

NAMASTAAI

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Incredible!India

TAAI'S RALLY FOR THE VALLEY CAMPAIGN

A TIMELY INITIATIVE
TO REVIVE TOURISM IN
JAMMU & KASHMIR



TRAVEL AGENTS ASSOCIATION OF INDIA

SINCE 1951





Calling All DMCs! Accelerate your business with TAAI DMC Connect

Here's an excellent opportunity for DMCs - Tourism Boards/Authorities.
Connect with our reputed Outbound Tour Operators of India.
TAAI - The largest association of tour operators in India (Over 2000 and growing!) welcomes you to do business – promote your destination with our members.

TAAI's Offer to Global DMCs/Tourism Boards

- Widen your Client Base of Outbound Tour Operators in India
- Promote your destination across India - TAAI has 20 Regions & Chapters
- Our Member DMCs will be published on the 'Tourism Portal' of our website for ready connect with our large membership.
- Promote your brand widely – backed by the TAAI Certification
- TAAI can assist you with your 'relationship building' with our members.

Join TAAI as our 'DMC Member' (Overseas/National)

- A Big Take-Home Advantage at a Nominal Cost.
- Take home valuable benefits. Gain visibility in India.
- Special Discounts in our magazine NAMASTAAI to promote your product/services.
- Get 'Certified by TAAI' as our recognized DMC*.

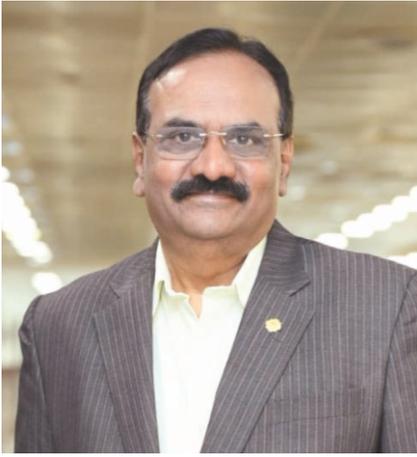
**Conditions Apply*

Welcome to TAAI

- Join our most exciting journey – The 75 Years of TAAI!
- The premier nodal association with 74 years of outstanding leadership.
- TAAI - The oldest and the largest in India.
- B2B with the top TAAI companies. Connect directly with decision makers.

**Join us today!
Belong to the family
which proudly declares:
Deal with someone
you can Trust!**

Share your details immediately to membership@taai.in
We shall rush you the link to register your organization as our prestigious Overseas Member of TAAI (DMCs located in India can join us as our 'National Allied Members') to enjoy the same privileges.



A leadership challenge is to positively drive the association forward, term after term. This intensifies as innovation meets evolution. Since 1951, TAAI's quantum leaps and pioneering roles have shaped it into "a comprehensive association of industry leaders in travel, tourism and hospitality."

TAAI has evolved – and continues to evolve - with the times. Advancements in the travel and tourism industry inspired its growth. TAAI's pride is the result of the vision, effort, and collaboration of our leaders and members. 74 years of continuous adaptation have positioned TAAI as India's most comprehensive travel industry body with a strong voice.

A question often asked is - What is TAAI's core strength? Is TAAI only involved with ticketing, or only inbound or only outbound in tourism?

Here's the candid response to refute the notion that TAAI is limited to any one vertical: How can we avoid being noticed for who we are? As we step into our 75th year, with excellence as our hallmark, our remarkable position as an inclusive industry leader reflects the active engagement of our members across every vertical. The strength of our gifted legacy is unstoppable.

TAAI: India's Complete Industry Leader

An earnest
attempt
to be LOUD
about this!



TAAI defies simple categorization. Our member companies play multi-diverse roles. Our vast agenda serves all industry verticals, and this is who we are:

- The largest number of IATA-accredited agencies in India. This reflects our customer outreach.
- Almost all members are actively engaged in outbound travel. India's largest network of Outbound Tour Operators. The TAAI-DMC Connect program is open to the world.
- Members are actively engaged in domestic and inbound tourism. Incredible India remains our focus. We have partnered with Governments and boards for 70+ years.
- Our members include MICE specialists. From weddings to sports events to conventions and incentives, our members make it all happen.

TAAI is a broad-based, inclusive, and forward-looking industry body representing all of travel, tourism, hospitality, MICE, education, and beyond. Our mandate is clear - to promote everything that strengthens the industry.

TAAI belongs to you. To me. To us. Let's do it, let's grow together!

Warm Regards,
Sunil Kumar R
President

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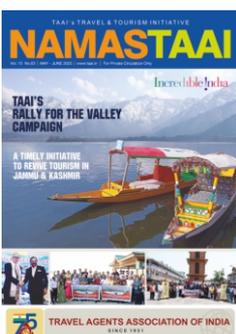
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ABOUT THE COVER

When tourism to Kashmir faced unprecedented challenges in May and June 2025, TAAI emerged as the industry's strongest voice, launching a bold nationwide campaign called 'Rally for The Valley'. Walking the talk, the National Leadership of TAAI and members from across India traveled to Srinagar, garnering Chief Minister Omar Abdullah's support, extensive media coverage, and restoring confidence.



Cover Image Credit: Kashmiri Awaz Studio/Shutterstock.com

TAAI Office Bearers in Action



Dear Members,
The recent incident in Pahalgam, Kashmir and the ongoing conflicts in different parts of the world remind us of the uncertainties that surround us. Such moments test our resilience, especially in travel and tourism, which is often the first to feel the impact of global turbulence. Yet, our industry has always shown remarkable strength - it rebuilds, reconnects, and revives hope.

At TAAI, we see every challenge as an opportunity. Together, we can transform fear into courage, setbacks into innovation, and uncertainty into progress. By embracing sustainability, promoting responsible tourism, we prepare not only for today but also for the future.

Travel has the power to heal, to unite, and to create prosperity. Let us, as one strong community, continue to spread positivity, inspire confidence, and leave behind a legacy of growth, resilience, and a healthier planet for the next generation.

With optimism and strength,

Shreeram Patel
Hon. Secretary General



The System-Driven TAAI Routine: Engaging and Healthy

TAAI's 20 Regions and Chapters are not merely a front-end appearance. They only offer Leadership opportunities and handhold members. Our unique systems in place for several decades empowers our Regions and Chapters to meet often, debrief members, involve Managing Committee to better connect with all.

Over hundred meetings and events are held every year across India. TAAI's robust and holistic approach is witnessed via our regular interactive meetings that offer orientation on subjects of common interests including Taxation; IATA & Aviation Updates; Tourism opportunities; partnership avenues and more.

2024-2026 initiated growth and sustainability. National Working Groups, enhanced visibility, purposeful events, member first connect, and more are a part of our structured and professional focus to keep TAAI engaged and Healthy. We invite more members to remain active, for TAAI belongs to you as well.

Lokesh Bettaiah
Vice President



Wishing everyone a warm NAMASTAAI!
I am very happy to share that TAAI is growing in terms of its

Membership as well as on the Agendas envisioned less than a year back. We are working hard to accomplish the objectives and will strive to do so, moving ahead.

Globally, situations are volatile and turbulent as we are witnessing a lot of disturbances in a number of countries and their economies. Very recently, there have been a few sad incidents of Aviation mishaps, which instill a sense of fear and uncertainty among flyers.

Climate change is another big threat which can't be ignored, hence sustainability and responsible tourism becomes all the more important. Overall, travel does get affected immediately due to such circumstances. Our role as key stakeholders is very important to create awareness, and slowly but gradually work towards creating an environment where we leave a healthy planet for the next generations.

Technology and AI are rapidly entering and changing businesses, and it's time we adopt, embrace and implement them in our business. It's time to think and implement such practices gradually, time to embrace the change, time to constantly evolve.

Travel and Tourism is growing globally, and so can we all. TAAI is your important catalyst to handhold and drive you through this exciting journey.

Happy Reading!

Paras Lakhia
Hon. Treasurer

MC Members' Perspectives



TAAI PR Council.
Always with unparalleled visibility!

As the oldest and largest Travel and Tourism Association, TAAI will soon celebrate its 75th anniversary. Our members are engaged in all segments of the industry, including Outbound, Inbound, MICE, Events, and High-end Travel.

TAAI's launch of its 75 Years logo, at the hands of Shri Gajendra Singh Shekhawat, Hon'ble Minister for Tourism and Culture, Government of India and former Niti Ayog CEO Shri Amitabh Kant was well attended by leaders of the travel, tourism, and hospitality industry. TAAI's WoW Awards honoured 75 exceptional women leaders across the country, including many industry leaders. TAAI continues to make a difference.

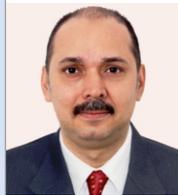
The unfortunate Pahalgam incident had halted Tourism to Jammu & Kashmir. TAAI plunged into action by launching the 'Rally for The Valley' initiative with the support of Hon'ble Chief Minister Shri Omar Abdullah, to help revive tourism in the region. We have an active TAAI J&K Chapter. That's how TAAI responds to situations.

NAMASTAAI, TAAI's industry magazine is educational, informative and eagerly awaited. We regularly publish Trends, Tutelage, Travelogues and more. We remain associated with the Ministry of Tourism, Ministry of Civil Aviation, Global, National and State Tourism Boards, and several Chambers of Commerce.

As the Chairperson of TAAI's PR Council, I represented TAAI at several events organised by Tourism Boards, Embassies, Media, and the Governments. Our visibility continues to be high. We shall go all out to ensure TAAI continues its outstanding leadership.

Rajan Sehgal

Member - Managing Committee
Chairperson - TAAI PR Council



TAAI Tourism Council.
Staying Resilient.

In today's increasingly volatile, uncertain, complex and ambiguous global environment, the ability to adapt and remain resilient is not just a choice but a necessity.

As Chairperson of the Tourism Council of the Travel Agents Association of India (TAAI), I believe our collective resilience lies in a proactive, collaborative and technology-driven approach to re-imagine how we operate.

Tour operators and travel agents must shift from traditional, volume-based models to more sustainable, agile operations. Customized travel, experiential journeys and niche markets like wellness tourism, rural tourism and eco-tourism are seeing rising demand. Resilience in today's climate requires embracing the digital shift. We at TAAI are actively encouraging members to adopt AI-driven platforms for bookings, virtual tours, CRM systems and digital marketing.

At TAAI, we are committed to fostering a new era of travel, one that is responsible, inclusive and future-ready.

Our member companies are not just service providers but are actively engaged in tourism - both outbound and inbound. They are ambassadors of India's enduring spirit. It is this spirit that will sustain our leadership position.

Manav Soni

Member - Managing Committee
Chairperson - TAAI Tourism Council



Allied Services.
Member-Centric Support Eco-System!

The Allied Services Council of TAAI is committed to building a strong, responsive, and member-centric support ecosystem by addressing key challenges related to visa facilitation, insurance, ancillary services, and innovative financial solutions.

To ensure seamless member engagement, an Allied Services Working Group has been constituted, comprising representatives from each Region and Chapter. These representatives serve as dedicated points of contact, assisting members in resolving concerns or escalating issues to the National level when required.

Key focus areas include sustained collaboration with VFS and service providers to secure exclusive member privileges, implement a unified login system, and circulate weekly bulletins with updates on visa appointments and processing timelines. We also plan to expand our most successful pilot program on the Visa Insights Workshop, which was launched in Hyderabad in May, to the rest of India.

We have some flagship initiatives to help create more milestones on our journey to the 75 Years of TAAI. This includes more specialist programs, insurance and risk management, which is work-in-progress, credit card acceptance and more. Through practical solutions, continuous dialogue, and effective representation, the Allied Services Council strives to empower members, enhance service delivery, and drive sustainable growth within the travel and tourism industry.

Amish Desai

Member - Managing Committee
Chairperson - Allied Services Council



TAAI Culture & Sports Council. Member & Industry Engagement.

TAAI Culture & Sports Council promotes member engagement through activities organized by TAAI and its Regions and Chapters to promote Culture and Sports on various occasions. This supports excellent networking between our TAAI members and the industry leaders from Airlines, Hospitality, Tourism Boards, and more.

Over the years, our activities have been very popular with several chapters actively engaged in sports activities – particularly the Cricket Tournament.

The vision for TAAI as we stand on the threshold of our 75th year is to intensify our active engagement of our members. All through this term, 2024-2026, Members First continues to be our flagship focus.

We have also embarked on promoting International Yoga Day and several chapters of India have plunged into this activity with greater visibility for TAAI. Our endeavour is to design more events during the rest of this term, which the Council shall take up.

Hema R. V. Chander
Member - Managing Committee
Chairperson - TAAI Culture & Sports Council



TAAI Taxation Committee. Building a compliant, informed, and empowered member community.

In today’s dynamic and ever-evolving regulatory environment, taxation plays a pivotal role in the functioning and compliance of our businesses. The Taxation Committee has been constituted to serve as a resource centre for members - keeping you informed, updated, and well-prepared to manage tax-related obligations with clarity and confidence.

Our core responsibilities include:

1. Information Dissemination:
Regular updates on key tax laws, policy changes, and compliance deadlines impacting the travel and tourism sector.
2. Member Support & Guidance:
Addressing member queries related to GST, TDS, income tax, and other applicable levies through expert consultations and webinars by professionals and to build tax literacy among members and their teams.
3. Representation & Advocacy:
Presenting the concerns and challenges faced by our industry to relevant authorities, ensuring that our collective voice is heard when new policies are framed or existing ones are amended.

The Taxation Committee is not just a policy body - it is a collaborative platform. We encourage members with experience or interest in taxation to contribute actively.

Let us work together to build a compliant, informed, and empowered member community.

Lalith Kumar Jain
Member - Managing Committee
Chairperson - Taxation Committee



TAAI Airline Council. Representing member interests!

The TAAI Airline Council serves as a bridge between members and airlines, actively engaging in discussions to address the challenges faced by our fraternity.

With a dedicated working group, the Council gathers inputs from all regions and chapters, presenting a unified voice to the airlines. Our efforts focus on resolving member concerns, while continuing constructive dialogue on issues that remain debated.

Regular interactions with airlines are a cornerstone of our work - not only highlighting the difficulties faced by agents, but also understanding the operational challenges airlines encounter. Key matters taken up include:

- Credit card policies
- Fare disparities
- Agency Debit Memos (ADMs)
- Deposits and debits levied by low-cost carriers

When issues require wider intervention, they are escalated to IATA. These include inconsistent name formats across airlines, capping allocations, financial securities, and other systemic challenges.

The Council remains committed to representing member interests, ensuring their voice is heard, and their concerns acted upon.

Sameer Karnani
Member - Managing Committee
Chairperson - TAAI Airlines Council

TAAI's Rally for the Valley Campaign A Timely Initiative to Revive Tourism in Jammu & Kashmir

- TAAI's 'Rally for The Valley' - A Remarkable and Timely Initiative. TAAI Does It Again!
- Launching the Campaign – Chief Minister Omar Abdullah Lauds TAAI's Initiative
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TAAI's Rally for The Valley –A Remarkable and Timely Initiative. TAAI Does It Again!

Taking a cue from Shakespeare's words—"Better three hours too soon than a minute too late"—TAAI launched its 'Rally for The Valley' campaign, recognizing the urgent need to support Jammu & Kashmir's tourism sector in the aftermath of the terror attack in Pahalgam.

Mid-May to mid-June 2025 was a difficult period for Jammu & Kashmir. Tourism was badly hit: a wave of reluctance to visit this popular destination led to flight cancellations, vacant hotel rooms, moored shikaras, and subdued shopping areas that once buzzed with vibrant activity. The economic distress among locals, whose livelihoods are closely tied to tourism, was strikingly evident.



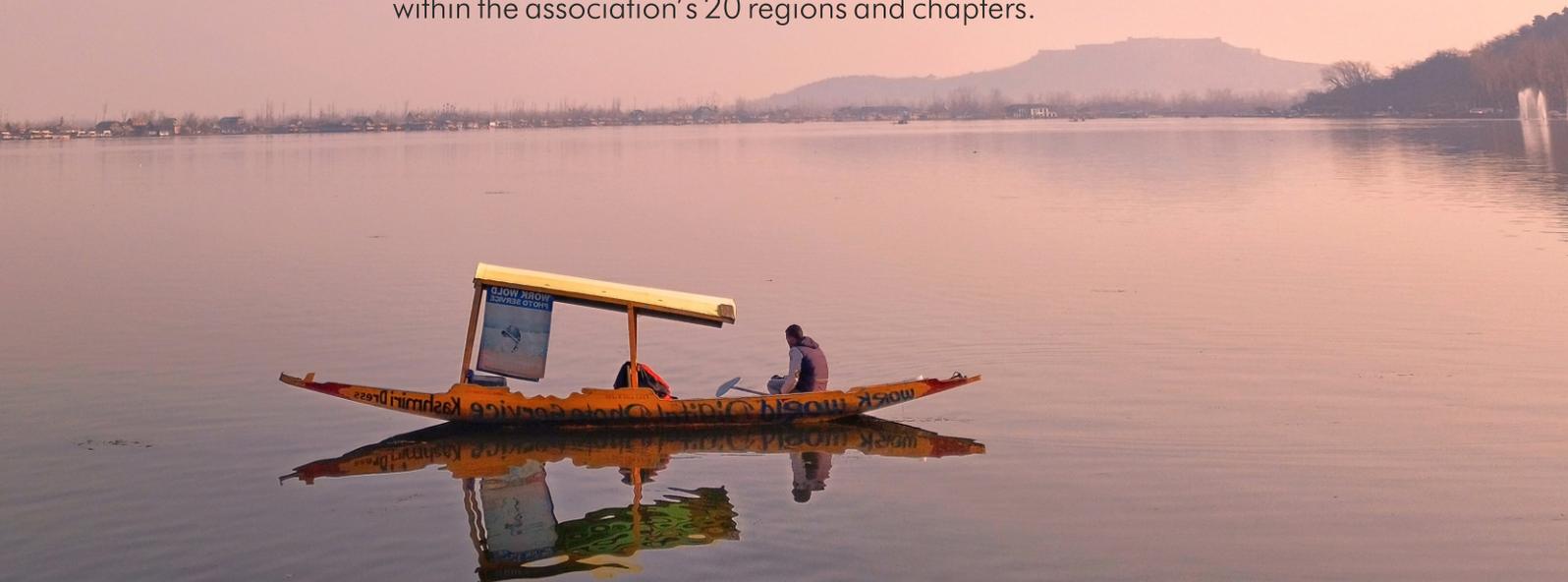


The true relevance of an industry association is revealed at times like these, and how swiftly it responds to crisis. TAAI, with its active role in promoting Domestic, Inbound and Outbound Tourism, could not remain a mere spectator. A campaign had to be launched and promoted extensively. And TAAI did it most impressively with the timely, visible, and well-executed 'Rally for The Valley' campaign. It received wide media coverage and active participation from TAAI Regions and Chapters. TAAI members too showed solidarity.

Seventy-five delegates from across the country gathered in Srinagar from June 10 to 12, 2025 to officially launch the 'Rally for The Valley' campaign.

Today, we see a more confident and optimistic J&K. Tourism here has been on the rise since the TAAI delegation's visit in early June 2025, and the launch and promotion of the 'Rally for The Valley' campaign.

The delegation was hosted by TAAI's J&K Chapter. With over 100 member companies actively involved in travel, tourism, and hospitality, it is one of the most active within the association's 20 regions and chapters.





The TAAI team visited several iconic locations in Srinagar, including the Lal Chowk and the Mughal Gardens. A shikara ride on the scenic Dal Lake was a truly memorable experience. The carefully chosen itinerary balanced symbolic confidence-building with a practical assessment of ground conditions. This was followed by a trip to Pahalgam as well, further reinforcing the message of safety and vibrancy.

Yes. TAAI Did It Again.

TAAI's commitment to J&K tourism is not new. Decades ago, the association organized its first Convention in Srinagar. In 2018, when tourism was hit, it returned to Srinagar with another convention that drew over 650 delegat

es from across India. The landmark event was a turning point, helping restore industry confidence and serving as a catalyst for the revival of tourism in the valley. At every opportunity, the TAAI J&K Chapter and its leaders have consistently worked to ensure the region's potential is showcased and that its partnership with TAAI benefits the tourism sector.

This tradition of support continued in June 2025, as TAAI held a special Managing Committee meeting in Srinagar, prior to the launch of the 'Rally for The Valley' campaign, to reinforce its intent to promote tourism in J&K.



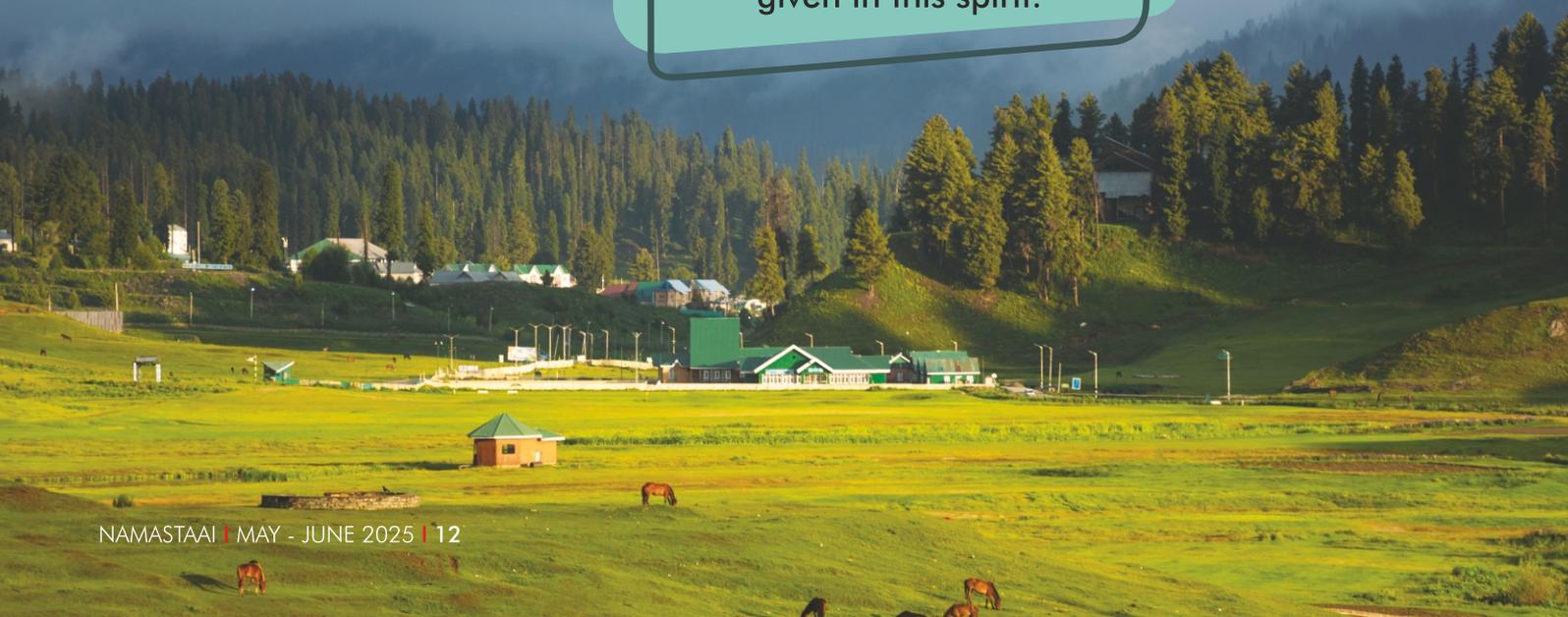


Launching the Campaign - Chief Minister Omar Abdullah Lauds TAAI’s Initiative.

The official launch of the Rally for The Valley campaign on June 11, 2025, at the Radisson Collection, Srinagar was a high-profile event that brought together leaders from the government, tourism, and hospitality sectors. In his opening remarks, TAAI President Sunil Kumar highlighted the long-standing relationship with the region and its commitment to help the Valley recover from the current tourism crisis.



“ No chaotic act must be allowed to derail tourism or disrupt livelihoods. This is TAAI’s strong belief. And ‘Let’s go to J&K’ is a call given in this spirit.



Speaking on behalf of the 2,000+ companies that are members of the association, President Sunil Kumar assured the gathering that the entire TAAI Team - spread across 20 Regions and Chapters in India - is fully geared to meet the situation head-on and help restore momentum. Commending the strength of the teams at the Regions and Chapters, and their collective resolve to drive recovery and resilience in the months ahead, President Sunil Kumar said he is proud of their leadership. He also made it clear that the initiative is a big step for the revival of tourism. "No chaotic act must be allowed to derail tourism or disrupt livelihoods," he declared emphatically. "This is TAAI's strong belief. And 'Let's go to J&K' is a call given in this spirit."



President Sunil Kumar thanked the Hon'ble Chief Minister for his presence, noting that it would inspire more industry stakeholders to support the campaign and give it the visibility it deserves.

“ Having you here is so encouraging for us because it shows that you haven't given up on us and therefore we shouldn't give up on ourselves either ”
 ~ Omar Abdullah
 Chief Minister, Jammu & Kashmir

Impeccably dressed, the highly articulate Chief Minister praised the initiative in his keynote address. He began his speech by thanking President Sunil Kumar and all those who came from outside J&K for reposing faith and confidence in the valley. "Having you here is so encouraging for us because it shows that you haven't given up on us and therefore we shouldn't give up on ourselves either," he said. "There's a saying in Kashmir, and I often repeat this in different circumstances, which means that the winter will go, the snows will melt and spring will come again. There is no doubt we have been thrust into a winter of cataclysmic proportion, but winter is winter. It's a season - it can't last forever. The snows have to melt... they will melt, and spring will come. And in a way you are those gardeners who are going to help us nurture that spring in this garden that we call Kashmir." His words - and sentiments - touched hearts and the insights he offered left an indelible impression on all present. industry leader with an Award of Gratitude.





Also present at the grand launch were Members of the Legislative Assembly; Advisor to Chief Minister; Representatives from the Ministry of Tourism, J&K and industry leaders including Hoteliers.

TAAI acknowledges the excellent support received from Mr. K. B. Kachru, Chairperson - South Asia, Radisson Hotel Group. The warm hospitality extended by Mr. Mushtaq Chaya, the MD of Radisson Collection, who hosted the TAAI delegates and the launch program, was truly exceptional. In



appreciation, TAAI presented this outstanding industry leader with an Award of Gratitude.

TAAI also expresses its gratitude to Mr. Asif Burza for offering it the venue at Pahalgam and hosting breakfast for the delegates at the most beautiful ITC Pine N Peak, Pahalgam.



TAAI Presents the Leadership Excellence Award to Hon'ble Chief Minister Omar Abdullah.

Leading during a crisis is never easy. Yet, Hon'ble Chief Minister Shri Omar Abdullah displayed unwavering resolve. His clarity of vision and decisive action helped safeguard J&K's tourism interests at a critical time. In recognition of his proactive and inspiring leadership, and his outstanding efforts in restoring J&K's rightful stature in Indian tourism, TAAI conferred the Leadership Excellence Award on Hon'ble Chief Minister Shri Omar Abdullah.



Campaign's Active Media Engagement Creates National Impact.

The revival of tourism in J&K is clearly underway - and TAAI's call to friends, family, and fellow members to 'Let's go to J&K' has played a key role in bringing tourists back to the Valley.



As TAAI delegates visited local attractions, shared photographs and recounted their experiences, they sent out a message that was loud and clear: J&K is open, safe, and ready to welcome visitors. National media amplified this message, with journalists from New Delhi, Mumbai, and Kolkata traveling as part of the delegation.

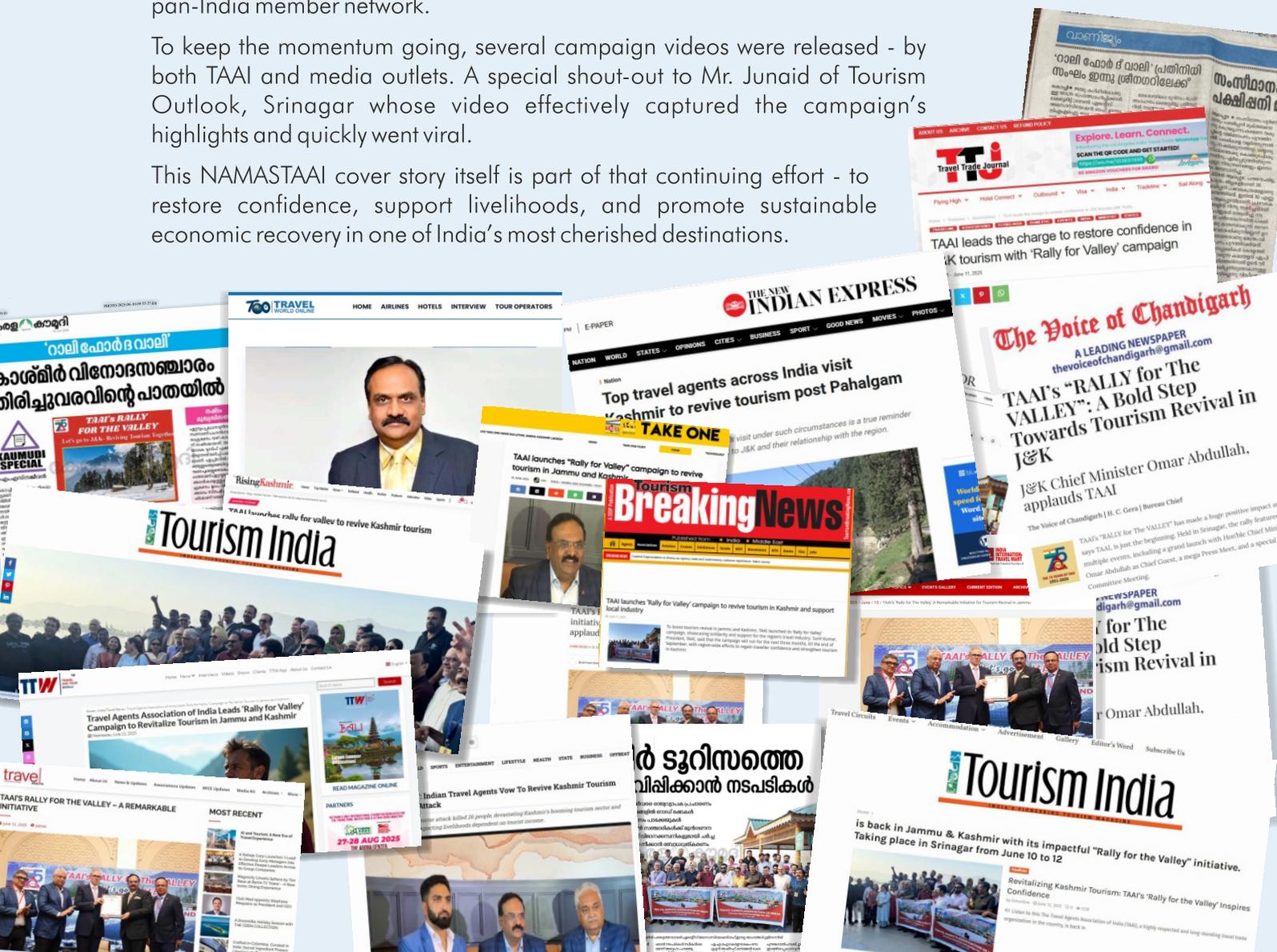
The J&K Chapter also hosted a well-attended press conference where President Sunil Kumar outlined the campaign's vision and progress. TAAI expresses its sincere appreciation to the media for their support.

The Campaign Continues...

TAAI's Rally for the Valley is not a one-off event - it is a sustained movement reaching travellers across the country through TAAI's extensive pan-India member network.

To keep the momentum going, several campaign videos were released - by both TAAI and media outlets. A special shout-out to Mr. Junaid of Tourism Outlook, Srinagar whose video effectively captured the campaign's highlights and quickly went viral.

This NAMASTAAI cover story itself is part of that continuing effort - to restore confidence, support livelihoods, and promote sustainable economic recovery in one of India's most cherished destinations.





TAAI J&K Chapter - Members in Action



TAAI Urges All Travel and Tourism Associations and Member Agencies to Promote J&K and Aid Recovery.

TAAI calls upon all stakeholders, members, and partners to continue promoting J&K as a priority destination. Our collective actions must reflect consistent growth in tourism to the region. This is one way we can all contribute to, and reflect, the spirit of our national campaign—Incredible India

The TAAI J&K Chapter remains committed to supporting members across India, providing the necessary hand-holding to enable more tourists to visit J&K and to continue promoting tourism in the region, just as it has done in the past.

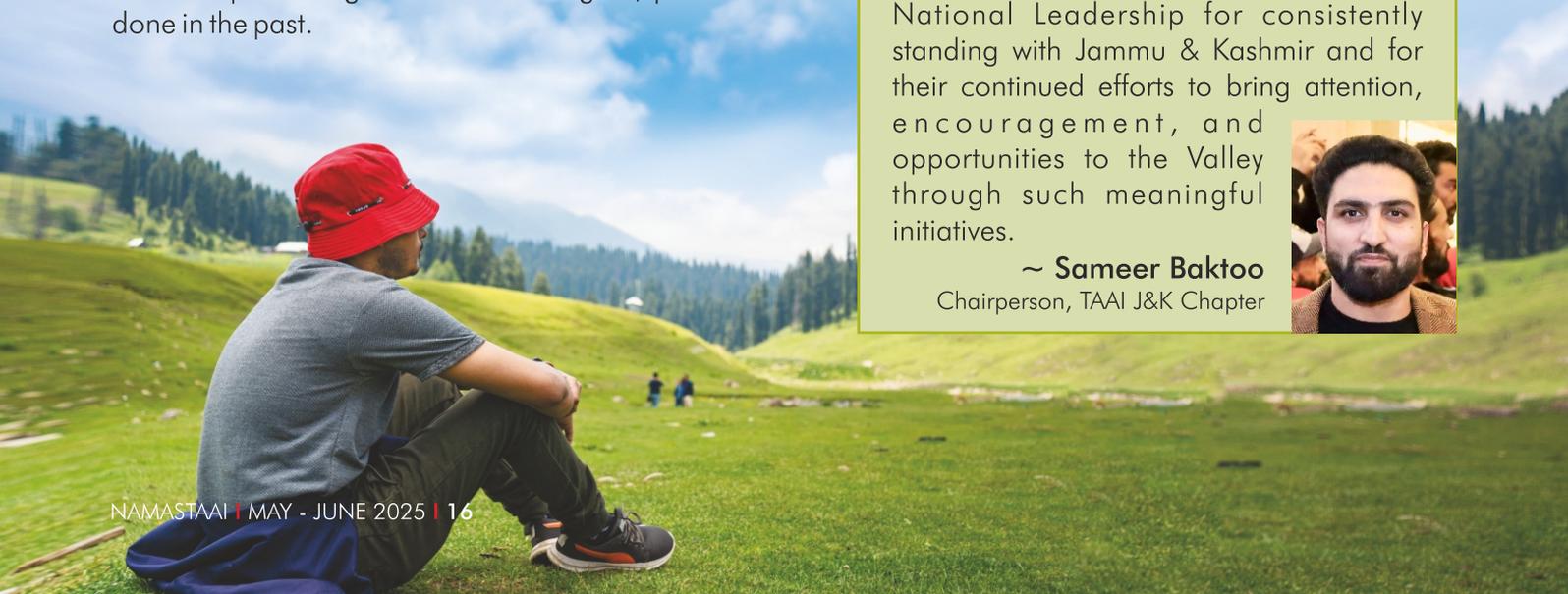
Reviving Tourism through TAAI's Rally for Valley

TAAI's Rally for Valley initiative, launched under the leadership of the National Managing Committee, came at a crucial time for Kashmir's tourism sector. Following the unfortunate Pahalgam incident, the rally sent a much-needed wave of positivity, reassurance, and solidarity across the country. The participation of TAAI's national office bearers, chapter chairpersons, and members from various parts of India brought renewed focus to Kashmir as a safe and welcoming destination.

This collective presence and support helped shift the narrative and reminded the industry, and travellers alike, that Kashmir continues to be a land of peace, hospitality, and unmatched beauty.

TAAI has always played a pioneering role in promoting tourism revival across the country. I am deeply grateful to the National Leadership for consistently standing with Jammu & Kashmir and for their continued efforts to bring attention, encouragement, and opportunities to the Valley through such meaningful initiatives.

~ Sameer Baktoo
Chairperson, TAAI J&K Chapter



Hospitality Partners: Thank You for Hosting TAAI's Delegates

TAAI expresses deep gratitude to the following hotels and resorts in Srinagar and Pahalgam for their generous support and wholehearted participation in the campaign.



Radisson Collection, Srinagar
(Main Stay & Launch Event)



Hotel Ramada Encore by Wyndham, Srinagar
(Press Conference)



ITC Pine N Peak, Pahalgam
(Breakfast)



Hotel Royal Savoy, Srinagar
(High Tea)



Hotels Meerz, Srinagar
(Accommodation)



Hotel Downtown, Srinagar
(Dinner)



Hotel Regenta Central, Srinagar
(Accommodation)



Hotel Palm Spring, Srinagar
(Lunch)



Arco Hotels & Resorts, Srinagar
(Accommodation)



Namroze Resort & Spa, Srinagar
(Lunch)



RADISSON COLLECTION

HOTEL & SPA RIVERFRONT SRINAGAR

Ideally situated near the Jhelum River, the Radisson Collection Hotel & Spa, Riverfront Srinagar exudes elegance and charm.

Wake up to gorgeous views of the city and the nearby Zabarwan Mountains in our rooms and suites. Explore attractions such as Dal Lake and Shalimar Garden. Indulge in local flavors and experience all-day dining at our on-site restaurants.

Host memorable events in our elegant meeting facilities.

Boasting indoor and outdoor pools as well as an expansive spa and fitness area, our hotel provides a unique stay in Srinagar.



Radisson Collection Hotel & Spa, Riverfront Srinagar

Near Silk Factory Road, Jhelum Bund, Rajbagh, Srinagar, Jammu & Kashmir - 190 008

Tel: +0194 2310111

The 7th TAAI Managing Committee Meeting at Guwahati

Continuous Improvement. Consistent Performance!



TAAI Managing Committee meetings mean business. The two-day MC meetings are back again to ensure deeper involvement of all stakeholders and deliberate on matters pertaining to TAAI's future. Detailed presentations by Office Bearers, MC Members, and Chairpersons took center stage, with active debates focusing clearly on TAAI, its future empowerment and the 75 years of TAAI. All the participants actively engaged in the discussions.

The 7th Managing Committee meeting of TAAI for the term 2024-2026 was held on May 27-28, 2025 at one of India's most picturesque luxury destinations – Mayfair Spring Valley Resort, Guwahati. This experiential property provided the perfect ambience for quality deliberations on several TAAI matters, resulting in numerous strategic decisions.

Extremely well-attended, the meeting forged lasting bonds among attendees, strengthening Team TAAI's ability to outperform previous achievements. The conclusions reached will guide TAAI's path toward its ambitious plan to soar to new heights.

Enhanced Engagement Across All 20 Regions & Chapters

It was decided to organize more engaging meetings, to be held once every 45-60 days. With Member Conn ct as a priority focus, TAAI recognizes that better connections are achieved through more frequent local meetings and events. Chairpersons will organize meetings and events every 6-8 weeks, with the goal of increasing attendance at such gatherings.

TAAI Convention 2025 Takes Shape

TAAI Conventions offer delegates unique networking opportunities to enhance relationships. However, these events often depend heavily on host sponsorship support. The committee concluded that TAAI must proceed with organizing conventions that focus on member engagement and experiential takeaways. The convention period is fixed for late October 2025, with several venue cities already shortlisted.

Enriched Partnership with VFS for Educational Initiatives

The April 2025 meeting between TAAI and Mr. Zubin Karkaria in Abu Dhabi is being translated into action. The pilot launch of the TAAI-VFS Visa Insights workshop in Hyderabad during May was a resounding success, facilitating interactive discussions between VFS personnel and TAAI members to foster more streamlined systems at VFS centres. More such workshops should be organized across the country.

TAAI Working Groups, Working Well

TAAI's National Working Groups engage over 100 members in the administration and governance of key verticals including Aviation & IATA Matters, Tourism, Allied Services (including Visa & Technology), Sports, and Culture. All these Working Groups have met at least once. It was decided that the virtual meetings of the Working Groups must be more frequent, with elaborate debriefs for all attendees. All appointees must be present. The TAAI Taxation Council has committed to completing the formation of a Working Group focused on GST-TCS and Income Tax matters.





TAAI Sub-Committees At Regions/Chapters: A New Vision for Expansion

To extend TAAI membership benefits and encourage greater participation from travel and tourism agencies across India, the Managing Committee decided to encourage Regions and Chapters to form Sub-Committees within their existing domains in other geographical areas. These sub-committees will be led by a Convener and supported by a Coordinator, requiring a minimum of 15 Active or Allied members. The vision is to bring more remotely located stakeholders into TAAI's framework while offering stronger support. Sub-committees can meet independently and are also invited to join their respective Region-Chapter meetings.

Online Approvals of TAAI Membership: A Breakthrough Success

This pioneering initiative – the first in TAAI's 74-year history – is yielding impressive results. The streamlined process makes it easier for interested agencies to apply for TAAI membership. Applications and uploads are completed online, with Proposers and Seconders acting digitally, Chairpersons endorsing online, and Managing Committee members approving electronically. With the initial test period showing favorable trends, the

Managing Committee is committed to reinforcing the usage of the online process to offer TAAI membership to more people.

TAAI will actively promote TAAI-DMC Connect, offering Destination Management Companies worldwide and across India opportunities to showcase their products to the growing TAAI membership. A dedicated platform is currently in development.

TAAI Membership Fee Review

After extensive deliberations across several MC meetings, the TAAI MC concluded to propose an annual fee review before the General Body.

Launch of 'Rally for the Valley' Campaign

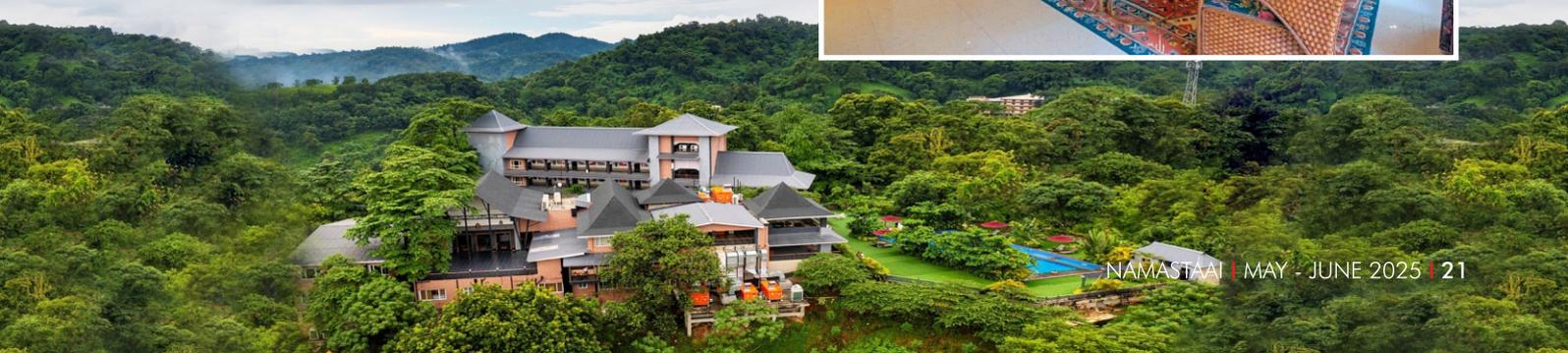
The heartfelt appeal from TAAI J&K Chapter, led by Chairperson Mr. Sameer Bhaktoo, was spontaneously embraced by the TAAI MC. Given tourism's significant challenges in J&K, the committee decided to visit Srinagar to launch this initiative. Over 50 MC members, Chairpersons, and members visited Srinagar and Pahalgam during the first week of June.

Many other matters were deliberated upon, with TAAI's leadership determined to keep MC members and Chairpersons actively engaged.

Thank You, Mayfair Spring Valley Resort, Guwahati

The impeccable hosting of the TAAI MC Meeting in Guwahati captured everyone's hearts. The courteous hospitality extended from airport to airport was exceptional – such high-quality hosting is truly rare. It was a truly memorable occasion for the MC members and Chairpersons.

Luxurious Pool Villas accommodated members, offering the finest indulgences. The lavish culinary spread was tastefully curated, while the excellent meeting venue provided spacious facilities and a presentation-friendly environment that enhanced the MC meeting experience.





The vibrant evenings were far more than mere parties – they showcased talent, fostered camaraderie, and strengthened cohesiveness beyond typical fellowship gatherings. The gala evening of May 28, 2025 became a truly memorable event.



The participation of local industry stakeholders and their connection with TAAI created special moments for all guests. The generous hosting by Mayfair Spring Valley Resort, Guwahati, along with the presence of their Managing Director Shri Ratan Sharma, who charmed everyone, left indelible memories.

TAAI presented an Award of Leadership to Shri Ratan Sharma for his outstanding leadership in promoting tourism and MICE, and for architecting this marvelous property. TAAI members remain committed to promoting Mayfair Spring Valley Resort, Guwahati to their clients and friends.

The visiting associations' felicitation of TAAI President Mr. Sunil Kumar for his leadership was indeed a touching gesture.

Eastern Region Chairperson Mr. Anjani Dhanuka played a pivotal role in coordinating the Managing Committee hosting. Thanks to his excellent coordination, this event was executed with the highest quality and hospitality.





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TAAI's Visa Insights Workshop with VFS Global

Let's get on the same page - Another new way forward!



Innovation steers evolution most effectively. This is what TAAI not only professes but also practices. Among the newest TAAI initiatives is the Visa Insights Workshop organized in collaboration with VFS.

The initiative – conceived by TAAI – addresses many challenges that, if resolved, can enhance esteem and value for both TAAI Visa Divisions and VFS Global.

When customers are informed that “your documents are not complete as required,” that is only half the story. The other half is when customers are told, “...your documents are prepared well and meet all requirements. Your consultant has been efficient. This costs nothing, but bridges the relationship most effectively,” said President Sunil Kumar in his address as this first-of-its-kind workshop was launched in Hyderabad.

The pilot launch on May 17, 2025, was held at Hotel Hampshire, Hyderabad. This highly successful workshop brought together visa specialists from TAAI Member agencies—those with over 10 years of experience, including owners and directors—to interact with about 25 executives who are heading different missions and receiving the applicants.

The interaction was a face-to-face dialogue between the leaders of both teams seated across from each other. Questions, clarifications, updates,

and challenges were brought up to support everyone in arriving on the same page.

This was an excellent educational initiative which benefitted both organizations. The pilot was highly successful, and the VFS authorities and TAAI officers concluded that the initiative should be continued in other regions and chapters, as it would benefit member agencies immensely. A brainchild of TAAI, this event has been most rewarding.

President Sunil Kumar and MC Member Amish Desai moderated the deliberations. Mr. Sharad Gowani, Regional Head, along with Mr. Sunil Mansukhani, Head - Learning & Organizational Development, Ms. Saumya Chandra, Senior GM, Learning & Development, Mr. Abid Zaheer, City Head, all from VFS Global, joined the event. Chairperson Nagesh Pampati and his team did well in carefully selecting the participating leaders.

From Hyderabad, the Visa insights workshop will travel to other cities of India. The goal is to also develop a team of TAAI leaders join VFS Leaders in supporting learning and serving clients most efficiently.

TAAI expresses its appreciation to VFS Global for this valuable partnership. This event can bring about many more effective approaches that will enhance the quality of service delivered to our customers.





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TAAI President Sunil Kumar at the SGCCI Tourism Conclave



TAAI President, Mr. Sunil Kumar was invited to address the Tourism Conclave, where his insightful and engaging talk on 'The Growing Impact of Indian Tourism: Enhancing SER Visibility' resonated positively with the audience.

On this occasion, President Sunil Kumar was honoured for his valuable contributions. Members of the TAAI South Gujarat Chapter also participated in the Conclave, further strengthening the presence of the tourism community.

For more than 75 years, the Southern Gujarat Chamber of Commerce & Industry (SGCCI), headquartered in Surat, has played a pivotal role in promoting trade, commerce, and industry. Through various initiatives such as trade fairs, networking events, training programs, and policy advocacy on business-related issues, SGCCI has cultivated a vibrant environment of growth and excellence within the local business community.

On May 16, 2025, SGCCI, in association with Gujarat Tourism, organized the Tourism Conclave at The Platinum Hall, SIECC Campus, Surat. The event brought together more than 300 delegates, including industry leaders, policymakers, tourism professionals, and stakeholders. The Conclave focused on the theme: 'Holistic Development of Tourism and Hospitality in SER.'





The robust structure of TAAI, comprising four Regions and 16 Chapters, serves as a formidable backbone driving the association with remarkable strength and visibility. The key focus remains actively engaging members and representing their challenges and concerns.

Working Together Works – this guiding principle has become TAAI's hallmark strategy. The association mandates bimonthly meetings across all Regions and Chapters, creating a continuous flow of networking opportunities and knowledge exchange through industry presentations.

Whether it is Hotel Classification or Airport Advisory or partnering with a B2B Show or promotion of travel and tourism, TAAI is an excellent playground, for travel and tourism organizations to score big, with the right connect.

Each of the Regions and Chapters are ably led by a team of elected office bearers: Chairman; Secretary and Treasurer. In addition, we have various TAAI National Working Groups and each Region/Chapter has a nominee on the National Working Group.

With over 150 industry leaders actively steering governance and strategic direction, TAAI maintains the sector's most dynamic and interconnected network. This exceptional structure explains why TAAI's Active and Allied membership continues its impressive growth trajectory year after year.

In these following pages, one can notice the active engagement that TAAI offers its members, the vital work of its four Regions and 16 Chapters, and its unmatched presence in the industry.



TAAI'S MOST ACTIVE INDUSTRY ENGAGEMENT

**Working Together
Works:
20 Regions
And Chapters –
On The Move**

TAAI Northern Region Meets New Tourism Leadership. Strengthens Industry Advocacy



TAAI Northern Region Chairperson Mr. Neeraj Malhotra led a delegation of office bearers and members to meet Mr. Ajit Pal Singh, the newly appointed Regional Director at the Ministry of Tourism. Tourism Information Officer Awanish Kumar also attended the meeting. The delegation discussed key industry issues and regulatory reforms. They also discussed launching new TAAI initiatives to promote India tourism.



Discussions also focused on the submission made by TAAI on the subject of "Government of India Recognition to Tour Operators". They pointed out that certain requirements are impractical and may discourage qualified operators from seeking government recognition. The association believes these changes could encourage more tour operators nationwide to register with the government.

Other matters included offering jobs and training programs initiated by the Government. Mr. Ajit Pal Singh was

receptive to the issues raised and assured full support to TAAI. Chairperson Mr. Neeraj Malhotra extended an invitation to the Regional Director to address TAAI members at a future meeting.

The meeting represents TAAI Northern Region's early engagement with the new tourism leadership on regulatory issues that have been a concern for the travel trade industry.

The Team Behind The Scenes!

We acknowledge the TAAI Northern Region team members who played a prominent role in the TAAI WoW Awards presentation ceremony in New Delhi. The team is seen here with TAAI office bearers.



TAAI represented at the ICC Aviation & Tourism Conference, New Delhi

TAAI was represented by Mr. Rajan Sehgal, Member of the TAAI Managing Committee and Past Chairperson of the TAAI Northern Region, at the ICC Aviation & Tourism Conference held at Hotel Le Meridien in New Delhi. Mr. Sehgal also met with the Secretary of the Ministry of Civil Aviation during the event.



TAAI Eastern Region

Celebrates Aviation Milestones and Global Collaboration



Spotlight on Aviation: A Thoughtful Industry Dialogue

The Eastern Region of the Travel Agents Association of India (TAAI), in collaboration with India Tourism and The Lalit Great Eastern, hosted a high-value session titled “The Journey of Airlines in the Indian Sky” on May 15, 2025.

The session featured key insights from Mr. Pravat Ranjan Beuria, Director of Kolkata Airport, and Mr. Kamal Raza, General Manager, The Lalit Great Eastern. The event was graced by TAAI Managing Committee member Mr. Manav Soni and TAAI Eastern Region Chairman Mr. Anjani Dhanuka, who extended a warm welcome to aviation partners and delegates who were present at this exclusive event.

With strong participation from TAAI members and industry stakeholders, the session offered a valuable perspective on the evolution of India’s aviation sector, which continues to show robust year-on-year growth.



Strengthening Global Ties: TAAI Eastern Region at Korea Tourism Road Show

On May 21, 2025, the office bearers of the TAAI Eastern Region were invited to attend the K-Travel Mart & K-Gala Night 2025, an exclusive tourism showcase hosted by Korea Tourism. The event highlighted opportunities for travel partnerships and cultural exchange. A memento was presented to the Korean delegates as a token of appreciation and goodwill.



IndiGo's European Expansion Celebrated in Style

In a show of solidarity with India’s aviation growth story, TAAI Eastern Region, led by Chairperson Mr. Anjani Dhanuka, joined TAAI President Mr. Sunil Kumar in celebrating IndiGo’s launch of two new international routes—to Amsterdam and Manchester.

The celebration was marked by a ceremonial cake-cutting at Kolkata, joined by Mr. Sanjit Bhattacharya, Regional Manager – East & Central, IndiGo. The event underscored TAAI’s ongoing engagement with airline partners and its commitment to promoting new travel opportunities for Indian outbound travellers.

TAAI Western Region

On the Move - Connecting, Collaborating, Contributing



Korea MICE Roadshow

On June 5, 2025, members of the TAAI Western Region participated in the Korea MICE Roadshow in Mumbai, aimed at strengthening tourism and business ties between India and South Korea. The event included meaningful interactions with the new Consul General and the Regional Director for South Korea Tourism, focusing on expanding bilateral MICE movement and partnerships.

Strategic Dialogue with Secretary of Tourism, Maharashtra

On June 19, 2025, a delegation from the TAAI Western Region participated in a meeting with Mr. Atul Patne, Secretary of Tourism, Maharashtra. Discussions centered around the 'Maharashtra Vision Document 2047'— a comprehensive roadmap for tourism development in the state. The association's delegation had a detailed discussion for increasing and promoting tourism in Maharashtra.

Focus areas included:

- **Short Term (2024–2029):** Roadmap to October 2, 2029
- **Medium Term (2029–2035):** Vision aligned with Maharashtra@75 (May 1, 2035)
- **Long Term (2035–2047):** Objectives culminating on August 15, 2047 (Bharat@100).
- The vision document is aligned with Government of India's flagship initiative Viksit Bharat 2047, which aims to transform India into a developed nation by the centenary of independence.
- Economic Target: \$30 trillion GDP by 2047.
- Strategic Emphasis: Establishing global leadership in innovation manufacturing, and services.
- Thematic Tourism Development Priorities:
 - Spiritual & Pilgrimage Tourism

- MICE Tourism
- Eco & Wildlife Tourism
- Heritage & Fort Tourism
- Rural & Experiential Tourism
- Digital Enablement & Infrastructure

The meeting included detailed discussions on actionable strategies and aligned initiatives to meet the goals set for the years 2029, 2035, and 2047,

ensuring a sustainable, inclusive, and competitive tourism ecosystem in Maharashtra.

Collaboration with VFS Global

On May 2, 2025, a meeting was conducted with VFS Global's Mr. Sharad Gowani to explore collaborative initiatives. The key points discussed included:

- Launching specialized training programs for TAAI frontline teams, aimed at enhancing service quality, visa documentation expertise, and customer handling efficiency.
- Designing incentive schemes for TAAI Members to add tangible value and strengthen engagement with VFS.

This partnership is set to elevate service standards across our member network and reaffirm TAAI's position as a proactive industry partner committed to continuous capacity building.



Recognizing Media Excellence

In acknowledgement of her outstanding contributions to travel trade journalism, TAAI presented the WoW Award to Ms. Disha Shah Ghosh, News Editor, TravelBiz Monitor, a publication of Saffron Synergies Pvt. Ltd.

TAAI Southern Region

Strengthening Connections, Building Capacity



Korea Tourism Road Show

TAAI Southern Region associated with Korea Tourism's Roadshow in Chennai on April 23, 2025, with a strong delegation attending the event to encourage tourism into Korea. The event highlighted how tourism organizations can achieve impactful results by actively partnering with TAAI's regional chapters, creating meaningful connections that drive business growth.

Recognition from Tourism Malaysia

It was a proud moment for the TAAI Southern Region as it was honoured by Tourism Malaysia at a special event held on April 29, 2025 at Hyatt Regency, Chennai. His Excellency Mr. Saravana Kumar Kumaravasagam, Consul General of Malaysia, and Mr. Hishamuddin Mustafa, Director of Tourism Malaysia Chennai (South India & Sri Lanka),



presided over the event that marked the successful finale of the Enchanting Malaysia Tourism Seminar and Eid Fest 2025. About 45 TAAI members joined the occasion, exploring exciting travel opportunities and engaging in enriching discussions aimed at further strengthening the ties between India and Malaysia.

A Focused Lens on Taxation: Workshop at TAAI Southern Region Members Meet

With tax regulations continually evolving, the need for greater awareness among travel professionals has never been more urgent. Addressing this, the TAAI Taxation Council, led by MC Member Mr. Lalith Jain, organised a focused taxation workshop during the Southern Region Members Meet on June 19, 2025.



The high-impact session covered GST, TCS, and other industry-specific compliance matters.



CA Mr. Saket Bagadia led the interactive presentation on GST, engaging not just TAAI members but also their senior finance teams. The workshop drew strong participation and addressed numerous practical queries, reinforcing TAAI Southern Region's commitment to promoting long-term compliances that offer long-term security to travel companies.

TAAI Southern Region at International Yoga Day

On June 21, 2025, TAAI Southern Region Chairperson Ms. T. Devaki and MC Member Ms. Hema R.V. Chandar participated in the International Yoga Day event hosted by the Ministry of Tourism. Held at the historic Tiger Caves in Mamallapuram, the Yoga demonstration aligned with the global theme "One Earth, One Health", reinforcing India's cultural and wellness tourism narrative.



Promoting Saudi Arabia as a Destination

TAAI Southern Region supported Saudia Tourism's promotional event on June 13, 2025 at the Taj Connemara, Chennai. The session highlighted Saudi Arabia's emergence as a viable leisure and MICE destination. With its strategic location and growing inbound tourism focus, Saudi Arabia

presents significant opportunities for India's robust outbound travel segment. TAAI Southern Region extended its full support toward promoting the destination across its member network.

Continued Presence at Key Tourism Roadshows

TAAI Southern Region continues to be a valued presence at major tourism board roadshows. The active participation of TAAI leaders ensures high engagement from industry stakeholders, amplifying the effectiveness and reach of these promotional events.

Exploring the Northeast: A Firsthand Experience

Ahead of the TAAI Managing Committee Meeting in Guwahati, TAAI Southern Region Chairperson Ms. T. Devaki, along with MC Members Ms. Hema and Mr. Lalith Jain, explored Shillong and Cherrapunji on May 25, 2025. The scenic and cultural richness of the region left a strong impression. These visits help TAAI leaders become ambassadors for domestic destinations, driving awareness and promoting regional tourism.



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TAAI AP & Telangana Chapter

Interactive Members Meet with IATA

Launch of the Pilot Workshop on ‘Visa Insights’



A highlight of the meeting was an interactive and purposeful session by IATA's seasoned professionals—Mr. Ritam Saha, Assistant Director, and Mr. Hussain Bhoopalwala, Manager of Industry Affairs. Their presentation offered excellent insights and learning opportunities, sparking a lively Q&A session with the IATA team responding to queries posed by members. The Chapter extends its gratitude to the IATA team for visiting Hyderabad and providing members with invaluable insights.



Maintaining its commitment to regular industry engagement, TAAI AP & Telangana Chapter hosted its Third Chapter Meeting on May 5, 2025, at Taj Deccan, Hyderabad. The gathering drew an impressive turnout of 43 members, reflecting the chapter's growing momentum and active member participation.

TAAI President Mr. Sunil Kumar provided comprehensive updates on key initiatives while outlining his vision for the current term and the association's milestone 75th anniversary celebrations.



NEWS FROM REGIONS & CHAPTERS

**The First TAAI – VFS Visa Insights Workshop
A face-to-face interaction between 25
specialists on each side**

On May 17, 2025, TAAI initiated a first-of-its-kind Visa Insights Workshop in partnership with VFS Global. This groundbreaking initiative brought together 25 carefully selected TAAI representatives and an equal number of leaders from VFS leaders who head and represent various missions based in Hyderabad.

The workshop's core objective was to ensure that both sets of leaders are in alignment, enabling a seamless experience for applicants and implementing any corrective measures that are required. As industry veterans know, when leaders are synchronized, applicants benefit from streamlined processes and more effective solutions.

TAAI President Mr. Sunil Kumar and MC Member Mr. Amish Desai led the moderation for TAAI, while Regional Head Mr. Sharad Gowani, Mr. Sunil Mansukhani (Learning & Organizational Development), Ms. Saumya Chandra (Senior GM, Learning & Development), and City Head Mr. Abid Zaheer led the VFS Global team.

Chairperson Mr. Nagesh Pampati's meticulous coordination ensured the workshop's success, earning unanimous appreciation from attendees. This collaborative effort represents a significant stride toward strengthening industry knowledge and meaningful cooperation.



**International Environment Day –
Tree Plantation Drive**

Reinforcing its commitment to sustainability, TAAI observed International Environment Day (June 5) with a month-long Tree Plantation Drive in collaboration with the Telangana Police Training School. The initiative saw free distribution of different varieties of saplings while promoting



environmental awareness and green living habits. This endeavour reflects the association's dedication to leaving future generations a greener, healthier planet.

**TAAI AP Chapter At Ethiopian Airlines
'Launch Event. The first Airline to connect
Hyderabad with Africa**

Hyderabad and Addis Ababa are now directly connected, thanks to Ethiopian Airlines' maiden flight on this route. Known for its quality service and extensive network, Ethiopian Airlines offers excellent connectivity not only to Africa, but also to Europe and the Americas.





The launch event at ITC Kohenur on June 17 was graced by TAAI President Mr. Sunil Kumar and other stalwarts from the travel and tourism industry of both Africa and Hyderabad, marking a significant step forward in global connectivity. This represents a proud moment for Hyderabad as it continues to connect with more countries globally. The presence of industry doyens Subash Goyal, Isha Goyal, Pradeep GM, and GMR Airport CEO Mr. Ashish underscored the significance of this connectivity milestone.

Launch of IndiGo Stretch

IndiGo launched its Stretch service in Hyderabad, in collaboration with GMR Airport at Park Hyatt, Hyderabad. Key leaders from IndiGo across India were present at this launch. Members of TAAI AP Chapter responded to the invitation in impressive

numbers, creating a palpable buzz that at this excellent and highly successful event.



TAAI Central & South Maharashtra Chapter Knowledge Sessions at the Members Meet



The evening of June 6, 2025, will be remembered as a standout event for the Central & South Maharashtra (CSM) Chapter of TAAI. Meticulously planned and seamlessly executed, the monthly meeting proved to be both engaging and enriching for the 55 members who attended in person, with many more joining online from outstation locations.

After efficiently covering compliance and statutory proceedings, the gathering shifted focus to two eagerly anticipated knowledge sessions that would take members on a journey from exotic destinations to digital dangers.

Vietnam Unveiled: A Destination Worth Discovering

Jai Solanki of Arrival Gate DMC (www.thearrivalgate.com) delivered a captivating presentation on Vietnam that had members virtually wandering through Southeast Asia. In his crisp and colorful style, Jai took the audience on a whirlwind tour—from the limestone karsts of Ha Long Bay to the lantern-lit streets of Hoi An, from the historic tunnels of Cu Chi to the bustling energy of Ho Chi Minh City. He painted vivid pictures of Sapa's serene beauty, Phu Quoc's cultural fusion, Da Nang's vibrancy, and Dalat's charm as the City of Eternal Spring.



With a clear understanding of Indian travellers' expectations, Jai introduced tailored itineraries, local insights, and revenue opportunities for travel professionals through customized experiences across Vietnam that promise both authenticity and seamless execution.

Digital Dangers: A Wake-Up Call for the Industry

From wanderlust, the focus shifted to cyber-awareness. Renowned cybersecurity expert Yogesh Thanage, founder of Shellstrong, addressed the group with a compelling talk on the cyber threat landscape. Having trained personnel from Maharashtra Police, Cyber Cells, and NASSCOM-DSCI, Mr. Thanage brought formidable expertise on issues such as cybercrime investigation, digital forensics, and cyber law.



Using real-world examples, he illustrated the increasing dangers of phishing, ransomware, spoofing, fake websites, customer data breaches, online payment frauds, social media hijacking, and remote access attacks. The session proved eye-opening—even unnerving—as members confronted threats they had never considered. For those who had experienced cyberattacks firsthand, it served as a grim reminder of the digital vulnerabilities in today’s business.

Mr. Thanage stressed the critical importance of proactive defence: secure email practices, robust authentication, website protection, customer data safety, and regular cybersecurity audits. "It's not a question of 'if,' but 'when' the attack will happen," he warned, a statement that hung heavy in the room.

His session also covered the legal and statutory framework applicable to travel agencies, including the Information Technology (Amendment) Act, 2008 – Section 43A and the Digital Personal Data Protection (DPDP) Act, 2023. The discussions continued well beyond the official Q&A, spilling over into cocktail conversations and dinner, where members eagerly sought further insights.

An Evening That Reflected Modern Travel Trade

The CSM Chapter once again proved that learning and networking can go hand in hand, leaving everyone better informed, better prepared, and more connected. In an industry where both dreams and data matter equally, this evening struck the perfect balance between inspiration and information—exactly what today's travel professionals need to thrive.

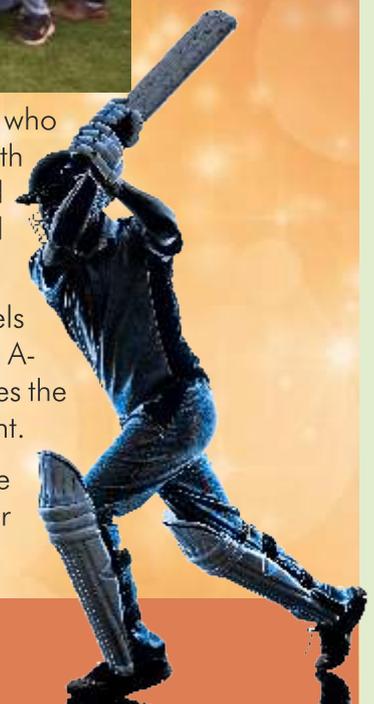
**Congratulations to Team Thomas Cook
Winners of the TAAI Cricket Tournament | 6th Edition. 2025
At Pune**



It was déjà vu in the best possible way for Team Thomas Cook, who secured their second consecutive championship title at the 16th TAAI Cricket Tournament. The defending champions proved their mettle once again, demonstrating that their inaugural victory was no fluke.

The tournament's final between Thomas Cook and Akbar Travels of India was truly nail-biting, with both teams bringing their A-game to Pune. It’s exactly this kind of sporting drama that makes the annual TAAI Cricket Tournaments such an eagerly-awaited event.

Congratulations to Team Thomas Cook on their remarkable repeat performance, and equal credit to Akbar Travels for pushing the champions to their limits in a thrilling finale.



TAAI Goa Chapter

A Meeting with the Russian Delegation



The picturesque setting of the Portuguese-inspired Heritage Village Resort & Spa on the shores of Arossim Beach, provided the perfect backdrop for a significant tourism industry gathering on May 12, 2025, as TAAI Goa Chapter hosted a high-level Russian delegation.

The delegation was led by H.E. Mr. Ivan Fetisov, Consul General of the Russian Federation. On his official visit to Goa, he met with the representatives from the TAAI Goa Chapter and Travel & Tourism Association of Goa (TTAG) to discuss mutual

tourism trends, strategies to increase visitor numbers, and address existing challenges in the sector.

The productive dialogue culminated in an invitation extended to Timoteo Luis Colaco, Chairperson of TAAI Goa Chapter, to attend the official reception commemorating the National Day of the Russian Federation. The prestigious event, on June 11, 2025, is hosted by the Consulate General of the Russian Federation in Mumbai.



TAAI Gujarat Chapter

Daman FAM Tour: Building Connections Beyond Business



The scenic coastal charm of Daman provided the perfect backdrop for Gujarat Chapter members as they embarked on a two-day FAM tour to Praveg Resort Kachigam on May 3 and 4, 2025. What began as a property inspection evolved into something far more valuable—a genuine opportunity for industry professionals to connect, collaborate, and share insights away from the traditional boardroom setting.



The carefully curated itinerary allowed members to experience firsthand what Praveg's three distinctive properties offer to discerning travellers. From exploring unique amenities to understanding the operational excellence that sets these destinations apart, the tour provided practical knowledge that members could immediately apply to their client recommendations.



Praveg prides themselves on their award-winning vegetarian hotels and resorts that promote sustainable travel while celebrating India's vibrant culture through authentic design, cuisine, wellness, and arts.

But perhaps the most significant outcome was the organic networking that flourished throughout the weekend. Conversations flowed as freely as the coastal breeze, with members exchanging perspectives on industry trends, sharing best practices, and building relationships that extend far beyond formal association meetings.

The Daman FAM tour exemplified how strategic member engagement can transform a simple site visit into a catalyst for stronger professional bonds and enhanced industry knowledge—proving once again that the best business often happens when the setting is anything but business as usual.

TAAI J&K Chapter

A Period of Active Engagement & Responsible Leadership

May and June proved to be defining months for the TAAI J&K Chapter. Faced with significant challenges threatening the region's tourism sector, the chapter's substantial membership base of over 110 members rallied to prevent a huge negative impact on tourism and spearhead revival efforts.

The chapter maintained its characteristic visibility and purposeful action through multiple members' meetings and active participation in discussions with government and tourism authorities, reinforcing its authentic representation of the travel and tourism industry in the region.

TAAI Office Bearers Join Members Meet Virtually

To assess the situation and encourage revival activities, TAAI's National Office Bearers led by President Mr. Sunil Kumar joined the members' meeting virtually on May 24, 2025, at Hotel Arco Hotels & Resorts, Srinagar.

Members requested strategic support from TAAI's national leadership to promote J&K tourism across India. The matter was subsequently addressed at the Managing Committee meeting in Guwahati, scheduled three days later.



TAAI's 'Rally for the Valley' Initiative

TAAI J&K Chapter successfully organized an interactive session between the Hon'ble Chief Minister Shri Omar Abdullah; three Members of Legislative Assembly; the Advisor to the Hon'ble Chief Minister; tourism authorities, and industry stakeholders including hoteliers and leaders of allied service. The launch of TAAI's 'Rally for the Valley' was appreciated by the Hon'ble Chief Minister, who thanked TAAI for this timely initiative. The cover story of NAMASTAAI is dedicated to this cause.

The chapter organized a comprehensive press conference with over 35 media personnel, where TAAI President Mr. Sunil Kumar's address and interactive session was deeply appreciated by the media.



This initiative represents an immediate response to the urgent need for tourism revival. With hotels facing empty rooms and airlines reducing flights, the aggressive and timely approach by TAAI's National Committee working alongside the TAAI J&K Chapter is far-reaching, with active promotion across India providing visible support to the cause.

Members of the TAAI J&K Chapter spared absolutely no effort in taking up the cause and taking it forward. Their support proved beyond doubt that the TAAI J&K Chapter is second to none, and the urgency with which Rally for the Valley was launched inspired many other associations to follow TAAI's lead in supporting the revival of tourism in the valley.

Organizing the rally with over 70 TAAI members arriving from destinations across India—North, East, South, and West—demonstrated TAAI's ability to respond effectively to crisis situations while maintaining its position as the industry leader. Seven media representatives from across India also joined the delegation.

The rally, which commenced from Srinagar and continued to Pahalgam from June 10-12, 2025 stands as a landmark initiative that significantly contributed to promoting tourism in Jammu & Kashmir. The ongoing results following this rally serve as a live example of the success of TAAI's Rally, strongly supported by TAAI J&K Chapter members.

Chapter members demonstrated exceptional generosity by organizing transport and coordinating with hotels to host delegates. Their visits to prime spots in Srinagar and Pahalgam helped declare that "Kashmir is safe" while communicating this message across the country with the rallying cry: "Let's Go To J&K."

Key members of the TAAI J&K Chapter participated in TAAI's special Managing Committee meeting held at Radisson Collection on this occasion.

The chapter's active role before, during, and after the rally has gained visibility across India.

Industry stakeholders, recognizing TAAI's leadership and influence, are increasingly joining the association.



TAAI J&K Chapter Welcomes Mr. Waseem Raja as Joint Director Tourism Kashmir

TAAI J&K Chapter proudly welcomes Mr. Waseem Raja on his appointment as Joint Director of Tourism, Kashmir. Mr. Raja is known for his dynamic approach and commitment to the tourism sector. The chapter is confident that under Mr. Raja's leadership, the tourism industry in Kashmir will continue to flourish and reach new heights. The association looks forward to working closely with him to promote sustainable tourism and enhance the travel experience in the Valley.

TAAI at the J&K Meet on Shri Amarnath ji Yatra

On June 28, 2025 Chairperson of the TAAI J&K Chapter Mr. Sameer Baktoo participated in a crucial meeting convened by Hon'ble Lt. Governor Shri Manoj Sinha, in the presence of Hon'ble Chief Minister Shri Omar Abdullah at SKICC, Srinagar. The meeting focused on arrangements for the eagerly awaited Shri Amarnath ji Yatra, featuring highly constructive and forward-looking discussions.



TAAI Kerala Chapter

Global Connections, Local Impact



Le Maritime, near Goshree Junction, Vypin, Kochi was the venue for the TAAI Kerala Chapter’s fourth meeting. Held on May 30, 2025, the event witnessed an impressive turnout, with members attending from various parts of Kerala. Key industry issues were discussed during the meeting, focusing on current challenges and opportunities in the travel and tourism sector. Members also had the opportunity to participate in a property visit of Le Maritime.

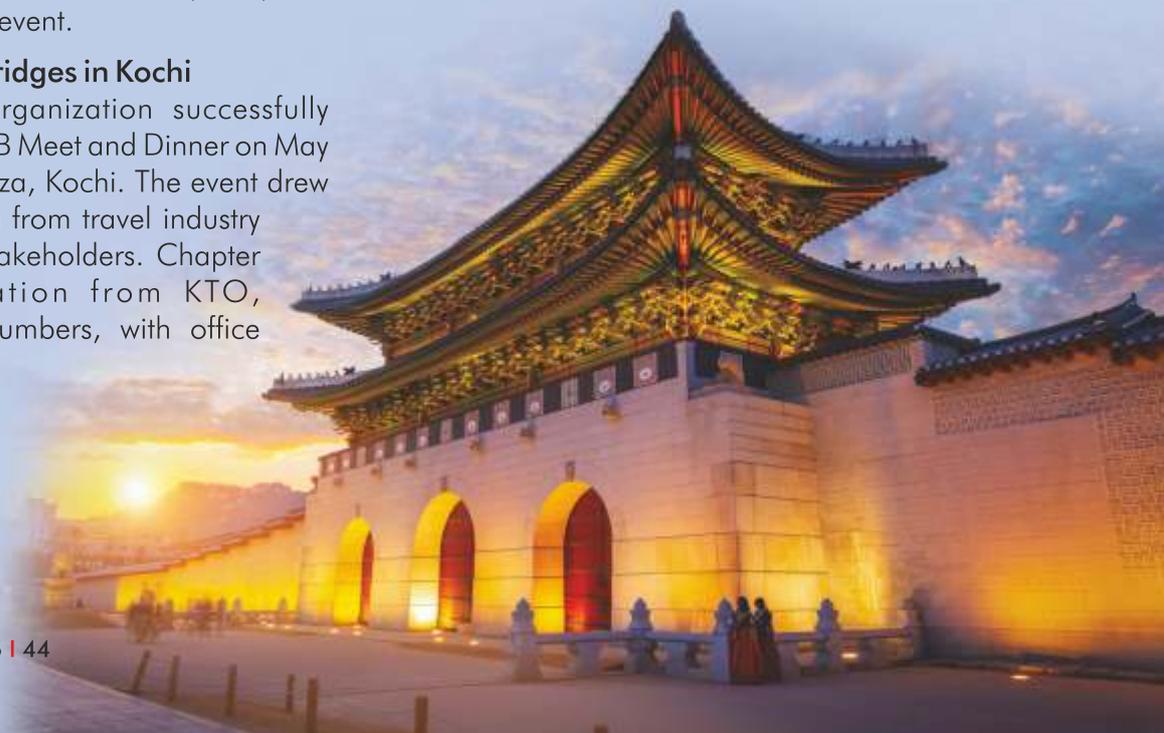
The meeting was graciously hosted by Le Maritime, and the evening concluded with cocktails and dinner. TAAI Kerala Chapter extended its sincere thanks to Le Maritime for their warm hospitality and support in organizing the event.

Korea Tourism Builds Bridges in Kochi

The Korea Tourism Organization successfully conducted its KTO 25 B2B Meet and Dinner on May 23, 2025 at Crowne Plaza, Kochi. The event drew enthusiastic participation from travel industry professionals and key stakeholders. Chapter members, on invitation from KTO, participated in large numbers, with office bearers as special guests.

Chairperson Ms. Mariamma Jose addressed the gathering and shared insights into the growing tourism ties between Korea and India. Lucky draw prizes were also presented by the chairperson to the winners, adding a celebratory note to the evening.

Members engaged actively with Korean representatives, building valuable business connections and tourism collaborations. The event concluded on a positive and vibrant note, reinforcing the mutual commitment to promoting Korea as a prime travel destination.





From God's Own Country to Paradise on Earth...

To inspire more people from Kerala to visit J&K, TAAI Kerala Chapter is now on a mission to promote 'Let's Go To J&K.' The team, led by the Hon. Secretary, joined TAAI's large delegation to Srinagar in June 2025 as part of the flagship 'Rally for the Valley' program.

The initiative aims to send out a strong message across India: 'Kashmir is Safe – Let's Go To J&K,' with Kerala's participation representing a bridge between the country's southern and northern regions in supporting Kashmir tourism.

Ras Al-Khaimah Road Show

The Nijhawan Group hosted the Ras Al-Khaimah Road Show on June 18, 2025 at Mercy Tourist Home, Kochi, Kerala. Most of the members of the



TAAI Kerala Chapter attended the programme, along with their staff. TAAI's support for the event was greatly appreciated.

International Yoga Day Celebrations

TAAI Kerala Chapter members joined the International Yoga Day celebrations organized by India Tourism at KTDC Bolgatty Palace, Kochi on June 21, 2025. Hon'ble Minister of State for Tourism, Govt. of India Shri Suresh Gopi joined the celebrations and participated in the yoga session.



When Chapter Meetings Become Destination Learning

Chapter meetings can be both educational and enjoyable. Especially when innovation is added to the mix. Thirty agencies of the TAAI Kerala Chapter experienced this firsthand when they combined their Fifth Chapter Meeting with a Malaysia FAM tour from June 24-28, 2025. Held at Berjaya Times Square, Kuala Lumpur, the meeting doubled as a B2B networking session with 90 Malaysian tour operators, drawing over 130 participants total.





The learning experience extended beyond the boardroom as members explored Malaysia's diverse tourism offerings. The group spent two days in Kota Kinabalu at the stunning 500-room Pacific Sutera Hotel, hosted by Sabah Tourism Board. This followed the one night stay at Wyndham Ion Majestic in Genting Highlands and one night at Berjaya Time Square Hotel in Kuala Lumpur.



A large number of hotels across Malaysia hosted lunches and dinners as they showcased their properties.

Borneo Trails Tours & Travel organized the tours efficiently. The chapter appreciates the support of Dato' Arul Dass, President of the Malaysian Indian Tour & Travel Association (MITTA).



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TAAI MP & CG Chapter

Building Connections: From Boardrooms to Ancient Palaces



With growing momentum and member participation, the TAAI MP & CG Chapter is poised to play a pivotal role in reshaping the travel landscape of Central India.

Chapter Meeting Strengthens Industry Bonds

The Third Chapter Meeting of TAAI MP & CG Chapter was held at Hotel Shippire Blue, Bhopal. The meeting was well attended by members and encouraged active updates and debates. It witnessed active participation from members across the region, reflecting the growing enthusiasm and commitment toward the advancement of the travel and tourism industry.

The discussions held at the Chapter emphasized the importance of member engagement in TAAI's initiatives. Chairperson Mr. Hemendra Jadon highlighted the need for collective efforts to further strengthen the association's role in regional travel and tourism development. A key topic of the meeting was the proposed addition of new travel sectors from all major airports in Madhya Pradesh and Chhattisgarh. This move, members agreed, would significantly boost connectivity and enhance tourism opportunities across both states.

Past Chapter Chairpersons and Office Bearers Mr. Sunil Notani, Mr. Harish Wadhvani, Mr. Manish Sharma and Mr. Basant Kumar Ochani, shared valuable insights on the evolving landscape of the travel and tourism sector, and reaffirmed TAAI's ongoing commitment to supporting the industry's growth in the region.

There was networking and discussions held with senior representatives from Indigo and Air India. The evening's cocktail dinner allowed conversations to continue beyond the formal agenda, while the chapter ensured outstation members had accommodation covered – a practical touch that made participation easier for everyone.

Hosts arranged an exclusive cocktail dinner for all. Outstation attendees were hosted with accommodation as well.

Historic Rajwada Palace Hosts Over 300 for Yoga Day

The Ministry of Tourism, Government of India, celebrated International Yoga Day on June 21, 2025 at the historic Rajwada Palace in Indore. The event saw enthusiastic participation from over 300 attendees, with the Travel Agents Association of India (MP & CG Chapter) as a supporting partner.





The Chief Guest, Hon'ble Minister of Communications, Govt. of India, Mr. Jyotiraditya Scindia, graced the occasion and actively participated in the yoga session, encouraging everyone to adopt yoga as a way of life. His presence highlighted the government's commitment to promoting wellness tourism alongside India's rich cultural heritage.

"Every year, we celebrate International Yoga Day to spread the message of healthy living among the public," remarked Hemendra Singh Jadon, Chairperson of TAAI MP & CG Chapter, reflecting the industry's growing recognition of wellness as both a personal practice and a tourism opportunity.

The palace's historic courtyards transformed into a space where ancient wisdom met modern wellness aspirations, creating an unforgettable experience for all participants.

Yoga is the journey of the self,
through the self,
to the self



TAAI Punjab Chapter

Strategic Goals, Collaborative Efforts, and Government Engagement Drive Industry Forward



The Punjab Chapter of the Travel Agents Association of India (TAAI) gathered in Jalandhar on June 30, 2025, for what proved to be a pivotal strategic session. Industry leaders converged to tackle pressing initiatives and chart the course for the months ahead, with particular focus on their petition currently under consideration by the Punjab Government. The atmosphere was one of determined optimism as members shared crucial insights and doubled down on their commitment to ensure its successful advancement.

Beyond immediate advocacy efforts, the chapter focused on setting the agenda for the coming two months, mapping out strategic goals that promise to

strengthen their collective influence. In a move that underscores their commitment to professional development, members proposed an international exposure trip for later this year—a smart investment in broadening industry perspectives and forging global connections.

The chapter's leadership made it clear that member engagement remains a top priority, with plans for more frequent industry dialogues and networking events. As the session wrapped up, there was a palpable sense of optimism. With renewed focus and shared purpose, the Punjab Chapter is positioning itself as a formidable voice in the industry's evolution.

“With age comes wisdom
With travel comes understanding

~ Sandra Lake

TAAI Rajasthan Chapter

Promoting Wellness of the Body, Mind and the Industry



International Yoga Day – Heritage Meets Wellness
 Against the dramatic backdrop of Amber Fort, Jaipur, the Rajasthan Chapter in proud association with the Department of Tourism, Rajasthan, organized a vibrant yoga session to mark International Yoga Day.

The two-hour program drew an impressive gathering of travel industry leaders, including general managers from premier hotels, Ministry of Tourism officials, representatives from travel associations, and industry professionals. The event gained added significance with a live screening of the Prime Minister's address, connecting the local celebration to the national movement.

The rain couldn't dampen the spirit of the 300 participants. The two-hour program was graced by dignitaries from the travel trade, including general managers of leading hotels, officials from the Ministry of Tourism, representatives from various travel bodies, and travel professionals. A live

streaming of the Hon'ble Prime Minister Narendra Modi's address added to the significance of the occasion.

Rain-soaked but undeterred, participants embraced both ancient wellness practices and Rajasthan's architectural heritage. The session seamlessly transitioned into guided tours of the magnificent Amber Fort, where participants experienced the region's renowned hospitality firsthand. The event created valuable networking opportunities, allowing attendees to connect with yoga practitioners and industry peers alike.

Fifth Chapter Meeting: Important Issues Discussed

The Rajasthan Chapter's fifth meeting was held on May 31, 2025, at the Indian Coffee House. Members received comprehensive updates on TAAI JBG program requirements, with particular attention to new documentation protocols designed to protect the safety of the program.

Members of the Chapter expressed a strong interest in organizing a professional delegation visit to Kashmir. The aim is to promote the valley as a safe and welcoming destination and to play its part in reviving tourism in the region.

Border tourism in Rajasthan commanded significant attention, particularly given recent cross-border tensions that have impacted visitor numbers to frontier cities. Members are developing a strategic plan to restore confidence and attract travelers back to these culturally rich areas.

The subject of permissions to be sought for entertainment at events and weddings was brought up, in view of the raids conducted. It was pointed out that hosts were harassed and made to pay the royalty fee, despite the music played privately. Members discussed the need for clearer guidelines in this matter.



TAAI Saurashtra & Kutch Chapter

Members Rally in Rajkot to Navigate Crisis Response and Market Challenges



Members of the TAAI Saurashtra Chapter assembled in Rajkot on June 30, 2025 to tackle some of the most pressing challenges facing travel agents today. The gathering wasn't just another routine meeting—it was a strategic response to an industry in flux.

The shadow of the AI 171 crash in Ahmedabad loomed large over discussions, with members diving deep into the practicalities of customer support during crisis situations. The chapter methodically reviewed protocols for handling cancellations, re-routing complexities, and the issue of refund processing—critical skills that can make or break client relationships during turbulent times.

IndiGo's fare parity challenges emerged as another important discussion point.

On a more optimistic note, MC Member Mr. Gopal delivered encouraging updates on TAAI's digital transformation journey. The association's online portal has proven to be more than just a technological upgrade—it's becoming a genuine game-changer for members, delivering the kind of practical support the industry desperately needed.

The Saurashtra Chapter's proactive approach to addressing these multifaceted challenges demonstrates exactly the kind of leadership the travel trade needs during uncertain times.

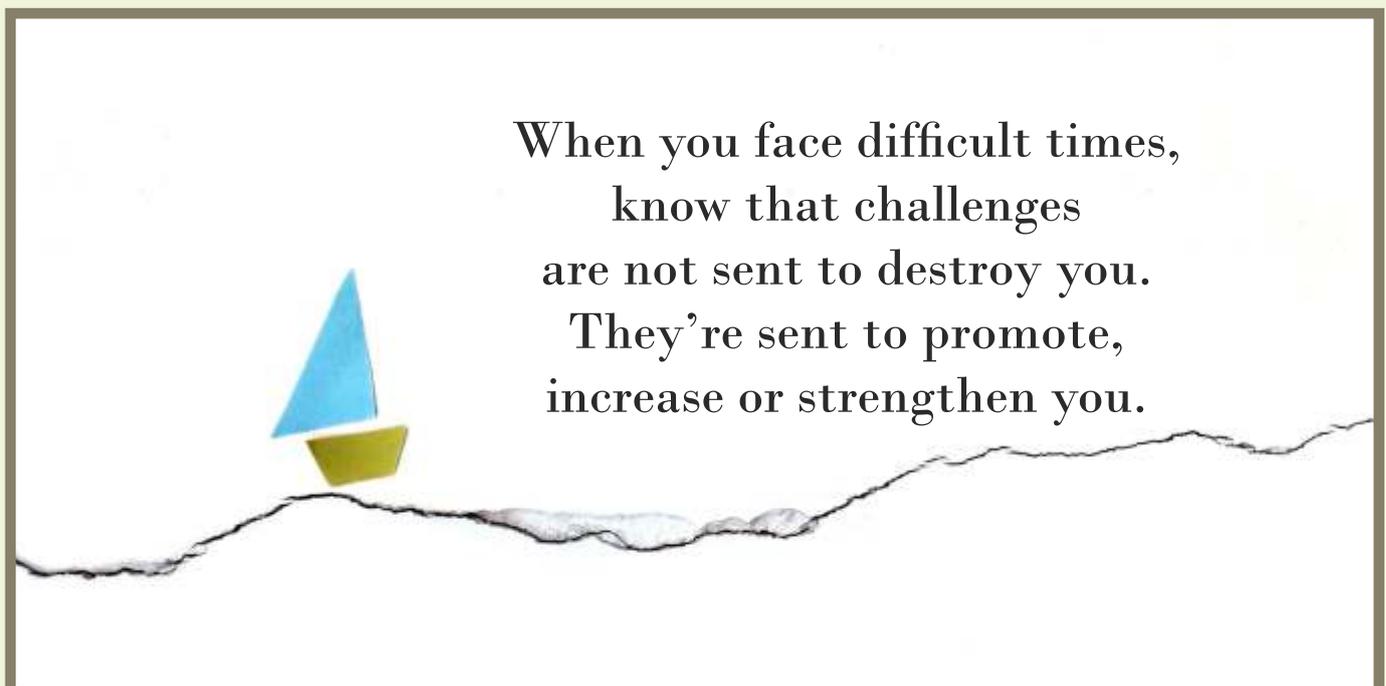


Image by Anna Prosekova from Pixabay

TAAI South Gujarat Chapter

Members' Interactive Session with TAAI President and Office Bearers



The travel industry's pulse was palpable at Amore, Surat, on May 15, 2025, as TAAI President Mr. Sunil Kumar, joined by Hon. Secretary General Mr. Shreeram Patel and Hon. Treasurer Mr. Paras Lakhia for an engaging members' meet that drew impressive attendance from the South Gujarat Chapter.

President Sunil Kumar delivered a comprehensive presentation that touched on milestone moments and future aspirations - from celebrating TAAI's remarkable 75-year journey to outlining ambitious goals, the JBG Program, and the strategic Working Groups shaping the association's direction. His call for active member participation resonated throughout the room, underlining the collective strength that drives TAAI forward.



Hon. Secretary General Shreeram Patel

walked members through essential updates, including a detailed briefing on TAAI by-laws, ensuring everyone stayed current with organizational protocols. Meanwhile, Hon. Treasurer Paras Lakhia provided crucial insights into the JBG members policy, addressing practical concerns that affect day-to-day operations.

The evening proved to be more than just an update session - it was a genuine exchange of ideas between TAAI's leadership and the dedicated members who form the backbone of Gujarat's travel community.





Members Meet at Vadodara

The Taj Vivanta in Vadodara became the hub of industry dialogue on April 24, 2025, as over 20 members of the TAAI South Gujarat Chapter gathered for a meaningful interaction. The 4:00 PM Thursday session buzzed with energy as seasoned professionals and newcomers alike came together to stay ahead of industry developments.

The agenda was both celebratory and strategic. Members were brought up to speed on TAAI's 75th anniversary celebrations, including the unveiling of the new logo and the year-long festivities planned to honour this historic milestone. For newer members, the session served as an invaluable orientation to TAAI's signature national events and the opportunities they present.

A particular highlight was the interactive segment featuring Chapter Representatives from National Working Groups, who shared firsthand insights from their committee work. The discussion naturally flowed into pressing industry concerns, with focused attention on GST implications, airline fare policies, and the current aviation landscape.



“Live your life by a compass not a clock.”
~ Stephen Covey



TAAI Southern Tamil Nadu Chapter

Champions Wellness and Environmental Action



In a remarkable display of community engagement, the chapter orchestrated two impactful initiatives that brought together over 500 students while advancing TAAI's broader social responsibility agenda.

International Yoga Day: Building Holistic Health Awareness

June 21, 2025, saw an inspiring turnout as more than 500 students joined the chapter's International Yoga Day celebrations. The unique initiative introduced young minds to the numerous benefits of yoga for developing resilient, well-rounded personalities. The emphasis on holistic health resonated strongly with participants, creating a foundation for lifelong wellness practices.

In a thoughtful gesture that underscored their commitment to student welfare, the chapter distributed eye-washing kits to all participants—a practical reminder about the importance of eye care in our screen-dominated world.

World Environment Day: Planting Seeds for the Future

To mark World Environment Day, the Southern Tamil Nadu Chapter organized a tree planting drive at Aurobindo International School in Trichy on June 5, 2025. This wasn't merely a symbolic gesture but a strategic image-building activity designed to enhance TAAI's visibility through meaningful community connections—a key milestone in the association's journey toward its 75th anniversary celebrations.



"Planting trees is the single most effective action any individual or organization can take to truly heal the environment."

~ Felicity Kendall

TAAI UP & UK Chapter

Lucknow Meeting Champions Domestic Tourism and J&K Revival



Charting the Path Ahead

The meeting concluded with a comprehensive review of the chapter's action plan for the coming months.

The gathering marked a significant step forward in reinforcing the chapter's objectives, with domestic tourism taking precedence in alignment with national sentiments and industry solidarity.

Sri Lanka Tourism Roadshows: Building Bridges Through Shared Heritage

TAAI members actively participate in the Sri Lanka Tourism Roadshow, where discussions centered on strengthening tourism



The TAAI Uttar Pradesh and Uttarakhand Chapter convened for a productive meeting on May 17, 2025, at the Hilton Lucknow, bringing together members for discussions that reflected both industry pragmatism and national sentiment.

Welcome To New Members

The well-attended gathering opened with the introduction of new members, reinforcing the chapter's growing influence across the region

'Let's Go To J&K' Campaign Gains Momentum

Members rallied behind the 'Let's Go To J&K' initiative, expressing strong support for reviving tourism in Jammu and Kashmir. The chapter demonstrated its commitment by announcing plans for group visits to the region, positioning themselves as advocates for domestic destinations that need industry backing.

Taking a Stand on International Relations

In a move reflecting current geopolitical sentiments, members decided to discourage tourism to Turkey and Azerbaijan, citing these countries' recent positions against India. This decision underscores the industry's alignment with national interests.

ties between Sri Lanka and Uttar Pradesh. The conversations naturally gravitated toward the profound spiritual connections between Ayodhya and Sri Lanka, opening exciting possibilities for cultural and religious tourism circuits. The roadshow provided an excellent networking platform, allowing stakeholders to explore collaborative opportunities and strengthen bilateral tourism relationships.



Madhya Pradesh Rolls Out the Red Carpet for Tourism Investment

The chapter's engagement continued with the Investor and Tourism Meet organized by the Madhya Pradesh Tourism Department. The comprehensive one-day event featured productive interactions with the state's leading Destination Management Companies and an in-depth presentation from the Tourism Department itself.

The session gained greater significance with addresses by the Hon'ble Deputy Chief Minister and the Tourism Secretary of Madhya Pradesh, who outlined compelling investment opportunities and shared the state's ambitious vision for tourism development.



What's Trending in Travel Right Now?

A quick snapshot of the shifts shaping our industry—because staying ahead means staying informed.

Sustainability Matters



Over **60% of travelers** now consider a hotel's sustainability practices when making bookings. Going green isn't just ethical—it's profitable.

AI is the New Assistant



From personalized itineraries to 24/7 customer support, AI is helping travel professionals save hours and deliver seamless service - without losing the human touch.

The Rise of Slow Travel



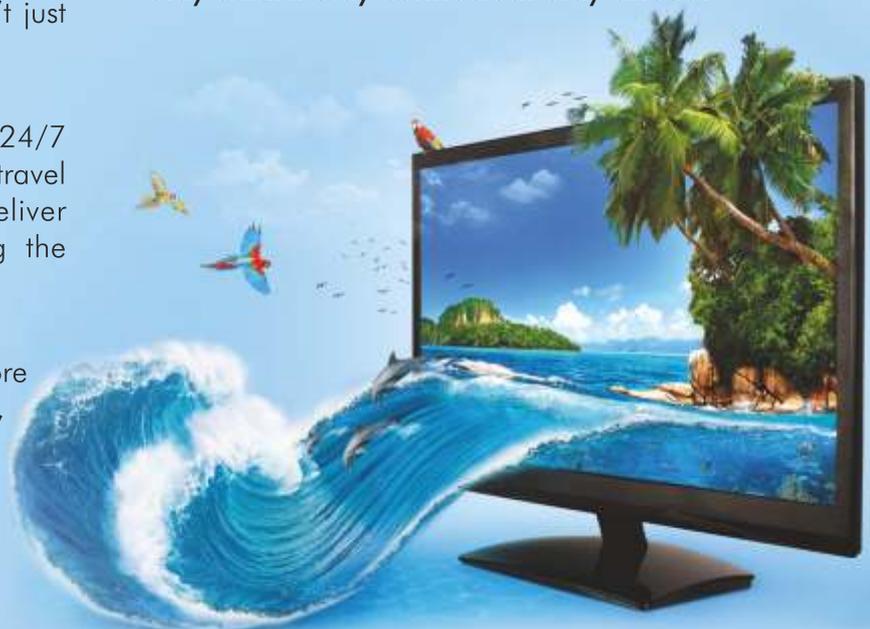
Fewer stops, deeper connections. More travelers are seeking **immersive, meaningful experiences** over jam-packed itineraries.

Bleisure is Booming



Over **55% of business travelers** now blend work trips with leisure stays. Bleisure isn't a buzzword anymore—it's a booming market segment.

Stay smart. Stay connected. Stay ahead.



TAAI Vidarbha Chapter

A Tale of Two Experiences: Urban Insights and Wild Adventures



TAAI Vidarbha Chapter organized its 5th Chapter Meeting on June 14, 2025, at Ginger Hotel, Nagpur. 35 members participated in the meeting which was followed by a presentation on the evolution of Ginger properties from budget accommodations to full-service hotels across India. The presentation by Mr. Pankaj Rattan, Associate Vice President – Sales, at Tata Group’s IHCL brand Hotel Ginger properties, was both comprehensive and engaging, detailing the brand's strategic transformation to meet evolving traveller expectations.

The presentation was supported by the local Ginger team - Mr. Harun Shaikh, Cluster Sales Manager; Mr. Pramey Themaskar, Sales Manager; and Mr. Sonu Sanodia, Executive Sales - who provided detailed briefings on the property's facilities and services tailored for today's discerning travellers.

Into the Wild: Tathastu Satpura Experience

The chapter's adventure continued with a memorable FAM trip to 'Tathastu Satpura,' a luxury resort nestled within the tiger reserve near Nagpur. From June 25-26, 2025, 40 members journeyed 220 kilometers to experience Central India's wilderness firsthand.

The Tathastu Group of Resorts proved exceptional hosts, curating a festival-like atmosphere that included nature walks, property tours, pottery making, box cricket, archery, and a musical evening under the stars. The experience perfectly balanced adventure with luxury - a combination that resonates strongly with modern travellers seeking authentic yet comfortable experiences.

Knowledge Sessions Amid Nature

Two engaging presentations enriched the FAM experience. Naturalist Animesh Manna provided a captivating overview of Central India's diverse landscapes, detailing the region's forests, vegetation, and wildlife that make destinations like Satpura so compelling for nature enthusiasts.

Mr. Anil Agarwala, Managing Director, Tathastu Resorts, provided a comprehensive overview of the group's portfolio, showcasing all five existing and upcoming properties. His presentation highlighted facilities designed for both domestic and international travellers, positioning Tathastu as Central India's premier name in luxury forest accommodations.



The seamless hospitality was orchestrated by Cluster Sales Manager Mr. Gajanand Shirke; General Manager Mr. Arpan Kumar; and Sales Manager Mr. Anup Ghumare, whose outstanding service exemplified the property's commitment to excellence. TAAI expresses gratitude to Tathastu Resorts for this gesture.



VFS Global Launches UK Premium Application Centres in 12 cities across India



VFS Global has opened 12 Premium Application Centres in India for UK visa applicants. These application centres located in Tier 2 and Tier 3 cities aim to

cater to customers in non-metros and bring the visa application process closer to the customers.

The centres are in Amritsar, Bhopal, Coimbatore, Guwahati, Indore, Karnal, Mangalore, Navi Mumbai, Noida, Ranchi, Surat and Visakhapatnam.

Customers can also opt for one of two exclusive packages for an enhanced UK visa application experience - Comfort Plus and Convenience Plus. Comfort Plus gives customers access to the Premium Lounge, doorstep delivery of passports, SMS updates, and assistance with uploading their documents.

Under the Convenience Plus Service, customers can

enjoy Flexi Appointments, allowing them to book appointments at their preferred time, and the Keep My Passport service, which enables them to retain their passports while their applications are being processed. In addition, they will receive doorstep delivery of passports, SMS updates, and assistance in uploading their documents.

Speaking on the enhanced service, Yummi Talwar, Chief Operating Officer, South Asia, VFS Global, said, "Our commitment has always been to deliver efficient, seamless service to our customers, and the opening of the TSPs is designed to bring convenience by enabling them to access an application centre closest to their location. Beyond this, our value-added services are designed to elevate their journey, offering an enriched experience that reflects our dedication to excellence and innovation."

Appointments for these Premium Application Centres are similar to those made when applying at the Visa Application Centre. To book an appointment, customers must visit our website at www.vfsglobal.com.

Visa at Your Doorstep: Taking Convenience to the Next Level



Imagine completing your entire visa application process from the comfort of your home, office or location of your choice. That's exactly what Visa At Your

Doorstep (VAYD) offers to travellers.

VAYD is an optional premium service offered by VFS Global that allows applicants to complete the entire visa process, including biometric enrolment from a location of their choice. Whether it's your home, office, or even a hotel, this service brings the visa centre to you. For those applying for a UK visa, a similar service is available under the name On Demand Mobile Visa (ODMV).

Currently available for 19 client governments in India namely, Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany,

Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Slovenia, Switzerland, and the UK, this service has been designed with flexibility, privacy, and convenience in mind.

VAYD has gained popularity among large groups, and those travelling for MICE (Meetings, Incentives, Conferences, and Exhibitions) purposes. For MICE organisers and travel operators, the service saves time and is convenient. Given that group members are often located in different cities, VAYD helps streamline the visa application process saving time, effort, and travel costs.

Whether it's a corporate delegation heading to Germany or a wedding party travelling to Italy, Visa At Your Doorstep is making international travel smoother and smarter—right from the start.

To ensure a smooth experience, applicants must schedule an appointment on www.vfsglobal.com in advance to avail of VAYD.



TAAI Membership Development – Vision and Strategy

TAAI is committed to expanding its reach deeper into India’s travel and tourism industry through proactive membership development. As TAAI approaches its 75th anniversary, our focus is to expand, engage and empower our member base to reflect the evolving dynamics of the industry.

Our objectives include:

Widening Membership Base. Offer hand-holding to those unrepresented. Support emerging startups; online platforms, DMCs, tourism boards, educational institutions and allied service providers.

Simplifying Onboarding. Enhance ease of application with digital tools, clear guidance, and faster processing through our dedicated membership portal.

Increasing Regional Representation. Strengthen state and regional chapters with more members from Tier 2 and Tier 3 cities.

Enhancing Member Engagement. Foster member loyalty through webinars, training, policy advocacy, and exclusive networking opportunities.

Building Value. Offer members benefits, including regulatory support, industry recognition, trade fair access, global affiliations, and digital visibility.

Gopal Unadkat

Chairperson - Membership Council
Member - Management Committee

A Warm Welcome To Our New Members



Sl. No.	NAME OF THE AGENCY	CITY	REPRESENTATIVE I	REPRESENTATIVE II
01	Maestro Tour & Travels India Pvt. Ltd.	New Delhi	Mr. Rishabh Rajput	Ms. Savita Rajput
02	Hind Vacation	New Delhi	Ms. Malkeet Kaur	Mr. Manjeet Singh
03	Samridhi Tour & Travels	New Delhi	Mr. Vikram Dhawan	Mr. Deepak Gupta
04	Talbiya Umrah Pvt. Ltd.	New Delhi	Mr. Adil Ahmad	Mr. Deepak Malhotra
05	Multinational Tours	Gorakhpur	Mr. Maasir Nisar	Mr. Suhaib Ahmad
06	Jet Travels	Palakkad	Mr. Sree Shankar Methil	Mr. Dileep A.K.
07	RSD Travels	Kolkata	Mr. Sandeep Kumar Jalan	Mrs. Meenakshi Jalan
08	ITB Tours & Travels Pvt. Ltd.	Mumbai	Mr. Bhavesh Sangani	Ms. Radhika Sangani
09	Vedant Visa Consultancy	Mumbai	Mr. Samir Bambarkar	Mrs. Sanskriti Bambarkar
10	Akbar Travels of India Pvt. Ltd.	Pune	Mr. Siddharth Nair	Mr. Iqbal Ahmed
11	Om Tourism	Pune	Mr. Rajesh Ramesh Arge	Mrs. Renuka Rajesh Arge
12	Twenty Four X Seven Holidays Pvt. Ltd.	Pune	Mr. Athar Farooq Purkar	

Sl. No.	NAME OF THE AGENCY	CITY	REPRESENTATIVE I	REPRESENTATIVE II
13	Suyash International	Pune	Mr. Anant Yashwant Deodhar	
14	Sai Enterprises	Pune	Mr. Amit Tarakant Yadav	
15	Chalo DMC LLP	Pune	Mr. Siddharth Jain	Mrs. Shalini Jain
16	Prasanna Purple Mobility Solutions Pvt. Ltd.	Pune	Ms. Priyada Patwardhan	Ms. Medha Ranganekar
17	Kesari Tours Pvt. Ltd.	Pune	Mr. Ameya Hajare	Mr. Tushar Gaikwad
18	Ease Voyages	Pune	Mr. Rajendra Bothra	Mr. Umang Bothra
19	RTC Hotels	Pune	Mr. Yogesh Goyal	Mrs. Jenifer Wadia
20	Travesecure	Pune	Mr. Girdharilal Sadhuram Shamnani	Mrs. Sakshi Manoj Vagat
21	Setyourtour.com	Aurangabad	Mr. Mono Vishwanath Ganvir	Mr. Vishwanath Ganvir
22	Nishant Tours & Travels	Aurangabad	Mr. Balaji Nagorao Kale	Mrs. Jayashri Balaji Kale
23	Paryatan Solution	Aurangabad	Mr. Abhishek Sanjay Khanale	Mr. Sanjay Baburao Khanale
24	O Trips	Aurangabad	Mr. Vedant Abhay Rajhans	Mrs. Amruta Vedant Rajhans
25	Sunshine Holidays	Aurangabad	Mr. Suraj Ingole	Mrs. Kanhopatra Ingole
26	Swapnapurti Tours & Travels	Aurangabad	Mr. Swapnil Chakre	Mrs. Trupti Chakre
27	Flying Carpet Travel Corporation	Aurangabad	Mr. Azharkhan Pathan	Mr. Mustakim Shaikh
28	Travel Life	Pune	Mr. Shrikant Deshmukh	Mrs. Sanjivani Deshmukh
29	Top Kashmir Tours And Travels LLP	Ahmedabad	Mrs. Manisha Shah	Mr. Paankaj Shah
30	Alisons Tour And Travels	Jodhpur	Mr. Ali Murtaza Ghori	Mr. Ali Hasnain
31	Travel Mart	Rajkot	Mr. Digant Mehta	Mrs. Megha Mehta
32	Near Holidays & Services	Chennai	Ms. Soniya C.	Ms. Vimala R.
33	Bhrraman	Nagpur	Mr. Amit S. Malvi	Mr. Shreeprakash A. Sarangpuria
34	Magalan Travel & Tours Pvt. Ltd.	Bangalore	Mr. Alexander P.V.	Mrs. Beena Alexander
35	AMS Travels	Bhopal	Mr. Pooja Soni	Mr. Prakash Kumar Soni
36	View Kashmir Travels	Srinagar	Mr. Javaid Ahmad Bhat	Ms. Sumaira Latief
37	Smiling Trips & Holidays Pvt. Ltd.	Katra	Mr. Dharun Sharma	Mrs. Vasundhara Sharma
38	PT. Balitrip Wisata	Bali	Mr. Dheeraj Ranjan Kumarr	Ms. Shilpa Shrivastava
39	N D Travels	Udaipur	Mr. Narendra Kumar Dangi	Mr. Ganpat Dangi
40	Nirvaana Holidays	Mumbai	Ms. Urvi Thakkar	Mrs. Avani Thakkar
41	United Air Travels	Ramnad	Mr. Safiyulla Khan	Mr. Al Shanzir

Sl. No.	NAME OF THE AGENCY	CITY	REPRESENTATIVE I	REPRESENTATIVE II
42	Maa Jagdamba Tour & Travels	Varanasi	Mr. Basant Kumar Kushwaha	
43	Prisha's Travel Paradise	Bhopal	Mr. Manjesh Kumar	Mrs. Pinki Jha
44	J K Tour And Travels	Bhopal	Mr. Suresh Rajani	Mr. Amit Rajani
45	Vivaan Holidays	Bhopal	Mr. Vikram Batham	Mrs. Deepshikha Batham
46	TLB Holidays	Gwalior	Mr. Rohit Saxena	Mrs. Sonali Saxena
47	Plan4Demand Services Pvt. Ltd., T/A Elorstar Trip	Lucknow	Mr. Kalyan Manna	Mrs. Amita Soni
48	AI - Meraj Tours & Travels Faruqui	Jodhpur	Mr. Rizwan Ahmed	Mr. Mohammed Yaseen
49	Go 360	Ahmedabad	Mr. Rushik Pipaliya	Mr. Darshan Patel
50	Fourways Travel & Tours Pvt. Ltd.	Bangalore	Mr. S. Naveen Sankar	Mr. N. R. Sankar



TRAVEL AGENTS ASSOCIATION OF INDIA Online Membership Portal Launched!



A great way to join TAAI!

**Apply Online
Endorsed Online
Approved Online**

TAAI - India's largest, oldest and nodal association in the Travel, Tourism and Hospitality Industry, on its journey to the 75 Years of TAAI launches its newest initiative - TAAI Online Membership Portal to admit new members to TAAI.

- **Active:** (IATA accredited Travel Agencies/Tour Operators)
- **Allied Associates (Authorities):** Airlines, Hotels, National Tourism Organizations/Representatives of NTOs (National & Global), Insurance Companies
- **Allied Associates:** Travel Agencies, Tour Operators, MICE Organizers, Technology Companies, Media, DMCs (National), Educational Institutions, etc.
- **Branch Associates:** (Active & Allied)
- **Overseas Associates:** Overseas located Travel Agencies, Tour Operators, DMCs, CRS, Cruise Companies, Educational Institutions, etc.
- **Government Associates:** Central & State Tourism Departments; Departments of Foreign Governments, similar organizations.

Our online platform supports quicker disposal of membership applications.

Start your membership application by pasting this on the browser:
<https://registration.travelagentsofindia.com/v1/registration>

Or log on to **www.taai.in** to be guided to the TAAI Online Membership Portal.

For any queries, email **membership@taai.in**



IATA’s 81st Annual General Meeting (AGM) Farsighted Leadership in Action An Honour to Join!

IATA AGMs offer much more than just a meeting—they are global forums for envisioning, planning, and reviewing the future of the industry. For a leader in the travel and tourism industry, staying aware of the future path and the crossroads that our industry occasionally encounters is crucial for building a strong knowledge base, and IATA AGMs offer great learning and preparedness as a take-home gift. It is truly an honour to have attended this fantastic event.

President Sunil Kumar was invited to join the IATA AGM as the President of UFTAA & TAAI. Having attended IATA AGMs at Dublin; Sydney and Seoul during 2016; 2018 and 2019 respectively, attending the 2025 AGM at New Delhi was another rewarding experience that provided plenty of learning about the trends and paths airlines pursue, says Mr. Sunil Kumar.

The 81st IATA Annual General Meeting (AGM) and World Air Transport Summit (WATS) was held in New Delhi from June 1–3, 2025. The event, hosted by IndiGo, drew about 1,700 registered participants, including industry leaders, government officials, and media.





These sessions and more were the main highlights at the 81st IATA AGM.

- Plenary Session with the Hon. Prime Minister of India Shri Narendra Modi, who was joined by Shri Kinjarapu Rammohan Naidu, Minister of Civil Aviation, India.
- World Air Transport Summit Opening - Airline Industry Outlook
- Panel – The Big Picture presenting a wide-ranging discussion on geopolitical instability and conflict zones across the world and the difficulties for airline operations and profitability under such circumstances.
- IATA Diversity & Inclusion Awards.
- Panel - CEO Forum



Luis Gallego Chairs IATA Board

New Delhi – Luis Gallego, CEO of International Airlines Group (IAG), has assumed his duties as Chair of the IATA Board. His one-year term began at the conclusion of the 81st IATA Annual General Meeting in New Delhi, India, on June 2, 2025. Gallego is the 83rd Chair of the IATA Board. He succeeds IndiGo CEO Pieter Elbers, who will continue to serve on the Board. LATAM Airlines Group to Host 82nd IATA AGM in Rio de Janeiro, Brazil, to be held in June 2026

“I am honoured to be taking up the position of Chair of the IATA Board. The airline industry faces significant challenges—accelerating environmental action, managing geopolitical shifts and supply chain issues, and dealing with concerns over infrastructure capacity and costs. At the same time, the industry has incredible strengths to call on— most of all, the quality of the people who strive to make aviation a safe, secure and rewarding experience for millions of travellers everyday,” said Gallego.



LATAM Airlines Group to Host 82nd IATA AGM in Rio de Janeiro, Brazil, to be held in June 2026

FLY91 Expands Its Regional Connectivity, Brings Trade Closer to India's Hidden Corners



As India's skies grow busier, it's the country's less frequented airstrips that were once thirsting for aviation action, that are finally witnessing air traffic growth. And FLY91, the Goa-headquartered regional airline, is among the Indian regional airline fleets that is leading this quiet shift. With a growing network of short-haul connections, the airline is opening up new sales opportunities in the prosperous catchment areas of these semi urban towns for the travel trade sector while keeping booking processes lean and transparent.

For travel agents looking to diversify beyond big-city routes, FLY91's regional aviation footprint offers a practical advantage. In Maharashtra alone, the airline connects Solapur, Jalgaon, Sindhudurg and Pune, destinations with cultural, business and pilgrim potential but limited air access until now. Other sectors include Agatti in Lakshadweep, Hyderabad and Bengaluru.

What sets FLY91 apart is not just where it flies, but how it operates. The airline offers a flat 2.5 per cent commission to agents across booking channels. Whether seats are sold on its own site or through OTAs, the fare structure remains consistent. There are no surprises for customers and no need for awkward recalibrations for agents.

Nil-cost credit card uploads add another layer of ease. Where most airlines still charge for card-based fund transfers, FLY91 absorbs the cost, helping agencies keep more of their revenue share. Bookings aside, the airline has quietly rolled out a whole range of passenger-centric upgrades that reduce the workload on agents. FLY91's unique auto check-in facility enables the dispatch of boarding passes directly to flyers, minimising coordination and delays.

In addition to the pre-purchase of meals during the booking journey, UPI payments have been enabled for in-flight purchases and meals can be pre-

booked right up until boarding. It's a model that suits both tech-savvy passengers and traditional agents working with groups of travellers.

Customised groups and charters at attractive rates are another trade-friendly option. Whether it's a corporate offsite or a pilgrimage trip, FLY91's turnaround reliability, backed by its ATR 72-600 fleet, ensures planners aren't left scrambling at the last minute.

While the airline is headquartered in Goa, FLY91 has a five-year goal of connecting 50 cities with a fleet of 30 aircraft. It is building a network with predictable frequency and scale, both essential for long-term trade partnerships.

"We see our trade partners as an essential part of regional aviation. The idea isn't just to offer flights but to make it easier for agents to reach destinations that were once difficult to sell. If we can make their job simpler and their business more viable, we know we're moving in the right direction," according to Manoj Chacko, Managing Director and CEO of FLY91.

In a sector where agents are often chasing commissions across scattered platforms, FLY91's approach, which encompasses stability, transparency and a region-first vision, offers a rare alignment of interest. For the travel trade, it may be time to look down the runway at destinations that once seemed too small to matter.

About FLY91:

FLY91 (Just Udo Aviation Private Limited) is a pure play regional airline headquartered in Goa, that strives to enhance air connectivity across Tier 2 and Tier 3 cities in India. Founded by industry veterans and backed by professional funding, FLY91 is committed to enhance last mile air connectivity and will connect over 50 cities across India in the next five years. As part of this plan, FLY91 will induct 30 aircraft into its fleet which will be based at multiple hubs across the country. This vision is reflected in its selection of ATR 72-600 aircraft, which is a robust & established choice for safe, efficient and sustainable operations for regional airlines globally. For more information, please refer to www.fly91.in.

Connecting Bharat - 1 Destination at a time!



Agatti



Bengaluru



Goa



Hyderabad



Jalgaon



Pune



Sindhudurg



Solapur



Sectors	Days of Operation
GOA - AGATTI - GOA	Daily
GOA - HYDERABAD - GOA	Daily
GOA - JALGAON - GOA	Daily
GOA - PUNE - GOA	Daily on weekdays & Double daily on weekends
GOA - SOLAPUR - GOA	Mon, Fri, Sat, Sun
JALGAON - HYDERABAD - JALGAON	Daily
JALGAON - PUNE - JALGAON	Daily
SINDHUDURG - PUNE - SINDHUDURG	Tue, Wed, Thu, Sat & Sun
SINDHUDURG - BENGALURU - SINDHUDURG	Mon, Tue, Wed, Thu
SINDHUDURG - HYDERABAD - SINDHUDURG	Mon, Tue, Wed, Thu





President Sunil Kumar Delivers the Keynote Address at the AGM & Convention of Kenya Association of Travel Agents (KATA)

One of the most professionally organized events in the African travel industry, the three-day 2025 KATA AGM & Convention was held at the majestic Pridelnn Paradise Beach Resort Convention Centre from 26-28 June, 2025. The convention brought together over 350 attendees, including travel industry professionals, policymakers, and aviation leaders, to discuss the future of Kenya's tourism and travel sector. The event featured keynotes, networking opportunities, and a masterclass on cruise travel. Delegates from nine countries joined the KATA AGM & Convention.



theme: "Going Further, Together." His keynote anchored discussions on strengthening industry partnerships, exploring emerging opportunities, and addressing industry challenges.

While days were dedicated to serious industry discourse, each evening showcased the vibrant spirit that has become synonymous with KATA conventions. The cultural programs and evening entertainment drew enthusiastic participation from delegates.

President Sunil Kumar delivered the main address, focusing on the convention's central



Acknowledgement from KATA

Dear Mr. Kumar,
On behalf of the Kenya Association of Travel Agents (KATA), I wish to extend our sincere thanks for delivering a compelling keynote address during the KATA 2025 AGM & Convention at Mombasa.

Your address provided a solid framework for the event's discussions and helped set a thoughtful tone for the sessions that followed. Your presence, contributions, and active engagement helped make the convention a resounding success.

Thank you for taking the time to be with us and sharing your perspective with the audience. We are grateful for your continued support of KATA's initiatives and look forward to furthering opportunities for collaboration. We hope to welcome you again at future KATA events.



TAAI TRAVELOGUES

DESTINATION AWARENESS

Bod Bangus

Kashmir's Untouched Paradise



In the heart of Kashmir, far from the crowded tourist trails, lies Bod Bangus—a pristine valley that seems plucked straight from a dream. Tucked away in the Kupwara district, this hidden gem remains one of Kashmir's best-kept secrets, offering verdant meadows, whispering streams, and an aura of serenity that lingers with you, long after you leave.

As part of the 'Rally for Valley' initiative, we invite travellers to rediscover the magic of Kashmir beyond its well-trodden paths. Bod Bangus, with its unspoiled beauty, is the perfect offbeat escape for those seeking solitude, adventure, and a deep connection with nature.





Why Bod Bangus?

Imagine a valley where:

- Lush green meadows stretch endlessly, dotted with wildflowers.
- Snow-capped peaks stand guard over tranquil landscapes.
- Crystal-clear streams weave through the terrain, their gentle murmurs the only sound breaking the silence.

This is Bod Bangus— Kashmir’s Hidden Eden. A place where time slows down, and nature takes centre stage.

The Twin Valleys: Bod Bangus and Lokut Bangus

The Bangus Valley is divided into two distinct regions:

Bod Bangus (Big Bangus) – The larger, more expansive section with sweeping grasslands.

Lokut Bangus (Small Bangus) – A more intimate valley with dense forests and meandering streams.

Together, they span 300 sq. km, offering an untouched paradise for trekkers, nature lovers, and solitude seekers.

Journey to Bod Bangus: A Scenic Adventure

How to Reach

 **By Air:** Nearest airport is Sheikh Ul-Alam International Airport, Srinagar (108 km, ~3.5 hrs drive).

 **By Rail:** Nearest railway station is Baramulla (64 km from Kupwara).

 **By Road:** From Srinagar, take the Sopore route, crossing the Jhelum River and passing Wular Lake - one of Asia’s largest freshwater lakes.



Pro Tip: The final stretch has rugged terrain, so a sturdy SUV is recommended. The journey itself is part of the experience, with breathtaking views at every turn.

En Route Attractions: Must-Visit Stops

Before reaching Bod Bangus, explore these mesmerizing spots in Handwara and Kupwara:

Lolab Valley

- A picture-perfect valley with alpine lakes, ancient temples, and snow-dusted peaks.
- Known as the ‘Switzerland of Kashmir’, it’s ideal for photography and short hikes.

Kalaroos Caves

- Mysterious ancient caves shrouded in legend, believed to have tunnels leading to Central Asia.
- A fascinating detour for history buffs and adventure seekers.

Sadhna Pass (Nastachun Pass)

- A high-altitude pass with panoramic views and folklore of mythical fairies.
- Perfect for a short stop to soak in the Himalayan grandeur.

Nandimarg and Poshnar Doodipora

- Nandimarg – Rolling green fields and flower-laden meadows.
- Poshnar Doodipora – A serene, lesser-known spot with alpine forests and shepherd settlements.

Experiencing Bod Bangus: Things to Do

Trekking & Hiking



Bod Bangus is a trekker’s paradise, with trails ranging from easy walks to challenging climbs:

- Bod Bangus to Taj Trek (3 hrs) – A moderate trek leading to the base of the Trans-Himalayan Taj peak.
- Bod Bangus to Lashar Trek (4 hrs) – A thrilling hike through virgin meadows and dense forests.
- Bod Bangus to Lolab Valley (6 hrs) – A longer, rewarding trek connecting two stunning valleys.
- Bidrun Top Trek: A short but steep 1 km trek from Behak, this climb offers panoramic views across the region.

Best Time for Trekking: June to September (when the meadows are in full bloom).



Camping Under the Stars



- Spend a night in eco-friendly camps amidst the valley's untouched beauty.
- Bonfire evenings with local Kashmiri cuisine add to the magic.

Wildlife & Bird Watching



- Spot Himalayan brown bears, musk deer, and snow leopards (if lucky!).
- A haven for migratory birds, making it a paradise for birders.

Fishing in Pristine Streams



- With a permit, try your hand at trout fishing in the valley's crystal-clear waters.

Photography and Soulful Solitude



- Every frame here is a postcard-worthy shot—rolling meadows, misty mountains, and golden sunsets.
- Perfect for digital detoxing and reconnecting with nature.

Where to Stay?

While luxury resorts are scarce, the real experience lies in staying close to nature:

- Eco-camps in Bod Bangus (basic but immersive).
- Homestays in Handwara/Lolab Valley (for a taste of Kashmiri hospitality)



Pro Tip: Pack warm clothes - even summers can get chilly at 10,000 ft!

Best Time to Visit

- April to September: Lush greenery, ideal for trekking.
- October to March: Snow blankets the valley, creating a winter wonderland.

Why You Should Stay for 2 Nights

A day trip doesn't do justice to Bod Bangus. To truly absorb its magic:

Day 1: Arrive, explore nearby spots like Lolab Valley, camp overnight.

Day 2: Trek deeper into Bod Bangus, interact with local shepherds, stargaze.

A Call to Travel with Purpose

As we urge tourists to return to Kashmir, it's crucial that we promote responsible and sustainable tourism. Bod Bangus is pristine because it has been protected—let's keep it that way. Use local guides, avoid plastic, respect local customs, and leave no trace behind.

Final Thoughts: A Call to Rediscover Kashmir

TAAI's 'Rally for Valley' initiative aims to revive tourism by showcasing Kashmir's untouched beauty. Bod Bangus is more than a destination—it's an emotion, a reminder of Kashmir's untamed soul.

So, pack your bags, leave the crowds behind, and let Bod Bangus enchant you. Because some places don't just need to be visited—they need to be felt.

**Come Discover the Unseen Kashmir.
One hidden valley at a time.**



The Great Indian Journey

Numbers Show A Rise in Domestic Travel

Picture this: Every day, millions of Indians take to the skies, weaving connections across a subcontinent that spans deserts, mountains, and coastlines. Air transport continues to play a vital role in celebrating this diversity and growing India's economic development. It brings families together, strengthens social bonds, and provides opportunities to experience and understand different cultures. It also supports business and investment decisions, access to capital and new markets, and knowledge transfer and innovation. Across the value chain, aviation is a significant catalyst for employment, economic activity, international trade and investment, and global connectivity. In 2023, the industry contributed US\$53.6 billion India's economy, creating 7.7 million jobs in the country.

Tourism supported by aviation adds US\$27.1 billion to GDP and employs 5.0 million people. International tourists traveling to India are estimated to contribute US\$29.4 billion annually to the economy through the purchase of goods and services from local businesses. Overall, the travel and tourism sector (via all modes of travel) accounted for 6.5% of the nation's GDP and 8.9% of total employment in 2023.

In 2016, IATA predicted that by 2035 air travel would double from its existing 38 billion passengers. The forecast ignited fierce debate across boardrooms. Where does India stand today in air travel?

*Source:
Aviation in India –
IATA Document of June 2025*

A snapshot of the demand for air transport in India. Historic growth in passenger numbers

Between 2011 and 2019, India experienced an impressive, double-digit average annual growth rate of 10.3% in air passenger Origin-Destination (O-D) for departures. This performance easily outpaced that of the industry globally, and for the Asia Pacific region. Following the disruption of the pandemic, in 2024, India's traffic levels exceeded their 2019 level by 10.9%, with a fourth consecutive year of double-digit growth

Figure 1: Value of Aviation in India

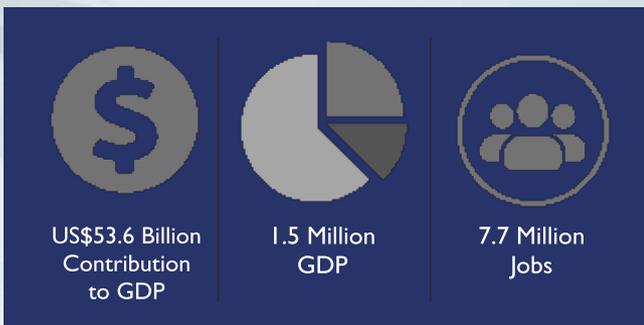
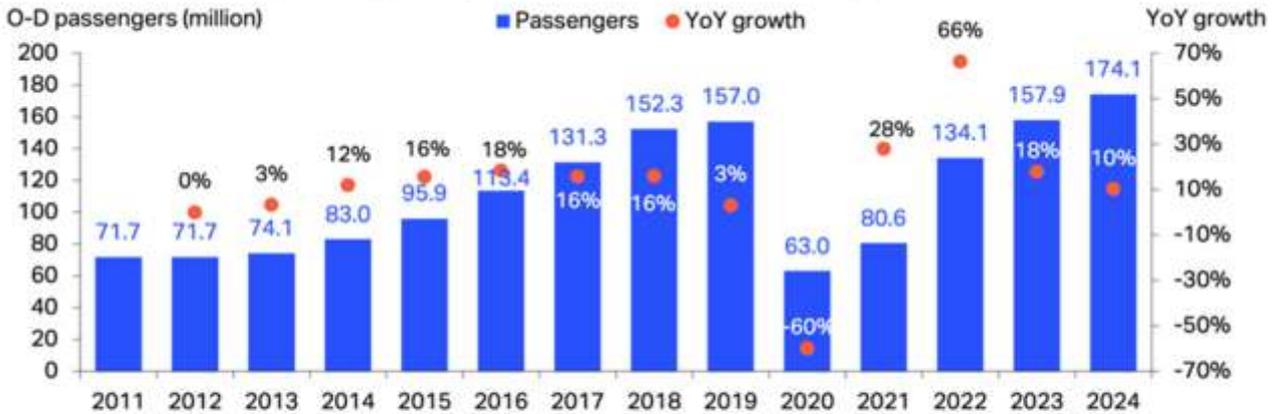


Chart 1: Total departing O-D air passenger traffic from India and % YoY growth (2011-2024)


Source: IATA Sustainability & Economics based on data from DDS

India now ranks as the third largest air transport market in the world in terms of departing O-D passenger traffic, behind the United States and China. Approximately 174 million passengers traveled from and within India by air in 2024⁵, accounting for around 4.2% of the global total (Chart 2).

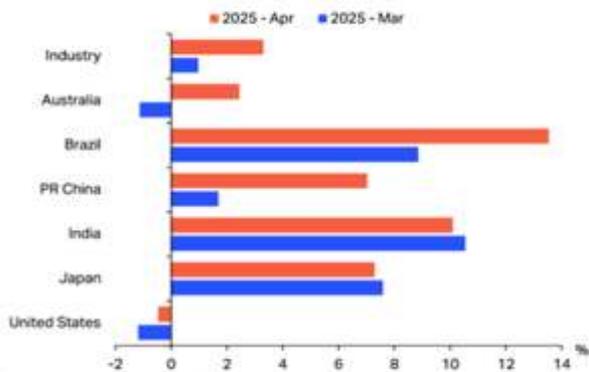
IATA – Air Passenger Market Analysis - Global

Global air travel regained momentum in April. Global passenger traffic rose 8.0% YoY in April, up from roughly 3% growth in both February and March, with RPK reaching 772 billion (Chart 1). April also recorded the strongest month-on-month (MoM) increase in demand so far this year, with seasonally adjusted RPK rising 1.7% from March.

for the third consecutive month in April. The highest PLF (Passenger Load Factor) was obtained in the Indian domestic market, exceeding 85% in April. It was the only market to achieve double-digit YoY increases in both traffic and capacity in all four months so far in 2025.

Economy class led international air travel growth: April 2025

Over 90% of international air travel takes place in the economy and premium economy classes. In April, these cabin classes drove international market growth with a 12.2% YoY increase.

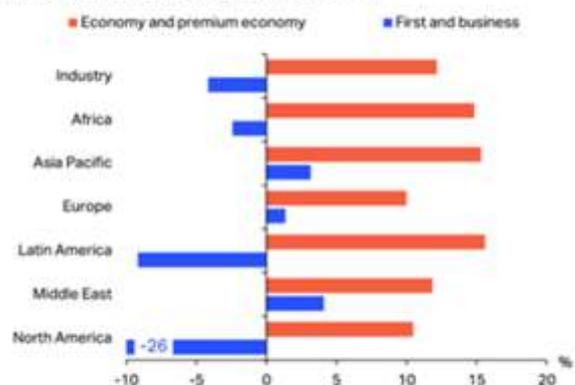
Chart 5: Domestic RPK growth by market, YoY, %


Source: IATA Sustainability and Economics, IATA Information and Data - Monthly Statistics

India and Brazil led domestic market growth: April 2025

Global domestic aviation markets continue to develop unevenly. Overall growth was held back by persistent weakness in the US, the world's largest domestic market.

Domestic passenger traffic in the US declined YoY

Chart 6: International RPK growth by cabin class and airline region of registration, YoY, %


Source: IATA Sustainability and Economics, IATA Information and Data - Monthly Statistics



Latin American airlines led with a 15.6% gain, and Asia Pacific carriers followed with a 15.3% rise. Other regions also saw expansion in the economy class of between 10% and 15%.

Regarding traffic in the first and business classes, half of the regions reported declines. North American airlines suffered the steepest contraction, with traffic in these classes falling more than a quarter from last year, following a similar decline in March. In Latin America and Africa, traffic in the first and business classes contracted, though only by single digits. European airlines, which hold the largest share of the international business segment, posted a 1.4% YoY increase. Asia Pacific and Middle Eastern airlines also reported modest gains.

Here are some latest statistics from IATA India (December 2024)

Total IATA Agencies in India: 5,847
Total IATA Agencies in Asia Pacific: 10,954

India accounts for 53 percent of IATA agencies in Asia Pacific

Sale (INR) 2023 Vs. 2024

2023: 766,194,947,975: **76,619 Crores.**
2024: 820,430,694,461: **82,043 Crores.**

Variance: 7.08% Growth

Cash, Credit Card, IATA Easy Pay

Sales

Cash: About 52%
Credit Card: About 47.84%
IATA Easy Pay: 0.16%

Travel Agency Association Report | Market Data YTD June 2025

Year To Date Information

INDIA

Sales in Local Currency

ISO	Currency ISO Alpha Code	Gross Sales (Current Year)	Gross Sales (Previous Year)	VAR (%)	VAR (Amount)	Cash %
IN	INR	405,910,682,177	424,202,734,341	-4.31%	-18,292,052,164	53.16%

Monthly Information

ISO	Month	Gross Sales INR (Current Year)	Gross Sales INR (Previous Year)	VAR (%)	VAR (Amount)	Cash % Current Year
IN	1	65,335,020,850	63,809,099,701	2.39%	1,525,921,149	50.16%
IN	2	66,750,825,935	69,234,205,703	-3.59%	-2,483,379,768	51.68%
IN	3	70,609,403,514	71,644,448,721	-1.32%	-945,045,207	53.95%
IN	4	73,801,070,894	74,778,184,032	-1.31%	977,113,988	52.63%
IN	5	68,231,722,886	78,983,879,604	-13.61%	-10,752,156,718	53.87%
IN	6	61,092,638,948	65,752,916,580	-7.09%	-4,660,277,632	56.11%

Year To Date Information

INDIA

Sales in Local Currency

ISO	SCU (Current Year)	SCU (Previous Year)	VAR (%)	VAR (Amount)	Cash %
IN	22,753,852	24,307,380	-6.39%	-1,553,528	41.58%

Country weight in Asia Pacific by Transactions 31.17%

Airlines Participating in BSP India: We have 114 Airlines participating in BSP, India (June 2025) compared to 122 Airlines in the previous year.

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A small investment can earn our advertisers great prominence and visibility. The uncompromising quality of the magazine makes it a readers choice and is well displayed in the offices of our members and prominent industry leaders. The 3,000+ magazines circulated will have a much larger readership since it is focused on attracting the attention of the personnel working in our member organizations.

NAMASTAAI's REACH

With over 3,000 circulated in physical form and many more sent out through our social media and emails, our advertisers' brand will go places - both nationally and internationally! Our reach includes Travel Agencies, Tour Operators (Domestic, Inbound and Outbound), National Tourism Boards, Airlines, Hotels, Excursion Agencies, Government Tourist Offices, GDS Companies, Travel and Tourism Educational Institutes, Industry leaders in Government and Media.

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

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to promote your product/services**

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

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

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opportunity
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Back Cover:	₹2 Lakhs
Inner Covers:	₹1 Lakh each
Full Page:	₹60,000
Half Page (Horizontal/Vertical):	₹30,000
Quarter Page Box:	₹20,000

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

18% GST Extra

Magazine Specifications

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The Revolution in the Skies: How Modern Airline Retailing is Transforming Travel



The airline industry is undergoing its most significant transformation since deregulation. After decades of relying on technology developed in the 1960s, airlines are finally embracing modern retailing practices that align with digital consumer expectations.

Beyond the Basic Ticket

For too long, airlines have sold transportation from point A to point B using outdated systems increasingly at odds with the digital revolution. The International Air Transport Association (IATA) is championing a new framework that enables airlines to become true retailers—not just transporters.

Modern airline retailing represents "the future state where airlines sell their products and services to customers through any channel, unencumbered by legacy constraints." This vision marks a fundamental departure from traditional distribution methods.

The Three Pillars of Transformation

The new retailing ecosystem rests on three interconnected components:

- **NDC (New Distribution Capability):** This XML-based standard enables airlines to market products with rich content and ancillaries across all channels. Unlike legacy text-based systems, NDC allows dynamic pricing, personalized offers, and sophisticated merchandising.
- **ONE Order:** This initiative modernizes order management by replacing multiple record systems with a single customer order record, bringing Amazon-style simplicity to airline transactions.

- **Settlement with Orders:** This completes the modernization by aligning financial processes with new order management, creating streamlined experiences from shopping to settlement.

These aren't just technical upgrades—they represent a complete reimagining of relationships between airlines, travel sellers, and customers.

What Travellers Gain

- Modern airline retailing dramatically improves the passenger experience through
- **Personalized Offers:** Instead of one-size-fits-all fares, business travellers might see packages with lounge access, while families receive offers with extra baggage and seat selection included.
- **Seamless Digital Experience:** The journey becomes coherent across all touch points, eliminating repetitive data entry across different systems.
- **Greater Choice:** Passengers may be able to access airlines' full product range regardless of where they shop—directly or through travel agencies.
- **Real-Time Service Recovery:** During disruptions, airlines can proactively offer alternatives through digital channels, eliminating airport desk queues.
- IATA research shows 71% of travellers want to compare airline offers, and 65% want personalized offers based on their history - capabilities modern retailing enables.

• Industry Transformation

- The business impact extends far beyond customer experience:
- **Revenue Optimization:** Airlines escape commoditization by differentiating products and implementing sophisticated pricing strategies that better reflect value.
- **Cost Reduction:** Streamlined processes reduce expensive manual handling. IATA estimates full implementation could save billions annually.
- **Data-Driven Decisions:** Rich data enables smarter decisions about network planning and marketing campaigns.
- **Strategic Partnerships:** Airlines can forge partnerships focused on serving customer needs rather than transactional relationships.
- NDC transactions have grown significantly, with most major airlines implementing aspects of the modern retailing framework.

Challenges Ahead

Despite compelling benefits, transformation faces significant headwinds:

- **Legacy Technology:** Replacing decades-old systems requires substantial investment and careful change management.
- **Industry Alignment:** The ecosystem includes numerous stakeholders with different interests and timelines.
- **Workforce Evolution:** Teams must evolve from selling seats to product marketing with customer segment understanding.
- **Regulatory Considerations:** Distribution model evolution requires updated regulatory frameworks regarding consumer protection and competition.

The Implementation Roadmap

IATA has established a clear path forward:

Discovery and Planning: Airlines assess capabilities and develop strategies using IATA's assessment tools and workshops.

Implementation: Carriers adopt standards and technologies, often beginning with specific routes as proof-of-concept.

Scaling and Optimization: Successful approaches expand across networks with continuous refinement.

Ecosystem Transformation: As critical mass

builds, the broader travel ecosystem adapts, creating beneficial network effects.

Progressive airlines like Lufthansa Group, Singapore Airlines, and Emirates have already made significant advancements.

The Future Takes Flight

Modern airline retailing opens possibilities extending far beyond current implementations:

- **Intelligent Personalization:** AI will create individualized offers based on comprehensive customer understanding.
- **Seamless Intermodal Travel:** Airlines will integrate with other transportation modes for unified door-to-door journeys.
- **Sustainability Options:** Customers will have transparent environmental impact choices with easy carbon offset options.

A Fundamental Reimagining

Modern airline retailing represents more than a technical upgrade - it's a fundamental reimagining of air travel business. For an industry struggling with profitability and customer satisfaction, this transformation offers sustainable success by aligning capabilities with evolved expectations.

The journey is complex, but the destination is compelling: a travel ecosystem where airlines differentiate effectively, travel sellers provide genuine value, and customers receive the personalized, seamless experiences they expect in the digital age.

As IATA emphasizes, this transformation isn't optional but essential for the industry's future relevance. It represents a rare alignment of business imperatives with customer needs—a win-win scenario justifying the significant effort required.

The revolution in the skies is unfolding, and the way we shop for, purchase, and experience air travel will never be the same.

Source: IATA





Navigating the Digital Frontier: Cybersecurity for Travel Agencies *Insights from ShellStrong's Yogesh Thanage*

In an increasingly interconnected world, digital security has transitioned from a technical concern to a fundamental business imperative. For the travel and tourism industry, particularly small and medium-sized travel agencies, this shift is especially critical. The high volume of financial transactions, sensitive customer data, and email-based communications make these agencies prime targets for cybercriminals. To address these growing threats, the Travel Agents Association of India (TAAI) is proactively equipping its members with essential cybersecurity knowledge. At a recent TAAI local chapter meeting on June 6, 2025, renowned cybersecurity expert Yogesh Thanage, CEO and Cyber Security Consultant at ShellStrong, delivered a compelling session on safeguarding digital assets.

Mr. Thanage, with over 16 years of dedicated experience in the cybersecurity and DFIR (Digital Forensics and Incident Response) domain, brought an unparalleled depth of expertise to the discussion. His extensive background includes consulting on over 15,000 crime investigations for law enforcement agencies and more than 2,000 cyber security incidents for private organizations. A key contributor to cybercrime investigation manuals for entities like Maharashtra Cyber and Pune Police, and an author for DBAO University on cybersecurity study material,

Mr. Thanage has also trained over 35,000 government officers and 5,000 IT professionals. His insights are not merely theoretical, they are forged in the crucible of real-world cyber warfare.



Understanding the Evolving Cyber Threat Landscape

Mr. Thanage opened his session by delineating the diverse array of cyber threats specifically targeting travel agencies. Members were presented with an eye-opening, and at times unnerving, look at the vulnerabilities they face daily:

- **Phishing & Email Spoofing:** Fraudsters impersonate legitimate entities such as airlines or hotels to trick staff and clients into revealing credentials or making fraudulent payments.
- **Ransomware & Malware Attacks:** Malicious software can encrypt critical data, such as booking records and invoices, holding them hostage for a ransom.
- **Fake Website Cloning (Domain Spoofing):** Cybercriminals create deceptive duplicate websites to misdirect payments and steal sensitive information from unsuspecting clients.
- **Customer Data Theft:** Personal and financial details, including passport numbers, IDs, and payment information, are at risk due to poorly secured systems or insider threats.
- **Payment Fraud & Bank Account Tampering:** Compromised communications and fake bank details can lead to unauthorized fund transfers and significant financial losses.
- **Social Media Hijacking:** Agency social media accounts can be taken over to spread misinformation or scam offers, damaging reputation and trust.
- **Unauthorized Remote Access (Hacking):** Exploiting weak remote access protocols or backdoors, cybercriminals can gain control of internal systems and sensitive databases, often going undetected while manipulating or destroying critical business data.

Mr. Thanage reinforced his points with stark real-world examples, illustrating the profound impact these attacks can have. One chilling case involved a business owner whose entire digital life - computers, phones of family members, even home and office CCTV - was compromised. The hacker monitored conversations, sent tormenting messages, and even taunted law enforcement called in to investigate. Despite multiple device formats, the hacker persisted, leveraging a complex web of proxy servers and VPNs to remain elusive.



The breakthrough came when Mr. Thanage, working with the police, identified compromised routers in the victim's house and office, leading to the conclusion that the attacker was likely an overseas entity driven by sadistic pleasure. This case starkly highlighted that both iOS and Android devices are susceptible and that the psychological toll of such attacks can be far more devastating than the financial loss.

Another example underscored the dangers of human error: an organization's staff, aiming for quick customer service, opened a seemingly harmless email from a purported client's outstation office. Without verifying authenticity, they proceeded with transactions as instructed, only realizing the financial loss the next day. This demonstrated how a simple oversight, driven by good intentions, can lead to significant organizational damage.

Proactive defence: Essential Mitigation Strategies

"It's not a question of if, but when an attack will happen," Mr. Thanage warned, emphasizing the critical need for proactive defence. He outlined comprehensive guidelines for travel agencies to build robust cybersecurity resilience.

A. Strengthen Your Digital Infrastructure:

- **Licensed Software:** Always use legitimate software to avoid hidden malware.
- **Antivirus/EDR Software:** Implement real-time protection across all systems.
- **Prompt Security Updates:** Regularly patch operating systems, CRM systems, and booking platforms.

B. Secure Email Communication:

- **Professional Domain-Based Emails:** Use official agency email addresses (e.g., info@youragency.com).
- **Email Authentication:** Implement DMARC, DKIM, and SPF records to prevent email spoofing.
- **Phishing Awareness Training:** Educate staff to identify and avoid suspicious links and attachments.

C. Practice Strong Authentication:

- **Multi-Factor Authentication (MFA):** Enable MFA for all critical accounts.
- **Strong, Unique Passwords:** Use complex, unique passwords, managed securely with password managers.

D. Protect Your Website & Online Presence:

- **SSL Certificates (HTTPS):** Secure customer interactions with SSL certificates.
- **Vulnerability Scanning:** Routinely scan websites for weaknesses.
- **Domain Monitoring:** Watch for fake or similar looking domains (e.g., indla travel.com).

E. Secure Customer Data:

- **Data Encryption:** Store sensitive customer Personally Identifiable Information (PII) like passport numbers and Ids in encrypted formats.
- **Limited Access:** Restrict data access to only authorized employees.
- **DPDP Act Compliance:** Maintain records of data collection and consent in line with the Digital Personal Data Protection (DPDP) Act, 2023.

F. Secure Financial Transactions:

- **PCI-DSS Compliant Gateways:** Use secure payment gateways that adhere to PCI-DSS standards.
- **Vendor Payment Verification:** Verify bank accounts before making vendor payments, especially when changes are requested.



- **Account Reconciliation & Alerts:** Frequently reconcile accounts and set up transaction alerts.

Crucially, travel agencies must rigorously verify the origin of all incoming funds. If even a minor sum resulting from cyber fraud is deposited into your account and you have not officially reported it to your bank, authorities are at liberty to freeze your entire account, including all funds therein.

This can lead to severe cash flow crises and threaten the very existence of your business, especially given the daily need to remit funds to suppliers. We've seen at least three agents personally experience such account freezes due to this oversight. To avoid such "high-handed" actions from authorities and potential unofficial demands, every rupee entering your account must be verified and accounted for against a proper invoice. Otherwise, it is imperative to promptly report and return the unverified amount to your bank or the credit card company.

G. Insider Threat Management:

- **Employee Usage Logs:** Maintain logs for system usage, especially for booking and email platforms.
- **Cybersecurity Training:** Provide regular cybersecurity awareness training to all staff.
- **Immediate Access Revocation:** Immediately revoke system access for resigning or terminated employees.

Operational Best Practices: The Long-Term View

Beyond immediate protective measures, Mr. Thanage underscored the importance of continuous operational best practices:

- **Regular Backups:** Frequently back up critical data—booking information, emails, invoices, client files—to offline or cloud storage. Crucially, regularly test recovery processes to ensure business continuity.
- **Incident Response Plan:** Develop a clear plan for breach scenarios, including contacts for local cybercrime cells and IT support, and keep a printed copy of essential steps.
- **Periodic Cybersecurity Audits:** Engage certified cybersecurity professionals for annual audits to identify vulnerabilities, ensure systems are tested and patched, and obtain remediation guidance. These audits are not just technical checks but strategic investments in business continuity. Audits should also be performed immediately after any incident and during major system changes.

Legal and Regulatory Compliance: Staying Within the Framework

Mr. Thanage dedicated a significant portion of his talk to the legal and statutory framework governing travel agencies, highlighting their obligations under:

- The Information Technology (Amendment) Act, 2008 – Section 43A: Travel agencies, as "body corporates" handling sensitive personal data (SPDI) digitally, are liable to pay

compensation if their negligent failure to implement "reasonable security practices" leads to wrongful loss or gain. SPDI includes passport numbers, Aadhaar/PAN details, travel history, bank/payment details, and even medical/ dietary needs if collected.

- The Digital Personal Data Protection (DPDP) Act, 2023: This modernizes India's data protection regime and mandates clear obligations for agencies processing personal data digitally. Key responsibilities include obtaining clear consent, data minimization, purpose limitation, robust data security (encryption, access control), timely data breach reporting to the Data Protection Board of India and affected users, and prompt data deletion once the purpose is fulfilled. Non-compliance can lead to severe penalties, potentially up to 250 crore per violation.

Building Cyber Resilience: A New Business Necessity

Cyber resilience, Mr. Thanage explained, extends beyond mere protection. It encompasses early threat detection, minimizing operational disruption, quick recovery from incidents, and continuous improvement in defence mechanisms. For travel agencies, this translates into uninterrupted booking operations, preservation of client trust, legal and financial protection, and sustainable digital growth. ShellStrong, founded by Mr. Thanage, embodies this philosophy, aiming to make businesses "Cyber Secured."

In conclusion, as members of TAAI, safeguarding digital assets is paramount. It ensures client trust, facilitates smooth operations, and provides critical protection against an ever-evolving landscape of cyber threats. By integrating the comprehensive guidelines provided by ShellStrong and embracing a proactive, resilient cybersecurity posture, travel agencies can navigate the digital frontier with confidence, securing their present and future in the dynamic travel industry.





ANNOUNCING THE MOST EXCITING EVENT OF THE YEAR TAAI CONVENTION 2025

The 68th TAAI Convention & Exhibition, coinciding with the 74th year of TAAI promises to be a landmark event packed to the brim with thoughtfully-curated programs, limitless opportunities to learn, network and grow, and loads of fun and adventure in amazing Abu Dhabi! **Are you ready?**



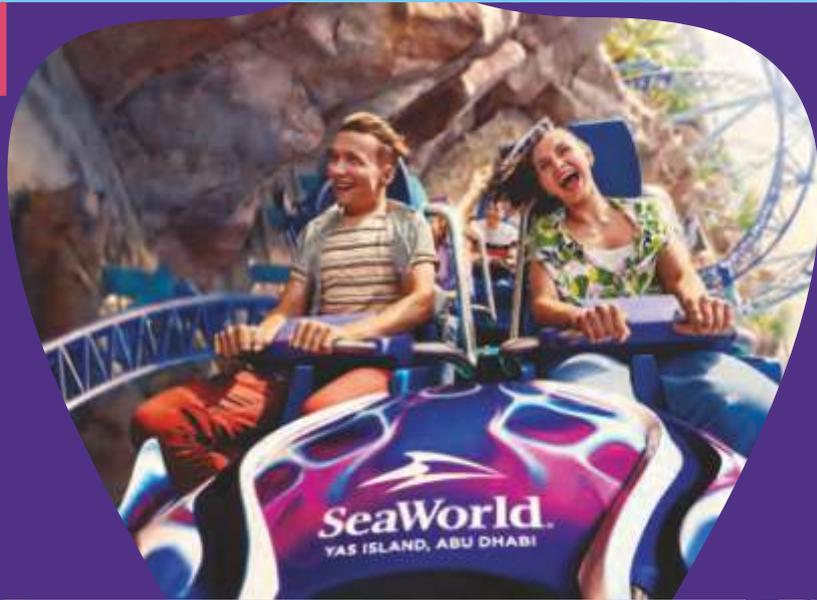
Program At A Glance

September 17, 2025
Eventful Opening Ceremony
At Emirates Palace Mandarin Oriental
Entertainment | Networking |
Welcome Dinner

September 18 & 19, 2025
Knowledge Sessions 1 & 2
Plenary with Tutelage, Trends and Toppers
Inspiring | Insightful | Mind-expanding

September 18 & 19, 2025
TAAI Convention B2B
(Limited Table Spaces)
Promote | Learn | Sign Up

September 19, 2025
Farewell Gala
At SeaWorld Yas Island, Abu Dhabi



TAAI'S INDIA TRAVEL & TOURISM EXPO AT TAAI CONVENTION, ABU DHABI

The 68th TAAI Convention offers to all stakeholders promoting their brand, product, or service, the TAAI's ITTE 2025. It is designed to create direct, meaningful engagement between Indian travel agents and global tourism stakeholders.

ITTE is attended by the heads of the buyer organisations who are decision makers. At TAAI ITTE held during Conventions, many have signed up new relationships and continue to engage with these principals - colleagues actively.

As in the past, TAAI would have a Delegate ITTE Passport to reward delegates visiting the maximum stalls.

Build new business relationships, discover emerging destinations, and explore innovative travel products and services. Optimise this unique platform to network, collaborate and forge partnerships.

Don't miss. Here's another opportunity!

Connect, Collaborate and Celebrate.





EMBARK ON A DESTINATION OF DISCOVERY

BAPS Hindu Mandir, Abu Dhabi: Sophisticated, intricate and mesmerising, this is the largest Hindu temple in West Asia and a beautiful symbol of interfaith harmony.

Sheikh Zayed Grand Mosque: This cultural and spiritual icon is one of the world's largest mosques, and the only one that captures unique interactions between Islam and world cultures. This glistening architectural marvel has an astonishing capacity of 40,000 worshippers and visitors.

Emirates Palace Oriental Mandarin: From a distance, the hotel looks like something out of an Arabian fairytale, with the main building alone stretching over one kilometre from one wing to the other and the gardens spreading across 100 hectares. With a pristine 1.3-km private beach, stunning pools, a private marina and natural bay, a beautiful spa and highly-rated dining venues – this is one of the world's top luxury hotels.

Louvre Abu Dhabi: The first universal museum in the Arab World, the Louvre Abu Dhabi showcases works of historical, cultural and sociological significance from ancient times to the contemporary era.

Qasr Al Watan: The stunning Presidential Palace is a majestic cultural landmark that invites you to discover the rich legacy of knowledge and tradition that has shaped the UAE's journey.

teamLab Phenomena: A multi-sensory museum at the confluence of art, science, technology, and the natural world, this spectacular experience is limited to the first 150 registrants.

SeaWorld Yas Island, Abu Dhabi: Prepare for an unforgettable adventure that uncovers the interconnectivity between life on Earth and our oceans, inspiring a deep commitment to conserving our planet. Be captivated by the park's 'One Ocean' story, uncovering how we are all connected to the ocean and how the ocean connects us all. SeaWorld Yas Island, Abu Dhabi invites guests on an immersive journey to explore the ocean's vastness through eight themed realms. The adventure starts from the timeless shores of Abu Dhabi and takes visitors through the vibrant tropics, endless oceans, and ever-changing arctic poles.

For more details, registration, hotels, visa information, visit www.taai.in

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- A splendid Opening Ceremony at the fabulous Emirates Palace Mandarin Oriental.
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- Powerful knowledge sessions led by top industry leaders.
- A special visit to the amazing wonder, the exquisitely-crafted BAPS Hindu Mandir, Abu Dhabi.
- Targeted opportunities with curated stalls at the TAAI B2B Program.
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