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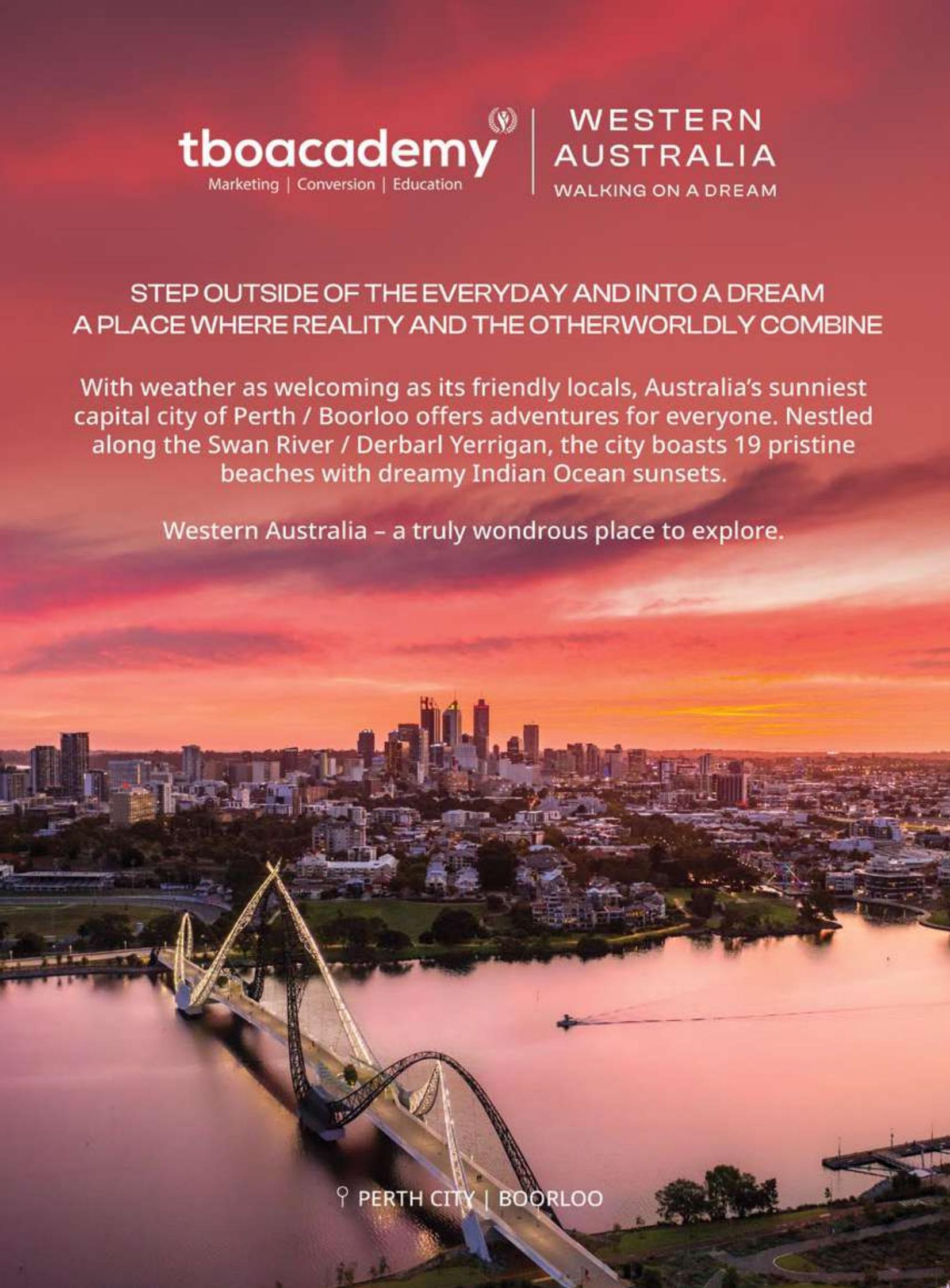
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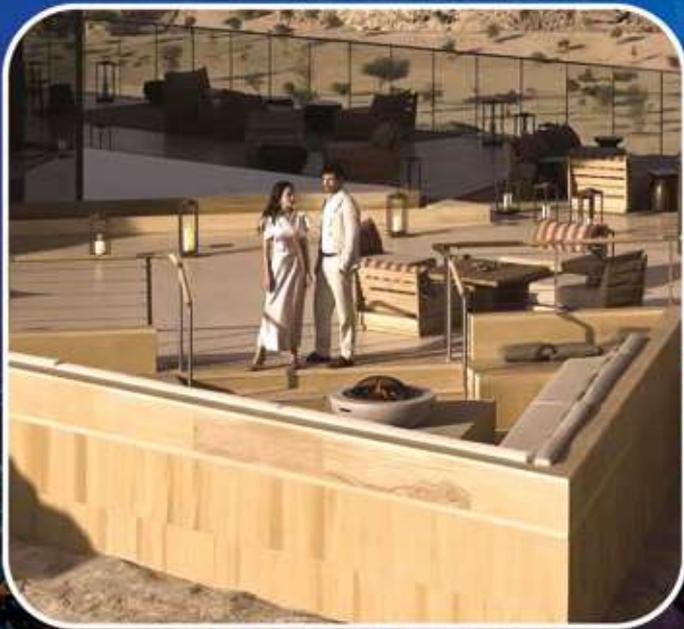
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12-41

SheforShe
Celebrating Women who
Empower, Inspire and
Lead in Tourism

49

**Silk Road Vows
& Saat Phere**
A Timeless
Wedding in
Uzbekistan



58



Ritu Varma
Shaped by Journeys,
guided by Purpose

60

**Sarova Hotels
& Resorts**
strengthens
India focus after
successful 2025



Industry Insight.....42-43

In an exclusive interaction with the travel trade media at SATTE, Manish Puri, Head of Global Sales, Air India, offered a comprehensive overview of the airline's transformation journey.

Short News	10
Industry Insight	44
Events and More	46-48
Destination Focus	49
Associations In Action	54-56

10
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Editor's LETTER

Dear Colleagues,

Since the inception of BOTT – Business of Travel Trade, the March issue has always been dedicated to celebrating women in tourism. Over the years, this special edition has grown into one of our most anticipated and widely appreciated issues, reflecting the remarkable journeys, leadership and contributions of women across the many verticals of the travel and hospitality industry.

Through these pages, we have consistently attempted to highlight voices that inspire change—women who lead organisations, build destinations, drive policy, shape experiences and quietly strengthen the ecosystem behind the scenes. Each year, the response from the industry reaffirms how important it is to recognise and amplify these stories.

This year, however, we decided to go a step further.

BOTT has proudly launched the #SheforShe initiative—a purpose-driven platform that extends beyond the magazine into a physical event and a broader CSR initiative. Conceived as a space for dialogue, mentorship and collective growth, #SheforShe aims to celebrate the spirit of women supporting women while encouraging greater inclusivity across the tourism ecosystem.

In this special issue, we have reached out to close to 60 inspiring women leaders from across the industry—representing tourism boards, airlines, hospitality groups, travel companies, associations and entrepreneurial ventures—to understand what SheforShe means to them. Their reflections, perspectives and personal experiences come together to form a powerful mosaic of resilience, ambition and collaboration.

Alongside this, the issue also captures the vibrant energy of the industry through pictorial highlights from OTM in Mumbai and SATTE in New Delhi, where the travel trade gathered in large numbers to reconnect, collaborate and shape new opportunities.

As always, we hope this issue informs, inspires and celebrates the spirit of our industry.

Happy Reading!

Warm regards,

Priyanka Saxena Ray
Editor, BOTT India

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RADISSON HOTEL GROUP, MBD GROUP INK MASTER FRANCHISE PACT

Radisson Hotel Group (RHG) has announced a long-term strategic partnership with MBD Group under a Master Franchise Agreement to expand its luxury and lifestyle brands, Radisson Collection and Radisson RED, across India. As part of the alliance, the iconic Radisson Blu MBD Hotel Noida will be repositioned as Radisson Collection MBD following a comprehensive upgrade. The partnership strengthens RHG’s luxury portfolio, combining global brand standards with MBD’s development and operational expertise.

ONE ABOVE DIVESTS 20% EQUITY TO COSMIC GROUP AT SATTE

At SATTE Day 1, One Above inked an agreement delivering its 20% equity to Cosmic Group with a vision to grow its on-ground operations and tech. Irshad Dadan, Director, One Above said, “We want to grow One Above and DMC Bazaar globally. For our B2B portal, DMC Bazaar, the world is our market. Since we want to go global, we need to have an investment in place. We are also planning the opening of Japan One Above and we are looking at expanding DMC Bazaar in Bali and the Middle East.”



CZECHIA SEES DOUBLE-DIGIT GROWTH FROM INDIA

Czechia recorded a 12.38% rise in Indian arrivals in 2025, reflecting India’s growing importance as a source market. While Prague remains a

key gateway, travellers are increasingly exploring regional destinations such as South Moravia, known for vineyards and heritage towns. The shift highlights a maturing market seeking countryside and experience-led journeys. The tourism board will further enhance monitoring by incorporating insights from Airbnb and Booking.com to capture comprehensive arrival trends.

FLY91 INDUCTS TWO ATR 72-600 AIRCRAFT

FLY91 has added two brand new ATR 72-600 aircraft to its fleet at a ceremony in Dubai World Central. Acquired from Dubai Aerospace Enterprise, the induction takes the airline’s fleet to six aircraft since launching operations in March 2024. The new aircraft will strengthen regional connectivity across underserved Indian destinations. The move reflects FLY91’s strategy of disciplined expansion, enhancing reliability and sustainable growth in India’s regional aviation sector.



TOURISM MALAYSIA TARGETS 2 MILLION INDIAN VISITORS IN 2026

Tourism Malaysia hosted a Press Conference at Pullman New Delhi Aerocity, outlining plans for Visit Malaysia in 2026 – Truly Asia. The destination welcomed 1.5 million Indian visitors last year and is now targeting 2 million arrivals by 2026. Officials highlighted enhanced connectivity with over 240 weekly flights from India and new airline partnerships, including connections from Tier II cities, further strengthening India–Malaysia tourism momentum.



DELHI TOURISM LAUNCHES EVENING HERITAGE WALKS

Delhi Tourism has expanded its Heritage Walks programme with curated evening and night tours across iconic landmarks including Feroz Shah Kotla, Connaught Place and Qutub Minar. Designed to promote experiential tourism, the guided tours allow visitors to explore Delhi’s historic sites after sunset through engaging storytelling and expert insights. The initiative, priced at ₹500, also features themed experiences such as haunted trails at Feroz Shah Kotla.

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She for She

Celebrating Women who Empower, Inspire and Lead in Tourism

On the occasion of International Women's Day, **BOTT** – Business of Travel Trade proudly unveils #SheforShe, a purpose-driven initiative that celebrates the power of women supporting, inspiring and empowering one another within the tourism and hospitality ecosystem. As an organisation led by strong women and long committed to championing female leadership, **BOTT** has consistently highlighted stories that recognise the achievements of women across the industry.

This year, taking that commitment further, **BOTT** reached out to over 50 leading ladies in tourism to understand what #SheforShe means to them, how they are advancing its spirit in their professional journeys, and the mentors who have shaped their paths.

In an industry where women contribute significantly across leadership, policy, entrepreneurship and operations, #SheforShe serves as a platform for shared voices, collective strength and meaningful progress—reinforcing the belief that when women uplift one another, the entire industry moves forward.

Compiled by:

Gunjan Sabikhi, Priyanka Saxena Ray, Shreya Shimpi and Somya Deep



Priyanka Nijhawan

Director – Representations, Nijhawan Group

To me, #SheforShe represents conscious collaboration over competition. It is about women creating spaces where other women can grow, lead and thrive with confidence. True empowerment goes beyond personal success; it lies in opening doors for others and ensuring they have a seat at the table. In industries like travel and hospitality, where leadership has traditionally been male-dominated, it becomes even more important for women to actively support one another. When we uplift each other, we don't just build careers; we build ecosystems of resilience, mentorship and shared progress. I strongly believe that collective growth accelerates individual success and creates lasting impact for the industry as a whole.

Throughout my journey at Nijhawan Representation, I have been deeply committed to building and leading a team where women are not only present but empowered to lead, innovate and influence decisions. I take immense pride in heading a largely women-driven team that demonstrates strategic strength and resilience. For me, practicing #SheforShe goes beyond mentorship; it is about creating pathways, encouraging ownership, enabling flexibility, supporting life transitions and amplifying women leaders across tourism networks.



Meena Bhatia

Vice President & General Manager
Le Meridien New Delhi

#Sheforshe is not just a word, campaign or phrase, but a well understood belief and practise. I believe that we should always leave our door wide open for women, in a way that they walk in without knocking, so that nor you yourself nor any other women feel alone. In our personal space or professional life, we always have moments of darkness when you look around for support. It is she who can bring in the light and soften the shadows within, because she knows the feeling and she knows the solution.

So, make space and safety for another women who need it. It will only open doors of opportunities for you. When women stand for each other, share strength and encouragement, they create a circle of trust and confidence that empowers everyone involved.

For me, practising **#Sheforshe** is a matter of habit, not an exercise that needs to be completed. Believing in what I say, I keep my doors wide open for all women, and in return the doors of others are always welcoming me as well. This simple culture of openness allows women to reach out freely, share ideas, seek advice or simply have a conversation when needed.

In our professional journeys, we collaborate, support, resolve and reassure each other in ways that create an environment of togetherness, warmth and mutual encouragement. It becomes a culture where women naturally lift each other, celebrate successes and stand together during challenges.

Arshdeep Anand

Vice President, ATOAI & MD, Holiday Moods Adventure

To me, **#Sheforshe** is far more than a hashtag — it is a leadership responsibility we live every day. In the adventure tourism industry, traditionally shaped by male perspectives, it represents a conscious commitment to ensure that as we rise, we do not rise alone. Leadership is not about holding a title; it is about creating space for others to grow. Women have long been the backbone of tourism operations, yet remain underrepresented in decision-making forums. For me, **#Sheforshe** means transforming that operational strength into executive influence through sponsorship, advocacy, and structured networks that build access and opportunity.

For me, **#Sheforshe** is not a concept — it is a daily operational decision. At Holiday Moods Adventures, we have consciously built a multi-generational ecosystem of growth where women form the majority of our team. We recruit women restarting careers and young professionals beginning theirs, creating a blend of resilience and innovation. Beyond business, I advocate for representation on panels and global platforms. When women support one another, we reshape the culture of our industry.



Rajani Nair Deb

General Manager, DoubleTree by Hilton Agra

#Sheforshe is very close to my **#Sheart** as a woman leader. The troubles and travails of a lady juggling her life — career, societal roles, family responsibilities, and primary parental caregiving — take a toll on every woman. In whichever stage of life she may be on, there are some emotional flux that is always ongoing in her life.

Whether it be a critical feedback from her manager, or her parents asking her to get married or a would be mom who is worried for her career — these weigh heavily on the mind of the woman while she is at work.

To understand, empathise and work with her to get the best out of her is my goal and that of every leader in my team. No “one size fits all” solution works for a team member. I have regular catch-ups with my team and hear first-hand about their concerns, including career growth limitations due to personal responsibilities. Data points alone are not exclusive for decision-making in my leadership. I would like to give a shoutout to the DT Agra Excom trio — Puja Sharma, Chetali Kapoor and Pooja Chauhan — who inspire me every day. I learn so much from them.



Akanksha Garg
Founder Director & CEO
(Resorts)
Waxpol Hotels and
Resorts

To me, #SheforShe isn't a trend — it's a responsibility we carry for one another. It's about choosing encouragement over insecurity, collaboration over comparison,

and growth over gatekeeping. In tourism and hospitality, where women are still claiming their space at leadership tables, supporting each other isn't optional — it's necessary. I've always believed that when women stand for women, confidence multiplies and doors open faster. Real change doesn't happen only through policies; it happens when women consciously make space for other women, amplify their strengths, and choose collaboration over silent competition.

In my professional journey, I practise this by building ecosystems, not just teams. At Waxpol Hotels & Resorts, we actively employ women from diverse backgrounds — from cities as well as remote villages — many of whom had never stepped out to work before. Today, they work with confidence and pride, gracefully balancing their roles as professionals and homemakers, while ensuring their children receive better education and a stronger quality of life. Seeing that transformation is honestly more fulfilling than any business milestone.



Sheema Vohra
Managing Director,
Sartha Global
Marketing

To me, #SheforShe is about women consciously standing beside one another — sharing experiences, exchanging knowledge, and creating opportunities. I strongly

believe in creating environments where people feel valued, encouraged, and empowered to grow. I'm proud that our company has a talented team with many capable women who bring creativity, competence, and leadership to the table. I make a conscious effort to mentor and guide women, encouraging their ambitions and ensuring their voices are heard.

I have been fortunate to have had incredible mentors who shaped my journey. The woman I admire most is my mother. She began her career later in life, at a time when pursuing a profession was not always encouraged for women. With determination, she excelled at her work, with my father as a constant source of encouragement. This instilled in me the values of commitment, integrity, transparency, humility, and partnership. Living the spirit of #SheforShe is about giving back the encouragement and opportunities I have received and creating space for others to grow.



Jyoti Mayal
Chairperson, Tourism & Hospitality Skill Council
Past President, TAAI

To me, #SheforShe is more than a slogan — it is a philosophy of solidarity, empathy, and collective strength. It means women standing together, amplifying each other's voices, and ensuring that no one walks alone in their professional journey. It is also a thought you need to believe in truly, with no half-measures. In industries like tourism and hospitality, where representation and leadership are still evolving, this support creates pathways for growth, confidence, and innovation.

In my professional journey, I practise #SheforShe by mentoring younger women leaders, encouraging them to take bold decisions, and creating platforms where their contributions are visible and valued. During my tenure at TAAI, we trained and upskilled over 700 women travel agents across India and facilitated their employment. Through THSC's collaboration with Mission Shakti, we aim to empower 12,000 women entrepreneurs in Odisha. When one woman rises and reaches back to lift another, the entire industry moves forward. I deeply admire women leaders who embody resilience and vision — those who challenge norms while opening doors for others. Their journeys remind us that progress is never solitary; it is always collective.

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Vidhu Lamba
Senior Vice President,
Tourism Alliances and TBO Academy

For me, #SheForShe means showing up for other women in meaningful ways. It is about support that goes beyond words and turns into action. In demanding industries like travel, where pace and pressure are high, standing by each other helps women move forward with confidence. Simple things like recognising effort, opening doors to opportunities, and trusting someone with responsibility can change how women see themselves and their growth.

I focus on creating space where women feel confident to speak, decide, and grow. At TBO Academy, it reflects in how most of our top management roles are held by women. I believe in giving women real opportunities, not just encouragement, and in building an environment where ideas are respected and setbacks are treated as learning moments. For me, #SheForShe is practised every day through choices, actions, and the culture we build together.



Vasudha Sondhi
Managing Director,
Outbound Marketing

I have always believed in the SheforShe concept. I grew up with a strong mother and two older sisters, all of whom were achievers. Then there was Ms. Thangam Philip, the iron lady of the

hospitality institutes, who was also a role model. There was never a thought that I would not be professionally inclined. It was only much later in life, maybe 30 years ago, that I realised it was not easy for women at work. When Sanjay and I set up Outbound Marketing in 2002, we discussed having an all-women team, but gave that up as it was not practical from a longevity perspective. However, we continue to employ more women in our team. I strongly believe that women must stand up for women and help them achieve their best potential.

While I was at Le Meridien, I recognised the potential of a fellow support staff and got her a placement overseas. She made the journey from a personal assistant to VP Sales of an international brand. At Outbound Marketing, we have supported women through marriage, motherhood, and career growth.

Nidhi Gopal
Founder,
Marée & Meridian

To me, #SheforShe is about women consciously choosing to uplift one another as a mindset rather than a gesture. Women belong in all places where decisions are being made. It should never



feel like we are the exception. When women support women, we create spaces that are more inclusive, confident and progressive. Growth becomes collective and not competitive. Supporting one another builds stronger foundations for leadership and encourages more women to step forward without hesitation.

Early in my career, I was entrusted with the responsibility of showcasing luxury trains worldwide, a role that came with both opportunity and pressure. I sought guidance from mentors and senior women leaders in the industry, who generously supported me. Their encouragement strengthened my confidence and reinforced the value of standing together. At Marée & Meridian, I aspire to create an environment as encouraging as the one that shaped my journey, so that more women can pursue their aspirations with clarity and balance. Practising #SheforShe means mentorship, sharing experiences, nurturing creativity and ensuring women are included in important conversations and leadership roles. When one of us rises, we all rise.



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Deveekaa Nijhawan
Executive Consultant Director,
APAC Public Relations & Communications
Strategy, Saudi Tourism Authority

To me, #SheforShe represents the power of women uplifting one another through encouragement, collaboration and shared growth. In an industry as dynamic as travel and hospitality, collective support helps create confidence, opportunities and stronger leadership pathways for women. When women champion each other's success, we move from competition to community, creating a more inclusive and balanced professional environment. I strongly believe that when one woman rises, she inspires many others to believe in their own potential. Empowerment is not a solitary achievement — it becomes more meaningful when it is shared and multiplied.

Throughout my journey, I have consciously supported and mentored women colleagues by encouraging them to take leadership roles, share their ideas confidently and step outside their comfort zones. I make it a priority to create collaborative spaces where voices are heard and contributions are valued equally. Whether it is recommending talented women for opportunities, guiding young professionals or celebrating peers' achievements, I believe small, consistent actions build lasting impact. Supporting fellow women is not just a responsibility; it is a commitment to shaping a stronger future for our industry together.



Meha Vashi
Director, Nivalink Holidays

As the Co-Founder and Director of Nivalink, #SheforShe to me is about conscious leadership — choosing collaboration over comparison. In an industry like travel, where relationships and credibility are everything, supporting another woman is not charity; it is strengthening the ecosystem. I strongly believe women must uplift each other in meaningful ways. Support is not

about blind agreement or symbolic praise. Real empowerment is consistent. It reflects in who you hire, who you promote and whose voice you amplify in decision-making rooms. For me, #SheforShe is not a trend for one day; it is a daily leadership practice.

At Nivalink, many young women have joined us straight out of college with little exposure to the travel industry. They were inexperienced but sincere and eager to learn. Instead of focusing only on polished resumes, we look for integrity, curiosity and commitment. With structured mentoring, real client exposure and early responsibility, several of them have grown into confident professionals managing complex inbound and outbound luxury itineraries with precision and ownership. One of our senior leaders today began her journey exactly this way and now leads a team of over 30 people. For me, that is #SheforShe in action.

Ellona Pereira
General Manager – India
AVIAREPS

To me, #SheforShe is more than a belief; it is a bold commitment. It is the deliberate choice to stand up for one another, to create opportunities where they may not yet exist, and to champion each other's growth without hesitation. Collective progress begins when women intentionally support one another. Collaboration is the foundation of lasting success, and when we lead with self-belief, confidence and an unwavering presence, championing each other becomes a natural extension of who we are. By opening doors, sharing knowledge, recommending one another and celebrating every win, we don't just grow individually — we transform workplace culture together.



For me, #SheforShe begins with conscious leadership — choosing every day to create environments where women are empowered to lead boldly, think independently and be heard with authority. At AVIAREPS India, we are proudly women-driven within our sales team. Each woman brings strategic thinking, operational excellence, creativity and resilience. #SheforShe is not just encouragement; it is active enablement — trusting women with responsibility, advocating for their growth and standing by them during challenges.



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**IBRAHIM
SHAIKH**
DIRECTOR





Seema Kadam
Regional Director, India
Los Angeles Tourism &
Convention Board

To me, #SheforShe is a powerful reminder of what happens when women uplift one another with intention, authenticity, and generosity. In an industry as dynamic as tourism, driven largely by

women, every small win matters. I believe it is essential for women to celebrate, support and advocate for fellow women professionals. When we acknowledge each other's progress, no matter how modest, we create collective momentum that strengthens the entire ecosystem. Supporting one another builds confidence and reinforces the idea that leadership is inclusive, collaborative and shared.

In my professional journey, practising #SheforShe has been a natural, everyday commitment. I have always worked with women across supervisory and subordinate roles, and in lean teams like Tourism Boards, success truly depends on trusting your team, valuing diverse opinions, and recognising that leadership is never a solo act. You cannot do everything yourself, and your own judgment can sometimes be limited. Actively listening to and relying on the strengths of the women around me has consistently helped us make better decisions and execute more efficiently. I deeply admire the resilience and creativity of the women I've worked with; they have shaped both my leadership journey and the collaborative culture I strive to build.

Neeti Sharma
Director, Intrepid
Marketing and
Communications



To me, #SheforShe means extending an arm towards another woman. It means stepping forward to help, having her back and uplifting each other on a rainy day. It reflects empathy, encouragement, and the belief that another woman's success does not diminish our own. I strongly believe that women uplifting fellow women professionals is a sign of self-confidence and a secure mindset. In a world filled with gender-based barriers, where women still have to prove themselves to gain a foothold in male-dominated sectors, supporting one another is not just important — it is essential.

In my professional journey, I practise #SheforShe by consciously mentoring junior colleagues, sharing opportunities, and amplifying the voices of women in team discussions and external platforms. Empowerment can be simple yet impactful — recommending deserving women for speaking engagements, involving them in client interactions, or celebrating their wins publicly. I ensure women team members gain visibility and confidence in strategic conversations. I deeply admire women who lead with authenticity and resilience, balancing ambition with empathy and creating pathways for others to succeed.



Hina Sheeraz Zaidi
Chapter Chairperson,
TAAI UP & UK Chapter

I firmly believe that women should support one another. For me, #SheforShe represents a powerful and meaningful bond between two women colleagues. It means standing by each other, encouraging one another's growth, celebrating successes and offering support during challenges. When women uplift and empower each other, it creates a positive, confident and inspiring environment where everyone can thrive together. In industries like ours, where women are constantly balancing professional responsibilities with personal commitments, mutual encouragement becomes even more significant. #SheforShe, to me, is about trust, solidarity and shared strength that allows women to move forward with confidence.

In my professional journey, I strongly believe in working with purpose, collaboration and mutual respect. The concept of #SheforShe has always guided me in supporting and uplifting fellow women in the workplace. I value teamwork, open communication and creating a positive environment where women feel confident to share ideas, grow and lead. For me, supporting #SheforShe means celebrating one another's achievements, offering guidance during challenges and building a strong network of trust and empowerment.

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Madhuri Verma Rekhi
Group Director, Intrepid Marketing
and Communications and AllKnown
Marketers

When we empower a woman in work and life, we all win together — that is what #SheforShe means to me. It is about extending meaningful support, recognising each other's successes, and creating a culture where women feel encouraged rather than compared. As much as I believe women should uplift fellow women professionals, this should

not be limited to hashtags or annual captions. When we share opportunities and stand by each other through challenges, we break very real glass ceilings. That is the essence of #SheforShe.

60% of Intrepid Marketing's workforce is women, that's as real life as #SheforShe can be for us. I contribute and mentor collaboration over competition; creating spaces where my female peers feel confident sharing unconventional ideas and taking ownership.

For all young women professionals out there, I'll say, 'Have confidence in failing, because self-doubt removes the point of taking changes altogether'. Instead of absolute right or wrongs, ideate from the position of incremental improvements. Even better, lessen the need to seek validation from others — your ideas and actions will automatically attract your 'tribe'.

Geeta M Maheshwari
Founder, Hospitality and Marketing
Services

To me, #SheforShe is about conscious support and shared growth. It is the belief that when one woman moves forward, she creates space for many others to follow. In an industry that has traditionally been male-dominated, it becomes even more important for women to encourage, mentor and stand by each other. I strongly believe that genuine support among women is not just empowering individually but transformative for the industry as a whole.

In my professional journey, I have always tried to create opportunities for women to learn, lead and grow with confidence. Whether mentoring young professionals, encouraging women to take leadership roles, or ensuring they have a voice at the table, I see it as a responsibility. I have actively worked towards building platforms that support development and financial independence for women in tourism. I deeply admire women who lead with resilience and quiet determination, inspiring the next generation.



Galit Hoffman
Counsel - Tourism Affairs for India
Israel Ministry of Tourism

For me, #SheforShe is a daily choice — to be aware of my place at the table and to make space for other women as well. Throughout my career in male-dominated environments, from media to defense to technology, I have learned that professionalism matters, but so do confidence and presence. It also helps to know you do not have to do it alone. To me, #SheforShe means ensuring women are not the only voice in the room. It is about opening doors, sharing credit and creating a reality where female leadership feels natural. It is also about recognising the value that diverse perspectives bring to decision-making and creating an environment where women feel heard, respected and encouraged to contribute with confidence.

In leadership roles, I have chosen to work closely with women — recommending them for opportunities, encouraging them to lead projects and backing them in professional forums. Today, at Israel's Tourism Office in India, I lead a strong all-women team working to strengthen Israel's position in the Indian market. For me, leadership is about everyday actions — trust, support and passing responsibility forward so more women feel comfortable stepping up. When women see other women leading with confidence, it naturally creates inspiration and a pathway for the next generation to follow.

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Alefiya Singh
Director and Founder, IRIS Reps

To me, #SheforShe is about showing up for each other in real, meaningful ways – not just in words but through actions. It is about creating space at the table, sharing opportunities, and ensuring that another woman's growth is never seen as competition but as collective progress. Our industry thrives on relationships, and when women support women, it builds a stronger and more inclusive ecosystem. Encouragement, introductions, or honest guidance at the right time can genuinely change someone's trajectory.

In my journey, I consciously mentor young women entering tourism and hospitality, encouraging them to take leadership roles and recommending them for opportunities whenever possible. At IRIS Reps, we have built a culture where women confidently lead key portfolios and decisions. One woman professional I truly admire is Ms. Nalini Gupta, ex-South African Airways – someone who balances empathy with strength in leadership, reminding us that success and kindness can go hand in hand.



Veena Robinson
VP Sales – India
Discover Destinations

Ifirmly believe it is very important for women to support fellow women professionals and uplift each other. When we collaborate and encourage one another, we create stronger networks, open new opportunities and inspire confidence.

Collective support not only helps individuals grow but strengthens the entire community. Supporting women in professional spaces builds resilience and creates long-term impact beyond individual achievements. It also helps break barriers, challenge stereotypes and ensure that more women feel empowered to pursue leadership roles with confidence and determination.

Practising #SheforShe in my professional journey means actively uplifting other women, creating opportunities and fostering a culture of solidarity rather than competition. I personally admire Ms. Sheema Vohra for her achievements; her leadership, vision and advocacy for inclusivity make her a trailblazer in the tourism industry and a role model for women leaders everywhere. Her journey demonstrates how commitment, integrity and mentorship can inspire many others to grow and lead with purpose.

Amruta Banger
Director of Marketing
– India, Israel Ministry
of Tourism



To me, #SheforShe is not a slogan – it is a responsibility. I remember the early days of my career when I was unsure, ambitious and trying to find my voice. The people

who believed in me before I fully believed in myself shaped my confidence and leadership approach. They showed me that leadership is about collaboration and teamwork, not competition. The tone of leadership we experience early on leaves a lasting imprint. When women uplift other women, we create safer spaces to take risks, speak up and lead boldly.

In my role at the Israel Ministry of Tourism, I am fortunate to be part of a strong women-powered team, and I consciously choose to lead with trust, guidance and belief. I practise #SheforShe by mentoring, giving credit openly, creating room for ideas and reminding young professionals that their voice matters. Culture is built daily through small actions, and that, to me, is the true spirit of #SheforShe.



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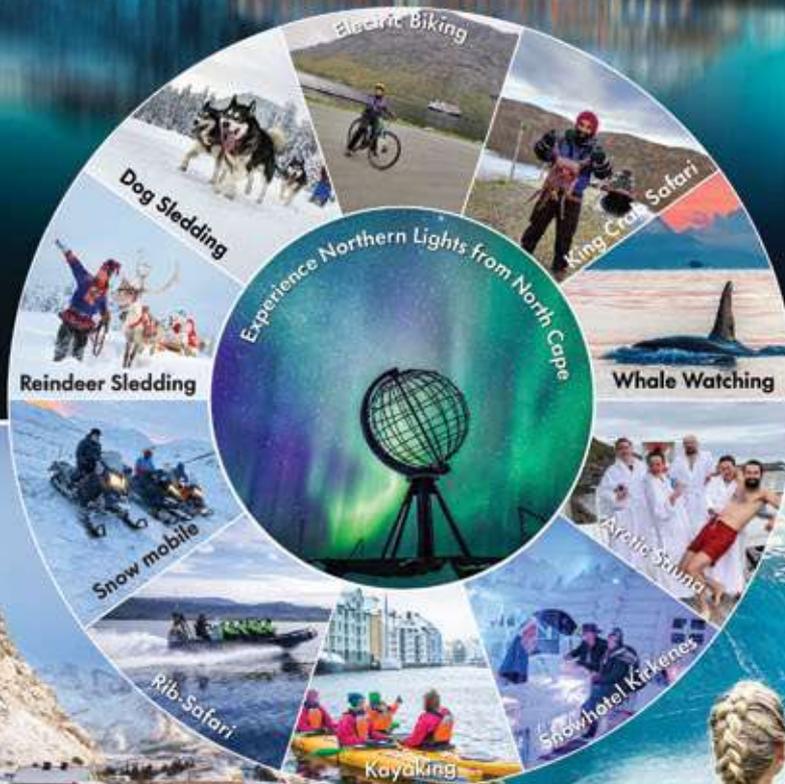


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Samina Munshi
MD, N. Chirag

To me, #SheforShe represents solidarity, mentorship, and conscious collaboration among women professionals. In the tourism and hospitality industry—where leadership roles are still evolving for women—supporting one another is not just meaningful, it is necessary. When women uplift women, we create stronger businesses, more inclusive workplaces, and more empathetic guest experiences. I strongly believe it is important for women to champion each other's growth. Our industry thrives on relationships, and collaboration over competition allows us to open doors, share opportunities, and build confidence within our teams. Together, when women support women, we don't just grow individually—we elevate the entire hospitality ecosystem.

In my professional journey, I practise #SheforShe by mentoring young women entering hospitality, recommending women-led vendors and partners, and creating safe, growth-oriented work environments where women can voice ideas confidently. In my leadership role, I have consciously promoted capable women into client-facing and managerial roles, ensuring they receive visibility and recognition for their contributions. I deeply admire women leaders in travel who balance operational excellence with empathy, resilience, and innovation—qualities that truly redefine leadership in our industry.



Sara Sondhi
Founder, Sara Consulting Services

Women have played a very integral part in my professional and personal growth, and I feel blessed to have had women around me as mentors, leaders and friends. To me, #SheforShe is not just about support — it is about actively encouraging the narrative for women in business. As an entrepreneur, I understand that opportunities often come through networks, recommendations and trust. I've realised that one introduction, one recommendation or one moment of backing someone in a room full of decision-makers can genuinely change the course of a woman's career. That is where #SheforShe becomes real — not just in words, but in everyday business choices.

In building my business, I practise this in simple but meaningful ways — recommending women for projects and leadership opportunities, partnering with women-led brands and ensuring talented women are seen and heard. When women back each other, confidence multiplies, ideas grow stronger and businesses become more dynamic. For me, #SheforShe is about creating an ecosystem where success is not solitary — it is shared, collaborative and empowering for all.

Sucheta Nagpal
Director & CEO, Travstarz Global Group

To me, #SheforShe is not just a hashtag — it is a responsibility. It represents women standing beside each other, not in competition but in collaboration. It is about creating seats at the table for other women instead of guarding the one we fought hard to earn. In the travel and tourism industry, relationships, empathy and resilience play a defining role, and these are qualities women naturally bring to the table. When women uplift women, we create stronger businesses, healthier work cultures and more inclusive leadership spaces. Success becomes far more meaningful when it is shared and when more women are encouraged to step forward with confidence and ambition.

In my professional journey, I consciously mentor young women professionals within my organisation, encouraging them to take ownership, make decisions and build confidence in client-facing and leadership roles. I focus on creating a team culture where women feel comfortable voicing ideas, taking bold calls and balancing ambition with personal commitments without guilt. I deeply admire many women leaders in tourism who are breaking global barriers and redefining representation. Their journeys remind us that ambition and empathy can coexist beautifully, and that true leadership is about creating opportunities not just for ourselves but for the women who follow.





Anjum Lokhandwala

Director, ARK Reps

Many women, due to societal conditioning, may struggle with imposter syndrome – the feeling that they aren't good enough or that they don't deserve success. I believe that when women uplift one another, we provide the validation, encouragement and confidence that every woman needs to believe in her own worth and abilities. Supporting each other creates an environment where women feel

empowered to take risks, express ideas openly and step forward with confidence in their professional journeys.

I believe it is essential to actively amplify women's voices. In my professional life, I make a conscious effort to ensure female colleagues get credit for their ideas and are not interrupted. If a woman's idea is overlooked or unintentionally taken by someone else, I speak up to acknowledge her contribution and ensure she receives the recognition she deserves. Small actions like these can make a meaningful difference in building confidence and encouraging women to participate fully in leadership conversations.



Sarita Devi Saha

Founder and Director, Eastern Globe

To me, #SheForShe represents women standing beside one another, not in competition but in collaboration. It reflects the power of shared growth, mentorship, encouragement and genuine celebration of each other's achievements. In the professional world, especially in industries like travel and tourism that are constantly evolving and demanding, women often face unique challenges. Having another woman's support, guidance or even a simple word of encouragement can make a meaningful difference. I strongly believe that empowerment becomes most powerful when it is collective and when women rise by lifting others along with them.

As the Founder and Director of Eastern Globe Pvt. Ltd., #SheForShe is something I consciously practise every day in my professional journey. I encourage women in my organisation to step forward, voice their ideas and take leadership roles with confidence. During our expansion phase across the Northeast, I entrusted a capable woman team member with leading vendor meetings and client presentations after mentoring her in pricing strategy and decision-making. Today she serves as Eastern Globe's second in command. I also draw inspiration from Mrs. Riniki Bhuyan Sarma, whose leadership reflects courage, foresight and a strong commitment to community development.

Nikita Thadani

Founder and Managing Director,
NIK N AMI Travels

For me, practising #SheForShe means supporting other women in their growth and success. I believe we rise higher when we help each other instead of competing. It means choosing support over competition, encouragement over judgment, and collaboration over comparison. I truly believe it is important for women professionals to uplift each other, because when one woman rises, she inspires and empowers many others to rise with her. Together, we create confidence, opportunities, and a stronger future for the next generation.

I practise #SheforShe by supporting and encouraging the women I work with every day. I believe in sharing knowledge, recognising their efforts, and creating a positive environment where everyone feels valued. At Nik N Ami Travels, women team members are encouraged to take the lead in client meetings, negotiations, and decision-making. Flexible schedules are also managed so team members can balance work and personal responsibilities. I truly admire Kamyia Jani for the authenticity and consistency with which she has built her presence in the travel space.





Ranjana Sharma
CEO,
TRAV-n-TOURS
INTERNATIONAL

To me, #SheforShe translates into the power of female solidarity — a force that cannot be underestimated. The collective support and upliftment of women leads to meaningful change and progress in various aspects of life and work. It is about transforming challenges into opportunities and creating spaces where women can rise together. When women stand beside each other with encouragement and trust, they build strength not just individually but collectively, paving the way for more inclusive and supportive professional and social environments.

In the workplace, women supporting women creates a culture of collaboration rather than competition. Instead of seeing each other as rivals, women begin to recognise shared goals and build networks that foster both personal and professional growth. In today's digital age, social media has also become a powerful tool for women to promote and support each other. Platforms such as Instagram, Twitter and Facebook allow women across the world to connect, share stories, and inspire others. This solidarity helps break barriers and creates lasting positive change.

Deepika Chowdhry
Founder & CEO, Candid India

For me, #SheForShe is not just a movement — it is a way of working, leading and building meaningful careers. When I started my company in 2004, I was clear about one thing: I wanted to create opportunities for women to learn, grow and become confident professionals. From day one, I consciously chose to hire and mentor women, believing in their potential even before they fully believed in themselves. Today, I am proud that my organisation continues to be driven largely by women who bring passion, integrity and excellence to their work.



I strongly believe that when women support one another, they create a powerful ripple effect. #SheForShe means standing together, sharing knowledge, celebrating each other's success and supporting one another during challenging times. In my professional journey, I practise this through active mentoring, continuous skill development and encouraging my team to step into leadership roles. Several women who joined early in their careers have grown into confident professionals. Watching them evolve and succeed is deeply fulfilling and reflects my core objective — empowering women to thrive.



Mahi Singh
Founder & CEO,
AndamanExperts.com

To me, #SheforShe is about conscious sisterhood in leadership. It means choosing support over silent competition and believing that there is space for all of us to grow. It is about opening doors for other women, holding them open and sometimes even walking alongside them until they feel confident enough to walk on their own. Supporting fellow women professionals is not just important but essential, especially when women often balance demanding careers along with family responsibilities.

As a mother of two, I understand these challenges personally. Years ago, I saw a young mother struggling to participate in a trade exhibition while managing her child's needs. Experiences like these remind us that workplaces must evolve and create supportive systems for women professionals. In my journey, I practise #SheforShe by mentoring capable women in my team and creating real opportunities for them to grow. I also admire Ms. Harleen Kaur for her dedication and resilience, which continues to inspire me deeply.



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Pratibha Arora
Founder Director, Pals Hotels

To me, #SheforShe is about conscious collaboration over competition. It is about women choosing to create space for each other, sharing opportunities, knowledge and visibility instead of guarding them. It also means celebrating another woman's success as if it were your own. In professional spaces, particularly in leadership and entrepreneurship, women often face unique challenges. When women support each other, we do not just

grow individually — we strengthen the entire ecosystem. A supportive network builds confidence, opens doors and encourages more women to step into leadership roles without hesitation.

As the Founder Director of Pals Hotel & Marketing Solutions, I consciously mentor young women entering hospitality sales and marketing. I ensure they are involved in client meetings, negotiations and strategy discussions so they gain exposure and confidence. I remember encouraging a team member to lead a key hotel presentation when she was hesitant. While I supported her in the background, she successfully handled the presentation and secured long-term business for the property. Watching her grow into a confident professional was deeply fulfilling. For me, #SheforShe is not just a hashtag — it is a responsibility I carry every day in my leadership journey.

Deepika Unni
Director,
Exhibitions and Market Development,
ITB Global and Messe Berlin India

Honestly, I don't think women need hashtags to prove our strength. We are far more powerful than we've been taught to believe — resilient, strategic, intuitive, and capable of holding worlds together. What we have sometimes lacked is solidarity. When women truly stand for one another — recommend, mentor, amplify, defend, and celebrate each other — something shifts, not just in workplaces but in culture. So no, we don't need hashtags to be powerful. But if #SheforShe reminds us to stand together, I completely support it. When women move in solidarity, we don't just rise — we redefine the rules.

For me, it begins within my own organisation. I stand with the women I work alongside by amplifying voices in meetings, ensuring credit is given fairly, backing decisions publicly, and choosing collaboration over quiet competition. I've had the privilege of working with phenomenal women across my journey. Sonia Prashar opened doors and connections that would have been difficult to access alone. Katrina Leung leads with trust, and that confidence from a woman leader strengthens how you lead others. Seeing Ketaki Tarhalkar, whom I once mentored, build two companies of her own is deeply fulfilling.



Sanghmitra Gautam
Executive Director,
IWIA

To me, #SheforShe is not a slogan; it is a composition. It is the intentional act of leaving space on the canvas so another woman's voice can find her colour and confidence. Ecosystems, like art, draw their strength from layers, contrast and collaboration, and no masterpiece is created in isolation.

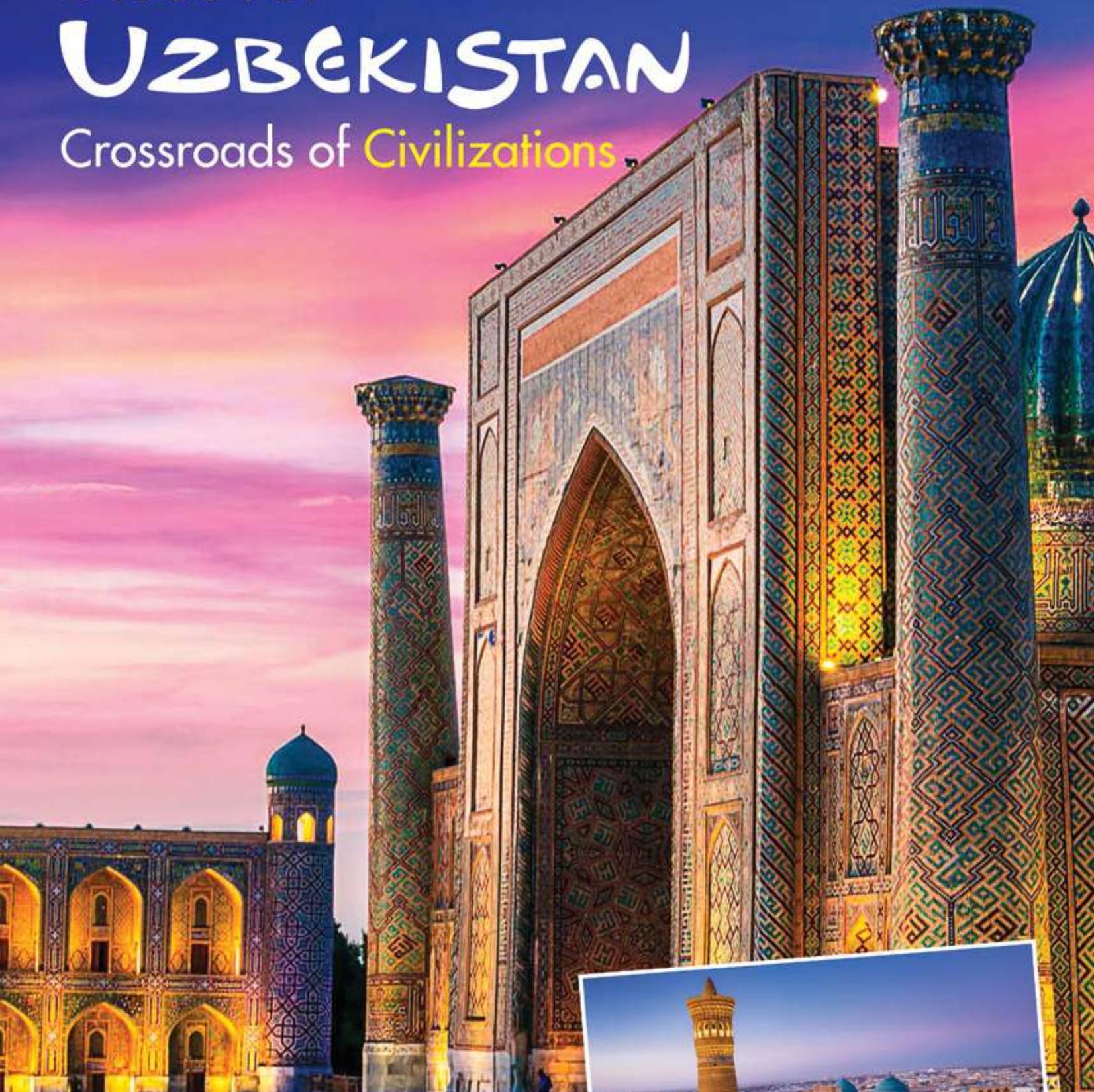
As a designer at my core, a single parent, and a leader within the wedding and tourism industry, I understand strength as quiet architecture that holds systems, people and vision together. It is built through resilience, intention and community. Like in design, balance is never accidental; it is thoughtfully created, and the same principle defines sustainable leadership.

I practise #SheforShe by mentoring emerging women leaders, advocating for their presence in decision making spaces, and intentionally amplifying their work, both within professional ecosystems and in the broader fabric of everyday life. Visibility builds confidence, representation creates structure, and opportunity shapes legacy. Empowered women do not simply participate in industries; they influence direction, standards, and cultural language.

To me, #SheforShe is collective creation, women shaping industries and futures with strength, vision, and purpose.

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Mitalee Karmarkar

Marketing and Communications
Manager (MEISEA),
South African Tourism

To me, #SheforShe is about standing beside another woman and genuinely wanting her to succeed. It is about creating a culture where we celebrate each other's wins, support each other through challenges, and share opportunities instead of competing for them. I strongly believe that when women support women, something powerful happens. We build confidence in each other and open doors that may otherwise feel difficult to access. In the travel and tourism industry, where relationships and collaboration are key, this solidarity can shape careers and create lasting impact.

For me, practising #SheforShe is about everyday actions and conscious leadership. It means making sure voices are heard in meetings, encouraging women on my team to take ownership of projects, and recommending them for opportunities that help them grow. At South African Tourism, I value the professional equation built on mutual respect and collaboration. Through my travels to South Africa, I have personally experienced a strong sense of independence there — whether driving on my own or returning to my hotel late after work commitments, I have always felt confident and at ease.



Sheetal Munshaw

Director,
Atout France India

I strongly believe it is important for women to see fellow women professionals as colleagues rather than competition. Women in leadership roles have a unique opportunity to mentor and support other women as they progress in their careers. The idea is to collaborate, co-construct and celebrate each other's professional journeys. Women naturally bring empathy and compassion into their interactions, and this spirit should also reflect in professional environments where women actively support and encourage each other's growth.

In my professional journey, I have the privilege of leading an all-women team, and it is my constant endeavour to entrust, empower and engage with women professionals. Outside my organisation, I had the opportunity to mentor a student from Ashoka University as part of the ELEVATE HER programme. Staying connected with the younger generation allows me to understand their aspirations and guide them as they prepare for their professional journeys. It is a mutually enriching experience where we exchange perspectives while sharing industry knowledge and values.

Alpa Jani

CEO & Founder, Ace Connect

#SheforShe, to me, is about intentional solidarity. It is about women choosing collaboration over competition and recognising that there is enough room for all of us to grow. When women genuinely support one another, we don't just advance individually — we shift the entire narrative of leadership. I believe that when women collaborate, the room becomes louder, smarter and far more interesting. We bring empathy, resilience, strategy and exceptional multitasking to the table, and that collective strength becomes truly powerful.

At Ace Connect, #SheforShe is not a slogan but a culture. We are proudly women-driven and every woman in my team leads from the front. My team members are the face of the international brands we represent, building authentic relationships and understanding destinations deeply. I encourage them to take independent decisions, build direct client relationships and represent their portfolios confidently. For me, #SheforShe means creating a workplace where ambition is encouraged, voices are heard and when one woman succeeds, the entire team celebrates together.





Deepika Khanna

Founder & CEO, Anchor Destination
and General Secretary – ETAA North
India Chapter

I strongly believe that it is important for women to support fellow women professionals. It is not just about recognition but about celebrating the sisterhood and the contribution that women make to society as a whole.

As a woman proprietor leading a company SheforShe is not just a belief—it is embedded in how I build and grow my business. I practice SheforShe by intentionally creating women in my company to lead and decide. From operations to strategy, I ensure women are placed in core decision-making roles with accountability.

I encourage open conversations about growth, leadership, financial independence. Many still hesitate to step forward for bigger responsibilities, so I actively push them to own their strengths and take bold decisions. I also understand the multiple roles women often balance, so I build systems that allow performance with empathy—without compromising professionalism or excellence. Beyond my company, I try to collaborate with women vendors, partners, and professionals wherever possible. Supporting women-led businesses strengthens the larger ecosystem and creates a cycle of opportunity. For me SheforShe means building an environment where women don't just work—they thrive, lead, and inspire the next generation.



Maitreyee Patel

Director, Pathfinders Holidays

When we talk about #SheforShe, we're really talking about responsibility. The responsibility to make sure success isn't a solo journey. It's the conscious decision to create space for other women, especially in environments where opportunities can feel limited. It's about saying, "There's room for all of us," and truly acting on it. I strongly believe it's important for women to support other women professionally. And support has to be very practical. It's recommending a qualified woman for an opportunity. It's sharing information that could help her grow. It's being honest, constructive, and encouraging at the same time. For me, #SheforShe is about being intentional. It's about asking, "Who else can I bring along?" and then doing something about it. As our travel industry grows, let's make sure women are not just part of the journey, but leading it."

Being in the travel and hospitality industry in India. I make it a point to mentor young women professionals—whether it's helping them build confidence in client meetings, guiding them on negotiations, or encouraging them to take ownership of high-value projects instead of staying in the background. I also practise #SheforShe through partnerships—choosing to collaborate with women-led boutique hotels, local women guides, and women entrepreneurs in the destinations we curate. It not only supports their businesses but also creates a ripple effect of empowerment within the ecosystem

Shikha Tripathi

Founder, Snowfox Escapes

It is not often that I come across women entrepreneurs in the outdoor industry, so whenever that happens, I celebrate them because I know that it is not the easiest journey to be on. As women, we stand on the shoulders of countless women before us who made our presence possible. Because of that, it is important for us to support and uplift each other and continue adding stepping stones for the road ahead for those who will join this journey in the future.

At Snowfox Escapes, we have a concept called "grassroots heroes", where our journeys include interactions with inspiring local individuals connected to the land and culture of the region. More often than not, we highlight women through these stories so their voices are heard. We also support an all-girls' school in Uttarakhand as part of our impact initiative, and I personally curate and lead special all-women trips to encourage greater female participation in outdoor travel.





Kavita Ghai
Marketing Head,
The Metropolitan Hotel
& Spa

To me, #SheforShe stands for a platform or campaign where women come together to connect, support, and empower one another. I do believe that it is imperative now for fellow women professionals to empower each

other, share their experiences, inspire collaborations, celebrate achievements and foster strength.

In hotel, we keep curating events, fundraisers that support various Women Initiatives. Professionally, I believe in uplifting my colleagues, team members and associates and guide them to invest in themselves, strengthen their skills, discover new ones, and prepare to achieve goals with greater confidence. I believe in fostering a supportive network to uplift each other, celebrate triumphs and keep growing together!



Saloni Gupta
MD, Karismatik Events
and Founder & Head
(CSR), IWIA

There is a simple analogy I often think about — two plants placed in the same soil, but one receives consistent sunlight while the other grows in partial shade. Both have the potential to bloom, but the conditions are

not equal. For many women, bias is that patch of shade — subtle, persistent and often unacknowledged. For me, #SheforShe is about consciously breaking that pattern. When I started Karismatik Events, I experienced both subtle pull-downs and powerful pull-ups. The difference it made when another woman vouched for me in a room full of decision-makers stayed with me and taught me that support is not symbolic — it is strategic.

#SheforShe means replacing insecurity with intention and recognising that another woman's success does not reduce my space — it expands the landscape for all of us. At Karismatik Events, I practise this by consciously creating opportunities for women in leadership, operations and client-facing roles where decisions are made.

Urvashi Mehta Chawla
Founder, Ndorse'



For me, She for She is about creating safe spaces where women can support, mentor and uplift one another with sincerity and empathy. When women mentor women, something powerful unfolds. Mentorship becomes more than guidance — it becomes a circle of safety where vulnerability is respected, ambition is encouraged and growth is celebrated. In a world that often promotes comparison, choosing to stand beside another woman is an act of strength and solidarity. True wellbeing begins when women feel supported, heard and respected in spaces where they can express themselves freely without fear of judgement.

My vision is to build a women's-only wellness community where women can prioritise their health, emotional security and personal growth.

Shagun Sethi
National Sales
Manager, ITC Hotels;
Founder & Vice
President, IWIA



To me, #SheforShe embodies the true essence of sisterhood within our industry. It represents women uplifting and inspiring one another while building a culture of collaboration rather

than competition. When women come together with a shared purpose, they break barriers, share knowledge and amplify each other's voices. This collective strength creates a more inclusive professional environment and paves the way for future generations of women leaders to step forward with confidence and ambition.

In my professional journey, I practise this by mentoring young talent and supporting juniors in their career development. I regularly guide team members by sharing practical industry insights, tips and lessons that help them navigate their professional journeys. I also take time to support colleagues in my department by offering both professional advice and life lessons that help them grow holistically.

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Vandana Mathur

Vice President,
Sunrise Representations

Yes, it is very important for women to support one another in the tourism industry. We work in teams and achieve our targets by motivating each other. It is also important to share information, guide our colleagues and learn from senior professionals in the industry. When women professionals stand together, they create a positive and supportive work culture where everyone grows together. Such collaboration builds confidence, encourages knowledge sharing and helps women progress in their careers while strengthening the overall industry. It also creates a sense of trust and belonging, allowing women to express ideas freely and contribute meaningfully to the growth of organisations.

Throughout my journey in the tourism industry, I have had the opportunity to work with many spirited women professionals. I admire leaders like Ms. Vasudha Sondhi, Ms. Isha Goyal and Ms. Falguni Parekh, who have climbed the ladder of success with courage and conviction while supporting fellow women in the industry. I have also collaborated with women colleagues in exploring new destinations and designing itineraries for travellers. Women often bring a heightened sensitivity to understanding family travel needs and planning meaningful travel experiences, ensuring that journeys are thoughtful, inclusive and memorable for travellers.



Hiral Somani

Holiday Exotica

To me, #SheforShe is about conscious collaboration over silent competition. It means choosing to open doors, share knowledge, recommend opportunities and celebrate another woman's success without insecurity. I deeply believe it is important for women to support and uplift each other. Especially in industries like tourism and hospitality, where leadership spaces are still evolving, women supporting women creates not just emotional strength but economic strength. When one woman rises with integrity, she creates space for many more to step forward with confidence and pursue their ambitions.

In my professional journey, I consciously try to build platforms where women can grow together. Through my work in tourism and curated initiatives such as small gatherings, exhibitions and professional networks, I prioritise collaborating with women entrepreneurs, designers, hoteliers and professionals who bring value and authenticity. For me, #SheforShe is not just encouragement — it is action. It means referring business to women-led companies, mentoring when I can and creating spaces where women feel seen, heard and respected. I truly admire women in our industry who lead with grace and quiet strength.

Shubhangi Chitre

Director, BTFL Travel

For me, "She for She" means collaboration over competition. When women support women, we do not just grow — we lead, innovate and redefine limits together. There is immense strength in women standing beside each other and building collective success. When women celebrate each other's achievements and share opportunities openly, it creates a culture where growth becomes shared and success becomes more meaningful.

In my professional journey, I practise "She for She" by mentoring younger women, sharing opportunities and recommending women-led businesses wherever possible. I ensure that women's voices are heard in important discussions and that their contributions receive the recognition they deserve. For me, empowerment is not just a campaign but a daily practice. I am constantly inspired by hardworking and focused women across industries who continue to evolve, push boundaries and lead with consistency and determination.





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Moumita Mukherjee,
Director of Sales and Marketing -
South Asia, Centara Hotels & Resorts

For me, #SheforShe is about opening the door and keeping it open for other women—sharing credit, amplifying voices in meetings, and being bold, not diplomatic, not just in thought but also in action. At its heart, #SheforShe is about community, courage, and consistency—showing up for each other so we all move forward together. It is not competition; it is collaboration—moving together,

facing challenges together, and trusting one another. It is about choosing to champion each other.

In my professional life, I practise #SheforShe by being intentional about supporting, mentoring, and advocating for women at every stage of their careers. This includes sharing knowledge openly, recommending women for leadership opportunities, and ensuring their contributions are recognised and valued.

I believe small, consistent actions matter—whether it is guiding a young professional through industry challenges, amplifying a woman's voice in decision-making forums, or creating a safe space for honest conversations around growth and confidence. I also make it a point to collaborate rather than compete, fostering an environment where women can succeed together.

Sunila Patil

Founder & Chief Product Officer,
Veena World

To me, #SheforShe represents the power of women supporting women. A woman professional often carries responsibilities far beyond her role at work. She is constantly balancing multiple roles at the workplace and at home, and her calendar rarely ends when office hours do. A woman's career is rarely built in isolation. It is shaped by the support she receives from colleagues, mentors, and her support system at home. That is why it becomes even more important for women professionals to encourage, mentor, and uplift each other. In industries like travel and hospitality, where work often requires long hours and time away from home, this support becomes even more meaningful.

In my professional journey, practising #SheforShe often shows up in everyday decisions — sometimes in big ways, but often in small gestures that make a meaningful difference. At Veena World, it can mean offering flexibility when a colleague is navigating a personal challenge, or creating opportunities where they may not naturally exist. There have been instances where we created a role in a branch sales office so a colleague could continue her career after relocating due to her spouse's transfer. We also believe strongly in recognising potential early.



Simmi Satyeash Pai

Founder, Tawilush

To me, #SheForShe represents conscious and consistent support among women — support that goes beyond words and is reflected in everyday actions. Today, women are performing remarkably well across every profession, from entry-level roles to senior leadership. Whether as doctors, engineers, scientists, hospitality professionals, chefs, bankers or homemakers, women are present everywhere and contributing meaningfully. Yet I feel that we have not fully broken the glass ceiling. I have often found myself as the only woman in the boardroom, making my point calmly and clearly so that I am heard for my preparation, capability and conviction, not because of my gender. For me, #SheForShe means women consciously standing by one another and lifting each other up.

In my professional journey, practising #SheForShe has meant recognising that certain phases in a woman's life — such as marriage, relocation or pregnancy — should never be treated as career limitations. These are natural transitions that deserve understanding and support. Early in my career, I worked with a leading Indian hotel chain where a remarkable Sales and Marketing leader ensured women were supported through flexibility and role adjustments during such phases. Because of this, many women built long and successful careers with the organisation. That experience shaped my belief that empathy and trust create stronger workplaces and lasting professional partnerships.

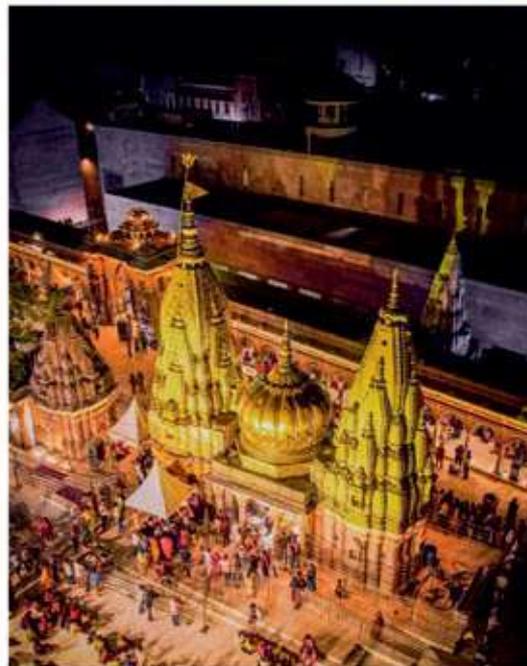
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Munnamm Marwah,
COO MMGY,
Think Strawberries

For me, #SheforShe is really about the quiet strength that comes from women supporting one another. Very often we are conditioned to see each other as competition, but when that mindset shifts to collaboration, something powerful happens. Confidence grows, ideas flourish and opportunities widen for all involved. I believe that women championing other women, is one of the most meaningful ways to build stronger professional communities. Sometimes it is as simple as sharing advice, recommending someone for an opportunity or even, offering encouragement at the right moment. The travel industry is exciting but also demanding. Long hours, constant movement and the need to adapt quickly are all part of the job. That is precisely why organisations have to be thoughtful about how they support the women who are part of their teams. For me, practising #SheforShe begins with creating a work environment where women feel respected, supported and encouraged to grow.

On a personal level, I also see leadership as a two-way learning process. The women I work with bring their own perspectives, experiences and resilience to the table. In many ways, they have taught me just as much about leadership as any formal role ever could. At the heart of it, #SheforShe is about leading with empathy and intention.



Dipti Adhia
Country Director,
Discover the World - India

#SheforShe to me means genuinely supporting, encouraging, and uplifting other women. It's a value that has been deeply instilled in me by my mother, who always believes in the importance of women standing by one another. Because of that, for me it's not just about

saying the right things, it's about showing up, sharing opportunities, mentoring whenever

I can, and celebrating each other's successes. I believe that when women support and empower one another, we not only grow individually but also help build a stronger, more inclusive and inspiring professional community.

Jasmeet Chowdhary
Founder, Jems Connect

To me, #SheforShe is about intentional advocacy. It goes beyond encouragement—it is about ensuring that capable women are seen, heard and trusted with meaningful opportunities. In many professional spaces, talent alone is not always enough; visibility and sponsorship matter equally. When women actively support each other, it creates a culture of confidence and collaboration rather than competition. It means celebrating each other's achievements, sharing knowledge and ensuring that the path becomes a little easier for the women who come after us. True progress happens when women recognise that another woman's success does not diminish their own—it expands the possibilities for everyone.

To me, #SheforShe represents the power of intentional encouragement—the ability to recognise promise in someone at a moment when they may not yet see it in themselves. I recall meeting a young woman who came from a financially constrained background and was uncertain about her direction in life. Gave her an opportunity to enter the industry, she lacked confidence and exposure, but what she had in abundance was sincerity and a willingness to learn. With consistent encouragement and opportunities to grow, she gradually transformed. Today she has earned professional certifications, receives strong appreciation for her work and stands independently with a confidence.





Deepika Udyan
Director of Revenue
Optimisation, South
Asia, Radisson Hotel
Group

While the world has become more inclusive for women, progress is still gradual. I have immense respect for women who are carving new paths for themselves and their

families, challenging traditional boundaries and stepping into leadership roles. The journey is still challenging, particularly for women stepping into decision-making roles. However, it is encouraging to see more women taking charge of their professional journeys with confidence and determination.

This makes it even more important for women to support one another, whether through mentorship, sharing experiences, or simply offering encouragement. When women actively uplift each other, it helps build stronger professional networks, greater confidence, and more opportunities for the next generation of leaders.

I feel fortunate to work alongside many inspiring women leaders and colleagues, each with their own unique journey to success. One practice I consciously follow is creating space for open and honest conversations with my women colleagues. Sometimes it is as simple as meeting over tea or coffee, taking a short walk, and listening. Often, experienced professionals already know what needs to be done in a situation, but it can be reassuring to exchange perspectives with someone who has navigated similar challenges.



Vaishali Garg
Senior Director
Finance, South Asia,
Radisson Hotel Group

For me, #SheForShe is about moving beyond intent to consistent action, using one's role, voice, and influence to help other women build confidence, visibility, and opportunities at critical moments in

their careers. It is extremely important. When women support and uplift one another, it creates a positive ripple effect across organisations. Despite progress, women often continue to face structural and informal barriers to visibility, sponsorship, and advancement, particularly at senior levels.

Beyond access, this support builds confidence and psychological safety. Seeing other women succeed makes leadership feel achievable rather than exceptional, encouraging more women to step forward with ambition. Most importantly, when women support women, the culture shifts from competition to collaboration, strengthening leadership pipelines, improving decision-making, and fostering more inclusive and high-performing teams.

In my professional journey, I practise #SheForShe by actively mentoring and encouraging women leaders to step into roles that offer greater visibility and responsibility. For instance, I once encouraged a high-potential colleague to take on a role that involved significant ambiguity and executive exposure. While she initially doubted her readiness, I worked closely with her, offering guidance, feedback and support.



Gita Choudhary
Founder, Terra Tales Hotel Marketing

When women support each other, it creates a stronger ecosystem where everyone can grow together. There is collective growth when women mentor, recommend, or collaborate with each other, it opens doors that might otherwise remain closed. One woman's success can create opportunities for many others. Seeing other women succeed in leadership, entrepreneurship, hospitality, travel, or corporate roles inspires confidence in others to aim higher and pursue their ambitions.

There has often been a narrative that women compete with each other. When women actively uplift one another, it challenges that stereotype and builds a culture of collaboration instead of competition.

Sharing knowledge, experiences, and industry insights with younger or emerging women professionals helps them navigate their careers with more confidence. Recommending Women for Opportunities Whenever possible, recommending capable women for projects, partnerships, speaking engagements, or leadership roles helps increase their visibility and professional growth. Acknowledging and appreciating the achievements of other women creates a culture of encouragement rather than competition.



A new Air India experience begins to take shape

In an exclusive interaction with the travel trade media at SATTE, Manish Puri, Head of Global Sales, Air India, offered a comprehensive overview of the airline's transformation journey. From fleet retrofitment and premiumisation to lounge development, digital upgrades and deeper engagement with the travel trade, he outlined how Air India is steadily reshaping itself for the future.

Priyanka Saxena Ray

A visible transformation is now underway

Over the last two and a half to three years, our work was largely focused on internal transformation because the airline required a tremendous amount of rebuilding. Today, that change is no longer confined to the inside. Customers can now see and experience it, and that is why we have begun communicating it more actively through our campaigns.

Our first major campaign, launched in November, spoke about how "the change is in the air." This was followed by our Premium Economy campaign, and there is more communication happening globally, including in the UK, around the new product that is coming. We felt the time was right to inform customers, partners and the media about what Air India is becoming.



A massive aircraft order is shaping our future

We have placed a firm order for around 600 aircraft. It began with 470 aircraft, followed by an additional 100, and then 30 more were added recently. Of these, 57 aircraft have already been inducted, while 543 are still to be delivered.

This order reflects the scale of our ambition. It is not just about adding capacity; it is about building a modern airline with consistency in product, service and experience across the network.

Narrowbody retrofitment has brought consistency

For us, 2025 was the year of narrowbody transformation. By October 2025, we had completed around 87 per cent of the retrofitment of our narrowbody fleet, which includes the A320 and A321 family. These aircraft now feature a consistent three-cabin configuration with 8 Business Class seats, 24 Premium Economy seats and 132 Economy seats.

This has addressed one of the earlier pain points for customers—aircraft swaps leading to an inconsistent on-board product. Today, a much larger portion of our domestic and short-haul international network, including destinations such as Dubai, Doha, Vietnam and Phuket, is being served by retrofitted or newer aircraft with a uniform configuration.

2026 is the year the widebody story begins

The real widebody transformation begins in 2026. Our legacy Boeing 787 Dreamliners are now entering retrofitment. The first two aircraft have already gone in and are expected to return shortly. By September next year, all 26 legacy Dreamliners will be refitted with brand new seats, interiors and cabin features.

In addition, we have begun receiving our new line-fit aircraft, including the Boeing 787-9 and Airbus A350 variants. This calendar year alone, six new widebody aircraft are expected to join the fleet. By the end of 2026, around 50 per cent of our widebody fleet will be in a new avatar. By then, nearly 93 per cent of the flights we operate will offer either a new or retrofitted product.

Premium Economy is a major strategic focus

Premium Economy is a game changer for Air India. All our newly ordered aircraft will have at least a three-cabin layout, and Premium Economy is central to our premiumisation strategy.

We currently offer around 76,000 Premium Economy seats every week, and the response has been extremely encouraging. It provides customers with a significantly better experience at a modest additional cost. Passengers get priority check-in, boarding and baggage, along with more comfort and

convenience. For many travellers, this is the sweet spot between Economy and Business Class, and we see enormous opportunity in this segment.

Lounges, digital products and customer feedback are driving change

The transformation is not limited to aircraft. Our new Maharaja Lounge at Delhi Terminal 3 is an important milestone in redefining the pre-flight and transit experience. As a network carrier, we want transit passengers connecting through India to feel that same sense of premium hospitality that they associate with leading global hubs.

We are also expanding and upgrading lounges in other locations, including Bengaluru, Delhi Terminal 2, San Francisco and New York.

Digitally, our app has become one of the highest-rated airline apps globally. We have also introduced BYOD entertainment across our narrowbody fleet, allowing passengers to access over 1,300 hours of content on their own devices.

What is most encouraging, however, is the improvement in our customer feedback scores. On narrowbody aircraft, our Net Promoter Score has moved from minus 19 in December 2023 to 41 in December 2025. On some new widebody routes, the score has crossed 50. These are meaningful indicators of customer confidence. **BOTT**



Dev Karvat, Founder & CEO, ASEGO

ASEGO

unveils Asia & UAE travel protection plans

As the summer travel season gathers momentum, Asego is spotlighting its Southeast Asia & UAE Travel Special Plans — thoughtfully curated, destination-focused global assistance & travel insurance solutions designed for today's Indian international traveller.

BOTT DESK

Indian travellers are exploring the world with greater confidence and frequency than ever before. Our focus is to ensure that while travellers pursue experiences, culture, and connections abroad, they remain fully protected against the unexpected. Travel should be about memories — not medical or logistical worries.

With outbound travel witnessing remarkable growth, the Asia Pacific region now accounts for 27.15% of India's total outbound travel, while the UAE alone contributes 25.21%, and the overall Middle East region commands an impressive 47.53% share of total departures from India. Countries such as Singapore, Indonesia, Thailand, Vietnam, Malaysia, Sri Lanka, along with the UAE and broader Middle East corridor, continue to dominate travel itineraries. In response to this demand, Asego's destination-specific plans are exclusively curated to provide seamless protection from departure to return, aligned with evolving travel patterns and regulatory advisories encouraging adequate travel protection to all travellers.

Comprehensive coverage for every type of traveller

The plans offer 24/7 global emergency medical assistance, including hospitalisation and evacuation support, along with coverage for adventure sports-related injuries up to USD 20,000. It also provides financial protection against travel disruptions such as flight delays or cancellations and include coverage for life-threatening conditions arising from pre-existing medical conditions. Adventure activities such as scuba diving, desert safaris, hiking, skydiving, and water sports are integral to many Asia and UAE itineraries. Recognising these elevated risk factors, Asego ensures thrill-seekers can travel with confi-

dence and comprehensive medical backing.

Protection against travel disruptions

Recognising the increasing instances of flight delays, baggage mishandling, and connectivity challenges during international travel, Asego's protection now includes BOLT+— an integrated travel convenience solution which includes real-time baggage tracking, complimentary lounge access in case of flight delays, and global eSIM connectivity to ensure uninterrupted communication abroad.

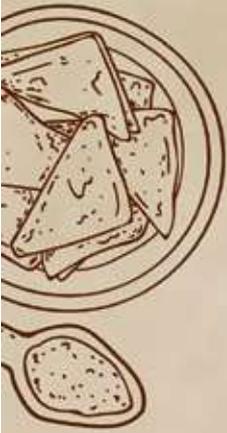
Affordable Protection aligned with modern travel trends

As outbound travel diversifies — spanning leisure, business, VFR, student mobility, and short-haul luxury getaways — expectations around protection have evolved multi-fold. Asego's deep understanding of post-pandemic consumer behaviour and regional travel trends has shaped these plans to balance affordability with holistic protection. The goal is simple: empower travellers to explore Asia and the Middle East confidently, while Asego manages the uncertainties. Travellers can access these plans through Asego's extensive network of travel agent partners across India or directly connect with Asego representatives for personalised plan recommendations tailored to their itinerary and travel profile. **BOTT**



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OTM 2026

A landmark gathering for the Global Travel Ecosystem

OTM 2026 brought together global destinations, tourism ministers, hotels, airlines and the tourism ecosystem from 60+ countries. OTM served as Asia's leading travel trade platform, connecting global travel suppliers with India and Asia's fastest-growing travel markets through a large-scale exhibition, curated buyer programmes and structured B2B engagement.

Shreya Shimpi



OTM 2026, Asia's leading travel trade show, was held at the Jio World Convention Centre, Mumbai, from February 5th-7th, 2026. The show brought together the global travel and tourism ecosystem at a time when India has firmly emerged as one of the world's most strategically important outbound travel markets. OTM 2026 featured over 2,200 exhibitors from over 60 countries, with 45+ National Tourism Organisations. The three-day show welcomed 50,000 over travel trade visitors and 1,000+ top travel industry professionals. It witnessed robust global participation through strong representation from Europe, Africa, Asia, the Middle East, the Americas and Oceania, including long-standing outbound markets along with emerging and experiential destinations.







OTM 2026 reinforced its positioning as a focused B2B market-access platform designed to deliver measurable business outcomes. The exhibition witnessed the convergence of leading hotels and resorts, destination management companies, cruise operators, travel technology providers and specialised travel segments, enabling structured and result-driven engagement. Over the three days, the Forum continued with a series of closed-door and open sessions examining outbound travel growth, destination strategy, aviation connectivity, corporate travel, emerging markets. The event served as a pivotal marketplace for global stakeholders making it a landmark event. **BOTT**

Silk Road Vows & Saat Phere

A Timeless Wedding in Uzbekistan

In recent years, Uzbekistan's popularity has grown among Indian travellers fond of off-beat and out-of-the-ordinary experiences. The country is fast emerging as a popular wedding destination due to this rich heritage and its ancient traditions. The 'Golden Triangle' of Samarkand, Bukhara, and Khiva offers a variety of stunning locations for celebrations, featuring iconic blue domes, intricate tilework, and majestic minarets. Moreover, the country's location at the heart of the Great Silk Road also adds a layer of timeless romance and historical significance to any ceremony.

To host these celebrations, venues are key elements, and Uzbekistan offers a wide and varied range. Options span from open-air courtyards in medieval madrasas to five-star grand ballrooms in Tashkent. The iconic blue mosaics of Shah-i-Zinda, the legendary Registan Square, and the ancient walled city of Itchan Kala provide perfect backdrops for photos.

Supporting world-class venues is Uzbekistan's strong and expanding landscapes of luxury hotels that further make the country a great choice for destination weddings. These hotels offer everything, from excellent venues and well-equipped rooms to delicious foods and world-class hospitality, coupled with authentic cultural experiences.

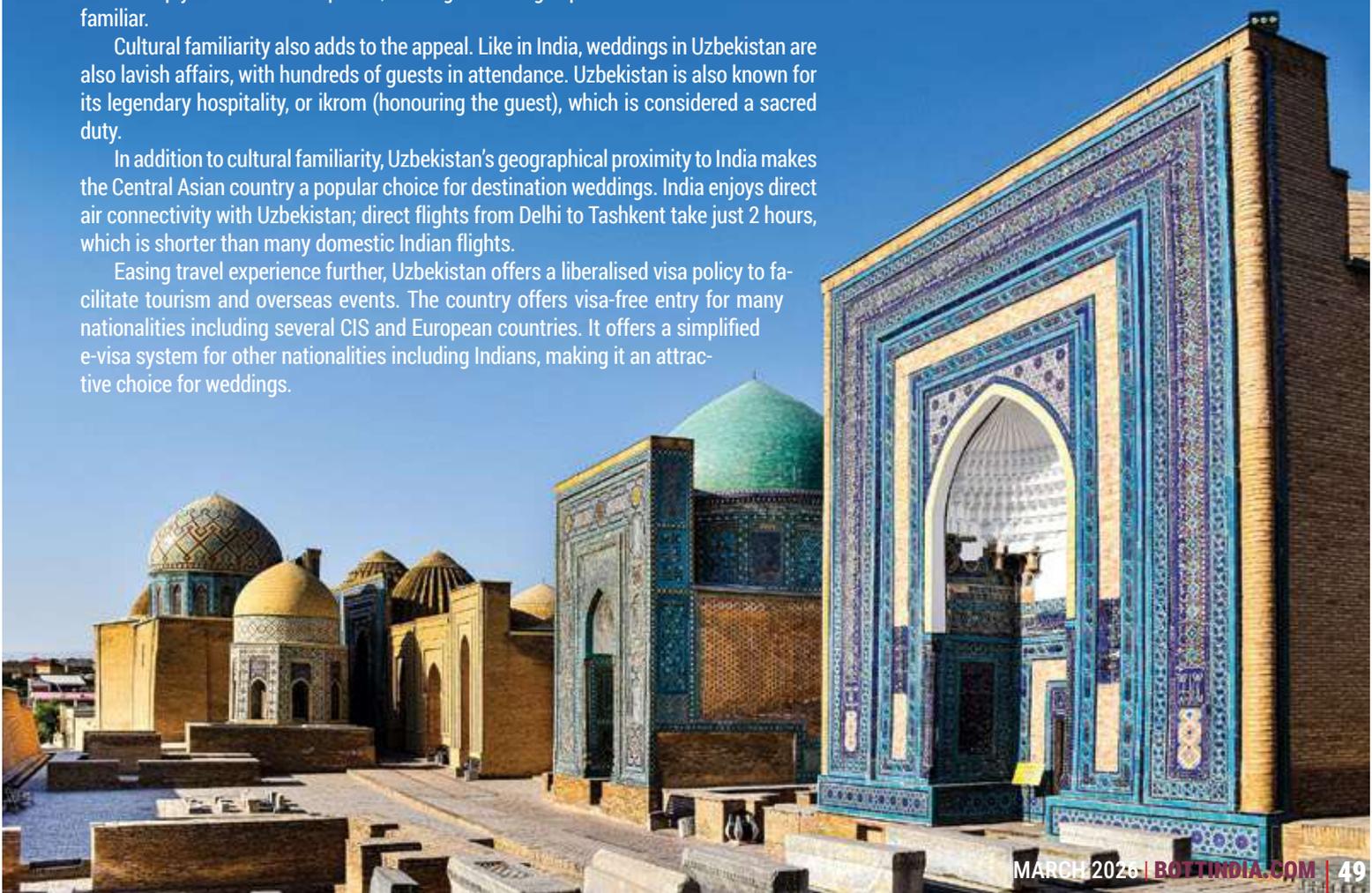
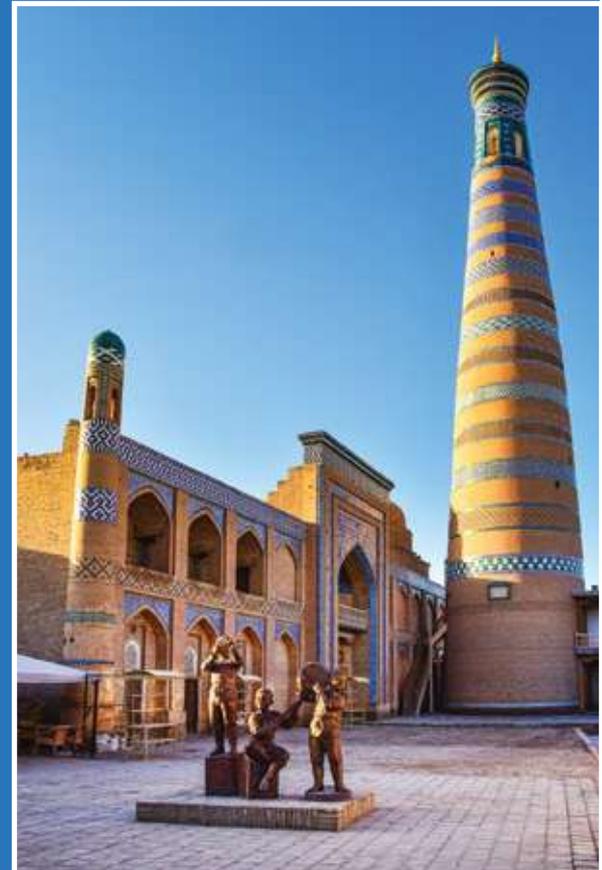
Enriching the wedding experience further, the bustling Chorsu Bazaar in the centre of the Old Town of Tashkent, housed under iconic blue-domed buildings, gives guests a pleasant taste of local culture. For those fond of nature, escapes like the Nuratau Mountains or the Chimgan Mountains offer diverse options for pre-wedding shoots and guest excursions, including hiking and skiing.

Cuisine is an essential element of once-in-a-lifetime events like weddings. There is a strong culinary connection between India and Uzbekistan. Many Indian dishes trace their roots to the central Asia country. Local staples like Uzbek Plov and Samosa resonate deeply with the Indian palate, making the dining experience feel both exotic and familiar.

Cultural familiarity also adds to the appeal. Like in India, weddings in Uzbekistan are also lavish affairs, with hundreds of guests in attendance. Uzbekistan is also known for its legendary hospitality, or ikrom (honouring the guest), which is considered a sacred duty.

In addition to cultural familiarity, Uzbekistan's geographical proximity to India makes the Central Asian country a popular choice for destination weddings. India enjoys direct air connectivity with Uzbekistan; direct flights from Delhi to Tashkent take just 2 hours, which is shorter than many domestic Indian flights.

Easing travel experience further, Uzbekistan offers a liberalised visa policy to facilitate tourism and overseas events. The country offers visa-free entry for many nationalities including several CIS and European countries. It offers a simplified e-visa system for other nationalities including Indians, making it an attractive choice for weddings.



SATTE 2026

concludes with record momentum

BOTT Desk



SATTE 2026 draws to a powerful close at Yashbhoomi, New Delhi, reaffirming its stature as South Asia's leading travel trade exhibition and a decisive catalyst for India's tourism growth. The 33rd edition brought together over 2,000 exhibitors representing 3,200+ brands from 60+ countries, alongside participation from 28+

Indian states, reflecting unprecedented domestic and global confidence in India's travel market.

Held under the theme 'An Opportunity Called India', the show spotlighted India's expanding tourism economy, projected to touch USD 125 billion domestically by 2027. Vision-led discussions centred on Tourism Vision 2047,



EVENTS & MORE





MICE expansion, air connectivity, digital innovation, sustainability frameworks, and public-private partnerships. High-impact conference sessions, Think Labs, and structured buyer-seller meetings under the Atithi initiative drove meaningful business outcomes and long-term collaborations.

Global tourism boards from Asia, the Middle East, Europe, and Africa engaged actively with Indian buyers, underscoring India's emergence as a high-value source market. Technology-driven transformation, AI-enabled travel solutions, cruise and wellness tourism, destination weddings, and experiential travel dominated conversations across the showfloor.

As the curtains fall, SATTE 2026 leaves behind renewed optimism, strengthened global partnerships, and a clear message: India's tourism decade has begun, powered by scale, strategy, and sustained ambition. **BOTT**

Andhra Pradesh ADTOI National Travel Mart 2026 concludes on a high note in Visakhapatnam

Pallavi Sharma



The Andhra Pradesh–ADTOI National Travel Mart (APT) 2026 has emerged as a landmark initiative in positioning the Association of Domestic Tour Operators of India (ADTOI) as a dynamic catalyst for accelerating domestic tourism growth across the country. Meticulously planned through extensive coordination and teamwork, the two-day mega tourism mart was successfully held on 13th and 14th February 2026 at the prestigious Vizag Convention Centre, Visakhapatnam, in collaboration with the Andhra Pradesh Tourism Authority.

The event was inaugurated in a vibrant ceremony by the Hon'ble Chief Guest Shri Kandula Durgesh, Minister for Tourism, Culture & Cinematography, Government of Andhra Pradesh, in the presence of senior dignitaries, industry stalwarts, tourism stakeholders, and media representatives. The ceremonial lamp lighting marked the beginning of new opportunities for Andhra Pradesh's domestic tourism, while traditional cultural performances added colour and showcased the state's



rich heritage.

The mart witnessed overwhelming participation, recording nearly 700 registrations, including over 500 buyers from key source markets across India and more than 80 sellers representing Andhra Pradesh's tourism sector. Thousands of structured B2B meetings were conducted, facilitating meaningful business exchanges and strengthening interstate tourism partnerships. Delegates from Uttar Pradesh, Rajasthan, Maharashtra, Gujarat, Tamil Nadu, Karnataka, Delhi NCR, West Bengal, Madhya Pradesh, Bihar, Jammu & Kashmir, Uttarakhand, and the Andaman & Nicobar Islands underscored the mart's national stature.

Highlighting the state's diverse tourism offerings, the event featured insightful business sessions covering pilgrimage tourism, coastal tourism, heritage circuits, tribal tourism, Buddhist tourism, eco-tourism, and wedding and MICE tourism. These discussions reinforced Andhra Pradesh's position as a multi-segment destination with strong infrastructure and immense potential for experiential, spiritual, and event-based tourism.

Ved Khanna, President, ADTOI, said, "The Andhra Pradesh Travel Mart has been a landmark event for ADTOI, with participation of over 500 buyers, the highest in our history. This remarkable achievement was made possible through the strong collaboration and support of the Andhra Pradesh Tourism Authority. Our members had the opportunity to gain valuable insights into the state's diverse tourism offerings, especially the seven anchor hubs being promoted. Andhra Pradesh has shown great commitment towards strengthening domestic tourism, and

ASSOCIATIONS IN ACTION



we are confident that this momentum will translate into increased tourist footfall and create significant opportunities for the travel trade in the coming years.”

Aashish Sehgal, Vice President & Co-Chairman, ADTOI, added, “Andhra Pradesh, with its beautiful coastline and scenic beaches, has immense potential to emerge as a leading destination for weddings and experiential tourism. Through the ADTOI National Travel Mart, we are proud to present Andhra Pradesh as a strong tourism product to the national travel fraternity. With over 500 agents participating, this initiative has created a powerful platform for knowledge, connections, and business opportunities. Our goal at ADTOI is to empower our members to promote this destination across their respective markets. With the support of the Government and industry, Andhra Pradesh’s tourism future looks extremely promising.”

The mart concluded with a cultural evening, gala dinner, and a specially curated post-event FAM tour around Visakhapatnam, offering delegates firsthand experience of the region’s coastal beauty and tourism infrastructure. The successful event has set a new benchmark for state-focused travel marts and is expected to significantly boost Andhra Pradesh’s domestic tourism growth in the years ahead. **BOTT**



Central India finds a stronger voice on the Global Tourism map

Central India is steadily gaining attention among international travellers seeking authentic wildlife, heritage and cultural experiences. In this interaction, **Mahendra Pratap Singh**, Chairman, IATO Madhya Pradesh & Chhattisgarh Chapter; Chairman, FICCI Tourism Committee, Madhya Pradesh, shares insights on the growth of inbound tourism in Madhya Pradesh and Chhattisgarh, emerging travel trends, and the opportunities that can position the region more strongly on the global tourism map.

Pallavi Sharma



Mahendra Pratap Singh, Chairman, IATO Madhya Pradesh & Chhattisgarh Chapter; Chairman, FICCI Tourism Committee, Madhya Pradesh

Central India is witnessing steady growth in inbound tourism, particularly in Madhya Pradesh, which has built a strong reputation for its wildlife reserves and heritage attractions. According to Mahendra Pratap Singh, international travellers are no longer treating the region as a stopover but are increasingly choosing it as a primary destination. Visitors are now planning their trips around meaningful experiences such as tiger safaris, temple circuits, heritage trails and cultural landscapes, reflecting a shift towards deeper and more purposeful travel.

While Madhya Pradesh has already established itself as a major wildlife and heritage destination, Chhattisgarh is gradually emerging on the global tourism radar. Singh notes that travellers who seek authentic, less crowded

destinations are beginning to explore the state's unique tribal culture, natural landscapes and traditional lifestyles.

Singh also points to several untapped opportunities in Madhya Pradesh. Experiences such as river tourism along the Narmada, rural homestay networks and craft trails connecting artisan communities have significant potential. Rather than simply showcasing monuments and landmarks, the focus should now be on creating immersive experiences. Local food traditions, guided village walks, heritage town explorations and cultural interactions can offer travellers a deeper connection with the destination.

Collaboration between industry stakeholders and the government has also played an important role in strengthening the region's tourism ecosystem. Improved road connectivity,

airport expansion and focused destination branding have helped create a more supportive investment environment. However, Singh emphasises the need for continued dialogue between policymakers and tourism operators to ensure policies reflect practical realities on the ground.

Sustainability remains central to future tourism growth. Madhya Pradesh's wildlife tourism model, with controlled access and community participation, has already set a positive example. Chhattisgarh, meanwhile, has the opportunity to build tourism responsibly from the outset.

Looking ahead, Singh believes Central India has the potential to establish a distinct global identity by focusing on quality experiences, responsible growth and strong storytelling that highlights the region's depth and authenticity. **BOTT**

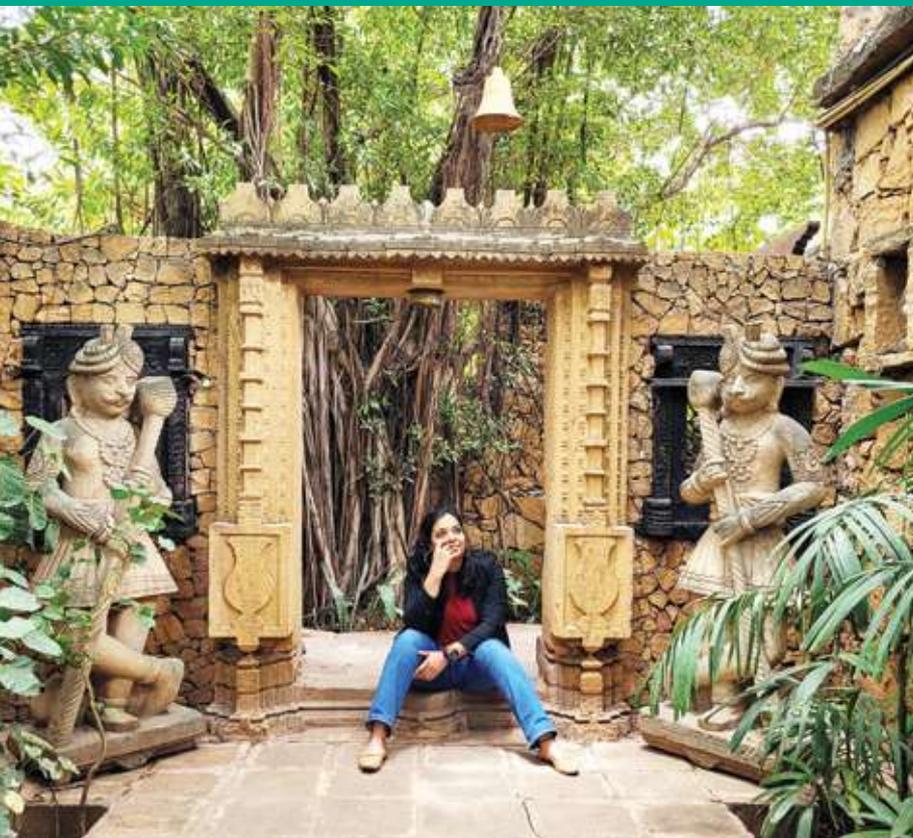
Ritu Varma

**Shaped by Journeys,
guided by Purpose**

This Women's Day, we celebrate the inspiring journey of a woman who has carved her own path in the travel industry, staying deeply rooted in her values. From embracing new professional milestones to crossing paths with industry legends, her story is a testament of her resilience, curiosity and unwavering dedication. **Ritu Varma**, Country Manager, India for VisitBritain, shares more about her journey with **BOTT**.

Shreya Shimpi





Looking back on your journey so far, what inspired you to enter the travel industry, and how has it shaped you as a professional?

Travel has been woven into my family’s professional journey for two generations, in one form or another. It has broadened my horizons, allowing me to cross paths with industry legends and learn directly from their experiences. As they say, travel is the greatest teacher- and I’ve been fortunate to be shaped by its lessons throughout my career.

Reflecting on 2025, what would you say were the three highlights of the year for you—personally or professionally?

2025 has been an exciting and meaningful year. Professionally, stepping into my role at VisitBritain has been the biggest highlight-a journey I truly cherish. On a personal level, I continue to feel deeply blessed to have an incredibly supportive family, something that remains a constant in my life. Finally, my first trip to the UK will always hold a special place in my heart.

If you could pick one dream destination to visit in 2026, where would it be, and why does it captivate you?

My own country has been on my wish list for a long time, so I am eager to explore more of India this year and experience its magic. Internationally, I would love to learn more about the UK.

What advice would you give to young professionals in the travel trade who aspire to reach the heights of success you’ve achieved?

Stay curious, stay resilient, and don’t rush the journey. The travel trade is built on relationships, trust, and long-term thinking, so invest time in learning the business from the ground up. Most importantly, remember that success in this industry isn’t just about individual growth; it’s about creating value for partners, destinations, and people

along the way.

Could you tell us a bit about your family and share one cherished childhood memory that still makes you smile?

I come from a joint family, so I have always loved being surrounded by people. Today, my world revolves around my babies-one human child, 2 dogs and 3 cats – so I proudly call myself a mother of 6! **BOTT**

QUICK SHOTS

- Your Birthday / Sun Sign – **June 13 / Gemini**
- Mountains or Beaches – **Mountains- because they speak so much about resilience and strength.**
- Favourite Holiday Destination – **It will always be India.**
- Best travel hack - **I love rolling my clothes for packing, as it gives more space and I always have power bank for back up.**
- Window/ Aisle seat – **Window**
- Favourite Cuisine – **Indian Chinese**
- Favourite Quote – **It’s the journey that makes stories. Achievement is just one of the stories.**
- Hobbies – **Love spending time with my furry babies, cooking and doing a lot of DIY on home décor.**
- Travel souvenirs - love them or leave them – **Love them! I always bring back something that reminds me of my trip, and has a story to tell.**
- Best advice for a first-time traveller – **Just don’t have too many expectations, take the place to what it is and beyond the social media lenses.**

SAROVA HOTELS & RESORTS

strengthens India focus after successful 2025

Sarova Hotels & Resorts Kenya is strengthening its engagement with the Indian travel trade following a strong performance in 2025, with FIT, group travel and the fast-growing MICE segment driving demand from the market.

Priyanka Saxena Ray



and engaging conversations in a relaxed setting that encouraged networking and stronger industry relationships. Hosted with gratitude and warmth, the gathering reflected Sarova's appreciation for its partners and the strength of its long-standing industry connections.

Sarova Hotels & Resorts Kenya celebrated a strong 2025 and is now

setting its sights on deeper engagement with the India market in 2026. While the brand has historically been strong in the FIT and group travel segments, MICE has now emerged as a significant new focus area with a clear strategy behind it.

Speaking on the momentum, Mita Vohra, Board Director, Sarova Hotels &

Resorts, said, "I am deeply grateful for the overwhelming support we received from the Indian travel trade in 2025. It truly has been such a formidable and fast to open up! As we look ahead to 2026, our focus will be on deepening our presence in the existing markets that have shown strong potential, while also exploring newer markets across India. We truly value our trade partners and look forward to continued collaboration and shared growth in the year ahead."

In an exclusive chat with BOTT, she further shared that Sarova Hotels & Resorts has come a long way, upholding a rich legacy of over 50 years. Several properties are currently undergoing transformations and will soon welcome guests with an enhanced range of services and elevated experiences. She added that India continues to hold a special place in the brand's growth journey and future plans. **BOTT**

Mita Vohra, Board Director, Sarova Hotels & Resorts

Sarova Hotels & Resorts and Aviareps India recently hosted a MICE networking dinner in Mumbai, bringing together around 30 leading MICE agents and key media representatives, following the OTM 2026.

The evening was marked by warm hospitality, curated drinks and dinner,

THAILAND

strengthens India outreach with focus on Wellness Tourism

Thailand - 'The Land of Smiles' is a captivating blend of pristine beaches, soulful culture, delectable cuisine and breath-taking natural beauty. The new 2026 campaign spotlights 'wellness tourism' along with a renewed focus on its hidden gems to showcase an unexplored side of Thailand to the Indian travellers. **Patsee Permvongsenee**, Executive Director, ASEAN, South Asia & South Pacific Region at Tourism Authority of Thailand, shares her insights about the India market, wellness tourism campaign and more.

Shreya Shimpi



Patsee Permvongsenee, Executive Director, ASEAN, South Asia & South Pacific Region at Tourism Authority of Thailand

What is the new campaign planned by the Tourism Authority of Thailand for the year 2026?

Our new campaign for this year is centred on luxury. Healing is the new luxury. Thailand has always shared a warm and special relationship with India, and the Thai people love to welcome Indian visitors. This year, we are promoting wellness tourism among Indian visitors. It is our global campaign for this year. The wellness theme will be promoted across all travel segments, including family, millennials, luxury travellers, weddings, honeymooners and MICE groups.

How was the year 2025 in terms of visitor arrivals?

In 2025, Thailand welcomed around 2.48 million Indian visitors. For 2026, we have set a target of 2.55 million travellers. With the increase in air-

line connectivity, not just from main hubs like Delhi, but also from the Tier-2 and Tier-3 cities, we are witnessing a steady rise in visitor arrivals.

Are you planning any new strategies to increase the number of Indian visitors?

In India, we were previously promoting only the beach destinations in Thailand. However, we are now expanding our focus on the hilly regions in northern Thailand, such as Chiang Mai and Chiang Rai. Our aim is to showcase the other side of Thailand, which is relatively unexplored by Indian tourists. We are also actively promoting the wedding and the luxury segments. For the OTM, this year our booth is decorated in the theme and colours which represent luxury. Additionally, we are focusing on family groups along with the introduction of new hotels, newer attractions, and entertainment options. **BOTT**

SARAWAK

builds momentum in India with strategic push

Sarawak is a spectacular natural wonderland with verdant landscapes, pristine beaches, caves and an unmatched biodiversity. India is a strategic key source market for Sarawak and they plan to foray into all segments such as MICE, Weddings, edu-tourism as well as medical tourism.

Dr. Sharzede Datu Haji Salleh Askor, Chief Executive Officer of Sarawak Tourism Board and Dato Dennis Ngau, Chairman of Sarawak Tourism Board share more with **BOTT**.



Dr. Sharzede Datu Haji Salleh Askor, Chief Executive Officer, Sarawak Tourism Board



Dato Dennis Ngau, Chairman, Sarawak Tourism Board

Shreya Shimpi

How does Sarawak showcase its diverse tourism offerings, and what can Indian travellers look forward to?

Sarawak, located on the island of Borneo offers a truly diverse range of attractions such as luxurious five-star hotels in the city, authentic natural retreats, a rich wildlife, and adventure activities making it a unique destination.

How do you plan to expand your footprint in the India market?

We are working very closely with Tourism Malaysia and the airlines to strengthen our presence in the India market. Improving air connectivity is our key priority and we are trying to work and collaborate with Air India and Indigo to introduce direct flights, if possible. Presently, we are focussing on the Southern market.

Which are your top five source markets?

Singapore, Europe, China, Japan, Korea are our top five key source markets. We are actively trying to expand our footprint in the India market. India was previously ranked seventh and has now moved to the sixth position. Since the pre-pandemic, we have seen a rise of seventy per cent in the Indian travellers coming to Sarawak. With Tourism Malaysia targeting two million visitors with the 'Visit Malaysia' year, we are optimistic that it will further boost the arrivals to Sarawak.

What is your vision for the year 2026?

From 2024 to 2025, we witnessed a 8 per cent rise in the Indian visitors to Sarawak. Our goal is to achieve double-digit figures as we firmly believe that the India is a high potential market. We are taking efforts to actively promote Sarawak through Tourism Malaysia and Sarawak Tourism Board to drive sustained growth. **BOTT**

SERENA HOTELS

brings Africa's finest hospitality to Mumbai

Serena Hotels, widely regarded as the hallmark of Africa's hospitality, are known for their upscale properties, picturesque locations, and exemplary hospitality. During their roadshow in Mumbai, they highlighted the diverse offerings of their bespoke properties along with the authentic wildlife, gastronomical and cultural experiences in store for the discerning traveller.



Shreya Shimpi

Serena Hotels hosted a Roadshow in Mumbai for select members of the travel trade and the travel media, offering an in-depth look at their diverse offerings. The roadshow spotlighted an exciting mix of local, cultural, wildlife, immersive and wellness experiences. Serena Hotels offers quality accommodations in a diverse collection of 33 upmarket properties, including hotels, resorts, safari lodges, camps, palaces, and forts. Spread across 8 countries in the Eastern African region and 11 properties in Asia, its exemplary portfolio showcases some of the most exquisite and idyllic locations strategically positioned and

distinguished by their signature hospitality. The event was graced by **Joyce Ann Wangui**, Regional Sales Director, Serena Hotels and **Rajay Thethy**, CEO, Safari Trails, along with **Anjum Lokhandwala**, Director, ARK Reps and **Kishan Biyani**, MD, ARK Travel Group. Serena Hotels are represented in India by ARK Travel Group.

In an exclusive chat with BOTT, Joyce Ann Wangui said, "Year 2025 was an encouraging year of growth, and we performed well across our key source markets. We are noticing a shift in travel patterns with shorter lead times now, as opposed to people booking in advance. We have gone through

a transition to adapt to these changes in patterns and booking channels. We are embracing new technology to understand our consumer requirements and preferences better."

Speaking about the key source markets, she remarked, "USA, Europe, India, China and Africa are our key source markets. India is not a new market for us- we have established some excellent partnerships with the travel partners here. Our focus now lies on enhancing the presence of our products in the India market through our representation here. ARK Travel Group is going to be our footprint and our presence in India." **BOTT**

APPOINTMENTS



COURTYARD BY MARRIOTT SHILLONG

Courtyard by Marriott Shillong has appointed **Sharoni Sharma** as its new General Manager. With over 15 years of diverse experience across luxury and upscale hospitality brands in India, Sharma brings a strong blend of operational excellence, strategic leadership, and people-first management to the only internationally branded hotel in Meghalaya's capital. Throughout her professional journey, Sharma has been recognised for driving operational efficiencies, elevating guest satisfaction benchmarks, and building high-performing teams.



ROYAL ORCHID HOTELS

Royal Orchid Hotels has appointed **Keshav Baljee** as Executive Director, marking a decisive step in the company's next phase of structured growth and brand expansion. Baljee has been on the Board since 2019, playing a pivotal role in shaping strategic initiatives, strengthening the asset light model and sharpening the company's brand architecture across markets. His elevation to Executive Director aligns responsibility with the impact he has already been driving.



MÖVENPICK RESORT & SPA BINTAN LAGOON

Mövenpick Resort & Spa Bintan Lagoon, set to open in Q2 2026, has appointed **Richard Margo** as General Manager. Margo has been steering the resort's redevelopment and pre-opening strategy. Margo has been involved in the transformation of the resort from its early stages, overseeing design, renovation, operational planning and brand positioning. Bringing 30 years of experience, Margo is recognised for his people-first leadership, operational excellence, and passion for curating meaningful guest experiences.



THE LALIT NEW DELHI

The LaLiT New Delhi has appointed **Vishal Sharma** as General Manager. With 18 years of experience, Sharma brings strong commercial expertise and strategic leadership to the iconic luxury hotel. In his new role, Sharma will oversee overall hotel operations, commercial strategy, and guest engagement initiatives, further reinforcing the hotel's position as a leader in luxury hospitality. Most recently, Sharma was Director of Sales and Marketing at IHG Crowne Plaza New Delhi Rohini.



JW MARRIOTT MUMBAI SAHAR

JW Marriott Mumbai Sahar has appointed **Sachin Mylavarapu** as General Manager. Mylavarapu is a seasoned hotelier with over 20 years of experience across leading global hospitality brands and markets. His career spans across India, the USA, and Europe, with a strong understanding of luxury experiences and brands in dynamic urban destinations. Mylavarapu has been with Marriott International for over 16 years and has held leadership positions across various brands.



ETIHAD AIRWAYS

Etihad Airways has appointed **Captain Khalid Humaid Al Ali** as Senior Vice President Aeropolitical, International and Government Affairs. Captain Al Ali will oversee Etihad's government affairs strategy, manage relationships with aviation authorities and government stakeholders worldwide, and lead the airline's aeropolitical agenda to support network expansion and route development. Captain Al Ali's career spans more than 40 years in aviation, he brings a distinctive combination of operational flying expertise and high-level regulatory and diplomatic experience.

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Together with Outbound, Inbound Tourism & Domestic Tourism Sectors a B2B Table Top Networking among Buyers & Seller's taken place.



Around 120 Travel Professionals attended the event from different cities like Pune, Surat, Mumbai to focus and build there travel resources for upcoming year 2026.



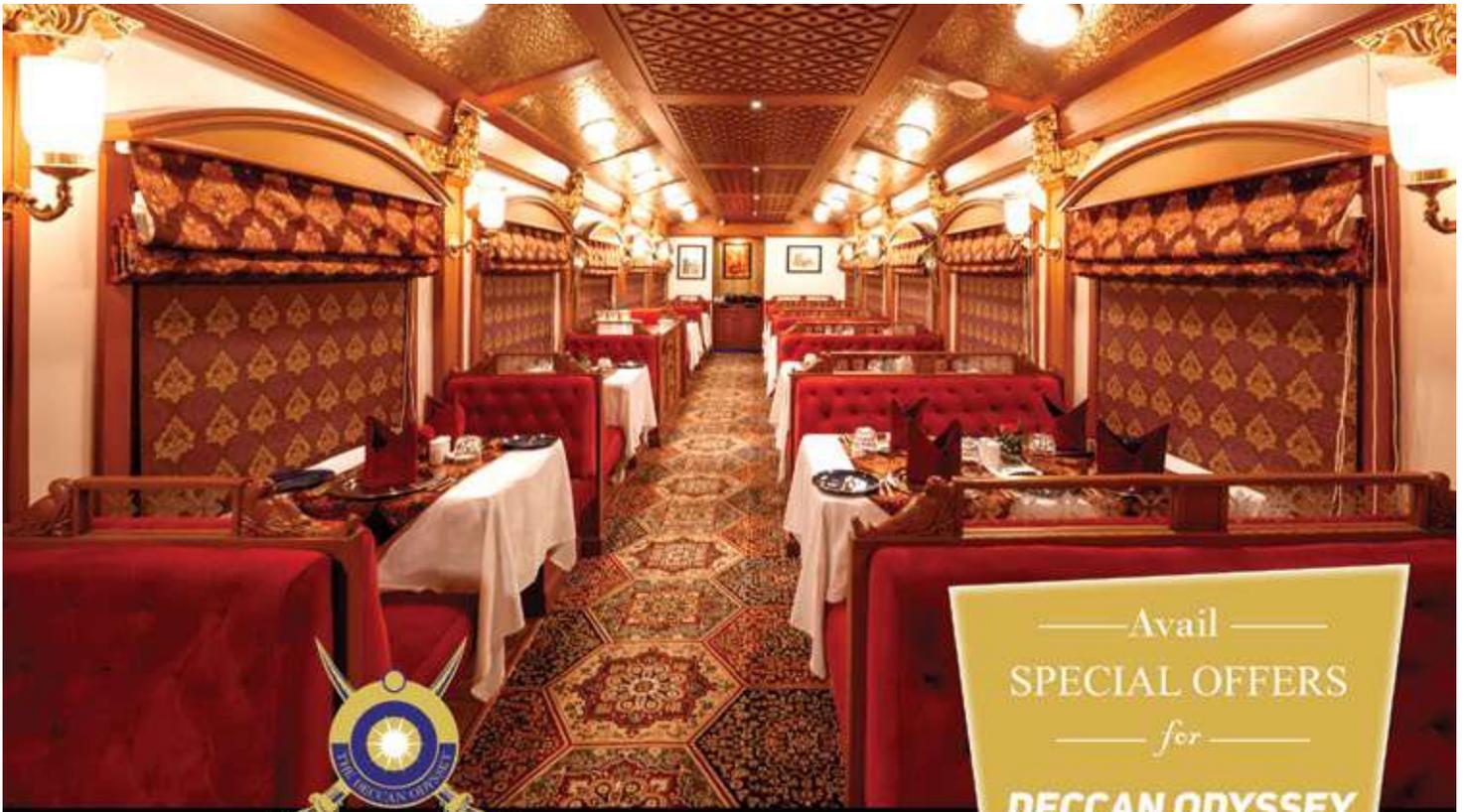
The event concluded with the celebration of New Year 2026.

Event was Supported By Incredible India, India Tourism Mumbai

Thanks & Regards
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