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Volume VII Issue 12 December 2016 52 pages
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LOOKING AHEAD TO 2017

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editorial

the business travel magazine
MICEtalk
Meetings • Incentives • Conferences • Events

Dear Reader,

How much can MICE really help the economics of the city where it takes place? The logistics of an event help provide employment to many local players. Experiential tourism often finds a host in the tangible and intangible culture and heritage of a destination. Giving an opportunity for local artisans to showcase and trade is also a good initiative. This of course requires all elements to come together to provide unforgettable event experiences. Coordinated efforts are required by airlines, agents, cabbies, hotels, local artisans, local traders, the state governments and more. These things are very important for the development of MICE infrastructure. The MICE industry all over the world is worth US \$480 Billion approximately. India's share is only about two per cent. There obviously remains a huge scope for growth in India.

To promote India, there is a need to have a focussed brand for MICE, for instance while Incredible India is a mother brand; a sub brand can be created.

In our cover story, we find out more about outbound, domestic, and inbound trends for MICE in 2016. We also dwell on favourite MICE destinations, along with marketing strategies to grow MICE in 2017. Favourite outbound MICE destinations offer the finest blend of connectivity, options for different price points, great shopping and ready availability of food. Imagine if you could just disembark from your plane and straightaway head for your meetings. Lounges at airports now offer this convenience. Meetings at sea are sailing very smoothly. The state-of-the-art facilities on board, variety of stay options; gourmet dining experiences and shore excursions tailored to the group's interests allow for an all-inclusive holiday; attracting MICE planners to organise a variety of events on cruise ships.

Don't know which cheese will go with your wine? Do you have an acquired taste for a specific type of cheese? Our expert, Shital Kakkar Mehra shares knowledge on the same. Managing peers in an official setting as a leader is no mean task and our counsellor - Shivani Misri Sadhoo helps you strike that balance.

Keep reading and giving your feedback to us at:
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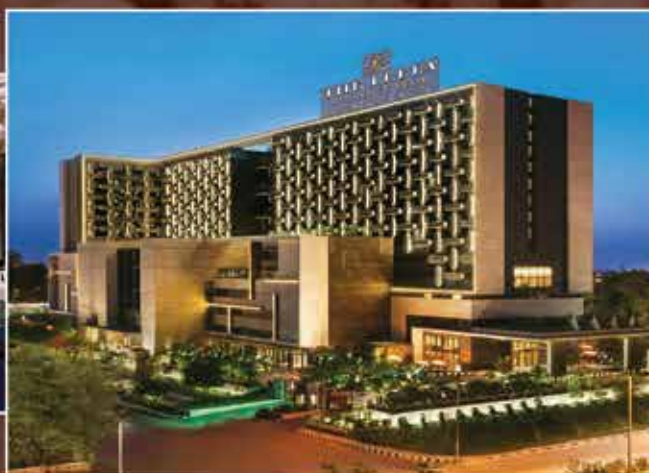
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manage peers is perhaps
the most difficult
challenge any person
can encounter in his/her
career as a manager



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NEWS



Thailand waives visa fee for three months

■ The Tourism Authority of Thailand New Delhi has implemented the temporary waiver of visa fees for Indian tourists travelling to the Kingdom from Dec 1, 2016, to Feb 28, 2017. The Thai cabinet has also decided to halve the visa-on-arrival fees from 2000 baht to 1000 baht. Along with India, the move applies to 18 other countries including Andorra, Bulgaria, Bhutan, China, Cyprus, Ethiopia, Kazakhstan, Latvia, Lithuania, Maldives, Malta, Mauritius, Romania, San Mario, Saudi Arabia, Taiwan, Ukraine and Uzbekistan.

Wesgro is PATA's new member



■ The Pacific Asia Travel Association (PATA) has welcomed Wesgro from South Africa as its newest government member. It will now be the official Tourism, Trade & Investment Promotion Agency for Cape Town and the Western Cape. The announcement was made by Dr. Mario Hardy, CEO, PATA at the Association's annual Aligned Advocacy Dinner in London, UK on November 7, 2016. **Tim Harris**, CEO, Wesgro, said, "The Asian market is extremely important and valuable for Cape Town and the Western Cape's tourism, trade and investment strategy. PATA provides an excellent platform for us to directly engage key stakeholders in this market, learn from them and make Cape Town and the Western Cape a more attractive and accessible destination for them."



Marriott launches joint meetings offer for three loyalty programmes

■ Marriott International, Inc. launched its first ever joint meetings offer in Asia Pacific for members across its three loyalty programmes: Marriott Rewards, The Ritz-Carlton Rewards and Starwood Preferred Guest (SPG). The offer rewards members for booking meetings or events at any participating hotels and resorts across Asia Pacific. **Peggy Fang Roe**, Chief Sales & Marketing Officer, Asia Pacific, Marriott International, said, "Members can enjoy rewards at over 500 hotels, across 19 brands and 20 countries across Asia Pacific."

HICC to host INTERSPEECH 2018

■ The Hyderabad International Convention Centre will host the INTERSPEECH 2018 from September 2-6, 2018. More than 1400 participants from all over the world will attend the conference. **Neil Paterson**, General Manager, Novotel Hyderabad Convention Centre & HICC says, "HICC is proud to host this significant platform for exploiting the challenges facing the scientific community in dealing with spoken form of communication."





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OF THE MEDIA, SWITZERLAND
Secretary General | Jof Calstas

I have broadened my business contacts by **interacting and exchanging information** with many different participants at the event.

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NEWS

Ras Al Khaimah's inaugural investment forum from Dec 13-14

■ Ras Al Khaimah Finance & Investment Forum (RAKFIF) is gearing up for a successful first edition. Taking place from December 13-14, 2016, at the Rixos Bab Al Bahr in Ras Al Khaimah, [UAE], RAKFIF will aim to help business leaders, financiers, and investors navigate this developing landscape. The forum will cover Hospitality & Tourism, Real Estate, Manufacturing & Production and Infrastructure sectors. RAKFIF, hosted under the patronage and with the presence of His Highness Sheikh Saud bin Saqr Al Qasimi, Supreme Council Member and Ruler of Ras Al Khaimah, is backed by strong government support and key RAK entities.



VFS launches France Visa Application Centre in Muscat



■ The residents of the Sultanate of Oman can



now apply for visas to France at the visa application centre launched for the Embassy of France in the capital city of Muscat. Applicants can visit VFS Global's centre to submit visa applications and enrol for biometrics. The Muscat centre is conveniently located in main city centre at Level 1, Tilal Office, Muscat Grand Mall, Dohat Al Adab Street, Al Khuwair, Muscat, Sultanate of Oman. Services at the centre commenced on November 8, 2016.



Flemingo awarded Duty Free concessions at nine airports in India

■ Flemingo International has been awarded contract to operate the duty-free concession at nine airports across India. The airports where Flemingo will operate are: Chennai, Kolkata, Calicut, Trichy, Mangalore, Goa, Ahmadabad, Amritsar and Lucknow. **Atul Ahuja**, CEO, Flemingo International, says, "Flemingo's footprint would be highly visible to the international travellers as Chennai and Kolkata airports are amongst the Top 5 International Airports with connections to all the major destinations across the world."



Etihad Airways enables ease in travel through mobile app

■ Etihad Airways has extended its digital reach with the introduction of a new mobile application for Android smartphones, enabling guests to organise their journeys directly on the app, which includes booking flights, checking in for flights, or viewing their Etihad Guest miles balance. **Justin Warby**, Vice President of Direct Sales for Etihad Airways, said: "This is a step for a personalised digital travel experience."



Emirates concludes its US\$11 million lounge project

Emirates Business Class lounge has been completed at Concourse B of Dubai International Airport. The US\$11 million refurbishment project took two years for completion. The premium customers can experience three new distinct concept areas within the Emirates Business Class Lounge. The food and beverage concepts include a barista experience in partnership with Costa Coffee, a Health hub with Voss water featuring healthier options, and an exclusive Moët & Chandon champagne lounge. All the food and beverages offered within the lounge are complimentary for Emirates First Class and Business Class customers, as well as Emirates Skywards Platinum, Gold and Silver members.



Zoom Air to start operations from December

Zoom Air, India's new full service airline, will start operations from Delhi from December this year. **Koustav M Dhar**, CEO and Managing Director, Zoom Air, said, "We are going to start flying from Delhi from December. The aircraft are here and we are starting with a CRJ 200LR aircraft, 50 seater with 2X2 complete premium economy seater." He added that the airline will be connecting 16 stations across India. The airline has its hub in Delhi and will connect the city with places like Durgapur in West Bengal and Jaisalmer. From Kolkata the airline will fly Aizawl and Tezu and Pasighat in Arunachal Pradesh.

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Leaping **AHEAD**

The MICE sector has been growing in recent years worldwide and it is expected to continue growing in different regions, here is a look at some milestones in 2016

AN ADVISORY BODY TO BOOST MICE AND ADVENTURE TOURISM

In an attempt to harness the potential and give due focus to MICE tourism, the Ministry of Tourism will soon appoint an advisory body exclusively for MICE which will be headed by the Secretary Tourism as Chairman. A task force for adventure tourism will also be constituted with Secretary



Tourism as Chairman in order to take immediate steps to boost niche tourism products in India. This was informed by **Vinod Zutshi**, Tourism Secretary, Government of India, at the 9th Conventions India Conclave (CIC) organised by India Convention Promotion Bureau (ICPB).



E-VISAS FOR MICE DELEGATES, SAYS INDIAN TOURISM MINISTER

In an effort to bring India on a par with the US, Germany, Spain, the UK and France, the Ministry of Home Affairs (MHA) is likely to approve e-visas for the MICE segment soon. Tourism and Culture Minister, **Dr Mahesh Sharma** said, "We have made a proposal. We are likely to get a nod soon."

OCEC OPENED ITS DOORS ON SEPT 26

The new Oman Convention and Exhibition Centre (OCEC) opened on September 26. "Work is nearing completion for Madinat Al Irfan's first phase features," officials from Omran, the Sultanate's leading master developer, said. OCEC will elevate Oman to become a suitable venue for regional and international events, developing Oman's MICE sector and business tourism offerings, while attracting local and foreign investors and partners. With an elegant theatre to seat 3,200 delegates or concert goers, the centre aims to attract international convention and entertainment events.



RAS AL KHAIMAH'S MICE FIGURES FROM INDIA LOOKING UP

The MICE India and Luxury Travel Congress (MILT) 2016, held in Mumbai, showcased Ras Al Khaimah Tourism Development Authority (TDA) as a perfect MICE and luxury destination. **Haitham Mattar**, CEO, Ras Al Khaimah Tourism Development Authority said, "Ras Al Khaimah is witnessing a positive trend from India, which has been identified as one of the fastest and strongest growing source markets in terms of visitor figures. We are focusing on promoting Ras Al Khaimah as a boutique destination for meetings, incentives and events."

BRISBANE CONVENTION CENTRE TURNS 21

The Brisbane Convention & Exhibition Centre (BCEC) celebrated 21 long years of hosting 18,000 events, 14 million visitors and delivering \$3.87 billion in Queensland. Minister for Infrastructure, Local Government and Planning and Queensland Minister for Tourism and Major Events, Kate Jones, said that the convention centre is a boon to Queensland's tourism and events industry.



BERLIN TOPPED LIST FOR INTERNATIONAL MEETINGS

Berlin has earned the top spot in the current ranking of the International Congress and Convention Association (ICCA). Having hosted 195 events last year, the city has surpassed both Paris and Barcelona. In 2001, Berlin welcomed 4.2 million participants, while in 2015, the number surged to 11.37 million. Berlin's meetings industry generated €2.31 bn in revenues in 2015.

TCEB UNVEILED DIGITAL STRATEGY FOR MICE APP

The Thailand Convention and Exhibition Bureau (TCEB) unveiled the 'Biz Thailand' mobile application for MICE travellers. Through the third edition of the Spice Up Your Business Agenda competition in 2016, TCEB aims to expand with the Tourism Authority of Thailand, Thai Airways International PCL, the Ministry of Commerce's Department of International Trade Promotion, Thai Smile Airways Limited, and Visa International (Thailand).



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TRANSFERS



MEET(ing) me half-way

At the Emirates First Class Lounges at Dubai Airport one can just disembark from the plane, freshen up and head straight for that important meeting

Peden Doma Bhutia

Wouldn't you just love it if you could just hop onto a plane and finish off a meeting without having to beat the traffic, reach the hotel, check in and then head for the meeting venue. In a rapidly changing fast-paced world, the concept of meetings is changing and more and more corporates would like to save as much time as possible and if an airport lounge gives you the facility to do all this and more, then why wouldn't corporates adopt it? At Dubai International Airport, Emirates has six lounges located in its flagship

Terminal 3 – three for First Class and three for Business Class customers and the First Class lounges are a treat in themselves. Imagine never having to leave the lounge, not even to catch the plane! Yes, even the boarding gates are located inside the lounge in some concourses and there are duty-free shops, lest you feel like indulging in a shopping spree.

Travellers can refresh in showers, relax with premium wine, spirits and champagne, savour gourmet cuisine, stay up to date with the latest news and live sports, stay connected





with complimentary Wi-Fi or simply enjoy a quiet moment while smoking a cigar in one of the premium cigar lounges. The first-class lounges also boast of a state-of-the-art fully equipped business centre, including meeting rooms with projectors and individual touchscreen work stations with complimentary unlimited broadband and Wi-Fi internet access. There is also a dedicated Emirates Airport Services staff managing the lounge at all times.

Most lounges also have on-site chefs ensuring customers have a wide range of gourmet cuisine, including hot and cold dishes. And if you think that the amenities will have you jostling for space then worry not, the First Class lounges on Concourse A, B and C can accommodate 1,491, 900 and 168 persons respectively.

And in case you feel like taking a nap before the meeting then you can always do so at the sleeping rooms which have dozens of day beds. While you may miss your bed at home, the day beds are quite comfortable, and come with pillows and blankets. And if you want to loosen those tense muscles then a free spa session is also recommended.

“ The first-class lounges also boast of a state-of-the-art fully equipped business centre, including meeting rooms and complimentary unlimited Wi-Fi access ”

All this to get you all set for the meeting before you seal the deal, sign on the dotted line and take your flight back home.

Besides its six lounges in Dubai, Emirates operates 33 other lounges in key cities across its network which are located in: Auckland, Bangkok, Beijing, Birmingham, Brisbane, Cape Town, Colombo, Delhi, Dusseldorf, Frankfurt, Glasgow, Hamburg, Hong Kong, Istanbul, Johannesburg, Kuala Lumpur, London Gatwick, London Heathrow, Los Angeles, Manchester, Melbourne, Milan, Munich, New York - JFK, Paris - Charles de Gaulle, Perth, Rome, San Francisco, Shanghai, Singapore, Sydney, Tokyo - Narita and Zurich.

Emirates' lounge facilities serve the airline's First Class and Business Class customers, as well as Platinum and Gold Skywards members - the frequent flyer programme of Emirates.



The YEAR LOOKING



There remains an overall a positive buzz for the MICE market. MICE agents tell us more about outbound, domestic, and inbound trends in 2016, along with their favourite destinations, and marketing strategy to grow the sector in 2017

Kanchan Nath

that was!

AHEAD...





KARAN ANAND

Head, Relationships
Cox & Kings

MICE OUTBOUND TRENDS 2016

It all depends on the budget. Those with limited budget opt for South East Asian destinations such as Thailand, Malaysia and Singapore. China has emerged as a new flavour in this bracket with the introduction of new direct flight connectivity between India and China. Similarly, closer home Dubai and Abu Dhabi, known for its excellent connectivity with India across all metros is another favourite. Connectivity is also a very big positive when a corporate chooses a destination for incentive holidays.

Those who have higher budgets opt for destinations in Europe namely, Switzerland, Austria, France and the Netherlands. Russia is also opening up in a big way as the Russians are keen to attract a large number of Indian incentive group.

“Domestic MICE has been growing at 20 per cent per annum”



TOP 5

OUTBOUND

- Thailand
- Dubai
- Switzerland
- France
- Austria

DOMESTIC

- Delhi
- Mumbai
- Hyderabad
- Pune
- Chennai

Finally, the long haul MICE movements are visible to USA, Australia and New Zealand. These destinations attract the high-end of the incentive market as this is a reward for the Tier 1 performers.

FAVOURITE MICE DESTINATION

Thailand is one of my favourite MICE destinations. First, great connectivity, second, options for different price points and so you can cater from budget incentives to top of the line as they have products that are diverse and also appealing. Great shopping is available which is another plus point for the incentive market. Finally, Indian food which



is one of the key elements when a corporate decides on a MICE venue. What's surprising is that Thailand continues to be an all time favourite with corporate clientele despite other destinations also vying for the same market.

MICE DOMESTIC TRENDS 2016

Domestic MICE has been growing at 20 per cent per annum. What's exciting is that new hotels that are being built or coming up have huge spaces for MICE activity. Second, rapid expansion of infrastructure will also play a role in fuelling demand. The first wave of domestic MICE was driven by large established companies and MNCs. This is now percolating down to smaller companies. What's heartening is that the number of companies who have warmed up to the idea of rewarding their employees or incentivising their dealers is growing. This has led to an increase in MICE.

STRATEGY TO GROW MICE IN 2017

In the MICE business, it is our reach and service quality that will continue to attract corporates to the company. Our global scale with a local flavour enables us to corner a large chunk of our business. The future for MICE business is upbeat. The numbers are increasing year-on-year and new destinations such as South America, Japan or existing destinations are sold in a new way. It is all about putting together a great experience for your top performers.



MEERA CHARNALIA

Senior Vice President MICE
Thomas Cook India

MICE OUTBOUND TRENDS 2016

'Experiential Travel' is one of the major market trends in the tourism industry today. Indian travellers exhibit a strong desire to experience unique things at popular tourist destinations. We have observed a major shift in preferences with travellers opting for destinations such as:

- Off-Road, Helicopter glacier-landing experiences, high adrenalin and unique ice-hockey games in Canada
- Exploring the West and East Coasts of USA
- Croatia in Eastern Europe is a fast-emerging with culture and spa-wellness experiences
- Fun beach activities and water sports in Lisbon, Portugal
- Fjord cruising in Norway

The growth across our MICE segments has been truly impressive with over 30 per cent growth year-on-year.

FAVOURITE MICE DESTINATION

The weather and vistas of Canada's Vancouver and Whistler are idyllic and highly appreciated

by our MICE corporate groups. It serves as a backdrop for some great mountain experiences with soft adventure, glacier and outdoor engagements like snowmobiling.

MICE DOMESTIC TRENDS 2016

At Thomas Cook India, our domestic MICE has seen significant growth of 30 per cent this year. The domestic trends indicate corporate preference for cultural experiences along with experiential engagements and team building activities.

STRATEGY TO GROW MICE IN 2017

MICE segment is a powerhouse in our growth story and a key element of our strategic plan for 2017. India's MICE consumer is evolving rapidly and hence our plan includes strong focus on product development, incorporating a vibrant combination of fresh destinations and unique experiential elements. The events business holds significant opportunities and our MICE team explores this domain to maximise delivery.



OUTBOUND

- Canada
- USA
- Prague-Budapest (Czech Republic & Hungary)
- Hong Kong & Macau
- Singapore
- Sri Lanka

DOMESTIC

- Jaipur
- Hyderabad
- Goa
- Kerala
- Kashmir
- Andamans

“Growth across our MICE segments has been truly impressive with over 30 per cent growth year-on-year”



SUNAINA CHATTERJEE

Chief Executive Officer (CEO)
Incentives and Conference Planners

MICE OUTBOUND TRENDS 2016

The year 2016 has witnessed a sensible shift in the MICE movements. This year people have travelled far and wide and even did offbeat destinations for MICE. Apart from the regular movement to South East Asia and Middle East, MICE has travelled to destinations that has never seen Indian MICE groups in such big numbers. From iCON Planners we did groups to Mexico with extension to Cancun (very few people actually know about this wonderful beach destination and about the awesome history of Mayan Civilisation), did big movements to South Africa and instead of visit to routine Krugger National park, other private luxurious game reserves were experienced. We also ventured into destinations like Malta, Baku, Bratislava, Trondheim and Curacao.

FAVOURITE MICE DESTINATION

My all favourite destination has always been Switzerland. Switzerland Tourism Board has always gone out of the way in helping with MICE groups in Switzerland be it small or large groups. The unique and novel ideas provided by them like hiring the entire train for bigger MICE movements, special interest groups, organising the meetings/seminars at the top of the mountain peaks with all infrastructure and impeccable finesse including options for cuisines. Another

USP for the Swiss people is their perfect time management and also honesty and transparency while dealing in any project.

MICE DOMESTIC TRENDS 2016

Domestic MICE have seen entry of lot of new players in the MICE segment, but it also has a negative effect in the sense of pricing and standardisation, new entrants are underquoting and hence sometimes the service levels goes down. We even see MICE group emerging out of even Tier 2 or Tier 3 cities and towns, whose yield as per revenues are good, plus they become your repeat customers. Growth has been steady and increase is noticed in banking and financial institutions organising the training seminars and sales meets. This year because of the great MICE movements hotels did not have much of those gloomy summer or rainy seasons as the average occupancy was around 75-80 per cent even during these months.

STRATEGY TO GROW MICE IN 2017

Our marketing strategy would be to bring Chapters of European Congresses in India to do their workshops and seminars. We would also tap the untapped markets in Tier-2 and 3 cities. Our focus would still remain in servicing the regular and repeat customers but we are open to new ideas and new markets. We have a strong NPD (New Product Development) Team who brings us the newer destinations. We would also put emphasis on the networking seminars so that our presence is helpful even for our fellow agency.

TOP 5

OUTBOUND

- Petersburg (Russia)
- South Africa
- Latin America
- Scandinavia
- Singapore

DOMESTIC

- Kolkata
- Goa
- Port Blair
- Leh
- Jaisalmer

“Hotels did not have much of those gloomy summer or rainy seasons as the average occupancy was around 75-80 per cent even during these months”

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MANPREET BINDRA

Head of MICE
FCM Travel Solutions India

MICE OUTBOUND TRENDS 2016

As far as India is concerned, the outbound MICE market is growing fast and has a prosperous future. MICE requirements are growing for different sectors in the country ranging from industries such as Automobile; Paints, Telecommunications and Insurance to Pharmaceuticals, Healthcare and Energy. Apart from the white-collar corporate clientele, the FMCG (Fast Moving Consumer Goods) and Agro sectors are aggressively providing incentive trips overseas to dealers from the rural and non-metro areas of the country. Asian destinations provide excellent value for-money and affordable rates.

MICE DOMESTIC TRENDS 2016

As many hotels have increased their inventory— It has added to the advantages of the MICE segment in India as the cost of holding a business event in India has become a much affordable destination than other Asian countries like Singapore or Malaysia. India is increasingly on the rise of being the preferred destination for MICE travellers as it offers work cum pleasure. Now there is a growing trend among corporates for locations away from city environs, finest conferencing facilities and options for relaxation and entertainment. Hotels are witnessing a consistent growth in the MICE with almost 25-

30 per cent of hotels receiving their business through MICE events. The group sizes are increasing from 100-150 to 300-500 plus.

India has always been an enchanting destination for tourists from all around the world. With its rich heritage, vibrant culture and its natural beauty it already attracts leisure tourists but with world class hotels and the current development of infrastructure, India is now one of the top MICE destination (domestic inbound) and (outbound) destination in Asia. In addition to important business opportunities, MICE industry provides immense benefits to the broader economy as it generates on average a higher spending level, reduces seasonality, contributes to the regeneration of destinations, spreads knowledge and enhances innovation and creativity.

MARKETING STRATEGY TO GROW MICE IN 2017

The Indian MICE market is growing rapidly with a strong domestic sector, and a booming outbound traffic. At the same time, with the country's current efforts to increase its inbound corporate travel, hotels and convention centres are witnessing massive expansion programmes to make India into a leading corporate meetings destination and hub.

TOP 5

OUTBOUND MARKET

(corporate business)

- Insurance & Banking
- Pharmaceuticals & Health care
- Automobile
- Paints Company
- Cements

OUTBOUND DESTINATION MARKET

(corporate group movt)

Short Haul

- Thailand
- Dubai
- Singapore
- Malaysia
- Bali

Long Haul

- Paris with Swiss
- Greece
- Eastern Europe (Prague or Hungary)
- Spain
- Australia

“Hotels are witnessing a consistent growth in MICE almost 25-30 per cent through events”





ZELAM CHAUBAL

Director
Kesari MICE

MICE OUTBOUND TRENDS 2016

Corporates have started opting for cruises in Europe and long haul destinations like America (Las Vegas, Florida, New York) for first tier conferences.

Singapore, Thailand and Dubai did extremely well as usual. Japan was a great upcoming destination in terms of MICE. There was a 20 per cent growth for us in the MICE segment.

FAVOURITE MICE DESTINATION

Thailand, Dubai and Singapore are mass MICE products due to ease of flights, visa and entertainment options that these countries have to offer. (activities, theme parks, dinner cruises, nightlife and shopping). European destinations like Paris, Switzerland and London are my favourites.

The excellent weather, great infrastructure, and capacity to serve large groups with ease makes these cities a great MICE destination. Every city has its own charm and is unique in its own way.

MICE DOMESTIC TRENDS 2016

Domestic MICE is happening on a large scale too. There have been large movements within the country and the average group size



for domestic MICE is on the rise. Cochin, Kerala, Goa, Aipur, Udaipur, Agra are becoming more popular in this segment.

INBOUND MICE

Inbound MICE is still comparatively small for India due to restrictions of rooms, high cost & infrastructure, but has huge potential for future.

MARKETING STRATEGY TO GROW MICE IN 2017

This year it will be wait and watch as things in India are changing drastically and it is a paradigm shift. Hope the year is good for Indian MICE.



TOP 5

OUTBOUND

- Dubai
- Singapore
- Thailand
- Hongkong-Macau
- Bali

DOMESTIC

- Goa
- Kerala
- Hyderabad
- Agra
- Delhi

“European cities like Switzerland, Paris, Prague, Amsterdam and Austria are becoming popular MICE destinations”



VIBHA BHATIA

**Vice President
Alpcord Network**

MICE OUTBOUND TRENDS 2016

The short-haul destinations are always the most popular choices for the outbound. Thailand and Singapore are the popular destinations. Newer destinations like Bali, Eastern Europe, France and Turkey are picking up.

FAVOURITE MICE DESTINATION

New Delhi is the evergreen MICE destination. The charm of Delhi is in its old heritage and modern facilities that make it perfect for any business meeting or conference. There are umpteen convention centres in Delhi and NCR like The Ashok, Taj Palace, India Habitat Centre and Aerocity Hotels - Hotel Pullman-Novotel, JW Marriott, Hyatt Andaz etc. At AEROCITY all is within walking distance, it takes just 15 minutes to reach the different hotel and airport is hardly five minutes away from Aerocity. With the inventory of over 3,000 rooms, planners have choice of hotels which suits their budgets and requirements.

MICE DOMESTIC TRENDS 2016

India is well equipped to take on its neighbours in the MICE sector both as a market (domestic and outbound) and as a destination (inbound). Globally, it has been noted that around 90 per cent of the MICE business is small in nature

with a maximum of 250-300 pax. In this setting, India is well equipped with a lot of hotels that can organise both large as well as small meetings but the choices are restricted to a few destinations. Lack of infrastructure has been the greatest challenge for the growth of MICE tourism in India.

The other key issue that become prohibitive for effectively tapping this segment optimally is India being a long-haul destination.

As per ICCA 2015 Statistic report, India occupies 31st position in the world and 7th position in the Asia Pacific & Middle East, with a total of 132 Global conferences organised in the year 2014-15. In terms of our big competitors' in Asia Pacific region, only China (333) leads at the world stage, Australia (247), Japan (355), Singapore (156), Malaysia (113) and Thailand (151) are within the striking range. Where domestic MICE business has been the saviour, the inbound MICE segment of India is growing at the rate of 15 to 20 per cent annually. The United Nations World Travel Organisation (UNWTO) has forecast the growth of the Indian market to reach 50 million outbound tourists by 2020

STRATEGY TO GROW MICE IN 2017

To use more technology and social media to provide convenience and wow experience to the attendees and to generate buzz around the event.

TOP 5

OUTBOUND

- Thailand
- Dubai
- Turkey
- Singapore
- Switzerland

DOMESTIC

- Rajasthan
- Delhi
- Goa
- Kerala
- Madhya Pradesh

“The United Nations World Travel Organisation has forecast the growth of the Indian market to reach 50 million outbound tourists by 2020”

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JLF: A CULTURAL CATALYST



The decade old Jaipur Literature Festival has grown in stature and significance. **Sanjoy K Roy**, Managing Director, Teamwork Arts and Producer Jaipur Literature Festival, shares his journey so far

Kanchan Nath

How has JLF evolved over the years?

The past decade has seen the Jaipur Literature Festival grow into the world's largest free gathering of its kind, having hosted more than 1,300 speakers and over 1.2 million visitors. Celebrating writers from across the globe, the festival has hosted some of the biggest literary names, ranging from Nobel Laureates, Pulitzer and Man Booker Prize winners to debut writers.

Starting with a few sessions, a handful of speakers and a couple of hundred participants, the festival has continuously evolved over the years adding new dimensions, spaces, affiliate programmes and participation opportunities for audiences. While the hub continues to be the beautifully appointed Diggi Palace Hotel, JLF now runs across multiple heritage locations in and around the city including the Amber Fort, Hawa Mahal, Albert Museum, Rambagh Hotel, Clarks Hotel, Narain Niwas, Grand Uniara, among others.

The event has also gone international, kindly elaborate on that.

A sizeable chunk of our international visitors come from the UK and the US and we have a strategy in place to extend the JLF brand to Europe and America. Harvard Business School talks about brand JLF being among the fastest growing in its space.

In 2014, we looked at London and found a productive partnership with the Southbank Centre. By 2015, we'd found our home in the US in Boulder, Colorado. When we visited for the first time, we realised Boulder was the perfect destination city for a JLF style festival. Scenically stunning, it boasts of a highly educated, professional population as well as a large student influx, all catalytic in building a successful festival. We've hosted two extremely successful editions in Boulder and even received a proclamation from the Governor of Colorado whereby the opening day of the festival in 2016, i.e. September 24, was proclaimed as the JLF at Boulder Day. JLF will have a pop up version in





Melbourne, Australia in February 2017. In 2017, JLF at London will move to the British Library for its fourth edition.

Over the years, what main initiatives have you taken to popularise and grow the event?

JLF is a cultural catalyst and its success has spawned over 115 festivals in the region and a number of others who we advise and help set up their own versions of the festival. It has brought literature out of the hallowed reading chambers of elite clubs and institutions and made it accessible allowing writers, publishers, book-sellers to celebrate the written word.

In 2016, over 330,000 visitors passed through Diggi and associated venues, many of them coming from across India and abroad including USA, Canada, UK, Australia, Hong Kong, Singapore, UAE, etc. Festivals contribute to local economies providing incentive to local businesses, built heritage, craft and retail and the hotel industry.

The festival has managed to galvanise support from across a board of influencers including Indian and global media who congregate in numbers of 500 each year to cover the festival; partner brands who have extended their support, travel, tourism and hospitality partners, festival supporters and loyalists, and the publishing industry which has embraced it invaluable.

What are the main challenges of conducting and further popularising events in India?

The challenges are plenty ranging from permissions, infrastructure, limited understanding of governmental departments of the real value and economic contribution of the arts towards local economies, financial and tax issues and the ever-present debate around freedom of speech.

How supportive has the state and the central government been for JLF?

Extremely supportive. The Government of Rajasthan realises and acknowledges the unique role that JLF has played in the city's economy, in strengthening brand Jaipur and bringing about worldwide awareness about the state's incredible heritage, both tangible and intangible.

What kind of revenue model do you follow?

The Jaipur Literature Festival is primarily supported by a multitude of partners that include Indian and global brands, arts and culture organisations, publishing houses and government bodies. We continue to look for partners who support our ambitions and welcome delegates and supporters of the festival.

How many licenses and permissions are required to conduct events in India?

For a literature programme of this kind we need a slew of permissions from Home Ministry and MEA clearances to local police and security.

“

A sizeable chunk of our international visitors come from the UK and the US and we have a strategy in place to extend the JLF brand to Europe and America

”

Breaking the CONVENTION

Santanu Guha Roy, GM, Director of Sales & Marketing, Radisson Blu Resort & Spa Alibaug, on breaking the norms



Santanu Guha Roy

Please share the latest trend in MICE industry in India.

MICE movements today are slowly breaking past conventions of a conference. Today it's become more about workshops, interactions, team bonding, games, night outs and likes which is good as it promotes a sense of oneness and bonding within the team. Although at a very nascent stage, corporates are looking at ways to beat the rigmarole and look at unique ways to hold a conference, some in the wilderness, tent camps, you name it.

Your viewpoint on highlighting MICE as a growth factor in the Indian Tourism industry.

Asian MICE market has been one of the biggest growth stories with a rate of 38 per cent rise since 2006 which accounts for approximately US\$60 billion. Last year, ICCA placed India at the 35th position in the rankings worldwide and the ninth position in the Asia Pacific region. The major cities which hosted the events were Delhi, Hyderabad, Mumbai, Bengaluru, Chennai, Kolkata, Goa, Chandigarh, Jaipur and Cochin.

How has the year 2016 benefitted the MICE industry as a whole?

MICE has benefitted with an increase in supply of rooms in cities like New Delhi, Pune, Bangalore. New hotel ventures are coming up every day which is a positive sign for the MICE industry. The latest entrant is 7 Apple Hotels



Pvt Ltd., the owning company of Radisson Blu Resort & Spa Alibaug, which has opened budget segment hotels in cities like Aurangabad, Baroda and one in Pune. Today, MICE travellers also have the option of doing a budget meet if they choose to and this will further open up vistas for those corporates who were constrained due to star hotel prices. The addition of room inventory has also seen a correction in market prices.

What are the facilities provided by you for MICE events?

We have two separate conference halls to cater to the requirement of our guests, with an attached pre-function area. Besides we have an in-house dedicated resource to take care of all AV requirements, stage set up etc to make sure that our guests have a seamless experience with Wi-Fi facility. We are the only hotel to be strategically located between Pune and Goa which are two prime destinations from Mumbai. The hotel also has unique features like an olympic size swimming pool, an oversized spa with 20,000 sq.ft of spa area, operated by ESCENZA.

“Asian MICE market has been one of the biggest growth stories with a rate of 38 per cent rise since 2006”



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*T&C apply. *At Travel Wedding Show, July 2016.



Floating MEETINGS

The new segment of bleisure — business with leisure — is increasingly looking at adding value to their corporate travel with leisure activities



Nishith Saxena

Gunjan Sabikhi

Meetings at sea are sailing at high tide. The state-of-the-art facilities onboard ships, variety of stay options; gourmet dining experiences and shore excursions tailored to the group's interests allow for an all inclusive holiday; attracting MICE planners to organise a variety of events on cruise ships.

New experiences plus better budget control with all-inclusive ships makes cruising an outstanding choice for group travel planners.

COST BENEFIT

Conducting meetings, conferences, events, organising an incentive group travel on a cruise ship is not only exciting but economical as well. All inclusive cruises save up to 20-30 per cent on cost, according to Landry & Kling, a cruise event services company. Many things that one has to pay extra for on a land or shore meeting are included in the price shipboard. Organisers can choose the duration of the trip allowing for short as well as long itineraries according to the business needs.



INTIMATE NETWORKING

The attendees meet, stay, eat and play together, allowing for an intimate atmosphere to build relationships and network. Team building exercises are abundant on a cruise ship. Most ships, especially the newer ones have dedicated meeting venues and facilities to handle groups on board. MICE planners and coordinators assist the organisers in smooth functioning of events. Almost all major international cruise lines allow for full-charter ships which gives the attendees full control over the meeting spaces and all other amenities on board. The planners can also choose to become a part of the floating resort among other attendees depending on the budgets and business requirements.

FACILITIES

Meeting venues on ships are very different from that in land based venues. Ships can set aside theatres, lounges, and outdoor spaces to accommodate groups of various sizes. Equipped with state-of-the-art technology and complimentary A/V services, these venues are customisable and unique. For example Holland America Line, can host meetings of up to 2,650 guests at a time while providing private kitchen tours, cooking demonstrations etc. On all-inclusive small-ship

“Ships can set aside theatres, lounges, and outdoor spaces to accommodate groups of various sizes”

lines such as SilverSea Cruises, the attractions for groups include gourmet dining, luxury amenities, butler service and exotic shore excursions.

Carnival cruises can accommodate groups ranging in size from 16 to 3,500 guests and their 24 ships offers a host of resort amenities, an extensive variety of activities and live entertainment including production shows, dining options and attentive service. World-class conference facilities include a theatre for large corporate events, meeting rooms and complete technical infrastructures; modern sports and leisure facilities provide valuable team-building opportunities, coupled with Spa centres, gourmet cuisine and varied entertainment facilities only add value to corporate events and incentive group travel.

Nishith Saxena, Founder and Director, Cruise Professionals, says, “We have seen families and small mid-size groups to sail to Alaska on Princess Cruises. We have also successfully handled several MICE groups in the last eight years.”

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MICE HEAVEN

With a golf course, stunning view of the Indian Ocean, and green patches of rice plantations within, Pan Pacific Nirwana Bali Resort in Indonesia is an ideal set-up for team-building activities

Hazel Jain

From international conferences to annual events, companies can meet, greet and entertain in style at the Pan Pacific Nirwana Bali Resort. Located next to Bali's famous sea temple Tanah Lot, the resort has 10 meeting rooms covering over 4,026 square meters and many choices of an intimate dining experience with spectacular views. There are also themed nights that feature Balinese cultural performances and entertainment.

Set in 103 hectares of lush tropical gardens and working rice terraces, the resort is secluded and spacious and a favored destination for relaxing getaways and lifestyle rejuvenation. A fully integrated eco-friendly resort, it has

a traditional Balinese Wellness Spa and a large swimming pool with four-tiered pools and a 54-metre water slide.

FOCUS ON TEAM BUILDING

The hotel has a dedicated team of event associates. The consultation will be based on assessing a company's requirements and group goals and objectives to determine what activities would be appropriate. The events team at the resort then custom-designs a programme to suit the group's needs. It may incorporate mixers and initiatives ranging from a series of ground activities, or low rope course experience.

These decisions are made after assessment of the group's needs and desired outcomes. The action-learning activities the resort offers allow groups to

have fun and engaging ways to learn and practice their skills through teambuilding programmes. No special physical strength s required to fully participate in these activities. During each activity a discussion will be conducted to help the participants develop their teamwork and leadership skills as individuals and as a team.

EASE OF TRAVEL TO THE HOTEL

The resort is about an hour's drive from Ngurah Rai International Airport. Situated in the heart of Bali's magnificent southwest coast, Pan Pacific Nirwana Bali Resort sits in close proximity to some of Bali's most famed attractions. The lush grounds of the resort comprise no less than 13 temples, where guests can witness the sunset at the Tanah Lot Temple at a short distance from the resort.

One-stop MICE destination

Guy Charles Owen, General Manager, Pan Pacific Nirwana Bali Resort, speaks about why his resort is a great choice for corporate events, specially from India

What kind of numbers do you do from India for business travel/MICE?

We have handled a couple of Indian groups in the last two years after we actively tapped this market. Apart from MICE, Indian weddings are also very popular in Bali. We have promoted our 'Exceptional Meeting' offers through our key partners in India by EDM and we hosted the Outbound Tour Operators Association of India (OTOAI) convention that helped showcase the resort to a lot of outbound agents from India. We also arrange for special needs like Indian food, vegetarian and even Jain food on request.

What makes your hotel a great option for MICE travellers?

Our resort has become a one stop MICE destination due to a fully integrated eco-friendly

resort. We have a spacious function hall with six breakout rooms and adequate MICE facilities including an experienced MICE team to cater to every event at the resort. Secluded and spacious, it is a favoured destination for relaxing getaways, lifestyle rejuvenation, corporate retreats.

Do you encourage green meetings/events?

Yes, most of our function rooms get natural light with an outdoor lunch/coffee break venue and amphitheater for afternoon/evening presentations.

Do you offer any offers/incentives for big corporate groups?

Yes, we offer incentives depending on the group size. Normally, we offer between two to five per cent for group meetings for rooms only.



Guy Charles Owen

Creating A Buzz

On the sidelines of the 9th Convention India Conclave (CIC), **Chander Mansharamani**, Vice Chairman, ICPB, shares perspective on the ripples that MICE generates

Kanchan Nath

300 REGISTERED DELEGATES

Talking about the 9th Conventions India Conclave, he says, "In numbers we have more than 300 registered delegates, which include the buyers and sellers. The sessions were really excellent, you saw one session that discussed new topics. The sessions were quite interactive with the delegates as well as the panellists participating. There were also seven good organisations from abroad who have participated. The Secretary Tourism also announced few important policies for which he had taken an initiative. The policies which he wants to implement through ICPB, this is good news for all of us at ICPB."

FOCUSSING MICE

Talking about the major challenge that MICE industry faces, he adds, "We do not have any research on the size of the industry. There is not a single body either at the city or centre level which is tracking the MICE industry, its growth, trends and outlook. What is the economic impact of holding an event in the city? These things are very important for development of MICE infrastructure. The MICE industry all over the world is approximately US\$ 480 Billion industry. India's share is only about two per cent, which is very less. Compare it to Singapore that gets 30 per cent of the tourism revenue. So we need to work on it to get more revenue out of the MICE industry"

DEVELOPING MICE THROUGH ROADSHOWS

Talking about future events of ICPB, he adds, "ICPB will be coming up with an event in January. It will be a training programme on international bidding, in collaboration with ICCA. It will be a residential programme in

the second week of January. In March, we will be doing an event with the Maharashtra Government in Mumbai. In-between there will be two road shows. It is important to sensitise the state governments and local players. We are looking forward to the next road show in Guwahati. Where we can help all the NE states in developing the MICE industry. We have already done a programme in Sri Nagar that had a very good response. Wherein all the locals have come in and said that we must do some kind of trainings so that we can handle those MICE movements which are different from tourism. The second roadshow will be probably in Guwahati. One more roadshow will be before March, next year in Kolkata. Kolkata is also an emerging convention city. We are also working on a plan for the rest of year for more events."

BRAND FOR MICE?

Talking about the next conclave, he adds, "The next conclave will be in Delhi only. In the next conclave, as suggested by Zutshi, all the major states, which have good convention facilities, should be a part of the conclave. "We are going to bring all states at one platform, where we can discuss the MICE business. We will

bring in the directors of all the tourist offices from abroad also. They also need to be aware of the MICE activities."

Talking about promoting Indian MICE abroad, he adds, "We need to have a focussed MICE brand. It could be a sub brand, exclusively for MICE. The first step we are requesting is to create a MICE brand, like Incredible India is a mother brand, a sub brand can be created and secondly in terms of publicity, media plan, advertising, TV or social media at least 20 to 25 per cent should focus on MICE."

CERTIFICATION COURSE TO SKILL MANPOWER

Giving details on two new initiatives that ICPB has taken, he concludes, "We are going to create an educational trust, through which we will be giving scholarships to the deserving students. As well as those who have excelled in their studies, graduation and post graduation. There is a buzz in the MICE industry, everybody is talking about MICE the government is also serious about creating more infrastructure. There has to be manpower to handle the additional business. ICPB is going to create a certification course on the lines of the international agencies.

There will be a certification course for students where they will be working on their post graduation and graduation courses, after that they will come to us; we will train them for two to three weeks. Then we will have a practical training for six months, at our PCOs and venues. Out of that, 20 people we will absorb straightaway into the industry. So this is a new initiative that ICPB is taking."

“

The MICE industry all over the world is approximately US\$ 480 Billion industry. India's share is only about two per cent

”



MICE on MoT RADAR

To leverage MICE in India, the Ministry of Tourism has constituted an exclusive advisory body and will also appoint professional consultants to study the market and chart out an action plan

Ankita Saxena

The 9th Convention India Conclave (CIC) organised by India Convention Promotion Bureau (ICPB) took place from October 13-15. The event was inaugurated by Vinod Zutshi, Secretary Tourism, Government of India, Suman Billa, Joint Secretary-Tourism, Government of India and Chairman, ICPB, Chander Mansharamani, Vice Chairman, ICPB, Pooja Joshi, General Manager, Delhi Tourism, Saurabh Bhargava, Honorary Treasurer, ICPB, and Amaresh Tiwari, Honorary Secretary, ICPB.

MICE segment of travel is the fastest growing and high yielding segment of tourism which can act as a means to tide over the seasonality of the tourism industry, feels **Vinod Zutshi**, Secretary, Ministry of Tourism, Government of India.

"India's efforts in attracting big conventions to its shores need to be re-imagined, moving away from the current model of supporting integrated operators to generate business to more reserved oriented framework. In addition, pre-and post-leisure activities need to be leveraged as a way of increasing the value of MICE tourism," he says.

GALORE OF SCHEMES

The government offers various revenue generating schemes to help fund the bidding process for large conventions.

In the upcoming budget, MoT will propose the constitution of a corpus fund which would help bring in big international conferences into India, informed Zutshi.

"We have a Viability Gap Funding Scheme, which allows us to grant 25 per cent of funding of the complete amount up to ₹50 crore in case of a project. It is unfortunate that not a single request was made for this grant in my tenure of two years. The private stakeholders have to realise that such schemes can be availed," says Zutshi.

He points out that MoT has sanctioned a huge amount in Khajuraho to build a convention centre. A similar project has been sanctioned in Bodh Gaya which is planned to be even bigger than Khajuraho and two projects in Jammu and Kashmir to link eco-tourism, leisure tourism with conventions. MoT is also supporting fam trips for international conference planners and trying to rationalise business visas.

Suman Billa, Joint Secretary-Tourism, Government of India and Chairman, ICPB pointed out, despite having world class convention centres, supporting hotel facilities, service providers and event organisers, the real challenge is that the industry has failed to connect all the above in a seamless manner which several other destinations have managed to do.

“MICE segment of travel is the fastest growing and high yielding segment of tourism which can act as a means to tide over the seasonality of the industry”





“We need to bring together a bid where all the stakeholders are lined up and their interests are aligned to make for an organic bid which makes India an attractive MICE destination. The biggest bottlenecks for the MICE business to come to India is the high level of taxation in the country and GST today, offers us a historic opportunity to set that right. If we are able to persuade the Ministry of Finance to bring tourism in the lower bracket of GST, I think there will be a significant amount of economic competitiveness in the global market for the tourism sector.”

The convention discussed key challenges in the MICE industry like lack of infrastructure, sustainable business events industry, opportunities in the exhibition industry among other growth perspectives.

WAY FORWARD

An exclusive advisory body will be constituted for MICE tourism with Secretary Tourism as Chairperson. The state governments, public and private sector stakeholders, associations and ICPB will all work in tandem with this advisory body. It will be a neutral body, responsible to chart out ways to push MICE travel to India, the tourism secretary informs. The ministry will also appoint professional consultants who will conduct studies on the MICE market, chart out a roadmap for 5-10 years, define roles of the stakeholders and provide recommendations which will be implemented as a strategy/ action plan, he adds. As far as technology trends are concerned the MICE industry needs to move with the trends. Latest Event Technology is gaining popularity in the MICE industry. Technology is on-trend in the industry in 2016: QR codes, mobile applications, video conferencing and live feeding. Attendees can enjoy a better and interactive conference experience via a wide selection event applications from remote locations.

Through the mobile applications with user-friendly and evolving technologies, conference and exhibition content such as conference programme, speaker profiles, exhibitor information, presentations, and floor plan can all be downloaded in real time conveniently, which makes a life much easier for a delegate at the conference. Social media plays an equally important role as it relays important information and creates buzz.



Maya rewards the

The 2016 edition of the India Travel Awards North and India Hospitality Awards North & East, held in Hyatt Regency Gurgaon, lauded the true leaders of the industry



(L-R): Mohamed Khater, Sarabjit Singh, Ajay Singh, Dr. Jyotsna Suri, Parvez Dewan, Om Prakash Singh, Dr. Tanushree Pandey, Guldeep Singh Sahni, Margaret Skinner and SanJeet, at the India Travel Awards North.



The winners of India Hospitality Awards North & East 2016 with their trophies at Hyatt Regency Gurgaon on October 20, 2016

MICE industry

Gurgaon saw the crème-de-la-crème of the travel and hospitality industry gather at Hyatt Regency Gurgaon for the India Travel Awards North, held on October 21, 2016 and the Indian Hospitality Awards North & East, held on October 20, 2016.

At the India Travel Awards North, **Om Prakash Singh**, Minister-Tourism, Government of Uttar Pradesh, said, "India is one of the oldest countries and with a history that dates back almost 5,000 years. We have everything – the sea, desert, mountains, islands – as well as a vibrant and diverse culture. But we need to make

full use of these strengths. You can only grow with love, contribution and support from all stakeholders and this is precisely what is needed."

Speaking at the Indian Hospitality Awards North & East, **Suman Billa**, Joint Secretary, Ministry of Tourism, Government of India, said, "The initiative that Sanjeet has taken with the India Hospitality Awards is indeed laudable and I think excellence should just not be recognised by the government but it is up to the industry also to pick people amongst us who have done great jobs and to also recognise and celebrate that excellence."

Sanjeet, Mentor, India Travel Awards, focused on the importance of conducting regional awards and said, "We all know that the travel and tourism industry has many awards all given on a national or a global level but none on a regional platform that recognise the true stars in India."

The real heroes of our industry come from different regions and far corners of India. To keep the awards non-biased, an online nomination and voting system was adopted. We received 365 nominations in 74 different categories and finally, over 4,38,909 votes were received from all over the world."





GALLERY OF LEGENDS- K.B.Kachru



DDP GAME CHANGER- Vilas Pawar



DDP TRAILBLAZER- Ankur Bhatia



EXCELLENCE IN HOSPITALITY DEVELOPMENT- J. B Singh



EXCELLENCE IN HOSPITALITY CONSULTANCY- Sanjiv Tyagi



LEADERSHIP IN HOSPITALITY GROWTH- Luv Malhotra



BEST GENERAL MANAGER- Rohit Arora, The Park, New Delhi



MOST POPULAR SALES AND MARKETING PROFESSIONAL- Sunil Sikka



BEST MICE OPERATOR- Global Connect Travels



BEST SALES PROFESSIONAL- Sachin Sharma



BEST MARKETING PROFESSIONAL- Sanjeev Kumar



BEST INDIAN 'INTERNATIONAL BRAND' MANAGEMENT COMPANY (MID-SEGMENT) -
Nidra Hospitality Private Limited



BEST LONG HAUL AIRLINE- Air Canada



BEST MICE HOTEL- Crowne Plaza Greater Noida



BEST LUXURY BUSINESS HOTEL- Crowne Plaza Jaipur Tonk Road



BEST LEISURE HOTEL- Holiday Inn Jaipur City Centre



FASTEST GROWING HOTEL BRAND- Ramee Hotels, Resorts & Apartments



BEST LUXURY WEDDING & MICE HOTEL- Radisson Blu Kaushambi-Delhi-NCR



BEST DEBUT HOTEL- Roseate House New Delhi



BEST DEBUT HOTEL- Trinity Grand



BEST CORPORATE HOTEL- Crowne Plaza New Delhi Mayur Vihar Noida



BEST BOUTIQUE BUSINESS HOTEL- Park Inn IP Extn.



BEST AIRPORT HOTEL- Holiday Inn New Delhi International Airport



BEST CITY HOTEL- Radisson Blu Hotel New Delhi Dwarka



BEST CORPORATE HOTEL- Ramada Gurgaon Central



BEST DEBUT LUXURY HOTEL- Hyatt Regency Chandigarh



BEST ALL INCLUSIVE HOTEL- Heritage Village Resort & Spa, Manesar



BEST HERITAGE HOTEL CHAIN- Welcomheritage



BEST CATERING SERVICES- Fork n Spoon



BEST BUSINESS HOTEL- Hyatt Place Gurgaon Udyog Vihar



BEST WEDDING HOTEL- The Surya New Delhi



BEST UPCOMING TOURISM DESTINATION- Ras Al Khaimah



BEST CONVENTION HOTEL- Hyatt Regency Gurgaon



BEST WEDDING AND MICE HOTEL- Radisson Blu Amritsar



BEST LEISURE AND WEDDING RESORT- Ramada Udaipur Resort & Spa



BEST VISA FACILITATION COMPANY- Udaan India



BEST DEBUT CORPORATE HOTEL- Sparrow INN by MGB Hotels



NEW & INNOVATIVE MARKETING CONCEPT- Lux Hotels



PREFERRED INTEGRATED SOLUTIONS PROVIDER FOR DESTINATION WEDDINGS- Destination Wedding Company (div. of Blue Moon Travels)& Spa, New Delhi



BEST BUSINESS HOTEL- Hyatt Regency Gurgaon



BEST MICE RESORT- Clarks Shiraz



BEST WEDDING HOTEL- KK Royal Hotel & Convention Centre



BEST CUSTOMISED TOUR OPERATOR- Yourtravelsecretary



BEST LUXURY CONVENTION HOTEL- The Leela Ambience Convention Hotel, Delhi



BEST DESTINATION WEDDINGS & EVENTS TRAVEL PLANNER- Leisure & Travel WorldGurgaon



ATLANTIS offers Incentive for events

After recently opening a new venue for small group events, Atlantis, The Palm, is also offering operators Booker's Incentive Programme for all wedding group bookings and stay

Hazel Jain

The iconic Atlantis, The Palm in Dubai that is known for its event venues, including an extraordinary choice of indoor and outdoor venues unlike anything else in Dubai, has extended its booking incentive programme for all MICE bookings and stay until March 31, 2017.

Sonu Shah, Manager Sales at Atlantis, The Palm, said, "India is one of the top markets for Atlantis and has immense potential. With this programme we aim to maximise bookings across all segments

such as weddings, corporate meetings or large scale entertainment events."

The hotel is also offering a great proposition for weddings and groups. Guests can now add unique experiences whilst keeping the traditions of the wedding ritual. Speaking about the new The Lost Chambers Aquarium that can double up as a venue for small group events, **Saida El Massmoudi**, Director, Wedding- Events, Atlantis, The Palm, says, "The biggest aquarium in the Middle East and home to over 65,000 marine species, the aquarium can accommodate up to 150-guest cocktail style. Guests have also chosen to host small and intimate pre-wedding events in The Royal Bridge Suite."

"Event management companies, travel agents and wedding planners from India can now avail exclusive experiences at Atlantis ranging from dinner for two for 100 room nights and above to a lavish three-nights stay for four guests, and more," Massmoudi says.



Saida El Massmoudi



Sonu Shah



Say CHEESE!

Cheese is now a step away from becoming a staple at most socio business events, shares **Shital Kakkar Mehra**



Shital Kakkar Mehra
Practitioner of Corporate
Etiquette and International
Protocol in India

“

Served at room temperature, each cheese has a unique smell and flavour

”

Varieties of cheese are displayed on decorated cheeseboards at buffet breakfast tables, paired with wines as appetizers in “soirees”, served as a separate course in a larger meal or served instead of dessert. Served at room temperature (except cream cheese), each cheese has a unique smell and flavour. It may take several sessions of tasting, before you can identify the cheese you enjoy.

WORLD FAMOUS CHEESES

- **Cheddar:** Very popular sharp-tasting English hard cheese
- **Cheshire:** One of the oldest English hard cheese, crumbly texture
- **Edam:** Mildly flavoured hard cheese from Netherlands, coated with yellow/red paraffin
- **Gouda:** Brittle hard cheese from Netherlands
- **Parmesan:** Hard Italian granular cheese
- **Brie:** Soft French cheese with an edible rind
- **Camembert:** Soft creamy French cheese
- **Stilton:** British blue cheese with a unique flavor
- **Danish Blue:** Semi-soft creamy blue veined cheese
- **Gorgonzola:** Italian blue cheese, crumbly and salty

ACCOMPANIMENTS

Served as bite-size pieces, fruits (pear/ melon/ grapes) nuts (walnuts/ pecans), bread, crackers, olives and cured meats are classic accompaniments to cheese.

Cheese Board: A wooden/marble board, 4-5 varieties of cheese and accompaniments are placed on it. The cheeses are placed away from each other, to avoid interfering with the tastes/smells of one another. Cut the cheese using the cheese knife provided and transfer a couple of pieces to your plate, using the prongs on top of the cheese knife.

Cheese boards are an integral part of a classical French meal. The cheese trolley will be wheeled to your table post the main course, and you will be required to select-broadly cheeses are categorised as hard, semi-hard, cream/soft and blue.

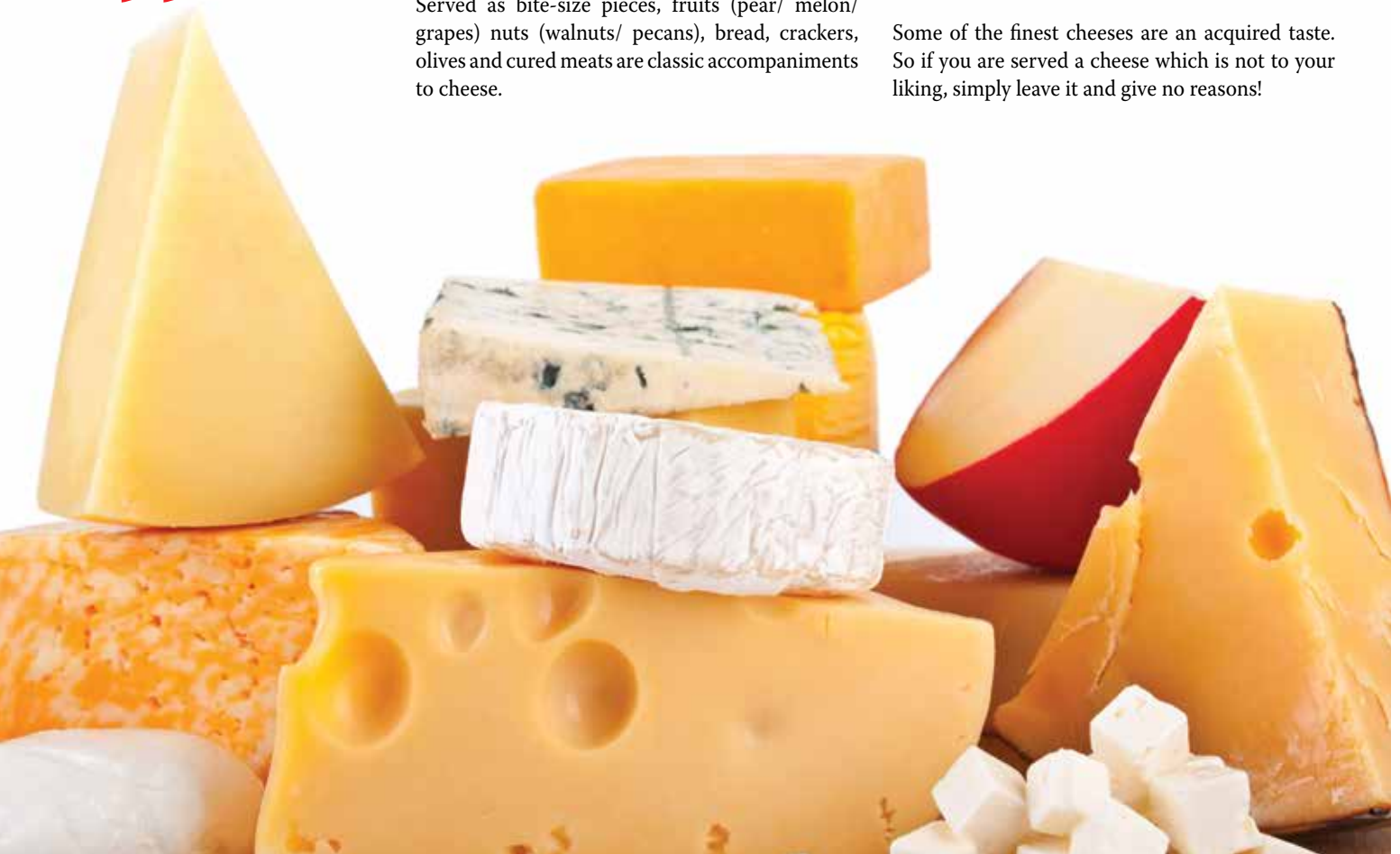
EATING CHEESE

Can be eaten on its own or on a piece of bread/ cracker. When eaten as an appetizer, use your fingers. When served formally as a separate course or instead of dessert, eat it with a fork.

CHEESE - WINE COMBINATION

Classic pairing! Generally, the wine should not overwhelm the flavor of the cheese. Some connoisseurs believe that wine produced near the cheese's home complements it best while others believe that the more tannic the red wine, the harder the cheese should be.

Some of the finest cheeses are an acquired taste. So if you are served a cheese which is not to your liking, simply leave it and give no reasons!



Visa Requirements



Indonesia

- ✓ The Government of the Republic of Indonesia has waived off Tourist Visa for Indian Citizens and foreign nationals of 75 countries and territories.
- ✓ This waive is granted for 30 days, non-extendable and cannot be converted into another type of visa (valid for tourism purpose only)
- ✓ Following documents has to be carried at the time of travel.
 - a) Passport with the validity of minimum 6 months.
 - b) Return air ticket.
 - c) Hotel confirmation.
 - d) Two passport sized photographs with red background.



UAE

- ✓ **Passport:** Copy of first and last page of passport with the validity of minimum six months from the date of travel.
- ✓ **Photo Specification:** Copy of passport size photographs with 60-80 per cent face coverage, light background and without border (Size: 35mm x 45mm).
Please Note: Photograph should not be more than three months old, scanned/stapled and should not be used in any of the previous visas.
- ✓ **Ticket:** Confirmed Return Air Ticket.
 - Visa can be applied online.
 - Duration of Stay: 30 Days
 - Visa is valid for a period of 58 days from the date of issue.
- ✓ **New Rules Announced by the UAE Immigration:**
 1. Validity of the passport should not be less than 6 months from the date of arrival in UAE.
 2. If the traveler has a valid UAE visa and is re-applying again, the new application will not be processed until his / her old visa is expired.
 3. If the traveller has overstayed on his / her previous visa, the new visa application will be rejected.
 4. If refused, a UAE visa can be re-applied only after completion of the stipulated 45 days from the previous rejection. Non conformance to this time period can lead to refusal of the subsequent application.
 5. Any applicant who is inside the UAE' and applies for new visa, the new visa application will be rejected by immigration.
- ✓ **Validity of 96 Hrs Visa:** With immediate effect the validity of 96 Hrs visa has been revised as below:-
 Validity for Entry in Dubai- 30 days from date of issue.
 Validity for Stay- Maximum 96 Hours from the time of stay.

Source: Udaan





Shivani Misri Sadhoo
Founder
Saarthi Counselling
Services

Taking it in YOUR STRIDE

The responsibility to manage peers is perhaps the most difficult challenge any person can encounter in his / her career as a manager

Managing peers is no more a rare corporate incidence in today's business environment, especially in IT sectors where rapid business growth is common and internal promotions help fill key positions more efficiently.

So, if you are meeting your job targets more efficiently than others, have been appreciated for your managerial and leadership skills, or simply you are your boss's favourite - chances are high that you will soon face the challenge to lead a team that you have been part of for years. These are the same people with whom you had your daily lunch, gossiped on over all kind of issues, and shared your weaknesses and strength. They already hold a perception and image of yours as a peer and suddenly you can't have the same relationship them because now you have to manage and lead them.

Eminent Psychologist and Corporate Counsellor Shivani Misri Sadhoo shares some important tips for employees who are or will be managing their peers, to earn their respect and to keep the group moving forward.

CONVEY THE NEWS EFFECTIVELY

Sometimes an employee is put in charge to manage his/her peers for a temporary basis, like in the absence of their manager, hence the news has not formally been announced to everyone and it's the person's responsibility to convey the information to the people in the organisation. The ideal way could be – first discuss the matter with your seniors or with your HR department and then put a formal letter to

your team, marking a copy to your HR department and to your boss.

BE CONFIDENT BUT REMAIN HUMBLE

You have been selected to manage your peers and it's a matter of pride, so be confident in your new role but at the same time, do remember that you might be the best person for the job, but you're not the only person for the job.

ESTABLISH YOUR CREDIBILITY AND AUTHORITY

One of the best ways is to meet your team, as a group or individually, to talk about your vision, tell them how you are going to approach with the new leadership style and how you plan to lead the group.

REGULAR MEETINGS AND UPDATES

When you manage your peers, regular one-on-one meetings are critical for good team work and team management. These meetings have several key purposes. They allow you to give feedback on work in progress, job performances and regular updates. Discuss what went well, areas they might improve next time and how improvements can be attained.

RELATIONSHIP WITH YOUR PEERS WILL NOT BE THE SAME

When there is peer management, you have to accept that you probably cannot continue to have relationships with them in the way you did before. If you do, you may appear to be playing favourites. So, you may want to shorten your social activities with your peer in case you feel awkward.

“

One of the best ways is to meet your team, as a group and/or individually, to talk about your vision, tell them how you are going to approach

”


JANUARY 2017

TRAVEL & TOURISM FAIR-CHENNAI (TTF)	Chennai	6-8
INDIA MARITIME 2017	Mumbai	11-13
FITUR	Madrid	18-22
CONVENTA	Ljubljana, Slovenia	18-19
GLOBAL PANORAMA SHOWCASE	Nagpur	19-21
IITM	Kochi	19-21

FEBRUARY 2017

INCREDIBLE INDIA		
GLOBAL TOURISM MART	New Delhi	1-4
IMTM	Tel Aviv - Israel	7-8
INDIA INTERNATIONAL		
TOURISM EXHIBITION (IITT)	Mumbai - India	9-11
SOUTH ASIA TRAVEL & TOURISM EXPO (SATTE)	New Delhi - India	15-17
ASIA-PACIFIC		
INCENTIVE MEETING EXPO (AIME)	Melbourne - Australia	21-22
ACE OF MICE	Istanbul - Turkey	22-24
TRAVEL TECHNOLOGY EUROPE	London	22-23

MARCH 2017

ITB BERLIN	Berlin	8-12
MOSCOW MICE FORUM	Moscow	13
IT&CM CHINA	Shanghai	21-23



Medical Tourism at ITB Berlin

ITB Berlin 2017 will be fully devoting a platform to medical tourism - a fast-growing market

Medical service providers, hotels and destinations will be able to exhibit their products and services in the pavilion. Medical tourism has been increasing for years. Some value the better quality of the medical infrastructure in certain countries and undergo measures that cannot legally be offered at home, such as fertility treatment for those who want children.

According to a new report by VISA and Oxford Economics, the current turnover of the world's medical tourism industry is around 439 billion dollars. Over the next 10 years' overall growth is forecast to reach up to 25 per cent.

According to **David Ruetz**, head of ITB Berlin, medical tourism offers huge prospects for the global tourism industry: "Over the next 10 years, three to four per cent of the world's population will undertake trips motivated by offers of medical treatment. ITB Berlin aims to highlight this growth market and all its aspects and provide buyers and providers with a new platform."

Thomas Bömkens, Diversity Tourism GmbH, the agency partnering with Medical Tourism at ITB, says, "The introduction of Medical Tourism at ITB Berlin will make it possible for everyone involved in medical tourism – hospitals, health insurances and healthcare professionals – to meet directly and exchange views."

ITB Berlin 2017 will take place from March 8 to 12. It is the global travel industry's leading trade show. In 2016, over 10,000 companies and organisations from 187 countries exhibited their products and services to 180,000 visitors, who included 120,000 trade visitors.

movements



Megha Ajgaonkar
Director of Sales & Marketing
Marriott properties
in Mumbai

Megha Ajgaonkar has been promoted as Market Director of Sales & Marketing for all the Marriott properties in Mumbai. She will be responsible for the overall sales & marketing activities of the property including devising appropriate sales strategies in all market segments towards maximising the hotel revenue. She was the Director of Sales & Marketing at Renaissance Mumbai Convention Centre Hotel & Lakeside Chalet Marriott Executive Apartments. She has a career span of 15 years in the hospitality industry.



Rajneesh Kumar
Director of Operations
Jaipur Marriott Hotel

Rajneesh Kumar has been appointed as the Director of Operations at Jaipur Marriott Hotel. He has expertise in revenue management, cost management control and operation management. He possesses fine leadership skills and a vibrant energy, which he has gained through his experience at various positions across varied properties. His last assignment was with the Courtyard by Marriott, Agra as Director of Food and Beverage, during which he had remarkable achievements.



Suman Julka
Director of Sales & Marketing
Hyatt Regency Gurgaon

Suman Julka has been appointed as the Director of Sales & Marketing at Hyatt Regency Gurgaon. She has been in the hospitality industry for over 17 years. Prior to taking over this new role she was part of pre-opening at Hyatt Regency Gurgaon as Director of Sales where she developed relationships with key accounts, exceeded sales goals, and established Hyatt Regency Gurgaon as the most preferred venue for MICE events. Julka will be responsible for leading the Sales and Marketing, Revenue and Event's team.



Raju Shreshta
General Manager
Crowne Plaza Pune City Centre

Raju Shreshta had joined Crowne Plaza Pune in September 2016. He has been in hospitality industry for more than three decades and during his tenure he has worked across borders including Nepal, Thailand and India. He has persistently strong background in Operations, Sales and Marketing. Prior to joining Crowne Plaza Pune City Centre, Shreshta was leading the team as the General Manager at Crowne Plaza Today New Delhi Okhla. He is now instrumental in managing hotel revenue, budgeting, operations and leading the hotel team to create business & dining landmark.



Sumit Kant
General Manager
Le Royal Meridien Chennai

Sumit Kant, General Manager, Le Royal Meridien Chennai has over 25 years of experience across multiple brands. Earlier he had been working in Sheraton of India at Vashi, Navi Mumbai and was associated for around eight years as Vice President & General Manager before joining Le Royal Meridien Chennai. He started his career with Taj Group of Hotels. He became the General Manager after spending 8 years in operations and worked with Award winning -Jehan Numa Palace Hotels, Tulips group and Ritz hotel before launching the first four points by Sheraton.



Gaurav Bhatura
Chief Representative – India
Thai Smile Airways Co. Ltd

Thai Smile Airways Co. Ltd announces the appointment of Gaurav Bhatura, as Chief Representative – India. In his new role Gaurav Bhatura will head and be responsible for overall Thai Smile Airways operations in India. His key responsibility will include overseeing all aspects of Airline Sales, Marketing through GSA, Revenue Optimization, Events, Contracting, Airport, Customer Experience, Ground Handling, Catering and Commercial activities.

"A theme for M.I.C.E."

Awarded Best Luxury Wedding & MICE Resort 2015 (North & East)

Awarded Game Changer 2015 (North & East)

Awarded Best Leisure Hotel 2015 (North & East)



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