering couples bespoke, stylish, and truly Delhi-inspired wedding experiences. **BOTT**





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# THE SURYAA NEW DELHI

## Strengthening legacy through guest-centric innovation

**Greesh Bindra**, Executive Vice President, The Suryaa New Delhi, shares insights on the property's robust performance in 2025, ongoing upgrades, and the strategic initiatives shaping its future in the luxury hospitality segment.

**Gunjan Sabikhi**

### A year of steady growth and renewed momentum

2025 has been a strong year for The Suryaa New Delhi, marked by consistent growth across all performance indicators. Both occupancy and ADR have recorded year-on-year improvements, supported by a balanced mix of domestic and international travellers. The hotel also had the privilege of hosting several high commission delegations, reinforcing its reputation as a trusted choice for dignitaries and global travellers alike. This performance reflects the team's focus on operational excellence, service quality, and a guest-first approach.

### Refurbishments that redefine comfort and style

This year, The Suryaa completed significant refurbishments to enhance the overall guest experience. Several guest rooms were redesigned to reflect refined luxury and contemporary comfort, blending elegant interiors with modern functionality. Upgraded bedding, ambient lighting, and premium in-room amenities now elevate the sense of indulgence for every guest. Enhancements to the wellness facilities have also ensured a more holistic and rejuvenating stay experience, underscoring the property's commitment to



quality and attention to detail.

### Focused on personalization, technology, and sustainability

Looking ahead, The Suryaa is deepening its focus on personalization and digital engagement. A robust CRM strategy is being rolled out to tailor guest interactions and communications, complemented by new direct booking incentives. Sustainability remains a core priority, with greener practices being integrated across operations to align with global hospitality standards. The recently introduced guest recognition programme aims to build stronger relationships with loyal patrons by offering added value and customized experiences.

### Strategic focus on MICE, weddings, and leisure

While nurturing its core segments, The Suryaa is intensifying its efforts in MICE and weddings, both of which are witnessing rising demand for bespoke, experiential events. With its versatile venues and service excellence, the hotel is ideally positioned to cater to this evolving market. Leisure travel also continues to be a strong segment, driven by inbound travellers seeking authentic, premium experiences in the heart of the capital. **BOTT**



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**Shuvendu Banerjee**, General Manager, Holiday Inn New Delhi Aerocity, shares insights on the hotel's strong performance in 2025, key upgrades, and its focused strategy on weddings, MICE, and inbound business for the year ahead.

**Gunjan Sabikhi**



## HOLIDAY INN NEW DELHI AEROCITY

### A year of growth, innovation, and guest delight

#### 2025: A transformative year

Year 2025 has been a very encouraging year for Holiday Inn New Delhi Aerocity, marked by strong business performance and several key milestones. The hotel witnessed steady growth in occupancy and ADR, resulting in a significant RevPAR increase compared to 2024. Corporate, MICE, and inbound segments were major contributors to this success, ensuring a balanced business mix. The hotel's popular food festivals not only boosted revenue but also strengthened its brand visibility in the market. Guest satisfaction scores saw a marked improvement through enhanced service training and personalization, while sustainability remained central — highlighted by the launch of an in-house water bottling plant that reduced environmental impact.

#### Upgrades and new offerings

Throughout the year, the property underwent comprehensive upgrades to elevate comfort and experience. Guest rooms received modern enhancements, while two new banquet venues were unveiled to cater to social and corporate events. The newly launched patisserie, Airobakes, offers a curated selection of fresh bakes, adding another highlight to the hotel's F&B offerings. The poolside area was redesigned with elegant cabanas, creating

a stylish outdoor venue, and both Viva All Day Dining and Hangar Lounge & Bar received a contemporary facelift to enhance ambiance and appeal.

#### Strategic focus for the coming season

For the upcoming season, the focus will be on expanding weddings, MICE, inbound business, and exhibitions. With the wedding season approaching, the hotel is actively engaging the market through focused outreach to secure large-scale celebrations and corporate gatherings. The team is also enhancing its digital footprint to drive visibility during the festive season and curating new food festivals to engage both loyal guests and IHG One Rewards members with fresh culinary experiences.

#### Targeting growth in weddings, MICE, and inbound segments

In 2026, Holiday Inn New Delhi Aerocity aims to aggressively grow the MICE, inbound, and wedding segments, supported by its new banquet spaces and upgraded facilities. The hotel has also introduced convenient transit packages with wash-and-change rooms and meals for domestic and international travellers. The new poolside venue with elegant cabanas adds an exclusive setting for bespoke events. **BOTT**

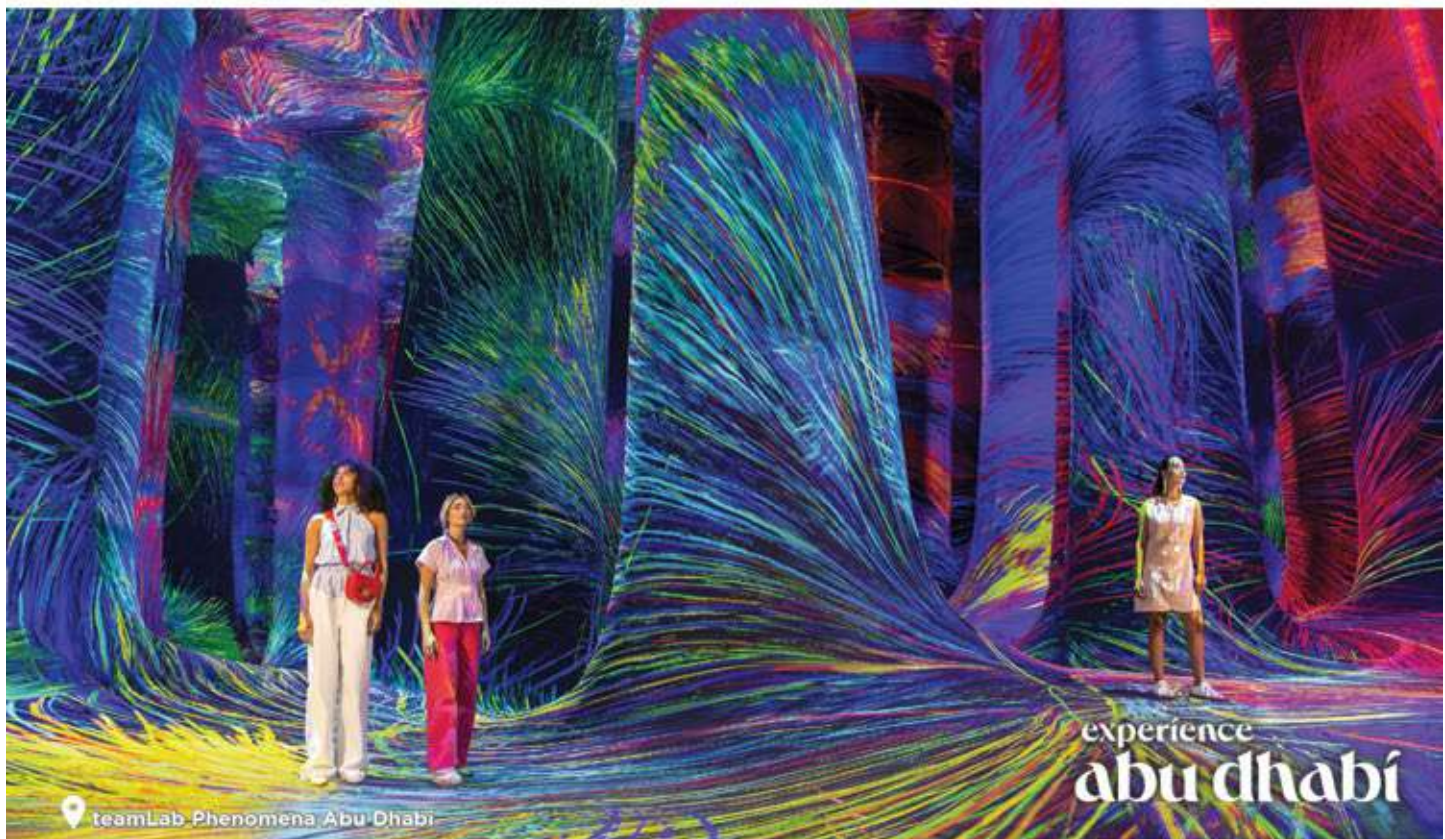




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**Ashwani Kumar Goela**, Vice President Operations – Radisson Blu Plaza Delhi Airport & Area General Manager – Radisson Hotel Group, South Asia, shares insights into the hotel's stellar performance in 2025, its guest-centric innovations, and the evolving focus on MICE and wedding segments that continue to define its leadership in Delhi's hospitality landscape.

**Gunjan Sabikhi**



## RADISSON BLU PLAZA DELHI AIRPORT

### Elevating luxury and personalised hospitality

*A* year of strong growth and recognition

2025 has been an exceptional year for Radisson Blu Plaza Delhi Airport. The property has witnessed robust business growth across all segments, with occupancy and F&B revenues performing above expectations. A key highlight has been the hotel's continued emphasis on delivering curated guest experiences through its signature dining outlets like The Great Kabab Factory and Soy Neung Roi, as well as through unique experiential offerings.

Additionally, multiple industry accolades and recognitions have further reinforced its position as one of Delhi's leading hospitality brands.

#### Upgrading experiences and enhancing offerings

This year, the focus has been on enhancing guest experiences and improving operational efficiency. Select rooms and suites are being upgraded with contemporary interiors and smart technology to maximize comfort and convenience.

In F&B, the property has introduced new curated menus and experiential dining concepts to cater to evolving guest preferences. The meeting and event spaces have also been upgraded to better serve the MICE segment, ensuring every event hosted at the hotel is seamless, stylish, and memorable.

#### Focus on personalisation and strategic growth

Looking ahead, the strategy at Radisson Blu Plaza Delhi Airport is centred on creating more personalized and memorable experiences for guests. The team is leveraging data-driven insights to deliver tailored services that foster loyalty and repeat business.

The hotel also plans to roll out seasonal promotions and themed dining experiences across its restaurants. Strengthening partnerships with corporate and travel segments remains a priority, ensuring the property continues to be the preferred choice for both business and leisure travellers.

#### Strengthening MICE and weddings segments

There is tremendous potential in the MICE and wedding markets, and the hotel is focusing aggressively on these segments. With Delhi's growing prominence as both a business and cultural hub, Radisson Blu Plaza Delhi Airport offers state-of-the-art meeting spaces, luxurious rooms, and diverse F&B options ideal for corporate events and destination weddings alike.

While continuing to serve leisure travellers, the property is also crafting integrated packages and curated experiences that resonate with corporate clients and wedding planners, further strengthening its leadership in the luxury hospitality space. **BOTT**





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# FAIRMONT MUMBAI

## Blending urban luxury and wellness

***Rajiv Kapoor**, General Manager, Fairmont Mumbai, shares insights on the hotel's landmark first year, its wellness-driven approach, and how it is setting new standards in luxury hospitality and curated guest experiences.*

**Shreya Shimpi**

### *A* transformative year

2025 has been an exciting and transformative year for Fairmont Mumbai. The hotel achieved strong occupancy and consistent growth in room nights while elevating guest satisfaction through personalized experiences, innovative wellness programs, and curated F&B concepts. The property also hosted several high-profile corporate events, cultural showcases, and lifestyle activations, earning recognition from media and travel platforms for its focus on wellness, clean-air standards, and elevated guest experiences.

### Establishing a new benchmark in luxury hospitality

As a newly opened landmark property, Fairmont Mumbai spent 2025 building its identity and setting new standards for urban luxury. The hotel launched one of Mumbai's largest and most versatile banqueting spaces, with a signature venue soon to be unveiled. It also introduced India's first Longevity Suite, featuring cutting-edge wellness modalities like Cryotherapy, Hyperbaric Oxygen Chamber, and Red-Light Therapy. The culinary offerings include unique dining destinations — Madeleine de Proust (Indo-French patisserie), The Hedonist (gentlemen's club-inspired bar), The Merchants (global all-day dining), Oryn (Chinese specialty), and Samaa (Mediterranean al-fresco restaurant).



### Innovative strategies driving brand experience

Fairmont Mumbai's strategic focus is on inspiring guests and redefining luxury in the city. The property continues to expand curated guest journeys that integrate wellness, gastronomy, and cultural exploration. Collaborations with cultural, lifestyle, and wellness leaders are creating exclusive events that enhance brand engagement. Simultaneously, the hotel is strengthening its digital footprint through targeted campaigns, influencer partnerships, and immersive storytelling — ensuring its offerings reach both local and international audiences.

### Target segments and vision for 2026

Looking ahead, Fairmont Mumbai aims to attract discerning guests across leisure, MICE, and weddings. For leisure travellers, the focus is on wellness-infused suites, transformative experiences, and culinary journeys. MICE and corporate groups will benefit from flexible, technology-enabled venues ideal for meetings and retreats. Meanwhile, luxury weddings and social events will be enhanced through storytelling-driven F&B concepts and bespoke service. Together, these initiatives will position Fairmont Mumbai as a new benchmark for luxury hospitality in India's financial capital. **BOTT**





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**Davinder Juj**, General Manager, Eros Hotel New Delhi Nehru Place, shares how the iconic property has continued to uphold its legacy of hospitality while embracing innovation, sustainability, and personalized experiences in 2025. Under his leadership, the hotel remains a preferred destination for business, leisure, and celebrations alike.

**Gunjan Sabikhi**



## EROS HOTEL NEW DELHI NEHRU PLACE

### Uniting tradition, luxury and sustainability

*A* year of growth and excellence

2025 has been a remarkable year for Eros Hotel New Delhi. Building on its strong 25-year foundation, the property has recorded steady growth with over a 10% year-on-year rise in ADR and RevPAR, reflecting its ability to balance occupancy with rate optimisation. The hotel continues to attract strong patronage from corporate and social events, thanks to its blend of Indian warmth and contemporary luxury.

Guests appreciate the hotel's strategic Nehru Place location and its personalised service philosophy that makes every stay memorable. On the sustainability front, Eros has been integrating green practices and smart technology to enhance guest comfort while staying environmentally conscious. Wellness remains a growing priority, with curated experiences that resonate with evolving traveller preferences.

#### Thoughtful upgrades

Eros Hotel New Delhi has undertaken meaningful upgrades in its Food & Beverage offerings. The team has been revamping select outlets and introducing new culinary concepts designed to appeal to diverse tastes. These enhancements align with evolving market trends while ensuring that guests experience the signature warmth and excellence that define

Eros hospitality. Sustainability and personalization remain guiding principles in every new initiative.

#### Innovation and sustainability

The hotel's strategic focus for the coming seasons revolves around sustainability, personalization, and experiential travel. Guided by the 3R principle—Reduce, Reuse, Recycle—Eros has implemented 100% LED lighting, rainwater harvesting, dual flush systems, and sensor-based taps. Its in-house biogas plant transforms biodegradable waste into renewable energy, showcasing true eco-conscious innovation.

Additionally, the hotel leverages technology to deliver hyper-personalized guest experiences, while wellness takes centre stage through yoga sessions and health-focused cuisine.

#### Strengthening core segments

Eros continues to focus strongly on MICE, leveraging its state-of-the-art venues and prime location in the capital's business hub. Weddings remain another area of strength, with elegant indoor and outdoor spaces ideal for both intimate and grand celebrations. Leisure and business travellers equally value the hotel's proximity to attractions like the Lotus Temple and ISKCON Temple, along with metro connectivity. **BOTT**





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**Barun Gupta**, General Manager, ExpoInn Suites & Convention, shares insights on the property's record-breaking year, major upgrades, expansion plans, and strategic focus for 2026 as the region's leading convention and hospitality destination.

**Priyanka Saxena Ray**



## EXPOINN SUITES & CONVENTION

### Setting new benchmarks in South Asia's MICE & Hospitality landscape

*A* landmark year of achievement

2025 has been a landmark year for ExpoInn Suites & Convention, marked by exceptional performance across all segments. With strong growth in the MICE and corporate sectors, the property has emerged as one of the most sought-after destinations in Noida and Greater Noida. As South Asia's largest convention hotel, featuring 136 rooms and 14 banquet halls ranging from 8,500 to 250,000 sq. ft., ExpoInn has successfully hosted some of India's biggest exhibitions and conferences.

#### Transformative upgrades and expansions

This year saw extensive refurbishments and new developments at ExpoInn. The hotel now features 136 renovated rooms across four categories, three specialty dining outlets, and upgraded banquetting spaces. The 8,500 sq. ft. hall was revamped, while the 35,000 sq. ft. Hall No. 2 was redesigned into six independent sections. A new 2,500 sq. ft. banquet lobby with a dedicated *vedi* enhances its wedding offerings, complemented by a 13,000 sq. ft. landscaped lawn under development for mega events. Strategically located near the Yamu-

na, Noida, and KMP Expressways, the property will soon benefit from its proximity to the upcoming Noida International Airport, along with a dedicated chopper landing facility. Expansion plans include the launch of The Plume Hotel (63 keys) in October 2025 and two more full-service hotels by mid-2026. The retail and F&B divisions are also growing, with Bean & Brew Co. expanding to 10 outlets and Nuara – Hamper of Happiness curating premium gifting experiences.

#### Focus segments for 2026

In 2026, ExpoInn will focus on MICE, Corporate, Airline Crew, Weddings, and Leisure segments. The upcoming Noida International Airport will significantly boost demand across all categories. The hotel aims to lead in corporate events, exhibitions, and conventions with its world-class infrastructure. Weddings and social celebrations remain strong, supported by renovated venues and curated experiences for up to 10,000 guests. Leisure and transit travel will be further strengthened through wellness retreats and city experiences. By adopting a data-driven approach, ExpoInn Suites & Convention is set to sustain its leadership as South Asia's most versatile hospitality and convention destination. **BOTT**





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**Abhirup Bandyopadhyay**, General Manager, Holiday Inn Goa Candolim shares insights on the hotel's strong performance in 2025, recent upgrades, and its renewed focus on experience-led stays, sustainability, and personalized guest engagement.

**Amit Bhasin**

## HOLIDAY INN GOA CANDOLIM

### Evolving with Sustainability and the Spirit of Goa

*A* year of meaningful connections

2025 has been a strong and fulfilling year for Holiday Inn Goa Candolim, defined by steady growth and several key milestones. The hotel recorded a healthy rise in occupancy, driven by robust domestic travel and the return of international guests. Leisure tourism remained the core business driver, while MICE and corporate segments also showed positive traction. One of the highlights this year has been the growing success of locally inspired offerings — from regional Goan cuisine to curated cultural experiences. Progress on IHG's 'Journey to Tomorrow' sustainability roadmap was another key focus, with measurable improvements in energy efficiency, waste reduction, and community engagement.

#### Enhancing Goa's Coastal Charm

2025 was also a year of thoughtful enhancements across the property. Soft refurbishments refreshed the lobby and public areas, introducing a relaxed, contemporary coastal aesthetic that captures the essence of Goa. Select guest rooms were upgraded with improved in-room technology and amenities, catering to evolving guest preferences. On the F&B front, new seasonal menus were launched at the all-day dining restaurant, highlighting authentic Goan flavours and wellness-inspired cuisine.

#### Following an experience-driven strategy

Looking ahead, Holiday Inn Goa Candolim is focused on delivering deeper guest engagement through experiential travel. Strengthening the weddings and intimate events segment is also a key priority, with personalised solutions designed for small gatherings and celebrations. On the technology front, smarter guest communication tools are being implemented for seamless pre-arrival to post-stay interactions. Sustainability continues to anchor the strategy, aligning closely with IHG's 'Journey to Tomorrow' goals through responsible operations and local community partnerships.

#### Focus on leisure and social celebrations

In 2026, Holiday Inn Goa Candolim will sharpen its focus on leisure travel and social celebrations, two segments that resonate strongly with Goa's evolving tourism landscape. The hotel aims to craft personalized leisure packages that merge comfort with authentic Goan discovery. Meanwhile, intimate weddings, milestone celebrations, and private gatherings are gaining momentum, and the property's prime location and personalised service make it ideally suited for these events. **BOTT**





# CROWNE PLAZA KOCHI

## Elevating Kerala's hospitality landscape

*Rohit Pillai, General Manager, Crowne Plaza Kochi, shares details about the hotel's remarkable year of growth and transformation, its renewed culinary focus, and strategic emphasis on weddings, MICE, and leisure travel.*

**Gunjan Sabikhi**

*A* year of growth, renovation and expansion

Year 2025 has been a year of transformation for Crowne Plaza Kochi. Managing multiple renovations while ensuring uninterrupted guest experience has been one of the hotel's greatest achievements.

Mosaic, the all-day dining restaurant serving over 300 guests daily, was completely revamped and expanded from 85 to 185 covers. The new design features the city's longest island-style buffet, and the renovation was impressively completed in just 28 days without any closure.

Both speciality restaurants, Zoka and Sky-Grill, continued to make the hotel proud — Zoka won at the Economic Times Restaurant and Nightlife Awards for Best International Cuisine, while both outlets received Tripadvisor Travelers' Choice recognition.

All 14 meeting and event spaces were refreshed with new carpeting and décor, creating a vibrant look. The next phase includes renovation of the lobby and public areas to enhance the guest arrival experience.

On the expansion front, KGA Group has signed a franchise agreement with IHG for a new hotel in Changanassery, Kerala, slated to open in early 2027.

### **Focus on experiences and culinary innovation**

For the upcoming season, Crowne Plaza

Kochi is focused on curating experiences that resonate with guests. Building on recent renovations, the hotel plans to refresh the lobby and public spaces, creating a contemporary and inviting ambience.

Exclusive pop-up events and food festivals will continue to attract new audiences, featuring collaborations with renowned chefs like Michelin-starred Chef Alexandre Kerbouz for French Omakase and Nepali Nirvana experiences. These initiatives reinforce the hotel's position as a culinary leader in the city.

### **Strengthening weddings, MICE and leisure segments**

The focus for the coming year will be on weddings, MICE, and leisure travellers — segments that have shown exceptional potential. Large-scale conferences, concerts, and corporate events have driven occupancy and revenue, underscoring their significance.

With 10,000 sq. ft. of indoor banquet space, 14,000 sq. ft. of outdoor venues, and a scenic backwater setting, Crowne Plaza Kochi is a sought-after wedding destination. Its MICE capabilities, 269 well-appointed rooms, and award-winning restaurants make it ideal for conferences and incentive programs. **BOTT**





***Amulya Kakkar**, Vice President & General Manager, Hotel Clarks Shiraz, Agra, shares inputs on the property's record-breaking performance in 2025, the extensive refurbishments that blend heritage with modern design, and more.*

**BOTT Desk**

## HOTEL CLARKS SHIRAZ, AGRA

### Blending heritage, luxury, and leadership



#### *A* record-breaking year

2025 has been an exceptional year for Hotel Clarks Shiraz, marking one of the most successful periods in its storied legacy. The property achieved its highest-ever top line and bottom line, a reflection of both strategic foresight and the resilience of its team.

An upsurge in domestic tourism has played a pivotal role, with Indian families increasingly choosing Agra for leisure and grand celebrations. Weddings and MICE have been the primary growth engines, as the hotel hosted several high-profile events that reinforced its reputation as a premier venue. A highlight of the year was receiving the Visionary Leader Award at the Wedding Conclave Summit, hosted at Clarks Shiraz in September.

#### Transforming heritage

2025 also marked a phase of major transformation at the property. The hotel's iconic Akbar Hall was completely redesigned and relaunched as "Devam", a contemporary, multi-purpose banquet space equipped with advanced lighting and state-of-the-art AV systems, perfect for both corporate events and lavish weddings.

Simultaneously, all guest rooms underwent an extensive upgrade, combining modern amenities with the timeless charm of the Clarks legacy. The enhancement of the rooftop Taj-view venue added a new dimension

to the hotel's appeal, making it a top choice for destination weddings and luxury events in Agra.

#### Strategy and sustainability for the future

Looking ahead, the focus remains on personalisation, sustainability, and digital innovation. The hotel is curating customised wedding experiences—allowing families to personalize every detail, from menu curation to décor themes. Sustainability is a key pillar, with initiatives to reduce food wastage, eliminate single-use plastics, and promote eco-friendly décor solutions for responsible celebrations.

The property is also strengthening digital engagement through virtual venue tours and collaborations with leading wedding planners across India, expanding its reach within the booming domestic wedding segment.

#### Focused growth across weddings, MICE, and leisure

While leisure travel continues to be the foundation of Agra's hospitality, the domestic wedding market has become the hotel's primary growth driver, bringing both visibility and long-term value. Alongside weddings, MICE remains a major focus as improved connectivity positions Agra as an ideal destination for corporate offsites and events. **BOTT**



# NOVOTEL AHMEDABAD

## Working towards community welfare and local engagement

*Amit Sangwan, General Manager, Novotel Ahmedabad, shares insights on the hotel's exceptional performance in 2025, the introduction of new facilities, and its strategic roadmap focused on sustainability, market expansion, and enhanced guest experiences.*

**Amit Bhasin**



### *A* year of growth and performance

2025 has truly been a landmark year for Novotel Ahmedabad, marking a defining chapter in its growth journey. The hotel has demonstrated outstanding business performance, powered by strategic initiatives, elevated guest experiences, and innovative marketing. Focused on operational excellence and customer satisfaction, the property has strengthened its market presence and built deeper guest loyalty, cementing its status as one of Ahmedabad's most preferred destinations for business and leisure travellers alike.

### New additions and sustainable innovations

This year, the property introduced several new experiences that reflect its commitment to innovation and sustainability. The highlight has been the launch of Infine, a sophisticated restaurant offering an authentic European dining experience, catering to Ahmedabad's evolving global palate.

Additionally, a comprehensive floor refurbishment has given the interiors a modern, refreshed look, while the installation of an in-house water bottling plant aligns with the hotel's eco-friendly initiatives to reduce plastic usage. A newly launched retail space within the hotel offers guests a curated selection of local and artisanal products, further enhancing the experiential aspect of their stay. Each initiative reflects Novotel Ahmedabad's

dedication to responsible hospitality through its ongoing CSR and community engagement efforts.

### Forward strategy and growth outlook

Looking ahead, Novotel Ahmedabad aims to achieve balanced growth through strategic revenue optimization and targeted market segmentation. The focus will be on driving occupancy and ADR growth, with special attention to relocation and long-stay guests. The property also plans to maximize banquet performance, supported by the recently added pre-function area, which enhances its capacity to host larger and more versatile events. Beyond business growth, the hotel remains deeply committed to its CSR goals—continuing initiatives that promote sustainability, community welfare, and local engagement.

### Targeting emerging segments

With Gujarat emerging as a major sports and events destination, Novotel Ahmedabad is set to aggressively capture the sports tourism segment, aligning with the state's growing prominence ahead of the Commonwealth and 2036 Olympic Games. Simultaneously, the hotel will continue to strengthen its MICE, corporate, leisure, and long-stay segments, ensuring it remains the preferred choice for modern travellers seeking comfort, connectivity, and meaningful experiences. **BOTT**



***Manuj Ralhan**, General Manager, Novotel Jaipur Convention Centre & JECC, shares insights on the property's milestone year, major sustainability initiatives, and its evolving role as one of India's most prominent MICE and events destinations.*

**Shreya Shimpi**



# NOVOTEL JAIPUR CONVENTION CENTRE & JECC

## Powering Jaipur's rise as India's MICE capital

*A* milestone year of growth and high-profile events

2025 has been a landmark year for Novotel Jaipur Convention Centre & JECC, marked by strong business performance and increased visibility in India's MICE landscape. The complex witnessed record occupancy and F&B revenues, fuelled by large-scale conventions such as MRAI, IIFA, RajPlast, JAS, Salesforce, Regional 3R and Circular Economy Forum-ODC, and DERMACON. Peak occupancy levels, VIP dinners, and major networking events contributed significantly to revenue growth, alongside new corporate partnerships and ancillary income from logistics and transport services — reflecting the complex's growing prominence as a preferred events hub in India.

### Upgrades that redefine guest experience and sustainability

This year, the property underwent extensive upgrades to enhance both guest comfort and operational sustainability. The lobby, bar, restaurant, corridors, and poolside areas received a contemporary facelift — with the pool now serving as a premium MICE and wedding venue. A new gaming zone was introduced for resident guests, while the complex achieved the prestigious Green Key Certification. Sustainability initiatives include new AC units, a 250 KLD STP plant (in progress), an 800 TR cooling tower, and energy-efficient thermostats. A Chef's

Farm now supplies fresh vegetables for farm-to-table dining, and the shift from DG sets to UPS systems has significantly reduced CO<sub>2</sub> emissions.

### Innovative campaigns driving engagement

Novotel Jaipur Convention Centre's "Business Beyond Boundaries" campaign has been instrumental in promoting the venue as a premier destination for conferences and exhibitions, particularly during the summer season. On the weddings front, #NovoTalesOfLove has positioned the property as Jaipur's most romantic poolside celebration venue. The complex is also driving concert tourism by hosting large-scale cultural events such as Jaipur's biggest Garba procession. Upcoming marquee events include Rising Rajasthan — Success 2024, India Stonemart 2026, and GRAM.

### Target segments and future outlook

Looking ahead, the focus will remain on MICE, weddings, leisure, and concert tourism. With expansive convention and exhibition facilities, the complex is uniquely positioned to host mega conferences and cultural gatherings. Jaipur's continued rise as a leisure and wedding destination complements this vision, ensuring Novotel Jaipur Convention Centre & JECC remains at the forefront of India's large-scale event and hospitality ecosystem. **BOTT**





# TEXTILES OF *Madhya Pradesh*



**Shri Sheo Shekhar Shukla,**  
Additional Chief Secretary, Tourism, Culture,  
Home, and Religious Trusts & Endowments,  
and Managing Director, Madhya Pradesh  
Tourism Board

**M**adhya Pradesh is home to an extraordinary range of textile traditions that span centuries. These fabrics and crafts reflect royal patronage, artisan mastery, tribal ingenuity, and community-driven initiatives that preserve culture while sustaining livelihoods.

## **Maheshwari Weave**

**History & Royal Patronage:** Originating in Maheshwar under the patronage of Queen Ahilyabai Holkar in the late 18th century, Maheshwari sarees and fabrics were developed to combine elegance with practicality. The queen invited master weavers from Surat and Mandu, establishing Maheshwar as a thriving textile hub.

**Design & Craftsmanship:** Characterized by striped or checkered bodies, subtle pallus, and delicate zari borders, Maheshwari textiles often feature motifs such as leheriya (waves), chatai (mat patterns), and rui phool (cotton flower). Traditionally crafted in cotton, modern variations include silk-cotton blends. Each saree takes four to five days to weave, reflecting painstaking skill and artistry.

**Community & Initiatives:** The Madhya Pradesh Tourism Board (MPTB) is developing a craft handloom village, Keriya Khedi, Maheshwar. The initiative includes the beautification of the weaving area, creation of a cafeteria for tourists, and employment opportunities for locals, blending heritage preservation with community empowerment and tourism.

## **Chanderi Fabric**

**Royal Anecdote:** During the Mughal era, Emperor Akbar famously received several meters of Chanderi fabric rolled into a hollow bamboo stick. Upon unfolding, he was astonished to see that the cloth could cover an elephant, showcasing its sheer delicacy and fine weave.

**Craftsmanship:** Chanderi fabric is renowned for its lightweight texture, subtle sheen, and translucent quality, achieved through a delicate blend of silk and cotton. Intricate motifs—such as buttis, coins, lotuses, and peacocks—often highlighted with gold or silver zari, lend it a regal elegance. Its airy nature makes it ideal for sarees, scarves, and suits,

balancing grace with comfort.

**Community & Initiatives:** Pranpur, near Chanderi, has already been developed as a craft tourism handloom village. It offers tourists the opportunity to experience weaving traditions firsthand while creating sustainable livelihoods for artisans and empowering local women through direct engagement in craft-based tourism.

## **Bagh Print**

**History:** Bagh print is a centuries-old hand-block printing technique from the Bagh region of Madhya Pradesh, with origins linked to traditional fresco art.

**Technique & Craftsmanship:** Practiced mainly on cotton and silk, Bagh prints feature geometric and floral motifs. Artisans prepare the fabric with natural softeners like goat dung and castor oil, print with wooden blocks, and dye with natural colors—red from alum and black from jaggery-iron mixtures. After sun-drying and rinsing in flowing river water, the colors become vibrant and long-lasting. Bagh prints adorn sarees, scarves, and even Maheshwari and Chanderi silks.

**Community & Initiatives:** The Madhya Pradesh Tourism Board (MPTB) is developing a craft handloom village at Kukshi in Dhar district, designed to preserve the Bagh printing tradition. This initiative will provide artisans with modern facilities, tourism-linked opportunities, and platforms to promote their eco-friendly, tribal printing techniques.

## **Batik Print**

**History:** Batik, an ancient wax-resist dyeing technique, has been practiced in India for over 2,000 years. It was introduced to Madhya Pradesh during the Mughal era. Bherugarh, near Ujjain on the banks of the Shipra River, remains the centre of this craft.

**Technique & Craftsmanship:** Artisans coat selected fabric areas with hot wax before dyeing; the wax resists the dye, creating intricate designs. A unique “crushed effect” involves applying wax to large areas, drying, then crushing before dyeing, producing delicate cracked patterns. Around 800 artisans continue to practice Batik in Bherugarh, ensuring its endurance.





**Rajani Nair Deb**, General Manager, DoubleTree by Hilton Agra, shares insights on the property's exceptional performance in 2025, the launch of new facilities, and her strategic vision for growth across weddings, MICE, and family travel segments.

**Priyanka Saxena Ray**



## DOUBLETREE BY HILTON AGRA

### Aiming expansion across multiple areas

**A** year of growth and excellence

2025 has been a remarkable year for DoubleTree by Hilton Agra, with strong performance across all key segments. The hotel maintained a healthy mix of weddings, events, and retail business — each performing above expectations. Beyond numbers, the focus on qualitative enhancements has further strengthened the property's market positioning. By aligning services, guest experiences, and offerings with evolving traveller expectations, the hotel has witnessed a year marked by growth, resilience, and operational excellence.

#### New additions that inspire

The highlight of 2025 was the launch of the Astor Ballroom, now one of the finest and most versatile event spaces in Agra. With its elegant design and scale, it has quickly become a preferred choice for weddings, MICE events, and high-profile celebrations. Complementing this is Miniverse, a thoughtfully designed play zone for children featuring interactive activities and creative engagement. These additions underscore DoubleTree by Hilton Agra's commitment to offering holistic experiences for all guests — from grand events to family-friendly stays.

#### Strategic vision for the future

Looking ahead, the hotel aims to expand across multiple focus areas. With the Astor Ballroom enhancing event capacity, DoubleTree by Hilton Agra is positioned to attract larger weddings and MICE events from across domestic and international markets. The Miniverse initiative strengthens the property's appeal among families, while continued investment in service quality and sustainability — guided by Hilton's Travel with Purpose vision — ensures responsible growth. From waste reduction to energy-efficient practices, sustainability remains integral to every operational aspect.

#### Focus segments: MICE, weddings, and families

In 2026, the hotel will intensify focus on MICE, weddings, and family travel. The scale and versatility of the Astor Ballroom make it ideal for hosting expansive events, while Agra's growing connectivity via the upcoming Jewar Airport offers new opportunities for corporate and international markets. Weddings remain a key segment, with the Taj Mahal serving as a timeless backdrop. Meanwhile, family travel continues to thrive with Miniverse and curated leisure experiences, positioning DoubleTree by Hilton Agra as a preferred destination for all. **BOTT**



**Pradeep Sharma**, General Manager, Holiday Inn Amritsar Ranjit Avenue, shares insights on the hotel's strong business performance in 2025, enhanced guest experiences, and focused strategies to expand weddings, MICE, and leisure travel in the year ahead.

**Priyanka Saxena Ray**



## HOLIDAY INN AMRITSAR RANJIT AVENUE

### Curating unique and personalised experiences

#### *A* year of growth and guest-centric excellence

2025 has been an exciting year for Holiday Inn Amritsar Ranjit Avenue, fuelled by strong domestic travel, increased corporate engagement, and a thriving wedding season. The hotel's focus on delivering exceptional guest experiences through tailored wedding offerings, curated corporate packages, and engaging leisure promotions has driven consistent growth. As the festive and wedding seasons approach, business momentum remains strong.

#### Upgrades that enhance comfort and ambience

This year, the hotel focused on elevating comfort and ambience through selective renovations. Refreshed rooms and updated public areas, including the lounge and bar, have enhanced the warmth and style of the property, creating an even more welcoming environment for guests. Looking ahead, a comprehensive refurbishment is planned for next year to further upgrade aesthetics and facilities, ensuring every visit continues to delight guests with modern design and thoughtful amenities.

#### Strategic focus on weddings, MICE, and leisure experiences

For the upcoming season, Holiday Inn Amritsar Ranjit Avenue is emphasizing unique and personalised experiences across guest segments. With the peak wedding season approaching, the hotel is curating bespoke packages for couples and families while attracting NRIs and international travellers from key markets like the UK and Canada. On the MICE front, the hotel is leveraging its versatile banquet spaces and central location to host conferences and corporate events, supported by strong collaborations with travel partners. Additionally, local cultural and spiritual experiences are being integrated into leisure offerings to enhance engagement. Strengthened digital campaigns and precision-driven marketing aim to boost reach, visibility, and occupancy.

#### Strengthening core segments

In 2026, Holiday Inn Amritsar Ranjit Avenue will intensify its focus on the MICE segment, capitalizing on Amritsar's improved connectivity and growing reputation as a business destination. The hotel's modern infrastructure and flexible event spaces make it ideal for meetings, conferences, and corporate gatherings. Simultaneously, leisure and weddings will continue as core growth pillars, drawing travellers inspired by the city's cultural vibrancy and proximity to the Golden Temple. **BOTT**



**Harkaran Singh Sethi**, General Manager, Hilton Gurugram Baani City Centre, shares insights on the brand's debut property in Delhi NCR, its exceptional first-year performance, and the innovative strategies shaping its future across corporate, leisure, and wedding segments.

**Priyanka Saxena Ray**



## HILTON GURUGRAM BAANI CITY CENTRE

### Delivering sustainable approach in urban hospitality

**A strong debut year for Hilton Gurugram**

2025 has been a strong foundational year for Hilton Gurugram Baani City Centre. As Hilton's flagship debut in the Delhi NCR-Gurugram market, the property has established a strong presence within just seven months of its November launch. Despite temporary disruptions in May, occupancy levels have remained robust. Strategically located on Extension Road, Sector 63—a rapidly developing premium hub—the hotel caters seamlessly to corporates, MICE, weddings, and leisure guests.

#### World-class design and facilities

As a newly launched property, Hilton Gurugram Baani City Centre has been designed as an urban resort with distinctive architecture and thoughtful amenities. The hotel features 20-ft high skylit ceilings, lush olive trees in the lobby, and 50% of rooms offering balconies with panoramic Aravali views — a rare feature in Gurugram. Its 15,000 sq. ft. of versatile indoor event space, interconnected venues, and stylish outlets like Café O Lait, Tayles, and Kitchen Craft create ideal settings for both business and social gatherings. Sustainability is woven into the property's DNA, with initiatives such as a water bottling plant, sensor-based lighting, and inclusive hiring — 4% specially-abled team members and

27% women — reinforcing Hilton's commitment to responsible hospitality.

#### Strategic focus on corporate, weddings, and community engagement

The hotel's forward strategy is built on three pillars: Corporate Travel & MICE, Weddings, and Leisure & Community Engagement. Corporate and MICE already contribute the majority of business, while weddings have emerged as a major growth segment. The flagship IP Wedding Diaries by Hilton offers bespoke wedding solutions — from couture and jewellery tie-ups to curated regional menus by Hilton chefs from across India. On the MICE front, the hotel continues to innovate with creative event concepts like supercar-themed coffee breaks and art gallery evenings, enhancing its appeal to top corporates.

#### Target segments and growth outlook for 2026

With 15,000 sq. ft. of meeting space, smart boardrooms, and a 350-pax ballroom, the hotel is ideal for international conferences and grand weddings. For FY 2026, the property targets hosting over 20 weddings and 100+ conferences, reaffirming Hilton Gurugram's status as one of NCR's most dynamic new hospitality destinations. **BOTT**

**Binit Tripathi**, General Manager, Ramada by Wyndham Gorakhpur, shares insights on the property's strong 2025 performance, new facility expansions, and strategic plans to position the hotel as a leading hub for weddings, MICE, and social events in eastern Uttar Pradesh.

**Pallavi Sharma**



## RAMADA BY WYNDHAM GORAKHPUR

### Redefining hospitality in Eastern Uttar Pradesh

#### *A* strong year of growth and service excellence

2025 has been a promising year for Ramada by Wyndham Gorakhpur, marked by steady growth in occupancy, revenue, and guest satisfaction. The hotel recorded a 15% increase in occupancy and an 8–10% rise in ADR, supported by a balanced mix of corporate, leisure, and MICE business. Guest satisfaction also improved significantly, with OSAT rising by 12% and NPS up by 15 points, reflecting stronger guest loyalty and repeat business. The team's enhanced sales strategy, digital visibility, and dynamic pricing contributed to these positive results. Food festivals like the Bihar Food Festival and Pahadi Food Festival also drove strong local engagement and brand recall.

#### Elevating guest experience

In 2025, the hotel undertook major expansion and renovation projects worth ₹5 crore to meet rising market demand. The banquet hall was expanded from 3,500 to 4,500 sq. ft., introducing a refreshed look with premium interiors, lighting, and décor—making it one of Gorakhpur's most sought-after venues for weddings and events. Another major addition is the RED Club, a rooftop open-bar concept aligned with the brand's "Say Hello to Red" philosophy.

#### Innovative strategies for the coming year

Looking ahead, Ramada by Wyndham Gorakhpur is focusing on innovation, guest personalization, and sustainable operations. Tailor-made Wedding Packages will offer one-stop solutions for destination celebrations, including décor, entertainment, curated menus, and luxury stays. Pre-wedding shoots, bridal spa experiences, and after-party brunches will further enhance the guest journey. On the sustainability front, the hotel has achieved Wyndham Green Certification and continues to emphasize eco-friendly initiatives such as energy-efficient systems, waste reduction, and EV charging points. Additionally, the launch of the RED Club and curated food festivals will strengthen F&B revenues and local engagement.

#### Focus on weddings and MICE for 2026

As Gorakhpur's hospitality landscape evolves, weddings and MICE remain the hotel's primary growth drivers. With upgraded banquet facilities, modern amenities, and strategic tie-ups with wedding planners and corporates, Ramada by Wyndham Gorakhpur is poised to capture the city's growing demand for large-scale social events and corporate gatherings. **BOTT**



# CROWNE PLAZA NEW DELHI MAYUR VIHAR NOIDA

## Delivering excellence through experience

**Pankaj Gupta**, Area General Manager – IHG Southwest Asia and General Manager, Crowne Plaza New Delhi Mayur Vihar Noida, shares insights on the hotel's remarkable performance in 2025, upcoming upgrades, and its focused growth strategy across business and leisure segments.

**Priyanka Saxena Ray**



### A record-breaking year of growth

2025 has been an exceptional year for Crowne Plaza New Delhi Mayur Vihar. The hotel is set to record one of its highest revenues ever, surpassing initial forecasts due to strong demand across corporate and leisure segments. Guest satisfaction continues to remain a top priority, with GSI scores for cleanliness and service exceeding benchmarks. The 'Room to Grow' initiative has empowered several team members to advance within the IHG family, reinforcing a culture of growth. The year also saw successful culinary festivals such as Zaiqa-e-Dilli and Rangla Amritsar, along with immersive Blended Travel experiences that blended culture, cuisine, and storytelling.

### Enhancing facilities and experiences

This year, the hotel focused on selective room refurbishments to elevate comfort, design, and amenities. Expansion plans are underway with new rooms and upgraded banquet and restaurant facilities expected to be operational by next year's first quarter. These enhancements aim to offer distinctive experiences for business, leisure, and MICE guests, further strengthening the hotel's standing as a preferred destination in the capital region.

### Strategic focus for the upcoming season

Looking ahead, the hotel plans to leverage improved connectivity in Noida and the upcoming airport to attract both corporate and leisure travellers. Expanding takeaway and packed-meal offerings will cater to nearby corporates and business hubs. Following the success of sound healing sessions, more wellness programs, networking events, and curated cultural experiences are planned — reinforcing Crowne Plaza's commitment to holistic hospitality.

### Target segments and business outlook

The hotel will continue to focus on MICE, leisure, and weddings, tailoring strategies to seasonal trends. Weddings remain a strong driver, while MICE and corporate events will be prioritized during peak periods. The growing health and wellness segment presents an opportunity to engage guests year-round. By aligning marketing and operations with these dynamics, Crowne Plaza New Delhi Mayur Vihar aims to sustain growth and deliver superior guest experiences across all segments. **BOTT**





EVOLVE BACK

## SUCCESSFULLY COMPLETED

UTEN BIG TRAVELS HAMPI BADAMI EDUCATIONAL FAM TRIP WITH EVOLVE BACK RESORTS, HAMPI KARNATAKA



A big thanks to all **Nithya , Davis , Nirmal & Whole Evolve Back Resorts Team** for hosting UTEN for this educational fam. We all came to know in-depth knowledge on **Evolve Back Resort, Hampi Karnataka** and the whole Hampi Badami as a destination which amazed all of us with their **beauties** and **important history** of the destination we saw and experienced.

Appreciate to **Big Travels Team Mr.Jagadeesh , Syed** and **Whole Team** too for providing this opportunity to UTEN members. Really we are glad for all your amazing & flawless services



Thanks & Regards  
UTEN Founders Team - Winifred D'Souza & Satyaprakash Gupta

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**Sanjeev Bhatia**, President & General Manager, The Metropolitan Hotel & Spa, shares insights on the property's landmark 25th anniversary, strong business performance, renovations, and focused strategy for domestic and MICE growth in 2026.

**Priyanka Saxena Ray**



## THE METROPOLITAN HOTEL & SPA

### Celebrating 25 years of excellence and innovation

#### *A* landmark year of growth and recognition

The year 2025–26 has been dynamic for The Metropolitan Hotel & Spa, with strong growth across several months. April began with a remarkable 40% increase over last year and 30% above budget, while September closed with excellent revenue gains. Despite global disruptions in mid-year, the hotel achieved steady performance and growth momentum. This year also marks a milestone — 25 successful years of operations. To celebrate, the hotel introduced a 25th Anniversary Special Menu across all restaurants, showcasing culinary favourites from its journey since 2000. Adding to the celebrations, The Metropolitan received the prestigious “Best Iconic Hotel in Asia” award from the Haute Grandeur Global Awards, recognising its excellence in service and hospitality standards.

#### Renovations and upgrades for enhanced comfort

In celebration of its silver jubilee, the hotel completed several key upgrades to elevate the guest experience. The neoVeda Spa was fully renovated, including therapy rooms, steam areas, and gym facilities, along with a new treatment menu. Guest rooms were refreshed with

new linens, duvets, and pillows, while F&B outlets were enhanced with new crockery and cutlery. These updates reflect The Metropolitan's commitment to evolving with guest expectations.

#### Strategic focus for the coming season

For the upcoming year, The Metropolitan Hotel & Spa aims to strengthen its domestic market presence and expand its guest database. With international travel yet to fully rebound, the hotel is focusing on corporate, MICE, and domestic leisure segments. Strategic investments in technology, operations, and guest personalization remain a priority to ensure value-driven experiences that go beyond accommodation.

#### Focus on MICE and domestic corporate travel

Looking ahead to 2026, the property plans to target MICE and corporate FIT business aggressively, supported by strong domestic tourism and improved connectivity. Intelligent revenue management and targeted promotions will help enhance ARR. With 25 years of legacy, upgraded facilities, and a renewed vision, The Metropolitan Hotel & Spa continues to set benchmarks in contemporary luxury and hospitality excellence. **BOTT**

**Manoj Kumar**, General Manager, WelcomHeritage Cheetahgarh Resort & Spa, Rajasthan, shares insights on the resort's strong performance in 2025, the debut of its stunning new restaurant, and how Cheetahgarh is emerging as a premier destination for luxury wildlife experiences, weddings, and milestone celebrations in Jawai.

**Priyanka Saxena Ray**



## WELCOMHERITAGE CHEETAHGARH RESORT & SPA, JAWAI

### Where wilderness meets luxury

#### *A* year of growth and recognition

2025 has been a highly encouraging year for WelcomHeritage Cheetahgarh Resort & Spa, marked by steady growth in both domestic and international markets. Jawai's rising prominence as a luxury wildlife and experiential destination has played a key role in this success. The resort's curated leopard safaris, wellness retreats, and immersive cultural experiences continue to captivate guests seeking exclusivity and authenticity.

Another notable trend this year has been the surge in weddings and milestone celebrations, which has further strengthened the property's business performance and positioned Cheetahgarh as a preferred venue for intimate yet grand gatherings amidst nature.

#### **New dining and sustainability enhancements**

A major highlight of the year is the launch of Water Side Grill, the resort's new signature restaurant set beside the tranquil waters of Jawai. The venue brings a global culinary flair to the wilderness setting, featuring open-fire grills, wood-fired pizzas, handmade pasta, and indulgent desserts that create a sensory dining experience like no other.

In addition, the resort has expanded and enhanced its outdoor event and wedding spaces, offering greater capacity while preserving the privacy and exclusivity that define Jawai. Continuing its commitment to responsible luxury, Cheetahgarh has also implemented solar energy systems and advanced water conservation measures, reinforcing its sustainability ethos.

#### **Strategy and target segments**

Looking ahead, the focus is on positioning Cheetahgarh as both a premier wilderness retreat and a distinctive destination for weddings and milestone celebrations. The team is collaborating with travel trade partners and wedding planners to promote Jawai as an exclusive alternative to conventional destinations like Udaipur and Jaipur.

The resort is also curating starlit dining experiences, wellness retreats, and cultural storytelling sessions to deepen guest engagement. On the marketing front, a stronger digital and influencer strategy is being rolled out to attract next-gen travellers seeking authenticity and meaning.

While leisure and wildlife tourism remain the foundation, 2026 will see a sharper focus on weddings and MICE, catering to corporates looking for experiential and nature-inspired retreats. **BOTT**



# TAAI CREATES HISTORY

## with a spectacular 68th Convention in Abu Dhabi

*The 68<sup>th</sup> TAAI Convention & Exhibition, held from 17–19 September 2025 in Abu Dhabi, proved to be a landmark event for India's travel fraternity — setting a new benchmark in scale, substance, and sophistication. Conceptualized and delivered in an astonishing six weeks, the convention under the able leadership of **Sunil Kumar**, President, TAAI drew over 540 delegates and was hailed as one of TAAI's most memorable and flawlessly executed editions.*

**Priyanka Saxena Ray**



Hosted across some of Abu Dhabi's most iconic venues — from the grand Emirates Palace Mandarin Oriental to the breathtaking SeaWorld Yas Island — the convention blended business, networking, culture, and celebration in perfect harmony. Themed “Business with Goodness,” the event opened at the majestic BAPS Temple Convention Hall with an inspiring address by His Holiness

Swami Brahmagharidas, followed by TAAI's presentation of Scrolls of Honour to His Holiness Mahant Swami Maharaj and Swami Brahmagharidas.

The Knowledge Sessions at the Grand Hyatt's Al Bateen Ballroom brought together industry stalwarts and thought leaders, including Pieter Elbers, CEO of IndiGo; Alexis Guest, VP Global Operators, Travelport; and Sandeep Dwivedi, MD of Amadeus In-

dia. A special highlight was the launch of TAAI MarketPlace powered by Amadeus. Eminent voices such as Ankush Nijhawan, Jaal Shah, and Anoop Tewari enriched the discussions with their insights.

The B2B India Travel & Tourism Expo was another resounding success, featuring 43 tabletop exhibitors and witnessing record-breaking attendance. Delegates and exhibitors alike







## EVENTS AND MORE



### 68<sup>th</sup> TAAI CONVENTION & EXHIBITION

17-19 SEPTEMBER 2025, ABU DHABI

### OPENING CEREMONY







lauded the event for its dynamic energy and unmatched professionalism.

The Opening Ceremony saw distinguished guests from the Department of Culture and Tourism Abu Dhabi, the Indian Embassy, and industry leaders, with His Excellency Saleh Al Geziry, DG – Tourism Sector, leading the ribbon-cutting ceremony. TAAI also introduced its Distinguished Leader Award of the Year, honouring Zubin Karkaria, CEO of VFS Global, for his exemplary leadership.

Complementing the business sessions were dazzling evenings filled with music, dance, and cultural splendour — from the Ayyala Dance performance to high-energy live acts that enthralled the audience. Delegates also explored Abu Dhabi's cultural marvels, including the Sheikh Zayed Grand Mosque, Qasr Al Watan, and the Louvre Abu Dhabi, followed by a post-convention retreat in Al Ain.

The phenomenal success of the 68th TAAI Convention was spear-

headed by Sunil Kumar R., President, whose visionary leadership was ably supported by an outstanding team comprising Bettaiah Lokesh, Vice President; Shreeram Patel, Hon. Secretary General; Paras Lakhia, Hon. Treasurer; and Managing Committee Members – Sameer Karnani, Amish Desai, Gopal Unadkat, and Rajan Sehgal along with many more including many Chapter heads. Together, they orchestrated an event that redefined excellence and set new benchmarks for the industry. **BOTT**



# MÉLANGE 2025

## sets new benchmark for India's travel trade shows

*The second edition of Mélange 2025 was held on September 20 and 21, 2025, at NESCO, Mumbai. Fostering meaningful connections and setting new standards in the industry, the landmark event drew an overwhelming response, establishing a new benchmark in the travel trade industry and truly redefining travel trade shows in India.*

**Shreya Shimpi**



Mélange 2025, an exclusive two-day event, served as a unique platform for bringing together an impressive mix of industry leaders, discerning buyers, exhibitors, and travel innovators for meaningful networking, business meetings, and industry collaborations. The event welcomed a diverse mix of participants from hotels, DMCs, visa service providers, technology platforms, airlines, representation companies, tour operators, travel agents, consultants, to cruise companies.

The floor was abuzz with activity, with buyers engaging in back-to-back meetings. Day one witnessed over 150,000 collaborations, underscoring the unmatched value Mélange delivers to its stakeholders. Vibrant entertainment programs and lucky draws

throughout the day kept the spirit of the attendees high. The first day of business sessions transitioned into an opulent gala evening with dance performances by the Venetian Macao team and the Pune Jazz Band, followed by cocktails and dinner.

Organised by MTF Events and led by the dynamic trio — Pradeep Saboo, Sameer Karnani, and Rajat Bagaria — the Mélange team worked tirelessly to ensure its success, making it a well-curated marketplace for travel and hospitality.

Speaking about Mélange 2025, Pradeep Saboo, Co-Founder, MTF Events and Director, Guideline Travels Holidays India, said, “We are happy and overwhelmed at the global response that we have received from the industry. We have participants from

South America, Cuba, Italy, Canada, and Australia exhibiting at our booths. The buyers, too, have come from all nooks and corners of the country.”

Sameer Karnani, Co-Founder, MTF Events, added, “We have received a fantastic response for Mélange 2025. We have approximately 265 stalls, and on day one itself, we have received over 2,000 participants. We have achieved double of last year and are hoping to grow more as we look forward to Mélange 2026.”

Reflecting on the event's evolution, Rajat Bagaria, Co-Founder, MTF Events, said, “After reviewing the first edition, we chose a bigger venue like NESCO. We have been working exceptionally hard for this edition and have addressed the challenges that we faced last year. The response has been phe-





nomenal. The atmosphere has been peaceful and productive.”

The platinum partners for the event were Ottila International, Tripjack, One Above, Global Destinations, BRANDit, and TourFox. Country partners included Tourism Malaysia, Incredible India, Tourism Seychelles, and Ras Al Khaimah. Key exhibitors were Air India, Norwegian Cruise Line, Discover the World, Disney Cruise Line, Asego, Sun Siyam, AVIAREPS, UTEN, and Booking Window, to name a few. The hospitality partners were The Venetian Macao, The Parisian Macao, and The Londoner Macao.

Rahim Aslam, Founder, One Above Global DMC, said, “We are glad to be a part of the second edition of Mélange with all my partners across the globe. Mélange has grown significantly in scale and professionalism. It has been a productive event, and we are proud to partner with them.”

“Mélange has been a great platform for us, and we are proud to be associated with them as the platinum sponsors since the inaugural edition. Mumbai Travel Fraternity is close to our hearts. We are headquartered here, and we do our best to support the community. The Mélange team has once again delivered an exceptional show,” remarked Hasan Patel, Director, Tripjack.

Pranav Kapadia, Founder & Director, Global Destinations, said, “Mélange 2025 is a fantastic show. We are glad to be a part of this premier event as we are meeting filtered, focused buyers and trade partners who are either already working with us or are looking forward to collaborating with us.”

The much-anticipated third edition of Mélange is scheduled for September 26 and 27, 2026. **BOTT**



# GLOBAL TRAVEL MEET 2025

## Tourism Malaysia showcases the nation's vision

*The Global Travel Meet 2025, a three-day event, took place from October 1–3, 2025, at the World Trade Centre, Kuala Lumpur. This landmark event reinforced Malaysia's role as a leading global destination and a driving force in shaping the future of international tourism.*

**Shreya Shimpi**



The Global Travel Meet 2025, hosted by Tourism Malaysia, served as Malaysia's premier international platform for advancing the tourism industry and bringing together leaders, innovators, and stakeholders from around the world. The event served as a pivotal gathering connecting over 600 qualified buyers from ASEAN, Asia & Africa, and the Americas, Europe & Oceania, alongside 400 Malaysian sellers representing diverse tourism products and services, and 100 media representatives from around the world. The theme for the Global Travel Meet 2025 was "Malaysia – Where the World Meets", and it aimed at strengthening Malaysia's position as a preferred travel destination

while paving the way for Visit Malaysia 2026 (VM2026), where the nation targets 47 million international visitor arrivals.

Throughout the event, delegates had the opportunity to attend business-to-business (B2B) sessions, high-impact networking events, strategic business matching activities, and familiarisation trips (FAM Trips). These experiences were well-curated to showcase Malaysia's rich and diverse offerings, encompassing captivating cultural experiences, eco-tourism adventures, exquisite gastronomy, and thrilling adventure travel.

The inaugural event witnessed the presence of the Secretary General, Ministry of Tourism, Arts & Culture

Malaysia – YBhg. Dato' Shaharuddin Abu Sohoh; Honourable Deputy Minister of Tourism, Arts & Culture – YB Datuk Khairul Firdaus Akbar Khan; and Datuk Manoharan Periasamy, Director General, Tourism Malaysia, along with other esteemed dignitaries. In his inauguration speech, the Honourable Deputy Minister of Tourism, Arts & Culture – YB Datuk Khairul Firdaus Akbar Khan said, "Global Travel Meet 2025 is not merely a conference. It is a platform where ideas are transformed into action, where collaboration transcends borders, and where meaningful partnerships are forged. Building on the recent launch of Visit Malaysia 2026 by the YAB Prime Minister in Melaka, this event stands as a vital catalyst in





igniting renewed energy and driving strong momentum into the year ahead through the collective efforts of government, industry players, and partners in realising our ambitious goals for VM2026.” The inauguration concluded with a VIP walkabout in the B2B exhibition and networking. The afternoon product presentations were given by Malaysia Aviation Group, Sabah Tourism Board, etc.

The Gala Dinner that evening, held at the Sunway Resort Grand Ballroom, was graced by the esteemed presence of the Honourable Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture. Addressing the gathering, he said, “I would like to extend my sincere appreciation to Tourism Malaysia for taking the initiative to organise

this Global Travel Meet (GTM) 2025. Having had the opportunity to travel extensively, I feel that the majority of travel agents are still unaware of the incredible diversity that Malaysia has to offer. We have a rich heritage, magnificent destinations, and natural resources such as spell-binding waterfalls and fascinating rainforests. Many of them have realised the beauty of Malaysia after the release of the Visit Malaysia 2026 video. To all our international players and our brothers and sisters from the tourism sectors, I can assure you, Malaysia is a very happening place. We can work together and promote it together.” The event also marked the official launch of the Calendar of Events 2026 – Tourism Malaysia, followed by an am-

brobial dinner and Malaysian cultural performances.

The second day began with a Heritage Walk Tour for the attendees, starting from Independence Square to the Central Market, followed by product presentations from Batik Air, Air Asia, Jungle Walla, etc. The Spice Market Networking Dinner was hosted at MITEC. A vibrant marketplace was set up at the venue with handicrafts from Malaysia, China, and India, where the attendees were given coupons to purchase products of their choice. The next day, the attendees visited Restoran Rebung, where they interacted with Celebrity Chef Ismail Ahmad and enjoyed a sumptuous, authentic Malaysian breakfast along with a live culinary demonstration. **BOTT**



# IRIS REPS

## Showcases the unexplored luxury of Araqila Resort, North Goa



IRIS Reps, founded and helmed by the dynamic Alefiya Singh, recently organised an exclusive FAM trip for select members of the media and the travel and hospitality fraternity to the exquisite Araqila Resort in North Goa. Designed as a serene coastal sanctuary, the resort offers 25 elegantly appointed sea-facing rooms and suites spread across 55 lush acres—making it an idyllic destination for milestone celebrations, soulful retreats, wellness getaways, and leadership offsites.

IRIS Reps, a well-established travel marketing and event management company with a global network of tourism and hospitality partners, curated this familiarisation trip to highlight Araqila's unique blend of luxury, authenticity, and Goan charm. Guests were treated to a host of immersive experiences, including signature dining at the resort's renowned restaurants accompanied by live performances, and a delightful Malwani cooking class led by Chef Vikas Gawade, Chef de Cuisine at Araqila Resort.

"Malwani cuisine is a coastal speciality from Maharashtra's Sindhudurg region," explained Chef Gawade, while sharing insights into the culinary traditions that inspire the resort's menus. "Our forte lies in the coconut-based gravies and shellfish preparations that capture the very soul of Malwani cuisine."

Reflecting on the FAM trip's objective, Parag Karandikar, Manager – Inside Sales at Saffron Stays, said, "The primary goal was to acquaint our guests with this hidden gem that perfectly embodies the spirit of Goa—tranquil, authentic, and deeply rooted in its coastal culture. Through this experience, we wanted them to see Goa beyond its usual bustle and discover its soulful side." **BOTT**



# SKÅL INDIA NATIONAL CONGRESS 2025

## concludes with vision for Innovation, Collaboration & Sustainable Tourism

*The Skål India National Congress 2025, hosted by Skål International Mumbai South, concluded successfully at Hotel Sahara Star, Mumbai, from September 12–14, 2025. Centered around the theme “Connecting Tourism Leaders, Inspiring Growth,” the three-day event brought together policymakers, diplomats, industry stalwarts, and thought leaders from across India’s travel, tourism, and hospitality sectors.*

**Shreya Shimpi**



Supported by partners including the Ministry of Tourism, Incredible India, Bharati Vidyapeeth Institute of Hotel Management, Luv My India, Kazin DMC, and I Love Japan DMC, the Congress served as a dynamic platform to discuss innovation, sustainability, and the future of Indian tourism.

Sanjeev Mehra, President, Skål International India, emphasised, “Our vision for 2025–2030 is rooted in collective growth—to expand our clubs, strengthen membership retention, and build a unified Indian presence on the global Skål stage.”

Host President Padma Shri Dr. Mukesh Batra remarked, “Hosting this Congress was a proud moment for our chapter. Keeping sustainability in focus, this was Skål’s first paperless and digitally driven Congress. Over these three days, we celebrated not only business insights but the true Skål spirit of

friendship and global camaraderie.”

The Congress featured thought-provoking sessions led by prominent voices, including Dr. Shashi Tharoor, who highlighted the need to transform India’s image “from snake charmers to charmers of the world” through world-class infrastructure and segment-based marketing. Smt. Maneka Gandhi urged responsible tourism practices that protect communities and ecosystems, while Subhash Ghai underscored the soft power of cinema in inspiring travel. Pooja Bedi advocated integrating wellness into daily life, and Kunal Vijaykar spotlighted India’s immense potential in culinary tourism.

The event concluded on an inspiring note, reaffirming the industry’s commitment to sustainability, authentic experiences, and collaborative growth—cementing the Skål India National Congress 2025 as a miles-tone in shaping the future of Indian tourism. **BOTT**



# TAT SHINES SPOTLIGHT on Chiang Mai at TTM+ 2025 to woo Indian travellers

*Pattaraanong Na Chiangmai, Deputy Governor for International Marketing (Asia and South Pacific), Tourism Authority of Thailand (TAT), shares insights with BOTT on the diverse offerings of Chiang Mai, key source markets for Thailand, and the country's tourism growth post-pandemic.*

**Shreya Shimpi**



*How is TTM+ 2025 different from the previous year?*

This year, we are placing a special spotlight on the Northern region of Thailand to showcase the rich diversity and unique experiences that Chiang Mai has to offer. With its captivating blend of cultural heritage and natural beauty, this mountainous gem is steadily gaining popularity among global travellers across all segments — business, leisure, and family travel. Compared to last year, nearly 30 per cent of the buyers at TTM+ 2025 were first-time participants, reflecting the growing global interest in Thailand's northern region.

**Which are your top five key source markets for Thailand?**

Our top five source markets are China, Malaysia, India, Russia, and Korea.

**How do you plan to increase the outreach of lesser-known destinations like Chiang Mai among Indian tourists?**

Indian travellers have a deep appreciation for Thai cuisine, and Chiang Mai is renowned for its diverse and authentic gastronomical offerings. Beyond food, the city offers a rich cultural tapestry woven through its arts, handicrafts, and historical landmarks. For Indian travellers seeking spiritual and soulful experiences, Chiang Mai's Buddhist temples provide an ideal retreat.

Local communities here are celebrated for their warmth and hospitality, offering immersive experiences such as farm-to-table tours and hands-on workshops in bamboo weaving, broom-making, and other traditional crafts. These activities give visitors a genuine taste of the region's rich cultural heritage.

The Tourism Authority of Thailand (TAT) has been actively promoting such lesser-known destinations to Indian travellers. As part of the Governor's initiative last year, a Mega Familiarisation Trip was organised for eleven Indian travel agents to explore Northern Thailand, including Chiang Mai. A similar initiative was held earlier this year in collaboration with MakeMyTrip to further strengthen awareness and engagement among Indian travellers.

**How has tourism recovered post-pandemic?**

In 2019, Thailand welcomed approximately 1.98 million visitors. By 2023, tourism had recovered to about 60 per cent of pre-pandemic levels. Last year, we surpassed 2.12 million visitors — an 8.9 per cent increase compared to pre-pandemic figures. In 2025, the growth rate for the first five months already stands at 16.14 per cent compared to the same period last year, signalling a strong upward trajectory for Thailand's tourism sector. **BOTT**



# Taiwan

## Asia's hidden gem for Incentive Groups

*Taiwan combines breathtaking scenery, cultural authenticity, and modern infrastructure to create unforgettable incentive travel experiences.*

Earlier this year, Taiwan played host to nearly 800 pax incentive tour group organized by Indian multinational paint and coatings giant Asian Paints Ltd. making it the largest tour group from India to visit Taiwan since the COVID-19 pandemic. The five-day tour took the travellers, most of whom were visiting Taiwan for the first time, to sites in Taipei and Yilan County, including tea houses in Taipei's Maokong, Dadaocheng and Ximending areas. They also visited Taipei 101, Taipei Zoo, museums and temples, a beach in Yilan County's Dongao as well as indulging in activities like Gondola rides along with some adventure activities.

When it comes to planning an unforgettable incentive trip in Asia, Taiwan, with its unique blend of ancient traditions, modern innovation, breathtaking landscapes, and world-class hospitality, is fast emerging as Asia's hidden gem for incentive groups.

In Taipei, for example, groups can explore the iconic Taipei 101, once the tallest building in the world, discover bustling night markets nearby or quiet tea houses steeped in history and tradition. Companies can host award ceremonies or gala dinners in high-tech venues overlooking panoramic city views, followed by team bonding activities in traditional calligraphy classes or culinary workshops.

### Nature, Outdoor & Culinary Delights

What truly sets Taiwan apart is its diverse natural landscape packed into a compact area. Within hours of Taipei, groups can explore the dramatic cliffs of Taroko Gorge, Kenting's tropical beaches, or the calm waters of Sun Moon Lake.

For more adventurous groups, Taiwan offers world-class hiking, cycling, and even paragliding experiences. The Alishan mountain range, with its mystical sunrises and scenic train rides, provides an unforgettable backdrop for group retreats or team-building excursions.

No visit to Taiwan is complete without indulging in its rich culinary scene. From world-famous street food to gourmet Michelin-starred dining, Taiwan has it all. Incentive groups can participate in food tours, cooking classes, or curated tasting events, allowing participants to bond over shared experiences while enjoying Taiwan's gastronomic treasures.



### Accessibility & Visa

Taiwan boasts excellent infrastructure with reliable transportation, high-speed rail networks, and modern international airports that connect the island with major Asian and global cities. It boasts one of the most tourism-friendly Visa rules for both, FITs Incentives and group travel. Simplified Visa process for group (Escorted tours by designated travel agencies) and Incentives tours (Sponsored by corporations), among others, are available for five or more people who can apply for a group visa to Taiwan which is free of cost and takes between 7 to 14 days to get granted.



## Know what your stars say about October 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 October 2025.



**March 21 – April 20**

Work looks exciting for Aries this month! You may face new challenges that you'll genuinely enjoy, along with promising opportunities and job offers on the horizon. Relationship issues will resolve harmoniously, and family life will remain stable and abundant. A short trip with loved ones is also indicated.



**July 23 – August 21**

This month brings love and abundance! Embrace your nurturing side and draw strength from emotional support around you. While work-related worries may arise, stay calm—handle things one step at a time and seek support if needed.



**November 23 – December 22**

A career high point may be within reach if you successfully complete a challenging task. Stay focused on your goals and follow due processes. Avoid making major financial decisions this month.



**April 21 – May 21**

On the career front, maintain a positive attitude, stay patient, and work diligently toward your dreams. Your consistent efforts will lead you closer to success. Family life will bring a deep sense of peace and fulfilment.



**August 22 – September 23**

Your strong work ethic and attention to detail could help you rise in your career and earn recognition from peers. Avoid investments that seem "risk-free" and weigh all options carefully before committing. Pay extra attention to your health this month.



**December 23 – January 20**

You might find it difficult to meet professional goals on time—stay persistent and don't hesitate to seek help if required. Avoid rushing into property purchases. Be mindful, as mood swings could affect harmony at home.



**May 22 – June 21**

It's an exciting time for love! You and your partner may experience renewed connection and growth in your relationship. Professionally, expect a surge of energy and enthusiasm. New opportunities are on the way—follow your passion and take decisive action toward your career goals.



**September 24 – October**

Love takes a joyful turn this month, with new adventures and carefree moments ahead. At work, expect clarity and breakthroughs—perfect for making important decisions. Use your intellect and confidence to move forward with bold professional choices.



**January 21 – February 19**

If you sense negativity at work or home, evaluate your relationships. Ensure they're built on trust and genuine care, not manipulation. Take conscious steps to protect your well-being and maintain a healthy emotional environment.



**June 22 – July 22**

There might be a few bumps in your love life, so keep communication open and avoid unnecessary arguments. Finding common ground will go a long way in resolving conflicts. Professionally, rewarding partnerships and collaborations may emerge—working together toward shared goals will be fulfilling.



**October 24 – November 22**

You may find solutions to past issues and regain balance in your personal life. Use both heart and mind to strengthen your relationships. Professionally, let your creativity and unique talents shine. Believe in yourself and your abilities to achieve success.



**February 20 – March 20**

Don't feel alone in navigating emotional ups and downs—better times lie ahead. New projects with friends or partners may begin, and opportunities to learn new skills or subjects could arise. Your search for an ideal life partner may also find success soon.





# Redefining Travel in the Age of Intelligence

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## PARTNERS





## APPOINTMENTS

### SKÅL INTERNATIONAL

**NSN Mohan** has made history as the first Indian and Asian elected to assume the role of President of Skål International in 2027. Currently serving as Vice President (2026), his election was announced during the 84th Skål International World Congress in Cuzco, Peru. This milestone achievement underscores India's growing influence in global tourism leadership and highlights Mohan's exceptional contribution to the Skål movement worldwide.



### CONRAD PUNE

**Shreyash Dwivedi** has joined Conrad Pune as Assistant Director of Food & Beverage. A seasoned professional in luxury hospitality, he previously served as F&B Manager at The St. Regis Mumbai, where he played a key role in enhancing guest experiences and driving revenue growth. His extensive experience with leading hotel brands positions him to elevate Conrad Pune's culinary and service standards even further.



### MBD GROUP

**Shayantan Sinha** has been appointed as AVP, Business Development at MBD Group. With over 18 years of experience in business development, corporate leasing, and hospitality, he is known for his strategic acumen, stakeholder management, and leadership excellence. Sinha has consistently driven growth through innovative client acquisition, customer engagement, and high-impact business initiatives, making him a valuable addition to the MBD leadership team.

### MINOR HOTELS – ANANTARA MALDIVES COMPLEX

**Jason Kruse** has been appointed as Complex General Manager for Anantara Dhigu Maldives Resort, Anantara Veli Maldives Resort, and Naladhu Private Island Maldives. With over 20 years of experience across Asia-Pacific, Jason brings deep expertise in luxury resort operations, pre-openings, and strategic leadership. Having earlier led Amilla Maldives, Kurumba Maldives, and JA Manafaru, he returns to the Maldives with strong operational insight.



### ITC MUGHAL, AGRA

**Sandipan Bose** has assumed charge as General Manager of ITC Mughal, a Luxury Collection Resort & Spa. A hospitality veteran with over 25 years of experience, he has demonstrated strong operational leadership and guest-centric excellence. After successfully leading Mementos by ITC Hotels, Udaipur, Sandipan will now helm ITC Mughal's luxury operations, focusing on sustainability, innovation, and world-class service.



### AMRITARA AURA RESORT & SPA, NORTH GOA

**Sanjeev Singh** has been appointed as General Manager at Amritara Aura Resort & Spa, North Goa. With more than 17 years in hospitality, he brings comprehensive experience in front office, rooms, sales, and revenue management. Singh's strong background in F&B operations, menu planning, and yield strategy will play a key role in enhancing guest satisfaction and operational performance at the resort.



### CROWNE PLAZA NEW DELHI MAYUR VIHAR NOIDA

**Mohit Singh** has been appointed as Director of Operations at Crowne Plaza New Delhi Mayur Vihar Noida. A long-time IHG professional, Mohit exemplifies the brand's "Room to Grow" philosophy. He previously served as Director of Food & Beverage and Area F&B Champion at Holiday Inn New Delhi Aerocity, contributing to operational excellence and brand growth across the IHG portfolio.



### DHARANA AT SHILLIM

**Urvashi Mehta** has joined Dharana at Shillim as Commercial Director – Wellness. Bringing over 25 years of experience in luxury hospitality and wellness, she has driven commercial success across renowned lifestyle and wellbeing brands. Her expertise in strategic alliances, global market expansion, and holistic tourism will further strengthen Dharana's positioning as a leading destination for sustainable wellness and transformative retreats.







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- ✓ Document Upload Assistance for speedy scanning preparation to save you time

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