

FROM THE DESK OF THE PRESIDENT

Dear Colleagues,

I am indeed very pleased to share with you that the gala twin events held on 6-7 of August in Mumbai, i.e. ITTE 2010 & TAAI Travel Awards 2010 were a great success!!

They were the first of its kind in the history of the association. One an exclusive B2B travel and tourism exhibition and the other a prestigious presentation of awards to the captains of the travel industry in recognition of their dedication, hard work and commitment during the past year. Both the events were successful because of all your support and good will. Mr Naresh Goyal was awarded the Life-Time Achievement Award and got a standing ovation.

Members participated from all over India, eager to be a part of the show and this made all the difference. Thank you one and all. Next year these events will be bigger and better with the vision to create a larger canvass of success.

Next is the news of our forthcoming Indian Travel Congress, 59th Convention & Exhibition of TAAI which is scheduled from 24th - 27th September, 2010 in exotic Phuket, Thailand.

You must have already received a mail from our Secretariat on how to go to our website,(www.travelagentsofindia.com) and



register straight-away for the Congress. The Convention Committee is committed to meet all the challenges that it is envisaging, has identified all the strengths, & has worked very hard to ensure that all delegates will not feel let down & I would like to reassure one and all that we plan to showcase to you one of the best conventions ever!

We also know that the Convention is an arena for intense networking where members from all India and overseas meet under one roof for 3 days like one large family. This year Phuket will play host to all of us in a highly professional and endearing manner that will be most memorable. The inauguration, the business sessions, the presentations & the entertainment, will all be a whole new experience.

Be sure to be there and not miss this opportunity!!

We shall soon be mailing you all the details of the exciting pre & post convention tours and special programs for spouses who will enjoy the cultural and local feast that Phuket has to offer including some great shopping.

Go ahead & register for the Convention as early as you can.

Rajji Rai, President

Editor's Note

FRIENDS

Both the months of August and September were months of great activity for TAAI and its members. August was full of ITTE 2010 action as well as TAAI Travel Awards excitement. Two events of TAAI that saw participation from pan India

Now come September and it is Convention time. And it is happening in beautiful Phuket in Thailand, this year. Send in your registrations as early as possible to avoid disappointment later on. Each and every hotel listed in the Registration form is a beautiful property just waiting for you.

The theme is also very apt keeping our every growing industry in mind. Read all about it in the next page. Also news from regions and chapters.

Let me sign off by saying "Looking forward to meeting all of you in Phuket "

TEAM TAAI NEWSLINE

PHUKET - HERE WE COME !

The 59th Indian Travel Congress, Convention & Exhibition will be held in Phuket from the 24th to 27st September 2010.

TAAI has been invited by the Tourism Authority of Phuket & Government of Thailand to hold this prestigious conference in their country. It is after some years that the Indian Congress will be held in our friendly ASEAN neighbour. This is also a step by India and its travel industry to support their tourism industry in this critical hour and has been appreciated by one and all. This also offers an opportunity to display the 'Incredible India' product to Thailand tour operators and travel agents who are the major stake holders there.



The Annual Convention of our Association is an event, which is looked forward to not only by the members of the hospitality industry but is also considered to be the platform where the entire travel and tourism industry meets, deliberates and interacts with one another. Along with the Convention we also hold a tourism exhibition showcasing various destinations and products that India has to offer.

Phuket is often dubbed as the Pearl of the Andaman and will be host to a series of prestigious events of the convention. The Indian Travel Congress provides an international platform for the business executives of the industry to converge to discourse trends, issues, challenges, technologies, strategies and much more. In fact, in future it will impact the evolution of the basics of travel business. Hence our theme this year is "Be... The Game Changer", which defines and brings out the dynamic rationales of adopting stark new formulas that elevate the business to new horizons.

So get ready for learning, networking, intense interaction, mutual reflecting and much more, at a destination that has palm fringed beaches, an island studded sea, set against a backdrop of green hills, coconut groves and rubber plantations. Here's to a great convection.



INDIA TRAVEL TRADE EXPO (ITTE 2010)

Mumbai :: The India Travel Trade Expo (ITTE) was held on 6th and 7th of August in Mumbai. The much awaited event of TAAI has been reckoned to as one of the biggest travel expos and the first of its kind to provide a unique platform for building tourism industry, networking and building businesses and has been esteemed to be on par with WTM and ITB in reach and importance. The expo showcasing all segments of this sector including outbound and inbound tourism. was inaugurated by Mr Avinash Dhakne, Joint Managing Director, MTDC and Sujata Thakur, Regional Director, Western India, India Tourism. The ITTE initiative is just another feather in the cap for TAAI which has persevered for furthering the tourism industry in India. The tourism industry in India is likely to soar up to almost USD 275.5 million dollars with an average growth of 9.4 percent over the next 10 years. While this estimate of the TSA is likely to contribute to 6.1 percent to India's GDP, it is also bound to create almost 40 million jobs by 2018. In this light the ITTE initiative is a significant ray of hope.

The event also happens to coincide with the 'Visit Golden Maharashtra' promotion campaign in which TAAI has been proactive in commemorating 50 golden years of Maharashtra. With ITTE being hosted in Mumbai, it provides an additional impetus to boost the Maharashtra tourism industry. At this juncture, ITTE is not designed be state-centric. It is aimed at propelling a holistic development in the tourism industry of India.

Day 1 of ITTE event hosted an interesting CEO Conclave, followed by sessions on inbound and outbound tourism on day 2. The sessions addressed the challenges faced by the industry and the outcome of the discussions are to be submitted as a WHITE PAPER to the Central Government highlighting the operational problems like Service tax and airline commissions. B2B exhibition, MICE, Medical tourism and other infrastructure related activities will also constitute the important auxiliaries of the meet. Mr Iqbal Mulla, Chairman- ITTE 2010, says, " The expo would be a golden opportunity to establish new customer contacts, create vital space for strategic partnerships and build a long term business relationships."

TAAI TRAVEL AWARDS 2010

Travel Agency Members vote for TAAI Industry Awards

The prestigious TAAI Travel Awards were given away on 6th August, 2010 at Taj's Land End, in Mumbai amidst a crowd of over 600 travel and tourism officials, to recognize the contribution made by the airlines, hotels spas, Technology Providers, Tourism Organizations, etc. "Launched in Dubai last year this event saw newer awards across the airlines and hotel industries," said Mr. Sunil Kumar Chairman, TAAI Travel Awards." TAAI in its capacity as leaders in Travel & Tourism Industry for close to 60 years has taken up the responsibility to organize this Annual Event to award the "Best in the Travel & Tourism Industry". added Mr Kumar. TAAI is holding the 2010 Travel Awards in India to enable larger participation of its Membership and prominent leaders of the Industry representing Airlines, Hotels, Tourism Boards, Technology Partners, Allied Services etc."

Chief Guest Shri Chhagan Bhuwal, Deputy Chief Minister of Maharashtra said " I am happy to learn that Travel Agents Association of India is an ever growing organisation which is currently enjoying membership of 2500 companies with staff strength of over 15 lakhs people. It is a matter of pride that your Association is spread all over India and overseas as well. I hope that the growth of tourism, a sector which is second largest foreign exchange earner for the country will be reflected strongly in the choice of this years Awards, along with those that have

created Tourism ripples. I also hope that your Association will continue the tradition of Reliability and Professionalism in service. I once again congratulate all the award winners who are honouring to recognize and acknowledge their contribution in the filed of Travel and Tourism. "

"A unique feature of the TAAI TRAVEL AWARDS 2010 is that Travel Agencies across India have voted the various categories involving Airlines & Hotels. Travel Agencies are the first point of feedback from customers and are involved in selling Airlines & Hotels. "

The objectives for the TAAI TRAVEL AWARDS 2010 program include: a) To recognize outstanding contributions to the development and promotion of travel and tourism in a responsible and sustainable manner b) To celebrate and encourage efforts of leading organizations in the Indian travel, tourism and hospitality industry. c) To promote innovation and visibility in our practices that enhances the esteem of Travel Industry and support India Inc. d) To motivate outstanding participation in promoting "Destination India" and spearheading its popularity, globally. At last year's glittering event TAAI awarded Mr PRS Oberoi with the Life Achievement Award. This year the prestigious award went to Mr Naresh Goyal, Chairman of Jet Airways.

Visit www.travelagentsofindia.com for list of winners

ITTE 2010 IN PICTURES



TAAI TRAVEL AWARDS IN PICTURES



NEWS FROM REGIONS / CHAPTERS

Off to Beautiful Sanya !

TAAI Northern Region members were taken on a memorable trip to Sanya in China courtesy Sanya Holidays and China Southern Airlines. It was well arranged and all hotels who hosted them went out of their way to make things special for them.

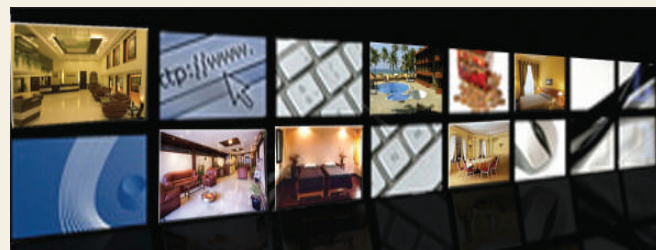
Beautiful Sanya is called the Hawaii of the East. a total tourism destination with lots of sight seeing and activities.

"I would also like to thank the Government Secretary, Tourism of China along with Director of Sanya Holidays who welcomed us and honored us by hosting a great dinner." says Mrs Jyoti Mayal, Chairperson of Northern Region who accompanied the members along with her office bearers.



ROAD SHOW OF VISIT LONDON IN INDORE

A road show was organised by Visit London and Globus Cosmos which was attended by over 33 members of the travel trade in Indore. Ms Punam Singh of Visit London and Abira Sinha for from Globus cosmos were instrumental in organising the well attended event. One of the members Mr. Manish Sharma had his birthday on the same day so after the programme the participants celebrated his birthday at the venue with some sumptuous cake cutting ! Says Ranjay K. Dawar, Chairman, MP & CG Chapter, "Road shows like this are very educative and gives members an opportunity to ask questions and get answers immediately



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TAAI SOUTH TAMILNADU CHAPTER'S BSP REFRESHER COURSE

TAAI (South Tamil Nadu Chapter) Chairman Mr. R. Venkatachalam informs us that his team and he organized a BSP Training Program last month in Trichy.

Members of the Chapter participated in the training conducted by Mr. Narasimhan Krishnan, Branch Manager, Chennai (Southern Region) of BSP. The session helped in clearing all queries raised by members during the training. Mr. M.S. Paramasivam, Hon. Secretary was co-ordinated the entire program "The BSP Training Programme has been very successful and members were specially very pro active in the session" says Mr Venkatachalam



Sasan Gir meeting of Saurashtra Kutch Chapter

Members will be happy to learn that Saurashtra Kutch Chapter held its meeting at Sasan Gir, in Amidhara Resort Sasan recently. All members from Saurashtra, Rajkot, Jamnagar, Bhavnagar, Diu, Porbandar attended the meeting in deep monsoon weather and the setting was lovely with absolutely superb green land everywhere and the intermittent rains.

Our Chairman, Devendra Shah was at hand at the resort along with our Hon Treasurer of TAAI, Mr. Iqbal Mulla who gave the members information on bank guarantee, passport matters and ITTE 2010 and the Convention in Phuket.

Mr. Shreeram Patel, Chairman of Gujarat Chapter & Mr. Melvin of Air India, Gujarat graced the occasion too.

Mr Melvin gave an insight into Air India's future plans, flight operations and how Air India will be soon be focusing on Delhi and want to make it a hub and also spoke of his emotional attachment with Rajkot and Saurashtra. He assured members that soon Saurashtra Region will have at Rajkot a centre with fully trained staff. Members were more than happy with the meeting and the excellent arrangements made for them and their family members.



MR DEVENDRA SHAH, CHAIRMAN, GIVING MOMENTO TO MR IQBAL MULLA, TREASURER OF TAAI AND CO ORDINATOR OF GUJARAT AREA.



MR MELWIN, MANAGER, GUJARAT, AIR INDIA AHMEDABAD RECEIVING MOMENTO FROM MR JAYESH LAKHANI HON. TREASURER, SAURASHTRA KUTCH CHAPTER

GUEST COLUMN

MyGuestHouse.net - Organizing India's budget accommodation sector

Tapping into the huge demand and unorganised nature of the budget accommodation segment of India's Hospitality industry, MGH Budget Accommodations Pvt. Ltd. recently announced the launch of MyGuestHouse.net - India's only budget accommodation portal with live inventory and online booking. Organising the hitherto fragmented segment of the Hospitality industry comprising of budget accommodations like guest houses, bed and breakfasts, inns, serviced apartments and motels, the portal catalogues in-depth information, amenities, images, directions etc. of each property.

India is currently facing a shortage of nearly 100,000 rooms in the budget accommodation segment and lacks relevant and effective platforms of marketing the available inventory. In such a scenario the unique franchise based business model of MyGuestHouse.net offers an excellent investment option wherein franchisee holders obtain three separate but simultaneously active, revenue generation modules.

Speaking about the venture Mr. Jitender Arora, Founder & Director, My GuestHouse.net said, "The portal simply systematizes the supply for an existing demand thus creating a unique business opportunity." The core strength of the brand lies in the fact that it is tapping a whole new segment that offers existing players in the travel industry an additional revenue generation model. Small, medium and large travel agencies alike can further enhance their profits with very little or no investment at all by associating with MGH as a franchisee or a distributor/agent respectively.

Mr. Arora added "Any customer introduced to MGH by an agent will accrue commissions to the agent for life and there are no pre-requisites for becoming an agent as anyone can forward business and earn the commission. For those in the travel industry, the franchise option is very lucrative as it offers exclusivity for a region allowing the accrual of commission on every property added by the franchisee irrespective of the source of the booking".

The innovative, profitable-for-all business model and excellent online presence of MyGuestHouse.net are a result of the expertise that the owners are bringing to the table. A brainchild of Mr. Varun Chawla from Siddharth Travels (Chairman Mr Kuki Chawla) and Mr. Jitender (sp) Arora from Kieward, MGH offers the winning combination of a sound backing in both travel and technology.

Launched less than 3 months, ago the portal is already visited by more than 1000 customers every day and has also been sub-contracted by the CWG travel office for their budget accommodation requirements. The portal receives a substantial number of queries from the corporate sector as organisations finally have a single vendor for their nationwide budget accommodation booking requirements. MGH has also witnessed an excellent response from the guesthouse owners, franchisee holders and end customers alike.

Budget travellers from across the world identify with the need for such portals that allow them to preview the available options in an area and offer a comprehensive summary of each property. The seemingly herculean task of organising and collating the guesthouses in India has been simplified by the franchisee model allowing the first franchisee i.e Delhi to garner more than 75 guesthouses in less than 2 months.

MyGuestHouse.net is a boon for the Indian hospitality industry as it not only catalogues the budget accommodation sector but also upgrades the standard of the same through the introduction, management and effective utilisation of live inventory and online booking systems. By arming Indian guesthouses with the technical knowhow, essential software, and individual websites MyGuestHouse.net is striving to bring them at par with their international counterparts.

In this digital age when the travel industry is highly dependent on online booking the initiative taken by MyGuestHouse.net will go a long way in strengthening the bottom-line of many small and medium players in the budget travel segment thus boosting this sector further.

For more details log on to www.myguesthouse.net

Do Statistics Hide More Than They Reveal?

Having faced the turmoil due to the global financial downturn, rise in airfares and security issues, the global tourism industry performed better than expected owed to India's financial community, resilient economy and its ability to provide long standing constructive engagement to the visitors.

The Inbound Story 2009 witnessed a negative growth of 3.3% on YOY basis on foreign tourism arrivals, due to the global economic slowdown, swine flu, and Mumbai terror attacks. The 6.9% upswing registered in the last quarter of 2009 contrasts with declines of 13.5% and 1.8% and 3.8% registered in the first three quarters of 2009, respectively.

The seasonality arrival trends remain the same –with maximum tourist's arrival into India during the 1st quarter and the 4th quarter of the calendar year 2009, although trends for west Asia (Gulf & Turkey) and South Asia, shows sizable inbound traffic concentration during the 2nd quarter also amongst the top ten countries. USA and UK have collectively contributed more than half of the tourist's traffic i.e. 54% of the total tourist's traffic from top ten countries coming into India during CY 2009. However the movement of tourist character fights has seen a 1% dip over the last five years owed to its limited affordability, availability and viability of operations in India. Though it is expected, with liberalization of charter flights movements, India will surely become a year round tourist destination.

Air travel (89.1%) remains the largest and the most preferred mode of transport for the foreign tourists coming into India followed by land (10.2%) and sea (0.7%). Delhi Mumbai, Chennai and Kolkata account for 67.6% of total foreign tourist arrivals into India. Male tourists dominate the arrivals at 60.5% with India remaining an attractive destination for young aspirational and experienced tourists especially those who are between age group of 25-34 and 35-44 years.

The outbound Travelogue -During 2009, 10.9 million Indians took overseas trips, resulting in outbound tourism recording an 11.1% YOY growth over the 2008 numbers.

During 2008 despite economic growth being marred by the recession, India outbound leisure travel market seemingly performed well and registered a 17.3% growth rate over 2007 numbers

The total outbound travel spread is across four cities, namely –Mumbai (34%) Delhi (33%) Chennai/Bangalore (23%) and Kolkata (10%). It is estimated that 53% Indians go for holiday trips, 36% for business trips and 11% for VFR. The average length of all trips was 11 nights (Holiday trips 11 nights, business trips 9 nights and VFR nights). The average spending of all trips during 2008 was euro 1392/per trip or Euro 127/night.

The peak outbound travel season is primarily divided amongst the three periods, first period starts from mid April till last June, the second period is from late October till early November and the third period is December – January. Over the last five years the outbound travel to South East Asia region has growth at a compound annual growth rate of (CAGR) 25.5%, followed by the North American region (14.4%), and Australian (18.5%) against the national CAGR of 16.3%. The west Asia (Gulf, Israel, Turkey) has a market share 3%, Southeast Asia region (25.6%) and East Asia (china, Honkong, Macau, South Korea) at 13.5%.

In spite of economic uncertainty, the overall performance of the outbound markets showed a consolidated growth of 9% on YOY basis.

The six metro airports, along with Cochin and Ahmadabad airports have recorded a consolidated YOY of 8% in outbound departures, with a sum total of 80% of departures.

The Domestic Episode

During 2009 India witnessed 562.9 million Indian nationals visiting different parts of country and registered a growth rate of 7% on a YOY basis. The domestic tourism market of India has growth at CAGR 11.3% nationally between 2005-09.

South India and North India claimed 45% and 40% market share respectively due places of religious and historical importance.

The top ten states have consolidated market share of 92% and registered a YOY growth of 12%. Madhya Pradesh recorded the highest YOY growth at 59%, followed by Tamilnadu at 40% and 15% for Gujarat. According to the latest available official statics –there are an estimated 195.7 million households, the estimated number of trips made were 229.4 million, which include 3.9 million package trips. The estimated number of domestic trips per house hold was 1.17 trips in group of 2.39 tourists.

Half the package trips were made for religious and pilgrimage purpose and about 28% for leisure and holiday purposes. The average total expenditure on package trips was Rs1588, with urban house hold at Rs 2129 and rural at Rs 1288. Out of the 230 million domestic trips undertaken, urban residents accounts for 27% and rural at 73%. Bus travel represents 70% of all trips with bus and train together accounting for 90%, across all categories.

By Ashish Kumar - Mr.Ashish Kumar is the CEO of AK & Associates, a travel consulting and Intelligence firm. He is available at ashishkumar@akassociate.com