

FROM THE DESK OF THE PRESIDENT

Dear Colleagues,

After January's anticipation of the New Year, February sets in with more stability and a raring-to-go mind set. Time to take up the ante and commence putting into action all the new plans envisaged, discussed and agreed upon.

To begin with, the economy is looking positive, airlines have indicated rising occupancies, many International Tourist delegations came to India to promote visits to their countries, domestic tourism is looking forward to good summer bookings and as usual, our industry is waiting to see if the Union Budget 2010 - 2011 is going to fulfill long pending demands of the industry.

Yes, February is a very important month for our travel and tourism sector. It is a month of waiting and watching what the Government has in store for our trade.

Last year, we were very disappointed with Budget 2009, although the Ministry of Tourism got a Rs 23 crore increase over its previous budget, what good did it do for our industry? This year the World Travel & Tourism Council, India Initiative, held a landmark Industry Roundtable Meeting for the first time on 1st February, which had all tourism bodies and other stakeholders attend. This meeting together formalized a pre budget memorandum which was presented to the Hon'ble Minister - Tourism, Kumari Selja. As an Industry it was extremely important for us



to get together and articulate issues of common concern to our Ministry and other relevant GOI. Departments (Read details inside). Therefore, 2010 could be the year when things will turn around for this sector and the Budget will offer us all some stimulus packages.

This industry has the highest rate of employment, brings in valuable foreign exchange for the Govt, so it is high time we get the necessary industry and export status.

There is not a single tourism forum where India is not mentioned or represented. At the recent Asean Tourism Forum (ATF 2010) in Brunei from 21 to 28 January 2010. India shone as the top priority market for the Asean countries. Apart from Thailand, Malaysia, Singapore, Phillipines, Indonesia, and Korea, regions such as Brunei and Cambodia also evinced a huge amount of interest in the Indian tourism sector. Special areas of eco and sustainable tourism in India, are being recognized the world over. Even at SAARC forums, India looms large.

There is already a lot of speculation about what the Budget will hold. It may bring in changes to get the Indian economy back on the accelerated growth path and yes, hopefully, the tourism industry will be the fortunate recipient of some those significant announcements.

Rajji Rai
President

Editor's Note

FRIENDS

This February issue of newslines comes to you in a new format and Team TAAI Newslines is sure you are all going to like it. There is a lot to read as so much has been happening in our travel and tourism trade besides the apprehensive wait of the Budget 2010. This is a year of completing a decade crossing into 2000 and globally the tourism industry is poised to gain new and innovative grounds. In India too, tourist figures are going up and hopefully the year will prove it so. Read about the various activities in our Regions and Chapters, how Maharashtra completes 50 years and other interesting news items. Enjoy!

ps: We eagerly await your suggestions/feedback

TAAI TEAM NEWSLINE

Historic Industry Roundtable Meet

President Mr. Rajji Rai is pleased to inform members that a landmark meeting of all Industry Associations of the Travel & Tourism Industry who play a major role in the tourism industry in India was held on 1st of February 2010 at The Lalit, New Delhi. This initiative was taken to bring together the various Associations to agree on a common agenda which needs immediate attention from Ministry of Tourism as well as other Ministries of Government of India which facilitate tourism in India. The Presidents and Office Bearers of the following Industry bodies were present :-

IATO	TAAI
CII	Federation of India Airlines
PATA	FHRAI
ASSOCHAM	WTTC II
HAI	ADTOI
FICCI	ATOA
Experience India Society	TAFI

Mr Sujit Bannerjee, Secretary, Ministry of Tourism, was present at this historic meeting. Issues that were discussed therein have now been put forth to him and Kumari Selja, Hon'ble Minister for Tourism for their kind perusal seeking their guidance and direction to have immediate solutions for the issues detailed below, being faced by the industry.

Tourism as National Priority:

- A **National Commission on Tourism** headed by the Prime Minister should be formed

Tourism Infrastructure:

- **Infrastructure Status** for Hotels, Convention Centers and Airlines • The Travel & Tourism Industry and related Sectors recognized by Ministry of Tourism who earn Foreign Exchange/Indian Rupees be accorded **deemed exporters status** and be eligible for all the benefits which are accorded to other Exporters. • Infrastructure challenge has to be met with a **mutually acceptable PPP model** approved by the Cabinet and the State Governments.

And that should become the master model for land, for wayside facilities, etc.

- **Connectivity** to most frequented tourist destinations need immediate attention, A report has been submitted by WTTCII to Ministry of Road Transport and Highways and Ministry of Tourism, Government of India.



Fiscal Measures & Taxation

- Quick implementation of GST at source
 - In case GST comes in Dual Rate Hotel & Travel Tourism should be at the lower of the two accorded rates and not more than 4%
 - GST should cover all interstate taxes on vehicle, road tax, toll tax etc. to encourage seamless interstate travel for tourism.
 - A 50 % discount on the GST for the off season months(i.e April - September)
- ATF must be under declared goods category
- Foreign Direct Investment by Foreign Airlines
- Creation of **National Tourism Board** with private sector Involvement. The Vice Chairperson of such a body could be appointed from the private sector.
- A **National Travel Mart** that could be held under the joint partnership of Ministry of Tourism and various Industry Associations. An exemplary PPP initiative with Union Secretary - Tourism, chairing an Industry Partnership to make this event structured and successful.
- **Re-organization of the Incredible India marketing** at the national and state levels, and also importantly the re-organisation of the International offices of the Ministry of Tourism.
- New **VISA regulations** hampering the Foreign Tourist Arrivals- urgent need to revisit the norms.



Meeting with Mr Alex Popovich, Sr Vice President of IATA

Mr Sunil Kumar, Our Hon Secretary General and MC Member, Mr Marzban Antia met up with Mr Alex Popovich who is currently the Senior Vice President and heads IFDS ((IATA Financial & Distribution Services), courtesy an invitation from IATA on 3rd February, 2010.

In the hour long meeting with him at the IATA office, Mumbai, along with Mr Sunil Chopra. Mr Alex heard TAAI's view points on various matters such as:

- The need for airlines to consult TAAI before any resolutions are thrust upon us
- That APCJ had successfully debated and decided on the continuance of the Governing Resolution 810(i) and that we have asked for the continuance of 810(i) and not 818(g) • That India is not ready for a weekly settlement, as imposed in other locations. • That he should look into the problems faced by TAAI members on the subject of ADMs from the Airlines.

Mr. Kumar also informed Mr Alex on the unique TAAI Guarantee Scheme that has been extremely successful. TAAI is eagerly awaiting co-operation from IATA India, to have the scheme opened to other members as well. General matters of the industry were also discussed. Says Mr Kumar confidently, **"the meeting has added on to the "relations" TAAI holds with IATA."**

Courtesy Visit to Tourism Minister's Office

TAAI President, Mr Rajji Rai alongwith Mr Jagdeep Rikhy, Vice President and MC Member, Mr Sanjay Datta paid a courtesy visit to the office of the Hon'ble Tourism Minister, Ms Selja Kumari on 02nd of February. The meeting was to appraise the Minister of the activities of TAAI and the Association's willingness to support the government in conducting road shows across India and also be a part of road shows undertaken by the ministry overseas as well.

The President requested the Minister that TAAI also receive all circulars and important notifications from the Ministry for further distribution to TAAI members. In spite of her busy schedule the Minister gave TAAI enough time for a round of good discussion. Mr. Rai thanked Ms Selja for this kind gesture and assured her that TAAI is a willing partner wherever the Ministry so desires

INDIA HAS GOT THE LOOK !!

Guess what ? India has been declared the 8th Best Looking Country in the world. NOW HOW ABOUT THAT? A spokeswoman for 'www.OnePoll.com', which carried out the survey has drawn up a list numbering to 20 and India stands eighth. A poll of more than 5,000 globe-trotters has placed USA as the country with the most good looking people. Second spot has gone to beautiful Brazil and third to scintillating Spain. The tanned surfers of Australia saw it voted into fourth place, while Italy came fifth. The Swedes are sixth spot, while England made it to the seventh place and France came ninth with Canada finishing the top 10. The list completes with 11- Mexico, 12- Portugal, 13 – Wales, 14 – Russia, 15 – Japan, 16 -Ireland, 17- Argentina, 18- Netherlands, 19- Scotland and Germany finishes last in the list. **Jai Ho India !**



TAAI TOURISM COUNCIL KICKS OFF

5 City Roadshow- A Huge Success

New Delhi (28th January), Bangalore (1st February), Chennai (2nd Feb), Pune (3rd Feb), and Mumbai (4th Feb).

Its been one busy month of February for TAAI!! The Tourism Council under the aegis of Council Chairman Mr Jagdeep Rikhy, (our Vice President) in association with the Ministry of Culture and Tourism, Turkey, Turkish Indian Tourism Council and Turkish Airlines arranged roadshows in five cities in India namely Delhi, Bangalore Chennai, Pune ending in Mumbai, drawing a huge amount of appreciation from members for making this much needed interaction possible. Ms Sevgi Boz of the Culture & Tourism Office of the Turkish Embassy in India was the dynamic figure spearheading her delegation from Turkey.

Titled as "Destination Turkey Workshop," the salient features were to enable Tour Operators to avail of this ideal opportunity to learn / upgrade their knowledge on the popular & fantastic destination Turkey. The detailed presentation by Turkish Tourism was an eye opener as it delved into the minutest details of the sights and sounds of Turkey. A one to one interaction with leading suppliers from Turkey was part of the workshop arranged specially for tour operators to learn all about the products and services being offered, something so very important that agents need to know in order to better sell the destination.

Beginning with the Capital city of Delhi where the workshop was well received by a crowd of over 100 participants who were of the opinion that Turkey as a new destination had a large role to play in the outbound sector.

"The objective was to educate TAAI members on a new destination, convince them to seriously look at tourism as a good revenue stream and display TAAI's pan India strength to Turkish tourism and through them to other NTO's and to showcase to some non- TAAI members who attended the value add which our Association brings to its members." Says Mr Rikhy happy that the programs have successfully achieved its objectives

And what did the members have to say about the workshops? Well, Priti Rao, Manager FIT Tours, Cox and Kings who was the first (of the 180 participants) to arrive at the venue in Mumbai says "It was a very informative session of an upcoming destination. The workshop is a good platform for establishing new contacts and for networking with all the suppliers. I look forward to more such initiatives from TAAI. Turkey should highlight sightseeing options of its unknown locations such as Konya which many people may not have even heard of but is a very beautiful place."

Lokesh Bettaiah, from Triway Travels, Bangalore, says "TAAI brought Turkey to the doorsteps of over 70 members. Turkey is a new destination for them and getting a deep insight into Turkey directly form the Turkish delegation was wonderful indeed." So was the case in Chennai, with over 80 participants. Chairman Mr Christie Rajan was happy with the turnout.

In Pune, the Workshop attracted over 104 tourism professionals with travel staff of many non-TAAI Travel Agencies also attending the event. Mr Jagdeep Rikhy, Vice President TAAI facilitated the high powered visiting team lead by Ms Sevgi Boz of the Culture & Tourism Office of the Turkish Embassy in India, Mr Ersan Atsur, Hon Chairman of TITC and Mr Selim Ozturk, GM - Western & Southern India of Turkish Airlines. 18 tour operators, travel agents and hoteliers had come down from Turkey specially for the workshop. Mrs Amarjit Lidder, Chairperson, Pune Chapter TAAI, while initiating the vote of thanks drew attention of the gathering to the fact that this was a first of sorts, in that TAAI and the TITC had chosen to focus on a Tier 2 Class city along with workshops in some of the metros.

Turkish tourism has expressed their deep gratitude to TAAI for our support and have assured us of cooperation in all our future endeavours and to include us in all their activities in India. Those TAAI members who attended and were present for the entire duration of workshop will receive TAAI Training Credit Points which will entitle them to be a preferred partner for NTO's for future promotions & fairs.

YEAR-LONG Celebration of “VISIT GOLDEN MAHARASHTRA YEAR”

- Sanskrititoon Samruddhi

Visit Golden Maharashtra -Sanskrititoon Samruddhi

Mr Iqbal Mulla, our Hon Treasurer and Chairman – Marts & Special Events is happy to inform us that he has been invited to be on the First Steering Committee Meet set up by Maharashtra Economic Development Council,(MEDC) to represent TAAI in the year-long celebration - 'Visit Golden Maharashtra Year' – as Maharashtra celebrates its Golden Jubilee from April 2010 to March 2011. To commemorate this and the more than 20%

growth recorded last year in the Tourism Sector, the Government of Maharashtra, Maharashtra Economic Development Council, & MTDC in association with MultiNet Worldwide will be celebrating 'Visit Golden Maharashtra Year' throughout the year. The 2 meetings held were for the larger objective of positioning Maharashtra in the World Tourist Map and for creating the blue-print for the year-long celebration.

The program shall kick off with a Two-Day Business Conference on 20th -21st April, 2010 in Mumbai, along with a series of activities in the different parts of Maharashtra and Road-shows in other parts of India during the entire year. The Hon'ble Chief Minister of Maharashtra, Shri Ashok Chavan, shall inaugurate the Conference and declare the 'Visit Golden Maharashtra Year' as open, on 20th April, 2010. The event is being supported by various departments of the Government of Maharashtra and leaders from the Private sectors and is being organized in association with TAAI, TAFI, HRAWI, HRAI, IATO, ATOAI, and ADTOI to help reach to the all the stakeholders of Tourism and Hospitality Sector in India. The principal objectives of the Conference are: To highlight the Status and Prospects of Tourism in Maharashtra, To assess the Policy Initiatives of the Govt. of Maharashtra, To create a platform for exploring the 'Public-Private Partnership' in the Tourism Sector in Maharashtra by showcasing the Specific Projects for the Private Sector investment.

Says Mr. Iqbal Mulla, "We are in talks with filmmakers to allow tourists to their sets during the shoots. We are aiming to model the Dubai shopping festival in Mumbai and want shopkeepers to actively participate in it."

Watch out for more exciting news on this front.!

Japan hosted VISIT JAPAN SEMINAR in Mumbai on February 8th,2010. AND Delhi on 9th February, for TAAI members

Over a hundred travel agencies mostly TAAI members and some from other agencies participated. This event originally started as a part of promotional activities in connection with the 'Japan-India Friendship Year 2007' and 'Japan-India Tourism Exchange Year 2007' in which Japan and India confirmed to exchange promotional activities in the field of tourism industry. In 2008, the VISIT JAPAN SEMINAR was held in Mumbai and this year saw Delhi TAAI members getting a first hand taste of Japan. Similarly this year too the enthusiastic Japanese delegation went all out to woo the Indian market in Mumbai and Delhi and was extremely happy with the turn out of agents wanting to know all about Japan. The Japan National Tourism Organization has initiated the unique questionnaire campaign on its web-site so that selective information could be given to selective questions. (<http://www.jnto.go.jp>)

Agents were wanting to know if the Manager- Asia Group of JNTO Mr Atsushi Oue was going to ease Visa formalities and make it easier for Indian travelers as Japan is fast emerging as a wonderful and beautiful destination Ex TAAI Western Region Chairman, Mr Om Prakash Sahgal whose agency conducts tours to Japan on a regular basis gave his inputs about his happy experience of including Japan in his itineraries and encouraged others to follow suit. One agent reminded Mr Oue that after the Bollywood movie "Love in Tokyo" was shot in Japan some forty years ago there has been no other production there " I am very aware that Bollywood is a huge market and that the Indian tourist will enjoy the culture sightseeing, even the food in Japan " said Mr Oue "and we are definitely looking at spreading our wings in India." The seminar ended on this promising note. Both Western Region Chairman, Mr Rajesh Rateria and Northern Region Chairperson Mrs Jyothi Mayal were very happy that in spite of busy afternoon schedules, agents had attended the seminars which in turn made the Japanese delegation highly pleased with TAAI's co-operation. Watch for more such exchange of promotional activities from TAAI!



VISIT JAPAN SEMINAR in Mumbai



VISIT JAPAN SEMINAR in Delhi

REGION / CHAPTER NEWS

Air Asia's New Flights Ex Chennai

Air Asia is planning for a daily direct service from Chennai to Penang from April 2010 and from Chennai to Kuala Lumpur from May 2010. Positioned as a low cost carrier with low fares it is likely to hit the operational levels of other full cost carriers. Mr S. Christie Raajan, Chairman - TAAI Southern Region, says "We have already had an impact in Kolkata with Malaysian Airlines withdrawing after Air Asia started its operation there'. Like domestic travel, Air Asia's wide expansion in India operating to various cities in India will change the perspective of travel by the Indians to their neighboring countries. Let's wait and watch!

TAAI Gujarat Chapter Gets Mementos

Gujarat Chapter Chairman Kalpesh Shah and his chapter members were happy when they were bestowed with not one but two mementos - one from CII, Ahmedabad, for supporting CII's 3rd National Summit - Tourism Gujarat - Summit 2009 with the theme "Discover the Mystical Odyssey of Gujarat" and the other from the High Commissioner of Indonesia at a courtesy meeting with some senior chapter members.



TAAI Western Region Meeting

It was full house at the W R meeting in Mumbai. A special presentation by Jet Airways brought in Mrs Sonu Kripalani, Vice President - Sales - India, along with her team. Also present were Mr Rodney D'Cruz, Manager, Passenger Services India, Mr. Selim Ozturk, of Turkish Airline and Counsel General. Mr Genet Teshome of Consulate of Ethiopia, all of whom enjoyed the evening of interaction with TAAI members and vice versa.



Mr Rodney D'Cruz with W. Region office bearers



Mrs Sonu Kripalani & her team in front row

TAAI Karnataka Chapter



Members of TAAI - Karnataka Chapter contributed a sum of Rs.55530.- (Fifty Five Thousand Five Hundred Thirty) towards TV9-Karnataka Flood Relief Fund on 13 Feb, 2010. The cheque was handed over to the officer in-charge at the TV9 office and the same was telecast on Sunday 14 Feb, 2010. The fact that they took time off from their busy

schedule for a civic cause is proof that it is not all business for travel agents!

In Pic: Hon. Secretary of Karnataka Chapter - Lokesh Bettaiah, Mr. S. Harish - Managing Director - Air Pushpak Tours (I) Pvt. Ltd. (Active Member), Hon. Treasurer of Karnataka Chapter - Mr. Anil Kumar

Fiji Tourism Workshop

Fiji Tourism had a first of its kind workshop in Bangalore on 03 Feb, 2010, for travel agents/tour operators from the Karnataka Chapter who were happy that Air Pacific have commenced operations to Hong Kong. This has made it possible for Travel Agents/Tour Operators in Bangalore to now offer their clients a New Destination with convenient connections from Bangalore to Nadi Via Hong Kong. The Hon. Minister for Tourism Mr. Aiyaz Sayed - Khaiyum addressed the gathering and explained

how important Indian Market was to Fiji. The delegation consisted of Fiji Tourism - Represented by their CEO Mr Josefa (Jo) Tuamoto and Ms. Adeline Lee- Erasita, Marketing Services Manager. Tour Operators, Air Pacific Airlines & Resorts.

Karnataka Chapter Chairman, Mr Niranjana, Secretary, Mr Lokesh and Treasurer Mr Anil Kumar were at hand to see that it was a well attended program.



TAAI Rajasthan Chapter

Chapter Chairman Mr Deepak Mehta and his team organized a familiarization trip for all its members to Hotel Red Fox, a new venture of Lemon Tree Group at Jaipur. Members inspected the property after which they had their chapter meeting and indeed it was a refreshing change.



Meeting in progress

News from Nagpur Chapter

A string of interesting activities in our Nagpur Chapter have kept **Chairman, Mr. Harmandeep Singh and his team** extremely busy with a lot of happenings in the week from 8-14 Feb10. Let us have a look at them!

08 Feb - A roadshow by Abacus for over 20 TAAI members from our Nagpur Chapter was arranged. Mr. Nikhil Dhodapkar (M D) hosted the evening with Mr. Shivdatta Wagle (Reg Mgr, sales) and Mr. Arvind Bhandari (Sr. Executive, sales). The product presentation was made by Mr. Arijit Bhakta (Assistant Mgr. Marketing) followed by cocktails and dinner.

09 Feb- Air Arabia held a workshop for the membership at large. Over 35 participants got updated on its various products, routes and services, in addition to the holiday packages which Air Arabia Holidays is promoting. This airline is currently the only one operating international flights out of Nagpur thrice a week. Mr. R. Bharathan (Reg Mgr, Indian sub-continent), Mr. Anil Vijayan (Mgr Central and South India), Mr. Sachin Nene (Mgr North and Western India), Ms. Deepa Rajesh (Operations Mgr - Air Arabia Holidays and Mr. Deepak Majumdar (Assistant Mgr- sales) interacted with the members and other agents and their staff. Mr. Bharathan and Ms. Deepa had specifically flown down from Sharjah for the workshop which was followed by hi-tea.

11Feb - In association with MCS Cruises, Taj Tours (London, UK) and ISCRA (Italy) the Chapter arranged a half day workshop attended by almost 40 members with their staff as well as staff of non TAAI members. Mr. Amanpreet Singh Bhatia (All India Business Development Mgr - MSC Cruises), Rajesh Khanderia (Vice President - Marketing Asia Pacific, Middle East, Taj Tours- London), Mr. Aaron Clemente (Director - Marketing - ISCRA Tour Operator) made presentations and updated members about their products for the coming season.

14 Feb Amadeus India organised a movie show of MY NAME IS KHAN for Chapter members which was attended by around 60 members and their staff who thoroughly enjoyed the film.

All members and staff appreciated the various roadshows and workshops that took place during the 4 day period and were happy to gain such important information that will certainly gear them up for the coming season. The Chapter has urged the membership to look and think beyond air ticketing and this was their way to move ahead. The office bearers of the chapter look forward to arranging more such events for the membership in future.



Nagpur Chapter members in Abacus Road Show



Mr. Harmandeep (4th from left) in Workshop with members

Joint Presentations in Gujarat Highly Successful

TAAI Gujarat Chapter Chairman, Mr Kalpesh Shah and his team have taken a giant leap forward by initiating & supporting a series of joint roadshows by bringing together non-competing products under one roof and conduct interactions with the Gujarat based travel agents in their home towns. The week starting February 16, 2010 witnessed ISCRA ITALY, MSC Cruises, Princess Cruises & Taj Tours-London holding joint presentations in Surat, Vadodara and Ahmedabad on successive dates. The attendance was over 100% in all the three cities and the cross section of agents had all praises for such an effort by TAAI and the co-presenters. On one hand, such joint efforts save the precious time which agents have to spend away from work and on the other hand provide opportunities to learn about different products in one sitting. The presentations were conducted by Mr Aaron C T, Director Marketing (ISCRA Italy), Mr Aman Bhatia, Manager India (MSC Cruises), Mr Nishith Saxena, Director (Cruise Professionals - ISA, Princess Cruises) and Mr Krishna Samji, Managing Director (Taj Tours-London) & Mr Rajesh Khanderia, VP Marketing-AP & ME Taj Tours-London) followed by elaborate lunch or dinner in different locations.



**Mr. Mukesh Patel & his team
in Baroda with Joint Promoters**

**Mr. Kalpesh Shah & his team in Ahmedabad
with Joint Promoters MSC cruises - Mr. A. Bhatia
Iskra Italy - Mr Aaron C T, Princess Cruises - Mr Saxena N.
Taj Tours - Mr K. Samji & Mr Rajesh K**



It Is Raining Cricket !

TAAI Pune Chapter organized the 04th edition of the Annual Travel Industry Seven a Side Cricket Tournament which was held from 03 Jan 2010 to 31 Jan 2010 and 28 teams participated in the tournament. The Tournament was played on a knock out basis. Mr. Noshir Irani, Manager Riya Travels, Pune and Late Mr. Parshuraman of Starline Travels Pune inaugurated the Tournament.



Chairperson Mrs. Amarjit Lidder with Cricket Team in Pune

Games are played on 7-a-side basis with each side batting for 8 overs and the matches are played over five Sundays. The response was so overwhelming that the enthusiasm was seen to be believed. The Travel Trade turned out in great numbers and the matches were very keenly contested. Defending Champions BCD Travels lost in the Quarter Final stages. After battling it out, Girkand Travels, Thomas Cook, Cox & Kings & Uniglobe Odyssey Travels qualified for the Semi Finals. The most memorable and exciting match of the Tournament was played between Girkand Travels & Cox & Kings in the Semi Finals, wherein Cox and Kings scored 100 runs in the allotted 8 overs and Girkand matched their run-rate almost ball-to-ball, and eventually falling short by just one crucial run.

The Finals was between Uniglobe Odyssey and Cox & Kings. Uniglobe Odyssey won very comfortably, thereby winning the Singapore Airlines Rolling Trophy. Chapter Chairperson Mrs. Amarjit Lidder and Chief Guest for the event Mr. Yogesh Dossa from M.D Galaxy Travels GSA Singapore Airlines, Pune gave away the prizes to the deserving players along with the Winners and Runners up Teams. Girkand

Travels Team won the Trophy for the Best Team as they consistently scored over 100 runs throughout the tournament, with the lone exception of the semi-finals where they scored 99 runs.

Man of the Match for Final Match was scooped by - Anoop from Odyssey Travels, Man of the Series was- Ravi Ranjan from Cox and Kings, Best Batsman - Vijay Benadict from Girkand Travels, Parshuraman Trophy for Best Bowler of the year, Akshay from Odyssey Travels, Best Team- Girkand Travels, Sportmanship Spirit Award- Chinmay from Thomas Cook and last but not the least Best Catch Award- Vijay Khote from Travelvoyages.

Kingfisher Airlines, Oman Air, Amadeus, including suppliers/consolidators tried hard to beat TAAI members from Rajasthan Chapter in an exciting T20 cricket match but to no avail ! TAAI won the match and the game was enjoyed by one and all.



Rajasthan Chapter Cricket Team

Run Mumbai Run!



Mumbai

The Standard Chartered Bank sponsored 7th Mumbai Marathon which, by the way, folks, is a huge happening, with thousands of people from all walks of life taking part, including the world's most successful marathon runners, was a spectacular show this year too.

The run attracted politicians, senior citizens, housewives, film celebrities, writers & novelists, school and college staff, students, office executives, CEOs, business men and women entrepreneurs, the blind, the lame, the handicapped, NGOs, doctors, nurses. the list goes on and on. People from all over India too came and many ran the full course. Talk about national bonding ! And TAAI was there too ! Chairman TAAI Western Region, Mr Rajesh Rateria ran the Dreamrun, along with his wife & son and some TAAI members too did not miss out on this wonderful opportunity. Way to go - TAAI !

Quote of the month

The secret of success is to know something nobody else knows. - Aristotle Onassis

Airlines to pay for lost baggage

MS Kamath / DNA
Monday, February 8, 2010

Mumbai: One of the common problems faced by passengers travelling by air is that they check in their luggage into the hold of the aircraft but it doesn't reach the destination.

Till a few weeks ago, the only compensation was to fall back on the Montreal Convention Rules (which are binding on all airlines), in which passengers were compensated to a maximum of \$100 or its equivalent.

However, a little-known document gazetted by the Government of India on May 20, 2009, is a major help now. According to section 22 (2) of the Carriage by Air (Amendment) Act, 2009, in case of loss, damage, destruction or delay in carriage of baggage by an airline, the liability of the airline will be limited to a sum of a 1,000 'Special Drawing Rights' (SDRs) for each passenger complaining about such mishap. The Act is applicable to all airlines flying to and from India.

The current dispensation is a quantum shift from the previous Montreal Convention which spoke in terms of compensation payable in terms of 'per kilo' or 'per bag' calculations, leaving consumers

wringing their hands in frustration when precious bags did not reach their destinations along with them. It also takes into consideration that the consumer who loses or receives baggage in a damaged condition or after a delay, has to suffer immense mental pressure too.

SDRs mentioned in the amended act are a currency conversion measure used by the International Monetary Fund and currently, it is understood that one SDR is worth about Rs74. It means that a lost baggage claim by an individual at an airport is worth Rs74,000 to the harassed consumer.

However, the amendment says that the maximum liability of the carrier will be 1000 SDRs. Ultimately, the onus of proving the value of the contents of the lost baggage still lies on the shoulders of the consumer who loses the baggage. The days of airlines shrugging off their liability by pointing to the 'maximum liability of \$100' are however, over.

Source DNA of 8th February, 2010

Cartoon Time



The Power of One. Multiplied!

By Mark Murphy
Appeared in Travel Pulse | February 12, 2010

As an individual travel agent or travel agency, you might not feel all that powerful but powerful you most certainly are.

One travel agent has the ability to impact hundreds of potential travelers, and correspondingly thousands of their friends. Many suppliers and destinations get that, while some others still seem to have a difficult time grasping that very clear fact.

In spite of the rhetoric spouted over the years by research firms and the like, travel agents have proven to be surprisingly resilient in the face of change. Indeed, "resilient" is probably the wrong word. Chameleon-like would be more appropriate, because travel agents have shifted their business focus, and business models, to take advantage of technology and marketing in an increasingly connected world.

Those companies and destinations that have enjoyed the economic impact that travel agent recommendations have provided should take a look backwards in order to see into the future. Unlike the airline industry, which is dominated by a few carriers that dominate specific hubs, leisure travel

offers a world of choices and travel agents influence more than half of them.

It's a very different situation when it comes to leisure travel. As travel agents, you aren't "stuck" having to sell anyone in particular. You make a choice, and in there lays the rub. Who are you choosing to sell? Are they suppliers and destinations that support you and your efforts, or are they simply just the ones that are there at the time? Are they reaching out to you, looking to make a connection and helping you build your business, or are they simply lying back and hoping you continue to push business their way?

Even worse, have they changed commission policies to either reduce overall commissions or to make more and more of the sale "non-commissionable"? Either way, they are cutting your compensation even as you help them build their business. That just isn't right, but what can you do?

In a word, you can "fight" for what you feel you are worth. Only one person in the transaction has the ear of the consumer, along with their trust, and that's you. Make sure you honor that trust by selling suppliers and destinations that see the value you

produce, since this is the only way you can build a sustainable business model and be there for your client in the future.

You should take a moment to really consider what your options are before you start the process of making a recommendation for your next customer. Look long and hard at the categories of travel and the individual players in those segments. Have they been true partners to you and your travel agent colleagues? Are they finding ways to motivate and reward you, or are they heading in a different direction?

It comes down to choice. Just as consumers have a choice as to whether they book with you, an online agency or direct with a supplier, you have a choice as to the suppliers and destinations that you sell. Make sure you are making the right choices!

Each one of you, when taken in aggregate represents millions of travelers. You've moved mountains and built entire categories of travel because you give suppliers and destinations the best return on investment they have ever seen. You are the power of one - multiplied!



COLLECT PAYMENTS FROM YOUR CUSTOMERS
INSTANTLY VIA MOBILE with mSmart by Galileo.

Galileo
by Travelport

mSmart
by PayPal