

FROM THE DESK OF THE PRESIDENT

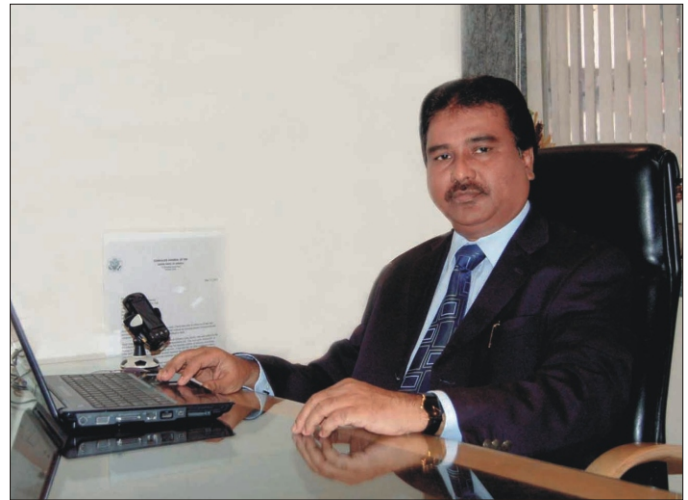
It gives my team and me immense pleasure to organize the Diamond Jubilee celebrations of our organization. 60 years indeed is a long time for any association to boost seamlessly, working towards the betterment of its members. TAAI has been a strong pillar for the travel fraternity in India and thru its long years, has successfully found solutions for the travel agents problems coming its ways.

Thanks to the selfless efforts which were put together by the past presidents and the pioneers of our industry to make this possible. The membership also played an important role in making this possible by their faith in the leaders they have appointed since the inception of this organization.

We may have gone thru lots of ups and downs, difference of opinions, troubled times, but members all over India overcame them. This was possible because of the unity in diversity which we share with each other.

The festive season is soon approaching and people in India and around the globe are planning to take family, business and other trips. It is a boom season for the travel fraternity as it brings business for all sectors, outbound, inbound and not to forget domestic tourism.

Cheaper destinations abroad, competitive airfares, cheaper hotels are luring more and more people to travel aboard and see the world. In fact the foreign tourism boards are coming up with new trends to tap this sector showcasing their products which is at its best.



Domestic tourism is also on the go, with more and more Indians discovering the aura, charm and charisma of their country whilst traveling the length and breadth of India.

Most of the state governments of India are now introducing interstate tourism. Several Indian states have entered into mutual agreements to promote this form of tourism. These MOUs will help towards mutual promotion of tourism, showcasing interstate cultural, heritage, food habits, etc to the tourists and are facilitating increase in inbound travel into the respective states.

In this issue read all about your President's meeting with the PATA officials, Union Minister for Tourism, about World Tourism Day efforts in our city and news from our Regions and Chapters.

Iqbal Mulla
President

Editor's Note

Dear Colleagues,

Here is our September issue, with lots of news on many eventful happenings taking place in our industry. Our President has been involved with various inter-active sessions. TAAI TRS Training Program is catching on in all our Regions and Chapters which is an indication of how important training is in today's world. Also World Tourism Day was celebrated in all parts of India with gusto. Members will be happy to learn that TAAI's ITTE 2011 and Travel Awards and 60th Diamond Jubilee Celebrations are being held in December. Read all the exciting news in the inside pages.

Enjoy Reading !

TEAM TAAI NEWSLINE

TAAI President has been very busy with several functions that he graced with his presence. Given below are details of an hectic September.

FILMCITY TO GET A FACELIFT

President Iqbal Mulla attended the FIRST OF ITS KIND function in the Filmcity. The Maharashtra Government plans to develop Filmcity, known as Dadasaheb Phalke Chitranagri, in suburban Mumbai on the lines of Universal Studios in Hollywood. A presentation to this effect was made by Principal secretary, Tourism and Culture, Anand Kulkarni before Union Tourism Minister Subodh Kant Sahay at the Filmcity on September 16. As per the proposal, the Filmcity, spread over 500 acres of land in Mumbai's suburban Goregaon, will have a museum to showcase history of India cinema, entertainment facility for tourists where they can witness how film shootings are done and a chance to see actual filming as well. Sahay appreciated the concept and made some suggestions as well. A Consultant will be appointed soon to work on the master plan. Our President was very vocal in his suggestions too. He said "Mumbai city needs world class facilities and services as offered in Universal Studio and different categories of hotels to cater to them. The Express Highway from the airport to Filmcity should have better connections via road and even trains if possible. Bollywood Tourism should be promoted in such a way that all tourists arriving into Mumbai should have a visit to Filmcity on their itineraries so that they can have a halt in Mumbai and enjoy a day's shooting arranged in advance for their benefit. This could be offered to even transit passengers". Mr Mulla also suggested that Filmcity should have one window clearance for such promotions to be successful. Besides Bollywood Tourism, Filmcity could also have MICE conventions in its premises whenever the need arises. All in all, the interactive session went off well and was a sure sign of good happenings in the Filmcity.

IATO CONVENTION IN AHMEDABAD

Gujarat Chief Minister Shri Narendra Modi inaugurated IATO- Indian Association of Tour Operators' 27th Annual Convention, 2011 in Gandhinagar and addressed the tour operators' annual convention. A four day B2B convention meeting was held at Mahatma Mandir from 22 –to 25 September, 2011 in association with Government of Gujarat and the Tourism Corporation of Gujarat Ltd, with immense tourism potential of the Gujarat state.

In total 12 states participated along with its tourism ministers, secretary/MD Tourism from these states. IATO conventions promote both Inbound and Domestic Tourism as tour operators from all part of the country gather during the convention and see the potential of the host state. TAAI President, Mr Iqbal Mulla was a special invitee and graced the occasion. "Choosing Ahmedabad will now enhance the city as a great destination to host such events" said the President

PATA IN INDIA



President Mr Mulla with Shri Subodh Kant Sahay, Minister for Tourism, Government of India, and TAAI Past President Mr Rajji Rai at PATA Inauguration.

"India today has emerged as a major 365 day destination and a source market that presents huge opportunities" said Shri R H Khwaja, Secretary Tourism, Ministry of Tourism, Government of India who played host to PTM 2011 this September "with new state of the art infrastructure and additional room capacity in place, truly there is no better time to host a PATA Travel Mart in India's capital city than now".

The PATA Travel Mart 2011 opened in New Delhi, with over 1000 attendees joining the three-day annual travel trade event, September 6-9, organised by the Pacific Asia Travel Association

(PATA) and hosted by the Ministry of Tourism, Government of India. It was the biggest PATA since 2008. "The upturn reflects PATA's new commitment to building the business," said Bill Calderwood, Interim CEO of PATA. He said that India was a country where consumer confidence and demand for travel is high. PATA's strategic intelligence centre said that India's outbound is averaging annual growth of 12% and that there were no signs of it weakening.

PATA Travel Mart 2011 was officially inaugurated with a lamp lighting ceremony at Pragati Maidan exhibition centre, attended by Shri Subodh Kant Sahay, Minister for Tourism, Shri Sultan Ahmed, Minister of State for Tourism, Shri Rajen Habib Khwaja, Chairman of PATA India Chapter, Shri Anand Kumar, Joint Secretary, Ministry of Tourism, PATA Chairman Cooray, and Interim CEO Calderwood. Shri Subodh Kant Sahay, Minister for Tourism, said: "I am happy to share with you that foreign tourist arrivals to India have recorded a growth of over 10% during first eight months of the year."

Our President, Mr Iqbal Mulla flew in specially to attend the function and met with the Tourism Minister & other senior tourism ministry officials. "I found the Mart very successful in terms of networking. Also PATA's vision to keep changing for the better and build a dynamic and responsible tourism industry in Asia Pacific is a very welcome move" said the President.

WORLD TOURISM DAY - AN EYE - OPENER



Address by President Iqbal Mulla

Mr Pradip Madhavji, Chairman of IMC's Tourism Promotion Committee addressed a meeting held to celebrate World Tourism Day at Indian Merchants Chamber on September 27. Among the participants were Consul-Generals, Trade Commissioners and other dignitaries from over a dozen foreign countries. TAAI President, Mr Iqbal Mulla was invited to be a part of this high end meeting and was welcomed by IMC'S Vice President, Mr Niranjan Hiranandani along with the other participants.

It was amazing to hear a score of children from the Happy Home & School for Blind, led by their principal Ms Meher Banaji, sing choirs and songs in six different languages - Japanese, Turkish, Spanish, Portuguese, English and Hindi, creating a strong feeling of good bonding and unity between different nations. Also a dozen Pune-based students from Botswana, plus a large number of Indian students of HR College in Mumbai presented many popular dance numbers, providing a great mix of national cultures.

Mr Madhavji said that a total of 940 million international tourists travelled from one country to another and of this, India's share was only 5.5 million tourists. President Mr Iqbal Mulla was of the opinion that "India can and should attract more tourists and the Govt of India should allocate a bigger budget on a priority basis for promoting tourism all over India. this will be greatly applauded"



Consul General of Poland, H.E. Mr. Janusz Wach in dialogue with Mr Mulla and Mr P Madhavji

TRS TRAINING IN WESTERN REGION



The President Speaks



Trainer Mr. Sunder in conversation with S. Vaghela, Admin. Mgr., President Iqbal Mulla and Chairman Jay Bhatia.

TAAI Western Region had its TRS Training Program on Thursday – 29th September, and Friday – 30th September, at Hotel Orchid, Mumbai. Over 40 members took the training with Module 12 – Planning Itineraries and Module 1 – Selling Skills for the Travel industry – B2C respectively. Chairman Jay Bhatia was happy to see such enthusiasm amongst the members President Iqbal Mulla was specially invited to the inauguration and addressed the participants before commencement of the training.

NEWS FROM A P CHAPTER



The President (2nd from L) with OBs, IMC & other participants in the background



Time for bounding

IMTIAZ QURESHI, Chairman, A P Chapter informs us that last month the Chapter held a gala dinner for its members and all its trade partners which included the airlines, CRS and airport staff along with the hotel associations and officials from the state tourism development authority in welcoming the national managing committee and the Chairmen and office bearers from other chapters/regions in the country at hotel Golconda, Hyderabad. The guests were welcomed to a traditional marfa dance with beating of drums etc. It was a sumptuous dinner spread along with gazals and music which went late into the night. It was a fun filled evening which every body enjoyed. "The interaction was simply great and it was a rare opportunity for us all" said Mr. Imtiaz.

COMING SOON!

ITTE 2011, TAAI TRAVEL AWARDS AND 60th DIAMOND JUBILEE CELEBRATIONS



Members, great news for us all. TAAI is in its 60th year and it is a proud achievement for each and every one of us. To commemorate this momentous journey from 1951 till 2011 we are celebrating our Diamond Jubilee in Mumbai along with ITTE 2011 and TAAI Travel Awards at Hotel Taj's Land End, Bandra, Mumbai, on 16th and 17th December. You must have already received this intimation from our Secretariat. ITTE is now synonymous with being one of the best networking platforms for industry. Our Travel Awards, known as the "Oscars of the Industry" will recognize the efforts of the best achievers of the Travel & Tourism industry.

A GLIMPSE OF ITTE 2010, & TAAI TRAVEL AWARDS 2010



QUOTE OF THE MONTH

**"A wise man gets more use from his enemies than
a fool from his friends"**

BALTASAR GRACIAN

TRADE NEWS... TRADE NEWS... TRADE NEWS...

ELEPHANTA CAVES GET A CLEAN UP

World Tourism Day was celebrated at Elephanta Caves with various trade related associations and bodies including TAAI Members visiting the legendary caves which have been declared as a World Heritage Site by UNESCO in 1986. Tourists are on the island for 4-6 hours in the day and return back to the mainland in the late afternoon. Given its importance and the necessity to educate/sensitize the locals to keep the island clean and environment friendly, on the occasion of World Tourism Day, on 27th September, the India Tourism office in Mumbai in association with the Tourist Guide's Association, the Travel Trade Industry, Maharashtra Tourism Development Corporation and the Archaeological Survey of India organized an awareness campaign titled 'Elephanta Island Clean up Drive'. The theme this year was "Tourism-Linking Cultures". TAAI, always on the forefront to

support such initiatives, welcomed this effort whole heartedly. A session on Code of Conduct for Safe and Honourable Tourism, an initiative adopted by the Ministry of Tourism was conducted by "Save our Children Foundation" during this event, which was promoted with the active support of the Indian Coast Guard, Indian Red Cross Society and the Gram Panchayat and culminated with a cultural performance by artistes on the island. The office also organized a night tour of the heritage precincts of Mumbai city on the open deck bus for the tourists staying in the hotel within the city limits. Said Roma Singh, RD, INDIATOURISM (Western & Central Region) "Visiting tourists were traditionally welcomed in the Indiatourism office and also at the Indiatourism counters situated at the International and Domestic airports."

FOREIGN TOURIST ARRIVALS AND FOREIGN EXCHANGE EARNINGS IN AUGUST 2011

Foreign Tourist Arrivals (FTAs) during the Month of August, 2011 was 4.02 lakh as compared to FTAs of 3.82 lakh during the month of August, 2010 and 3.70 lakh in August, 2009. There has been a growth of 5.3% in August, 2011 over August, 2010 as compared to a growth of 3.3% registered in August 2010 over August, 2009. FTAs during the period January-August, 2011 were 38.19 lakh with a growth of 10.2%, as compared to the FTAs of 34.67 lakh with a growth of 7.6% during January-August 2010 over the corresponding period of 2009.

Foreign Exchange Earnings (FEE) during the month of August 2011 were Rs. 5734 crore as compared to Rs. 4620 crore in August 2010 and Rs 4115 crore in August 2009. The growth rate in FEE in Rs terms in August 2011 over August 2010 was 24.1% as compared to 12.3% in August 2010 over August 2009. FEE from tourism in rupee terms during January-August 2011 were

Rs. 48013 crore with a growth of 15.9%, as compared to the FEE of Rs. 41437 crore with a growth of 22.6% during January-August 2010 over the corresponding period of 2009. FEE in US\$ terms during the month of August 2011 were US\$ 1264 million as compared to FEE of US\$ 992 million during the month of August 2010 and US\$ 851 million in August 2009. The growth rate in FEE in US\$ terms in August 2011 over August 2010 was 27.4% as compared to the growth of 16.6% in August 2010 over August 2009. FEE from tourism in terms of US\$ during January-August 2011 were US\$ 10678 million with a growth of 18.7%, as compared to US\$ 8997 million with a growth of 30.7% during

January-August 2010 over the corresponding period of 2009.

SOURCE: Press Information Bureau Government of India, Ministry of Tourism

INDIA TOURISM LAUNCHES PROMOTIONAL BLITZ IN GERMANY, CONDUCTS WORKSHOPS IN 25 CITIES

In a major marketing blitz in Germany, India Tourism Frankfurt has launched breakfast workshops in 25 cities, to educate and update the travel trade and media. Germany is the largest economy in Europe and has a population of over 80 million. Out of this 38 million Germans travel every year for more than 5 days away for their country. India Tourism, Frankfurt is undertaking this exercise to increase the number of German tourists to India. Mr. M. N. Javed, Regional Director, India Tourism Europe who has launched the initiative said "More than 500 participants at Frankfurt, Berlin, Hamburg, Bremen, Hannover, Erfurt, Leipzig and Dresden enjoyed the beautiful presentation on India by Mr. Klaus Wolff who is a well-known India Expert and who has been to India 30 times." He added "The idea is to convey to these participants that India is a multi-destination country and every state in India is in itself a

powerful and complete destination, a comparison is made with EU."

The incredible India team gave presentations in Cologne after a successful start of the second phase of 25 city workshops in Germany. The team had excellent response in the cities of Bielefeld, Castrop Rauxal, Essen and Düsseldorf. The first phase of the breakfast workshops on Incredible India organised by the India tourism office in Germany was very well received by the travel trade in Germany. Air India is also on board and introduced its new fleet to the participants, who were offered a lucky draw for a free trip to India.

Source : India Travel Online