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ART TOURISM

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Editor's Letter

I take it as a compliment when people enquire when do I even at my house or that I must be too fond of hotel rooms by now. Tell me if there's anything better than getting to taste different coffees and seasonal fruits of different countries, relishing more than usual weathers, and how can I forget the majestic sunsets. I mean yeah, we do have the same sun everywhere but I like how the scenery changes for me everyday. Also, a reminder for me that we are new everyday with different level of energies. Just like the sun, our magazine is monthly regular but just like the varied sunsets, it is so diversified.

Hope you like this philosophical pep talk, now let's talk what we have in store for you editorially, in our July issue. We are all about poems, culture and travel but what knits them all together? It's Art! So hold on to your seats as we have Art Tourism coming your way. The issue is buzzing with the most palatial and chic properties, destinations such as Sharjah, Mauritius and Blue Mountains that are waiting to be explored. Also, stories that are definitely worth every bit your time. Afterall, I feel time is the biggest investment of all!

We sincerely trust that you will have as much pleasure reading this edition of Travel Turtle as we enjoyed compiling this for you, our dear readers. Do share your feedback at bharti@travelturtle.world.

Happy Reading!

Bharti Sharma

Bharti Sharma
Editor

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Wyndham Hotels and Resorts sees potential in India and plans for strong growth

Wyndham Hotels & Resorts has been making major advancements in its expansion plan, with a heavy emphasis on India as a key market. Frequent hotel signings by the company are an indication of its ambitious growth strategies in the nation. Dimitris Manikis, President EMEA, Wyndham Hotels & Resorts, discusses the company's plans for the Indian market in an exclusive interview with Asmita Mukherjee.



TravStack unveils Next-Generation travel tech solution

TravStack, a leading travel tech company is redefining the landscape of travel technology with its ground-breaking platform. Unlike traditional travel tech distribution companies that merely serve as inventory sourcing platforms, TravStack functions as an operating system, offering a comprehensive suite of tools to manage self-inventory, integrate third-party APIs, and also build a white-labelled portfolio.

Two Sun Siyam Resorts have been recognized with a Tripadvisor 2023 Travelers Choice

With five resorts dotted across the Maldives, and one soon to reopen in Sri Lanka, Sun Siyam Resorts is proud to announce that two properties of the group's portfolio have been recognized with a Tripadvisor 2023 Travelers' Choice, Best of the Best Hotel Award. Barefoot boutique luxury and spa resort Sun Siyam Vilu Reef, makes it into the top 10 of a new category for 2023 which spotlights relaxation, "The Best Hotels with Spas", and premium all-inclusive five-star luxury Sun Siyam Iru Veli has been included in the top 20 in the highly contended "Best All-Inclusive Hotels" category.



TBO unveils exciting bumper offer to energize the Travel Industry

TBO is thrilled to announce the launch of an electrifying bumper offer designed to create a buzz and uplift the travel industry. This strategic initiative showcases TBO's unwavering commitment to empowering travel partners and propelling their success. Prepare for an adrenaline rush as TBO presents an exhilarating raffle where you have the chance to win a sleek KIA Seltos or the stylish KIA Sonet, guaranteed to turn heads wherever you go.



Inauguration of the maiden International Sailing of Cordelia Cruises

As India's only premium cruise line- Cordelia Cruises makes its way to Sri Lanka for the first time ever Chief Guest Sarbananda Sonowal, Minister of Ports, Shipping & Waterways, along with guests of honour which included Tamil Nadu Tourism Minister- Thiru K. Ramachandran, Chennai Port Chairman- Shri Sunil Paliwal & Chennai Port Deputy Chairman- Shri S Viswanathan came together for the inaugural international sailing to Sri Lanka by India's Premium Cruise Line.

Amari Raaya, ONYX Hospitality Group's Maldivian venture, appoints Intrepid Marketing & Communications as its brand representative

Ahead of its launch scheduled in August 2023, Amari Raaya, designates Intrepid Marketing & Communications to undertake its marketing and PR mandate in India to enable a robust outreach amongst media and the content creators' communities. The association will be pivotal for the brand to introduce Amari Raaya's unique gamut of premium services that promises a 'more to Maldives' approach and entice first-time as well as repeat Indian travellers.





EaseMyTrip shares increase by 9 per cent on the partnership with World Padel League

After partnering with the World Padel League (WPL) 2023, Easy Trip Planner's stock price increased by more than 8 per cent. At its intraday high of 46.80 per share on the BSE, the stock price increased by as much as 8.6 per cent. Easy Trip Planners—the company behind EaseMyTrip—announced that it has joined forces with the World Padel League 2023 as its official travel partner.



Tourism Fiji rewards five Matai Specialist partners with a Familiarization Trip to the Destination

Tourism Fiji concluded its first post-Covid Matai Agent Famil from India. The family trip was part of an incentive announced last year during the launch of the new Fiji MATAI Specialist Programme, Tourism Fiji's e-learning platform. In its dedicated endeavour to stimulate tourism recovery from India, Tourism Fiji has been fervently amplifying its trade initiatives across the country. As part of the launch of the new Matai Specialist in India, an incentive offering five participating travel partners an opportunity to embark on an exclusive trade familiarization trip to Fiji was announced.

IATO and FAITH delegation meet the Secretary General of UNWTO

4th Tourism Working Group Meeting in Goa had an opportunity to meet Mr Zurab Pololikashvili, the Secretary General of the United Nations World Tourism Organization (UNWTO). Mr Rakesh Kumar Verma, Additional Secretary, Ministry of Tourism, Government of India; Mr Nakul Anand- Chairman-FAITH; Mr Rajiv Mehra, President- IATO & Secretary General-FAITH; Mr Ravi Gosain – Vice President-IATO; Mr Amaresh Tiwari, Vice Chairman-ICPB; Mr Aashish Gupta, Consulting-CEO-FAITH met Mr Zurab Pololikashvili informally and had an introduction and general interaction with him.



Amritara Hotels and Resorts expands themselves in the Northeast region

Amritara Hotels and Resorts have acquired another gem in Sikkim and are rebranding it as 'Amritara Hidden Land' from July 1, 2023. The property is offering luxurious accommodations, exquisite dining and impeccable hospitality. Amritara, known for its top-notch hospitality, has opened its doors in Sikkim, providing elegance and comfort to this captivating location. The hotel, which is tucked away in the centre of Sikkim, combines contemporary conveniences with a dash of regional character to provide a unique experience.



THE WESTIN

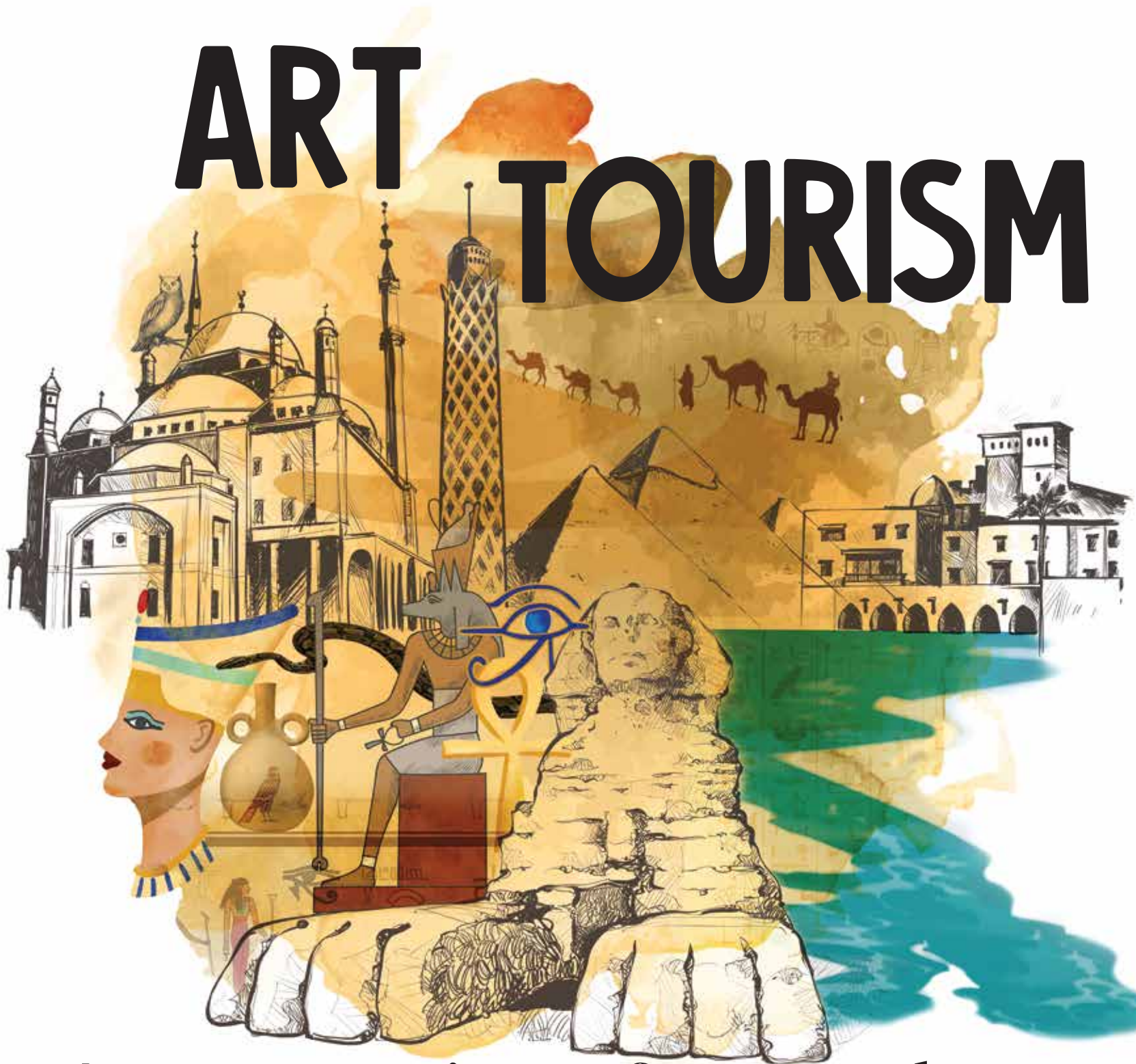
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RESORT



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ART TOURISM



An expression of true culture

Literally, Art Tourism is that form of travel that revolves around undertaking artistic and cultural activities, in touristic or historical settings.

- Bharti Sharma





LIVE WIRE

Art Tourism necessitates visiting destinations that also feature art display. It offers a unique travel experience and contributes to the conservation and reappropriation of cultural spaces that might have otherwise been lost.

THE ARTISTIC SPELL

Art is the most important element that directs people to a destination and delivers an authentic experience in a developing and changing understanding of tourism. Art tourism motivates people to travel, facilitate communication with different cultures, enhance social pride, and contribute significantly to the region's economy. Art tourism, as a new field of tourism studies is currently shrouded under cultural tourism's voluminous bounds—which are as inappropriate as they are unwieldy and overloaded.

A NATURAL COMMUNICATOR

The practice of art tourism promotes conservation of historical destinations and cultural spaces that might have fallen prey to disrepair or neglect. By attracting tourists with art, these places receive much-needed attention, which facilitates investment for their preservation. It allows communities to fund the restoration of historical buildings and even revitalise neighbourhoods, thus resulting in preventing the loss of invaluable cultural heritage.

A large cultural tourism destination is usually associated with a museum. Paris and the Louvre, London and the National Gallery, New York and the MET, and more. Before advancing, let us have a glance at the latest data recorded by the Prado Museum, which indicates that 60.96 per cent of visits to the museum are foreign. This data solidifies the potential art tourism possesses in attracting tourists. For many, cultural tourism is a market where tourists are inclined towards learning or experiencing first-hand, the cultural specificity of any given destination. While this conjecture holds true for many activities often included in cultural tourism, it is certainly not the case with visitors to art museums. That is why art tourism arises to separate cultural attractions, and more specifically museums, according to the theme and the experiences offered.





WHAT'S HAPPENING AND WHERE?

There are those who throng Miami for its beaches and walks, but there are tourists whose interests lie in the southern cuisine and are fascinated by the plethora of versions of the cuisine the city has to offer. But the recent years has witnessed Miami transforming into the playground of artists, collectors, critics, gallery owners and occasional buyers who fulfill their fantasies in the form of canvas, steel, digital installation or spray. With dozens of museums and private collections, fairs and galleries in all neighborhoods, the

city has etched its name in the world calendar of art. In the last fifteen years, the arrival of Art Basel was decisive, since it transformed Miami into a cultural destination where the world's great architects have already raised global symbols.

This niche band of tourists travel around the world with the sole intent of viewing the works of great Master Artists such as Leonardo da Vinci, Michelangelo, Van Gogh, Paul Gauguin, Alfonso Maria Mucha, Egon Schiele, J.M.W. Turner, Sir Lawrence Alma-Tadema, Claude Monet, Gustav Klimt, Rembrandt, Renoir, Manet, Rubens, Edgar Degas; to stand across the splendid sculptures of Michelangelo, Gian Lorenzo Bernini, Rodin and scores of

other known and unknown artists is a rush of history like no other! The revenue generated by people visiting these countries is massive and the contribution of such influx is considerably large in the overall tourism industry of those countries. Many small towns and villages in Europe have witnessed significant economic development through art tourism. By leveraging their cultural assets and heritage, these destinations attract tourists, create jobs and foster a vibrant local economy.

EXPANDING HORIZONS

Museums are definitely a hit when it comes to activities under art tourism, but there are other avenues that seek out the connoisseurs of art, one of them being art camps.

There are different objectives with which an art camp is organised. The primary being, providing a silent, scenic, preferably a culturally rich destination to a group of artists that prefer to indulge in long days of working on their art at various locations. They also invite with them a senior Master artist who interacts with them and guides them about painting techniques, exchange of creative ideas etc. When an artist visits any location, he/she is looking for captivating places and locations that may or may not be of much interest to a regular tourist. This activity usually leads the artists to places that are less frequented by other tourists and is thus perfect for working on their muse. This in turn, facilitates influx of revenue to such places and gives a much-needed boost to the local economy. Associations, donors and international organizations play a crucial role in supporting this sort of endeavours, often working on a non-profit basis to ensure the sustainability of the projects and their positive impact on the local community.

By promoting the conservation and reappropriation of cultural spaces, this creative form of tourism fosters sustainable economic development in rural areas. It leads to enrichment for both travellers and local communities. Art tourism offers a unique, sustainable and rewarding travel experience that combines cultural exploration, creativity and the preservation of historical heritage.



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A family of three, a man, a woman, and a young child, are dressed in traditional Arab clothing. The man is wearing a white thobe and ghutra, the woman is wearing a black abaya and hijab, and the child is wearing a white thobe. They are all smiling and looking at a small blue butterfly that the woman is holding in her hands. They are standing in a conservatory with large glass panels and lush green plants. The word "Sharjah" is written in large, stylized gold letters across the middle of the image.

The pot of gold of culture and heritage Sharjah

Instead of dazzling with glitz, Sharjah, the third-largest emirate after Abu Dhabi and Dubai, enchants the travellers with its rich culture. Sharjah enjoys a view of the Arabian Sea and continues to hold the title of the Middle East's cultural epicentre.

- Tripti Jain

Sharjah is bordered by the cities of Dubai and Ajman, boasting the glory of yester years beautifully. About 20 kilometres southeast of the city sits the Sultan bin Mohammed Al-Qassimi palace, which serves as the residence of the Emirate of Sharjah's ruler. The city of Sharjah is home to major economic and administrative hubs as well as a variety of traditional and cultural enterprises. Sharjah's scenery includes natural history museums, galleries showcasing Islamic art and tradition, exquisite mosques with distinctive architectural styles, and covered souks. Every landmark in this emirate tells a narrative about the local past.

Prized possession

Kalba, Dibba Al Hisn, and Khor Fakkan, which gives Sharjah a significant east coast port, are three of the enclaves that Sharjah possesses on the east coast. The Madha borders Sharjah, Fujairah, and Ras Al Khaimah, is an enclave called Nahwa that belongs to the Emirate of Sharjah. The rich Dhaid region, where a variety of fruits and vegetables are grown, is well-known oasis area in Sharjah. The emirates also include a few other significant oasis destinations. Sharjah boasts top-notch medical infrastructure, including numerous

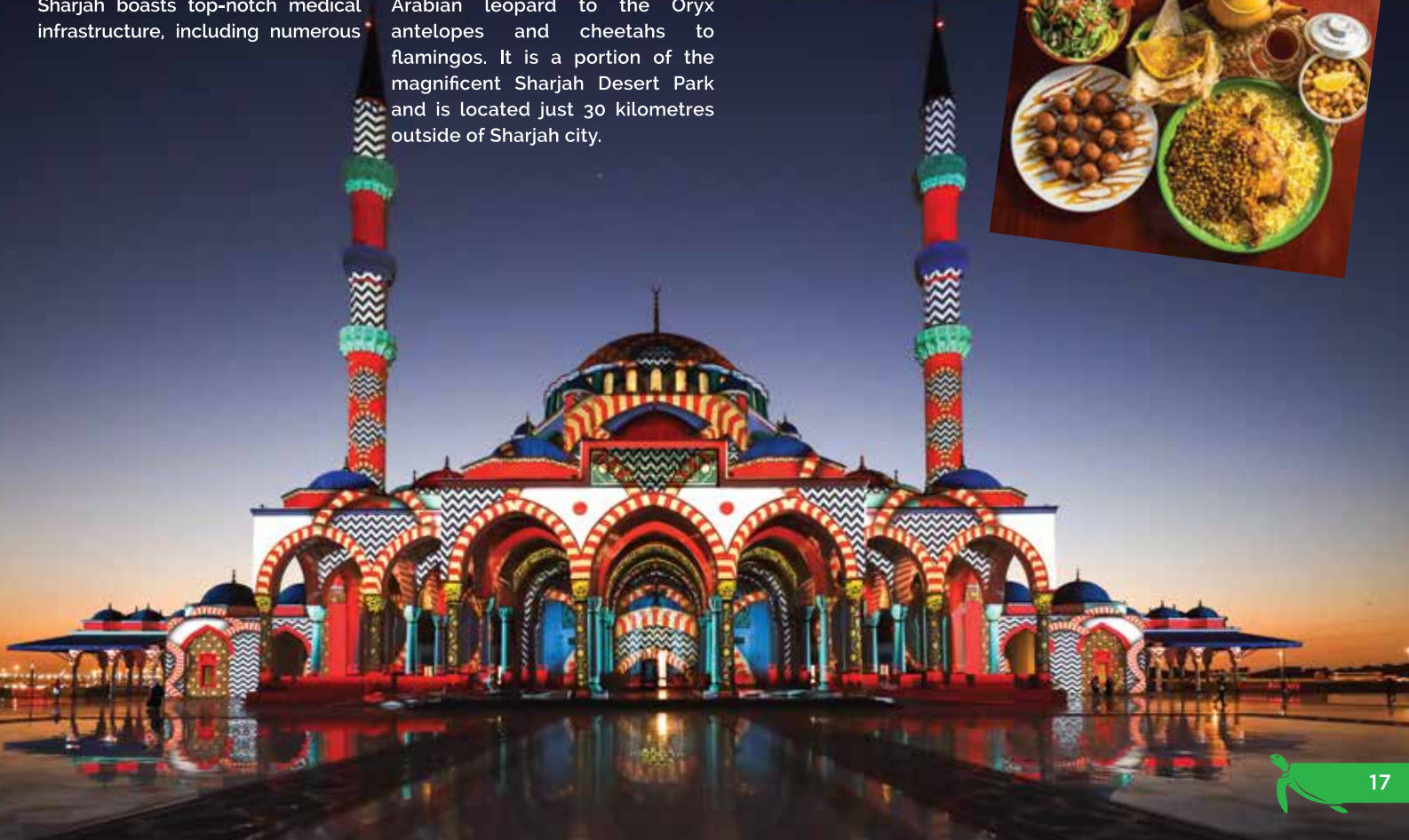
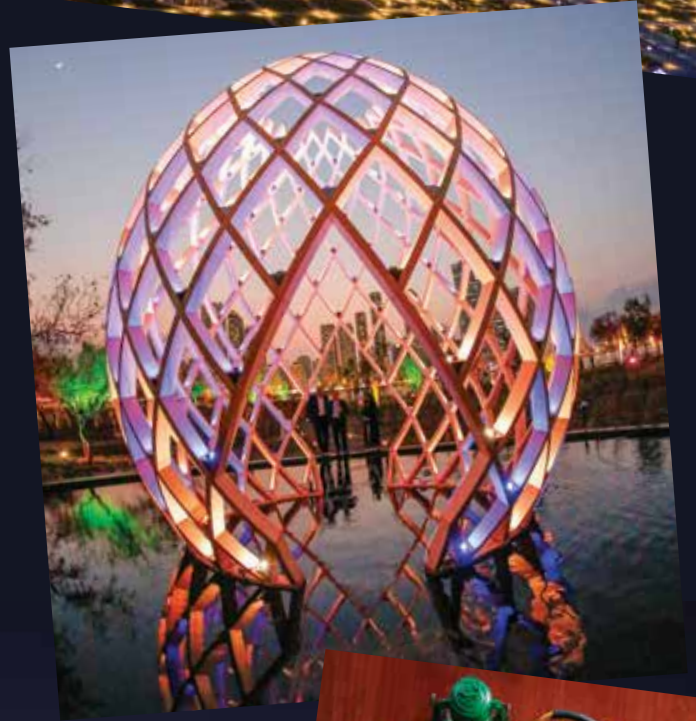
hospitals and speciality clinics. The municipality conducts unauthorised inspections of hotels and restaurants and closes any business that might not adhere to the strict standards of hygiene.

Eye of the Emirates Wheel

The Eye of the Emirates Wheel is the ideal location to visit to experience life from above. Everyone is aware of the Emirates' passion for creating cutting-edge structures, and the Eye of the Emirates Wheel is just one such example. To fiercely compete with the renowned London Eye, this beautiful structure was constructed. Take a ride on this huge Ferris wheel to see the Persian Gulf's sparkling seas blending with a variety of glistening towers. Unquestionably, this is among Sharjah's top activities.

Arabian Wildlife Centre

This facility must be on your list of family-friendly things to do in Sharjah because it is undoubtedly one of the best places in the world to observe the whole variety of flora present in the Arabian Peninsula. The Arabian Animal Centre offers a variety of exciting opportunities for animal viewing, from the critically endangered Arabian leopard to the Oryx antelopes and cheetahs to flamingos. It is a portion of the magnificent Sharjah Desert Park and is located just 30 kilometres outside of Sharjah city.



Blue Souk

Sharjah's central market, with its magnificent blue-tile patterned facade, is the place to go for all of your shopping needs. This massive mall, which spans six storeys and has up to 600 businesses, is arguably the most photographed structure in the city. The market, appropriately dubbed the Blue Souk, is conveniently situated and the ideal spot to purchase everything from gadgets to handicrafts to elaborately woven carpets to antique jewellery.

Sharjah Aquarium

This beautiful aquarium, which is spread out across two floors, provides a window into the abundant aquatic life of the deep blue sea. One of the best family activities in Sharjah is taking the kids to the aquarium, where there are 20 distinct tanks that each replicates a different aquatic environment. Here, they may discover the fascinating world of sharks, eels, seahorses, and clownfish. Your children will enjoy learning while also having fun as they observe coral reefs filled with fish and explore the underwater delights of a lagoon or mangroves.

Sharjah Desert Park

The four locations that make up this wonderland, which is one square km in size, each provide a window into the distinctive Arabian Desert ecology. In addition to the wildly popular animal facility (Sharjah Zoo), it features a botanical museum, a natural history museum, a children's farm, and other attractions. Being able to feed and pet the animals in their natural environment makes visiting the animal farm one of the most entertaining things to do in Sharjah for kids. The natural history museum will take you on an amazing adventure, and the botanical museum will show you the fascinating world of plants.

Venetian Vistas at Al Qasba

The ideal place to hang out in the evening is this lovely plaza in the middle of the city. While children may have a great time at the fun zone and the indoor play area, you can relax and take in the musical fountain show or eat at one of the many cafes and restaurants. Sitting by the enchanted Venetian canal is one of the top free things to do in Sharjah and is a calming and tranquil experience. The Mayar Art Centre, which hosts themed exhibitions of canvas and digital art, is a must-see for art enthusiasts.



Sharjah's rich culture and stunning beauty will leave you spellbound! HE Khalid Jasim Al Midfa, Chairman, Sharjah Commerce and Tourism Development Authority shares a glimpse of what the destination has in store for travellers.

Largest source market

India is an important and significant source market for Sharjah, and with the assistance of their in-market representative, they strive to maintain the appeal among Indian visitors. The preferences of Indian travellers often revolve around experiential and cultural travel. When planning their vacations or visits, they prioritize family-friendly destinations. Fortunately, the exquisite emirate encompasses all of these aspects.

HE Khalid shares, "It is crucial to spot the main source markets for any destination to create the influx of travellers. The key source markets for the Emirate of Sharjah have been Russia, Oman, Saudi Arabia, UAE, China and India. In the fourth quarter of 2022, India emerged as the largest feeder market for us, with approximately 42,000 Indian tourists choosing to visit our emirate during that period. This accounted for 10 per cent of the overall market share. Looking ahead, our goal for 2023 is to increase this percentage to 15 per cent, as we aim for an increased footfall from Indian travellers."

Upcoming encounters

The emirate of Sharjah continues to evolve and provide captivating experiences for travellers seeking a unique and enriching journey. Whether one is interested in art, culture, nature, or adventure, Sharjah's ever-expanding array of attractions ensures a diverse and captivating experience for every visitor.

HE Khalid tells us about different new attractions that will engage the travellers and says, "For adventure enthusiasts, a massive adventure project is due to come up later this year in the Eastern area of Khorfakkan which will overlook the serene Luluyah Beach. The upcoming project comprises a zipline, a giant swing, a dry-slide track, hiking tracks, mountain bike



HE Khalid Jasim Al Midfa

tracks, and varied amenities for visitors and tourists from the eastern region and across the UAE. It also includes an observation deck and a restaurant on the mountaintop."

SCDTA is undertaking various projects that are aimed at expanding the luxury offerings to travellers. Among these developments are two hotels, namely the Al Bridi Resort and Al Jabal Resort, both managed by the prestigious LUX' brand. The Al Bridi Resort, situated within the vicinity of Sharjah Safari – another of our newest additions – offers visitors an extraordinary and immersive stay in the emirate. Positioned within the largest safari park outside of Africa,

this new addition to the Lux' portfolio will feature 35 exclusive tented retreats, each boasting breath-taking vistas of the desert landscape, which serves as a habitat for over 50,000 animals.

Reaching out to the audience

Sharjah is gradually becoming a hub for different segments of tourism. They plan to continue and promote Sharjah to their B2B and B2C partners in India and all over the world through cooperation, sales missions, FAM trips, and roadshows.

"Our on-going efforts revolve around attracting a larger global audience of travellers and establishing the

required infrastructure and regulations to cater to their needs and create an unforgettable experience for them in the emirate. With the help of our in-market representatives, our goal is to always update and educate our partners about the latest developments and also provide stakeholders with a first-hand experience about the wonderful experiences that the emirate has to offer which enables them to effectively position Sharjah to their customers in the market," shares HE Khalid.

Connectivity creates opportunity

Sharjah upholds its position as a leading choice for family tourism and has successfully enticed a considerable number of visitors from the subcontinent, particularly in the Visiting Friends and Relatives (VFR) category. The large presence of Indian expats in Sharjah plays a pivotal role in this widespread appeal. HE Khalid enlightens us and shares, "Over the years, we have observed rising outbound tourist traffic from India. This is mainly because our emirate is connected to not just the Tier I cities in India but also to most tier II cities via several short, non-stop flight options. Among 13 Indian cities from where passengers can take direct flights to Sharjah, Bengaluru, Hyderabad, New Delhi, Mumbai and Chennai currently top the charts in terms of tourist arrivals to the emirate."

A string of campaigns

To raise consumer awareness, SCDTA have implemented targeted activations on major digital platforms and enhanced their visibility through direct engagement with travellers on prominent travel community platforms. "To establish a stronger presence in the country, we have developed a comprehensive strategy that combines PR and marketing initiatives. Our marketing and digital strategies are driven by specific B2B initiatives, such as forming trade partnerships, creating campaigns, and participating in international trade shows, among other activities. Additionally, we have taken a comprehensive and outcome-focused approach to our B2C endeavours," shares HE Khalid.





The holy grail for agents in Tech Travel

TRAVCLAN

A company that allows travel agents a holistic approach to building an ecosystem of Travel Technology, TravClan works to help the agents to operate hassle-free. Travel Turtle spoke to **Chirag Agrawal, Co-Founder**, TravClan on the ways tech travel is booming.

- Tripti Jain



The time when calling a travel agent and waiting for a booking confirmation was the most practical way for many people to purchase a rail or aeroplane ticket is long gone. A ticket is now only a click away. Strangely, even though technology has rendered many occupations obsolete, physical travel companies still exist today. Some people even swear by the customised travel options and services that can only be provided by traditional travel agents. These players can develop into online travel agencies (OTAs) with some digitization. They may then provide the same level of individualised services online and appeal to a far larger audience.

ONE-STOP REMEDY FOR AGENTS

In a cutthroat industry where every day a new player is joining the market it is eminent to ensure that you are on top of your game, which can only be achieved by remaining ahead. TravClan does exactly that for its clients. A hundred thousand agents can use their technology in a day. This is the result of years of experience in the industry. Chirag

mentions, "As founders, we are very operationally involved in the system that we offer to our clients, and ensure to keep the engagement as high as possible."

Furthermore, he shares, "We have already tapped different cities including tier I, tier II and tier III. While we go and meet a lot of travel agents in their offices, we also engage with their staff as well to understand key day-to-day operations problems. Our thought process as a company is not to sell flights, hotels, or holidays, it is more to build a one-stop solution for our agents. We want to give them an end-to-end solution, including a website, management of their customer data which stays encrypted, marketing tools and circulate necessary posters and videos in their community."

A GAME OF PROBLEM AND SOLUTION

Travellers are keen on spending money to grab the best deals for their vacations, which creates an abundance of opportunities for travel agents to create the needed

supply. Travel agents are working with TravClan to have a seamless booking experience. Chirag points out areas in tech travel that still need fixing and shares, "Travel agents are comfortable taking bookings, confirming flights and helping their customers through our services, but when it comes to packages, the process is still a tedious one. This area in travel tech can use some help to help the clients. The introduction of a complete end-to-end tailor-made product will make things smoother." There is a lot of scope in the field of tech travel for futuristic products, TravClan is ensuring to keep this covered and come up with ideas that can be executed to help the agents with their problems. "Technology is beautiful, but not user friendly, our clients with the services that we offer can work within seconds. We have built a solutions pay, where Agents within 60 seconds, they're able to get a quote for their package and for almost any destination that we service. We service currently 18 destinations toward destinations," shares Chirag.



IT'S ALL ABOUT THE TEAM

A team of dynamic, dedicated and diligent people with talents from their respective field are something that creates a legacy. Chirag shares, "I think we as a company, understand travel and technology both of them independently very well. We are three co-founders, two of us have worked in travel companies and the third one has worked in a tech role. Coming from a tech background, we identify with the industry very well and can identify the pitfalls and growth points."

They can deliver solutions to the travel agent community at a very rapid pace. He further adds, "We can execute technology base which most companies in this industry are not able to. They might be strong in domain knowledge, but not as much in technology. We have an in-house tech team which puts us over the edge to help our clients and it becomes easier to translate our insights into actions," adds Chirag.

THE SKY IS THE LIMIT

With a database of almost 15000 travel agents and counting, TravClan is in the process of expanding its reach and services to as many companies as possible. Their target is to create technology around the travel space not only to

book flights but to help the agents book packages and holidays also. When it comes to the services that are mostly used by the agents, Chirag throws a light on what is in demand and says, "We have an instant coating system, which is a unique tool for the industry. So to launch a new destination, technology-wise, it's a few hour job for us. The system is modular, thus creating the shortest turnaround time. UAE is the biggest market for us right now after Maldives, we send almost 4000 passengers every month. The Asian countries are picking up for us, Thailand, Bali, Singapore, and Vietnam are coming in big. Our focus is majorly on FITs, we don't go direct corporate, it's through our agent network only"

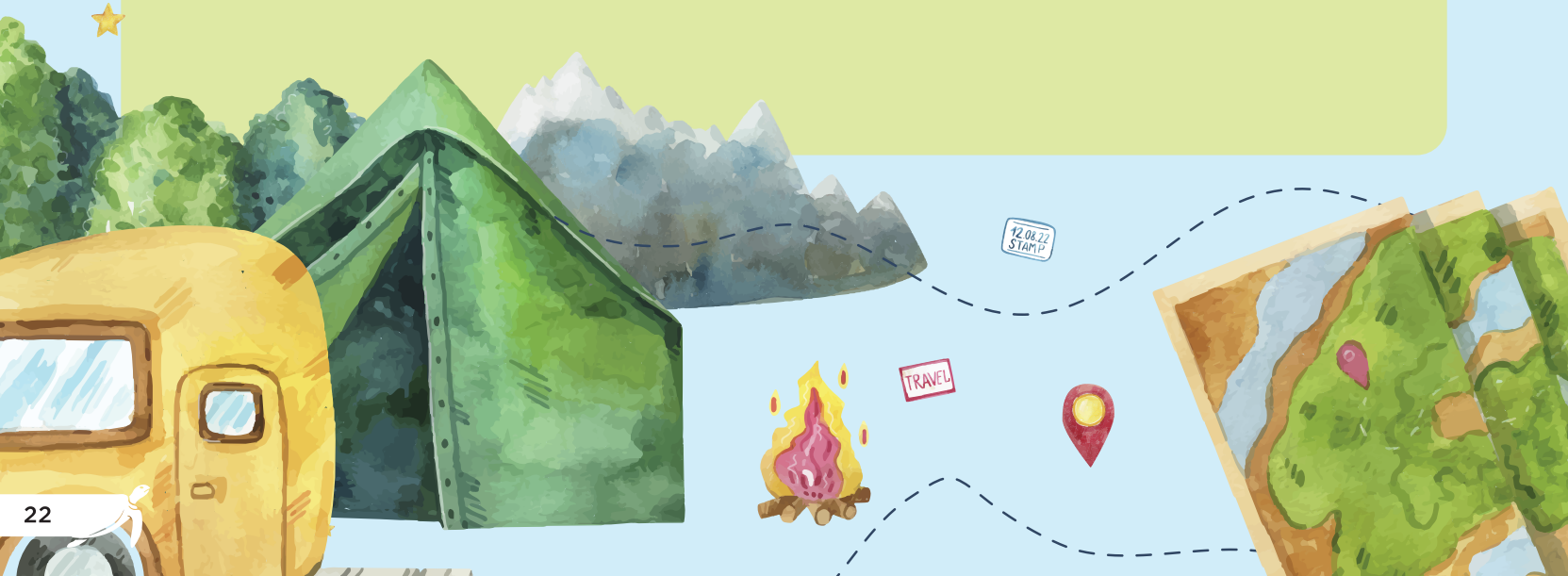
While expanding and reaching out to customers, TravClan is in sync with the growing age of digital marketing, where they connect and interact with their clients. Chirag shares, "This is an industry where in-person interaction is of high importance, but we focus more on digital because we think that it is a more efficient way of speaking to agents and saves time as well. We also used a lot of marketing tactics, which are sort of proprietary to get those agents. Something which worked for us very well in terms of

marketing was that we were able to offer free websites for agents during Covid. We made approx. 2000 websites during the pandemic for our agents."

ORGANIC MARKETING TO THE RESCUE

Marketing is a strategic game that can be the easiest as well as the toughest. Companies are opting for several marketing techniques to build an ecosystem. Chirag shares, "Our marketing process is pretty organic, we believe in demand and supply. The agents will always need some new product and we plan to help them. We don't talk about our prices but highlight just the features. Highlighting the technical product entices a person to try our system."

He further adds, "We don't want us to be a very people-dependent business, we want people to come to the system, they should like their technology. Technology spreads pretty quickly in any industry; we also rely on traditional ways of marketing like conducting roadshows in different cities, collaborating with departments, digital campaigns, emailers, WhatsApp circulars etc. Marketing works best if it is done holistically. We have started indulging in trade media as well.



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Scouring for hidden stories at
Amari Raaya
Maldives



The opulent and magnifque design sweeping the travellers to an untold story, Amari Raaya Maldives is ready to create a mark on the guest's hearts. Travel Turtle spoke to **Rainer Steinhilber**, General Manager, Amari Raaya Maldives about how the resort stands out.

- Tripti Jain



HOTELLIGENCE

Amari Raaya Maldives is all set to open doors and indulge the guests on a grand journey to explore the blissful adventure the resort has to offer. Scheduled to open on August 1, 2023, it is situated on a lush natural island within the Raa Atoll. This exquisite resort embraces and honours the art and splendour of the Maldives' abundant natural treasures. This newest luxury resort is the ideal place to enjoy life's greatest events. Located on a private island about 45 minutes from the airport, it's the ideal setting for an island escape, with warm and welcoming service, well-appointed rooms, a luxurious spa, and a selection of mouth-watering cuisine.

The resort's 187 guest rooms and villas come in nine different room types, each of which is a tranquil retreat brimming with elegance and character. Inspired by the natural materials and chic castaway feelings that all the island homes radiate, guests may select between gorgeous private beach villas and opulent overwater pool villas. Whether choosing a villa on the sand or one that floats above the sparkling Indian Ocean, each accommodation gives unobstructed views of the spectacular Raa Atoll waters and features the best in modern Maldivian architecture, Thai hospitality, and an opulent castaway vibe.

Mystery around lush Natural Island

Maldives as a destination is gaining the world's attention rapidly. Travellers are looking for new things to explore and experience. This is where Amari Raaya Maldives stands out and is all set to dazzle the guests. Rainer unveils the story about the existence of the island and says, "We are proudly celebrating a sense of adventure through Seb's story, a portrait artist who was shipwrecked on the island and survived for years by building a village and creating art materials from the plants and flowers around him. The story brings to the forefront the unique on-property experiences; from dining, activities,



art, and design to architecture."

The interesting part is that Amari's signatures are infused in every step of the guest journey. Another riveting fact is that Seb's presence can be felt throughout the island, guests can discover hints of his castaway story as they explore, from wild mangrove forest trails and sky-high watchtower views and old shipwrecks to beautiful pieces of art. The Resort also carries an essence of Thai hospitality that perfectly complements any Amari stay.

Harbouring the right audience

Maldives has become a go-to place for Indian travellers for almost every segment; it is no more just the honeymoon destination. Amari as a brand has a strong presence in India which makes the Indian market develop a profound trust in the brand. They are here to explore the potential market and tap the travellers that are willing to imbibe on a different journey.

Rainer shares, "Intending to attract both first-time and repeat Indian travellers, Amari Raaya recognises the country's popularity as a desired destination and the increasing demand from Indian tourists. In response to the dynamic growth and travellers' preferences, the brand has strategically entered the Indian market."

An unforgettable journey

Maldives is experiencing tourists trotting from all nooks and corners to experience the island life. In the wake of travellers looking for something new, the properties are on a spree to diversify and create new experiences. Rainer tells us, "Drawing inspiration from the surrounding flora and fauna, the resort's design captures the essence of being castaway in paradise while also offering a space for families, friends, and couples to revel in life's most cherished moments. With its diverse range of experiences and inviting spaces, Amari Raaya Maldives creates an atmosphere where guests can come together, celebrate, and embark on unforgettable journeys of exploration."



Branding it the right way

Indian market as you know is one of the key markets for Maldives, it is one market which is important for Amari Raaya. As part of the collaboration, they are in discussion with advertisements in key magazines, airline collaboration and various campaigns with their key partners to drive the Indian market.

Rainer talks about the importance of the Indian market and says, "We have partnered with various key tour operators who will be of course our biggest cheerleaders along with integrated marketing and PR efforts which will drive the aspiration leading to sales. There is something for everyone at Amari Raaya Maldives, and the Indian market is so diversified and distinct when it comes to travel that it blends in very well with the culture of Amari Raaya Maldives."

Target segments

The Indian travellers look for something new with every trip that they make, whether it is to the mountains or dipping a toe in the ocean, the resort ensures that every guest takes a fond memory and a calm mind with them while they leave.

Rainer shares, "Our Family Beach Villas, for example, are ideal for families travelling together, which has become the norm for Indian travellers. We have put a lot of effort into our culinary endeavours, which are aimed at gourmets from all over the world, including Asia, and of course a variety of vegetarian options."

They have also put together an extensive All-Inclusive package for those who desire a stress-free holiday and favour the All-Inclusive option, which is what the Indian market prefers. "Amari Raaya Maldives creates an atmosphere where guests can come together, celebrate, and embark on unforgettable journeys of exploration and it is a perfect setting for destination weddings, post-wedding celebrations, honeymooners, birthdays and so on," he adds. They are also seeing more and more incentives and MICE

business to Maldives from India, and with 187 villas the resort can cater to bigger and smaller groups. Also, numerous activities from Sport Zone where travellers can do group sports tournaments such as mini golf, paddle tennis or simply a beach volley game on the beach as well as eight different restaurant and bars where they can do various personalised events for the groups makes the resort perfect for this segment.

Working hand in hand

Amari as a brand has a strong presence in India which makes the Indian market develop a profound trust in the brand. Tourists from the Indian market are ready for new adventures, experiences and journeys which makes it all the more necessary for properties to come up with ideas that stand out. "We have a representative from ONYX our main company, with whom we will be working closely to ensure that the resort is being well-received and promoted in the Indian market. We also have extensive support from our partners, PR efforts from Intrepid Marketing and of course, our services and facilities catering to the discerning preference of Indian guests," shares Rainer.



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Believers of legendary hospitality

Marriott Mauritius

Overlooking the Indian Ocean, perched in your private pool sipping cocktails, Marriott Mauritius will give you a wholesome experience. Travel Turtle spoke to **Sydney Pierre, Chief Sales and Marketing Officer**, Marriott International, Mauritius Franchise about the opportunities of exploring in Mauritius.

- Tripti Jain



Mauritius opens up to its travellers like no other country, starting from their hospitality to the accommodations and activities that the destination offers worth experiencing. Marriott in Mauritius encourages visitors seeking a piece of island paradise to experience with a tropical twist at each of its three distinctive and opulent resorts: JW Marriott Mauritius Resort, The Westin Turtle Resort & Spa, and Le Méridien III Maurice. This year, there is something to suit all interests and ages, including sophisticated dining, barefoot beach barbecues, family-friendly activities on white sandy beaches, and jaw-dropping entertainment.

Legacy in the making

The Indian market is gradually taking steps towards creating a luxury travellers base, where they are more inclined towards luxury destinations and properties. Sydney shares, "The Indian market is quite significant and it's part of our strategic market represent where approximately seven to eight per cent of our



business mix from India is growing. The luxury market is growing out of India to Mauritius; travellers are more interested in spending their vacation relaxing on a beach. I'm very happy with the development happening and the introduction of new flights. This is one thing that can push marketing, destination marketing where the introduction of a new flight itself acts as marketing for the destination."

India has always been on the map, due to the flight base getting built, travelling will be easier connecting the country directly to India. There will be more activities happening in India by Mauritius to create a buzz about the destination and attract more tourists.

Marriott Mauritius is keen on expanding its customer base and participates with MTPA for several campaigns. "Collaborating with MTPA allows us to explore more. I sit on various committees on the reopening of Borders and work on marketing to expand the reach to different countries. I always encourage MTPA to join forces and penetrate the market more efficiently," he adds.

Healthy competition

India is surrounded by island countries that are easy to travel to and have an amazing scope for tourists to indulge in activities that keep the travel industry buzzing. "There's always been competition with all the islands of Indian oceans, but India has always been kind of a Big Brother for Mauritius. The majority of the population travelling from India to Mauritius comes to experience the hospitality and personal touch that we offer. India will always remain a big market for the island countries. When it comes to geographical proximity, many destinations are closer than Mauritius, but Mauritius has so much to offer as a destination," says Sydney. He further shares about the efforts created by the locals as well as the hospitality industry to allow their guests a vacation that they would remember for a lifetime. Marriott Mauritius is one such example where the resorts welcome their guests wholeheartedly with the only motive to give them an experience of a lifetime. When visiting Mauritius you get the chance to see Mauritius as well as the islands. Hospitality is their key area of focus, as they feel it is the most important aspect of the industry.

A sense of 'je ne sais quoi'

The properties by Marriott in Mauritius are magical and positioned in a way to attract travellers from all over the world. Indians travelling to Mauritius are going to lengths to experience the luxury lifestyle which is the new vacation mode for them. Sydney shares, "When I joined the group, the one market I was eager to explore was the Indian market, where the market had so much to teach. The properties gained traction after the renovation, during which we invested 60 million dollars to refurbish them completely. The results were worth the wait where every single outlet at the resort is sea facing."

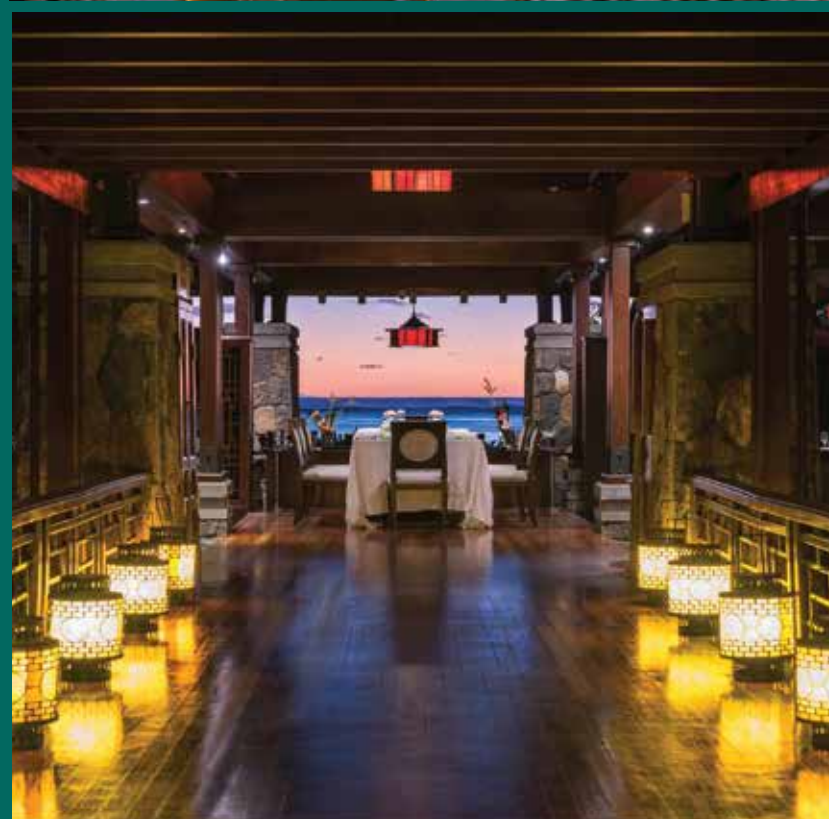
The first thing you see when you enter any Marriott property is the Indian Ocean, immersed in the sunlight and fresh breeze. The tropical vibes of the resorts will take

you through a journey and keep you wanting more. The 14 restaurants in three resorts are open to all guests. Sydney tells us about the unique idea behind refurbishing the resorts in a way and says, "The guests get a unique way of experiencing restaurants across properties even if you book one hotel. You can dine around the island and explore the different variety of cuisines that the resorts have to offer."

Amongst the three properties, Le Méridien Ile Maurice is the market leader with travellers coming in for MICE, leisure, weddings, and private holidays for experiential travelling. He adds, "I think there's a big potential for JW Marriott Mauritius Resort offers breath-taking views of the island and turquoise lagoon with Brabant Mountain, a UNESCO World Heritage Site, as its backdrop. We've had some nice weddings at JW as well. We have an inventory of 261 keys at Meridien with conference rooms with enormous capacity, breakout rooms, and business centres."

The holy grail of hospitality

It is important to keep the customer's needs on top while creating any hospitality brand. Suites with private pools overlooking the beaches, Marriott Mauritius is well equipped to allow the guest a dream vacation. Sydney shares, "The customer experience is different for everyone; we ensure an exclusive and individualistic service to all our guests. To create a romantic getaway we have 51 keys that are only for adults. We're working on enhancing the romantic concert where you arrive straight away to go to the resorts. You do the check-in, have any private corner or directly in your room. You have suites fitted with your punch pools, the restaurant and much more." When you travel for business, your need is not the same. When you travel with family, it's a different approach altogether. When you travel with friends, it's a different need; Marriott Mauritius is creating a market for all kinds of travellers to indulge in flawless hospitality. "While visiting any place, people will always



remember you for one thing, how you make them feel. Creating an itinerary is all about scheming but hospitality is all about planning. The hospitality industry has been tricky but rewarding at the same time," he adds.

Hospitality is all about creating cultural authenticity, Marriott Mauritius ensures to provide their guest with exactly that. They believe in taking care of every individual visiting them to have an experience that can cherish and keep safe.





Bewildering seamanship journey with A-ROSA River Cruises

Hopping from city to city through the course of rivers sounds like a joyride in itself, A-ROSA River Cruises lets you experience cruising most innovatively. Travel Turtle spoke to Sanjay Kapoor, Vice President - Sales Support and Marketing, STIC Travel Group about how A-ROSA is on top of their game.

- Tripti Jain

Luxurious rooms, delectable cuisine and warm hospitality are the daily doses you'll receive onboard A-ROSA. The way people perceive travelling has changed drastically in the past couple of years. People are opting for travel ideas that are both luxurious as well as offer something different.

Personalised Rendezvous

When it comes to being different from others, A-ROSA acs the check box. They believe in a personalised and individualistic approach that offers their guest maximum satisfaction while travelling. The artists who perform on the ships also have this regional connection. When it comes to excursions, the trend is moving away from large groups on coach excursions. This is why they offer a significant part of more than 500 excursions in the category 'Exclusive and Individual' with a personal guide.

Sanjay enlightens us about their way

of nurturing the cruise family, "We operate our ships, organise our itineraries according to our guests' wishes, recruit and nurture our employees. There are hardly any comparable river cruise lines in the world who, like A-ROSA, offer the perfect holiday for all generations."

The game of demand and supply

The industry is experiencing a shift in terms of the kind of vacations they are opting for, be it any segment of the market, travellers are preferring a smooth plan that is hassle free. Sanjay shares, "Travellers have discovered the joy in river cruising and are loyal to A-ROSA. Our booking figures are continuously on the rise and our ships are sailing with excellent occupancy rates. However, one of the biggest changes in recent years is a shift in booking behaviour. We are receiving more last-minute bookings. Long-term bookings of more than a year in advance are gradually giving way to more spontaneous bookings."

Customer is the king

A-ROSA River Cruises are aligned with the facilities you would find in any cruise, but they are edging ahead when it comes to catering for the needs of their guest. Sanjay tells us, "Starting with the facilities on the ships with large cabins, panorama lounge, buffet restaurant, dedicated SPA area, Kids Club, pools and sun loungers on the sun deck, all the way to the concept that sets the cruise apart from other operators."

They put special focus on individuality, service and quality – so that everyone can have their very best personal travel experience. He further adds, "From the 2023 season we have enhanced our culinary aspect, every day until noon, our guests can decide whether they would prefer to compose their dinner from the buffet or have it served as a menu – with no extra cost."

Plethora of offers

Being a premium river cruise line, they offer a plethora of inclusions when guests book the Premium-all-inclusive tariff. This starts with high-quality culinary experiences all day round and unlimited alcoholic and non-alcoholic beverages. It goes on with an included excursion, complimentary room service and E-bike hire, as well as free Wi-Fi. When it comes to enjoying a vacation on the water, travellers look for a budgeted option with an ample amount of services. Sanjay shares, "Just last season we introduced our enhanced Premium-all-inclusive concept fleetwide, offering guests an even more immersive travel experience. The focus is especially on more individuality, more flexibility and more exciting discoveries in our destinations."



Sanjay Kapoor

Ensuring Familiarisation

A-ROSA River Cruises has been offering its guests relaxing city and nature breaks for two decades. While the company is headquartered in Germany, they welcome guests from all over the world— be it South Africa, Brazil or the UK – onboard. They work closely together with their local partners to gain more insight into the respective travel markets— of course; this is also the case for India. Their International Sales Team as well as the Operational Team and the Crew onboard are multinational.

"The official languages spoken aboard our fleet are German and English and we are happy to be welcoming more and more Indian guests aboard. This enables us to faster familiarise ourselves with the Indian market and its guests and keep on learning and valuing their wishes and needs," explains Sanjay.

Towards a sustainable future!

The way the industry is changing it becomes necessary to keep an open mind and scope of improvement within a brand. Sanjay gave us a glimpse of the various options that are pleasing the guests and says, "Our tranquil city breaks are ideal, where we offer everything from recreation to enjoyment and experience on board and shore. Travellers with children can have the little ones spend a great time with our Kids Club, while the adults chill out in the A-ROSA Lounge and then later on everyone can discover diverse cities

together on family excursions."

Furthermore, he adds, "A big topic that is not just important to our guests but also very close to our A-ROSA hearts is sustainability. The A-ROSA SENA, an innovative and truly unique hybrid ship, was put into service in June 2022 and we are actively working on developing a holistic sustainability strategy in a joint project with the renowned Fraunhofer Institute for Systems and Innovation Research." Cruising across metropolises

When it comes to identifying the routes that experience regular praise, A-ROSA ensures to keep one different from the other to keep the travellers wanting more. Sanjay shares, "As the Danube, Rhine / Main / Moselle, Rhône/Saône, Seine and Douro rivers differ quite a bit from each other, each river and itinerary has its fans. Our guests particularly appreciate the blend of exciting metropolises such as Budapest, Paris or Lyon with unique sceneries such as the Wachau, the Middle Rhine Valley or the Douro Valley." Last season, however, the Rhine came out on top, as the newest ship, the A-ROSA SENA, won over a wide crowd – and is doing so again this year. The E-Motion Ship sets course from Cologne towards the Netherlands and Belgium and for example calls at Utrecht,

Rotterdam and Antwerp.

Making a mark in the Indian market A-ROSA has been building fruitful relations with their Indian partners and looks forward to working together even more closely. They are hoping to be even more present at Indian trade fairs. Sanjay helped us understand the importance of a significant presence in the Indian market and says, "Experiences that we receive from participating in the trade fairs make us believe in the great potential future A-ROSA has in the Indian market."

For their latest offers and any assistance required to book A-ROSA river cruises, please contact their India representative STIC Travel Group at 0124-4595300 or else you can also email your query at info@sticgroup.com



Novotel Mumbai International Airport

Dwindling into the Bombay life

Sitting at an idyllic location, Novotel Mumbai International Airport Hotel is a delightful stay for travellers. A luxurious and modern state of the art builds a hotel with all the essentials.

- Bharti Sharma

The moment you step into the hotel, it engulfs you with a warm hug and features a beautiful blend of modern architecture and the essence of Bombay. The building is a modern structure that is close to the Chhatrapati Shivaji Maharaj International Airport and offers the perfect balance of luxury, convenience, and beauty. The Western and Eastern Express Highways, which are crucial for getting throughout the city, are both conveniently accessible from the

hotel. It is also close to important economic, industrial, and leisure hubs including Bandra Kurla Complex, Powai, MIDC, and Andheri Kurla Road.

State-of-the-art stay

The tall building with crystal blue windows is strikingly beautiful; as you enter the property you will witness gorgeous twinkling lights over your head to welcome you. The hotel has 268 tastefully decorated rooms and suites as well as stunning 16,500 square foot event and

meeting spaces. The rooms are designed with meticulous detail keeping in mind the needs of the guests with comfortable beds and study areas. The hotel unveils an extraordinary staycation for their guests with a pool overlooking the city and delectable dishes all through the day. Every nook and corner of the property is decked up with delightful paintings expressing the past and present of the city of Mumbai. The 'bombayness' of the property is something to cherish.



HOTELLIGENCE

Delectable choices

Their buffet meals are dedicatedly prepared by the chef to indulge the guests in an array of fresh morning delights. The Gourmet Bar and Inventive Buffet Meals at Food Exchange, take pleasure and a modern spin on traditional regional and international dishes. You will be spoilt for choice at their gourmet bar where everything will make your mouth melt. The wide variety of options at the breakfast buffet is all you need to start your day of productive work. You will notice the food exchange swarming with people early morning to fill up their tummies with some yumilicious choices.

Location matters

If you want to host and celebrate your important occasions the property is the ideal place because it is close to the city's centre while still being away from the noise and bustle. The dining hall at the property can be rented out for events with a capacity of 300-650 guests. You can select from a variety of event rooms at the hotel based on your needs and preferences. It is the perfect

location for your gatherings and has a large selection of cutting-edge food and beverage options. The space that they offer is well looked after by their staff with great hospitality and culture. They ace the one thing that matters the most while delivering their guests with the utmost value and respect.

Service galore

The hotel provides a variety of services, each of which will guarantee that you and all of your visitors have an exceptional and unforgettable experience. Some of the services they provide include in-house catering and service workers, who are always available to aid in case of any trouble and offer their support whenever needed. The hotel can also provide you with empanelled decorators so that you have professional assistance and can arrange your event area however you choose. The hotel is ticking all the boxes on the checklist for people looking for a comfortable yet stylish stay. Mumbai is bustling with properties, but this luxurious marvel stands out and welcomes you with an unforgettable time.





Leela Palace Udaipur

A palatial escapade

A modern, lake-side palace that inspires guests to live a lifestyle worthy of royalty, The Leela Palace Udaipur is where royal resplendence intertwines with romantic opulence

- Misbaah Mansuri

Embarking upon a voyage of enchantment, a postcard moment unfolded across the placid waters of Lake Pichola, embraced by the opulence of The Leela Palace Udaipur. As we stepped onto the deck of our lavish private boat, anticipation mingled with the gentle breeze, carrying us towards a moment of pure serenity.

The sun, now descending in a majestic symphony of colors, cast its vibrant hues upon the azure canvas of the lake. A kaleidoscope of purple and orange painted the horizon, illuminating our path with ethereal beauty. With every passing moment, the celestial spectacle unveiled a panorama that seemed to exist solely for our delight. Captivated by the breathtaking sunset, time stood still, knowing that this ephemeral embrace would forever reside in our hearts.

Udaipur's fabled lake palaces had garnered a legendary reputation

worldwide, and the luxury experiences crafted by India's renowned hospitality giants around the ethereal Pichola Lake were hailed as the epitome of excellence. Even as a seasoned traveler and writer, I couldn't deny the bubbling excitement that tingled within me, eager to immerse myself in this extraordinary escapade.

Arriving at The Leela Palace Udaipur, my eyes beheld the grandeur that awaited me. Before me stretched the majestic expanse of Pichola Lake, and to reach the hotel, a journey halfway across its shimmering waters was required. Welcomed at the private port, I embarked upon a stately motorboat adorned with the lustrous finish of polished wood, reminiscent of the opulence found in elite army clubs. The gentle hum of the motor harmonized with the lapping of the water beneath us, orchestrating a serene symphony

as we glided towards the hotel's marble steps.

Led by a gracious escort, I entered the reception lobby, traversing a corridor adorned with lavish marble, accompanied by the exquisite presence of an ornate bandhani-work umbrella. The melodious strains of Kesariya Balam filled the air, played live on a ravanhatta—a precursor to the modern-day violin—imbuing the surroundings with an aura of timeless allure. A fragrance, evoking memories of freshwater realms, intermingled with hints of musk, reminiscent of warm bars and the edges of pine forests, creating an intoxicating olfactory tapestry.

As I stepped into the lobby of The Leela Palace, Udaipur, a chorus of harmonious greetings echoed through the air. Several members of the hotel's staff, adorned with warm smiles, greeted me with open arms, and a cascade of

delicate rose petals gently descended, like a fragrant shower of blessings. The moment was enchanting, setting the tone for an extraordinary journey that awaited. Although The Leela Palace Udaipur exuded resplendence, it embraced a sense of intimacy rather than vastness. The property emanated an aura of grandeur without overwhelming in size. The managers, who extended their warm welcome, exuded an effortless blend of courtesy, warmth, and affability, striking the perfect balance between attentive hospitality and unobtrusiveness. It was an intangible harmony that enveloped me, assuring me that the experience that lay ahead would be unlike any other.

It was in the subtle nuances, the meticulous attention to detail, that The Leela Palace Udaipur truly distinguished itself. Upon arrival, I was swiftly whisked away to my room, leaving behind the



HEADS IN BEDS

formalities of check-in. This thoughtful gesture transformed the experience, for within the sanctuary of my room, a sense of finality washed over me. No longer in transit, I could fully immerse myself in the embrace of my personal haven.

Our accommodation for the stay was now set to sweep us off our feet. Spread over a sprawling 1250 sq. ft., the suite was expectedly lavish but we were thoroughly impressed by the attention to detail that adorned every corner. The exquisite embellishments and traditional artisan crafts showcased the rich cultural heritage of Rajasthan.

Within the expanse of the suite, we discovered another remarkable feature—a private plunge pool that beckoned us with its inviting allure. Nestled within the opulent surroundings, the plunge pool added an extra touch of indulgence and serenity to our stay. With its crystal-clear waters glistening under the gentle rays of the sun, it promised moments of relaxation and rejuvenation.

The suite also comes with stunning views of Lake Pichola and the majestic mountains that surrounded it. Another highlight on arrival was a delicious mango tart served by the culinary team. A marriage of taste and health with the goodness of chia seeds, the delicacy brought across the essence and nostalgia of the seasonal fruit with fresh cream, greek yoghurt and no added sugar. Throughout our stay at The Leela Palace Udaipur, the culinary experiences were nothing short of extraordinary, captivating our senses and tantalizing our taste buds. The two remarkable dining venues, The Dining Room and the iconic Sheesh Mahal, transported us on a gastronomic journey that traversed diverse world cuisines, each dish a work of art in both flavor and presentation. Under the expert guidance of Chef Ravish Mishra and Chef Rupak Debnath, the Palace's culinary wizards and their talented team, every meal became an unforgettable masterpiece.

Upon our arrival, we were welcomed with a delightful lunch



at The Dining Room, where the culinary voyage began. The Avocado Tartare, with its refreshing blend of lime and chili cream, accompanied by sesame sago crisp, awakened our palates to the symphony of flavors that awaited us. The Steamed Edamame Truffle Oil Dumplings enchanted us with their combination of potato flakes, edamame, and truffle oil, while the Pumpkin Water Chestnut and Shitake Gyoza delivered a

harmonious fusion of creamy pumpkin, shitake mushrooms, and water chestnuts. The Chicken Coriander Crystal Dumplings delighted us with their tender spring chicken mince and fragrant coriander stalks. And who could resist the Classic Prawn Hargow, with its succulent tiger prawn, bamboo shoot, and water chestnut filling? Each bite transported us to the vibrant culinary landscapes of Asia.

In the Asian Bowls section, the Hunan Style Greens and Tofu stole



the show with their vibrant medley of green leaves, sesame oil, and the delicate flavors of Enoki and Shimeji mushrooms. For the main course, the succulent Hong Kong Prawns, and the aromatic Burnt Garlic Edamame Fried Rice stole the show. Every dish was a testament to the artistry and skill of the culinary team, showcasing a harmonious blend of spices, textures, and aromas that delighted our palates and left us craving for more.

Guided by the spirit of romance, we found ourselves immersed in an evening of culinary wonder at Sheesh Mahal, a divine sanctuary for the senses. The air was adorned with the soft glow of countless lanterns and a multitude of candles, infusing the night with an aura of pure enchantment. Nestled beside the shimmering Pichola Lake, our senses were serenaded by the melody of lapping waves and the distant echoes of history.

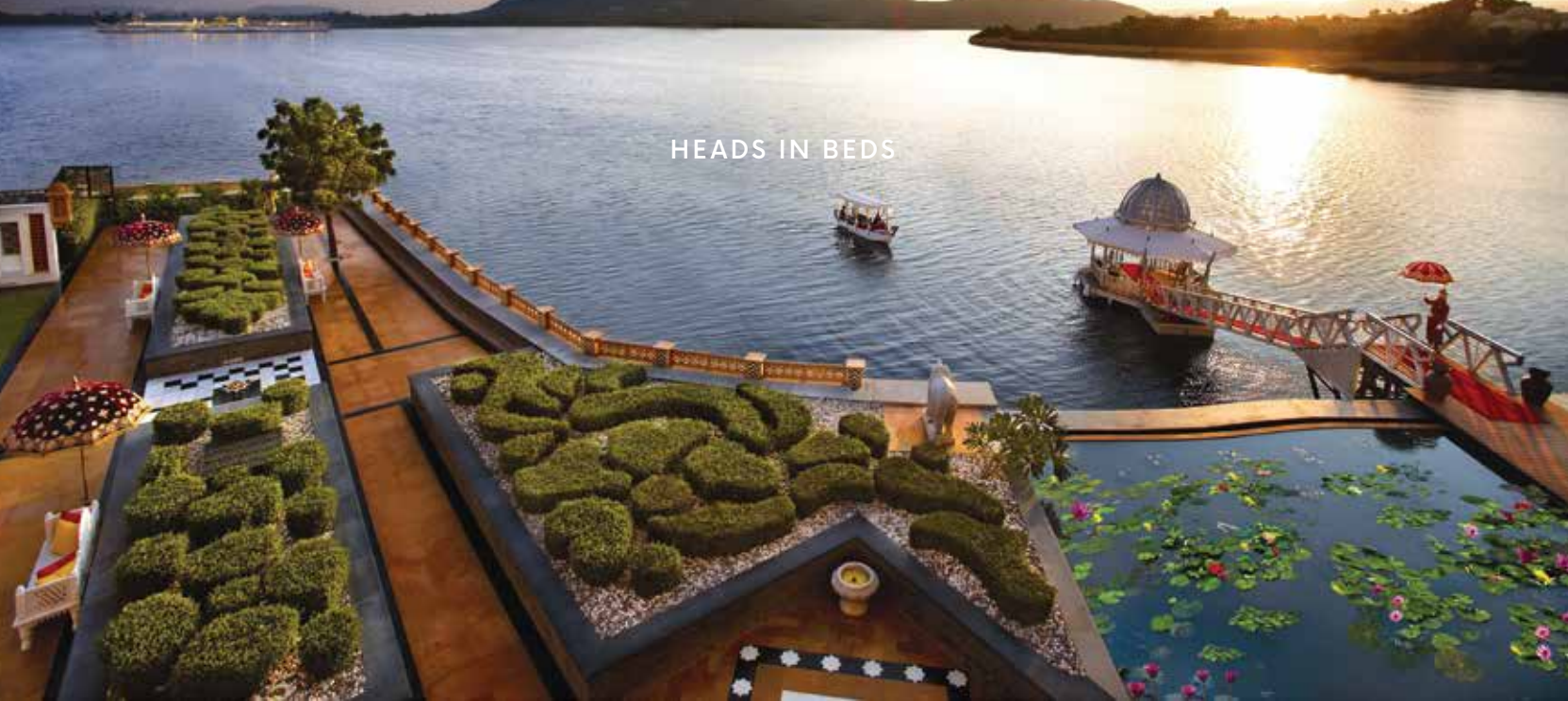
As we took our seats, the mesmerizing ambience embraced us, wrapping us in a cocoon of intimacy. Sheesh Mahal, the epitome of elegance, offered two levels of seating, each overlooking the resplendent expanse of the lake and the majestic City Palace. We embarked on an extraordinary culinary odyssey, indulging in dishes crafted with timeless recipes that had graced the tables of royalty. Each bite transported us to an era of grandeur and refinement, where flavors danced upon our palates with unrivaled grace.

Underneath a starlit sky, we reveled in the symphony of flavors, relishing every morsel infused with the essence of tradition and artistry.

The Dum Ki Gucchi, featuring the rare and exquisite Himalayan Morel, delighted our palates with its earthy flavors and delicate textures. The Jaipuri Goat, a true pride of India, showcased the skillful artistry of the chef in transforming humble ingredients into a masterpiece of taste and tenderness.

The Sheesh Mahal Signatures elevated the dining experience to a realm of grandeur and opulence. The Nalli-E-Awadhi, with its succulent braised lamb shank immersed in a rich and aromatic





HEADS IN BEDS

gravy, transported us to the royal kitchens of Awadh. The Murgh Badam Qorma, a harmony of tender chicken and velvety almond sauce, captivated our senses with its luxurious indulgence.

Our gastronomic journey continued with an Italian lunch at the Dining Room on the second day. The culinary exploration transcended borders as we savored delights like Goat Curd and Quinoa, where the tanginess of the curd complemented the nutty quinoa, creating a harmonious balance of flavors. The Textures of Mushrooms dish showcased the versatility of mushrooms, while the White Cheddar and Spinach Cannelloni enveloped our palates with its creamy richness.

But it was the Mewari Thali experience at Sheesh Mahal that truly mesmerized us. The appetizers, Maas Ke Tikkad and Murgh Ke Shooley, took center stage with their bold and tantalizing flavors, leaving us craving for more. The Makke Bajre Ka Raab, a liquid gold in a bowl, provided a comforting and nourishing sip that warmed our hearts. The Royal Rajasthan Thali showcased the indigenous spices and ingredients of the region, inviting us to savor delicacies such as the fiery Jungle Maas and the succulent Murg Ka Mokul. And to sweeten our memories, Kesar Ka Ghevar, a traditional Rajasthani dessert, delighted us with its saffron-infused sweetness and intricate craftsmanship.

The impeccable service, a testament to true Indian hospitality, ensured that our every

desire was met with warmth and sincerity. Amidst the whispers of love and the caress of candlelight, we surrender ourselves to a dining experience beyond comparison, etching memories into the very fabric of our souls. We also loved the private Aujasya breakfast experience at the property's drop dead gorgeous courtyard where the captivating music and a wide selection of Indian food options using millets left us swooning.

One of the definite highlights of our unforgettable experience at The Leela Palace Udaipur was the Leela Ceremonial Ritual. As twilight painted the sky, the Inner Courtyard transformed into a mesmerizing spectacle of flickering candlelight. The ambiance was ethereal, evoking the charm and traditions of traditional Mewar. The rhythmic beats of Rajasthani folk dances filled the air, beckoning guests to immerse themselves in the captivating music. The performances gracefully wove tales of heroism, love, and the rich history of Udaipur, leaving us captivated by the charm and spirit of the city.

Another highpoint was a treatment at The Spa, a sanctuary nestled amidst the courtyard gardens overlooking the serene Lake Pichola. The spa's serene setting provided a perfect retreat for relaxation and rejuvenation. With treatments that embraced the use of organic plant extracts and oils, our senses were revitalized and our bodies embraced a deep state of tranquility. The fusion of ancient Ayurvedic techniques and modern European therapies resulted in an

indulgent and luxurious experience that catered to our well-being in the most caring and nurturing way.

During our second day at The Leela Palace Udaipur, we embarked on a Spice Walk guided by Chef Ravish, accompanied by our attentive Palace Butler, Prathmesh. The Spice Walk was a sensory exploration that immersed us in the magic and power of Indian spices and unraveled the intriguing history they hold. Under the expert guidance of Chef Rupak, the spices came alive, revealing hidden flavors and techniques that make Rajasthani cuisine truly extraordinary. With each step, we gained a deeper appreciation for the culinary heritage of the region, savoring the stories and traditions that have shaped the gastronomic delights of Udaipur.

Our time at The Leela Palace Udaipur was a harmonious blend of cultural immersion, spiritual enlightenment, and rejuvenating wellness experiences. However, in the end, what truly made our stay at The Leela Palace Udaipur an exceptional and unforgettable experience was the power of the staff. From the moment we arrived until our departure, their unwavering dedication and heartfelt hospitality created a warm and inviting atmosphere that made us feel like cherished guests.

Our butler, Prathmesh, surpassed all expectations, going above and beyond to surprise us with delightful treats and creating enchanting setups that left us in awe. His attention to detail and personalized gestures made us

feel truly special and cared for.

Pushkar, from the F&B team, exuded warmth and perfection with every meal. His genuine passion for ensuring a memorable dining experience was evident in every dish served. With his attentive service and impeccable knowledge of the culinary offerings, he elevated our meals to a level of perfection.

And then there were Chef Rupak and Chef Ravish, with whom we shared countless conversations and banter. They not only delighted our palates with their culinary masterpieces but also welcomed us into their world, sharing stories and insights that deepened our appreciation for the artistry behind the cuisine. By the end of our stay, they felt like family, and the meals they prepared felt like a labor of love.

As we bid farewell to the majestic palace and the enchanting city of Udaipur, we carry with us not only the memories of the grand architecture and breathtaking views but also the warmth and kindness of the staff who made our stay an extraordinary journey. The Leela Palace Udaipur will forever hold a special place in our hearts, reminding us that it is the people who create the true magic and ensure that every moment becomes a cherished memory.

In the embrace of The Leela Palace Udaipur, our journey of enchantment continued, leaving an indelible mark upon our hearts. A symphony of moments, curated with unparalleled devotion, transformed our stay into a tapestry of love, luxury, and a life lived worthy of royalty.



HEADS IN BEDS

How has 2023 been for The Leela Palace Udaipur?

This year has so far been remarkable for The Leela Palace Udaipur and promises to continue the same way. Starting the year on a grand note, the palace played host to some of most exotic weddings, delivering our brand promise of making dream weddings come true with a picture-perfect destination, bespoke services and the legendary Leela hospitality.

We have also been witnessing a surge in inbound travel along with domestic leisure as Udaipur continues to attract tourism with its regal architecture and myriad experiences that reminisce of a royal past. Our curated package 'The Leela Palace Trail' has been a popular choice amongst inbound leisure travellers as it allows them to curate their own itineraries and experience the richness Udaipur through the lens of The Leela Palace Udaipur while further exploring India at our other palaces and resorts in New Delhi, Jaipur, Bengaluru, Chennai and Kovalam.

Corporate travel has made a comeback too and the palace is now also hosting corporate groups and MICE events.

Earlier this year we also inaugurated new environment-friendly boats that are equipped with the latest green technologies. These boats are designed to be more efficient than an ordinary recreational vessel, while still providing the same level of enjoyment and safety. With reduced fuel consumption and environmental emissions, the boats will help reduce the local community's ecological footprint and provide a cleaner and healthier atmosphere for everyone.

We are now gearing up to build an even higher momentum for the next two quarters with the tourism and wedding season coming up.

As a GM, what will your approach, strategy and leadership style be like for the property?

The Leela Palace Udaipur is a unique property, rather a destination by itself. It offers a plethora of experiences for various trip personas, be it a family vacation,



Nishant Agarwal, General Manager of The Leela Palace Udaipur

a romantic escape, a wellness getaway, or a solo retreat. At the same time, it's the perfect place to host a grand wedding, special celebrations and even corporate getaways. The palace boasts of its lake-side location with the backdrop of Aravalli range, opulent architecture, signature dining and spa offerings, thoughtful services, celebratory rituals, and immersive experiences. The strategy is to continue to focus on and strengthening the delivery of authentic and enriching experiences while remaining true to our brand ethos of Atithi Devo Bhava – Guest is God. Our approach is to personalize each guest experience with a touch of The Leela, as per their needs and purpose of travel and it a memorable experience for each of our guests. And this cannot be done without our people who deliver our promise throughout the guest journey. We equally focus on

enhancing our talent and develop them with regular functional trainings and mentorship programs.

The region is inundated with properties, what gives the property an edge over the rest?

Udaipur is a tourist paradise and has something to offer to everyone including the choice to stay with ranging options. However, what sets The Leela Palace Udaipur apart from the rest is the true Indian luxury experience that it offers amidst the environs of a majestic modern palace that's perched on the banks of the tranquil Lake Pichola with serene views of the Aravalli hills, complemented with the signature Leela hospitality. We extend The Leela Palace Service to our guests where every guest journey is curated by a personally assigned butler as a single of point of contact before, during and after the stay. Our signature programming including Tishya by The Leela, Aujasya by The Leela,

Melodies by The Leela, Palace Art Walk, The Leela Ceremonial Rituals are exclusive to be experienced here. Moreover, the immersive and authentic experiences curated at the palace, such as the welcome arrival, dining at Sheesh Mahal alcove, Guava Garden picnic, spa therapies at the award-winning The Spa add to just some of the many magical and memorable moments that create memories for our guests.

If you were a guest at the property, what would your 24-hour itinerary look like?

A delightful boat arrival followed by a traditional welcome with a rose petal shower and then a seamless check-in to the room by a personally assigned butler who takes the opportunity to take you through what's in store for the rest of the day. A thoughtful and personalized welcome amenity to be savoured while you soak-in the comfort and beauty of the tastefully adorned room and the breath-taking views it has to offer. Start your day with blessings at the 160 year old Shiva temple at the palace, followed by Aujasya by The Leela healthy breakfast menu. Take a Palace Art Walk followed by a signature spa session. Relish a lunch at The Dining Room and post that venture out into the city to discover the history of Udaipur. Head back to the palace so you don't miss mesmerizing ceremonial ritual of candle lighting at the inner courtyard, which the transitions into an evening so inviting and engaging that they are bound to induce you to tap your feet to the rhythmic beat of the Mewar region. Our handpicked selection of Rajasthani dances are essentially folk dances, their origins reflecting the rural customs and traditions of the region. End your day with a well-curated dinner at Sheesh Mahal.

What are your big plans and focus areas for the year ahead?

We will continue to extend personalized and thoughtful experiences and services, apart from that, weddings, inbound and MICE plays a pivotal role.



Mauritius

***An extraordinary mix of
cultures and surreal experiences***

The palm-fringed beaches, aquamarine waters, imposing mountains and exotic national parks are what Mauritius is known for. This exceptionally gorgeous island rises from the Indian Ocean and is recognised for being a multi-cultural island, bordered by the coral reef, crystal blue water, and luxury resorts, making it one of the most striking locations.

- Sudipta Saha



TRAVEL THERAPY

Do you know where our Bollywood superstars like to spend their vacations? You guessed it! It's Mauritius. Its stunning scenic splendour makes it a gem in Africa; as you enter onto this paradise, the flamboyant character will captivate you to the core. This vacationer's paradise contains a bouquet of everything that will make your vacation an unforgettable experience. As one of the most popular honeymoon locations for Indian travellers, Mauritius may certainly surprise with its diverse attractions, making it an ideal holiday destination for families, leisure, and adventure seekers.

Discover the island's history

Mauritius is one such destination which can be explored and enjoyed the way you want. It's a relaxing and charming destination, the clear sky, crystal clear water; the breath-taking landscape has magnetised travellers from all around the world. It was time to step into the history of this charismatic island which is shaped by sugar and all the secrets of cane. L'Aventure du Sucre is an eco-museum that offers a 5,000 m² educational trail

and 10 interactive thematic spaces. The museum gives an opportunity to discover the engineering of a people who have been able to value their precious sugar cane and develop a cane sector at the forefront of agro-technological progress and energy transition.

After exploring the history, it was time to educate ourselves and learn about the diversified flora and fauna. Sir Seewoosagur Ramgoolam Botanic Garden also known as Pamplemousses Garden is spread across of 33 hectares and is notably known for the Giant Water Lily Pond. The Sir Seewoosagur Ramgoolam Botanic Garden dates back to the French period, in 1736, the French governor, Mahé de Labourdonnais, chose to set up his domain around the present Main Gate at Pamplemousses.

One of the historic locations in Mauritius is Château de Labourdonnais-a must visit place. Built in 1856, this unique colonial monument was once inhabited by a Mauritian family for over 150 years. The location of this superb estate is opening in



mind-blowing, as you start walking towards the mansion, it allows you to soak into the calmness of the place and discover the cultural significant. Mauritius has everything for everyone. Another historical monument on the island is the Fort Adelaide which was once built by the British. The fort sits on the top of the hill and was built in order to protect the port from a possible invasion.

Enriching charm of Mauritius

As you are on your voyage to explore this enchanting island, start your day with a visit to Casela Nature Park. This national park gives you a glimpse of African Safari, one of popular attraction in the island; this park offers you ample number of engaging and unique activities such as walk with lions, breakfast with giraffe, the full day ziplines, Rhino Interaction and Quad Biking in the African Safari. The park spans over 350 hectares and is divided into 5 zones (Thrill Mountain, Predator Kingdom, African Safari, Pangia Birds and Rides and World of Events), each with its own unique characteristic. You can spend your entire day here and experience the incredible activities to have a lifetime experience. Have you ever been driven by your curiosity and created something unusual. The Curious Corner of Chamarel, Mauritius is the first of its kind; it is a gallery of interactive illusions and art located opposite the Seven Coloured Earths. It was a fun exploring The Curious Corner, where things are not what they seem.

Another must do things in Mauritius is to book a ride for yourself in the Blue Safari Submarine as it takes you on an exploration that is unimaginable. This is a must try and spectacular activity in Mauritius, discover the island's underwater fauna and flora and its hidden reefs and depths. Take the seat in an air-conditioned cabin under atmospheric pressure, and be ready to discover the splendour of marine and coral life at 35 meters depth. This is indeed an incredible experience and exhilarating fun.

It was now time to discover the fascinating aquatic world, the Odysseo Aquarium- the largest oceanarium in the Mascarene Archipelago and the first of its kind in Mauritius. The place allows learning about the ecosystem that surrounds us. While in Mauritius, take a walk at Le Caudan Waterfront, it offers a unique shopping, leisure and work hub, in the capital, on the water's edge. Since its



TRAVEL THERAPY



opening in 1996, it has shown undeniable know-how and expertise in commercial activities and entertainment. On top of being an undeniable must for shopping, Le Caudan Waterfront is also a business centre, a melting pot for local artists and the favourite meeting place for gastronomes, tourists and locals looking for leisure and entertainment. If you desire, you can escape the crowd and go for an unforgettable sailing experience. Feel the cool breeze, witness the sun set, discover the marine life and enjoy the spectacular scenery. In Mauritius, you will be surprised with the array of activities, from learning about the history of this island, to enjoy the thrilling adventure activities or just to relax and enjoy the turquoise water.

Relax, explore, and recharge

While you plan your holiday to Mauritius, make sure you choose a property which allows you enjoy the Mauritian hospitality, its coastline and offer you an exuberating relaxing environment. Here are few

recommendations, where you can have a pleasant holiday:-

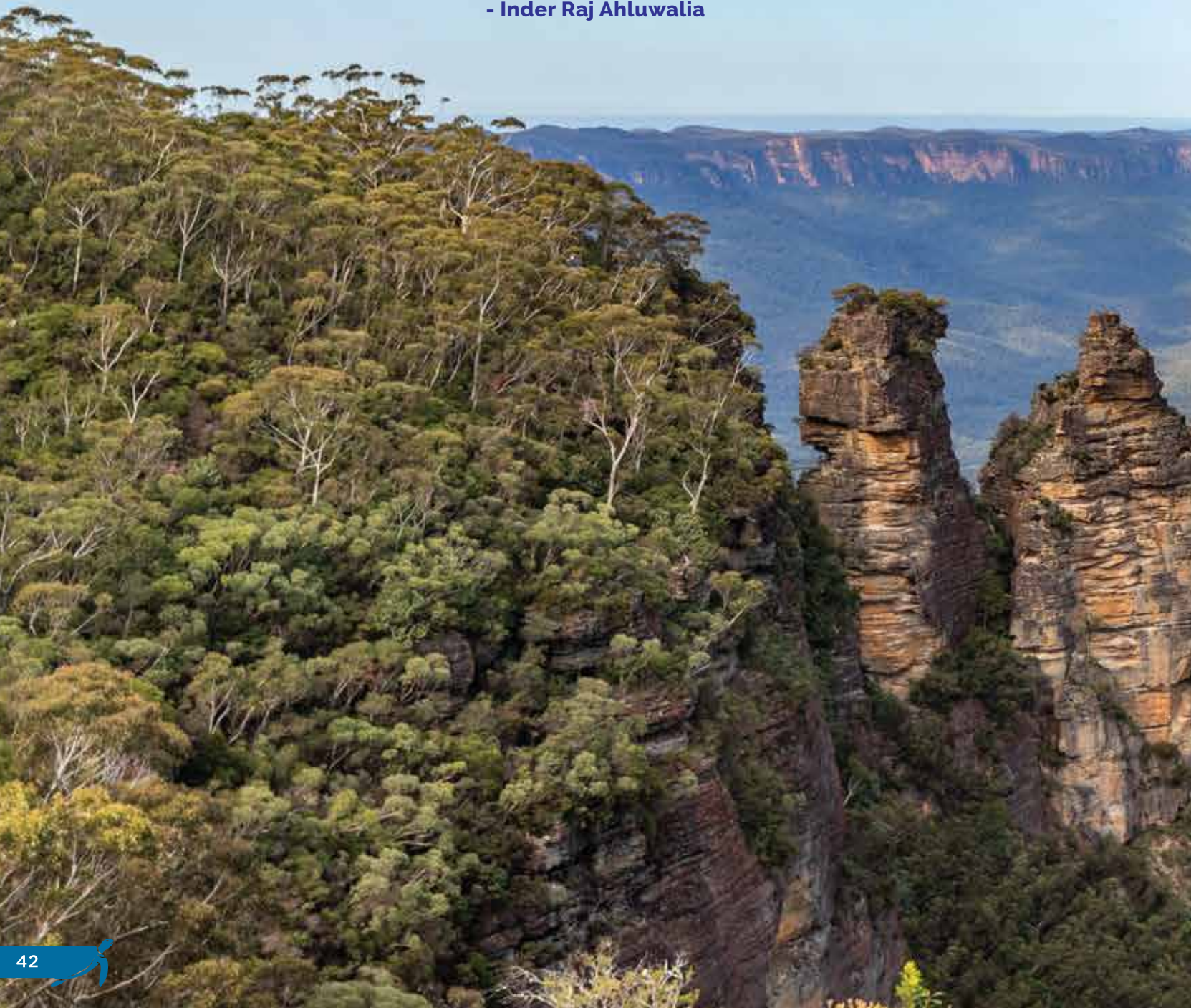
Ocean's Creek is a cosy 4-star hotel named after the lower reaches of the Tombeau river meeting the Indian Ocean. The hotel enjoys easy access to the sandy beaches with open views of iridescent sunsets over the teal blue bay. Next is the InterContinental Mauritius Resort, a beachfront property which offers 210 oceans facing guest rooms and suites and is an amalgamation of Mauritian hospitality and luxury. Preskil Island Resort Mauritius is themed 'One Island, One Resort'. The facility provides a peaceful and energetic atmosphere for guests to enjoy the amazing vista. Staying at a Tamassa is all-together a joyful experience as it, the well-equipped rooms, the long coastline; the overwhelming services will surely make your stay unforgettable. The resorts in Mauritius are enveloped by lush greenery and cooled by sea breezes and are enriched with activities which will make your stay more enthralling and exciting.



A rare salubrious experience

The best autumn affair one can have is with the Blue Mountains. It is all about nature producing an unforgettable and enchanting blaze of red gold and russet foliage through the region's 35 towns and villages. At an average altitude of 1,000 metres, the air is fresh and the nights crisp.

- Inder Raj Ahluwalia



Wondering about the 'blue' bit...? So named after the haze created by the eucalyptus oil in the air the mountain gum forests, the Blue Mountains provide a rare, salubrious experience. Comprising eight conservation reserves covering about one million hectares - including the Blue Mountains National Park- the Greater Blue Mountains Area was inscribed on the World Heritage List in 2000 for its outstanding natural universal offerings.

Once perceived as an impenetrable barrier for early explorers, the Blue Mountains and the adjoining regions of Oberon and Lithgow offer a world of discovery, with breathtaking views, rugged tablelands, sheer cliffs, deep valleys and wetlands teeming with life, and quaint, historical little towns.

My brief tryst with the region was about as fulfilling as any I can remember. A plethora of attractions and activities combined to captivate me. They included spectacular hues of the mountains' foliage, wonderful bushwalks, galleries, scenic drives, cave explorations, Victorian and Edwardian-style buildings and cafes offering the decadence of Devonshire teas with lashings of cream. What more can I say?

I had left Sydney, driven by my escort Matthew Needham of TourSydney, and two hours later, pulled up at Mount Tomah Botanic Garden to a warm welcome by its representative, Karen Gray. Established as the cool-climate garden of Sydney's Royal Botanic Garden, Mount Tomah features several wild Australian and other plants and vistas on an awe-inspiring scale. Perched on the restaurant's verandah, the views of the national parks closed in. A van drove us around the 25-hectare gardens, past different types of plants and shrubbery, meadows, and picnic and barbeque areas.

This wonderful orientation over, an hour's drive deposited us at Scenic World, among Australia's most popular privately- owned tourist attractions. Located at Katoomba on the edge of a 200-metre cliff overlooking The Three Sisters - the region's most recognised landmark - the establishment comprises three fantastic rides: The Scenic Railway- the world's steepest incline railway, The Scenic Skyway- a cable car ride over the spectacular Jamison Valley 200 metres above its floor, and the new Scenicender- Australia's steepest cable car ride, a 545-metre odyssey into previously inaccessible parts of the Blue Mountains.



Samar Chokshi, Country Manager – India, Destination NSW, declared India to be Sydney & NSW's fastest-growing market since borders re-opened in Feb 2022. They are in full recovery. Currently, India ranks as the fourth largest source market for the city & state.

They are working closely with their Airline & Trade partners to drive demand for the destination, and developing new products and destinations to be promoted together. Events and festivals are massive drivers for visitation. Singapore Airlines, Scoot, Qantas, Air India and Malaysia Airlines are their key partner carriers.

The Three Sisters looked down on us as we alighted from the railway. Carved from the surrounding sandstone cliffs over millions of years by erosion, the 'Sisters' are steeped in legend, the most popular being the Aborigine one.

The story goes that three beautiful sisters, 'Meehni', 'Wimlah' and 'Gunnedoo' once lived with the Gundungurra people in the Jamison Valley, and were in love with three brothers from the neighbouring nation of the Daruk people. However, marriage is forbidden by tribal law, the warrior brothers decided to take the sisters by force. The tribal war forced the Kuradjuri (clever man) of the Gundung people to turn the sisters into stone. He intended to restore them after the danger had passed but was killed in the battle and to this day no one has been able to break the spell and restore the sisters to their natural form.

A few steps brought us to the Katoomba Coal Mine with its commentary. A few more steps and we boarded the cable car for Australia's steepest climb.

The day had gone and the focus shifted from exploring nature to an evening of refined elegance. Lilianfels is an Orient Express Hotel of true class and breeding, with stunning views of the dramatic escarpment of the Blue Mountains and 'The Three Sisters'. We dined at Darley's, an award-winning restaurant, with the 'Roasted Crippsland Lamb Rack' with sautéed kippfer, garlic and confit tomato, good enough to kill for.

The morning presented crisp air as we drove through the mountains. 75 km from Katoomba lies the World Heritage-listed Jenolan Caves Reserve featuring

Australia's most spectacular underground limestone caves, recognised as some of the world's best decorated, containing stunning formations, pools and underground rivers in the specially illuminated chambers. Nine show caves, including adventure caves, are open for daily inspection.

The afternoon saw us back in the heart of the mountains, admiring one of the world's best views. Standing at Echo Point vividly explains why everyone succumbs to the area's charms. Hill after hill unfolds, as one looks over miles of forested country fading into the distance.

Curry time! My last evening in the Blue Mountains befitted an Indian dinner, and it was provided with much largesse at Arjuna Restaurant in Katoomba, where Razina Kher gave us the lowdown on Indian cuisine in Australia, over generous helpings of 'daal' and 'chicken makhani.

The perfect backgrounder that put everything into proper perspective was 'The Edge', a 40-minute lmax presentation that tells the fantastic story of local conservation. With excellent camera and sound works, one gets to experience waterfalls, parks, caves, forests, flowers, valleys, and the very rare and beautiful Wollemi Pines, the sole survivors of Australia's ancient wilderness.

Time had flashed by. We'd bedded down at Kubba Roonga Guest House, with some ten rooms housed in an old manor, with house-style cooking and warmth. We'd been driven around by Matthew in a comfortable car. And we'd dined at the region's finest al fresco eateries. It was the kind of seduction I craved for, and left me wanting 'more'.



Travel Facts

- The Blue Mountains are some 90 minutes drive west from the heart of Sydney.
- Given the vastness and nature of the terrain, transport is necessary.
- Accommodation ranges from deluxe hotels to small guest houses.
- Dining out can be al fresco or formal seating. Many eateries are 'BYOs'.
- A 3-day stay is ideal.



About the author

Inder Raj Ahluwalia is a world-renowned international travel journalist & author. His professional profile features awards from several European and Asian countries, among others.



FORTUNE PARK SISHMO BHUBANESHWAR

An idyllic setting with impeccable hospitality

Being a full service hotel in the smart city of Bhubaneswar, Fortune Park Sishmo Bhubaneswar offers premium accommodation along with high-class services. Located centrally, the hotel is designed taking the comfort of the guests in consideration and making their stay more relaxed and stylish. Sushant Lamba, General Manager, Fortune Park Sishmo, Bhubaneswar shares more on the strategies being followed by the property and the experiences offered by the property.

- Sudipta Saha



The projections for the coming year

The hospitality sector in Bhubaneswar has shown a positive performance since the beginning of the year. Occupancy rates, RevPAR and ADR increased across the state, which was also reflected in hotel performance. "Our financial results are positive and we expect to maintain the same growth for the rest of the year and end the year strong," says Sushant Lamba.

Focus driven marketing strategies

A major advantage of the hotel has always been its strategic location near the airport, train station and commercial offices. This always gave them a strategic advantage over their comp-set and aided them in maintaining a strong performance in terms of room revenue. Sushant Lamba adds, "This year, however, our primary focus has been on increasing our F&B performance, hence our marketing strategy and initiatives are tailored accordingly."

He further mentions, "In order to expand our market share in the banquet segment, our strategy focuses on catering to mid-scale MICE groups and social events. By offering tailor-made F&B packages, we provide our customers with delicious and attractive food options alongside our professional service."

"In addition, we are also re-launching our speciality outlet, THE ORIENTAL PAVILION, where we will be serving

authentic South East Asian cuisine. The decision to re-launch this outlet was made after careful analysis of customer demand and market trends. With a focus on high-quality ingredients and traditional cooking techniques, we believe that THE ORIENTAL PAVILION will be a valuable addition to our restaurant portfolio. This move aligns with our commitment to constantly innovate and offer unique, exciting dining experiences to our customers. To achieve our set goals, we have implemented a unique and effective blend of marketing strategies using both traditional and digital tools. We are closely working with key influencers in the food industry to promote our existing offering, leading to increased brand visibility and credibility. Additionally, we have utilised targeted Facebook and Instagram ads to reach our desired customer base and bolster sales. To supplement these efforts, we plan to launch an email marketing campaign to stay connected with our loyal customers and promote upcoming events and menu offerings," elaborates Sushant Lamba.

Plans to work hand in hand with the representatives

Collaboration is the key. Fortune Hotels prioritises building solid partnerships through open communication channels and regular feedback sessions, which allow them to thoroughly understand market dynamics and respond to concerns quickly.

"Our commitment to staying at par with industry practices ensures our competitive edge, as we actively monitor

market trends, study competitors, and participate in industry events. During the challenging times of the COVID-19 pandemic, we swiftly introduced a comprehensive safe-stay program that adhered to local health guidelines while aligning with global standards. We effectively communicated with potential guests to instil confidence that their health and safety came first. Furthermore, our collaboration is dedicated to sustainability, implementing energy-saving initiatives, waste management, and promoting the use of eco-friendly products. Leveraging technology is another key aspect of our operations, as we have embraced digital solutions such as online booking systems, mobile check-in/check-out, and personalised guest communication," highlights Sushant Lamba.

Experiences that are tailor-made

For the hotel, the primary target market is going to be the corporate sector, sports segment, PSU and OTAs (Retail). "Being a corporate hotel, we strive to provide the best possible experience to our business clients. To cater to this segment of our clientele, we have launched various initiatives such as corporate lunch packages and themed break sessions during full-day events. These have been highly effective in attracting new business and retaining our existing clients. We are committed to continuously improving our services to meet and exceed the expectations of our corporate customers," shares Sushant Lamba.

The traditional timeless journey with Trisara



A walk along the shores of the clear blue Andaman Sea, Trisara is a vision in a quiet cove nestled in the tropical hills of northwest Phuket. Panjama Leamsuwan, Vice President of Sales and Marketing, Trisara spoke to Travel Turtle about the secluded beach resort.

Tripti Jain

A quiet, isolated cove on the Andaman Sea sparked a vision amid the tropical hills of northwest Phuket. Imagine a magnificent sanctuary where the heavens come to earth on a stretch of private beach lined with swaying coconut trees, this is where Thailand's firmly ingrained Buddhist traditions celebrate a fabled paradise garden, Trisara, the garden in the third heaven. This celestial garden's serenity and humility, as well as Thai cultural traditions, serve as the resort's main sources of inspiration. Trisara, which is surrounded by nature, is a private retreat with mellow experiences meant to rekindle the spirit and ground the path of life. It is a refuge for the senses.

Experiential Tourism Transforming the industry

Experiential tourism is quickly becoming one of the fastest-growing categories in the travel industry. Travellers are increasingly looking for memorable and transformative experiences that enable them to engage with local cultures while

also contributing back to the places they visit, either directly or indirectly.

Panjama enlightens us and shares, "We have embraced the concept of experiential tourism wholeheartedly. We provide a variety of activities that allow guests to take in the natural beauty of Phuket and immerse themselves in the region's culture. We organise 'Trisara-Hosted Experiences' which are guided tours of Phuket Old Town, museums, and select local eateries led by our local hosts. These memorable interactions are captured by DDEN, Trisara's very own digital studio." Their vision is to always put people first and inspire positive change. Trisara hopes that by providing these experiential opportunities, they can inspire the guests and offer them a more enriching and an unforgettable travel experience of the destination.

Creating moments while travelling

Moments in travel that matter can range from daydreaming moments when

people consider possibilities and ideas for their vacation destination to experiencing such moments while the journey is in progress. By ensuring they provide experiences that are in line with the traveller's ambitions, travel agencies have the opportunity to earn and keep regaining the trust of their customers throughout all of these occasions.

Panjama shares, "Trisara offers an array of indelible activities that our guests can indulge in and enjoy to the fullest. The local food and culture along with nature and sustainability linked highlights, in addition to showcasing varied aspects of the destination Phuket, and distinctive stay with private pool villas and residences at our resort. The unique selling proposition of Trisara continues to be its meticulously crafted experiences."

Exceptional indulgence

Perched close to the Andaman Sea, Trisara is blessed with beach access and is divine for all the water babies. "Trisara is ideal for water lovers looking to indulge in



HOTELLIGENCE

cruises and activities such as snorkelling, sailing, kayaking, and windsurfing. Trisara also offers culinary aficionados a chance to learn from experienced in-house chefs and cook a delicious meal of their choosing and enjoy it at the end of each lesson," tells Panjama.

Other than activities for water enthusiasts, Trisara is a hub for delicacies; a truly remarkable dining experience awaits one at PRU, the only Michelin-starred restaurant in Phuket. She further adds, "Guests can opt for destination dining or in-villa barbecue, while on certain special nights, a barbecue by the pristine beach will make a perfect date night. Adhering to the principles of sustainability, PRU exclusively sources ingredients from local suppliers or their working farm, PRU Jampa, which is situated just a short distance from the resort."

Guests can tour the farm on request and learn more about Trisara's sustainable initiatives, as example - Plants like marigolds are used as an environment-friendly pesticide alternative, while flowers like Roselle (Hibiscus) are used for tea. For those seeking relaxation and rejuvenation, Jara, Trisara's on-site wellness retreat offers expert guidance and wellness programs tailor-made to individual needs, incorporating the healing power of nature therapy.

The comeback year!

The travel industry is showing incredible results for everyone, benefitting travel numbers all across the world. Phuket has already been experiencing tourists who want to unwind and experience the

thrilling choices of life. Apart from the great culinary and beach experience, Trisara is building greatly on the new-age necessities that make the property upbeat.

"At Trisara, our goal is to offer culinary experience in our freshly refurbished restaurant scheduled to complete by this year-end. We will also be launching the new wellness concept at the same time. 2024 will be an exciting period for Trisara as a very unique F&B destination and wellness concept," shares Panjama.

Individualistic approach

Marketing plays a crucial role when promoting any aspect of Travel. It is important to know the market and segments you need to target to plan a strategically targeted approach. Wellness retreats, culinary experiences, cultural immersions and natural explorations are highlights of the experience curated by Trisara, where they have received raving feedback from the guests.

Panjama tells us about the various aspects of their marketing approach and says, "Our main marketing strategy at Trisara is 'Personalised Experiences', which today is the most effective approach to engage discerning travellers. To ensure that our guests have unique and unforgettable experiences, we continuously highlight personalised itineraries and exclusive activities. Furthermore, one of our approaches is to create tailored experiential packages that appeal to target segments with specific interests. Trisara also regularly comes up with exclusive limited-time offers that

further help boost sales and visibility in different source markets."

Recall value for travellers

India is a very important market for Trisara, as it remains to be one of the largest short-haul source markets for Thailand. They have gained much ground both with consumers and their trade partners over the past year and would continue expanding their reach through interesting activations, campaigns, and more.

She further adds, "Our goal is for the Indian market is, for it to become one of the top 5 source markets for our resort in the coming years. Our product offering is largely focused on high-end FITs seeking the finest experiences in Phuket along with bespoke celebrations for small groups and milestone events."



Panjama Leamsuwan



The Surging MICE Industry

MICE Industry is growing by leaps and bounds, India being a huge contributor to this trend is expanding its reach to several countries. Experimental MICE is the new wave of the segment!

- Ramanpreet Singh,
Vice President - Growth & Strategy,
SKIL Travel for the Indian MICE market



Experiential MICE has seen an increased demand from the Indian market given the rising spending power wielded by both the citizens and corporates in India. They are looking for experiences beyond ordinary options and exploring extraordinary international destinations that offer unique cultural experiences, excursions, cost-effectiveness, and simplified visa processes.

Alluring Baku, Azerbaijan:

Nestled between Europe and Asia, Baku, the capital of Azerbaijan, has emerged as a burgeoning MICE destination. The city's remarkable blend of modern architecture and historical charm creates a captivating atmosphere for events. With direct flight connections from India, Baku boasts world-class convention centres, luxurious hotels, and exceptional event spaces like the iconic Heydar Aliyev Center. Additionally, the city's rich cultural heritage, including the UNESCO-listed Old City, offers unique opportunities for attendees to explore during their leisure time.

Blissful Bahrain:

Bahrain, an archipelago in the Arabian Gulf, holds immense potential for MICE events. Its strategic location, time-saving connectivity, and advanced facilities

make it an ideal choice for hosting conferences and exhibitions. Bahrain International Exhibition & Convention Centre, with its expansive space and modern amenities, stands as a testament to the country's commitment to the MICE industry. The destination's warm hospitality, shopping, crystal-clear waters for diving, etc., add to the beauty of Bahrain for event attendees.

Infinite Istanbul, Turkey:

Istanbul, the mesmerising transcontinental city bridging Europe and Asia, offers an infinite array of possibilities for MICE events. With its rich history, vibrant culture, and seamless blend of the ancient and the modern, Istanbul provides an enchanting backdrop for conferences and business meetings. The city's prominent convention centres, such as Istanbul Congress Center and ICEC, are complemented by numerous luxurious hotels that cater to the needs of event planners. Istanbul's iconic landmarks like the Hagia Sophia and the Grand Bazaar also offer unparalleled exploration opportunities for participants.

Kaleidoscopic Kazakhstan:

Kazakhstan, the largest landlocked country in Central Asia, has emerged as a potential destination for hosting exciting MICE events. Its rapidly growing cities like Nur-Sultan and Almaty boast impressive infrastructure and venues that can accommodate conferences of scale. The

EXPO Congress Center in Nur-Sultan, designed for the international EXPO 2017, offers state-of-the-art facilities for hosting large-scale events. Attendees can immerse themselves in Kazakhstan's diverse cultural heritage, from traditional yurt stays to exploring the stunning landscapes of the Altai Mountains and the Charyn Canyon.

Captivating Colombo, Sri Lanka:

Colombo, Sri Lanka's capital city showcases a modern skyline combined with its rich history and cultural charm, which creates a unique atmosphere for business events. The Bandaranaike Memorial International Conference Hall (BMICH) stands out as a premier convention centre which is equipped with internationally-acclaimed facilities. Colombo's proximity to stunning coastal regions, tea plantations, and ancient cities like Anuradhapura and Sigiriya adds an extra dimension to the experience, offering attendees a chance to explore the island's natural and cultural treasures.

The world of MICE events continues to evolve, and event planners are increasingly seeking offbeat international destinations to create unique experiences for their attendees. The aforementioned MICE destinations offer a fresh perspective and unparalleled opportunities for both business and leisure, ensuring unforgettable experiences for event participants from India.



Domestic and International Travel Indian traveller's choice

The shift in the Travel Industry in the past few years has been worth witnessing, Indians were big on domestic travel for the last 2 years, which made the economy shoot up. But International is not far behind with big numbers predicted for the year 2023.



REPORT

The tourism sector is prepared for a comeback with an increase in demand from travellers after experiencing some not-so-exciting years. Did you know that 31 per cent of Indians would go abroad in 2023? The latest research study from ACKO, India's tech-first insurance firm, and YouGov, titled ACKO Travel Index 2023 aims to uncover further travel trends and insights as well as comprehend post-pandemic travel behaviour. In order to identify key trends in Indians' travel consideration, the paper polled 1000 respondents between the ages of 24 and 45 in seven major Indian cities. Given the rising interest in travel, the study finds that 48 per cent of Indians will raise their travel spending in the upcoming year, and 37 per cent will lengthen their trips to take advantage of every chance and go on amazing adventures.

Significant market shift

Due to the significant increase in demand for foreign travel, 44 per cent of Indians will budget more money for travel after the pandemic, 31 per cent will make

more domestic trips in 2023-2024, and 30 per cent will lengthen their domestic journeys.

According to the report, domestic travellers would like to spend up to Rs 1 lakh, whereas around 71 per cent of respondents are willing to spend Rs 1-6 lakh on their overseas vacation.

The analysis identifies a major change in traveller behaviour in addition to the locations and budget. Cleanliness is now of the biggest significance in every area of trip planning, followed by flexibility and ease. The

respondents also express a desire to stay away from crowded areas.






According to the report, travellers are now more interested in ease and flexibility, and they are willing to pay more for the experience. It's encouraging to see that tourists from India are aware of the value of travel insurance and know what to anticipate from a policy. "We wanted to understand how Indians plan to travel in 2023 and how their travel preferences have changed over the past few years," says Brijesh Unnithan,

SVP, Embedded Insurance. Travellers are now more concerned about their safety while abroad and are requesting specialised insurance policies that meet their requirements. They seek out goods that provide them assurance that they are adequately equipped to handle any situation.

According to the report, which polled 1000 people between the ages of 24 and 45 in seven major Indian cities, 60 per cent of respondents desired to travel abroad while 40 per cent preferred to just arrange domestic trips?

WHERE ARE INDIANS TRAVELLING TO?

Top 5 International Destinations for Indian Travellers

1.  Dubai - 25%
2.  Maldives - 24%
3.  Singapore - 21%
4.  Switzerland - 18%
5.  Bali - 15%

Top 5 Domestic Destinations for Indian Travellers

1.  Goa - 29%
2.  Himachal (Shimla, Manali etc) - 26%
3.  Kerala - 22%
4.  Uttarakhand (Rishikesh, Nainital) - 20%
5.  Rajasthan (Jaipur, Udaipur etc) - 20%



Top Considerations

The most important factor to take into account when planning a trip is your comfort during the trip. According to 50 per cent of respondents, your comfort while travelling comes first, followed by lower ticket prices, flexible ticket booking options, and the condition of the bus, train, or aeroplane you're boarding. When choosing a place to stay, respondents put cleanliness of the accommodations top, followed by convenience, safety, and geographical accessibility. When picking local activities, convenience and cleanliness came in close second on the respondent's list of factors to take into account.

Do Indians Understand Travel Insurance?

This question is fully addressed in the report. While 62 per cent of respondents understood that travel insurance offers medical and accident coverage, which is also their top priority when purchasing a policy, 67 per cent

of respondents claimed that travel insurance is required while they are planning their trip. The lost baggage coverage, trip emergency coverage, missing or delayed flight coverage, and trip flexibility coverage are all known to 49 per cent of people.

When asked about their preferences when selecting an insurance policy, 48 per cent responded that they prefer policies that cover all eventualities. 39 per cent of respondents have, however, also indicated a desire for a more adaptable and individually personalised travel insurance plan. Only 13 per cent of respondents indicated they do not want to get travel insurance.

Offline Vs Online

In order to organise their journey, majority of Indians use both online and offline resources. For instance, 45 per cent of respondents used both online and offline information to select local transportation to go to their destination. When deciding

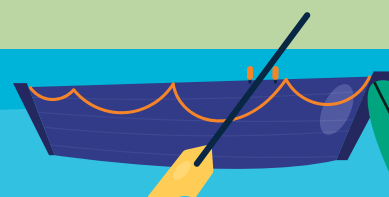
on an accommodation, 44 per cent consider both information sources, and 43 per cent base their strategy on their research.

Where Do They Want To Go?

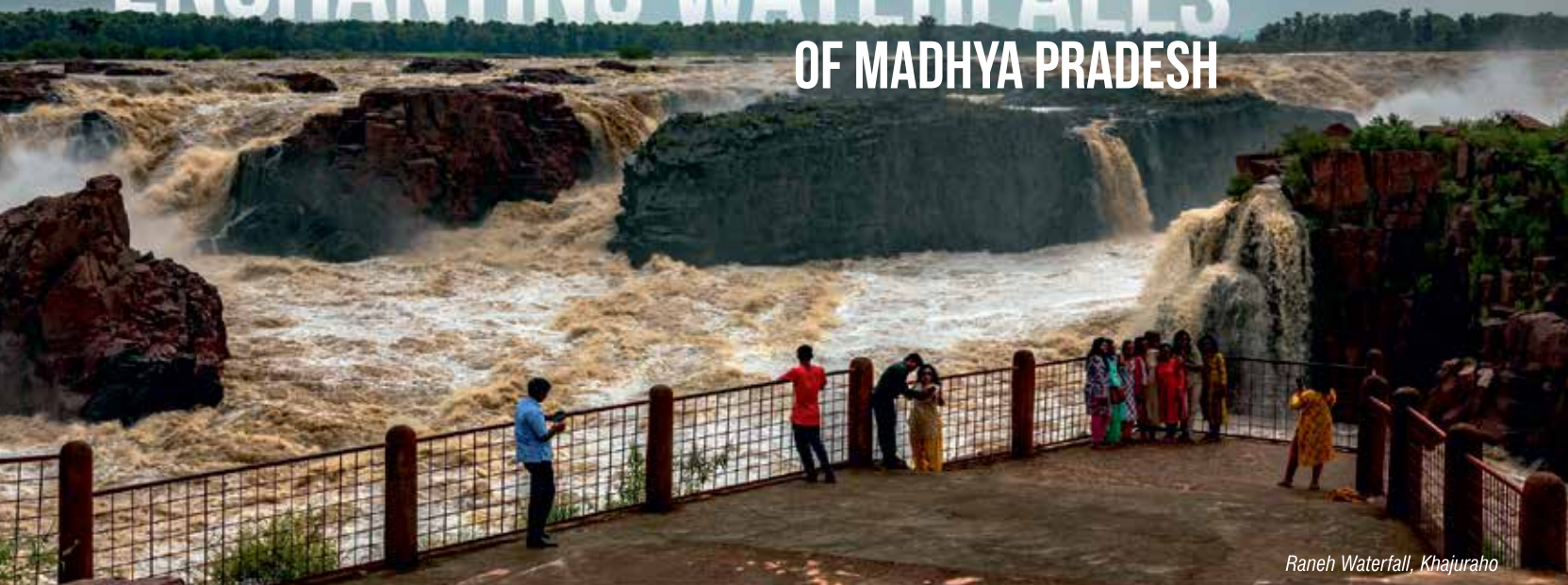
The top five international places listed by the respondents were Dubai, the Maldives, Singapore, Switzerland, and Bali. The top five most popular domestic travel destinations were Goa, Rajasthan, Himachal Pradesh, Kerala, and Uttarakhand.

It's interesting to note that one out of three respondents strongly indicated interest in adventure vacations. Some people prefer to go somewhere that has beautiful scenery, like the sea or a mountain. Going on vacation can also be done for other reasons, such as to go shopping, sample new foods, or visit a theme park.

Only 14 per cent of Indians prefer to travel alone; 36 per cent want to go with friends, 35 per cent want to travel with their spouse or partner. Few (4 per cent) people also enjoy taking their pets on trips.



Explore ENCHANTING WATERFALLS OF MADHYA PRADESH



Raneh Waterfall, Khajuraho

Here are some waterfalls that can be included in your itinerary.



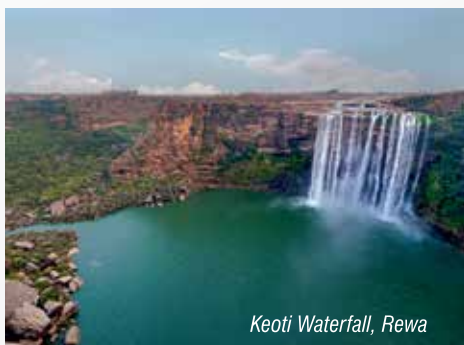
Bee Fall, Pachmarhi

Raneh Waterfall, near Khajuraho

Raneh Waterfall is about 22 kilometers from the UNESCO World Heritage site Khajuraho on the Ken River. The main attraction here is a crystalline granite canyon that is 5 kilometers long and 100 feet deep. Situated in a salubrious environment, this is an ideal place to de-stress. Kutni Island Resort (27 kms), Jhankar (21 kms) and Payal Resorts (19kms) in Khajuraho are some accommodations near the falls that you can book to stay.

Keoti and Bahuti Waterfalls near Rewa

Located near Rewa, Keoti (100 meters) and Bahuti (198 meters) are one of the highest falls in Madhya Pradesh. The waterfalls percolates a natural bliss for the travellers. Vindhya Retreat situated at a distance of 35 kms from Keoti falls and 68 kms from Bahuti falls is a good option to stay.



Keoti Waterfall, Rewa

Kapildhara Waterfall, Amarkantak

Amarkantak lies at the meeting point of the three central India hill ranges- Vindhyas, Satpuras and Maikal and is popularly known as 'Teerthraj', or the King of pilgrimages. Situated near the source of Narmada, the two waterfalls - Dugdha Dhara and Kapil Dhara are surrounded by a dense forest and Towards south-west of Dugdha Dhara is the Kapil Dhara. The distance between both the waterfalls is not more than 1 km. Holiday Homes Amarkantak is an exclusive accommodation facility which is only 8kms from the Kapil Dhara falls.



Kapildhara, Amarkantak

Dhuandhar Waterfall, Jabalpur

This waterfall is a must-see for tourists in Jabalpur. Magnificent 100-foot-tall marble cliffs rise on either side of the Narmada River. The river flows gently over these tall marble cliffs, and after a short

stretch, it tumbles down to form the Dhuandhar Falls. The waterfall gets its name from the smoke-like appearance of the water rushing down the cliffs. Motel Marbel Rocks, Bedhaghat is a luxury MP Tourism property for a comfortable stay near the waterfall.

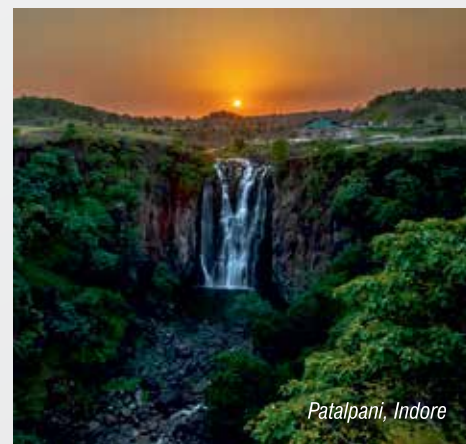


Dhuandhar, Jabalpur

More on the plate

Chachai and Purwa Falls in the Rewa, Pandava falls in the Panna district, Patalpani falls near Indore, Bee and Silver fall in Pachmarhi and Sankua falls in the Gwalior district are some other waterfalls that can rejuvenate you.

What are you waiting for? Plan a trip with your loved ones and explore these amazing creations of nature.



Patalpani, Indore

The Flag of Sustainable Tourism at RDTM 2023

This year the flag of Sustainable Tourism will soar high, with the main theme of Rajasthan Domestic Travel Mart 2023 being Sustainability. The aim is to create a bustling domestic market for Rajasthan.

- Tripti Jain

Domestic tourism has always been the bread and butter of a country; India has been experiencing a ground-breaking hike in the numbers for domestic tourism. To boost the sector, RDTM 2023 will centre its focus on sustainability. Organised in the pink city of Jaipur, the mart will take place July, 14th to 16th, 2023 at Rajasthan International Centre. The mart is being organised by the Department of Tourism, Government of Rajasthan and the Federation of Hospitality and Tourism in Rajasthan.

Buyer-seller meetings over the two days will be the emphasis of RDTM with a clear and intense

focus. It will lead to large business transactions and opportunity capitalisation between domestic buyers from all over India and Rajasthan Sellers, involving all players in the tourist and hospitality industries. More than 200 sellers from all across Rajasthan and about 300 buyers from all over India are anticipated to attend RDTM 2023. It would help Rajasthan become a crucial Indian tourist destination in the travel plans of domestic buyers.

The noble idea of the year!

Sustainable Tourism is becoming increasingly important as more and more people around the world seek to explore popular destinations. With a growing number of tourists visiting these places every year, there is a risk of natural resources being depleted and local communities being negatively impacted. Apurv Kumar, President FHTR shares, "With aggressive promotions and tourism-friendly policies of the Government, growth in tourism

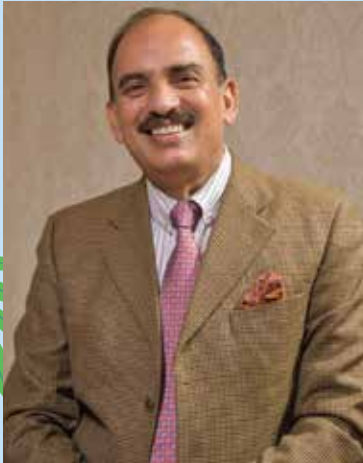
and investment will not be a major concern. It is high time that we in the private sector and government synergies to preserve the environment, and local communities with sensitive and good governance."

Furthermore, he adds, "To preserve the natural beauty and cultural heritage of tourist destinations for future generations, all stakeholders in the tourism industry must work together to promote sustainable practices. This includes minimising the environmental impact of tourism, supporting local economies, and ensuring that the local community benefits from the presence of tourists. By adopting sustainable tourism practices, we can help to protect our planet's natural resources and ensure that these popular destinations remain enjoyable and sustainable for years to come."



Age-old legacy

Studies have shown that modern travellers are eager to participate in environmentally friendly tourism. It is well known that the expansion of the travel and tourism industries alone has exceeded the growth of the entire global economy for nine years running. Kuldeep Singh, Senior Vice President, FHTR helps us understand the roots of Rajasthan and says, "Travel and tourism contributed \$9.6 trillion to the global GDP and supported 333 million people or one in every four new employment globally. As a result, it is clear that if we all work together to prepare for a tourism-based economy that is diverse, the government and private sector will work to assure the protection of local communities, animals, lakes, reservoirs, and forests."



State of achievements

This year the mart will have five to six knowledge sessions every day which will help the people understand the crux of different aspects of tourism. Village tourism, culture tourism, and wildlife tourism are being catered to by the government of Rajasthan to spread the word all over India about the same. Khalid Khan, Vice

President, FHTR enlightens us with the hidden trophies of the state and shares, "It is important to keep a check on the ill effects of tourism and cater to holistically preserving the industry. Rajasthan is the state of Dr Rajendra Singh, the Magsaysay award winner known as the 'Waterman of India' who brought water back to over 1,000 villages using age-old water harvesting techniques. One more drop in the ocean of sustainability. It is also the home of the 'Barefoot Movement' and the self-sustainable model that can be seen in the village of Tilonia which is an example of sustainable enterprise and living. Help in suffering works for the welfare of all forms of life in Jaipur since 1980 and runs a hospital for treating all species of animals."

Brand new ideology



This year RDTM is going to break all stereotypes with the initiative of no plastic at the mart. The idea is to eliminate waste production and help in waste management. It is extremely important to understand the ESG parameters and follow them without a doubt. Mohan Singh, General Secretary, FHTR shares, "Our Government is developing an Environmental,

Social Engagement and Governance matrix for the tourism industry. ESG can help businesses build resilience to gain competitive advantage and achieve greater returns in the long run. Among the ESG the most focus today is on E, i.e. Environment and as an industry, we always look more internally as to how to become more efficient, more profitable, how to look at shareholder value. This is the first time we are being asked to become responsible citizens of the world with a focus on the internal and external environment to sustain the inert and the sentient. It is important to state in the end that ours can be the first generation to end poverty and last to address climate change."



Baby steps towards a bright future
The initiatives taken by the authorities this year stand out as they revolve around the goal of telling that Rajasthan is taking steps to create an ecosystem that is least harmful to the environment and cater to all the needs of the travellers. Tarun Bansal, Treasurer,

FHTR tells us about the unique things at the mart, "The mart will have more than 250 stalls engaging in interactions and more than 800 properties from all over Rajasthan participating. We have opted for LEDs to display important messages instead of standees that cannot be reused. The new policies introduced by the government have surely helped us expand our horizon in achieving the dream of creating an environment-friendly initiative to organise this travel mart." The culture and history of Rajasthan had always supported sustainable living; it was just a matter of connecting the dots to forge a new path that will be a ray of hope for all.

Fairview Media International Tourism Conclave

Elevated networking with insightful and invigorating Business Sessions



EVENT AFFAIR

The Fairview Media International Tourism Conclave (FMITC) was organised in the City of Joy 'Kolkata' on June 2, 2023 at Hyatt Regency Kolkata. The conclave was attended by the eminent personalities from the tourism industry to discuss on the various issues pertaining to the industry. The theme of the conclave was focused on 'Driving Sustainability Tourism: Exploring New Horizons', this one day conclave was followed by engaging and informative panel discussions. Inaugurated by Shri Ujjal Biswas, Minister for Science and Technology and Bio-technology, Govt of West Bengal, this conclave was organised with an aim to discuss and educate the audience on the

various sustainable practices in the tourism industry, integration of technology, impact of G20 and various models which would encourage the growth of the industry. The day witnessed prestigious gatherings, exchange of ideas, meaningful conversation that in a longer run will contribute to the industry. This conclave actually served as an exceptional avenue for the industry as it talked about the responsible and sustainable practices which if adopted will surely elevate the services and the integration of technology which will ease the work, how G20 actually impacted the tourism in the country and how it is promoting the various states of India on an international platform.





First ever successful roadshow in Hyderabad by Tatabye for Maldives destination

First ever roadshow of Maldives destination in Hyderabad organised by Tatabye was a raging success. With the participation of 6 resorts and 70 agents, the show grabbed people's attention. The interaction between the resorts and agents went smoothly where both came out benefiting from each other. The show was also graced by a special presentation by Tatabye team followed by cocktails and dinner for everyone. The participation of all the resorts of Maldives was the need of the hour for the Indian market. It was the perfect opportunity for the properties to expand their presence.



Bahrain's B2B networking session in Ahmedabad

Bahrain, The Pearl of the Middle East, joined forces with One Above to organize a Networking Session at the Courtyard by Marriott, Ahmedabad. The purpose of the event was to foster stronger connections with travel trade partners through a delightful Hi Tea gathering. Attendees included travel agents, wholesalers, corporate clients, tourism partners, and MICE organizers. The primary goal was to enhance relationships with the attendees and educate them about Bahrain's exceptional features as a destination for both leisure and MICE. The participants received a comprehensive briefing on Bahrain's tourism development, various tourism products, as well as the latest offers and itineraries available.



Launch of the B2B online travel site airiqonline.in by AIR iQ



Airiqonline.in, the newest portal from AIR iQ, has been launched. The company reached a big milestone with the launch ceremony, which was attended by illustrious business figures like Managing Directors Nishi Kant Aggarwal and Sashi Kant Aggarwal, Executive Director Ajay Kumar Wadhawan, and the complete AIR iQ team. Deepmala Ghosh, manager of sales for IndiGo, and Chiradeep, manager of sales for SpiceJet, were notable attendees who contributed to the celebration.



APPOINTMENTS



Cleartrip appoints Ganesh Ramaswamy as Chief Product and Technology Officer

In a bid to scale its product offerings through technology, Cleartrip, a Flipkart company, announced the onboarding of Ganesh Ramaswamy as the Chief Product and Technology Officer. In his new role, Ganesh is spearheading the company's product vision, strategy, and technology platform to accelerate innovation and help propel Cleartrip's growth in the ever-evolving travel industry.

Sunil Kumar has been appointed as General Manager at JW Marriott Kolkata

Sunil Kumar has joined JW Marriott Hotel Kolkata as General Manager with over two decades of experience and strong leadership skills in the luxury hotel industry. His primary responsibilities at the hotel include enhancing productivity, ensuring customer satisfaction, and implementing strategic initiatives. With his dynamic personality, passion for the industry, and wealth of knowledge, he has consistently delivered exceptional results.



Four Seasons Hotel Mumbai welcomes Salil Kopal, as the new Director of Marketing

Four Seasons Hotel Mumbai welcomes hospitality veteran, Salil Kopal, as its new Director of Marketing. With two decades of extensive experience in the hospitality industry Salil's proven track record in luxury sales and marketing make him a very valuable addition to the Hotel's leadership team. Strategically located in the dynamic heart of Mumbai, Four Seasons Hotel Mumbai is committed to offering experiences of exceptional quality in a refined environment and with a deeply instilled ethic of personal service that has helped it evolve into a top choice for luxury travellers, both locally and globally.

The Travel Corporation appoints Sanjay Temkar as Country Manager for India and Middle East

The Travel Corporation (TTC) announces Mr Sanjay Temkar as its new Country Manager for India and the Middle East, effective 1st July 2023. He succeeds Mr Darshan Maheshwari, who has been the Country Manager since 2012. Prior to his new appointment, Mr Sanjay Temkar served as the Director of Sales and has been with TTC for 10 years. He has a demonstrated history in leadership, industry knowledge and has helped achieve a strong track record of growth in the region.



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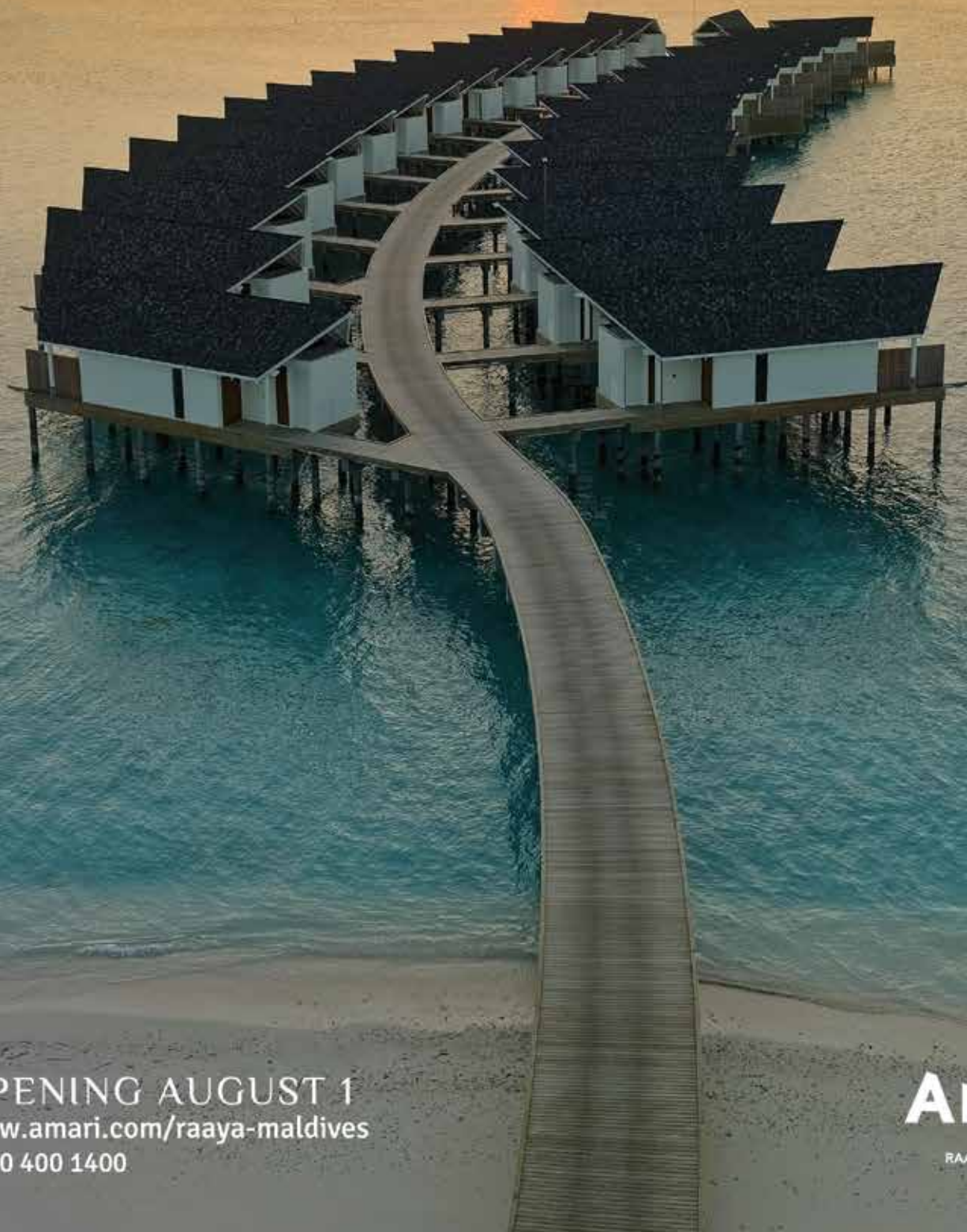
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