

TODAY'S traveller

FILM
TOURISM
ISSUE

CORPORATE BUSINESS, AVIATION, MICE & LEISURE TRAVEL MAGAZINE

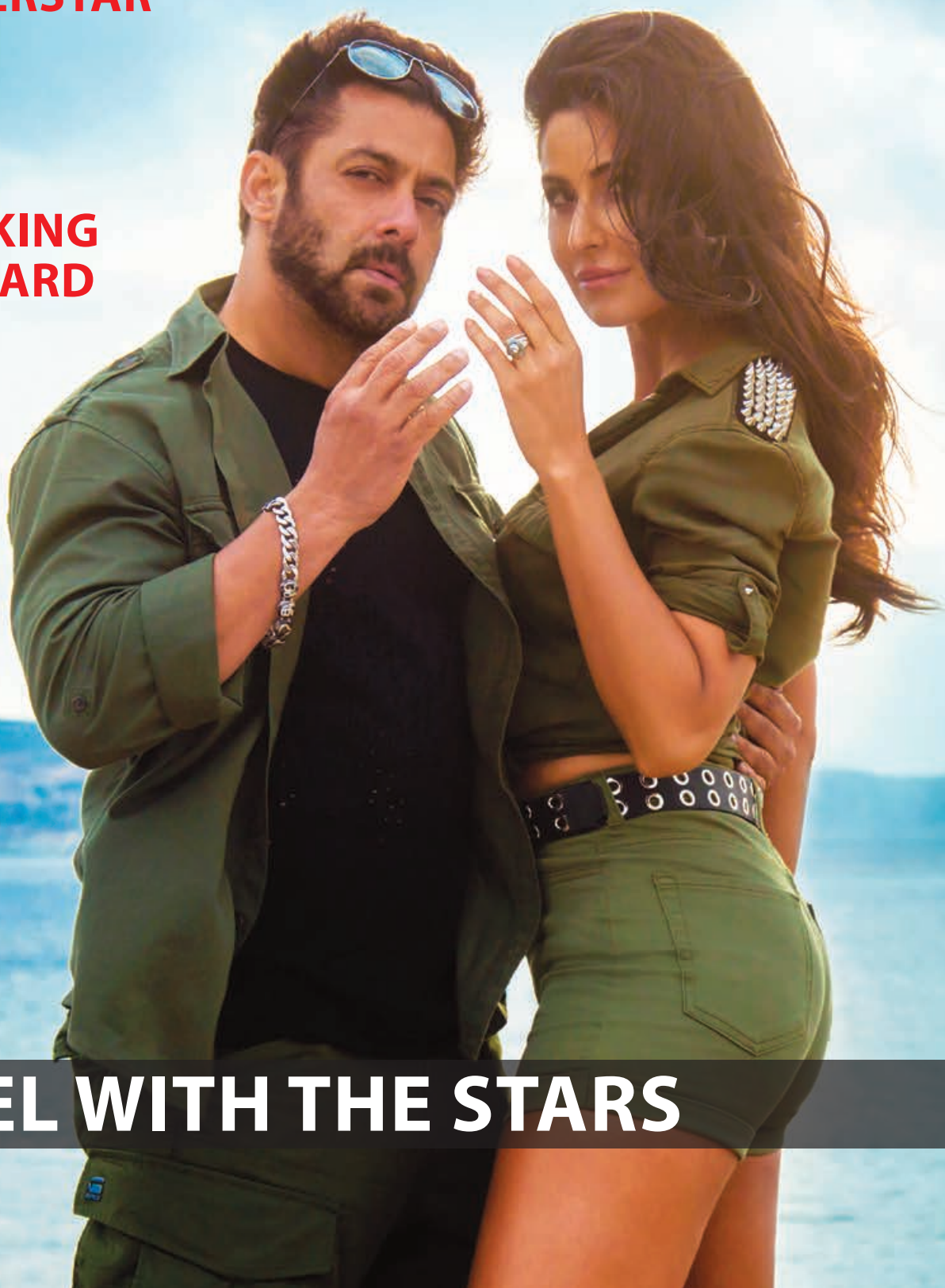
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**GUJARAT: FILM
TOURISM'S SUPERSTAR**

**KOREA - MICE
AND BEYOND**

**MTM + LLTM: TAKING
BUSINESS FORWARD**

**MESMERISING
THAILAND**



TRAVEL WITH THE STARS

TODAY'S
TRAVELLER
12TH ANNUAL
AWARDS



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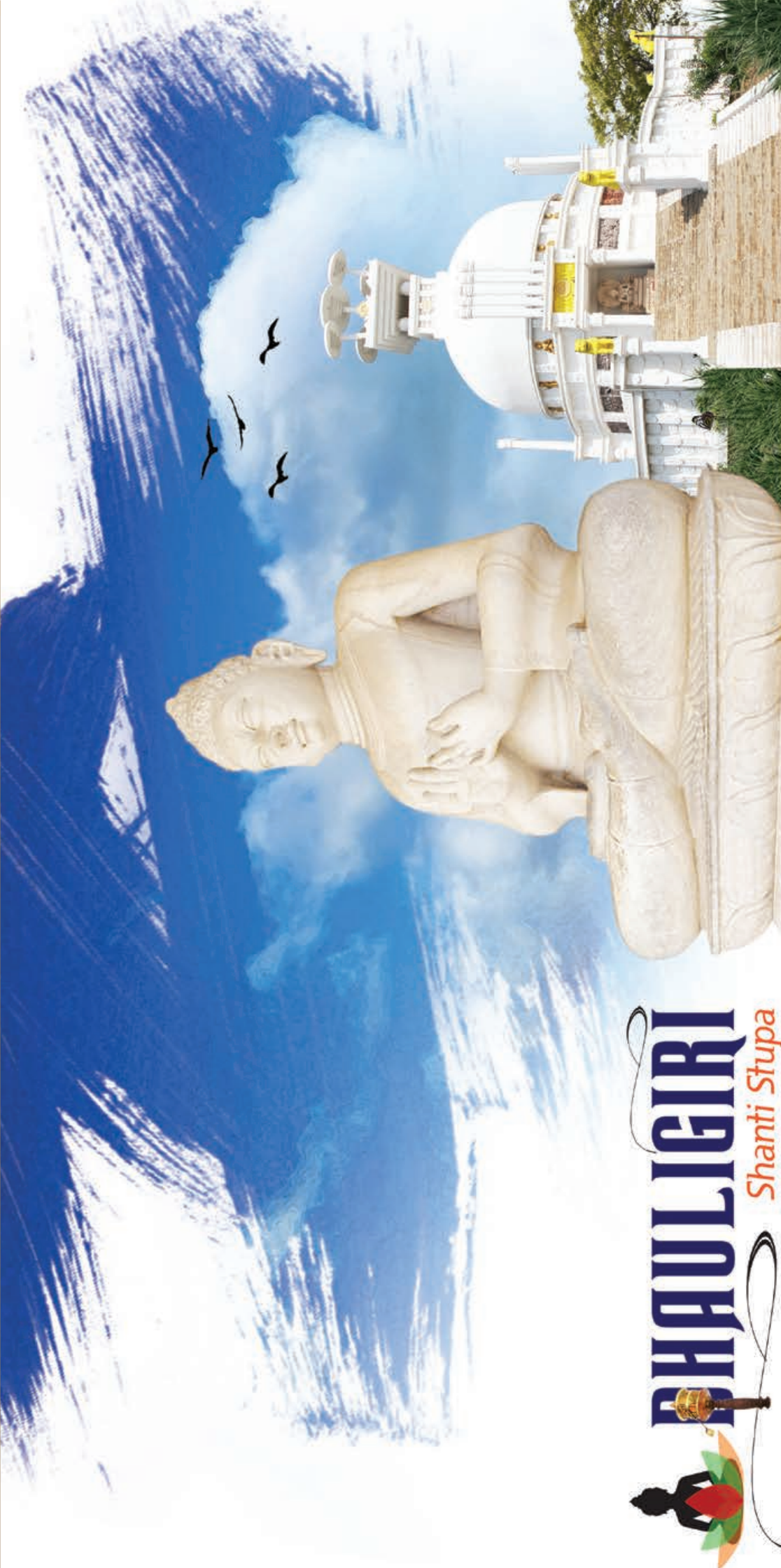
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TAJ
DIPLOMATIC ENCLAVE
NEW DELHI



DHAULIGIRI Shanti Stupa



Udayagiri



Ratnagiri



Laligiri

Dhauligiri, popularly termed as Dhauli, is known to be the epicentre for spread of Buddhism in Odisha. It stands where one of the bloodiest wars - Kalinga War, was fought between army of Emperor Ashoka and the Kalinga Kingdom. The bloodbath ultimately transformed him and he embraced Buddhism. The place has splendid rock edicts of Ashoka engraved on a mass of rock at the foothills of Dhauri.



ODISHA
TOURISM

The Soul of Incredible India

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FRENCH OFFICIALS INK HERITAGE LOTTO

President of the French Republic Emmanuel Macron, hosted the signing of an unprecedented agreement between the French Ministry of Culture, represented by Minister Francoise Nyssen and the French Heritage Foundation represented by its president, Guillaume Poitrinal, relative to the use of government funds that will be generated by a new lottery known as the Heritage Lotto. Signatories also included popular history & heritage Radio and TV show host, Stéphane Bern and Stéphane Pallez, CEO of "Française des Jeux," France's national lottery authority.

The inaugural drawing will be on September 14, 2018. Stéphane Bern will head the committee that will select among the 1800 restoration projects that will receive financial aid from the special fund. Applications for funding are taken online by the Ministry of Culture and assessed by both organizations. The French National Lottery estimates that the Heritage lotto will raise between 15 and 20 million Euros.



THAILAND LAUNCHES 'OPEN TO THE NEW SHADES' CAMPAIGN IN INDIA

The Tourism Authority of Thailand (TAT) has launched its new marketing concept 'Open to the New Shades of Amazing Thailand' in India. Yuthasak Supasorn, the TAT Governor, headed the Thai tourism team at the launch event held at JW Marriott Aerocity in New Delhi. In his product presentation, Tanes Petsuwan, TAT Deputy Governor for Marketing Communication said, "The Open to the New Shades concept is about asking visitors to 'open' their minds and hearts to deepen and widen their experiences into a new perception of attractions and variety of experiences in Thailand."

Guests also enjoyed a live music performance by Koh Saxman, a famous Thai saxophonist along with an Indian musician. Indian journalist Vir Sanghvi and other well known personalities also witnessed a demonstration of Thai culture.



RADISSON BLU AGRA TO LAUNCH LUXURY WING

Radisson Blu, Agra, is all set to establish a new benchmark for luxury in the city with the launch of its new luxury wing in October. Situated in the heart of the city, near the magnificent Taj Mahal, the luxury wing has been built keeping in mind the city's traditional aesthetics with a touch of opulence and avant garde.

Paritosh Ladhani, Executive Director, Radisson Blu, Agra, said, "We ensure the best of luxury services to our guests and with all that's in the offering at our new wing and the distinctive personality each unit wears we can assure that travelers will prolong their stay in the city."



THOMAS COOK INDIA SIGNS MOU WITH WILDLIFE RESERVES SINGAPORE

Thomas Cook (India) Ltd. has entered into a three year strategic agreement with Wildlife Reserves Singapore (WRS) — an organisation dedicated to the management of world-leading zoological institutions - Jurong Bird Park, Night Safari, River Safari and Singapore Zoo. The Memorandum of Understanding was signed between Mahesh Iyer, Chief Executive Officer, Thomas Cook (India) Limited and Mike Barclay, Group Chief Executive Officer, Mandai Park Holdings (the parent company of WRS) at the Thomas Cook India Group headquarters in Mumbai. Thomas Cook India's internal data has revealed a strong and significant growth of Indians travelling to Singapore with a 20% YoY growth. Additionally, WRS reveals that India is one of the top five countries in terms of visitors across its four parks.

BHUTAN WINS THE EARTH AWARD 2018

Kingdom of Bhutan wins the Earth Award at the award ceremony in ITB Berlin held on 7th March 2018. A jury representing 12 leading sustainable tourism organisations and networks selected Bhutan from among more than 100 top sustainable tourism destinations.

The award programme is initiated to recognise and appreciate tourism destinations that work toward managing 'over tourism' and their commitment in sustainable tourism development and promotion. It also provides a platform to showcase 'green destinations' to the world.

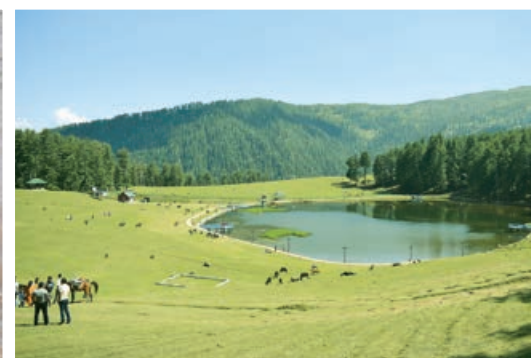




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TAMIL NADU GETS ITS FIRST MERCURE WITH ACCOR HOTELS

Chennai's largest and upcoming industrial and automobile belt – Sriperumbudur-Oragadam saw the opening of its first international hotel Mercure Chennai Sriperumbudur. The hotel allows its guests to truly experience South India by offering a contemporary 'home away from home'.

Mercure Chennai Sriperumbudur features local elements which are reflected in the design and the cuisine. The hotel rooms give guests a taste of this ancient history through the writing of "Thirukkural" by the celebrated Tamil poet and philosopher, Thiruvalluvar which is depicted in the wallpaper used in the hotel.

Speaking on the occasion, Neeraj Govil, Chief Executive, SMP Management Group said, "We are privileged to partner with AccorHotels in bringing Mercure in Sriperumbudur, the first international brand in industrial corridor of Oragadam."

This marks AccorHotels' sixth property in Chennai. Mercure Chennai Sriperumbudur features 100 well-appointed guest rooms, including six suites. The hotel also features a state-of-the-art fitness centre where fitness enthusiasts can enjoy their work out with the best and latest equipment.

INCREDIBLE INDIA 2.0 LAUNCHED

The Ministry of Tourism has launched the Incredible India 2.0 campaign to promote various destinations and tourism products of the country including spiritual, medical and wellness tourism in important and potential source markets overseas. The information was given by Shri K. J. Alphons, Union Minister of State (I/C) for Tourism.

The Incredible India 2.0 campaign aims at a shift from generic promotions undertaken across the world to market specific promotional plans and content creation with thematic creatives on different niche products including spiritual, medical and wellness tourism.

The Incredible India 2.0 campaign, aims at moving to the next level of promotion and marketing with a shift from generic promotions across the world to market specific promotional plans, content creation and use of thematic creatives.

TAJ NADESAR PALACE HOSTS FRENCH PRESIDENT

The iconic Taj Nadesar Palace, Varanasi was privileged to host the French President, Emmanuel Macron for a traditional Indian luncheon. Accompanying him was Prime Minister Narendra Modi along with several other Government dignitaries. President Macron, who is in India as part of a four day visit, was delighted with the signature 'Saatvik Thali', meaning 'food from the temples' served to him. The sumptuous vegetarian spread, sans onion and garlic was curated by the Taj Nadesar Palace to create a bespoke local experience for the visiting dignitary.

The luncheon was an apt reflection of the local culture and cuisine, including tender coconut water, jeera chaas, Palak Patta Chaat, Aloo Dum Banarasi, Benarasi Kadhi Pakora, and Baingan Kalounji along with several other options.

Taj Nadesar Palace has been synonymous with royalties and celebrated statesmen since 1835 and has played host to various legendary personalities such as Prince and Princess of Wales, who later became King George V and Queen Mary, Queen Elizabeth II, King Ibn Saud of Saudi Arabia, Lord Mountbatten, Jawaharlal Nehru and His Holiness Dalai Lama.



THE PRESTIGIOUS VINTAGE CAR RALLY CONQUERS DELHI-NCR

The 21 Gun Salute International Vintage Car Rally & Concours Show wrapped its eighth edition at the prestigious venue of Ambience Greens, Golf Course, Gurgaon. This motoring & cultural extravaganza has been bringing motoring enthusiasts from the global motoring community together.

The rally was flagged off from India Gate by Chief Guest Dr. Mahesh Sharma, Minister of Culture, (Independent Charge), Govt of India, on the 17th Feb, 2018, in the presence of many other esteemed authorities. All the automotive greats paraded from the majestic India Gate towards the Ambience Greens, Golf Course Gurgaon, covering a distance of 33 km.

Two glorious days of heritage motoring indulgence included, magnificent handpicked vintage and classic cars, an eminent global jury panel, Indian classical dance performances, and presence of automotive connoisseurs from the Indian royal families.



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ROMANCING THE ROYAL

Sophisticated and mesmerising, The Royal Blue resort is pure luxury with the abundance of Cretan culture and heritage

TT BUREAU

Located on the northern coast of Crete, The Royal Blue is a 5-Star luxury beach resort, which is quietly nestled between Rethymnon & Heraklion towns, in Crete, Greece. The resort is built right above the water and offers majestic 180° views of the sea. It is an unforgettable journey from the moment you step into the hotel, which serves as an ideal place to relax, unwind and enjoy the ultimate serenity and high-end service ensured by the property.

The hotel has 187 guest rooms, suites and private villas, majestic pools, delicious tastes and refreshing wellness and spa facilities. The resort also features two main swimming pools, one kid's pool, seven shared pools, one spa heated pool and numerous private pools. Maintaining the authenticity of Cretan culture, The Royal Blue resort provides top-level local gastronomy as well as a relaxing wellness experience.

When it comes to surroundings, Crete is a magical tapestry of splendid beaches, ancient treasures, and landscapes,

encompassing vibrant cities and dreamy villages, where locals share their traditions, wonderful cuisine and generous spirit. There's something undeniably artistic in the way the Cretan landscape unfolds, from the sun-drenched beaches in the north to the rugged canyons spilling out at the cove-carved and cliff-lined southern coast.

In between, valleys cradle moody villages, and round-shouldered hills are the overture to often snow-dabbed mountains. Plan a driving tour, trek through Europe's longest gorge, hike to the cave where Zeus was born or cycle among orchards on the Lasithi Plateau. Keep time to discover sandy beaches and explore the scenic environment on a boat or a kayak. For underwater experience, snorkel in the crystalline waters and witness the best of nature.

For an experiential, nature-bound and luxurious stay, The Royal Blue invites you to live your most fascinating holidays in Greece.



BEACHCOMBER RESORTS & HOTELS BRINGS FUN TO DELHI

Beachcomber Resorts & Hotels recently hosted an evening function for the Indian market on March 16th in New Delhi. The event saw a great number of attendance from travel trade, tourism stakeholders and Airlines who came together to learn about Beachcomber luxury properties in Mauritius and create future business prospects. The Beachcomber Resorts & Hotels also used this opportunity to get acquainted with demand of travel agents in Delhi.



DELHI TOURISM AWARDED FOR CREATIVE FILM SHOOTING CALENDAR

Delhi Tourism has been awarded with exceptionally creative publication (Crystal Category) for its annual calendar promoting locations for film shootings. To promote Delhi as the finest film shooting destination for global cinema, the calendar was created by Delhi Tourism on behalf of Government of Delhi showcasing the most popular shooting destinations. Sudhir Sobti, Chief Manager, PR/Publicity and Film Shooting Facilitation received the award on behalf of Delhi Tourism.

The award was presented by Shri Dilip Kamble, MOS for Social Justice, Government of Maharashtra, during the annual conclave of Public Relations Council of India (PRCI), in Pune on 10th March, 2018.



GINGER HOTELS LAUNCHES ITS FIRST HOTEL IN AURANGABAD

Ginger Hotels has announced expansion of its portfolio in Maharashtra with the launch of a new hotel in Aurangabad. The move is in line with Indian Hotels Company Limited's (IHCL) expansion plans in the country by increasing footprint across segments in destinations of importance to business and leisure travellers.

The hotel houses 63 smartly designed rooms that offer all modern-day conveniences for a hassle-free stay. With a committed and caring team, this spotlessly clean hotel offers a unique check-in experience of Coffee & Keys where guests can enjoy a cup of freshly brewed coffee whilst checking in, an interactive social lobby, seamless complimentary Wi-Fi, a multi-cuisine restaurant, a well-equipped fitness centre and efficient meeting facilities. IHCL already has presence in the region with its palace-styled hotel, Vivanta Aurangabad and a world-class centre in hospitality education with the Indian Institute of Hotel Management, Aurangabad.

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SAMIR MC has been appointed as the Managing Director of Fortune Park Hotels Ltd. As Managing Director of FPHL, Samir would also oversee the functioning of the WelcomHeritage brand. He will play a key role in meeting the company's aggressive growth goals as well as building on the brand's outstanding reputation for providing efficient service to customers as well as to the promoters.



SANJEEV PAHWA is the new Vice President - Development, in the Real Estate and Development function at Indian Hotels Company Limited. Pahwa joins IHCL from the Carlson Rezidor Hotel Group. He brings with him over three decades of professional experience with expertise in Business Development, Strategic Planning & Execution and

Global Sales & Marketing. With an extensive industry network, he would be a valuable resource in the Development team and will help in building a robust pipeline of hotels.



ROMIL PANT has been appointed as the new Senior Vice President – Leisure Business for Thomas Cook India. Romil comes with 21 years of experience in Sales, Marketing and Product Management, Operations and Credit Management across sectors, including, Telecom, Financial Services and Travel. In his role, Romil will provide leadership

and functional expertise to drive productivity and results across the company's Leisure Businesses, while focussing on Thomas Cook.



NASIR SHAIKH has been appointed as the new General Manager of The Westin Pune Koregaon Park. Nasir started his journey with Le Royal Meridien in 2000 as a Management Trainee. He has worked in varied capacities in the Hospitality Sector with the most prestigious international brands across the globe. He started his

journey with Marriott International as Director, Food and Beverage, with JW Marriott Juhu, and worked at different locations, including Azerbaijan and Oman.



PANKAJ K CHAUDHARY has been designated as the Director of Sales and Marketing at JW Marriott Chandigarh. Having gained rich experience in Sales & Marketing from working with various leading properties across India, in both metro and non-metro markets, Pankaj was working as Director of Sales, at Courtyard by Marriott, Agra, prior to joining JW

Marriott Chandigarh. Pankaj has had a long association with Marriott, having overseen various roles across different Marriott properties across India over the years. In fact, it was with Marriott Welcom Hotel where he began his career as an Operations trainee, in 2001.



NAMRATA CHAWLA has been appointed as the Associate Director of Sales at Hilton Jaipur. Namrata brings eight years of experience to her new role. In her former role at JW Marriott Jaipur Resort & Spa, she was responsible for setting up and streamlining the sales processes, leading to its successful launch as a Destination Wedding hotel.

Prior to JW Marriott Jaipur, Namrata was heading groups and catering at JW Marriott, Kolkata (2016) & JW Marriott, Bangalore (2015) – luxury flagship hotels of the Marriott India portfolio.



SAGAR GAONKAR has been appointed as Director of Rooms at Double Tree by Hilton, Pune. Gaonkar brings with him over 11 years of experience in Hotel Operations. He has earlier worked with established names such as Leela, JW Marriott, Starwood, Wyndham and Hilton. Sagar has an expertise and proficiency in handling guest relations, implementing

systems and managing a gamut of key operational divisions. As the Zonal Incharge at DoubleTree by Hilton, Pune, Sagar will be responsible for monitoring activities of all associates in coordination with HODs, ensuring that they adhere to the standards of excellence, plan and initiate the best practices.



ANSHUL CHAWLA has been announced as the new Human Resources Manager at Courtyard by Marriott Agra. Prior to this, Anshul was working at Le Meridien Paro, Bhutan, as Manager, Human Resources. He has also worked with W Goa, The Westin Chennai, The Westin Gurgaon & The Westin Sohna Resort & Spa and The Westin Hyderabad

Mindspace. The quick success in his career demonstrates his leadership and efficient management in the industry. Anshul has more than five years of experience in Human Resource and has extensive knowledge about different functions.

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CORPORATE



EPITOME OF EXCELLENCE

In conversation with Aditya Shamsheer Malla, General Manager, Double Tree by Hilton Pune, Chinchwad

TT BUREAU

We have initiated new liaisons to widen our scope through events and brand activations to ensure that we stay on top of our game and continue to grow. The main focus remains, keep it simple and warm, our brand promise.

According to you, what defines the USP of your hotel?

DoubleTree by Hilton Pune is well known for its strategic location, being centrally located in the heart of Pune's corporate hub – Pimpri-Chinchwad, and also in close proximity to the Mumbai-Pune expressway, bringing us closer to popular tourist attractions such as Lonavala, Khandala, Mahabaleshwar and Nashik.

This makes us the ideal choice not just for business travel, but also for leisure and staycations, which is a fast growing trend in the industry. This allows us to come up with exclusive packages with add-on features tailored for this segment. The hotel is also home to some of the finest restaurants in the city, offering guests a diverse choice of food and beverage options, including Japanese specialty cuisine at the award-winning Miyuki multi-cuisine, at the all-day dining restaurant, 3 Spices, and authentic Northwest frontier delicacies at Level 12 – the open-air rooftop resto-lounge. Guests also have the option to enjoy our resplendent outdoor pool, a relaxing hour at the in-house spa or an energising workout at our state-of-the-art fitness centre.

What are the challenges that you face in the market place?

Hilton is a leading brand known for setting several benchmarks in the industry, be it in technology or customer engagement and loyalty. True to our brand, we can say we like challenges and pushing ourselves to achieve far beyond our objectives. We are proud to have an excellent set of team members who are skilled and flexible in catering to our guests and providing tailored service according to the purpose of their travel. With the widening of the market, we are looking for opportunities to acquire as well as retain the right talent.

With your new role in Double Tree by Hilton Pune, what would be your approach on building strategies that sync with the vision of the hotel?

My new role at DoubleTree by Hilton Pune is very exciting and different in many ways. I bring to the table extensive multi-city sales, marketing and operational experience. We are leveraging our strengths as a Team to consolidate and grow the hotel's price positioning and value proposition. In addition, we are revisiting existing market segments to assess opportunities for additional growth. Food & Beverage continues to be one of our biggest USPs and we will leverage it to ensure that our guests and local patrons have a reason to visit us regularly.

For more than two decades, you have been part of some of the best global bands like Marriott, Hyatt, Oberoi Hotels and Resorts, Taj Hotels Resorts and Palaces. What is the most important thing you have learnt that you still abide by?

I have been privileged to be with some of the world's leading hospitality brands, but you can never be too experienced to learn more, and I continue to grow as a person and as a leader every day. Through it all, my motto remains – Do the Right Thing, and as you tread along, leave each place better than you found it.

Over the years, I have firmly come to believe that for a brand to be considered as a leader in the pool, the grandness of your property and amenities can only contribute to an extent; what matters more than that are the thorough details and warmth in your hospitality.

In the hotel industry, your services can never be homogenous, every guest is looking for different things, coming from a set of expectations and previous experiences. Satisfying their needs and doing more than that lies in the foresight of your team. Investing in training and empowering your staff to go the extra mile will always give you the best return.



What are your future plans for the hotel?

We look forward to bringing various innovative promotions in our F&B services as part of widening our target market.

We are also creating weekend packages to augment our weekend occupancy and several strategies are being developed to cater to this segment. However, the focus will not be on only growing externally, but also strengthening ourselves internally with a strong and empowered team of associates. Emphasis on gender diversity in the workforce and initiatives for our employee welfare are also being taken up for a better outreach.

KOREA: MICE AND BEYOND



The recently held MTM Think Tank focussed on the undiscovered side of Korea, which is swiftly gaining attention for successfully hosting large scale conventions, corporate meetings and incentive travel

TT BUREAU

Known for its impressive development, Korea has managed to maintain a striking balance between its rich traditional culture and the inevitable modern technology. Being one of the world's most innovative countries, Korea, with its highly customisable support, has become the central hub for hosting international events.

Keeping Korea at the core, this year's MTM Corporate Think Tank discussion was centred on, 'Korea, Beyond Meetings,' which resulted in a brainstorming among corporate decision makers of the industry. Held on March 22, 2018, at Hotel Sahara

Star, Mumbai, the discussion included delegates Jong Sool Kwon, Director, Korea Tourism Organization; Sandeep Dutta, Marketing Manager, Korea Tourism Organization; Chunghee Yogi Park, Director, Hana Travels LLP (South Korea DMC) and Himanshu Yogi, Partner, Hana Travels LLP (South Korea DMC).

Sandeep Dutta addressed the gathering with the destination offerings and shared why India is important to Korea. While expanding on Korea's MICE and leisure offerings, Sandeep Dutta said, "India cannot be overlooked by any country as you can see so many international companies

have opened their offices in this country. Indian tourists are travelling all over the world, but they have not travelled to Korea extensively and that is where we come in. The travel is substantial – almost 2 lakh people travel from India to Korea, but the majority of them are business travellers. We want to expand MICE and leisure travel also.”

While planning a MICE event in Korea, enterprises need to ascertain how successful they will be in realising their aim and objectives. During the panel discussion, different contexts were brought forward by the corporates which included tourist attractions in Korea, direct flight availability from India to Korea, travel visa, availability of Indian cuisines in South Korea, along



When it comes to planning a MICE related event, Korea is one of the most popular yet untapped territories for Indian Corporates. In this context, Dutta explained, “Earlier, travellers to Korea were not high in number because of a lack of knowledge and amenities that were not tailored for Indian travellers. But, now there are direct flights from India to Korea, with many Indian restaurants offering popular cuisines. So, an upward trend has already started and we want to capitalise on it and go further up.”

The session further developed into a round table discussion, which was well attended by leading corporate travel purchasers. Dutta addressed queries of buyers over the 120-minute session, which was moderated by Kamal Gill, Director-OptiMICE Events Pvt Ltd. Other speakers for the event included Major Aditi Mohan, Vice President – Administration & Facilities, FNF India Private Limited; Jai Tondak, Vice President-Head-Corporate Services Group, nThrive; Muthuraj Adiga, Head-Administration & Environmental Management, Sony India Software Centre Private Limited; Rajan Verma, Dy. General Manager, JK Lakshmi Cement Ltd., and Ashok Ramakrishnan, Deputy General Manager, Corporate Travel, Larsen & Toubro Limited to name a few.

“Think Tank has been a unique experience for Korea Tourism Organisation as this is a one-of-its-kind Q&A session where we got the opportunity to interact with corporates for over two hours.”

*Sandeep Dutta, Marketing Manager,
Korea Tourism Organization*





with local delicacies, modes of transportation within Korea and availability of hotels nearby convention complexes.

On Korea's strategic plans, Dutta explained, "For the next year, Korea Tourism Organisation will participate in more events where we will get to meet corporate buyers. We are also planning to conduct roadshows in key cities like New Delhi, Bengaluru, Mumbai and Chennai, where we will invite DMCs and the travel fraternity to inform them about our offerings."

With outstanding MICE infrastructure, safe and sustainable networking venues and varied leisure experiences, Korea offers

not only success in hosting events, but also provides visitors a variety of tourist attractions. Connected to more than 186+ destinations across six continents, Korea is easily accessible from most major international cities providing convenience and a strategic advantage to MICE planners in search of a location compatible with their business.

The MTM Corporate Think Tank provided an interactive platform for the who's who of Corporate MICE & Travel decision makers to discover solutions to the challenges faced while planning and hosting an international business event.



HENAN – CHINA'S CULTURAL HAVEN

One of the most exceptional yet undiscovered provinces in China, Henan holds a unique place in the development of Chinese culture



Located in central China, Henan is an ancient gem not to be overlooked. Henan used to serve as China's cultural, economical, and political capital. Deemed as the 'Cradle of Chinese Civilization', the remains of some of the earliest human settlements have been unearthed here.

Henan, also known as the 'Cultural and Natural Museum of China', has over 1.3 million pieces of relics that are housed in the national museum. Of the 45 world heritage sites, three can be found in Henan Province: the Longmen Grottoes, Yin Xu and the Historic Monuments of Dengfeng. Four of the eight great ancient capitals of China, namely Luoyang, Anyang, Kaifeng, and Zhengzhou are also located in Henan. Xi'an, which houses the tens of thousands of life-sized terracotta soldiers and horses and the mysterious Mausoleum of the First Qin Emperor are less than two hours train journey from Henan.

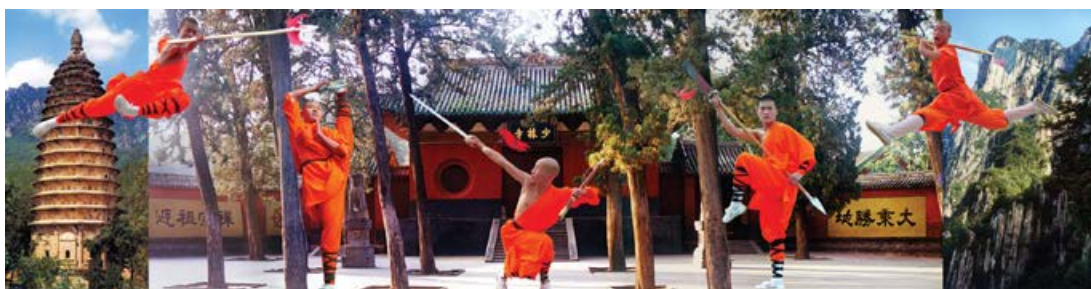
Home to the world's most famous Buddhist monastery, Henan's Shaolin Temple, established in 495 A.D., is the birthplace of Chinese Kung Fu. The Shaolin Temple is now regarded as the birthplace of Zen Buddhism. However, the beginnings of Shaolin stem from a far more tranquil resplendence. The first version of Kung Fu was merely a form of calisthenics to rejuvenate the body, mind and soul of the Shaolin monks. Since then, the infusion of the monks' devotion transcended their simple exercises into one of the most formidable martial arts the world has ever seen.

Food is an integral part of any travel experience and Henan caters to all genres of foodies – including vegetarians. The

monks at the Shaolin monastery are vegetarians and there is a cuisine known as Shaolin vegetarian food that combines seasonal produce with staples such as bamboo shoots, mushrooms, soybean products and fresh fruit. Other popular vegetarian dishes to try in Henan are Kaifeng Chao Liang Fen & Mashed Sweet Potato. For those who prefer alternatives to vegetarian food, the Yellow River Croaker is a popular seafood item. Another delicacy is Kaifeng Tao Si Bao – a traditional poultry dish, commonly referred to as 'Four Treasure', which uses chicken, duck, pigeon and quail.

The Luoyang Shui Xi, also known as Water Banquet, is a traditional feast in which one third of the courses consist of soup. The Tang court astrologer, Yuan Tiangang, created the 24 course Water Banquet to symbolise a different part of the Empress Wu Zetian's life. The 24-dishes are served in order from the beginning to the end. All the dishes are served only when the previous one is finished and removed. The process simulates the stream-like processing, thus symbolising the water flowing.

With breath-taking landscape, rich cultural and historical heritage and sumptuous food options, tourists are in for a wholesome treat when they plan their visit to Henan.



JET-SETTER CORPORATE

Jasminder Brishan
Senior Manager - Global Travel
& Procurement
Ocwen Financials, Bengaluru

TT BUREAU



Q: Most memorable trip to any destination?

It has to be the trip to Krabi, in Southern Thailand. It was a second honeymoon experience with my husband. The place has some of the most beautiful scenic attractions. The popular places are Phi Phi Islands, Railay Beach and Kho Poda, where many movies have been shot.

Q: You dream of going to?

Though I have visited a few places within India, I would like to explore the Northeast with my family, especially regions like Gangtok, Shillong, Guwahati, Meghalaya and Cherrapunji. Outside India, I would love to visit Europe.

Q: Favourite airline and why?

Thai Airways and Qatar Airways for good connectivity and less layover.

Q: Best hotel experience and why?

Dusit Thani Krabi Beach Resort, which overlooks the stunning beach. The rooms provided a peaceful ambience with trees surrounding the area. Another one was Remisens Premium Hotel Ambassador, at Opatija, in Croatia.

Q: A place you plan to visit again?

Florida and Miami in USA. There are so many attractions in Florida to explore and Miami beaches are so beautiful.



Q: A family vacation that stands out?

Definitely Goa, because the southern region has some good beaches, along with ample green space. My sons love being on the beach and another positive is the hotels. One such is the Caravala Beach Resort.

Q: Your best holiday with friends?

At Barcelona and Zagreb, because I saw snow for the first time in my life.

Q: Great food you enjoyed and where?

Mr. Krab-i – it offers sumptuous Italian and Thai cuisine, and my favourite was the sea food.

Q: What to watch out for while travelling?

Study the geography and weather of the destination before you travel. Ensure you have Internet on your phone, to know the routes. Visit locations which leave a lasting impact and do take pictures of the locations apart from just selfies.

Q: As a travel buyer, what's your philosophy?

Plan well, cover every aspect of your expectation and create an experience that you can reminisce over.



JET-SETTER CORPORATE

Hemant Kadam
Vice President, General Affairs
Mizuho Bank Ltd.

TT BUREAU

Most memorable trip to any destination?

I enjoy extended trip to Shimla, Manali and Hyderabad. Trip to Ganpatipule and Alibag are amongst one of my most memorable trips and I had spent the vacation along with all my family members.

You dream of going to?

I really wish to visit Leh Ladakh. I want to drive with my gang of friends who love to spend their time close to nature and enjoy photography.

Favourite airline and why?

I always prefer Jet Airways for Domestic travel in India, they have flights in all sectors and offer good hospitality.

Best hotel experience and why?

It has to be at Taj Palace - Vivanta in Delhi. Best part is that the brand maintains uniformity in all its branches and provides great ambience and exemplary service. In Mumbai I stay at St. Regis and in Goa at Hyatt as it offers better location, fantastic view and great hospitality.

A place you plan to visit again?

I would like to visit Goa, Kashmir and Manali as they provide peace and all destinations are close to nature. I prefer to visit Goa for its lovely beaches and to have a good time with my friends and family.

A family vacation that stands out?

I have beautiful memories of the time I spent with my family in Manali and Kashmir. It was truly and unforgettable experience.



Your best holiday with friends?

Goa makes for cruise, beaches and natural surroundings and thus it has been my best holiday destination with my friends.

Great food you enjoyed and where?

I always enjoy Hyderabadi (Chicken) and Goan food (Fish),

What to watch out while travelling?

Always explore new places and if you plan to visit any historical places try to build and adventure out of it.

As a travel buyer, what's your philosophy?

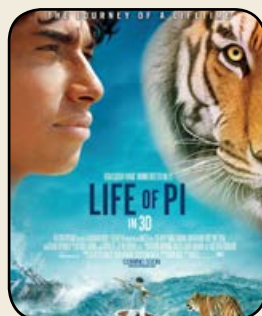
While travelling forget all your professional and personal stress and enjoy every moment of life. It is always a good stress buster to relive and reminisce the best memories of your past trips.



TRAVEL WITH THE STARS

Over the years, statistics have proven films to be a great medium for showcasing a country's culture, heritage and vast economic potential

RITIKA BISHT



It doesn't come as a surprise that some of the most visited places on the planet dedicate their success to movies. Cinematic Tourism continues to weave magic for people and boost tourism arrivals in destinations which are featured on big screens. The vision of the film is always to sync storyline with the ambience of the location. When it is finally translated into cinematic mode, the whole experience ends up being more than just an entertainment. Take for instance 'The Lord Of The Rings' trilogy, which was majorly shot in New Zealand. After the release of the first film in 2001, New Zealand recorded a 50 per cent increase in tourist arrivals, thus contributing directly to its economy. In fact, tourism industry has reaped benefits from movies showcasing the beauty of the lesser known tourist destinations of the country as well.

INDIAN SUCCESS STORY

A similar story follows in India – home to some of the most exotic and rare locations which have been showcased in both Bollywood and Hollywood films.

According to a report released during the 'PHD Chamber Global Film Tourism Conclave: 'Promoting Destinations through Films,' the Indian film industry is the largest in the world in terms of the number of films produced, with around 1,500 to 2,000 films produced every year, in more than 20 languages. The industry also had the second highest footfalls in the world, in 2015 (over 2.1 billion), following China (almost 2.2 billion).

The report also points out that currently India is gaining traction as a film shooting destination. After the success of India-based movies such as Slumdog Millionaire (shot in Mumbai in 2010 and won 10 Oscars), several international studios are considering shooting a large portion of their films in India. India has been used as a film shooting destination for various Hollywood movies, such as The Best Exotic Marigold Hotel, Million Dollar Arm, The Hundred Foot Journey, Life of Pi, Mission Impossible IV and Jobs.

The influence of movies on the tourism industry is prominent and there is no doubt it will increase in the coming years. We look at some of the best movies of the new age and yester years, which have prompted people to step out of their comfort zone to discover the most fascinating places on Earth.

FILM: STAR WARS EPISODE VIII: THE LAST JEDI

LOCATION: DUBROVNIK, CROATIA

The Croatian city Dubrovnik grabbed headlines for portraying the fictional capital King's Landing of Game of Thrones. It further came to notice after it appeared in the new Star Wars franchise as its casino city 'Canto Bight'. Before the shoot, Dubrovnik's main street was closed to the public for two weeks for the city's makeover. The city, as seen in the movie, looks like the Stars Wars version of Monaco.

FILM: DELHI-6

LOCATION: OLD DELHI, INDIA

Delhi-6, released in 2009, is an ode to Chandni Chowk, in Old Delhi, where Director, Rakeysh Omprakash Mehra, spent his

childhood. Delhi-6 is a kaleidoscopic view of old Delhi, replete with the local flavours and general pandemonium. Old Delhi, sometimes regarded as 'the forgotten city,' still holds an inescapable magnetism. Many tourists flock to Old Delhi to experience its old world grandeur, which never ceases to inspire the creative soul.

FILM: THE SOUND OF MUSIC

LOCATION: SALZBURG, AUSTRIA

The highest grossing musical of all time, The Sound of Music is so many things apart from an international success. The movie, in its own mesmerising way, introduced Salzburg and its culture to the rest of the world. After The Sound of Music, Salzburg welcomed overseas visitors who wished to witness firsthand the sunny alpine meadows where the film was shot. Film locations included Pegasus Fountain at Mirabell Gardens, where protagonist Maria von Trapp dances with the children, the gazebo at Hellbrunn Palace, where Rolf sings 'Sixteen Going on Seventeen' and the city's castle and churches. There is a special The Sound of Music Tour, where tourists can follow the footsteps of the von Trapp family and experience the same magic. Even decades since its release, Salzburg has not lost its scenic and musical charm.

FILM: A WRINKLE IN TIME

LOCATION: WANAKA, NEW ZEALAND

Once famed for the Lord of the Rings trilogy, New Zealand recently welcomed the cast and crew of Disney's A Wrinkle in Time, which was partly shot in the country famed for its scenic backdrop. The movie crew set up their cameras in Wanaka, a small town that has now become a hot spot for tourists. Oprah Winfrey, who starred in the movie as Mrs. Which, shared shots of the majestic mountains surrounded by lakes, on her Instagram page and since then people have rushed to the crystal blue Lake Hawea to witness a similar moment.





FILM: HARRY POTTER
LOCATION: SCOTLAND

The most popular franchise of all time, Harry Potter series has not only spelled fans with its magical storyline but also compelled them to travel the regions where its scenes were shot.

There are multiple Harry Potter filming locations all over the UK, but the most popular one can be found in Scotland. The most surreal and stunning of all locations is Glenfinnan Viaduct, along which the Hogwarts Express travels. One can find many tourists shooting a video of the entire journey to relive the experience. Similarly, Loch Eilt, located in the West Highlands, was used for shots of the Hogwarts grounds and as the location of Dumbledore's grave, which were featured in the sixth and seventh instalments of the franchise.

FILM: CROUCHING TIGER, HIDDEN DRAGON
LOCATION: HENGDIAN, CHINA

Directed by Oscar winner Ang Lee, Crouching Tiger, Hidden Dragon showcased 19th century China. Adding his own dramatic sensibility, Lee decided to use elaborate sets at Hengdian World

Studios, in Hengdian, located in the mountainous eastern province of Zhejiang. The village to which Wudan master Li Mu Bai arrives at the beginning of the film is Hongcunzhen, situated west of Hengdian. The village is now a World Heritage Site and a bus ride away from the popular tourist destination of Huangshan. There are photogenic waterways, bridges and traditional houses, while nearby is Anji Bamboo Forest, scene of the movie's treetop battle.

FILM: THE GODFATHER
LOCATION: SICILY, ITALY

Beloved by millions, the first Godfather film majorly took place in New York, but an important component of the story was shot in Sicily. In Mario Puzo's book, The Godfather's Corleone mafia family belongs to Sicily's town – Corleone; however the town was too over-developed in the 1970s and thus Savoca village (also in Sicily) was used as the backdrop. If you visit Savoca you won't have a hard time finding Bar Vitelli and Church of St. Nicolò, where the marriage scene of Michael was shot.





FILM: THE BEST EXOTIC MARIGOLD HOTEL

LOCATION: JAIPUR & UDAIPUR, RAJASTHAN

The 2012 British comedy-drama, *The Best Exotic Marigold Hotel*, was majorly shot in Rajasthan. Though the place is already popular among international travellers, the movie featured stunning locations around Jaipur and Udaipur. The Taj Lake Palace and Rambagh Palace have launched a unique tour for tourists who can experience the same joy as enjoyed by the cast of the film.

Director John Madden explained why he chose Rajasthan to represent his kaleidoscopic on-screen world – “There’s something about the chaos and the jumble and the sort of madness of it that seemed a very good context for the story, because the film is at least partly about culture shock, and culture shock was a term surely coined to describe what happens when you go to India.”

FILM: THE GRAND BUDAPEST HOTEL

LOCATION: GÖRLITZ, GERMANY

The *Grand Budapest Hotel* is unique, charming, quirky and intelligent, and so were its locations where the scenes were shot. To give life to the world of the character M. Gustave, Anderson

used various Eastern European towns and cities in Germany as the backdrops for imaginary Republic of Zubrowka. However, West Anderson’s masterpiece was filmed largely in Görlitz, the easternmost town in Germany. The Art Nouveau department store in Görlitz called Görlitzer Warenhaus was used as interiors for multiple scenes.

FILM: LIFE OF PI

LOCATION: KENTING BANYAN PARK, TAIWAN

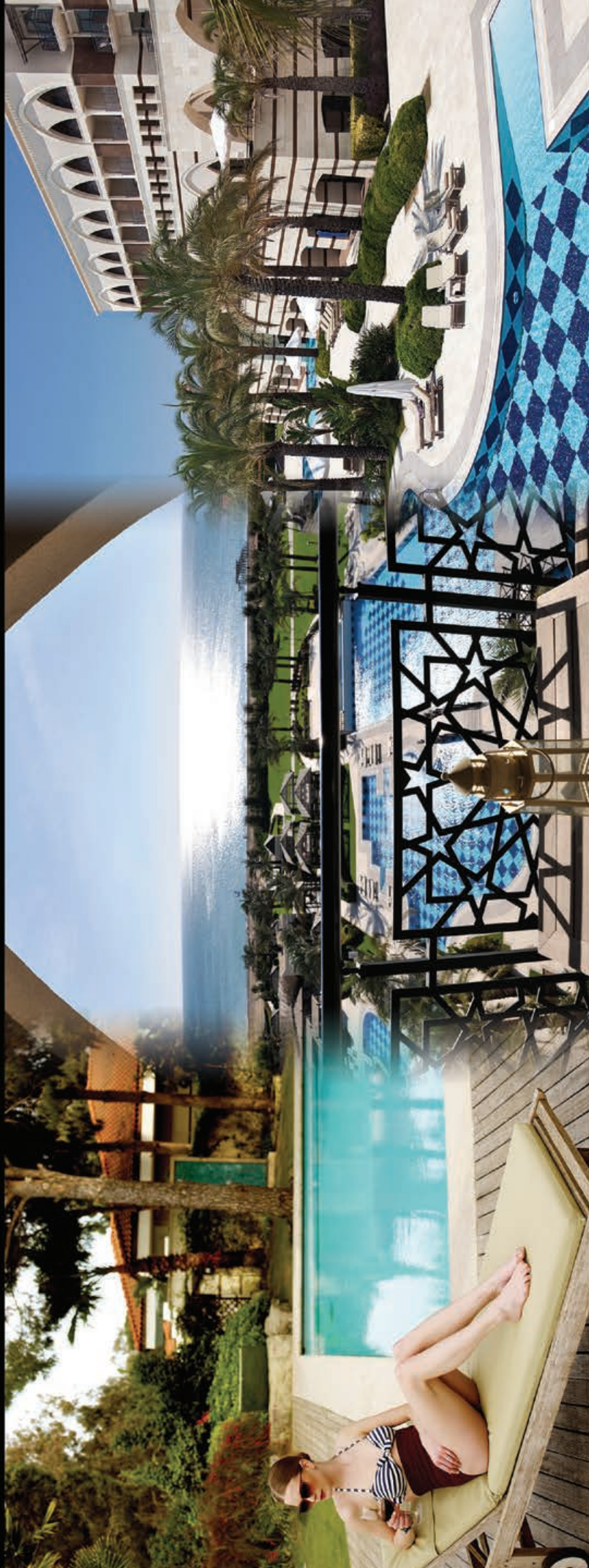
Though the cast of *Life of Pi* was majorly Indian, most of the Ang Lee movie was filmed in Taiwan. The floating island populated with meerkats, where Pi arrives during his journey, was shot in Kenting Banyan Park, and the scene that portrays a Mexican beach was filmed at Baisha Bay, Southern Taiwan. The animals in the movie were from Taipei Zoo, including rhinoceros, lemur, and a Formosan black, which were used in the film, at the Taiwan locations. After the blockbuster opening weekend received by *Life of Pi*, Taiwan’s tourism association started stepping up promotion of these sites and surrounding tourist attractions to attract international tourists.





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GUJARAT: FILM TOURISM'S SUPERSTAR





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HOW CINEMA PROMOTES TOURISM



By its very nature, cinema has the magical propensity to transport you to anywhere in the world. For cinephiles and travel buffs alike, a movie opens its lens to relive some of cinema's greatest stories and unlocks a destination for all new memories. Thus, you could travel to New York City and evoke the Little Italy of the 1940s, inspired by 'The Godfather' or journey to the mountains of Japan to marvel at the swordsmanship of the Medieval Samurai. Or closer home, take a trip to the spectacular Rann of Kutch and Bhuj, in Gujarat, and go through the motions that Aamir Khan did in the trend-setting Bollywood film, 'Lagaan.'

Many film locations around the world have become the pull factors for tourists. Film and TV productions can be a powerful way to add profile to a nation's tourism offer, both at home and abroad – they can help to showcase a country's natural and cultural assets, inform, inspire and influence travel decisions and help to market and grow local visitor economies.

A case in point is 'Lord of the Rings,' which was shot amidst the imposing mountains of New Zealand. Producer/Director Peter Jackson was aware of the risk he was taking, given the hostile terrain he had chosen to shoot in.

But, Jackson hadn't envisaged that his film would give Kiwi tourism a whole new lease of life – New Zealand was branded as the real-life Middle-earth by legions of Tolkien fans, while tourist numbers to Queenstown, Matamata and the Southern Alps increased manifold. And, with the Narnia films bringing in big bucks at the box office, New Zealand has become a one-stop tourist mecca.



A few words by...

Ganpatsinh Vasava

Hon'ble Minister for Tourism

What were the steps taken by the Ministry of Tourism to convert the immense potential of Gujarat into a tourism hub?

Gujarat is among the leading and preferred states for Film Tourism in India. Our efforts were recognised as Gujarat was awarded the 'Most Film Friendly State' in the country at the 63rd National Film Awards, in 2016.

The Film Facilitation Cell (FFC) in TCGL offers a Single Window System to filmmakers for shooting in Gujarat. It also offers a vast database of film shooting locations, photographs of locations, a detailed list of members of the film fraternity and service providers in Gujarat. Moreover, information pertaining to accommodation, transportation, caterers, interpreters, etc., is also made available to ease shooting in Gujarat.

An online application can be made by filmmakers and the FFC will provide necessary support in identifying the film location, assist in making bookings and obtaining approvals. During Vibrant Gujarat 2017, the State announced certain incentives for filmmakers shooting in Gujarat. These will be further implemented as the State is planning to prepare a Film and Cinematic Tourism Policy for Gujarat.

This policy will not just offer incentives to filmmakers, but will also support them through an integrated online Single Window System, which will enable them to obtain bookings and permissions within a matter of a few days. The policy will also promote use of services offered by the film fraternity of Gujarat and will offer enhanced support to budding filmmakers.



*Ganpatsinh Vasava,
Hon'ble Minister for Tourism,
Govt. of Gujarat*

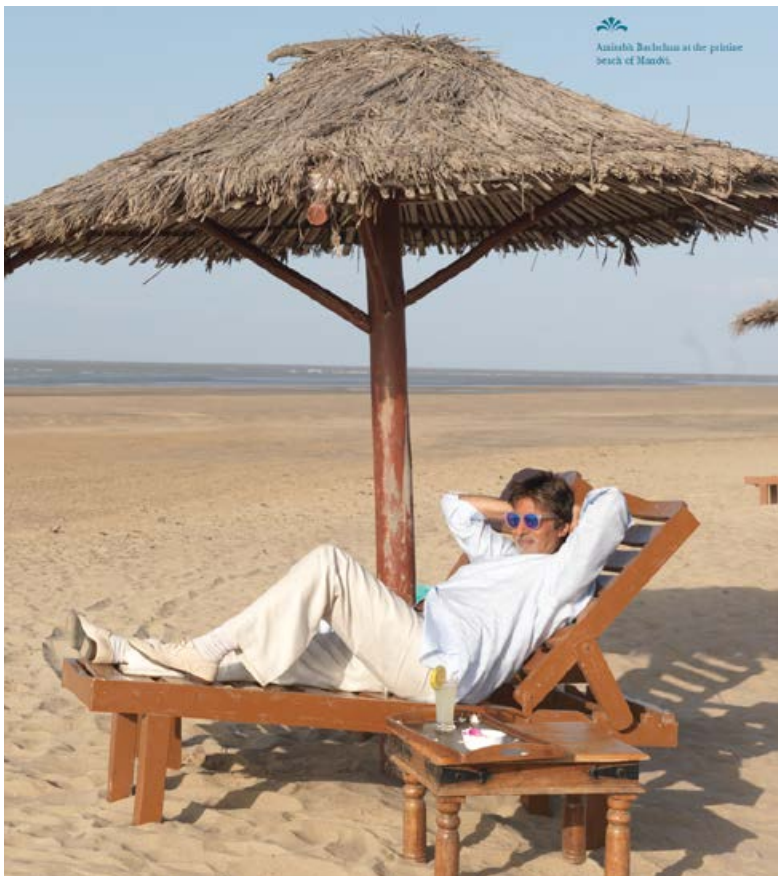
Q: What are the possibilities that you foresee in the near future for the promotion of tourism?

The proposed new Film and Cinematic Tourism Policy will immediately attract attention of filmmakers across India and abroad and will put Gujarat on their priority list for shooting.

Leading production houses already prefer Gujarat as a shooting location and we are increasingly seeing an interest from foreign filmmakers.

Q: Numerous films have been shot in Gujarat across different locations. How do you think it will help the State in its overall development and promotion?

Films play a very important role in attracting people's attention towards the scenic beauty and cultural heritage of the State. As far as development is concerned, the films shot in Gujarat have really helped the local film industry and created numerous job opportunities. Further, films have played a crucial role in promotion of tourism destinations in Gujarat and this has led to an increased tourist footfall in the State. For the benefit of tourists, the department is actively involved in the development and upgradation of tourist amenities at all tourist destinations in Gujarat.



GUJARAT TOURISM: VISION & MISSION

Described as 'A State on the Move,' Gujarat has been recognised for its intrinsic strength and potential, particularly in the realm of tourism. It firmly believes in the axiom that the world is one family and welcomes all those who share its love for good living and an avid desire for development and growth. It is this synergy, coupled with its zest for excellence that will set it on the path of success and glory.

The State has a single, inexorable vision, which is to position Gujarat as a vibrant tourist destination, with an emphasis on improving visitor experience, livelihood linkages, environmental concerns and enhancing investment opportunities, thus catapulting tourism as one of the most important economic drivers, leading to sustainable development and inclusive growth in the State.

The State's mission is to not only unlock its immense untapped tourism potential, but to develop tourism products; strengthen the infrastructure; undertake tourism related skill developments which lead to employment, particularly for the local population; to encourage responsible tourism; create an investment-friendly policy framework and ensure access to requisite tourist infrastructural facilities; to showcase the infrastructure and

institutions, achievements and accomplishments, entrepreneurship and hospitality of Gujarat in order to attract investments in the State and thus endorse the cause of 'Make in India' and to focus on the promotion and branding of Gujarat as a leading tourist destination worldwide.

TREND SETTING CAMPAIGN

Gujarat is a quintessential example of how brand focussing can overhaul the perception of a state. Shot over 17 destinations across three years, the "Khushboo Gujarat Ki" campaign, with the iconic Bollywood stalwart, Amitabh Bachchan, projected the vibrancy of Gujarat, its heritage, archaeological sites, ecology, wildlife sanctuaries spiritual locations, deserts, and more. Thereafter, Brand Gujarat saw the spawning of a number of promotional films across diverse platforms, making it a game changer for the State's tourism industry.

The 'Khushboo Gujarat Ki' campaign first went on air in 2010 and statistics reveal that Gujarat, till date, holds on to impressive growth rates in tourist footfalls, having accomplished a tourist inflow of 38.3 million in FY16 to 44.8 million in FY17.

Gujarat has always been known for its intrinsic diversity in terms of culture, heritage, history, wildlife, delectable cuisine, vibrant festivals and stunning locales. The state possessed all the attributes that go towards making it a successful tourist hub – what was required was the necessary impetus to showcase its potential. The Tourism Corporation of Gujarat Ltd (TCGL) picked up the gauntlet and overcame the challenge by initiating a powerful branding campaign showcasing the immense hidden potential in the State. The result was the 'Khushboo Gujarat Ki' campaign, which gave Gujarat an immense shot in the arm to the tourism sector.



SINGLE WINDOW CLEARANCE

The government of Gujarat is providing a Single Window Clearance for multiple permissions needed for shooting in many locations of the state. Film producers can now shoot in any part of the State without encumbrances and enjoy huge discounts (up to 25-50% if they shoot

at properties owned by the Tourism Corporation of Gujarat Limited), thereby reducing production costs. Shooting approval by the respective authorities is given within a week's time, at the earliest, or a fortnight, at the maximum.

S J HAIDER, IAS, PRINCIPAL SECRETARY - TOURISM

What is your vision for creating a successful image of Gujarat as a preferred Film Tourism destination for film producers?

- By virtue of being located close to Mumbai, Gujarat has immense potential to become the preferred state for film shooting.
- To create a successful image of Gujarat as a preferred Film Tourism destination, the State will have to offer easy clearances for film shooting, necessary support infrastructure and post production services, among others.
- We are in the process of creating an online Single Window System for quick and easy clearances and permission for film shooting, coupled with a vast database of film shooting locations, photographs of locations, a detailed list of members of the film fraternity and service providers, accommodation, transportation and interpreters.
- The department is also in the process of preparing a new Film and Cinematic Tourism Policy which will offer incentives to filmmakers, film infrastructure developers and promote the use of local film professionals from Gujarat.

How does your investment structure help in providing infrastructure for locations, especially designated for film productions?

- Through our proposed Film and Cinematic Tourism Policy, we will provide financial support to investors for developing film infrastructures such as Film City, Processing Studios (VFX, Animation, Recording), Film Institutes, Multiplexes in Tier 2 & Tier 3 cities and affordable entertainment marts. This will help us create the necessary film infrastructure in the State.
- The State is exploring the development of a Film City under PPP mode to offer a one-stop destination for all filmmakers' needs.
- Under the New Tourism Policy 2015-2020, we are already supporting development/ renovation of Heritage Properties, which are increasingly being utilised for film shooting, apart from accommodation.

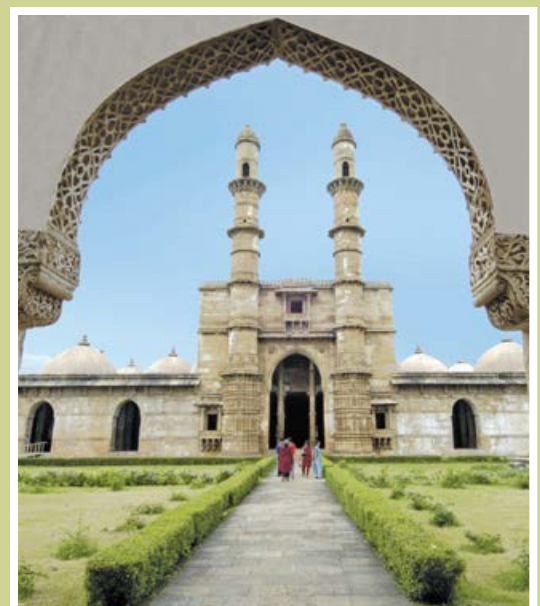


FILM FRIENDLY STATE

It comes as no surprise that Gujarat received the National Award for 'Best Film Promotion Friendly State' for the year 2013-14 and in 2014-15. It was also the recipient of the Best Tourism Film Award of Government of India, during the Tourism Year 2006, for the tourism field, 'Glimpses of Glory.'

The film business is about managing resources and coping with challenges as much as it is about moulding fantasies into reality. Professionals value a location not only for its spectacular offerings, but also for the ease it lends to the course of work. The question here is what makes Gujarat the go-to destination for film shooting.

There are many reasons that have made Gujarat one of the most happening shooting destinations for filmmakers across India. Places like Vadodara and Ahmedabad are well connected to Mumbai; Gujarat houses many heritage hotels and heritage places, there has been robust infrastructure improvement over the years, reasonably priced accommodation, encouragement by the Government in terms of setting up new policies, and many unexplored areas in Gujarat which are picture perfect.





CINEMATIC TOURISM

Tourists today are more discerning and are constantly looking for new destinations and new experiences. A growing phenomenon perceived in recent years in the tourism industry was that tourists visited destinations featured through films which were not directly related to tourism promotion by Destination Marketing Organizations (DMO). Thus, a new form of cultural tourism evolved, called Cinematic Tourism, or film induced tourism. Recent research illustrates that movies can generate a strong influence on tourist decision making and films do not only provide short-term tourism revenue, but long-term prosperity to the destination.

Gujarat has indeed been favoured by the gods in terms of spectacular locations, including stunning geographical, archaeological and royal sites. Naturally, filmmakers in droves are driven towards the state, making it an ideal destination for Cinematic Tourism. A major draw is the seamless facilitation that is provided for shooting and producing films in the State. Gujarat's Single Window clearance facility, presence of a dedicated web portal, international promotions, database of product facilities and hotels and emergency services considerably streamline the otherwise cumbersome process of filmmaking.

The Tourism Corporation of Gujarat Ltd (TCGL) provides comprehensive travel assistance and services to tourists visiting Gujarat. Some of the services of TCGL include

accommodation, conducted tours and ground transport with a wide range of choices to meet diverse needs. Not only does Gujarat offer a wide range of breathtaking locations and scenic landscapes, it is also a melting pot of several civilizations, resulting in a vibrant culture and a rich heritage. The State showcases exceptional archaeological sites, several architectural marvels and divine pilgrim centres.

EXEMPLARY STATE FACILITATION

By dint of its policies and resolutions, the Gujarat Government has ensured prompt and adequate facilities to producers who want to shoot films, TV serials, documentaries, advertisements and feature films in Gujarat, providing producers an additional advantage for shooting in the unexplored as well as famed locations in the State. The proactive and friendly approaches of the State Government as well as the affability of the people of Gujarat have made it conducive for filmmakers to shoot in Gujarat.

A Resolution was passed by the Government to provide prompt and adequate facilities to producers wanting to shoot films, TV serials, documentaries, advertisements and feature films at tourist, religious and historical sites, etc, in Gujarat.

- Corporations, Police Commissioners, District Collectors, District Police Superintendents and Deputy Conservator of Forests would give their stamp of approval for shooting. In the event of an application being rejected, a written reply with reasons would be communicated to the concerned party. If no decision was taken within seven days from an application received by the authority, the permission will be deemed to have been granted.
- However, this permission would not apply to (a) Monuments falling under Department of Archaeology Survey of India and (b) Reserve Forest, Forest or Sanctuary Area falling under the Forest and Environment Department.
- No charges would be levied for police protection at open sites and for shooting in open public places. However,



- applicable charges could be levied for water, electricity, utilisation of buildings and others facilities.
- Local permission of the concerned Police Commissioner or District Police Superintendent is mandatory for security clearances. The concerned Police Commissioner or District Police Superintendent will give due permissions expeditiously. If permission is not granted, or rejected within seven days of an application received by the authority, it will be deemed to have been granted.
 - If required, a Prohibition Permit could be obtained from the concerned District Officer of the Prohibition and Excise Department by the party. A Film Shooting Cell will be established within the Tourism Corporation of Gujarat Limited (TCGL), at Gandhinagar and the Mumbai branch office.
 - A total of four consultants, without creating of posts, could be taken on contract basis through consultancy services, with a limit of Rs 30,000, as monthly emoluments per consultant, depending on the work assignment given by the Managing Director, TCGL, Gandhinagar.
 - The Cell will undertake marketing activities for film shootings etc., besides functioning as a Facilitation Centre. It will function under the supervision of the Managing Director, TCGL, Gandhinagar.
 - Toran Hotels, run by TCGL, will offer a concessional fare of fifty percent over the prevailing room rates and priority will be given to such bookings.



Cinema: Most Powerful Tool

JENU DEVAN, IAS, COMMISSIONER OF TOURISM & MANAGING DIRECTOR OF TCGL

How would you define the impact of cinema on culture and society from the advent of the 20th century?

- Cinema has become one of the most powerful tools for culture, education, leisure and promotion. Films are effectively being used to create a lasting impact on society, not only in terms of our history and heritage, but also about our culture, and spreading awareness.
- Movies in the last decade have picked up specific issues of society and spread awareness to its audience. Such movies, which have received very positive feedback from the country, include 3 Idiots, OMG! Oh My God, Taare Zameen Par, Chak De India, Padman, Toilet: Ek Prem Katha, and many more.

What are your promotional plans for Gujarat for 2018-19?

- We are actively using all forms of advertising, be it participation in travel fairs and forums, worldwide. Today, social media has become one of the most powerful tools for marketing and Gujarat is leveraging it successfully. We have a very wide social media presence, with around 16 lakh followers on Twitter and close to 13 lakh followers on Facebook. We also have our YouTube channel, which we are actively using to reach out to people.
- We are running campaigns on our social media pages to promote Gujarat and attract tourists as well as filmmakers and producers.
- Apart from this, we are also doing various promotions through print and electronic media.

Film production can have a long lasting impact on travel decision. What are the new or upcoming facilities that you plan to initiate to boost film shootings in the state?

- As per a study, close to 5% of total tourists decide their holiday location based on the location that they viewed in a film. For example, the Ladakh region witnessed a steep increase in tourist footfall after people saw the movie '3 Idiots' and the locations of Ladakh in the movie.
- One of the major initiatives that we are taking to boost film shootings in Gujarat is the new Film and Cinematic Tourism Policy, which will offer both financial and fiscal incentives to filmmakers for films shot in Gujarat. The policy also intends to support creation of film infrastructure by providing incentives to investors.
- Other major initiatives would be to create an online, fully integrated Single Window system for obtaining permission for film shooting across all locations in Gujarat. This will really make it easy for filmmakers to shoot in Gujarat.

We are also exploring the possibility of developing a Film City on PPP mode in Gujarat, to offer all world-class services at one location for film shooting.





LIGHTS, CAMERA, GUJARAT!

The Indian film industry is possibly one of the best ways to promote tourism in even the remotest and most offbeat places in the country. It could be an ordinary location, but as soon as it features in a Bollywood movie, it becomes a popular tourist destination. The most preferred shooting destinations in Gujarat are Ahmedabad, Gondal, Rajpipla, Bhuj, Devgadhi Baria, Little Rann of Kutch, Great Rann of Kutch, Mandvi, Saputara, Dahod, Junagadh Maqbara, Polo Forest. Here are some examples of Bollywood's run in Gujarat.

LAXMI VILAS PALACE, VADODARA

One of the most popular heritage buildings of Gujarat, the Laxmi Vilas Palace, in Vadodara, has housed many a Bollywood shoot. This palace, built by Maharaj Sayari Rao Gaekwad, is still the residential place for the royal family of Vadodara. Movies shot here include 'Rang Rasia' and 'Grand Masti.'

VIJAY VILAS PALACE

This majestic palace, located at Mandvi, was constructed in 1929 and built by Vijay Raj Ji. The palace boasts Rajput-style architecture and is made of red sandstone. The palace has huge domes, coloured glass windows and lush green surroundings. Movies shot here are 'Lagaan' and 'Hum Dil De Chuke Sanam.'

LITTLE RANN OF KUTCH

The stretch of desert with its barren terrain makes Little Rann of Kutch an ideal location for shooting. Many movies, documentaries, advertisements, have been shot here. Advertisements for MRF Tyres, Hero Honda Bikes, 'Tata Safari, Jade Blue Shirts, etc, have all been shot in the Little Rann of Kutch. Sanjay Leela Bhansali's blockbuster, 'Ramleela,' was also shot on the great Rann of Kutch.

BALARAM

Located near Palanpur, Balaram is surrounded by dense forests and was a popular hunting retreat for the Nawab of Palanpur. Spread over 13 acres, the magnificent palace is surrounded by colourful flower beds. The palace architecture is a blend of the classic and modern. Many television serials, ad films and movies have been shot at Balaram Palace, which is located very close to the Rajasthan border. The Amitabh Bachchan starrer, 'Suryavanshi,' was shot here. The palace is now converted into a tourist resort.





RAJPIPLA

Located in South Gujarat, Rajpipla is an important city located in the Narmada District of the state. It is one of the most preferred shooting spots for Bhojpuri and Gujarati movies. Since 1971, many Gujarati movies have been shot here. The most well-known location here is the Rajvant Palace Resort, which is surrounded by beautiful gardens and a river at its back. The domes, arches, pillars of various halls of the palace enhance the effectiveness of any scene shot here. Another popular venue is Vadia Palace, also known as the Taj Mahal of Gujarat.

LANDMARK MOVIES SHOT IN GUJARAT

Right from movies of yesteryear to today's blockbuster films, Gujarat has been the happy hunting ground for Bollywood films. Here are some of the many landmark films shot in the State.

Mother India (1957), the great classic, starring Nargis, Rajendra Kumar, Sunil Dutt and Raj Kumar, was partly shot in Kashipura Village, Vadodara. Guide (1965), starring Dev Anand and Waheeda Rehman, had many scenes shot in Gujarat.

Ketan Mehta, a popular Bollywood director, shot many scenes of his movies in Gujarat, notably, Mirch Masala (1987), starring Smita Patil, Naseeruddin Shah, Deepti Naval, Om Puri and others.

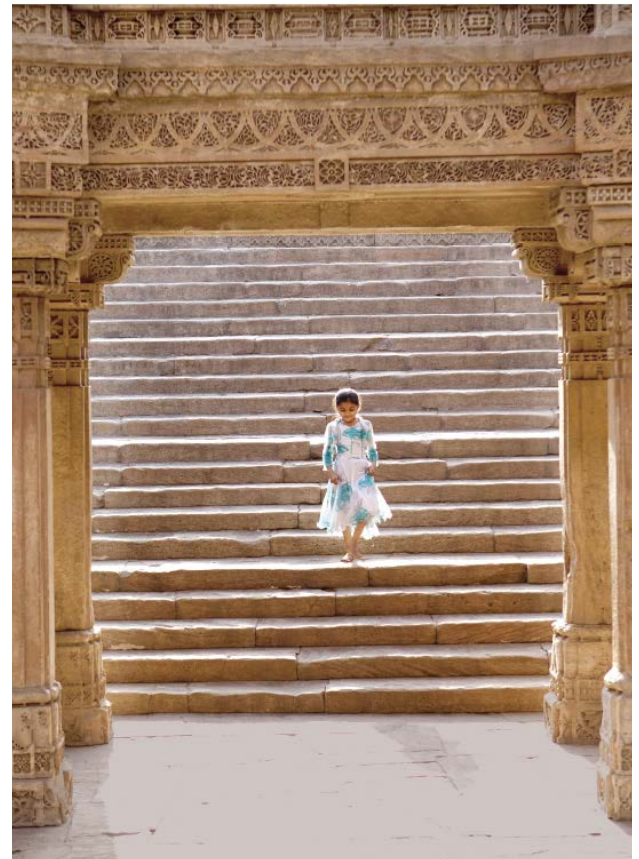
The Sanjay Leela Bhansali blockbuster, Hum Dil De Chuke Sanam (1999), with Aishwarya Rai, Salman Khan and Ajay Devgan was shot extensively in Mandvi and Bhuj.

Sooryavansham (1999), with Amitabh Bachchan, was filmed in Gujarat's Balram Palace Resort, while Amitabh Bachchan's mansion in the film was a resort in Palanpur.

Laagan (2001), the trend-setting Bollywood movie, was shot in Bhuj, in Kutch District. Piku, directed by Soojit Sarkar, starring Amitabh Bachchan, Irfan Khan and Deepika Padukone, has many scenes shot in Ahmedabad. Other movies shot in Gujarat are Raees (2016), with Shah Rukh Khan, 2 States (2014), shot at India's premiere B-school, IIM-A (Ahmedabad) campus and at Gol Limda Bhajiya house near Astodia Darwaja, Ahmedabad railway station and the famous Rambhai ki kitli, outside the IIM Ahmedabad campus.

MADE IN GUJARAT

Filmmakers universally agree that Film Tourism is a powerful tool to promote tourism destinations and locations in the country and that it is essential to adopt a universally accepted benchmark to introduce production benefits to foster film production across various locations. Production incentives, timely permits, availability of local talent,



production resources and infrastructure are major facilitators to allure foreign and local productions to shoot in a country. Here are some perspectives from some of India's top production houses and their take on Gujarat as a preferred location for film shooting.



FINE FACILITATOR

KHYATI NAYAK, PRO, HEAD - PROMOTION CELL, TCGL

In India, we are highly influenced by cinema and the importance of films in our life cannot be undermined. Similarly, cinema is a huge influence on one's decision of planning the next holiday. I have participated in several film events and conferences as well as meeting experts from the film Industry. In all my interactions, I have realised that films play an active role in not just creating employment opportunities, but also generating a large indirect economic impact through promoting tourism.

In Gujarat, we have realised the impact of films on the local economy as well as on the Tourism Sector and hence we are actively promoting the State as a preferred location for shooting films or Film Tourism. We have witnessed producers from across India coming to shoot in our State and now even foreign film producers are lining up to shoot in Gujarat. We are providing a Single Window access to producers for obtaining permissions and clearances, which makes it easier for them to shoot in the State. We are expecting this industry to grow at a very fast pace and with the access to high-speed Internet, viewership is increasing day by day. Gujarat is witnessing a steep growth in tourist footfall and we expect Film Tourism to fuel this growth further.



FROM THE PRODUCERS' LENS

TANUJ GARG, MANAGING PARTNER, ELLIPSIS ENTERTAINMENT

Q: How does Gujarat position itself in your mind as a great film shooting destination?

TG: Gujarat is a friendly State with a hard working and proactive government machinery. It has diverse topography – beach, forest, desert, etc., making the State organically suitable for multi-genre films.

Q: How many films have you shot or are planning to shoot in Gujarat ?

TG: We haven't shot a film in Gujarat yet, but have associated with Gujarat Tourism for the pre-release promotion of "Tumhari Sulu." The Commissioner and officials from Gujarat Tourism are exemplary.

Q: What kind of support do you expect from State Government Tourism bodies?

TG: Financial rebate, complimentary access to public locations, ease of securing permissions, security cover and support on hotel deals.



VAISHAL SHAH, FOUNDER, BELVEDERE FILMS FYR

Q: How does Gujarat position itself in your mind as a great film shooting destination?

VS: Gujarat is the most preferred State as a destination for our Production House (Belvedere Films), for many reasons – locations, accessibility, Government support, friendly policies, vibrant culture and welcoming people. Moreover, we are based in Ahmedabad.

Q: How many films have you shot or are planning to shoot in Gujarat ?

VS: We have shot three Gujarati Films (Chhello Divas, Karsandas Pay & Use, Vandha Villas) and one Bollywood film, Days Of Tafr-e. We have two films lined up within the coming six months, one of them starting from April 18, for 35 days, and the entire schedule is planned for Gujarat.

Q: What kind of support do you expect from State Government Tourism bodies?

VS: Continued support. We are happy with the current procedure of a Single Window Application.

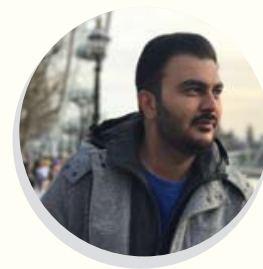


ABHIRAJ MINAWALLA, DIRECTOR, SALMAN KHAN FILMS

Q: How does Gujarat position itself in your mind as a great film shooting destination?

AM: Shooting for our film in Gujarat was an unforgettable experience. We found warmth of the best kind. We'd prepared our roles in the making of this film, but none of us could have foreseen how the land would make us grow as our film did, as we learnt to embrace it back with the same intensity that it did us.

Q: How many films have you shot or are planning to shoot in Gujarat ?





AM: We shot extensively in some of the iconic exteriors of Vadodara and in 'Pols' of Ahmedabad. And there is no measure to how enriching, enticing and inspiring of an experience this has been.

Q: What kind of support do you expect from State Government Tourism bodies?

AM: We would like to take this opportunity to thank the authorities and wonderful people for all the co-operation and support.

ASHISH SINGH, VICE PRESIDENT, YASH RAJ FILMS PVT. LTD.

Q: How does Gujarat position itself in your mind as a great film shooting destination?

AS: Gujarat offers vibrancy and is a filmmaker's delight in terms of variety of locations, monuments, landscapes, architecture and colour.

Q: How many films have you shot or are planning to shoot in Gujarat ?

AS: We have not shot any film in Gujarat, but we are looking forward to doing so as soon as possible.

Q: What kind of support do you expect from State Government Tourism bodies?

AS: The Gujarat Government and Tourism bodies are quite proactive and give full support to film shootings. We expect a Single Window Clearance for locations to be implemented seamlessly across the state. A subsidy to shoot in Gujarat will be a major boost in bringing film shootings to Gujarat.



ABHISHEK JAIN, CINEMAN FILM PRODUCTION FYR

Q: How does Gujarat position itself in your mind as a great film shooting destination?

AJ: Gujarat has a variety of shooting locations, but most importantly, it is the ease of shooting which is incomparable to any other place. The way multiple organisations and authorities come together and assist a producer for facilitating the shoot is incredible. The Single Window Clearance is a boon for any shooting unit. With less procedural methods, the focus remains on canning the perfect desired shots.

Q: How many films have you shot or are planning to shoot in Gujarat ?

AJ: We have already shot four feature length films and around 35 ads here, in Gujarat, at different locations.

Q: What kind of support do you expect from State Government Tourism bodies?

AJ: They have already been very kind and generous with film production houses. What I think is lagging behind is the exposure – the outreach has to be bigger, with larger production houses across the world. With all the State facilitation, I really expect a bigger leap and outreach.



SANDEEP MARWAH, FOUNDER & PRESIDENT, AAFT

Q: How does Gujarat position itself in your mind as a great film shooting destination?

SM: Gujarat has many exotic locations which are suitable for different scripts, whether it is the Gir Forest, Jamnagar beach or Somnath Temple. All of them could be used for different situations and different film genres, such as Kai Po Che, Lagaan and Hum Dil De Chuke Sanam.

Heritage hotels like the Utelia Palace, the Vijay Vilas Palace, Palitana, are ideal places for shooting and showcase the heritage of Gujarat. The picturesque locales of Gujarat – sanctuaries/jungles/seaside/desert, all attract tourists and filmmakers. The colourful dances, like Garba and Bhavai, and the flamboyant costumes of Gujarat – all have an effect on the audience.

Q: How many films have you shot or are planning to shoot in Gujarat ?

SM: I have been associated with the feature film Sahib, Biwi aur Gangster, produced by Rahul Mittra.

Q: What kind of support do you expect from State Government Tourism bodies?

SM: Ease in getting permissions, support from local Government bodies and support from the police and administration, ease in getting equipment and manpower and hotels, equipment and transportation at a subsidised rate.





REGIONAL FILMS AND MORE

Though Bollywood tops the agenda, Gujarati and other regional films and documentaries have been shot in Gujarat.

- Kevi Rite Jaish (2012), an urban Gujarati film, brought a change in the perception of the Gujarati film industry. A song from the film, which became a hit, was shot in 30-32 locations in Ahmedabad city.
- Bhavni Bhavai (1980), Ketan Mehta's critically acclaimed film, starring Naseeruddin Shah, Om Puri and Smita Patil, showcased elements from the popular folk theatre of Western India, called Bhavai. The final sequence of the step-well was filmed at World Heritage Site, Rani ki Vav, in Patan, Gujarat.
- The Good Road (2013) won a National Award and was selected as India's official entry to the Oscars. The film was shot around a local Kutchi highway.



- Tamil, Telugu, Punjabi and Bhojpuri movies are also being shot in various places in Gujarat. The songs 'Dheera Dheera I and II' of Tamil movie Magadheera, have been shot in the Rann of Kutch. Gabbar Singh, the Telugu remake of Dabangg, had scenes shot in the Rann of Kutch. A Punjabi movie, Love You Soniye, was shot in various parts of Vadodara, in Gujarat.



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FILM SHOOTINGS



TOURISM CORPORATION OF GUJARAT LTD.

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AVIATION



AAI TO SKILL YOUTH IN AVIATION

A first-of-its-kind, Aviation Multi Skill Development Centre (MSDC), supported by Airports Authority of India (AAI), was inaugurated in Chandigarh by the Hon'ble Union Minister of Civil Aviation, Shri P Ashok Gajapathi Raju. Also present during the inauguration were the Hon'ble Member of Parliament Chandigarh, Kirron Kher, and Hon'ble Member of Parliament Anandpur Sahib, Prem Singh Chandumajra.

Speaking on the occasion, Shri P. Gajapathi Raju said "This Centre which will train about 2,400 youth and women in 8 aviation job roles over the next 3 years has already received a very enthusiastic response."

Recognising the demand to bolster the Skill India Mission, the Ministry of Civil Aviation (MoCA) and the Ministry of Skill Development & Entrepreneurship (MSDE) have collaborated to launch Aviation Multi Skill Development Centre at Chandigarh old airport terminal building. With an outlay of Rs.5.25 crore, this project is a unique CSR initiative. The course curriculum and assessments of the training have been designed by AASSC in accordance with the National Skill Qualification Framework. **tt**



BANGKOK AIRWAYS SIGNS AS REGIONAL PARTNER FOR BORUSSIA DORTMUND

Bangkok Airways has been announced as the new regional partner for Borussia Dortmund, one of the most popular German football clubs. The cooperation deal includes a variety of advertising and promotional components of the co-branding campaigns in Thailand, Southeast Asian countries, mainland China, Hong Kong, India and Bangladesh which will enhance the airline's brand recognition across the region.

Puttipong Prasarttong-Osoth, Bangkok Airways' President, says, "We are so proud and excited to partner with Borussia Dortmund, an eight-time German Champions. With Borussia Dortmund's strong global brand presence and a huge fan base, we believe that it will strengthen Bangkok



Airways' brand image as Asia's Boutique Airline as well as make the airline better known across Asia and Europe which are our main customer bases." **tt**

BIRD EXECUJET LAUNCHES MAINTENANCE BASE AT PUNE AIRPORT

Bird ExecuJet Airport Services Private Limited, a joint venture between Bird Group and ExecuJet Aviation Group, recently announced the launch of its maintenance base at Pune Airport. This expansion is in line with the company's vision to provide highest level of service excellence and One Stop Solution for maintenance services to its customers in Pune region.

Anurag Srivastava, Chief Executive Officer, Bird ExecuJet shared, "With our presence at Pune Airport, customers from the region will now have an option to avail our 24-hour support service with a minimum downtime and with no compromise in terms of flight safety. Aircraft Reliability and transparency in maintenance is our motto."

The existing facility offers logistics and operational readiness for its clients within India and also supports international clients and clients from neighboring countries. The company has been felicitated with 'Most Popular Service Provider of the Year award for 2016' by Business Aircraft Operators Association (BAOA), 'Best Turnaround Truck of the Year (Private Sector)' by PHD Chambers of Commerce as well as recent accreditation by the International Standard for Business Aircraft Handling (IS-BAH). **tt**

ETIHAD AIRWAYS LAUNCHES BOEING 787 DREAMLINER ON GENEVA ROUTE

Etihad Airways has launched its flagship Boeing 787 Dreamliner on the Abu Dhabi – Geneva route, beginning with the summer schedule. Geneva is the second Swiss destination after Zurich served by Etihad Airways' next generation aircraft which is fast becoming the backbone of the Abu Dhabi-based carrier's long-haul fleet. The three-class aircraft, featuring eight First Suites, 28 Business Studios and 199 Economy Smart Seats.

Peter Baumgartner, Etihad Airways Chief Executive Officer, said: "We are delighted that Switzerland, one of our most attractive markets for both business and leisure travellers, will now be exclusively served by our flagship Boeing 787 Dreamliner."

The new aircraft's performance brings 12 per cent reduction in fuel consumption compared to the previous aircraft and a concomitant substantial reduction in carbon dioxide emissions. Another advantage is the noise emissions that now lie significantly below the permissible limits. **tt**



HAHN AIR EXPANDS BENEFITS FOR TRAVEL AGENCY PARTNERS

Hahn Air has launched additional benefits for registered travel agents, including VIP flights aboard Hahn Air's aircraft and discounts on courses provided by the Hahn Air Business School.

With its global infrastructure of connections to all major Global Distribution Systems (GDS) and memberships in almost all Billing and Settlement Plans (BSPs), Hahn Air enables more than 100,000 travel agents worldwide to issue the services of over 350 air, rail and shuttle partners on its HR-169 ticket. Besides these ticketing solutions, Hahn Air also offers a growing list of services that simplify travel agents' daily business life, ranging from generally accessible to registered agents only.

Following a one-time registration on Hahn Air's corporate website, travel agents from over 190 markets can take advantage of the exclusive list of services. All account users have also been able to participate in games and competitions, standing a chance to win attractive prizes. **tt**

CLUB ONE AIR INDUCTS FOURTH FALCON TO ITS FLEET

India's largest and oldest charter operator that caters to the corporate class is about to make a new addition to their fleet by inducting fourth Falcon 2000 aircraft from Dassault Aviation. A Dassault Falcon 2000 is a French business jet and a member of Dassault Aviation Falcon business jet line.

"Falcon planes are by far the most comfortable, the fastest and probably the most customer-friendly planes. And since Club One Air stands for providing those services for customer satisfaction, Falcon makes it our top choice. Our customers, who have travelled in the Falcon, do not want any other plane, not even bigger Bombardiers," said Mr. Rajan Mehra, Chief Executive Officer (CEO), Club One Air.

Club One Air aims to have more planes that can help them fly abroad more often and also expand their domestic operations. **tt**



INDIA DEMAND FOR NEW AIRCRAFT FORECAST AT 1,750

According to Airbus' latest India Market Forecast, India will require 1,750 new passenger and cargo aircraft over the next 20 years to meet an exponential rise in both passenger and freight traffic. To help meet this growth, India will need 1,320 new single-aisle aircraft and 430 wide-body aircraft valued at US \$255 billion.

By 2036, Indians will each make four times as many flights as today. As a result, traffic serving the Indian market is forecast to grow 8.1 per cent per year over the next 20 years, almost twice as fast as the world average of 4.4 per cent.

"Our sourcing volume has grown 16 times over the past ten years and it is currently at more than US\$550 million annually," said Srinivasan Dwarakanath, President Airbus Commercial Aircraft in India.

India is set to become the world's third largest aviation market by 2019/20 and Airbus is well positioned to partner its growth with backlog orders of over 530 aircraft to date. **tt**

SRILANKAN AIRLINES WON TOP HONOURS AT GOLDEN CITY GATE AWARDS

SriLankan Airlines won three awards at Golden City Gate Awards 2018 at ITB Berlin. The 18th edition of the awards saw a jury 40 members judging 157 submissions sent by over 30 countries.

SriLankan Airlines was awarded the 'First Star' in the campaign category for its Melbourne launch campaign "Two Cities, One Spirit." It also bagged the 'Second Star' in the same category for its brand campaign in China themed "The Spirit of China, the Story of Sri Lanka." The third, another 'Second Star', was bestowed upon SriLankan for its video "The Largest Carrier to India" in the TV Cinema Spot category.

Upon receiving the awards, SriLankan Airlines General Manager Marketing, Mr. Saminda Perera said, "This is the second consecutive time that we have been commended at this podium and this proves the universal appeal of our marketing communications endeavors. These awards will certainly inspire us further to explore new avenues in creative

Currently, SriLankan Airlines is the largest international carrier connecting India with the world with 135 flights a week from 14 prominent cities of India. **tt**



VISTARA LAUNCHES AIRBORNE TO EDUCATE YOUNG TRAVELLERS

Vistara, India's finest full-service carrier, released 'Airborne' – a first-of-its kind comic book designed to educate and sensitise its 'Young Stars' or young travellers to the nuances of air travel.

In a fun and interactive way, Vistara's 'Airborne' explains how things work from the moment one books a ticket to exiting the airport terminal after a flight, covering all customer touchpoints. It addresses many questions that curious air travellers usually have about flying as well as airport and airline operations in an uncomplicated manner, thereby drawing interest of adults as well. In addition, 'Airborne' touches upon good cabin courtesy and includes tips for one to have a pleasant flying experience.

Rashmi Soni, VP & Head - Corporate Communications & CSR, Vistara



said, "With 'Airborne', we aim to catch their imaginations and fuel their fascination for air travel by getting them acquainted to its many aspects. Needless to say, this will also help our future generation become more considerate flyers." tt

JAPAN AIRLINES RENEWS PARTNERSHIP WITH SABRE

Sabre Corporation, the leading technology provider to the global travel industry, has announced a renewed long-term agreement with Japan Airlines, marking the continuation of a strategic partnership between the companies as Japan Airlines increases their global footprint and caters to the country's fast-changing travel industry.

Under the renewed agreement with Sabre, the airline will have the capacity to leverage. Access to Sabre's innovative solutions will help drive efficiency and expand the airline's reach by empowering Sabre connected agencies to promote its content with groups. "Sabre is proud of its ongoing partnership with Japan Airlines as they continue to grow their global footprint," said Mr. Rakesh Narayanan, vice president, air line of business, Sabre Travel Network Asia Pacific. tt



TURKISH AIRLINES BRINGS BOWLING TOURNAMENT IN MUMBAI

Turkish Airlines has been conducting bowling tournament since 2012 across 51 countries and 102 destinations globally.

In India, this is the sixth year of the tournament, but is the first ever edition to be held in Mumbai. In addition to Turkish Airlines' passenger agencies in India, over 1000 agencies and 3000 players from all around the world will participate in the tournament.

Speaking about the response for the tournament, winners, Mr. Ibrahim Hakki Guntay, General Manager West and South India said, "I would like to thank all of our travel agency partners who made Turkish Airlines Bowling 2018 a huge success in Mumbai."

This year's Turkish Airlines Bowling Tournament saw participation from top travel agencies like American Express Global Business Travel, Cox & Kings Limited etc. in full strength and made it a roaring success.

The team from American Express Global Business Travel- Team GBT won the tournament with a score of 593 and will stand a chance to represent India in the Turkish Airlines Bowling Grand Finale to be held in Istanbul. The Champion of the Grand Finale will win a flight ticket and a vacation in Antalya. tt



LUFTHANSA INVITES PEOPLE TO DISCOVER THE WORLD ONSITE

The new Lufthansa campaign #SayYesToTheWorld invites you to say 'yes' to the world and discover exciting destinations virtually.

The augmented reality installation of 'Open Seats' makes this experience possible where participants will be seated on Premium Economy seats and captured by sensors and cameras. On a seven-square-meter screen, they will then find themselves – just like in the TV spot – as visitors at a spectacular destination.

In India, China or the USA, they can interact in real time with a mix of animated 3D elements, actors and real-world environment to playfully discover the destination. This experience is made possible by a sophisticated combination of skeleton tracking and depth detection, which interprets the participants' movements and triggers corresponding reactions in extended reality.

The travel experiences range from a spontaneous jam session in New York to a kung fu lesson with Chinese Shaolin monks. tt

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EXPLORER

ODISHA- THE SOUL OF INCREDIBLE INDIA

Odisha's incredible cultural heritage, enchanting natural landscapes and vibrant festivals renders a soulful travel experience

TT BUREAU

How often do travellers come across a place where they find the perfect semblance of rich cultural heritage and fascinating natural landscapes? Odisha, also popularly known as the soul of India, is one of those rare destinations where incredible wildlife, mesmerising lakes and the region's vibrant culture amalgamate to present travellers with a surreal life experience.

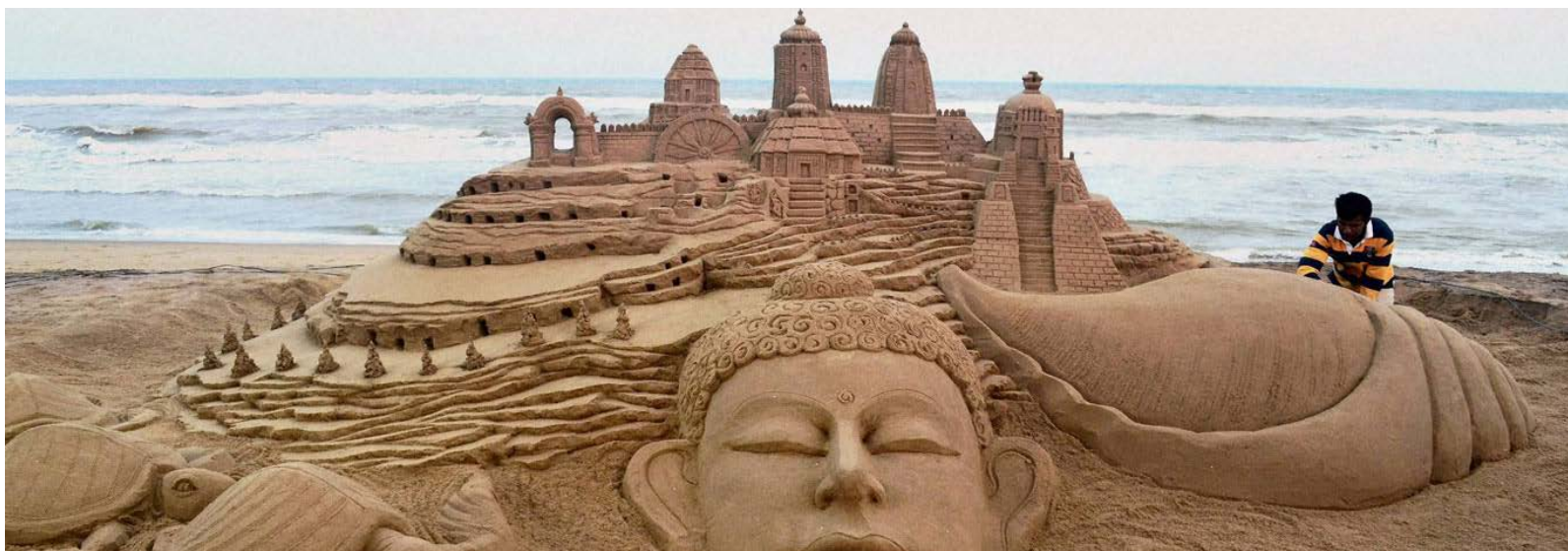
Travelling to this enchanting place would always be an experience of a lifetime, one that is enriched by an equally incredible and evergrowing tourism in the state.

ARTS AND CRAFTS

Odisha was once known as Utkala, meaning the land of excellence in art. One has to only pass through this land to witness its great legacy. The exquisite works of Pipili or Pattachitras and paper mache masks of Puri, the silver filigree jewellery and golden grass mats of Cuttack or 'Katak', the Ikkatsaree of Cuttack and Sambalpur or Dhokra, the clay toys of Mayurbhanj and Barapali, the horn work of Parlakhemundi or the flexible brass fish of Ganjam are still Odisha's trademarks. They are valuable assets and represent the cultural glory of the state.

TEMPLES AND MONUMENTS

The temple of Lord Jagannath at Puri is one of the most sacred pilgrimage destinations in India. It is one of the four abodes of the divine that lie on the four directions of the compass, and revered by the Hindu



devotees. This facade of the visual dominance is symbolic of the influence which the temple commands over almost every aspect of life in Puri. Besides many other beautiful temples there are numerous Buddhist monuments and Udaygiri and Khandagiri Jain monuments in the region. There are several other state protected and ASI monuments which are considered thriving works of art and architecture.

SCENIC BEACHES

Odisha shares more than 400 km of the Indian coastline with the Bay of Bengal. It doesn't come as a surprise that evidently it houses some of the most scenic and laidback beaches in the country. The sandy beaches and the vast spread of water against the backdrop of the clear blue sky make Odisha's beaches the most relaxing and rejuvenating. Puri beach is the most popular among locals as well as travellers. Aryapalli beach, Konark beach, Chandipur beach, Ramchandi beach, Gopalpur beach are also travellers' favourite haunts.

PLACID LAKES

Other than scenic beaches, Odisha has many water bodies to marvel at. Termed as the 'Queen of Natural Beauty,' Chilika, the largest brackish water lake in Asia, covering an area of over 1,100 sq.m, is one of Odisha's prime attractions, where tourists can go fishing, bird watching and boating. The picturesque Ansupa Lake, Hirakud, Indravati, Kolab Reservoir, Sorada Ghai, Machhakund, Rengali, comparatively smaller lakes, are home to migratory birds and serve as a pleasant retreat for city dwellers.



CASCADING WATERFALLS

The Barehipani Falls sits at a height of 399m, and is India's second highest waterfall. It is situated in the core area of Simlipal National Park. The ferocity of the falling water and the roaring sound is a mesmerising sight. The picturesque fall is even more remarkable during the monsoon when water overflows its course and the surrounding area becomes lush green. Joranda, Devkund, Khandadhar, Sanaghagra, Hatipathar, Nrusimhanath are other smaller waterfalls situated across Odisha.

WILD AND WONDERFUL

Nature lovers will find much to admire in the beautiful Chandaka Elephant Sanctuary, not merely for its flourishing biodiversity, but because it is the habitat of the elephant. Bhitarkanika, the second largest compact mangrove ecosystem in India, is a sanctuary and national park, sustaining sixty varieties of mangrove plants and serves as a home to a variety of rare and endangered species.



MESMERISING THAILAND



Whether it's majestic beaches, world-class golf courses, heart pumping water sports or indulgent shopping, Thailand pulls all the stops when it comes to a luxury vacation

TT BUREAU

Thailand has always been one of Southeast Asia's most prominent and alluring destinations. Over the last two decades, tourist travel to Thailand has increased by leaps and bounds and this is because it has found an audience with every kind of traveller, from solo to family vacationers to luxury travellers. The country's intrinsic beauty, idyllic white-sand beaches, picture perfect landscapes and the finest spas make it the ultimate tourist paradise. Luxury travellers also increasingly look for the richness of a destination's history, culture and legacy, and Thailand with its multi-cultural influences and interests is ideal for a culturally immersive luxury stay. Take a look at some of Thailand's modern luxury experiences that

have helped secure its position as one of the most popular destinations in the world.

BEST BEACHES

If you're a beach fanatic, then Thailand is one of the world's best beach destinations. You can have your ultimate sea beach experience in the land of tropical beaches.

The sparkling blue water is a visual treat and each of the many beaches provides a unique experience to every traveller. The famous Hat Patong in Phuket is a striking, half-moon shape of sloped, white-powdery beach and is home to excellent choices of accommodations, energetic water sport vibes, mind boggling shopping centres and great nightlife. Maya Bay is



the quintessential Thailand beach – gorgeous clear blue water surrounded by limestone cliffs with a magnificent view. Hua Hin Beach, with its flat stretches, better accessibility from Bangkok and a lively night market makes it just the perfect family and children beach. Pattaya Beach remains one of the most popular. It is pocket friendly and offers all the attractions Thailand offers. Other popular beaches include Kata Beach in Phuket, Railay Beach in Kabri, White Sand Beach in Koh Chang, Laem Thong beach in Phi Phi Islands and Koh Nangyuan in Koh Tao.

TEE-OFF IN THAILAND

If you're a golf enthusiast and you happen to be in Thailand, take time off to improve your handicap in any one of Thailand's world-class golf courses.

With the rising penchant for golf and a need to cater to golfers, both local and outsiders, the tourism industry in Thailand is expanding its golf industry. The rise of Black Mountain Golf Course, Palm Hills Golf Club & Residence, Banyan Golf Club, Royal Hua Hin Golf Course, Sea Pines Golf Club, Springfield Royal Country Club, Majestic Creek Country Club, among others in Hua Hin, shows the robust rise of an industry. Golfers travelling to Thailand are sure to find a golf course of their choice in Hua Hin. Hua Hin golf courses have been used in international competitions. Of late, Phuket and Pattaya are also becoming popular golf destinations.

AUTHENTIC THAI FOOD

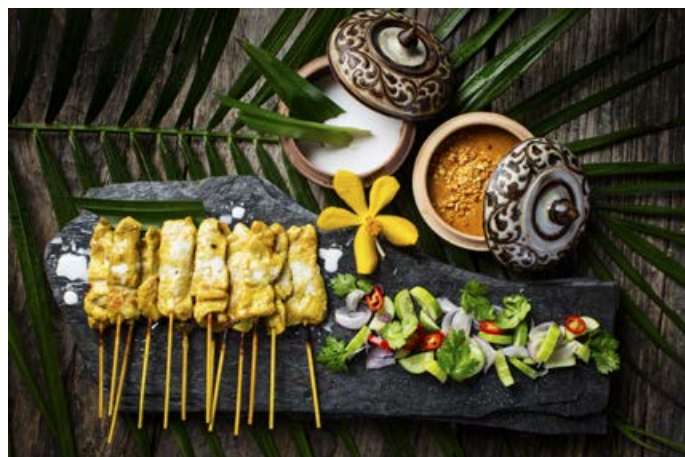
No travel experience is complete without a taste of the destination's authentic culinary fare. Thailand delectable food will leave a distinct mark on your palate. Thai food is the perfect amalgamation of sour, sweet, salty, bitter, and spicy, resulting in a unique taste found nowhere else in the world. Exotic vegetables, herbs, spices and fish sauce are commonly used in preparing authentic dishes that are served with either sticky rice or Thai noodles. Gaeng Keow Wan Kai, Yam Nua, Tom Kha Kai, Som Tum and Tom Yum Goong are some of the popular cuisines which are a must try.

THAI WELLNESS

Thai wellness is indeed a way of life and needs no introduction. It has not only helped people across the world to rejuvenate and achieve a state of well being, it has also set outstanding standards and exemplary work in the realm of health and wellness in the tourist industry. Herbal Thai massages, Thai Foot Reflexology, Thai oil massage are some major offerings in the realm of Thai wellness.

SHOPPING IN BANGKOK

Thailand is a shopper's paradise. Head to Bangkok, which boasts a brilliant array of luxury shopping, from vintage clothing and antique silks to handcrafted cutlery and traditional woven rugs, to spa-quality skincare products and to-die-for jewellery—Thailand is one of the world's most important trading centres for coloured



gemstones. Thinking of refurbishing your home? Hand-crafted furniture, elegant ceramics, exceptional silverware, silk lamps, traditional textiles, eye-catching oriental artefacts – Bangkok's beautiful array of home ware will leave you spellbound.

EXTRAORDINARY HOLIDAY PARADISE

Add Jammu to your next vacation itinerary and immerse yourself in picture perfect beauty as you go golfing, riding, trekking, rafting and paragliding

INDIRA LAUL

It's spring, and the perfect time to travel and experience the scenic splendour of lofty mountain ranges, be immersed in the natural hues presented by nature's palette and savour the culture, history and art of a leisure destination. Jammu is one such vibrant destination, where tourists visit typically to satiate their quest for pilgrimage, leisure, natural beauty and heritage.

Dating back to the time of the Mahabharata and the Indus Valley Civilization, Jammu's biggest USP is its geographical location. Jammu is well connected by all types of transport, be it rail, road or air, from all corners of India. Moreover, its topography lends itself to modern-day activities, such as rafting, paragliding, trekking and other adventure sports. Celebrate the

saga of this glorious land as you visit its many places that offer relaxation and joy.

KISHTWAR

Visit, Kishtwar, the Land of Saffron, nestled among the picturesque folds of the great Himalayan range, with the River Chenab running through it, and be mesmerised by its exceptional beauty. Pochall village, about six kilometres away, is known for its saffron cultivation and its spectacular purple saffron flowers. Dacchan, Marwah, Wadwan, Padder and Chatroo are major valleys and tourist spots of Kishtwar, through which the internationally renowned Trans-Himalayan Treks lead to Suru, Zaskar and Kashmir.

PATNITOP

One of Jammu's most popular hill resorts, Patnitop nestles on a beautiful plateau across which the Jammu – Srinagar highway passes and comprises several meadows surrounded by a dense forest of Deodar and Kail trees. Saunter amidst pine groves as you take in breathtaking views of the Chenab basin and the Pir Panjal range beyond. Activities on offer include horse rides and short treks into the surrounding hills.

BHADERWAH

Also called 'Chhota Kashmir,' Bhaderwah is a valley with stunning panoramic vistas and is home to colourful local fairs, a warm ambience and heritage. In summer, the valley is a riot of colour with its flowers, while in winter it is carpeted with snow.

GREAT GOLFING

Test your golfing skills on the landmark Jammu Tawi Golf Course, located in Sidhra, on the outskirts of the city. Situated on the banks of River Tawi and the foothills of the Shivaliks, this splendid 18-hole eco-friendly course is spread over 1385 kanals of lush green land. The course showcases a breathtaking panorama of the River Tawi and spectacular views of the distant Amar Mahal Palace, Hari Niwas Palace and Mubarak Mandi Complex on one side and the Bahu Fort and Mahamaya Temple on the other.

ADVENTURE TOURISM

Though Jammu is known for its intrinsic beauty, a recent travel award highlights its modern identity as the top adventure destination in India. Paragliding, white water rafting, skiing, mountain biking – Jammu offers everything.

Get your adrenaline fix as you go in for Whitewater River Rafting in the gushing waters of the mighty Chenab. The Reasi - Dera Baba Banda Bahadur stretch of about 12km houses rapids is ideal for amateurs and joy rides.

Enjoy a thrilling paragliding ride in Sanasar, 130km from Jammu. Khani Top and Thuba areas of Bhaderwah are ideal for advance level of paragliding skills, offering exhilarating descents into the Bhaderwah valley.

If camping's your thing, take off to any one of these scenic camping sites – Sanasar, Bani-Sarthal, Jai-Valley or Patnitop. For rock climbing, Patnitop, Sanasar and Bhaderwah offer varied rocks at varied heights and challenging levels.

Jammu's topography offers many exciting trekking routes. Udhampur, Patnitop, Kishtwar, Bhaderwah, Bani-Basholi, Samba and Sarthal areas offer limitless possibilities for trekking enthusiasts.

Take off to Surinsar, Mansar and Basholi lakes for some solace and joy in the lap of nature.



TAAI Makes Tourism More Inclusive

The 64th TAAI Convention sought to remove the negativity around tourism in Jammu and Kashmir and make the local travel tourism industry more inclusive for a sustainable solution

TT BUREAU

It has been noted that organisations can increase their efficiency, reduce bottlenecks and be more cost effective by bringing travel, events and marketing programmes together. In recent years, an increasing number of travel and event programmes have made a concerted move to come together, paving the way towards growing industry recognition that all these functions support and reinforce each other, thus triggering better business outcomes.

TAAI (Travel Agents Association of India) is one such association, which is engaged in promoting mutual co-operation among the different segments of the travel and tourism industry, among TAAI members, and by contributing to the sound progress and growth of the industry as a whole. A powerful platform for interaction of thoughts and experiences, TAAI conventions are always a great attraction for industry leaders as they promote travel, tourism and hospitality.

The 64th TAAI Convention, held in Srinagar again after three decades, was striking and conclusive. The three-day event, from



It is the people-to-people connect that can bring about a change in the perception and situation in Kashmir and tourism provides the healing touch.

Chief Minister of Jammu & Kashmir, Hon'ble Mehbooba Mufti

March 27-29, 2018, was also historic in a sense, as it was graced by the Chief Minister of Jammu & Kashmir, Hon'ble Mehbooba Mufti, who inaugurated the Convention, which was ably supported by the Ministry of Tourism, Jammu & Kashmir. The event received excellent cooperation and support from the Convention Hotels, Hotel Associations, House Boat Owners Association and other travel and tourism associations of J&K. TAAI J&K Chapter played the role of coordinating committee for the Convention and delivered a great event.

With the imposing mountains as backdrop and the salubrious ambience adding to the bonhomie, the 64th TAAI Convention was initiated by an impassioned plea by Chief Minister of Jammu & Kashmir,

Hon'ble Mehbooba Mufti. "What should I tell you?" asked the visibly emotional Chief Minister, as she addressed the large assembly at Srinagar's Sher-e-Kashmir International Convention Centre. "Your presence here has imbued a new hope among the people of Kashmir," assured the Minister,



The negative impression about Jammu and Kashmir needs to be changed so that tourism regains its old glory in the state.

Minister for Tourism,
Jammu & Kashmir, Tassaduq Hussain Mufti.



who went on to say that “even a minuscule presence of visitors in Kashmir can bring positive vibes in the Valley.” Her words were in sync with the sentiments of the people of Kashmir who have been desperately seeking normalcy and a connect with the rest of the country and abroad. “We need hand holding, and you can do it,” she asserted.

Continuing, the Chief Minister also indicated that a healing touch was required as a plausible solution to the problems in the State and this could largely be achieved by effecting ‘a perceptive change in the mindset of the people of the rest of the country.’ She made it abundantly clear that turbulence existed in certain pockets of the State alone and that a misconception to the contrary was infused by wrong perceptions. “Your visits and the word back home can help change this perception,” concluded the Minister.

According to TAAI President, Sunil Kumar, the Convention offered ‘Visibility, connect and opportunity to Jammu & Kashmir.’ The way in which the event was covered digitally and through social media by industry partners and the media brought in extensive visibility and a conviction that Kashmir is a safe place for tourists and MICE events. Kumar opined that the Convention offered J&K with “a huge connect – with the industry, with the media and with the world in general. It is now a good opportunity for J&K to optimise the TAAI presence in Kashmir,



where the TAAI Convention was held most successfully, with over 650 delegates participating from across India and the world."

Vice president, Universal Federation of Travel Agents Association (UFTAA), Yossi Fatael, addressed the Convention along with six other ministers of J&K. Saying that terrorism was a global problem, Fatael pointed out that "happens in London, New York, Paris...but, you can tell tourists that we

(in Kashmir) know how to handle it and ensure your safety."

Held at the impressive Sher-i-Kashmir International Conference Centre (SKICC), the event had over 45 media leaders present at the venue to cover the event. Amidst the serenity of the striking mountains and the placid Dal Lake, the Convention brought into focus the outstanding beauty of Kashmir and the warmth of the local citizens whose courtesousness made the delegates' experience memorable.



SOME HIGHLIGHTS OF THE 64TH TAAI CONVENTION

The delegates arrived on March 25 and graced the opening of the Tulip Garden. This was followed by a visit to the garden on March 29 and Lunch in the adjoining lush botanical gardens.

A TAAI Golf Tournament was organised for delegates at the stylish Royal Springs Golf Course, on March 27. Inaugurated by Tassaduq Hussain Mufti, Minister for Tourism, the participants included TAAI Tourism Team and J&K Tourism Team. A grand India Travel Trade Expo was also held at SKICC.

Complimentary accommodation aboard houseboats on Dal Lake and Nagin Lake was offered to delegates on March 26 and 30; and two nights pre & post tours to Pahalgam and Gulmarg.

IndiGo Airlines, the main partner airline of TAAI for the Convention, rewarded delegates with one of the best domestic fares ever offered by IndiGo to Srinagar.

The Knowledge sessions organised by TAAI on the Convention Theme, 'Incredible Tourism – Integration, Inspiration and Innovation,' on March 28-29, at the SKICC Auditorium, featured subjects of great relevance.

The organising arm of event pulled all the stops when it came to hosting the delegates. A Welcome Dinner on March 27 was held at the iconic and majestic Lalit Grand Palace; a Theme Dinner on the 28th was organised on the SKICC Lawns overlooking the dazzling Dal Lake, while the Farewell Gala was held in SKICC Auditorium, followed by entertainment and Dinner on the SKICC Lawns.

The response from the industry was overwhelming. The delegates were well received and thanks to TAAI's unmatched planning and hospitality, it made the visitor experience most memorable.





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MTM+LLTM: TAKING BUSINESS FORWARD

MTM & LLTM Mumbai showcased a record number of business appointments between corporate buyers and exhibitors

TT BUREAU



The 16th edition of MICE Travel Mart (MTM) and Luxury & Leisure Travel Mart (LLTM) event welcomed its strongest ever buyer participation across the Corporate, MICE and Leisure sectors. Organised by OptiMICE Events Pvt Ltd at Sapphire Ballroom, Hotel Sahara Star, Mumbai, the event witnessed a gathering of over 400 people, which included senior executives from the corporate world, leading Hotels, Destination Management Companies, National Tourism Boards, State Tourism Boards, Tour Operators, and Event Planners.

MTM & LLTM provides an ideal platform for Corporate buyers and travel agents to meet and conduct business with travel service providers from across the globe.

The platform is supported by the Ministry of Tourism, Government of India, and leading travel trade associations like, TAAI, TAFI, IATO, ETAA and ADTOI.

The event commenced with a welcome speech by Kamal Gill, Director, OptiMICE Events Pvt Ltd, who shared her insights on the current developments in the sector. She concluded that, "Every survey predicts a bright year ahead for the Indian Travel and Hospitality Industry and

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Hospitality Partner  SAHARA STAR At The Top Ahead	Organiser  OptiMICE Events Pvt Ltd	Digital Partner  eventcast by DOODLE





whether it is domestic or outbound, Indians are travelling and the momentum is steadily picking up."

The morning seminar started with a presentation by the Principal Country Partner – Destination Canada. It was followed shortly by a Panel Discussion on Canadian Signature Experiences. The Panel was moderated by Carl Vaz, CEO & Strategic Director, Destination Canada, and highlighted what Canada has to offer and what goes into planning a successful incentive and how Strategy, Budget, Location and Theme come into play.

The other panellists at the session included Sunil Hate, Regional Sales Manager – West, Air Canada; Mernoz Shastri, Director, Mazda Travel Canada; Prasad Gopinath, President, DMCi Inc., Canada; Nagsri Prasad, Head Outbound Holidays,

Mercury Travels; Suzanne Pereira, Sr. Vice President – Trade Relationships & Communications, Thomas Cook (India) Ltd; Gary Grover, VP-Administration, HDFC Life Insurance; Ashok Dogra, Vice President-Corporate Administration, Aditya Birla Management Corporation.

The overall experience was elevated by the presence of noteworthy dignitaries, including Martin Oppus, Consular Officer, Consulate of the United States of America; Ashwini Kakkar, Executive Vice Chairman, Mercury Travels; Carl Vaz, CEO & Strategic Director, Destination Canada; Vivek Anand, Country Manager, Mauritius Tourism Promotion Authority; Jagat Mehta, President, Enterprising Travel Agents Association - ETAA; Iqbal Mulla, Past President of TAAI & Chairman, Treasure Tourism Corporation Ltd.



The Reverse Marketplace session kicked off after the panel discussion, which officially started the one-to-one meetings among the hosted corporate Buyers Pan-India and exhibitors. The exhibitors got the opportunity to meet 60 Corporate Decision makers Pan India, seated at designated tables. The Mart also helped exhibitors meet a number of Pan India-hosted buyers at their respective booths/tables.

MTM+LLTM was attended by a host of corporates from top companies, which included Maj. Pramila Mohite (Retd), Head-Travel, Infrastructure & Services - Mahindra & Mahindra Financial Services Ltd.; Firdaus Ali, Head-Administration Apollo Tyres; Sandhya Advani, Group Manager-Administration - Accelya Kale Solutions Ltd.; Basant K. Puli, Dy. General Manager-Administration - Transasia Bio-medicals Ltd.; Shenaz, Kanorwalla, Deputy General Manager Travel-Admin - Glenmark Pharmaceuticals Ltd.; Ajay Bhatt, Associate





Vice President-Administration & Facilities – Godrej Industries Ltd.; Devaray Nayak, Senior Vice President-Administration & Facilities – AGS Transact Technologies Ltd.; Vinay Barar-Sr. VP-Procurement & CRM -Powerica Ltd; Abhijeet Sarkar, Vice President & National Head-CRE, Administration & Infrastructure – Sharekhan Limited; Gaurav Nagwekar,

This year has been declared as the 'Year of Adventure' by Government of India. Accordingly, Karnataka has come up with the theme – 'Spirit of Adventure'. Last year, we solely focussed on wildlife, that resulted in a 10 per cent increase in tourist arrivals. Now, we want to position ourselves in wildlife as well as in adventure.

We are happy to share that Lalitha Mahal Palace Hotel Mysore, an important MICE destination, is now under Jungle Lodges & Resorts Management. With the new role, we aim to attract MICE and corporate players in a big way.

Our team was part of MTM & LLTM event last year also and we witnessed some good responses. We hope that this year, too, our interaction with new corporate players will translate into business. Sessions like the Reverse Marketplace gives us a better and more interactive platform to present our offerings in a personalised manner.

- **VIJAY SHARMA**, IFS, MANAGING DIRECTOR,
JUNGLE LODGES & RESORTS LTD

This is our first time at MTM & LLTM and I am impressed by the organisers of the event. Attending the Reverse Marketplace session has been enlightening as we interacted with different corporates who are curious about our offerings as we sell experience on bikes.

Events like MTM & LLTM not only provide a one-to-one interaction with potential clients, but also gives one a chance to know more about people outside the business deal. We believe that experience, rather than volume, is everything. For 2019, we would be capitalising on that trend. We have executed this ideology in the international market and as a result, some of our customers from the US are returning here for the third time. We have made our presence felt in the international market and we are eager to share a similar experience with corporates as well.

- **PRASHANT SINGH**,
CO-FOUNDER, BIKE STREET BOYS

Head - Corporate Travel – Reliance Industries Limited; Gary Grover, VP-Administration – HDFC Standard Life Insurance Company Ltd.; Sylviya Fernandes, Head-Travel – Welspun Group; Amitava Roy, Assistant Vice President-Procurement & Premises Infrastructure – Fullerton India Credit Company Ltd; Chaitanya Thakker, Asst. VP-Travel Management – Reliance

The best take away from the MTM & LLTM is its Reverse Marketplace session to develop strategic interaction. As I am a returning corporate, I met new vendors with their new offerings. Mauritius and Canada have made a big mark and I am looking forward to extend further communication with other sellers as well. I wish MTM & LLTM good luck for its future events on MICE and corporate travel.

- **BASANT K. PULI**,
DGM – ADMINISTRATION, TRANSASIA

As always, MTM & LLTM successfully brought together corporate buyers and travel agents. The overall experience has been very extremely informative. We met several new vendors during the Reverse Marketplace and I believe this is the best platform to discover the latest trends in the market. I would like to thank the organisers of the event who made a thorough research and presented a single platform for corporates and sellers.

- **SURENDRA ESAWALKAR**, SENIOR MANAGER-SALES & ADMINISTRATION, MACLEODS PHARMACEUTICALS LTD.



I am delighted to be attending this event again. I met numerous vendors who shed light on their offerings. I have been coming to MTM & LLTM for the last four years and this is one platform where I can get solutions and clarification. An event like this would always bring the best people from the industry and that is why it is important for me to remain updated. The Reverse Marketplace is a smart concept to not only meet travel agents, but also to widen one's horizon on MICE and corporate travel. I wish the whole team of MTM & LLTM all the very best for their future events. I look forward to coming back next year.

- **MEENA RAWAT**, SENIOR EXCEUTIVE,
METALS DIVISION, TENOVA

I had been to MTM & LLTM Reverse Marketplace last year as well and this event has given me opportunity to meet new people from hospitality segment. The overall experience has been positive as I got to interact with new vendors and it provided us with plethora of options with regards to planning various events, activities and tours.

- **DAISY DIAS**, MANAGER-ADMINISTRATION, GODREJ LOCKING SOLUTIONS & SYSTEMS

Infrastructure; Capt. Sudeep Ghoshal, Head - Administration & Infrastructure – Reliance Capital; Sanjay Pai, Director – Larsen & Toubro Limited; Pankaja Modi, Vice President-Learning & Development – SBI Life Insurance Company Limited.

Ashok Kumar Dogra, Vice President-Corporate Administration – Aditya Birla Management Corporation Pvt. Ltd.; Vinith Vijayan, DGM-Administration – Aditya Birla Management Corporation Pvt. Ltd.; Eapen Matthew, Head-Business Services – Raymond Ltd.; Rajshekhar Jakkula,



Assistant Vice President-Administration – Knight Frank (India) Pvt. Ltd.; Sanjay D Jethmalani, Head Travel – L&T Infotech and many others.

Destination Canada, Mauritius Tourism Promotion Authority, Korea Tourism Organisation, Tourism Malaysia, Liberty International and other leading exhibitors put up impressive and engaging experiences.

MTM CORPORATE STAR AWARDS

MTM also honoured Corporates for their outstanding achievements for setting benchmarks in the field of Business Travels, MICE activities and Training Programmes. The MTM Corporate Star Awards were presented by Carl Vaz, CEO & Strategic Director, Destination Canada, Vivek Anand, Country Manager, Mauritius Tourism Promotion Authority, Kamal Gill, Director, OptiMICE Events Pvt Ltd and Kewal Gill, Chairman, Gill India Group.

THE CORPORATE STAR AWARDS RECIPIENTS INCLUDED:

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Most Well-Planned Business Travel

Aditya Birla Management Corporation Pvt. Ltd.

Best Training Programme For Employees/Associates

SBI Life Insurance Company Limited

Most Well-Planned Business Travel

HDFC Standard Life Insurance Company Ltd.

Best Incentive Programme For Employees/Associates

Fullerton India Credit Company Ltd.

Best Training Programme For Employees/Associates

HDFC Ergo General Insurance Co. Ltd.

Most Well-Planned Business Travel

Godrej Industries Ltd.

Best Incentive Programme For Employees/Associates

Reliance Infrastructure

Best Incentive Programme For Distributors/Dealers

Macleods Pharmaceuticals Ltd.

Best Incentive Programme For Employees/Associates

AB Fashion & Retail Ltd.

Best Training Programme For Employees/Associates





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Kotak Mahindra Bank Ltd.

Most Well-Planned Business Travel

Ambuja Cements Limited

Best Meetings/Exhibition Programme

Mahindra Logistics Limited

Most Well-Planned Business Travel

Willis Towers Watson

Training Programme For Employees/Associates

DHFL

Best Incentive Programme For Employees/Associates

Bajaj Electricals Ltd.

MTM & LLTM received great appreciation from exhibitors and corporate buyers, who received the opportunity to not only meet potential clients, but also explore new trends responsible for creating dynamic development in the MICE market. The event concluded on an optimistic note with hosted Buyers and Sellers networking over cocktails.



LUXURY LUNCH AT THE LEELA

A Networking Luxury Lunch at The Leela, Mumbai took place on 22nd March 2018 for the Luxury Agents. The Networking Lunch served as a curtain raiser for the MTM & LLTM Travel Exhibition scheduled on 23rd March 2018 at Sahara Star Hotel, Mumbai. Destination Canada, the Principal Country Partner addressed the exclusive audience.



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