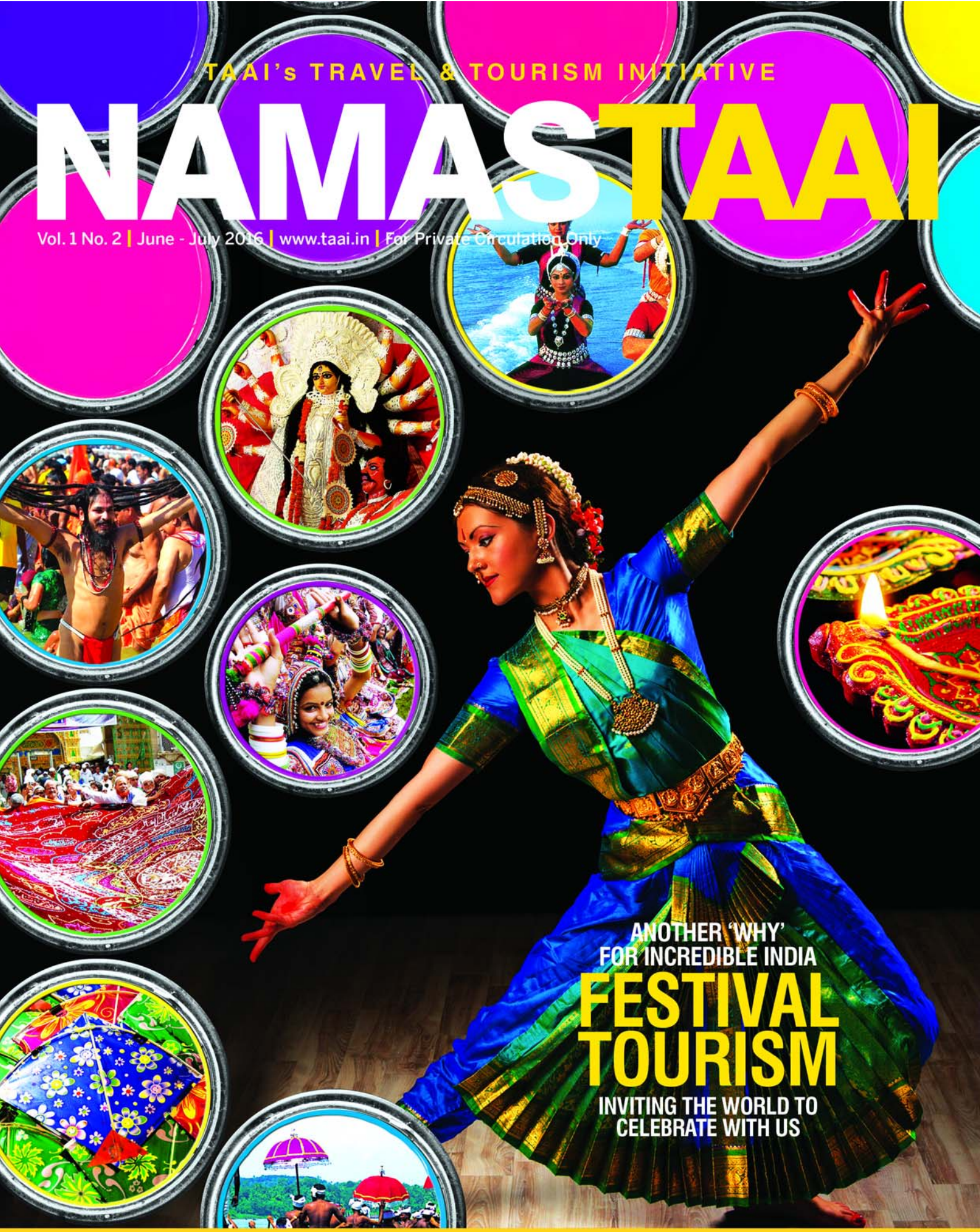
TAAI's TRAVEL & TOURISM INITIATIVE

NAMASTAAI

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THE PRESIDENTIAL ADDRESS

History begins every morning!

The challenge of living has always been and will continue to be, to surpass obstacles life tosses at us. Successful management is based on how well it can encounter a challenging environment. The market dynamics of any product or service seeking success is not merely dependent on how good it is – but in comparison, how unique & convenient it is. When one steers clear of competition, history is created.

We live in the most excitingly competitive era. Every morning, somewhere, somehow, there's history. Most creativity happened due to competition. Features of products or services are fine-tuned to better what's currently available. To be different and convenient is now a need. ***"If you don't have a competitive advantage, don't compete,"*** said Jack Welch, during whose tenure, GE's value rose 4,000%. Welch pioneered the concept of boundary-less behaviour which meant that we are open to the best ideas and practices from anywhere or anyone.

Here are a few recent startups which thrive on unique business approaches.

AIRbnb, a recent startup, allows users to rent out their spare rooms or vacant homes to strangers. It is said that AIRbnb will usurp InterContinental Hotels Group and Hilton worldwide as the World's largest hotel chain – without owning a Single Hotel. It surpassed 10 million stays on its platform last year, doubled its listings to 550,000 (in 192 countries) and it is said that it tripled revenue to an estimated US$ 250 Million.

Google's mastery did not end with search. It went on to many other fields. The Google Maps mobile app, which it revamped, is currently the most used app in the world. Even Google Now, the company's intelligent predictive assistant, is somewhat of a travel agent, suggesting flights, rental cars and hotel reservations based on the busy traveller's time and location.



There are thousands of weather apps. Over 100 good ones. But WeatherSphere, founded by ex-ebayer Raghav Gupta, puts them all to shame when it comes to travel. WeatherSphere's apps also employ "nowcasting", a feature that informs users the exact time a storm will hit and how long it will last. WeatherSphere has amassed 1.7 million paid users, which is a feat in such a crowded field.

PEEK, described by USA Today as "A travel-guide-book-meets-hotel concierge" is about putting a tour guide in customers' phones. Ruzwana Bashir's travel-experience site is often described as "beautiful" and "magazinelike" for the way it uses photography and big-name testimonials to help curate trips and events for vacationers. But PEEK, which takes a 15% to 30% commission from the event tickets it sells - Disneyland passes, wine-blending lessons in Napa - also stands out among the travel-startup crowd because of its growth, having expanded to 19 cities, including London and Paris.

priceline.co.uk introduced the concept of "name your own price" on late hotel room deals, where you place a bid for a hotel rate and if it's in the site's range, that's the price you pay. Savings on the quoted price can often be as much as 50%.

There are hundreds more. Each one writing history! The best part is that they have gone far beyond what many can imagine. Travel & Tourism, as an industry that's multiplying growth, offers exciting opportunities for its stakeholders. It does merit taking a deeper insight into our own practices – our approaches – to assess how much history we own. If we desire to surpass *"sustaining our current", we must optimise* this opportunity.

65 years of TAAI, is positive history. It matters that we inspire a change to meet new success levels. Education is to make us realise who we can be. Our clear focus is to guide our members unlearn to upgrade. TAAI is emphatic to create programmes towards this and to actively interact and it will.

There's a great lesson from Michael Hogan - ***"The measure of a country's prosperity should not be how many poor people drive cars, but how many affluent people use public transportation."*** Today, the measurements have changed. The goal posts are different. Success levels are determined by new norms. To experience the thrill of waves, we must get away from the shores.

Let's optimise the purpose of TAAI. It can help us to grow better, smarter and go published. Let's do it together.

With warm regards
Sunil Kumar R
President, TAAI
sunilkindia@gmail.com

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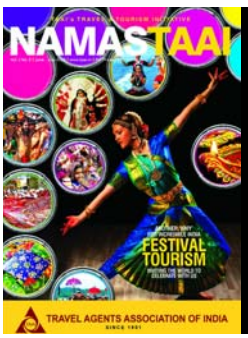


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ABOUT THE COVER IMAGE

The colourful fairs and festivals of India are exotic showcases of the country's rich cultural diversity. Promoted extensively by Incredible India and state tourism boards, these present an excellent opportunity to TAAI members to create interesting packages for their domestic and international clientele.

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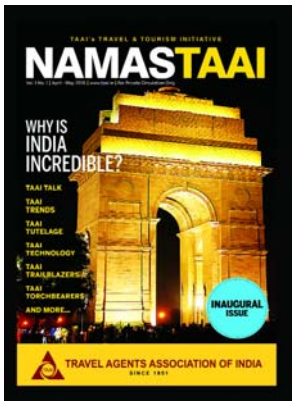
For responses, contributions, photographs for publication or advertising in the magazine please email to: namastaai@taai.in

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TAAI TWEETS

FEEDBACK ON NAMASTAAI

"Please accept our heartiest congratulations on the launch of NAMASTAAI. The book has come out extremely well and is loaded with good information. We wish every success to NAMASTAAI."

S N K Chidambara
CEO, Sri Sathya Sai Tourist

"Fondly, I went through NAMASTAAI just for its lovely name, and was delighted at the efforts made at the very first attempt. Hats off! Mr R Sunil Kumar has been a person full of potential. The magazine, a reflection on him, is a wonderful effort at recording and registering the on-goings for posterity. The selection, the lay-out and the overall impact, if not better, is certainly comparable to any magazine of the present times, whether travel related or not. Wishing you better days ahead."

Janardan Singhal
Vasundhara Travel Division, Bhopal, MP

"I read the first issue of NAMASTAAI recently and really liked the content of the magazine. The idea of having a travel magazine by the trade for the trade is indeed refreshing. The article by Birger Backman made an interesting read. Though there are various travel magazines one gets to read, the focus is seldom on the trade and its challenges , advertisement taking the centrestage ."

Anita Sharma, Director,
International Travel Forum

"Just received the inaugural issue of NAMASTAAI. Congratulations for the beautiful edition and for many more to come. Look forward to working with TAAI more closely. Please keep me posted with all TAAI and UFTAA activities."

June Mukherjee, Media Director, Fairfest Media Limited

"Let me congratulate the entire team for bringing out such a wonderful magazine. It is really very nice in look as well as the content. I am confident that your team will continue to do better and benefit all travel trade and all members."

Sushil Bhatt, CEO, Forval International Services Ltd

"Heartiest congratulations for the initiative of publishing the TAAI magazine NAMASTAAI."

Anil Kumar Bhandari, Chairman,
AB Smart Concepts, New Delhi

"Congratulations to you and your team for a great first issue of Namastaai. Keep it up, and keep it going. All good wishes."

Ajay Prakash
Chief Executive, Nomad Travels

"It was a great pleasure meeting you at the TAAI function on June 6, 2016 at Hotel Claridges. It reminded me of my old days when I was very active in TAAI and even had the privilege and honour of being its President.
It is very heartening to see that senior correspondents from such respectable newspapers are now taking interest in TAAI and its activities. TAAI needs exposure and I am sure you will find it convenient to provide it.
With best regards,"

Inder Sharma
Past President, TAAI

"I have very fond memories of my personal association with TAAI. Business environment has changed considerably since then, which requires a very professionally courageous entrepreneurship to survive. TAAI has been doing great work to guide and support the travel industry in the past and I am sure it is doing so with great vigour now. Wishing NAMASTAAI great success."

Arvind Parikh, Past President, TAAI

Gratitude
"We express our profound gratitude to the MEDIA for the excellent coverage that has been given to the launch of NAMASTAAI magazine. We are delighted that at our launch function in New Delhi on June 6, the Media was present in large numbers. "

TAAI Managing Committee

TAAI national office bearers meet Secretary Tourism

To jointly organise India Specialist Programmes

An exclusive joint meeting was arranged in Delhi on June 8, 2016 between Secretary Tourism, Vinod Zutshi and TAAI national office bearers: TAAI President, Sunil Kumar; Vice President, Marzban Antia; Honorary Secretary General, Bettaiah Lokesh; Honorary Treasurer, Jay Bhatia and TAAI Northern Region Chairman, Rajan Sehgal.



The meeting brought TAAI closer to Zutshi. Kumar apprised Zutshi of the role TAAI has played and will continue to play aggressively to promote India. Zutshi was presented with a copy of NAMASTAAI. Kumar informed that the magazine of TAAI is a prestigious industry magazine and TAAI will endeavour to promote India on priority. He added that this is one reason why the first issue of NAMASTAAI is dedicated to the subject, "Why is INDIA Incredible?" Zutshi complimented TAAI for embarking on such a project. He was also impressed to learn about TAAI and its large size with 20 Regions and Chapters that meet regularly to interact on industry matters. He was happy that most members are also actively involved in promoting inbound and domestic tourism, in addition to outbound, MICE and other related activities.

There was also a fruitful discussion on how TAAI and the Ministry of Tourism can jointly organise an India Specialist Programme, which TAAI is keen to launch, on the lines of "specialist programmes" that are offered by international tourism boards. Zutshi was keen that this combined project can take off successfully and opined that another meeting can be planned to review the subject in detail. The office bearers presented Zutshi with a TAAI memento and thanked him for his time in spite of his busy schedule.

CONGRATULATIONS, NARESH GOYAL!



You have made India proud!

TAAI congratulates Naresh Goyal, founder chairman, Jet Airways, for being re-elected on the Board of Governors of IATA, at the IATA AGM held at Dublin from June 1 to 3, 2016 and wish him all success in his endeavours on the IATA Board.

TAAI president was present at the IATA AGM at Dublin representing UFTAA as its president and personally wished Goyal on behalf of the TAAI Managing Committee and its chairpersons.

This would be the fifth successive tenure for Goyal on the IATA Board of Governors. Goyal is the only representative from India on this board and will participate in providing policy directives and guidance to IATA industry committees and to their subsidiary bodies and to facilitate further growth and development of aviation across the world. Goyal will serve a three-year term, lasting until the close of IATA's 75th AGM in 2019.

The launch of TAAI's NAMASTAAI



June 6, 2016 marked the launch of an exciting initiative from TAAI – the release of our very own travel and tourism magazine – NAMASTAAI. It is of great value to an association of 65 years that we have our own magazine.

NAMASTAAI is more than just a magazine. It is an excellent forum from TAAI. It shares the happenings at TAAI (TAAI TALK). It educates industry leaders on various updates on industry trends (TAAI TRENDS). There is education to help broaden our vision and go pro-active in the fast-changing market place (TAAI TUTELAGE – TAAI TECHNOLOGY). There is destination promotion (TAAI TRAVELOGUES – TAAI TOURISM). There is sharing of our impressive past – recalling our industry leaders and what TAAI always stood for (TAAI TORCHBEARERS). Importantly, there's an attempt to highlight those accomplished achievers from TAAI and to help share best practices (TAAI TRAILBLAZERS). And much more!

The first issue of NAMASTAAI is dedicated to promote India and the cover story featured, "Why is India Incredible?", which promoted the bountiful facets of India.



The first issue of NAMASTAAI is an 84 page magazine with multi-colour printing on quality art paper and has been designed impressively. The magazine, initially will be a bi-monthly publication.

NAMASTAAI was released through the hands of Dr Mahesh Sharma, Union Minister for Tourism, Culture and former State Minister for Civil Aviation. Dr Sharma spoke highly of TAAI and its contribution to the industry. His address kept the audience spellbound as he inspired the need to support growth in the industry. He thanked TAAI for its laudable role during the last 65 years. Dr Sharma often referred to the hi-impact address from TAAI President Sunil Kumar and said that such leadership is of great value to the development of a cause. Earlier, Kumar addressed the audience to revisit TAAI and appreciate the vast roles that TAAI and its members play to help contribute to the development of travel and tourism industry. He said, "We, as TAAI, are not limited in our membership whose activity is only ticketing. Our members account for large percentage of tourism business (outbound, inbound and domestic) and have been actively







The launch function was held at The Claridges, New Delhi and was extremely well attended by airline leaders, media, heads of technology companies including GDS, leaders from hospitality industry, leaders from VFS and more

promoting India. We, as members, are well-known in promoting large volumes of outbound to other destinations and offer tremendous service to the growing outbound traffic from India."

TAAI has been instrumental in promoting destination road-shows and "Destination Certification Programmes" through its vast network of 20 regional units, with regular meetings to offer a purposeful platform to attendees to network and learn from the various sessions. Kumar added, "TAAI is a unique association in India, with its 2,300+ members who are offered the opportunity to meet within their own regions, on a regular basis through which we foster partnerships with our principals /partners."

The launch function was held at The Claridges, New Delhi and was extremely well attended by airline leaders, media, heads of technology companies including GDS, leaders from hospitality industry, leaders from VFS and more. The managing committee of TAAI and its chairpersons from all over India were present at the launch ceremony. TAAI acknowledges with appreciation, the excellent hosting of the event by TAAI Northern Region and the valuable co-ordination done by the region's Chairman, Rajan Sehgal and the privilege of interacting with many members of TAAI Northern Region who attended the event.

TAAI expresses its profound gratitude to all the invitees, including the media, for their valuable presence and looks forward to continued support.


TRAVEL AGENTS ASSOCIATION OF INDIA
LAUNCH OF TAAI Magazine
NAMASTAAI


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Kudos


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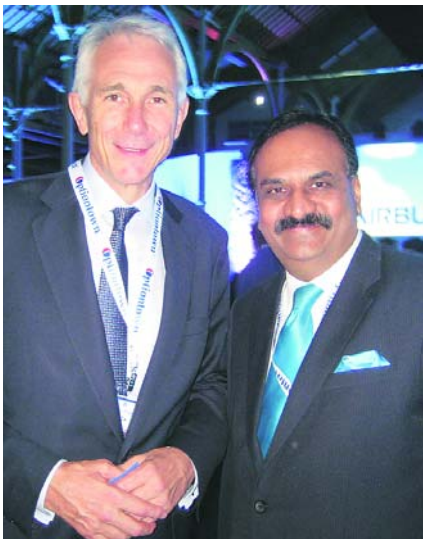

NAMASTAAI

TAAI President Sunil Kumar at IATA AGM in Dublin, Ireland

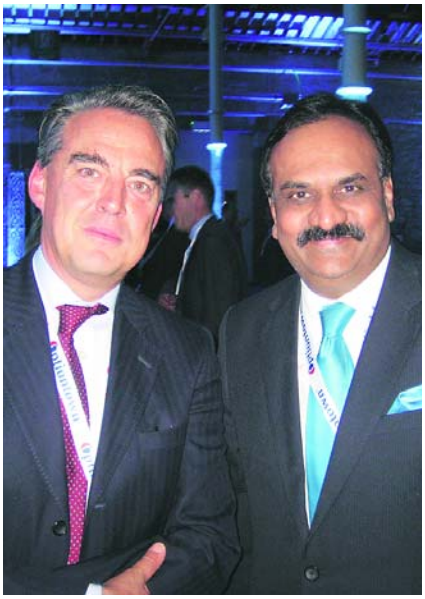
Representing UFTAA, President of TAAI and UFTAA President, Sunil Kumar, on the invitation of Tony Tyler, attended the 72nd Annual General Meeting of IATA, held at Dublin, Ireland, from June 1-3, 2016. "It was a rewarding experience," said Kumar, adding that the AGM gave an excellent insight into some future trends and matters which were on priority agenda of the airlines.

The AGM was held in style at the Dublin Royal Society adjoining the most outstanding Headquarters Hotel InterContinental, Dublin.

Tyler, the current Director General and CEO of IATA, has retired after serving IATA for five years. His leadership to the industry was highly appreciated. There were many accolades showered on Tyler. In his interaction with Tyler, Kumar complimented him for his successful leadership. Tyler fondly recalled his recent experience of visiting India and the interaction with the industry in Mumbai, which was organised by TAAI and TAFI. Kumar, on behalf of UFTAA and TAAI, congratulated the newly elected Director General and CEO of IATA, Alexandre de Juniac for being conferred with the privilege of leading IATA. He invited Juniac to visit India for an interaction with the industry.



Sunil Kumar with Tony Tyler (the outgoing DG & CEO, IATA)

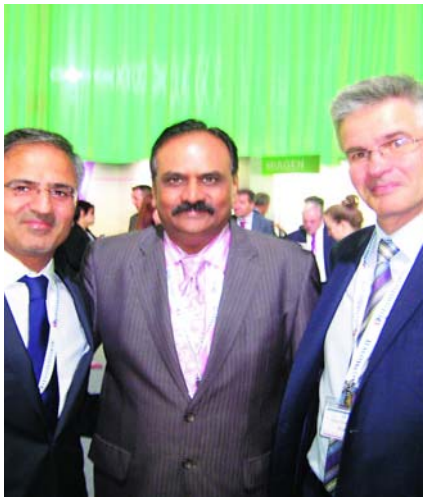


With Alexandre de Juniac (the new DG & CEO, IATA)

The AGM focused on various matters of interest and there were several panel discussions. Some airline heads addressed the AGM through a panel discussion on "CEO Insight". There were discussions on security systems including passenger safety, as well as support to wild-life conservation.

The evenings offered a great opportunity for networking to connect with the industry leaders from all over the world. Kumar optimised this opportunity, indeed. A meeting of importance was held with Aleks Popovich, Senior Vice President, Financial and Distribution Services, IATA. Kumar debriefed him on the APJC resolution which will be placed before the PA Conference for consideration of the amendment proposed by APJC India 890 Section 1.4.

The current resolution prohibits airlines from accepting travel agent corporate credit card and the amendment was to offer the airlines the discretion to do so. UFTAA will take up this matter at the PAPGJC meetings held prior to the PA Conference on behalf of TAAI, where the vote by the airlines will take place.



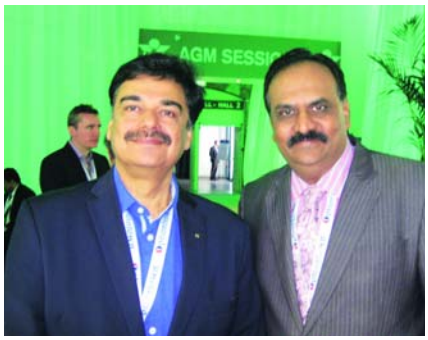
With Aleks Popovich, Senior Vice President, FDS – IATA and Amitabh Khosla, IATA's Country Director, India

Another important happening at the AGM was the election of board of governors of IATA. Naresh Goyal, founder chairman of Jet Airways, was crowned with this honour. Kumar congratulated Goyal on the same.

Snapshots of Changing of Guard



Entertainment programme on Day I of IATA AGM



Pankaj Srivastava, Director, Commercial, Air India (left)



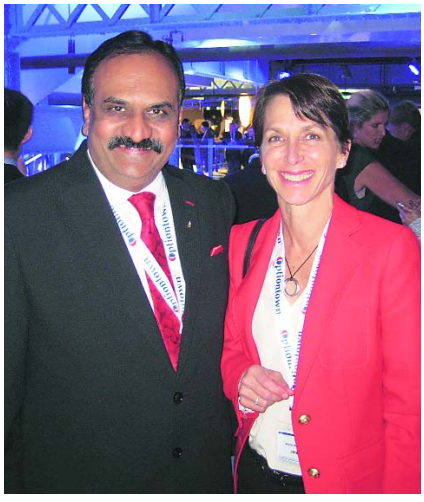
Anthony Quest of CNN (right) was the moderator of an important session by the airline heads



Fabrice Bregier, President and CEO, Airbus S.A.S, France (right)



Anti clock-wise: Sunil Kumar with David Scowsill, President and CEO, World Travel & Tourism Council; Mahmoud Dashash, President, Aurora Aviation SA, UAE; Emoke Hansagi, Commercial Administration, Aurora Aviation SA; Alex de Gunten, Business Development Officer, HEICO Aerospace Corporation, USA; Elijah Chingosho, Secretary General, AFRAA – African Airlines Association; Anil Tyagi, Editor, gfiles, New Delhi; Chris Zweigenthal, CE – AASA



Jayne Hrdlicka, CEO, Jet Star (right)

Airlines into high profits for the second consecutive year – A presentation at the IATA AGM

Systems-wide global commercial airlines	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015F	2016F
Operating Profit, $ billion	3.3	4.4	15.0	19.9	-1.1	1.9	27.8	19.8	18.4	25.3	41.7	55.0	58.6
% Margin	0.9	1.1	3.2	3.9	-0.2	0.4	4.9	3.1	2.6	3.5	5.5	7.7	8.2
Net Profit, $ billion	-5.6	-1.1	6.0	14.7	-26.1	-4.6	17.3	8.3	9.2	10.7	17.3	33.0	36.3
% Margin	-1.5	-1.0	1.1	2.9	-4.6	-1.0	3.1	1.3	1.3	1.5	2.3	4.6	5.1
Per departing passenger, $	-2.82	-1.93	2.22	5.99	-10.49	-1.86	6.45	2.90	3.08	3.41	5.20	9.31	9.59
Return On Invested Capital %	2.9	3.0	4.6	5.5	1.4	2.0	6.3	4.7	4.3	4.9	6.5	8.3	8.6

SERVICE TAX AT A GLANCE

(Includes Krishi Kalyan Cess: Eff. June 1, 2016)

We present the frequently referred to Service Tax ready reckoner – for our member agencies to refer to and be guided. Readers are requested to consult your own tax advisors / practitioners and what is given here is based on our consultant's interpretation and cannot hold TAAI and GMJ & Co responsible for any unintended mistake of interpretation or any action taken on the basis of this Note.

Category : Air Travel Agent – Air Tickets

A) Service Tax on 'Basic Fare' option
B) Service Tax on Mark up or Commission or Service Charge (An agency can opt for either option to commence effective 1st April and continue till 31st March and one cannot change the option while the financial year is in progress)

Air Tickets	A) Service Tax on 'Basic Fare' option
On commissionable fare of International Ticket	1.50 %
On commissionable fare of Domestic Tickets	0.75 %
Air Tickets	**B) Service Tax on 'Mark up / Commission / Service Charge' option**
On Mark up or commission or Service Charge (Cancellation Charges; Voiding Charges; No-Show Charges and any other service charge related to Cancellation / Amendments of Air Tickets.) NOTE: If ticket is issued by Airline/Consolidator than agent has to collect Service Tax from Airline/Consolidator and if agent has charged any additional service charge/management fee than he has to collect Service Tax from the client.	15 %

Type of Service : Tour Operator Services

Type of Service	Value	% of Service Tax
Hotel Booking / Accommodation only	On Total Value	1.50%
If following services as a part of Tour Package		
a. Hotel Booking	On Total Value	4.50%
b. Cruise Booking	On Total Value	4.50%
c. Train / Bus Booking	On Total Value	4.50%
d. Sight Seeing	On Total Value	4.50%
d. Transfers	On Total Value	4.50%
If following services are a stand-alone service		
a. Cruise Booking	On Total Value	4.50%
b. Sight Seeing	On Total Value	4.50%
c . Transfers	On Total Value	4.50%
d. Any other service	On Total Value	4.50%

Type of Service : Service Fee / Management Fee

a. Management Fees	On Total Value	15%
b. Professional Fees	On Total Value	15%
c . Consultancy	On Total Value	15%

Note: The possible scope of services (above) may fall under any of the description of services depending on case-to-case basis and how the customer wants the services from the Tour Operator

Type of Service	% of Service Tax
Car Hire / Car Rental charges to clients	
On Total Amount (with abatement)	6 %
On Mark up / Commission / Service Charge (without Abatement)	15 %

Type of Service: Rail Travel Agents Service

Type of Service Service charges on train / rail tickets bookings, if the same is done as a stand-alone booking	% of Service Tax
On Service Charge	15 %

Type of Service: Business Auxiliary Service

Type of Service (Commission Received)	% of Service Tax
a. Commission from hotels for booking accommodations	15 %
b. Commission from other tour operators or service providers towards Sightseeing, Transfers, etc	15 %
c. Commission from agent / transporter for booking / bus	15 %
d. Commission on Cruise bookings	15 %
e. Commission from car hire / Rental Company	15 %
f. Commission towards inbound and outbound package tours	15 %
On Commission / Professional Fees	
g. Agency charges to clients for selling of SIM cards or recharge coupon vouchers i. Any amount, by whatever name called, be it, consultancy charges, professional fees, etc. received by the unregistered travel agents towards mediclaim policies and travel insurance	15 %

Type of Service: Event Management

Type of Service *Planning or Organising an event*	% of Service Tax
On Management Fee or Professional Fee	15 %

Other Taxable Services:

Type of Service	% of Service Tax
1 Segment Payout received from CRS/GDS	
2 Visa and Passport assistance on stand-alone basis irrespective of whether the same is done directly through embassy or through a Visa Processing Center. On Commission / Professional Fees	15 %
3 Professional consultancy Visa and Passport assistance	
4 Professional Fees charged for assisting students in their admission process	

Type of Service: Travel Agent for booking of passage
(other than air/rail travel agents) Services

Type of Service	% of Service Tax
Service Charges on bus tickets booking, if the same is done as a stand-alone booking	15%

Krishi Kalyan Cess (KKC) (w.e.f June 1, 2016)

Kalyan Cess (KKC) has been introduced vide Section 161 of Finance Act, 2016 at 0.5 per cent on the value of all or any taxable services and is applicable w.e.f June, 1 2016.

However, the central government, by way of Notification No 35/2016-ST dated June 23, 2016, has exempted taxable services with respect to which the invoice for the service has been issued on or before May 31, 2016, from the whole of Krishi Kalyan Cess leviable thereon, subject to condition that the provision of service has been completed on or before the May 31, 2016.

In view of the exemption notification issued by the central government, no KKC shall be applicable on:

- Service completed on or before May 31, 2016, and
- Invoices for such service issued on or before May 31, 2016.

Accordingly, the amended table showing levy of KKC in various situations is given below:

Service Provided	Invoice Issued	Payment Received	KKC Applicable
Before 01.06.16	Before 01.06.16	Before 01.06.16	No
Before 01.06.16	After 01.06.16 but Before 14.06.16	But Before 01.06.16	No
Before 01.06.16	After 14.06.16	Before 01.06.16	Yes
Before 01.06.16	Before 01.06.16	After 01.06.16	No
Before 01.06.16	After 01.06.16	After 01.06.16	Yes
After 01.06.16	Before 01.06.16	Before 01.06.16	No
After 01.06.16	After 01.06.16 but Before 14.06.16	Before 01.06.16	No
After 01.06.16	After 14.06.16	Before 01.06.16	Yes
After 01.06.16	Before 01.06.16	After 01.06.16	Yes
After 01.06.16	After 01.06.16	After 01.06.16	Yes



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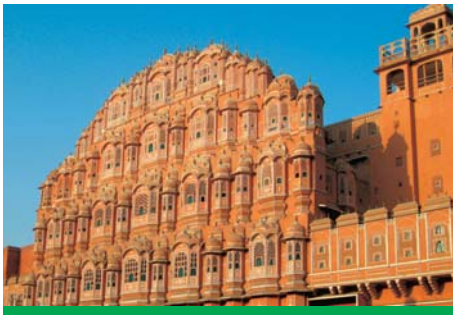
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TAAI Airline Council organises interactive meeting with Airline Heads in India

Partnering mutual growth – a healthy industry

In a first-of-its-kind initiative, TAAI organised a meeting with major airlines flying to India. The meeting was held on July 13, 2016 at Hotel Radisson, New Delhi. The purpose was to partner mutual growth and clear misconceptions and work a way forward so that the airlines and agents work under a cordial relationship. The airlines included Air India, Jet Airways, Emirates, Singapore Airlines, Lufthansa Group, Oman Air, United Airlines, Air Canada, Malaysian Airlines, Etihad along with Amadeus, Galileo and Sabre as GDS companies. IATA as well as FAITH were also present to give their perspective suggestions on industry growth.

TAAI's constituted Airline Council headed by Jyoti Mayal and co-chaired by Shreeram Patel organised the event and was attended by TAAI's Airline Council representatives from its 20 Regions and Chapters across India. The national office bearers: Marzban Antia – Vice President, Bettaiah Lokesh - Honorary Secretary General, and Jay Bhatia - Honorary Treasurer were also present along with members of the Northern Region. Air India's Chairman and MD, **Ashwani Lohani**, stated that they have taken all requests of the trade through TAAI from time to time and have also implemented the same so as to boost sales. Air India is ready to go the extra mile for its partners, he said. **Will Wolfgang,** Director - South Asia, Lufthansa Group, was very happy that this initiative taken by TAAI shall help the trade and the airline address their issues. He pointed out that the airlines and the agents have still not been able to convince the passengers to pay a service charge for the resource and skill used to sell a ticket. Once that is done, operational profits can be increased.

Expect more from us in the coming days stated Oman Air's Country Manager, **Bhanu Mohan Kaila**. TAAI and Oman Air share an excellent rapport and the airline was ready for increasing more seats ex-India. **Arun Pandeya,** Country Head, Air Canada said the airline is ready to work on opportunities to work a way forward through global trends and how we can get to better profitability. He stated alliances and alignment is working well in increasing growth. Jet Airways, Vice President, **Praveen Iyer,** Vice President - Commercial Planning & Strategy, Jet Airways stated travel agents can stimulate the market. Domestic travel is not a commodity anymore as carriers are offering price v/s product and value. There is no level playing field. There has to be a cost element for promoting value-adds and full service carriers. He also made a strong suggestion to TAAI to create a Think Tank between airlines and TAAI so that regular interactions can be had to make the industry healthier.

Harivinder Singh, Country Manager, United Airlines stated that 96 per cent of the sales is to agents. There is a trust deficit that is evidently seen between travel agents and airlines. We as equal partners should engage together to develop business. India is a hybrid market and we all sell airlines













POINTS OF DISCUSSION

- Web parity
- Travel agent corporate credit cards usage – airlines must support APJC India's initiative on reso 890 (m)
- Advertisements where agents are ignored
- Standardisation of date changes/ re-issuance/groups / rules & regulations
- Interline agreements need to be re–defined vis a vis re-issuance, names, date changes etc
- Airlines should have dedicated help desk / helpline for association members, ACMs to be given in a frame time
- Fares & YQ to be combined - fuel cost low, a limit to churning of bookings - some time needed
- Broaden selling platform- lesser risk
- Ancillary services to be renumerated
- Refunds - eg. visa rejection
- Frequent fare changes & policy changes create confusion
- Upgradation of information on GDSs

value to the customer stated **Tarun Sharma** of Emirates. The time has come when we all must embrace technology and work on a constructive dialogue to enhance business, mutually.

Amit Mehta, Country Manager - South Asia, Malaysian Airlines stated that controlling cost aggressively was the main agenda for all and we must ensure growth. **Sandeep Dwivedi**, CCO, Interglobe Technology Quotient stated that 20 per cent growth is expected year on year, but are we ready with the technology. GenNext can only be seen joining our industry through technological enhancements. Rich content needs to be portrayed. Maximising revenues through selling ancillaries. GDS cos are preparing for the same. He further pointed out that today agents are not agents to the passengers or the airline, they are professionals. **Rajiv Bhatia,** CCO, Amadeus stated that this forum organised by TAAI was one of the first where GDS companies are involved too. The travel agents face the end consumer. The revenue earned by the airlines per km is less than what we pay for taxis. GenNext must come back as we as an industry have lots to offer.

Salil Nath, Regional Sales Manager, Central & North India, Etihad Airways, stated that the concept of lowest logical fare must go. We should sell a product and service that is offered. It's high time branded fares must be sold and fare choices must be discriminated clearly. IATA was represented by **Rustom Cavina,** Manager - India, IATA. IATA is coming up with IBSP and working on NDC/global insurance and many such products which shall facilitate the trade. Easy pay which is being launched soon, shall bring legacy and low cost airlines on the same platform.

Consulting CEO of FAITH, **Aashish Gupta** sighted points for partnering a win-win growth for all. Partnership is when it is WIN-WIN & Profitability (one on one), profitability (through market expansions). Revenue growth should be on space seat sold. He opined that training by the airlines is a must. They must educate and train the agents so as to give product knowledge and upgrade their skills. He also stated there has to be blitzing, assistance in working capital, feedback on customer experiences, scenario-driven planning and sell-out optimisation. During the discussions TAAI Vice President **Marzban Antia** cited the need for most airlines to enforce and adapt to Travel Agent Corporate Credit Cards. This shall bring financial stability in the market. A detailed presentation was made which the airlines were eager to take up individually with TAAI. **Jyoti Mayal**,













Chairperson of the Airline Council and MC member said that this was the first time that airlines and agent association have come under one roof to clear their misconceptions and work for a way forward in making their relations as well as the industry healthy. These interactions shall continue on a regular basis apart from one-to-one meetings with each airline. Points and questions were driven by members of the Airline Council of TAAI from pan India and representative members from across the country were here to give their feedback and inputs to the airlines. TAAI has collated generic questions which the members had raised by not being specific to any airline.

Complimenting this move of supporting the TAAI initiative, **Shreeram Patel,** Co-Chairman of the Airline Council and MC member said that this meeting shall not only take our relations a long way, but this shall be the beginning of a new chapter promising growth and success for the airlines and the travel agents. Honorary National Treasurer and Chairman Tourism Council, **Jay Bhatia** stated that today, TAAI members would support the airline that were a part of its PPP (preferred partner programme) which ensured growth and profitability to the member agents. The airlines will accept that today, majority of the business is driven by the travel agents but the airlines are overlooking them. This interactive meeting with the airlines shall not only foster the ties and mend relations but also ensure stability and enforce confidence in the members. In his vote of thanks to the airlines/GDS companies and IATA, **Bettaiah Lokesh**, Honorary Secretary General, TAAI stated that this historic interaction is a learning process for all of us and we all are determined to grow so as to ensure a WIN-WIN for the entire trade.

TAAI OFFICIALS

Designations	Name
● Chairman, Northern Region	**Rajan Sehgal**
● Honorary Secretary, Northern Region	**Neeraj Malhotra**
● Indraprastha Travels Pvt Ltd, Northern Region	**J N Behl**
● Nitco World Travels, Northern Region	**Ravi Nanda**
● Honorary Secretary, Southern Region	**Shahul Hameed**
● Safeway Travels, Eastern Region	**Samar Ray**
● BCD Travel India Pvt Ltd, Western Region	**Aletta Dias**
● Honorary Secretary, Karnataka Chapter	**Amish Desai**
● Chairman, Gujarat Chapter	**Paras Lakhia**
● Freedom Holidays Pvt Ltd, Goa Chapter	**Martin Joseph Thypodath**
● Aadesh Travels Pvt Ltd, Saurashtra-Kutch Chapter	**Gopal Unadkat**
● Chairman, MP & CG Chapter	**Manish Sharma**
● Grand Travel Planners (P) Ltd, Chandigarh Chapter	**Kanwaljit Singh**
● Chairman, UP & UK Chapter	**Sunil B Satyawakta**
● Mayfair Airtravel Services Pvt Ltd, UP & UK Chapter	**Sharad Thadani**

AIRLINE OFFICIALS

Ashwani Lohani, Chairman & Managing Director, Air India
Meenakshi , Amresh Choudhry, Air India;
Rajiv Varma, Sales and Marketing Manager, Singapore Airlines;
Anil Parashar, President & CEO and **Sandeep Dwivedi,** CCO, Interglobe Technology Quotient;
Salil Nath, Regional Sales Manager, Central & North India, Etihad Airways;
Tarun Sharma, Senior Vice President - Commercial Operations, Emirates;
Arun Pandeya, Country Head, Air Canada;
Will Wolfgang, Director - South Asia, Lufthansa Group;
Bhanu Mohan Kaila, Country Manager, India, Oman Air;
Harvinder Singh, Country Manager, United Airlines;
Ragini Chopra, Vice President - Corporate Affairs & Public Relations, Jet Airways
Praveen Iyer, Vice President - Commercial Planning & Strategy, Jet Airways
Alok Sawhney, Head - North India & Nepal, Jet Airways;
Rustom Cavina, Manager - India, IATA;
Sunil Kumar, Head of Sales, Thai Airways;
Rakesh Bansal, CEO and **Rajiv Bhatia**, CCO, Amadeus;
Amit Mehta, Country Manager - South Asia, Malaysian Airlines.










Amadeus

























TAAI Managing Committee meets in Kolkata

Interaction with TAAI Eastern Region
Well hosted by GPS – Global Panorama Showcase

TAAI Managing Committee is an important meeting that spans over two days and is attended by the members of the Managing Committee (MC) as well as the Chairpersons of our 20 Regions/Chapters across India. It is held for about six to eight times a year and is eagerly awaited in view of the high profile of partcipating members representing all the regions of the country. The MC deliberates on the TAAI Agenda and concludes on several matters pertaining to the active role of TAAI, its Regions & Chapters and the various initiatives TAAI takes up from time to time. In most cases, the MC offers an opportunity for the members of local Regions & Chapters to interact with the MC.





The MC meetings are well hosted by our associates – Tourism boards /authorities, hotel partners, trade fair organisers and those who are associated with the industry. The MC meeting of TAAI for the month of July, was held on July 28 & 29, 2016 at Kolkata and was chaired by our President, Sunil Kumar. This time, the MC was associated with the GPS – Global Panorama Showcase, who invited TAAI MC to associate with their trade exhibition in Kolkata. GPS were excellent hosts and TAAI MC was delighted to have participated in their exhibition that showcased various sellers and buyers to promote tourism. The Chairman of GPS, Harmandeep Singh Anand, who himself served on the MC for over seven years was also acknowledged by TAAI at the event.

THE MANAGING COMMITTEE DELIBERATED ON THE FOLLOWING KEY AREAS:

- A comprehensive review of the TAAI-IATA Joint Bank Guarantee Program that was successfully launched effective July 1, 2016 involving 98 members. The way forward to monitor the program and to open the same to new members by January 2017 were reviewed.
- Airline Council's recent meeting with 11 airline representatives in New Delhi on July 13, 2016 was reviewed and it was decided that we must continue the dialogue to bring both, the agents fraternity and the airlines, closer to support a healthy industry in favour of both.
- NAMASTAAI, the first issue, was released on June 6, 2016 and the second issue for June and July will soon go to the press.
- A review of the recently concluded "Annual Member Meetings" held as per our schedule throughout the country by the Regions & Chapters and closing on the schedule for the Annual General Meeting of TAAI. Administrative matters including reviewing the performances of our Secretariats was also taken up.













- The various options available before TAAI to organise the TAAI Convention during 2016 were also deliberated in detail. TAAI will soon announce the venue for its 63rd convention.

- Role of TAAI in associating with the government and review of our participation in various activities that support our contribution to the development of the industry, viz: TAAI's participation on the Airport Advisory Committees, TAAI's partnership with educational institutions, particularly signing up with more universities /colleges and to support them by our guest lectures as well as presentations that will benefit the students. Other areas where TAAI is actively involved were also reviewed.

- A detailed review of our various key committees – our Allied Services including our connect with Passport Departments, Embassies & High Commissions including our strong and growing partnership with VFS; review of our membership and development; technology and bringing more support to our membership; Airlines Council and tourism activities; legal and other related matters.

- TAAI will aggressively focus on some more new approaches including image building as well as supporting the end consumer.

- TAAI to soon launch the TAAI 20 Cricket Matches across India .

- A detailed review of the functioning of our Regions/Chapters. TAAI's growing structure of 20 Regions & Chapters is unique to TAAI and we are delighted that these Regions & Chapters meet regularly and connect well with all authorities within the region/state.

- On July 28, 39 members of TAAI Eastern Region, joined the MC members for an interactive session where there were updates shared and a Q&A was also conducted effectively. Eastern Region is one of the oldest and most prominent regions of TAAI and it was truly a delight to witness the interaction with the members including many of them who have over 25 years passionate association with TAAI. The members of Eastern Region lauded the manner in which the current committee of TAAI has taken up several unique initiatives and said it is heartening to continue being a member of TAAI.

TAAI launches TAAI-IATA Joint Bank Guarantee Program



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AGREEMENT

THIS AGREEMENT is made on this the 30 day of May 2016 between TRAVEL AGENTS ASSOCIATION OF INDIA, a Company incorporated under the Companies Act, and having its Registered Office at 2D, Lawrence and Mayo House, 276 Dr. D.N. Road, Mumbai - 400 001 hereinafter referred to as "the ASSOCIAITON" or TAAI, (which expression shall, unless repugnant to the context or meaning thereof be deemed to mean and include its successors and permitted assigns) of the ONE PART AND

Two years of hard work finally earned us positive results. After successfully convincing the airlines to propose the Joint Bank Guarantee Program through an APJC decision and importantly earning concurrence of the PA Conference, TAAI achieved a major milestone with the launch of TAAI-IATA Joint Bank Guarantee Program. For over 20 years, TAAI had successfully managed the Program. Over 250 members of TAAI were benefitted. However, its discontinuance by IATA and insistence for a PA Conference approval was a challenge which the current TEAM of TAAI took up rigorously and effective July 1, 2016, the TAAI-IATA Joint Bank Guarantee Program has kicked off.

It was during September 2014 that TAAI made a representation to IATA at the San Diego, USA, PA Conference (Passenger Agency Conference) to adopt the APJC resolution to introduce Joint Bank Guarantee in India. TAAI President Sunil Kumar, was allowed to make a third party presentation to the Conference (a meeting of over 200 airlines). An interactive debate on the merits and threats the Program posed lasted for over 40 minutes. Finally, PA Conference approved with a unanimous vote to accept Joint Bank Guarantee in India. This is truly historic and a great record indeed. The Joint Bank Guarantee is for one year, valid upto June 30, 2017 and shall continue annually giving room for review of the existing participants and also be open to new members. In our first phase, this year, we have 98 Active Members chosen for this Program. Starting from ₹15 lakh, the slabs go upto ₹1 crore as financial security to IATA.

This is a global record and is very unique to India. There are hardly any other countries that have had the distinction of offering their members a Joint Bank Guarantee option towards their financial security to IATA, as was offered by TAAI

This is a global record and is very unique to India. There are hardly any other countries that have had the distinction of offering their members a Joint Bank Guarantee option towards their financial security to IATA, as was offered by TAAI. The Program which commenced in the early 90s offered members the opportunity to pool in their respective financial security to IATA rather than pursuing with their respective bankers for a separate Bank Guarantee. Under the concept of "mutual-liability", this Program brought in huge savings to members in the past, says Kumar, who had also managed the Program successfully for over 6 years. Airlines in India have been happy about the Program presented by TAAI, he added.

Oman Air celebrates 23 years of India operations



Oman Air had recently hosted an Iftaar dinner and trade felicitation meet at Trident Hotel, Mumbai. Paul Gregorowitsch, CEO, Oman Air, along with Ihad Sorial, Senior Vice President, International Sales, Oman Air, were in India to thank the trade for the support over the years.

Speaking on the occasion, Gregorowitsch was overwhelmed with the continued support of the Indian travel trade. He emphasised that Oman Air was keen to start operations from more cities in India, subject to permissions being granted by the Ministry of Civil Aviation in India. Oman Air, the flagship carrier of the Sultanate of Oman currently operates 11 destinations from India, the latest being Goa which was started last year. The airline would first increase the frequencies from current destinations from 126 flights a week to over 175 per week by 2018. Welcoming the new civil aviation policy of India, he was confident that soon the Indian government would open up skies to airlines within 5,000 km as well. He also stated that they are seeking more seats ex-India in the bilateral agreements between the two countries. Oman Air was ready to invest in Indian carriers due to the opening up of FDI in aviation in India. India is one





of the fastest growing economies in the world and for Oman Air, it is extremely important to tap this huge potential.

Adding to what the CEO said, Bhanu Mohan Kaila, Country Manager – India, Oman Air, stated that maximum business and support to the airline over the years was given by travel agents and the airline would increase its interactions and support to their trade partners. "The airline's projected fleet by year 2020 is expected to reach 70 aircraft from the current 57," informed Kaila. TAAI's Vice President, Marzban Antia, congratulated Oman Air CEO for the achievement in enhancing phenomenal growth and connectivity between Oman and India. A plaque was presented to Gregorowitsch on behalf of TAAI.

Antia requested the CEO to look into various issues faced by the Indian travel trade, and was assured all support in enhancing sales on Oman Air. Sorial too, was presented with a plaque by TAAI's Honorary National Treasurer, Jay Bhatia, for growth and enhancing trade sales between India and Oman. The evening was attended by member agents in the company of the entire Oman Air India team.

TAAI WR with VFS on streamlining visa process

June 17, 2016 was a red letter day for VFS WR and TAAI Western Region







It was time to set a way forward for travel trade fraternity and VFS to come together and work more closely. The only way was to sit together, have an open discussion, to build up trust, faith and also to understand and realise that travel trade fraternity and VFS are in business. After intense persuasion, VFS WR agreed to meet for an open heart-to-heart discussion with the intent to understand each other. TAAI WR committee comprising of Sampat Damani,

Chairman; Sameer Karnani, Secretary; Madhuri Kanga, Treasurer and ably supported and guided by TAAI's national Vice President Marzban Antia and national Treasurer Jay Bhatia who met Monaz Billimoria, Head of Operations, West, South India and Sri Lanka, VFS Global; Mohammad Aamir, Deputy General Manager, West India, VFS Global and a team of senior managers, lead managers and unit heads on June 17, 2016, in Mumbai for a deliberation.

The agenda was long and it covered virtually all facets of day-to-day operations and issues arising thereof, lasting for nearly two hours. Both sides agreed to look towards finding solutions to several issues faced in consultations and approval of the various missions. The deliberations were friendly, fair and healthy with both sides taking a lot of positives, echoing sentiments that such discussions should be held more regularly. The evening concluded with a spirit of bonhomie over cocktails and dinner.













Southern Region invited by US Consul General

Celebration of 240th Anniversary of US Independence

TAAI Southern Region Chairperson, Hema Chander and T Devaki, Managing Committee member, were specially invited by Consul General of the United States of America, Chennai, Phillip A Min and Eun Young Lee to the grand celebration of the 240th Anniversary of US Independence on June 28, 2016, wherein the evening programme was dedicated to celebrating cinema.

Eminent film personalities and industrialists were invited, such as renowned Tamil and Bollywood icon Kamal Hassan and Nasser, President, South Indian Film Chamber of Commerce. The latter's speech on how Hollywood movies have influenced Indian cinema was well appreciated. Guests were excited to participate in photo shoots with popular Hollywood actors' life-size photo stands.



Southern Region interacts with VFS

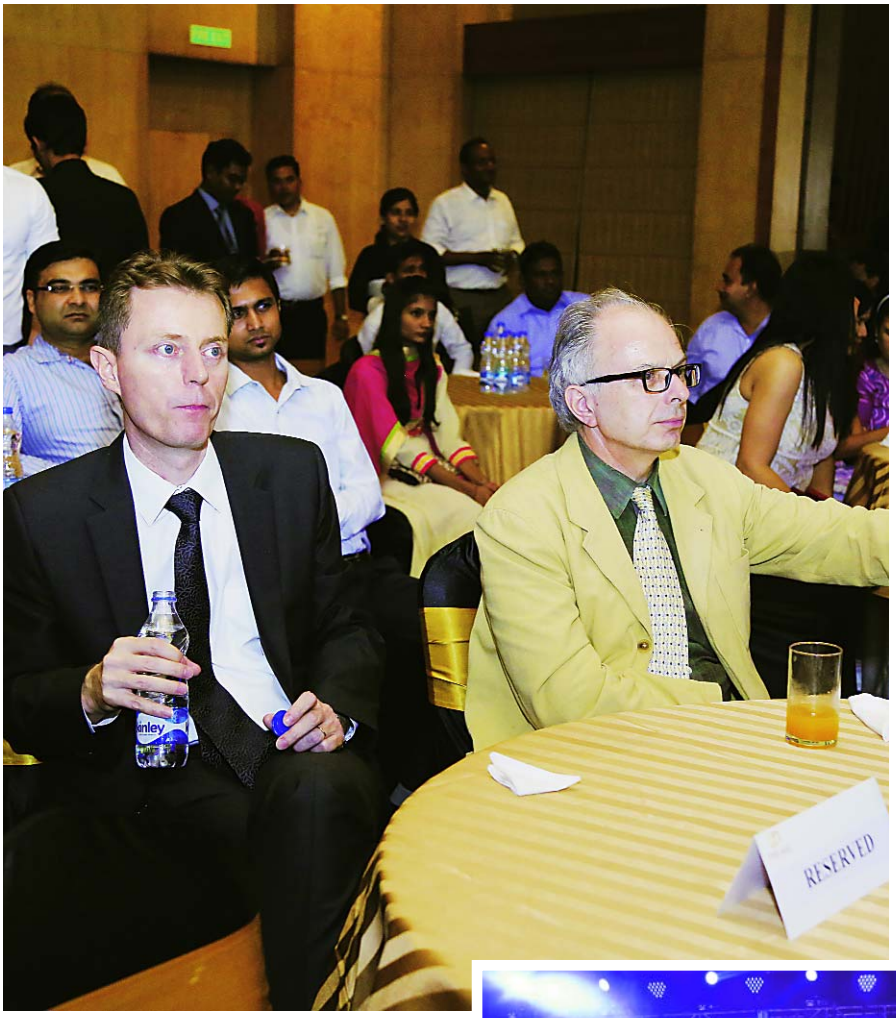




TAAI Southern Region members interacted with the VFS team in Chennai on July 12, 2016 in a session involving the visa processing staff. The 110 members present were able to present their queries to the VFS staff, all of which were suitably addressed. Such successful interaction helps the agents to understand visa documentation better; members appreciated the session arranged for them. Chairperson Hema Chander with her team, MC members, T Devaki and R Venkatchalam, were present.

Eastern Region's Annual Bash

It's all about the bonding...







TAAI Eastern Region recently organised its popular annual get-together 2016 for its members and the travel trade in Kolkata, which was well attended by the travel and tourism fraternity of the Eastern Region.

The region's office bearers and members, along with their family members, representatives of different state tourism boards based in Kolkata, India Tourism officials, representatives of different private and foreign airlines, officials from the Netaji Subhas Chandra Bose International Airport, as well as representatives from different consulates and embassies based in Kolkata attended the evening's function.

Devesh Agarwal, Chairman, TAAI - ER, after welcoming all the guests, urged all the stakeholders to work closely and promote the Eastern region as a preferred tourist destination, although the beauty of the East, its diversity in culture, art and literature is well known to tourists.

Late evening saw a steller musical performance put up by a song-and-dance troupe that got everyone up on their feet. In a Lucky draw at the end, some members won return air-tickets for a couple. All in all, it was a grand night of meeting and bonding that brought people closer.

Vikas Sarawgi, Secretary, TAAI - ER and Chandra Prakash Poddar, Treasurer were also present on the occasion.

TAAI MC joins Northern Region meet





On June 6, TAAI NR organised its regular meeting to coincide with two main events - the 6th Managing Committee meeting of TAAI as well as the launch of TAAI's Travel Magazine, NAMASTAAI, which it hosted!

The well attended meeting had presentations on subjects of interest. Sunil Kumar, President TAAI, addressed the NR and debriefed the members on the various new initiatives TAAI has taken including the launch of our own magazine NAMASTAAI, which was responded by the members with excitement. He also announced that the TAAI IATA Joint Bank Guarantee Program has been successfully launched and we are all set to have the scheme function effective July 1, 2016, with almost 100 members participating. He said this will be an annual program and anticipated that many more would join by next year.

He said that TAAI is working on several other matters including Travel Agency Credit Card; formation of National Councils with representatives from all Regions/Chapters to be involved in 4 key areas – Airlines Council, Tourism Council, Membership Council & Allied Services Council. He also addressed a Q&A and appreciated and thanked the role played by NR and its leadership.











India - Thailand Joint Business Forum



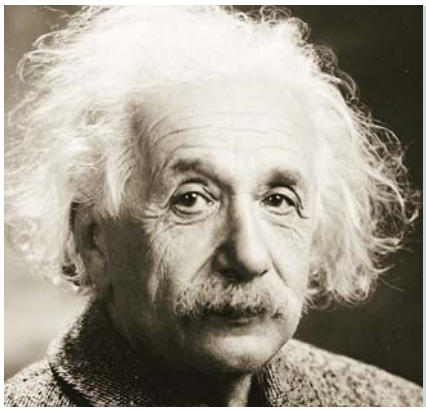


At the India Thailand Joint Business Forum organised in Delhi, on the occasion of the state visit to India on June 17, 2016, of the Prime Minister of the Kingdom of Thailand, General Prayut Chan-o-cha, along with a high power delegation, at the invitation of the Prime Minister of India, Narendra Modi, TAAI was represented by Northern Region Chairman Rajan Sehgal on an exclusive invitation. The forum was hosted by Federation of Indian Chambers of Commerce & Industry (FICCI), Confederation of Indian Industry (CII), and ASSOCHAM.

This was the first visit by General Chan-o-cha after becoming the Prime Minster of Thailand on May 26, 2014. He was accompanied by his spouse, associate professor Naraporn Chan-o-cha, and a high-level delegation including Deputy Prime Minister, several cabinet ministers, senior officials and business leaders. Thus the India-Thailand Joint Business Forum held its first meeting during the visit. The meeting was a fruitful step in India's excellent relations with Thailand, as it is an important and integral component of India's strategic partnership with ASEAN.

India and Thailand have strong economic synergies and the diversifying profile of growing bilateral trade and investment reflects the growth and maturity of the interaction between the two economies. In 2015, more than one million Indian tourists visited Thailand and over 100,000 Thai tourists visited India

India and Thailand have strong economic synergies and the diversifying profile of growing bilateral trade and investment reflects the growth and maturity of the interaction between the two economies. In 2015, more than one million Indian tourists visited Thailand and over 100,000 Thai tourists visited India. General Chan-o-cha made his appreciation known for the role of Indian travel industry in promoting Thailand, and assured to send and promote India, especially the Buddhist Circuit.



"We owe a lot to the Indians, who taught us how to count, without which no worthwhile scientific discovery would have been made"

Albert Einstein

Goa Chapter holds meet with Indonesian Consul General and ITPC Chennai

A fruitful meeting was arranged by TAAI Goa Chapter's office bearers - Chairman Arif A Razaq, Secretary X Peres and Treasurer Sita Antao - for its members, with Saut Siringoringo, Consul General of the Republic of Indonesia, Indonesian Consulate General, Mumbai and Muhammad S Akhyar and officials of Indonesian Trade Promotion Center (ITPC), Chennai. Hosted by the Chapter at the Kenilworth Beach Resort & Spa, Utorda, Goa, the Consul General was accompanied by his officials: Hariyanta Soetarto, Consul (economics); Charly John, Administration and Protocol Officer; Muhammad S Akhyar, Visa Officer; Vijay V Tawde, Assistant (economics); and Walfred Tagor Manihuruk, Director, ITPC Chennai.

It was well attended by members who interacted with the officials, discussing tourism aspects that would benefit both, Goa as well as Indonesia, and how agents from Goa could visit Indonesia too. Siringoringo ended the meet by inviting them all to Indonesia, hosted by the consulate.









Gujarat Chapter holds meeting amidst nature









Nimba Nature Cure Village is tucked away in Baliyasan, Mehsana, about 50 km from Ahmedabad



TAAI Gujarat Chapter's Chairman, Paras Lakhia and his office bearers Virendra Shah, Secretary and Prashant Madlani, Treasurer recently arranged a one-of-a-kind Chapter Meet at Nimba Nature Cure Village – Western India's largest naturopathy, Ayurvedic, Yoga and meditation and physiotherapy centre in Gujarat – tucked away in Baliyasan, Mehsana, which is about 50 km from Ahmedabad, on the Ahmedabad-Mehsana Highway. After the meeting, members headed out to the village earnestly. After all, it was a unique opportunity for them to rejuvenate themselves. A total of 25 members partook the facilities offered at the Village. It was a night stay literally in the lap of nature!

Members undertook various activities like aquatic Yoga, Raga therapy, mud therapy etc. It was indeed a day of great relaxation for members. The centre's wide range of therapies and massages include, to mention a few, full mud bath, partial or full body massage, deep tissue, steam, sauna, hip bath, spinal spray, foot and arm bath, colon therapy, acupuncture, asthma bath, and many other services.

It was a great experience for each and every member. In today's stressed-out world, who wouldn't want to experience a holistic body treatment that purifies, rejuvenates and heals for perfect balance between one's mind, body and soul, and keeps one connected with the nature?

Yet another university signs MoU with TAAI

UP & UK Chapter initiative

TAAI's strong connectivity with universites to promote tourism studies continues. More universities are getting associated with TAAI.

Through the order passed by the Registrar of Lucknow University, dated July 22, 2016, vice chancellor of Lucknow University has accorded approval to TAAI to be associated with Institute of Tourism Studies, University of Lucknow, for enhancing quality of courses towards development of tourism. The team of TAAI UP & UK Chapter, led by Chairperson Sunil Satyawakta, has played an important role in getting this relationship going and will consistently co-ordinate the activity of TAAI's support to the university from time to time.



TAAI's active role on Airport Advisory Committee

UP & UK Chapter Chairman represents TAAI

TAAI's Regions & Chapters continue to contribute towards development of services at various airports of India. TAAI chairpersons are invited on the Airport Advisory Committees to represent TAAI and support deliberations.

The Airport Advisory Committee of Chaudhary Charan Singh International Airport, Lucknow was held on July 23, 2016 and the Chairman of TAAI UP & UK Chapter, Sunil Satyawakta, actively participated in the deliberations.

Besides the Chairman, Member of Parliament, Kaushal Kishore and the Co-Chairman and Minister of Higher Education, Sharda Pratap Shukla, this meeting was attended by the District Magistrate, Senior Superintendent of Police, Commandant CISF, airlines, directors and various government officials.





Iftaar in UP & UK Chapter



The ninth month in the Islamic calender, Ramadan, also known as Ramzan, is a period of prayer, fasting, charity-giving and self-accountability for Muslims all over the world.

Uttar Pradesh is well known for its Iftaar parties, where people of all religions get together to break the fast (*Roza*) and pray for humanity. Oman Air invited its agents and associates for one such Iftaar party at Hotel Levana, Lucknow, where TAAI members interacted with one and all present and it certainly turned out to be an evening of great bonding.



The Chapter's newly enrolled active member, Travel Care, headed by Farhan Warsi and Rais Ahmed also organised an Iftaar party for the travel trade and associates at Hotel Silvet, Lucknow. The new member made it a great evening for the guests and it was a great opportunity for them to meet other members of TAAI.

MP & CG Chapter organises tourism workshop in Bhopal



TAAI MP & CG Chapter Chairman, Manish Sharma, and his office bearers - R Agnihotri, Secretary and H S Jadon, Treasurer, recently organised a day-long tourism workshop at Bhopal. The workshop was conducted by Subhash Motwani of Namaste Tourism. A well-attended programme, the workshop covered beautiful destinations of Spain, Portugal, Croatia, Serbia and Montenegro.

Members were enriched by the presentation and the product knowledge that was imparted, accompanied by visuals and suggested itineraries. In the travel trade industry today, it is important to have such programmes, so that members in turn, can sell their products better to their potential clients.

Motwani is the Founder Promoter of Namaste Tourism and is the first certified instructor in the world to offer seven IATA qualifications for travel, tourism and cargo industries.



Product knowledge enhancement for Chandigarh Chapter members

Baljit S Shergil, Chairman, TAAI Chandigarh Chapter and his office bearers Anil Anant, Secretary and N Kumar, Treasurer, organised a meet for members on June 10, 2016, inviting officials from VFS Global Services and TrawellTag to give instructive presentations.

Dev Karvat, Managing Director, TrawellTag, and his team made the first presentation in detail about 'Why insurance is so important to be added in one's travel plans'. Sharad Gowani, head of operation –North India, East India, Nepal and Bangladesh, for VFS Global Services and his team explained about visa application submissions through VFS Global. There were lots of queries for both the products.

The focus was to obtain updated information and how to enhance product knowledge, so that agents can impart this in turn to their clients. In today's travel industry, it is highly important to be well conversant with all visa rules and regulations and insurance modalities.









Special presentations held for Punjab Chapter members



Rajeshwar Kumar Dang, Chairman, TAAI Punjab Chapter and his team held their Chapter Meet on June 9, 2016, and announced the forthcoming AGM after which members were treated with interesting presentations on North Tours Dubai, Air Arabia and Hotel Movenpick, for their products and services. Rajiv Verma, Country Head, North Tours Dubai; Amit Nagrath from Air Arabia; and Puneesh Gulati, Director of Sales – India, Hotel Movenpick gave their knowledgeable presentations and seemed to enjoy all the questions put to them by the members.

M S Bhatia of M/s Bhatia Travels and Amit Kukkar of M/s World Travels were thrilled when their names were announced in the lucky draw for two tickets for the sector ATQ-DXB-ATQ, sponsored by Air Arabia, land arrangements by North Tours Dubai and hotels by Movenpick. The evening ended with a sumptuous dinner and vote of thanks.

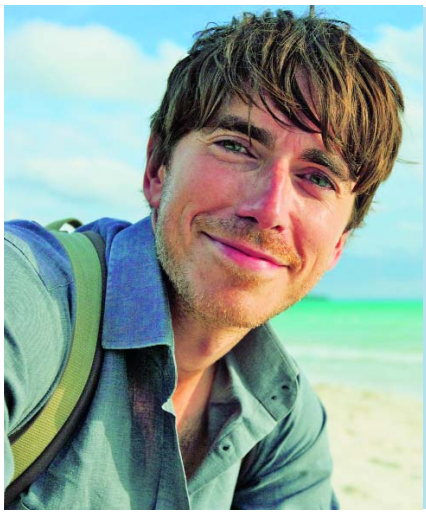
TAAI Punjab Chapter members were treated with interesting presentations on North Tours Dubai, Air Arabia and Hotel Movenpick, for their products and services

Karnataka Chapter Chairman at special programme by Department of Tourism

The department trains and appoints licensed 'Tourist Guides', and deploys 472 'Tourist Mitras' to safeguard tourists across state



The Department of Tourism, Government of Karnataka, issued Guide Licences and ID cards to new 'Tourist Guides' who have completed the comprehensive guide training programme at various universities. This programme was titled "Licensing of Trained Tourist Guide & Induction of Second & Third Batch of Tourist Mitra programme" in Bengaluru on June 16, 2016. The ceremony was inaugurated by R V Deshpande, Minister for Large and Medium Industries and Tourism, Government of Karnataka, along with P C Mohan, Member of Parliament, Bangalore Central and B N Manjunatha Reddy, mayor, Bruhat Bengaluru Mahanagara Palike.



"Responsible travel will give you a far more richer experience. It's not about where you go now, it's more about what you do and how you do it. We often hear that tourism can be destructive but my trip to the Indian Ocean showed me just how many marine parks and national sanctuaries are supported entirely by money from visitors. If we don't go to these places, they will be destroyed."

Simon Reeve, British author and TV presenter

High speed cruise in Kerala connecting Kochi and Kozhikode to be launched soon

Ross Masood, Chairman, Kerala Chapter and Hari K C met with port authorities and confirmed the arrival of the high speed hydrofoil from Greece. He is happy to inform that much to the delight of commuters between Kochi and Kozhikode and a relief from the crawling traffic on the already cramped highway, the news of the arrival of the high-speed luxury cruise boat, all the way from Athens, Greece, has generated great enthusiasm and expectations from within and outside Kerala.



The hydrofoil boat cruise boat, perhaps the first of its kind in India, will connect the two major cities via the shipping channel from Kozhikode's Beypore port to Kochi's Marine Drive in a two way journey, which is an initiative of the Kerala Port Department initiated by the previous Government of Kerala. The official launch is expected to be in September 2016, which would turn out to be the perfect Onam gift to Keralites, when the entire region turns into festive mode as the service is due to start during Onam festival time.

The cruise time is expected to be around three hours as the boat is expected to do a cruise speed of 30-40 knots per hour. The fare works out to ₹1200 per passenger out of which ₹200 will be given by the government as subsidy for each passenger, keeping in line with its policy of promoting both inland and outland navigation. Cochin Port Trust, in a welcome move, has proposed that the port authority would be waiving off the port-related charges to facilitate the service.



The double-engined boat will be using the waters within the 12 nautical mile region and the service will be limited to day time only. The boat will have a capacity to accommodate 150 passengers, however, the port department will be issuing permission for only 120 passengers to start with. Hari K C said, "Another high-speed service is expected to be launched soon, connecting Kochi with the capital city of Thiruvananthapuram through the shipping channel between Bolgatty and Vizhinjam and will definitely be a boon for the tourist destinations of Fort Kochi and Kovalam."



TAAI members are keenly looking forward to these initiatives.

Pune Chapter meeting at Phaltan

Exploring a new destination

TAAI Pune Chapter held its 5th Chapter Meeting at Phaltan, Satara district, Maharashtra. The meeting was hosted by Jakson Inns Hotel. Chapter Chairman, G Krishna, informed that his members were happy to explore this lesser known destination with world-class hospitality.

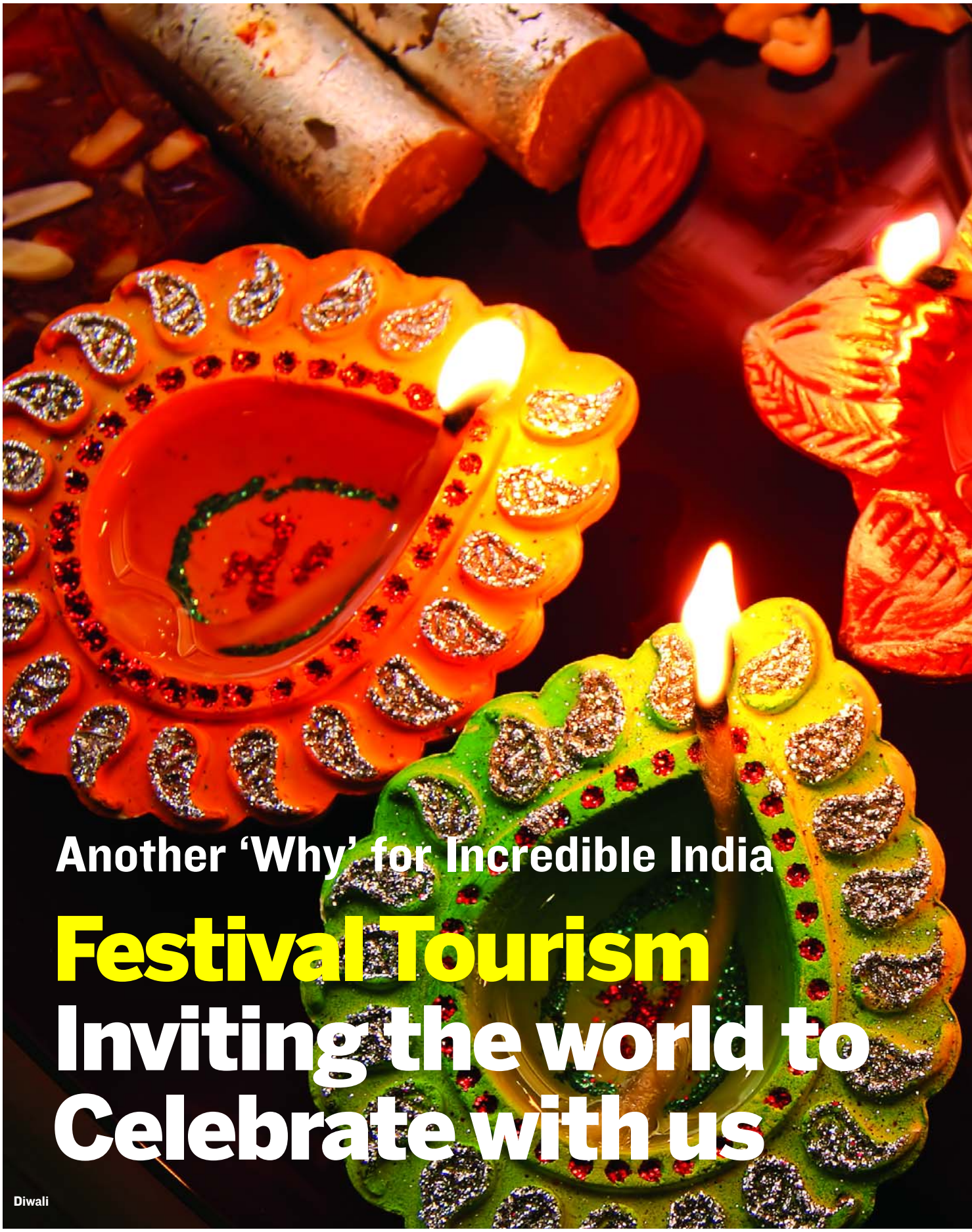
Members learned many facts about the area including that Chhatrapati Shivaji Maharaj's first wife was from Phaltan. Members also visited the Royal Palace and Agriculture Development Board, Baramati.

Highlight of the trip was the high tea under the towering wind mills made memorable by the team of Jakson Inns. Post meeting, a product presentation was done by the hotel team for the members to learn more about the properties. Bahram, honorary secretary, proposed the vote of thanks. The evening concluded with members enjoying live orchestra and a sumptuous dinner and took home beautiful memories of Phaltan.





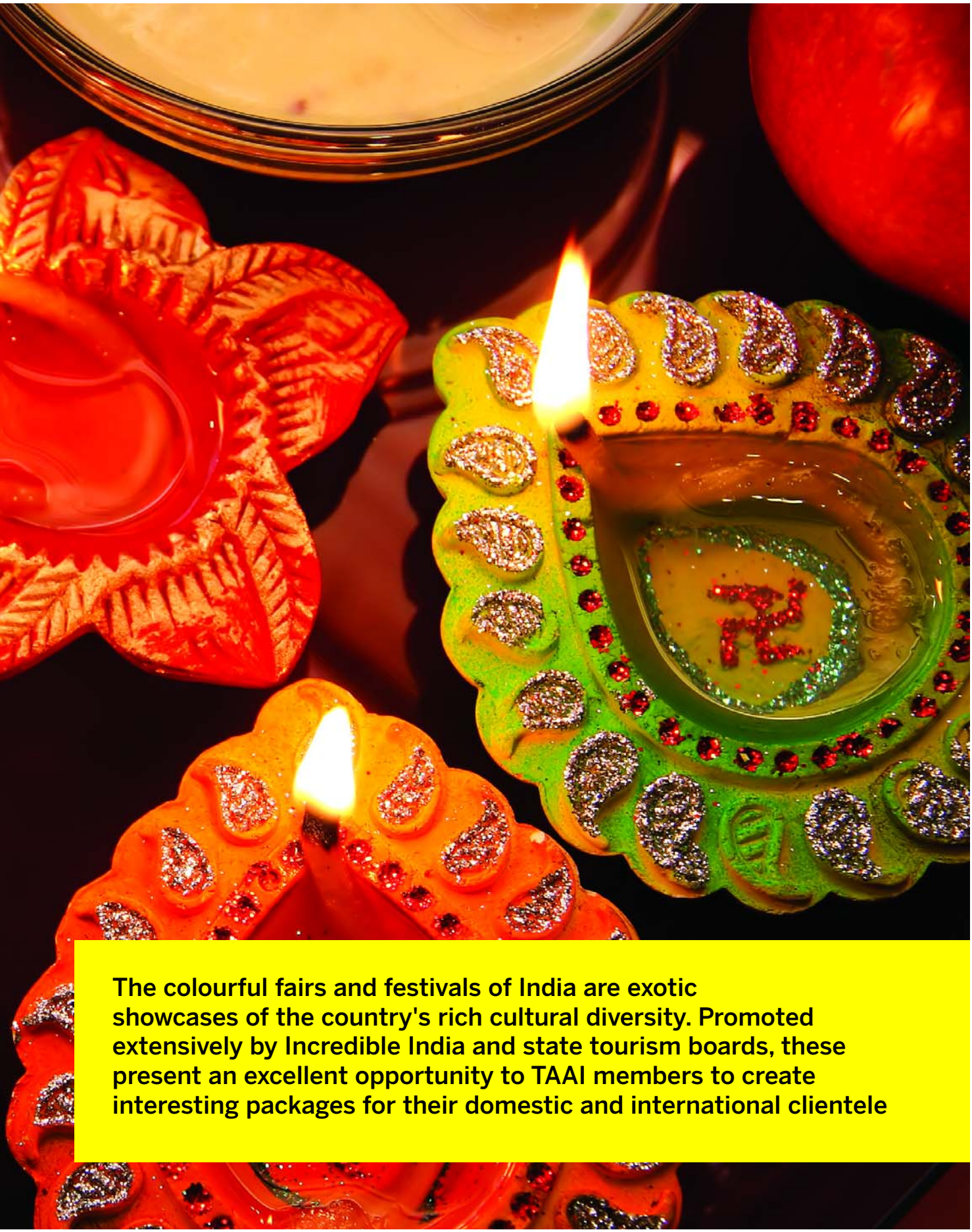




Another 'Why' for Incredible India

Festival Tourism
Inviting the world to Celebrate with us

Diwali



The colourful fairs and festivals of India are exotic showcases of the country's rich cultural diversity. Promoted extensively by Incredible India and state tourism boards, these present an excellent opportunity to TAAI members to create interesting packages for their domestic and international clientele



Pushkar Fair

India and her diversity is her biggest USP. The travel and tourism industry has continuously tried to pitch India as 'one nation, many experiences'. An intrinsic element of this experience is the plethora of fairs and festivals that exist in the country, both cultural and religious. Celebrations range from honouring gods, the elements, rivers, trees, mountains, seasons and much more. They not only include fasting and prayers, but also music, dance and drama. Colour, contribution, enthusiasm, prayers and rituals are the characteristics of Indian festivals. In addition to the age-old ones, there are new ones hitting the limelight every day.

Almost all Indian states and their official tourism board websites have an extensive list of fairs, festivals, cultural events which can attract tourists to India. Over a period of time events which have created global buzz like the Pushkar and Nagaur Fairs in Rajasthan, Kumbh Mela



Ajmer Sharif Urs Festival



Uttarayan

and also the festivals of Pongal, Onam, Diwali, Ganesh Chaturthi and Holi are becoming important. There are more festivals which have seen growing interest like Makar Sankranti which is celebrated across the country in varied ways, or the beginning of spring/summer in April known as a Baisakhi, Bihu, Vishu, etc, celebrated across the country.

Doing their bit are the tour operators in India with customised packages. The states on their part have also become proactive. Gujarat promotes its Kites Festival, Rann Utsav and Global Bird Watching Conference with great gusto. Rajasthan has been on the forefront thinking of Pushkar Fair, and Desert Festival as big draws for foreign arrivals a decade or so ago. West Bengal Tourism Department is using social media to promote Durga Puja. Nagaland brings together all its tribes to celebrate the Hornbill Festival in December.

TAAI has over a thousand tour operators who specialise in Domestic and Inbound Tourism, promoting India in a big way. Surely, one can get connected to our specialist consultants and celebrate tourism in India. Contact us at namastaai@taai.in We will get you connected with a country-wide network

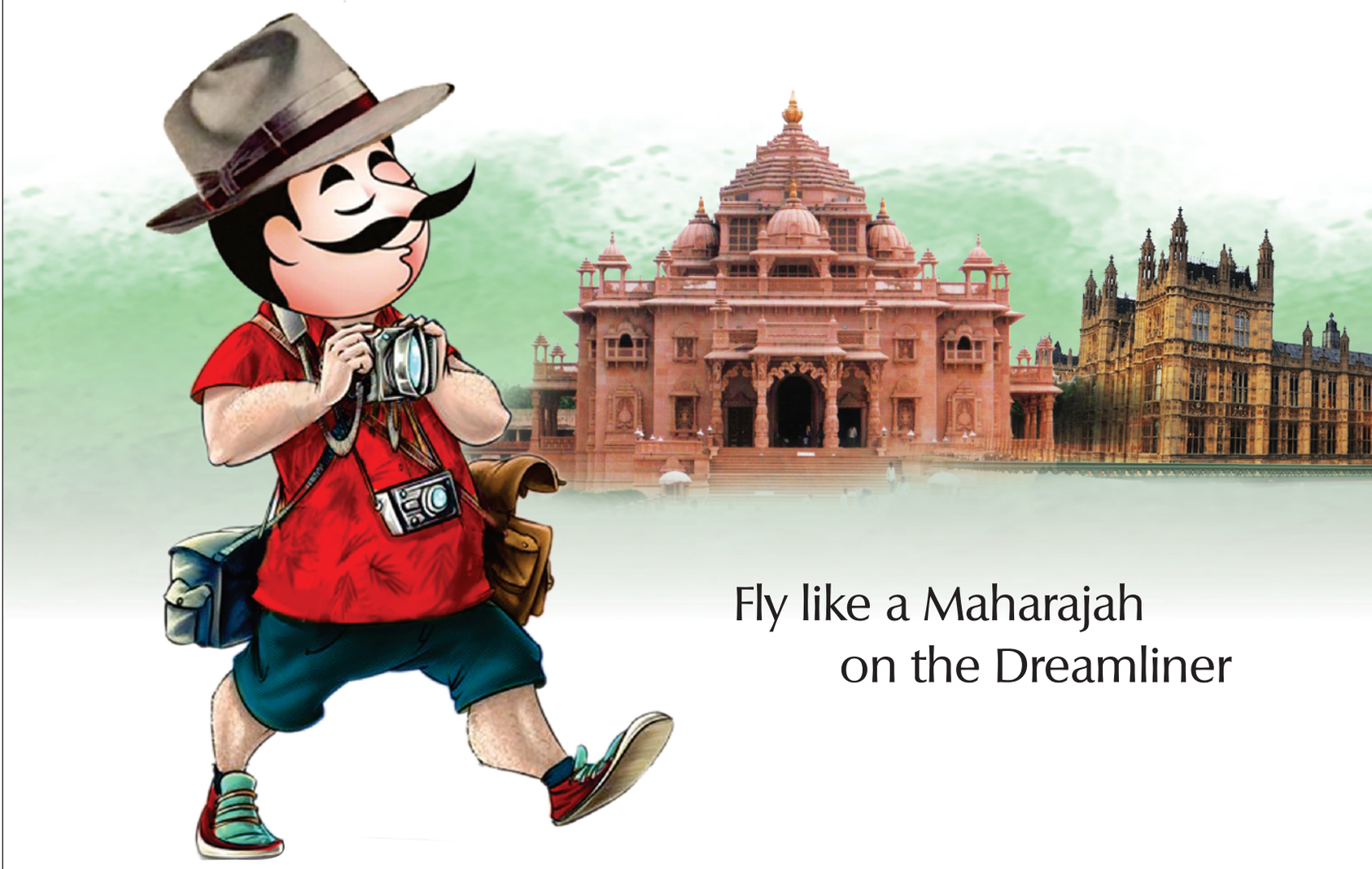
The number of tourists coming in for the diverse festivals of India is on the rise, what is needed now is a streamlined and clear product development and of course upgrade of the lagging infrastructure.

UTTARAYAN OR INTERNATIONAL KITE FESTIVAL

Gujarat has been actively promoting the International Kite Festival for some years now. It is celebrated every year on January 14 and is also commonly known as Uttarayan and Makar Sankranti in north India. In Tamil Nadu, this festival is celebrated as Pongal on the 15th of the month . According to the Hindu calendar, this day marks the beginning of summer and people are seen gathering on rooftops dotting the blue sky with colourful kites. There is a special Patang Bazaar in Ahmedabad that is open 24 hours a day for all the kite lovers to stock up for the festival. The fun continues as the sun goes down because the kite flyers are seen flying bright white colored kites. The major centres of kite-flying are in Ahmedabad, Surat, Vadodara, Rajkot, Nadiad, among others while the International Kite Flying competition is hosted in the Sardar Patel Stadium in Ahmedabad. Uttarayan in

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Newark - London - Ahmedabad								
Flight no.	Route	Days	Dep. Time	Arvl. Time	Route	Days	Dep. Time	Arvl. Time
AI 172	Newark - London	1,5	2230	1015+1	London - Ahmedabad	2,6	1230	0200+1
AI 172	Newark - London	4	0020	1205	London - Ahmedabad	4	1400	0330+1

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Kumbh Mela

Gujarat is seen as a joyous occasion that brings people together. Many Gujaratis who have moved abroad, specially come back to celebrate the festival with family and friends.

KUMBH MELA

The largest congregation of people anywhere in the world, the Kumbh Mela or Kumbh festival highlights those sights and sounds that are extraordinary and often unbelievable. Kumbh Mela is organised every three years in Prayag, Haridwar, Nasik and Ujjain while a Maha Kumbh at Prayag is held once every twelve years. Attended by millions of people, sadhus and devotees, the month-long festival is collectively organised by the government, local authorities and the police. Temporary huts and cottages are built to accommodate the visitors with necessary platforms, civic facilities, administrative and security measures in place. The festival holds great religious significance as the sadhus gather for the holy bath. Depending on the position of the moon and the sun, the astrologers decide an auspicious bathing time. The first to hit the water are the Nag Sadhus, who see themselves as guardians of faith. According to the ancient rituals a dip in the



Hemis Festival



Navratri



Durga Puja

holy water of Ganga is said to ward of negativity and old sins. Due to its cultural significance it attracts people from overseas.

DIWALI

The festival of lights, Diwali is celebrated with great fervour and enthusiasm across the country. The word is derived from Sanskrit word *Dipavali*, meaning 'rows of lighted lamps'. According to the Hindu beliefs, when Rama and Sita returned to Ayodhya after an exile of 14 years defeating Ravana, the people welcomed them with lighting of lamps and diyas. The festival holds great cultural significance in the Hindu religion as it symbolises the inner light that protects us from darkness. It is also believed that Goddess Lakshmi, the goddess of wealth showers blessings on people on this auspicious day. The markets are shut down for the day as people decorate their houses and light up their homes for the evening prayers. Every home resonates the positive energy as the family lights diyas to welcome Goddess Lakshmi. For all business this festival also marks the beginning of a new financial year. Diwali has become more of a national festival as it is celebrated in different ways among Hindus, Jains and Sikhs.

NAVRATRI

Navratri is a nine day festival celebrated in the worship of the Hindu goddesses Durga, Lakshmi and Saraswati. It falls twice a year once in the beginning of summer and again at the onset of winter culminating with Dussehra, a few days before Diwali. The festival is celebrated all over India but in different ways. In western region, specially in the state of Gujarat it is a joyous occasion where people step out to enjoy the garba nights or dandiya raas. It is very well known for its lively energy and endless entertainment. In West Bengal, it is celebrated as Durga Puja where people gather in pandals and worship the goddess Durga. In the northern region, people fast during the day and feast on special navratra cuisine at night. Each day comes with its own significance according to Hindu beliefs and people worship different forms of the goddess.

DURGA PUJA

Durga Puja is a joyous celebration in West Bengal. The celebration starts in the



Onam

Ashwin month of the Hindu calender which usually falls in the month of September or October. The entire state of West Bengal comes alive with elaborate pandals on every street and corner. The centre of the attraction at these pandals is the ten armed goddess of Durga riding the lion. The idol is worshiped with great devotion as people visit to pray for blessings. There are food stalls and other attractions at the pandals attracting locals to indulge in festive celebration. The last four days of the festival are *saptami, ashtami, navami* and *dashami* which are also celebrated as Dussehra or Navratras in other parts of the country. Over the years the festival has garnered the love of people who see it as a time to enjoy family reunion and social gatherings.

ONAM

Onam is a ten day festival majorly celebrated in the state of Kerala. It falls during the Malayali month of *Chingam* (August - September) and marks the homecoming of legendary King Mahabali. Also known as the Harvest Festival, it is the national festival of Kerala celebrated with great fervour and zeal. People use varieties of flowers to create *pookalam* designs. Snakeboat races and exotic Kaikottikali dance are also organised as part of the festivities. The most important day of this ten day festival is Thiruvonam. The traditional feast prepared on this day is called *Onasadya* and people savour it along with payasam. There is great enthusiasm among people who move out of the houses to witness the local dances and participate in the boat races. Onam has been part of the Malayalee culture for centuries and is today a major tourism draw in Kerala.



HEMIS FESTIVAL

Ladakh's Hemis Festival is celebrated on the 10th day of the Tibetan lunar month which is remembered as the birth of Padmasambhava, the founder of Tibetan Buddhism. The day is declared as a state holiday as local people and tourists from all over the world gather to enjoy the festivities at the monastery. Locals dress up in traditional clothes to be a part of the two day celebration by indulging in the dances and feasts. Hidden behind the conventional masks, the priests perform an impressive masquerade. Cham is a sacred dance performed by the lamas in masks. This is accompanied by musical drums and long horns as the dance continues. While the masks are the most important part of the dance, the music adds to the thrill of the festivities. A fundamental part of the tantric tradition, chams are only performed in monasteries that practise the Vajrayana teachings of Tantric Buddhism.

KONARK DANCE FESTIVAL

Konark Dance Festival glorifies the rich heritage of this country. The five day festival held in February every year sees renowned classical dancers from all over the country get together to pay tribute to the Sun Temple at Konark. It is organised by eminent Odissi guru Gangadhar Pradhan's Odisha (Orissa) Dance Academy in association with the Eastern Cultural Centre, Kolkata at Konark Natya Mandap. This cultural festival celebrates the Odissi, Bharathnatyam, Manipuri, Kathak and Chau Dances in their purest forms. The festival starts after sundown and and open air auditorium resonates with the sound of ghungroo bells, flute and percussion instruments. A crafts mela is

also organised at the festival offering an array of regional handicrafts and delectable cuisines. The fact that national and international artists gather to perform at the festival makes it more unique.

AJMER SHARIF URS FESTIVAL

Ajmer Sharif's Urs festival is held every year in the memory of Saint Khawaja Moinddin Chisti. Devotees from across the world congregate to honour the death anniversary of the Sufi saint. It is said that the saint died after moving to a cell in isolation for six days. Therefore the festival is also celebrated for six long days ending on the sixth Rajab called the '*Chati Sharif*'. The city is beautifully decorated to celebrate the fair and welcome devotees who gather to offer prayers at the dargah. '*Nazrana*' comprising of jasmine and rose flowers, sandalwood, perfume and other things are also offered along with the prayers. A ritual of offering '*chadar*', '*gilaph*' and '*neema*', which devotees carry on their heads is also practised. Another famous ritual to celebrate this auspicious festival is singing of *qawwalis* in the evening. These devotional renditions are a highlight of the festival.

PUSHKAR FAIR

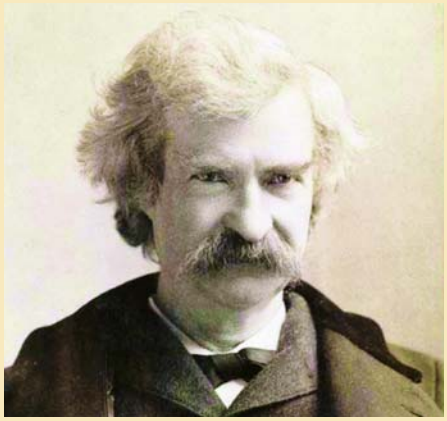
Pushkar Camel Fair has been increasingly attracting inbound tourists since last decade. Locally known as the Pushkar Mela, it is a camel and livestock fair held in the town of Pushkar between the months of October and November. The fair sees musicians, dancers, acrobats, snake charmers and carousel riders gather from neighbouring villages. The camels are shaved and made to dance in colourful costumes. Villagers mainly come to buy and sell their livestock. Apart from the trading they also participate in various competitions like *matka phod*, longest moustache and bridal competition. An exhibition cricket match between the local Pushkar Club and team of foreign tourists is one of the highlights every year.



Konark Dance Festival

HORNBILL FESTIVAL

A celebration of the cultural heritage of the Nagas, the Hornbill Festival is one of the biggest cultural carnivals of the North East. It is a week long celebration where all the Naga tribes come together to remember their culture and traditions. The main events of the festival take place at the Naga Heritage Village, Kisama which is about 10 km from Kohima, the capital city of Nagaland. These events are mainly traditional dances, sporting activities and singing. Traditional Naga huts are built to recreate the old euphoria on the small hillock in Kisama. The scenic beauty of the place also emanates the vibrant energy of the festivities. The festival brings together the tribes to renew their cultural connect to the Naga heritage and traditions. People dance dressed in colourful costumes and headgear as they play the warrior log



"India is ...
the cradle of the human race,
the birthplace of human speech,
the mother of history,
the grandmother of legend,
and the great grand mother of tradition.
Our most valuable and most instructive materials
in the history of man
are treasured up in India only."
Mark Twain, American author

drums. Many cultural troops from the North East also participate during this week long celebration. The regional rice beer is served with typical Naga tribe delicacies. Adding to the fun quotient of the festival is the pork eating contest, the king chilly eating contest, etc. The Kohima Night Bazaar is also a major attraction at the festival. The main stretch at the Kohima main town comes alive with food, music and people. Many tourist from across the world and India visit to become a part of the festival. They also indulge in activities like the locals in order to understand the culture and tradition of this region.



Goa Carnival

GOA CARNIVAL

Goa Carnival is a perfect example of the vibrant culture and festive spirit of the state. The four day extravaganza brings together travellers from all around the globe. The festival hosts live performances, fashion shows, different cuisine stalls and entertainment. There is a parade of colourful floats and troupes of masked revellers in costumes dancing and singing to the live music. It is believed that the festival was introduced by the Portugese settlers who ruled Goa for about 500 years. Originally celebrated by the Catholics, it is now a major tourism attraction. People also participate in regional plays that reflect the old tradition of the state. On the last day there is a famous black and red dance where women are dressed in red tops and black skirts while the men wear red shirts and black trousers to be part of the colourful procession. Where Goa is known to be a party place all around the year, it is extra special during the festival as you get to see the local culture at its best.

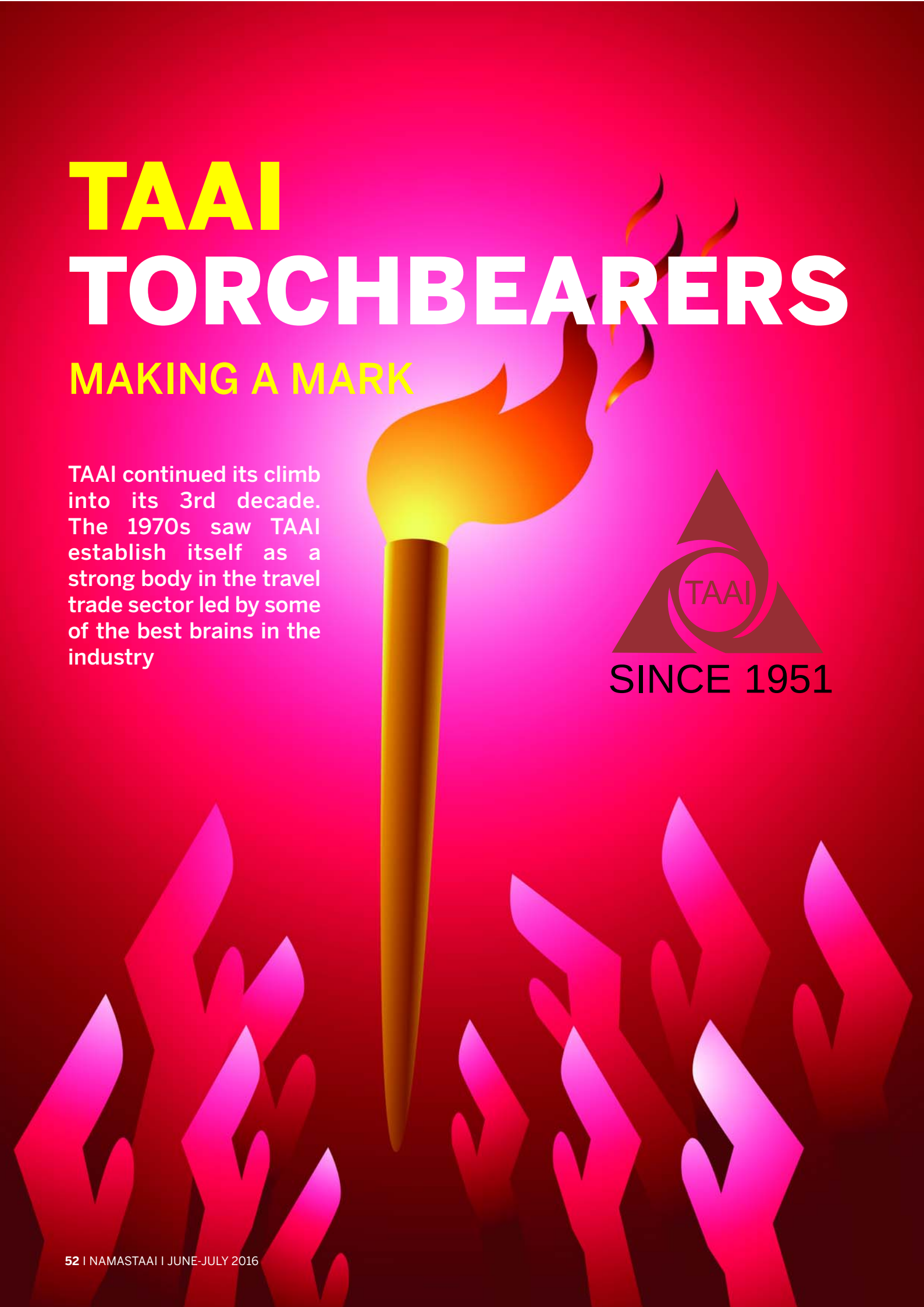


Hornbill Festival

TAAI TORCHBEARERS

MAKING A MARK

TAAI continued its climb into its 3rd decade. The 1970s saw TAAI establish itself as a strong body in the travel trade sector led by some of the best brains in the industry



In the 1970s TAAI grew in status with more members and became a strong and powerful body of the travel trade. TAAI came to be recognised by not only the central and the state governments in India but also other countries and other travel organisations. This has been possible only because of the efforts put in by stalwarts like Nari Katgara, Inder Sharma, Arvind Parikh, Jimmy Guzder, Vinoo Ubhayakar and other past presidents and eminent members. "My tenure as president, to my mind, was easy. Friends like Nari, Inder, Vinoo and others had borne the burden. Later I could not continue to be involved with the affairs of TAAI, but I cherished my association with TAAI and the friends I have come to know during those years," said LG Ramamurthi, who was TAAI President from 1971-1973.

At the 1974 Annual General Meeting, during the convention at Kolkata, Hitesh Talukdar and Vinood Ubhayakar were re-elected as President and Vice President respectively. Unfortunately Talukdar suddenly expired later that year. The Managing Committee then appointed Ubhayakar as President and his first convention as president was in Madras in 1975. Raj Bahadur, Minister for Tourism, Civil Aviation, Government of India, as chief guest, inaugurated the convention at the Taj Coromandel Hotel. One of the highlights was the business seminar, where distinguished cartoonist of Times of India, R K Laxman addressed the delegetes with remarkable wit and humour.

The year 1976 happened to be the Silver Jubilee Year of TAAI. Elaborate plans were made to celebrate the Silver Jubilee in a befitting manner. For the first time in TAAI's 25 years, the convention was split into two venues, Mumbai and Aurangabad. The grand inaugural function was held in the brand new Regal Room of the Oberoi Sheraton Towers. The workshop sessions were at Aurangabad under the able chairmanship of Inder Sharma. "I thought we should do something to make the inaugural ceremony unique and spectacular. One such idea was to recognise a few eminent personalities in our industry and honour them with an award befitting their lifetime achievements and contribution to the travel and tourism industry. I discussed this with a few seniors like Nari Katgara, Jimmy Gazder and Gautam Khanna and later, at the Managing Committee meeting an unanimous decision was taken to institute such a prestigious award," said Ubhayakar. The first recipients of this industry's most prestigious award were: JRD Tata, Rai Bahadur MS Oberoi, Somnath Chib, SK Kooka, Nariman J Katgara and Allan Currimbhoy (posthumously).



Time to time IATA changed terms of agreements with travel agents throughout the world. During one of the UFTAA conventions at Rio-de-Janeiro, Brian Barrow met Pesi Master, who was president from 1979 to 1980, and told him, "You have opened the eyes of IATA"

At the UFTAA Annual Congress at Colombo, Sri Lanka, Ubhayakar, was elected to the Board of UFTAA as Director from Region No. 3. In 1978 at the Annual Convention in Bangalore a "Tourism Exhibition" was organised for the first time under TAAI banner. Over 13 states and large numbers from the industry participated. The exhibition was truly a success and set the trend for future TAAI Conventions. "I must thank Vinod Kothari for this idea and his support. My four years of presidency were truly rewarding. In all these years of my long association with TAAI from almost its inception, and as a member of the Managing Committee from 1965 to 1990 and later till date as a member of the Advisory Board, I had the opportunity to listen to my seniors and juniors as well, to learn always something new and above all, to treasure their friendship and warmth," mentioned Ubhayakar.

Before 1980, IATA regulations were very stringent as far as travel agents were concerned. Time to time IATA changed terms of the agreements with travel agents throughout the world. The IATA-UFTAA (formerly FIAV) consultative committee agreed upon new terms before changed agreements were forwarded to travel agents for signatures. During one of the UFTAA conventions at Rio-de-Janeiro, Brian Barrow met Pesi Master, who was President from 1979 to 1980, and told him, "You have opened the eyes of IATA".

TAAI was created in 1951, just about three years after the first AI (Air India) flight landed in India (with a plane leased from TWA). At that point in time, proper Custom Clearance procedures were not thought of. So, Air Freight Pvt Ltd (Chairman Jimmy Guzder) was informed at the behest of Bobby Kooka (the then Commercial Manager of AI) and the designated first cargo customer clearance office was set up with one one table and a custom officer in Air Freight







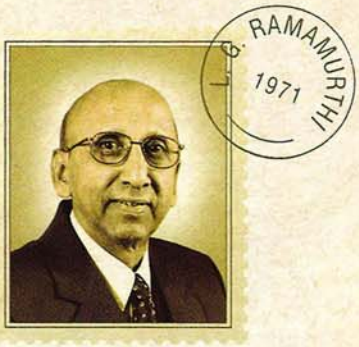
Pvt. Ltd.'s office. "During the tenure of Nani Mittal then Regional-Director (India) of Air India, I had the opportunity to take up TAAI's cudgel and to see that the travel agents should directly have a say in matters of travel agents problems with BAR-INDIA (Board Of Airline Representatives). At that time this was a closed circle and I was the first president of TAAI to attend the BAR meeting and raise various grievances affecting travel agents and airlines," said Master.

Sri Lanka was selected as the venue of the 30th TAAI Convention in 1981, under the Presidentship of Mahendra K Sanghi. At that time there were no political problems and Sri Lanka being such a small country was a true example in terms of what they did to encourage tourism, which was an eye opener to TAAI members. "Within the course of my presidentship, publicity generated was so tremendous that for the very first time, there was a record participation of over 800 delegates from all over including some from neighbouring countries," stated Sanghi. At that time the Tourism Ministry had appointed a Parliamentary Committee to jointly interact with TAAI into selecting prime areas for tourism development in each of the four regions of India. Visits were made to various sites and project reports submitted, which helped substantially in identifying the major attractions of our country for additional development and wide scale international exposure.

Sri Lanka was selected as the venue of the 30th TAAI Convention in 1981, under the Presidentship of Mahendra K Sanghi. At that time there were no political problems and Sri Lanka being such a small country was a true example in terms of what they did to encourage tourism, which was an eye opener to TAAI members

TAAI Conventions have been most representative, reasonably educative, but above all a great networking opportunity and public relations exercise. "My only regret is that many of us have not taken full advantage. I have always believed that periodically these conventions should be held in countries that are our major markets. We do go to some of the SAARC countries, but for some reason are diffident of venturing further afield. In spite of considered diffidence and the foreign exchange restrictions, we held a convention in Singapore during my presidency and business relations between the two countries have never looked back. We were lucky to have the full support of the local travel association and the national carriers," said Karan Sarwal, President of TAAI from 1982-1983, adding that TAAI convention participation list included the best brains in the industry.

According to Sarwal, TAAI needs to lead the industry, rather than follow it. "Maybe it will set up a Task Force to study how to go about achieving this. It needs inputs from the grassroots, academicians, thinkers, other industry association chiefs, management, consultants and the like to set out a blueprint for the next 50 years. The industry needs a regular inflow of top class talent to take it forward. A tie-up with one or two educational and training institutes could induct constant fresh air and regular research. TAAI needs to be a guide and mentor for many of the state tourism boards," stated Sarwal.



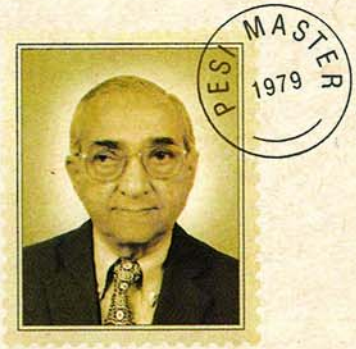
"TAAI came to be recognised by not only the central and the state govts in India, but also other countries and other travel organisations"

L G Ramamurthi



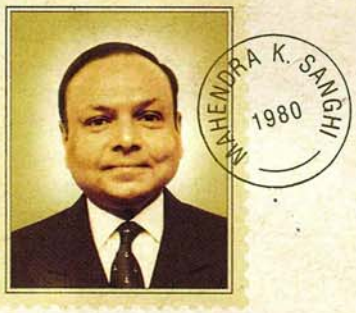
"In 1978, at the Annual Convention in Bangalore, a tourism exhibition was organised for the first time under TAAI banner"

Vinoo Ubhayakar



"I was the first President of TAAI to attend the BAR meeting and raise various grievances affecting travel agents and airlines"

Pesi Master



"TAAI's interaction with the large corpus of assorted travel trade bodies, in India and abroad, has seen a healthy development"

M K Sanghi



"TAAI Convention participation list includes the best brains in the industry in India and perhaps many who would rank on top in the world"

Karan Sarwal

Wellness travel training

Wellness Tourism Worldwide (www.wellnesstourismworldwide.com) has launched Wellness Travel Academy, a suite of digital products and online continuing education programmes to help travel agents, tour operators and suppliers build their wellness-focused travel business. With growing numbers in TAAI membership taking on to Wellness Tourism, here is more food for thought to support diversify or add-on



Wellness tourism represents the intersection of two booming mega-industries: wellness and travel. Wellness travel is one of the fastest growing forms of tourism. A multi-billion dollar industry on the rise, wellness is driven by an intense interest in quality of life. Wellness vacations are used to gain peace of mind, reclaim work/life balance and jumpstart a healthier, happier and more fulfilling way of living.



Wellness Travel Academy was created for:

- Leisure and corporate travel agents seeking a personally and professionally rewarding career selling wellness travel.
- Tour operators interested in developing wellness-minded tours and retreats that are purpose-driven, eco-conscious and world-friendly.
- Meeting planners who understand

WELLNESS TRAVEL ACADEMY BENEFITS TRAVEL BUSINESSES BY:

- Identifying stakeholders and potential strategic partners
- Providing insight into existing collaboration models
- Introducing proprietary wellness travel consumer data and analysis
- Presenting an abundance of marketing example
- Showing the direction of the wellness travel industry
- Saving companies valuable time and money to understand the industry in order to adapt their current offering or build a new revenue stream.

BENEFITS TO PROFESSIONALS INCLUDE:

- Gaining valuable knowledge and training you can take anywhere
- Developing an area of specialisation in a growing field
- Staying ahead of the curve with industry insights and trends
- Enhancing career opportunities
- Positioning yourself for success in a rewarding field
- Saving time, money and needless frustration to get up to speed.



6 STEPS TO BUILDING A WELLNESS TRAVEL BUSINESS

On completing the programme, you will receive a "Wellness Travel Professional" logo and certificate of completion suitable for framing

the value in delivering meaningful experiences to their corporate clients.

- Others, such as visitor bureaus, lodging associations, hotels or inns seeking how to enter into wellness travel but are not sure where to begin.

Wellness Travel Academy is the first and only dedicated online suite of digital products and continuing education programmes created for the wellness travel industry. The first set of three programmes, Wellness Travel: Your Ticket to the Future, offers education to 1) travel agents 2) tour operators and 3) suppliers, to help them in building a niche in wellness travel.

Developed with the input of hundreds of travel agents and wellness travel consumers, the travel agent programme provides the most current, comprehensive, interactive and relevant training available in wellness travel available today. The comprehensive programme is designed with clear learning objectives through a series of on-demand videos, learning exercises, recommended reading, and downloadable support materials. Designed as a four-week programme, as a bonus, enrollees are granted unlimited access until the end of 2016.

Online training allows participants to learn from the comfort of their home – or wherever they might be. Unlike other travel certifications or supplier education that are passive and static, information is updated frequently and the course is interactive with a private online forum called "Ask Away!", which encourages participants to ask questions and receive timely responses from the course instructor. On completing the programme, you will receive a "Wellness Travel Professional" logo and certificate of completion suitable for framing. You can even attach an electronic version of the certificate to your Linkedin.com profile.

"With a variety of programmes for both travel sellers and suppliers, we are excited Wellness Travel Academy facilitates growth and development for individuals and companies. Wellness Travel Academy was created to reach purpose-driven professionals who seek to champion wellness as a business strategy for individuals, businesses and communities that do well by doing good," says Camille Hoheb, Founder and President, Wellness Tourism Worldwide.

She added, "We've have received terrific feedback from travel agents, tour operators, meeting planners and travel professionals from all over the world who have said Wellness Travel Academy is a game changer for their business."

India as seen through vintage airline posters

In the past, elephants, village belles and snake charmers weren't the only attractions that were used to sell India to the world. NAMASTAAI presents some attractive vintage airline posters used for the India market

SABENA World Airlines

This national carrier of Belgium, the predecessor of Brussels Airlines, began operations in 1923 and connected destinations across Europe. After World War II, through into the early 21st century it added destinations in North America, the Middle East and Asia to its roster. This poster, a rare one, advertises India through its poster girl: an Indian dancer. The airline went bankrupt in 2001; Brussels Airlines was formed as a result and now services destinations in the US, Europe and Africa.



Imperial Airways

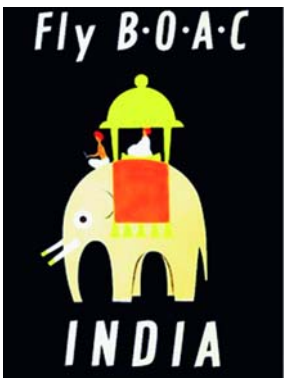


This predecessor to British Airways launched its first flight to India in 1929, from London to Karachi (then part of undivided India) with stops in Paris, Genoa, Rome, Corfu, Tobruk, Alexandria, Gaza and Basra, among others. As its promotional material claimed, a trip could "now" be measured in "days instead of weeks". A voyage that required passengers to transfer from an aircraft, to a train and later a "flying boat", a vintage term for seaplane, and it took all of seven days to complete. The single fare cost GBP 130, a princely sum back then. No wonder then the posters too, took that route. The aerial way of "India", though, with what's probably the artists' idea of Ganga and a city on its banks, is an unexpected addition.

Swissair



If you examine the vintage advertising posters of this former national airline of Switzerland (1931-2002), it appears to have largely sold the concept of flying, much less taking a vacation in an exotic land, to the Swiss in particular and Europeans in general. Images of cows and cowbells, mountain peaks, smiling flight staff and skiers on powdery white slopes – these are all recurring images. The rare imagery of the destinations the airline serviced (over 150), as in the case of India, were largely artsy and impressionistic. A reflection, perhaps, of the trends in advertising from when these posters were created.



British Overseas Airways Corporation

Formed after Imperial Airways was merged with another airline, in the1940s BOAC flew to Karachi and Calcutta, among other Asian destinations. The airline's Comet 4 aircraft was the first one to operate a trans-Atlantic jet service

connecting New York and London. Here the airline's marketing department leans on that now-familiar message on India: elephants and minarets, with a "native" thrown in for good measure.

KLM Royal Dutch Airlines



This poster from 1947 features the trademark emblem – the elephant, a memory of them, with the shadow of a plane looming large above. Another shows a snake charmer with a poster (within the poster – quite meta of the artist, we dare say) on the wall announcing KLM's Daily Service to India. In the 1940s the airline carried flights to Karachi, Jodhpur, Allahabad and Calcutta.

Middle Eastern Airlines



This airline, which launched two years before India's Independence, operates out of Beirut, Lebanon. Back in the 60s the airline flew Vickers Viscount aircrafts to India and Asia, Europe and, of course, around the Middle East. Perhaps it's because the posters have been illustrated by noted French artist Jacques Auriac, but the airline's promotion of India was quite in line with its European contemporaries and shows the standard retinue of elephants, turbaned riders and sari-clad women – all in the manner of graphic art. MEA is a notable exception on this list. While unlike other airlines, like BOAC and KLM, it continues to fly but no longer connects its passengers to India. Has the charm of the land worn thin? One wonders.



Trans World Airlines

If vintage posters are to be believed, India was a big destination for the American airline company. In the years that followed India's independence, through the 1950s and 60s, destinations as diverse as Kashmir and Udaipur, bejewelled elephants and Bharathnatyam dancers, all emblematic of India, were used to sell South Asian vacations to American and European audiences. The airline, which was founded in 1925, finally went bust in 2001; what was leftover of the company was bought over by American Airlines, which continues to fly to India even today.

Air France



Employing graphic artists such as Bernard Villemot and Guy Georget, who were at the top of their game, the French airline appears to have taken the route of using symbols identified with India – the Ganesha figure, a seemingly royal couple atop an elephant with an airline flying above them and, surprisingly, Muslim women cast against a rather modernistic version of a minaret – to sell the idea of an exotic destination. Pretty cool, we think.

Aeroflot Soviet Airlines



That the USSR and India shared a strong bond, especially through the 60s and 70s, is part of textbook lore. But this poster publicising trips to Delhi (via Moscow) to the Russian traveller casts it in a whole new light. The cliché Indian woman may well be there, but the Ashok chakra makes a strong statement. If you belong to a particular generation we wouldn't blame you for reading between the lines and finding the "India is Indira. Indira is India", slogan, in this one.

Pan American World Airways



This legend of an airline, made even more famous on celluloid and TV, operated seaplanes and later jets to destinations around the world. Besides its snazzy in-flight crew, the airline was known for many firsts including an around-the-world flight in 1976, which stopped in Delhi on its way to Tokyo. Its Clipper class of aircraft, back then considered state of the art, were made famous through advertisements like these announcing trips to India.

Contributed by:
Jayant Pal Singh,
TAAI Member and
Senior Vice President, CIE group
Cottage Industries Exposition Ltd

Smooth sailing

Cruise Lines International Association (CLIA) releases official 2015 global passenger numbers and increases 2016 projections

Cruise Lines International Association (CLIA) has announced the cruise industry has surpassed 2015 ocean cruise passenger projections and has increased passenger expectations for 2016 – a sign the industry is stronger than ever. CLIA unveiled the new insights at the 2016 Cruise360 Conference opening General Session, the largest and official conference of the cruise industry.

The industry reported a total of 23.2 million passengers on ocean cruises globally in 2015, up from a projection of 23 million, and a four per cent increase over 2014. As a result of steady year-over-year increases, CLIA has modified 2016 expectations and is now predicting 24.2 million travellers will set sail on ocean cruises around the world.

"The success in 2015 demonstrates the cruise industry's continued strength in the overall travel sector. This is a direct result of the amazing work and commitment of our community of cruise lines, executive partners and travel agencies and agents. Plus, with the highest satisfaction rates among all leisure travel segments, it reflects that a cruise vacation is the vacation of choice for travellers around the world," said Cindy D'Aoust, president and CEO, CLIA. Much of the industry's growth can be attributed to emerging regions of the world. In 2015, Asia experienced the most growth year over year in ocean cruise passengers with another impressive 24 per cent increase from 2014 to 2015, with a total of more than two million ocean cruise passengers in 2015. While Asia continues to see record growth in the cruise industry, Australia is not far behind.

The region, which includes Australia, New Zealand and the Pacific, experienced an incredible 14 per cent increase in ocean cruise passengers from 2014 to 2015. Last year, a total of more than 1.1 million ocean cruise travellers originated in Australia. When looking at the travel industry, cruise travel has astonishing long-term growth potential since it represents only two percent of the total leisure travel market, has the highest satisfaction rates among global travellers and is growing in popularity. In fact, according to the United Nations World Tourism Organisation, in the decade between 2004 and 2014, global cruise vacations have grown faster in popularity than land-based vacations by a 20 per cent margin.

CLIA is the unified voice and leading authority of the global cruise community. As the largest cruise industry trade association with 15 offices globally, CLIA has representation in North and South America, Europe, Asia and Australasia.

Asia's growth in ocean cruising



24 per cent increase from 2014 to 2015, with a total of more than two million ocean cruise passengers in 2015



"Whenever I have read any part of the Vedas, I have felt that some unearthly and unknown light illuminated me. In the great teaching of the Vedas, there is no touch of sectarianism. It is of all ages, climbs, and nationalities and is the royal road for the attainment of the Great Knowledge"

Henry David Thoreau, American thinker and author



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Beach treasures of Egypt

Breaking Egypt's traditional image of a historical destination, Sharm-el-Sheikh and Hurghada highlight the country's beach experiences



TAAI Committee's Egypt visit lasted for five days at destinations such as Luxor – the cultural capital, Cairo, Hurghada – the Red Sea side town and Sharm-el-Sheikh – another such popular town, but much bigger than Hurghada. TAAI had meetings with Egyptian Tourism Authority – the Government body; Egyptian Tourism Federation and Egyptian Hotel Association. The committee had two meetings with them, one at the beginning and one towards the end of the tour. They were also offered the opportunity to meet and felicitate the new Minister of Tourism, Government of Egypt. Interactions with H E Governor of Luxor; HE Governor of Hurghada and Deputy Governor of Sharm-el-Sheikh were also held.

The visit offered a variety of destinations to choose from. The two water front cities, Hurghada and Sharm-el-Sheikh were a huge discovery in view of the serene waters, beaches and the excellent luxury







resorts. Sharm-el-Sheikh also has a great convention centre. The visit to Luxor was also amazing with most events planned for delegates to experience the majestic culture that is over 2,500 years old. The Luxor Hatshepsut and Karnak Temples were amazing where they intend to host the inaugural gala dinner and the third dinner.

Egypt is not confined to history; its beaches are equally enticing. Egypt's eloquent beaches that have been pushed to the background by its archaeological significance are a great way to unwind. Although this specific aspect of Egypt isn't popular among Indian tourists, they are extremely popular with other international tourists, especially the Germans, so much that their entire itinerary involves hopping from one beach to another. On the right of Egypt is the Red Sea, along whose coast is Sharm-el-Sheikh and Hurghada.

> Considered one of the top diving destinations in the world, Hurghada has much more to offer to everyone, even the non-divers. Beach fun, extreme water sports, clubbing and golfing are some of the many options that tourists can choose from

With sunshine and warm waters across the year, Sharm-el-Sheikh is the closest destination to Europe where tourists can soak up the sun, dive amazing corals reefs, and enjoy the sea. Sharm-el-Sheikh offers an array of experiences. Besides diving, snorkeling, sailing, wind and kite-surfing, tourists can also try sky diving or parachuting from a helicopter. Wreck diving is one of the unique activities that the destination offers. These wreck diving experiences include Agia Varvara Wreck, The Barge at Bluff Point, The SS Thistlegorm and the Anemone City.

Moreover, trips and safaris to the nearby Sinai desert can be booked easily from Sharm-el-Sheikh, allowing tourists to discover the St Catherine Monastery, or the majestic Sinai Mountains. The town is also popular as a wellness destination, as it is home to Egypt's most famous and professional spas. Whereas, for daily shopping and souvenirs, The Old Town is highly recommended.

Sharm-el-Sheikh is located on the Gulf of Aqaba, about 300 km from



Suez and just 19 km from Ras Mohammed National Park. Also called the City of Peace, sometimes referring to the large number of international peace conferences that have been held there, Sharm-el-Sheikh is home to many migrants. Most of the locals here are from other parts of Egypt – mostly Cairo – who have re-located to work in the hospitality and the tourism business.

In terms of local culinary experiences, El Masriyin is one of the most famous restaurants in Sharm El Sheikh serving local traditional food. The menu includes rice-stuffed chicken, mixed grill, salads, and a wide selection of dips.

Considered the capital of the Red Sea Riviera and spread across over 40 km of pristine coastline, Hurghada offers beautiful coral reefs and various attractions in a laid back, relaxed atmosphere. Although, it's considered one of the top diving destinations in the world, Hurghada has much more to offer to everyone, even the non-divers. Beach fun, extreme water sports, clubbing and golfing are some of the many options that tourists can choose from. One can also enjoy a relaxing holiday by booking a treatment or two at one of Hurghada's best spas.

Some of the other tourist attractions in Hurghada include, Gebel Abu-Dukhan, Hieroglyphics in Wadi Hammamat, The Red Sea Monasteries of St Anthony and St Paul and St John's Island.

Hurghada is also a luxury resort town divided by Sigala, El-Dahar and El-Memsha. Sigala is where tourists can find many seaside resorts, mid-range hotels and plenty of restaurants. South of Sigala is known for its luxury resorts. El-Dahar is the older attraction of town which attracts visitors with its bountiful bazaar. Whereas, El-Memsha, which means the village road, is the modern part of the city. One can reach Hurghada by ferry from Sharm-el-Sheikh, the road from Luxor, and by the Hurghada International Airport.

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Czech Republic visa application centre opens in Hyderabad

Fifth city from where residents can apply for a visa to the Czech Republic

To cater to the growing number of Indian visitors to the Czech Republic, the Embassy of the Czech Republic in India and VFS Global have launched the Czech Republic Visa Application Centre in Hyderabad. The centre was inaugurated by H E Mr. Milan Hovorka, Ambassador of the Czech Republic to India, at a ceremony held on July 15, 2016. With the opening of this centre, applicants no longer have to travel to Mumbai, Delhi, Bengaluru or Chennai, to apply for a Schengen Visa (if the main country of their travel to Europe is the Czech Republic), and can submit applications in Hyderabad itself.

Hyderabad is the fifth city in India where VFS Global has set up a visa application centre for the Embassy of the Czech Republic, after recently launching similar centres in Chennai, Bengaluru, Mumbai and New Delhi. These centres will enable greater accessibility to visa application facilities for leisure, MICE and business travellers.

The newly inaugurated centre in Hyderabad is centrally located at 8-2-700, third floor, Srida Anushka Pride, road no 12, Banjara Hills, Hyderabad – 500034. The setting up of the fifth visa application centre in less than a year since commencement of services for the client government in India signifies the company's strengthening association with the Embassy of the Czech Republic.

Speaking about the launch, Hovorka said, "It is my honour and privilege to inaugurate officially the visa application centre of the Czech Republic in Hyderabad, which is already the fifth application centre the Czech Republic has opened in India over the last couple of months to promote people-to-people contacts between the two nations, through facilitated visa procedures. Hyderabad, and both states Telangana and Andhra Pradesh, have traditionally played an important role in the Czech Republic-India partnership. They enjoy enormous potential to promote tourism exchanges. I am confident that by opening the visa application centre here, we are paving the way to unleash the full potential of our relationship."

Vinay Malhotra, Chief Operating Officer – South Asia, VFS Global, stated, "We are pleased to launch visa services for the Embassy of the Czech Republic in Hyderabad. The new centre will serve the ever-increasing volumes of visa applications for the Schengen country, and illustrates the emerging popularity of the Czech Republic as a tourist destination. This centre brings the visa application services closer to home for applicants in Hyderabad and surrounding cities, and streamlines the process for them."

THE KEY FEATURES OF THE CENTRE

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2 Pay the fee online and receive your confirmed appointment details

3 We will visit you at a location convenient to you on the appointed date and time to collect your biometrics and accept your application

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India sees highest domestic market growth in 2015

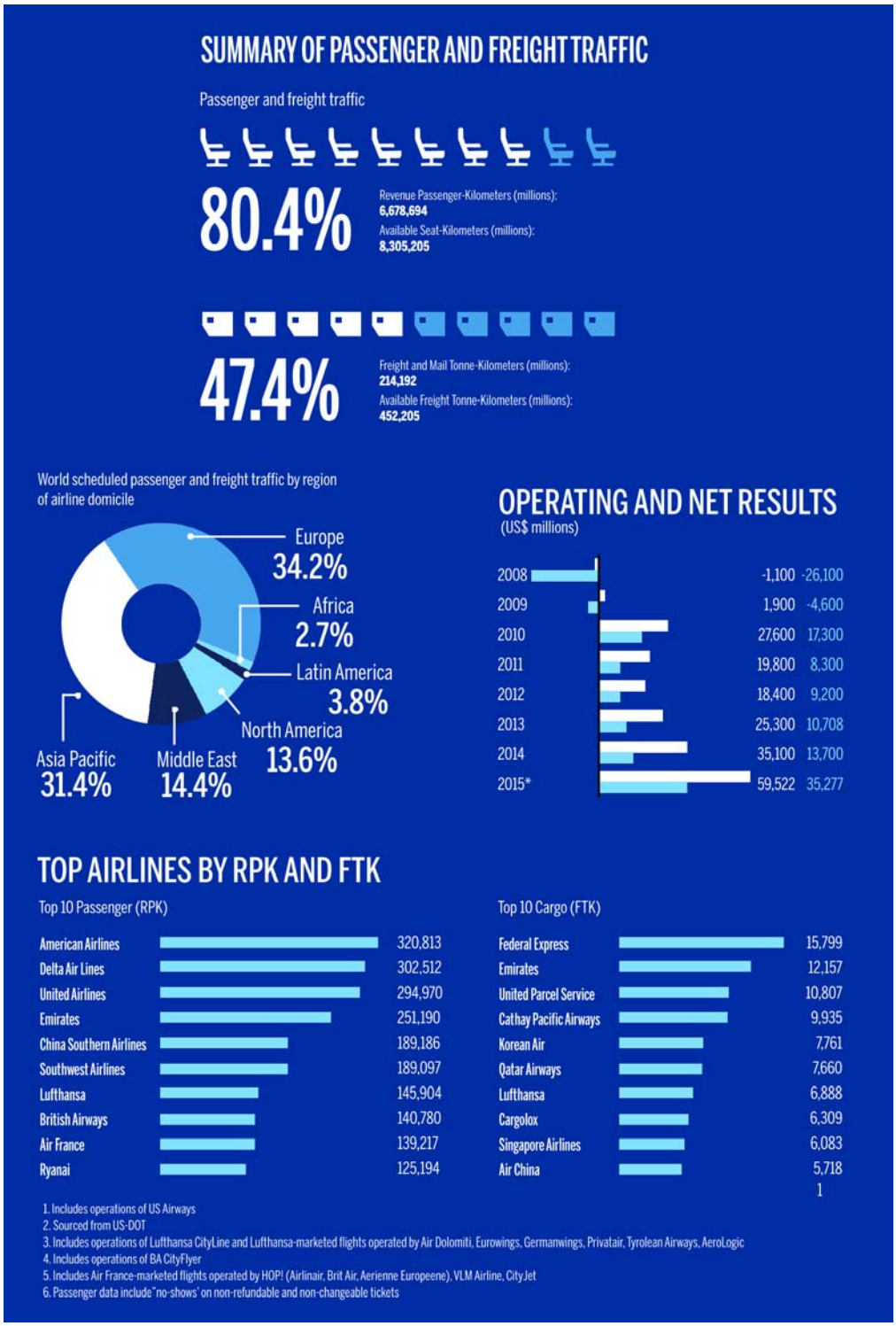
60th edition of IATA World Air Transport Statistics released

The International Air Transport Association (IATA) announced industry performance statistics for 2015 showing that, among the world's largest domestic markets, India had the fastest domestic passenger growth in 2015.

With annual growth of 18.8 per cent (in a market of 80 million domestic passengers), India's performance surpassed that of Russia (11.9 per cent growth, in a market of 47 million domestic passengers), China (9.7 per cent growth, in a market of 394 million domestic passengers) and the United States (5.4 per cent growth, in a market of 708 million domestic passengers).

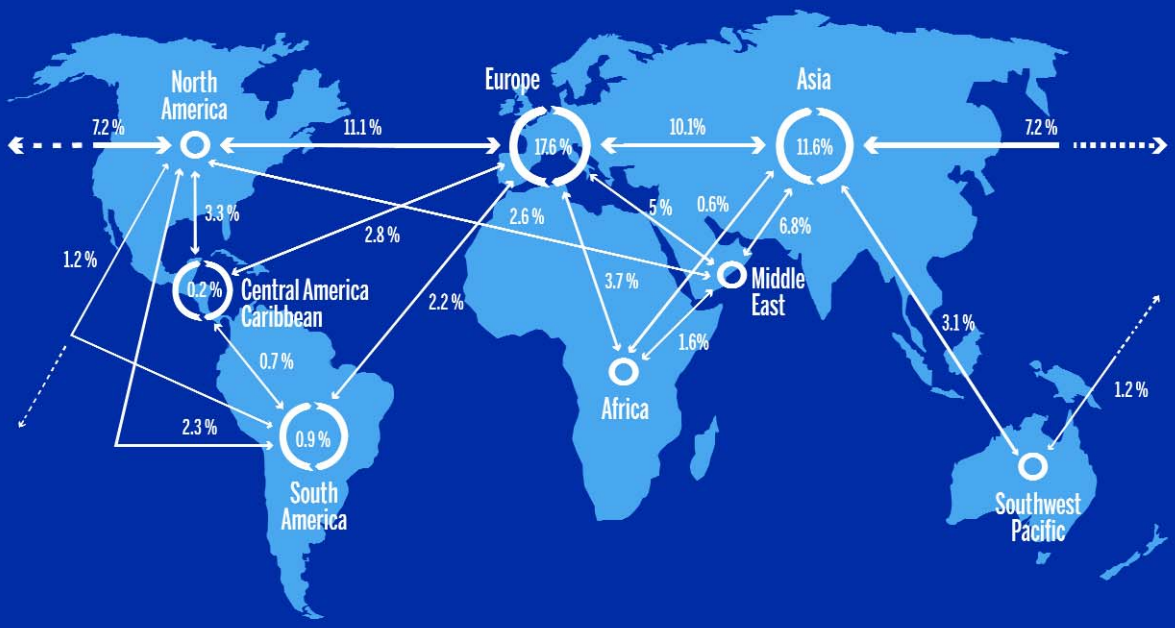
This information was included in the recently released 60th edition of the World Air Transport Statistics (WATS), the yearbook of the airline industry's performance.

With annual growth of 18.8 per cent (in a market of 80 million domestic passengers), India's performance surpassed that of Russia



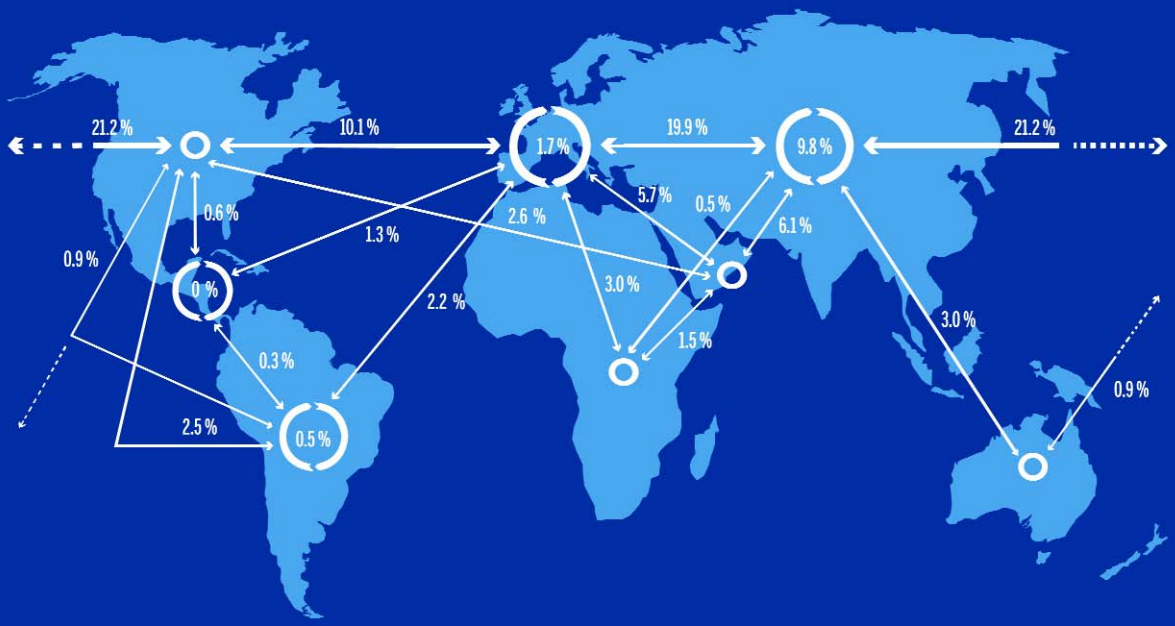
TRAFFIC BY ROUTE AREA

Percentage of international scheduled Revenue Passenger - Kilometers



TRAFFIC BY ROUTE AREA

Percentage of international scheduled Freight Passenger - Kilometers



SOURCE: IATA, World Air Transport Statistics (WATS) 60th edition, 2016

Upgrade to Travel Agent 2.0

It is imperative for a travel agent to charge consultation fee from a client who leverages the product knowledge of the agent, says **Anita Sharma**

In one of the TAAI conventions that I had attended, I heard a highly motivating speech by a veteran of the travel trade. He addressed the urgent need of upgrading to Travel Agent 2.0 to cope up with the emerging trends in the market.

The presentation spoke of becoming as indispensable to the client as a doctor is to a patient. True to the current scenario, just like a patient would not go to a doctor for minor problems like headache or stomach upset, the client will not need the services of a travel agent for minor needs like point to point fares or stand alone destinations.

It was important to understand that the client will not use the services of a travel agent if he can do it on his own. And, if the client refers to the agent for his travel needs to leverage the product knowledge of the agent, it is imperative to charge a consultation fee just like a doctor would.

Well, it surely made a good business sense. So armed with this new set of rules we upgraded ourselves to the next generation travel agent, TA 2.0 and decided not to offer any free advice (difficult but possible). Soon after this upgrade, we had a client who wanted to visit his son in the US and was looking for a short relaxing holiday for a week. We suggested an Alaska Cruise thereby giving all possible sailing and ticketing options and the client shortlisted the one that suited him the most after numerous brainstorming sessions in our office. So it was decided that first the client would apply for the US and Canada visas and confirm the cruise and ticket bookings later. But after procuring the US and Canada visas (where all the documentation was done by us), he became incommunicado. His mobile went unanswered, and whenever the office staff tried to contact him on his landline phone, they were regaled with replies like “Sir seat par nahin hai”, never mind the modern times where even a personalised satellite tracking is possible. The time limit for the booking was fast approaching so we sent our office boy to his office. Not being able to stall any longer, he sheepishly told us that his son had already booked his tickets to the US (which were incidentally cheaper than what we had quoted) and the cruise option that we had suggested, directly from the US. Talk of not giving free advice! We were wondering whether to charge him for the time and the options we had worked out for him and eventually sent him a consultation fee bill which he did not pay (little surprise there). We had upgraded to Travel Agent 2.0 but the client was still using the old version.



The client will not use the services of a travel agent if he can do it on his own. And, if the client refers to the agent for his travel needs to leverage the product knowledge of the agent, it is imperative to charge a consultation fee just like a doctor would

Then one day we got a call from him late at night. He was at the airport for his flight to the US. In his bid to book the cheapest fare, his son had booked him on a European carrier which had two transit stops in Europe but since he did not have a Schengen transit visa, he was denied boarding. His son was also at his wit's end trying to figure out what had happened. As per his knowledge, transit through Europe was never a problem for people travelling to the US.

In my opinion, this technical information about the need for visa for two transits could have only come from the agent, not the website selling cheapest fares. And though we helped him out of his immediate problem by issuing new tickets for him and his wife at the last moment, I felt it was good to have upgraded to TA 2.0. And just for the record ... he eventually paid the consultation fee!

(Anita Sharma is Director, International Travel Forum)

Getting the message

This paper, written and researched by Douglas Quinby, and based on Phocuswright's US Traveler Technology Survey Sixth Edition, studies how mobile messaging is redefining customer experience for Travel & Hospitality companies. Excerpts.

The paper, commissioned by OpenMarket, includes consumer research of 1,904 US travellers on their use of messaging, based on Phocuswright's US Traveler Technology Survey Sixth Edition. Phocuswright also conducted interviews across range of startups that offer messaging services within travel, as well as established travel companies that are introducing chat-based services.

MESSAGING IN TRAVEL TODAY

With the extraordinary growth of mobile phones and especially smartphones over the past decade, texting and messaging have become a commonplace and near universal form of communication. Some 97 per cent of American adults who own smartphones use text messaging at least once a day, according to Pew Internet Research, with more than six billion messages sent daily in the US alone.

Not surprisingly, travellers' use of messaging and mobile chat has risen dramatically. And the impact across all aspects of the travel experience – from trip planning to the experience on the trip itself – will only grow. Text messaging is the most common means of messaging today among US travellers. It is already embedded on everyone's phone, as opposed to mobile chat apps which must be downloaded. Nearly everyone is a familiar and trained user. Almost half of US travellers used text messaging and more than three in 10 used chat apps to share their travel experiences in 2015 (see Figure 1), up significantly from previous years.

MESSAGING AND MILLENNIALS

As widely used messaging has become among travellers, it will only continue to grow. It is predominantly younger adults – aged 18-44 – who are driving the use of messaging among travellers, especially the youngest segment aged 18-24. Approximately two thirds of 18-24 year



olds and more than half of 25-44 year olds used text messaging to share trip-related experiences, and more than two in five used mobile chat apps. These younger traveller segments will drive increased adoption of messaging across all groups as they get older. Texting is more widely used by US millennial travellers than email, social media or mobile chat.

FROM SHARING TO SERVICING

The most common use of travel-related messaging today is centered on sharing trip experiences, whether it is to connect with fellow travellers or communicate with friends and family back home. But the use of messaging for travel does not end there. Travel brands have already begun to leverage messaging as a means to engage with travellers, and some of the biggest opportunities are related to the on-property, in-destination and post-trip experiences.

Mobile messaging represents an obvious opportunity for travel brands to offer on-demand traveller support. Today it is widespread among travel brands to use open social platforms such as Twitter and Facebook to communicate with travellers and provide a certain level of customer support. But now the industry is shifting its focus to the rising medium of messaging. This offers more in the way of privacy, personalisation and – over the long term – functional capabilities to integrated conversations into customer management systems and introduce commerce – the ability of customers to make service requests and purchases.

MESSAGING AND HOSPITALITY

The travel segment that has seen the most uptake so far has been hospitality. Numerous hotel brands – from major chains such as Hilton and Marriott to smaller, independent proprieties – have begun implementing mobile messaging, mostly through either their own branded apps or text messaging for guest relations.

Travellers appear to be using chat for a range of requests. Hotel guests are using messaging based on data from two startups (Checkmate and Go Moment) that offer mobile messaging platforms for hotels. Each company offers distinct services, and parses and categorises its messaging differently. But both charts show guests making a range of requests: service and room-related reservation requests, as well as informational queries.

NOT JUST ANOTHER NUMBER

Using text messaging-based guest communication services may seem like an obvious way to foster better customer engagement, but it is not simply a matter of setting up a dedicated SMS number or an account on a popular mobile chat app. Unless the service is integrated into a hotel's existing operational processes and technology systems, it could simply add to – and potentially disrupt – staff workflows, with negative impact on the guest experience. One approach could be to text-enable the hotel's 1-800 number, which would allow guests to text the property directly for routine requests, instead of calling the front desk or concierge and waiting on hold. Customer messaging must be connected to existing systems to link communications with specific rooms and guests. This will ensure that hotels can track each customer interaction and determine whether each request was

serviced, and if it was serviced in a timely manner. A messaging platform must also support workflow processes to ensure the various requests are routed efficiently to the right department, just as a phone operator or front desk staff would do with a phone call.

Hotels are just now exploring the use of messaging at their proprieties, but indications from messaging startups and hospitality professionals suggest a positive response from travellers. Hotels that have effectively integrated mobile-based requests into their workflows – whether through chat-based or structured services – have reported improvements in guest satisfaction scores.

HUMANS, BOTS AND THE RISE OF AI

One key concern for any company considering mobile messaging as a means of customer engagement is how to scale. Just about everyone uses messaging, and messaging imparts a personal and fast – if not instant – response. What if customer uptake is to positive? How well-prepared are hotels to handle an onslaught of new text messages every time a guest has a problem with Wi-Fi or wants to check the pool hours?

One approach to scalable messaging is simply not to involve humans at all, but to make it seem like travellers are interacting with a human. This scenario is where artificial intelligence (AI) comes in. There are a number of startups in travel as well as other domains leveraging AI. To automate routine as well as increasingly more complex tasks. For example, X.ai is a calendar scheduling assistant, while GoButler is an AI powered flight-booking app. Go Moment's Ivy leverages the IBM Watson cognitive computing platform to simulate interaction with hotel staff to support guest requests and solicit feedback. Another approach is to use chat bots, or simple software that responds programmatically to select requests. Microsoft has recently introduced a hotel booking bot on Skype, while travel metasearch site Kayak has launched a search bot for Slack, the popular work-place communications platform. Assist is a commerce bot that is available across multiple platforms, including Facebook Messenger, Telegram, Kik, Slack and SMS. It offers local shopping, restaurant reservations and hotel bookings. Designed to automate simple functions, bots may indeed offer more efficient scaling, but they only work well when the response options are constrained. They can be effective at generating routine messages and responses to standard request types such as "What is the Wi-Fi password?" or "I need some more towels". But they are not designed to handle every variety and complexity of possible human requests and responses. More sophisticated bots give specific directions to users on how to respond to each query.

But today's bots do not fully simulate live interaction with human beings, and even startups leveraging more sophisticated AI acknowledge that computer errors in interpreting natural language and responding can make for an especially negative user experience. A critical part of the intelligence many startups are building is self-awareness: The system must know when to escalate a message to a live human. An April 2016 Bloomberg article revealed the extent to which many chat bot and AI startups still rely heavily on humans to check and edit messages before they get pushed out to users.

THE FUTURE OF MESSAGING

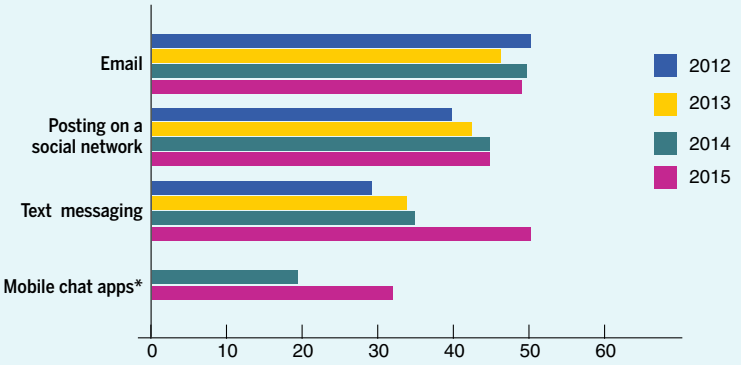
Today, text messaging is most widely used by travellers and is naturally the first messaging channel that hotels are pursuing to engage with travellers. It is available on every phone, and virtually everyone uses it. The barriers to use are very low.

*** From text to rich media**

But there are also clear limits. Text messaging cannot provide structured data integration with hotel systems or any functionality for the end user (such as images, menus, etc). The ideal medium for hotels, of course, would be in-app messaging. This would link the messaging thread to a customer profile and give the hotel complete control over the user experience. But travellers have to download the app first, and they also have to use it. Amid increasingly crowded app ecosystems and growing app fatigue, that step is becoming only more difficult and expensive for app developers.

Third-party messaging apps such as Facebook Messenger have begun to introduce more functionality via their APIs to enable external developers to offer richer capabilities. This includes pushing forms, graphics and interactive buttons for commerce as well as user authentication to link users to a customer account. This could become a compelling middle ground to help travel brands message with the hundreds of millions of users of third-party chat apps.

Figure 1: Traveller use of Media for sharing trip experiences



Base: US online travellers (N-1,904)
Note: *Mobile chat apps not asked in 2012 and 2013.
Source: Phocuswright's US Traveler Technology Survey Sixth Edition

*** From text to talk**

Customer service via text or chat, while still relatively new, points to a future in which user interfaces and customer interaction with software systems are much more natural. Siri, Microsoft's Cortana and Amazon Encho all herald a future of less typing and more talking. Natural language processing is already widely used by several travel firms for, from travel planning to translation services among the chat-based travel planners. Amazon already allows some ordering of services through Echo, including ride-hailing service Uber. Travel sites like Kayak and Skyscanner offer travel search via Alexa on Echo.



OPPORTUNITIES

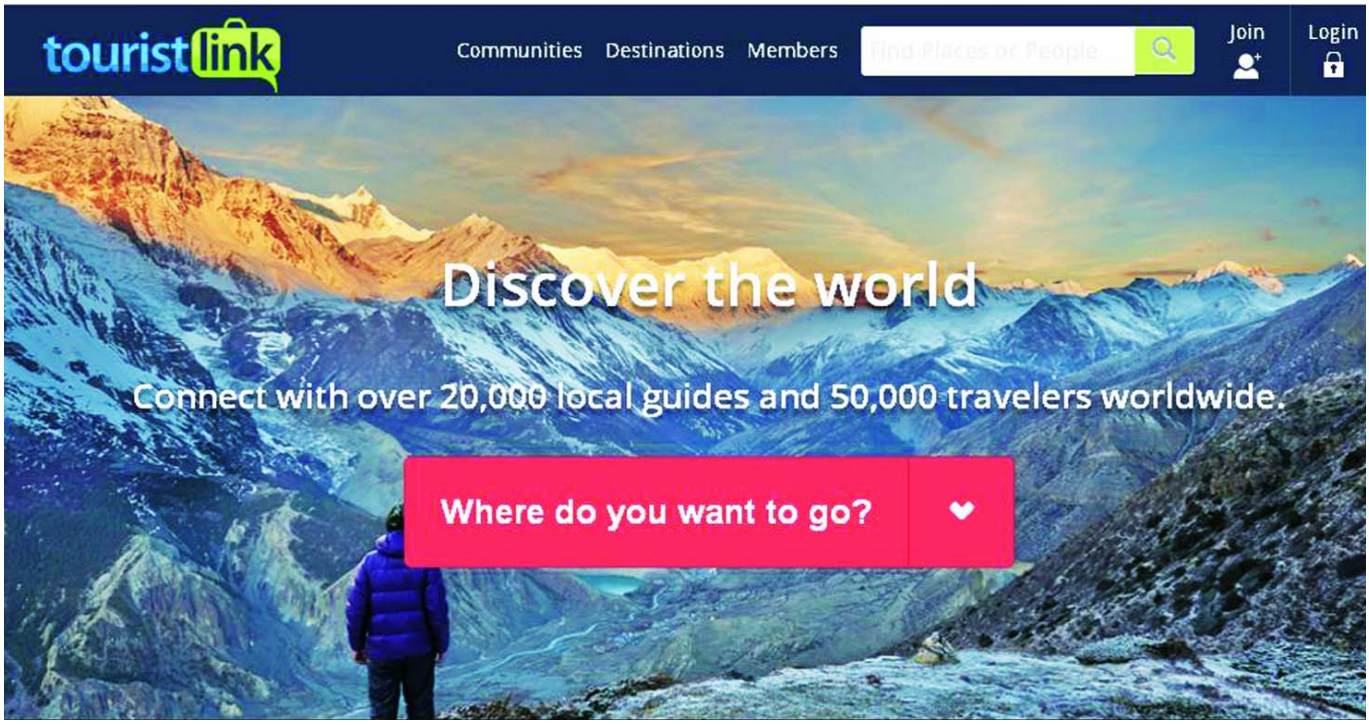
Mobile messaging as a customer communication channel is still relatively new. But its rapid ascent as a default means of communication – especially among millennial travellers – suggests that it will soon become a preferred means of commercial communication as well. But while messaging may be instant, easy implementation and customer success are not. Each travel company must understand its customer engagement objectives as well as its service processes and systems, and consider how messaging can best serve both the customer and the brand. As messaging's rapid rise continues, travellers will come to expect it, and hotels and hospitality companies that do not support customer service through it will fall behind.

Source: Phocuswright



Link to business leads

TAAI members can get leads from interested travellers through Touristlink.com



Touristlink.com is generating over 10,000 leads a month from interested travellers. All of the leads are available for sale to tour operators and travel agencies on the company's lead marketplace. One of the biggest challenges that small travel companies have is finding potential customers. Touristlink.com solves this problem by providing travel providers with leads from interested customers at an affordable price. Touristlink.com is seeing rapid growth in the number of tour operators and travel agents making use of its lead generation services.

Finding new customers is a challenge that every travel business faces. Touristlink provides small travel companies with a steady stream of new potential customers. Each lead is from an interested traveller and includes the time it was made, an email, phone, number of people in group and any other special requirements. Information on currently available leads can be found at: www.touristlink.com/ lead/credit. Travel providers wishing to purchase leads need to first sign up for a free account.

Touristlink provides quite an extensive amount of data on each lead so that travel providers can determine if it's worth buying. This data includes the travelling destination, arrival dates, specific requirements, the traveller's country of origin, IP address, budget range and how the lead was verified. Only once the lead is purchased, additional data such as the traveller's phone number, email, best time to contact, as well as Touristlink and Facebook profile are made available.

Leads are purchased with credits and the price of a lead depends on where the traveller is coming from as well as the destination. The average lead on the platform sells for under US$ 5 which is a considerable saving over other lead generation options.

Touristlink is a social marketplace for travel that lets travellers request services from local tour operators and travel agencies. Travellers tired of generic tour offerings can get unique trip ideas and offers direct from local providers as well as see reviews and recommendations of the same provider from other travellers. Businesses benefit in that they get additional online exposure and can access a host of tools to help them engage customers on traditional social media platforms. Since the site launched in 2012 it has signed up over 25,000 tour operators and travel agents.

In addition, the site now serves over 100,000 travellers who have created detailed profiles which include past destinations visited, travel photos and future trip plans. Visitors browsing the website can browse all the trips offered by local providers in over 100,000 destinations. Each trip is linked to the provider's social profiles where travellers can find reviews and contact information. Social tools make it easy to connect with providers and ask questions before actually booking.

Water might be the new secret to weight loss

Drinking water which contains no carbohydrates, fat or protein - key factors for obesity - may help avoid overeating and thus lead to a healthier weight

Water can be the potential secret weapon in the fight against the ever-burgeoning waistline, finds a study. According to researchers, drinking water which contains no carbohydrates, fat or protein may help avoid overeating and thus lead to a healthier weight. "Staying hydrated is good for you no matter what, and our study suggests it may also be linked to maintaining a healthy weight," said lead author Tammy Chang, Assistant Professor, University of Michigan, US.

"Our findings suggest that hydration may deserve more attention when thinking about addressing obesity on a population level," Chang added. The findings showed that people who are obese and have a higher body mass index (BMI) are more likely to be inadequately hydrated. On the other, people with inadequately water content are also likely to be obese and have a higher BMI.

Staying hydrated by drinking water and eating more water-loaded fruits and vegetables can help with weight management, specially in obese individuals. However, Chang noted, "the link between hydration and weight is not clear. Our study further explains this relationship on a population level using an objective measure of hydration."

In addition, people with higher BMIs, who are expected to have higher water needs might also demonstrate behaviours that lead to inadequate hydration, the researchers said. For the study, published in Annals of Family Medicine journal, the team looked at a nationally representative sample of 9,528 adults. Roughly a third of the adults, who spanned ages 18 to 64, were inadequately hydrated.



Want to live happy? Eat more fruits and vegetables

Research proves that change from an almost no fruit and vegetables diet to eight portions a day shows an increase in life satisfaction

Apart from reducing the risk of cancer and heart attacks, consuming up to eight portions of more fruit and vegetables a day can substantially increase people's happiness levels in life, finds a new study. "Eating fruits and vegetables apparently boosts our happiness far more quickly than it improves human health," said Andrew Oswald, Professor at the University of Warwick in London.

The findings showed that happiness increased incrementally for each extra daily portion of fruit and vegetables up to eight portions per day. People who changed from almost no fruit and vegetables to eight portions of a day showed an increase in life satisfaction. Usually people's motivation to eat healthy food is weakened by the fact that these were predictive of alterations in happiness and satisfaction later in life.

The findings showed that happiness increased incrementally for each extra daily portion of fruit and vegetables up to eight portions per day. People who changed from almost no fruit and vegetables to eight portions of a day showed an increase in life satisfaction

"However, well-being improvements from increased consumption of fruit and vegetables are closer to immediate," Oswald added. Large positive psychological benefits were found within two years of an improved diet consisting of more fruit and vegetables, the researchers said. "There is a psychological payoff now from fruit and vegetables — not just a lower health risk decades later," noted Redzo Mujcic, Researcher at University of Queensland in Australia.

The results could be used by health professionals to persuade people to consume more fruits and vegetables, particularly in the developed world where the typical citizen eats an unhealthy diet, said the paper to be published in the American Journal of Public Health.

For the study, the team followed food diaries of 12,385 randomly selected people. The authors adjusted the effects on incident changes in happiness and life satisfaction for people's changing incomes and personal circumstances.





A lot of interesting happening is in store for the action-oriented Leos and the practical Virgos in the coming months, foresee the Oracle Cards.
By Sudipta Dev



LEO *(JULY 23 - AUGUST 23)*

Career: You have got recognition for your contribution to the organisation, your immense will power and self discipline is much appreciated. It is now time to show your creative skills in a new project. Your guardian angel is always with you in your efforts to excel. Remember to honour whatever commitment you have made.

Romance: This is the right time to work on your relationship and give it a chance. The feelings that you are experiencing are real and love is giving you another opportunity. It is advisable to spend some time alone with your partner, you can go on a vacation for a few days to renew the relationship.

Health: A miraculous healing is happening in your life - it could be mental, physical or emotional. Think only positive thoughts for the health situation you are concerned about. If a stressful situation is affecting your health, detach and retreat. Do not unnecessarily worry about your child's health, he/she has divine protection.

Spiritual: You are a sensitive person, it is necessary to shield yourself from harsh situations and relationships. To bring about balance in your energy level, visualise a bright orange glow emanating from your sacral chakra, which is located between the tail bone and the navel. Orange is the colour of the sacral chakra.



VIRGO *(AUGUST 24 - SEPTEMBER 23)*

Career: Good news awaits your career life. It is possible you will get public recognition or reward. Use your ingenuity to grow further and take up any opportunity that comes your way. It is celebration time but also one of additional responsibility that comes with new work engagements.

Romance: Try to experience beauty in all aspects of your life, including little joys like the smell of a flower or aroma of food. This rediscovery of beauty and joy will attract love in your life. If it seems the waiting is endless, remember that divine timing is at work, the right person will be worth the wait. Follow your intuition.

Health: You are conscious about taking good care of your health, however sometimes you are not sure which food or beverage is suitable for maintaining your health and weight. You can consult a nutritionist or read up for guidance. If there is a serious health issue, try to find peace with it and give your concerns to God and the angels.

Spiritual: Eat food that elevates spiritual energy, for example organic food, nuts, fresh fruits and vegetables. These food products have higher life-force energy. If possible, try to adopt a vegetarian or vegan diet as it is more suitable for you.

Honorary Secretary General's report on members annual meet by Regions & Chapters

Accomplished in record time

The 19 Regions & Chapters of TAAI were asked by the Managing Committee to conclude on the Members Annual Meeting.

The purpose of this meeting was to receive the report of the Region/Chapter Chairpersons as well as to adopt financial statements and other business to be transacted. In a few Regions & Chapters, where there were vacancies, the elections had to be conducted for the balance of the current term 2015-2017. All the vacancies were filled up unanimously without having to go through elections.

We are delighted that effective July 25, 2016, as this magazine gets ready to go for print, we have successfully completed the Members Annual Meeting of all Regions & Chapters of TAAI as per our Memorandum and Articles of Association.

Congratulations to new Office Bearers of Regions & Chapters, who were elected unanimously:

Punjab: Chairman - Kirpal Singh/ Hon. Secretary - Narinder Davesar
Southern Region: Hon. Secretary - K Shahul Hameed
Karnataka: Hon Treasurer - S V Chidambaresh.

Bettaiah Lokesh,
Hon. Secretary General, TAAI

HERE IS THE CHART OF MEETINGS HELD :

1.	Andhra Pradesh & Telangana Chapter	15th July 2016
2	Rajasthan Chapter	16th July 2016
3	Chandigarh Chapter	16th July 2016
4	Madhya Pradesh & Chhattisgarh Chapter	16th July 2016
5.	Gujarat Chapter	20th July 2016
6.	South Tamil Nadu Chapter	20th July 2016
7.	Karnataka Chapter	20th July 2016
8.	Nagpur Chapter	21st July 2016
9.	Saurashtra Kutch Chapter	21st July 2016
10.	Eastern Region	22nd July 2016
11.	Western Region	22nd July 2016
12.	Goa Chapter	22nd July 2016
13.	Northern Region	22nd July 2016
14.	Pune Chapter	22nd July 2016
15.	South Gujarat Chapter	22nd July 2016
16.	Uttar Pradesh & Uttarakhand Chapter	23rd July 2016
17.	Kerala Chapter	23rd July 2016
18.	Punjab Chapter	23rd July 2016
19.	Southern Region	25th July 2016
20	Jammu & Kashmir Chapter	Put off due to curfew (will be held as soon as situation normalises)

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.**

	NAME OF THE AGENCY	CITY	REPRESENTATIVES
1	Pelican Tours	ANAND	Mr Gopesh Sharma, Mr Rinesh Parmar
2	Seek & Hide	BENGALURU	Ms Sudha Mathew
3	Nisha Tours & Travels Pvt Ltd	BHOPAL	Mrs C K Raj
4	Sublime Tours & Travels Pvt Ltd	BHUBANESHWAR	Mr Sujit Mohapatra, Mr Tapas Chhotray
5	GnS Leisure Travels Pvt Ltd	KOCHI	Ms Nalina Pothuval, Mr Anish Soman
6	S S Travels	COIMBATORE	Mr B Selvaraju, Mrs S Nirmala
7	Arohan Services Pvt Ltd	GURGAON	Mr Rohan Grover, Mr Gunjan Hans
8	Travel Solutions	INDORE	Mr Ravi Navlani, Mr Amit Navlani
9	City Link Travels	LUCKNOW	Mr Mohammad Azam, Mr Shashi Kumar
10	Institute of Tourism & Hotel Mgt, Chandigarh University	MOHALI	Mr Manish Sharma, Mr Bharpur S Abhi
11	Maa Air Ticket Centre Pvt Ltd	MUMBAI	Mr Arunkumar Rajaram, Mr Shyam Vador
12	Travels Unltd Media Pvt Ltd	MUMBAI	Mr Aaloke Dalmia, Mrs Sonal Dalmia
13	Times Global Broadcasting Company Limited	MUMBAI	Mr Rahul Iyer, Ms Arnavaz Bhaka
14	Premier Enterprises	MUMBAI	Mr Tabrez Rais Ansari, Mr Sayed Mohamed Aamir
15	Archers Travels	NAGPUR	Mr Darpan Tirpude, Ms Prachi Shah
16	Fastrip (India) Pvt Ltd	NEW DELHI	Mr Adil Ahmad
17	R S International	NEW DELHI	Mr Shri Chand, Ms Swati Chainwal
18	International Visa Service	NEW DELHI	Mr Anuj Razdan, Mr Tony Lawrence
19	La Vida Travels	NEW DELHI	Ms Srishati Singhal, Mr Bipin Rana
20	Saluja Travels	RAIPUR	Mr Ravinder Singh Saluja, Mr Pramesh Soni
21	Regency Lagoon Resort	RAJKOT	Mr Rajwin Patel, Mr Perin Patel
22	Ladakh Tours And Travel	SRINAGAR	Mr Sanjar Dev, Mr Muzaffar Dev
23	Royal Travels	SURAT	Mr Mohd Vasim Kapadia, Mr Mohd Sami Kapadia
24	Masti Tour And Travel	SURAT	Mr Vimal Vaghani, Mr Maherbansingh Kapse

Get Connected – Join TAAI Today!



Join TAAI and get prominently connected with industry leaders. About 2,300 companies / organisations / agencies make TAAI formidable and India's oldest and largest travel and tourism association. TAAI membership is open to all travel companies, Tour Operators, MICE Specialists, Airlines, Tourism Boards including National/ Regional Tourism Authorities, Hotels, Technology Companies, Transporters, Cruise Companies, Educational Institutions, Service providers in areas of Visas, Foreign Exchange, Consulting, Media and organisations involved with any activity that is related to travel and tourism industry. TAAI also offers 'Overseas Membership' to those beyond India get connected with the most trustworthy.



Benefits of TAAI Membership

- Your company is no more a stand-alone one in our endeavour to strengthen Principal-Agency relationship.
- IATA matters – TAAI is on board of APJC and actively deliberates on behalf of travel agencies on all policy matters concerning day-to-day business activity. TAAI is in active relationship with IATA and helps formulate industry policies including training, settlement matters, accreditation policies, joint bank guarantee towards financial security, etc.
- TAAI is actively involved with United Federation of Travel Agents Associations (UFTAA). UFTAA is represented on PAPGJC (Passenger Agency Program Global Joint Council) where association matters pertaining to governing resolutions by IATA are taken forward.
- Through its programs TAAI helps promote highest standard of professionalism and ethics among members in their dealing with the public and among each other.
- TAAI offers numerous opportunities in training, skill development and tourism certification including destination education – for owners, managers, frontline staff and all those who have chosen travel and tourism as their career.
- TAAI is active in updating members on evolving visa formalities and maintains a closer connect with embassies, high commissions & consulates in fostering learning.
- TAAI offers B2B opportunities through jointly held road shows and familiarisation trips in cooperation with Tourism Boards and National Tourism Organisations, through active networking at Conventions and through several events including active partnership and support status with trade exhibition organisers.
- TAAI's annual convention, popular as 'The Indian Travel Congress' is an excellent opportunity for members to take home updates and learning through our business sessions, strong networking, interaction opportunities with overseas Destination Management Companies and invaluable connectivity that supports greater success in business.
- TAAI works closely with Government of India Tourism Offices and State Tourism Boards and is active in events/meetings organised to further the promotion of Indian tourism globally. TAAI is invited for 'Hotel Classification' and 'Airport Advisory'. TAAI also endeavours to closely work with Ministry of Civil Aviation, on aviation matters.
- There are more areas through which any industry stakeholder can immensely benefit by becoming a member of TAAI and join this most prestigious forum.

ADVERTISE IN NAMASTAAI

Print media is an effective form of advertising. NAMASTAAI from TAAI is aimed at drawing the attention of our agency members and their personnel. Our much awaited magazine 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 will have 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. Be it any demographic, be ensured that NAMASTAAI will guarantee that your advertisement will reach 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 NAMASTAAI will be sent to key leaders of our Travel and Tourism industry, besides TAAI members.

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

There will be an E-form of NAMASTAAI as well. It will be 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.

ADVERTISING RATES

Here is a special offer for our Members (Valid till September, 2016)

Back Cover :	Rs 2 Lakhs
Inner Covers :	Rs 1 Lakh each
Full Page :	Rs 50,000
Half Page (Horizontal / Vertical) :	Rs 30,000
Quarter Page Box :	Rs 15,000

Special rate for a minimum of 3 issues; 6 issues; or 12 issues

MAGAZINE ADVERTISING SPECIFICATIONS

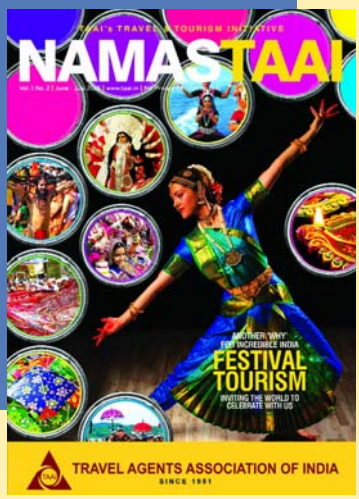
Print :	Offset
Full Page :	A/4 Size (22cm x 29cm)
Advertisement Size Full Page (W x H)	
Non bleed Size:	18cm x 26.7cm,
Bleed Size:	21.5cm x 30.7cm
Half Page (W x H)	
Non bleed Size :	18cm x 13.5cm
Colors :	Multi Colour Printing
Inside pages:	90 gsm Art Paper
Cover :	250 gsm Art Card

Preferred Advertisement File Format :
High-resolution PDF, EPS or TIFF format

For Centrespread: Avoid Text & Visuals in centre

For advertising enquiries, email us at "namastaai@taai.in" or contact

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A GREAT ADVERTISING VALUE TO PROMOTE YOUR PRODUCT / SERVICE

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!


A STAR ALLIANCE MEMBER
WIDEN YOUR WORLD
TURKISH AIRLINES
DISCOVER EUROPE
WITH TURKISH AIRLINES
TURKISHAIRLINES.COM