TAAI' s TRAVEL & TOURISM INITIATIVE

NAMASTAAI

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Growing Luxury in Travel & Tourism





65th Convention & Exhibition of TAAI
FIRST TAAI CONVENTION IN CHINA

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New Challenges Newer Approaches

Being Challenged in Life is inevitable. Being defeated is optional - said Roger Crawford.

It is an inspiring quote, particularly, when newer challenges in our industry confront us. There's a thought we must ponder. *Do we look at the past and invest our time to ask "why" this happened or do we play an active role to view the bigger picture and identify "how" these challenges can be successfully encountered and overcome?*

Newer challenges have been impacting our industry players. They include the new governing IATA resolution on NewGen ISS and NDC. Certain drastic and recent approaches by our Principals are also impacting us negatively.

TAAI IS HUGE. It's enormousness must be optimized. We are not just a large or a senior forum. We are more. TAAI is comprehensive. We are strong with high levels of knowledge and skill. There are ways for us to win over adversities. We must now transition into bigger roles.

The Future is big. It offers more than what the past decades had. It is all about the growing industry size; more options to offer; niche levels to depend on and technology to harness our global connect. **What matters is our resolve to apply newer paths.**

The quote from Bernice Johnson Reagon can be a certain approach. ***"Life's challenges are not supposed to paralyze you; they're supposed to help you discover who you are."***

Let us remain firm and plan our approach strategically. One good way forward is to go by 'mutual' respect and gain. We support those who support us. This must be loud and clear.

We are delighted that for the first time, TAAI is organizing our convention in China. It is the 65th Convention & Exhibition of TAAI. There is a great deal of excitement that two large nations are associating with Tourism as an objective. The event will be held in a very beautiful city, Kunming, that is in close proximity with India.

TAAI Conventions are a superb opportunity to network as well as an excellent occasion to learn and update ourselves on the latest trends and developments in our industry. The biggest, the best and the brightest minds of the industry converge at TAAI Conventions. Yes, it's an event one cannot afford to miss.

I look forward to interacting with those present at Kunming. We have had a great response and can assure all the registered delegates a truly rewarding and unforgettable experience.

You can read all about the exciting things in store for you at the convention in the special feature on Page 35.

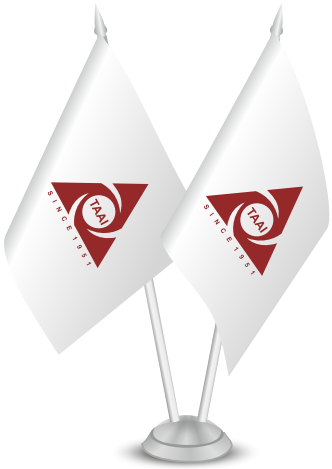
I would like to conclude with a very profound thought articulated by Martin Luther King, Jr. *"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."*

Let's do it together.

Warm Regards

Sunil Kumar R
President, TAAI
sunilkindia@gmail.com





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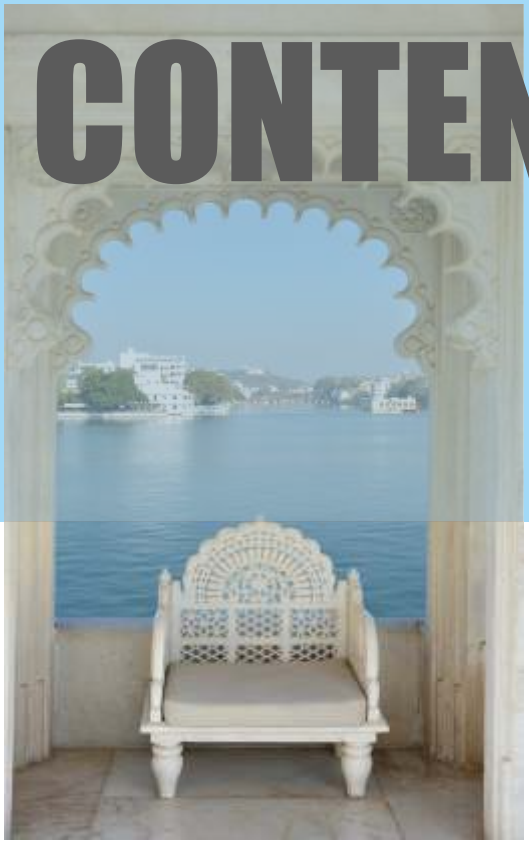


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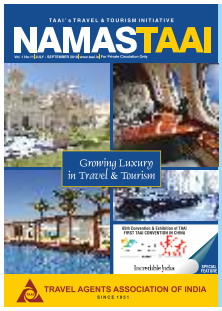
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ABOUT THE COVER

Private jets. Magnificent palace hotels. Limo rides. Champagne breakfasts and gourmet meals. Bespoke tours and niche vacation experiences... Luxury travel is becoming extremely popular. Read all about the exciting opportunities in this fast growing segment, in this issue's cover story.

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TAAI-CONNECT ROAD SHOWS 2018
TAAI's Digitial Empowerment initiative...

TAAI's vision to support 'Digital Empowerment' now offers an opportunity for every agency to go online and be digitally empowered. TAAI's gift to our agency members is to help them discover a new paradigm to do business, to be able to capitalize on competence and proficiency.

TAAI-Connect is a platform that offers an innovative solution for all their needs:

- An Agency's own website (existing or new)
- Comprehensive Designing of the website
- Integrating the website with a Booking Platform interfaced with Agency's own or preferred GDS
- Ticketing from the agency's own ticket stock or usage of ticket stock of another agency as assigned by the agency member
- Connecting the platform with a Payment Gateway linked with the agency's bank account
- A Corporate Booking Tool to serve corporate clientele, and
- An AI-powered Mobile App

Imagine the clients buying services from an agency and paying directly into the agency's Bank Account through a credit card from a mobile phone. This is just the beginning. There's more to it as we move forward, progressively.

In order to better present the initiative to members and to help them interact with TAAI and our Technology Partners, TPConnects, road shows have been conducted across India at Regions/Chapters.

Two exclusive road shows are reported here which were extremely well-attended and well-received. More such road shows will soon be held. TAAI- Connect conducted its first two road shows in Mumbai on the 8th of August 2018 and Bengaluru on the 10th of August, 2018.



MUMBAI ROAD-SHOW







In a presentation, TAAI President Mr.Sunil Kumar explained how TAAI-Connect will change the way we can do business. He shed light on how this amazing platform would empower each TAAI member with an online presence and help them retain existing customers, with the potential to attract new customers from all over the world. He added that the platform can be NDC-enabled as well, in order to enable agencies access rich content with ancillary options. He also provided details of all the other salient features including those beyond ticketing that would empower agencies to sustain in today's competitive market.

In addition, Mr.Sunil's presentation reviewed the NewGen ISS initiative of IATA which as Resolution 812, would override the existing governing resolution. He briefly explained the impact of the NewGen ISS; NDC and highlighted the resolution pertaining to Agency Corporate Credit Cards.

This was followed with a presentation by the TPConnects Team led by Mr.Rajendran V, who gave an overview on the technical aspects of TAAI-Connect and TPConnects' support to the initiative. TPConnects team included Mr.Ratinder Jang and Ms.Zeba Sheikh, who joined the presentation and interaction.

Mumbai recorded about 200 attendees while Bengaluru recorded 100 attendees and the agents went back with a clear view on the TAAI-Connect initiative. The registrations to go online continue to flow in large numbers.

TAAI-Connect road shows will be held in other towns as well.

BENGALURU ROAD-SHOW









TAAI ABU DHABI SKILLS WORKSHOP CONTINUES TO DRAW MORE TRAINED LEADERS...









TAAI & Abu Dhabi Tourism (DCTA - Department of Culture and Tourism, Abu Dhabi) collaborated to conduct 16 Workshops across India. These Skills Workshops have been a superb amalgamation of desert, sea, heritage, nightlife - all of which make Abu Dhabi a cultural heaven, a must-visit destination for everyone. There is indeed no doubt that Abu Dhabi has a lot to offer for people of all ages.

One key objective of TAAI is to ensure that we have more outbound taking place with Abu Dhabi as well as to bring in this awareness with agencies of India, which is successfully being executed.

TAAI Tourism Committee, under the leadership of MC Member Mr.Anoop Kanuga, has been working hard to coordinate this event across India.

Here are more success stories as more personnel are getting trained to market this outstanding destination.



TAAI Gujarat Chapter's successful Workshop

On 4th July, 2018 the TAAI Abu Dhabi Skills Workshop, coordinated by TAAI Gujarat Chapter, was held in Ahmedabad. Mr Bejan Dinshaw, Country Manager, India, led the interaction with an excellent presentation through which members gained more information. The event had everyone engaged and excited with the quiz that was organized on what Abu Dhabi has to offer.

A very good attendance from the industry made the roadshow a grand success and the attendees went home appreciating DCTA for their presentation and imparting greater learning.







TAAI South - Tamil Nadu Chapter's excellent turnout for the Workshop







On 23rd July, 2018 the TAAI Abu Dhabi Skills Workshop was excellently presented by Mr.Bejan Dinshaw, Country Manager, India in the presence of President Sunil Kumar. The large turnout and the interactive manner in which this event was organized, is highly appreciated, despite Trichy being a relatively small town.

Members participating in the workshop and interactive sessions were well guided in their pursuit to learn more about Abu Dhabi, the fascinating destination which is so close to India and well connected as well.

Abu Dhabi Skills Workshop at Coimbatore on 13th February



Abu Dhabi Skills Workshop at Hyderabad on 1st March





Abu Dhabi Skills Workshop at Vizag on 5th March







Abu Dhabi Skills Workshop at Trivandrum on 7th March

Abu Dhabi Skills Workshop at Chennai on 8th March







Abu Dhabi Skills Workshop at Indore on 13th March

Abu Dhabi Skills Workshop at Nagpur on 14th March





Abu Dhabi Skills Workshop at Surat on 2nd July





Abu Dhabi Skills Workshop at Vadodara on 3rd July





Abu Dhabi Skills Workshop at Rajkot on 6th July

Abu Dhabi Skills Workshop at Lucknow on 30th July





Abu Dhabi Skills Workshop at Goa on 17th August





Abu Dhabi Skills Workshop at Chandigarh on 22nd August





Abu Dhabi Skills Workshop at Amritsar on 24th August





Abu Dhabi Skills Workshop at Pune on 30th August



The last four workshops were held in Goa, Chandigarh, and Amritsar with the finale in Pune. This partnership between TAAI and Abu Dhabi Connect has truly been a win-win for both as the Destination Awareness has reached out to Tier-2 and Tier 3 members thus educating them how to promote this destination.

67th AGM & 8th Managing Committee Meeting of TAAI



The 67th Annual General Meeting of TAAI was held on Monday, the 24th September, 2018 at Pullman & Novotel Aero City, New Delhi.

Presided by the TAAI President, Mr. Sunil Kumar, the meeting was an important statutory fulfilment and witnessed large attendance from all over the Country.

The business was successfully transacted at the AGM on the following matters as required by the Articles of TAAI. This was done pursuant to the Notice of AGM read out by Hon. Secretary General Mrs. Jyoti Mayala.

a. Report of the TAAI Managing Committee for the year 2017-2018.
b. Financial Reports of TAAI for the period ending 31st March, 2018 was presented by Mr. Imtiaz Qureshi, Hon. Treasurer of TAAI.
c. Appointment of Auditors

The meeting was followed by an interactive open forum. Members had the opportunity to express their opinions and suggestions. An important conclusion that came up was to organize a conclave to be held in New Delhi which can serve as an important awareness and educational initiative and also help prepare industry stakeholders for the changing scenario. The Managing Committee of TAAI to take up this activity.





8th MANAGING COMMITTEE MEETING OF TAAI



On 24th September, post the AGM, TAAI convened its 8th Managing Committee Meeting. The attendance from members of the Managing Committee and Chairpersons was excellent. The venue was Pullman & Novotel, Aero City, New Delhi.

The Managing Committee reviewed in detail the planning for the 65th Convention & Exhibition of TAAI to be held at Kunming, China from the 27th to 29th November, 2018.

IATA Matters, Airlines Matters, TAAI Connect, Membership matters; reports from MC Members and Chairpersons were matters that were discussed. The meeting concluded in the evening.

Wherever India goes... there's abundant tourism that happens

Popular Indian cinema shot in overseas locations can be a key platform for creating awareness and interest in destinations, particularly in secondary cities. 'Destination placement' can be extremely effective. The movie 'Zindagi Na Milegi Dobara,' for example, was credited with doubling Indian visitor arrivals to Spain in the year after it was released in 2011.

(Capa India & Expedia Group Report on The inflection point for Indian Outbound Travel)



Long before 'Zindagi Na Milegi Dobara,' one man was credited with popularizing Switzerland. Renowned Indian film maker, the Late Yash Chopra featured the Alpine nation in many of his films and single-handedly boosted the popularity of this destination among Indian tourists. Recognizing this the Government of Interlaken awarded him the honorary title of Ambassador of Interlaken in 2011 and Jungfrau Railways named a train after him. In 2016 the Switzerland honoured Yash Chopra with a 350 Kg statue in Kurssaal Garden, Interlaken.



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TAAI ANNOUNCES 65th CONVENTION & EXHIBITON OF TAAI

Kunming, China : 27-30 November, 2018

18th September 2018 was a great day for the Travel & Tourism Industry of India as they witnessed the MoU Signing Ceremony between TAAI & Yunnan Provincial Tourism Development Commission (YPTDC) at New Delhi.

For over a year now, there have been discussions between TAAI & YPTDC to organize the TAAI Convention in the most beautiful and impressive city of China: Kunming in Yunnan Province. Kunming is directly connected from Delhi and Kolkata and has extensive connect via Bangkok; Guangzhou; Kuala Lumpur and Singapore.

TAAI announces our 65th Convention & Exhibition of TAAI at Kunming, Yunnan Province, China, from 27th -30th November 2018.This is the first time TAAI will be organizing the Annual Convention at China.



Image credit: Pyty/Shutterstock.com

The Press Conference was attended and addressed by a high-powered delegation from Yunnan and from the Embassy of China in India. The Delegation comprised of:

- Ms.Shi Lin, Vice Director General of YPTDC;
- Ms.Liu Huibo, Vice Director of International Marketing Department of YPTDC
- Ms.Fang Limin, Vice Director of International Marketing Department of YPTDC
- Mr.Li Bijian, Deputy Chief Minister of the Embassy of China;
- Mr.Tianxin, Director of Indian Office of the Culture and Tourism, Ministry of China
- Mr.Zhao Jun from the China Embassy in India.
- Officials from the three Chinese Airlines flying out of India - China Eastern; Shandong Airlines and China Southern









TAAI & Yunnan Provincial Tourism Development Commission
A Partnership for Tourism Development

TAAI has always promoted stronger development of tourism ties between India and destinations that offer a great opportunity for us to promote tourism. The destinations where TAAI has organized its conventions have reflected a huge growth of outbound from India to such countries, due to the excellent awareness and visibility our chosen destinations are gifted with.

Thanks to the TAAI Convention, the destination receives excellent visibility. The TAAI Convention also attracts a number of Chinese industry leaders and stakeholders as well as overseas delegates. This supports promotion of India.

With the success of 64 TAAI Conventions to our Credit, TAAI continues to earnestly work towards greater opportunities and development of Tourism.

TAAI Conventions have been held in a number of countries, very successfully. We had been to South East Asia including South Asia; Europe and the Middle East.

For the 65th Convention & Exhibition of TAAI, TAAI has associated with Yunnan Provincial Tourism Development Commission, China. Yunnan offers an excellent variety of culture; history and scenic wonders backed by the outstanding facility that is available in Kunming to hold large conventions.

Kunming is a fabulous green city in the Yunnan Province. Incidentally, Kunming is only about 2.4 hours flying time from Kolkata and about 3.5 hours flying time from Delhi on a Direct Connect. It is well connected with Bangkok and Kuala Lumpur as well.



Kunming Canal, photo - CC BY-SA 3.0



Kunming City, photo by Losehojg - own work (Public Domain)



Yuantong Temple, photo by Woudloper - own work (Public Domain)

Incredible India



Tourism Beyond Boundaries

Travel & Tourism is an incredible opportunity of invaluable value for our world. It is far beyond a mere "industry." It is more. It is an enterprise that offers myriad advantages for everyone involved to expand their horizon; beat the limits and optimize this important activity.

Tourism brings the world together. It is a pursuit people inhabit and an ongoing quest that supports business; leisure and discovery. Over 1.3 billion international arrivals during 2016 is an astounding economic impact. Nations thrive on Tourism. Many jobs are created. The global economic bandwidth is fascinating.

For the nations of the world, tourism can be beyond any political; diplomatic or economic boundaries. Tourism is an important forerunner of peace and education. The 65th TAAI Convention in Kunming, China, is a significant tourism connect. Two large nations are associated with this event. The Convention encourages delegates to discover a great destination with great sights in close proximity.

Travel & Tourism is consistently growing. It's unstoppable growth; magnitude and diversity is humungous.

Imagine the travel and tourism industry without technology today! Unthinkable! Lack of technology can disrupt cost; convenience and connect. Technologies for Travel & Tourism are immense. They continues to amaze the mounting connect linking people; products and services.

The convention shall focus its discussions on the massive prospects to help upgrade and go beyond. The goal is clear. Travel & Tourism leaders must accomplish higher levels of innovation and newer approaches to bust the paradigms that serve as boundaries for people from going beyond.



TAAI Convention City: Kunming, China
A bird's eye view

As capital of Yunnan Province, Kunming is known as 'the City of Eternal Spring' for its pleasant climate and flowers that bloom all year long. With a history of more than 2,400 years, it was the gateway to the celebrated Silk Road that facilitated trade with Tibet, Sichuan, Myanmar, India and beyond. Today it is the provincial political, economic and transportation center of Yunnan as well as the most popular tourist destination in southwest China, famous for its historic and cultural interest.

Located in the Central Yungui Plateau, Kunming is surrounded on three sides by mountains and faces Dianchi Lake in the south.

There are various cultural relics; historic sites and scenic spots, thanks to the city's long history and unique geography. It is home to the Yunnan Stone Forest, which has been listed as a UNESCO World Heritage. It's renowned World Expo Park was the venue for the World Horticultural Exposition in 1999. Kunming has the most amazing natural scenery. Visitors can get a glimpse of the majestic karst rock formations in Jiuxiang Scenic Area. Here, you can be treated to a combination of natural flora, Taoist temples, and grottoes at West Hill. Equally famous is the Dian Lake known as the 'sparkling pearl embedded in the highlands.' With the introduction of Buddhism, people painted plenty of murals on the walls of temples in the Ming Dynasty. Dragon Gate, a big exquisite stone-carved edifice is the highest temple in the Western Hills. Stretching along the west bank of Dianchi Lake, the undulating skyline of the Western Hills looks like a beautiful young lady reclining by the lake. This has given it the sobriquet 'Sleeping Beauty Hills.'

Kunming International Airport (KMG)

Kunming Airport is one of China's five largest international airports. It is connected directly to Kolkata and New Delhi. Kunming is also directly connected to Bangkok; Kuala Lumpur; Singapore; Kathmandu; Myanmar; Laos and more locations.



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Kunming Railway Station

The popular Kunming Railway Station is the largest train station in southwest China. The Nanning-Kunming Railway was opened to traffic and connected the Yunnan railway with the national railway network. China had launched its longest bullet train 'Shangri-La of the world' from Kunming to Beijing. With the opening of direct rail services to neighbouring Vietnam and Thailand, the city's economic development is getting a major push. The high-speed rail service reduced travelling time to places like Chengdu, Guilin, and Shanghai by half a day. People mostly reach Shangri La through the Kunming railway station, which serves as the main hub of Yunnan in China. The superfast train connects Canton with Kunming. For those visiting Kunming via Canton, this train experience can be truly exciting. The trains are high speed and of very high quality.

Shopping in Kunming

Shopping in Kunming can be exciting. The sizes of the shopping markets/malls are beyond comprehension. Some shopping areas may take about six hours and more to explore. You can shop to your heart's content, as Kunming is a shopping paradise.



Image credit:
Uwe Aranas/Shutterstock.com

'Pre & Post Tours' Exciting options for Delegates



Photo by Yves Picq http://veton.picq.fr - Own work, CC BY-SA 3.0

Dali City

The Dali Ancient City is one of the 'Three' ancients. Once the gateway to the silk road in Southwest China, the Ancient City can trace its history to the Ming Dynasty and is one of the most popular tourist destinations in the region. Dali Ancient City sits at 4,000 ft, with vertical peaks rising behind it. Resting near the banks of Erhai Lake with the Cangshan mountain range forming an impressive backdrop, Dali is the cradle of Bai civilization. Present Dali combines history with modern convenience, and offers tourists a beautiful panorama of colorful faces, buildings and bountiful nature.

Lijiang

Lijiang is a UNESCO World Heritage site with its maze of cobblestone streets, decorative wooden houses and narrow canals. This is a wonderful place to wander around and to explore Lijiang's hidden treasures, while you get a feel of a bygone era. One can see some of China's most beautiful areas on this trip around the Yangtze River. Lijiang is a perfect combination of historical sites, snow-capped mountains, lakes, and ethnic minority cultures.



https://en.wikipedia.org/wiki/File:Lijiang_Old_City_Night.JPG

Exclusive Kunming with Yuxi with Shopping option

A tour offering delegates the opportunity to visit exclusive Kunming: Two great attractions - The Stone Forest & Jiuxiang Karst Caves. Kunming is also a great shopping destination and there are numerous large shopping malls - it would take days to view the shops.

In China's Yunnan Province is the famous stone topography of Shilin, meaning 'stone forest.' Covering an area of 300 sq. kms (or 186 miles), the stone forest is a massive other-worldly landscape of karst formations over 270 million years old. Over millennia, seismic activity and water and wind erosion have carved the present-day limestone formations. One of Shillin's most famous attractions is the Ashima Stone, which legend says was formed after the beautiful Sani girl, Ashima, ran into the forest and was turned to stone after being forbidden to marry the man she loved (www.atlasobscura.com)

Known as the 'museum of karst caves,' Jiuxiang boasts more than 100 karst caves and is the largest cave group system in China. The cave formations are very varied and the rivers, waterfalls, and natural rock bridges are very enchanting.

Headquarter Hotel: Intercontinental Kunming



Hotel InterContinental Kunming, the newest luxury hotel owned by the YMCI group is located at the centre of the National Tourism Area next to Lake Dianchi. It is just 40 minutes away from the Kunming Shangshui International Airport.

Covering an area of 100,000 sq. meters, the hotel has 541 exquisitely laid out rooms and suites, some facing the beautiful Lake. A very attractive aspect of the hotel is its theme named 'The Butterfly' which is said to represent beauty, elegance and nature from a local point of view with wings that symbolises Yunnan's colorful clouds.

The Indian Travel Congress - Annual Convention and Exhibition of TAAI is being held in the splended InterContinental Kunming from the 27th - 29th November 2018. India Travel Trade Expo (ITTE) the hugely successful B2B expo of TAAI is being set up in the huge foyer of the hotel with a table set-up to facilitate networking for delegates.





With superior deluxe and hot spring rooms; exclusive services; innumerable food and beverages outlets; the most fantastic huge outdoor space and dazzling gardens InterContinental Kunming is considered a leisure and business paradise. Delegates will carry home unforgettable memories of their stay and the true charm of Yunnan.



The hotel features versatile meeting spaces, including one spacious Ballroom and eight individual meeting rooms. The 1,600 sq. meters, Yunnan Grand Ballroom, the largest ballroom of 5-star hotel in Yunnan, accommodates over 1,500 guests.

With an area of 1,600 square meters, Yunnan Grand Ballroom is currently the largest ballroom of 5-star hotel in Yunnan, accommodating 1,500 guests.



Designed by Sir Nick Faldo, **Lakeview Golf Club** is one of the top rated golf courses in China, located in the National Tourism Area of Dianchi. The golf club is 3.5 km away from the hotel, and it only takes a 8-minute drive to get there.



In the most lavish buffet the hotel organizes, one can also find some Indian Food included.





MORE SIGHTSEEING OPTIONS IN KUNMING...

Haigeng Park in Dianchi Lake, Kunming

Haigeng Park is mainly a natural scenic spot and a lakeside bathing beach with green willows, sky-piercing eucalyptuses, and blooming flowers. The Park and the nearby fishing villages merge harmoniously into one. On bright sunny days, the water stretches out in a boundless expanse; white clouds float lazily across the blue sky while gentle waves are rippling, sails are drifting with the current and sea gulls are skimming over the water.



Kunming's biggest landmark, the Dianchi Lake is worth a visit! Also if you won't be able to swim in it, there are plenty of options visiting its shores and close sights as well as enjoying the great view over lake and city. Especially when during the winter months migratory birds from Siberia populate the area, the lake turns into a popular destination.

Source: http://wondersofyunnan.com/blog/posts/visit-dianchi-lake-around

Western Hills - *Sleeping Beauty*

The Western Hills, located on the west bank of the Dianchi Lake of **Kunming,** is set in mountains well covered by evergreen woods and filled with sweet songs by lovely birds.

Seen from afar, the mountain's undulating skyline resembles a graceful young lady sleeping on her back; hence the mountain is also named 'sleeping Beauty.'

The Western Hills and Dragon Gate can be entered best by cable car, carrying you over the Lake (from Haigeng Park). From the top, we get a bird's-eye view of the city and the Dianchi Lake. The peak of the Western Hills, located on the west bank of the Dianchi Lake, rises up to over 2,500 meters above sea level. Enjoy the mesmerizing view of the mountains!



Take the cable car up!

Enjoy the 25-minute cable car ride up the Western Hills and the leisurely walk back down at the end of the visit. The cable car travels at a steady pace and offers amazing views. You will see pagodas, Buddhas and caves on the way to the Dragon Gate. It is essential to touch the top of the gate for future good fortune! Take your time and enjoy!



Huating Temple

Huating Temple was first built in 1063, during Song Dynasty, covering an area of 12,000 sq. mtrs in rectangle. The axisymmetric temple is of a closed courtyard type. Huating Temple is the largest temple in Yunnan province. It was released as one of the Kunming municipal cultural relics protection units.





Mahavira Hall in Huating Temple

Quite in front of the incense burner, towers the magnificent and majestic Mahavira Hall, which is the largest one among the Xishan garden architectures. It has decorated cornices and glass glazed tiles. In the hall, there are five golden statues of Sakyamuni, Medicine Buddha, Amitabha, Kassapa and Venerable Ananda.

According to records, Huating Temple belongs to the Guiyang School. There are now 13 stupas in the temple. The most famous one is Xuyun Stupa. There is also a Buddha's relic in the temple.

The Village of Ethnic Culture

For a long time, the ethnic groups and their exotic customs have attracted many people from home and abroad. A very important stop for travellers in the province, the **Village of Ethnic Culture**. With the inclusion of precipitous hills, beautiful lakes and an integration of the history, customs, cultures, music, songs, dances, religions and architecture of the 26 nationalities of the province, the village community has helped to show the world the true nature of Yunnan, a mysterious yet modern garden of ethnic cultures.

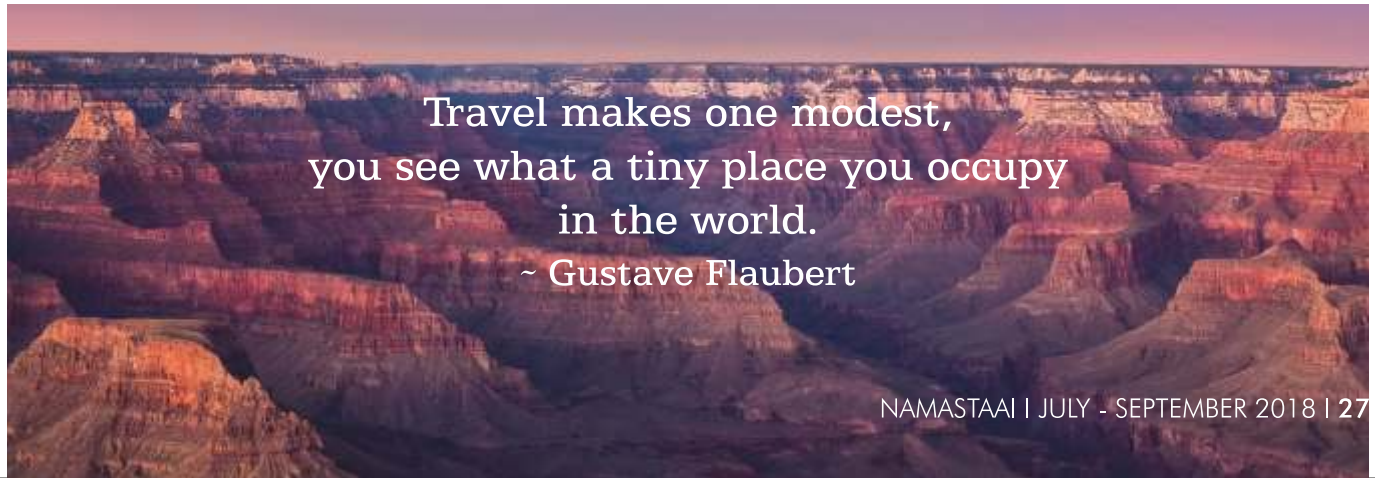


To discover Kunming, two or three days isn't enough.
There is so much to see here. Yes, this beautiful town is packed with attractions that can make your week-long stay experiential.

SCHEDULE OF EVENTS AT A GLANCE (TENTATIVE)

Time	Particulars	Dress Code	Venue/Remarks
Sunday, 25th November, 2018			
All Day	Organizing Committee & Managing Committee Arrivals	Intercontinental	
All Day	Airport – Transfers (Driving Time : 50 Minutes)	Contact YPTDC - TAAI AIRPORT TEAM	
1200 - 1300	Organizing Committee/Managing Committee visit to various locations	Intercontinental	
1300 - 1400	Lunch	Intercontinental	
1400 - 1900	Convention Review with Hotel; Vendors & Suppliers	Intercontinental	
2000 - 2200	Dinner	Intercontinental	
Monday, 26th November, 2018			
All Day	Delegate Arrivals	Reception Desk at Airport	
All Day	Airport - Transfers (Driving Time : 50 Minutes)	Contact YPTDC - TAAI AIRPORT TEAM	
0700 - 1000	Breakfast	Intercontinental	
1000 - 1130	Convention Review : Organizing & Managing Committee	Intercontinental	
1130 - 1300	Managing Committee Meeting	Intercontinental	
1300 - 1400	Lunch	Intercontinental	
1400 - 1800	Managing Committee Meeting & Final Briefing/Responsibilities/Setup	Intercontinental	
1930 - 2230	Dinner	Intercontinental	
Tuesday, 27th November, 2018			
All Day	Delegate Arrivals	Reception Desk at Airport	
All Day	Airport - Transfers (Driving Time : 50 Minutes)	Contact YPTDC - TAAI AIRPORT TEAM	
0700 - 1000	Breakfast	Intercontinental	
0900 - 1500	India Travel Trade Expo (ITTE):B2B Set up at FOYER of INTERCON *Review - Stall Occupants at their Stalls*		
1030 - 1500	Convention Registrations & Kit collections	Registration Desk at Intercontinental Hotel	
1000	Proposed: Tee Off - The SECOND TAAI GOLF TOURNAMENT	TAAI Convention GOLF TOURNAMENT	
1230 - 1430	PRESS CONFERENCE & LUNCH	Intercontinental	
1730 - 1815	Transfers: Intercontinental Hotel to Haigeng Convention Centre	***5 Minutes Drive***	Proposed Haigeng Convention Centre, Kunming
1730 - 1820	Welcome Tea - Coffee & Snacks	**"Formal"** Dark Suit/ Saree or appropriate.	
1800 - 2015	Opening Ceremony: 65th Convention & Exhibition of TAAI		
2015 - 2045	Transfers to Intercontinental Hotel (5 minutes Drive - Short Walk)		
2030 - 2300	Entertainment - Cocktails & DINNER	Intercontinental Hotel	

Time	Particulars	Dress Code	Venue/Remarks
Wednesday, 28th November 2018			
All Day	Delegate Arrivals (Very Few)	Reception Desk at Airport	
All Day	Airport - Transfers (Driving Time : 50 Minutes)	Contact YPTDC - TAAI AIRPORT TEAM	
0700 - 1000	Breakfast	Intercontinental	
All Day	Registration & Convention Help Desk	Intercontinental	
0930 - 1600	India Travel Trade Expo (ITTE) The B2B/Exhibition opportunity	Foyer, Intercontinental	
0930 - 1315	Knowledge Sessions. Delegate Interactive Sessions	Business Attire - SKICC Intercontinental Hotel	
1315 - 1430	Networking Lunch	Intercontinental	
1400 - 1730	Discover Kunming - City Tour	Departures from Intercontinental	
1830 - 1945	Theme Evening	Intercontinental	
2000 - 2300	Theme Evening Gala Cocktails & Dinner	Business Attire/Intercontinental Hotel	
Thursday, 29th November, 2018			
All Day	Registration & Convention Help Desk	Intercontinental	
0700 - 1000	Breakfast	Intercontinental	
0930 - 1600	India Travel Trade Expo (ITTE) The B2B/Exhibition opportunity	Foyer, Intercontinental	
0930 - 1315	Knowledge Sessions Delegate Interactive Sessions	Business Attire - SKICC Intercontinental Hotel	
1315 - 1430	Networking Lunch	Intercontinental	
1400 - 1730	Discover Kunming - City Tour	Departures from Intercontinental	
1830 - 2030	Convention Closing: Valedictory	Intercontinental	
2030 - 2300	FAREWELL GALA Entertainment & Dinner	Formal/Intercontinental	
Friday, 30th November, 2018			
1000 - 1030	Departures for 1/2 Nights Post Tour	To Yuxi/Dali/Lijiang	
All Day	Departures: Transport to Airport	Transfers from Intercontinental	



AIRLINE SUPPORT TO TAAI CONVENTION

Every Convention of TAAI comes with a huge benefit to Delegates, due to TAAI's extensive dialogues with the Airlines which results in special fares for delegates. For the 65th Convention & Exhibition of TAAI at Kunming, there are several offers that members could benefit from

Thai Airways (Via BKK) From Six Indian Points
Ex DEL; BOM; CCU: MAA; BLR & HYD offered Delegates special fares of ₹14,300 + Q Surcharge + Taxes. These rates were far cheaper than the system fares. A large number of Delegates grabbed this special offer from THAI.



Image courtesy: www.thaiairways.com



Photo by John Taggart from Claydon Banbury, Oxfordshire CC-BY-SA-2.0

China Eastern (Direct - Daily; Ex CCU)
From 24th to 27th November, for online journeys 'CCU-KMG' and for 29th November to 2nd December, for return journey 'KMG-CCU,' China Eastern came up with an All Inclusive Fare starting at about ₹22,000.

Shandong Airlines (Ex Delhi)
25th & 26th November, Ex Delhi & 30th November or 2nd December offered excellent prices to Delegates, starting at about ₹22,000 only.



Photo by byeangel from Tsingtao, China - B-5651 PEK, CC BY-SA 2.0



Photo by BriYYZ from Toronto, Canada CC BY-SA 2.0

IndiGo Airlines
In order to facilitate and connect with DEL or CCU, Indigo Airlines offered a 25% discount on Base Fare with 5 Kg Extra Baggage Allowance.

In addition to the Airlines named here, there are more airlines who are supporting travel to TAAI Convention.

TAAI expresses our profound gratitude to these Airlines for their stupendous help.

Do contact convention@taai.in for participation and associating with our convention to exhibit or promote greater visibility of your product or service.

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CANADA
KEEP EXPLORING

TAAI & Destination Canada Partnership to promote Canada Road Shows across India!



TAAI has concluded successful partnerships with South African Tourism; Department of Culture & Tourism, Abu Dhabi; Egypt Tourism; and other key destinations to help industry leaders upgrade their knowledge on these major tourist destinations. Road Shows and Skill Development Workshops have been regularly conducted by TAAI.

TAAI entered into a new Partnership with Destination Canada. An MoU was signed on 8th August 2018 at the TAAI's road show on TAAI-Connect with Destination Canada to help organize 10 road shows across India, to promote greater awareness of Canada and it's most stunning destinations. This event will soon take off and it will witness TAAI's ability to draw excellent attendance. Certificates, co-branded by TAAI and Destination Canada, will be awarded to those participating in these road shows.

The ten venue cities proposed by Destination Canada are:

- Mumbai
- Delhi
- Chennai
- Bangalore
- Ahmedabad
- Jaipur
- Kochi
- Kolkata
- Indore
- Hyderabad

The presentations would be delivered by representatives from Destination Canada at these Road Shows. The best part of TAAI getting involved with such road shows is the stronger connect such events offer, where there are many owners and stakeholders in the audience.

Addressing the road show, Mr.Carl Vaz, who represented Destination Canada as its CEO & Strategy Director, said he was delighted to have partnered with TAAI for this most important activity and looked forward to its success across India. The MoU was signed by Mr.Carl Vaz and Mr.Sunil Kumar, President TAAI.



TAAI & TAFI - Building synergy for a healthier industry



The Presidents of TAAI (Mr.Sunil Kumar) and TAFI (Mr.Praveen Chugh) led their core teams for a joint meeting of both Associations in Mumbai on 30th July, 2018.

The primary purpose of this meeting was to review industry challenges and to establish a stronger connect between both the Associations.

TAAI & TAFI have been working together on several fronts and with NewGen ISS being launched in India, effective October 2018, both the Associations have agreed to formulate a strategy to educate members on the new approaches IATA will initiate, due to the implementation of IATA Resolution 812.

Both teams also agreed to work together on other areas including Tax matters and APJC matters. They acknowledged the critical importance of being available to assist one another for mutual support and for the health of the industry and its constituents.

Both Associations agreed to meet more often to review the action plans initiated and the way forward.



The TAAI Team comprised:

1. Mr.Sunil Kumar, President TAAI
2. Ms.Jyoti Mayal, HSG, TAAI
3. Mr.B.T.Ramnani, Chairman, Airlines Council
4. Mr.Anoop Kanuga, MC Member
5. Mr.P.Saravanana, MC Member

The TAFI team comprised:

1. Mr.Praveen Chugh, President, TAFI
2. Mr.Zakir Ahmed, Immediate Past President
3. Mr.Pradeep Lulla, Vice President
4. Mr.Jayesh Tharani, Treasurer
5. Mr.Sunil Chopra, Consultant



As an emerging aviation power, India is exploring the need to establish home-grown leasing options

India has the world's third largest aircraft order book behind the US and China, with more than 1,000 aircraft on order to commercial airlines, valued at around USD50 billion. The vast majority of these aircraft will be taken on lease from offshore lessors.

By 2050, India's commercial airline fleet is expected to exceed 5,000 aircraft. An industry of this scale will require an increasingly capable and sophisticated home-grown aviation eco-system, spanning aircraft maintenance, aerospace manufacturing and aircraft leasing amongst others, in the same way that China has pursued development in these areas.

In anticipation of the long-term requirements of the country's aviation industry, the Government of India is rightly exploring measures to enable the development of aircraft lessors resident in India.

Source : CAPA India Advisory



TAAI Team interacted with IndiGo's new CCO, Mr.William Boulter and his team.

TAAI Team greeted and welcomed Mr William Boulter, on his assumption as the Chief Commercial Officer of IndiGo Airlines, at New Delhi.

The IndiGo Team was led by Mr.William Boulter and comprised Mr.R.Srikrishna, Mr.Ajay Bhatnagar and Mr.Manish Puri.

President Mr.Sunil Kumar led the TAAI team, comprising the Vice President Mr.Sanjay Narula, MC Member Mr.Rajan Seghal, and the, Chairperson of the Northern Region Mr.Neeraj Malhotra.

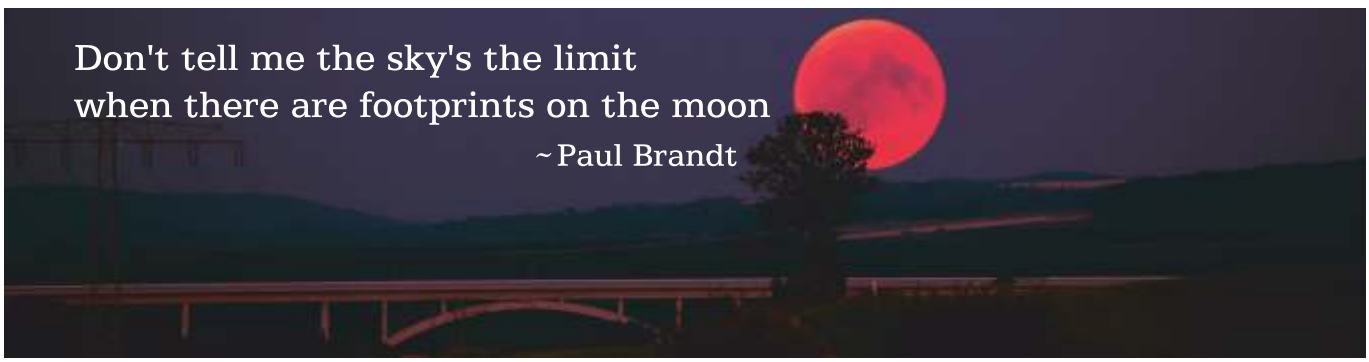
The key points that came up for discussion included:

- Review of the Deposit Incentive
- A stronger connect between IndiGo & TAAI
- An extensive briefing of TAAI-Connect
- Exchange of ideas to encourage and grow the large percentage of "direct selling" by agencies

Other concerns were addressed too.

In response to the mail from TAAI, Mr William Boulter assured that these and other matters would be considered. He also added that *"I look forward to maintaining the relationship between our two organisations at the highest level of cooperation and mutual interest."*





TAAI's active interaction with Jet Airways CEO Mr.Vinay Dube and his team

The media reports on Jet Airways financial situation which created a furore across India brought TAAI to address Jet Airways on the industry feedback and agency concerns. It was important from the TAAI perspective that Jet Airways overcome its financial challenges and reflect stability and consistency in its endeavour to fulfill industry expectations.



In response, Mr.Vinay Dube, accompanied by Mr.Gilbert George; Mr.V.Raja and Ms.Nandini Singh, had a detailed interaction with the TAAI Team led by President Mr.Sunil Kumar and accompanied by Chairman of Airlines Council & MC Member Mr.BT Ramnani; MC Member Mr.Anoop Kanuga and Chairman of TAAI Western Region Mr.Sameer Karnani. The meeting was held at Jet Airways Conference Room in Mumbai on 17th August, 2018.

The meeting which lasted for over 90 minutes saw the CEO, categorically suggesting the steps taken by Jet Airways, to get the Airline into a better position and the financial restructuring required to consolidate and take a bigger leap towards achieving higher performance levels. He was very clear that the manner in which the news has been aired was misquoted and does not justify the Airline's plans, which is why a rejoinder was also given. He spoke about the induction of new state-of-the-art fuel-efficient aircraft that have come in and will soon join the fleet, to make the Airline more accessible to its flyers. It was important, he said, for Jet Airways, to make their fleet, which currently has too many models, more uniform. The Airline therefore intends to restructure its fleet into fewer models for better efficiency and cost management.



Mr.Dube also shared the high percentage of on-time progress the Airline has achieved in recent times. He assured the TAAI Team of a stronger connect with the agencies who are important partners for the Airline and stated that it was not the intention of the Airline to drive away customers on to their direct channel. He clarified that the current percentage of direct channel sale is about 16% and the chunk of business is directly through the agencies.

On the subject of agency expectations from Jet Airways, he was clear that all obligations will be fulfilled, and working with the agencies will continue to be a top priority. He maintained that the "emotional-connect" between the Airline and the agencies will endure and this has always been an important priority of Chairman Mr.Naresh Goyal.

Remarking on the TAAI-Connect presentation made by President Mr.Sunil Kumar, Mr.Dube was appreciative of the initiative taken up by TAAI and assured the Association full support to TAAI.



RELIEF & REHABILITATION SUPPORT FOR KERALA

Kerala is in the midst of an unprecedented flood havoc. The calamity has caused immeasurable misery and devastation. Many lives were lost. Hundreds of homes were totally destroyed and many more were damaged. For the first time in history, 27 dams in the State had to be opened. Never before had the State witnessed a calamity of this scale.

While extending our deepest sympathy and sincere condolences to the people of Kerala, we have initiated a small gesture towards this noble cause of helping our fellow brothers and sisters in rebuilding their lives.

We express our appreciation to all our members who contributed to the Relief and Rehabilitation Support in response to our appeal. Some of our members who have contributed generously to this noble cause are listed alongside.


1


2


3

THANK YOU DONORS FOR YOUR GENEROSITY

- Jayaswal Enterprises Pvt. Ltd., Ahmedabad
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- NRC - Aakash Tours, Ahmedabad
- Shree Vishal Travels, Navsari
- Acma Travel Tours Pvt. Ltd. Bangalore
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- Blaze Tours & Travels Pvt Ltd., Mumbai
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- Bon Temps Travels, Chennai
- Colleen Gantzer, Mussoorie
- Comfort Zone, Ahmedabad
- Creative Travel Pvt. Ltd., New Delhi
- Dempo Travels Pvt. Ltd., Goa
- Destiny Travels, Jaipur
- Dignity Travels Pvt. Ltd., New Delhi
- Govan Travels, Mumbai
- Grand Skies Travel Pvt. Ltd., Mumbai
- Hana Travels Pvt. Ltd., Mumbai
- Hasmukh Travel Agent (Pune) Pvt. Ltd., Pune
- ITL Tours & Travels, Mumbai
- IVS Holidays, Bangalore
- Jetsave India Tours Pvt. Ltd., New Delhi
- JTB Travels Pvt. Ltd., Mumbai
- Lovely Air Travels, Ahmedabad
- Mamata Airwings, Ahmedabad
- Meeting Point Travel, Goa
- Merair Travel & Tours Pvt. Ltd., Bangalore
- Millennia Tours & Travels Pvt. Ltd., Mumbai
- New Airways Travels Delhi Pvt. Ltd., New Delhi
- Onyx Hospitality India Pvt. Ltd., Gurgaon
- Palm Grove Beach Hotels Pvt. Ltd., Mumbai
- Poppys Tours Pvt. Ltd., Tirupur
- Pranam Travels Pvt. Ltd., Bangalore
- Sachi Overseas Management Services, Navsari
- Siddharth Travel Service, New Delhi
- Smile Tours & Travels Pvt. Ltd., New Delhi
- Sondhi Travels, Jalandhar
- Souveniar (India) Pvt. Ltd., Pondicherry
- Sugir Tours & Travels (P) Ltd., Chennai
- The Galaxy Travels, Ahmedabad
- The Junction, Ahmedabad
- Trans Oceanic Travels Pvt. Ltd., Bangalore
- Travcare Holidays, Surat
- Travelaid Pvt. Ltd., Kolkata
- Travel Assistance Bureau, Faridabad
- Travel World, Hyderabad
- Utopia Travel Services Pvt. Ltd., Ahmedabad
- Varun Travels Pvt. Ltd., Ahmedabad
- Wish Bone India, New Delhi
- Yatrik Network Pvt. Ltd., Bangalore

1.Photo sent by refugees at Kuzhur Mary Immaculate parish hall, CC BY-SA 4.0, https://commons.wikimedia.org/w/index.php?curid=71689961
2.Photo by Sreerag S J - Own work, CC BY-SA 4.0, https://commons.wikimedia.org/w/index.php?curid=71962193
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TAAI SOUTHERN REGION EXTENDS A HELPING HAND TO KERALA

TAAI Southern Region handed over a cheque of ₹11 lakhs to Mr. Pinarayi Vijayan, the Chief Minister of Kerala for the Chief Minister's Distress Relief Fund.

Members present during this contribution were Mr. K. Shahul Hameed, Chairman, TAAI-SR; Mr. Ross Masood, Chairman, Kerala Chapter; Mr. VKT Balan, Former Chairman, TAAI-SR; Mr. Najeeb, Senior VP, IATO; Mr. Srivats Sanjay, Regional Director, Department of Tourism, Government of India.

TAAI Southern Region was humbled and privileged to reach out to our brethren in Kerala during their time of distress.



Mr. E. M. Najeeb, of Airtravel Enterprises, handing over a cheque for ₹10 Lakhs to Mr. Pinarayi Vijayan, Chief Minister of Kerala towards the Chief Minister's Kerala Distress Relief Fund.



TAAI's successful 7th MC Meeting at Vythiri Village Resorts, Kerala

Extensive interactions on key subjects

TAAI's partnerships have always been the most laudable and connected the industry with opportunities for all. The two/three day TAAI Managing Committee meeting at Vythiri Village Resorts in Wayanad, Kerala, was a cynosure of outstanding teamwork and quality deliberations that led the Committee into a detailed review of the Association's activities and assignments.

The location was one of the most serene - the 26 acre Vythiri Village. The five star luxury resort played the role of hosts to perfection and organized a splendid event, which gave the committee members from all over India an opportunity to experience the magic and beauty of this amazing venue. Both sunshine and rain, collectively welcomed the TAAI Managing Committee. Each of the evenings was hosted in a memorable manner and the TAAI Managing Committee members were fortunate to discover the resort through the detailed inspection that took place. Another huge privilege was an interactive evening with the owner of the resort Mr.N.K.Mohamed. Both these evenings featured some very special moments through the entertainment that was organized in honour of TAAI. A big thank you to Vythiri Resorts for their most generous hosting.

Interactive sessions. Extensive deliberations

The Committee met on two days and reviewed several matters at the MC meeting. The most detailed one, was of course, the TAAI-Connect and our interaction with our technology partners M/s TPConnects, whose team visited from Dubai to be available to TAAI MC and to clarify and respond to queries the members had. A schedule of road-shows in some key cities of India, including Mumbai; Bengaluru; Chennai; Ahmedabad was drawn up to offer to our members and those desirous to join TAAI-Connect as much detailed information as possible. President Sunil Kumar, expressed confidence, on the points brought up by the MC Members and Chairpersons as to how TAAI-Connect can help agencies take their business forward. More strategic decisions were also considered to herald an implementation that will better serve the project and its success. Subjects including Payment Gateway; GDS integration; and content development to benefit members was also deliberated in detail.

IATA's NewGen ISS Program, being launched in India during October 2018, under IATA's Resolution 812, was also deliberated at length and those present gained a huge insight into this most important change IATA is bringing



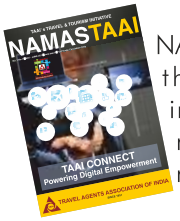




about which will offer new accreditation levels; Credit Management policies; IATA's Easy Pay and Global Default Insurance.

Other matters included the review of the Joint Bank Guarantee Program that will come up with more changes in order to attract members who desired higher levels of coverage; review of TAAI's Administration and Financials; GST matters; plans on the next TAAI Convention and the proposed visit of the TAAI team to Kunming, China; as well as the activities in Regions and Chapters. It was noted with appreciation that we have been able to complete all the 'Annual Member Meetings' across all Regions and Chapters, successfully.

Dialogues with Airlines and the continuing challenges members are facing, also figured prominently. Some recent actions by the Airlines were deliberated upon and the members came up with conclusions to be shared with the Airlines. In view of the changing scenario, members also focused on plans to promote credit card acceptance due to the changes in IATA Resolution and to also support members, who can fulfill the required criteria, to be offered credit cards.



NAMASTAAI's 10th issue, featured prominently and the consistent publication with regular improvements and enhanced scope of the magazine and its benefits to TAAI and to its members was also reviewed successfully.

"It was noted with appreciation that we have been able to complete all the 'Annual Member Meetings' across all Regions and Chapters, successfully."

In appreciation of Vythiri Village Resorts, hosting the 7th Managing Committee Meeting of TAAI, a plaque was presented to Mr.N.K.Mohamed. The event was successfully coordinated with outstanding support from the TAAI Kerala Chapter Team led by Chairperson Mr.Ross Masood, in whose favour the Managing Committee offered a resolution of appreciation and commended him for his outstanding leadership.



When the sun set, the fun rose!



Accolades

We are delighted that representatives of our Member Companies/Agencies are now serving in leadership positions in the Industry, having been elected to their respective offices.



Mr. P. P. Khanna, Diplomatic Travel Point Pvt. Ltd., is elected as the President of Association of Domestic Tour Operators of India (ADTOI).



Mr.Rajiv Mehra, Uday Tours & Travel Pvt. Ltd., is elected as VP of Indian Association of Tour Operators (IATO).

Mr.Vijay Mohan Raj, Sameera Travels, is elected as the SKAL International Director at Mombasa, Kenya. He also served on the Managing Committee of TAAI & Chairperson of AP Chapter.



Mr.Pradeep Lulla, Cupid Travels & Tours Pvt. Ltd., is elected as the Vice President of Travel Agents Federation of India (TAFI).





Mr.Praveen Chugh, Director of Business Travels Pvt. Ltd., is elected as the President of Travel Agents Federation of India (TAFI).



Mr. Rajan Sehgal, Managing Committee Member of TAAI, continues to serve as the President of India Golf Tourism Association (IGTA).

Mr.Mahendra Vakharia, Pathfinders Holidays Pvt. Ltd., continues to serve as the President of Outbound Tour Operators Association of India (OTOAI).



Capt. Swadesh Kumar, Shikhar Travels India Pvt. Ltd., continues to serve as the President of Adventure Tour Operators Association of India (ATOAI).





Mr. E. M. Najeeb Chairman & Managing Director of Airtravel Enterprises is elected as the Senior Vice President of Indian Association of Tour Operators (IATO).



Mr.Chander Mansharamani, Alpcord Network Travel & Conference Management, continues to serve as the Vice Chairman of India Convention Promotion Bureau (ICPB).

DUBAI

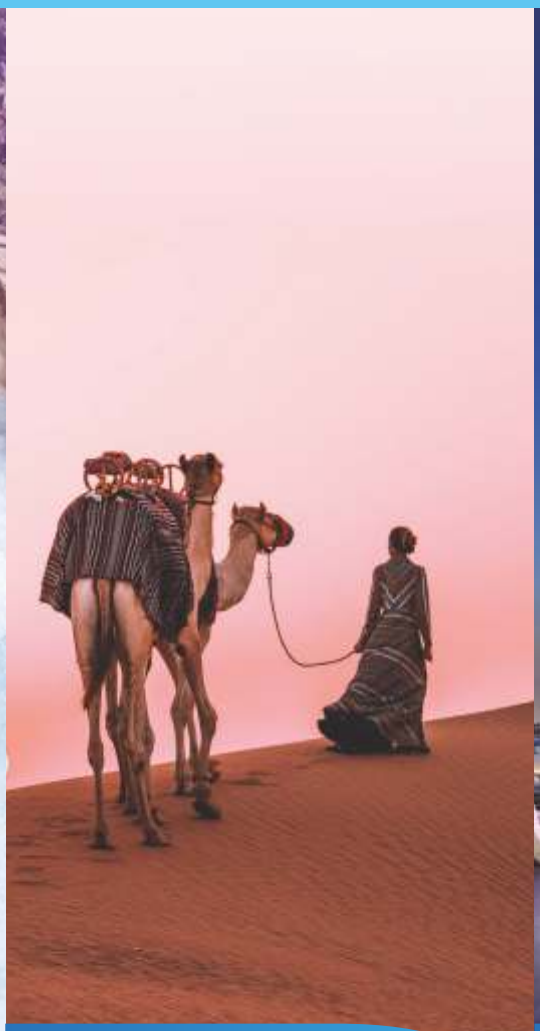


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Regions & Chapters of TAAI organize "Annual Member Meetings"

This statutory meeting of all the Regions and Chapters of TAAI was conducted, in a timely manner and thanks to all the Chairpersons; Secretaries and Treasurers of Regions and Chapters, the annual meetings were concluded successfully, across India. Here are the dates of these meetings held

Goa Chapter	6th July, 2018
Pune Chapter	6th July, 2018
Uttar Pradesh & Uttarakhand Chapter	7th July, 2018
Chandigarh Chapter	7th July, 2018
Jammu & Kashmir Chapter	7th July, 2018
Rajasthan Chapter	11th July, 2018
Karnataka Chapter	11th July, 2018
Northern Region	13th July, 2018
Nagpur Chapter	13th July, 2018
Andhra Pradesh & Telangana Chapter	18th July, 2018
Saurashtra- Kutch Chapter	19th July, 2018
Southern Region	19th July, 2018
Western Region	20th July, 2018
Kerala Chapter	21st July, 2018
Madhya Pradesh & Chattisgarh Chapter	21st July , 2018
South Tamil Nadu Chapter	23rd July, 2018
Gujarat Chapter	23rd July, 2018
Eastern Region	28th July, 2018
South Gujarat Chapter	4th Aug, 2018
Punjab Chapter	4th Augt, 2018





TAAI Western Region's 'Annual Meet' & Interactive Session on TAAI-Connect

TAAI Western Region's Annual Members Meet which was conducted on 20th of July, 2018 was a great success where more than 55 members were present.

VP Mr.Sanjay Narula and our National Treasurer Mr.Imtiaz Qureshi were also part of this meeting. Mr.Ratinder Jung along with Zeba from TPConnects also attended this meet and presented the idea of TAAI-Connect to our members from the Western Region.



TAAI Northern Region's 'Annual Meet'

This immensely interactive meet was held at the 'The Claridges Hotel' on the 13th of July, 2018 followed by a great presentation by TPConnects which was attended by members in large numbers.

TAAI Karnataka Chapter's 'Annual Meet'

On 11th July, TAAI Karnataka Chapter members met at Chancery Pavilion for their Annual Members Meet and successfully concluded the matters that were transacted on the report of the Chairperson and the financial report as well. The meeting focussed on increased activity. Chairman Amish Desai stressed that "...The association is not only for it's members, but it is also by its members" and inspired bigger goals for future as the meeting continued with a brain-storming session on matters related to the Association and the industry.





MP & CG Chapters 'Annual Meet' and Interactive Session by TPConnects

TAAI - MP & CG Chapters participated in an interactive session by TPConnects presented by Mr. Jatindra Singh and Ms.Sheeba Shaikh, followed by their Chapters' Annual Members Meet held on the 21st of July, 2018 at Jalsa Hotel, which was concluded with a delightful dinner.

The Chapter organized accommodation for their members who attended this Meet from Bhopal and Raipur.



Chandigarh Chapters Annual Meet & Interactive TPConnects Presentation

TAAI Chandigarh Chapter held its Annual Members Meet on the 7th of July, 2018 at Hotel Oyster, Chandigarh. It was followed by an interactive and knowledgeable presentation by Mr.George Rajan from TPConnects. This session had a turnout of more than 60 Travel Agents.

Jammu & Kashmir conducts 'Annual Members Meet'

TAAI - J & K Chapter's extremely interactive Annual Members Meet took place on the 7th of July, 2018 at the Asian Park Hotel, Srinagar conducted by Chapter Chairman Mr.Zahoor Qari. This was a successful meet with a great turnout.





TAAI Western Region Meets Southern Belgium Tourism

TAAI Western Region had a fruitful meeting with Ms.Emmanuelle Timmermans - Trade and Investment Commissioner Consulate General of Belgium along with Ms.Tanuja Pawar - Senior Trade and Investment Advisor.

They proposed to hold a Seminar on Brussels and Wallonia (Southern Belgium) on the 17th of September in Mumbai at the Four Seasons Hotel. Wallonia is the predominantly French speaking southern region of Belgium. TAAI Western Region will be supporting them with outbound agencies to participate at the workshop. This will be an excellent opportunity for our members to learn about this region in Belgium and thus promote a new area in Northern Europe.

Did you know that the fictional hero of The Adventures of Tintin, the highly popular comics series by Belgian cartoonist Hergé has been immortalized through statues and murals in Belgium? These include:

- Life-sized statues of Tintin and Snowy at the Grand Sablon/Grote Zavel, Brussels and in the Uccle cultural center (Rue Ruge), Belgium.
- Murals on a building at Rue de l'Etuve/ Stoofstraat and in the Stokkel/Stockel metro station in Brussels.
- A huge reproduction of a panel from Tintin in America at the South Station, Brussels.
- Two giant heads of Tintin and Snowy on the roof of the Le Lombard building in Central Brussels.
- Numerous memorabilia at the Hergé museum in Brussels.
- A 1952 bust of Tintin at the Brussel's Comic Strip Center.

Source: Wikipedia

TAAI Eastern Region Interacts with IATA and Participates in GPS Inauguration



The TAAI Eastern Region held an interactive meet at the Hotel Hindustan International.

Mr.Rodney D'Cruz, Assistant Director, IATA India was the honoured chief guest of this event. He gave a detailed presentation on the IATA Roadmaps which led to an interactive and informative session to the members. Members' queries were answered to their satisfaction.



TAAI Northern Region Updates



Mr.Neeraj Malhotra, Chairman, TAAI - Northern Region met Her Excellency Teresita C.Daza, Ambassador of Philippines. He presented her with a copy of NAMASTAAI and also got approval for TAAI Members to submit visa applications.



On 27th June, 2018 Mr.Neeraj Malhotra, Chairman, TAAI - Northern Region along with Mr.Rajan Sehgal, Managing Committee Member met the Head of the Visa Section, Singapore High Commission and discussed concerns of TAAI Members. The High Commission confirmed his full support and assured that they would work closely with TAAI.





Members of the TAAI-Northern Region went on a family trip to Jim Corbett National Park. They also planted a tree as a mark of attendance of TAAI - Northern Region at Aahana Resorts.





Rajan Sehgal MC Member and Chairman - Public Relation was honoured as a chief guest at IITTM , Gwalior to address 200 students who enrolled for MBA and BBA in Tourism.





Rajan Sehgal speaking at IITTM, Noida on the importance of Foreign Language in the Travel and Tourism Industry.



TAAI SOUTHERN REGION UPDATES & CONTRIBUTIONS



TAAI Southern Region congratulated Mr.Apurva Varma, Tourism Secretary, who is now elevated as Additional Chief Secretary. They also congratulated the Department of Tourism & Tamil Nadu Government for retaining the number one position for the fourth year, both in arrival of Domestic and International passengers.





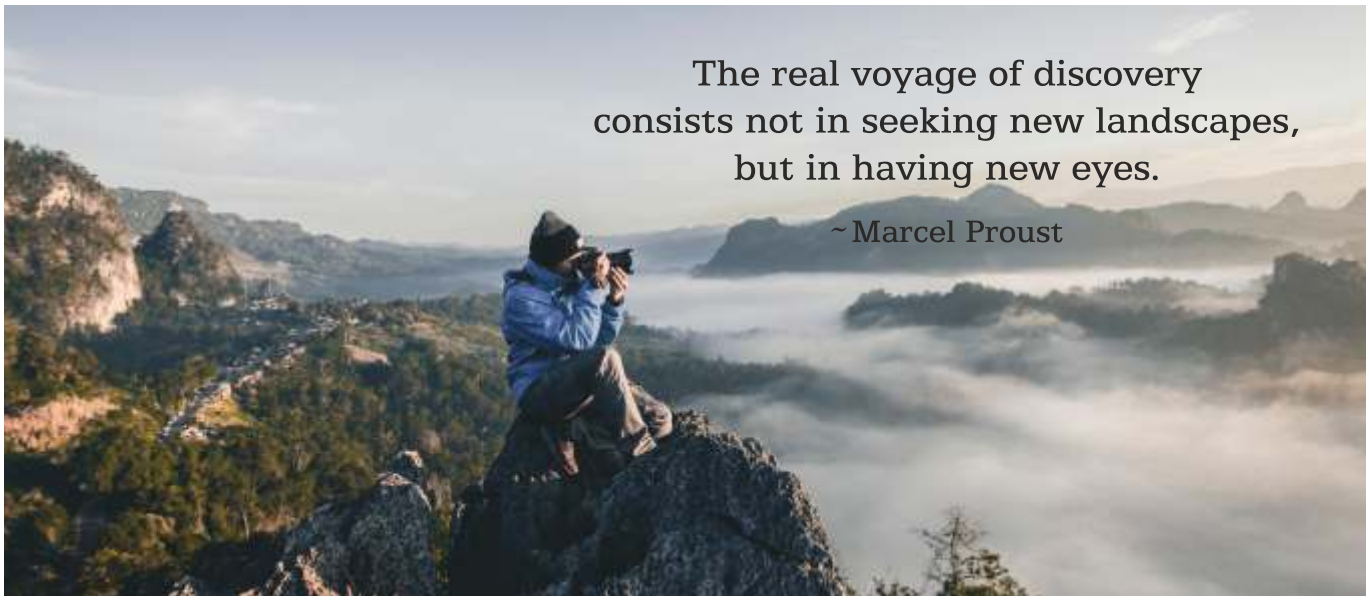
TAAI Southern Region handed over a cheque of ₹5 lakhs to the father of Thirumani, a tourist from Tamil Nadu who was killed in a stone pelting incident in Kashmir.







All tourism associations had an interaction together for the first time. Challenges and Opportunities of Tamil Nadu Tourism were broadly discussed in this meet.



TAAI South Gujarat Chapter organizes Interactive Session with IATA



After concluding their Annual Members Meeting, TAAI - South Gujarat organized an interactive session with Mr.Rodney D'Cruz, at Daman, during July 2018. This session made members aware of the updates from IATA. There was excellent participation from members.

The Chapter felicitated Mr.Rodney D'Cruz in appreciation of leading a great session. Thanks to Chairperson Mukesh Patel for a great evening.

TAAI Chandigarh Chapter meets for an interactive session on TAAI-Connect



Post their Annual Members Meeting held on the 7th of July, 2018 at Hotel Oyster, Chandigarh, TAAI Chandigarh Chapter organized an interactive session on TAAI-Connect. The attendees included over 60 Travel Agency representatives. Mr.George Rajan, from TPConnects - our Technology Partner, gave a detailed presentation and interacted with the attendees. There was an excellent response and many from Chandigarh are expected to sign up soon for TAAI-Connect. The participants appreciated the outstanding presentation by Mr.George

Chairman Mr.Anil Anand organized the event successfully.

TAAI RAJASTHAN CHAPTER COORDINATES BALI ROAD SHOW





On 22nd of August, 2018, BPPD in association with TAAI Rajasthan Chapter conducted an interactive Roadshow at Jaipur, Rajasthan.

The key speakers at this interactive session were Mr.Made Badra, Director of Tourism Board, Bali; Mr.Sayogha, Vice Chairman of Tourism Board, Bali; Mr Drs I Gede Sukarta, Chairman of Tourism Board Bali and Mr.Dheeraj Kumar, their India Representative.

This event was a huge success - thanks to the Rajasthan Chapter Leadership. More than 70 participants attended the roadshow and had highly productive B2B meetings with sellers from Indonesia. The Chapter welcomed the officers with bouquets.

Many grand, exciting prizes - including air tickets and one week stay - were given to lucky winners.

Updates from TAAI MP & Chattisgarh Chapters



TAAI MP and Chattisgarh Chapters organized a plantation activity on 2nd July 2018, at the Indore Airport premises. Other than TAAI members, Airlines personnel, Airport Authority officers and CISF staff took part in this noble cause. Airport Director Ms.Aryama Sanyal was the chief guest.





On 12th August 2018 TAAI MP and Chattisgarh Chapters organized a 7 km-marathon in association with the Tourism Department, Government of India and AAI Indore. It had an excellent turnout of more than 500 participants, including TAAI members and about 200 children. The event commenced at the Airport and was flagged off by the BCCI Selection committee member Mr.Sanjay Jagdale; Airport Director Ms.Sanyal; Hon. Secretary Mr.Hemendra Singh Jadon and Hon. Treasurer Mr. Hariom Jhunjhunwala.



RECOGNITION

MP & Chattisgarh Chapter's Hon. Secretary Mr.Hemendra Singh Jadon has been nominated as member of Airport Advisory Committee, Indore by Lok Sabha Speaker Ms.Sumitra Mahajan. It is the first time in history of MP that a member of the travel trade has been nominated in the Airport Advisory Committee.



Mr. T.K. Jose, Chairman, TAAI -MP & Chattisgarh Chapter was invited by the U.S. Consulate to attend their 242nd Independence Day celebration, which was held on 3rd of August, 2018 at the Taj Mahal Palace, Mumbai. It was an honour for TAAI MP & Chattisgarh Chapter to be a part of this memorable event.



TAAI Goa Chapter's interactive meeting on TAAI-Connect







TAAI Goa Chapter, successfully concluded their Annual Members Meeting on 6th July 2018. This was followed by a presentation and interaction on TAAI-Connect. Over 35 Agency representatives actively participated in the session and demonstrated their enthusiasm at TAAI's offer to get digitally empowered. The presentation was delivered by Mr.George Rajan, who travelled from Dubai to India, for the interaction with members.

Kudos to Chairman Sita Antao's for her excellent efforts.



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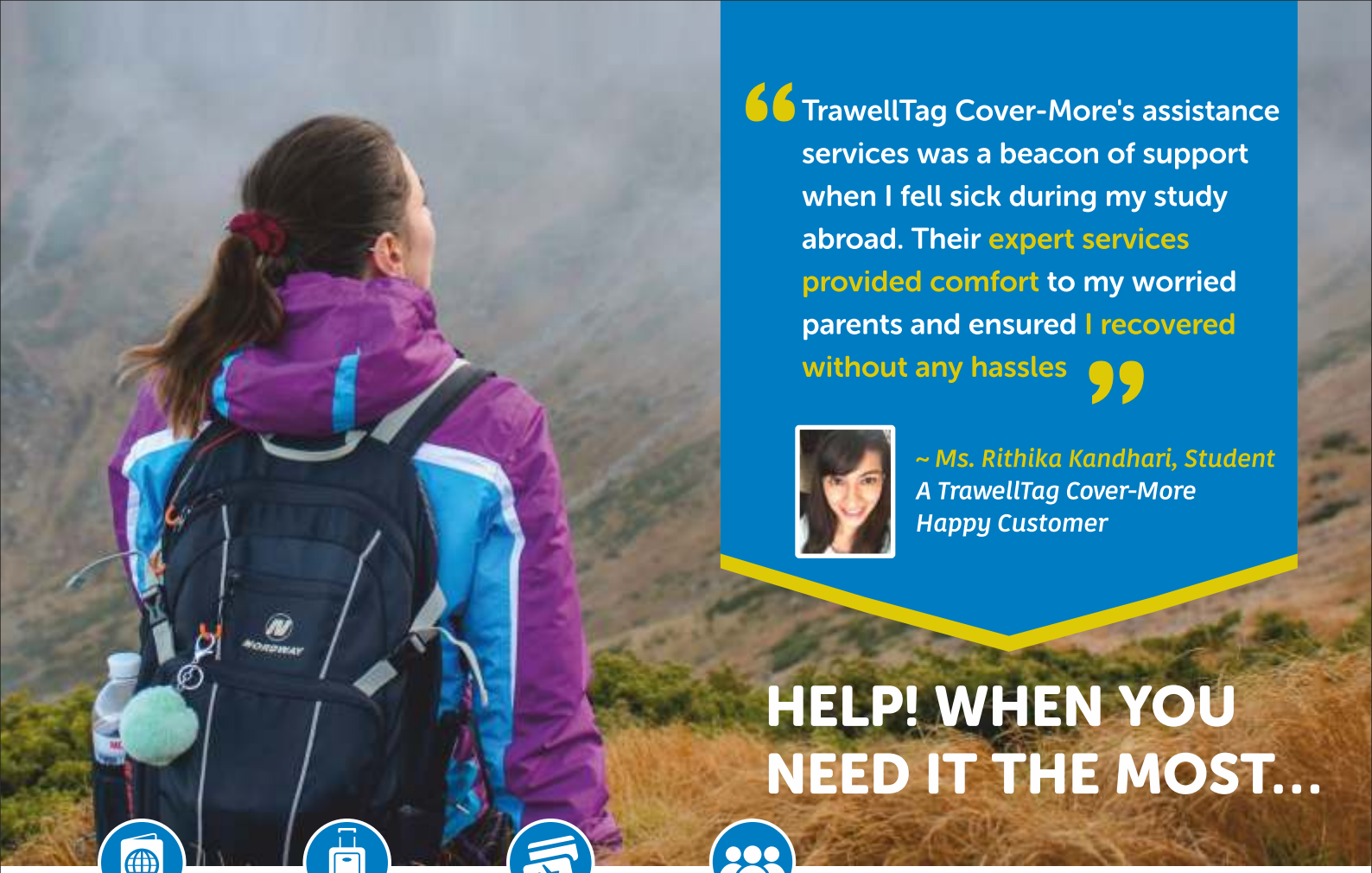
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"TrawellTag Cover-More's assistance services was a beacon of support when I fell sick during my study abroad. Their expert services provided comfort to my worried parents and ensured I recovered without any hassles"

~ Ms. Rithika Kandhari, Student
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Read on to know how TrawellTag Cover-More's travel assistance & insurance helped Rithika in her time of distress

Needing medical care whilst abroad can be frightening, but certain well informed decisions can come handy while in need! One such decision was taken by Ms. Ritika Kandhari's parents, who opted to top-up her University medical cover with TrawellTag Cover-More assistance & insurance.

Ritika, a young dynamic girl, who went to Slovenia for higher studies, unfortunately, came down with fever and headaches within few days of joining the University. No amount of medication improved her condition and she was advised to get admitted to the University Medical Centre in Ljubljana, Slovenia where she was diagnosed with meningitis.

All it took, was a call from Mrs. Kandhari, Ritika's mother, who was back home in India, to a toll-free number for the travel assistance experts to take control of the entire situation in Slovenia instantly. Ritika's health condition was monitored continuously with regular communication between the doctor in-charge, her family and assistance expert.

With a hassle free hospitalization process, cashless treatment and utmost care for around ten days, Ms. Kandhari was discharged and resumed her college after a while. Her undying spirit and a holistic assistance and insurance plan stood by her through her journey to recovery.

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Luxury Travel & Tourism

Unleashed: the luxury wave is unstoppable and growing...

According to the latest report from United Nations World Tourism Organization (UNWTO) on International Tourism Trends 2017, international tourist arrivals grew 6.8% in 2017, the highest increase since the 2009 global economic crisis. A total of 1,323 million international tourist arrivals were recorded in destinations around the world, **about 84 million more than in 2016**. In 2018 and the years following, this figure is expected to rise exponentially.

Amongst these were and are, a huge section of travellers globally, who embarked on exclusive and experiential travel that included high end accommodation, magnificent service, sumptuous cuisine, profound relaxation, specially created unique events, even private jets, all constituting to what is known as Luxury Tourism.

In India, over the years, this fast rising market in both inbound and outbound sectors, has created a 'niche' that is catching on rapidly. What is the definition of Luxury? The Collins English Dictionary explains luxury as an "indulgence in rich and sumptuous living." The phenomenon of Luxury Tourism is all this and more.

For a travel consultant, to be titled as a 'Luxury Specialist' is indeed a huge advantage. It can help draw some exclusive business and the pleasure of offering this service is immeasurable. It is a qualification that remains with the consultant and helps dominate influence beyond competition of all sorts. One doesn't become a luxury consultant, overnight. It takes time and experience. It can be a great career. Fewer customers, highest level of hand-holding offered and focused approach to serving those who can spend. One can offer options that an online site surely cannot, to a highly personalized service that beats passenger expectations. Surely, immense knowledge of what the industry - aviation; hospitality; transportation has to offer, will be a big boon to nurture this status. Travel consultants need to invest as they travel - there's nothing more important that going through the experience yourself. In our industry, that is not a very expensive or impossible investment. It requires enthusiasm and excitement to learn. This is a certain way to attract the young into our industry.





Photo by: Shahram Sharifi

Luxury in Aviation...

It is all over the world. Not just the Limos. Or the high-end Hotels or Palaces. Or the Luxury Rooms and Suites; the lounges with happy hours; Or the stay at the "residences within these luxury hotels" that continue to grow.


1


3

It is also to do with the way the offers from the Aviation industry have evolved. Business Class today is synonymous with "Flat-Bed." Imagine a business class traveller's plight when a response indicates that a particular Aircraft does not have a Flat-Bed. Evolution in luxury continues with airlines coming up with something new consistently. Then came 'privacy' in Business Class - even if one is travelling alone. The Airbus 380 offers by Airlines had a Business Class flat-bed away from any neighbour, if they so opt - total privacy. 'Chef-on-Board' came up as another offer - imagine there is a chef managing your palette! Some even offered an in-flight massage and boast of a Sky Spa... Wow!


5

It does not end here. The first class turned into 'Private Suites' with higher luxury in service offering. Backed by features from Airlines like 'the Shower Spa' or 'bathroom suite'; in-flight humidifiers to make passengers feel more refreshed after a better night's sleep on long haul flights; high-quality dining-wear; plush linens at bed time; personal mini-bars to an exclusive lounge to meet up friends over a drink and more. An Airline clearly suggests - *the company wants you to know that you're dealing in luxury from the moment your posterior hits the seat. Travellers will first notice leather Bulgari travels pouches - available in four different options for men and women - featuring cologne/perfume, skincare essentials, razors, and other amenities to make your flight more enjoyable. And from a long-haul perspective, each seat is like its own private residence. Doors can be closed, a private mini-bar can be accessed, specialized pajamas are provided which prevent dehydration and stimulate circulation, and a 32-inch TV can be enjoyed (the largest widescreen digital touch TV in the world on any aircraft).*


2


4


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I think there is something about luxury - it's not something people need, but it's what they want. It really pulls at their heart.

~ Marc Jacobs

If you want to get up and walk around, a bar/lounge boasts a 55-inch TV where you can mingle, drink and eat with fellow first-class passengers. Another Airline unveiled its newly remodelled First Class experience aboard its fleet of Airbus A380 aircraft with a 1:1 configuration (one suite on either side of the aisle). One of the key highlights of the experience is that if you're travelling with a companion in the nearby seat - or made a new airplane buddy - the walls of the individual pods can be shed to make one master suite where beds that are already 6×2.25 feet long can be pushed together to form a gargantuan sleep experience.

The freebies that go with luxury in transportation continue to attract customers and it is now a way of life. Chauffer service, travel from home/hotel to airport or vice-versa, by some Airlines changed the habits of travellers. The complimentary Limo services became a routine need. Even here, the luxury element grew - An Airline had a program with Porsche transfer to a connecting flight by getting picked up by the plane-side. Wow! When a First Class or a Business Class passenger is informed - "Sorry, no Chauffer service on this Airline," the dejection is immense. Luxury has gone beyond First Class. An Airline came up with "The Residence" on board - also known as the Penthouse Suite. It is the featured attraction on a new upper-deck cabin of an Airbus A380 aircraft. It boasts of three private rooms - a living room, separate bedroom and en-suite

1 & 5 Photos by: Travelarz - Own work, CC-BY-SA-3.0-PL; 2 & 4 Photos by: Travelarz - Own work, CC-BY-SA-4.0; 3.Photo by: Travelarz - Own work, CC-BY-SA-3.0; 6.Photo by: Dan Nevill from Seattle, WA, United States derivative work: Altair78 (talk), CC-BY-SA-2.0

bathroom. Inside the bedroom, there is a 6.10' double bed - with designer Italian bed linen - and a 27-inch flatscreen TV. It comes with access to a butler - imagine the regular "flight attendant" simply won't be enough to offer service. In the language of the Airline it is said "On board, our butler will ensure a tailored experience from take-off to touchdown."

An Airline recently introduced a Skycouch for economy class travellers adding that luxury element, to this large segment. It appears that Airlines will now start focusing on how to lure the economy class passengers with more freebies as well.

The debate - is price important or is luxury important? There can't be one answer, for sure. The growing market reveals



Image credit: First Class Photography / Shutterstock.com

luxury is here to stay. It will get more into reckoning and the affordability to travel in such stupendous luxury will certainly attract the 'haves' of the world. If there is one industry, that can create value for "quality of service and convenience offered," more than the price element, it is the travel and tourism industry. The phenomenal growth in the coming days will continue to be unstoppable and as the aviation segment in this industry evolves, greater will be its prominence.

Some luxury travel exhibitions regularly held across the world.

This list is not exhaustive. There are many more luxury travel exhibitions. Connect with them for more information.

International Luxury Travel Market (ILTM)	ILTM is the main event for business-to-business industry for luxury travel. ILTM introduces an unrivalled selection of luxury travel brands to ILTM's extensive network of hand-picked luxury travel advisors, through bespoke appointment programs and networking sessions.. ILTM is held in Africa, Arabia, Asia Pacific; Cannes, China, Latin America; North America and is a great learning experience.
The Luxury Travel Fair	An annual conference, Luxury Travel Fair addresses exclusive destinations. It has a high media profile and presence of visitors from across Europe. An ideal meeting point for hoteliers, travel agents, distributors of equipment and all the luxury tourism industry.
Love Mexico	Love Mexico is a unique educational and networking event developed by MeWed in partnership with the Mexico Tourism Board to showcase Mexico as a premiere destination for weddings, honeymoons & romance.
Yachts Miami Beach	The annual Yachts Miami Beach is the city's premier luxury yacht show, held on Collins Avenue, across from the legendary Fontainebleau and Eden Roc hotels. It is an in-water-only display presentation which covers more than 1.2 million sq. ft. of space from 41st Street to 54th Street and transforms Collins Avenue into a multi-million dollar presentation of the world's most amazing and uniquely designed yachts and super-yachts from the world's foremost custom boat builders with new and pre-owned vessels valued at more than a billion dollars.
Salon Mondial du Tourisme Paris (International Tourism Fair)	The International Tourism Fair has become a 'must attend' show for many years. It is a major event for all travel enthusiasts and tourism professionals. Under the tropical sun for a relaxing stay, at the top of the Alps for a breath of fresh air skiing, or in the heart of the mountains of Vietnam for a trek through the rice fields... This fair offers you a complete range of trips that meet your desire to escape
South Asia Travel and Tourism Exchange (SATTE)	SATTE is South Asia's largest and most reputed tourism show and provides a comprehensive platform to professionals from across the travel, tourism and hospitality industry along with National and State Tourism Boards (NTOs and STOs) to congregate and conduct and promote business. One can certainly find some "luxury travel" prominently exhibited at SATTE.
BLTM (Business & Luxury Travel Mart) India	BLTM is India's leading full-fledged travel mart focused on Business, MICE and Luxury Travel. It has been received very well as India's first full-fledged travel mart focused on sellers from Business, MICE and Luxury Travel. BLTM, unlike other shows in this category so far, is not a table top show, but a full format booth and pavilion based show, at even better pricing and inclusion.

Publishing a feature on Luxury Travel can never be completed in an issue or two of a magazine. This is a consistently growing industry segment that is captivating global attention. Consultants will require to be steadily upgraded on the trends in luxury travel and the fascinating evolution that is taking place. What is compiled and offered in NAMASTAAI is only a starter, with a keen desire to encourage education in Luxury. Surely, it is a superb segment that one cannot afford to ignore and optimize

~ Sunil Kumar



Photo by Jenniferknott (Own work), CC-BY-SA-4.0, http://us.the-maharajas.com/

Trends In Luxury Travel

Luxury Travel & Tourism and the India Boom

India's tourism is booming with the world's attention on Indian Luxury. We not only offer Luxury within India - for our inbound and domestic tourists, but also get acknowledged for the absolutely elegant quality of hospitality we offer.

From Palaces to Heritage offers; from most outstanding urban properties to the most exquisite accommodation on the mountains and seaside locales; from large and exclusive resorts to highly decorated boutique properties - for the world that desires to discover India, luxury is unlimited and perhaps unparalleled in the variety offered. It is not just hotels or palaces - it is our dining experiences as well. There can be no service that can match the palatial services that India is so well known for. We have even taken hospitality to the next level on some of the most luxurious trains of the world.

Did you know that India has some of the most leading luxurious trains in the world? The quality of luxury they offer is truly astounding. We have seven amazing trains managed by Indian Railways and the IRCTC: Maharajas Express, Palace on Wheels, The Deccan Odyssey, Golden Chariot, Royal Rajasthan on Wheels, Royal Orient Train, and Fairy Queen Express all offering exclusive luxury.

Not many countries in the world boast of such high-end luxury trains with impeccable service and touring the most exquisite locations of India.



Photo by Jenniferknott (Own work), CC-BY-SA-4.0 http://us.the-maharajas.com/



Photo by javedqureshi,(Own work) CC-BY-SA-4.0 Self-published work

LUXURY HOTELS IN INDIA are not just top-end Luxury properties that reside in prominent urban and resort locations of India. We have very many of them in several cities of India. What makes India incredible is also its offer of luxury through Palace Stays. These Palaces are beyond comprehension and provide for the most luxurious experiences. Rich, exquisite interiors and their gorgeous façades have helped India get a prominent position in the list of the most luxurious Palace Hotel's of the world.

CONFERENCING IN LUXURY is a very rare opportunity that India Offers. Imagine certain MICE and Specialty Events taking place in these Palace Hotels - it is like gifting someone an experience of a lifetime.

The most magnificent palace hotels that reflect a huge draw in favour of India also attract luxury travel in India. These Palaces, maintained extremely well, are immaculately presented to the guests. Each of these Palaces not only reflect the strong skill that was applied to build and develop these Palaces but also offer luxury with culture; history; cuisine and service of a rare order.

The list of Palaces is very long and that itself speaks of the most imaginative way to present Indian Tourism to the world. Some of the Palaces that are presented in this magazine are based on an initial review and we shall cover the other Palaces in our future issues as well.

List of some Palace Hotels

AGRA
The Oberoi Amarvilas

BENGALURU
The Leela Palace

CHENNAI
ITC Grand Chola
The Leela Palace

HYDERABAD
Taj Falaknuma Palace


ITC Grand Chola, Chennai

1


Taj Falaknuma Palace, Hyderabad

2


Taj Rambagh Palace, Jaipur

3

JAIPUR
Jai Mahal Palace
ITC Rajputana
Sujan Raj Mahal Palace Hotel
Taj Rambagh Palace
The Oberoi Rajvilas Jaipur
The Raj Palace Hotel

1. Photo by Destination8infinity - Own work, CC BY-SA 3.0
2. Author: http://www.kiwicollection.com/hotel-detail/taj-falaknuma-palace, CC-Zero
3.Photo by McKay Savage, CC-BY-2.0


Umaid Bhawan Palace, Jodhpur

4

JODHPUR
Indana Palace
Umaid Bhawan Palace
Vivanta Hari Mahal
WelcomHotel Khimsar Fort and Dunes

MUMBAI
The Taj Mahal Palace

MYSORE
Lalitha Mahal Palace Hotel
Royal Orchid Brindavan

NEW DELHI
The Leela Palace New Delhi
ITC Grand Bharat (Gurgaon)

RANTHAMBORE
The Oberoi Vanyavilas, Ranthambore

SRINAGAR
The Lalit Grand Palace


Lalitha Mahal Palace Hotel, Mysore

5



UDAIPUR
Hotel Fatehgarh Udaipur
Shiv Niwas Palace
Taj Lake Palace
The Oberoi Udaivilas
The Lalit Laxmi Vilas Palace
The Leela Palace

4. Photo by: Wikipedia User:Ss2107, CC-BY-SA-3.0
5. Photo by: Curt Smith, CC-BY-2.0

With 37 UNESCO-recognized World Heritage Sites - the 6th highest number of any country - and a vast history spanning thousands of years, India can attract more millions of tourists, year-on-year. Indials awakening history and the rich cultures add a blend of "must-visit" and "multi-visit" focus for travellers exploring options to discover the world.

Disclaimer: *This is not a complete list of the many Palace Hotels India boasts of. The list is compiled by our team to educate our readers on the Palace Hotels or magnificent palace-like Hotels of India. If any prominent hotels in this category have been missed out in this article, the omission is only inadvertent and not intended otherwise, in this non-commercial publication published for imparting knowledge.*

As Indians, we are now regarded as an important tourism clientele with high percentage of average spending while on tours. Labeled as high-spenders, Indian identity of luxury travel and luxury stay has drawn global attention. It's not just honeymoon travel or bachelor parties; it is much more. Casinos to Night Clubs; Cuisine to Shopping; Limos to Yachting; and more - the trend towards luxury travel is truly incredible. Backed by the rise of the affluent middle classes and rich upper class, Indians continue to actively seek luxury holidays, to take home an experience that's uncommon in comparison to the global average.

Business Class travel by Indians is at an all-time high and continues to flourish. It is a growing "Platinum" era for Indians in Aviation; Hospitality and Credit Cards.

The growing outbound from India is ample evidence that India can be a great market to the world and for luxury; we certainly are in the reckoning .

It is time for Indian service providers to focus and invest on selling Luxury. One can easily grow out of range if one does not have the right access to luxury travel. Perhaps, it is much more satisfying to be labeled as a stakeholder with expertise in Luxury.





Welcome to Air New Zealand

With our modern fleet, seats to suit every traveller and award-winning Kiwi hospitality, discover why Air New Zealand has been awarded Airline of the Year five years in a row by AirlineRatings.com.

AirlineRatings.com
AIRLINE OF THE YEAR 2014 - 2018
AIR NEW ZEALAND
2014, 2015, 2016, 2017, 2018

Our Alliance

Travelling to New Zealand just got easier with our alliance with Singapore Airlines. Together we provide you with direct access to Auckland, Christchurch and Wellington and seamless connections to over 400 daily flights to over 20 domestic destinations within New Zealand.

- Up to five flights a day between Singapore and New Zealand, seven days a week.
- Up to four non-stop flights a day depart Singapore to Auckland and Christchurch, four times a week to Wellington.
- Members of Air New Zealand's Airpoints™ and Singapore Airlines' KrisFlyer programmes can earn and redeem Airpoints and KrisFlyer Miles on both Air New Zealand and Singapore Airlines flights between Singapore and New Zealand.

Changi Transit Program

Air New Zealand is pleased to partner with Changi Airport Group (CAG) for the Changi Transit Programme. Eligible customers receive a **S$20 Changi Dollar Voucher** when you transit through Changi Airport, Singapore, in both directions of a return journey - valid for travel from now till 31 March 2019, inclusive.

AIR NEW ZEALAND



Our network to New Zealand

— Operated by Air New Zealand
— Operated by Singapore Airlines
— Operated by SkilAir

Air New Zealand on-board experience



businesspremier™

Business Premier™ passengers will enjoy one of the longest lie-flat beds in the sky, with our signature soft chalk leather bed complete with a memory foam mattress and full size pillows. Recline at any time, including taxi, takeoff, and landing to experience a truly undisturbed journey.



premiumeconomy

With generous legroom and seat recline, our award winning Premium Economy allows you to stretch out and relax. Add to this our delicious menu and wide range of entertainment options, there's lots to love about this class of travel.



economy

Experience the Air New Zealand difference from the moment you take your seat in Economy. It's your chance to relax in our comfortable, ergonomically designed seats, explore our wide range of entertainment options and enjoy delicious Kiwi cuisine.



economyskycouch™

Whether you're a parent travelling with two kids, or a couple after extra space in Economy - you'll love our Economy Skycouch™. You'll have a row of three seats that easily converts into a flat surface providing unprecedented flexibility and comfort when flying Economy.

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Sales Manager, North India: **deblina@globaldestinations.in | 82919 14032**
Website: **airnewzealand.in**

A STAR ALLIANCE MEMBER

New Zealand: Explore the uncharted territory

Exploring the nature-crafted New Zealand with the surreal beauty of a movie set, definitely tops the list for many travellers. Few destinations can boast of so many staggering natural wonders packed into such a small area. Snow-capped peaks, sparkling coves, coastal glaciers, rainforests, fjords, and fish-filled rivers are some of the treasures awaiting travellers here.

Thanks to its magnificent landscape and coastline, New Zealand is a hotspot for adrenaline-fueled sports. White water rafting, luging, jet boating, heli-skiing, skydiving, and mountain biking round out the list of outdoor adventures and the country is home to one of the highest bungee jumps in the world. Strategically, New Zealand is a breeze to travel around. Self-drive vacations are popular, and the country's diverse accommodations range from quaint Bed & Breakfast Inns and Eco-Lodges to some of the world's most Luxurious Hotels. Discover some of the riveting locations in New Zealand, in the ensuing pages.



Bay of Islands

A three-hour drive north of Auckland, the beautiful Bay of Islands is one of the most popular vacation destinations in the country. More than 144 islands adorn the glittering necklace of Bay of Islands, making it a haven for sailing and yachting. Penguins, dolphins, whales, and marlin live in these fertile waters, and the region is a popular spot for fishing sport. Visitors can sea kayak along the coast, hike the many island trails, bask in secluded coves, tour Cape Brett and the famous rock formation called Hole in the Rock, and explore sub-tropical forests where Kauri trees grow. The quaint towns in the area such as Russell, Opua, Paihia, and Kerikeri are great bases for exploring this scenic bay.

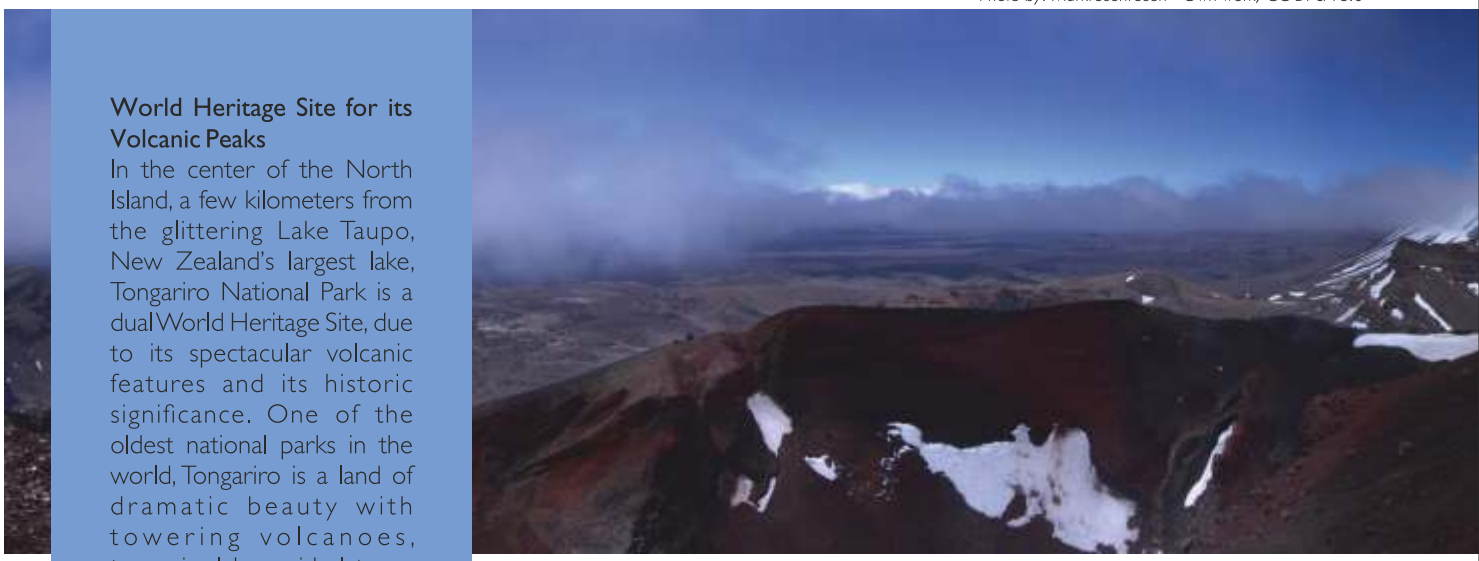


Photo by: Lawrence Murray from Perth, Australia, CC BY 2.0

An adventure capital

Snuggled between the shores of shimmering Lake Wakatipu and the snowy peaks of the Remarkables, Queenstown is New Zealand's adventure capital and one of the country's top destinations for international visitors. Bungee jumping, jet boating, white-water rafting, paragliding, rock climbing, mountain biking, and downhill skiing are just some of the adrenaline-fueled sports on offer. Visitors can also explore the stunning Alpine scenery on the excellent network of hiking trails.

Photo by: Markrosenrosen - Own work, CC BY-SA 3.0



World Heritage Site for its Volcanic Peaks

In the center of the North Island, a few kilometers from the glittering Lake Taupo, New Zealand's largest lake, Tongariro National Park is a dual World Heritage Site, due to its spectacular volcanic features and its historic significance. One of the oldest national parks in the world, Tongariro is a land of dramatic beauty with towering volcanoes, turquoise lakes, arid plateaus, alpine meadows, and hot springs.



Fiordland National Park and Milford Sound

A World Heritage Site, Fiordland National Park protects some of the most spectacular scenery in the country. Glaciers sculpted this dramatic landscape carving the famous fjords of Milford, Dusky, and Doubtful Sounds. Visitors here can explore gushing cascades, offshore islands, virgin rainforests, vast lakes, and craggy mountain peaks. Not surprisingly, the Park is a haven for hikers with some of the country's best walks, including the famous Milford Track. Sea kayaking is a popular way to explore the fjords, and visitors can also enjoy a scenic flight over the park for a bird's-eye view of its staggering beauty.

Photo by: By Bernard Spragg. CC-Zero, https://commons.wikimedia.org/w/index.php?curid=57412612

The Glory of Glaciers



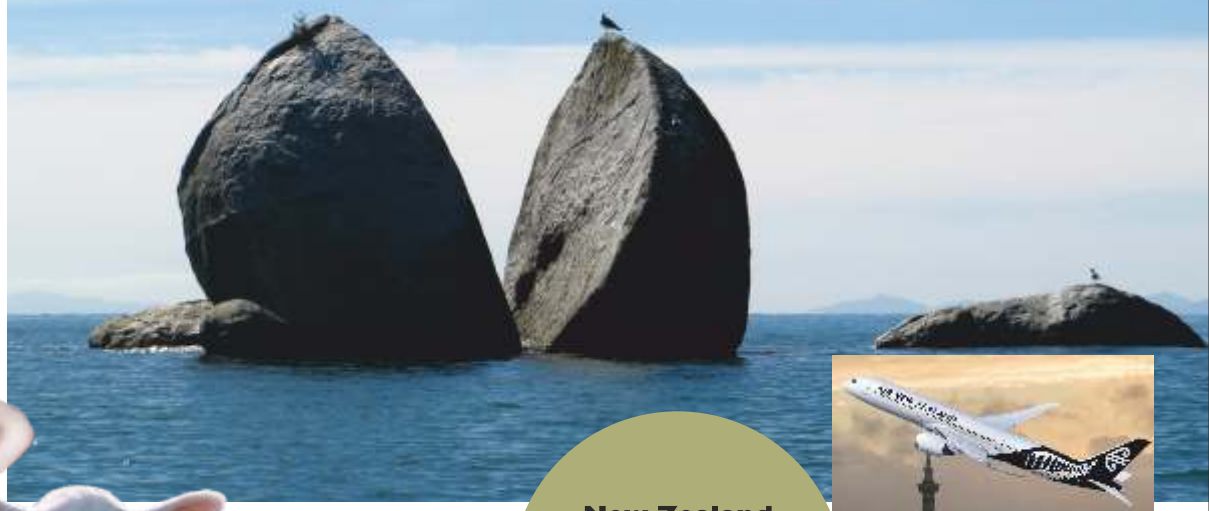
Among the most accessible glaciers in the world, Franz Josef and Fox glaciers are the main tourist attractions in the spectacular Westland Tai Poutini National Park. Both these rivers of ice flow from some of the highest peaks in the Southern Alps to near sea level, where the gentle coastal climate makes it easy for visitors to explore them on foot. Guided glacier hikes lead to the contorted frozen landscape of ice caves and pinnacles at the foot of the glaciers. For an aerial view, seaplanes and helicopters fly visitors to the top of these vast tongues of ice.

Another highlight is New Zealand's highest peaks that rise above the Alpine landscapes of Aoraki National Park, also called Mount Cook National Park. More than 40 per cent of the Park is covered in glaciers, and the country's tallest mountain Aoraki/Mount Cook and longest glacier, the Tasman Glacier, lie within its borders making this a top destination for mountaineering. Nature lovers will appreciate the diversity of flora and fauna with more than 300 species of Alpine plants and 40 species of birds. Mount Cook Village is a great base for exploring the Park and organizing activities such as scenic flights, ski touring, heli-skiing, hunting, hiking, and stargazing trips.

Photo by: Rosino, CC BY-SA 2.0

Bird enthusiasts

The Abel Tasman Coast Track in Abel Tasman National Park is one of New Zealand's Great Walks. Winding along sparkling Tasman Bay, from Marahau to Separation Point, this scenic 51-kilometer hike lies in one of the sunniest regions of the South Island. Along the way, hikers can snorkel in secluded coves; spot fur seals, dolphins, penguins, and a diverse range of birds; hike through cool forests; and enjoy panoramic views from the rugged coastal cliffs. Photographers will also enjoy the many weathered rock formations, especially Split Apple Rock, a giant granite boulder sliced in two. The hike takes around three days, and accommodation ranges from campgrounds, to rustic huts, and plush private lodges. Sea kayaks are also a popular way to explore this beautiful coast.





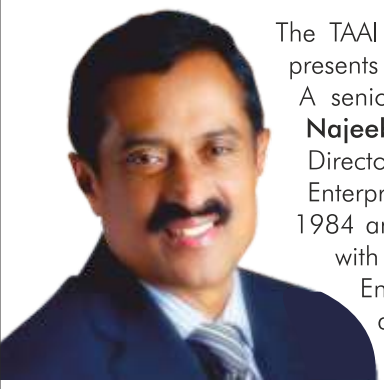
New Zealand is a must-do tourism destination for all travel enthusiasts!



Our Trailblazer Member: Airtravel Enterprises India Ltd., Trivandrum

Growing. Evolving. Succeeding.





The TAAI Trailblazers feature in this issue presents an industrious leader from Kerala. A senior member of TAAI, **Mr. E. M. Najeeb** is the Chairman and Managing Director of our member agency, Airtravel Enterprises India Ltd., since February 14, 1984 and August 29, 2005 respectively, with an impressive profile. Airtravel Enterprises has 13 branches in India and 300 personnel employed. Over 1,000 productivity awards are received from various Airlines.

Recently, Mr. Najeeb has been elected as the Senior Vice President of IATO - Indian Association of Tour Operators. His contribution to the cause of supporting humanity is evident in his magnanimous gesture of contributing ₹10 Lakhs, to the Kerala Relief Fund.



During the last 40 years the company has received more than 1,000 productivity awards from various Airlines.

Mr. E. M. Najeeb founded ATE Group of Companies including Airtravel Enterprises India Ltd.(ATE), Great India Tour Company (P) Ltd., Great India Aviation Services (P) Ltd., Chrysalis Communications (P) Ltd., Kameda Infologics (P) Ltd., Coach Rentals (P) Ltd., Ela Spa and Healthcare (P) Ltd., Green Gateway Leisure Ltd., and Great India Infologics (P) Ltd.

He is an Executive Director of Kerala Institute of Medical Sciences and KIMS Healthcare Management Limited. He is one of the frontline leaders sculpturing the innovative Kerala Travel Mart Society. Mr. Najeeb travelled extensively as a member of Central Government trade and tourism panels and is a member of many national and international travel associations, Trivandrum International Airport Society and the Hotel Classification Committee.

He is a Director of Cheraman Financial Services Ltd., KIMS Cancer Care and Research Centre Pvt. Ltd., KIMS Share and Securities Pvt. Ltd., and KIMS Health Care and Research Center Ltd. Mr. Najeeb holds a post graduate degree in Business Administration and a Diploma in Journalism.

Learn more about this Trailblazer, his company, his accomplishments and his ability to adapt and evolve in this dynamic industry, in the interview below.

How would you describe your agency, in terms of its positioning in the current industry environment?

Airtravel Enterprises India Ltd., started in 1976 and is completing 42 years of Travel Agency operations this year. The biggest achievement is winning the confidence and affinity of many valued clients for the ATE brand. Over these four decades it has stood strong and continues to enjoy an excellent relationship with all the Airlines, as well as our very special clients, which includes the Government, Corporates, Professionals, and regular travellers.

The travel industry has been going through tremendous changes. Advanced communication facilities, the Internet, and Digital Technology have brought in great disruptions in the field. While gearing up with the technological changes, we have also been looking at other related areas of business like Leisure and Holiday, for sustaining profitability. ATE has IATA accredited offices at 13 cities in India and four locations in the United Arab Emirates.

Can you briefly share the historical data of your agency?

Airtravel Enterprises started in Trivandrum, Kerala during 1976. The organization being successful in its operation in the following years, started establishing offices at other cities in Kerala like Cochin and Calicut. Later it branched out to other metros with offices in Chennai, Bangalore, Hyderabad and Mumbai. The Company also has a successful Holiday and Destination Management division flourishing under the brand name 'The Great India Tours.' ATE became a Public Limited company, and established sister organizations in other related areas of business. 'ATE Group' is a group of organizations specialized in different fields of business.

What have been your most outstanding accomplishments, particularly in the recent years which you believe are not only unique to your agency but have been stupendous in terms of innovation and size?

We could lately focus strongly on managing large conferences, special interest outbound group tours, corporate incentive group tours, pilgrimages, and so on. At the same time, we have been carefully catering to the needs of our existing Corporate, Government and other special clients. We have also been actively marketing India and a range of our holiday packages.

What awards has your agency been recently awarded with?

During the last 40 years the company has received more than 1,000 productivity awards from various Airlines. We were also rewarded 'The Best Tour Operator Award' consecutively for four years by the Ministry of Tourism, Government of Kerala. The leisure arm of ATE, The Great India Tour Company has received the 'Best Performance Award' from the Ministry of Tourism, Government of India. Mr. E.M. Najeeb, Chairman of ATE Group has been receiving awards of recognition from various organizations for his involvement and contributions to social causes and the business sector.



How did your agency prepare itself to successfully encounter the fast evolving travel industry?

The travel industry is fast evolving. We realized that we should stand ahead in the process of change, adapting to technology and finding the right people to lead technology. Equipping the existing professionals already in the organization was the next step. Establishing the company online with wider reach was another thoughtful step we took. Business management and monitoring are done using efficient software. Technology management is directly looked after by Mr. E. N. Zaheer, Executive Director of the company, who is the elder son of Mr. Najeeb.

Any other information you would like to share about your agency - it could be about your network; the global connect; the office and the personnel (size and teamwork) you are involved with, etc.

Airtravel Enterprises has 13 branches in India with IATA accreditation and local recognitions. The company has close to 300 employees working at different locations.

Could you share a few details about the owner(s) who are leading the agency to its current level of achievement?

The guiding spirit, leader, mentor, and the head of the organization is Mr. E. M. Najeeb. He was the one who started the business 42 years ago. Airtravel Enterprises India Ltd., a public limited company is managed by Mr. Najeeb, who is the Chairman & Managing Director, with strong support from his son Mr. Zaheer who is the Executive Director. The company is also ably supported by the Senior Management team including Mr. Ross Masood, Executive Director, GITC; Mr. Iqbal, Director, ATE; Mr. Rajan Thomas Varghese, Director, ATE; and Mr. K. Sadeesh, Chief Finance Officer, ATE Group.



World Tourism Barometer

UNWTO World Tourism Organization

International tourism remains strong in the first four months of 2018

- International tourist arrivals grew 6% in January-April 2018 compared to the same period last year.
- Results reflect a continuation of the strong trend seen in 2017 (+7%) and so far exceed UNWTO's forecast of 4% to 5% for the year 2018.
- Growth in the first four months of 2018 was led by Asia and the Pacific (+8%) and Europe (+7%), while Africa (+6%), the Middle East (+4%) and the Americans (+3%) also recorded sound results.
- Confidence in global tourism remains strong according to the latest UNWTO Panel of Tourism Experts survey. The Panel's outlook for the current May-August period is one the most optimistic in a decade, led by the particularly upbeat sentiment in Africa, the Middle East and Europe. Experts' evaluation of tourism performance in the first four months of 2018 was also robust, in line with the strong results recorded in many destinations around the world.



International tourism receipts grew 5% in 2017

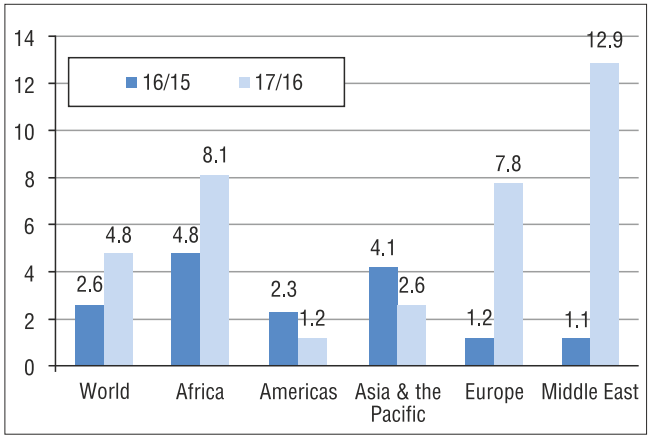
- International tourism receipts increased 5% in 2017 in real terms (local currencies at constant prices) to reach US$ 1,332 billion globally, some US$ 94 billion more than in 2016. Results are consistent with the solid trend in international tourist arrivals, which grew 7% in 2017.
- The Middle East led growth in tourism receipts with a 13% increase in 2017, followed by Africa and Europe with both recorded 8% growth. Receipts grew 3% in Asia and the Pacific and 1% in the Americas. Europe recorded the highest growth in absolute terms, with an increase of US$ 50 billion to reach US$ 512 billion, or 38% of the world's international tourism receipts.

Key Figures

International tourist arrivals	2017	Jan-Apr 2018
World	+6.8%	+6.2%
Europe	+8.4%	+6.8%
Asia & the Pacific	+5.6%	+7.8%
Americas	+3.3%	+3.0%
Africa	+9.0%	+5.6%
Middle East	+4.6%	+4.5%

Source: UNWTO (Data as collected by UNWTO June 2018)
Provisonal data based on information to date.

International Tourism Receipts (% change)



Source: World Tourism Organization (UNWTO)©

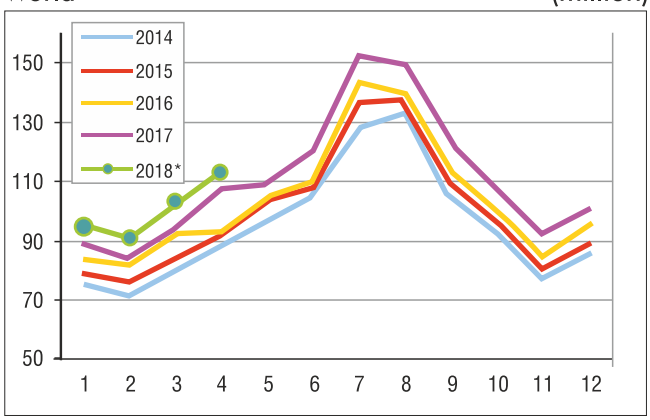


International tourist arrivals: January-April 2018

International arrivals grew 6% in the first four months of 2018

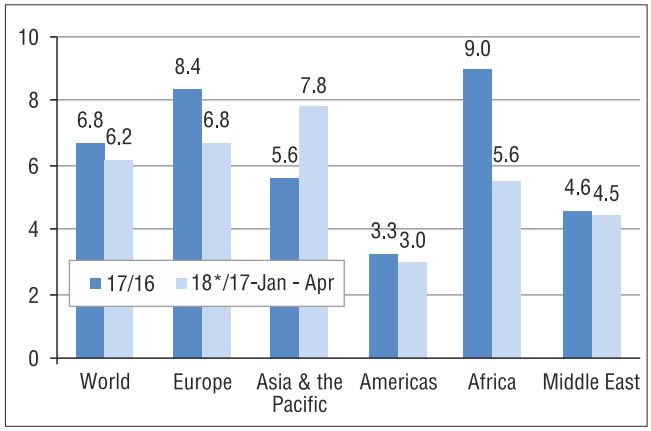
- International tourist arrivals (overnight visitors) increased 6% in January-April 2018 compared to the same period last year, according to provisional data available to date.
- This represents a continuation of the strong results of 2017 (+7%) and exceeds the rate of 4% or higher growth recorded every year since 2010.
- Growth was led by Asia and the Pacific (+8%) and Europe (+7%) in this four-month period.
- The January-April period represents some 28% of the yearly total arrivals and includes the winter sports season in the Northern Hemisphere, the summer season in the Southern Hemisphere, the Chinese New Year and the Easter holiday, among others.
- Growth to date exceeds UNWTO's forecast of 4% to 5% for the year 2018, as reported in the January edition of the UNWTO World Tourism Barometer. However, the first four months of the year are low season in many countries and therefore not necessarily indicative of the full-year trend.
- The current analysis is based on a limited selection of countries with 2018 data available. No data for 2018 has yet been reported by several key destinations, including France, the United Kingdom, the United States and China. By subregion, coverage is still particularly limited in Subsaharan Africa, the Middle East and Central and Eastern Europe.

International Tourist Arrivals, monthly evolution
World (million)



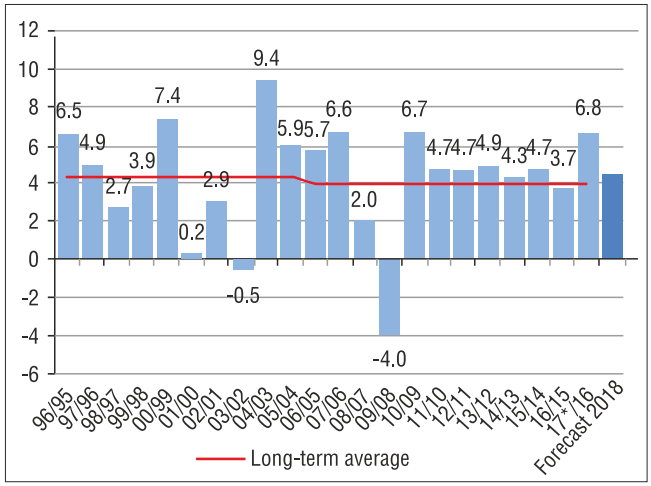
Source: World Tourism Organization (UNWTO)©

International Tourist Arrivals (% change)



Source: World Tourism Organization (UNWTO)©

International Tourist Arrivals, World (% change)



Source: World Tourism Organization (UNWTO)©

Asia and Europe led growth at the start of 2018

- All regions enjoyed an increase in international arrivals, led by Asia and the Pacific (+8%), where South-East Asia (+10%) and South Asia (+9%) drove results.
- Europe (+7%), the world's largest tourism region, also performed strongly this four-month period, led by destinations in Southern and Mediterranean Europe and Western Europe (both +8%).
- Growth in the Americas is estimated at 3%, with the strongest results in South America (+8%). Data is still pending from the United States, the region's largest destination.
- Results in the Caribbean (-9%) reflect mixed performance across the subregion, with some destinations still recovering from the impact of last year's hurricanes.
- Africa (+6%) consolidated last year's robust results, led by Subsaharan Africa (+6%) while North Africa saw a 4% increase. Available data in the Middle East points to a 4% increase, with mixed results across destinations.

Acknowledgement: Excerpts from World Tourism Barometer on International tourism remains strong in the first four months of 2018 from UNWTO

We are at an 'Inflection Point' for Outbound Leisure Travel Growth from India

Acknowledgement: Excerpts from the Report By CAPA India and Expedia Group, revealing the yet-untapped, India-Outbound Leisure Travel Segment, and the opportunity for Global Travel and Tourism Industry Growth.

Some key findings from the Expedia/CAPA Report:

- By 2025, there will be 13.9 million international leisure departures from India, generating 19.4 million Indian visitor arrivals overseas (given traveller propensity to visit more than one city/country when they travel), delivering a Compound Annual Growth Rate (CAGR) of 12.4%.



- At that growth rate, outbound leisure travel - Indians travelling internationally for holidays - will grow to account for 40.3% of the total projected 34.5 million outbound departures from India in 2025, up from 30.0% in 2016.

- International holiday travel will be driven by a predominantly younger, online-savvy generation of travellers seeking to discover iconic destinations, create new adventures, and travel more independently than their families have ever done. Their travels will be fuelled by rising incomes, and by doing so, will help encourage others to do so.







This report proposes that should some of the current barriers to travel be removed, the market potential may be significantly higher. Beyond tapping into online propensity and tempting travel to aspirational destinations, it is likely airlines, destinations and other industry players can influence a disproportionate share of Indian overseas holiday travellers if they can:

- Deliver 'value' in a very price sensitive market;
- Remove the need for multiple stops during long haul travel;
- Increase air capacity and flight options through delivery of both LCC and new long haul routes;
- Simplify visa processing and requirements/remove the need for visas;
- Better acknowledge and target the diverse Indian traveller segments (vs. a one-size-fits-all marketing philosophy).



Quantifying the Indian Outbound Travel Opportunity, and its Leisure Travel Component

Sizing the overall Indian outbound travel market

In 2016, there were 21.9 million departures by Indian nationals, according to the Indian Ministry of Tourism. This included travel for all purposes e.g. business, leisure, education, visiting friends and relatives (VFR) and others, by both resident and non-resident travellers. These travellers spent USD16.4 billion in 2016.

According to the United Nations World Tourism Organisation (UNWTO), Indian nationals represent the 13th largest market worldwide in terms of the number of travellers, and India was the 20th largest market by total expenditure on international travel in 2016.

The incidence of outbound international travel from India remains low relative even to other emerging markets, indicating that there is significant upside potential.

India's Ranking in terms of International Tourism Expenditure in 2016 (USD BN)

RANK	COUNTRY	2016	2027 (E)
1	US	262.1	581.7
2	China	121.5	182.3
3	Germany	81.1	98.4
4	UK	63.6	79.5
5	France	40.9	50.5
6	Canada	29.1	37.7
7	South Korea	26.6	36.7
8	Australia	25.3	30.0
9	Italy	24.7	28.6
10	Hong Kong	24.1	37.0
20	**India**	**16.4**	**33.9**

Source: CAPA India Research, UN World Tourism Organization, World Travel & Tourism Council

Welcome to our New Members

TAAI continues to grow. More industry leaders from all segments of the industry embrace TAAI - for TAAI offers the unique opportunity to support stakeholders get connected and progress beyond.

TAAI welcomes our new members. We have pleasure to invite these companies join us in our industry initiatives including training, learning from updates and getting connected through our networking opportunities with colleague agencies and industry leaders from all departments of our growing industry - travel, tourism, hospitality, travel technology, etc. **TAAI offers three categories of membership - Active, Branch Associates and Allied.**

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2	Vibrant Holidays	Ahmedabad	Mr. Vivek Janardan Shukla	Mr. Jay Kaushikkumar Bhatt
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11	Saranya Air Travels Private Limited	Chennai	Mr. S. Alagusubramanian	Mr. N. Govindaraj
12	Friends Agency	Chennai	Mr. S. Mohamed Ayoob	Mr. Mohaideen Nil Madar
13	Southern Skies Tours & Travels	Chennai	Mr. P. S. Kamleshwaran,	Mr. J. Suganthi
14	TT Enterprises Pvt. Ltd.	Chennai	Ms. Chitra Seshan	-
15	East Coast Tours	Chennai	Mr. Hafeezurr Rahman, H	Mr. Habeeb Mohammed, H S
16	SVG Travels	Chennai	Mr. S. Suresh	Mr. S. Venkatesan
17	UsInWow Inspires Travel Pvt. Ltd.	Chennai	Ms. Anita Teig	Mr. Sharvan Rajan Sundaram
18	Orville Travel Services	Chennai	Mr. V. Ramu	Mr. S. Parthiban
19	Travego Holidays & Visas Pvt. Ltd.	Chennai	Mr. V. Kalyanasundaram	Mr. V. Mohan
20	Sunways Air Tours & Travels Pvt. Ltd.	Chennai	Mr. S. R. Marimuthu	-
21	Shitij Tours & Travels Pvt. Ltd.	Chennai	Ms. Rashmi Jalan	Ms. Kiran Gupta
22	Globetrotters Tours & Travels	Chennai	Mr. Murtuza Hussain	Ms. Tasneem Murtuza
23	HelloChalo Hospitality Pvt. Ltd.	Cochin	Mr. Sirajudheen EK	Mr. Abdu Manaf MM
24	Golden Travels	Coimbatore	Mr. R. Suresh Babu	Mrs. S. Angammal Vidhya
25	Tarmac Travelss	Coimbatore	Mr. C. K. Gopinaathan	-
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27	Travel Assistance Bureau	Faridabad	Mr. Rai Achal Krishna	Mr. Ali Juned Khan
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29	Neha Tours And Travels	Goa	Mr. Peter D X Pinto	Miss Neha M. Pinto
30	Liberty India DMC Pvt. Ltd.	Gurgaon	Mr. Prashant Yadav	Mr. Sheherazad L. Mehta

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31	Rao Travels Pvt. Ltd.	Hyderabad	Mr. P. Sudhakar Rao	Mr. P. V. Ramana
32	Arohaka International Tours And Travels Pvt. Ltd.	Hyderabad	Mr. Dilip Nair	Mr. Rakesh Anand MG
33	Sky Hawk Travel Pvt. Ltd.	Indore	Mr. Jitesh Singh Khanuja	Mrs. Sumit Kaur Khanuja
34	Krishna Tour & Travels	Indore	Mr. Mohit Tiwari	Ms. Iris Tiwari
35	Genius Globe Travels	Indore	Mr. Pawan Kumar Chellani	Mr. Gopichand Chellani
36	Team 360 Degree Global India Pvt. Ltd.	Jaipur	Mr. Gunjan Singhal	Mr. Naresh Chander Singhal
37	Good Earth Travel Group India Pvt. Ltd.	Jaipur	Mr. Prashant Kothary	Mr. Pradip Kothary
38	Ind Travel And Tours	Jaipur	Mr. Harsh Bhandari	Mr. Lakshit Bhandari
39	Sapient Vacations	Jaipur	Mr. Rajesh Mittal	Mr. Sandeep Beniwal
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46	Holiday Tripster	Kolkata	Mr. Jay Sarogi	Ms. Swati Kapoor Sarogi
47	Bonvoyage	Kolkata	Mr. Newton Biswas	Mr. Papoo Kumar Singh
48	Impulse Holidays	Lucknow	Mr. Ritesh Kumar Keshari	Mr. Aman Kesharwani
49	Riyaz Tour & Travel	Lucknow	Mr. Riyaz Ahmad	Mr. Bilal Hasan
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51	Travel Solution	Lucknow	Mr. Syed Naseer Ahmad	Mr. Mohammad Azam
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53	B2B Travel Agency India Pvt. Ltd.	Lucknow	Mr. Syed Qaim Abas Rizvi	Mr. Syed Faizan Umar
54	Travel Help	Lucknow	Mr. Aamir Nazar Siddiqui	Ms. Sabeena Yousuf Aamir
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58	Arago Travels	Mumbai	Mr. Yash Vakil	Mr. Tejas Vakil
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62	Luharuka Travels	Mumbai	Mr. Pradeep Agrawal	Mr. Anant Agrawal
63	Omega Tours & Travels	Mumbai	Mr. Pratik Shah	Mr. Haresh Shah

SL. NO.	NAME OF AGENCY	CITY	REPRESENTATIVES	
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65	Dewberry Holidays LLP	Mumbai	Mr. Ashish Chandrakant Shah	Mr. Ashish Dilipbhai Shah
66	AVM Tours And Travels	Nagpur	Mr. Vijay Sawarkar	-
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68	Nomads Holidays Pvt. Ltd.	Nagpur	Mr. Bijay Kumar Agarwala	Mr. Sudip Agarwal
69	Desired Destination & Events Pvt. Ltd.	New Delhi	Mr. Atul Sharma	Mr. Ashok Kumar Singh
70	Travel Planet	New Delhi	Mrs. Rashmi Agrawal	Mr. Amar Nath Gupta
71	Empyrean Skyview Projects Pvt. Ltd.	New Delhi	Mr. Syed Junaid Altaf	Ms. Geetu Kaura
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73	Pan Globe Travels Private Limited	New Delhi	Mr. Jasdeep Singh	Mr. Ramnik Singh Mehar
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75	Wander Globe Inc.	New Delhi	Mrs. Shibani Ahuja Kapoor	Mrs. Shashi Ahuja
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79	Arabia Originals Tours And Travels	Pune	Mr. Faizan Shakeel Mujahid	Mr. Nizam Shaikh
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87	Connecting India Tours & Travels	Shimla	Mr. Sourav Sharma	-
88	Sampuran Yatra Pvt. Ltd.	Shimla	Mr. Ramesh Verma	Mr. Ravi Sharma
89	Superyatra Online Private Limited	Sikar	Mr. Vinod Kumar Jogani	Mr. Navneet Krishan Jogani
90	Explore India Journeys	Srinagar	Mr. Manzoor Ahmad Karnai	Mr. Rafiq Ahmad Karnai
91	Nupur Holidays	Surat	Mr. Tailor Hiteshkumar Sureshchandra	
92	Rengha Holidays & Tourism Pvt. Ltd.	Theni	Mr. R. A. Ravichandran	Ms. R. Nithya
93	Arnav Tours & Travels	Vadodara	Mrs. Bimal S. Rao	Mr. Sandip Rao
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BLOCKCHAIN TECHNOLOGY: What does it hold for the Travel Industry?



Adapting to newer and improved technologies that help customers stay relevant in the fast changing world, is a way to growth and success for any conglomerate.

As per a Harvard Business Review report published last year, contracts, transactions, and their records are among the defining structures in our economic, legal, and political systems. They protect assets and set organizational boundaries. And yet these critical tools and the bureaucracies formed to manage them, have not kept up with the economy's digital transformation. In a digital world, the way we regulate and maintain administrative control has to change.



Blockchain promises to solve this problem. The technology at the heart of bitcoin and other virtual currencies, blockchain is an open, distributed ledger that can record transactions between two parties efficiently and in a verifiable and permanent way. In simple words, it facilitates secure online transactions and its decentralized digital ledger is used to record transactions across many computers so that the record cannot be altered without the alteration of all subsequent blocks and the collusion of the network.

It represents a fundamental move away from 'owned' applications located in a data center or on 'cloud,' to a truly distributed computing power in the hands of participants of the network. This is why, it is seen as a disruptor, which is based on a new transactional computing model, distributed - not centralized, and consensus-driven rather than single controlling entity.

Anticipating further evolution within blockchain technology, we as leading travel technology providers in the world, see it as an opportunity. The evolution of open standards around travel blockchain and the willingness of travel suppliers to offer or sell content on a distributed ledger will drive advancements in these areas. While this technology is being adapted globally at a remarkable rate due to the additional safety it offers, we believe, that we can position ourselves as an enabler between blockchain eco-systems used by travel providers, thus becoming a major player of this disruption, when it happens.

Our GDS experts predict that in the short term, most blockchain developments will happen in closed supplier groups on private and permissioned chains within the travel industry. In the mid-to-long term, we may see payments, inventory and order management disrupted by blockchain or distributed ledger technologies.

Our team is enthusiastic about exploring the suitability of blockchain and its potential uses within the industry. There are many potential applications for blockchain in the travel industry from the guarantee and distribution of inventory, to payments, traveler identity to ticketing. Each application requires investment and collaboration across partner organizations for it to be successful. Blockchain is still an emerging technology and the standards and variations of Blockchain and DLT (Distributed Ledger Technology) are still being formed. We believe that the current maturity of blockchain technology is only suitable for certain applications:

- Distributed ledger, business processes with lots of parties that need to keep records or track assets.
- Transactions between partners that don't know or trust each other.
- Assets that are easily described digitally (such as a currency) or contracts that can be executed by a logical flow.
- Providing a trust model with:
  - Transparency
  - Immutability
  - Cryptographic security
  - Data integrity
  - Decentralized processing

Our experts have been exploring potential use cases for Blockchain and DLT. These use cases cover a number of different aspects of the travel process from holding inventory or guaranteeing a reservation to making payments. Thus, it is closely working with trusted technology partners on potential use cases for blockchain. Initial investigations and developments have been around:

1. On-boarding and managing low value travel content for secure distribution and selling.
2. Developing and running a travel cryptocurrency wallet and asset exchange.
3. Determining how we can secure, anonymize and manage traveler identities across the travel eco-system.

It is pursued that Blockchain and DLT is still an immature technology, but has potential to change the travel market in the medium to long term. There is a risk that the travel market could be disrupted by other blockchain innovations. This is why, we are actively investing in distributed ledger proof of concept projects with its technology partners and could be coupled with its own distributed ledger for managing low value or long tail content outside of the normal distribution model.

Article contributed by:
Mr. Sandeep Dwivedi
Chief Operating Officer
InterGlobe Technology Quotient.



Top 5 reasons why we should take time to chew our food well!

How often do we sit comfortably, relish our meals morsel by morsel, chew it to the fullest and fully experience a meal including the aftertaste? In today's rushed up world, we see people eating on the go, juggling between fast foods joints through the day, quick and short eats just being pushed into the mouth and swallowed in a rush to attend the meetings and so on. Its extremely sad that we do not give that 20-25 minutes to focus and eat a meal to the fullest. Here are few reasons why chewing well is really important:



1 Promotes Healthy Digestion:

Chewing or mastication is the first step in digestion process where most of the food particles get digested to their simpler forms with the help of saliva. Most often when we skip this, we are actually skipping one of the major steps in digestion, resulting in bloated feeling or other digestive issues.





2 Enhances Nutrient Absorption

Chewing well gives enough time for the stomach to secrete the necessary digestive juices and to prepare itself well to promote a healthy digestion. This aids in complete digestion, efficient nutrient absorption and regular bowel movements.

3

Better Glucose Utilization:

When food is taken, the brain signals the pancreas to secrete sufficient insulin to cope up with the glucose release after the meal. For this to happen, we need to give sufficient notification to the body through chewing. Eating untimely and just pushing food into mouth when the body is under-prepared may result in disturbances in insulin utilization/ absorption resulting in early diabetes or insulin resistance.



4

Promotes Weight Loss:

Chewing well is important when one needs to follow portion control. The stomach takes at least 20 minutes to signal the brain when it feels satiated or full. So, if you chew, relish each morsel and eat well, you will be able to follow better portion control aiding in weight loss.

Gives Satiety:

Chewing is also an important component of mindful eating techniques. Chewing helps in triggering the senses to experience various tastes and to feel satisfied with a small portion. Our taste buds are made for a purpose and should be allowed to experience various flavors, tasted and consistencies. When you involve fully, chew well and eat healthy, you will be able to interlink "mind-body-food" and will look at eating as a healthy and a nourishing experience.

5



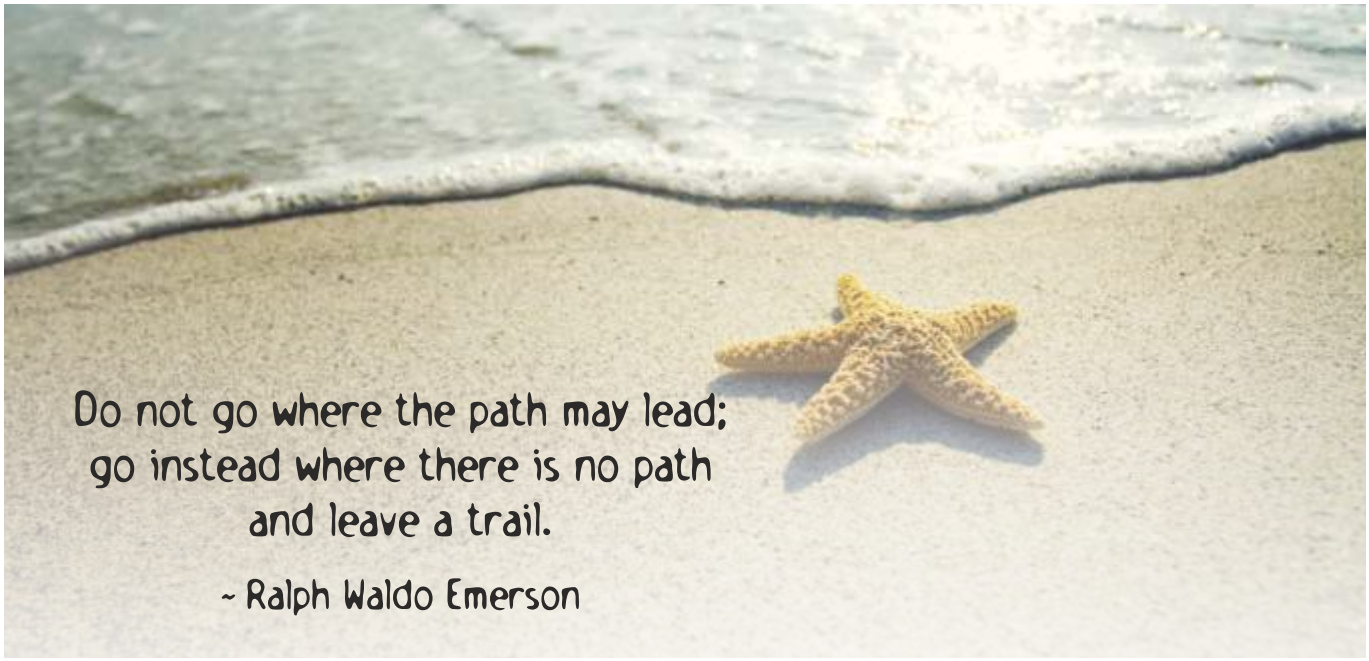
If you have been ignoring this simple activity, its time to consciously make an effort NOW! Take time to chew, chew and chew...



Happy Chewing!

Ranjani Raman is the founder of Nutrition Tattva - a team of expert dietitians and nutritionists on a mission to make the world a healthier place. A practicing dietitian by profession, Ranjani s also a Pediatric Nutritionist, Certified Diabetes Educator, UGC certified for lectureship and a life member of the Indian Dietetic Association (IDA). She has counseled over 2,500 individuals, conducted more than 30 workshops, worked with 15+ health oriented businesses as a nutrition consultant and conducted Corporate Nutrition Sessions for reputed companies.

To know more about what she does, please visit: **www.nutritiontattva.com**



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Seen here, Sheesh Mahal overlooking the scenic Lake Pichola.

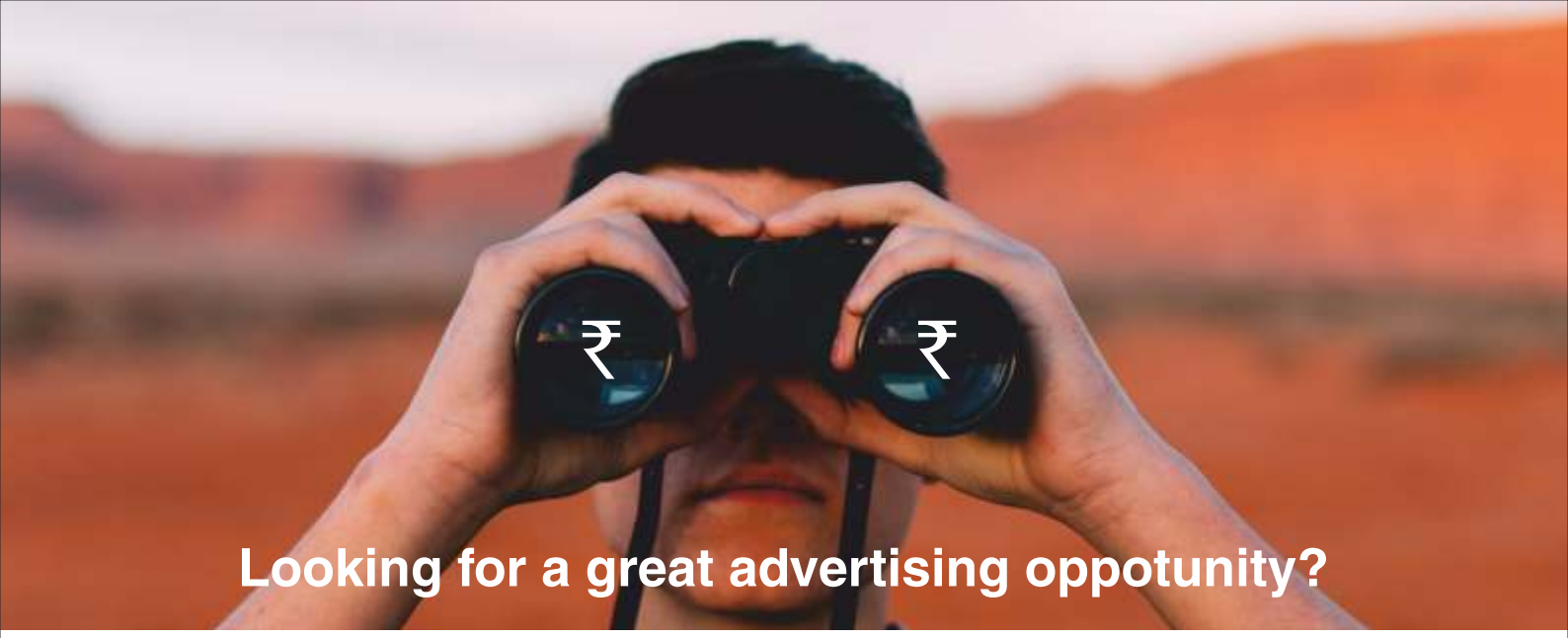
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Print media is an effective form of advertising. NAMASTAAI from TAAI is aimed at drawing attention of our agency members and their personnel. NAMASTAAI is now before you to support you in reaching your target audience. NAMASTAAI has unique features that will reflect the strength of TAAI and its dynamics, combining quality of sound-byte editorial with the fascination of new happenings and topical news of the industry.

DO JOIN US IN THIS FANTASTIC JOURNEY OF PROMOTING YOUR ORGANISATION

NAMASTAAI has high quality images for internal and external news represented with full colour and gloss, allowing a clearer picture of your product, giving the trade a better idea of your company and its portfolio. Whatever your demographic, rest assured that NAMASTAAI will guarantee that your advertisement reaches your intended audience. And remember the Shelf Life! Exclusive magazines are typically kept for a longer period of time and re-read often because of their excellent printing quality and content.

NAMASTAAI's REACH

Over 4,000 copies of TAAI's NAMSATAAI are sent to key leaders of our Travel and Tourism industry, besides TAAI members.

Our reach includes Travel Agencies, Tour Operators (Domestic, Inbound and Outbound), National Tourism Boards, Airlines, Hotels, Excursion Agencies, Government Tourist Offices, GDS Companies, Travel and Tourism Educational Institutes, Industry leaders in Government and Media.

There is an E-form of NAMASTAAI as well. It is placed on our popular website www.taai.in/ www.travelagentsofindia.com to help our reach go beyond India and to our overseas members/partners including Tourism Authorities.

Great advertising value to promote your product/services

You have an excellent opportunity to gain value for your investment.Reserve your space in advance to get the best position

Your investment can be cost effective, when you advertise in at least three issues.

NAMASTAAI is your opportunity **Grab It!**

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Here is a special offer for our members

Back Cover:	₹2 Lakhs
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Special rate for a minimum of 3 issues; 6 issues; or 12 issues

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E: taai@taai.in

TAAI presents the most innovative and inspiring **Digital Empowerment Program**

Two years ago - we at TAAI initiated a dream ... to Empower Agencies in India to go online. We envisaged this as the future... we were keen that members offer their specialized products services to other members too.

Today's scenario: Offline Agencies are losing customers, consistently. Many Offline Agencies are not getting new customers and corporates.

Convenience; Choice; Complexity; Cost and more importantly Younger Generations approach to online era - these are key market demands that are lowering sustainability levels of Travel Agencies.

Some more key reasons ...

- Agencies are now buying from intermediaries - the cost shoots up and one does not retain much.
- To go online and manage your own selling platform was a huge cost. Web Design; Web Hosting; Web Maintenance; Platform Integration; Look-to-book Ration; Technology Updates... all these cost money and prevented agencies from going online. The result is that one operates the Agency in a traditional way - not suited to meet the expectations of today's market.
- Unless you have volumes - you can't get the best price, *is the ruling dictum for buyers. The challenge is how can agencies with smaller volumes compete and survive?*

TAAI launched TAAI-Connect, during March 2018 at our convention to support the industry.

TAAI is a not-for-profit organization. Once we have substantial number of agencies connected on to TAAI-Connect, TAAI will have the teeth to negotiate the best fares for our Agencies.

To support financial securities to our suppliers, TAAI announced the '**Joint Bank Guarantee Program**' that will meet financial guarantees of suppliers.

It is an earnest effort - to help every Agency go online. here is how we are doing it.



TAAI's vision is to empower agencies sustain success levels and beat the competition. Today TAAI's goal is to offer Travel Companies - Technology, Web Design and Hosting; Integrations; Payment Gateway absolutely FREE of cost. And also offer them the capability to meet any other top OTA.

TAAI Presents to its Members
The sensational TAAI-CONNECT

It is your **Multi-level Selling Platform**. It's more than a **Marketplace**
It's NOT a WHITE LABEL - It's NOT a LOGIN PORTAL.
IT IS FOR YOU... to **Empower** you with ***your* content** or the content you choose

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GO ONLINE IN JUST 15 DAYS & START SELLING AIR AND NON-AIR PRODUCTS
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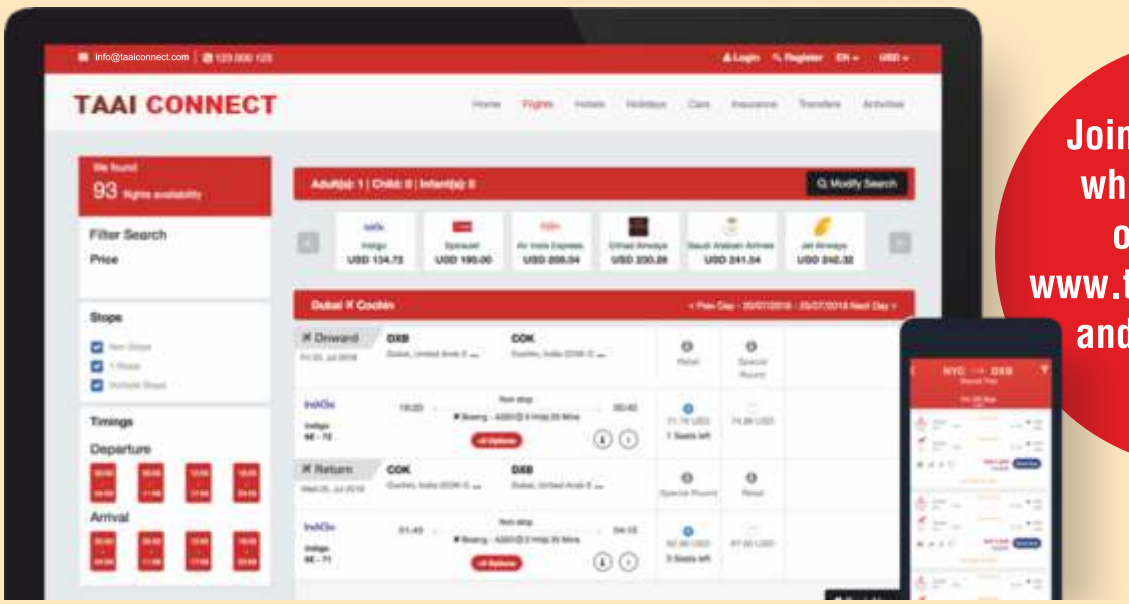
A rare opportunity to upgrade your Agency to higher capability levels. Get the **Fast-Mover Advantage** and take home benefits, right away!

Key features of TAAI-Connect

- Your own Website, designed with your Content too
- Integrated with your Multi-Level Selling Platform
- Integrated to your preferred GDS (Increase in your revenue segments)
- Option to choose "Partner GDS" (Your own agreement)
- Integrated with Your Ticket Stock
- Option to integrate it with your Consolidators Ticket Stock
- Your agency will have a B-to-C Platform
- You will also have a Mobile App Selling Tool with Voice Search
- You can have a Corporate Booking Tool
- Your agency can have a B-to-B Platform to manage your sub-agents
- Integrated with a Payment Gateway connected to your Bank Account
- Your Non-Air Content can be integrated into the Selling platform
- Option to integrate with "Partner Content" Hotels; Transfers; Tours & Packages; Car Rental; Cruises (proposed) and more
- You can integrate your own Insurance on to the platform

Time to multiply your capabilities.. Watch this video
https://www.youtube.com/watch?v=kdL0TgzuNJM

The specially created
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for non-air content (hotels/tours) can help you to avoid making deposits with suppliers.



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