TAAI's TRAVEL & TOURISM INITIATIVE

NAMASTAAI

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INDIAN TRAVEL CONGRESS, 2016
63rd CONVENTION & EXHIBITION OF TAAI
AT
EMIRATES PALACE, ABU DHABI



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THE PRESIDENTIAL ADDRESS

Each morning we are born again.
What we do today is what matters most.

What excitement do you drive into your "mornings" every day? When you wake up to commence your new day, is there a stronger passion or a higher-level enthusiasm you instill within? Do you tend to ask yourself, "Will I do something that I haven't attempted before?" or "Will I try something new?"

Every morning must have fervor – excitement. **"It is your Birthday today! – *YES. It is the FIRST day of the REST OF YOUR LIFE". Happy Birthday and a great living!***

As we progress and keep growing, our routines may condition us. Many times we are steered by the *"what's up in front of me"* syndrome. Before we get back to our free will and decision making, it's yet another day gone by, without much new or excitement.

Next morning, we wake up to realise that another day is over and another begins. Life goes on. For many of us, breaking away from this mundane or repetitive habit pattern demands a conscious effort to breakaway. Call it a challenge or a routine-trap or whatever that conditions us. We must try something that's super. The name of the game is to **"think beyond"** or "to **envision new"** or "to **try it out, differently"**.

Every morning, as we get born again, it must ring in something new. It must connect us with the changing world and encourage us to "play" not just "watch". Let us optimise and attempt the un-attempted.

A day without laughter is a day wasted, says Charlie Chaplin.

Marcus Aurelius says - If you are distressed by anything external, the pain is not due to the thing itself, but to your estimate of it; and this you have the power to revoke at any moment.



Yes. It is the mind that drives. What new we can accomplish "today" is what matters most. One cornerstone for us to beat the "syndrome" called "routine" is to leverage our learning with application. All that we hear or read has little value unless we dare to apply, to try it out.

Travel & Tourism, as an industry, thrives on offering more than what customers expect. Our services encouraged our clients to demand more. Technologies with a vast global connect, made them turn us into "facilitators" from "designers". *Customers know more – we are only "executing" instructions* – this can be a threat to us.. The question again – ***Are we growing? Unlearning? Upgrading?***

Let's get empowered to emulate change - as a specialist or a consultant or a designer. TAAI is formidable. It is huge opportunity for growth. Getting best practices shared or learning new ways to optimise – our goal is clear... *"rise above the routine"*.

Year after year, TAAI Conventions herald great opportunities. Every convention is an experience. Networking, Learning, Optimising. Importantly a "discovery." The 63rd Convention and Exhibition of TAAI, at Abu Dhabi, will be no different. It can be much more for those with a drive to change.

TAAI is attempting to offer the new; something different. The phenomenal luxury of Emirates Palace or the incredible upbeat of "Ferrari World" – they are not just "venues". They are drivers of a thought process that is astounding. The classy city of Abu Dhabi and its iconic architecture powerfully reflect innovation.

As TAAI proudly associates with Abu Dhabi Tourism & Culture Authority, to present our delegates with an amazing opportunity – our theme **"Tomorrow begins NOW"** encompasses a holistic way of learning to live beyond routine. Hence the theme's tag line – ***rise above routine.***

Let's all move forward – relentlessly pursue newer avenues. Change – we must embrace. If we can't now, we can never, ever.

Let's do it together.

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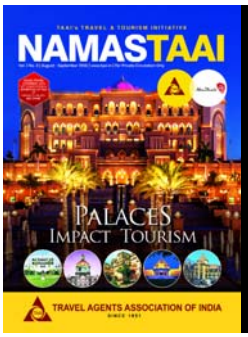


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ABOUT THE COVER IMAGE

The world's cultural heritage is preserved in iconic palace hotels. TAAI continues to promote these palace hotels through its efforts and bring it to the world's notice. This year's TAAI's 63rd convention is set to be held at the Emirates Palace in Abu Dhabi, an opportunity to rediscover the charm of a palace property. Palace hotels around the world are niche products that can be used to promote tourism

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هيئة أبوظبي للسياحة والثقافة
ABU DHABI TOURISM & CULTURE AUTHORITY

Dear TAAI delegate,

A very warm welcome to Abu Dhabi.

On behalf of the emirate's wider tourism industry, TCA Abu Dhabi would like to place on record its sincere appreciation of TAAI for selecting our destination as host for your 63rd annual convention. We are determined to live up to that vote of confidence.

The destination's stakeholders are extremely keen to meet and develop contacts with the leaders and decision-makers of India's rapidly developing outbound tourism sector. Outbound business from your country is of particular interest to Abu Dhabi suppliers as Indian travellers currently make up the emirate's largest overseas source market for hotel guests.

During your stay here you will get a glimpse of what this destination has to offer and we hope it serves as an encouragement for you to return to seek out more about our own growing tourism offering.

Although your stay this week centres largely around the UAE capital and its immediate surrounds, the emirate has much more to offer and has diverse appeal across age groups and interests.

We hope that the hosting of this convention is the start of a long and mutually beneficial relationship between the Abu Dhabi industry and TAAI members. There are significant opportunities here for you to develop and you will find in TCA Abu Dhabi and its wider stakeholder base, the most responsive of partners as we look to build mutual business goals.

We wish the convention every success and hope you enjoy your stay, build on existing contacts while forging new ones and leave being inspired by a destination ready and capable of delivering on your clients' needs.

Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi)

TAAI Convention Abu Dhabi 2016

Continuing its consistent efforts in putting India on the world tourism map and introducing new destinations to its delegates, TAAI hosts its 63rd convention in the vibrant emirate of Abu Dhabi. The three day convention will reveal to you the city's diversified offerings, while the pre and post convention tours will explore many other exotic destinations



An upcoming destination in the international market, Abu Dhabi is an extraordinary emirate that features some wonderful locations and shopping destinations. Through its scenic beaches, tranquil environment, luxury resorts and modern hotels, it is an ideal destination for business and leisure travellers. The culturally rich destination imbibes the heritage of the bygone era in an intriguing way which attracts the new age traveller. There is so much more to the capital city of the UAE that can favour a seller in reaching out to an audience who is on the look out for enticing destinations. Abu Dhabi gives you an opportunity to relax on white beaches, discover world inspired food trails, connect with a centuries old sailing legacy or check out its cultural legacy in arts and museums.

Abu Dhabi as a destination always had the potential to attract an international audience due to its royal connect but now the emirate is offering some great hotels to business travellers. The convention bureaus and modern hotels welcome you to a new style of Arabian hospitality. The options are as diverse as the terrain in Abu Dhabi. The emirate also boasts the expansive Ferrari World Abu Dhabi, the world's largest indoor theme park, the majestic Liwa desert, the upcoming Louvre Abu Dhabi and some of the tallest sand dunes on earth.

The venue for the inauguration of the TAAI Convention is Emirates Palace. With a glorious record of conventions held worldwide, TAAI takes a luxurious step forward with Emirates Palace. The hotel blends Emirati culture with Arabian hospitality at its best. While the ceremony will be held at the Palace, TAAI has picked some of the best business plus leisure hotels for accommodating the convention delegates. Meet the new force of business events and discover your advantage at Abu Dhabi. The main headquarter hotel is the Marriott Hotel Downtown which is situated in one of the most exciting locations in Abu Dhabi. The luxurious rooms, themed bars and other activities will keep you engaged during the stay.

The second five-star property providing accommodation during the convention is the classy Le Royal Méridien. The revolving restaurants at the top overlook the beautiful skyline of Abu Dhabi. The third hotel is right across the road from Le Royal Méridien, the Millennium Corniche Hotel Abu Dhabi. It offers scenic views of the sea through its comfortable rooms.

All three hotels are situated in one of the most lively neighbourhoods in the emirate and enjoy close proximity to the convention hotel. The shopping arcades and main hubs are short walks or drive from the hotels. You can pick from an evening walk at the Corniche seaside or a shopping spree at the malls.

City tours - pre and post convention tours

The pre and post convention tours have always attracted the delegates attending TAAI Conventions and helped them discover newer destinations. Most delegates avail TAAI's and the Host's offer to visit destinations that are offered to delegates, or choose their own, to make their travel more comprehensive and educative.

Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi), in its endeavour to offer the delegates much more to experience, has been generous and has organised several delegate tours.

CITY TOURS on October 15 & 16, will be an experience for those delegates who will opt to visit these iconic locations of Abu Dhabi. They include a visit to the most amazing Sheikh Zayed Grand Mosque, Falcon Hospital, the most beautiful Corniche and more.

PRE-TOURS & POST TOURS organised by TCA Abu Dhabi are of a two day duration. The team has carefully picked the destinations in and around Abu Dhabi that have good potential. Home to the world's most iconic landmarks, Abu Dhabi offers captivating culture matched with breathtaking luxury. The eventful capital has everything, from family vacations at Yas Island, beachfront properties for couples, ultra modern hubs for new age travellers and business centres for corporate travellers. One of the tours will take you around the city and showcase its beauty.

These pre-post packages are offered with visits to Yas Island including the Yas Marina Circuit, the 'oasis' city of Al Ain as well as the most exquisite Saadiyat Island.

A one and a half hour drive from Abu Dhabi city, Al Ain is one of the world's oldest permanently inhabited settlements, and a UNESCO World Heritage Site. One can cycle to Jebel Hafeet – rising 1,240 metres, this is the emirate's highest peak, and UAE's second. Other attractions include the Al Ain oasis with its cool, shady walkways and a 3,000-year-old Falaj irrigation system, and the camel market - one of the last few remaining. Saadiyat is a premier island destination just 500 metres off the coast of Abu Dhabi. This 27 square kilometre island was planned and created around an environmentally-sensitive philosophy and low-density master plan. As a result, Saadiyat's developments have been built around natural beauty, cultural experiences, architectural splendours and vast business potential. The main districts in the island are Saadiyat Cultural District, Saadiyat Beach District and Saadiyat Marina District. You can reach Saadiyat in just a five-minute drive from downtown Abu Dhabi, and 20 minutes from Abu Dhabi International Airport.


Al Ain


Yas Island


Saadiyat Island

TAAI conventions have been a great platform for networking on an international level and promoting businesses. The strategy is to represent India's travel trade in the best possible way and generate business opportunities from untapped destinations. This not only gives a fillip to business but also enhances the knowledge of members.

CONVENTION HOTELS



Marriott Hotel Downtown

Located in the heart of downtown Abu Dhabi, the hotel offers 315 comfortable guest rooms including 32 luxurious suites. Situated in one of the best locations in the Downtown area of Abu Dhabi, the hotel enjoys close proximity to shopping complexes.

A 10-minute drive will lead you to Emirates Palace, where the inauguration will be held. Falling in the five-star category, the hotel offers the best amenities to suit a business or a leisure traveller. There are 21 flexible rooms including a 522-sq m Grand Ballroom which can cater upto 600 people.

The business centre features 16,750 sq ft of meeting and event space and is also complemented by catering and audio visual services. The hotel can comfortably accommodate big groups. The catering capabilities are extended to weddings, social events and theme parties. The skilled planners at the hotel arrange everything from start to finish.

Apart from vibrant rooms, the hotel also has a Saray Spa & Health Club, a rooftop pool along with multi-cuisine restaurants and bars. The hotel is well equipped to suit the modern traveller who also indulges in local experiences.

Le Royal Méridien

The second five-star property providing accommodation during the convention is the classy Le Royal Méridien. One of Abu Dhabi's most elegant and luxurious hotels, it has been picked due to its proximity to the convention venue. The iconic architectural landmark featuring 202 guest rooms, 74 suites and nine restaurants and bars is located in the commercial hub of the capital. The property has been recently transformed with a comprehensive renovation and refurbishment, making it an ideal hotel for both business and leisure activities. Post convention, one can enjoy shopping in the districts of Abu Dhabi or take a short walk along the Corniche.

The hotel has a revolving restaurant, making it a culinary destination in itself. There are several options from sophisticated dining at the market kitchen to more casual meals and snacks at the Stratos or PJ O'Reilly's. With its variety of choices of venues for events, the hotel extends its services to business events and grand weddings. There are nine meeting rooms with natural daylight and a Liwa Ballroom with a grand entrance that has the capacity for upto 450 people. The catering services offer a wide selection of menus to suit the visitor's preference. TAAI always picks the best destination for its delegates to showcase the true potential of a city and this hotel is another example.





Millennium Corniche Hotel

Situated on the beautiful stretch of Corniche, opposite the Le Royal Méridien Hotel is the Millennium Corniche Hotel. The property features 305 luxurious guest rooms overlooking the Capital Garden and pristine waters of the Arabian Gulf. The hotel majorly attracts business travellers due to its first class business centre and car rental services. For families who come for vacations, there are childcare and babysitting services, so guests can enjoy a good vacation.

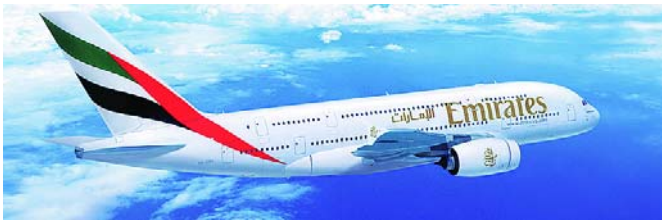
The hotel also offers free scheduled pick up and drop services to the city's main attractions like Sheikh Zayed Grand Mosque, Yas Waterworld, Ferrari World Abu Dhabi, Corniche Public Beach, World Trade Centre Mall and Marina Mall. There are health and fitness centres to provide detox facilities for guests. The venue at the hotel can host destination weddings for upto 300 people. Events can be hosted at the Grand Ballroom or boardrooms which are specifically designed to make the event a success. With spectacular views in the backdrop, the property's location, best of facilities, proximity to the convention venue will make up for a pleasant stay during your visit to Abu Dhabi.

Airlines support TAAI Convention with Special Fares

The airlines' support to the TAAI Convention Abu Dhabi 2016 is another example of how the travel fraternity unites to create better opportunities. TAAI is highly thankful to the Airlines for their valuable support, without which, it is very difficult to have the Delegates travel to an overseas convention.













Jet Airways and Etihad Airlines have extended their kind support for the TAAI Convention in Abu Dhabi as the "Host City Official Airline Partners". Airlines are an integral part of the travel fraternity and we are happy to associate with them. Both the airlines are online with Abu Dhabi from several Indian points which will count for easy transfers. Offering special airfares to our delegates they are adding more value to the event. Jet Airways as one of India's international Airline with online connectivity to several points in INDIA, and Etihad as the national airline of United Arab Emirates, worked as a team to support the TAAI Convention. Etihad is widely connected to many destinations and its business class offers have been attractive and in great demand by the delegates.

Both Jet Airways and Etihad came up with offers starting off as Rs 12,000 to Rs 14,000 for all inclusive round-trip economy and Rs 25,000 for all inclusive round-trip business. Jet Airways came in extremely supportive with its round trip domestic travel to connect to its international on-line points, offered at Rs 3,500 (all inclusive) for Economy Class.

There are several other airlines who have offered special fares to our delegates, with some more likely to join, as delegates get ready to travel. Emirates Airlines has a wide network across the country making it easy for delegates to depart directly into Dubai. From Dubai, the airline has offered its coach services to our delegates into Abu Dhabi and vice versa. Emirates has launched its special promos which resulted in delegates preferring the airline as well. Emirates had special rates starting from Rs 14,000 plus taxes in Economy and Rs 38,000 – Rs 42,000 plus taxes in Business for round trip travel.

The offer from Oman Air has been very attractive. The airline's Economy and Business class fares were very attractive. Oman Air transits via Muscat, and those delegates desirous of taking a break-journey could use Oman Air. The price range of Oman Air started off from Rs 11,000 in Economy and Rs 22,000 in Business for a round trip travel from Indian points.

Our National Carrier Air India, was highly supportive. It had an easy system to offer. Any delegate could pick up any available ticket on Business & Economy into Dubai (Abu Dhabi as well from BOM) and be rewarded with a discount of 50 per cent on Business & 30 per cent on Economy.

IndiGo too was very supportive and has given us some superb offers. Its most attractive fares with "Meals" were priced at Rs 10,500 to Rs 11,500 (all inclusive) for a round trip. IndiGo's excellent connectivity into Dubai continues to grow. For offline stations, IndiGo had a special offer to connect with their departure cities.

TAAI is delighted and highly obliged with all airlines who have encouraged more delegates to attend the TAAI Convention in Abu Dhabi, through the special fares offered.

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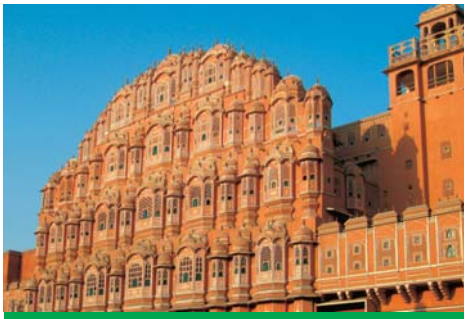
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INDIAN HOLIDAYS

TAAI Team, Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi) and YAS Island put up a great event together

Putting the TAAI Convention together has been an huge task. The venues for the event chosen by the TAAI TEAM are awesome and truly iconic. Most of the Convention and Exhibition will be held at the Emirates Palace, where the Inauguration Dinner on October 14 and the Convention Gala on October 15 is held. The FAREWELL GALA DINNER on October 16 is at the most incredible Ferrari World Abu Dhabi in YAS Island.

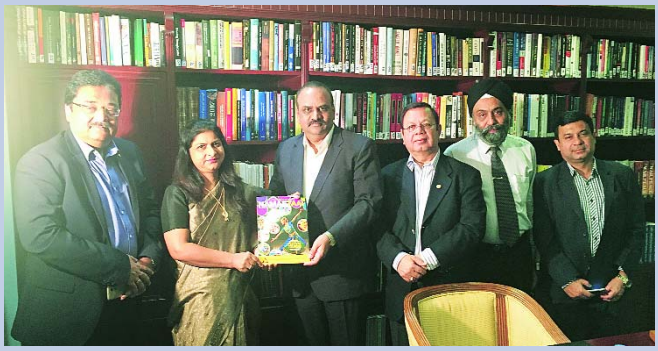
TCA Abu Dhabi has been a key supporter of the Convention. It has recently announced FREE VISA to the delegates as well. On several occasions, TAAI officials have met the TCA Abu Dhabi team. The discussions were led by Ms Anood Khalifa, Asia & CIS Acting Unit Head, Destination Promotion Department, Abu Dhabi Tourism & Culture Authority, who was joined by Mr Ahmed Al Mansoori, International Promotion Executive, Destination Promotion Department of Abu Dhabi Tourism & Culture Authority and Country Manager for India, Mr Bejan Dinshaw. In one of the meetings, TAAI officials also met Mubarak Al Shamsi, Director of Abu Dhabi Convention Bureau.

The TAAI delegation had also met Mrs Neeta Bhushan, Deputy Chief of Mission, Head of Chancery – Indian Embassy of Abu Dhabi, and invited the participation of the Embassy. Some very exciting meetings had also taken place at Yas Island with Ferrari World Abu Dhabi and their team, to put the convention in place. The delegates will have a superb time indeed!













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Dec 6,10,26 2016; Jan 4 2017
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PHUKET & LANGKAWI & PENANG
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Dec 01,17,30 2016
Itinerary:
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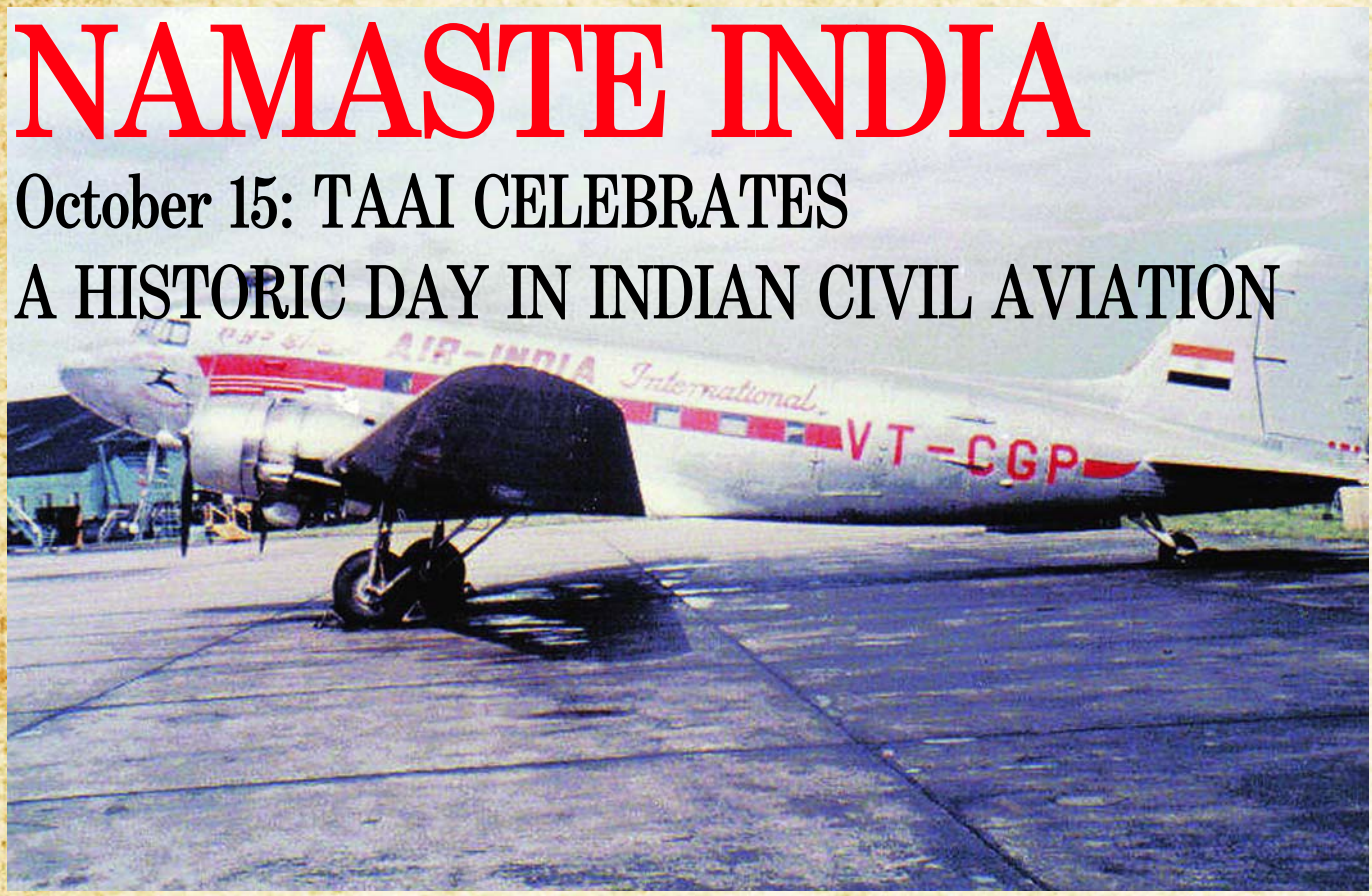
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NAMASTE INDIA

October 15: TAAI CELEBRATES A HISTORIC DAY IN INDIAN CIVIL AVIATION

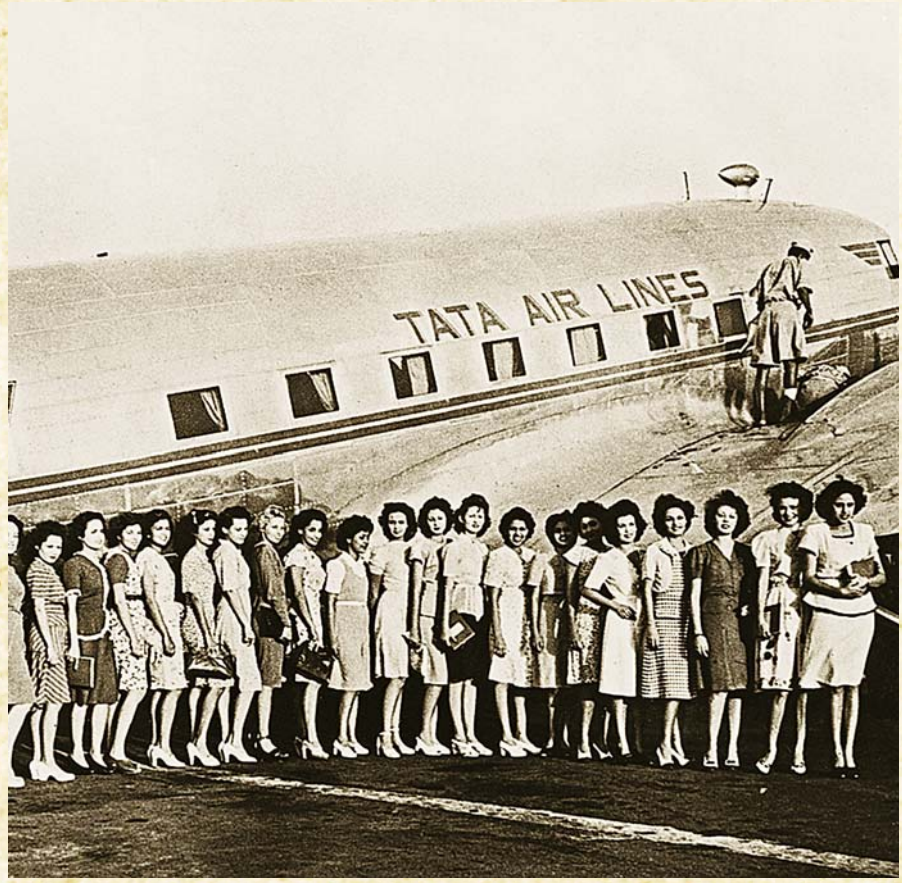


The nation's inaugural flight from Karachi to Bombay was flown on October 15, 1932. Late JRD Tata is popularly known as the Father of Indian Civil Aviation. He flew the first flight, single-engine De Havilland Push Moth aircraft, carrying airmail from Karachi to Bombay on this historic day.

Starting with delivering four-anna airmail letters from Karachi to Bombay, JRD Tata went on to build Air India, India's first international airline.

The passion for flying did not simmer down in JRD, for even at the age of 78, he re-enacted the historic flight of 1932, in the year 1982 taking a heroic flight from Karachi to Bombay celebrating the Golden Jubilee of the Civil Aviation movement in India. A refurbished Vintage Aircraft was readied for the great event and JRD himself flew the machine.

At the Indian Travel Congress, 2016 being held at Abu Dhabi, TAAI shall endeavour to strongly reflect the historic aviation activity of this first





commercial flight flown by India's first Aviation Pilot.

We celebrate this spirit of JRD Tata who decided to "Rise Beyond Routine", inspiring all of us to go beyond what we have accomplished.

HISTORIC HAPPENINGS

- 1927, April: Department of Civil Aviation was set up to look after all civil aviation matters.
- Aero Club of India was also established.
- 1932: Tata Airlines came to being as a division of Tata Sons Limited. Tata Airlines began with an investment of ₹2 lakh from Tata Sons and it owned two second-hand de Havilland Puss Moths.
- 1932, October 15: JRD Tata soared in a tiny single-engine de Havilland Puss Moth from Karachi with the 25 kg load of mail to Bombay via Ahmedabad. **This was the nation's inaugural flight**. At Bombay, Neville Vintcent, a former RAF pilot and close friend of JRD, took over from JRD and flew the Puss Moth to Madras via Bellary. Karachi was chosen as the starting point because Imperial Airways terminated there with the airmail from England.
- 1933: The first full year of operations, Tata Airlines flew 160,000 miles, carried 155 passengers and 10.71 tonnes of mail. Homi Bharucha was the first pilot on the payroll. JRD and Vintcent were the other two pilots.

Starting with delivering four-anna airmail letters from Karachi to Bombay, JRD Tata went on to build Air India, India's first international airline





Emirates Palace: Meeting in Royalty

As convention venue for the TAAI Annual Convention in Abu Dhabi in October, Emirates Palace offers the best meeting spaces set in palatial surroundings

Whether you are hosting an event or celebrating a very special day, why settle for an inferior space when you can have the world's best? Did you know that you can marry in Emirates Palace, hold an important business meeting or simply celebrate life's moments in a palatial setting with the five-star service you would expect only from a palace? Well you can, and here are six reasons why you should consider holding your next event there.

WORLD LEADER'S CHOICE

Built as an iconic landmark showcasing Arabian culture at its finest, Emirates Palace, managed by Kempinski, has created an



enviable niche in luxury hospitality. Emirates Palace is the choice of world leaders, business travellers and holiday-makers from around the world for a reason. Emirates Palace offers a memorable and unique experience unparalleled in Abu Dhabi through contemporary facilities and personalised service. From start to finish, your event will run smoothly thanks to the Palace's events support team.

LOCATION, LOCATION

If you are seeking an illustrious address for your next event, look no further than one of the world's few living landmarks; one you don't have to just queue up for, because you can stay in it. Situated on 1.3 km of private beach and 85 hectares of gardens and lawns, Emirates Palace comprises 394 rooms and suites carefully designed and furnished to offer guests superior comfort and luxury. With spectacular views of the manicured lawns or the glistening blue waves of the Arabian Sea, every venue promises a palatial experience.

NO CRAVING UNFULFILLED

All those years of experience, unrivalled service and distinguished setting mean little without extraordinary food. Emirates Palace is host to the finest global cuisine across its 13 restaurants, cafés and lounges to create a dining experience that is always beyond compare. The menus are crafted by a team of passionate multi-national chefs, so in just one day you and your guests can sample exquisite Italian cuisine at Mezzaluna, relish the freshest catch of the day at Sayad, or indulge in the traditional local flavour of the Emirates at Mezlai.



ENDLESS EVENT OPTIONS

The premier meeting and conference destination in the city, Emirates Palace attracts business drivers and key decision makers from around the world to its beautiful front steps. Contained within a meeting and conference space that exceeds 7,000 sq m, Emirates Palace boasts an Auditorium and Ballroom accommodating 1,100 and 2,400 guests, respectively. In addition, there are over 40 meeting rooms, six large terraces and a variety of pre-function areas, which provide many options for private meetings, cocktail receptions, banquets, concerts and congresses. Set in 85 hectares of beautifully landscaped gardens with vast picturesque lawns, the Palace offers spectacular outdoor venues for gala dinners and events.

A HOME OFFICE AWAY FROM HOME

The Emirates Palace multi-purpose Business Centre is a veritable home office away from home for the astute or weary business traveller. The Palace has a team of people who will happily assist with everything a business traveller needs to get work done whilst away, and it's conveniently located beside the Lobby on the fourth floor of the Palace. Whether you need to execute a last minute presentation or organise a quick meeting, the Business Centre is available 24/7.

BRAGGING RIGHTS

This point may be subjective, but seriously, how many people do you know who've gotten married, celebrated their birthday or anniversary or simply congregated with very





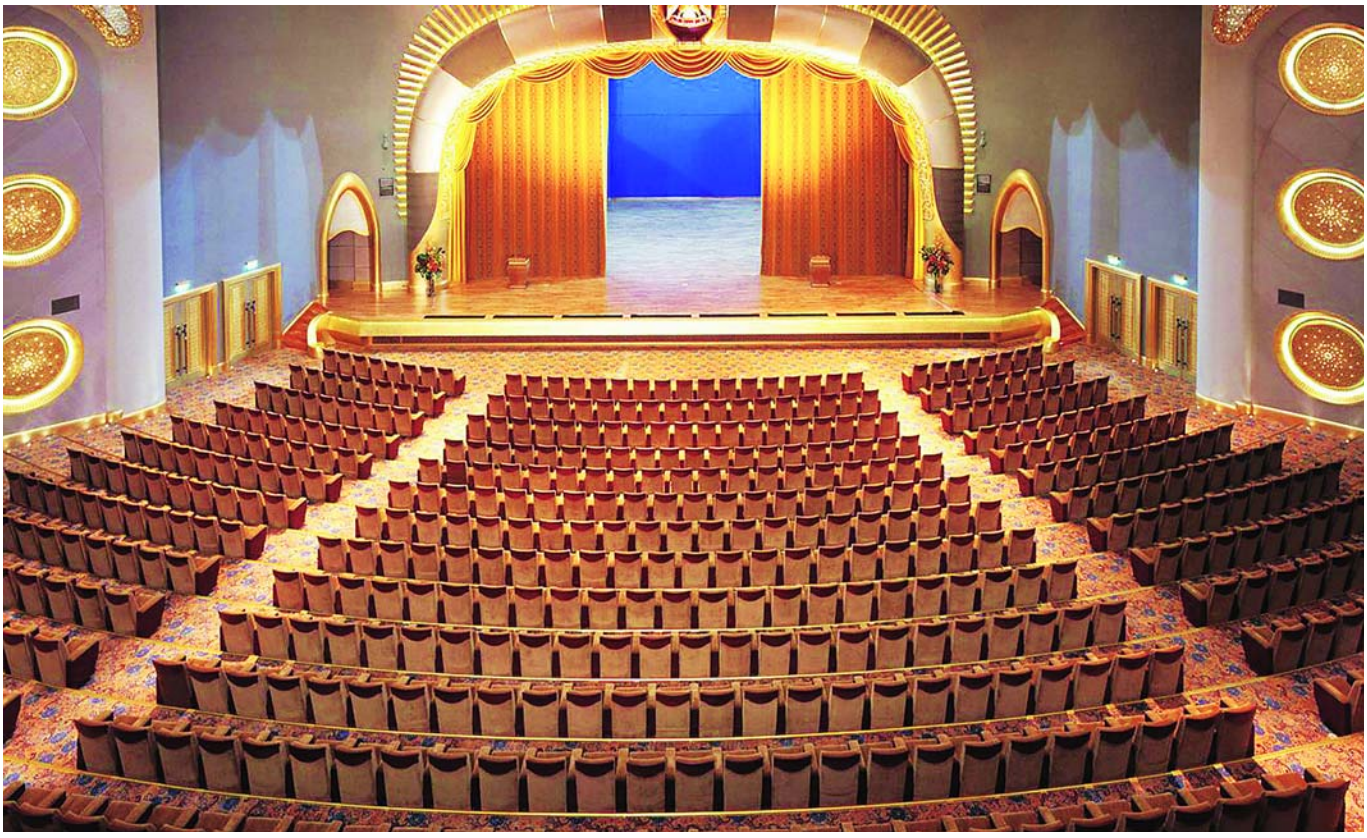
Epitome of Indulgence

Palace Cappuccino - Sprinkled with real 24 Carat Gold Flakes

If you only have one hour at Emirates Palace, spend that hour enjoying the famous Palace Cappuccino. Sprinkled in real 24 carat gold flakes, this is the epitome of indulgence at the Palace. Only the finest ingredients are used to create the signature Gold Cappuccino. Also known as the Palace Cappuccino, this superior blend of aromatic coffee is sprinkled with gold flakes to give you a taste of royalty, making it unlike anything you have ever tried before. Served on a polished silver tray, you can enjoy your cappuccino with special dates and dark chocolate. There is also a palate cleansing glass of water to finish with. The Palace Cappuccino is served throughout the day in both the Caviar Bar and Le Café.

important colleagues on business matters in a Palace? Most people can never say they did any of those things, but you can. Whether you are keen to make precious memories to last a lifetime, keep up with the Jones or simply seek an exceptional and exclusive venue for an upcoming event, mentioning that you held it at Emirates Palace in Abu Dhabi is priceless. With such diverse venue options, Emirates Palace hosts a spectacular array of local events, including film premieres, cultural events, art exhibitions and formerly the Abu Dhabi Film Festival as well as world class sporting events, such as the annual Polo at the Palace and Tennis at the Palace. Rarely does one come across a destination that implicitly caters to every need and desire, and, in Abu Dhabi, there is only one: Emirates Palace - a place where decisions are made, and where influential people come together to meet.







The story behind Emirates Palace

Emirates Palace was originally built as a grand meeting place solely to host delegations and house visiting dignitaries. The government then decided it shouldn't be exclusively for honorary guests and opened it up to families, business travellers and anyone else travelling to Abu Dhabi.

The construction costs

The Emirates Palace, in Abu Dhabi, is the second most expensive hotel ever built in the world; its building costs having been only surpassed by Marina Bay Sands in Singapore. Construction costs were estimated to be around US$ 3 billion. The hotel was opened to the public in 2005 after three years of construction by over 20,000 workers. Pure gold and marble comprise much of the decor, and there's even a gold bar vending machine in the lobby. The hotel is owned by the Abu Dhabi Government and managed by upscale German hotelier, Kempinski Hotels and Resorts. Although one might expect a hotel so large to have thousands of rooms, instead the hotel chose quality over quantity and, in fact, has less than 400 rooms. Guests are often surprised to learn that it has over 128 kitchens to prepare meals for them.

The Emirates Palace was built as a tribute to Arabian culture

The décor maintains a masterful blend of Arabian regal splendour and the latest technology, such as inroom entertainment and the ability to remain in constant contact with one's inroom landline. Emirates Palace offers luxury hospitality and singular architectural elements, such as its 114 domes that are 80 meters high, arabesque arches and 1,002 Swarovski chandeliers, the largest weighing 2.5 tonnes. Its setting perfectly complements its deluxe facilities. The hotel is located on 1.3 km of private beach and is surrounded by 85 hectares of lawns and gardens.

The palace hotel requires about 5-50 kilos of gold every year to keep the ceilings reflect gold

24k gold is a recurring theme throughout the Palace and is an intended nod to the golden desert dunes just outside the city centre of Abu Dhabi; the precious metal graces everything from the ceilings to the foam on one's cappuccino. Emirates Palace





uses so much gold, in fact, that it has on staff a Full Time Gold Specialist who nimbly maintains the nearly lost art of 22k gold leaf restoration on the Palace ceilings. Over five kg of pure edible gold is used annually on decorations and is mainly sprinkled over the Palace's decadent desserts and signature 24k Gold Cappuccinos.

The Emirates Palace's incredible Royal Suites

Emirates Palace has six Ruler's Suites on the top floor which are reserved exclusively for visiting royalty and heads of state. There is also a magnificent arched entrance reserved for passing motorcades and a helipad for those arriving by air. There is no amount of money that can buy you into these suites; they are off limits to even those with the world's highest net worth. For the rest of us who don't rule a nation, there are the slightly more attainable Palace Suites, which are often host to visiting celebrities. If you choose to stay in a Palace Suite, the three bedroom suite with pure silk walls and every luxurious amenity imaginable will make your stay feel just like home - if your home were a palace, that is. If not, this will be an unrivalled hotel stay designed to make you feel like royalty for a day.

Staff to Guest ratio

To walk from one end to the other of the hotel is 1 km. The hotel has a staff of 2,000 employees from over 60 nations. The hotel is so sprawling and has so many employees that the number of guests inside the hotel is always outnumbered by the hotel staff.

SriLankan Airlines welcomes Northern Region of TAAI in Colombo

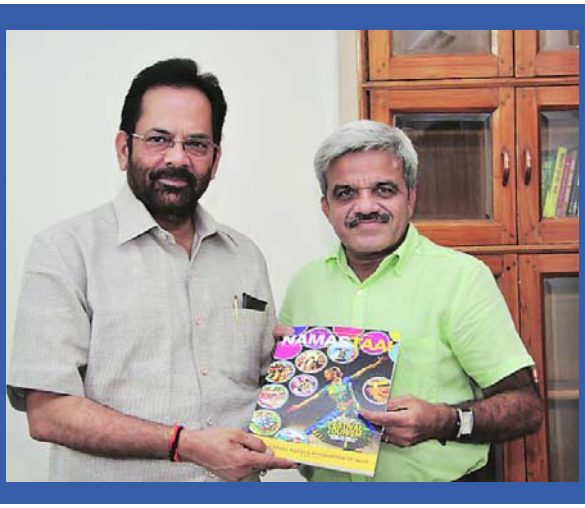


In an attempt to strengthen its association with the tourism sector in India, SriLankan Airlines, the national carrier of Sri Lanka and a member of the oneworld airline alliance, recently hosted the visiting delegates of TAAI in Colombo. The delegates were in Sri Lanka to attend the annual conference of the TAAI Northern Region.





The grand evening witnessed a number of dance performances and unique cultural activities. The evening was graced by a host of distinguished guests, including H. E. Y K Sinha – High Commissioner of India to Sri Lanka, Arindam Bagchi – Deputy High Commissioner, Esha Srivastava – First Secretary (Press, Information & Culture), Siva Ramachandran, Chief Commercial Officer of SriLankan Airlines, Saminda Perera, General Manager Marketing of SriLankan Airlines, Dimuthu Tennakoon, General Manager Commercial Operations of SriLankan Airlines, Lalith De Silva, Regional Manager Indian Sub-Continent of SriLankan Airlines, Rajan Sehgal –Chairman TAAI and Members of TAAI Northern Region. SriLankan Airlines' Manager- North India, Chinthaka Weerasinghe said, "We were delighted when the Northern Region of TAAI chose Sri Lanka to host their annual conference at a time when Sri Lanka is fast becoming one of the most sought-after destinations among Indian tourists. The tourist inflow from India shows a remarkable growth over the years and we are happy to extend our hospitality, convenient connectivity and specially designed packages to Indian travellers. The Northern Region also happens to be the highest revenue generating region for SriLankan Airlines from a pan India perspective. This is mainly due to the contribution of all our travel partners and we take this opportunity to thank them for their support."



TAAI Northern Region Chairman Rajan Sehgal, with Mukhtar Abbas Naqvi, Union Minister of State for Minority Affairs and Parliamentary Affairs

Southern Region meets Assistant Secretary of State for Consular Affairs, USA

TAAI Team met with Michele T Bond, Assistant Secretary of State for Consular Affairs, USA at the reception in honour of her visit at the Consul General, Phillip Min's residence on August 24, 2016. Bond gave a speech on the bondage between USA and India and thanked everyone for the support given to them.



TAAI MC and Chapter Chairperson of Southern Region, Devaki Thiyagarajan handed over a copy of NAMASTAAI to Assistant Secretary of State for Consular Affairs, USA, Michele T Bond who found the magazine highly impressive and congratulated TAAI on such an initiative. Karnataka Chapter Chairman M S Raghavan and Kerala Chapter Chairman Ross Masood were also present on the occasion

MP & CG Chapter interactive meet with Trawell Tag in Bhopal

Cross selling in the travel trade is the need of the hour. Besides increasing the agency revenue, it gives an upper edge to the agency, giving it the status of a one stop travel shop.

When a client walks into an agency looking for tickets and holiday packages, it is imperative to explore all other sources of earning additional revenue by selling related products like prepaid SIM or overseas insurance for instance.

In a bid to encourage travel agents to sell insurance along with packages, Trawell Tag organised an interactive meet with the travel agents in Bhopal on September 16, 2016. It was an informative presentation which educated the agents on types of policies in the market and how to select the best possible policy looking at the client's profile and destination of travel.

The Trawell Tag team discussed the benefits of overseas insurance and also quoted instances where having an overseas insurance saved the day for many a traveller.





Southern Region at Malaysian Tourism Board Meeting



TAAI Southern Region office bearers, led by Chairperson Hema R Chander, attended the Malaysian Tourism Board meeting held at Hotel Grand Chola, Chennai on August 11, 2016. The meeting was convened to promote new destinations in Malaysia, mainly in Borneo. Humphrey Ginibun representing Sabah Tourism Board, Datuk KL Tan, Borneo Trails and Kavitha representing Malaysian Tourism Board were present.



Launch of Travel USA magazine in Southern Region



Southern Region Chairperson Hema Chander and her team including MC Member T Devaki arranged a special day for Commercial Consul for South India, John Fleming to promote Brand USA and launch of its magazine Travel USA on August 19, 2016. Members enjoyed listening to Fleming sharing his own travel experience to one of his favourite National Parks - Shenandoah in Virginia.



Consular Officer, Charles Blake spoke about US Visa procedures focusing on group appointments and was on hand to answer questions and show how easy it is to visit the USA. Blake is currently on his first assignment as a Foreign Service Officer working at the US Consulate in Chennai. One of his favourite pastimes is travelling and learning about different cultures. To date, he has visited and/or lived in approximately 50 countries! Travel USA magazine was also presented to TAAI SR leadership. The easygoing networking continued over high tea and Fleming was very appreciative of the members' enthusiasm in attending the programme.



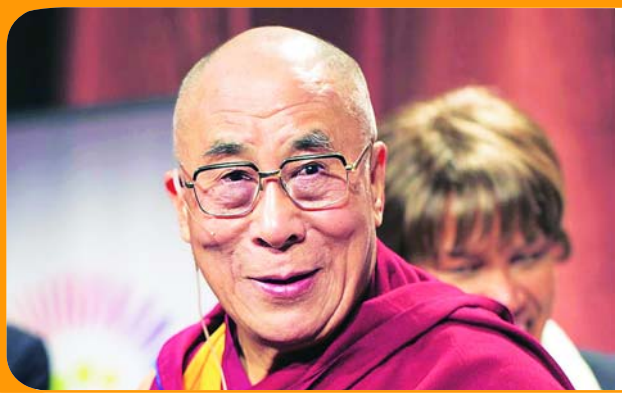
"Brand India is built of 5 Ts – Talent, Tradition, Tourism, Trade and Technology"

Narendra Modi,
Prime Minister of India

Inauguration of Thai Airways International Office in Eastern Region



Thai Airways International opened its new office in Kolkata which was inaugurated by H.E. Preecha Kaensa – Consul General, Royal Thai Consulate General, Kolkata and Vichaya Singtoroj, General Manager, Thai Airways International PCL, Kolkata. TAAI Eastern Region Chairman, Devesh Agarwal was present at the function.



"We are all here on this Planet as Tourists. None of us can live here forever."

Dalai Lama
Spiritual leader

Gujarat Chapter holds Annual Members Meet in Ahmedabad









Gujarat Chapter held its Annual Members Meet on July 30, 2016 at Lemon Tree Premier Hotel, Ahmedabad. The meeting was well attended by almost 20 members. Managing Committee member Shreeram Patel and Chapter Chairman briefed about the meeting held with airlines and GDS heads on July 13, 2016 at New Delhi. He mentioned how this meeting was fruitful to the members of TAAI and its outcome. Members appreciated this kind of initiative and also suggested more and more such kind of interactive sessions for the good health of the industry.

An account of the Gujarat Chapter was also passed in the meeting. For smooth and live functioning of the chapter, various committees like Airlines, GDS, Membership Development & Entertainment, Allied and Leisure were formed and responsibility was given to committee members.

After the meet, an interactive session was organised and officials of American Express gave a wonderful presentation of their product. Corporate card was an interesting and fruitful product for the members and all queries were resolved in the meeting.

Rajasthan Chapter welcomes BPPD, Indonesia



Rajasthan Chapter welcomed Herdy D Sayogha, Vice Chairman, Badung Tourism Promotion Board, Bali, Indonesia (BPPD). Members of Rajasthan Chapter led by its Chairman Manoj Sogani accorded a warm welcome to Sayogha during an event and sales meet organised by BPPD in association with Rajasthan Chapter at Hotel Lalit, Jaipur on August 26, 2016. More than 110 members attended the event.



Members of Rajasthan Chapter led by its Chairman Manoj Sogani accorded a warm welcome to Herdy D Sayogha, Vice Chairman, BPPD

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Pune Chapter's FAM trip to Dandeli





TAAI Pune Chapter in association with Whistling Woodz, Dandeli organised a FAM trip for its members from July 29 to 31, 2016. The FAM saw participation from around 20 members of the Chapter. During the two days stay, members experienced great hospitality from the Whistling Woodz team. Members embarked on River Island Safari, Night Safari, Jungle Safari. Members also enjoyed various activities at the resort like zip line, kayaking, boating, spa, etc. Members also visited a small hamlet near the resort and enjoyed high tea with the villagers.

The resort management did a product presentation on the resort and what Dandeli has to offer to visitors. Bahram, Honorary Secretary proposed the vote of thanks. Members had a great time and appreciated the efforts of the Pune Chapter office bearers.





TAAI President addressing Turkey Roadshow organised by AP & Telangana Chapter in Hyderabad



South Tamil Nadu Chapter meeting with Jet Airways

TAAI South Tamil Nadu Chapter meeting was conducted on September 9, 2016. Jet Airways made a special presentation to Chapter members. Muralidas Menon, Jet Airways, General Manager - Tamil Nadu & Kerala gave a presentation on the current scenario in the aviation industry. He also shared his valuable knowledge among the members. Managing Committee member R Venkatachalam and Honorary Secretary BSG Musthafa were also present.







Karnataka Chapter signs MoU with Mount Carmel College, Bengaluru

TAAI Karnataka Chapter signed a MoU with Mount Carmel College (autonomous), Bengaluru. The MoU was signed by Karnataka Chapter Chairman M S Raghavan and handed to K Lalitha – HoD, Department of Travel and Tourism, Mount Carmel College (MCC), during a one day workshop conducted in the college for 12th class students to create awareness of its hospitality and tourism course in undergraduate level on August 31, 2016. This MoU is intended to extend training internship and placement assistance for MCC students. The workshop was inaugurated by Raghavan. Principal Dr S R Arpana presided over the function. Students from 12 PUC colleges in Bengaluru attended the workshop. Panel members from Air India, Cox & Kings, Jungle Lodges and Thomas Cook presided over the panel discussion about job opportunities in travel and tourism sector.



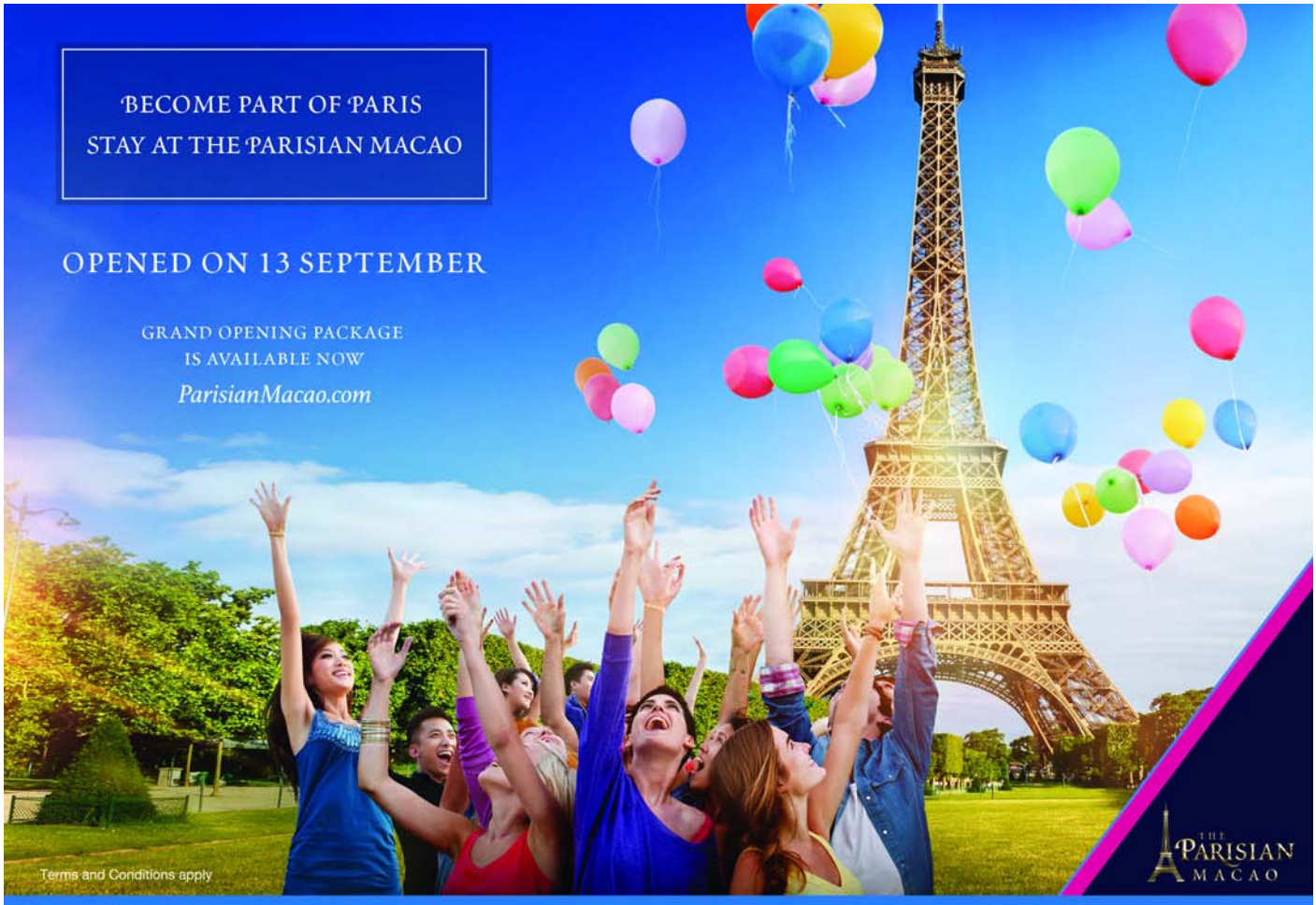




Uttar Pradesh & Uttarakhand Chapter felicitates Station Manager of Air India, Lucknow



TAAI Uttar Pradesh & Uttarakhand Chapter led by Chairman Sunil Satyawakta and other office bearers along with few members, called upon Sujit Kumar, Olympian and Station Manager of Air India, Lucknow in his office and congratulated him on being conferred "Laxman Award" by the Uttar Pradesh Government. As a token of appreciation, the TAAI team presented a bouquet of flowers and memento to Kumar.



Grand Opening Package at The Parisian Macao

Inclusions :

- 02 nights stay
- Daily Breakfast or Lunch
- Eiffel Tower 7th floor Observation Deck admission ticket **OR** Thriller Live C-reserve ticket (30Sep-13Nov)
- The Parisian Macao limited edition opening souvenir
- One way Macao to Hong Kong Cotai Water Jet Cotai Class Ferry ticket **OR** Qube Kingdom **OR** MOP200 Shopping and Dining Dollars

02 Nights from
US$ 193
per person*

Add on

Extension to Hong Kong (Pre or Post)

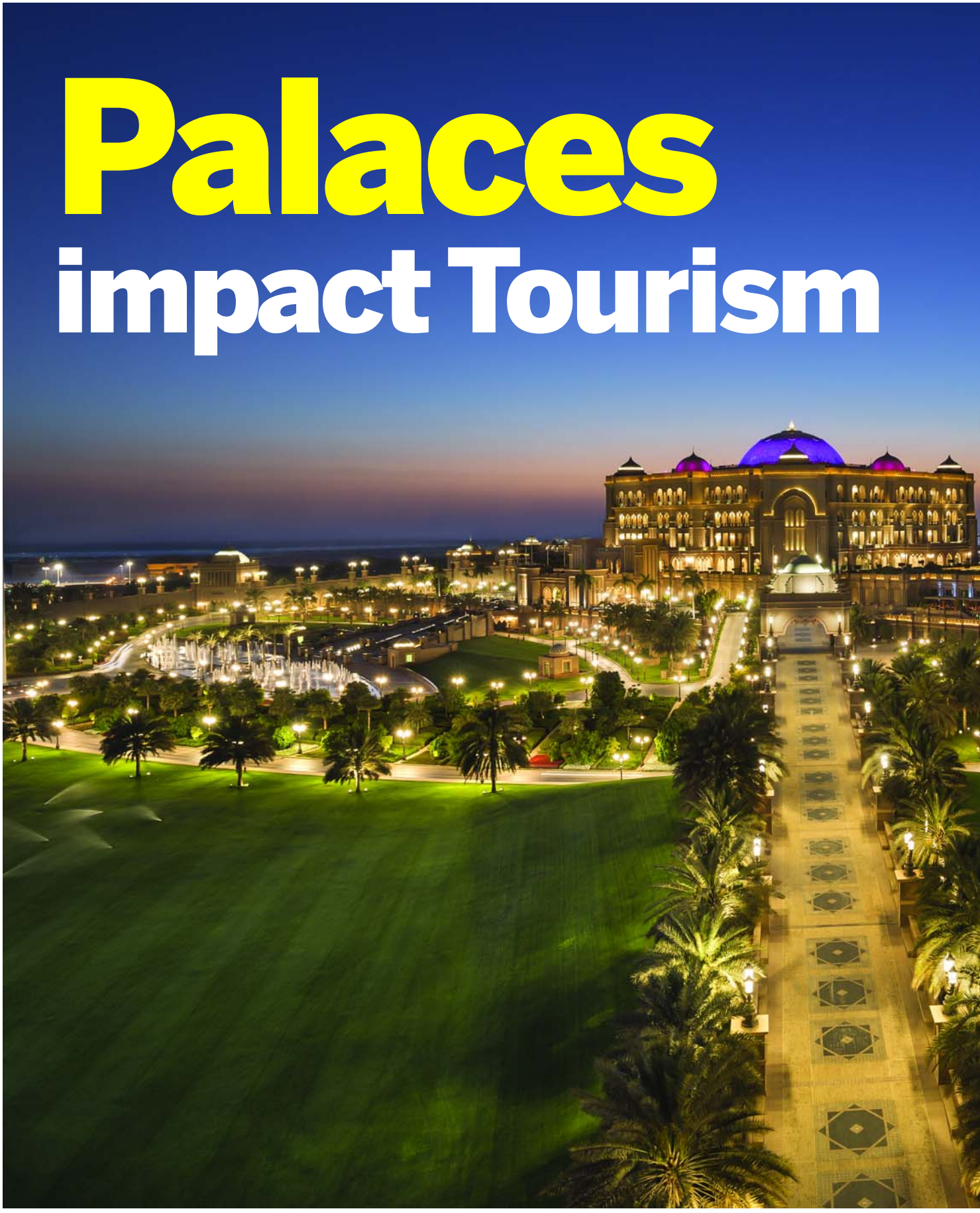
Offer : From **US$ 221** pp (pre HKG stay) or **US$ 254** pp (post HKG stay) includes 02 Nights accommodation, Daily Breakfast, Half Day Hong Kong Island Tour on SIC, One way transfer from Hong Kong Hotel to HKG Pier on Private basis or V.V., One Way Ferry Ticket from HKG Island Pier or Kowloon Pier - Macau or V.V., Transfer from Hong Kong Hotel - Hong Kong Airport or V.V. on SIC

Remarks : Rates are valid from 14Sep 2016 - 27Jan 2017. Black-out Dates & Weekend surcharges will be applicable. For detailed Terms & Conditions, please visit en.sandsresortsmacao.com.

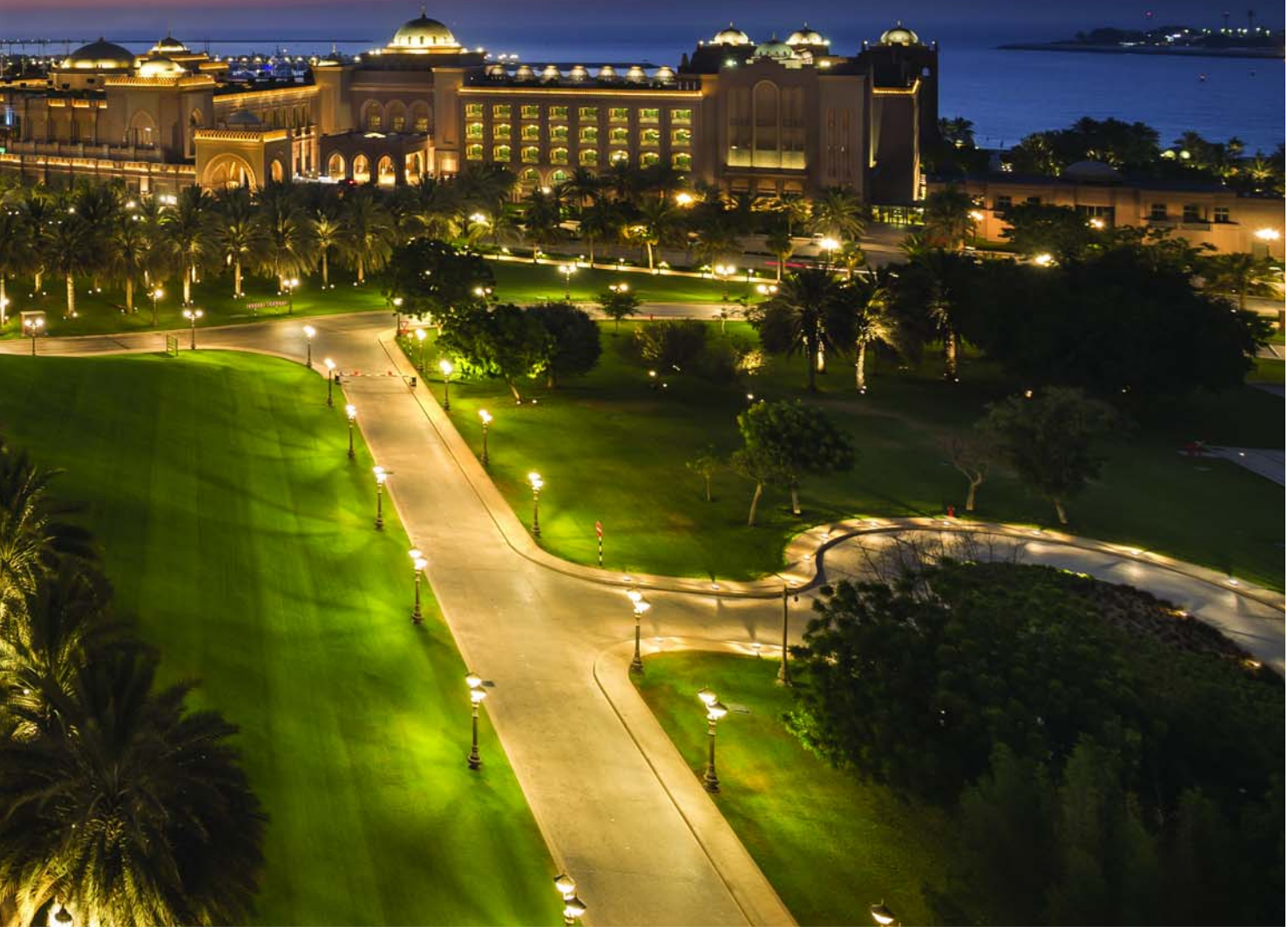
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Palaces impact Tourism



The world's cultural heritage is preserved in iconic palace hotels. While tourism grows across nations, new age travellers are keen to experience a country's rich heritage through a stay at these hotels. TAAI continues to promote these palace hotels through its efforts and bring it to the world's notice. This year's TAAI's 63rd convention is set to be held at the Emirates Palace in Abu Dhabi, an opportunity to rediscover the charm of a palace property. Palace hotels around the world are niche products that can be used to promote tourism





EMIRATES PALACE, ABU DHABI

Located on the shores of the Arabian Gulf, the hotel offers luxury hospitality combined with authentic local experiences. The hotel is situated in the heart of Abu Dhabi, the capital of the United Arab Emirates and is a 40 minute ride from the international airport.

Defining Arabian fantasy, the property has 394 rooms and suites overlooking the lush green gardens and its own private natural bay. The décor of the hotel is set in silver, gold and glass mosaics defining the rich Arabian history of hospitality. The palace is one of the most expensive hotels to be built and matches latest technology with ancient luxury in a distinctive manner.

The hotel has 13 food and beverage outlets offering award winning cuisines and some of the city's largest conference centres. Just a short walk from the beach, the property has two huge swimming pools, a spa centre, fitness centre and a special kids zone. Due to its central location, it is just a few minutes away from the city's shopping malls, new restaurants, cultural institutions, the Marina Mall and a heritage village. For the taste of true Emirati culture, one can also visit the Emirates Palace Bendouin tent. Another interesting USP of the hotel is the 1.3 km stretch of private beach with an underwater museum which the guests can explore as they go snorkelling.

> The Emirates Palace offers some unique experiences. Taste the rich flavours of the region with the Emirates Palace signature dish, the 24k gold `Emirates Palace Camel Burger'

The grandeur of the rooms transports one to a luxury world that is hard to escape. The rooms - Coral, Pearl and Diamond - can be picked for a splendid experience, be it watching the sunrise from a private balcony or enjoying views of the poolside area. From the three bedroom Palace Suite to the Royal Khaleej Suite, every suite offers a unique style. All the rooms speak of royal hospitality and let the guests experience a once-in-a-lifetime vacation.

The restaurants offer variety of cuisines with some must have experiences on the list. They serve fresh innovative cuisine that caters to an international guest's taste buds. They also introduce them to the regional dishes.

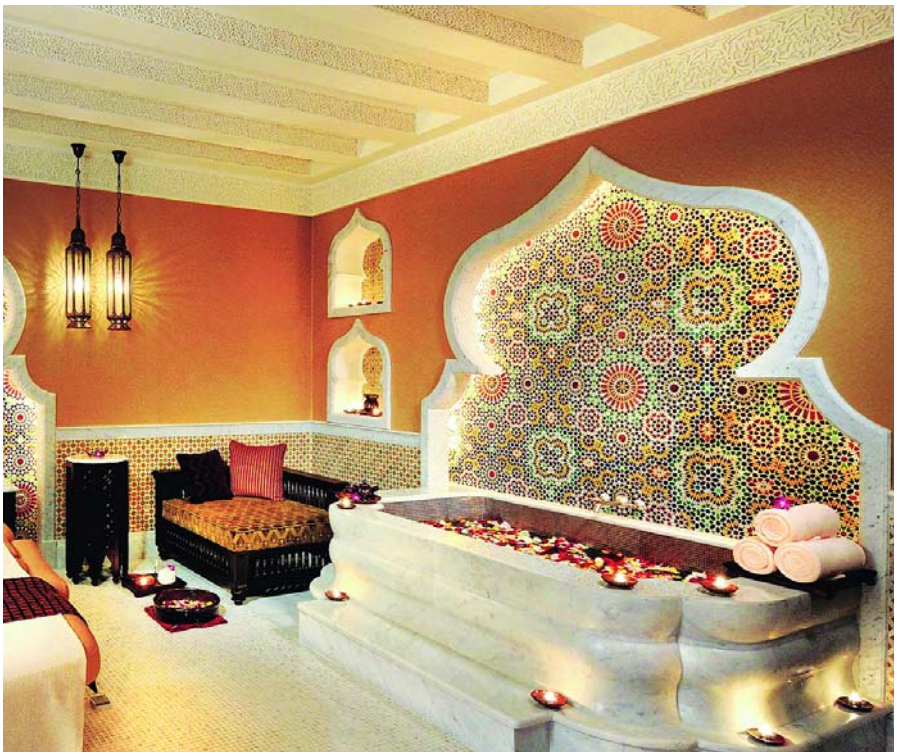
With the very best of the new and old world charm, the palace hotel is not simply a hotel but a destination in itself. There are numerous activities that the guests can indulge in to experience the culture of the vibrant city. The Emirates Palace Spa is an award winning spa featuring a traditional Moroccan Hammam. Spread over 1500 sq km, the spa has two jacuzzis, two steam rooms, heated marble and an ice cave.

The Emirates Palace Spa has, once again, been crowned the 'World's Best Hotel Spa' and 'Abu Dhabi's Best Hotel Spa' at the 2016 World Spa Awards but, this year, the Spa also took home the 'Middle East's Best Hotel Spa' award turning a much deserved spotlight onto luxurious spa and wellness travel to the UAE capital.

The exclusive red carpet ceremony was held at the Forte Village Resort Hotel in Sardinia, Italy. Commenting on the international recognition these honours bring to Abu Dhabi, Holger Schroth, General Manager at Emirates Palace, said, "To win such an international accolade once is a General Manager's highest aspiration. To win it two years in a row is a

testament to our team's hard work and passion and a tribute to the already highly acclaimed VIP guest services at Emirates Palace. It's also an assurance to guests that there is no better place to unwind in the world than Emirates Palace Spa."

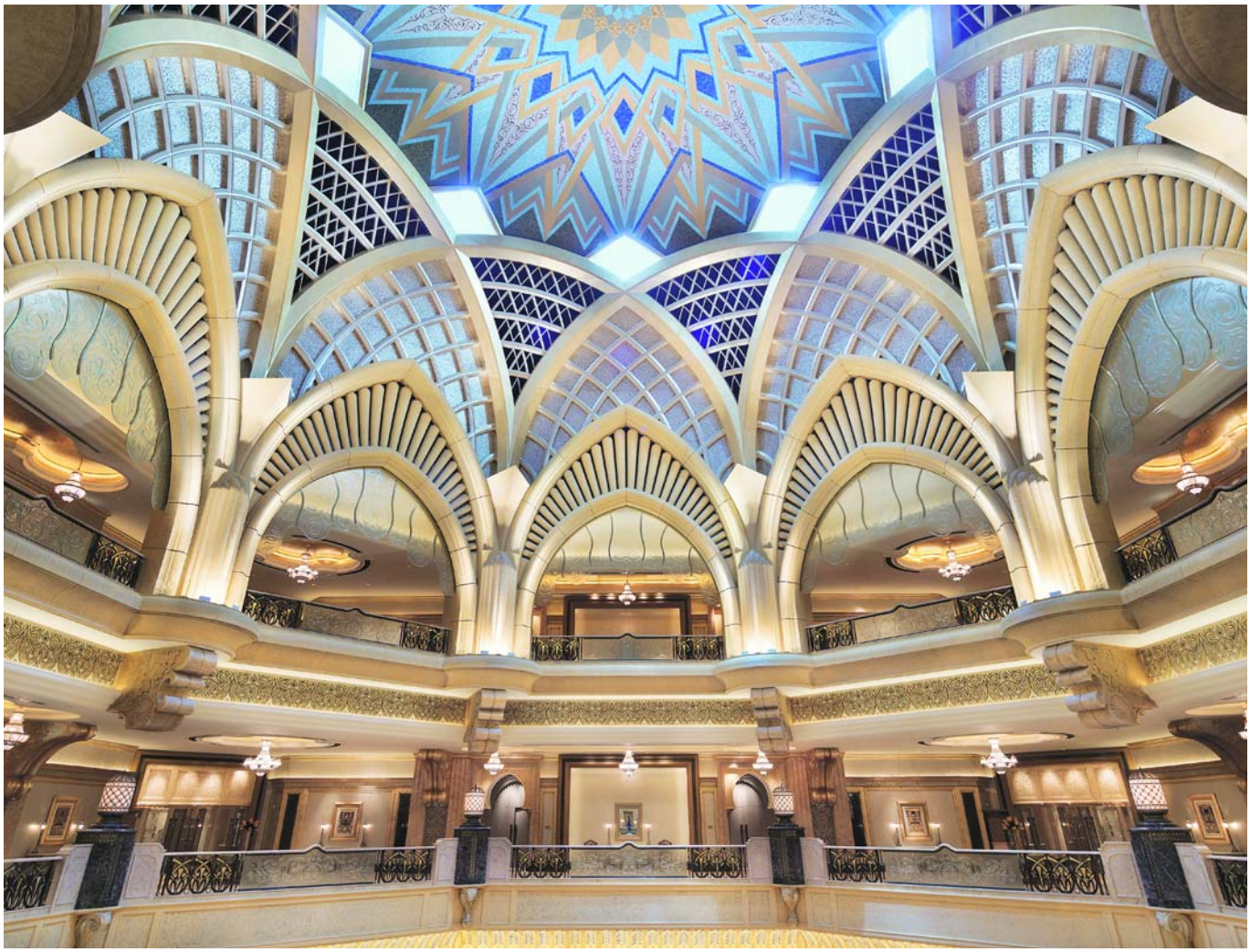
For children there is a special kids zone which hosts origami classes, water games, face paintings, sand art, dance classes, kids Olympics among other activities. There are special yoga sessions for beginners as well as intermediate levels who seek some relaxation during their stay. The outdoor trail is for the ones who wish to cycle or jog their way to fitness. The winding trail encircles the cricket patch with the beautiful hotel as the backdrop which makes up for a lovely morning run.



SUITE EXPERIENCES

KHALEEJ SUITE

Each of the Khaleej Suites features a private world-class entertainment centre,





sea views of the deepest mesmerising turquoise, and contemporary décor that exudes the height of luxury living. The Khaleej Suite will inspire you in the morning, lull you to sleep at night, and give you peace and tranquillity throughout the day. This Emirates Palace Suite welcomes you to an extravagantly-dressed king size bed and a fully-appointed bathroom with your own Jacuzzi.

KHALEEJ DELUXE SUITE

The Khaleej Deluxe Suite will take your breath away with its spectacular 180-degree scenic view of the Arabian Gulf and its turquoise blue waters. The stunning vista and the pure lavishness of your Emirates Palace Suite surroundings will have you coming back for years to come. The Khaleej Deluxe Suite is 165 m² (1,776 ft²) and can accommodate a maximum of 3 adults with the installation of an optional extra bed and promises a very special experience in the Emirates Palace suite, Abu Dhabi.

ROYAL KHALEEJ SUITE

Adornments of gold, delicate silks and Swarovski crystal chandeliers feature throughout the 4 Royal Khaleej Suites, giving you a truly presidential experience. Overlooking an unobstructed view of the palm tree-lined sandy beach and the expansive Arabian Gulf, the contemporary Royal Khaleej Suites contain a beautifully-dressed king size bed and a fully-appointed bathroom with an accompanying Jacuzzi. The 275 m² (2,960 ft²) room has a maximum occupancy of 2 adults and 2 children and an optional extra bed can be installed, should you require.



PALACE PEARL SUITE

This suite is the embodiment of pure luxury and incredible style. The Palace

Adornments of gold, delicate silks and Swarovski crystal chandeliers feature throughout the 4 Royal Khaleej Suites, giving you a truly presidential experience



Pearl Suite is part of the 3 bedroom Palace Suite space available at the Emirates Palace Hotel. Along with the first-class features that are standard within all the luxury suites, the Palace Pearl Suite couples contemporary design and state-of-the-art entertainment facilities. The contemporary décor contains a luxury king size bed and presidential bathroom, appointed with an oversized bathtub and Jacuzzi. The 140 m² (1,507 ft²) suite has a maximum occupancy of two adults and two children and an optional extra bed.

TWO BEDROOM PALACE SUITE

An ultra-extravagant two bedroom Palace Suite gives you the experience of 'royal living.' A 'palace within a palace,' this suite reflects pure Arabian luxury with breathtaking views over the Arabian Gulf. Guests will find perfect serenity when you take in the stunning views from the large private terrace of the Palace Suite. They can recline on the king size bed and enjoy the offerings available with high tech entertainment centre and attend to business at the spacious working desk available in every suite, with a personal butler available 24 hours. The stately lounge area, regal bedrooms and living room are all distinctly separated areas, and all suites encompass the features one would expect from the Palace.

The magnificent view of the golden sands of the beach and clear turquoise sea accentuate the splendour of the 3 Bedroom Suite with King size beds

The sumptuously-furnished bedroom comes complete with king size beds, and opulent bathroom is appointed with an oversized bathtub and jacuzzi. Also a spacious Majlis living area, three regal bedrooms, extensive private terrace and an elegant dining room, with full pantry facilities. The suite is 460 m² (4,951 ft²) and has a maximum occupancy of four adults and two children.

THREE BEDROOM SUITE

The 3 Bedroom Suite is elegantly divided into the Coral Palace Suite (110 m²), the Pearl Palace Suite (140 m²) and the Diamond Palace Suite (220 m²). Taken together, the 3 Bedroom Suite is 680 m² (7,319 ft²) of opulence, excellence and tranquillity. This luxurious space incorporates features such as a safe for your valuable belongings, a working desk for business time, and a state-of-the-art entertainment centre. The rooms are separate, but with connecting doors facility.

The magnificent view of the golden sands of the beach and clear turquoise sea accentuate the splendour of the 3 Bedroom Suite. King size beds provide a restful end to days spent lounging by the pool and enjoying the sights and sounds of the UAE capital. The suite features a fully appointed palatial bathroom with private jacuzzi.

"Travelling – it leaves you speechless. And then turns you into a storyteller"
Ibn Batuta





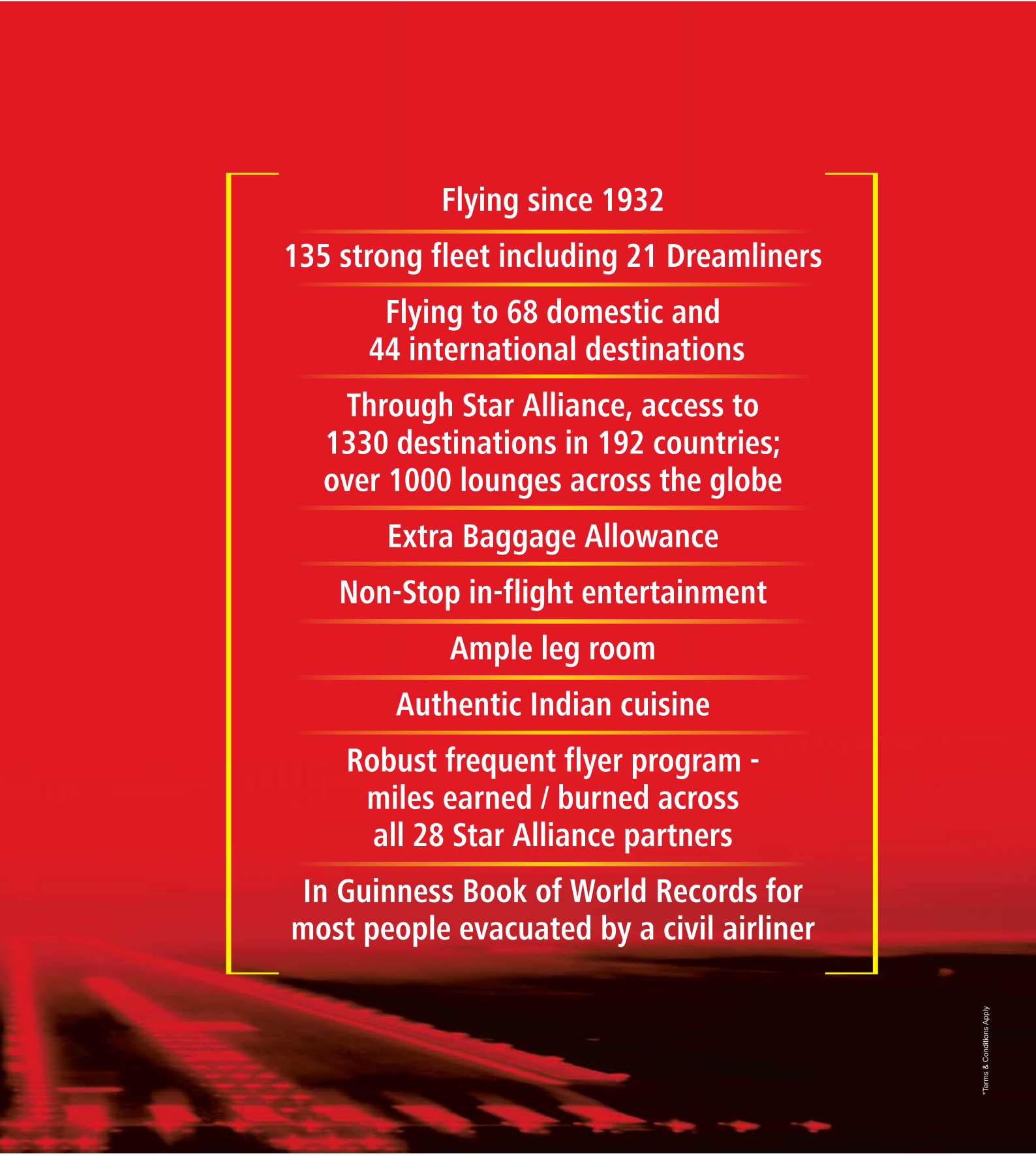
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THE TAJ MAHAL PALACE MUMBAI

Overlooking the Arabian Sea, the Taj Mahal Palace hotel is a fine example of how palace hotels connect a city to its rich history. Built in 1903, opposite the iconic Gateway of India, the hotel is strategically spread across 2.6 acres. The hotel was the city's first harbour landmark playing host to Maharajas, dignitaries and other famous personalities. Guests can go for a heritage walk around the property to get more insights on the varied stories and anecdotes of yesteryears' guests.

The hotel's 560 rooms and suites are placed within the palace and tower wings, each offering a different view. Guests can pick a supreme room with The Gateway of India view, Taj club rooms with access to the Taj club and lounge, luxury suites with unique art or the Ravi Shankar suite where Pandit Ravi Shankar taught George Harrison the *sitar*, among others. The rooms reflect a unified décor theme of classic style and architecture best suited with modern amenities. The hotel is home to some of the most renowned fine dining restaurants offering Indian, Middle Eastern and Oriental cuisines. The property also arranges for an exclusive dining experience with the chef. Guests can indulge in traditional therapies at the Jiva Spa. Unique experiences include a kids' programme and a visit to the Taj Art Gallery among many others. The Taj Mahal Palace hotel is an iconic location for hosting weddings, corporate events, etc. The hotel has various venue options like Ballroom, Crystal Room, Golden Room, Sapphire Room, Ruby Room, Rendezvous, Prince's Room, Gateway Room and Emerald and Jade. Starting from small meetings of nine people to a large gathering of 450, the property is best equipped for hosting events. The property redefines a deep rooted connect with the city in a luxurious manner. The history and grandeur of the hotel puts it on every tourist's must stay experience list.

> There is also a hut built in 1786, reflecting a traditional farmhouse. To enjoy a cultural experience guests can enjoy a lunch, dinner or an overnight stay at the hut that overlooks the iconic mountains

THE UDAIVILAS PALACE, UDAIPUR

One of the unique luxury hotels in India that transports you to the royal era, The Udaivilas Palace is located on the banks of Lake Pichola in Udaipur. The hotel is spread over 50 acres of land that was once the hunting grounds of

Maharana of Mewar over 200 years ago. The property offers spectacular views of the hotel's beautiful gardens and the vibrant city reflected through the lake. It is managed by The Oberoi Group and caters to travellers seeking a royal experience. The paintings on the hotel domes and art in the hallways portray an exquisite example of how a property can reflect the heritage of a city.

Various international and Indian cuisines are served at the hotel's indoor and al fresco restaurants. During the day, one can dine at the Suryamahal that offers garden views or Chandni that looks over the stunning views of the City Palace and Lake Pichola. Udaimahal is the evening dining space that features both Western as well as Indian cuisine. The architectural splendour can be witnessed through the intricate designing of the bar floor. It all makes up for a memorable dining experience.

The business facilities include Chandramahal, the Cocktail room and the meeting rooms. The venues can host weddings, corporate events for eight to one hundred people. For conference related facilities, the Cocktail Room is well equipped with an inbuilt audio system and a portable projector unit. The spa by the hotel offers eastern, western and signature Oberoi treatments. All the treatments are inspired by Ayurveda and enables guests to relax and rejuvenate during their stay. In order to give the guest an unparalleled cultural experience the hotel offers a range of Oberoi experiences like private dinner at the lakeside dome, lunch at the lake or an afternoon tea by the pool, shikara ride through the lake, safa tying, heritage walks, junior chef, little bartender, pot painting, play with clay and a puppet show among others.





FALAKNUMA PALACE, HYDERABAD

The Falaknuma Palace was built in the year 1894 for the Nizam of Hyderabad, who was rumoured to be the richest man in the world at that time. Situated 2,000 feet above the city of Hyderabad, the five-star luxury hotel reflects the grandeur and royalty of the bygone era when the Nizam ruled the region. The 32 acre property is now managed by the Taj Group and offers the guest a taste of royal hospitality. A horse drawn carriage transports the guest from the gate to the grand staircase at the entrance. The 60 rooms and suites have been refurbished retaining the old architectural form. Each room overlooks the palace courtyard or the city of Hyderabad. The dining options include Adaa, the fine dining restaurant serving multi cuisines; Celeste, the all-day dining restaurant serving Italian and Mediterranean cuisine; Jade Terrace for breakfast and afternoon tea and the Hookah Lounge serving handcrafted hookah apparatus along with refreshing cocktails. The palace's Durbar Hall, Jade room and a 101 seater dining hall can be elegant venues for wedding and MICE events. Durbar Hall is a ballroom which can host upto 120 people while the boardroom is ideal for a 20 member meeting.

Hosting an event at the palace makes for an unforgettable luxurious experience for guests. The Jiva Spa at the hotel brings back the traditional approach to wellness matched with Indian principles of Ayurvedic cooking. The spa concentrates on holistic rejuvenation with exclusive natural products. For those who wish to take a tour of the city, a concierge arranges for art, culture and shopping tours that also take you around the Charminar, Mecca Masjid, Golconda Fort, Chowmahalla Palace and the famous Ramoji Film City. The palace butlers can also take guests on a guided tour for a journey through the glorious history of the palace. The property is an example of how a city's tourism can get a boost if palace properties can be promoted to the new generation who can get a taste of royalty.

NEEMRANA FORT HOTEL, RAJASTHAN

The Neemrana Fort Hotel which lies on the Delhi Jaipur National Highway 8, is one of Neemrana's most popular properties. The 15th century heritage hotel has been built in a way that the seven palaces are spread over 14 layers tiered into a hill including six acres of garden palace. The hanging gardens,

swimming pools, ayurvedic spa and heritage rooms make it ideal for weekend getaways, weddings as well as outdoor conferences. The rooms are designed to keep the heritage of the place alive along with having basic amenities.

There are three dining options available at the hotel that offer a variety of Indian and international cuisines along with refreshing beverages. The hotel organises various cultural activities for the entertainment of guests. There are weekend theatre performances, camel rides, trekking trip to the step well, zipping over the fort and a self-guided audio visual tour that takes you through the heritage value of the property. The hotel also features two swimming pools, landscaped gardens, a spa and a fitness centre. The Neemrana hotel gym and spa is spread over 400 sq ft and comprises of contemporary gymnasium equipment, outdoor sunlight-spectrum yoga and meditation. There is a wide array of Ayurvedic and international therapies that appeal to the wellness of the mind, body and soul.

With six acres of palaces tiered over 12 levels, there is a variety of options for events, from 35 to 225 guests. Set amidst the backdrop of the Aravalis, the hotel is also promoted as a film set. The hotel receives tourists from across the country who are looking for a royal yet cultural experience in a pristine location. Proximity to Delhi and good connectivity by road also adds to its popularity among tourists.

UMAID BHAWAN PALACE, JODHPUR

Umaid Bhawan Palace Hotel is located on the Chittar Hill, the highest point in Jodhpur. The palace is named after Maharaja Umaid Singh and defines the legacy of royal families and their culture. The hotel is made of the same palm cut marble used at the Taj Mahal in Agra. Every corner of the palace defines a tale of the bygone era. The hotel houses a family museum which reflects the royal heritage of the palace. Overlooking the beautiful city of Jodhpur, the place offers an enriching





royal experience. Set amidst 26 acres of verdant gardens, the hotel features 64 grand rooms and suites. The rooms have been designed in the renowned Art Deco style, each redefining luxury in a different manner. Guests can pick from the palace rooms, historical suites or the royal suites, each offering splendid views of the lawns or Mehrangarh Fort of Jodhpur. Apart from the three restaurants and bars at the hotel, there are some unique private dining experiences organised by the hotel. Every meal turns into a dynamic experience with the magnificent palace as the backdrop. The hotel has trained butlers who cater to tailor made experiences for guests. The Rajasthani Thali at Rasila restaurant is much recommended by the guests.



The Jiva Spa at the hotel offers a royal experience of rejuvenation, harmony and healing. There is also an indoor swimming pool where one can enjoy a dip before or after a relaxing therapy session. Guests can also indulge in a game of tennis or squash at the sports facilities of the hotel. The property showcases an exquisite combination of royalty and culture. The hotel enables the city to flourish as a tourist destination as it attracts many high profile guests.



WILDFLOWER HALL, SHIMLA

Spread across 20 acres of cedar forest, the Wildflower Hall hotel is a luxury property managed by the Oberoi Group. Situated at about 8,250 ft, the property offers breathtaking views of the Himalayas. Nature walk in the mountains, rafting in the river or a yoga session in the forest, guests can enjoy a special range of the Oberoi curated experiences at this unique location. The hotel also features heated indoor and outdoor pools along with some facilities like the Oberoi Spa and a fitness centre. The Wi-Fi enabled rooms are luxuriously furnished with a king sized bed, Burmese teak flooring and a marble bathroom.

Each room enjoys unparalleled views of the forest or the landscaped gardens with the architecture reflecting colonial charm. The paintings on the walls are watercolours of local fruits and flowers. There are three dining areas at the hotel. The Lutyens Hall or the Cavalry Bar, each has its own splendid view to be enjoyed with the meal. Private parties and dinners can be organised at the hall which is well decorated with colonial paintings of the old times. The hotel is not just a getaway to unwind and relax but can also serve as a venue for outdoor meetings and corporate events. The formal function rooms are located on the lower part of the hotel offering beautiful views of the cedar forest. While the Lawrence Hall is best suited for large gatherings, the adjacent Auckland rooms can be used for smaller meetings. There are other venues which can be used for conferences or corporate dinners. The spa offers an unmatched experience of a session set amidst the forest. There are several therapies and spa rituals which guests can avail. Adventure lovers can opt for a sanctuary experience which is a guided tour through the forest followed by dinner under the stars. The picnic at the peak, breakfast on the wild sanctuary trail or dinner at the gazebo are some other curated experiences. Redefining luxury in the Himalayas, the hotel promotes Shimla as a high-end destination.

FATEH PRAKASH PALACE, UDAIPUR

Fateh Prakash Palace, Udaipur is a palace hotel where once the Maharanas of Mewar held court. Maharana Fateh Singh, one of the greatest Maharanas of Mewar, ruled from 1884 to 1930. This palace, constructed during his reign as an exclusive venue for royal functions, has been meticulously preserved for discerning guests. The Durbar Hall Sabhagaar, which is one of the main features of the hotel, is of historical significance as in 1909 Lord Minto, the Viceroy of India, laid its foundation stone. The hall was originally called Minto Hall in his honour.



Located on the eastern shores of the picturesque Lake Pichola, the palace seems to have floated straight out of a fairytale. The history-soaked interiors, dotted with miniature paintings, portraits, royal artefacts and the armoury of the Mewar dynasty transport you to legendary times. The suites and rooms decorated with original paintings and period furniture from the *toshakhanas* or royal storerooms, cocoon you in velvety luxury as you soak in the ever-changing hues of the lake from large arched windows. The Durbar Hall Sabhagaar and Crystal Gallery, resplendent with rare paintings and objects d'art, connect you to a rich and authentic heritage.



Housed in the Fateh Prakash Palace is the world-famous Crystal Gallery - the world's single largest private collection of crystal under one roof. It is spread across the upper gallery of the Durbar Hall Sabhagaar. It was in 1877 that Maharana Sajjan Singh (period of reign: 1874-1884)

ordered the crystal collection from the Birmingham-based F&C Osler company, the foremost manufacturers of monumental cut glass luxury objects in the Victorian era and thereafter. Established in Birmingham in 1807, Osler revolutionised the cut glass industry by exploring the material's structural possibilities, conceiving for the first time a monumental form of crystal, of which the Udaipur Collection is a fine example.

The collection includes a bewildering number of objects d'art, dinner sets, perfume bottles, decanters, glasses, washing bowls and even furniture. The Crystal Gallery also houses the only crystal bed in the world! The collection has been customised for the House of Mewar; the Crest of Mewar being delicately etched on the crystal, adding yet another amazing facet. The Audio Guide Service at Crystal Gallery narrates the history and anecdotes about how the present Custodian of the House of Mewar, Shriji Arvind Singh Mewar of Udaipur, conceptualised the Gallery and how the crystal was unpacked after it had been in crates for over half a century!

The Sunset Terrace, at Fateh Prakash Palace, overlooks Lake Pichola and the surrounding ring of Aravalli mountains. It is the perfect venue for cocktails, theme dinners and small group parties. The backdrop of the majestic Fateh Prakash Palace, with its distinctive domes and turrets, have made The Sunset Terrace not only the most popular venue but also the most sought-after regal dining options for guests.

One of the most majestic convention halls in the country, Sabhagaar Conference Hall at the Fateh Prakash Palace is a pillar free hall of 5177 sq ft area for barrier free conferences. The hall is spacious enough to seat host 150 - 390 guests by accommodating various seating arrangements to suit your conference/event needs. Well equipped with state-of-the-art, inhouse audio-visual, Wi-Fi and telephone facilities and connected with elevators at all levels, The Sabhagaar Conference Hall can play the perfect host to events of all kinds.

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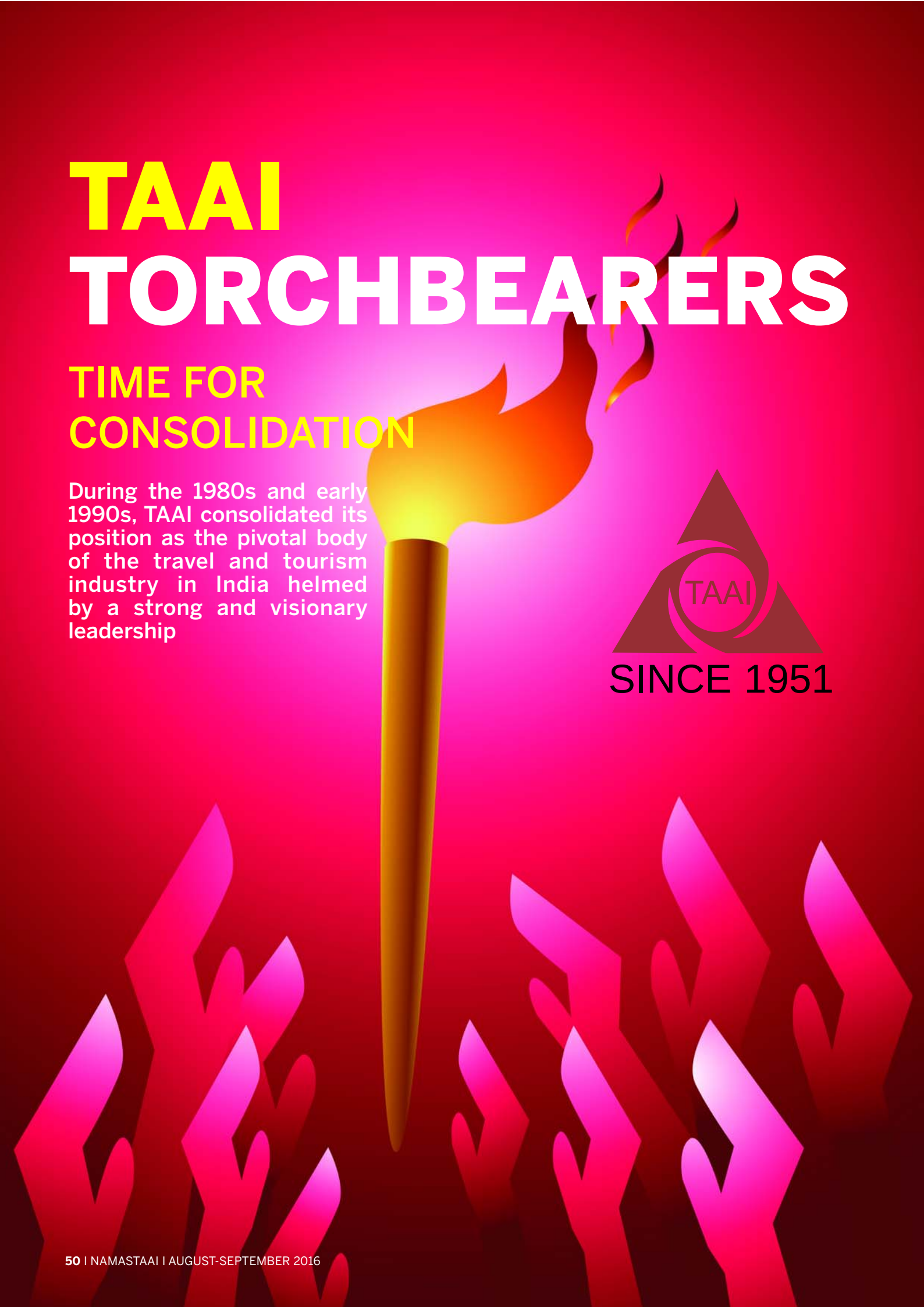
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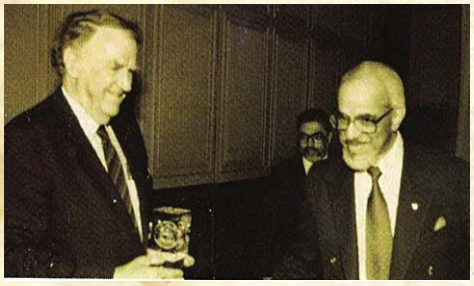
Royal Arabian Tours

TAAI TORCHBEARERS

TIME FOR CONSOLIDATION

During the 1980s and early 1990s, TAAI consolidated its position as the pivotal body of the travel and tourism industry in India helmed by a strong and visionary leadership

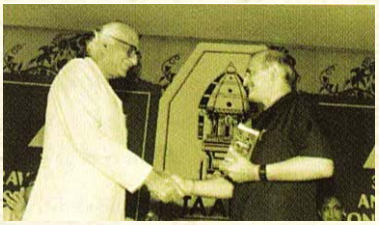






The 1980s and 90s saw stalwarts like Cyrus Guzder, C S Welinkar, Vinod Kothari, Nagendra Prasad and Tej Sahni taking on the mantle of TAAI President. Guzder did not expect to become President as soon as he did, being quite happy to undergo long period of probation holding office in the Western Regional Committee. But one unfortunate event in the industry compelled him to take a public stand: the controversial appointment of SITA's subsidiary Indrama as a GSA of British Airways (BA) - and brought him quickly into the national arena. The BA-GSA affair tested Guzder in a difficult way, which was how to take a stand in public against someone whom Guzder and his family greatly respected, Inder Sharma, while ensuring that there was no personal animosity involved. They did not expect either SITA or BA to hold out as long as they did, so it was unfortunate that TAAI members had to unite around a strident and rigorous campaign which was an unfortunate responsibility to lead. In many ways, Inder Sharma's actions were before his time. The IATA prohibitions against cross-ownership between travel agents and GSA were bound to crumble one day.

In retrospect, Guzder felt somewhat embarrassed that TAAI took such a strong stand to enforce a set of regulations, which, today, many of them would want to see loosened. Nonetheless, the extraordinary solidarity shown by TAAI members in uniting against British Airways, including a well organised boycott with stickers pasted on travel agents' shop-fronts announcing "We DON'T sell the British Airways here" finally brought about a capitulation from what was then the world's greatest airline. The Annual Conventions which Guzder presided over as President were memorable for him in several ways. In 1984, TAAI took a daring risk to hold the



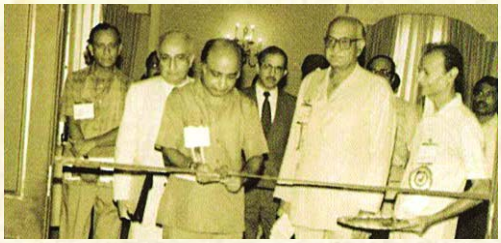
Guzder remembers camping in Srinagar with his fingers crossed. Farooq Abdullah would visit the Centre, arriving incognito driving a motor bicycle, issue orders and then disappear into the night. When Guzder landed in Srinagar, prepared for an organisational disaster, he was taken aback to find that a royal welcome awaited the delegates on arrival

Convention in Srinagar at the J&K Government Convention Centre under construction on the shores of Dal Lake. This gamble had been initiated by Karan Sarwal who took Chief Minister Farooq Abdullah at his word that the Convention Centre would be ready for the conference in May 1984. When Guzder visited Srinagar in October 1983, he was aghast to find that construction of the building had not been completed. Not a single one of his colleagues was prepared to believe that it would be ready in time. Guzder met Farooq Abdullah with the purpose of conveying diplomatically that they would call it off and come to Srinagar the following year. But Guzder must have been mesmerised, the way Karan Sarwal was, because he threw Guzder a challenge that he would step down as CM if the Centre was not ready in May. That was his personal guarantee! To withdraw at this stage, would have gravely upset the Kashmiris, but to persist with the venue appeared to be foolhardy. What a decision to take! Guzder must have dithered to the point where, by next March, they had no other alternative while it seemed certain that the Convention Centre would not be ready. Guzder remembers camping in Srinagar with his fingers crossed. Farooq Abdullah would visit the Centre, arriving incognito driving a motor bicycle, issue orders and then disappear into the night. When Guzder landed in Srinagar, prepared for an organisational disaster, he was taken aback to find that a (literally) royal welcome awaited the delegates on arrival. They were escorted by the Minister of Tourism on to an outsized, beautifully draped decorated "Royal Shikara". Escorted by a number of other Shikaras rowed by brightly costumed staff, they proceeded in a grand procession across the waters of the Dal Lake approaching the Convention Centre, unusually, not by road but from the blue waters of the Lake. Not only was the Convention Centre ready, it was beautifully equipped and TAAI had a thoroughly successful convention in this magnificent venue.

The next year in May 1985 the TAAI Convention was held at Bengaluru. This time too, as the first conference in a brand new (but much more modest) hotel - the Taj Residency. This was the first time that TAAI chose to honour all the Past Presidents at the Convention. It was a delicious irony that the keynote speaker was Colin Marshall from British Airways and he presented awards on TAAI's behalf to all of Guzder's illustrious predecessors, while he had the pleasure of saying a few words of appreciation, and noting the singular contributions of each of them. Vinod Kothari was a highly committed and enthusiastic Honorary Secretary and Bhagwan Kangua – another active









Managing Committee member – both gave enormous support to some interesting projects. The first was to launch a TAAI Awareness Campaign to educate the travelling public about professionalism, reliability and integrity of the members of TAAI. A campaign was launched in the national press over eight weeks in August 1984. Two of the ads included the names of travel agents in the region in which the ads appeared; and the other three ads had a coupon inviting readers to call for a list of members in their region. The campaign was backed up with plenty of supporting materials such as TAAI shields, decals for doors and cars, table calendars and a booklet. The headline of the ad was used for many years thereafter "Deal with someone you can trust – A TAAI Member".

The second project was related to the launching of the automation activity within TAAI. TAAI set up an Automation Council which consisted of IT Heads of six travel agencies. They put together a series of programmes and workshops which ran continuously through 1984 and 1985 to awaken members of the need for in-house automation, as a first step towards connecting with airlines and their CRSs (then known as Multi Access Reservation System). This activity, though with ups and downs, has continued till today with the recent launching of TAAI Net.

Karan Sarwal had earlier initiated a series of Management Programmes for Travel Agency Managers in collaboration with the IITTM, helped in its launched by its Vice Chairman Jagdish Parikh (brother of an earlier TAAI President Arvind Parikh (1970-71) of TCI). Over a hundred managers of TAAI agencies went through these courses and Guzder regrets that these initiatives petered out later on. One of the highest points of this period was surely the UFTAA Convention, co-hosted by TAAI in Delhi in September 1984. By a remarkable co-incidence, the President of the world travel body, UFTAA, was an Indian - a former TAAI President, Vinoo Ubhayakar. And the President of the world airline body was also an Indian - Air India's CMD Raghu Raj. It was the task of the TAAI Secretariat to organise a flawless conference for highly demanding international delegates, the cream of the the global travel industry. Guzder recalls the Co-Chairman Tamamura (subsequently UFTAA President) fine-tuning TAAI's programmes and setting out the time slots to plus or minus one minute, even allowing, for example, one minute for applause and one minute for the speaker to walk to the podium and organise his papers, etc, an early instruction for Guzder in Japanese precision.

The first chapter of TAAI was then formed at Karnataka, followed by one at Gujarat. TAAI organisation was taking wings and assuming a very crucial position as travel and tourism industry mouthpiece. It saw now new associations being formed, TAFI and IATO. This caused a lot of uncertainty in the minds of industry players, small and big. This was immensely proved by the very successful convention, held at Kathmandu, where no less than 800 delegates attended, a record in those days.

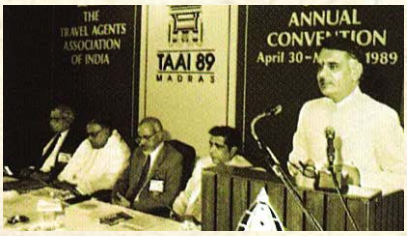
During his Presidency, Vinod Kothari had the privilege for the first time, to present a joint representation to the government on behalf of the entire industry. Once again TAAI maintained its premier role as the main spokesperson. Over the years TAAI's Conventions became Congresses. Participation was ever growing. Finding proper venues for the Conventions was becoming a problem. They therefore often went offshore. But Kothari would never forget the Srinagar Convention in 1988, when TAAI almost created political history. A strong delegation from the Travel Agents Association of Pakistan attended the Convention with great bonhomie. That was the TAAI's historic role – to show tourism as a unifying force.

The year 1982 was a significant one for India, as three Indians were elected to three most important World Bodies as Presidents.

1. RAGHU RAJ – CMD. Air India, President – IATA
2. VINOO UBHAYAKAR – Past President TAAI, President, UFTAA
3. ARVIND PARIKH – Past President TAAI, President – FIATA

With various awareness campaigns, the TAAI membership logo and its slogan,







"Deal with someone you can trust, deal with a TAAI member" became widely recognised.

The Karnataka, Kerala and Andhra Pradesh Chapters were formed only in the 80s. In the mid 60s, Shri Ramachandran of Asian Travels, Madras took active part in TAAI Southern Region activities and in arranging TAAI Conventions in Kochi and Ooty. Sea Lord Hotel was the convention hotel for the Kochi Congress. TAAI 1967 Convention was held in Ooty. Since sufficient hotel rooms were not available, TAAI accommodated many delegates in guest houses which was appreciated by the delegates.

In 1970s when FTS was introduced, there was a number of non-IATA Agents who started operations in south and the Southern Region organised an advertisement campaign in The Hindu. At that time there were hardly 16 travel agents in the Southern Region with their branch offices as Members. TAAI Code of Ethics in relation with the public, the principals and fellow members containing 20 points was distributed in April 1992. The Indian Airlines/TAAI Cash Deposit Guarantee Scheme initiated by Arun Desai and Prasad has gathered momentum and is running well despite a few setbacks.

After nearly 30 years, Hyderabad hosted the TAAI Congress in 1992, when Prasad was the President. This coincided with the 400 years of Hyderabad City and the Andhra Pradesh Government gave a special silver commemorative coin with Mohammed Quli Qutab Shah and Charminar image, which is a collector's item. Hotel Holiday Inn Krishna opened in time for the TAAI Congress. There were over 60 delegates from The Travel Agents Association of Pakistan who briefed TAAI about their unique guarantee scheme to the airlines. TAAI also held a Tourism Exhibition along with the Congress which was open to the public on the last day.



The presence of the legendary writer, Dominique Lapierre at TAAI's Calcutta (now Kolkata) Convention in the year 1995 will always remain as one of the highlights. TAAI also held some of the Managing Committee meetings overseas at Mauritius, South Africa, Nepal, Singapore and on board Star Cruises

TAAI chose Jaipur for the 1993 Congress. The Birla Convention Center, which is part of the Birla Observatory was the venue of the Congress. They got the Exhibition Center ready specially in time for the TAAI Congress and over 60 exhibitors participated. Prasad is happy that the Convention was able to draw the attention of the trade about the excellent convention facilities available in Jaipur.

In 1989 TAAI Congress was held in Madras in the hot months of May when G K Khanna was the President. There were heated discussions about GSAs in the open forum. Khanna advocated privatisation of the National Carrier Indian Airlines (now Air India) which was very a bold step and which is now taking place. TAAI held a Tourism Exhibition at Hotel Adayar Park in which Singapore and Malaysian Tourism Boards participated. For the first time TAAI had Grindlays Bank sponsoring the programme brochures which they continued for the subsequent two-three years. The post conference tour to Tirupati with special Darshan arrangements was appreciated by all.

As a result of the concerted efforts of the office bearers and the Managing Committee, TAAI was able to take up all important and crucial issues of the GSAs with the airlines and resolve it to the satisfaction of all concerned. The Travel Agents Federation of India (TAFI) also joined TAAI in this exercise. The TAFI and TAAI relationship was consolidated during this period and the two associations decided to work together in almost every area with the principals, government authorities and other bodies concerned to achieve the desired results. The TAAI – TAFI – IATA Cash Deposit Scheme was finalised and implemented successfully in January 1997. The scheme, which has benefited a cross section of members in both the associations, still continues to be in operation. The dialogue and deliberations for the introduction of the Bank Settlement Plan (BSP), now called the Billing and Settlement Plan were initiated and finalised during 1994-97. TAAI was closely involved in the entire exercise right from the inception till the BSP was launched.

During the years 1993-97, TAAI held two annual Conventions overseas at Kathmandu (1994) and Sri Lanka (1997). It was felt that the one at Colombo was among the best TAAI Conventions ever. The presence of the legendary writer, Dominique Lapierre at TAAI's Calcutta (now Kolkata) Convention in the year 1995 will always remain as one of the highlights.

TAAI also held some of the Managing Committee meetings overseas in Mauritius, South Africa, Nepal, Singapore and on board Star Cruises. This helped TAAI forge closer ties with the national associations and other bodies in those countries.



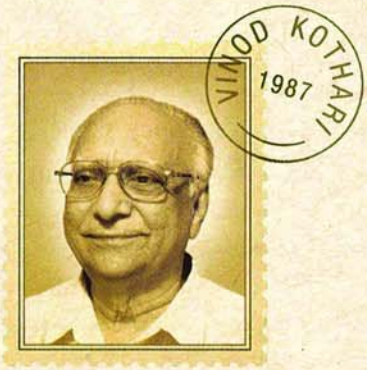
"In a remarkable way, TAAI has always given back to those who worked for it far more than it took"

Cyrus Guzder



"I feel I am a great 'Taaiton'. But for TAAI, I would be nothing"

C S Welinkar



"That was TAAI's historic role – to show tourism as a unifying force"

Vinod Kothari



"TAAI is one of the oldest associations in Asia and the Far East"

C Nagendra Prasad



"My tenure as TAAI President for four terms was a very exciting, challenging and rewarding experience"

Tej Sahni

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Abu Dhabi:
Affordable luxury



ABU DHABI is generating a high level of interest as a multi-faceted, exciting and exotic destination for the upwardly-mobile aspirational Indian traveller. Making it the ideal destination for the TAAI Annual Convention this year

Abu Dhabi being a luxurious, yet highly affordable destination of distinct diversity provides a blend of both traditional and modern culture. The emirate is growing as a choice destination for leisure, special interest, weddings, honeymoon, and other niche travel segments, and a growing portfolio of MICE activities. The destination's popularity is growing - with an ever-expanding portfolio of tourist attractions. With the Etihad-Jet Airways combine, you have a choice of 250 flights a week across 14 Indian destinations making the destination more approachable.





Abu Dhabi has many world renowned attractions. Sheikh Zayed Grand Mosque, an architectural work of art is one the world's largest mosques, with a capacity for 40,000 worshippers. It features 82 domes, over a 1,000 columns, 24k gold gilded chandeliers and the world's largest hand knotted carpet. The mosque's first ceremony was the funeral of its namesake, Sheikh Zayed, who is buried at the site. Reflective pools surround the mosque, amplifying its beauty. The striking white and gold colours shining in the sun are transformed at night by a unique lighting system which reflects the phases of the moon.

Yas Island is home to the state-of-the-art Yas Marina Circuit – host to the annual F1 Etihad Airways Abu Dhabi Grand Prix. At the circuit's centrepiece is Yas Viceroy Abu Dhabi, a five-star iconic hotel – the only one in the world to straddle an F1 race track being breathtakingly built half on land and half over water. Attracting super yachts from as far away as Australia for the annual F1 Etihad Airways Abu Dhabi Grand Prix, the Yas Marina is central to Abu Dhabi's ambitions of becoming a strong rival to traditional yachting grounds such as the Mediterranean and Caribbean.

A WORLD OF ENTERTAINMENT

Yas Waterworld spans an area of around 15 football pitches, with 43 rides, slides and attractions – five of which are one-of-a-kind. Visitors to this futuristic waterpark can try the 238-metre long, world's first and largest hydromagnetic-powered, six-person tornado waterslide. On the west shores of Yas Island is Yas Links Abu Dhabi – an award-winning golf course, in line with the traditional links golf commonly associated with the coastal towns of Scotland and Ireland. Yas Island's dedicated events department has organised several weddings at various venues over the past year, and has been a location for popular Bollywood movies like Dishoom, Baby and Bang Bang.

The much awaited Louvre Abu Dhabi will welcome visitors in 2017, with the building entering an important preparation phase, essential for a museum of this magnitude that includes testing, art installation and development of visitor's experience. Preparatory structural works for Zayed National Museum and Guggenheim Abu Dhabi have also been completed, which when completed will bring three world-renowned cultural institutions to Saadiyat Cultural District. Saadiyat Beach Golf Club is the region's first







ocean course with the meandering, eco-conscious course providing stunning sea views. Golfers can also get lucky to spot dolphins at play in the glistening Arabian Gulf. For adventure seekers, Ferrari World Abu Dhabi has opened its latest attraction, the Flying Aces. Boasting the world's steepest incline, and at 52 metres high the world's tallest inverted loop, the world's largest indoor theme park gives you the adrenaline rush you were looking for.

BOUNCE, the trampoline revolution has also now opened doors in Abu Dhabi. The BOUNCE Team have also created the ultimate adrenaline rush experience with the QUICK DROP, a freefall experience for only the brave! Based in the heart of Abu Dhabi, at Marina Mall, BOUNCE Abu Dhabi is around 30 per cent bigger than all the existing outlets.

For adventure seekers, Ferrari World Abu Dhabi has opened its latest attraction, the Flying Aces. Boasting the world's steepest incline, and at 52 metres high the world's tallest inverted loop

Building the excitement for the destination, the highly-anticipated Warner Bros Abu Dhabi theme park, featuring comic book heroes and Looney Tunes characters, is set to open in 2018. The studio will exhibit classic characters such as Superman, Batman, Wonder Woman, Bugs Bunny and Scooby-Doo, which will be located on Yas Island, the emirate's entertainment destination.









Ramadan Travel Report 2016

Many destinations will see an impact on visitor arrivals from the growing trend by Muslims to travel during the fasting period, according to new research released by MasterCard and CrescentRating. TAAI members can use these insights on how they can develop medium to long-term strategies to attract and cater to Muslim travellers during Ramadan



With Ramadan set to occur from June to February during the next 15 years, different regions across the world will become attractive destinations for Muslim travellers according to data and analysis from the inaugural MasterCard-CrescentRating Ramadan Travel Report 2016.

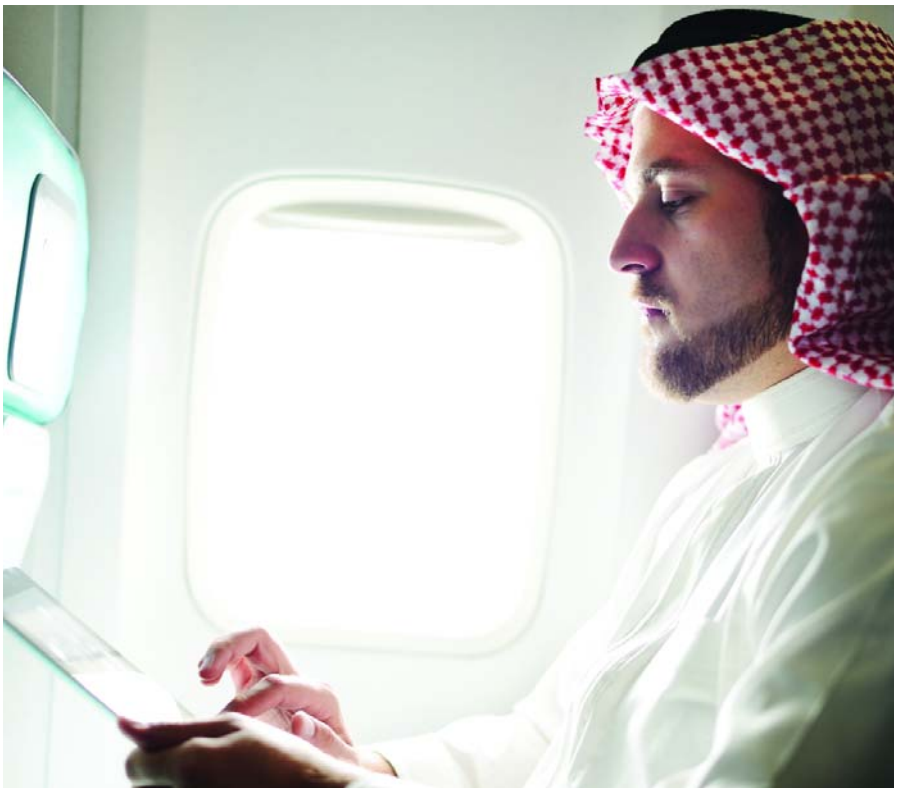
A total of 50 destinations across the globe were analysed in the study and benchmarked across three criteria - average daytime temperature, fasting duration and Global Muslim Travel Index 2016 scores - over the next 15 years until 2030. It is the first ever report of its kind to provide destinations and businesses in the tourism industry with useful insights on how they can develop medium to long-term strategies to attract and cater to Muslim travellers during Ramadan over the coming years. In the years from now until 2020, Malaysia is ranked the top destination in the list followed by Indonesia while Singapore came third.

With Ramadan set to take place in cooler months from 2023, destinations in the Middle East such as the UAE, Qatar and Oman will become an attractive proposition for Muslim travellers. The report also showed that Jordan, Egypt, Morocco and Tunisia could also benefit

The research identified a number of reasons why Malaysia topped the table including climate and marketing strategies to attract Muslim tourists. With Ramadan set to take place in cooler months from 2023, destinations in the Middle East such as the UAE, Qatar and Oman will become an attractive proposition for Muslim travellers. The report also showed that Jordan, Egypt, Morocco and Tunisia could also benefit from this trend. Consequently this trend will see non-OIC countries and Southeast Asia become less attractive destinations resulting in a drop in visitor arrivals from 2030.

"Ramadan travel has been largely ignored by the industry despite the growing trend in the last few years. However, the report has revealed some

The MasterCard - CrescentRating Global Muslim Travel Index 2016 revealed that in 2015 there were an estimated 117 million Muslim visitor arrivals globally, representing close to 10 per cent of the entire travel market. This is forecasted to grow to 168 million visitors by 2020, the equivalent of 11 per cent of the market segment with a market value projected to exceed US$ 200 billion



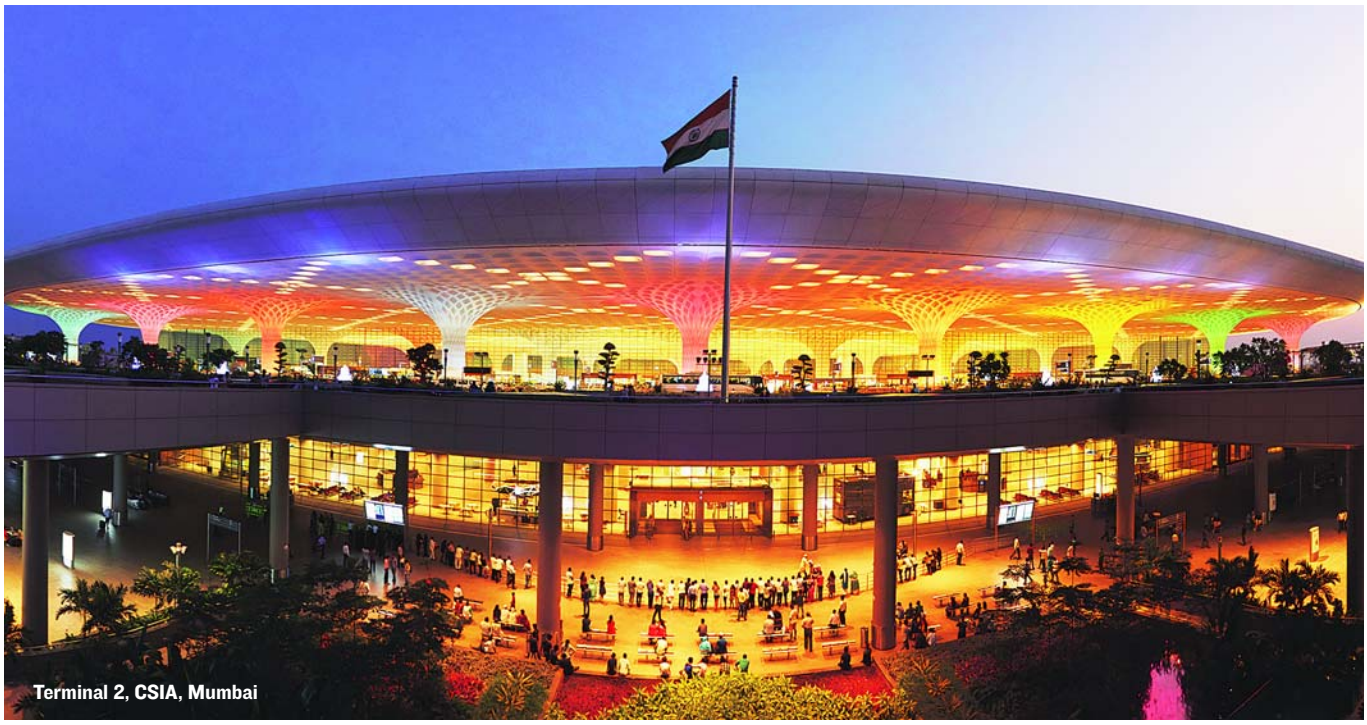
very interesting insights especially for countries in the Asia Pacific and the Middle East. Muslims traveling in Ramadan is becoming a reality and one which can benefit countries, through strategic destination marketing and planning by the tourism authorities," says Fazal Bahardeen, CEO of CrescentRating & HalalTrip. As one of the fastest growing tourism sectors in the world, the Muslim travel market brings tremendous opportunities. An increasing number of governments are boosting their efforts to attract more Muslim visitors to their countries. With travel during Ramadan also expected to grow in the next decade, the new MasterCard-CrescentRating Ramadan Travel Report will be valuable to businesses and governments in helping them gain a better understanding of the unique needs and preferences of Muslim travellers and how they can adapt or tailor products and services for them during the holy month," says Safdar Khan, Group Country Manager, Indonesia, Malaysia and Brunei; Group Head, Islamic Payments, Southeast Asia, MasterCard.

Six key drivers have been identified in the report to be contributing to the increasing number of Muslims travelling during Ramadan. These include the growing number of pilgrims to Saudi Arabia to perform Umrah, business travel, spending Ramadan with family, experiencing Ramadan in a different environment and culture, celebrating Eid with family and extreme weather conditions or duration of fasting.

The report also takes into account the special place that Makkah and Medina (Saudi Arabia) hold as the top destinations from a religious perspective, irrespective of the three criteria used for this analysis. As such, the Kingdom is excluded from the ranking and has been addressed separately on how Ramadan travel can help boost efforts towards achieving Vision 2030. The MasterCard-CrescentRating Global Muslim Travel Index 2016 revealed that in 2015 there were an estimated 117 million Muslim visitor arrivals globally, representing close to 10 per cent of the entire travel market. This is forecasted to grow to 168 million visitors by 2020, the equivalent of 11 per cent of the market segment with a market value projected to exceed US$ 200 billion. Malaysia topped the list for the second year running while the United Arab Emirates, Turkey, Indonesia and Qatar rounded off the top five OIC countries.

ABOUT RAMADAN TRAVEL REPORT 2016

The MasterCard-CrescentRating Ramadan Travel Report looks at the changing patterns of travel during the holy month of fasting. This report is the most comprehensive study of its kind giving destinations and business key insights in developing medium to long-term strategic plans to attract Muslim travelers in Ramadan over the next 15 years. A total of 50 destinations were analysed in this year's report. These were selected based on the top 50 destinations from the MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2016 report, of which 49 (excluding Saudi Arabia) were benchmarked based on the weighted averages of three criteria over a span of 15 years, which is an effective timeframe for the long term strategic planning for a destination. The criteria used in this study were based on the convenience, comfort and ease of travel, and not based from the perspective of Islamic rewards. As such, the MasterCard-CrescentRating Ramadan Travel Report focuses on the following three themes: Average Daytime Temperature, Fasting Duration and GMTI 2016 Score. For the purpose of this study, it was assumed that these GMTI scores remain constant over the next 15 years.



Terminal 2, CSIA, Mumbai

CSIA, Mumbai: Gateway to India

Mumbai's CSIA has been rated as the World's Best Airport by Airports Council International (ACI) in the Airport Service Quality Awards 2015. The most recent feather in its cap has been the prestigious National Tourism Award 2014-15 under the category of 'Best Airports in Class X (metro) Cities' and "Best Metro Airport" by Air Passenger Association of India (APAI)

India's civil aviation industry is on a high-growth trajectory and is currently the 9th largest civil aviation market in the world. India aims to become the 3rd largest aviation market by 2020 and the largest by 2030. India's domestic air passenger traffic during FY 2015-16 increased at a rate of 21.3% to 168.9 million from 139.3 million in FY 2014-15.

The tourism industry of India is economically important - the World Travel & Tourism Council calculated that tourism generated US$ 120 billion which translates to 6.3 per cent of the nation's GDP in 2015 and supported 37,315 million jobs, 8.7 per cent of



Pranaam GVK Guest Services


Jaya He GVK Museum

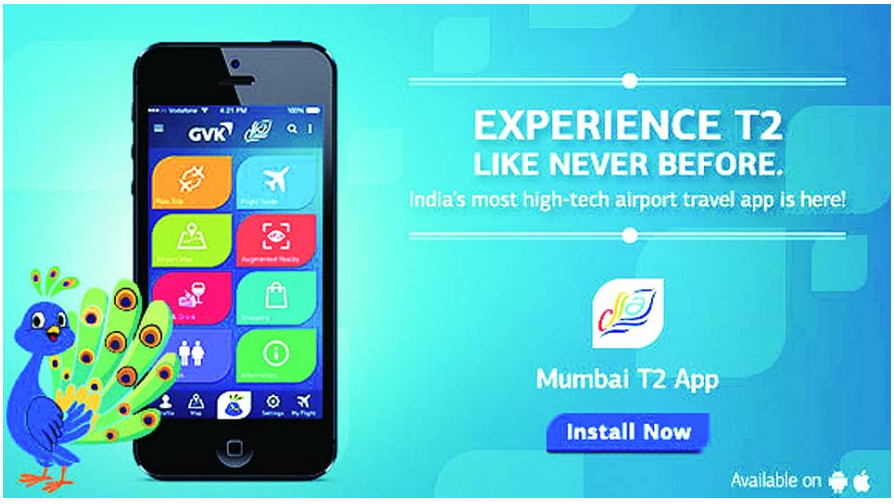
its total employment. The sector is predicted to grow at an average annual rate of 7.5 per cent US$ 270 billion by 2025 (7.2 per cent of GDP).

Mumbai, the commercial and financial capital of India, is a rapidly progressing metropolis fueled by productivity, technological innovation and entrepreneurial spirit. Trends are originated here and harnessed by rest of the world. Located right at the heart of this nation – shaping metropolis, Mumbai's Chhatrapati Shivaji International Airport (CSIA), is a central force behind the changing face of Mumbai, the catalyst for growth and progression of India. CSIA has been rated as the World's Best Airport by Airports Council International (ACI) in the Airport Service Quality Awards 2015. The most recent feather in its cap has been the prestigious National Tourism Award 2014-15 under the category of 'Best Airports in Class X (metro) Cities' and "Best Metro Airport" by APAI.

CSIA is one of the busiest airports in South Asia, connecting to more than 85 domestic and international destinations. CSIA handled 41.67 million passengers in FY 2015-16. It has got an extensive catchment area of 29 cities to feed other domestic and international routes with more than 190 daily flights. Thus, it is an ideal stopover for medium to long haul flights. MIAL took over the mantle of operating, managing and developing CSIA in 2006 as part of its upgradation efforts.



CSIA: World's Best Airport



Mumbai T2 App



Duty Free Area at CSIA

The brand new integrated Terminal 2 (T2) was inaugurated in 2014 with state-of-the-art infrastructure and facilities and design capacity of 40 million passengers per annum.

The distinctly proud Indian design of T2 has set new international standards, across every aspect such as architecture, planning, technology, functionality and service. The design and architecture of T2 is inspired by the Indian national bird - Peacock. T2 represents a living, breathing expression of the pride in Mumbai, a place filled with rich heritage, diverse cultures and ambitious people. T2 invites travellers for a journey of discovery on a deeply sensory, emotional level. Through this experience, they will truly connect with all that the city, the country and its people have to offer. The new infrastructure includes a dedicated 6 lane elevated corridor leading to T2, 188 check-in counters spread over 14 islands, 70 self-check in kiosks, 60 immigration counters at Departures and 80 at Arrivals. The futuristic integrated T2, has been designed to optimise passenger flow and ensuring intuitive navigation, remarkably reducing transfer times International to international connecting time for transfer passengers have reduced drastically by 33 per cent from 90 mins to 60 mins. This inspiring experience provides passengers with more time to relax and enjoy all that the airport has to offer.


GVK Lounge

INNOVATIVE EXPERIENCES

T2 is home to **Jaya He**, India's largest public art programme with over 7,000 pieces of artwork and artifacts from every corner of India and spans over a 3 km long stretch across all 4 levels of the terminal. **Mumbai Duty Free** at CSIA provides world class shopping experience, a diverse range of international and Indian brands, high end retail, luxury fashion and concept stores, electronic goods and tailor made local arts and crafts within a luxury environment. CSIA also has Pre-Order Booking Facility for duty-free products where departing passengers can pre-order duty free products and collect them on arrival. This hassle free facility is introduced in association with DFS. Varied number of food options available at the airport cater to the needs of every arriving and departing passenger. More than 100 outlets are available for passengers to relish including facility of ordering at the boarding gate. With facilities like specialised child care rooms and child play zone, CSIA turns into a dream experience for children and parents. To make the journey smooth and comfortable, CSIA provides assistance and information for passengers with special needs at various checkpoints throughout the airport.

CSIA has first of its kind common luxury lounge called **GVK Lounge** to provide world class facility to all airlines

on an equal platform. The lounge for international passengers is spread over an area of 30,000 sq ft and can accommodate 440 guests. The lounge includes concierge services, F&B & bar, luxury spa, shower area, relaxation area, library and Business Centre. Similar concept has been replicated for Domestic Lounge, operational and available for domestic passengers. CSIA has also undertaken the first of its kind initiative of mobile phone boarding pass facility for the domestic passengers travelling out of T2. Not only this, CSIA has Asia's first of its kind mobile app **Mumbai T2 App** with features like flight guide, interactive airport map, etc. To ease the stress and make passenger experience memorable, CSIA presents **Pranaam GVK Guest Services** – a personalised meet and assist service that attends to all passenger needs at the airport, ensuring smooth and stress free travel irrespective of the airline or class of travel. Right from the time passengers arrive at the airport till they are set off to their destination, Pranaam team ensures that passengers' needs in terms of assistance with airline and airport related process; & lounge services etc are met with care and efficiency.

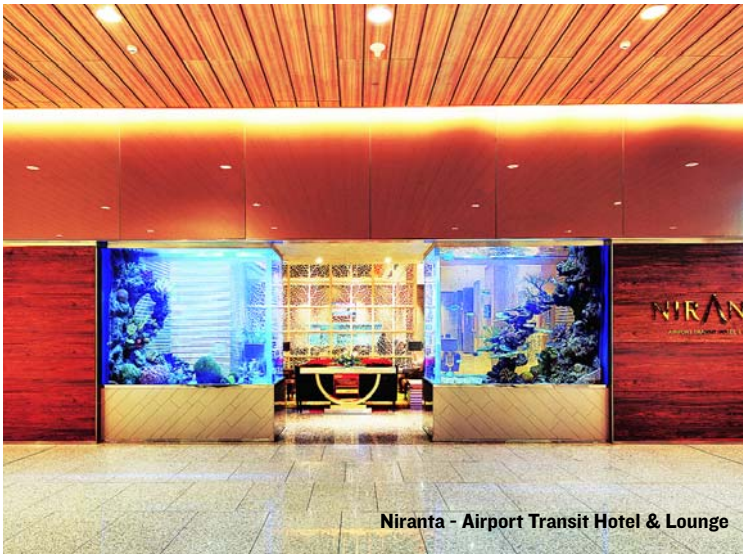
CSIA also offers **e-Visa & Visa on Arrival Facility** for passengers. e-Tourist Visa is a window to boost tourism.This facility is available for 113 countries. There are dedicated First Class and Business Class counters for these passengers at immigration. CSIA, on an average hosts approx. 22 per cent of the total e-Tourist Visa applicants. As CSIA encourages inbound tourism with the Visa on Arrivals facility, there are dedicated counters for Visa on Arrivals.

Niranta is Mumbai's first airport transit hotel & lounge located within T2 of CSIA. Niranta brings curated guest services in luxurious hospitality to international and domestic travellers transiting through Mumbai. Convenient location, world-class facilities with fine detailing for comfort makes Niranta a peaceful haven to celebrate the journey as much as the desire to get to the destination.

Within 5 min walking distance from the domestic terminal T1B is **Hotel Taj Santacruz** by GVK & Taj Consortium, re-defining the passenger experience with 279 rooms and 22 suites facing the airport runway, city and pool, exquisite Mediterranean & Chinese cuisine restaurants, exclusive access to the Taj Club Lounge with Continental buffet breakfast, 24-hour fitness centre with Techno Gym equipment, jacuzzi and ancient wellness treatments.

The iconic design and architectural features of the integrated T2 brings the vision of Mumbai to life through state-of-the-art technology, contemporary art taken from many regions of the country, world class service standards and awe inspiring design features. Together, these elements evoke the distinct spirit of India, transforming the space into an authentic, memorable and meaning place. CSIA sets new standards against which all international airports of the future will be benchmarked.

For more information: www.csia.in /+91 22 66851010



Niranta - Airport Transit Hotel & Lounge



Hotel Taj Santacruz



TAAI at IATA's PAPGJC

Thanks to the opportunity offered by UFTAA, once again TAAI is able to deliberate at PAPGJC meetings. Sunil Kumar, representing UFTAA as its President, along with his team from UFTAA, attended the 26th PAPGJC meeting held at IATA's Conference Room in Geneva on the September 6, 2016.

PAPGJC is Passenger Agency Program Global Joint Council, and comprises of nine agency association representatives and nine airline representatives. It is chaired by IATA and also has the presence of the chairman of Passenger Agency Conference, Christopher Gilbey.

The meeting at Geneva was of great significance, since later during September, the PA conference debated on the proposed new governing resolution "8xx" to be numbered later, which introduces revolutionary changes to the Passenger Agency Program.

According to UFTAA, ***"The market place is undergoing fast changes. We are in crucial times. There are major changes being developed to the Agency Program and to the distribution system. These programs include NewGen ISS. IATA proposes a resolution "8xx" (to be numbered pursuant to its adoption), which can change the way the current program, is monitored. It is important that travel agency associations across the world review the same and take up the task of sharing these developments with their members. The Associations must also be prepared for detailed discussions and clearly state their stand at their APJC meetings, which may come up with the new change."***

The primary debates at the 26th PAPGJC Meeting were on proposed resolution "8xx" on subjects like RHC (Remittance Holding Capacity), IATA's easy-pay, Resolution 890 on Agents Credit Card usage, Global Insurance and other subjects.



It is important that travel agency associations across the world review the same and take up the task of sharing these developments on IATA's new resolution with their members. The Associations must also be prepared for detailed discussions and clearly state their stand at their APJC meetings, which may come up with the new change

Few important RESULTS from the PASSENGER AGENCY CONFERENCE – PAConf/39 held from September 19 to 21, 2016 at Singapore.

- The NewGen ISS Resolution – "8xx" with exceptions to China and Tunisia: The proposal was unanimously adopted for effectiveness January 1, 2018, but January1, 2017 in respect of IATA EasyPay.
- NewGen ISS Global Insurance Solution - Adopted.
- Composition of PAPGJC and PSG – Adopted.
- Resolution 890 – Credit sales rules (This was a recommendation from APJC, India, on acceptance of Agency Credit Card by all Airlines – The PAPGJC also deliberated on the same and it is concluded that to allow this to happen a Transparency in Payments Working Group and Payment Methods Working Group is assigned to review and report on the same). Conference declined to act due to ongoing work by the working groups.

UFTAA Board meets at Doha, Qatar

The UFTAA Board meeting was held in the beautiful city of Doha, and was extremely well hosted by Qatar Airways. The meeting was chaired by UFTAA President Sunil Kumar and deliberated on many important matters including the proposed setting up of UFTAA's Global office, appointment of a CEO, UFTAA's Golden Jubilee Congress and other important subjects pertaining to UFTAA – IATA air matters.



UFTAA Board with Qatar Airways' leaders

UFTAA's Golden Jubilee Congress at Istanbul

November 25 & 26, 2016, will witness the GOLDEN JUBILEE CONGRESS of UFTAA in the most beautiful city, ISTANBUL. The Golden Jubilee gala is hosted by Ministry of Tourism & Culture, Turkey and is well supported by Turkey's TURSAB, one of UFTAA's most outstanding and large member Associations. The majestic Hilton Bosphorus is the Convention Hotel. TURSAB's prominence in Turkey is incredible and they are an excellent model for any association to be functioning closely with the Government and managing the country's tourism as well. The Congress will have business sessions that support learning and updates; the UFTAA's IATA FORUM, Annual General Assembly, Golden Jubilee Celebration and Awards and Congress Gala. TAAI has been an active member of UFTAA since its inception and always played a lead role in every congress of UFTAA.



Turkish Airlines is supporting the UFTAA Congress in a big way. All members of TAAI – Active, Associate and Allied are welcome to join the UFTAA Congress at ISTANBUL.

You may log in to www.uftaa.org for more details or email to ceo@uftaa.org or support@uftaa.org to register your participation.

Ras Al Khaimah: A rich culture

A beautiful offering of UAE is Ras Al Khaimah which features everything, from mountains, deserts, ancient cultures and mangroves to beaches and more. As per the latest statistics released by Ras Al Khaimah Tourism Development Authority (TDA), overall visitor numbers from Asia Pacific region has surged by 11.7 per cent with India leading the growth. It is the right time to tap the potential of this emirate that has an array of archeological sites.



Ras Al Khaimah offers an authentic Arabian experience; from its golden beaches, lush mangroves and terracotta deserts, to the towering Hajar Mountains bordering Oman. Along with natural attractions and activities, Ras Al Khaimah features a number of ancient archaeological sites, giving visitors an insight into the destination's rich culture. Here is a guide enlisting the top things to explore in Ras Al Khaimah:

NATIONAL MUSEUM OF RAS AL KHAIMAH

A palace and residence of the Al Qasimi Royal family until 1964, the National Museum of Ras Al Khaimah is now considered the UAE's wealthiest monumental museum and features a diverse collection of historical artifacts, ancient ornaments, manuscripts and traditional weapons, many of which have been donated by the ruling family and residents of the emirate. Visitors of all ages can see the museum's rich variety of educational galleries, which provide a wealth of historical information and depict aspects of traditional life in Ras Al Khaimah and the UAE.

DHAYAH FORT

Originally built as a 16th century fortification to defend against invading forces and now the only hilltop military tower left standing in the UAE, Dhayah Fort offers a glimpse into Ras Al Khaimah's riveting past, whilst providing a modern symbol of the emirate's enduring heritage. Military aficionados can learn about the site's backstory at their own pace through self-guided tours of the fort. Meanwhile, sightseers can enjoy bird's eye views of Ras Al Khaimah, framed by the Arabian Gulf and Al Hajar Mountains.



ICELAND WATER PARK

An escape from the heat, Iceland Water Park offers amusement to visitors of all ages, with its wide variety of games, water slides and an extensive food court. The park also features Arctic penguins, near vertical plunges and the world's tallest manmade waterfall, with facilities for guests to be in the midst of it.

TRIP WITH SEAWINGS

Seawings Urban Experience – a seaplane adventure which takes off from the shores of Ras Al Khaimah on an aerial tour of the city – provides picturesque views of the Hajar Mountains, the desert and Arabian Gulf, as well as the culture and heritage of the emirate.

BASSATA DESERT CAMP

At Bassata Desert Village, visitors can enjoy a wide range of traditional Arabic activities with dune bashing, belly dancing, Arabic Tanoura, camel riding as well as Arabic barbeque. The village also provides facilities for an overnight stay.

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To find out more or to purchase the service visit **www.vfsglobal.co.uk/india**

For top tips on applying for your UK student visa go to **www.facebook.com/bhcindia** | #dontbelateforclass

Important note: Using the Priority Visa service does not gurantee your UK visa. All applicants must meet the Immigration Rules in order to be granted a visa. UK Visas & Immigration reserves the right to request additional information or to call an applicant for an interview. An applicant must ensure they are available for an interview in the days following their application.

About VFS Global: VFS Global is the world's largest outsourcing and technology services specialist for governments and diplomatic missions worldwide. With **2260 Application Centres,** operations in **126 countries** across **five continents and over 130 million applications processed** as on 31 August 2016, VFS Global serves the interests of **51 client governments.** VFS Global's worldwide operations are certified **ISO 9001:2008** for Quality Management System, **ISO 27001:2013** for Information Security Management System and **ISO 14001:2004** for Environmental Management System. For more information, please visit **www.vfsglobal.com**

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Tourism in times of terror

The threat of terrorism significantly influences holiday planning - major differences in the safety image of individual destinations. In this report, ITB Berlin and IPK International analyse global changes in travel behaviour. Notably for travel agents, the report found that the enthusiasm for travel is nevertheless unbroken



The terrorist attacks of recent months and political upheavals have had a major effect on travel behaviour, and the perceived level of threat is determining people's holiday choices. Popular tourism destinations have reported a dramatic drop in bookings and many hotels are deserted. Despite this, more people are travelling this year compared to 2015. Thus, IPK International forecasts a two per cent increase in trips abroad by Europeans, and as much as three per cent worldwide. However, people have become more critical regarding their choice of destination.

CLOSE TO HALF OF ALL TOURISTS WORLDWIDE ARE CHANGING THEIR TRAVEL BEHAVIOUR

Early in 2016, IPK International conducted a special survey in over 40 major tourism source markets and interviewed 50,000 people to analyse the impact of terror threats. One of the findings of the global survey was that the threat of terrorism influences the

One of the findings of the global survey was that the threat of terrorism influences the travel behaviour of 40 per cent of international tourists, while the results varied significantly depending on the source market



travel behaviour of 40 per cent of international tourists, while the results varied significantly depending on the source market. Whereas few South Americans, Scandinavians and Dutch said that the threat of terrorism will affect their travel behaviour, Asians and Eastern Europeans are more strongly influenced by current events. Differences were also noted between various traveller segments. Those with children are more cautious, whereas younger age groups and singles remain relatively unimpressed by terror warnings. The survey also examined in what ways the threat of terrorism is changing travel behaviour. Thus, 15 per cent of international tourists said they will avoid travelling abroad altogether in 2016 and rather spend their holidays in their own country. One of the best examples is Germany, which again is a favourite destination for Germans this summer. Timmendorfer Strand for instance, a popular Baltic Sea resort, is basically fully booked.

HOLIDAYS AT HOME AND SAFE DESTINATIONS ARE IN GREAT DEMAND

A quarter of international tourists said they plan to continue travelling abroad, but only to places they perceive as safe. Asked which destinations these were, IPK International gained some interesting insights. Destinations vary widely in their perceived safety levels. For the interviewees, the destinations rated the least safe were those where there have already been attacks or unrest in the past. In a worldwide comparison, Israel, Turkey and Egypt received the lowest ratings. A destination's bad image even affects neighbouring regions, regardless of whether there had been any incidents there or not. What became clear was that 2016 will show some substantial shifts in demand. Regions such as Canada and Australia, as well Scandinavia and Switzerland have good growth prospects despite the global threat of terrorism.

What became clear was that 2016 will show some substantial shifts in demand. Regions such as Canada and Australia, as well Scandinavia and Switzerland have good growth prospects despite the global threat of terrorism

NEW RESULTS DUE IN NOVEMBER

It remains to be seen how the tourism industry will fare in the face of terrorism over the course of the year. As of yet it is unclear what impact the recent attacks in Germany and Nice will have on the perceived safety of these countries. The next special survey analysing 'The Threat of Terrorism for Tourism' is scheduled for September/October this year. The initial results will be presented in early November 2016 in Pisa, Italy, at the World Travel Monitor Forum, which is organised by IPK International in cooperation with ITB Berlin.

The World Travel Monitor Forum is an exclusive industry gathering which discusses the latest travel industry trends and forecasts of tourism development. A summary of the Forum's main findings will be published in the ITB World Travel Trends Report (for last year's edition click here). Detailed information on individual source markets and destinations with regard to the threat of terrorism can be found in the report 'The Impact of Current Terror Threats on International Travel Behaviour', which can be ordered from IPK International.

WTTC Global Travel & Tourism Economic Impact Update

This report used the current economic developments together with available year to date Travel & Tourism arrivals and spending data, to provide a current outlook for the global Travel & Tourism sector with particular focus on Brexit. Notably, India is forecast to be the fastest growing Travel & Tourism economy during 2016-20



In the 2016-2020 period, global direct Travel & Tourism GDP growth has been downgraded by an average of 0.3 pp per annum, which is in line with the wider economy downgrade over the same period. Contributing to this is a larger downgrade to business Travel and Tourism spending given that economy-wide investment has been downgraded by more than consumer spending in the medium term.

LATEST MACROECONOMIC OUTLOOK

The latest Oxford Economics baseline forecast envisages 2.3 per cent global GDP growth in 2016, a downgrade from 2.8 per cent earlier in the year. While this will be the slowest rate of growth since 2009, it is only marginally below the rates of growth observed in recent years. Growth is expected to pick up in 2017 to 2.6 per cent and beyond as growth edges higher across advanced economies, at the same time as recent weakness in Brazil and Russia abates.

The fastest growing world region in 2016, 2017 and 2016-20 will be South Asia, led by strong growth in India, whose economy is expected to outperform China.

T&T OUTLOOK

At a regional level in 2016, the most noteworthy downgrade to direct

Travel & Tourism GDP is in Europe due to consequences of non-Brexit related macro-economic downgrades to large economies such as Germany and Italy.

Prospects in the Northeast Asia region have also been downgraded in 2016 owing to a weaker outlook in Japan. While the strengthening yen is eroding Japan's price competitiveness as a tourism destination, the downgrade is driven more by weaker domestic economic growth. Inbound arrivals to Japan are still up in the first half of the year, however, the stronger yen is resulting in fall in average spend.

Despite fears about its prospects in the early part of 2016 with financial market turmoil, China's GDP growth forecast remains broadly unchanged and the country is on track to achieve its government's target. For the 2016-2020 period, North America and Latin America's direct Travel & Tourism GDP growth outlooks have been downgraded on account of weaker macroeconomic forecasts for the USA and Brazil respectively. The medium-term forecasts for other regions have not changed significantly. In 2016, 2017 and 2016-20, India is forecast to be the fastest growing Travel & Tourism economy, closely followed by Vietnam, China and Indonesia, as the fast growing Asian economies continue to dominate the league tables.

Direct Travel & Tourism GDP growth prospects remain robust in the world's major advanced economies, including the US, UK, France, Spain and Italy, with annual average growth in the 2.5-3.0 per cent range between 2016 and 2020.

UK

Given Sterling's weakness and weaker UK macro consumer spending, WTTC predicts a much weaker outlook for UK outbound departures. As for the markets reliant on visitors from the UK, we expect these markets to be amongst the most negatively impacted in 2017 by Brexit and the decline in UK outbound travel.

Although it should be noted the pp difference figures in visitor exports growth for these markets will also be explained by factors other than Brexit (such as domestic macroeconomic conditions and exchange rates in each destination's other important source markets), but Brexit will be an important factor.

SELECTED COUNTRIES: DIRECT TRAVEL & TOURISM GDP GROWTH

	2016	2017	2016-20
Argentina	1.8%	-0.8%	3.5%
Australia	4.5%	5.2%	4.0%
Brazil	-1.6%	0.5%	2.4%
Canada	2.9%	3.6%	3.8%
China	6.3%	7.7%	7.3%
Egypt	5.8%	5.6%	4.7%
France	1.1%	2.9%	2.7%
India	**6.6%**	**8.8%**	**8.6%**
Indonesia	4.7%	7.3%	7.2%
Italy	1.4%	3.2%	2.7%
Jamaica	3.5%	4.3%	5.0%
Japan	1.4%	1.0%	1.7%
Kenya	4.6%	7.3%	6.8%
South Korea	5.2%	4.2%	4.0%
Malaysia	3.3%	3.5%	3.6%
Mexico	4.4%	4.2%	3.7%
Netherlands	5.3%	4.1%	4.0%
Peru	3.8%	5.7%	5.4%
Russia	-1.0%	-1.5%	1.8%
South Africa	1.5%	3.0%	3.0%
Saudi Arabia	2.8%	3.6%	2.2%
Singapore	4.2%	6.0%	4.6%
Spain	3.0%	2.9%	2.7%
Thailand	4.3%	6.8%	6.6%
Turkey	-3.2%	2.0%	3.8%
UK	3.6%	3.0%	2.4%
US	2.9%	2.8%	3.0%
Vietnam	4.0%	7.9%	7.6%

Source: Oxford Economics

DESTINATIONS MORE RELIANT ON UK OUTBOUND VISITORS - PP CHANGE IN 2017 VISITOR EXPORT GROWTH

	Share of arrivals from UK	March 2016 Visitor export growth	July 2016 Visitor export growth 2017	PP diff 2017
Turkey	6.4%	3.1%	0.2%	-2.8%
UAE	7.4%	3.4%	2.0%	-1.4%
Australia	8.4%	5.5%	4.7%	-0.9%
India	**11.2%**	**5.4%**	**2.2%**	**-3.2%**
Netherlands	13.2%	4.9%	4.5%	-0.4%
Belgium	13.8%	7.7%	2.9%	-4.8%
France	14.2%	4.4%	4.0%	-0.4%
Spain	22.3%	3.4%	2.0%	-1.4%
Ireland	50.2%	4.7%	1.6%	-3.1%

Source: Oxford Economics

IATA and BIAL collaborate to improve airport processes

MoU is the first of its kind that IATA has signed with an Indian airport



The International Air Transport Association (IATA) and Bangalore International Airport (BIAL) have signed a Memorandum of Understanding (MoU) to enhance cooperation in various areas of airport operations, including security, passenger experience, cargo, airport development, consulting and training.The MoU was signed by Conrad Clifford, IATA's Regional Vice President for Asia Pacific, and Hari Marar, BIAL's President for Airport Operations. This MoU is the first of its kind that IATA has signed with an Indian airport.

One of the highlights of the MoU could see IATA and BIAL implementing trials of new technologies and processes, and testing concepts at Bangalore International Airport. "This will place Bangalore International Airport in the forefront of airport operations. These trials will ensure that global best practice solutions can be appropriately adapted to the Indian environment, and will provide guidance for rolling out the implementation at other Indian airports," said Clifford. The IATA Fast Travel initiative, Passenger Facilitation programme and Smart Security are among the initiatives being considered as part of the MoU.

"An important objective of the MoU is to promote the efficient development of civil aviation in India to meet growing demand. By 2035, India's passenger traffic is forecast to exceed 400 million passengers, more than double that of today. The industry will support 19 million jobs and US$ 172 billion of India's GDP. But for this potential to become reality, India's airports need to have the necessary infrastructure capacity while implementing efficient processes that embrace the latest technologies," said Clifford. He added, "The ultimate beneficiaries of this MoU are travellers in India, airlines and the Indian civil aviation in general. We look forward to a similar cooperation with other like-minded airports in India."

The Fast Travel Programme addresses the future of travel, with more choice and more control for passengers, and lower costs for the industry. Fast Travel provides self-service options in six areas of a passengers' airport journey - representing annual savings of up to US$ 2.1 billion for the industry. By creating uniform standards and recommended practices, IATA will facilitate industry adoption of these projects – and a better travel experience for the customer. Examples include the use of Mobile Boarding passes and Self-bag tagging solutions. The Passenger Facilitation Programme focuses primarily on the crucial areas of security, border protection, immigration and customs with the aim to provide an "end-to-end passenger experience that is secure, seamless and efficient".

IATA's Passenger Facilitation Programme is addressing solutions in the following areas:

- **Security Access:** Improve the passenger flow at security checkpoint with existing technology and infrastructure in order to reduce queue length and times.
- **Immigration:** Improve border crossing through the promotion of automated border control in order to support passenger growth and reduce waiting times without compromising security
- **Smart Security:** The vision will be achieved through the introduction of risk-based security concepts, advanced screening technologies, and process innovation. With these elements in combination, Smart Security seeks to deliver:

Strengthened security – Focus resources based on risk, increase unpredictability, make better use of existing technologies and introduce new technologies with advanced capabilities as they become available

Increased operational efficiency – Increase throughput, optimise asset utilization, reduce cost per passenger, and maximize space and staff resources

Improved passenger experience – Reduce queues and waiting times and use technology for less intrusive and time consuming security screening.

Virtual payments simplified for travel agencies

Amadeus partners with MasterCard to deliver fast, secure and automated B2B travel payments

Fintech. Much more than a buzzword, it is now spurring countless innovations that are disrupting financial services from banking to insurance. Last year alone, over US$ 19 billion was invested in Fintech startups globally, cumulating in over US$ 40 billion invested in the last five years. Fintech's growth seems unstoppable, and for good reason: ultimately, it is enabling us to manage our financial lives in an easier, more personalised, less expensive and more secure way. Now Fintech has hit the travel industry. Travel agencies can unlock these benefits and more as Amadeus partners with two pioneers in Fintech innovation to bring its recently announced B2B Wallet Prepaid product to the market.

To this end Amadeus is partnering with MasterCard to offer travel agencies payment acceptance and security around the globe, as well as better protection against supplier default when using B2B Wallet. Amadeus' solution will build on MasterCard's vast global network to expand virtual B2B payments in travel.

Amadeus is also partnering with Ixaris to drive efficient virtual card management on B2B Wallet. With its innovative payments technology, Ixaris allows travel agents to easily create and add funds to their virtual payment cards. Ixaris, having won the Cards International's Prepaid Innovation Award two years in a row, has been a pioneer in payments ever since it launched the first virtual prepaid card in Europe in 2003.

"Virtual card technology is the ideal application of Fintech innovation for the travel industry," remarked Celia Pereiro, head of Travel Payments. "By combining the strengths of Amadeus, MasterCard and Ixaris, we bring flexibility, efficiency and confidence to travel agent B2B payments. Since we launched the product in some markets in February we have seen overwhelming demand for it and today have customers in 10 European countries."



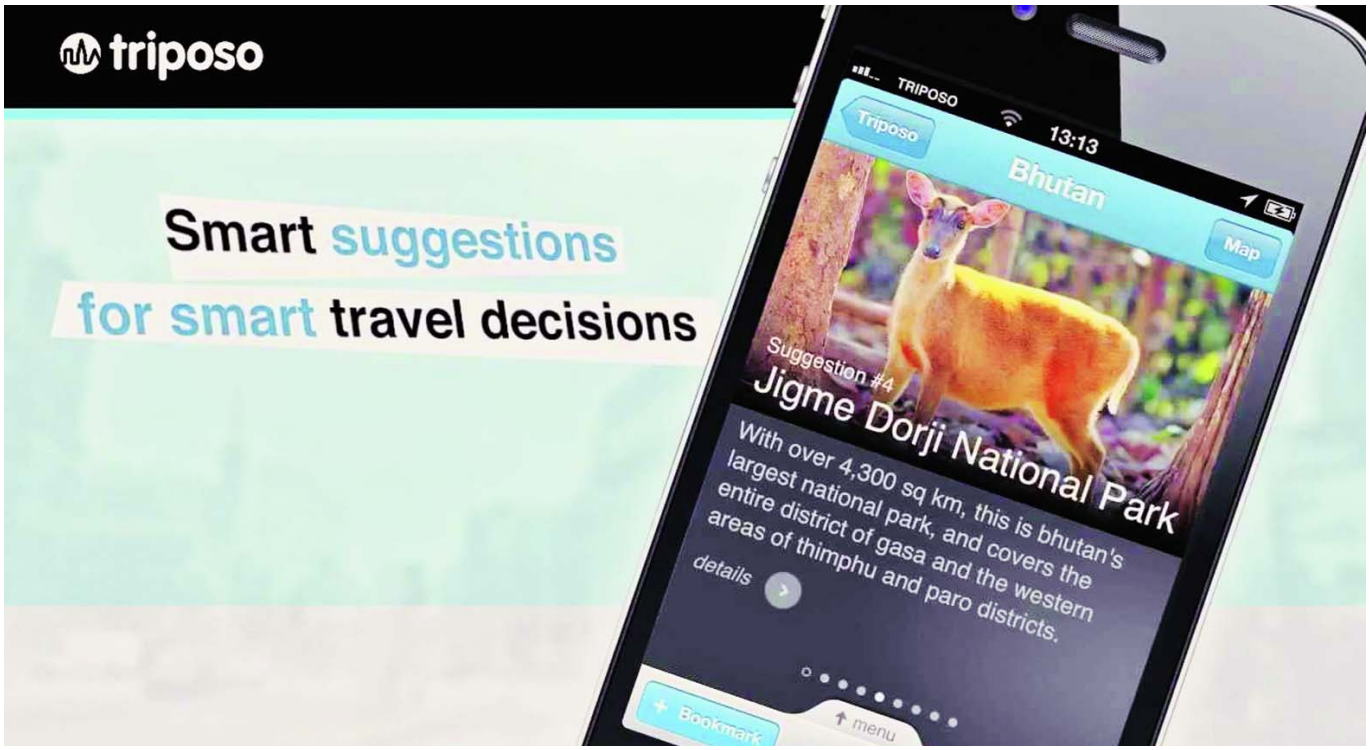
The Amadeus B2B Wallet Solution will be gradually rolled out in select Asia Pacific markets in 2017 to bring travel agencies a virtual payments product with the option of either earning or saving cash when paying travel providers. Commented Hany Fam, MasterCard Enterprise Partnerships, "MasterCard has a history of successful, long-term partnerships across the entire travel eco-system. With our global acceptance, advanced security and automatic consolidation, Amadeus B2B Wallet gives travel agencies a host of reasons to leave cash, checks and other payment mechanisms behind, saving time and money. We look forward to further evolving our partnership with Amadeus – to shape the future of travel by enabling safe, simple and smart end-to-end experiences for businesses and consumers alike."

Amadeus B2B Wallet gives travel agencies a host of reasons to leave cash, checks and other payment mechanisms behind, saving time and money. We look forward to shape the future of travel by enabling safe, simple and smart end-to-end experiences for businesses and consumers alike

Alex Mifsud, CEO of Ixaris Group, stated, "We are proud to be working with Amadeus to help develop its B2B Wallet proposition and now to extend it to countries around the world with our prepaid virtual payments technology at its core. This development is a strong endorsement of our strategy to develop B2B payments that suit specific industries, and – as is the case with Amadeus - supplying the payment capability to innovative and disruptive companies. Travel, and in particular, online travel, is an industry with huge potential to benefit from the changes in the way we pay, receive and send money."

Landed: World's first arrival app

Travel agents can suggest their clients to use the arrival app, Landed



Amsterdam & Berlin based start-up, Triposo, known for its popular travel guide apps with over 10 million downloads to date, has launched Landed, the world's first arrival app. Landed is your trusted arrival partner. When you land in a new destination, launch the app and get all the arrival information you need. It shows you how to get to the city centre, displays the currency conversion rate, recommends a local SIM card provider and much more. Like the Triposo app, most Landed features work offline.

The idea for Landed was born when a Triposo team member was making his way from Thailand to Berlin. "Within a few weeks, he backpacked his way through 13 countries and quickly realised his arrival routine was always the same: Find a SIM card, book a last-minute hotel, look up some local phrases and get to the city," explained Douwe Osinga, CEO & Founder, Triposo. "We immediately knew this was a problem we had to solve. A dedicated arrival app just made sense," added Osinga. Triposo envisions Landed as a utility app - you download it once and arrive at ease each time you travel.

To create Landed, Triposo built on the smart tools and algorithms they use to power their travel guides. "We matched airports to cities using an innovative algorithm that determines where you are likely to be going when you arrive," explained Osinga. Much the same, Triposo engineers crawled through open source data and parsed the information to find the best SIM card providers, currency conversion rates, weather forecast and local phrases. Learn more about Landed on the Triposo blog or get it in the App Store.

Triposo was founded in 2011 by ex-Googlers Douwe Osinga, Jon Tirsen and diplomat-turned-entrepreneur, Richard Osinga. It was kickstarted with a US$ 700K round of seed funding from marquee investors such as Chris Sacca, Lars Rasmussen and Crunchfund followed by two rounds led by InterWest partners: US$ 3.5 million in July 2012 and US$ 3.1 million in December 2015. The latest round of funding is expected to drive innovation for in-destination travel experiences in the mobile space.

Digital help for weight loss

A computer game and a smartphone app can help people control unhealthy eating habits and lose weight



A game, DietDash, has been designed to improve a person's "inhibitory control," the part of the brain that stops you from giving into unhealthy cravings, even when the smell of French fries is practically begging you to step inside a fast food joint. There is also a mobile app that intelligently detects patterns in a person's eating habits. When users are likely to slip from their dietary plans, the app provides tailored strategies to put them back on track.

"Let's say a colleague brings a box of doughnuts into the office. For a person who habitually consumes sweets, the first reaction is, 'I want one'," said Evan Forman from Drexel University in the US. The secondary response tries to pump the brakes on that urge. But that reaction is typically slower and less strong than impulse, according to Forman. "However, studies have shown that if you do certain tasks that involve this inhibitory control over and over again, it actually gets stronger," he said.

Researchers recently tested this theory. Habitual snack food eaters were assigned to one of four short, training exercises designed to increase their mindful decision-making and strengthen their inhibitory control. The study found that both types of training were successful in reducing snack food eating. The game – DietDash – first requires participants to disclose the types of sugary foods they eat most frequently. They will then be assigned to one of four versions of a game that is customised to their diet. For example, if someone lists soda and chocolate chip cookies as their favourite treats, those items will appear in the game, researchers said.

Players are instructed to press certain keys to respond to different types of images, including pictures of tasty sugary foods and pictures of healthy foods, they said. As the player's inhibitory control improves, the game speed increases for an extra challenge. Users are instructed to play this game for eight minutes per day, every day for six weeks, researchers said.

"The study is really the first to attempt to train people for weeks in a row. We think this can translate to real-world behaviours, because just like any task, it improves with practice," said Forman.

Researchers' second design is a weight loss app called DietAlert. Used in conjunction with the Weight Watchers app, the smartphone application collects information about users' eating habits and uses a mathematical algorithm to determine when they are most likely to lapse from their diet plans. For example, the app may conclude that a person is most likely to eat junk food after lunch when they have skipped breakfast, researchers said. As the app learns about someone's patterns, it will send out a warning alert and offer a tip to help the user stick to his or her health plan, they said.

(PTI)

Exercise may counter lethal effects of alcohol: Study

Exercising at even moderate levels may prevent some of the harmful effects of drinking - such as cancer and death, a first-of-its-kind study has found

Researchers, led by University of Sydney, found that for alcohol drinkers, physical activity may decrease the risks of dying both from cancer and from "all-cause mortality" that is, deaths from any cause. They drew on responses from eight health surveys carried out in the UK between 1994 and 2006 which looked at the impact of physical activity and alcohol consumption on health outcomes.

"Our research suggests that physical activity has substantial health benefits even in the presence of potentially unhealthy behaviours such as drinking alcohol," said Emmanuel Stamatakis, associate professor, University of Sydney.

"Among physically inactive people, we saw that the risk for cancer and all-cause mortality was higher even at relatively low levels of drinking," Stamatakis said. "We also noticed a dose-response relationship between drinking alcohol and cancer deaths, that is the risk of cancer deaths increased as alcohol consumption increased. But this was not the case among physically active people," he added.

Compared with never having been a drinker, drinking even within recommended levels was associated with a 36 per cent greater risk of death from cancer as well as a 13 per cent greater risk of death from any cause. However, this risk was substantially lessened or offset among those who were physically active at the basic recommended level (equivalent to at least 150 minutes per week of moderate intensity activity such as brisk walking) or at the upper recommended level (equivalent to at least 300 minutes of moderate intensity activity per week).



In the physically active groups, only harmful levels of drinking were associated with increased risk of cancer death and death from any cause. "We cannot suggest that doing some exercise is a licence to drink more alcohol, as alcohol abuse causes significant health and societal damage," said Stamatakis.

"But given that so many people do drink alcohol, our study gives yet another compelling reason to encourage and empower people to be physically active and ask policy makers to invest in physical activity-friendly environments," he said. The surveys included questions about alcohol intake and physical activity levels among those aged 40 years and over.

The research was published in the British Journal of Sports Medicine.

(PTI)

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.

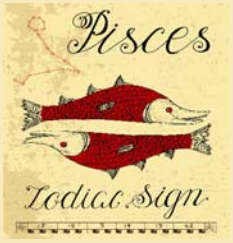
TAAI welcomes our new members. We have pleasure to invite these companies join us in our industry initiatives including training, learning from updates and getting connected through our networking opportunities with colleague agencies and industry leaders from all departments of our growing industry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

	NAME OF THE AGENCY	CITY	REPRESENTATIVES
1	Travel Plaza	AHMEDABAD	Sandeep Saksena, Renu Saksena
2	Jyoti Murugan Visaa Service	CHENNAI	C K Suthanthiram, S M Ambikaa
3	Bestway Tours & Safaris Pvt. Ltd.	GURGAON	Amit Malhotra, Pushpa Malhotra
4	Valuemytrip Travels Private Limited	GUWAHATI	Bishal Jain, Praveen Jain
5	R Khare Tours And Travels	INDORE	Nitendra Kumar Khare, Bhavin Bhatt
6	Paradise Holidays	INDORE	Sharad Verma, Sarika Verma
7	Khushi Holidays Pvt. Ltd.	MUMBAI	Sanjay Nimbalkar, Firdosh Patel
8	Spenta Travel & Tours Pvt. Ltd.	MUMBAI	Hoshang Jalejar, Tannaz Jalejar
9	World Of Wonders Travel Private Limited	MUMBAI	Madhav Pai, Sangeetha Pai
10	Silver Sky Tours And Travel Private Limited	NEW DELHI	Dinesh Chauhan, Sanjay Sharma
11	Travstarz Holiday & Destinations Private Limited	NEW DELHI	Pankaj Nagpal, Sucheta Nagpal
12	Manoj Tour & Travels	NEW DELHI	Manoj Kumar Khandelwal, Nitu Khandewal
13	Flywidus.com	NEW DELHI	Guneet Sethi, Vikas Jain
14	Lipi Tours & Travels	VADODARA	Laxmikant Bhatt, Kalpana Bhatt
15	Destinations Unlimited	VADODARA	Reena Gami, Harsh Gami
16	Aspirations Tours & Travels	VADODARA	Manoj Bipin Dikshit, Archit Manoj Dikshit
17	Nihar Hospitality Private Limited	VADODARA	Ashok Kumar Saluja, Neha Saluja
18	Espi Tours & Travels	VADODARA	Paresh D Patel, Sandip A Patil
19	Rajkumar Travels	VADODARA	Parth Brahmbhatt, Azhar Shaikh



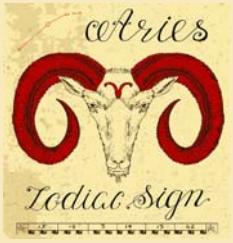
Trusting your intuition is the key message of Angel Tarot and Oracle Card reading for the Zodiac signs for October and November

By Sudipta Dev



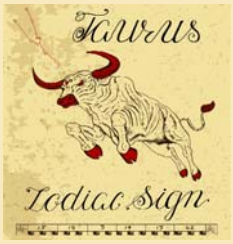
PISCES

It is important for you to listen to your intuition, which is the voice of your higher self. It will guide you to have patience before taking any decision. Deliberate carefully before taking a major career step. Money-wise, things look up for you. You should be proud of the values you have imbibed in your family. Religious factors might play a critical role in your love life. Stay positive about your health.



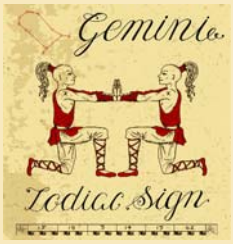
ARIES

You are worrying about a situation without understanding the complete background. Let go of the fears that are holding you back. You will however need to be better organised at your workplace for the plans to materialise. There is a possibility of you and your partner spending some time apart, however do not be disheartened as all is not lost. Make efforts to get a pet – for sharing unconditional love and joy.



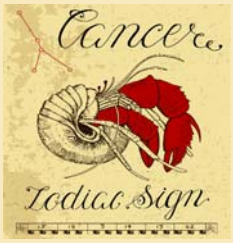
TAURUS

A lot of changes are happening in your career life. You would need to quickly weigh all options and take your decision. It is also the time for you to follow your heart as far as emotions are concerned. You willingness to love and be loved will bring about a positive transformation in the people involved. Health-wise, it is good for you to take an interest in energy healing like Reiki. It will enrich all aspects of your life.



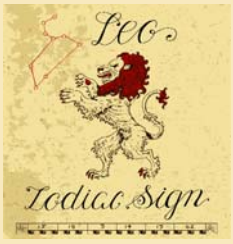
GEMINI

If you are thinking of self employment then this is the right time. Find the right balance in your spending habits. Enjoy luxury but also give to right causes. Be optimistic about your love life and do not give up hope in tough times. Your body needs detoxification, so make efforts for this. Go for a detox diet to rid your body of harmful chemicals.



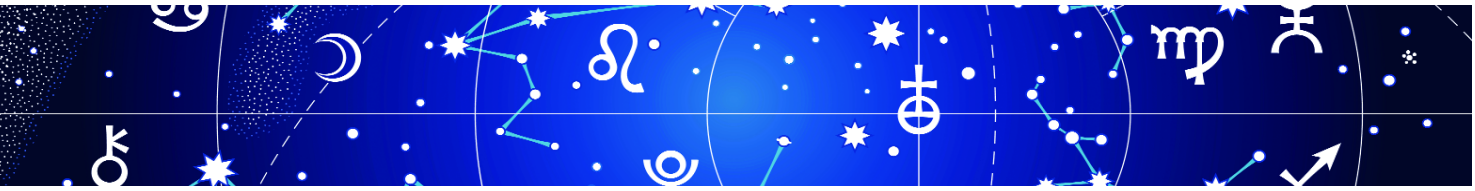
CANCER

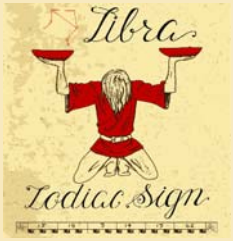
This is a favourable time for you. You have worked hard and it is time to receive the results and enjoy the benefits that come with it. Take a vacation and celebrate life with your loved ones. If due to certain reasons your finances are influencing your love life or marriage, you would need to address the issue. A specialist needs to see the health problem that is bothering you, but do not forget to pray. You might see a miracle.



LEO

You may feel that the present times are too challenging as a result of conflict with others and things not turning out as you wanted. Keep trusting your ability to make the right choices, this will move things positively forward. Always keep your eyes on the big picture. Forgive your parents, it will benefit all aspects of your life, including your love life. Be intuitive to what your body tells you regarding your well being and health.





LIBRA

Do not make impulsive career decision at present. Also, be careful about what you say without tact and weigh your words carefully. There are wedding proposals and romantic relationships on the cards. The relationship is worth waiting for so be happy about how the situation is developing. You need right exercise and diet. Practice yoga and Pilates if you are not already doing so. Release your health concerns to God and the angels.



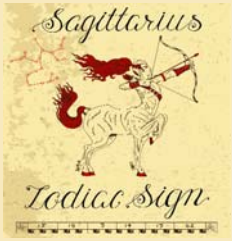
VIRGO

At the workplace there might be change of events which need your immediate attention. Those people who share your mindset, or your mentor, will support you. Always visualise success to ensure it. You have to be sure of what you want in your life for it to materialise. This is true for love also. Try to do voluntary work related to children or donate to a cause linked with health of children.



SCORPIO

Things look up career-wise. You make long term plans, but be patient and watchful. Do not forget to always be in touch with your inner child. You might have to do multitasking to fulfil your dreams. Those searching for the love of their life should be clear about what they want, to attract it. If smoking and drinking is a part of your everyday life, you would need to give up these habits.



SAGITAURUS

Those who have decided on a major career change, should rethink their timing. Be careful of the people you are engaging with. There is much more happening than what you can see. Though you might be ready to seek a magical new life or calling, do not forget to spend some time alone with your partner. If you are feeling guided to try out alternate healing for your health issue, you can give it a consideration.



CAPRICORN

Give up harsh judgements about people. You have great inner strength, discover it through prayers and belief in your self. If you feel that there is lack of purpose in your life, do make the changes. It might be a wake-up call to understand your true calling. Due to some reasons if you are feeling disenchanted with your current relationship, do not give up on it. Pray for divine love and light in every aspect of your life.



AQUARIUS

Find balance in money matters. Though gift of abundance is in your life at present, take time out to give to charitable causes. Those who are considering retraining or take some classes, should go for it. Be careful about monitoring all your projects. Positive affirmations will help in attracting your soulmate. Try to indulge in hobbies like gardening, anything that brings you close to nature and see the difference it makes to your health.

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

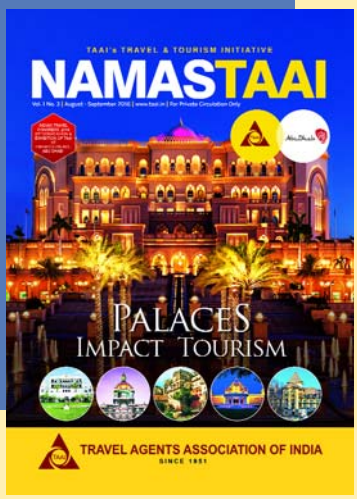
Print :	Offset
Full Page :	A/4 Size (22cm x 29cm)
Advertisement Size Full Page (W x H)	
Non bleed Size:	18cm x 26.7cm,
Bleed Size:	21.5cm x 30.7cm
Half Page (W x H)	
Non bleed Size :	18cm x 13.5cm
Colors :	Multi Colour Printing
Inside pages:	90 gsm Art Paper
Cover :	250 gsm Art Card

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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Reserve your space in advance to get the best position.

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