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Editor's Letter

After spending a few years in the travel industry and the way travel has grown over me I can now proudly say that travel is in my DNA. It's in everybody's DNA. Throughout our evolution we have been travellers, moving with the seasons and the other animals on the planet. These journeys were so essential to our souls that the traveller became honoured in cultures spanning the globe because there is a universal understanding of the necessity and vulnerability of the journey.

In our journey with Travel Turtle, we try to diversify within the segment, I have always been a fan of one. So, in this issue, the readers will get acquainted with Fashion Tourism. Ever heard the term? Yes/No? Well, now you will know it.

I was on my African adventure last month and while penning down my article, I felt so nostalgic that I could seriously doubt revisiting the destination. Winter is coming and so we're here to make it easier for you to decide on your next memorable "Winter Escape".

With the perceived future of travel, we all know that travelling is ever more essential now, not only in terms of exploration but to get it back on track. What's more encouraging than the IATO Convention which is happening in December? As the industry is gearing up for 37th IATO Convention in Lucknow, we spoke to the office bearers of IATO and they spilt some beans.

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

Happy Reading!

Bharti Sharma

Bharti Sharma
Editor

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**FASHION
TOURISM**
THE SHOWSTOPPER
OF TOURISM

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MIZORAM
WHERE THE SPIRIT
OF NATURE DWELLS

28-31
COUNTDOWN TO
FIFA WORLD CUP
2022

QATAR

32-35
1000+ DELEGATES
AT 37TH

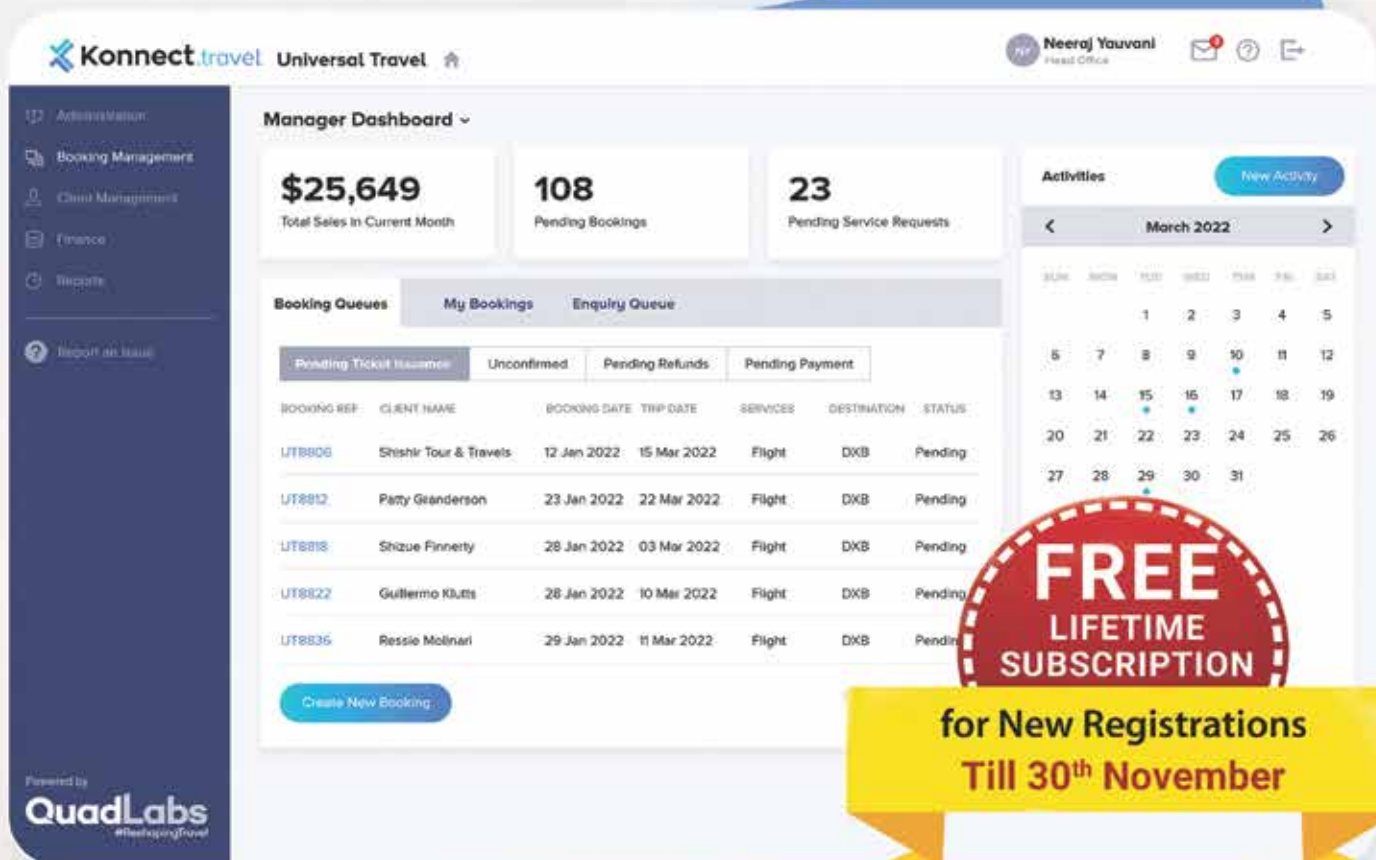
IATO
ANNUAL
CONVENTION

40-43
**WINTER
ESCAPE**

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Manager Dashboard

\$25,649 Total Sales in Current Month

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23 Pending Service Requests

Activities [New Activity](#)

March 2022

BOOKING REF.	CLIENT NAME	BOOKING DATE	TRIP DATE	SERVICES	DESTINATION	STATUS
UT8806	Shishir Tour & Travels	12 Jan 2022	15 Mar 2022	Flight	DXB	Pending
UT8812	Patty Geanderson	23 Jan 2022	22 Mar 2022	Flight	DXB	Pending
UT8818	Shizue Finnerty	28 Jan 2022	03 Mar 2022	Flight	DXB	Pending
UT8822	Guillermo Klutts	28 Jan 2022	10 Mar 2022	Flight	DXB	Pending
UT8836	Ressie Molinar	29 Jan 2022	11 Mar 2022	Flight	DXB	Pending

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Indian individual traveller can now enter Japan

The Government of Japan has announced a policy of resuming entry by individual travellers for tourism purposes. The Government had released their policy to resume allowing group tour to Japan on September 7 and now they lifted entry restriction for individual tourists entering Japan.

JNTO looks forward to welcoming group tour and individual travellers back to Japan with the long-awaited lifting of entry restrictions. These measures are long-awaited news for tourists around the world who have been looking forward to visiting Japan.

Satoshi Seino, President, JNTO shares, "The Japanese government has at last announced the resumption of individual travel for tourism purposes and visa waivers. I am incredibly pleased to finally welcome back individual travellers after coping with the pandemic during a wait of two-and-a-half years."



Haritha Villas + Spa participates in 3-city roadshow to enhance presence in the India Market

To penetrate the Indian market, Haritha Villas + Spa recently participated in a 3-city roadshow hosted by Sri Lanka Tourism which was held in Delhi, Mumbai & Hyderabad from September 26th to 30th, 2022. More than 50 local travel agencies and hotels participated in the event to restore confidence amongst trade partners and customers in the Indian market and to promote Sri Lanka once again as a preferred holiday destination.

At the roadshow, Thanuja Weerasinghe, Sales & Marketing Manager, represented Haritha Villas + Spa, in an effort to build strong relationships with the Indian travel community and promote Haritha Villas + Spa as an upmarket luxury boutique Resort catering to the affluent traveller and simultaneously to attract more Indian inbound visitors to Sri Lanka. The roadshow was an ideal place to engage with the audience for imparting knowledge about the brand, making them aware about what they are missing and, more importantly, educating them about the reality of the travel situation in Sri Lanka.

The Anam partners with BRANDit as its representative in India

Pioneering in the Indian market to redefine luxury and create brand awareness, The Anam ties up with tourism and hospitality representation company BRANDit, as its in-market representative. The team will contribute towards positioning and showcasing the properties' undeniable charms and increasing their visibility in the travel and hospitality industry.

In a statement regarding the appointment, Martin Koerner, Group Commercial Director, stated, "We are pleased to have BRANDit on board to help us establish a strong foundation for The Anam in India. With their track record, they have demonstrated an in-depth understanding of travellers' preferences and sensibilities. Our joint efforts will enable us to gain greater visibility and penetrate the vast and diverse Indian market. The brand is confident that it can capitalize on this opportunity to elevate the Indian traveller's experience with the highest standard of hospitality that we can offer."

A sanctuary of contemporary luxury that harks back to earlier times, The Anam is Vietnam's first five-star colonial-style beach resort. The Anam Group owns and operates two luxurious five-star resort hotels. The first is The Anam Cam Ranh, launched in April 2017, followed by The Anam Mui Ne to be launched by the end of 2022.

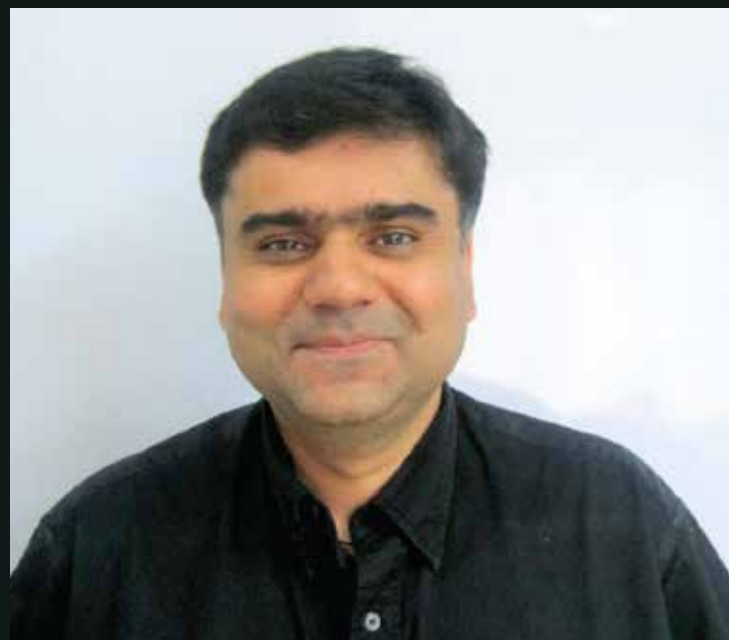


Global Destinations announces the launch of their luxury representation vertical 'Wanderlust Marketing'

Global Destinations has announced the launch of their luxury representation vertical 'Wanderlust Marketing' with a keen focus on luxurious and captivating travel brands and experiences.

As their premier partner on-board they introduced 'The Nanee' a unique 18 room, bespoke boutique oasis in the heart of Bhaktapur, Nepal, providing stylish, quality and comfortable accommodation with superior purposed handcrafted experiences and services. The boutique property is scheduled to open doors to travellers in early December 2022.

Situated in the world heritage historical city of Bhaktapur - an ancient Newar city in the eastern corner of Kathmandu Valley in Nepal, The Nanee is located about 13 kilometres from the capital city Kathmandu. With uniquely designed rooms, it is dedicated to connecting travellers from around the world and creating a unique memorable experience, in the 'Museum of Life'. Their key purpose is to provide a comfortable oasis where guests connect, experience the living heritage of Bhaktapur and for their visitors / dwellers to ensure the preservation of the Newar culture within one of the oldest living historical cities in the world.



One Above Dubai partners with Resorts World Cruises as PSA for Middle East and UAE market

One Above Global, Leading B2B Company, announced their entry into cruises with their partnership with Resorts World Cruises as their new Preferred Sales Agent (PSA).

Sharing the news, Rahim Aslam, Director - One Above said, "We, as a PSA partner, intend to bring in more value to the cruise line and further reach out to more travel partners to promote cruise holidays among Middle East and UAE holiday-makers." He further added, "With cruises, we now have a complete product portfolio to offer everything on a single dedicated B2B platform to all our partners for the Middle East and UAE market.

Resorts World Cruises is a newly established Asian luxury and dynamic lifestyle cruise brand that is rich in Asian heritage, offering a personalized cruising lifestyle with diverse international experiences. Resorts World Cruises - 'Resorts Cruising At Sea' aims to redefine the cruising experience altogether by providing exciting and unique offerings, a variety of accommodations, including the world-class luxury accommodation, The Palace - a luxury ship-within-a ship private enclave with its own exclusive restaurant, sundeck, gym, spa and other facilities, a theme park with multiple attractions, on board entertainment and international performances, retail outlets and luxury boutiques, popular and fine-dining and bars, MICE facilities and more.



Jamaica poised to generate record tourism earnings of US\$5 Billion in 2023: Minister Edmund Bartlett

Jamaica is poised to generate a projected US\$5 billion in earnings from tourism for the 2023 calendar year, based on the current trend in the industry's out-turns, according to Portfolio Minister, Hon. Edmund Bartlett. He says the country is also expected to welcome five million visitors in 2024, one year ahead of the initial target timeline. The Minister was addressing day two of the Jamaica Customer Service Association's (JCSA) National Customer Service Week (NCSW) and Service Excellence virtual conference.

"We are now seeing [over] the last three or four months of reporting, starting in June, where we are exceeding arrivals for 2019. Initially, we had set ourselves the target of having five million visitors [and] earning US\$5 billion over five years. We had set that in 2020 to make it a programme for 2025, [and] we are well down the wicket in that regard," the Minister said.

Thailand welcomes over 7 million foreign tourists from 1 January till October

Thailand welcomed over 7 million tourists between 1 January and 26 October 2022, with the full year target for 2022 being between seven and 10 million visitor arrivals.

The total number of visitor arrivals for the 1 January-26 October 2022, period was 7,349,843. The top five source markets were Malaysia with 1,246,242 arrivals, India with 661,751 arrivals, Lao PDR with 538,789 arrivals, Cambodia with 373,811 arrivals, and Singapore with 365,593 arrivals. Tabulated by the TAT Intelligence Centre based on data from the Immigration Bureau, these totals do not include migrants, United Nations officials, and non-nationalities



IndiGo commences direct flights between Mumbai and Istanbul

In its bid to strengthen international connectivity, IndiGo, India's leading carrier has announced the launch of direct flight between Mumbai-Istanbul. The ticket sale commences today. These new routes and additional frequencies will enhance international connectivity between India & Turkey and beyond, through IndiGo's code share with Turkish Airlines.

Vinay Malhotra, Head of Global Sales, IndiGo said, "In line with our vision to strengthen international connectivity from India, we have launched a new connection between Mumbai- Istanbul. This will enhance international capacity and offer more options to the consumers. Istanbul is a major city in Turkey which is world-famous for its rich history and culture, stunning scenery, magnificent structures, and a plethora of aspects. Istanbul is a prominent center of trade and commerce. Mumbai, the commercial capital of India, is a mix of iconic old-world charm architecture, strikingly modern high rises, cultural and traditional structures, and whatnot. Mumbai is all about art, history, culture, food, theatre, cinema, nightlife, and a lot more. We will strive to stay true to our promise of affordable fares, on-time performance, courteous and hassle-free service across wide network."



Kenya launches its global campaign- 'The Real Deal' in India Market

Kenya has introduced the latest tourism attraction campaign to increase the destination awareness whose travel is now back on track after recovery from the covid-19 pandemic. Through the destination marketer, Kenya Tourism Board (KTB) Kenya has unveiled its global marketing campaign - 'The Real Deal' that will carry vivid visuals across key digital platforms to maximize reach and destination awareness and accelerate Indian arrivals in Kenya in the upcoming years.

The Real Deal campaign has been conceptualized to exhibit the multiple facets of destination and spread awareness of its latest tourism products and experiences through promoting on - chosen OTT platforms PAN India, Theatre screens and digital billboards across select areas in Delhi and Mumbai.

To ensure the campaign's holistic reach while also driving conversions, KTB has also collaborated with Kenya Airways and five leading tour operators including Thomas Cook, SOTC, Yatra, Make My Trip and Ease My Trip.



LIVE WIRE

FASHION TOURISM

The Showstopper of tourism

What's the first thought that pops to your mind at the mention of Paris? For a novice, it could be the Eiffel, but for frequent luxury travelers it's undoubtedly 'Fashion'. Paris and fashion go hand in hand and serve as the perfect illustration of the phenomenon – Fashion Tourism

– Bharti Sharma



LIVE WIRE

Literally, fashion tourism can be termed as a niche segment of the market that is a consummate blend of cultural, shopping and creative tourism. Take out one ingredient from the recipe and the result will be deformed. It is a concept that promotes fashion as an anchor for the tourism industry of a destination and its economy. This forms a basis from the destination's perspective, but what segment of tourists actually constitute this niche segment and what are their expectations is an equally important factor that needs to be decoded.

While niche segments like sports, religious, cultural tourism have already been in the fray for a while, shopping tourism is a relatively new addition to the list. This segment is rapidly gaining prominence off-lately but its roots can be traced back to the early fifteenth century when Charles, the 11th of France desired of erecting a separate department for fashion to attract people from far-off lands. However, the world was not ready to accept the idea of fashion tourism back in the day but fortunately has transformed from an idea into a blessed reality.

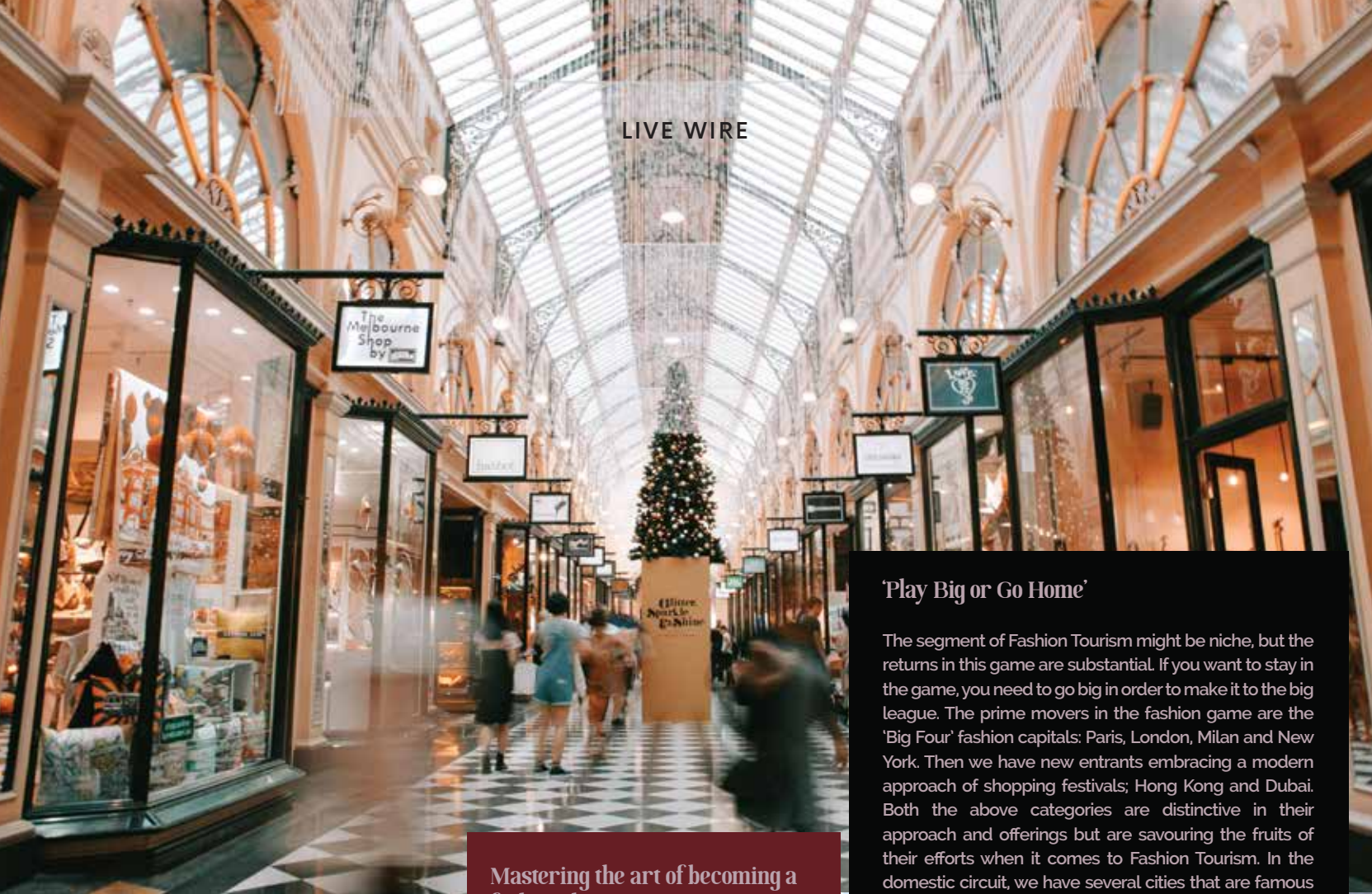


The Upswing and the Triggers

One of the catalyst pushing the trend of fashion tourism is fashion being a prominent phenomenon of this generation. Fashion is not just a piece of clothing or accessory for the current generation, it is a statement. Their rebellion, attitude, belief is reflected through the fashion that they adopt, which on corresponding with the fashion sensibilities of our own makes us drawn towards that country and creates a curiosity of exploring more. There is no denying the fact the world is going global, but there are things that are not available everywhere is also a fact. Particular products and brands are not accessible beyond the boundaries of particular countries, which prompts fashion enthusiasts to travel overseas to fulfil their quota of fashion and in the process spend days sightseeing and spending leisure time at these destinations.

Rome was not built in a day!

Is it possible to zero on a country that does not want a share of the pie called 'fashion tourism'? I doubt there are any, but how many destinations can we pin point on the map that are favourites as shopping destinations? We can literally count on our fingers. For any country that wants to figure in this list, it is a process and cannot happen overnight. So, what's on the agenda for fashion tourists? If you're looking to attract this niche sector, comprehension of the desires and needs of travellers is of paramount importance.



'Play Big or Go Home'

The segment of Fashion Tourism might be niche, but the returns in this game are substantial. If you want to stay in the game, you need to go big in order to make it to the big league. The prime movers in the fashion game are the 'Big Four' fashion capitals: Paris, London, Milan and New York. Then we have new entrants embracing a modern approach of shopping festivals; Hong Kong and Dubai. Both the above categories are distinctive in their approach and offerings but are savouring the fruits of their efforts when it comes to Fashion Tourism. In the domestic circuit, we have several cities that are famous for their respective fashion and clothing. The silk sarees of Varanasi, Chikankari clothing of Lucknow, Pashmina from Kashmir, the flourishing modern fashion of the north-east, and more speak volumes of their people and culture and are attracting fashion enthusiasts from around the country and overseas.

Mastering the art of becoming a fashion destination!

Let's solve a puzzle; Name the destination that has established itself as the fashion capital of the world! Let's drop a hint; fashionistas around the globe desire the haute couture of this city. Not there yet, how about another hint; the city is home to leading fashion houses like Yves Saint Laurent, Celine, Dior, Chanel, and more and organises the most alluring fashion week in the world. You had it from the word go, it is Paris! If you want a share of fashion tourism, learn from the best.

Fashion weeks are one of the strongest strategies when it comes to attracting fashion tourists. Not only does pushing fashion week events into the public eye elevate the fashionable credentials of a destination but also encourages visitors to travel to the destination. Another efficient approach is promoting and establishing the destination as a destination for shopping festivals. We have triumphant evidences of this approach in Hong Kong and Dubai who have effectively promoted their shopping festivals and attracted tourists and fashion enthusiasts from around the globe. These shopping festivals have become trendsetters in this respect and have emerged as calendar events with tourists waiting year-long for quality products at these festivals based mostly on their respective cultures.



Mizoram

Where the spirit of nature dwells

One such part of India which is untouched and intact in the North East India, popularly known as the seven sister states, a region too special and unique from the rest of the country – Mizoram.

Pu Robert Romawia Royte, The Hon'ble State Tourism Minister of Mizoram speaks with Travel Turtle exclusively regarding Mizoram and ITM 2022 being hosted in the state this year.

- Shivangi Tomar



Wildlife Tourism at its best

Flanked by Myanmar on the east and south, Bangladesh on the west- in terms of biodiversity habitat, Mizoram falls within the Indo-Malayan bio-geographic region. Apart from its natural beauties, Mizoram has a rich biodiversity and is home to numerous species of birds, wildlife and flora and fauna. Spending time in the company of some rare animals and plants during your Mizoram holidays can be more therapeutic than you can even imagine. Perched high on the hills of eastern corner of India, Mizoram has a rich variety of flora and fauna distributed in its lush green terrain with steep slopes which are separated by rivers rolling towards two sides. The deep gorges between the hills and waterfalls, green valleys and streams, Mizoram is highly blessed with pure natural beauty. Robert Roma mentions, "With fast-growing population, biotic pressure and increasing

developmental activities, this unique habitat has become vulnerable to disturbance. For protecting, preserving and developing wildlife and its environment, we have notified 10 Protected Areas in the state. The Protected Area covers about 8 per cent of the total geographical area of Mizoram."

Major Attractions

One of the most popular tourist destinations of Mizoram is Mamit. The wildlife enthusiasts love visiting Mamit because of the innumerable attractions of the place. Another ideal place for wildlife tourism is the Dampa Wildlife Sanctuary where one may definitely get a chance to see peacocks, Malabar pied hornbills, serpent eagles and the gorgeous emerald doves. Mizoram is the finest place to visit if you enjoy being in and adoring nature. Some

rarest of the rare species like leaf monkeys and rhesus macaques can also be seen in the wildlife region of the state. The Hon'ble State Tourism Minister speaks about his state and says, "Mizoram has some great spots for tourists with angling adventure opportunities in the wildlife sector and otherwise. Camping, trekking and mountaineering with some delightful meals – that's the other side of Mizoram for you."

The love and warmth of NE's favourite State

Mizoram is popularly known as the 'Songbird of India'. The moderate climate of Mizoram is comfortable and pleasant even during the summers making it an attractive destination for all the tourists. The vast and rich culture and grand festivals and events of the state have a unique and irresistible charm

which cannot be explained or read; but can only be felt once you step into the peaceful, serene land of Mizoram. The dense greenery and the plenty of hill ranges which stretch throughout the territory of Mizoram are sure to take you to a whole new different world. Offering a calm and soothing atmosphere with an exciting number of outdoor activities in the beautiful green surroundings keeps you close to the warmth and love of nature. Magnificent festivals and joyous people wearing colourful traditional clothes, Robert Romawia states, "Mizoram is always ready to warmly welcome you to explore its beauty and richness. The tribal artisans will leave you amazed by their unique talent and don't forget to pick a traditional item for yourself as a souvenir. The food of the state is a real treat. If you love to be in nature's arms, Mizoram is the place for you and that is why it is so special."

Experience the Inexperienced

Tourism in Mizoram has been growing rapidly owing to its marketing techniques. Robert Romawia says, "We still aim to seek help in technology for social media. The dramatic landscape and pleasant climate of Mizoram longs for you to be a part of it and experience the inexperienced." Tucked away in the lap of North East India, Mizoram is a spot of tourist attraction which needs to be explored and talked about more often. The food, culture and ethnicity of the people in this state is what makes it stand out gracefully. Not only does this beautiful state offer some great cherished memories but also gives you the experience of a lifetime. Mizoram- the land of nature and beauty, a travel you don't want to miss!

International Travel Mart 2022

To highlight and showcase the tourism potential of North East India in India's key source markets, the Ministry of Tourism is organizing a mega 3 day event in Mizoram from the 16th to 18th of November, 2022. "It is a big tourism extravaganza, with a lot of activities, B2B meetings, festivals and exhibitions. We are expecting a good number of stakeholders from abroad this time too, to be a part of this grand annual event," says Robert Romawia.

The International Tourism Mart is an international level festival, which aims to provide a platform to all North Eastern states to promote cultural ties and enhance connectivity of these states with other parts of countries. "We are planning an interaction between sellers, buyers, media, government and industry stakeholders. With presentations and vibrant exhibitions, the event aims to go international," he adds.





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OFFSHORE BINOCULARS



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The United Kingdom (UK) is an island nation that houses England, Scotland, Wales, and Northern Ireland. Great Britain on the other hand is an island that consists of countries like England, Scotland, and Wales within its shores. It is referred to as 'Great' because it is the largest island in the British Isles and the birthplace of renowned personalities like Shakespeare and The Beatles.

- Naina Nath



OFFSHORE BINOCULARS

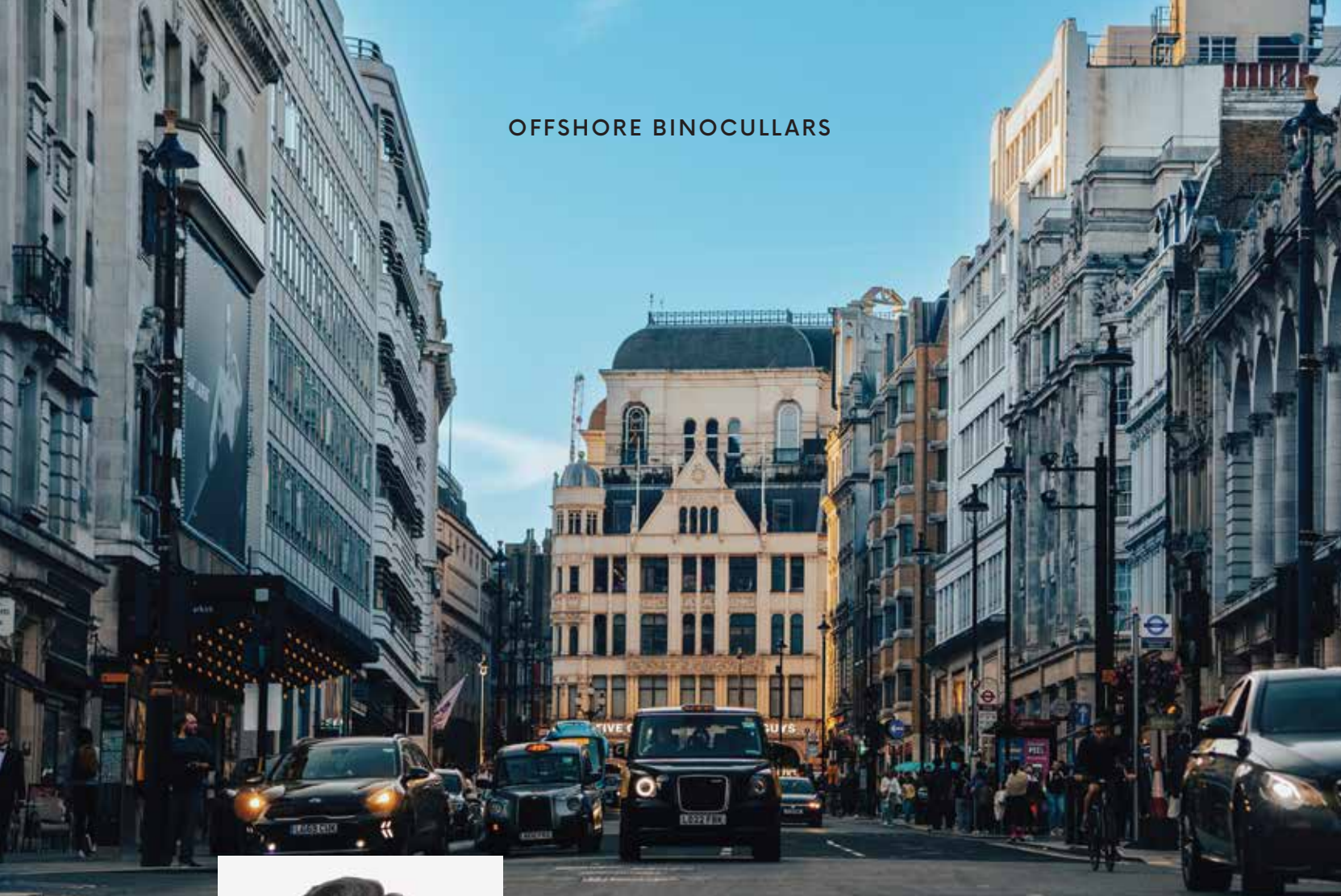
London, the capital city of England is an internationally influential center for finance, culture, and tourism. England is also home to world-famous historical sites like the Neolithic Stonehenge, the Tower of London, Bath's Roman Spa, a significant number of Castles, and also Universities that are situated in Oxford and Cambridge. The name Britain comes from Roman times, as they previously referred to England and Wales as 'Britannia'. Most of the North and West of the United Kingdom are covered in high

grounds, and pointy peaks separated by deep valleys. The northern side of England including the Scottish Highlands has an abundance of lakes (also known as lochs) that were left behind after the Ice Age Glaciers melted. In the south of England, the countryside is mostly undulating hills. Britain's rugged mountains offer a habitat that is relatively untouched by humans. The country's 12,429 kilometers of shoreline, ranging from tall cliffs to sandy beaches and marshlands, also provide homes for birds, animals, and plant life.

The United Kingdom is globally well-known for its Literature and Sports culture. Britain is the place where sports like soccer, rugby, cricket, boxing, and golf were invented! Legendary and perennial

writers like William Shakespeare, Charles Dickens, and Harry Potter's J.K Rowling have been Britain's gifts to the rest of the world. There is no time like the present, to visit Great Britain and discover a whole new side of the destination! A side where you can experience fresh perspectives of the diverse cities, uncover a modern twist on the historical landmarks, and be one with nature, as Great Britain offers large green landscapes that house some of the world's most unexpected gems. From taking a moonlit boat ride under Tower Bridge to visiting Manchester, England's most exciting food city for its famous gastronomy experience, the island is bursting with opportunities to explore a new and different adventure, every single day!





In an exclusive conversation with **Mr. Vishal Bhatia, Country Manager (India), Visit Britain.**

What kind of marketing activities and new initiatives has been put forth to boost the United Kingdom amongst the travel trade in India?

India is a very important inbound tourism market for the UK and we continue to work with the travel trade and media in the market to ensure they are ready to sell Britain. This includes building product knowledge and broadening travel itineraries, encouraging visitors to stay longer and explore further to boost visits across the shoulder seasons. We hosted more than 20 top travel buyers, tour operators, and trade media

from India on educational visits to Birmingham and the West Midlands during the Birmingham Commonwealth Games, part of our wider three-year program called the Business and Tourism Programme to drive visits in the run-up to the Games and beyond. Wider activity has ranged from content partnerships with media (Reliance Jio and NDTV), training in-country travel trade, and hosting trade and press trips to the West Midlands, to harnessing countdown milestones and showcase events to drive bookings to Britain. We know there is huge pent-up demand for travel and our research shows that exploring Britain's history and heritage is the top motivator for international travelers keen to visit, closely followed by visiting our iconic offerings. We are inspiring people to come and see our world-renowned attractions, our culture, heritage, and history for themselves and, as we look ahead to the Coronation of King Charles III in May 2023, to be part of once-in-a-lifetime experiences that you can only have in Britain. Looking ahead to 2023, our priority is to continue to rebuild international visitor value. Our international GREAT Britain marketing campaign to „See Things

Differently will be positioning Britain as a dynamic, adventurous, and inclusive destination, showing our visitor icons with an unexpected twist to drive booking urgency and promoting messages of a warm welcome. We also continue to work with commercial partners to help build demand and convert inspiration to travel to Britain into bookings.

Do you have any new airline connections and capacity updates?

VisitBritain wants to deliver a world-class welcome for visitors and making it easier to get to Britain is also crucial to our competitive tourism offer. The increase in airlift and seat capacity into London and Birmingham by Air India for example is fantastic news for both holiday-makers and business visitors. The enhanced frequency of flights from India to Birmingham also boosts its position as a regional gateway to the North of England and beyond, encouraging visitors to explore further, and delivering growth from tourism across more of Britain. It is also a timely opportunity to convert the interest in Birmingham and the West Midlands into bookings following the Birmingham 2022 Commonwealth Games.



OFFSHORE BINOCULARS

What trends in travel and tourism do you see emerging as an aftermath of the pandemic?

VisitBritain's research in June 2022 showed that the biggest drivers globally in choosing a destination are that it "offers good value for money" and is "a welcoming place to visit" and, with more than half of the people we surveyed earlier this year not yet having made up their minds where to go, we continue to compete hard to ensure the undecided choose Britain. We know that amidst the global challenges of climate change and the COVID-19 pandemic, sustainable and responsible tourism has risen as a priority. The latest wave of our Inbound Sentiment Tracker shows that 87 per cent of Indian travelers we surveyed are thinking more about sustainability and the environmental impact when planning future holidays. We are committed to building resilient economic growth through a more sustainable, accessible, competitive industry, realizing the ambitions in the UK Government's Tourism Recovery Plan, from championing regional dispersal to sharing resources and best practices with businesses, to working with the industry on itineraries that support sustainable and responsible tourism. We have also been building a

content hub on [visitbritain.com](https://www.visitbritain.com) with itineraries, experiences, and suggestions to enjoy a sustainable trip in Britain, from eco-friendly accommodation and epic train journeys to exploring our National Parks and outdoor spaces. Travelers' expectations around flexible booking have also increased, with 46 per cent of Indian respondents looking for flexibility in booking with a money-back guarantee when traveling post-COVID.

What are your top five inbound tourism markets and what demographic of travelers do you see?

In terms of the top five inbound visitor markets to the UK in terms of value - in 2019 the USA was the UK's most valuable inbound visitor market, worth £4.2 billion, 15 per cent of all inbound visitor spending. China was second, worth £1.7 billion, Germany third at £1.6 billion, France fourth at £1.4 billion, and Australia fifth at £1.2 billion. If looking at the top five inbound tourism markets in terms of visits, the USA was top with 4.5 million visits followed by France with 3.5 million, Germany with 3.2 million, the Irish Republic with 2.9 million, and Spain with 2.3 million visits. In 2019 more than two in five inbound visits to the UK

were for a holiday (41 per cent), while nearly a quarter (21 per cent) were for business.

Sixty-two per cent of inbound travelers were aged between 25 and 54, with a relatively even spread across this age range, 20 per cent were aged 50+, and 13 per cent were under 25.

Let's talk about Birmingham's 2022 Commonwealth Games.

According to the latest official information from the UK Government published on 2nd September 2022, a record number of 1.5 million spectators bought tickets for the event, making it the most popular Commonwealth Games ever to be hosted in the UK! More than five million people came to Birmingham city center during the two-week period of the Games - a 200 per cent increase in the same period in 2021. Millions more followed on TV and online. The opening ceremony attracted 5.2 million viewers and a total of 28.6 million tuned into the Games on the BBC. The event was also streamed 57.1 million times on the BBC - a record for a Commonwealth Games. The Business and Tourism Programme for the Games (BATP) was also expected to attract thousands of additional visitors to the region and UK until 2027,

generating millions in visitor spending.

Any announcements and updated numbers that you would like to report?

Inbound tourism is one of the UK's most valuable export industries, its third largest service export, worth more than £28 billion to the economy in 2019.

At the time of writing, looking at 2022, VisitBritain's latest forecast, updated on 11th August 2022, is for 26.7 million inbound visits to the UK overall this year, 65 per cent of the 2019 level, and overseas visitor spending of £21.6 billion, 76 per cent of 2019. This is an upgrade on our previous forecast which was made in February, due to a stronger-than-expected start to the year. North America has been one of the strongest markets to recover with flight arrivals and bookings to Britain nearing pre-pandemic levels. We will be updating our forecast again in the coming weeks. Flight bookings overall to the UK have been showing a steady recovery, now currently sitting at more than 80 per cent of 2019 levels. The latest official statistics for arrivals to the UK are for January to June this year. The statistics show that there were 12 million visits overall to the UK from January to June 2022 with those visitors spending £9.8 billion.



What MoT has in store for the Inbound tourism sector?



A renewed focus from the government on promoting India as a destination through infrastructure support, focused marketing campaigns and robust public-private partnerships is expected to go a long way in restoring the health of the tourism sector.

- Bharti Sharma



MoT now focuses on the substantial reform in the inbound tourism sector that will pivot more towards regenerative and sustainable, thereby triggering demand for diverse skills and opportunities. The narrative for tourism promotion is keeping the trends and new dynamics in mind along with the 'power of collective' which will accelerate recovery, and help the sector rise together.

G20: An unparalleled opportunity to highlight India's tourism offerings

India is gearing up for the G20 Presidency which is scheduled to start from December 1, 2022. Under its Presidency, the country is expected to host over 200 meetings across 55 cities country. The G-20 Presidency will give India's tourism sector an unparalleled opportunity to highlight India's tourism offerings and share India's tourism success stories on a global stage. India will officially host the G20 presidency in 2023. Recently, the G20 Summit 2022 was held in Indonesia. The G20 Summit that commenced in Bali, Indonesia recently had world leaders coming together to discuss various issues like the aftermath of Covid. Prime Minister Narendra Modi attended the summit and was welcomed by Indonesian President Joko Widodo.

The hindrance...

The tourism industry is facing headwinds from rising inflation as well as higher labour and borrowing costs. This will reflect on consumer spending. Additionally, the economic situation, exacerbated by the Russia-Ukraine war, represents a major downside risk for the sector. The ongoing war has not only pushed up fuel prices but also add to inflation. The combination of increasing interest rates in all major economies, rising energy and food prices and the growing prospects of a global recession are currently major threats to the recovery of the global tourism industry. The UNWTO Confidence Index warns of a potential slowdown.

Revamped Incredible India website

As far as tourism in India is concerned, every state in India is a trove of treasures, waiting to be identified and celebrated. Every city has a special feature and character that needs to be preserved and promoted. Transformations such as restarting, reorganising, and integrating the tourism industry according to the latest standards and rules are required to revive the industry. Ganji Kamala Vardhana Rao, Director General, Ministry of Tourism shares, "The revamping of the Incredible India website is under process. The website is being designed in phases and is targeting around 200 cities. The content itself will be thoroughly researched and will be presented in the best possible way to the visitors. The navigation will be very clean and we are looking at many innovations such as presenting our content based on the target audience."



Revitalise tourism in line with the changing potential

The Indian government appointed tourism officers in 20 Indian missions abroad to promote the tourism sector and communicate with the ministries of the respective countries to entice potential tourists. Rakesh Kumar Verma (IAS), Additional Secretary, Ministry of Tourism tells, "We identified the top 20 source markets in the most potential markets. The designated personnel are promoting India on international platforms. The source markets have created their source papers and we have finalised the five best papers. Every country has a separate strategy to promote India and the Indian diaspora is taken as a big sector where we would like to leverage their presence. Indian embassies and ambassadors are asked to interact with this Indian diaspora and formulate a strategy for tourism promotion and get more footfalls in India."

Efforts are being made to turn challenges into opportunities and revitalize tourism in line with the changing potential of the tourism industry. 2030 Target estimates India to grow at 7-9 per cent CAGR in the coming decade, with the tourism sector taking a quantum leap in GDP contribution, employment generation and earning Foreign Exchange. "We would also like to use social media in a big way and through our social media handles,

we are reaching potential travellers. Segments such as homestays, adventure, etc are catalysing skill development in the Himalayan states. The high level of homestays is getting multiplied, encouraging the local women and young youth to be part of the tourism business, this has encouraged economic activities in the region. If I talk about coastal tourism, cruise tourism is playing a major role, earlier it was only about overseas cruise series. The GDP is certainly going to grow in a big way," mentions Rakesh Kumar Verma.

Taking over the world

The continuous efforts of the central and state governments have helped the tourism industry slowly but steadily recover from the shock of the pandemic. After the world's largest vaccination drive, the country is ready for international tourists. Ganji Kamala Vardhana Rao further shares, "We are looking at different ways to establish ourselves in the overseas markets, and a Global Ambassador can help with the same. Also, our attendance at major events, domestic and international is important thus, we will be attending all major events with the states and the industry. There are around six major events we will be attending." Recently, India participated in WTM 2022 to showcase itself as a preferred destination for tourism. The delegation at the India Pavilion consisted of 16 stakeholders from state governments, central ministries, DMCs, hotels, tour operators, travel agents, online travel agents, facilitators of medical travel and the Confederation of Indian Industry (CII) as the industry partner.



PEEK INTO THE HISTORY OF MADHYA PRADESH THROUGH MUSEUMS



Madhya Pradesh is often called the 'heart of India', not only because it is geographically located at the centre of the country but also because it epitomizes the historical, culture and natural variety as well as the sheer antiquity of this land. Some of the oldest human and animal fossil in the world have been excavated in the Narmada valley, and the state's many rock art shelters are rich preserves of our ancestor's imaginations. In historical times, Madhya Pradesh has been ruled by many dynasties, who built temples, forts and palaces across their empires in the state. Dozens of museums across the state are aiding the efforts to document and preserve the history of Madhya Pradesh as it has come down to us in art and sculptures, pottery and fossil, jewellery and weapons. Let's have a look at a few museums of Madhya Pradesh.

MP Tribal Museum

The capital of Madhya Pradesh Bhopal, which is also known as the 'City of Lakes', has several museums which have a lot of unheard truth of bygone era in its folds. One of the biggest attractions here is Tribal museum. The colorful museum is being divided into six different galleries showcasing various tribes of Madhya Pradesh. The folklores, lifestyle, rituals and social customs of all seven indigenous tribes of MP- the Gonds, Bhils, Bharias, Sahariya, Korku, Kol, and Baiga are showcased in the museum through a repository of traditional art. In fact, lives of the region's seven tribes are being celebrated here via their craft. The moment you step into the galleries inside the museum, you get a strong feel about not just witnessing the galleries but a strong feeling of entering straight into the lifestyles of the tribes of Madhya Pradesh.



These dwells are made by the tribes themselves using the indigenous raw material that depict the lifestyle of tribal in the villages. The open-air exhibitions include Himalayan Village, Medicinal Trail, Mythological Trails, Desert Village and Rock-Art Heritage that displays 36 rock shelters with stunning prehistoric paintings. The museum also exhibits a collection of traditional outfits, agricultural & household objects and other crafts showcasing the regime of the tribes!



Indira Gandhi Rashtriya Manav Sangrahalaya (IGRMS)

Any exploration of a museum is incomplete without a visit to the Indira Gandhi Rashtriya Manav Sangrahalaya (IGRMS), in Bhopal. On a sprawling land of over 200 acres, one can see the open-air exhibition of tribal habitats from all corners of India.

Maharaja Chhatrasal Museum, Dhubela

Situated at a distance of 62km from Khajuraho, Maharaja Chhatrasal Museum is located in Dhubela on the Chhatarpur-Nowgaon highway in Chhatarpur district of Madhya Pradesh. Popularly known as Dhubela Museum, the palace was built by Maharaja Chhatrasal on the banks of Dhubela Lake. Established in

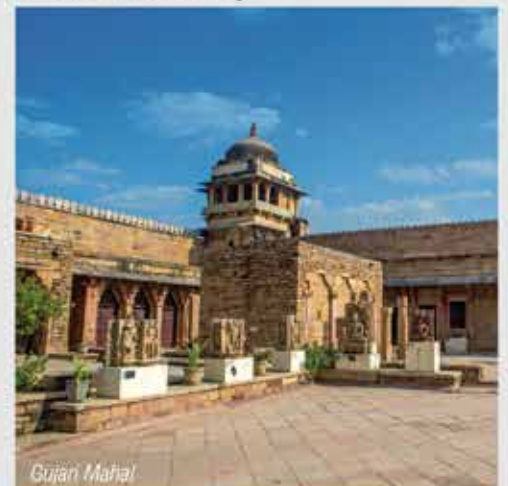
1955, the museum helps tourist to know the history of famous Bundela dynasty of Khajuraho. This museum has eight galleries, of which two galleries display inscriptions, copper plates, Sati pillars, lingas and inscribed images of the Gupta and Kalachuri period. The museum houses a wide range of sculptures of the Shakti cult. It has also a significant collection of Jaina images.

Adivart Tribal and Folk Art Museum, Khajuraho

Situated within the Chandela Cultural Complex in Khajuraho, this museum is an ideal place for history lovers, as it possesses a rich collection of tribal and folk art and artifacts. The museum offers the visitors a peek into the history of customs and rituals of different tribes in Madhya Pradesh. It houses over 500 tribal antiques, folk paintings, jewellery, masks, terracotta objects, metal craft and bamboo items. One can also buy some original paintings and prints here. This museum also exhibits the evolution of centuries.

Gujari Mahal Archeological Museum, Gwalior

Gujari Mahal is one of the most visited places in Gwalior. The palace was built by king Man Singh for his beloved queen Mrignayani who was born in Gurjar family. It is now known as the Archeological Survey of India's museum in Gwalior. The archaeological heritage displayed in the museum is comprised of stone sculptures, terracotta figures, stone inscriptions, copper plate inscriptions, coins, bronze sculptures, paintings, arms & weapons and excavated material. uary





Countdown to **FIFA World Cup** 2022, *Qatar* in action

Are you ready to cheer your favourite team and celebrate every goal? As we gear up for FIFA World Cup Qatar 2022, a series of activities are taking place around the Doha. Berthold Trenkel, Chief Operating Officer (COO), Qatar Tourism shares on the developments, the usage of advanced technologies and much more with Travel Turtle.

- Sudipta Saha





Berthold Trenkel, Chief Operating Officer (COO), Qatar Tourism

The countdown has begun and with Qatar playing the host for the long-awaited FIFA World Cup Qatar 2022, it is all decked up to offer unique and extraordinary experiences to all football enthusiasts. The state-of-the-art stadiums, use of incredible new technology, cutting-edge infrastructure, green building practices guarantees that Qatar is all set to deliver the best sustainable and fun-filled entertainment to all.

In what ways, Qatar has developed an advanced sports tourism sector?

Over the past decade, Qatar Tourism has taken steps to develop the sports tourism sector and to highlight Qatar's capabilities and facilities to attract athletes and fans from around the globe. We have observed a notable boost in our growth and with the upcoming FIFA World Cup Qatar 2022™, the world will be able to witness and experience the facilities and attractions on offer, paving the way to a promising future in this sector.

Qatar has hosted over 600 sporting events over the last ten years, and many of these will continue post-2022. There are a number of annual sporting events that will continue to be hosted in Qatar after the FIFA World Cup Qatar 2022™ including the WTA Qatar Ladies Open and Qatar ExxonMobil (tennis), Commercial Bank Golf Masters (golf), Grand Prix of Qatar (motorcycling) and Formula One Qatar Grand Prix. Additionally, Qatar will host the 2030 Asian Games.

We are raring to showcase Qatar's eagerness to welcome competitive sports events and to also promote and contribute to the adoption of a healthier lifestyle for residents and tourists alike.

What are the series of major events being organised in order to provide football fans with world-class entertainment?

In celebration of the most exciting event that will take place in the Middle East, Qatar will host a wide

variety of world-class live entertainment. With more than one million fans expected to visit for the FIFA World Cup Qatar 2022™, we are proud to be able to offer a true breadth of experiences and entertainment beyond our stadiums, fan festivals and matches.

Qatar Live will present performances from a range of world-renowned artists such as Maroon 5, Black Eyed Peas, J Balvin and Robbie Williams, to name a few. Alongside these world-renowned artists, Qatar Live will bring back the Daydream festival with this year's new stage the Magic Lantern. Daydream Qatar 2022 will be headlining the biggest DJ lineup seen in the Middle East, with some of the world's best DJs and EDM artists performing.

Additionally, we have recently revealed new tourism attractions that will soon open up for fans to enjoy during the tournament. Some of the attractions include Al Maha Island that will feature high-end restaurants, beach clubs and Lusail Winter Wonderland. Visitors to Lusail Winter Wonderland will be able to relax on the beach in the sun while enjoying festive games, rides, live entertainment and delicious cuisines, bringing winter magic to the Middle East. Qetaifan Island North will feature luxurious hotels, beach clubs, gardens, pedestrian-friendly streets, distinct neighbourhoods and a waterpark. Furthermore, we have a host of beaches and beach clubs set to enthral visitors with West Bay North Beach Project, B12 Beach Club Doha, 974 Beach Club and more.

The new attractions build on a wave of new openings for visitors throughout 2022. March witnessed the opening of 3-2-1 Qatar Olympic and Sports Museum, the world's most sophisticated modern museum dedicated to sport. The following month the extravagant shopping mall Place Vendôme opened its doors, featuring over 500 stores and an entertaining dancing fountain display.



What are your expectations from FIFA World Cup?

It is our earnest hope that we can display and direct attention to Qatar's manifoldness as a destination that will allow for an influx of varied kinds of travellers. For us, India has been and continues to be an important market, and we have been optimistic about tapping into this to draw large crowds not only during the mega sports event but also in the months and years following. The mission of Qatar Tourism is to welcome more than six million visitors by 2030 and this is the objective that guides all our efforts.



What innovative technology is Qatar implementing that would inspire other countries?

Qatar's hosting of the FIFA World Cup Qatar 2022™ has spurred the growth of its digital economy and ICT ecosystem. Qatar intended to use the tournament to bring in investment in its emerging industries, such as 5G, the internet of things (IoT), virtual reality (VR), and augmented reality (AR), and to drive innovation in these fields.

Among the technologies available are advanced stadium cooling technology, a revolutionary world cup ball integrated with a motion sensor, semi-automated offside technology, and Bonocle, enabling blind people across the globe to participate in the tournament in unique ways.

What new initiatives and strategies are in place to boost Qatar amongst the travel trade in India?

We are looking forward to hosting three webinars for the travel trade in the fourth quarter of the year, two in November and one in December. We are also advancing the Qatar Specialist Program, which provides an opportunity to upskill on the destination by utilising cutting-edge digital learning and gamification technologies. We are rewarding those who complete the programme with exciting gratifications as well as access to exclusive Qatar specialist benefits. For more information on the same, one can



visit-<https://www.qatartourism.com/en/travel-trade/qatar-specialist-programme>



How does Qatar aim to capitalise on the influx of over one million visitors expected for the FIFA World Cup 2022?

Arrivals from key source markets closer to home are expected to increase in Qatar, which is a good sign for the tourism industry. The FIFA World Cup Qatar 2022™ will be the culmination of a decade of planning, and many first-time visitors will be able to enjoy the event as well as a variety of cultural and niche attractions. With the tournament quickly approaching, we are hoping to capitalise on the event in order to drive growth in the tourism and sporting industries in the coming years.

As Qatar offers innovative products and experiences for all categories of tourists, what are the key segments are you looking at?

The Qatar Tourism Strategy 2030 aims to attract over six million international visitors per year by 2030, making Qatar the Middle East's fastest growing destination. To increase inbound visitor numbers from key international markets, Qatar Tourism's integrated

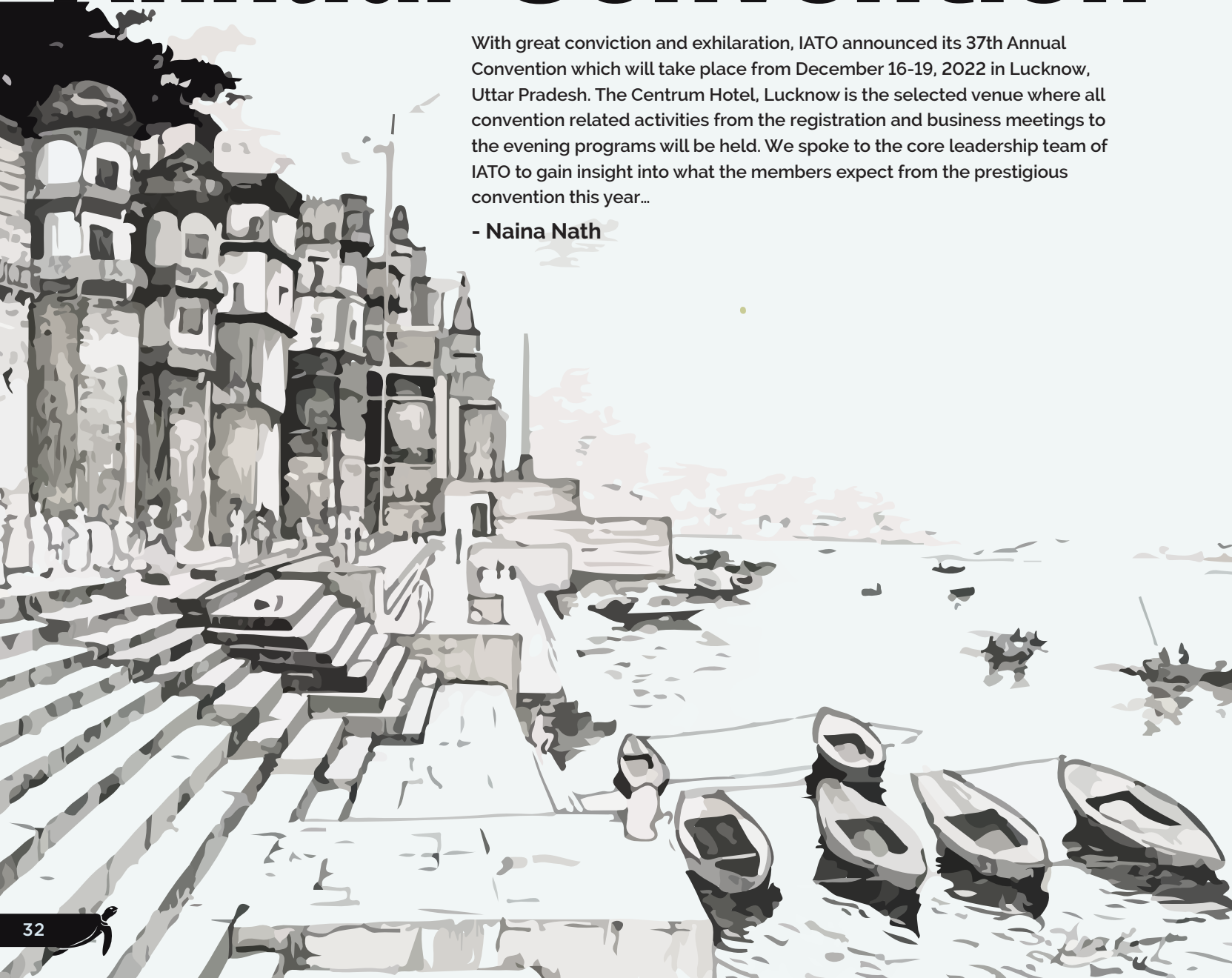
marketing approach targets specific traveller types such as Active Holiday makers and those looking for year-round Sun, Sea, and Sand. Furthermore, we believe that Qatar has the potential to be a major MICE hub as well as a significant location for weddings and celebrations. The goal is to reach out to various segments of travellers who will be able to find their own distinct experiences in Qatar.



1000+ delegates at 37th IATO Annual Convention

With great conviction and exhilaration, IATO announced its 37th Annual Convention which will take place from December 16-19, 2022 in Lucknow, Uttar Pradesh. The Centrum Hotel, Lucknow is the selected venue where all convention related activities from the registration and business meetings to the evening programs will be held. We spoke to the core leadership team of IATO to gain insight into what the members expect from the prestigious convention this year...

- Naina Nath



The theme of IATO's 37th Annual Convention this year is 'Inbound Tourism- What Lies Ahead! So, what does lie ahead? This year, the aim of the association is to focus on the theme and seek viable inputs from the Ministry of Tourism, the participating states, and the key players in the private sectors who comprise of leading tour operators and hospitality chains. This includes senior officials from the Ministry of Tourism, the Government of India and States, industry leaders, tourism and hospitality professionals, and the travel trade media.

What can the trade look forward to this year?

At the IATO Annual Convention 2022, the travel fraternity can anticipate the strategic business sessions that are adorned by leading players in the Industry. These sessions will address key issues and offer plausible solutions that will result in meaningful takeaways for the trade. They will be organising State Presentations, where the participating states will be furnishing insights into the tourism offerings of the respective destinations, their promotional strategies where the trade can be drafted in and the policy initiatives; the implementation that shall aid in tourism.

The exhibition booths of the participating states will offer an opportunity for B2B meetings with the state authorities and these meaningful interactions can then be carried forward at the illustrious Networking Luncheons and Dinners organised by the association. After all, "All work and no play make Jack a dull boy" and hence, the IATO will be organising entertainment evenings that cannot be missed, as they will offer their attendees a safe and fun place to unwind post the hectic business parleys of the day. IATO is on a roll! And will ensure that they leave the travel trade looking forward to the next convention of 2023!

"Like other large-scale international events have become a forum for stakeholders to market their tourism portfolio to the world, in India, it is the IATO Convention where the who's-who of tour operators come together to seek new destinations, tourism products, circuits, and viable policies. The ground is fertile for tourism and we expect the proactive states to reap the harvest," mentions Rajiv Mehra President, IATO.



Rajiv Mehra

Elaborating on the theme – What Lies Ahead!

Meticulously building up the 37th IATO Convention, the theme has been carefully chosen after rounds of brainstorming by the IATO EC members. The theme "Inbound Tourism- What lies Ahead!" deems fit, as we all know how severely the tourism industry was hit due to the Covid-19 pandemic. Even today, after a year of struggling to bring back Inbound tourism to India, IATO believes that the need of the hour is to have some intense discussions among the trade across the country and try and find the best and most

appropriate path to move forward. The theme directly relates to the present state of affairs in the inbound market and it is a great way to share ideas and find ways to support inbound tourism.

The Chairman of the Convention, Ravi Gosain along with the team focuses on bring out meaningful and knowledgeable sessions for the members and other participating delegates. He further shares, "We will surely touch on subjects such as the governments plans for policy development and marketing, promotion of inbound tourism, enhancing relationships between tour operators and suppliers, searching for new ideas for improving product offerings as well as making tour operators efficient in managing their businesses and synergising neighborhood tourism. I can assure everyone on behalf of IATO that we will live up to the expectation of the industry and make this convention a meaningful, educational space with valuable networking and worth the investment of both time and money."



Ravi Gosain

A larger involvement of State Tourism Boards

India is gearing up post the Covid-19 limbo. The Ministry of Tourism has already catalysed the need for domestic travel at the Dharamshala Tourism Ministers Meet and hence the stakeholders and the policymakers of State Tourism Boards are hungry for tourists. At the convention, over 900-1000 delegates from all over the country are expected to participate, and hence, this year, a much larger involvement of State Tourism Boards is expected as every Indian State is very keen to re-instate inbound tourism in their respective sectors.

"Post Pandemic, IATO Convention, at the historic city of Lucknow, offers a fertile ground for the tourism hungry stakeholders to network and capitalise on the opportunity in this environment as India and the world opens up to tourism. The path will see the unique facets of the IATO Convention synergising with one another in churning our doable intellectual inputs that shall catapult inbound tourism in India to a new trajectory," comments Sunil Mishra, Hony. Treasurer.

Host State - Uttar Pradesh

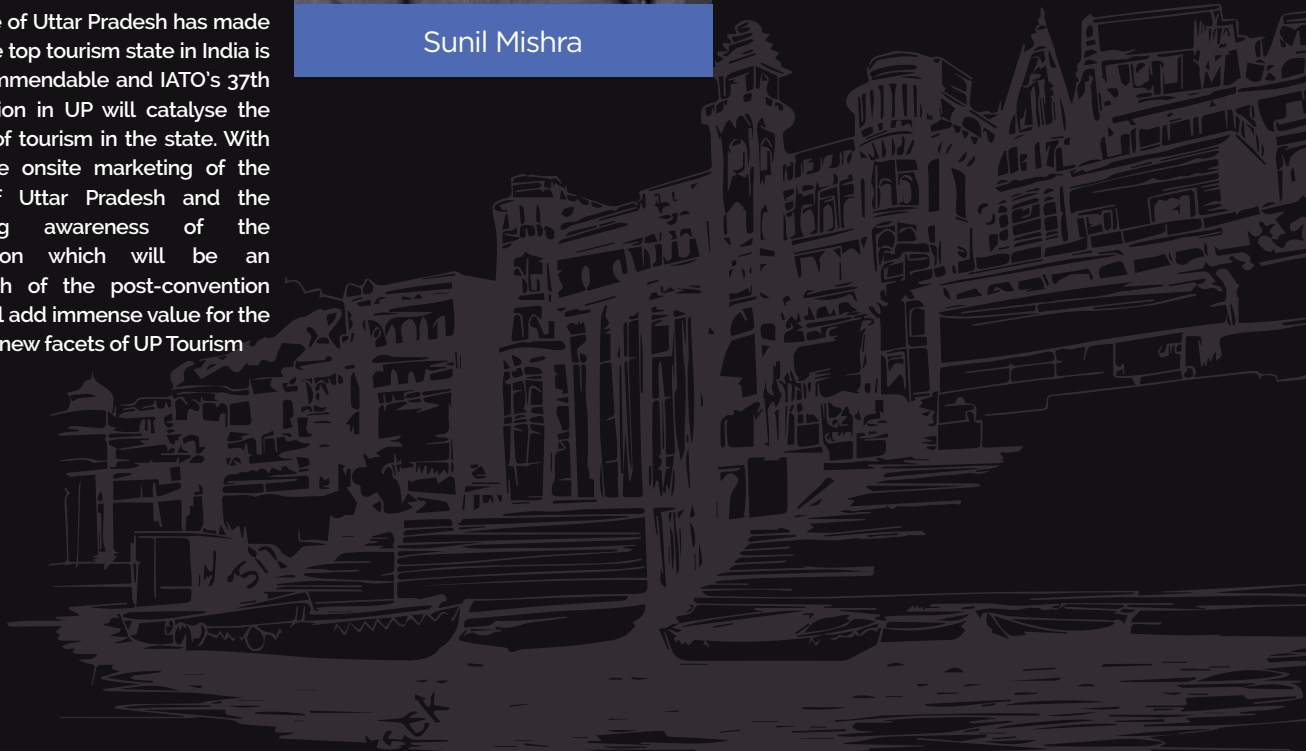
IATO Conventions have time and again proven to have increased the footfall of tourists in whichever state it is held in, and the figures of increased tourist inflow are undeniable. The kind of resolve that the state of Uttar Pradesh has made to be the top tourism state in India is truly commendable and IATO's 37th Convention in UP will catalyse the growth of tourism in the state. With elaborate onsite marketing of the state of Uttar Pradesh and the emerging awareness of the destination which will be an aftermath of the post-convention tours will add immense value for the trade as new facets of UP Tourism

will unfold before their eyes.

The sessions are being very carefully planned and curated to not only benefit the membership and the rest of the industry but also to help the state of Uttar Pradesh understand the grey areas that often retard the growth of tourism. The line-up of speakers and guests at this upcoming convention includes the A-list of the industry and doyens of their field. Their attendance will be a clear message to all, that Uttar Pradesh has a conducive and welcoming atmosphere for all to visit and invest in the state.



Sunil Mishra





Prateek Hira

Sharing some more details, Prateek Hira-Chairman, IATO Uttar Pradesh Chapter and the Co-Chairmen of the IATO Convention tells, "Tourism is one umbrella industry that brings under its gamut many industries, including the travel trade, hospitality, aviation, cruises, railways, surface transport, entertainment, and so many others, thus by hosting IATO's convention, Uttar Pradesh will get direct and meaningful access to all stakeholders and investors in the tourism sector. I also see IATO's UP convention as a step forward in realizing our Chief Minister Yogi Adityanath's dream of making Uttar Pradesh a US \$ one trillion economy."

Organising 5 Post-Convention tours

An added attraction for the convention would be the Post Convention Tours that have been arranged to Ayodhya and Varanasi. The Post Convention Tours of IATO provide an inordinate learning experience for operators. It is a must for tour operators to always have a first-hand experience of the destinations they want to promote and this can only be achieved through product knowledge and awareness of what is being sold by them. And what better way to experience it than as a part of the post-IATO convention tour?

Uttar Pradesh has grown by leaps and bounds in the past and it is imperative for the trade to accustom itself and absorb all the changes and appreciate all the development in Uttar Pradesh that has taken place over the last few years.

Ayodhya is one of India's newest destinations and is a curious destination for operators to plan their tours around. Similarly, Varanasi's Kashivishwanath corridor development is yet another focal point of attraction in UP. Prayagraj, Chitrakoot, and Mathura are three other religious destinations that are Uttar Pradesh's thrust areas. Dudhwa, Agra, and Lucknow are the other three which are a part of IATO's post-convention tours this year. All five tour segments promise exciting new opportunities for IATO's members to personally witness and understand the logistics and appreciate the huge tourist-centric development that has taken place in the state of Uttar Pradesh in the last ten years.

HEADS IN BEDS

Sofitel Dubai Jumeirah beach *Sumptuous Indulgences*

From luxe accommodation to exquisite dining, Sofitel Dubai Jumeirah Beach is the perfect hotel for a sun, sea, splendor or even a swish and soothing winter vacay.

- Misbaah Mansuri



HEADS IN BEDS

I've tried numerous Sofitel properties around the world. What I love about it is how sympathetic it is to the local environment and how it considers itself part of the fabric of the place, but through them, all runs the 'cousu main' thread of 'service from the heart'. Each Sofitel draws inspiration from local culture and tradition while celebrating innovation and the French art de vivre to offer a one-of-a-kind, luxurious hotel experience, from design details to exhibitions and events. Another recent experience at Sofitel Dubai Jumeirah Beach showed how this desire to surprise and delight, and to create emotional engagements via a modus operandi that focuses on making guests feel genuinely valued and cared for – combines to explain why those who stay with Sofitel in one country often choose Sofitel wherever they go.

Suite dreams

The luxury five-star hotel is located in Jumeirah Beach Residence. One of the best parts is that Sofitel Dubai Jumeirah Beach opens directly onto Dubai's most popular recreation promenade The Walk as well as the new beachfront low-rise leisure and retail destination The Beach. All 444 rooms and suites overlook the azure waters of the Arabian Gulf and Ain Dubai.

Within the 31 storey building the hotel has 444 sea-view rooms and suites including 27 Junior suites and Family suites, 12 Prestige suites and 2 Opera suites. We loved the elegantly appointed accommodations that have a private balcony with views across the Arabian Gulf. After revelling in the French "Art de Recevoir" and Arabian décor with warm colors, teak furnishings and Middle Eastern motifs recalling the mystery of the Orient, we savored the lip-smacking dessert surprise set up in our room.

Wellness, check

The hotel's leisure facilities extend to Sofitel Fitness center providing gym, sauna and steam room, a sea-view Infini pool with alfresco lounge and a 1-minute walk to the open beach. With views over Dubai Marina, the hotel's 144 sqm gym is open to

guests 24 hours a day. Sofitel Fitness provides a high-tech well-being health club. Offering a vibrant setting for working out in a fully equipped gym with sauna and steam room, Sofitel Fitness Memberships are also available. An inviting seaview pool with al fresco lounge on Level P3 is the perfect location for sunbathing with direct access to the sandy public beach.

Meetings and events

There is also a dedicated floor for meetings, decorated in marble and dark wood creating a sophisticated, elegant and inspirational setting for banquets, conferences and social gatherings. The Meeting and function venues range in size from 12 guests in a boardroom up to 400 guests in the ballroom. Magnifique Meetings are managed by experts to be able to capture the essence of the event and curate unique, tailor-made experiences with highly personalized service and innovative technology. The hotel is conveniently located close to central business hubs such as Jebel Ali Free Zone, Dubai Media City and Dubai Internet City. It is also accessible next to Dubai Tram Jumeirah Beach Residence 2 Station and a 10-minute walk to DMCC Metro Station.



HEADS IN BEDS

How has 2022 been for Sofitel JBR?

Following an exciting redesign inspired by Arabian hospitality and French architecture, Sofitel Dubai Jumeirah Beach is welcoming its guests, after completing a full renovation in September 2021, with a stunning new look, a brand new design adorned with blue and brown accents, contemporary yet warm and welcoming. For Sofitel Dubai Jumeirah Beach the current year has been an outstanding year, challenging but equally rewarding. Revenue performance was up considerably on the year previous year supported by the city successful tourism strategy. Dubai welcomed an exceptional number of visitors and remained at the forefront of global tourism recovery. Expo 2020 and the easing of COVID restrictions gave the economy and hospitality industry a boost at the start of this year. Dubai is maintaining its position in the top 5 most visited destinations worldwide and we are expecting to close the year reporting the highest achieved revenues since the opening of the property in 2009.

What are your big plans and focus areas for 2022?

Delivering Magnifique experiences and highest guest satisfaction are at the core of our business and will remain to be a focus for 2022 and beyond. Aside of our customers, our employees are the most important element of our success. We will extend all our efforts to deliver exceptional service with engaged teams who don't miss any opportunity to create Magnifique experiences and deliver our main moments to our guests.

The Food and Beverage offerings continue to play an important role in creating the perfect stay. Our experienced F&B team will delight our guests with innovating dining experiences and offers.

The Emirate is inundated with hotels, what gives Sofitel JBR an edge over the rest?

First of all, Sofitel is a French luxury hotel brand. It brings a unique French flair and has a sense of chic and



Bianca Nastase

elegance. With its French culture, it provides every guest with a cosy main service leaving guests have a pleasant stay. Sofitel Jumeirah Beach's unique selling points include its location, views, design and its people. The hotel is located in the heart of JBR, in close proximity to Dubai's major tourist destinations and attractions such as Dubai Marina, The Walk, The Palm and Bluewaters Island and so much more. This makes the stay more enjoyable for the guests. The hotel's view offers a breath-taking view of Ain Dubai and the Arabian Gulf, which exudes a different charm both during the day and at night. The hotel has just undergone renovations,

highlighting the Sofitel brand' modern and sophisticated aesthetic with tranquil blue hues and opulent golden accents. Every area of the hotel exudes a sense of calm and sophistication that permeates the entire guest journey. Above all, Sofitel JBR takes pride of its people, their service from the heart makes the hotel a five-star experience.

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

If I were a guest at our Magnifique Sofitel Dubai Jumeirah Beach, located on Dubai's most popular recreational promenade The Walk

and The Beach, I would not waste a minute exploring what the hotel and Jumeirah Beach have to offer.

After a wonderful arrival with a warm welcome from our porter, charmed by the distinctive, elegant and luxurious Essence de Sofitel and a smooth check-in, I would embark the experience by exploring the room with its spectacular view of Ain Dubai and the azure Arabian waters. I notice all the special details of the room it will leave me on awe of its elegant and comfortable design. The mesmerizing view of the sea from the room would probably entice me to explore the beach, known as one of the best public beaches in Dubai, located right in front of the hotel. After picking up the complimentary beach bag kindly provided by the hotel, I would make the most of the remaining hours of sunshine to enjoy the white sand and azure waters. The hotel has a fully equipped gym or the Infini pool that would keep me busy for the rest of the day, ensuring I do not miss my daily sports routine and have a comfortable place to finish my work while enjoying the breath-taking view of Ain Dubai. I certainly will not miss the vibrant promenade with an evening stroll and some retail therapy before heading for a delicious dinner at Plantation Brasserie, Bar & Terrace, preferring a sophisticated Sofitel dinner to The Beach's wide F&B offering. After a rewarding day, it is now time to go to bed. As I relax, prepare for sleep, and look forward to the next day, I turn off all the lights, and to my surprise, the city lights illuminate the entire room, leaving me in awe. I wake up feeling rested and refreshed and I do not know how to leave the extremely comfortable Sofitel MyBed. As I make my way to breakfast, the aroma of freshly baked croissants greets me as I enter the A.O.C International Buffet. The sumptuous breakfast has left me invigorated and ready for the day. The whole experience was worthwhile and gave me many fond memories. After a smooth checkout, the Heartists bid me farewell with warm greetings. Before heading to the airport, I have some time to explore the various dining options in the area.



Transform your business make it big!

UNIQUE SELLING POINTS

Data access
of buyers to sellers

Convert every
meeting into
business
opportunities

Key decision makers
and stakeholders
under one roof

Reach out to your
extreme potential
partners

Educating partners
about latest tourism
products & offerings

Elevated marketing
platform offering an
opportunity to network
with trade partners

Cost-effective
all inclusive
multi-city roadshow

Technology
driven platform
with pre-fix
meetings

Single price
and allinclusive
road show

Highly scrutinised
buyers profile

FOCUSED REGIONS

CENTRAL	NORTH	WEST	SOUTH	EAST	NORTH EAST
INDORE RAIPUR	JAIPUR CHANDIGARH	MUMBAI AHMEDABAD	HYDERABAD CHENNAI	KOLKATA BHUBANESHWAR	GUWAHATI

WINTER ESCAPE

- Inder Raj Ahluwalia

*Winter's here! Which is precisely why you shouldn't be!
Buckle up. Pull out those suitcases that have been gathering
dust, and head out. Challenging ski slopes; quaint weekend
markets; exciting cuisine; peerless shopping!
There's a whole world waiting to be discovered out there.
So get going, and have a ball.*



Stellenbosch

Entering Stellenbosch via historic Dorp Street is like stepping into the pages of a history book. The town reflects history and heritage in its buildings and its neo-Dutch, Georgian and modern architecture. Embraced by the majestic Simonsberg, Stellenbosch, Jonkershoek, Pieke (Twin Peaks) and Helderberg Mountains, the countryside remains beautiful throughout the changing seasons. Tourists flock here to walk the wide oak-flanked avenues, taste local wines on South Africa's oldest wine route, and enjoy the special leisurely aura in an atmosphere where art, music and theatre reign. Dine out al fresco under the oaks and the stars, or indoors in cosy surroundings. Try 'Waterblommetjebredie' (waterlily-stew), and Cape Medley – a combination of Cape Malay dishes and Bobotie (sweet-curry mince dish).



Stellenbosch

Kandy

465 metres above sea level, heavily forested, isolated and original, it is a charming hill resort cum cultural centre rolled into one. Nestling on low hills, it is looped by Sri Lanka's largest river, the Mahaweli, and nature's bounties are reflected through its hills and valleys, rivers, lakes, and cascading waterfalls.

Born in the 14th Century, and the seat of much of Sri Lanka's culture, Kandy and its environs feature several hallowed shrines of Buddhists, Hindus, Christians, and Muslims, including the famed 16th Century Temple of the Sacred Tooth (Dalada Maligawa), the lodestar of the Buddhists. The temple sports a spectacular Patthirippuwa (the Octagon), and a golden canopy constructed over the relic chamber. To the accompaniment of flute and drum music, daily rituals venerate the relic.

Straddling two sides of the lake



Kandy

are Sri Lanka's two most important Buddhist Monasteries, namely, the Malwatta Monastery and the Asigriya Temple that contains a giant statue of the Recumbent Buddha.

Damnoen Saduak

It is an image straight out of romantic Siam that draws tourists, who get to savour a special experience unique to the country.

80 km southwest of Bangkok lies Damnoen Saduak, Thailand's most colourful and vibrant floating market, where farmers congregate each morning to sell fresh farm and orchard produce.

Here, one is supposed to take a boat and shop for romance. Hundreds of little boats sail the canals, steered by Thai women wearing traditional navy blue tops and straw hats. Enhancing its appeal is the fact that this is a real market, not just a tourist show.

Buy fresh fruit, vegetables, and noodles, Thai Sweets, fish, and a profusion of flowers. The boats sail up and down stretches of the canals, lining up at the little quay and harbour after their goods are sold.

Damnoen Saduak



Kandy



Etosha

Home to thousands of animals, the famed Etosha Park in Northern Namibia is an outstanding symbol of conservation and a major and attractive tourist destination.

Etosha literally means 'the great white place of dry water', an apt description considering its barrenness! With an area of 22,700 sq km, (ten times the size of Luxembourg), the park is almost a country by itself in terms of vastness and physical diversity.

The diverse landscape includes wooded areas giving way to open meadows and vast flatlands, forests, and bush land.

In Etosha, like in much of Southern Africa, the light falls on shrubs and mopane grass, making animals easy to sight even from a distance. The abundant resident wildlife includes lion, elephant, leopard, cheetah, and black rhino. Scavengers like spotted hyenas and jackals follow their hunting tracks. Antelope include springbok, zebra, kudu, wildebeest, and impala. It is all this density and rich diversity of game thriving in a near-desert environment that makes Etosha rank amongst the highest rated parks in game-rich Southern Africa.

Johor Bahru

Hugging Peninsular Malaysia's southern tip, Johor Bahru is an interesting town that proves that exotic seaside resorts don't have to be noisy and overcrowded with tourists. The capital of the state of Johor, Malaysia's southern gateway, is also a fascinating town because of its diverse ethnic mix of Malays, Chinese, Indians, and Eurasians, a mixed heritage showing a cross-cultural scenario.

Visit the Royal Abu Bakar Museum and the Grand Palace. The museum features priceless treasures and heirlooms of the Johor royal family, besides traditional and



Etosha



historical items.

See the Sultan Abu Bakar Mosque with its unique, European design influenced dome, and Dataram Bandaraya, with its official parades and cultural events. For authentic local flavor, try the Kampung Mohommed Amin Cultural Garden that features authentic local lifestyles.

Shopping is a local highlight. The 'Pasar Malam' or night markets, offer a variety of goods and fresh food, and a unique shopping experience.

Coober Pedy

75 per cent of locals actually live underground, not as a fad but because it is 'cool'. Literally so! The town's total population of 4,500 is comprises an incredible 47 nationalities.

But then no one ever said Coober Pedy was an ordinary town. And as for the name, it does have a meaning. Coober Pedy means 'white man in a hole', and the holes and the people living in them are there because it is the Australian Outback's leading mining town and the opal capital of the world, mining 80 per cent of the world's opal.

Today, the opal brings miners, traders, and buyers, and the romance of all this brings in the tourists, who also get to enjoy a taste of genuine rural Australian lifestyles and stunning landscapes.

See the unique style of underground living in old mines now converted into comfortable homes. Of the three underground churches in town, the Underground Catholic Church of St. Peter and St. Paul are particularly beautiful. Other interesting places to drop in or 'under' are the Underground Art Gallery that features displays of Aboriginal artifacts, Dugout Motel, or the Opal Cave Lookout.

The town's shops stock and display more opal than anywhere else in the world.



Seefeld

They advertise Seefeld as a town where “one won’t need palm trees, sand and sea, the only sea on offer being the ‘See’ in the name Seefeld”. Cradled by the Tyrolean Alps, located at the gate to the Karwendel Preserve, Europe’s largest unpopulated mountain area, Seefeld is a town created for pleasurable holidays, offering every winter sport imaginable.

There are 100 km of nature walks and lonely hiking trails, vertical and extreme rock faces for climbers, and rafting and experiencing the raging forces of Tyrolean waters in acclaimed runs that take you through spectacular scenery. Enhancing this is a stunningly beautiful and unique panorama. There’s also tennis, mountain biking and bicycle touring; paragliding; and folk music evenings. For such a small place, there’s plenty happening. There’s a Summer Flower

Festival, a Winter Snow Festival, and a flower parade in August. And there are merry get-togethers with church concerts, brass band concerts, comic peasant plays, and folk music evenings.

It’s worth seeing the Gothic church in the centre of town as well as the small Seekirchl church. After dark, all roads lead to the casino. Try American Roulette, French Roulette, Blackjack and three types of poker, and then unwind at a variety of slot machines. Seefeld’s all about dinners in soft light, over folk dances, and romantic wine cellars and cosy evenings with the zither playing.

Bremen

It’s a city that leaves you awash with history. And also reveals the shape of the future.

Bremen offers ingredients for that restful holiday you’ve been seeking. For free sublime pleasure, take a leisurely walk around town.

It’s the best way to imbibe the local atmosphere. The ‘Town Musicians’ and Roland both conjure up images of Bremen and set the mood.

To see the city at its smartest, visit the magnificent Market Place, with its historic facades and landmarks like St. Peter’s Cathedral, Schutting (Chamber of Commerce), and the Town Hall. Enjoy the medieval ‘Schnoor’ district with its meandering narrow streets; and the famous Bottcherstrasse.

From here it’s only a few steps to the city’s tourist heartbeat centre, the medieval Schnoor District with its meandering narrow streets; the famous Bottcherstrasse; and the elegant restaurants of ‘Schlachte’.

Stop by at ‘Space Park’ that offers knowledge and entertainment in Europe’s very first ‘Urban Entertainment Centre’. Equally attractive is the ‘Universe Science Centre’ with its interesting expeditions.



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.

Felicidades! Portugal

ProWine, an International Trade Fair for Wines & Spirits by Uncork India, was held on the 17th and 18th of October 2022 and saw successful participation from Visit Portugal, the National Tourism Authority of Portugal.

- Naina Nath



12 of the top wineries from the destination took part in the event, representing the Wines of Portugal and CAP (The Confederation of Portuguese Farmers). The Portugal pavilion was highlighted as the only destination promoting wine and wine tourism. The event was graced by His Excellency Carlos Pereira Marques, the Portuguese Ambassador to India.

His Excellency shares, "India is a significant and valuable source market for us. It's a growing market and it's great to see the diversity of travellers that India has. We intend to do more initiatives in India in the upcoming year to promote the country's beauty among our trade partners. We anticipate seeing significant numbers of Indian tourists in the coming future."

The event kicked off with a masterclass by Sommelier and Director of Turismo de Portugal School of Hospitality and Tourism of Portalegre, Mr. Ricardo Dias. Here, he presented Portugals 7 regions that are associated with wine, their characteristics, gastronomy highlights, and the uniqueness and diversity of Portugal as a wine tourism destination and the many experiences they have to offer. During the session, a very special wine tasting with the distinctive Ameal Loureiro-Quinta do Ameal from Herdade do Esporão, was offered to the audience. Portugal has a lot to offer. Apart from wine tourism, it is also a haven for other types of travel, making it the perfect destination for tourists of all ages and interests.



What was your objective in participating in ProWine 2022?

Our main objective was innovative participation at the wine tourism show in India, by associating one of our main and best products which is wine, and therefore we have a tremendous potential to offer wine tourism across our country. We had 12 of the best wineries from Portugal taking part, some with estates offering wine tourism and gastronomy experiences like - Adega Cooperativa e Regional de Monção, Adega Cooperativa da Vermelha, Casa Relvas, CASA SANTOS LIMA - COMPANHIA DAS VINHAS, S.A. Caves Campelo, FALUA - Wines from Portugal, João Portugal Ramos, Manuel Costa e Filhos, Lda, Quinta das Arcas, Quinta da Raza, Santos & Seixo Wine Export and Viniverde - Promoção e Comércio de Vinhos Verdes.

Portugal was the second wine tourism destination in 2021, after Italy, which shows our potential to diversify to markets like India, since our product offerings in this sense are very diversified, not only in terms of wine tourism but also in the accommodation we offer, for example, sleeping in wine barrels, residing in the wineries itself, designed by renowned architects. We also offer unique experiences like renting out parts of vineyards and being able to produce your own wine under the supervision of the winery experts which is called the "The Winemaker experience".

What makes Portugal a Wine Destination?

Most are not aware that Portugal was the second wine tourism destination worldwide in 2021, and that the entire country across its 7 regions, produces wine. We have 14 wine regions and above than 250 native grapes most of which are territorially linked to Portugal for hundreds of years of natural selection. Portugal is a country with a strong wine tradition, and the excellent quality of its wines is recognized worldwide, with numerous awards and distinctions won in international competitions. Wine has been made in Portugal since at least 2000 BC when the Tartessians planted vines in the Southern Sado and Tagus valleys. The vast quantity of native grape varieties (more than 250) growing methods, and production traditions

have been perfected over many centuries, allowing the production of a great diversity of wines with very distinct personalities. We have a huge number of vineyards across Portugal, its part of our culture.

How do you plan to market Portugal's wine in India?

We have been promoting Portugal in India through various online and offline mediums. We have our own E-Learning platform which is specifically curated for our Indian trade partners to promote Portugal as a tourism destination under which we have a separate module dedicated to Wine Tourism in Portugal. We have also launched a dedicated website supporting our campaign "Wine Pairs with Portugal" where it's possible to find more information about the different wine regions, experiences, events, and local tips.

In all promotional activities wine tourism and wine experiences have always played a very important part. Getting to know Portugal through its wines is an authentic and original way to embrace the culture of the country.



2HUB

Poised to be the 'one-stop' solution provider

Providing a high level of personalisation and attention to detail has given 2HUB a winning edge over other players in the market. Being a premier B2B service provider, it is offering a range of travel services to more than 15000 agents. Prithviraj, Managing Director, 2HUB talks about the latest developments.

- Bharti Sharma



Results are primarily based on intention, sincere effort and smart execution; 2HUB has endorsed it as an imperative recipe, enabling it to be exclusive from the competition. At the same time, it is a pre-requisite for any travel company wishing to crown their customers port-of-call. They set their parameters to revive whilst remaining competitive in the market. Through long-standing industry connections, they deliver a wide range of unique experiences at the starred destinations.

In line with its commitment to bring global products to travel agents and as a natural extension of its business, 2HUB launched its online B2B travel distribution platform, 2hub.travel, earlier this year. Agents using the platforms have options from a wide range of hotels both domestic and international with competitive wholesale rates. Sharing more details, Prithviraj tells, "It has been a remarkable success and we are growing at a very fast pace, onboarding and catering to travel agents across India. While our offline teams are still catering to the luxury inbound and domestic segment, the online business is catering to all segments of the domestic and outbound business."

Understanding the power of connections

It's not child's play to establish your product so deep in the market in a short period and 2HUB has managed to ace it. "What separates us from our competitors is not the services we provide but the way we deliver them," explicates Prithviraj. He further says, "While we are highly invested in building our way to the very top of the value chain of a very competitive online space, we also understand the power of connections. We are

connected to our clients not only online but also very closely and consistently offline. Other than this the vast product range on offer, our deep reach in feeder markets across India, competitive rates and quick turnaround service have been the key differentiators."

In-person engagement to build brand loyalty

Presently, 2HUB has its setup in all major markets across India and a launch pipeline for more sales offices is underway. Prithviraj believes that their understanding of the local markets has helped them greatly to come up with relevant products and enticing offers. He shares, "We believe in the power of traditional in-person engagement to build brand loyalty. Therefore, we make sure that we remain in steady touch with our clients and agents through, not just in-person meetings, but also road shows, networking events, FAM trips, etc."

Seamless tech-driven solutions

Investment in technology is indispensable in a travel business like 2HUB, as technology adaption is important to build efficiencies and to contain the cost of operations. The brand has its in-house software that has been developed over the last two years owing to which supply and distribution will be their two major strengths driving the growth aggressively. Prithviraj tells, "Supply and system integration comes at a high cost so consolidation is the only way forward. Larger players like 2HUB will offer seamless tech-driven solutions and are poised to be a one-stop solution provider. Therefore, tech-driven solutions to analyse

products on offer with speed and ease will be the key to our transformation."

Superlative experience for users

Technology has disrupted the travel industry over the last decade or so in both the B2C and B2B segments. There were gaps in the B2B business however the pandemic has accelerated technology adoption and begun to address those gaps. Prithviraj feels that traditional offline businesses are quickly being left behind in favour of real-time reservation of travel products. He adds, "Even complex travel itineraries and packages are being booked through dynamic packaging capabilities. We also see that hotels are favouring dynamic connectivity with distributors rather than static contracts. These are exciting times and we believe that the Indian travel industry must be open to technology adoption to reduce costs, offer a wide variety of services and serve customers better. We are now working on adding more products to our online system - a robust addition of our direct hotel contracts, dynamic packages and a refreshing new design that will make the booking process even smoother and faster."

Acquiring the best talent

2HUB has built a strong foundation with solid fundamentals and considers itself future ready. "We have achieved this with a lot of discipline, hard work and, most importantly, innovation. Additionally, we are focused on acquiring the best talent in the market. We have set ourselves on an ambitious journey of exponentially growing our group revenues in the next 36 months and from our current position we are very confident of achieving this," he concludes.



It's the den
of
Diani

Extending along Kenya's Indian Ocean coast like a ribbon of shimmering white, Diani Beach is a stunning paradise for a perfect beach holiday. Set against the backdrop of jungles reverberating with the cries of wildlife, visitors can relax in a truly tranquil destination.

- Bharti Sharma





There are millions of takers around the globe for Kenya's wildlife but what if I add crystal blue waters, sandy beaches and water sports to the list? Trust me, you have to see in order to believe it. The African nation's eastern coastline along the Indian Ocean is nothing short of a paradise for beach lovers and a pleasant surprise. The Diani Beach, situated 30km south of Mombasa is a prominent beach resort hosting thousands of sun-baked tourists each year. Historically, the unique Swahili culture thriving in the country today dates back to the 9th century as a result of Indian and Arab traders mingling with the indigenous population. This was the period when the entire coastal region of Kenya witnessed a golden age of trade. From occupation of the Portuguese in the 15th Century, to the Oman Arabs settling the coast almost two centuries later, the Kenyan coast has been a seat of diverse cultures, which evolved into the cultural uniqueness of the area that we see today.

Contrasting Communities and Nature

They say Diani is an embodiment of a vibrant culture extracted from distinct communities that settled here. Well! I could sense it. The harmony can be sensed in its ethos and even with all the cultural diversity and blend, the native culture of the locals remains intact. The locals here stand out for their 'jumbo' warmth and helpful nature holding visitors in high regards as conventionally, visitors are considered as a source of blessing. Another interesting historical fact states that at the turn of the 19th century, the Britishers established a base here and declared the coast a British Protectorate. The first tourist hotel was built in Diani beach back in 1937 and after that there was no looking back for tourism in Diani.



The warmth of Swahili

With all the information I had with me on Diani now, I was extremely excited to explore our stay which was no less than a destination in itself. Swahili Beach Resort aptly offers an air of sophistication on the Kenyan coast. The property is a confluence of raw culture and modern style. With a grand panorama overlooking the beach, the location of The Swahili could not be more ideal for admiring the majesty of the Indian Ocean. This makes the property an ideal stopover for contemporary travellers seeking roots in the olden days paired with a foothold on modern luxury. We Indians are finicky about food (not me though) and I won't be lying if I tell you that the property had more Indian delicacies on offer than many other hotels serving Indian and also not to forget, it has an Indian restaurant - The Spice Route.

Cycle your way

I have always been a fan of cycling; though I remember how reluctant I was for my first ever Delhi Heritage cycle tour but it turned out to be a magical ride. That was the first time I actually felt the heartbeats of Delhi. So, when I got to know that we were going on a Village Bicycle Tour in Diani, I was enthralled. Pedalling through quiet villages, weaving in and out of fields and trying their cuisines on stopovers was the most authentic way to know the best about this beautiful city. We started our 14km ride to explore the real Kenyan Lifestyle. Spending half a day with the locals and seeing the world through their eyes, was an experience like no other. From local markets to a primary school and then a village, it was a pulsating experience. Take my word for it, if you dare to climb up a coconut palm tree, cook Ugali (typical Kenyan dish), taste fresh roasted cashew nuts and meet up with the medicine men (yes, I did all of this on this cycle tour) then you should certainly opt for this tour. The trip is highly immersive but a word of caution, make sure you apply tons of sunscreen, wear a hat and carry a water bottle with you on this trip.





Its Ocean Day

The weather, calm as it is warm, brings with it the conduciveness required for the beach life – Laughter, barefoot dances, wind-tousled hair, water sports, you name it; Diani offers her pleasures seamlessly for all your beach desires. Swim in the shallow waters, snorkel amongst colourful reefs, dive in deep sea canyons, or try your hand at kitesurfing, plenty of options for satisfying the adventurer in you. I had a fun day out on the coast of the Indian Ocean keeping our eyes peeled for huge groups of dolphins and on encountering the pod, all I could say was 'Oh my god'. You will have ample opportunities to snap pictures of the gorgeous landscape and stop at the marine reserve. If you still have the stomach for more, there is the option to enjoy some great snorkelling, which is stocked with colourful reefs and plentiful fish. Trying our hands at snorkelling, we head over for a Swahili lunch of fish, rice, chapatis, kachumbari, and coconut sauce. After lunch, cool off again in the refreshing waters. Finally, you will sail back to Shimoni, with many more chances to spot the dolphins or Indo-Pacific Humpbacks. It's an incredible day of natural beauty.

Diani never sleeps!

My media group was really excited for Diani, especially for the fabulous nightlife it has on offer, the best in Kenya. As vibrant is the culture, so is the night life. With the sun fading away, Diani transcends into a trance of music, dance and frolic. Endowed with various night clubs and great music, people here rise to the occasion with unreserved energy making the most of each moment; this is how memories are made here. There are also many restaurants and bars which cater to international tastes at Diani Beach. So, what are you waiting for?





MINAR

A global brand with
Indianness at its core

Minar Group has been in the journey of tourism for the last three decades and is not just a widely recognised and respected brand but also a renowned DMC in India. Jasmine Duggal, Director, Minar Travels in conversation with Travel Turtle talks about how they enable travellers to explore India's hidden gems in the most comfortable and luxurious way possible.

- Bharti Sharma



SEED OF TRAVEL

Jasmine's distinction in travel is driven by her sheer admiration for the genre, hard work and scads of passion. Revisiting her teenage years, Jasmine recalled being naïve yet extremely inquisitive. She precisely remembers how Minar was fortifying its foundation each passing year. Too young to conduct business conversations with her father back then, she was still a part of Minar's journey, unknowingly. Reminiscing old days, Jasmine recollects, "I very clearly remember my father's conversations with the team and the absorbing days when there was an influx of Russian group arrivals. As a kid, it was thrilling when my father took us along on Sundays to check on the Minar guests residing at various hotels in Delhi city center and spending the latter part of the evening over family dinner."

With such personal experiences with Minar's go's tourists, Jasmine believes that tourism has been her DNA since forever. She shares, "Post my higher education, I was reluctant to join the family business since I studied fashion design and textiles, and later moved on to work with international brands. But destiny had better plan for me and realising my calling I formally joined Minar full time in 2015. I'm glad to say there is no looking back, perhaps only ahead."

MAKING INDIA EXTREMELY ACCESSIBLE TO THE WORLD

Minar's legacy encompasses airline representation, ground handling, and service operations across corporate, retail, luxury, celebrity, charters, executive jets and cargo segments. Talking about how Minar has maintained itself as a prominent DMC in India, she comments, "Our strongest ally is the local knowledge of our incredible country, India, that dwells way for curating authentic experiences; from regional language to best tourist opportunities to most

authentic dining places. The fairly intimate conversations are about people-to-people communication, whether it's our clients, our onboard guests or our partners."

BELIEVERS OF TEAMWORK

Minar Group brand thrives on delivering a seamless experience to all their clients right from queries till post-sales, making Minar's clients their greatest brand ambassadors. "Minar Travels has been making travellers happy for a quarter of a century now and that has won us several accolades, including our most recent, the 11th National Tourism Award. Alongside intricate comprehension about India, we partner with the finest hotels and service providers in the country because we don't compromise on quality and it's something we take immense pride in. All of this served in an inimitable style to a select clientele, who are ready for a romance with India," mentions Jasmine.

While they strive for greater heights, Minar is equally passionate about its Corporate Social Responsibilities (CSR), philanthropic activities, and sustainable tourism, which is reflected in their accolades that includes being a proud signatory to the 'Glasgow Declaration on Climate Action in Tourism'. Jasmine believes that the team at Minar is their pride and an eminent source of all their achievements. "Our multilingual team of over 200 professionals is a perfect mix of young, innovative minds and experienced professionals who have an honest commitment to quality and smart work, providing travellers an unconventional experience of India."

BETTER DAYS AHEAD

Jasmine is hopeful of a conducive 2023 winters concerning incoming tourist arrivals to India. Like there is always a light at the end of the tunnel, Minar Group is fully operational and is set to inspire their clients to explore India once again with confidence.

Jasmine believes, "The silver lining to covid is that we as a community have understood that there can be no alternative to 'human connection', meeting in-person and not across laptop screens! Thus, the coming year seems more promising and encouraging to make the right choices of participating in prime and luxury events across the globe, reconnecting with our existing and newer markets. So, yes, a lot of plane rides should be on the cards soon."

She further adds, "The past two and a half years have been a rollercoaster ride for everyone in the travel industry. However, since India is ranked 34th in the Travel and Tourism Competitiveness Report 2019, published by the World Economic Forum, we are the most digitally advanced traveller nation in terms of digital tools being used for planning, booking, and experiencing a journey, which has helped us in navigating through these tough times. Also, our outstanding vaccination drive is supplemental for a sunny 2023."

LEARNING FROM THE BEST

Inspiration is always lying around the corner waiting to be discovered, to unearth new perspectives. The key is to be open to possibilities. Jasmine is constantly evolving, engaging with her team and discovering new ways to lead authentically and efficiently. Sharing some insights, she says, "I have been extremely fortunate to have a bunch of mentors in my organization as well as outside from different walks of life, who have guided me over the years & have been my best critics. With their counsel by my side, my confidence soared and my goals found clarity. Till date, they don't shove the path for me but make me see distinctive aspects of the situation without my rose-colored glasses. I am highly appreciative of them all for helping me carve my professional and personal journey in a manner that today I can think critically yet innovatively."

Lining your travel escapades with Saffron World



With exhaustive knowledge of the destination paired with the muscle of network spread across India enables Saffron World to deliver high-quality service at a competitive price. Ravi Gosain, Managing Director, Saffron World talks about the marketing strategies for the coming year.

- Team Turtle

Saffron World is setting up a strong footprint as an affordable and reliable DMC in Europe. The DMC is strategically placed in Netherlands, which serves as an excellent doorway to all parts of the European continent. Their focus area is Benelux, France, Germany, Central and Eastern Europe, the Greek islands and lesser known but upcoming tourism destinations in the Balkans such as Albania, Serbia, Bosnia & Herzegovina and Montenegro. Not just that, the brand also encompasses a spectrum of segments ranging from leisure, MICE, luxury, wellness, adventure to special interest segments. Talking about such offerings, Ravi tells, "Our main focus is on custom-made tours for corporates, family groups and individuals. Post-Covid there is a huge gap between the demand and supply for quality tourism professionals, which is proving detrimental for tour operators sending trips to Europe. Here, we gain an edge over our counterparts by planting our sales and operational office in India in order to minimise the cost as well as increase efficiency in our response time to customers."

Well-versed team

The Saffron world sales team is equipped with extensive know-how of the products they sell. The team travels frequently to the destinations they serve, allowing them to learn about new offerings and better collaborations. "We always try to offer the best value to our customers and provide variety of experiences while curating their holidays. These experiences do not necessarily burn a hole in our clients' pockets but add great value to the travellers' vacation," shares Ravi.

Expanding presence in India

Indians are evolving rapidly in their needs when it comes to planning a holiday. They are on a constant

lookout for hassle-free vacation options to spend quality time exploring the destination. At Saffron World, they offer first-hand experiences to their customers with an aim to curate memorable experiences for travellers. A diligent, hardworking team and rigorous customer support have earned Saffron World a trustworthy name in the industry. Ravi feels market like India is full of potential and they are making sure to cater the demand of the Indian travellers in the most efficient way. He adds, "India is one of the important outbound markets for us and we are delighted to see that travellers' demands are expanding beyond traditional tourism products and destinations. It is imperative for us is to understand the requirements of tour operators and travel agents, which they send us on behalf of travellers. It is essential for us to possess a good destination knowledge and experience as otherwise it is impossible to create an appropriate or rather saleable product for them."

Exquisite traveller experiences

The management at Saffron World invests maximum time in exploring the best accommodation options, local excursions, experiences, food choices, transport, etc. Only after a proper recce, they provide their clients the best available options in order to deliver value for every dime the travellers spend on their holidays through Saffron world. The team adds unique skillsets and fresh perspectives to the business and are much admired by their peers for their expertise and management style. Together they aim to amplify the reach and business with innovative thinking, passion, and business like-mindedness. Ravi mentions, "We have strategically chalked out our activities to market our products in India by rebuilding our sales team in major source markets as well as

participating in different city roadshows and trade fairs such as SATTE and OTM. Similarly, our online presence and activities are keeping pace and will receive the required impetus depending upon future demand and market growth."

Multi-fold expansion of the outbound market

As the business gets into the revival mode, Ravi retains an optimistic outlook. He feels that collaborations across this huge market are a vital part of the strategy as most of the DMCs have perished over the past two years. He further shares, "We are aware of the horrible shut-down of Tourism industry worldwide for almost two years and India was no different. Even after gradual re-opening of the borders, tourism was the last one to revive because most of the international flights were engaged in ferrying people to home or work. Fortunately, since the beginning of 2022 we saw hope with more and more carriers resuming their services. Cross-border tourism requires more airlines to fly in and out from India and easy visa facilitation for Indians from major tourism destinations. I would like to mention at this point that I'm glad to see flight operations are inching towards pre-covid levels. Various tourist visa processing timing and conditions are also getting better, though more time is required to get back to normalcy. This will definitely increase outbound trips from India and mark my words, in the next two years there will be multi-fold expansion of outbound market."

"At Saffron World, we are setting up growth targets for the next two years and our team is all prepared to achieve the goal in this timeframe. We are working on the technology angle to augment our online presence, provide essential automated tools to both, our team members as well as customers for a better holiday experience." concludes Ravi.



INDIAN ACHIEVERS' FORUM IN COLLABORATION WITH INDO AMERICAN CHAMBER OF COMMERCE SUCCESSFULLY CONDUCTS ITS INVESTMENT & BUSINESS DELEGATION IN MIAMI, NEW YORK & ATLANTA

Indian Achievers' Forum in collaboration with Indo American Chamber of Commerce has successfully conducted its Investment & Business Delegation in Miami, New York & Atlanta (31st Oct - 7th Nov, 22). The events took place at Consulate General of India, New York & Atlanta. The session was attended by various prominent and distinguished guests. It was attended by Mr. Randhir Jaiswal, Consul General of India, NY, Dr. Swati Vijay Kulkarni, CGI, Atlanta, Mr. Frank G. Wisner & Mr. Kenneth I. Juster, Former Ambassadors of USA to India, Ms. Judy Rising Reinke, Ambassador of the USA to Montenegro (VM), Mr. Kapil Kaul, Immediate Past National President, IACC and many other international dignitaries. The event also discussed the potential of travel and trade industry and the bilateral relations between the two nations. Twenty individuals/organisations were presented with Indo-American Leadership Awards & International Achievers Awards on 3rd Nov in CGI New York Office. These events were attended by more than 200 delegates and organisations.



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International tourism back to 60 per cent of pre-pandemic levels in January-July 2022

International tourism continued to show strong signs of recovery, with arrivals reaching 57 per cent of pre-pandemic levels in the first seven months of 2022.

According to the latest UNWTO World Tourism Barometer, international tourist arrivals almost tripled in January to July 2022 (+172 per cent) compared to the same period of 2021. This means the sector recovered almost 60 per cent of pre-pandemic levels. The steady recovery reflects strong pent-up demand for international travel as well as the easing or lifting of travel restrictions to date (86 countries had no COVID-19 related restrictions as of 19 September 2022).

Now is also the time to rethink tourism, where it is going and how it impacts people and planet

An estimated 474 million tourists travelled internationally over the period, compared to the 175 million in the same months of 2021. An estimated 207 million international arrivals were recorded in June and July 2022 combined, over twice the numbers seen in the same two months last year. These months represent 44 per cent of the total arrivals recorded in the first seven months of 2022. Europe welcomed 309 million of these arrivals, accounting for 65 per cent of the total.

International Tourist Arrivals

Europe and the Middle East Lead Recovery

Europe and the Middle East showed the fastest recovery in January-July 2022, with arrivals reaching 74 per cent and 76 per cent of 2019 levels respectively. Europe welcomed almost three times as many international arrivals as in the first seven months of 2021 (+190 per cent), with results boosted by strong intra-regional demand and travel from the United States. The region saw particularly robust performance in June (-21 per cent over 2019) and July (-16 per cent), reflecting a busy summer period. Arrivals climbed to about 85 per cent of 2019 levels in July. The lifting of travel restrictions in a large number of destinations also fuelled these results (44 countries in Europe had no COVID-19 related restrictions as of 19 September 2022).

The Middle East saw international arrivals grow almost four times year-on-year in January-July 2022 (+287 per cent). Arrivals exceeded

pre-pandemic levels in July (+3 per cent), boosted by the extraordinary results posted by Saudi Arabia (+121 per cent) following the Hajj pilgrimage.

The Americas (+103 per cent) and Africa (+171 per cent) also recorded strong growth in January-July 2022 compared to 2021, reaching 65 per cent and 60 per cent of 2019 levels respectively. Asia and the Pacific (+165 per cent) saw arrivals more than double in the first seven months of 2022, though they remained 86 per cent below 2019 levels, as some borders remained closed to non-essential travel.

Subregions and destinations

Several subregions reached 70 per cent to 85 per cent of their pre-pandemic arrivals in January-July 2022. Southern Mediterranean Europe (-15 per cent over 2019), the Caribbean (-18 per cent) and Central America (-20 per cent) showed the fastest recovery towards 2019 levels. Western Europe (-26 per cent) and Northern Europe (-27 per cent) also posted strong results. In July arrivals came close to pre-pandemic levels in the Caribbean (-5 per cent), Southern and Mediterranean Europe (-6 per cent) and Central America (-8 per cent).

Among destinations reporting data on international arrivals in the first five to seven months of 2022, those exceeding pre-pandemic levels were: the US Virgin Islands (+32 per cent over 2019), Albania (+19 per cent), Saint Maarten (+15 per cent), Ethiopia and Honduras (both +13 per cent), Andorra (+10 per cent), Puerto Rico (+7 per cent), United Arab Emirates and Dominican Republic (both +3 per cent), San Marino and El Salvador (both +1 per cent) and Curaçao (0 per cent).

Among destinations reporting

data on international tourism receipts in the first five to seven months of 2022, Serbia (+73 per cent), Sudan (+64 per cent), Romania (+43 per cent), Albania (+32 per cent), North Macedonia (+24 per cent), Pakistan (+18 per cent), Türkiye, Bangladesh and Latvia (all +12 per cent), Mexico and Portugal (both +8 per cent), Kenya (+5 per cent) and Colombia (+2 per cent) all exceeded pre-pandemic levels in January-July 2022.

Tourism spending rises but challenges grow

The ongoing recovery can also be seen in outbound tourism spending from major source markets. Expenditure from France climbed to -12 per cent in January-July 2022 compared to 2019 while spending from Germany rose to -14 per cent. International tourism spending stood at -23 per cent in Italy and -26 per cent in the United States.

Robust performance was also recorded in international passenger air traffic, with a 234 per cent increase in January-July 2022 (45 per cent below 2019 levels) and a recovery of some 70 per cent of pre-pandemic traffic levels in July, according to IATA.

Stronger-than-expected demand has also created important operational and workforce challenges in tourism companies and infrastructure, particularly airports. Additionally, the economic situation, exacerbated by the aggression of the Russian Federation against Ukraine, represents a major downside risk. The combination of increasing interest rates in all major economies, rising energy and food prices and the growing prospects of a global recession as indicated by the World Bank, are major threats to the recovery of international tourism through the remainder of 2022 and 2023. The potential slowdown can be seen in the

latest UNWTO Confidence Index, which reflects a more cautious outlook, as well as in booking trends which are showing signs of slower growth.

Tourism Experts Cautiously Confident

On a scale of 0 to 200, the UNWTO Panel of Tourism Experts rated the period May-August 2022 with a score of 125, matching the bullish expectations expressed by the Panel in the May survey for the same 4-month period (124).

Prospects for the remainder of the year are cautiously optimistic. Although above-average performance is expected, tourism experts rated the period September-December 2022 with a score of 111, below the 125 score of the previous four months, showing a downgrade in confidence levels. Almost half of experts (47 per cent) see positive prospects for the period September-December 2022, while 24 per cent expect no particular change and 28 per cent consider it could be worse. Experts also seem confident about 2023, as 65 per cent see better tourism performance than in 2022.

The uncertain economic environment seems to have nonetheless reversed prospects for a return to pre-pandemic levels in the near term. Some 61 per cent of experts now see a potential return of international arrivals to 2019 levels in 2024 or later while those indicating a return to pre-pandemic levels in 2023 has diminished (27 per cent) compared to the May survey (48 per cent). According to experts, the economic environment continues to be the main factor weighing on the recovery of international tourism. Rising inflation and the spike in oil prices results in higher transport and accommodation costs, while putting consumer purchasing power and savings under pressure.





The Red Sea Development Company hosts gala Curtain Raiser in Delhi & Mumbai

Kicking off its ambitious expansion plans in India, The Red Sea Development Company (TRSDC), the developer behind the world's most ambitious regenerative tourism destinations, The Red Sea and AMAALA, hosted a gala curtain raiser in Delhi and Mumbai on 10th and 12th October 2022.

With its India market representative Think Strawberries as the event facilitator, TRSDC was introduced in an intimate gathering of a select group of top travel agents, OTAs, industry association heads, leading airlines operating in the sector and other prominent industry stakeholders. The exclusive event offered an opportunity for attendees to get acquainted with the spectacular destinations The Red Sea and AMAALA and get a closer look at the grandeur and scale of the exceptional luxury destinations. Representing TRSDC at the curtain raiser were Ms. Loredana Pettinati, Senior Travel Trade Director; and Ms. Reema Almokhtar, Destination Communications Director.

The event kicked off with an exhilarating presentation offering a visual insight of The Red Sea that is well underway gearing up to welcome its first guests in 2023. With a combination of unique experiences and attractions expanding over desert dunes, canyons, volcanoes, heritage sites, monuments, exquisite islands, underwater and some of the world's most luxurious hotels and resorts, the destination aims to set a new standard that will redefine the meaning of luxury and regenerative tourism.

Along the northwest coast is AMAALA spanning over 4,155 square kilometers of unique terrain. It is an ultra-luxury destination designed to create transformative personal journeys inspired by wellness, arts and culture, featuring the sun and sea, stunning sceneries, mountainous landscapes, golden sands, crystal waters, and untouched coral reefs. Its first phase of development is set for completion by mid 2024.

"Authenticity is at the core of TRSDC's brand narrative. We aim to develop memorable journeys and personalized experiences. India's luxury travel segment is growing at an admirable pace and exhibiting immense promise," said Ms. Loredana Pettinati, TRSDC Senior Travel Trade Director. "Our intention is to engage this market with authentic, immersive and innovative storytelling that rightfully paints a sublime picture of The Red Sea and AMAALA. The Curtain Raiser in Delhi and Mumbai has been a fitting start to a vibrant journey for the brand in India," she added.



EVENT AFFAIR

Bomas of Kenya witnesses the grand Magical Kenya Expo in October, 2022

The Magical Kenya Expo took place between October 5th to 7th, 2022. MKTE 2022 is the 12th edition of its kind and will take place at the Bomas of Kenya. This year the Expo witnessed participants from around 35 countries across the world. It brought together 200+ exhibitors, 160+ hosted buyers, hosted media, and industry partners from Kenya's key source markets in Asia, Africa, Europe and America.

MKTE 2022 was launched on 5th October by Najib Balala, Cabinet Secretary, Ministry of Tourism. During the press meet, Balala mentioned that Kenya looks beyond the traditional offerings and wants to give tourists a wide variety of options when visiting Kenya related to adventure such as mountaineering, hiking, rafting, cycling and many such similar sports. He emphasised on the need of an open sky policy for tourism in order to grow in Africa as airline connectivity contributes majorly to more than 60 per cent of arrivals. I urge the government to look into the sky policy and make sure tourists get an easy time to ensure safe travel within the region. We cannot expand without working on sky policies or with a lot of travel regulations for tourists both local, regional and international", states Balala.

The Expo is important to the Kenya Tourism as it plans to network and facilitate the tourism business. This event aimed to highlight the richness and diversity of Kenya. The CEO of Kenya Tourism Board, Betty Radier said, "To keep pace with the fast-changing needs of visitors and challenges faced by the tourism industry, the industry has to act swiftly and adjust its strategies for tourism development from time to time. The learnings we shall pick from this expo will be invaluable as we work towards building the sector now and in the future."

The Expo focused on coming together and working towards improving its infrastructure and safety, condemn negative publicity and promote all the positive content about the continent actively. He also spoke about the importance of heavy investment to grow the destination and make it move forward in travel and tourism. Mr. Balala encouraged people to travel to different destinations on matters of tourism as it is a tool of peace, interaction and cohesion.

Besides interactions and business meetings, the event had some very interesting seminars like 'Airline and Access,' 'Sustainability and Inclusive Tourism,' 'E-travel,' and 'The Future of Tourism and Resilience. Mastercard was the sponsor of MKTE 2022 and also participate in most sessions. The Ministry of Tourism partnered with Netflix to encourage the film industry in selling Kenya's tourist attractions.



APPOINTMENTS



Golden Tulip Lucknow

Amit K Singh has recently joined Hotel Golden Tulip Lucknow as General Manager. Result driven, highly motivated with experience over 17 years in the hospitality industry. Expertise in Operations & Revenue Management and strategic planning. Amit is a seasoned hospitality professional with a strong background that boasts of an illustrious and ascending career graph with a rich experience of working with good hospitality brands.

Before associating with Golden Tulip Lucknow, he was with Sarovar Hotels New Delhi as Cluster General Manager for The Muse Sarovar Portico New Delhi- Nehru Place & Kapashera . In the past, he has worked with hospitality brands such as Sarovar Hotels & Resorts, Park Plaza & Radisson Hotels.

2HUB

2HUB announces the appointment of Anand Srinivasan as its Chief Commercial Officer. Anand comes with strong experience growing disruptive companies. He was formerly the Chief Commercial Officer of Rezlive.com, responsible for driving its sales, international presence and commercial strategies. Anand has experience in two diverse industries - Travel and News Publishing. Prior to his venture into the travel industry, Anand was a Senior Consultant with World Association of Newspapers and News Publishers (WAN-IFRA), where he advised newspapers around the globe on emerging business models for the news publishing industry. He has rich international experience, having worked in over 18 countries across Asia, Middle East, Europe, Africa and South America. His expertise includes Sales, Business Development, International Business, P&L management and Corporate Strategy. He will be responsible to scale 2HUB into a revenue growth powerhouse by driving strategy, product, technology and innovation. Anand holds an MBA from Indian Institute of Management Ahmedabad and an Engineering degree from Anna University, Chennai.



Radisson Gurugram Udyog Vihar

Radisson Gurugram Udyog Vihar has announced the appointment of Saahil Sheokand as Director of Sales & Marketing ; he will oversee Sales, Events, Revenue and Marketing for the hotel.

Saahil brings with him a wealth of experience in the hospitality arena, he has been associated with some of the leading properties like Hyatt Regency Delhi, Hyatt Regency Gurgaon; Hyatt Place Gurgaon, Dusit Hotels & Resorts and Corus Hotel Hyde Park, London (United Kingdom) to name a few. In each of his previous roles, he contributed immensely towards creating milestone achievements for respective organizations.

Atmosphere Hotels & Resorts

Sanjoy Bhattacharyya is a seasoned accounting and finance professional with over 25 years of experience in driving strategic financial operations, budgeting, statutory compliance, risk management, funds raising and financial restructuring. He is also adept at conceptualizing and implementing financial procedures.

In the past he has held senior positions at Oberoi Hotels and Resorts, The Imperial, New Delhi, Zuri Hotels and Resorts and Bloom Hotel Group, New Delhi. Mr. Bhattacharyya is a certified Chartered Accountant and has completed his B. Com (Hons) from St. Xavier's College, Kolkata.





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