

TRAVEL turtle

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IATO SPECIAL

Madhya Pradesh

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Editor's Letter

Growing up in the shadow of the majestic Himachal mountains, I was certain that my heart belonged to the hills. The crisp air, the dramatic sunsets painting the peaks in gold, the wild joy of navigating those crazy, winding roads, and the comfort of a warm, hearty dhaam, it all felt like home. But life, as it often does, nudged me to discover something new. A recent trip to the Maldives made me question that certainty. Watching the sun melt into the ocean, turning the waves into liquid fire, I realized that the beach had a way of speaking to my soul too, one I had never truly listened to before.

This revelation made me think: How often do we confine ourselves to what we know, convinced that our preferences are set in stone? How often do we shy away from the unfamiliar, not because it doesn't suit us, but because we've never given it a chance? We decide we don't like a dish without tasting it, or a place without setting foot on its soil. But what if the world is waiting to show us something we've never imagined?

From the tranquil beaches of the Maldives, we now set our sights on Bhopal, a city of rich heritage and stunning beauty, for the 39th IATO Annual Convention. This special issue dives deep into the heart of Madhya Pradesh, a state that is as vibrant as it is diverse. We've captured the stories of the passionate team behind IATO, the true architects of India's tourism landscape, and our journeys have taken us to the luxurious Six Senses Koh Samui and the serene vineyards of Canelli.

This issue is a labour of love, and I hope you feel that as you turn the pages. It's a collection of experiences that have moved us, surprised us, and reminded us of the boundless beauty that awaits when we dare to explore. I look forward to hearing your thoughts.

Do share your feedback at bharti@travelturtle.world.

Happy Reading!



Bharti Sharma
Editor

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Norwegian Cruise Line announces enhancements to Norwegian Encore

Norwegian Cruise Line (NCL), the innovator in global cruise travel, announced today that Norwegian Encore will undergo extensive updates to deliver more elevated on-board guest experiences including a brand-new Spice H2O; the expansion of two popular dining venues, Cagney's Steakhouse and Teppanyaki; redesigned suites in The Haven by Norwegian®; and 24 new balcony staterooms. Following Norwegian Encore's two-week dry dock from Nov. 18, 2024 to Dec. 2, 2024, guests will have the opportunity to indulge in a new Spice H2O, the adults-only, complimentary outdoor area tucked away from the main pool deck.



Maldives immigration announces streamlined departure process for outbound travellers

Maldives Immigration has announced a significant update that will simplify the departure process for all outbound travellers. Effective from 15th August 2024, travellers departing from the Maldives will no longer be required to fill out the 'Traveller Declaration' form. This new measure is part of the Maldives Immigration's on-going efforts to enhance the efficiency of travel procedures and improve the overall experience for visitors to the Maldives. By eliminating the need for this form, the departure process is expected to be quicker and more convenient for all travellers.

Tour Blue partners with Linkin Reps to expand presence in India

Tour Blue, a boutique travel operator renowned for its unique and personalised travel experiences, based out of Colombo, Sri Lanka, is thrilled to announce a strategic partnership with Linkin Reps, a leading 360° representation company based in New Delhi, India. This collaboration aims to enhance Tour Blue's presence in the Indian market, bringing its bespoke travel packages to a wider audience and enriching the travel experiences of discerning Indian travellers.



SriLankan Airlines' new safety video showcases safety protocols

SriLankan Airlines, aiming to capture travellers' attention with its safety protocols, has launched a brand-new on-board safety video featuring a range of Sri Lanka's most mesmerising scenic locations. In the air travel industry, disseminating safety information is a regulatory pre-requisite, as well as a precaution to ensure that every passenger is aware of safety provisions and protocols. The new safety video transcends this basic requirement by incorporating the island's aesthetics and the signature warmth and care of SriLankan's on-board service, to create a cinematic experience that is both informative and captivating.



Saudi Tourism Authority hosts a Qahwa experience for Travel Trade partners in Bengaluru

The Saudi Tourism Authority (STA) recently hosted Brewtopia – A Qahwa Experience for travel trade partners in Bengaluru. This exclusive event, held at Olive Beach this August, welcomed 30 members of travel trade associations, offering them an immersive taste of Saudi's rich coffee culture. The event aimed to enhance destination recall, promote Saudi coffee as a sought-after souvenir, and fortify trade partnerships through authentic experiences.



Atmosphere Core expands into Maharashtra with two new luxury properties in Nagpur

Mr. Souvagya Mohapatra, Managing Director of Atmosphere Core – India, Nepal, Sri Lanka, & Bhutan, shared his enthusiasm, saying, “Nagpur is not just the geographical ‘centre’ of India, but also one of our country's fastest growing metropolis with a distinctive cultural heritage, business vibe and cosmopolitan environment. I am delighted to announce our presence in this prestigious city which has always captivated travellers with its beauty and economic significance.”

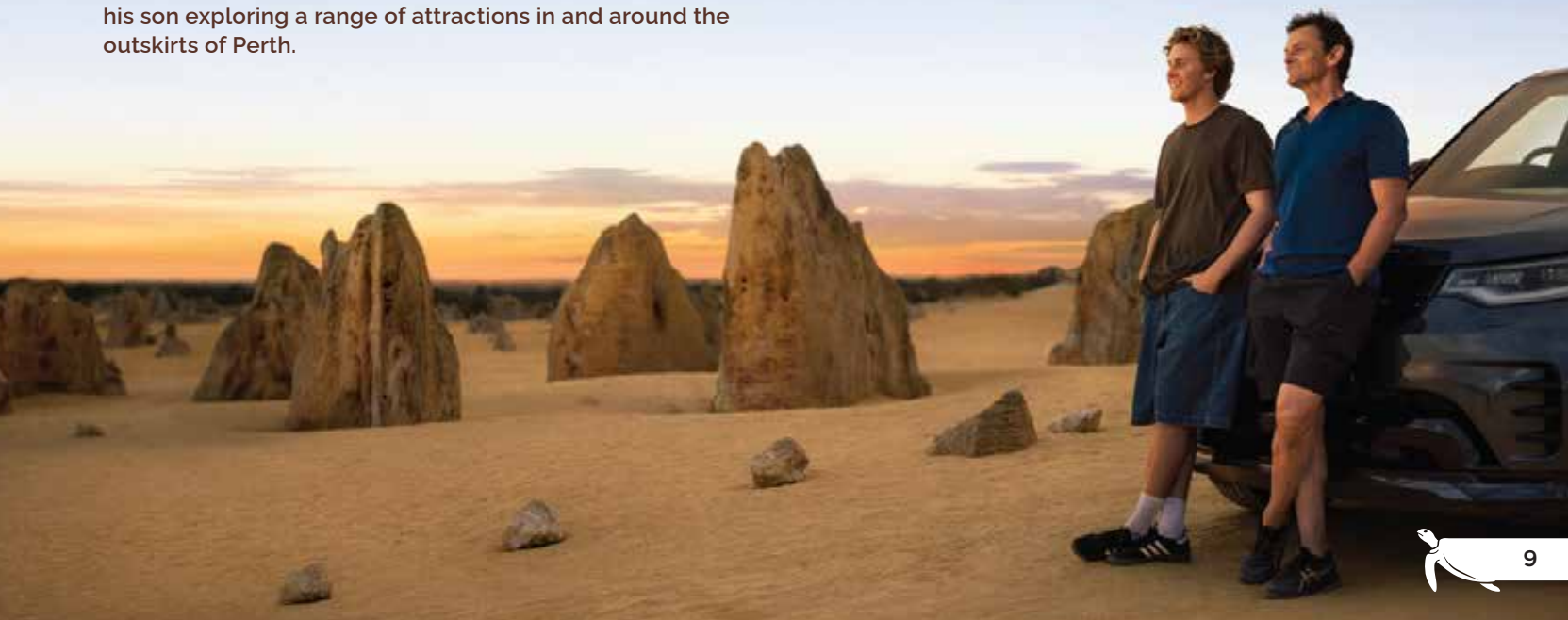


Aeroprime group appointed as the exclusive cargo GSSA for Thai Airways

Aeroprime Group, awarded as India's leading new-age GSSA, is thrilled to announce its appointment as the exclusive Cargo General Sales and Service Agent (GSSA) in Delhi, India for Thai Airways, effective September 1, 2024. This strategic partnership marks a significant milestone for Aeroprime Group, reinforcing its position as the market leader in the cargo sector and enhancing Thai Airways' cargo operations in India.

Adam Gilchrist promotes Western Australia in road trips campaign for India

Australian cricket legend Adam Gilchrist and his son Harry are the faces of a new campaign promoting day road trips from Perth to the lucrative Indian tourism market. The campaign features the former cricketer and his son exploring a range of attractions in and around the outskirts of Perth.



ETRAV and Eagle Crest DMC hosts a dazzling celebration in Ahmedabad

ETRAV Tech Ltd., in partnership with Eagle Crest DMC, is delighted to announce the successful conclusion of their highly anticipated Award Show, held on August 8, 2024, in Ahmedabad. This prestigious event celebrated the outstanding achievements of over 500 esteemed agents who have demonstrated exceptional dedication and performance in the travel industry.



FLY91 to commence direct flights connecting Goa and Pune, Sindhudurg and Pune

Two flights will operate on the Goa-Pune-Goa route on Saturday and Sunday, with flight IC1376 (GOX-PNQ) departing the Manohar International Airport (MIA) in Goa at 0635 hrs. to arrive at the Pune International Airport at 0740 hrs. Meanwhile, flight IC1375 (PNQ-GOX) will depart from the Pune International Airport at 1055 hrs. to arrive at the MIA, Goa, at 1210 hrs. This new route strengthens the airline's commitment to enhancing regional air connectivity, particularly between key tourism hubs and emerging destinations.

One Above Global's 'Truly Yours DMC' now in Nepal, Bhutan, and Tibet

One Above Global DMC is thrilled to announce the expansion of its operations with the introduction of three new Destination Management Companies (DMCs) in Nepal, Bhutan, and Tibet. This strategic expansion underscores One Above Global's commitment to broadening their reach and enhancing their regional service offerings.

Mr. Rahim Aslam, Founder of One Above Global DMC, reflected, "Expanding into Nepal, Bhutan, and Tibet is a testament to our commitment to extraordinary adventures and strong industry relationships. Our new tagline, 'Truly Yours DMC,' represents our dedication to personalized service. We listen, understand, and deliver exactly what our clients envision, making every journey truly theirs."

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Saudia unveils up to 50 per cent discounts on international routes for business and guest class

Saudia, the national flag carrier of Saudi Arabia, has introduced an exceptional promotional offer with discounts of up to 50 per cent on international flights via King Abdulaziz International Airport in Jeddah and King Khalid International Airport in Riyadh. This initiative reflects Saudia's commitment to providing exclusive deals and competitive prices to its guests throughout the year. The offer also connects guests to the Kingdom through the 'Your Ticket Your Visa' service, which allows visitors to stay in the Kingdom for up to 96 hours, explore its various regions, and even perform Umrah.



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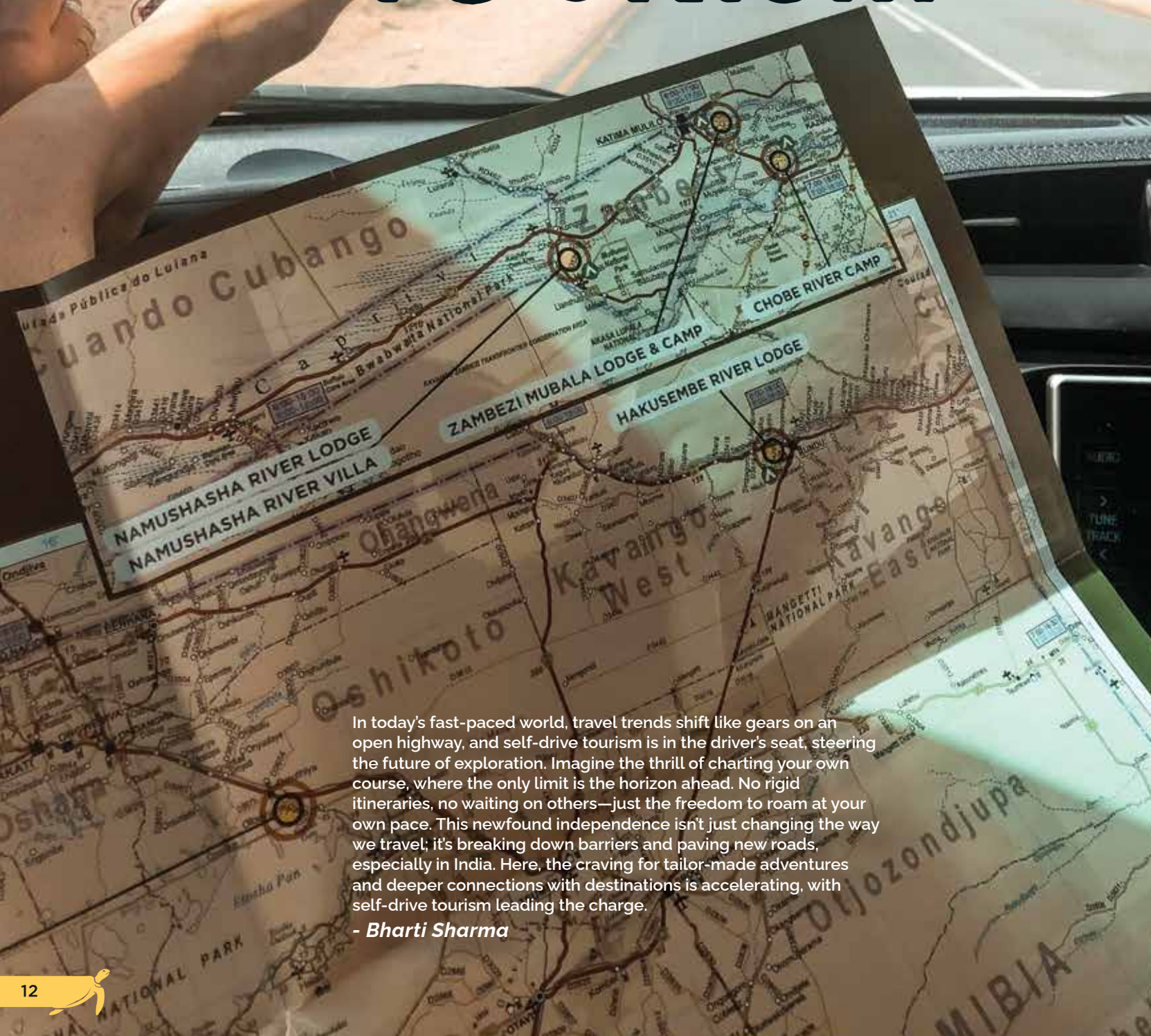
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What's The Road Ahead for **SELF-DRIVE TOURISM**



In today's fast-paced world, travel trends shift like gears on an open highway, and self-drive tourism is in the driver's seat, steering the future of exploration. Imagine the thrill of charting your own course, where the only limit is the horizon ahead. No rigid itineraries, no waiting on others—just the freedom to roam at your own pace. This newfound independence isn't just changing the way we travel; it's breaking down barriers and paving new roads, especially in India. Here, the craving for tailor-made adventures and deeper connections with destinations is accelerating, with self-drive tourism leading the charge.

- **Bharti Sharma**



The accelerated global demand

Self-drive tourism isn't just trending—it's skyrocketing, with global demand shifting into high gear. Picture this: the global car rental market, a key barometer for self-drive tourism, was cruising at \$92.92 billion in 2020. But by 2027, it's expected to hit a jaw-dropping \$214.04 billion, fueled by an impressive compound annual growth rate (CAGR) of 10.7%. This isn't just about numbers; it's a reflection of travelers' yearning for autonomy, safety, and travel that's as unique as their personal playlist.

From the iconic highways of the United States to the wild roads of Australia and New Zealand, self-drive tourism has become more than just a mode of transport—it's a lifestyle. These countries have long celebrated the freedom of the open road, with scenic drives and campervan odysseys etched into the essence of their tourism offerings. The pandemic only pressed the accelerator on this trend, as globetrotters sought to dodge crowds and reclaim control over their journeys. Now, the allure of setting your own pace, discovering hidden gems, and cocooning in the comfort of a private vehicle has firmly established self-drive tourism as the go-to choice for a new era of explorers.

Driving into the Future

India, a land where every road leads to a story, is gearing up to ride the wave of self-drive tourism. With its tapestry of landscapes, from sun-kissed beaches to misty mountains, and a culture as rich as its history, the country is now primed to turn road trips from daring escapades into seamless journeys. In the past, navigating India's roads was often more thrill ride than tranquil drive, thanks to unpredictable traffic and potholes that seemed to have their own agendas. But times are changing. Thanks to ambitious projects like Bharatmala Pariyojana and the Golden



Quadrilateral, the road ahead is smoother, and the allure of self-drive tourism has never been stronger.

The numbers tell the story too. According to the Federation of Automobile Dealers Associations (FADA), India's car rental market is shifting gears, set to accelerate at a CAGR of 9.8 per cent between 2020 and 2025. This surge isn't just a statistic; it's a reflection of travellers embracing the freedom to design their own adventures. Companies like Zoomcar, Revv, and Myles are driving this change, offering an array of vehicles to suit every kind of journey. Their success marks a significant shift in how Indians and visitors alike are choosing to explore the country, on their own terms, with the open road as their guide.

Demand accelerating more than a sports car on an open highway

The perfect blend of freedom, safety, immersive experiences, and cost-effectiveness that appeals to the modern traveller. Imagine having the power to design your own adventure, setting your itinerary, and deciding when and where to stop—no rigid schedules, no compromises. This autonomy is especially magnetic for millennials and Gen Z, who crave experiences tailored to their own rhythms.

The journey becomes part of the destination when you're cruising through the Western Ghats, Rajasthan's deserts, or Kerala's coastal beauty. You're not just passing through—you're immersed in the landscapes, creating memories at every turn.

And let's not forget the wallet. Self-drive tourism often proves more economical, especially for families or groups. By cutting out the costs of chauffeurs and guided tours, travellers can splurge on better accommodations, local attractions, and unique experiences. So, it's no wonder self-drive tourism is speeding ahead as the go-to choice for those seeking a richer, more personal journey.



India's Iconic Self-Drive Routes

The Leh-Ladakh Circuit: For the intrepid soul, the journey from Manali to Leh isn't just a road trip, it's a pilgrimage. Winding through the craggy heights of the Himalayas, this route has transformed from a daunting challenge into a bucket-list experience for adventure seekers. With improved road conditions and a surge in rental options, this once-exclusive odyssey is now within reach for more travellers, sparking a tourism boom in the region. And it's not just about the destination; along the way, hidden gems and lesser-known villages reveal themselves to those willing to veer off the beaten path.

The Golden Triangle: The classic Delhi-Agra-Jaipur circuit, a staple of Indian tourism, has taken on new life with the rise of self-drive adventures. Imagine cruising down the highway at your own pace, free to detour into the Keoladeo National Park or the ghostly corridors of Fatehpur Sikri. This flexibility has fuelled a rise in domestic road trips, as more Indians discover that the Golden Triangle holds more than just its famous cities—it's a treasure map of untapped wonders.

The Konkan Coast: The sun-drenched route from Mumbai to Goa has always been a road-tripper's paradise, but self-drive tourism has turned this coastal adventure into an irresistible escape. Picture yourself stopping at sleepy fishing villages, dipping into secluded beaches, and gazing out from cliff-top viewpoints—all at your own pace. This newfound freedom has also brought economic boosts to local communities, with travellers investing in the journey as much as the destination, spending on everything from homestays to beachside cafes. The

Konkan Coast, with its perfect blend of nature and culture, is now more than just a drive—it's a love affair with the road.

That 'Indian' route

India's self-drive tourism scene is on the verge of something big, but the journey to its full potential isn't without its speed bumps. While the allure of open roads and uncharted territories is strong, there are hurdles that need to be cleared to ensure a smooth ride.

Infrastructure Development: Despite significant strides, the state of India's roads still leaves something to be desired. From potholes that could swallow a tire whole to confusing signage that makes you second-guess your GPS, these obstacles can be real deal-breakers for potential travellers. Continuous investment in road infrastructure, especially in

those hidden gems of rural and remote areas, is key to making self-drive tourism more accessible.

Safety Concerns: Driving in India can feel like navigating a video game on expert mode. For international tourists, the blend of loosely followed traffic rules and the sheer volume of vehicles can be intimidating. Strengthening road safety measures, enforcing traffic laws, and launching public awareness campaigns can help make the roads feel less like a battleground and more like a gateway to adventure.

Environmental Impact: The rise of self-drive tourism also raises environmental concerns, particularly around carbon emissions. Promoting eco-friendly alternatives, such as electric vehicles, and encouraging sustainable travel practices can

help ensure that the beauty travellers seek remains unspoiled.

Regulatory Support: The government's role here is crucial. By offering incentives to car rental companies, streamlining rental processes, and ensuring that tourists have easy access to vital information—think road conditions, safety tips, and must-see spots—self-drive tourism can shift into high gear. With the right support, India's roads could soon be bustling with more than just traffic—they could be pathways to unforgettable experiences.

By tackling infrastructure challenges, boosting safety, and embracing sustainability, India can turn its diverse landscapes and cultural riches into an epic road trip waiting to happen. The road ahead is paved with possibilities, and for those ready to take the wheel, every mile promises a story worth telling.



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INDIAN SAGA

Madhya Pradesh

Where time dances with culture
and nature

Madhya Pradesh, a state steeped in mystery and splendour, is a place where every sunrise brings the promise of discovery, and every corner reveals a new facet of its rich tapestry.

-Tripti Jain



INDIAN SAGA



Imagine a landscape where the past and present coexist harmoniously, where ancient temples whisper secrets of bygone eras, and where the wilderness echoes with the primal calls of the wild. This is Madhya Pradesh, a destination that transcends the ordinary and beckons travellers from every corner of the globe.

Madhya Pradesh is more than just a geographical entity; it is a living, breathing narrative that has been shaped over centuries by dynasties, faiths, and nature itself. The state's diversity is its greatest asset, offering something for every kind of traveller. From the awe-inspiring architecture of Khajuraho and the tranquil ghats of Ujjain to the untamed beauty of its national parks, Madhya Pradesh is a realm of endless possibilities.

Architectural wonders across the ages

Madhya Pradesh is a treasure trove of architectural marvels, each telling a unique story of the region's rich history and cultural heritage. The temples of Khajuraho are perhaps the most famous of these, drawing visitors from around the world who come to marvel at their intricate carvings and sculptures. These temples, built between the 9th and 11th centuries, are a celebration of life, love, and divinity, with each figure carved into the stone

depicting various aspects of human and divine existence. The sheer artistry and craftsmanship on display here leave an indelible impression, making Khajuraho a must-visit for anyone interested in history and architecture.

Sanchi, another UNESCO World Heritage site, offers a different kind of architectural experience. Here, the ancient stupas stand as silent sentinels, bearing witness to the spread of Buddhism in India. The Great Stupa, with its massive dome and intricately carved gateways, is a symbol of peace and enlightenment, drawing pilgrims and history enthusiasts. The serenity of Sanchi, coupled with its historical significance, makes it a place of deep spiritual resonance, offering a glimpse into the life and teachings of the Buddha.

The city of Gwalior is yet another example to the architectural grandeur of Madhya Pradesh. The Gwalior Fort, perched high on a rocky outcrop, is an imposing structure that has witnessed countless battles and political upheavals over the centuries. Within its walls, visitors can explore palaces, temples, and monuments that reflect the artistry and power of the rulers who once called this fort home. The fort's stunning architecture and panoramic views of the city below make it a highlight for

tourists, blending history with natural beauty.

Wild encounters

For those with a love for nature and wildlife, Madhya Pradesh offers some of the most thrilling and memorable experiences in India. The state's national parks are renowned for their diverse ecosystems and abundant wildlife, making them a haven for adventure seekers and nature lovers.

Bandhavgarh National Park is the crown jewel of Madhya Pradesh's wildlife reserves. Known for its high density of Bengal tigers, Bandhavgarh offers visitors a rare chance to see these magnificent creatures in their natural habitat. The park's rugged terrain, dotted with ancient ruins and dense forests, adds to the sense of adventure, making a safari here an unforgettable experience. Beyond tigers, Bandhavgarh is home to a variety of other wildlife, including leopards, sloth bears, and over 250 species of birds, ensuring that every safari is filled with surprises.

Kanha National Park, often considered the inspiration for Rudyard Kipling's 'The Jungle Book,' is another must-visit destination for wildlife enthusiasts. The park's lush meadows, dense forests, and tranquil water bodies create a

picturesque setting that is home to a wide array of flora and fauna. Kanha is particularly famous for its population of Barasingha, or swamp deer, which were once on the brink of extinction. Thanks to conservation efforts, these beautiful creatures now thrive in the park, adding to its rich biodiversity. A visit to Kanha offers not just the thrill of wildlife spotting but also a deep connection with nature, as you explore one of India's most pristine wilderness areas.

Pench National Park, which straddles the border between Madhya Pradesh and Maharashtra, is another gem in the state's wildlife crown. Named after the Pench River that flows through it, the park is known for its leopard sightings, as well as its rich birdlife. The dense forests and open grasslands of Pench create a unique ecosystem that supports a wide variety of wildlife, making it a paradise for photographers and birdwatchers. The park's serene beauty and abundant wildlife make it a perfect destination for those looking to escape the hustle and bustle of city life and immerse themselves in the tranquility of the natural world.

Spiritual sanctuaries

Madhya Pradesh is a land where spirituality is deeply intertwined with everyday life, and this is reflected in



INDIAN SAGA

its numerous pilgrimage sites that draw devotees from across the world. The state's sacred cities and temples are not just places of worship but also repositories of ancient wisdom and tradition.

Ujjain, one of the seven sacred cities of Hinduism, is a prime example of this spiritual heritage. The city is home to the Mahakaleshwar Temple, one of the twelve Jyotirlingas of Lord Shiva, making it one of the most revered pilgrimage sites in India. The temple's unique architecture and the profound spiritual energy that pervades it create an atmosphere of deep reverence and devotion. Ujjain is also known for the Kumbh Mela, one of the largest religious gatherings in the world, which is held here every twelve years. During this time, millions of pilgrims converge on the city to take a holy dip in the sacred Shipra River, seeking purification and blessings.

Omkareshwar, another significant pilgrimage site, is located on the banks of the Narmada River. The town's name is derived from its shape, which resembles the sacred Hindu

symbol 'Om.' The Omkareshwar Temple, dedicated to Lord Shiva, is a site of immense spiritual importance, attracting devotees who seek the blessings of the divine. The tranquil surroundings of the temple, coupled with the rhythmic flow of the Narmada, create a serene environment that is conducive to meditation and reflection.

Amarkantak, the source of the Narmada River, is yet another spiritual destination that holds a special place in the hearts of pilgrims. The Narmada is considered one of the holiest rivers in India, and a pilgrimage to its source is believed to bring spiritual cleansing and divine blessings. Amarkantak is surrounded by dense forests and mountains, adding to its mystique and spiritual aura. The town is home to several ancient temples and ashrams, where pilgrims can engage in meditation and prayer, deepening their spiritual journey.

Cultural vibrance

Madhya Pradesh is a land of festivals, where every occasion is marked by vibrant celebrations that showcase the state's rich cultural heritage. These festivals are a reflection of the diverse communities that call Madhya Pradesh home, each bringing their own traditions and customs to the fore.

The Khajuraho Dance Festival is one such event that attracts culture

enthusiasts from around the world. Held annually against the backdrop of the magnificent Khajuraho temples, this festival is a celebration of classical dance forms from across India. The fusion of dance, music, and architecture creates a magical atmosphere, where the rhythms of classical music and the grace of the dancers bring the ancient sculptures of Khajuraho to life. The festival is a testament to India's rich artistic heritage and is a must-visit for anyone with a passion for the performing arts.

The Tansen Music Festival, held in Gwalior, is another cultural event that celebrates India's classical music tradition. Named after the legendary musician Tansen, who was one of the nine gems in the court of Emperor Akbar, this festival draws musicians and music lovers from all over India. The performances, which take place in the open air near Tansen's tomb, create an atmosphere of devotion and reverence to the art form. The festival is a tribute to India's musical heritage and is a highlight for anyone interested in the country's cultural history.

Madhya Pradesh is also known for its tribal festivals, which offer a unique glimpse into the traditions and customs of the state's indigenous communities. The Bhagoria Festival, celebrated by the Bhil and Bhilala tribes, is a colourful and lively event where young boys and girls choose their life partners. The festival is

marked by music, dance, and traditional rituals, offering a window into the rich cultural traditions of Madhya Pradesh's tribal communities. These festivals are not just celebrations but also a way of preserving and passing down cultural heritage from one generation to the next.

A destination that captivates the soul

The land of contrasts and diversity, where every traveller can find something that resonates with them. Whether it is the awe-inspiring architecture, the untamed beauty of its national parks, the deep spirituality of its pilgrimage sites or the vibrant culture on display during its festivals, Madhya Pradesh offers a wealth of experiences that leave a lasting impression.

So whether you are an adventurer, a spiritual seeker, a history buff, or simply a traveller in search of new experiences, Madhya Pradesh welcomes you with open arms. Come, explore, and let the magic of this incredible state leave you with memories that will last a lifetime.



Madhya Pradesh

Strategies for boosting Inbound Tourism

Madhya Pradesh, often referred to as the 'Heart of India', is a vibrant state that offers a unique blend of history, spirituality, and natural beauty. Shri Sheo Shekhar Shukla, Principal Secretary of Tourism and Managing Director of Madhya Pradesh Tourism Board shares on how 39th IATO Annual Convention will encourage the tourist flow and tourism in the state.

-Sudipta Saha

Shri Sheo Shekhar Shukla



From the majestic forts and palaces of Gwalior and Indore to the sacred temples of Khajuraho and Ujjain, the state is home to numerous architectural marvels and spiritual sites. The state's diverse landscape also boasts lush forests, scenic hills, and expansive plains, making it a haven for wildlife enthusiasts and nature lovers. The warm hospitality and scrumptious cuisine makes Madhya Pradesh an ideal touristic destination for travellers looking for an immersive experience.

Madhya Pradesh: An ideal destination

Madhya Pradesh, an offbeat multispecialty destination of first choice beckons you to a tapestry of rich wildlife, ancient heritage, vibrant culture, and spectacular landscapes and the department of tourism have taken several initiatives to promote Madhya Pradesh as a favourable tourist destination and have received very positive response as well. "The Madhya Pradesh Tourism Board has implemented strategic initiatives to boost spiritual, cultural, eco, and adventure tourism to position Madhya Pradesh as a premier tourist destination. It is our aim to successfully expand our reach through targeted marketing campaigns, collaborations with influencers, and improvements in connectivity and infrastructure. Clearly, the results are extraordinary. In 2023, we witnessed a threefold increase in tourist arrivals, reaching a staggering 112.1 million visitors compared to 34.1 million in 2022. This remarkable growth underscores Madhya Pradesh's rising popularity as a must-visit destination," adds Shri Sheo Shekhar Shukla.

Strategies to increase foreign tourist arrivals

Madhya Pradesh has emerged as a favoured tourist destination, captivating visitors with its rich cultural heritage, diverse wildlife, and breath-taking natural beauty. Adding to the same, Shri Sheo Shekhar Shukla mentions, "Madhya Pradesh aptly a green, clean and safe destination of India is also a State of Archaeological and Geological marvels. It is in nutshell a multifaceted gem for all kinds of travellers." Sharing on the strategies taken to increase foreign tourist arrivals, he shares, "Along with domestic tourism, we are focusing on strengthening our international marketing efforts by participating in global tourism fairs, roadshows, FAM trips, partnering with international travel agencies, and offering attractive packages and vivid itineraries tailored to foreign tourists. We are also enhancing the state's tourism website to be more user-friendly for international visitors, providing multilingual support and easy online booking options. Furthermore, we plan to develop niche tourism segments, such as heritage tourism, responsible tourism, wildlife safaris, and spiritual tourism, which have significant appeal to international audiences."

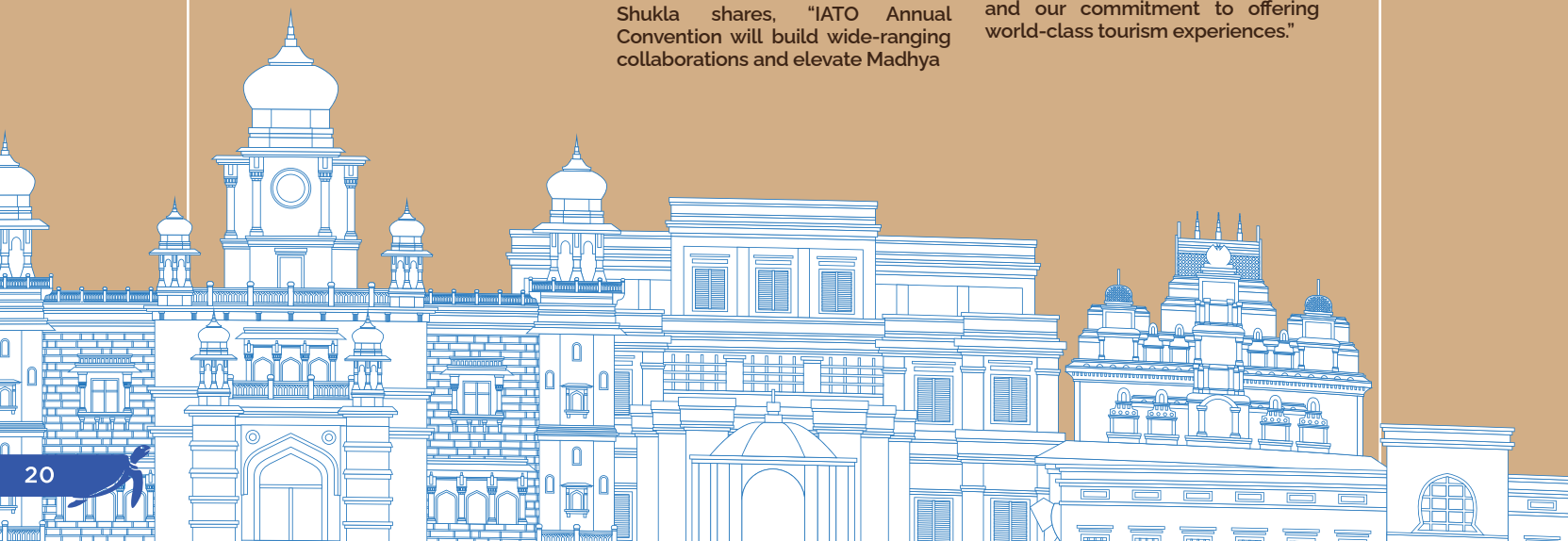
Expectations from the IATO convention

As the host state for the 39th IATO (Indian Association of Tour Operators) Convention, Madhya Pradesh is showcasing its diverse tourism products and inviting delegates to explore the state's rich cultural heritage, vibrant cities, stunning natural beauty, and exciting wildlife experiences. Sharing his expectations from 39th IATO convention, Shri Sheo Shekhar Shukla shares, "IATO Annual Convention will build wide-ranging collaborations and elevate Madhya

Pradesh to new heights in the tourism industry, reinforcing our reputation as a safe destination for all travellers, especially solo women traveller. Fostering strong partnerships with tour operators, travel agents, and industry stakeholders will help us further promote Madhya Pradesh as a must-visit destination. The convention offers an excellent platform to showcase the state's unique offerings, exchange ideas, and explore new opportunities for collaboration. We anticipate that this event will help in positioning Madhya Pradesh more prominently on the national and international tourism map."

An optimistic approach

By hosting IATO's annual conventions, Madhya Pradesh Tourism seeks to attract more international visitors to the state. "IATO convention's theme is 'Resurgent India Inbound,' which aligns perfectly with the tourism goals and initiatives of Madhya Pradesh. Inbound tourism is essential for showcasing India to global travellers which brings to organising the IATO Convention in Madhya Pradesh as a significant opportunity to boost tourism," explains Shri Sheo Shekhar Shukla. He further adds, "The convention will lead us to directly engage with key players as we are organising around 20 FAM trips for which different itineraries across the state are especially tailored. This will ensure a first-hand experience which will surely present the diverse attractions of the state ensuring an increase in both domestic and international tourist flow. The convention will also provide a chance to showcase our readiness to accommodate large-scale events and our commitment to offering world-class tourism experiences."



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交通部觀光署
Tourism Administration, MOTC

A portrait of Rajiv Mehra, President of IATO, wearing a light blue and white striped shirt. The background is a warm, textured wall.

Boosting Tourism, Enriching Experiences 39TH IATO CONVENTION

The stage is set for a pivotal moment in the Indian inbound industry, as members gear up for the 39th annual convention of the Indian Association of Tour Operators (IATO). Like every year, this year's event too promises to be an unforgettable experience, offering unparalleled learning opportunities, exceptional networking, and unforgettable moments. As the industry converges to discuss, deliberate, and shape the future of tourism, we spoke with **Rajiv Mehra**, President, IATO, to get an insider's perspective on what makes this convention a must-attend event.

-Sudipta Saha



EXPECTATION FROM THE CONVENTION

The 39th IATO Convention is more than just an event - it's a dynamic convergence of industry experts, thought leaders, and stakeholders united by a common goal: to shape the future of inbound tourism in India. Every year, the IATO convention provides a platform for addressing pressing issues, exploring emerging opportunities, and showcasing the vast potential of India's tourism sector. Through insightful discussions, collaborative networking, and innovative ideas, the convention aims to boost inbound tourism, drive growth, and propel the industry forward. Sharing on expectation & goal from the convention, Rajiv Mehra mentions, "The goal lies in its 'THEME: Resurgent India Inbound.' Our expectation will revolve around on how inbound tourism is evolving in the present scenario and what needs to be done to chalk out a successful road map."

UNLOCKING TOURISM POTENTIAL OF MADHYA PRADESH

The Indian Association of Tour Operators (IATO) has consistently demonstrated its commitment to promoting inbound tourism, and its annual convention has been a cornerstone of this effort. By hosting the convention in different states, IATO aims to boost tourism inflow in the host region. This year, the 39th Annual Convention is being held in Bhopal, Madhya Pradesh, and expectations are high that the event will significantly enhance inbound tourism in the state. With the convention expected to draw industry leaders, stakeholders, and tour operators from across the globe, Madhya Pradesh can look forward to increased tourist arrivals and a substantial boost to its economy. Adding to this, Rajiv Mehra says, "The convention would bring the strong membership of IATO to Bhopal. IATO is primarily into Inbound and that will be in focus for Madhya Pradesh Tourism. Further the 10 crafted post tours across the state will cater to the valued onsite marketing of the strategic tourist places of MP."

TAKE-AWAY FROM THE CONVENTION

IATO is a uniquely enriching experience that offers something for everyone. Whether you're a seasoned industry professional or just starting out, the convention provides a wealth of knowledge, insights, and connections that can be tailored to your individual needs and interests. "The programme structure itself has a different take-aways for different interest groups, some would like a particular business sessions, others may seek to note what a particular state has to offer, there would be delegates who would prefer to network with policy makers, members of the tourism fraternity and the media for a different kind of input and exposure," says Rajiv Mehra. He further mentions that inbound is taking off, we need to focus on marketing and promotion and our valued membership must carefully note the key points that emerge from the well manured business sessions and state presentations. Those going for the well formatted post tours will take away the substance that will be gathered from the onsite marketing of the tourist destinations of Madhya Pradesh.

WHAT'S NEW?

With its diverse range of sessions, workshops, and networking opportunities, IATO ensures that it is always different and unique. Sharing on what new and innovative the delegates will get to experience, Rajiv Mehra highlights, As I have outlined above, the THEME, business sessions and state presentations are the new points that shall catch attention besides the 10 well-crafted post tours. Let's not forget that the THEME itself will look at India's resurgence as a destination for inbound is a multifaceted phenomenon driven by economic stability, strategic reforms, infrastructure development, technological advancements, favourable demographics, and global integration. The country's proactive approach to fostering a business-friendly environment, coupled with its inherent strengths, has created a compelling narrative for global investors. As India continues to evolve and adapt to the changing global landscape, it stands poised to capitalize on its potential and solidify its position as a key player in the global economy. Here IATO would play the role of catalyst to synergise the efforts of the policy makers and our nodal ministry in particular to take tourism to higher level."



OFFSHORE BINOCULAR

Workations to Wellness
ZIMBABWE'S
NEW TOURISM STREAK!

Zimbabwe features stunning contrasts, from the impressive Victoria Falls to vast wildlife reserves and ancient ruins, making it a compelling travel destination in Southern Africa. Her Excellency Ambassador Stella Nkomo, Zimbabwe's new ambassador to India, shares about the country's flourishing tourism sector and its growing appeal to Indian travelers.

-Naina Nath



With strategic marketing, improved accessibility, and diverse attractions, Zimbabwe is well-positioned to attract a growing number of international visitors. Her Excellency Stella Nkomo shares, "We invite you to come and explore the untold beauty of Zimbabwe! Get bowled over in Zimbabwe, a World of Wonders."

PERFORMANCE GROWTH

Zimbabwe's tourism industry has witnessed remarkable growth. "The first half of 2024 witnessed a significant milestone for Zimbabwe's economy, as tourism receipts emerged as the top contributor to the country's GDP," says Ambassador Nkomo. This achievement signals a shift away from traditional sectors like agriculture and mining. Zimbabwe's tourism sector continues to thrive, supported by infrastructure improvements and its ability to attract diverse tourists.

UP 'N' UP: TOURIST ARRIVALS FROM INDIA

Tourist arrivals from India to Zimbabwe have been impressive. "Zimbabwe has seen a remarkable surge in tourist arrivals from India, with numbers exceeding 17,000 in 2023," shares Ambassador Nkomo. This increase highlights Zimbabwe's growing appeal among Indian travelers, who are increasingly drawn to the country's natural wonders and unique experiences.

EXPANDING WINGS!

"Zimbabwe Tourism is planning a multi-faceted marketing campaign in India, featuring roadshows in key cities to connect with travel agents and potential travelers. This campaign will include familiarization tours for Indian travel professionals and media, influencer partnerships, and outreach to opinion leaders to enhance our visibility and attractiveness,"

shares Ambassador Nkomo. Zimbabwe's tourism promotion efforts are extending beyond major cities. By focusing on Tier II and III cities, Zimbabwe aims to diversify its market and engage with a broader audience through product training and workshops. She shares, "We are tapping into the growing middle class, with increasing disposable incomes in these cities, to reduce dependence on tier 1 cities alone".

CONNECTING TRAVELLERS

Travel between India and Zimbabwe is convenient with semi-direct flights connecting through major hubs such as Dubai, Addis Ababa, Nairobi, Johannesburg, and Doha, among others. "Indian nationals can obtain a visa on arrival in Zimbabwe, making it a relatively hassle-free process for visitors," says Ambassador Nkomo. This simplicity boosts Zimbabwe's appeal and is driving its growing popularity among Indian tourists.

WHAT'S NEW?

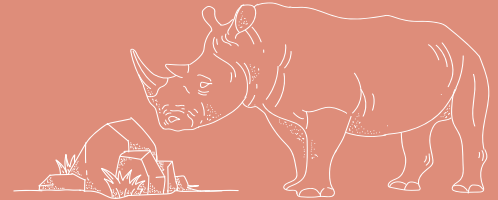
A new initiative to boost travel and tourism between India and Zimbabwe is the launch of a dedicated Tourism Desk at the Embassy. "We're excited to introduce this Tourism Desk to support travel and tourism between our countries. The desk will offer comprehensive support to Indian travellers and travel agents, making travel plans easier and more efficient," shares Ambassador Nkomo.

TREND SETTERS

Recent trends show a growing interest in Workation trips, blending work and vacation. Ambassador Nkomo shares, "We've seen a notable rise in Workation trips, reflecting this new blend of work and leisure. Wellness tourism is also on the rise, with Zimbabwe hosting events such as the Victoria Falls Marathon, Troutbeck Triathlon,

TOP 5 THINGS TO DO

- TOUR OF THE VICTORIA FALLS
- GAME DRIVE
- WALKING SAFARI
- CULTURAL TOUR
- SUNSET CRUISE



SkyRun Zimbabwe, and International Yoga Day. The country's wellness spots offer unique experiences for those looking to rejuvenate and relax." "Zimbabwe offers much more than just the majestic Victoria Falls; it's a treasure trove of natural wonders waiting to be discovered," Ambassador Nkomo proudly

shares. The country has it all—from stunning mountains and vast savannas to national parks and game reserves that are home to the Big Five. It also features historic sites such as Great Zimbabwe and the second-highest stone structure south of the Sahara, along with various monuments that showcase the country's fascinating past.



IATO Convention 2024

Leading one step ahead!

The IATO Convention has cemented its position as the premier platform for India's tourism industry, fostering connections, driving innovation, and shaping the future of inbound travel. This year too it expected that the convention will have trailblazing sessions to captivating keynote speakers, bringing together industry stalwarts, thought leaders, and stakeholders for a power-packed exchange of ideas and experiences. Let's gain insight into the convention from Ravi Gosain, Convention Chairman, and Sunil Mishra and Mahendra Singh, Co-Chairmen.

- Sudipta Saha

The IATO Convention has always proven itself to be the epicentre of India's inbound tourism industry, where ideas are born, partnerships are forged, and the future is shaped. Like every year, this year's convention is also expected to be a game-changer. Under the vibrant leadership of Ravi Gosain, Sunil Mishra, and Mahendra Singh, the convention is expected to offer an ultimate learning experience for the delegates.

Where learning meets business

Immerse yourself in an unparalleled blend of knowledge sharing and business opportunities at IATO's Annual Convention. Sharing the highlights of this year's convention, Ravi Gosain shares,

"The IATO Annual Convention is the most talked-about event in the Indian tourism industry, and our 39th Annual Convention in Bhopal will be no exception. Every year, we strive to make the IATO Annual Convention meaningful for participating delegates offering them great knowledgeable sessions, high powered networking platform for building business connections in tourism industry and relaxed evening with thumping entertainment. Apart from this, we will also host the IATO Run for Responsible Tourism, spreading the message to be physically fit and disciplined towards health. This year, we are introducing a full evening of Karaoke competition, 'IATO Got Talent,' ending with a DJ performance. This is to encourage team building among all delegates and provide a



Ravi Gosain



With expectations comes responsibility

position India as a leading

Sessions for the win-win

business sessions and managing



the intricate logistics involved in hosting 1000 delegates. While it's a daunting task to organise multiple activities and ensure everyone's satisfaction, our meticulous planning and supportive team make it a seamless experience. Our theme, 'Resurgent India Inbound,' acknowledges the need for innovative approaches in product development and marketing within the inbound tourism sector. All business sessions are carefully crafted around this theme, covering crucial topics such as marketing strategies, promotions, uncovering hidden gems, enhancing travel experiences, sustainability, legal challenges, women empowerment, digitalisation, and the emerging role of artificial intelligence (AI) in tourism. Furthermore, we are committed to being responsible and sustainable, employing all possible measures to minimise our ecological footprint and make the convention environmentally sustainable," explains Ravi Gosain.

Game changer

This year's convention is poised to be a game-changer, with a

team that has the Midas touch when it comes to creating unforgettable experiences. Sharing on the same, Mahendra Singh highlights, "This year, we are introducing several new initiatives, including digital platforms for easier access to tourist information, the launch of new eco-tourism circuits, and enhanced cultural programs that highlight the unique attractions of Madhya Pradesh. We also have an expanded line-up of international speakers and panel discussions focused on the latest trends in tourism." Adding to it, Sunil Mishra says, "This year's convention introduces several new elements, including an increased focus on sustainable tourism and offbeat destinations. We have curated unique fam tours, the highest number yet, allowing delegates to experience emerging locations first-hand. Additionally, there will be in-depth panel discussions on critical topics like competing with neighbouring countries and leveraging digital innovations. We're also proud to introduce special sessions dedicated to 'Artificial Intelligence' highlighting the integration of technology in tourism."



Mahendra Singh





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AEROPHILE

FLY91



Soaring high as India's regional airline

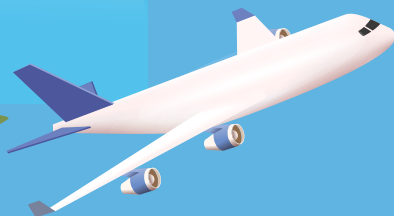
India's aviation industry is abuzz with the entry of FLY91, a regional airline poised to redefine domestic air travel.

Manoj Chacko, Managing Director & Chief Executive Officer, FLY91 shares the inception story of the airline.

-Tripti Jain



AEROPHILE



As a home-grown airline based out of the Manohar International Airport (MIA) at Mopa in Goa, FLY91 is not just another carrier in the crowded Indian skies. It is a symbol of innovation, sustainability, and regional connectivity, aimed at linking smaller cities and enhancing tourism. With a vision of becoming a significant player in the regional aviation sector, FLY91 is all set to spread its wings across the country.

Strategic partnership with Goa Tourism

FLY91's journey began with a strong foundation in Goa, one of India's most tourism savvy destinations. The airline has already inked a Memorandum of Understanding (MoU) with the Department of Tourism, Government of Goa. This partnership is more than just a formal agreement; it is a mutual commitment to promoting Goa as a premier travel destination, both domestically and internationally. Manoj sheds light on the collaboration and shares, "The MoU with Goa Tourism is a crucial step in our strategy to integrate with the local economy. We aim to promote domestic and inbound tourism to Goa, conduct activities that contribute to sustainable tourism, and strengthen the Goa Government's initiatives to empower hospitality businesses. In turn, the Department of Tourism will promote the 'FLY91' brand at various B2C conferences and forums, enhancing our visibility

and reach."

This two-year agreement outlines a broad spectrum of future cooperation, including support from the Department of Tourism at leading travel exhibitions and promotions on Goa Tourism's social media platforms. It is a win-win situation where both entities work towards the common goal of attracting high-end tourists seeking diverse and quality experiences in Goa.

Expanding horizons

Starting operations from its home base at MIA, Goa, and FLY91 currently operates flights to seven destinations: Goa, Bengaluru, Hyderabad, Jalgaon, Agatti, Pune, and Sindhudurg. The airline's choice of destinations reflects its commitment to enhancing connectivity in regions that are often overlooked by larger carriers. These routes are not only vital for regional connectivity but also serve as gateways to unique travel experiences in India.

"This is just the beginning; FLY91 is about connecting the unconnected. We are focusing on regions that have immense potential but are underserved by the current aviation infrastructure. Our long-term strategy includes establishing five bases across the country and servicing six zones, including the

North-East region and Nanded," explains Manoj.

In the next two to three years, FLY91 plans to expand its network significantly. The airline's growth strategy includes operating a new base annually over the next five years, with each base catering to eight to ten cities. The ambitious five-year plan envisions a fleet of 30 aircraft, strategically positioned to cover 50 cities across India. With average flight duration of 60 to 90 minutes, FLY91 aims to make air travel more accessible and efficient for a broader population.

Hand in hand with a plan

In the rapidly evolving aviation industry, strategic partnerships are essential for growth and sustainability. FLY91 is actively pursuing collaborations with both private and public sector agencies. The recent MoU with the Department of Tourism, Goa, is just the beginning of a series of partnerships that FLY91 plans to establish.

Manoj shares, "We are in talks with various stakeholders to build strategic alliances that will help us expand our reach and offer better



Manoj Chacko



AEROPHILE



services to our customers. These partnerships will not only promote tourism in the regions we operate in but also enhance the overall travel experience for our passengers."

FLY91's approach to partnerships is comprehensive, covering broad areas of mutual cooperation, promotion, and growth. By engaging with regional stakeholders, the airline aims to create a robust network that benefits both the airline and the communities it serves.

Travel Trade and its perks

As a new entrant in the aviation market, FLY91 understands the importance of building strong relationships with the travel trade industry. The airline is committed to creating a collaborative environment that benefits both the travel trade and the regions it serves.

Speaking on the same lines Manoj shares, "Collaboration with the travel trade industry is at the core of our business model. We are engaging with relevant regional stakeholders to participate in joint roadshows, offer cross-promotional deals, and collaborate on content and social media campaigns. Our goal is to showcase the diverse experiences these regional centres offer, and to facilitate familiarisation trips and influencer partnerships that

deepen the industry's understanding of these less explored regions."

FLY91's proactive approach to engaging the travel trade industry ensures that it remains at the forefront of promoting regional tourism. By offering unique travel experiences and fostering strong relationships with industry partners, FLY91 is well-positioned to drive growth and innovation in the regional aviation sector.

A commitment to sustainability

In an era where environmental concerns are of importance, FLY91 is committed to reducing its carbon footprint and promoting sustainable practices. The airline's choice of fleet is an example to this commitment. FLY91 operates ATR 72-600 aircraft, known for their fuel efficiency and lower carbon emissions.

Manoj explains, "The ATR is the most fuel-efficient aircraft that exists today. For example, on a Bangalore-Goa leg, the total fuel burn would be below 800 kilos. In contrast, an Airbus 321 would burn around 700 kg of fuel just taxiing from the gate to the take-off point."

FLY91's commitment to sustainability goes beyond just fuel efficiency. The airline's vision aligns with the Central Government's UDAN scheme, which aims to

develop smaller regional airports and enhance air connectivity across the country. FLY91's selection of the ATR 72-600 aircraft reflects this vision, as it is a robust and established choice for safe, efficient, and sustainable operations for regional airlines globally.

A bright future for FLY91

FLY91's journey has just begun, but the airline has already made significant strides in establishing itself as a key player in India's regional aviation sector. With a strong focus on sustainability, strategic partnerships, and regional connectivity, FLY91 is well on its way to achieving its ambitious goals.

"We are committed to connecting over 50 cities across India in the next five years. Our vision is to enhance last-mile air connectivity and make air travel accessible to all. FLY91 is not just an airline; it's a catalyst for regional growth and development," concludes Manoj.

As FLY91 continues to expand its operations and forge new partnerships, it is clear that the airline is set to make a lasting impact on India's aviation landscape. With its innovative approach and unwavering commitment to sustainability, FLY91 is indeed soaring high, charting a new course for regional aviation in India.



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ALIVAA HOTELS & RESORTS IS HERE TO STAY!

In a country as vast and diverse as India, where every corner holds the promise of discovery, the hospitality industry remains surprisingly under-penetrated. **Vikramjit Singh**, Chairman and Managing Director of Alivaa Hotels & Resorts shares the story behind creating the brand.

- *Tripti Jain*



Despite a population of 1.4 billion, India has only about 200,000 branded hotel rooms. This stark contrast presents a unique opportunity for growth and innovation, one that Alivaa Hotels & Resorts aims to seize. With a vision to establish a strong presence in every Indian city with an airport, the brand is poised to become a major player in the mid-upscale hotel segment.

THE UNTAPPED POTENTIAL

India's hospitality market is ripe for expansion. The country's burgeoning middle class, increasing disposable incomes and a growing appetite for travel have created a demand for quality accommodation options that are both accessible and affordable. Yet, the number of branded hotel rooms remains shockingly low.

Speaking on the same lines Vikramjit shares about his vision, "Vision for Alivaa is clear: to fill the gap in the mid-upscale segment by offering a consistent, high-quality experience to travellers across the country. This is no small feat, but we are up to the challenge, with plans to establish properties in every Indian city that has an airport."

APART FROM THE HERD

The brand's expansion strategy

is both ambitious and thoughtful. Recognising the varied needs of different customer segments, the brand plans to target everyone from corporate travellers to retail customers who book their stays through online platforms. By catering to a broad spectrum of travellers, the brand aims to build a loyal customer base that values consistency, comfort, and convenience.

Vikramjit shares, "We plan to be in every city in India which has an airport. Our goal is to ensure that whether you're a business traveller in need of a comfortable place to rest after a long day of meetings or a family on vacation exploring a new city, we will be there to welcome you."

What sets Alivaa apart from other hotel chains is its innovative business model. Rather than adopting a purely asset-light approach, it typically leases premises from property owners and guarantees them a fixed return, along with a share in the revenue. This model not only ensures that property owners have a stake in the success of the hotel but also aligns their interests with those of the brand.

"We're trying to create a business model where the property owner participates in the upside. By offering them a

fixed return along with a revenue share, we're ensuring that they have skin in the game, which ultimately leads to better outcomes for everyone involved," says Vikramjit.

BRINGING THE VISION TO LIFE

Alivaa's commitment to quality and consistency is reflected in every aspect of its operations. From the design and amenities to the service standards, every detail is carefully curated to create a memorable experience for guests. The brand's focus on mid-upscale properties ensures that travellers receive the best value for their money, without compromising on comfort or luxury.

Vikramjit shares, "We believe that luxury should be accessible. Our properties are designed to offer a premium experience at an affordable price point, making us the preferred choice for discerning travellers."

As Alivaa continues to expand its footprint across India, the brand is also exploring opportunities to enter new markets and introduce innovative concepts that cater to the evolving needs of modern travellers. With a strong foundation and a clear vision, it is well-positioned to become a leading name in the Indian hospitality industry.



IATO's journey in creating a difference!

As the industry evolves, IATO has taken significant strides in promoting inclusivity while also continuing to innovate through its annual conventions and addressing the broader challenges faced by its members. IATO leaders Rajnish Kaistha, Sanjay Razdan, and Viney Tyagi share the association's vision for the future.

- Tripti Jain

Breaking barriers

Rajnish Kaistha, Senior Vice President, IATO, has been a vocal advocate for the inclusion and empowerment of women in the tourism industry. Historically dominated by men, the inbound tourism sector has seen a gradual but significant shift as more women join the workforce and emerge as entrepreneurs. "Women in the hospitality sector, especially in hotels and airlines, have always been present, but now, their acceptance in the broader tourism industry is growing," he shares.

IATO has implemented several initiatives to support women in the industry, including sessions on women's safety and legal rights. Rajnish Kaistha adds, "We have a lady lawyer as an IATO consultant who keeps us updated



Rajnish Kaistha

on various women-related issues. One of the key areas of focus has been educating members about the Prevention of Sexual Harassment (POSH) Act, ensuring that women in the industry are aware of their rights and protections. These sessions have been diligently explained to our women members and have been really appreciated by all. Recognising the unique challenges women face in the industry, such as long working hours during peak seasons and the glass ceiling effect, IATO has also established a women's subcommittee. This committee, led by Ms Kuku Kumar as the convener, regularly meets to discuss and address issues specific to women. Furthermore he shares, "Women are now being accepted in the tourism industry and are working as efficiently as men. Women



workforce tends to be more sincere and loyal to their organisations, a quality that has not gone unnoticed."

The broader impact!

Sanjay Razdan, Honorary Secretary, IATO is committed to enhancing cultural awareness and sustainability within the tourism sector through a variety of strategic initiatives. Recognising the importance of staying informed about global cultural trends, he shares, "IATO frequently organises cultural activities that engage its members and broaden their understanding of diverse practices and traditions. These events are designed to keep members motivated and connected to the evolving landscape of the tourism industry, fostering a sense of community and continuous learning."



Sanjay Razdan

A cornerstone of IATO's sustainability efforts is the annual IATO Run, held during the IATO Convention. This event is more than a fitness activity; it is a powerful symbol of the organisation's commitment to responsible tourism and sustainable practices. Sanjay Razdan shares, "The IATO Run encourages participants to incorporate physical activity into their daily lives while also reflecting on the environmental impact of their actions. By aligning fitness with sustainability, the run serves as a dual-purpose platform that promotes personal health and environmental stewardship."

Through these cultural and sustainability initiatives, IATO aims to cultivate a culture of awareness and responsibility among its members. The organisation's efforts not only keep its members engaged and motivated but also highlight the crucial role of sustainability in the future of tourism. By integrating cultural enrichment with environmental consciousness, IATO ensures that its members are well-informed and prepared to contribute to a tourism industry that respects and preserves global cultural and environmental values.

The organisation with a vision

Viney Tyagi, Honorary Joint Secretary, IATO shares the vision for the organisation which is rooted in growth, innovation, and sustainability, reflecting a strong commitment to elevating India's position in the global tourism market he shares, "Our vision is to make India a top destination for inbound tourism by promoting our rich cultural heritage, diverse landscapes, and unparalleled hospitality. We aim to support our members by expanding opportunities, embracing new technologies, and advocating for policies that foster a thriving tourism industry."

He emphasises the importance of collaboration between the government and industry stakeholders in realising this vision. "With the right support and strategic partnerships, IATO is poised to lead the charge in showcasing India as a premier travel destination. We are committed to ensuring that our members, from small operators to large enterprises, have the tools and platforms they need to succeed globally," he adds.

IATO's focus on sustainability also plays a key role in its vision. He shares, "We believe that responsible tourism is the way forward, and we are dedicated to promoting practices that benefit both our industry and the environment."

IATO's path forward

IATO's journey is a testament to the organisation's ability to adapt, innovate, and advocate for its members. As it continues to lead the way in promoting India as a premier destination for inbound tourism, IATO's efforts to empower women, promote healthy living, and address emerging challenges will be crucial in shaping the future of India's tourism landscape.



Viney Tyagi

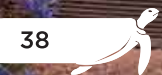


HEADS IN BEDS

TROPICAL TRANQUILITY

With serene accommodations, a focus on sustainability, and unforgettable dining experiences, Six Senses Samui offers a retreat that's both luxurious and deeply connected to nature.

- Misbaah Mansuri



HEADS IN BEDS

Stepping into the verdant embrace of Six Senses Samui, I am immediately enveloped by a sense of tranquility that transcends the typical resort experience. The gentle sway of palm trees, the warm smiles of the staff, and the whispers of the ocean all converge to create a serene atmosphere where luxury and nature coexist in perfect harmony. Situated on the northern tip of Koh Samui, this stunning resort is a hidden paradise, seamlessly blending into its lush surroundings and offering an escape that feels both intimate and expansive.

THE PROPERTY

Nestled among 20 acres of natural vegetation, Six Senses Samui is a sanctuary where sustainability and luxury are woven together seamlessly. The resort's 66 private villas, many with their own pools, are discreetly tucked away within the landscape, offering stunning views of the Gulf of Thailand. My villa, perched on a hillside, was a sanctuary in itself—a place where the outside world faded away, leaving only the soothing sounds of nature.

The interiors of the villa were a masterclass in understated elegance. Natural materials such as wood, stone, and bamboo were used to create a space that felt both luxurious and grounded. The open-plan bathroom, with its outdoor shower and deep soaking tub, was a private oasis where the lines between indoor and outdoor living blurred. The mosquito-net draped bed invited restful slumbers, and the expansive deck provided a perfect spot to take in the breathtaking sunsets. Every element, from the organic bath products to the energy-efficient lighting, spoke to Six Senses' commitment to sustainability without sacrificing an ounce of comfort.

ARRIVAL AND FIRST IMPRESSIONS

After a smooth and scenic transfer from Samui Airport, I was warmly greeted by the Six Senses team upon arrival. The check-in process was effortless, and within minutes I was whisked away to my villa, where I was welcomed by the stunning views and the tranquility of the property. That evening, I



enjoyed a "Surf and Turf" dinner at Drift at the Beach, where the local seafood was as fresh as the sea breeze. As I dined, the sound of the waves created a natural soundtrack, setting the tone for the relaxation that lay ahead. Later, I experienced a "Movie under the Stars," a delightful end to a day that already felt like a dream.

A TASTE OF SUSTAINABILITY

The next morning, I began my day with a unique farm-to-table experience at Dining on the Hill. At the Farm on the Hill, I collected fresh eggs, which were then transformed into a delicious Thai omelette by the chef. The simplicity of the dish, with its delicate blend of herbs and spices, was a renevant window into the freshness of the ingredients. The experience was a reminder of the resort's emphasis on sustainability and its commitment to sourcing locally.

Lunch at Drift at the Beach was a light and refreshing affair, featuring a perfectly seared wagyu beef dish. The meat was tender and succulent, with a depth of flavor that spoke of

careful sourcing and preparation. Each bite was a reminder of the care that goes into every dish at Six Senses Samui, where the emphasis is on quality rather than quantity.

The culinary journey continued into the evening with the "Garden to Glass" workshop, where I learned how to craft cocktails using herbs and ingredients grown on the property. Under the guidance of the F&B Director, Sumeet, I created a cocktail that was as refreshing as it was innovative, reflecting the resort's dedication to sustainability and creativity in all aspects.

Dinner that night at Dining by the Edge was a celebration of Thai flavours. The Thai Basil Wok, with its fragrant combination of fresh basil, garlic, and chili, was a standout dish that perfectly captured the essence of Thai cuisine. The balance of flavors—sweet, salty, spicy, and savory—was expertly crafted, making each bite a delightful surprise. The dish was a true testament to the skill and passion of the culinary team at Six Senses Samui.

EXPLORING WELLNESS

The next day was dedicated to wellness and relaxation. After a nourishing breakfast at Dining on the Hill, I embarked on a Sustainability Walk at Farm on the Hill with Moon, the Administrative Assistant Manager. This insightful tour offered a deeper understanding of Six Senses' sustainability practices, from their organic gardens to waste management efforts. It was inspiring to see the lengths the resort goes to in order to minimize its environmental impact.

My afternoon was spent at the Six Senses Spa, where I indulged in a 60-minute Nuad Thai massage. The therapist's skillful hands worked out every knot and tension, leaving me in a state of blissful relaxation. The spa's tranquil setting, with its calming ambiance and attentive service, made it a highlight of my stay.

DINING ON THE ROCKS

As the sun set, I made my way to Dining on the Rocks, the resort's signature restaurant. The four-course dinner was nothing short of extraordinary. The meal began with a perfectly seared wagyu beef, its rich flavors perfectly complemented by a simple yet elegant presentation. The meal culminated in a dessert that was as artful as it was delicious, rounding off an evening of culinary excellence.

The property blends sustainability with indulgence in the most effortless of ways. From the serene spa treatments to the farm-to-table dining, every aspect of my stay was thoughtfully designed to nurture both the body and soul. It's rare to find a place where luxury and nature coexist so harmoniously, where each moment feels intentional and every detail tells a story. Six Senses Samui is not just a retreat—it's a reminder that true luxury lies in the simplicity of nature, the warmth of human connection, and the art of living well. As I departed, I felt not just rested, but rejuvenated, carrying with me a renewed appreciation for life's most essential pleasures.



HEADS IN BEDS



Johannes Steyn,
General Manager, Six Senses

HOW HAS 2024 BEEN FOR SIX SENSES SAMUI?

So far, 2024 has been quite a successful year with growing businesses in Samui, hopefully this trend remains for the bright future.

AS A GM, WHAT WILL YOUR APPROACH, STRATEGY AND LEADERSHIP STYLE BE LIKE FOR THE PROPERTY?

My journey in the hospitality industry has been quite an adventure, spanning over two decades and taking me to some incredible hotels around the world. I started my career with a strong commitment to giving guests unforgettable experiences, working with luxury brands for many years around the globe, and now the exciting journey with Six Senses Samui. These diverse experiences shaped me as a leader, and gave me a deeper understanding of different cultures. They were genuine experiences, which ultimately refined me as a person, and influenced my leadership approach. To provide guests with a real service, you must deliver something money can't buy. We focus on sustainability, and a desire to create out-of-the-ordinary experiences for our guests. The whole ethos of Six Senses, which emphasizes personal well-being, sustainability, and cultural engagement, resonates deeply with me.

WHAT WAS YOUR APPROACH DURING THE PANDEMIC?

The resort was under the previous GM during the pandemic, where the team was focusing on training and improving the property during the closure so that we would come back even stronger once the pandemic finished.

THAILAND IS INUNDATED WITH PROPERTIES, WHAT GIVES THE PROPERTY AN EDGE OVER THE REST?

Sustainability isn't just a buzzword at Six Senses Samui, it's in our DNA. We have implemented several initiatives to minimize our environmental impact. We carefully consider the effects that operating systems, materials and purchasing policies have on the environment. We communicate our efforts directly to local community during clean ups or educational events and invite local schools and people from the industry to our Farm on the Hill, to learn about sustainability and experience waste reduction, circularity, and the use of natural versus chemical pesticides firsthand. Our commitment to waste reduction is very focused. We have a strict plastic-free policy and an on-site water plant to produce our own still water. We have also implemented sustainable food practices by using locally sourced and organic ingredients to create an authentic

culinary experience that supports local communities. And because we believe it's not just about staying with us; it's about taking a piece of sustainability know-how home, our Earth Lab serves as a hub for innovative ideas, engaging guests in workshops that promote conservation and eco-awareness.

IF YOU WERE A GUEST AT THE PROPERTY, WHAT WOULD YOUR 24-HOUR ITINERARY LOOK LIKE?

I would start my day with an early yoga session, visit Farm on the Hill to collect some freshly laid organic eggs while on a sustainability tour around the farm. After a hearty breakfast at Dining on the Hill, I would spend some relaxing time at Drift at the Beach, with a light lunch and a bit of sunshine. In the afternoon, I would pop into the Spa for a rejuvenating massage or a holistic session before ending the evening with a gourmet dinner at Dining on the Rocks.

WHAT ARE YOUR BIG PLANS AND FOCUS AREAS FOR THE YEAR AHEAD?

We will continue focusing on our guest experiences and the Six Senses core values: local sensitivity, global sensibility, responsible and caring, crafted experiences, pioneering wellness, and emotional hospitality.



E X P E R I E N C E



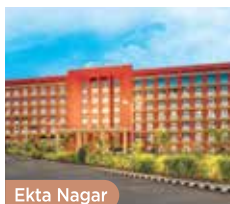
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SafeTree

Innovating travel insurance

As travel continues to expand globally, the demand for comprehensive and innovative insurance solutions has never been greater. **Vikas Anand**, Co-founder, SafeTree shares the importance of insurance for the travel trade industry.

-Tripti Jain



In an ever-evolving world, the travel and tourism industry faces myriad challenges, from navigating complex regulations to ensuring customer safety. Enter SafeTree Insurance, an InsurTech company at the forefront of developing ground-breaking insurance products designed to meet the unique needs of the travel sector. SafeTree is revolutionising the way we think about travel insurance.

Vision for the future of travel insurance

When Vikas co-founded SafeTree, his vision was clear: to develop innovative insurance products that leverage technology to solve the real-world problems faced by travel professionals and their clients. Speaking on the same lines he shares, "The travel industry is not just about moving from one place to another; it's about creating experiences and memories. At SafeTree, our goal is to ensure that these experiences are protected, allowing both travellers and travel businesses to operate with peace of mind." The company's approach to insurance is rooted in deep industry expertise and a keen understanding of the risks that travel professionals encounter daily. This insight allows them to create insurance solutions that are not only comprehensive but also tailored to the specific needs of their clients. For instance, SafeTree

recently introduced India's first cruise insurance policy, a product designed to provide cruise travellers with comprehensive coverage, ensuring they are protected from potential risks during their journeys. This innovation is delivered through a seamless digital platform, making it easy for travellers to obtain coverage quickly and efficiently.

Addressing industry pain points

The travel industry is fraught with complexities, from fluctuating regulations to the unpredictability of global events. SafeTree's success lies in its ability to identify these pain points and develop solutions that mitigate risks effectively. One of the key challenges that Indian tour operators face today is the increased risk exposure to international tourists due to rising regulatory requirements from foreign tour operators. Recognising this, they developed a comprehensive liability insurance plan that safeguards Indian tour operators from litigation risks on a global scale. Vikas explains, "Indian tour operators are increasingly exposed to higher risks, especially when dealing with international tourists. Our liability insurance plan is designed to cover these risks, providing a safety net for tour operators and ensuring that their businesses remain stable and

secure, no matter where their clients come from."

Supporting financial stability

One of the most significant concerns for travel agents is managing the financial risks associated with customer cancellations, repatriations, and refunds. Their Tour Operators Liability plan is a comprehensive solution that addresses these concerns head-on. The plan covers financial losses resulting from litigation due to any negligence or error by the tour operator or their third-party associates. It also extends coverage to losses related to customer injuries or fatalities during activities such as adventure sports or animal rides.

Vikas highlights more about the plan and says, "Our insurance solutions are designed to protect travel agents from the financial burden that comes with litigation. By covering both defence costs and damages, our products ensure that tour operators can continue to grow their businesses without the fear of financial instability. We see ourselves not just as insurance providers but as risk advisors to our clients, helping them navigate the complexities of the travel industry."

Going beyond standard insurance

SafeTree's commitment to the travel industry goes beyond traditional

insurance coverage. The company offers value-added services that support the overall stability and growth of travel agents' businesses. For example, it publishes a quarterly newsletter that provides industry trends, insights, risk management strategies, and interviews with industry leaders. This proactive approach keeps SafeTree at the forefront of industry developments, ensuring that their products evolve in line with the changing needs of the travel sector.

Furthermore Vikas explains, "The travel industry in India has immense potential, and we want to be a part of its growth journey. Our goal is to continue developing innovative insurance solutions that not only protect but also empower the industry to reach new heights."

Innovation and growth

As the travel industry continues to grow and evolve, the need for innovative insurance solutions becomes increasingly critical. SafeTree offers products and services that address the unique challenges faced by travel professionals today. With a focus on leveraging technology, understanding industry pain points, and providing comprehensive coverage, the company is setting a new standard for travel insurance.



TravStack

Transforming Travel with Next-Gen Technology

TravStack is not just riding the wave of technological innovation in the travel industry, it's creating it. With a cutting-edge platform designed to empower businesses, TravStack is redefining how travel companies operate, scale, and succeed. From humble beginnings, the company has skyrocketed, boasting over 2,000 active users and a growing reputation for delivering exceptional value. Mounika Pothineni, Co-founder of TravStack, shares the secret sauce behind building a system that is both scalable and efficient, making it a game-changer in the industry.

-Sudipta Saha

A Journey of Growth and Impact

TravStack's growth has been nothing short of phenomenal. With a steady stream of inbound sign-ups and client referrals, the platform has become a go-to solution for businesses looking to scale their operations seamlessly. As Mounika Pothineni explains, "TravStack is built to accelerate the growth of travel businesses with the right tech tools. Our platform has seen significant traction through organic signups and referrals, which speaks volumes about the impact we're making. The businesses using our solutions have scaled their teams and streamlined operations, serving as a testament to our success."

With over 2,000 signed-up users, TravStack continues to enhance user experience through interactive learning videos and dedicated customer success managers. These efforts have led to impressive adaptability, improved user engagement, and key performance indicators such as faster response times, increased operational bandwidth, and streamlined processes.

What Sets TravStack Apart?

TravStack goes beyond traditional operating systems, offering an integrated solution that includes multiple domestic and international payment gateways with minimal transaction fees. Through launch offers such as PhonePe's zero-percent transaction fees, clients can maximize the power of automated booking systems, generating substantial operational value.

Mounika highlights another unique aspect of TravStack, "Our platform aggregates queries from various channels—Instagram, WhatsApp,

email, and web forms, into a single inbox. This streamlines delegation and automation. We also offer dynamic packaging for inventory APIs like flights, hotels, and activities, giving customers the flexibility to create their ideal travel experiences."

TravStack's mission is to keep businesses ahead of the curve by integrating cutting-edge technology, including AI-driven tools like generative itineraries and custom proposals. Their platform also features chat interfaces that generate automated proposals and marketing automation, ensuring businesses stay two steps ahead of customer demands.

"We've partnered with fintech players to offer Buy Now, Pay Later options, EMI payment plans, and refundable bookings," Mounika adds. "These features not only boost customer loyalty but also enhance purchasing behaviour, allowing businesses to thrive in a competitive e-commerce landscape."

Building a Scalable System

Scalability is at the core of TravStack's infrastructure. "Our systems are hosted on AWS, providing speed and scalability, with flexible databases capable of handling complex data structures," Mounika explains. TravStack's Co-founders, Santhosh, brings a deep-tech product background, having previously developed a nutrition-focused mobile app that used smart prompts to deliver personalized results. This technical expertise has been instrumental in building TravStack's robust, scalable platform.

TravStack's commitment to scalability is evident in their early



investment in DevOps, ensuring that their infrastructure can support a wide range of users. The company has even catered to an OTA in the Philippines, providing end-to-end booking systems with white-labeled APIs. "Whether it's for our clients or our own product, we're fully optimized to scale and deliver a seamless experience to end users," Mounika affirms.

Pioneering New Projects and Add-ons

TravStack is collaborating with global travel businesses that have been operating successfully for decades. These partnerships underscore the platform's relevance in today's rapidly evolving tech landscape. "Our product is fast-paced, staying ahead of trends, and our new-gen features attract significant attention from enterprises," Mounika notes. "We're doubling down on AI-focused and automation products to streamline business workflows further."

Some of TravStack's latest initiatives include:

- Sales Co-Pilot: This smart quotation tool allows B2B and B2C queries to be answered instantly, eliminating the need for manual searches. Conversation bots trained on previous queries can also

suggest itineraries based on consumer preferences.

- Marketing Co-Pilot: With an SEO-enabled content writer, built-in templates, and royalty-free images, TravStack's CMS is already a leader in the industry. Upcoming marketing plugins and automations will further simplify digital marketing and content publishing.

- Operations Co-Pilot: This tool is designed to ease post-sales operations, from rate sheet loading and supplier communication to accounting integrations and payment reminders. It even automates sharing day-wise snippets during client travel dates.

TravStack also offers consultation services, helping brands leverage technology to their advantage. "We advocate for brands to develop a long-term vision and invest in tech early to sustain growth," Mounika says. "We enjoy working with brands that are eager to stay ahead of the game."

With a focus on scalability, AI-driven solutions, and customer-centric features, TravStack is leading the charge in transforming the travel industry. For businesses ready to embrace the future of travel, TravStack is the partner they need to stay ahead of the curve.





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Innovative initiatives shaping the 'Future of Tourism'

India, a land of captivating beauty and rich cultural heritage, offers a profound sense of serenity and wonder. As a traveller's paradise, India's diverse landscapes and experiences unfold like a kaleidoscope, leaving an indelible mark on the soul. As the India Association of Tour Operators (IATO) works tirelessly to promote India's diverse regions, the Chapter Chairmen are spearheading innovative initiatives to boost inbound tourism in their respective areas. Let's take a closer look at some of the exciting efforts underway.

- **Sudipta Saha**

Discover the enchanting allure of India, a land where vibrant culture, stunning landscapes, and warm hospitality blend together in perfect harmony. As you journey through this incredible country, every experience is a new revelation, every moment a testament to India's timeless beauty.

As per the reports, FTAs during 2023 were 9.24 million (Provisional) with a growth of 43.5 per cent over same period of the previous year. FTAs during January-March 2024 were 2.82 million (Provisional) with a growth of 11.5 per cent over same period of the previous year. The Foreign Exchange Earnings (FEEs) during the period during 2023 (Provisional estimate) were ₹231927 crores with a 65.74 per cent over same period of previous year.



Prateek Hira, Chapter Chairman, Uttar Pradesh

Expansion of global tourism footprint: State of Uttar Pradesh did marvellously well in terms of Domestic Tourism in the past two years and is now focusing on inbound tourism, targeting to become number one state in inbound tourism as well. Uttar Pradesh has stepped up its efforts to tap foreign markets by participating in all major shows, organising road shows abroad and supporting the inbound travel trade in many ways. The Uttar Pradesh Government has resolved to have tourism as one of the major pillars of economic growth and a contributor to the state's mission of making UP a US\$ 1 trillion economy. Initiatives: IATO has been a major influence in Uttar Pradesh for its

policy change and advocacy of tourism. The Government of Uttar Pradesh is very inclusive and involves IATO in all major decision making processes for tourism. On the other hand, IATO has been unconditionally supporting the state of Uttar Pradesh to quickly regain its top position in inbound tourism and to fulfill its mission. IATO ensured that UP has its own tour operators' approval system in place, which now has seen the light and these state approved operators, apart from other benefits, get an opportunity to participate in all major domestic and international travel marts through UP pavilion without any cost to them. IATO's strength is its members and in the state of Uttar Pradesh IATO members are being empowered by way of regular training programmes, networking events and knowledge sessions to equip them with the latest destination and product knowledge. Through knowledge exchange programmes and familiarisation tours of other states, members of IATO in UP are given an opportunity to broaden their horizons and augment their businesses. Membership of IATO from Uttar Pradesh has increased in comparison to the other states and is growing further. This in itself is a testimony of how the trade finds the membership of IATO so meaningful. In the coming times IATO has planned many meaningful engagements for its members from the state of Uttar Pradesh and the focus would be on increasing UP's market share in inbound tourism and encouraging its members to explore uncharted inbound markets.



Jitendra Kejriwal, Chapter Chairman, Maharashtra and Dadra, Nagar Haveli & Daman Chapter

Expansion of global tourism footprint: Inbound tourism in Maharashtra has seen consistent growth over the past decade, driven by diverse attractions such as Mumbai, heritage sites such as Ajanta and Ellora Caves, and vibrant festivals. The state's infrastructure development, including improved connectivity and hospitality services, has bolstered this trend. Government initiatives promoting tourism and investments in marketing campaigns have further enhanced its appeal. Despite a setback during the past few years, recovery has been strong, with a surge in both domestic and international tourists. Future growth is expected to continue as Maharashtra leverages its rich cultural heritage and natural beauty to attract more visitors. Initiatives: As the IATO Chapter Chairman in Maharashtra, I have undertaken several initiatives to boost inbound tourism. Key efforts include organising road shows and participation in international travel marts to showcase Maharashtra's attractions. Collaborations with state tourism bodies and private stakeholders have been strengthened to improve infrastructure and visitor experiences. As Chapter Chair, I have also focused on promoting lesser-known destinations through digital marketing campaigns, training programs for local guides and hospitality staff has been introduced to enhance service quality. Additionally, efforts to streamline visa processes and ensure safety measures post-pandemic have been prioritised to reassure and attract international tourists. Being a specialist in Wedding Tourism I have addressed this aspect internationally to bring Weddings in India and offer a thrust to the MoT Gol's campaign WED IN INDIA.



Sejo Jose, Chapter Chairman, Southern Region

Expansion of global tourism footprint:

South India is looking very positive in the inbound market. The growth strategy by all states of South India is improving visibility through advertising and social media. This is evident from the state budget announced which is higher for tourism. We have also seen keen work done by department and private stakeholders in showcasing new products and coming out with various calendars of festivals and celebrations done in respective states. This helps international tourist to plan in advance and thus creating more interest to South India.

Initiatives: As South India chairman, I have been coordinating and meeting with tourism departments of state and national with help of state chapter chairman in addressing various issue faced by the stakeholders holders and tourist. We have been part of various activities to position South India as major tourist destination.





Debjit Dutta, Chapter Chairman, West Bengal

Expansion of global tourism footprint: Bengal has been redefining itself as the sweetest part of India, offering life-changing experiences that span from the majestic Himalayas to the serene mangroves of the Sundarbans. The shift in global travel trends is set to not only position Bengal as a premier global tourist destination, alongside East and Northeast India, but also highlight the immense potential of our shared borders with Eastern India and our Sub-Himalayan Eastern neighbors—Nepal, Bhutan, and Bangladesh. This strategic positioning could firmly establish Bengal as the gateway to Eastern South Asia. In recent years, we've witnessed a significant rise in demand from leading source markets, largely due to our consistent efforts in showcasing Bengal's unique heritage. For FY 2024-25 and FY 2025-26, we anticipate a 25-40 per cent increase in tourist traffic to this region. Initiatives: As the State Chairman of the IATO West Bengal Chapter, I have been actively collaborating with the state tourism department to boost inbound tourism. Our initiatives have focused on branding and marketing strategies, developing infrastructure, enhancing human resources, and ensuring the smooth movement of tourists across the state and region. One of our significant achievements was advocating for the industry status of tourism in Bengal, granted on November 8, 2023. This milestone paves the way for substantial growth

opportunities, including easier access to subsidized loans, investment opportunities, and other financial incentives. Additionally, we have played a key role in this guide training programs in every district to elevate the quality of service provided to tourists, ensuring a more enriching experience for visitors.

Furthermore, IATO has been instrumental in several other key initiatives. We have worked towards the formal recognition of tourism service providers (WB-RTSP), introduced online entry passes for easier access to attractions, and proposed the establishment of designated tourist pick-up and drop points in Kolkata, which have been successfully implemented. After years of advocacy, the West Bengal Transport Department issued a notification in February 2024, allowing the fitting of luggage carriers on commercial tourist vehicles, improving transport capacity and convenience. Additionally, the NSCB Airport is now working on developing a Meet & Greet area for tourists, following our recommendation, to further enhance the experience for travellers arriving in Bengal.

These initiatives, along with our on-going collaboration with the state tourism department, reflect our commitment to enhancing Bengal's appeal as a top tourism destination. IATO remains dedicated to fostering sustainable growth and ensuring that visitors have a seamless and enriching experience in our region.



Manmeet Singh, Chapter Chairman, Punjab

Expansion of global tourism footprint: Punjab tourism industry and many other states of India are operating in inbound tourism basically on the basis of Principal agents stationed in metros like Delhi; they pick the sales for various states and then hire the sub agents of that region to suffice to the need. The income thus earned in foreign currency is paid to sub agents in INR. Which is okay as chain relation but some states who have overgrown themselves are like Kerala, some other southern states, Goa now UP is trying to serve the International travel DMC directly at least for their region thus becoming active Inbound tour operators.

Punjab is striving to provide a different niche in terms of farm stay to not only Indian guest but also to International tourist. Many new initiatives are been taken. The most important destination for Punjab is still Amritsar, daily approximately 1.5 Lakh tourist visit Golden Temple Amritsar.

Initiatives: If something is supposed to be done at a larger scale such as development of tourist infrastructure or worldwide promotions it can be only done at government level. Travel industry at their own level always keeps on doing promotions in domestic and international market because it is our bread and butter. I have been working hand in hand with the Punjab government and Punjab Tourism Department for the growth of tourism in Punjab.



H Radhakrishna Sharma, State in Charge, Manipur

Expansion of global tourism footprint: It's disheartening to see the state of affairs of not only the Inbound but the overall Tourism scenario of the state since the last 15 months due to the ethnic violence. Though tourist places within Imphal and the most visited tourist attraction of the state - the largest freshwater lake-the

Loktak Lake has been open but many operators shy away from operating or promoting the area. Reason may be due to the volatile situation of the state. It will be a real challenge for us to rebuild and restart tourism in the state. Hope peace prevails in our state.



Sunil Singh Rana, Chapter Chairman, Uttarakhand

Expansion of global tourism footprint: We do not foresee any significant upward trajectory of inbound tourism in Uttarakhand but do expect the numbers to grow due to improved infrastructure, targeted marketing, and the diversification of tourism offerings. Inbound / NRI tourist numbers have surged due to the growth of pilgrimage and spiritual tourism overall and particularly evident in the increased footfall during key pilgrimage seasons, such as the Char Dham Yatra. On-going improvements in road, rail, and air connectivity, including projects such as the Delhi-Dehradun expressway, are expected to make Uttarakhand more accessible, thereby attracting more visitors. The state's emphasis on sustainable tourism practices is also anticipated to enhance its appeal to environmentally conscious travellers, contributing to long-term growth.

initiatives:
We had given three proposals
1. Recognition as accredited tour operators in Uttarakhand
2. Preference to be given to international travellers for Helicopter tickets to Kedamath.
3. Entrance fees reduction of Chaurasi Kuti (Beatles Ashram)

Out of these proposals, the Uttarakhand tourism department have initiated recognition for accredited tour operators whereas the rest of the proposals remain pending.





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Exploring the unspoken wonders of JORDAN

Jordan, a gem in the heart of the Middle East, has steadily emerged as a popular destination among Indian tourists. With its rich tapestry of history, culture, and natural beauty, Jordan offers an array of experiences that cater to the adventurous, the spiritual, and the curious.

-Tripti Jain



The allure of Petra beyond the treasury

Petra, the iconic archaeological site, is often the first image that comes to mind when thinking of Jordan. However, there's so much more to this ancient city than the renowned Treasury. As you wander through the Siq, a narrow gorge flanked by towering cliffs, you're greeted by the Rose City's hidden wonders.

Beyond the Treasury lies the Monastery (Ad Deir), a colossal structure that rivals its more famous counterpart in grandeur. The journey to the Monastery is an adventure in itself, involving a steep climb that rewards you with panoramic views of the surrounding landscape. For those seeking a more intimate experience, the Petra by Night tour offers a magical opportunity to see the Treasury illuminated by thousands of candles, accompanied by traditional Bedouin music.

The martian landscape

Wadi Rum, often referred to as the Valley of the Moon, is a vast desert wilderness that has captivated the imaginations of filmmakers and adventurers alike. Its otherworldly landscape, characterised by towering sandstone mountains and expansive red dunes, provides a surreal backdrop for a variety of activities.

Indian tourists have found themselves particularly drawn to the unique experiences offered in Wadi Rum. Camel treks through the desert, followed by nights spent under a blanket of stars in traditional Bedouin camps, offer a glimpse into the nomadic lifestyle. Adventure enthusiasts can indulge in rock climbing, sand boarding, and jeep safaris, each providing a different perspective of this awe-inspiring terrain.

The healing waters of the Dead Sea

The Dead Sea, the lowest point on Earth, is renowned for its therapeutic properties and buoyant waters. Floating effortlessly on the surface of this hyper saline lake is an experience that defies explanation and is a must-try for every traveller.

For Indian tourists, the Dead Sea offers more than just a unique swim. The mineral-rich mud found along its shores is believed to have healing properties, making it a popular choice for spa treatments. Many resorts in the area offer luxurious wellness packages that combine the benefits of the Dead Sea with modern relaxation techniques, providing a holistic rejuvenation experience.

Jordan's coastal delight

Aqaba, Jordan's only coastal city is a hidden gem that offers a perfect blend of relaxation and adventure. Situated along the Red Sea, Aqaba boasts pristine beaches, vibrant coral reefs, and a rich maritime history.

Indian tourists, particularly those interested in marine activities, find Aqaba irresistible. Snorkelling and diving in the Red Sea reveal a colourful underwater world teeming with marine life. The city's historical sites, such as the Aqaba Fort and the remains of the ancient city of Ayla, add a cultural dimension to the beachside experience. Moreover, the bustling markets and seafood restaurants provide a taste of local life and cuisine.

The enigmatic ruins of Jerash

Jerash, often overshadowed by Petra, is one of the best-preserved Roman cities outside Italy. Walking through its ancient streets, you can almost hear the echoes of chariot races in the Hippodrome and the lively discussions in the Agora.

Indian tourists with a penchant for history and archaeology find Jerash a fascinating destination. The city's impressive ruins, including the Oval Plaza, the Temple of Artemis, and the South Theater, offer a glimpse into the grandeur of Roman architecture and urban planning. The annual Jerash Festival of Culture and Arts further enhances the experience, celebrating Jordanian and international art, music, and dance within the ancient ruins.

A royal procession

One of the most unique wedding experiences in Rajasthan is the royal procession. Imagine the bride and groom arriving at their wedding venue on an elephant, accompanied by a procession of camels, horses, and traditional musicians. The streets are lined with spectators, and the air is filled with the sounds of drums and trumpets. The procession winds its way through the city, making its way to the palace or fort where the wedding ceremony will take place. This grand entrance is a spectacle that leaves a lasting impression on all who witness it.

A nature lover's paradise

For those seeking an off-the-beaten-path adventure, the Dana Biosphere Reserve is a haven of biodiversity and natural beauty. Spanning four distinct bio-geographical zones, Dana is home to a wide variety of flora and fauna, including endangered species such as the Nubian ibex and the Syrian serin.

Indian tourists who appreciate nature and ecotourism are increasingly drawn to Dana. The reserve offers numerous hiking trails that cater to different levels of fitness and interest, from leisurely walks through the Dana Village to challenging treks in the rugged mountains. The Feynan Ecolodge, an award-winning eco-friendly accommodation within the reserve, provides an immersive experience that combines sustainability with Jordanian hospitality.

The city of mosaics

Madaba, known as the City of Mosaics, offers a different facet of Jordan's rich cultural heritage. The

city is famous for its intricate mosaic art, the most notable of which is the 6th-century mosaic map of Jerusalem and the Holy Land, located in the Church of St. George. Indian tourists interested in art and history find Madaba's mosaics captivating. The city's archaeological park and museum house a wealth of mosaics from various historical periods, showcasing the artistic talent and cultural diversity of the region. Additionally, Madaba's vibrant market scene and traditional cuisine provide a taste of everyday Jordanian life.

A spiritual journey

Mount Nebo holds a special place in religious history as the site where Moses is believed to have seen the Promised Land before his death. Today, it offers a serene pilgrimage destination with breath-taking views of the Jordan Valley, the Dead Sea, and, on clear days, Jerusalem.

Indian tourists, many of whom embark on spiritual journeys, find Mount Nebo a place of reflection and reverence. The Memorial Church of Moses, with its beautifully preserved mosaics, adds to the spiritual ambiance. The site's significance and the tranquil surroundings make it a memorable stop on any Jordanian itinerary.

Jordan's appeal to Indian tourists lies in its diverse range of experiences, each offering a unique glimpse into the country's rich heritage and natural beauty. From the ancient wonders of Petra and Jerash to the serene landscapes of Wadi Rum and the Dead Sea, Jordan invites travellers to embark on a journey of discovery and adventure. As more Indian tourists explore this enchanting land, they uncover the unspoken stories and hidden treasures that make Jordan a truly unforgettable destination.

Jordan's Tourism Vision 2025

Jordan is enhancing its tourism strategies and outreach as part of its Vision 2025. With Indian travellers playing a crucial role in Jordan's tourism sector, Dr. Abed Al Razzaq Arabiyat, Managing Director, Jordan Tourism Board unveils Jordan's ambitious tourism plans for India.

Indian market and its charm

The increasing influx of Indian tourists to Jordan's historic and scenic destinations has reinforced the country's commitment to improving travel experiences and fostering growth. Dr. Arabiyat shares, "India is an important source market for Jordan, consistently ranking among our top five markets. This recognition highlights the growing significance of Indian travellers in Jordan's tourism landscape. By engaging with Indian authorities and tourism stakeholders, Jordan aims to further enhance its appeal and strengthen bilateral ties."

Embracing connections

Dr. Arabiyat emphasises Jordan's rich cultural and historical heritage and shares, "Jordan is a land of unparalleled beauty and rich heritage, offering a multitude of attractions that cater to the diverse interests of Indian travellers. The country's historical landmarks, such as Petra and the Dead Sea, provide a unique blend of ancient allure and natural splendour. Petra, an ancient city carved into red sandstone cliffs and recognised as one of the new Seven Wonders of the World, exemplifies Jordan's historical depth. The Dead Sea, known for its therapeutic properties, offers a surreal escape with its dramatic salt formations and rugged landscapes."

Diversified attractions

"Another gem is the Dead Sea, the lowest point on Earth, where visitors can float effortlessly on the mineral-rich waters renowned for their therapeutic properties," he adds. Jordan's attractions cater to various interests, from the historical to the adventurous. The desert landscapes of Wadi Rum, known for

its stunning rock formations and cinematic appeal, provide exhilarating experiences such as camel treks and hot air ballooning. Additionally, Aqaba's crystal-clear waters and vibrant marine life make it a premier destination for diving and snorkelling enthusiasts.

Five strategic pillars

Dr. Arabiyat introduces Jordan's Vision 2025, focusing on five strategic pillars and shares, "Jordan offers a unique combination of modern infrastructure and historical charm, making it an ideal venue for international conferences and corporate events."

Destination weddings at iconic sites such as Petra and Wadi Rum blend luxury with cultural richness. He adds, "Jordan is a hub of exotic and luxurious properties. The experience offered stands as a testimony to our hospitality. Adventure tourism and film tourism are also crucial aspects, with Jordan's dramatic landscapes serving as a backdrop for various cinematic productions and thrilling adventures."

Innovation in tourism marketing

To enhance its tourism marketing, Jordan is launching an advanced AI-driven application named Jordan Gate. "With Jordan Gate, we are not only improving how we communicate with potential travellers but also setting a new standard in tourism marketing. This innovative app will offer personalised interactions and recommendations, revolutionising how Jordan engages with the global tourism market. The introduction of Jordan Gate is expected to significantly impact how the country connects with potential visitors, enhancing the overall travel experience," explains Dr. Arabiyat.

Dr. Abed Al Razzaq Arabiyat's visit to India highlights Jordan's strategic approach to strengthening its tourism sector and cultural ties with one of its most

important markets. By focusing on Vision 2025's strategic pillars and leveraging innovative technologies, Jordan is all set to enhance its appeal and attract more Indian travellers. As Jordan continues to develop its tourism infrastructure and market strategies, it remains committed to offering unparalleled experiences and fostering mutual growth with India.



Dr. Abed Al Razzaq Arabiyat



Canelli

Bring out the Wine

Snuggled in a valley, two hour's drive from Torino, watched over faithfully by vineyards all around, a small town with a big wine history. Canelli is a slice of the real Italy.

-Inder Raj Ahluwalia



Crossed by the river Belbo it stretches across hilly territory with heights varying from 150 to 500 metres, terrain that's perfect for grape cultivation, as statistics show which is 1,000 people, 580 wine estates covering 1,500 hectares in the commune's territory, and an annual production of 10,000,000 bottles.

Canelli has very old origins, with the first settlements dating back to pre-historical times. The first inhabitants were the Liguri Statiaelli, but the first urban settlement developed later, during the Roman era and ever since, wine has been produced here.

After a long period of decadence, the town (designated 'town' in 961) flourished again in the late Middle Ages, with prosperity starting at the end of the 18th Century, with the development of the wine industry of Moscato d'Asti, still the foremost economical resource. Vine growing has spawned a genuine oenological civilization – the first Italian sparkling wine was produced here in the Gancia winery over 150 years ago – and Canelli's wines and sparkling wines are appreciated at tables around the world.

Moscato, Barbera, Dolcetto, Cortese and Chardonnay are the main grape varieties grown, while the foremost wines produced are Asti Spumante (sparkling) and Moscato d'Asti (still), both from Moscato grapes, other brands are Barbera d'Asti, Dolcetto d'Asti, Cortese Alto Monferrato, and Freisa d'Asti.

Welcoming us in the Town Hall was none other than the town's Mayor, a likeable man with a fondness for his town and its delectable wines. He struck the right chord by asking us to shed out inhibitions in the interest of wine-tasting. Fair enough!

The town's uniqueness is its least visible characteristic: a wide net of underground cellars, 'cathedrals' built underground. The controlled temperature, humidity conditions and protection from the sun's rays make these unusual 'aisles' the place to refine still and sparkling wines.

The Mayor accompanied us to the Cantine Contratto, a famous wine producer whose cellars are the biggest I've ever visited. '200,000 bottles, more or less' was what I was told when I enquired how many were stored in the giant cellars. Taking us up into their ballroom, they asked us to taste their wines along with titbits of cheese and so we did!

Built mostly in the 19th and 20th centuries, the cellar tunnels dug under the historical buildings hosting the wineries wind for kilometres under the town's houses, sometimes going down several levels into the heart of the Tufaceous hills. In these fascinating rooms, we saw thousands of bottles resting on their bellies, and saw the cellar workers enact ancient oenological rituals such as the 'remuage' turning the sparkling wine bottles by hand to favour the maturation by sending the sediments to the cork.

TRAVEL THERAPY

As it happened, things just got better and better. The good mayor then hosted us to lunch in the Enoteca Regionale di Canelli, a cellar restaurant of class, and then accompanied us to Barisel, a smaller local vineyard producing 30,000 bottles annually, the minimum required for sustenance. In between all this we'd paid a brief visit to Fimer, a company manufacturing bottling equipment (yes, it's that wine connection all over again).

Vineyards and wines apart, Canelli is also in the heart of white truffles country. Known as the 'trifola', the truffle is the king of gourmet cuisine, with the 'tuber Magnatum Pico' variety being the perennial favourite. Cut into thin slices, truffles are the ideal dressing of 'tajarin', the special handmade pasta of the Canelli region, or of a risotto, but can also be sliced on asparagus or fried eggs. The 'trifolao' (truffle searchers) find them in the country with the help of 'tabui' (mongrels) famed for their incredibly sensitive noses.

Other local recipes are based on the 'Tonda Gentile della Langa' hazelnut variety, a fruit with excellent organoleptic characteristics found in Canelli and the neighbouring hills of the Langa astigiana. Local pastry chefs have enhanced its features by using it not only for the famous cakes, but also for cookies, nougat, creams, ice creams, and liquors.

While things are generally quiet, life comes alive. The third weekend of

June sees the historical reconstruction of the 'Siege of Canelli' (1613), a festival that commemorates the victory of Canelli's people and a small regiment of the soldiers of Savoy against the army of Monferrato led by the Duke of Mantua. Three thousand costumed revellers give life to a page of history and for two days, some twenty inns and taverns slip back to the 17th Century, offering menus of that era. Sword duels, battles with ancient canons, and cavalry charges bring the episode back to life.

There are prestigious monuments and picturesque landscapes. Now owned by the Gancia family - the famous producers of spumante - the castle stands on the hill of Villanuova, dominating the town, with the views being among the best I've seen. There are 17th and 18th Century baroque churches: the parish churches of San Tommaso and San Leonardo contain valuable furniture, while the churches of San Rocco and Annunziata brotherhoods are small architectural jewels. Climbing the hill, the city itself is subdivided into the Borgo and Villanuova.

Located in the underground cellars of a 19th Century building in corso Liberta, close to important wineries producing spumante, the 'Enoteca Regionale di Canelli e dell'Astesana' offers local wine tastings along with local gastronomically delights.

It's a town with taste, literally and figuratively. I can vouch for that.



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.



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HOTELLIGENCE

Trully India

Navigating the festive season surge

The travel landscape in India is experiencing a dynamic shift, as the festive season starts. This period is typically marked by a surge in travel plans, and this year is no different.

Naresh Arora, Managing Director, Trully India shares exciting deals this festive season.

-Tripti Jain



A SURGE IN DEMAND

Trulyy India luxury and personalised hospitality, has seen a remarkable uptick in bookings and hotel occupancy. The brand is witnessing a significant rise in reservations as travellers eagerly plan their festive getaways. Naresh Arora shares, "Compared to the same period last year, we've seen a notable increase in bookings. The average duration of stay has also extended, with international trips now lasting 10-15 days and domestic trips spanning 5-7 days. This growth highlights a shift in traveller behaviour, with more people opting for extended vacations to truly immerse themselves in their chosen destinations."

Family travel, in particular, has surged, with bookings for groups of more than two members increasing over seven times. Destinations such as Udaipur and Kumbhalgarh have emerged as top choices for leisure travellers, drawn by their rich cultural heritage and scenic beauty. The trend of last-minute bookings has also gained traction, with many guests securing their stays within 0-10 days of their check-in date, reflecting a growing preference for spontaneous travel.

EVOLVING TRAVEL PREFERENCES

The way people travel is changing, and Trulyy India has been quick to adapt to these new preferences. Instead of cramming their itineraries with sightseeing spots, travellers are now prioritising quality time at their hotels. Naresh Arora explains, "We've observed that guests are increasingly choosing to spend more time enjoying the amenities at our properties, whether it's indulging in

spa treatments, savouring gourmet dining, or engaging in leisure activities. This shift towards a more personalised and relaxing vacation experience is redefining the hospitality landscape."

Another trend making waves is the rise of pet-friendly travel. He shares, "What was once a challenge is now an opportunity. Guests are thrilled to bring their furry companions along, which enhances their overall experience. Our pet-friendly policies have been warmly received, opening up new possibilities for families who view their pets as integral members of their travel plans."

INBOUND TOURISM IMPACTS

Inbound tourism has been a major driver of growth for Trulyy India's properties. The influx of international travellers seeking unique cultural experiences and luxury accommodations has significantly boosted occupancy rates. He shares, "Inbound tourism has brought a diverse range of global visitors to our properties. This not only increases our occupancy but also raises the demand for premium services, allowing us to offer an even richer experience to our guests. The growing interest from international markets is commendable in India's appeal as a destination for immersive cultural and luxury experiences."

EXPANDING HORIZONS

With rising demand comes the need for expansion. The brand is actively planning to grow its portfolio to meet the expectations of its ever-increasing customer base. "Our bond with our guests is one of

mutual affection, and we want to continue offering exceptional experiences. This expansion is not just about increasing numbers but about deepening the relationship we share with our guests," says Naresh Arora.

Exciting new projects are on the horizon, with Trulyy India set to launch properties in Sariska, Jaisalmer, and Goa. These locations will further showcase the brand's signature warm hospitality and commitment to offering diverse and enriching experiences. Each new location is an opportunity to bring our guests closer to India's vibrant culture and natural beauty.

EMBRACING CHANGE

The hospitality industry is in a state of flux, driven by changing traveller expectations and technological advancements. Trulyy India is embracing these changes by focusing on personalised experiences and enhanced luxury amenities. "We're seeing a growing demand for wellness-oriented stays and curated cultural experiences. Our goal is to adapt to these evolving preferences while staying true to our core values of hospitality and warmth," says Naresh Arora.

He sees the rise in domestic travel, a growing middle class, and increased interest from international tourists as key drivers of growth. Speaking on the same lines he shares, "The future of hospitality in India is bright. We believe that wildlife and leisure-oriented travel will gain more traction as travellers seek personalised and immersive experiences. Moreover, the integration of technology and the emphasis on flexible booking options are set to redefine how guests interact with the hospitality sector."

ADVERT

Rajasthan

The Royal canvas for dream weddings

Rajasthan, a land where history breathes through its forts, palaces, and sand dunes, has long been the muse of poets, painters, and storytellers. But in recent years, it has become something even more enchanting—a dream destination for weddings. With its magnificent palaces, vibrant culture, and timeless traditions, Rajasthan offers a wedding experience that is nothing short of royal.



Imagine exchanging vows under the starlit sky in a centuries-old fort, with the haunting strains of Rajasthani folk music filling the air. Or picture a grand procession of camels, elephants, and horses leading the bride and groom to a majestic palace, where they are greeted by a shower of rose petals. Rajasthan turns these dreams into reality, offering couples a once-in-a-lifetime opportunity to celebrate their love in a setting that is as unique as it is spectacular.

More than just a backdrop

Weddings in Rajasthan are not just events; they are experiences woven with the threads of history, culture, and tradition. Each city within the state offers its own unique flavour, making it possible for couples to choose a backdrop that perfectly aligns with their personal style and vision.

The pink city of romance

Jaipur, the capital of Rajasthan, is often the first choice for couples planning a destination wedding in the state. The city's iconic pink-hued

buildings, intricate architecture, and vibrant bazaars provide a romantic and regal setting that is hard to match.

The City Palace, a blend of Mughal and Rajasthani architecture, is a popular venue for weddings, offering grand courtyards, lush gardens, and stunning views of the city. The Amer Fort, perched on a hilltop, provides a dramatic setting for wedding ceremonies, with its sweeping views of the Aravalli hills and Maota Lake. For a more intimate affair, the Samode Palace, with its intricate frescoes and mirror work, offers a secluded and luxurious venue.

In Jaipur, every wedding is a celebration of colour, culture, and creativity. From traditional Rajasthani music and dance performances to elaborate mehendi ceremonies and vibrant baraat processions, the city offers a plethora of experiences that make each wedding truly unforgettable.

The city of lakes and palaces

Udaipur often referred to as the 'Venice of the East,' is a city that exudes romance and charm. With its tranquil lakes, white marble palaces, and lush gardens, Udaipur offers a serene and picturesque setting for weddings.

Udaipur, a popular venue for sprawling palaces, courtyards, and gardens that overlooking the lake is a treat for wedding planners. The palaces offer a range of venues for weddings, from grand halls adorned with crystal chandeliers to intimate courtyards filled with the

fragrance of jasmine.

In Udaipur, a wedding is a celebration of elegance and grace. The city's tranquil lakes and stunning palaces create a serene atmosphere that allows couples to focus on what truly matters—their love for each other.

The blue city of grandeur

Jodhpur, with its blue-painted houses, towering forts, and arid desert landscape, offers a wedding experience that is both grand and adventurous. The city's most iconic wedding venue is the Umaid Bhawan Palace, a magnificent sandstone palace that sits atop a hill, offering panoramic views of the city and the surrounding desert.

The palace, one of the largest private residences in the world, is a symbol of opulence and grandeur. Its lavish interiors, adorned with Art Deco furniture, marble floors, and gold accents, provide a stunning backdrop for wedding ceremonies and receptions. The palace's sprawling gardens, filled with fragrant roses and jasmine, offer a romantic setting for outdoor ceremonies.

For couples seeking a more adventurous wedding experience, Jodhpur offers the opportunity to host a wedding in the Thar Desert. Imagine exchanging vows under a canopy of stars, with the sand dunes as your altar and the sounds of the desert as your wedding music. This unique experience offers a sense of freedom and adventure that is hard to find anywhere else.



The golden city of mystique

Jaisalmer, the 'Golden City,' is a place where time seems to stand still. With its golden sandstone forts, havelis, and sand dunes, Jaisalmer offers a wedding experience that is both mystical and magical.

Another unique wedding venue in Jaisalmer is the Sam Sand Dunes, located on the outskirts of the city. Couples can choose to host a desert wedding, with the sand dunes as their altar and the setting sun as their witness. The experience of exchanging vows in the desert, with the wind and sand as your only companions, is truly unforgettable. In Jaisalmer, a wedding is a celebration of mystique and romance. The city's golden hues, combined with its rich history and culture, create an atmosphere that is both enchanting and otherworldly.

Pushing boundaries

Rajasthan's wedding venues are grand, but what truly sets the state apart is its ability to push the boundaries of traditional wedding concepts. Couples looking for an out-of-the-box wedding experience will find no shortage of creative ideas in Rajasthan.

A royal procession

One of the most unique wedding experiences in Rajasthan is the royal procession. Imagine the bride and groom arriving at their wedding venue on an elephant, accompanied by a procession of camels, horses, and traditional musicians. The streets are lined with spectators, and the air is filled with the sounds of drums and trumpets. The procession winds its way through the city, making its way

to the palace or fort where the wedding ceremony will take place. This grand entrance is a spectacle that leaves a lasting impression on all who witness it.

Themed weddings

Rajasthan is known for its rich history and culture, and many couples choose to incorporate these elements into their wedding through themed weddings. Whether it's a Mughal-inspired wedding, a Rajputana-themed affair, or a fusion of traditional Rajasthani and modern elements, the possibilities are endless. Couples can choose to host a traditional Rajasthani mehendi ceremony, complete with folk music and dance, or a regal sangeet in a palace ballroom. Themed weddings in Rajasthan are a celebration of creativity and imagination, allowing couples to express their unique style and personality.

Eco friendly desert weddings

For couples who are environmentally conscious, Rajasthan offers the opportunity to host an eco-friendly wedding in the desert. Imagine a wedding ceremony held in a desert camp, with sustainable decorations made from natural materials, organic food, and eco-friendly practices. The sand dunes provide a stunning backdrop for the ceremony, and the desert sky, free from light pollution, offers a breath-taking view of the stars. An eco-friendly desert wedding in Rajasthan is a celebration of nature and love, offering a unique and meaningful experience for couples and their guests.

Cultural immersion

Rajasthan is a land of vibrant culture, and many couples choose to immerse themselves and their guests in the local traditions and customs. From traditional Rajasthani music and dance performances to workshops on block printing, pottery, and cooking, there are countless ways to incorporate the local culture into a wedding. Guests can enjoy a traditional Rajasthani feast, complete with dal baati churma, gatte ki sabzi, and laal maas, or take part in a traditional folk dance such as the Ghoomar. A wedding in Rajasthan is not just a celebration of love, but also a celebration of the rich cultural heritage of the state.

Where dreams become reality

Rajasthan is more than just a wedding destination; it is a canvas on which dreams are painted. Whether it's the grandeur of a palace wedding in Udaipur, the mystique of a desert wedding in Jaisalmer, or the creativity of a themed wedding in Jaipur, Rajasthan offers a wedding experience that is truly out of the ordinary.

In Rajasthan, every wedding is a celebration of love, history, and culture. The state's stunning landscapes, rich traditions, and opulent venues create a setting that is as unique as the couples who choose to marry here. For those seeking a wedding that is as unforgettable as it is magical, Rajasthan is the place where dreams become reality.





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-Sudipta Saha

HOW HAS THE RESPONSE BEEN SINCE THE INCEPTION OF FORESEE AVIATION?

Our journey since inception has been a mix of adventure and wonderful experience. When we took a plunge into the world of Entrepreneurship, we did face Resistance from new clients and even from those who we had served in our previous organisation. However, we did not give up and rather approached the customers with our strengths and how we can give them world-class service and that too at best price. Though, we lost few deals initially, but we never lost hopes and continued to learn from our mistakes and thus, we ended up grabbing some big business deals for our company.

WHAT ARE THE EXCEPTIONAL CUSTOMER SERVICES THAT YOU OFFER?

I can proudly say that we are India's one of the most transparent and professional Charter Aggregators. Right from the time, we get the query for any charter movement. We ensure that we give very clear and reliable information to a client. We also keep a track of weather as well as airport status so that we don't land up in any kind of surprises at the last moment, which may be detrimental to the clients' itinerary. While the flight is on, our team ensure that everything is going as per the plan. Post the flight, we also take feedback from the client both verbally as well as in written format which help us to work on our service standards further.

It is also our company's policy to keep a constant touch with the clients and keep them updated with the latest happening in our market. This is very important from the clients perspective as our market has been witnessing dynamic changes in the post Covid time.



Santosh Sharma

WHAT VISION DO YOU HAVE FOR THE FUTURE OF FORESEE AVIATION, AND HOW WOULD YOU ACHIEVE IT?

In Foresee Aviation, our constant endeavour has been to take steps considering the future of general aviation market. We firmly believe that the future belongs to those organisations that would be integrating technology in their operation operations. With this view in mind, we launched our Tech platform - BookMyJet in 2021.

However, we realised that there were few aspects that needed to be integrated in this platform, and hence we decided to take a pause before re-launching it in 2024. Our vision is to make private jet charter business a very transparent, Smooth and

reliable, something that has been missing in our market till now

CAN YOU SHARE YOUR INSIGHTS ON THE CURRENT STATE OF THE AVIATION INDUSTRY, KEEPING CHARTER SERVICE IN CONCERN?

As far as the current state of business Aviation in India concerned, we are still miles away from what the western countries have achieved so far. Currently, the private air charter market in India is approx USD 14 billion whereas the US market is over USD 44 billion. The government has taken some promising steps as far as making a new airports and introducing schemes such as UDAAN, but still the market hasn't grown as it should have been. I

strongly feel steps like improving Infrastructure related to Airport and ATC, technology integration and Setting up of MRO facilities give a strong Impetus to the growth of private Charter market in India.

WHAT ARE THE LATEST DEVELOPMENTS?

In the last few years, India has been witnessing and impressive development in the general aviation market. As the government has taken few steps towards promoting Aviation industry on the whole, it has given a positive feeling to private jet customers, not just to hire private jets for their official and personal flying, but also your own aircraft. If you look at cities such as Ahmedabad, Hyderabad, Cochin Vadodara, Kolkata, the induction of private jets and helicopter has been witnessing an upward trend in these cities. Initially, only Delhi and Mumbai had separate terminals for private jet movement. Today, Ahmedabad Cochin, and few more have joined the list. Also, the government has taken many process step of introducing new schools across cities in India.

WHAT ARE THE MAIN CITY PAIRS OR CORRIDORS THAT YOUR CHARTER SERVICES COVER?

We cater cities such as Delhi, Agra, Jaipur, Jodhpur, Udaipur, Jaisalmer, Sirohi, Ranthambore, Varanasi, Dehradun, Umari, Birwa, Goa, Male, Paro, Hampi, Kabini, and many other cities in India

CAN YOU TELL ME ABOUT YOUR TYPICAL ITINERARIES?

From tourist perspective Typical itineraries include sectors like Delhi Agra, Delhi - Jaipur, Delhi - Varanasi, Delhi - Agra - Ranthambore - Jaipur - Udaipur - Delhi, Delhi - Agra - Jaipur - Udaipur - Mumbai, Delhi - Agra- Varanasi - Delhi, Delhi - Ananda - Delhi, Udaipur - Male, etc.



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RAJASTHAN HOTELS

- TatSaraasa Resort & Spa, Udaipur
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- Atithi Camp & Resort, Pushkar
- Aagman Village Safari Camp, Abhaneri
- Lilypool The Heritage Jalmahal, Jaipur
- Bagh Serai, Ranthambore
- Bijay Niwas Palace, Bijainagar
- The Lavitra, Udaipur
- Jhalamand Garh, Jodhpur

GUJARAT HOTELS

- Kutch Safari Resort, Bhuj
- Royal Safari Camp, Bajana
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Discover the charms of Uttarakhand

A gateway to unique experiences

Uttarakhand is fast becoming one of the country's most sought-after travel destinations. With its stunning natural landscapes and rich cultural history, this Himalayan state offers a variety of experiences for every type of traveler. Each year, millions are drawn to Uttarakhand's unique mix of adventure, spirituality, and serene beauty.

Uttarakhand has seen a significant rise in tourism, with its appeal ranging from thrill-seekers to those in search of spiritual solace. The state's pristine natural environments, from dense forests to snow-capped peaks, make it a leading destination on India's tourism map. The Uttarakhand Tourism Development Board expects 74 million tourists to visit by the end of the 2023–2024 FY, doubling the number from 2018–2019. The state is known for its natural environment, Hindu temples, and pilgrimage sites, which contribute to the popularity of religious tourism.

Immerse in the local culture

Staying with local families through homestays is one of the most engaging ways to experience Uttarakhand. These accommodations offer an authentic glimpse into the region's culture and daily life, savor traditional flavors, and uncover the secrets of this mystical land. In

addition to homestays, the state features a variety of other hospitality options, including eco-resorts, boutique hotels, heritage properties, and luxury resorts, catering to different preferences and budgets. Uttarakhand Tourism Development Board has launched a dedicated online booking portal www.uttarastays.com for booking of homestays in Uttarakhand.

Say Hello to the Stars!

Uttarakhand's charm extends beyond its landscapes to the skies above, where Astro Tourism offers an 'out-of-this-world' experience. The Nakshatra Sabha provides a mesmerising journey into the world of stars and the night sky. Enjoy stargazing sessions that bring ancient cosmic beliefs to life, offering both educational and spiritual connections with the stars. It's an unforgettable way to add a celestial touch to your visit. Gaze

at the star-studded sky, learn from expert astrologers, and unravel ancient cosmic mysteries. As the stars align, connect yourself with the universe. The next edition of the six part series Nakshatra Sabha is scheduled to be held at Jageshwar Dham, Almora from 4th to 6th October 2024. The event will highlight the relation between astronomy and architecture. More details about the event are available on www.starscapes.zone

Ride the Scenic Rails: The Manaskhand Express experience

The Manaskhand Express is more than just a train ride—it's an immersive way to explore Uttarakhand's scenic beauty. Connecting various destinations within the state, this train offers passengers breathtaking views of the Himalayan landscape. It's an ideal way to see remote areas and

appreciate the region's natural charm in a leisurely manner. The train is being operated by IRCTC and bookings for the train are available on www.irctctourism.com/bharatgaurav. The train's itineraries include a mix of popular destinations and hidden gems of Uttarakhand. Through this train, Uttarakhand Tourism Development Board aims to promote the spiritual, cultural and natural heritage of the state. Whether you're an adrenaline junkie, a spiritual seeker, or simply looking for a peaceful getaway, Uttarakhand's stunning natural scenery, diverse activities, and unique travel experiences make it a place worth exploring. Enjoy comfortable seating, panoramic windows, and onboard entertainment. Watch the Himalayas unfold their majesty as you journey on.



TRAVEL turtle



MAGAZINE



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TAKE A WILD RIDE

A JOURNEY THROUGH SHARJAH SAFARI

-Naina Nath

Sharjah might be known for its cultural heritage but is now making waves in the world of wildlife tourism with the largest safari in the world outside Africa. The Sharjah Safari is an incredible, man-made reserve that offers an immersive safari experience, one that transports you straight to the heart of Africa. I had the chance to visit Sharjah Safari, thanks to the Sharjah Commerce and Tourism Development Authority (SCTDA) in association with Think Strawberries, India.

WHAT ANIMALS CAN YOU SEE? YES, THEY HAVE THE BIG FIVE!

Sharjah Safari is home to over 120 animal species native to Africa, including up to 50,000 birds, reptiles, and mammals like lions, elephants, giraffes, rhinos (both black and white), crocodiles, deer, bulls, and other endangered species. The safari features 12 distinct environments, each inspired by different regions of Africa, showcasing the continent's diverse wildlife and habitats. Visitors can see the Big

Five—lions, leopards, rhinos, elephants, and buffalo—as well as smaller animals like gazelles, antelopes, and zebras. There's something special about seeing these creatures up close, especially knowing how much effort has gone into making this environment feel like their natural habitat.

WHAT YOU NEED TO KNOW

Planning a visit? The safari opens daily at 8:30 AM and closes by 6:30 PM, giving you plenty of time to explore. Tickets start at AED 40 for GE Adults. They also offer VIP experiences if you're looking to make your visit extra special, with tickets going up to AED 275. And if you're bringing the kids along, there are family-friendly options too, making it a great day out for everyone.

BEST TIME TO GO: MAKING THE MOST OF YOUR SAFARI

While you can visit Sharjah Safari year-round, I recommend going between November and March. During this time, the weather is perfect—cool enough to explore

without getting too hot, and the animals are more active in the pleasant temperatures. It's the best time to enjoy the safari at its fullest.

GETTING THERE

While driving is the easiest way to reach the safari, you don't need to have a car to visit. Sharjah Safari is accessible by taxis, and many tour operators offer packages that include transportation. While public transport is still catching up in the area, organized tours are a hassle-free way to get there so it's best to plan ahead if you're not driving yourself.

BRINGING AFRICA TO SHARJAH: A GLOBAL EFFORT

One of the most impressive aspects of Sharjah Safari is how they've sourced animals from different parts of Africa. The diversity here is no accident — they've worked hard to create an environment that mirrors the African wilderness. With each species carefully selected, the effort they've put into building this ecosystem is truly impressive. What stood out during my visit

was the level of care given to the animals. The enclosures are designed to provide a sense of freedom, and the animals appear genuinely content in their environment. These spaces are vast and feel natural, offering plenty of room to roam. Every effort is made to ensure the animals' well-being. It's reassuring to see that this safari not only focuses on offering a great visitor experience but also prioritizes the care of the animals.

BRINGING AFRICA TO YOUR BACKYARD

For Indian travelers, Sharjah Safari is a game-changer. You no longer have to fly all the way to Africa to get a true wildlife experience. Families, especially those with kids, will love this place. It's a chance to introduce children to wildlife in a hands-on way without the need for a long-haul flight. It's educational, fun, and best of all, so much more accessible.

Sharjah Safari offers a taste of the wild. Whether you're a wildlife enthusiast or seeking a unique adventure close to home, this experience is one for the books!



Synergy Hospitality

Stepping towards different thinking!

With a clear focus on offering more than just a place to stay, Synergy Hospitality has been creating memorable experiences that reflect the essence of India's diverse landscapes and rich heritage. As the company expands its portfolio, it continues to redefine the concept of hospitality in India, staying true to its vision of promoting sustainable and experiential tourism.

Expanding into offbeat locations

One of the key strategies behind Synergy Hospitality's growth has been its emphasis on offbeat locations. While the traditional hospitality sector often gravitates towards urban centres and well-trodden tourist paths, Synergy Hospitality has deliberately chosen to develop properties in less explored regions. This approach not only offers guests a chance to experience India's hidden gems but also contributes to the economic development of these areas.

"We have always believed that the true beauty of India lies in its unexplored corners. Our goal has been to introduce travellers to destinations that offer a deep connection with nature and local culture, far from the commercialised hustle of city life," shares Shruti.

Properties such as the Abhaneri Village Safari Camp, nestled near the iconic Chand Baori stepwell, and the rustic yet luxurious retreats in Ranthambore, are prime examples of this philosophy. These locations offer guests the opportunity to engage in local traditions, participate in outdoor activities, and immerse themselves in the authentic cultural fabric of India.

Creating authentic, experiential stays

Synergy Hospitality's expansion has been driven by a commitment to creating authentic, experiential stays that go beyond the ordinary. Each property is carefully curated to reflect the local heritage, architecture, and natural beauty of

its surroundings.

Shruti shares, "At Synergy Hospitality, we don't just build hotels; we create stories. "Every property is an experience in itself, offering guests a chance to live the history, culture, and traditions of the place. Whether it's staying in a semi-tented camp under the stars or enjoying the royal charm of a heritage palace, our guests are part of a journey that's deeply connected to the local community." This focus on experiential stays has resonated well with both domestic and international travellers, leading to increased demand and occupancy rates across Synergy Hospitality's properties. The company's ability to create immersive experiences has set it apart in a competitive market, attracting discerning travellers who seek more than just a hotel stay.

Community engagement

As Synergy Hospitality continues to expand, sustainability remains at the core of its operations. The company is committed to promoting eco-friendly practices and supporting the communities in which it operates. From employing local staff to sourcing materials from nearby regions, Synergy Hospitality ensures that its growth positively impacts the environment and the local economy.

Shruti explains, "We believe that hospitality should benefit everyone—our guests, the environment, and the local communities. Our expansion plans are deeply rooted in sustainability, and we are proud to support the regions we operate in, helping to preserve their natural beauty and cultural heritage."

Looking at the Future

Synergy Hospitality's expansion is a testament to its innovative approach and commitment to delivering exceptional experiences. As the company continues to grow, it remains dedicated to its core values of sustainability, cultural immersion, and community engagement.

Synergy Hospitality, under the dynamic leadership of Shruti Pandey, has rapidly become a unique name, offbeat, and culturally immersive stays in India. As founder, she shares the current dynamics of the industry.

-Tripti Jain



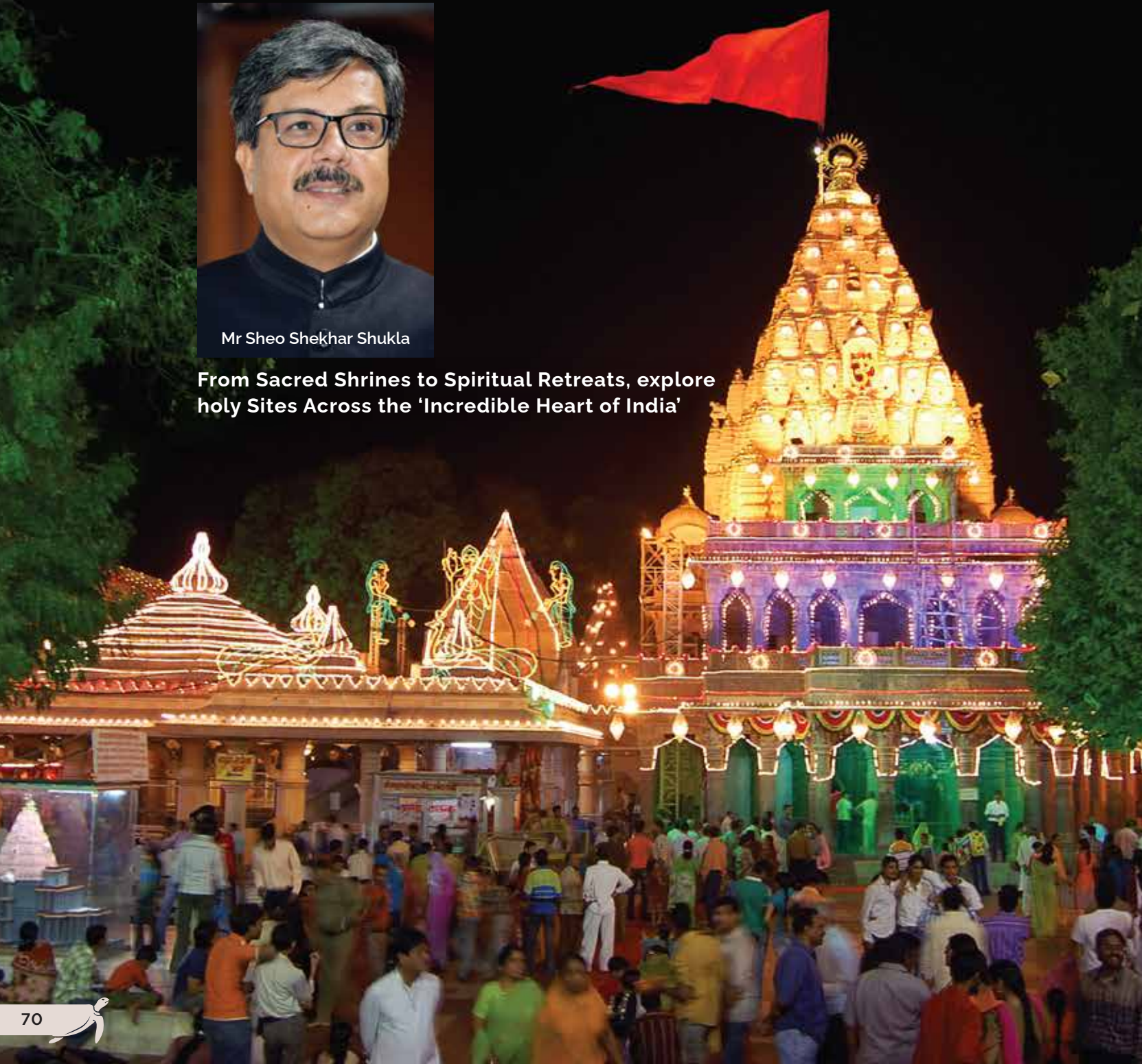
Madhya Pradesh

A saintly journey through
richness and diversity



Mr Sheo Shekhar Shukla

From Sacred Shrines to Spiritual Retreats, explore
holy Sites Across the 'Incredible Heart of India'





Madhya Pradesh, an offbeat multispecialty destination of first choice is undoubtedly a spiritual haven where vibrant culture dances, age-old traditions whisper, beauty holds you spellbound, and diversity welcomes you with open arms. Deep spiritual and religious tourism authentic experiences in Madhya Pradesh invite you to delve into the Heart of India and discover its soul. Principal Secretary Tourism and Culture & Managing Director Madhya Pradesh Tourism Board Mr Sheo Shekhar Shukla shares, "Madhya Pradesh beckons you to come and discover the divine within, and experience the magic of this incredible land. This central Indian state is a spiritual haven where ancient temples hum with devotion and vibrant culture ignites the senses. Whether you seek architectural wonders or inner peace, Madhya Pradesh is a haven for pilgrims and spiritual seekers alike. For centuries, people have been drawn to this sacred land, creating a profound and enduring legacy of faith."

Unveil the Two Sacred Jyotirlingas - Mahakaleshwar & Omkareshwar

Madhya Pradesh is home to the most sacred Shiva shrines in India, two out of twelve Jyotirlinga. Ujjain prevalent as the 'City of Temples' is home to the Mahakaleshwar Jyotirlinga, situated

on the banks of the Kshipra River. Omkareshwar Jyotirlinga is another key attraction as a pilgrim in the Heart of Incredible India. The ancient temple with elaborate sculptures attracts those looking for comfort and blessings as a symbol of unwavering faith located at the sacred island shaped like 'Aum'. The 108-foot-tall 'Statue of Oneness' of Adi Shankaracharya at Omkareshwar at Ekatma Dham is unfailingly a must-explore nearby spiritual destination.

In the Footsteps of Lord Rama: Chitrakoot and Orchha

Ram Raja Temple, Orchha: A unique tradition of worshipping Lord Rama as King prevails in Orchha, A tentative UNESCO World Heritage Site. This historically rich town nestled on the banks of the Betwa River offers an opportunity to delve into its captivating architecture. Enjoy the nearby attractions and activities such as river rafting and kayaking, jungle safari, the captivating architecture, light and sound show at Orchha. Shree Ram Van Gaman Path, Chitrakoot: Immerse in the epic tales of the Ramayana and follow the footsteps of Lord Rama through the sacred sites of 'Shree Ram Van Gaman Path' in Chitrakoot. Chitrakoot is popularly described as 'the place of many wonders'. The Hindu trinity of Brahma, Vishnu and Mahesh are

believed to have taken their incarnation in Chitrakoot. According to folklore, Lord Ram and Sita spent eleven of their fourteen years of exile in the deep jungles of Chitrakoot.

Sandipani Ashram at Ujjain

Ancient Ujjain also thrived as a prestigious centre of learning around the beginning of the Mahabharata period. As per the mythology, Lord Krishna and Sudama received education at the ashram of Guru Sandipani. The location of the ashram on Mangalnath Road and the presence of numbers engraved on a stone are believed to be by Guru Sandipani himself. Anupat is where Lord Krishna washed his writings. Gomti Kund is an ancient water source, mentioned in the Puranas, served as the lifeblood of the ashram, further emphasising its historical roots.

Sacred Shaktipeeth - Harsiddhi Mata & Shondevi Narmata Shaktipeeth

The state is home to sacred Shakti Peeth, spiritual sites associated with the Hindu goddess Shakti. The Ujjayini Shakti Peeth located in Ujjain is associated with the Harsiddhi Mata where the elbow of Devi Sati fell. The Narmada Shakti Peeth situated at the source of the Narmada River in Amarkantak is associated with the goddess Narmada.

Amarkantak: The Divine Origin

Nestled amidst the Vindhya and Satpura ranges, Amarkantak is a unique destination where spirituality, nature, and culture intertwine to create a truly unforgettable experience. The holy river Narmada originates from here. A divine confluence of mountains, forests, and water has made Amarkantak a cherished destination for pilgrims and nature enthusiasts alike. The main temple in Amarkantak is dedicated to Maa Narmada worshipped as a deity. The temple complex also houses the Bansheshwar Mahadev temple, consecrated by Adi Shankaracharya. Shriyantra mandir is another must visit place.

Narmada Parikrama: A Spiritual Odyssey

A sacred pilgrimage that involves circumambulating the holy river Narmada in Madhya Pradesh is an arduous journey that spans approximately 3500 km and takes devotees through diverse landscapes, from the pristine hills of Amarkantak to the vast expanse of the Arabian Sea and seeks divine blessings. The lush forests, cascading waterfalls like Kapildhara and Doodh Dhara, and serene lakes like Pushkar Sarovar in Amarkantak are a few natural wonders that offer a perfect escape for those seeking solace and rejuvenation.

TAIWAN: Soak in Serenity

Imagine soaking in warm, mineral-rich waters as you gaze at breath-taking landscapes - this is the magic of Taiwan's hot springs. With over 100 hot springs across the island, Taiwan offers a sanctuary of relaxation and wellness. Here's a peek into Taiwan's most enchanting hot spring destinations:

Beitou Hot Springs

Located in Taipei, Beitou Hot Springs combines historical charm with modern amenities. Enjoy a soak in therapeutic waters, visit the Beitou Hot Spring Museum, or relax in the scenic Thermal Valley. It's an accessible urban retreat ideal for unwinding after exploring the city.



Wulai Hot Springs

In New Taipei City, Wulai Hot Springs is known for its skin-nourishing alkaline sodium bicarbonate. Early summer is the best time to visit, as cherry blossoms adorn the mountains, enhancing the soothing experience of these natural hot springs.



Jiaoxi Hot Springs

Yilan's Jiaoxi Hot Springs is a popular spot with a range of options. From upscale private baths in luxurious hotels to budget-friendly public bathhouses, Jiaoxi offers versatile options for relaxation, with its waters renowned for their therapeutic benefits.



Jinshan Hot Springs

In Jinshan, New Taipei City, you'll find a variety of mineral-rich springs, including seawater-fed and sulfuric options. These springs are known for their skin-nourishing and circulation-boosting benefits, making Jinshan a holistic retreat.



Guanziling Hot Spring

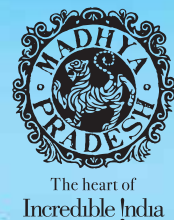
Famed for its mud baths, Guanziling in Tainan offers a unique wellness experience. The mineral-rich waters improve circulation and reduce inflammation, making it a top choice for a deep, restorative soak.

In Taiwan, each hot spring destination offers its own slice of paradise. Whether you're seeking relaxation, rejuvenation, or simply a break from the ordinary!



Discover Madhya Pradesh

festivals, adventure unforgettable experiences



Immerse in the most thrilling Tourism Promotional Festivals by Madhya Pradesh Tourism Board.



Step into Madhya Pradesh, an offbeat multi-speciality destination of first choice for an escape that has captured the hearts of millions, with a staggering three-fold increase in tourist footfall in 2023 compared to the previous year, reaching a monumental 112.1 million visitors. Indulge in the adrenaline-fueled festivals of Madhya Pradesh held at its captivating destinations which offer a plethora of exciting land, water and air-based activities along with all year-round luxury glamping experiences.

A Symphony of Festivals

Madhya Pradesh isn't just a state it is a vibrant canvas where tradition, adventure, and luxury blend seamlessly. All these fairs and festivals interweave souls of different destinations and drench them in variegated colour. All these events are meticulously crafted by Madhya Pradesh Tourism Board to promote the destinations, increase tourist footfall and generate local employment opportunities.

Jal Mahotsav

A SPLASH OF ADVENTURE - DEC/JAN

Unleash your inner adventurer at India's largest water carnival. From heart-pounding water sports to serene stargazing, this festival offers an unforgettable experience. Explore nearby historical gems like Maheshwar and Mandu to complete your journey to Hanuwantiya. Must visit this super-adventurous carnival held at the composed waterscape of Indira Sagar Dam in Khandwa district to relax from the bustling life of the city.



Gandhisagar Festival

BEYOND THE ORDINARY STAY - SEPTEMBER

Sail through crystal-clear water, indulge in thrilling activities, and immerse yourself in the wilderness at the Gandhisagar Festival. Discover the rich history and the cultural marvels of Mandsaur, including the renowned Chaturbhuj Nala rock shelters, Pashupatinath Temple and the ancient temple dedicated to Lord Shiva.



Chanderi Festival

A FUSION OF HERITAGE & ELEGANCE - OCTOBER

Experience the perfect blend of tradition and modernity at the Chanderi Festival. Immerse in a world of exquisite handwoven textiles, explore architectural marvels and indulge in thrilling activities. Discover Chanderi beyond the festival and visit the architectural wonders like the Chanderi Fort and Koshak Mahal, the Royal Weaves to the Vibrant Prints at Pranpur village which is the first Craft Handloom Village in India makes it a perfect destination to explore.



Kuno Forest Festival

UNLEASH WILDERNESS WITH COMFORT - OCTOBER

Explore the stunning Kuno National Park and experience the thrilling safaris, treks, and adventure activities. Immerse yourself in nature and experience the magic of the wilderness. Try not to miss out on being a guest of nearby attractions here worth exploring like Palpur Fort or Garhi, Amet Fort, Maitoni Fort, Kair-Khoh & Gravity Pipeline, Dev Kho, Aamjhir, Dobkund Waterfall. This festival is a blend of the beauty of the wild with local traditions, offering adventures & tranquil experiences in the lap of nature.



Discover the heartland of India and let the celebrations begin! For more information visit www.mptourism.com

Maldives Travel & Hospitality Sparkle at TTM Maldives 2024

The 8th edition of TTM Maldives 2024 wrapped up with a wave of success on August 22nd at the stunning Adaaran Select Hudhuran Fushi. A vibrant hub of the travel and hospitality industry, the event kicked off with an inspiring opening speech by Ibrahim Faisal, the Maldives' Tourism Minister, setting the tone for two days of networking and innovation.

This year's event was a whirlwind of opportunity, highlighted by powerful presentations from industry leaders who shared their insights into the future of Maldivian tourism. The real magic, however, happened during the TTM Connect meetings, held from August 21st to 22nd at the Meerumaa Events Conference Facility. Here, over 500 travel trade professionals mingled with more than 100 hoteliers, sparking connections and shaping deals in over 3,000 pre-scheduled business meetings. The event wasn't just a meeting of minds—it was a celebration of the Maldives' thriving tourism industry, where the future looks as bright as the sun-kissed beaches that draw visitors to this paradise.



A Night of Triumph: TTM Maldives 2024 Awards & Gala honours the best in the industry

Under the starlit skies of Adaaran Select Hudhuran Fushi, the TTM Awards & Gala 2024 turned the evening of August 22nd into a celebration of excellence. The event honoured the shining stars of the Maldives' travel and hospitality industry, recognising those who have gone above and beyond to elevate the island nation's global appeal. As the spotlight swept across the room, the top producers from India—Island Life Travel, Tatabye Maldives, Bingo Holidays, and Island Hopper—were celebrated for their remarkable contributions, standing tall among the best in the business.

The night was not just about awards but a testament to the industry's resilience and innovation. It was a moment of pride for the winners and a source of inspiration for all, showcasing the extraordinary achievements that have set new standards in the world of hospitality.



EVENT AFFAIR



ADAARAN HONOURS TOP INDIAN PARTNERS AT EXCLUSIVE APPRECIATION NIGHT

In a grand celebration of partnership and excellence, Adaaran Resorts hosted the Adaaran Indian partners Appreciation Night, recognising the unwavering support and stellar performance of its top Indian partners. The night was a testament to the enduring relationships that have been cultivated over the years, with accolades awarded to those who have consistently championed the Adaaran brand. Among the honourees, Tatabye Tours, Island Life, and Island Hopper stood out, clinching the top spots for Heritage. In the retail segment for Adaaran Resorts, Island Life, Tatabye Resorts, Island Hopper, and Pickyourtrail were celebrated for their exceptional contributions. This event not only underscored the importance of these partnerships but also highlighted the continued success and mutual growth that Adaaran and its Indian agents have achieved together.



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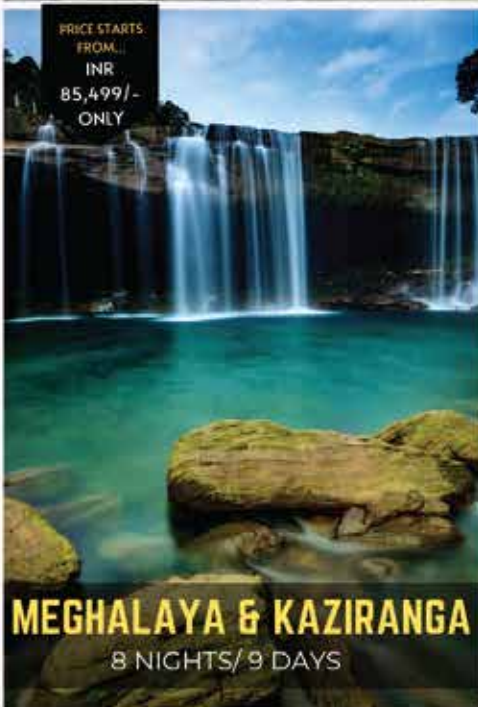
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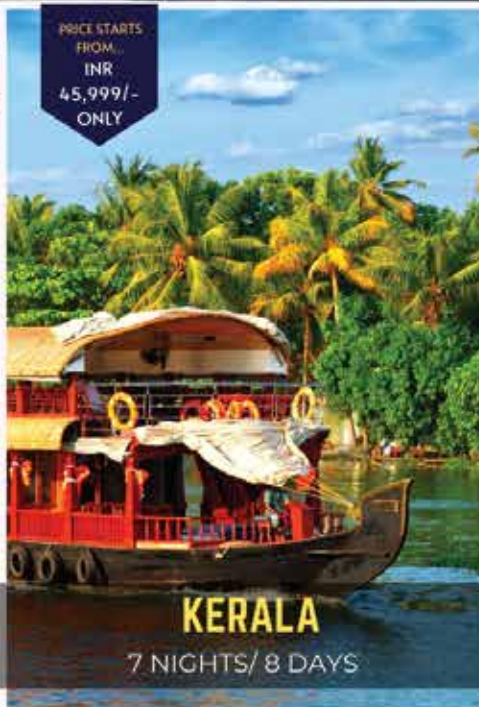
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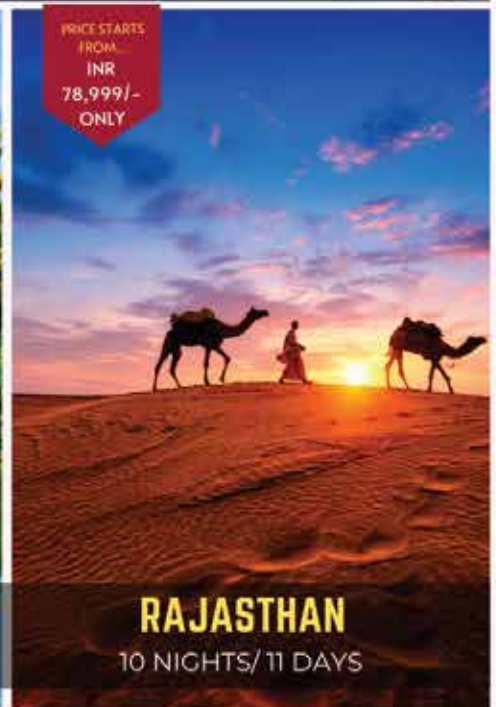
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10 NIGHTS/ 11 DAYS

APPOINTMENTS



Ministry of Tourism, Government of India

The Appointments Committee of the Cabinet (ACC) has executed a significant reshuffle of IAS officers, appointing fourteen officers to new assignments at the Additional Secretary level. Among these appointments, Mugdha Sinha (IAS: 1999: RJ) has been named the new Director General (Tourism) in the Ministry of Tourism, taking over from Manisha Saxena (IAS: 1996: AGMUT). Saxena, who previously held the position of Director General of Tourism, has been appointed as Additional Secretary in the Department of Personnel & Training, Ministry of Personnel, Public Grievances and Pensions. This transition was facilitated by the temporary upgrading of a vacant post of DS/Director in the Department, as per an official circular.

Atlantis Resorts

Atlantis Resorts is pleased to announce the appointment of Rutuja Patil as their new Account Director, Leisure Sales (India). Rutuja brings with her a wealth of experience in the hospitality sales industry, making her a valuable addition to the Atlantis team. Prior to her new role, she served as the Sales Manager for Leisure Sales (UK & Scandinavia) at Atlantis Dubai.



Madinat Jumeirah

Madinat Jumeirah is delighted to announce the appointment of Neil Shah as the new Associate Director of Sales, where he will be overseeing the regions of India, Africa, GCC, Asia, China, and the Americas. An ambitious international sales professional, Shah brings over 15 years of sales expertise, with 11 years dedicated to the Hospitality and Travel & Tourism industry. His impressive career includes managing and developing key markets such as the Indian subcontinent, Africa, Asia, and Israel. Shah has a proven track record in growing and maintaining the share of inbound sales from his assigned account base, especially within the UAE.

Villa Resorts

Villa Resorts has announced the appointment of Jailam Wajeesh as Sales Manager. Jailam will manage the sales efforts for Villa Nautica, Villa Park, Royal Island, and the upcoming luxury flagship resort Villa Haven in select markets and regions. Jailam has been a valuable member of the Villa Resorts team, most recently serving as the Manager of PR & Marketing. He has contributed to the rebranding of Villa Nautica and Villa Park and the relaunch of Villa Resorts under the company's Project Blue Ocean vision. His diverse experience within the company provides him with a thorough understanding of the properties.



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