

the business travel magazine

100

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Meetings • Incentives • Conferences • Events

Volume VII Issue 1 January 2016 60 pages  
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# editorial



**EDITOR-IN-CHIEF**  
Deepa Sethi

Dear Reader,

Beginnings are exciting. Now that we have stepped into a brand new year, we are hoping that MICE will experience the same excitement. Most in the industry are buoyant and looking forward to new things and new destinations to tap into. While some old ones such as Delhi, Mumbai, Bangalore, Thailand, and Malaysia remain eternal favourites for holding meetings, there is a trend emerging towards offbeat and new destinations. Canada and Philippines are emerging as two sought after ones. Corporates are looking forward to more adventurous experiences such as lion safaris or dinners in the moonlit desert to unwind after intense conference sessions.

Russia is another country that is hoping to attract more Indian tourists. Leipzig in Saxony, Germany, offers a different scientific experience with the Kongresshalle Am Zoo Leipzig. At this modern convention centre and zoo, called 'The Zoo of the Future', education mingles with interactive experiences.

It's not just other lands, India also has new products on the anvil. The Government of Karnataka is working with corporates to highlight the state's attractions. Kingdom of Dreams in Gurgaon is another unique venue which offers a mix of entertainment and business.

Keeping up the momentum of beginnings and exciting experiences, Air Canada will make the Delhi-Toronto non-stop flight a daily one from September 2016.

And making the year brighter are tips by our experts. Shital Kakkar Mehra suggests what to carry in our bags while travelling for business meetings. And Brig. Trigunesh Mukherjee says it's important to celebrate life this year.

Happy New Year and wishing everyone a brighter business time!

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

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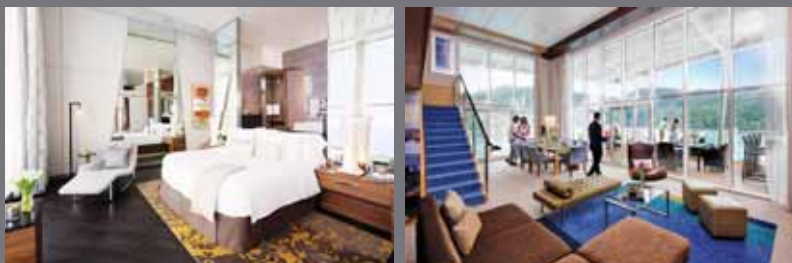


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**Shital Kakkar Mehra**  
on what you need in your travel bag



Cover design:  
Raashi Ajmani Girdhar

# FACTS



## Royal Suite Class experience by Royal Caribbean International

■ Royal Caribbean International has launched the Royal Suite Class experience on its cruise line. The premium features of the Royal Suite Class experience include a Royal Genie, certified by the British Butler Institute, to meet the guests' needs; the fastest internet at sea; complimentary specialty dining; a beverage package; preferred seating at select onboard venues and upgraded room amenities. The Royal Suite Class will be available for sailings beginning May 2016 aboard Royal Caribbean's Oasis and Quantum class ships—Anthem of the Seas, Quantum of the Seas, Allure of the Seas and Oasis of the Seas, as well as Harmony of the Seas and Ovation of the Seas. TIRUN Travel Marketing is the India representative of Royal Caribbean International.



## UK: ExCeL launches £1.5mn meetings facility

■ A new training and meeting facility that can hold up to 400 delegates will open at ExCeL London. The £1.5 million centre, CentrEd at ExCeL, is made up of 29 training rooms and features panoramic waterside views across London. James Rees, Executive Director, ExCeL London, said, "With the continued investment in London's transport infrastructure, ExCeL represents a destination that's easy for people to reach and do business in."



## China and India: Boosting corporate travel

■ Chinese and Indian corporates continue to increase their travel budgets while spending in the mature markets of Singapore and Hong Kong is flat-lining, according to a research by industry analysts East & Partners Asia (E&P Asia). The travel and entertainment expenditure of the Top 1000 corporates from 10 Asian markets has gone from US\$1.52 billion to US\$1.62 billion over 2015.

## The Ajman Palace Hotel Wedding Fair in Jan 2016

■ The second annual 'The Ajman Palace Hotel Wedding Fair', a mega two-day luxury bridal exhibition, will take place on 20-21 January 2016 in the Northern Emirates. Over 70 leading brands, vendors, fashion designers and wedding planners, specialised in catering to luxury weddings, are expected to participate in the second edition of the show. Ferghal Purcell, General Manager of The Ajman Palace Hotel, said, "We expect to attract more than 2,000 affluent, high net worth visitors, members of royal families and top-notch VIPs that will allow participants to showcase their products and services to the most high-profile families."





## Monarch luxury cruise with cricket and Bollywood

■ Monarch Cruise has announced the launch of a new cruise experience that will allow passengers to get close with their favourite cricket icons, Bollywood stars, world-class DJs and celebrated chefs. Departing from Singapore on March 6, 2017, the ship will cruise through Kuala Lumpur, Phuket, Penang, Colombo and Cochin before reaching Mumbai and retracing the route back to Singapore. The faces of this cruise are brand ambassadors Sachin Tendulkar, Brett Lee, Shane Warne, Kumar Sangakkara, Vir Das, DJ Khushi, singers Rahat Fateh Ali Khan and Neha Kakkar, actress Neha Dhupia, rapper Badshah, Chef Sanjeev Kapoor and many more. A unique feature is the opportunity to 'book your invitation' which may be availed of by paying a fully refundable fee of ` 3,500.



## Ljubljana: Green is in

■ In December 2015, Green Destinations launched its 'Sustainable Destinations Global Top 100' list and has put Ljubljana on that list. The result was on the basis of evaluations in six categories: nature, environment, culture and tradition, social well-being, green economy and certified green tourist policy. The jury stated, "The city in the last 10 years achieved remarkable sustainable transformation including local transport, pedestrianising of the city centre, protection of green areas and effective solutions in waste and water management."

## France welcomes Amway India's incentive movement of 2,200 passengers

■ A delegation of 2,200 Amway India distributors visited France in December 2015 as part of an incentive movement organised by the multinational company. The CEO of Amway India and the Regional President also formed part of the group. Members of the delegation visited Paris from 14-17 December and a group of 150 visited Nice in the Riviera before the Parisian sojourn. This Indian incentive movement to France garnered a revenue of around six million Euros in land arrangements. This group were accommodated at the Hyatt and a gala dinner was organised at Prince Rainier's private car museum in Monaco.



## Pacific World expands into Germany

■ Pacific World, the global destination and event management organisation, has confirmed its collaboration with leading European DMC Albamy, based in Germany and London, to create Pacific World Germany. The partnership will enable Pacific World to provide meetings and events management services to clients in all major German cities as well as in Austria.

## Indians rank 10th in top spenders list while booking a hotel room abroad in first half of 2015

■ As per the latest Hotel Price Index (HPI) report by Hotels.com, at ` 9,351 paid per night, Indian travellers stood 10th in spending while booking a hotel room for international travel during the first half of 2015. Travellers from Argentina took the first place at ` 10,456 a night followed by travellers from USA in the second place spending ` 10,330 a night and Switzerland in the third place spending ` 10,238 a night. The latest edition also revealed that Swiss travellers paid the most on hotel rooms at home averaging ` Rs 12,088 a night. Travellers from Singapore came in second at ` Rs 9,298 and Norway third at ` 9,004 a night domestically.



# FACTS

## The Park Hotels to manage Sahara Palace, Marrakech

■ The Park Hotels have entered into a management services and marketing agreement with Sahara Palace Marrakech. This property opened under the new management, effective September 2015. The luxury palace hotel is set amongst 54 hectares of beautifully landscaped gardens, surrounded by palm trees and olive groves. It is located in the exclusive Palmeraie region of Marrakech with views over the Atlas Mountains. Sahara Palace Marrakech, featuring Moorish, Indian and Venetian architecture, is home to 89 guest rooms, 15 luxurious suites and four exclusive Riads. Priya Paul, Chairperson, The Park Hotels, said, "Along with the strong Moroccan accents throughout the property, there are a number of Indian design influences, making the hotel a great fit for us as hoteliers from the subcontinent."



## St Regis Dubai to unveil a Bentley suite

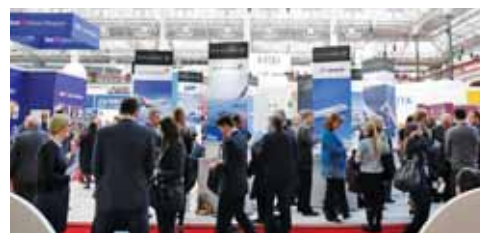
■ The St Regis Dubai will unveil the first Bentley suite in the Middle East in early 2016 alongside its signature butler service, rooftop gardens and luxurious leisure facilities. Owned by Al Habtoor Group, the hotel has eight exceptional culinary venues, an iridium spa, a fleet of Bentleys.

## Hotel Investment Forum India (HIFI): 2016 conference in Mumbai

■ Hotel Investment Forum India (HIFI) announced that the 2016 conference will be returning to Mumbai in late autumn of 2016. The conference will be held on 17-18 November 2016, at the JW Marriott Mumbai Sahar. HIFI serves as a forum to discuss the plans and prospects for the year, enabling focus on market trends.



## 1<sup>st</sup> India Expo Shop exhibition and conference



■ The 1<sup>st</sup> India Expo Shop exhibition and conference to be held from 21-23 April 2016 at NSIC Grounds, Okhla, Delhi will focus on building a platform for the expo and retail design industry in India and showcase their capabilities to the consumer of design services in India. Binu Nanu, President IESA and Managing Director Meroform India said, "Indian Exhibition Service Providers Association (IESA) as an apex body of the key players in the sector is organising the Expo to create business opportunities, skill development and talent management."



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# FACTS

## Ivalo Airport Finland renovated

■ Finavia's Ivalo Airport renewal investment of €13.5 million is said to be the largest investment in Finavia network airports. In addition to the new, modern expansion wing, the old terminal building has been completely renovated. The design of the renovated terminal pays particular attention to passenger waiting rooms and restaurant services. The gate area shop has local food products for sale such as berry products, fish and meat. In the pre-security check area, there is a new café.



## Expo Milano breaks hotel records

■ Hotels in Milan reported a record-breaking performance during Expo Milano 2015 (1 May-31 October 2015), according to an analysis by STR Global. Aggregated data for Milan from May through October showed a 51.1 per cent lift in revenue per available room when compared with the same six months from 2014. The absolute RevPAR of €129.09 was driven by a 17.8 per cent increase in occupancy to 77.4 per cent and a 28.2 per cent rise in average daily rate to €166.68.



## Swedish Exhibition and Congress Centre reveals expansion plans

■ The Swedish Exhibition and Congress Centre has discussed plans to increase its capacity to create new experiences for Gothenburg residents and out-of-town visitors. The investment plan totals at least SEK 3 billion (€329 million) up to 2025 and comprises two new towers along with improved entrances. The venture is then planned to continue through until 2030. A request for a formal decision regarding the first stages has been submitted to the City of Gothenburg.



## BA's Boeing 787-9 Dreamliner to fly to Mumbai

■ British Airways announced that Mumbai will benefit from the brand new Boeing 787-9 Dreamliner aircraft, complete with uber-luxurious new first cabins from September 2016. British Airways' maiden Boeing 787-9 Dreamliner flight took to the skies on 25 October 2015 marking the global launch to India on its New Delhi route.







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# EXPECTATIONS 2016,





New Year, new beginnings and new emerging growth patterns—industry players talk about the ups and downs of 2015 and agenda for 2016

Vaishali Dar

# ACHIEVEMENTS 2015





### **Guldeep Singh Sahni**

President, OTOAI & Managing Director  
Weldon Tours & Travels

#### **Achievements in 2015**

In my 30 years of experience, this is the first Indian government which has given importance to tourism and recognised it to be a prime sector contributing to the country's growth. Despite the low share market and property rates, we still saw the outbound market grow steadily.

#### **Agendas in 2016**

We expect more than 20 per cent increment in outbound business because the government would start declaring the spending and the projects and the market is expected to grow. We are looking at conventions with increased numbers. We also asked the government to include outbound tourism in their agenda, so out of the 30 million travelling, outbound has a two-third share. People are looking at new destinations and we invite new NTOs who can train and educate agents.



### **Sikender Yadav**

CEO  
Ecom Mechanics

#### **Achievements in 2015**

We saw dramatic growth for a few players like OYO Rooms, Zo Rooms, MMT and Goibibo. It is evident that in the coming years the boom in this industry is unstoppable and could benefit a lot of the companies which are ready for the change and working towards growth.

#### **Agendas in 2016**

Our expectations are normal at this growing stage. Our focus is to add as many hotels as possible with a base target of 25,000 room nights a month for all the hotels. There will be an unexpected boost in the luxury travel segment and Malaysia, Hong Kong and Delhi could be the top destinations for the coming year.



### **Zelam Chaubal**

Director  
Kesari MICE

#### **Achievements in 2015**

Overall 2015 was a good year for the MICE and hospitality industry. People took advantage of the Euro and Dollar being lower and steady. Corporates looked for new destinations like Central Europe, Seychelles, Tashkent. For inbound, Jaipur, Hyderabad and Goa gained ground and for outbound Singapore, Europe, Philippines.

#### **Agendas in 2016**

We expect the currency to be steady and peace around the world. There should be a boost in the industry which will lead to better and more long-haul MICE.





“The marketing effort behind the Make in India campaign has shown India as a lucrative country to invest in, resulting in enhanced corporate travel”



**Lubaina Sheerazi**  
COO  
Blue Square Consultants,  
Seychelles Tourist Office India

#### Achievements in 2015

Around 255 per cent more Indians visited Seychelles between January-October 2015 compared to the same period last year. The launch of direct flights from India by Air Seychelles gave a big boost to tourism.

#### Agendas in 2016

Hotels in Seychelles and DMCs are ready to host Indian MICE groups, weddings, special events and celebrations and tap this segment in 2016. We will continue



to have three digit percentage growth in 2016 too. We will continue to do what we know works for us—educating and hand holding the travel trade, pooling in resources with our partners like airlines and hotels to promote the destination, provide opportunity to trade partners to experience the destination, create evangelists out of our friends from media and trade, influencing the influencers and focus more on digital media. We have small Indian MICE groups between 30-100 pax visiting the islands in the first quarter. Travellers are looking at new destinations. Seychelles, Oman and Thailand shall continue to be one of the preferred choices for MICE movements.

#### DESTINATIONS 2016

- **INTERNATIONAL**  
Canada, Malaysia, Hong Kong, Japan, Sri Lanka, Indonesia, Thailand, Bhutan, Botswana, USA, Italy, UAE, France, Seychelles, Oman
- **DOMESTIC**  
Delhi, Mumbai, Bangalore, Hyderabad, Ladakh, Sikkim



**Rishi Khandelwal**  
Managing Partner  
Wish Bone India

#### Achievements in 2015

We saw consistent growth both in terms of revenue and markets. Tourism and travel accounts for five per cent of India's employment and there is huge growth potential. India's relevance as a business travel destination increased too. India remains a price-competitive destination and the recent changes in its visa regime have the potential to boost international arrivals.

#### Agendas in 2016

With an improved business environment in India we are expecting an exponential growth which can help us to ride the tide. Italy, UAE and France will provide some requirements desired by the MICE segment such as compliances and corporate governance. Destinations will invest in modern structure and offer a combo of historic and state-of-the-art venues and hotels. Easy immigration policies and VISA requirements are decisive factors.



## Atul Lall

VP Operations and General Manager  
The Claridges Hotels & Resorts

### Achievements in 2015

Visa-on-arrival has been a proactive step towards making India a world-class travel destination. The increase in number of FTA was by 8.1 per cent in 2014-15 and the foreign exchange earnings through tourism rose by 10 per cent.

### Agendas in 2016

India is yet to attract a sizeable number of international travellers from MICE segment. With better infrastructure and increasing scope for MICE through the hospitality sector, hotels shall benefit from international movement. We have a new senior management team which aims to surpass our last year's targets. Japan is a great destination. Government is to include outbound tourism in their agenda, so out of the 30 million travelling, outbound has a two-third share. People are looking at new destinations too.



**“**By 2016, around 40 million travellers are expected to visit India. Both leisure and corporate travel has increased by three folds as compared to the last year**”**



## Davinder Juj

EAM, Rooms and Business Development  
Eros Hotel, New Delhi

### Achievements in 2015

The market has grown potentially with fairs like the Indo-African Summit coming to Delhi. With bigger and new exhibition spaces getting more established and an ever expanding accommodation inventory, the atmosphere is favourable for more events being held.

### Agendas in 2016

India is poised for financial harmony and if it continues on its current trajectory it is in an excellent position to attract more events, seeing efforts made by the government. Delhi, Mumbai and Bangalore will be the top destinations for 2016.



## Ranju Alex

General Manager  
Goa Marriott Resort & Spa

### Achievements in 2015

The Goa hotel market grew approximately 2-2.5 per cent in occupancy and 3-3.5 per cent in average rates in 2015, maintaining a healthy RevPAR performance for the fifth year in a row. While the overall market demand and supply dynamics remained unchanged in terms of volume and inventory respectively, the most notable change was in the nature of demand and its segmentation. With the decline of travel from source markets such as Russia and Scandinavia, the domestic Indian traveller was instrumental in helping us achieve performance goals. This trend will continue for the coming seasons. The year 2015 witnessed a plateau in terms of the number of events and conferences into Goa. The market, however, was able to cannibalise on pricing and managing hotel occupancies which has helped with maximising average rates and overall hotel profitability.

### Agendas in 2016

Judging from past trends, 2016 will continue to be an extremely robust year for the market. Our focus on the tech savvy traveller continues and will be a top priority for 2016 facilitating and encouraging web check-ins, the newly launched Meeting Services App for meeting planners and other such customer touch point interfaces. The top three destinations for 2016 will be Sri Lanka, Indonesia and Thailand.



Incredible India



# GLOBAL MICE TRAVEL MART



**Inaugural:**  
**May 19, 2016, Regal Room**  
**The Lalit, New Delhi**

**Exhibition and B2B:**  
**May 20 – 21, 2016, Crystal Ball Room**  
**1 & 2, The Lalit, New Delhi**

## HIGHLIGHTS

- First ever branded EXCLUSIVE MICE Inbound Tourism platform in India
- Around 50 leading outbound tour operators who are MICE specialists from across the globe as International Buyers and around 20 opinion leaders from key associations from India organizing mega conventions
- Tour Operators, Hotels, Airlines, National level Associations and State Governments promoting MICE Tourism to India as Indian Sellers.
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**Shashi Razdan**  
Director of Sales & Marketing  
Golden Tulip Hotels

### Achievements in 2015

The last one decade saw the rise of many budget and economy hotels. More than 80 per cent of the growth in new hotels was in the budget segment. Hotels in India have a shortage of 1,50,000 rooms fuelling hotel room rates across India. While large luxury brands had the concentration in metros and tier I cities, budgets hotels went to emerging markets in terms of business destinations. These included industrial towns, pilgrim destinations, leisure destinations including off-beat travel and corporate hubs. While the industry witnessed growth in outbound MICE traffic, there was also a steady trickle of domestic corporate travel.

### Agendas in 2016

As per a Google report, the online hotel booking industry will be worth US\$1.8 billion from the current US\$0.8 billion. The growth of internet has opened up new opportunities for hotels to market their products through various other platforms, including their own website and online travel agencies (OTAs). A sizeable share of hotel inventories are sold online and the trend is catching up in a big way as awareness about the online tools is growing. It's imperative for hotels to develop a direct online channel to reach out to all segments. The top three destinations for 2016 are Ladakh, Sikkim and Bhutan.



**Swati Gandhi**  
Co-owner  
BookMyTravel Worldwide

### Achievements in 2015

If we compare with the travel trends in 2014, we are about three times ahead. One of the major reasons is the stable political conditions in the country and also, the number of people travelling to nearby places for weekend getaways has seen an increase.

### Agendas in 2016

By 2016, about 40 million travellers are expected to visit India. Both leisure and corporate travel has already increased by about three folds as compared to the previous year. More and more companies are setting up their offices leading to increase in the travel. VFR (Visiting Friends and Relatives) is bound to pick up pace and increase outbound travel. Not to forget medical tourism is on a steady move, attracting more people to come to India and undergo treatments. Destination weddings add to inbound travel in places like Goa and post the newly built international terminal at the

airport, Goa has better connectivity, making it a top destination. On the other hand, the advisory by the Russian government stating that India not a safe country for Russians, might discourage Russian tourists. The top three destinations for 2016 will be Thailand (Krabi/Phuket/Bangkok) as a lot of incentive groups opt for the place, New Delhi as all the delegations, ministries and major authority offices are located here and Bangalore as a major IT hub.







“Budget hotels went to emerging markets. These included industrial towns, pilgrim destinations and leisure destinations”



### Gary Khan

CEO  
Hyderabad Convention Visitors Bureau

#### Achievements in 2015

The industry has done exceptionally well as earlier there was a deficiency in the thinking process as to how this industry works but now with the acknowledgement of how many benefits this arena reaps, there is more development. Growth in infrastructure, India's global prestige and economic clout, India's safety record with a high number of educated English-speaking people have all transformed the industry. All these activities have given a boost to the MICE sector and especially to Hyderabad with investments pouring in from Boeing, Google, IKEA.

#### Agendas in 2016

HCVB's *Business Outreach* for 2016 has started its commencement projects by branding its logo and caption of 'Taking Hyderabad to the World and Bringing the World to Hyderabad'. Our rating has increased and we see potential MICE properties becoming members of HCVB.



### Rex. A.J. Nijhof

General Manager  
Renaissance Mumbai Convention Centre

#### Achievements in 2015

The 'Make in India' campaign has highlighted India as a lucrative country to invest in, resulting in more travel into the country. Whilst travel patterns have shown a robust growth, the country average rates have seen a slight decline. The conferencing business has also grown.

#### Agendas in 2016

With renovated rooms, we will launch the Quan spa by mid-2016. The top destinations to look forward in 2016 are Botswana, Japan and USA.







# SPAIN

## BUSINESS DAYS, FLAMENCO NIGHTS

With over 50 million tourists visiting this attractive country every year, Spain offers quality infrastructure for business meetings







There has been an increase in the interest shown by Indian MICE planners. The interest has increased both in terms of the variety of possible destinations (not just travel to Barcelona, but also to Madrid or Valencia is considered for a second tour of incentives to Spain), thanks to the number of international fairs and medical congresses that take place there.

In the last three years, the MICE segment takes almost 10 per cent of the entire India outbound share to Spain. As per *Frontur*, about 20 per cent overall outbound in 2015 to Spain was MICE and business travel. The Tourism Office of Spain in association with the various non-profit institutions of Convention Bureaus has been working closely with Indian trade in promoting MICE groups from India.

### CONFERENCE FACILITIES

A large number of Spanish cities are equipped with suitable infrastructure to host professional events. Spain offers more than 50 conference centres (some of them are veritable examples of avant-garde architecture, like the Donostia-San Sebastián Conference Centre, the one in Valencia designed by Norman Foster, the one in A Coruña, and Ciudad de Oviedo by Santiago Calatrava) to hold business meetings, presentations and seminars. There are also auditoriums, special rooms, multipurpose complexes, exhibition centres and more facilities with cutting-edge technology and communication systems. Visitors can enjoy free and efficient internet connection in many venues. Some hotels have multimedia services and telecommunications materials.

### UNIQUE VENUES

One can organise events in cellars (perfect for private meetings in an exclusive environment), historical caves, vineyards, historical buildings, museums (such as Thyssen-Bornemisza in Madrid, Picasso Museum in Malaga, Valencia Institute of Modern Art-IVAM in Valencia and Guggenheim Bilbao), theatres, flamenco clubs and football stadiums.

### CONVENTION CENTRES

**Bilbao Exhibition Centre (BEC)** is a unique project aimed at bringing people, ideas, economic forces and

enterprise together under one roof. It is a meeting place where technology and innovation work hand in hand in the generation of new business opportunities. With its open plan layout and maximum clearance of 18 m, the BEC, has 150,000 m<sup>2</sup> of exhibition space distributed between six halls, all without columns. The 18,000 m<sup>2</sup> congress centre is the perfect venue for conventions, seminars, presentations, celebrations and gala dinners with an auditorium for 900 seat, a multipurpose Luxua for 1,300 pax and 12 parallel rooms for 10 to 320 pax.

Other facilities include the Bizkaia Arena, a multi-purpose arena that can be turned into a theatre seating over 10,000, a sports hall seating 16,000, a cinema for 13,000 and a concert hall for 18,000.

The international airport is just 20km away and there is a nearby sea port. The Bilbao city centre is just 10 minutes away from the metro and the Bilbao Exhibition Centre is exceptionally well connected.

The **Kursaal** is where all kinds of events such as small meetings, congresses, seminars, exhibitions and shows are held. Located in the heart of San Sebastian, on the seafront, the Kursaal, work of Rafael Moneo won the Mies van der Rohe Award for the Best European Building 2001. It is equipped with cutting-edge technology and multipurpose spaces and works well for small company meetings or major congresses, product launches, conventions and fairs. Its location makes for easy access to most of the hotels, transport services and shops. Another aspect that sets the Kursaal apart is its restaurant and catering service provided by the team of Michelin Star chef Andoni Luis Aduriz. The Kursaal hosts many yearly meetings. Some of them are: San Sebastian International Film Festival, Heineken Jazzaldia (Jazz Festival), San Sebastian Musical Fortnight, San Sebastian Gastronomika congress and exhibition.

**The Málaga Trade Fairs and Congress Centre**, the economic motor of Andalucía, was founded to provide a strategically located area for trade fairs and conferences. Since its opening in



**Ignacio Ducasse Gutierrez**  
Director of Tourism Office of  
Spain in Mumbai

# Ready for big groups

Reaching out to the corporates is high on Spain's agenda, as **Ignacio Ducasse Gutierrez**, Director of Tourism Office of Spain in Mumbai, shares with **Hazel Jain**.

## Q. Is Spain ready for big groups?

Spain has over 50 convention bureaus with congress venues in almost every city. We have very good infrastructure, good connections via high-speed trains and good road network. So it's very easy to move around in Spain. We also have the natural, historical, gastronomical heritage for after hours. Besides, we have a lot of DMCs that are prepared to deal any size of groups so that they can offer all kinds of unique experiences to corporates.

Every city has all the facilities to receive groups, including very large groups. But only some of them are very active like Barcelona and Madrid. According to the latest ICCA report both were in the top five cities in the world in the number of meetings held in 2014. Apart from them, there is Bilbao in northern Spain that is aggressive in promoting itself. Then there is Valencia

on the eastern Mediterranean coast. It is a beautiful and old city. City of Arts and Science is also an option – it is a futuristic city with experience in dealing with groups.

## Q. Does Spain offer incentives for big groups?

Yes, but the group needs to negotiate. My suggestion is that they contact the commission bureau of the city where they want to do their event to get all the information and deals.

## Q. Are group visas available?

As of now, we have no facility for group visas. My recommendation for big groups is to intimate the consulate or the embassy in advance and share details about the group that will be travelling such as name of company, size of group, cities travelling to, so that they know they are travelling together for the same event. They

might provide facilities to the group.

## Q. How are you promoting MICE in India?

Starting this year with a series of presentations in various cities, the Tourism Office of Spain concluded its road show on leisure and MICE in Mumbai and New Delhi. We had a huge delegation from Spain with six DMCs and five destinations of Andalusia, Costa Del Sol, Madrid, Barcelona and World Heritage Cities of Spain. We are approaching the corporate, directly as well as through travel agents. We also conducted a networking lunch with Turkish Airlines for corporates in Mumbai.

## Q. Is MICE picking up now?

Yes, we are getting a lot of demand from corporate groups. In terms of visas, 35 per cent of all applications that we receive are for MICE travel.



“  
*The capital's airport, Adolfo Suárez Madrid-Barajas, is the fourth European airport in terms of number of operations and passengers*  
”

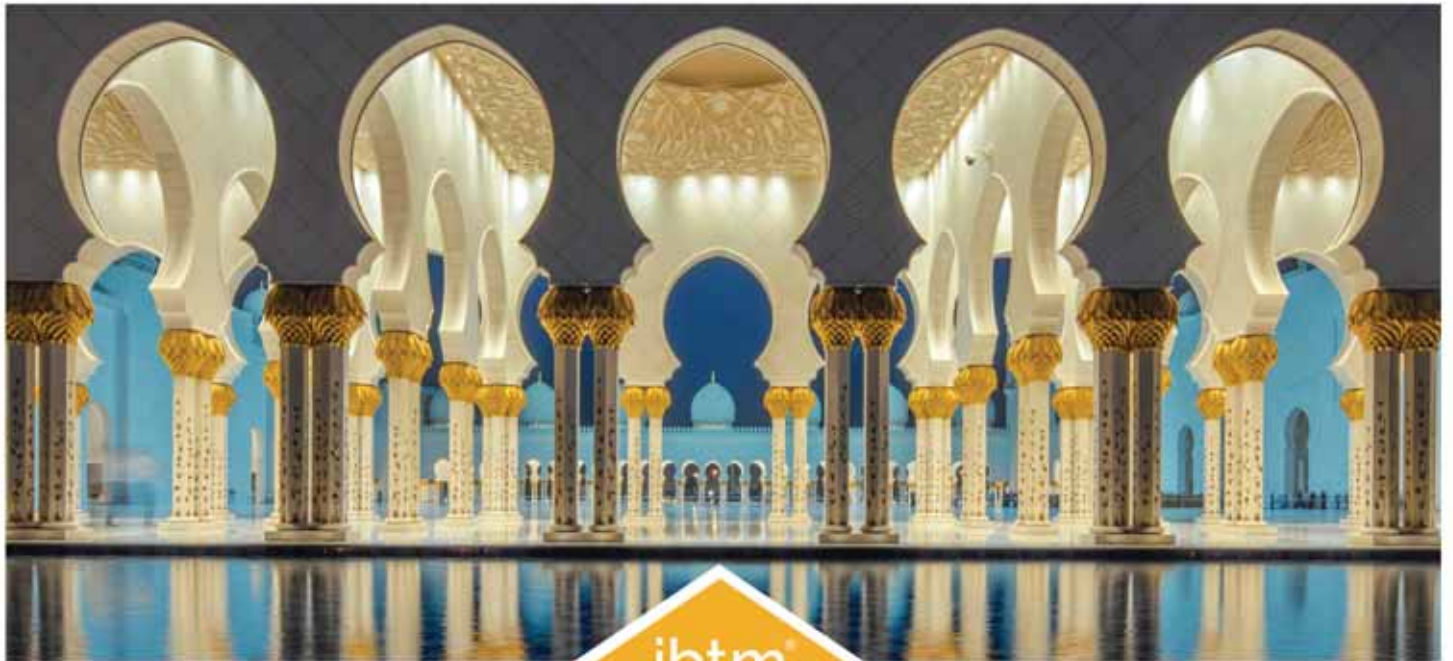
March 2003, the Málaga Trade Fair and Congress Centre has become a reference point in the sector. The functional design of the enclosure is 60,000 m<sup>2</sup>. The building has 17,000 m<sup>2</sup> of exhibition space spread over two halls, two auditoriums seating 900 and 600 people respectively, two rooms of 500 m<sup>2</sup> that can accommodate up to 450 people each, and 12 meeting rooms, a main restaurant seating 1,500, other dining areas and parking for 1,200 vehicles. Out of these 12 rooms, six have the capacity for 70 people and another six can accommodate 40 people.

## TEAM BUILDING

One can combine sports such as golf and outdoor activities with biking city tours or visits to well-known football stadiums like Camp Nou and Santiago Bernabeu, with culture (for example, film routes), shopping and gastronomy. Regions such as the Canary Islands, Region of Valencia and Catalonia have lots of scope for events and team building.

Spain also offers new trends for incentive trips. For example the chance to attend concerts and musicals or to organise





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## EVENTS AT A GLANCE

- The 26th edition of CPHI Worldwide was held in Madrid at IFEMA, Feria de Madrid with more than 36,000 attendees and over 2,500 exhibitors from 150 countries. From India, close to 3,000 attendees would have visited Spain.
- Indian pharma companies might be participating in the CPHI in Barcelona, 4-6 October, 2016 at Fira de Barcelona Gran Via.
- In 2015, the 10th edition of Mobile World Congress hosted more than 93,000 mobile professionals from 200 countries.
- In 2016, The GSMA Mobile World Congress will be held in Barcelona from 22-25 February, an exhibition with more than 2,000 companies displaying products and technologies that define the future of mobile and there will be the Global Mobile Awards ceremony.

“

*One can organise events in cellars, historical caves, vineyards, historical buildings, museums such as Thyssen-Bornemisza in Madrid, Picasso Museum in Malaga, Valencia Institute of Modern Art-IVAM in Valencia, and more*

”

conferences or incentive programmes on board a cruise ship or smaller vessels such as schooners, VIP yachts or catamarans.

In Spain, corporate social responsibility strategies and commitment to sustainable and eco-friendly tourism, are highlighted. These include a route round of national parks in 4x4 vehicles, being a farmer for a day or taking a short bird-watching course. Less polluting materials and renewable raw materials are used. Ecologist conferences can be held. For history lovers, options include 'Meeting in Sefarad'. It is an association made up of six cities (Ávila, Cáceres, Cordoba, Girona, Segovia and Toledo) which helps one hold conferences or company events in historical buildings, museums and conference centres in these six cities.

## ACCOMMODATION

There are more than 16,000 quality hotels in Spain. Among them are the 90 Parador

hotels. They are unique hotels as they are housed in castles, monasteries, palaces and many of them are equipped to host professional meetings.

## MOVING AROUND

The country has well connected infrastructure. There are more than 30 international airports and these are being extended with new terminals. The capital's airport, Adolfo Suárez Madrid-Barajas, is the fourth European airport in terms of number of operations and passengers. Spain also has a modern road network and the largest high-speed rail network in Europe.



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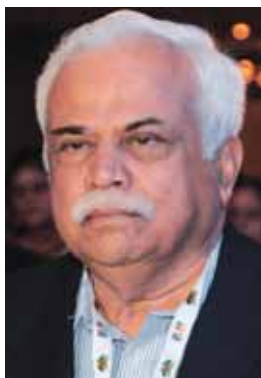
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# KARNATAKA

## NEW PRODUCTS, NEW ACTIVITIES

**RV Deshpande**, Minister of Tourism and Large and Medium Industries, Government of Karnataka, elaborates on the new initiatives and efforts to ease travel in the state



**RV Deshpande**  
Minister of Tourism and  
Large and Medium Industries  
Government of Karnataka

**Deepa Sethi at WTM 2015, London**

### **What are the new initiatives taken by Karnataka to exploit the potential of MICE and tourism?**

We are committed to the MICE product. Tourism as a whole has a large potential and I don't think any industry can generate employment and revenue as much as tourism can. We have a convention centre with a capacity for 6,000. And there is an international airport. We always have people coming in for business meetings and conventions.

In India, all the states have not been able to tap the rich potential the way we have. As tourism is a priority, we are trying to attract large groups by taking some definitive steps. We have come up with a unique tourism policy with new products, good incentives and concessions. Some in the industry say it could be the best policy in the country today.

We have appointed four professional rating agencies to rate our hotels, homestays and other government-approved areas. We have also come out with an industries tourism

facilitation act through which we licence our guides, so that nobody is cheated. We are pushing for public private partnerships for infrastructure development.

### **What are the top concerns for an average traveller to India?**

The concerns in this country and industry and in the states are security, cleanliness, last-mile connectivity and infrastructure. We are trying to tackle all these one by one. Security was an area of concern and with the help of the home department in the state government, we have trained young homeguards and are posting them at all important destinations in a phased way. Their job is to receive the tourists with a smile, guide them, help them and provide them security. More than 250 people have already been trained in the first phase.

We are training guides too. Majority of them do not know how to speak English or any foreign language. So we are taking the help of five universities and training guides in English, Russian, French, Chinese and many other





## NEW PRODUCTS & ACTIVITIES

1. Hotels and Resorts
2. Yatri Niwas
  - a) Six to 10 rentable rooms with attached toilets
  - b) Two dormitories with toilets (one each for men and women), each dormitory with at least five to 10 beds
  - c) A cafeteria
3. Yuva Vasatigraha (Youth Hostels)
4. Homestays
5. Caravan Park
6. Museums and Galleries
7. Rural Tourism Project
8. Agri Tourism Centre
9. Cruise Tourism
10. Adventure Tourism
11. Entertainment Parks
12. Wayside Amenities
13. Wellness/Holistic Health Centre
14. Tourist Interpretation Centre
15. Tourist Information Kiosk
16. Tourist Information Centre
17. Vocational Training Institutes (Training and HRD Infrastructure)

and Gallery Owner

- **Government Museum, Kasturba Road, Bangalore**—Sangita Jindal, JSW Foundation
- **Old Post Office, Museum Road, Bangalore**—Prestige Group

Likewise, we are trying to see that roads and last-minute connectivity is also there. And in these tourist spots there should be power, drinking water and toilets. We have formed a regional group under the chairmanship of T.V. Mohandas Pai, Chairman, Manipal Global Education, where eminent people help us in taking these decisions. Our goal is to make Karnataka the best destination.

We have also requested the Government of India to relax their CRZ regulations. We have 320km of coast and because of the CRZ regulations the beaches are virgin. We can't use them. The Ministry of Environment, Forest and Climate Change, Government of India, is also keen to relax it. Once this happens the entire coast of India will get a boost.

### What, according to you, are India's marquee products as destinations?

We have all types of tourism—our strengths are wildlife tourism, wellness, heritage, eco-tourism and adventure tourism, to name a few. Travel marts and road shows help us market India and Karnataka to build a destination for the world to visit.

languages so that it helps the foreign tourists.

### Please elaborate on your CSR engagements with corporates.

We have a new scheme for corporate through which they can now take on tourist destinations with their CSR funds. They will keep them clean, maintain and improve them and they can build some infrastructure also there. So many of them are voluntarily coming forward to adopt these tourist destinations.

There are some tourist attractions in Karnataka that are being adopted by corporates:

- **Belur and Halebidu**—Cafe Coffee Day
- **Lalbagh, Bangalore**—Bangalore Chambers of Industry and Commerce.
- **Venkatappa Art Gallery, Bangalore**—Abhishek Poddar, Businessman, Art Collector

**“**  
We have a convention centre with a capacity for 6,000 and an international airport  
**”**





# SAXON STYLE

Famous for its trade fair tradition, music and cultural scene, meeting facilities and innovative room concepts, Leipzig, Saxony, Germany holds congresses and conventions

## USP

The innovative lively art and cultural scene has an impact on the congress business as more and more large meetings are drawn to the Saxon metropolis. To host these in the city is a new venue—the Kongresshalle Am Zoo Leipzig. This is a combination of a modern convention centre and a zoo with a high scientific profile and this feature makes it unique. Under 'The Zoo of the Future' project, it unites those associated with animal welfare, promotes protection of the species, research, education and interactive experience. This combination predestines the Kongresshalle as a venue for scientific meetings on a very wide range of topics.

## REACHING LEIPZIG

The international airport at Leipzig/Halle provides a direct link between Leipzig and the international hubs at Frankfurt/Main, Munich and Düsseldorf. The city can be reached by a direct train from Hamburg in three hours, from Frankfurt in around three-and-a-half and from Berlin in roughly one hour. An excellent public transport system offers connections to all parts of the city around the clock.

Kongresshalle am Zoo Leipzig, inaugurated in 1900, was an important location for civic celebrations and associations, the meeting place and the cultural heart of Leipzig. Between 1947 and 1981 it was home to the famous Leipzig Gewandhaus Orchestra. The go-ahead for its complete renovation was given in 2009, when the city decided to convert it into a modern congress centre. By January 2016, organisers will be able to use the whole, or parts of the Kongresshalle providing a unique atmosphere for conferences, congresses and events. The venue features 15 halls and rooms for 10 to 1,200 persons, and in addition numerous foyers and lounges and an area for exhibitions.





## HOTELS

- 15,000 beds in about 7,800 rooms, over 40 per cent are 4 - 5 star category, in total over 100 hotels, hostels and pensions
- Six new hotels with 825 rooms will be built until 2016
- Five hotels with about 1,100 rooms until 2018

# MEETINGS

## EVENT VENUES

### Auerbachs Keller Leipzig

In the oldest part of Auerbachs Keller, there are the historic wine rooms, the 'Goethe Room', the 'Luther Room', the guest room 'Alt Leipzig' and the notorious 'Fasskeller'.

### Congress Center Leipzig

Opened in 1996, the CCL is part of the new trade fair complex and combines top architectural aesthetics with cutting-edge media and conference technology. Together with the trade fair buildings and the Glass Hall, it's also an ideal venue for major congresses and events.

### Da Capo Oldtimermuseum & Eventhalle

An unusual location for events in a renovated factory hall, this collection of rare, nostalgic objects from the world of

fashion, aviation and transport, as well as a separate vintage car museum makes it an exciting venue. In the museum with its mirror-lined walls, one can marvel at the dazzling vintage cars covering 100 years of automotive history. The location is a former iron foundry built in 1895 by farming equipment manufacturer Rudolf Sack. The Wilhemian architecture, with brick, large windows and high ceilings, provides a pleasant and spacious atmosphere.

### Moritzbastei

The eight imposing vaulted cellar rooms and two green inner courtyards have capacity for events from 20 to 1,200 people. Innovatively styled buffets and decorations, cultural highlights, and a unique atmosphere will turn the event into an unforgettable experience. The Moritzbastei is one of the most efficient

cultural and gastronomic service providers in Leipzig, with more than 20 years of experience in catering.

### Porsche Werk Leipzig

The events platform of Porsche Factory Leipzig offers a unique combination of conference facilities and attractive parallel programmes. Numerous conference rooms, modern equipment, an exclusive catering service, factory tours, thrilling driving events—both on-road and off-road—on the factory's own test tracks, as well as competent and friendly staff make every event a fascinating experience.

## WHERE TO STAY

### Hotel Fürstenhof, Leipzig

Set in the heart of the historic and cultural heart of Leipzig, the Hotel Fuerstenhof, Leipzig has welcomed its guests for



## EVENTS

The Kongresshalle is a partner of the campaign 'Feel the spirit ... do-it-at-leipzig.de'. Masterminded by Leipzig Tourismus und Marketing GmbH and Leipziger Messe GmbH, this network unites close to 50 suppliers, including conference venues, event locations, hotels, agencies and transport services.

The international meeting of vascular surgeons, the Leipzig Interventional Course (LINC), held at Leipziger Messe convention centre, brings together than 4,800 participants from 70 countries, and it is rated among the world's largest congresses on vascular medicine.



Hiskia Wiesner  
Head of Conventions, Leipzig  
Tourismus und Marketing GmbH

"Leipzig is one of Europe's excellent centers for medicine including biotechnology and life sciences. The Faculty of Medicine, founded 600 years ago, has received international recognition for research in many areas such as stem cell research, regenerative medicine and more. The core competencies are in biotechnology, energy technology, automobile industry and logistics. The city offers an unparalleled environment for events in these fields. A new venue is the Kongresshalle am Zoo Leipzig. The combination of a modern convention centre and a zoo with a high scientific profile is a feature which is unique worldwide. Our old culturally rich city is full of hidden charms and unexpected offers such as the driving experience at the futuristic Porsche production facility."

**Kongresshalle am Zoo Leipzig is a unique venue for conferences and events. Another different experience is the futuristic Porsche production facility**

over 125 years. Built as a palatial home, this neo-classical building offers 92 timeless and elegant rooms including 12 spacious suites with up to 180m<sup>2</sup>. The five exclusive conference rooms are the perfect venue for unique events and successful conferences.

### Pentahotel Leipzig

Everything is within easy walking distance—including the Gewandhaus concert hall, the opera house, a wealth of museums and galleries, the main railway station, interesting shopping arcades and the legendary pub districts. All 356 rooms and junior suites are fully renovated.

### Steigenberger Grandhotel Handelshof Leipzig

The historical building close to Naschmarkt square and the Old City hall underwent a thorough restoration. Style and furnishing of the new hotel pays tribute to the grand reputation and tradition of the house. The hotel has 163 generously sized rooms of at least 26 square metres, 13 junior suites and suites as well as a presidential suite in maisonette style.

### The Westin Leipzig

A total of 4,000 sqm conference and exhibit space with more than 50 flexible meeting and conference rooms offer the ideal setting for successful meetings. The hotel has been documented as a certified conference hotel. The Westin

Leipzig was designed by Japanese architects, built by Japanese engineers and completed in 1981.

### GREEN STANDARDS

Like many other congress partners in the city, the Leipzig Trade Fair and the CCL actively support the principles of corporate responsibility. In 2013, the CCL was presented with the "Meeting Experts Green Award" by the German Convention Bureau (GCB) and the European Association of Event Centres (EVVC). The City of Leipzig itself is also a pioneer when it comes to sustainable growth. In 2012, Leipzig was presented with the German Sustainability Award in the category 'Quality of Life and Urban Structure'.

### AFTER WORK HOURS

- The Gewandhaus Orchestra, the opera house, various theatres, cabarets and vaudeville stages, as well as numerous museums make a visit to Leipzig a lasting cultural experience.
- Architectural highlights include the Old Town Hall, St. Thomas Church and St. Nicholas Church and numerous Wilhelmine quarters.
- Over 1,400 restaurants, cafés and bars offer gastronomic service.
- Over 20 lakes, family-friendly waterways, an idyllic woodland and castles offer recreational activities.



# Fitur 2016

A gathering for global tourism professionals, the 36th edition of Fitur will be held from 20-24 January 2016 at Madrid, Spain



Ana Larrañaga  
Managing Director  
FITUR



Fitur, organised by IFEMA, is among the more comprehensive exhibitions for tourism related businesses, organisations and institutions. Participation from 165 countries and regions worldwide is expected. Last year the exhibition saw participation of 12 per cent more international professional visitors. This means in five days 125,084 professionals from 139 countries visited the trade show which boasted a total of 222,551 attendees including the weekend public.

Ana Larrañaga, Managing Director, Fitur, speaks on the development and participation from India

## KEY FOCUS

To launch initiatives that promote meetings with more than 200 international buyers through a pre-arranged appointment diary such as the Hosted Buyers Workshop or Investor África which follows a B2B format of personalised appointments.

## NEW THEMES

We launch with the figure of the Fitur partner which is the region of Andalusia. We will also be giving prominence to two sections—Fitur Shopping and Fitur Health; reinforce the tourism technology sections—Fitur Tech and Fitur Know How & Export, through their corresponding platforms, given that new technological developments boost the competitiveness of the tourism industry.

## GROWTH

At the last staging of the trade show we registered a 12 per cent growth in foreign visitors. There was also an increase in buyers by about 10 per cent.



Hopefully, 2015 will close with an increase of 15 per cent in average expenditure per tourist, positioning us at a higher level than our best year which was 2007.

## SPACE

Fitur 2016 will be spread over eight halls at Feria de Madrid. In total, the exhibition offering will be spread across 60,000sqm.

## INDIA PARTICIPATION

Indian participation, in terms of exhibitors and square metres, is the largest and most important from Asia. The presence of exhibitors from India has grown in recent years. Thus, at the last Trade Show 21 Indian companies participated as direct main stand-holders and 24 as co-exhibitor companies, and the surface space contracted by Indian exhibitors increased by 34 per cent compared to the previous staging.

“Last year, in five days 125,084 professionals from 139 countries visited the trade show which boasted a total of 222,551 attendees including the weekend public”





# Meet in the **KINGDOM OF DREAMS**

Kingdom of Dreams, Gurgaon is where meetings and entertainment come together.

**Viraf Sarkari**, Director, Kingdom of Dreams, on what makes it a unique MICE venue



**Viraf Sarkari**  
Director  
Kingdom of Dreams

**Ambica Gulati**

**Kingdom of Dreams has been popular as an entertainment venue since its launch in 2010. What makes it an apt MICE venue?**

It is a place where leisure mingles with business. The venue has the capacity to host all kinds of events and there are sophisticated entertainment options. We have a world-class theatre with cutting-edge technology and we offer Broadway style musical shows. A walk around the Kingdom of Dreams will reveal that there's something for everyone here. It is a blend of art, culture, heritage, crafts, cuisine and performing arts, all enjoyed through the latest technological wizardry.

**What kind of events is the venue suitable for? Do you host domestic and international events?**

We have hosted many events such as the FIA awards, international shows, corporate

and business seminars, annual conferences, academic symposiums or other business events. We offer options for events of all sizes and unrivalled technology in the country to make business meetings and private occasions memorable experiences.

**Organisations which have held events...**

Several multinational companies including Sony, Airtel, Vodafone, Walmart, Ranbaxy, Samsung, Harley Davidson have held their Family Day as well as Annual Day functions. Corporate

## DID YOU KNOW ?

There have been more than 1,300 shows of *Zangoora*, The Gypsy Prince and 1000 shows of *Jhumroo*—the two international Broadway style musicals





giants like Hyundai, Hero Honda, Sony Mobile, General Motors, HCL have organised their product launches and dealer meets.

### **What is the capacity of the venue and which is the preferred site within the premises for events?**

There are three distinct hubs—Culture Gully, Nautanki Mahal and now ShowShaa Theatre. This theatre is a multi-purpose venue. It has a 250-seat auditorium in the day for corporate functions. And its automatic recessing seats can transform it into a banquet hall in the evening for social functions and a glitzy high energy night club on Friday and Saturday nights. It has a 60X40 ft stage, complete with revolves, hydraulic stage lifts, fly bars, Kirby flying systems, state-of-the-art light effects and live size LED walls that create a 3 D effect. The world class aerial systems also enable options of a grand entrée on stage of the presenters and key management. Projection screens on left and right walls of the stage can be used for corporate presentations and AVs.

### **Some milestone events are...**

We hosted the Federation Internationale Automobile (FIA) Award ceremony honouring the world

## **THREE DISTINCT HUBS**

An initiative of the Great Indian Nautanki Company, Kingdom of Dreams is a joint venture of Wizcraft International Entertainment, Apra Group of Companies and Raghubeer Group of Companies. There are three main hubs which serve different purposes and where different kinds of events and meetings can be held.

- **Culture Gully:** An air-conditioned boulevard with theme restaurants and live kitchens from 14 states of India and more from across the world. There is a sandwich bar, Lebanese, South East Asian cuisines and more.
- **Nautanki Mahal:** State-of-the-art 4D theatre. The auditorium holds a hydraulic stage, automated fly bars and a state-of-the-art matrix sound system.
- **ShowShaa Theatre:** MICE venue with a theatre for events and marquee spotlighting ancient Indian epics and mythology, theatricals, mock wedding shows and the great Indian talent circus.

There is also a Maharaja lounge for corporate dinners.

champions for the first time in India. The high point was the celebration of Indian culture, dance and music and a spectacular presentation by the cast of *Zangoora*. We hosted an all-night video conferencing session for a multinational with an hour of entertainment and it wound up at 7 am the next day with breakfast. There are many more events..

### **Where is MICE tourism heading in the country?**

It is growing and the Kingdom of Dreams will be a lucrative option for events, conferences, trade shows, socials, corporates and industry clients.

### **Do you take care of the events yourself or do you have agencies and vendors?**

If the client wants us to host the event, then we do it. But sometimes, event agencies and management companies also approach us. We rent out the space to them. They use our facilities but design their own programmes.

### **Which are the popular attractions?**

Everything is popular—Culture Gully, the shows *Zangoora*, *Jhumroo*, *Tejas* and now *Abhimanyu*.

### **How does the location help you get more business and tourism?**

Gurgaon is well connected with the popular domestic and international tourist circuit of the three historic cities—Jaipur, Delhi and Agra. We also have tie-ups with the hotels and customise group packages.

### **Which online platforms can we find Kingdom of Dreams on?**

People can book tickets on [www.bookmyshow.com](http://www.bookmyshow.com). We have an app too, our website is [www.kingdomofdreams.in](http://www.kingdomofdreams.in). We are going to tie-up with more websites in the future.









# MIXING BUSINESS WITH LEISURE

The winner of 2015 Best Wedding and MICE Hotel in North India Travel awards, **Ashwani Goela**, General Manager, Crowne Plaza Jaipur Tonk Road talks about the exceptional facilities and services that address the needs of both leisure guests and business travellers

Ideally located in close proximity to the airport and in the business hub of Sitapura, Crowne Plaza Jaipur Tonk Road has 218 well-appointed rooms and suites. With power breakfasts and uninterrupted internet connectivity, the hotel promises the essence of warmth. The five eclectic dining options including the House of Han, the Chinese restaurant along with service excellence, ensures an ideal culinary ambience. Its indoor and outdoor banquet venues offer flexible meeting options that can accommodate up to 1,200 guests. Spread across 19,500sqft, the expansive and pillarless banquet venues is coupled with service excellence by Crowne Meeting experts.

"We are a business hotel catering to business travellers and to the meetings and conventions market," says Goela, "Our clients deal in businesses like jewellery, garment, education and medical institutions which are in proximity and makes us a preferred destination for the discerning business traveller."

## TRENDS

Commenting on the hospitality trends, "The trend now is returning to business with luxury, meeting demand is at its peak since 2008, meeting size is growing, meeting space is changing, new age technology and the

prices are increasing slowly, teambuilding activities are making a comeback and growing importance of the destination," feels Goela.

## ROOMS AND MORE

Adding to the oversupply of rooms in Jaipur, Goela says, "It has not impacted our business. We are a business hotel catering to corporates, MICE, leisure and transit. Our renowned loyalty programme, IHG Reward Club helps the property deal with the oversupply. This brand loyalty has helped get the loyal customers back."

## GOVERNMENT POLICY

MICE industry is one of the fastest growing segments within the tourism industry generating millions in revenues for countries. "With improvement in infrastructure and upgradation of airports in cities like Jaipur, Hyderabad, Mumbai, Delhi NCR, Bengaluru and Chennai, India is on its way to establish itself as a quality MICE destination. The opening of convention centres and hotels with facilities for holding large conferences have helped the country in winning international conventions. Sohum Spa, swimming pool, a spacious fitness centre, well-equipped business facilities, banquet, rooms and the attentive Crowne Plaza Jaipur staff make us a one-stop MICE destination," says Goela.



**Ashwani Goela**  
General Manager, Crowne  
Plaza Jaipur Tonk Road







*Nevsky street prospect at night, Saint Petersburg*



*The Motherland Calls in Volgograd by [www.volganet.ru](http://www.volganet.ru)*

# Surfing RUSSIAN WAVES

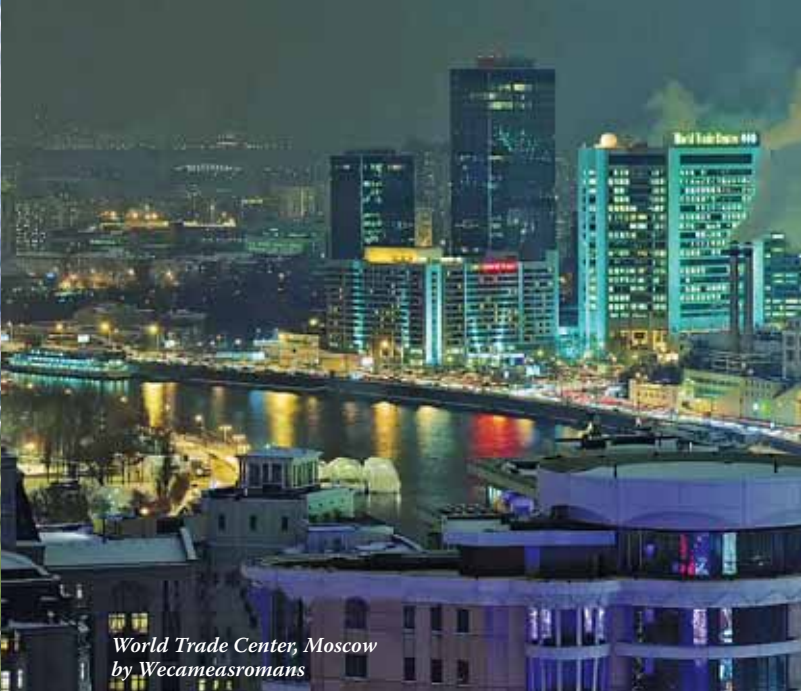
**Charu Makin**, Director, Delmos Aviation in India, operates Visit Russia and is working towards facilitating travel for groups

Vaishali Dar

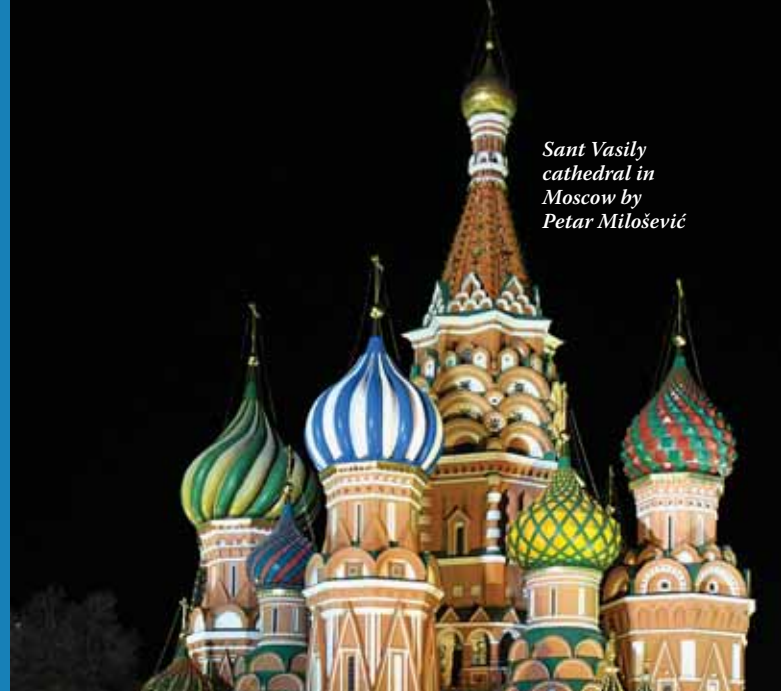


*Moscow International Business Centre by Kirill Vinokurov*





World Trade Center, Moscow  
by Wecameasromans



Sant Vasily  
cathedral in  
Moscow by  
Petar Milošević

**H**eaded by Dr Naveen Rao, who has been in Russia since 1991, Visit Russia is uniquely positioned with equal expertise of Indian and Russian markets. “We know the needs of the Indian client and leverage our \$400mn turnover to get the best deals. We have long term contracts with all hotels and do not have any agents in the middle to reduce costs,” explains Charu Makin, Director, Delmos Aviation, India.

The aim of Visit Russia is to leverage experience in ticketing, ground handling and visa processing to bring value offering to the Indian clientele and make it affordable to the general market. “The aim is to showcase the rich culture and heritage to Indians and grow the number of travellers to Russia. A travel package has all the three components and is optimally balanced to reduce the cost. Usually agencies are either purely IATA ticketing agents or pure DMC. We have married both these arms so that the client has a truly one-stop solution and seamless experience,” says Makin.

### ENCOURAGING MICE GROUPS

Russia has some of the largest convention centres and all the packages have a customised tour for each centre. Russia is a different MICE destination in comparison to Europe and South East Asia due to its Soviet era architecture and ethnic culture. For corporates, it’s best to expose their employees and dealers to various cultures and hence Russia, which has moved from a monarchy to communism and now to capitalism, is an ideal choice.

On the special incentives for large groups, Makin adds, “As of now there is no direct incentive but the process is ongoing. However, we do offer discounts to MICE groups and large groups on air travel and hotels.”

Makin continues, “We recently held some team building activities which involved a

treasure hunt in the iconic Kremlin area and a gala dance. This had some spectacular performances by acrobatic and magicians. For winters, we have dog sledges as Russia is the only place in the World to have the same.”

### ACCOMMODATION

Russia has some huge hotels suited for MICE groups so that they may stay at one place. “We work with the best hotels like the Azimut Olympic, the Holiday Inn, Park Inn, Radisson Sonya. For the discerning client, we have Lotte Plaza on the famous Arbat Street and Corinthia in SPB. There are big convention centres such as the Renaissance in Moscow and multi corpus hotels too,” says Makin. “Often people ask me which is the best time to visit Russia, my answer is all the time. It’s a lush green country dotted with flowers in summers and



Charu Makin  
Director  
Delmos Aviation in India

### UNIQUE FACTS

- Russia has extremity of weather, largest art collections, expansive food options, enormity of its architecture.
- Visit Russia is the sole operator of fixed weekly departures, every Friday across the year.

covered with a blanket of pristine white snow in winters. The infrastructure supports the harsh weathers and one does not feel odd even in mid-winters. The roads are cleaned daily and people go about their daily activities. It’s a sight that has to be seen to be believed.”

### TECHNOLOGICAL ADVANCEMENT

The entire system is automated on platform of Microsoft Nav vision once the client details are in. It is automatically picked for issuance of tickets, visa form filling and hotel bookings. It reduces duplication and increases efficiency.

“We do offer discounts to MICE groups and large groups on air travel and hotels”





# AIR CANADA

## TORONTO-DELHI NON-STOP

The non-stop flight from Toronto to New Delhi will be a daily flight by September 2016, say **Duncan Bureau**, Vice President, Global Sales, Air Canada and **Gary Cross**, Senior Director, International Support Services, Air Canada



**Duncan Bureau**  
Vice President  
Global Sales, Air Canada

**Kanchan Nath**

### INDIAN MARKET

Elaborating on the growth prospects of the Indian market, Duncan Bureau, Vice President, Global Sales, Air Canada said, "As there is a diaspora of 1.3 million people in Canada from Indian nationals and we are adding 30,000 Indian nationals to Canada every single year, India is a tremendous opportunity for us. There is a huge investment that Canada makes in India. There are 600 corporations in Canada that either have an acuity position or some business relationship here in India."

Talking about the flight experience he said, "It is a state-of-the-art aircraft. It is our new fleet, the 787-900. We have waited a long time for this aircraft to start operating in India. There is right economics, right guest experience and definitely the right capability of the aircraft so we are certainly very excited for the service."

Adding about his marketing and business strategy, he said, "We are doing incredibly well. We leverage our distribution partners throughout Canada, India and the US. We have a tremendous distribution network. Our load

factor figures in November 2015 were above 85 per cent. The reception was so strong that we decided to increase the frequency from four times a week to daily from September 2016."

### 787: THE GAME CHANGER

Talking about the challenges and business plans globally, Bureau said, "Fuel is a big issue. We certainly don't control that aspect and the rates may change with any global geo-political situation. But we are focused on the fact that our cost structure is in line. We have recently invested in 9.4 billion worth of aircraft. These aircraft will start coming into the system very shortly. In fact we already have nine 787s. We ordered 37 of them. It is a tough business to make money in. But we are expanding very quickly at Air Canada. We operate in 195 markets globally and by 2020 we hope to operate in 250 markets. At present we carry about 38 million passengers and by 2020 we want to carry 50 million passengers. For us the 787 is a game changer. We have ordered 100 of 737 max aircrafts and we will take delivery in 2017. By 2020, Air Canada will have one of the youngest fleets globally combined with

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*Air Canada offers a whole range of products for business travellers*

”



our 787 fleet, the 737 Max fleet, and a number of other acquisitions we have made in air body aircraft."

### TRAVEL TRADE

Talking about their relationship with the travel trade partners, he said, "We have a pay for performance kind of relationship with the travel trade partners. The travel distribution network in India is important as a large percentage of traffic gets booked through travel agencies. We have strong relationships with international TMCs, American Express, HRG and BCD but we also have strong relationships with a number of travel agencies here in India with whom we have worked for many years now."

### LATE BOOKING MARKET

Talking about the differential value-add as far as seats are concerned, Gary Cross, Senior Director, International Support Services said, "We offer three services on this aircraft: The Business Class, a brand new Premium Economy Class and the Economy Class. We have been

service and is particularly aimed at SME and travellers who are travelling to Canada or India for the first time. The economy class of course is available with a seat back TV."

He added, "The inaugural flight took 12 and half hours and is non-stop. It will take 14 hours from Delhi to Toronto. The schedule is particularly good for business travellers as the arrival time in Toronto and connects with almost all of our domestic services and US connections. You pre-clear customs and immigrations in Toronto itself and arrive in the US as a domestic traveller just before breakfast."

### COMPETITIVE ADVANTAGE

Talking about the competitive advantage of the flight, Cross said, "We are the only carrier with a premium economy product on this route. We are the only carrier to have a four-star catering service based in North America. We have appointed The Oberoi to do the catering for our food out of India. We have an award-winning room service, in-flight entertainment



**Gary Cross**  
Senior Director  
International Support Services  
Air Canada



operating on the Delhi route for nearly a year now and we did offer introductory fares and shall continue to have special offers. Now our flights are full so one should check with Air Canada to find out the best fares."

### BUSINESS TRAVELLERS

Talking about the advantages for MICE, Cross said, "Air Canada offers a whole range of products for business travellers. We have the business class cabin with lie flat seats, state-of-the-art technology and a small and intimate cabin. For the cost conscious travellers we have the premium economy class which is actually more of a business class than an economy one. The intimate cabin have more leg room, with only 21 seats with its dedicated check-in, meal

and food. The flight attendants are multilingual and fluent in all major Indian languages."

### AVIATION POLICIES

Commenting on the draft aviation policy, Cross said, "Any government which is looking at economic development, aviation is an important component. Opening up markets through aviation allows economic growth. We are excited about what is happening regarding the aviation policy both in Canada and India. We are looking for a much easier transition for Indian nationals into Canada from a visa perspective and vice-versa. Even for nationals travelling beyond Canada, we are looking at an easier in transit without visa which is important for us to make this route successful."



*The travel distribution network in India is important as a large percentage of traffic gets booked through travel agencies*





# Treasured Travel Experiences

**Syed A Asim**, Executive Director, Bonton Holidays won the Innovative Travel Management Company at the West India Travel Awards and Best Travel Management Company at the North India Travel Awards 2015, speaks on exceptional experiences



Syed A Asim  
Executive Director  
Bonton Holidays



## SERVICES AND USP

Bonton is a leading multinational travel management company (TMC), having IATA at multiple locations and certified by the Ministry of Tourism, Government of India for both inbound and outbound tourism. The services are offered through a wide network of B2B agents, an online travel portal, a specialised contact centre for servicing customers and a corporate division. Bonton believes in products and services offered. The travel experience and memories that we create are the most treasured and gratifying. And we have always taken the smallest feedback with utmost importance and this has been the base for us at Bonton to innovate and deliver exceptional experiences.

## NEW HAPPENINGS

MICE division in Bonton aims to fulfill a never increasing request for an end-to-end MICE service. Bonton has created many a happy and fulfilling moment for its clients ranging from banking, fashion, technology, logistics, KPOs and other groups and events that we have serviced.

## TOP DESTINATIONS IN 2016

As per trend and travellers' choice, 2016 will be about exotic destinations. The break away from the regular travel destinations will be in. Destinations offering natural beauty, culture and heritage, history and artifacts, unique experiences like sunset dining against famous backdrops of the world such as a Burj Al Arab, or an experience that a Sardinia can render for Seychelles or a Tomorrowland can render for Koh Phangan.

## TRENDS IN MICE

MICE is a focus area for all leading TMCs and the greatest challenge is for conference centres to constantly innovate and retain market share. There is an increasing trend of MICE events in outbound locations which again creates another avenue within the travel domain, which is sure to be one of the fastest growing verticals within the industry.

## DESTINATIONS

### • TOP OUTBOUND DESTINATIONS

As per news trending, the tourism market will surpass the figure of US\$40 billion by 2020. Dubai, Singapore, Thailand will remain the leading travel hubs for Indians. However, United States, Malaysia, Mauritius, Hong Kong, Australia – New Zealand, China, Switzerland and Sri Lanka would also be widely visited, whilst Europe will remain as a preferred destination for many.

### • TOP INBOUND DESTINATIONS

Shopping has been a major inbound attraction along with scenic beauty, history and culture and cuisine. The inbound market is season-based and most European travellers prefer to travel during the summer, apart from the normal peak travel season. Jaipur, Udaipur and Delhi are favourites, along with Kerala, Leh and Ladakh for bike riders and backpackers. Offbeat destinations such as Chittorgarh, Ranakpur, Bundi, Fatehgarh, Kumbhalgarh, Samode and Northeast are garnering attention.

### • DESTINATIONS GAINING POPULARITY IN 2016

As much as people will travel to Europe, South East Asia and Middle East, Indian nationals look to New Zealand, Australia, France, Seychelles, Madagascar, Greece, Spain and the USA. The traffic to Maldives, Sri Lanka, Dubai, Bali and Mauritius shall also register a handsome rise in headcount.

“

*MICE is a major focus area for all leading TMCs and the greatest challenge is for conference centres to constantly innovate and retain market share*

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# ibtm arabia 2016

A meeting and knowledge-sharing ground for the travel trade industry in Abu Dhabi, it will be held from 9-11 February 2016



**Mohammed AlAoui**  
Public Relations Manager  
Emirates Palace

When ibtm arabia first opened its doors in 2007, the regional MICE industry outside of Dubai was in its infancy. Incentives were largely absent from a wider landscape that lacked the resorts and attractions infrastructure to support them, and large-scale meetings could not be supported as venues were not yet built and destinations lacked the requisite accommodation mix. Over the past decade ibtm arabia has transformed into one of the Gulf region's exclusive and high-profile shows, providing a unique opportunity for top-level buyers to meet leading industry suppliers from the Middle East and around the globe.

Mohammed AlAoui, Public Relations Manager, Emirates Palace, says, "ibtm arabia is one of the major events where MICE specialists, major events organisers, hotels, airlines and travel services agents from all over the world come to develop new business. It's an opportunity for hotels to meet with the major international and regional MICE agents and a great way to strengthen their relationship with existing contacts and to establish relations with the new tour operators and DMCs." Emirates Palace, which celebrated its 10th anniversary, has hosted networking events at the show over the last decade.

The focus of ibtm arabia is on creating a community, providing a one-to-one ratio of buyer to supplier and to match the appointments which mean both buyer and seller have to be compatible. Like its sister ibtm america, ibtm arabia has a community where participants stay in the same hotel and attend the same activities, from meetings to lunches and dinners.



ibtm arabia 2016 has a line-up of companies represented by buyers attending the show, including those from Coca-Cola (Poland), AW Europe (Belgium), Peugeot Citroen (Russia), Korea Railroad Research Institute, Provident Global Capital Group (Hong Kong), Abbott (UAE), Cognizant (UK), Tata Capital Financial Services Ltd (India) and Kuoni MICE & Special Groups (Switzerland) as well as interest from countries in the Middle East and beyond.

Last year, ibtm arabia 2015 delivered more than 3,000 mutually matched and pre-selected appointments over the two days of business meetings, with each exhibitor and hosted buyer having a diary of up to 30 appointments each over two days. The combination of the pre-scheduled appointments and nine networking opportunities provided valuable touch points for everyone to help make meaningful connections. Post show research confirmed that 95 per cent of both exhibitors and hosted buyers were satisfied with the event and the business they did.

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*Focus of ibtm arabia is about creating a community, providing a one-to-one ratio of buyer to supplier and to match the appointments*

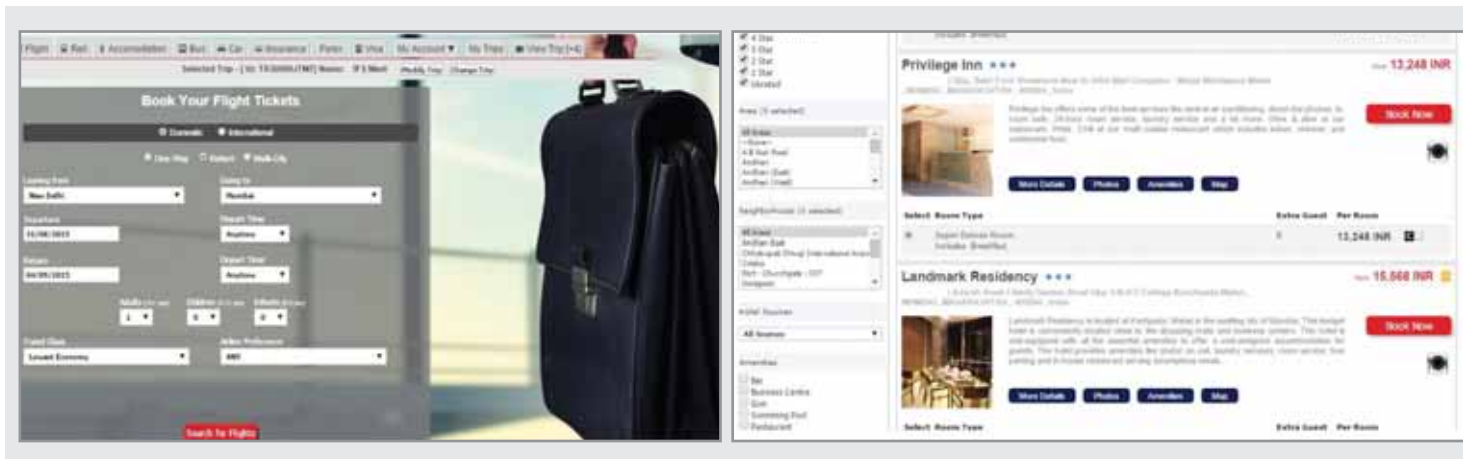
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# Automation: KEY TO TRAVEL MANAGEMENT

The potential of a good travel management company is more than cheaper ticket rates. Multi-faceted features of online platforms can help companies change their travel behaviour altogether.

Hazel Jain



**“**  
*Kuoni recently upgraded its booking tool for corporates to Sonic 2.2. The effectiveness of this tool is measured in multiple cuts—number of transactions processed and number of corporates managed*  
**”**

Automation in travel and expenses (T&E) management is the future. With India becoming the 10th largest MICE market in the world, companies are grappling with climbing costs for processing travel and expenses. Automation, it seems, is the only way out and can reduce these costs by at least 55 per cent and bring about a behavioral change over time.

**Manoj Chacko**, CEO, Kuoni Business Travel, said, “We realised that travel is the third-largest spend on a company’s PNL. At present, the adoption of online platforms for corporate travel in India is low but the trend is changing and companies, especially small and medium enterprises, are adopting corporate booking tools.”

Kuoni upgraded its booking tool for corporates to Sonic 2.2. The first version of this tool was launched three years ago.

The effectiveness of this tool is measured in multiple cuts – number of transactions processed and number of corporates managed. Speaking about growth for such tools in India, Chacko feels that the market is huge. “Merely using a travel agency to buy a ticket is not travel management. Less than 20 per cent of the corporate travel market in India today is actually managed by professional travel management companies (TMC). The rest still use a travel agency. So the scope to grow this market is very high,” he says.

An interesting phenomenon, Chacko adds, is that the adoption rate among smaller companies (SMEs) is far better and far higher than the larger companies because there is a lot of pain of change involved. “The behaviour is slightly different when it comes to personal transactions as against official ones. We have seen the adoption rate among the SMEs improving tremendously in





## AT THE SPEED OF SOUND

- Sonic 2.2 is a cloud-based corporate travel solutions platform powered by a fare pricing engine that ensures the lowest and most accurate fares at all times at an outstanding speed.
- It provides a single window to Kuoni's staff to search and respond to booking queries of corporate customers. In addition, there are multiple aggregators enabling the system to provide offshore fares along with the India published fares on the same window.
- It can be tailor-made to fulfill the requirements of the organisation.
- Integration of Client Active Directory and HRMS tool with Sonic 2.2 ensures employee profile data and approval hierarchy are in sync and updated in a timely manner.
- Real time reports enable your organisation to derive data to measure the effectiveness of your travel programme.
- Mobile site and app give easy access to both traveller and approver from anywhere at any time.
- Sonic 2.2 allows organisations to upload all negotiated local contracts and rates for vendors that do not have the API Connect. A vendor/partner will be able to accept bookings and update confirmation number.



the last three years. Having said that, the larger companies have a far more vigorous process trying to drive the change," he says.

### MULTI-DIMENSIONAL TOOL

There is a category of customers that look at just costs but they are not really in the travel management space. A typical corporate management programme is way beyond just booking the cheapest tickets.

"It's about making sure that you manage your travel budgets. So if someone has travel budgets a TMC can actually drive more bang for the buck. Typically, the way a TMC's performance is measured is in terms of how much bang for the buck it can give the company, how much savings can you derive, and what kind of behavioural change can you bring about?" Chacko adds.



The earlier you book the better are the rates, as everyone is aware. So one of the standard report this tool throws up is the advance purchase behavior of the company.

This helps the CFO to calculate his costs. "For instance, he can see that out of the 100 tickets booked, 20 were booked 14

days in advance, when the average ticket price was around ` 5,000. And the rest, say 20 others booked three days in advance when the average ticket price rose to ` 8,000. Then he can actually calculate the missed savings. That is the kind of insight a CFO would want to have and tools like Sonic 2.2 can provide him with all this insight," Chacko adds.



**Brig. Triguñesh Mukherjee**  
AVSM  
Co-Founder of Exper  
Executive Education and  
Inme Learning

# COLOUR

## Shift

A new year, a new beginning  
and lots of new resolutions





## Once Upon A Time (Long Long Ago)

Try as I may, I can't recall the last time I made a New Year Resolution. Why wait for the end of the year and fanfare? Feel the need to do something – just do it (like the ad). Having said that, one must add that it is a very good idea to take stock of ourselves once in a while—if it is New Year's Eve or the first day of the year for someone, so be it.

## Reconsider Copying

There are a lot of things we have started doing because somebody else does it somewhere. That I think is a pretty stupid reason. I want to celebrate—I will: great!

Do give it a thought before celebrating (and, of course, giving business to companies who thrive on our penchant to copy) and also the reasons. Let's take a few examples: Mothers' Day started as a very sombre event when mothers, who had lost sons in the war, came together to support each other.

Thanksgiving, an American event—apparently, no one is absolutely clear on the real origin. True, it celebrates harvest but the start point, in the 17th century, was what the Indians taught the pilgrims (settlers so called because they were seeking religious freedom). Abraham Lincoln proclaimed a National Thanksgiving Day during the civil war. And Halloween?

Doing it just because others are does not seem a happy state. Celebrate local and traditional festivals—sowing, harvest, spring and others. Maybe this New Year we can take a relook at our copying habits and what we want to celebrate—and celebrate we must because life should be a celebration. Just a reason for a party—why not?

## Resolution Personalities

Who am I? We have inclinations that put us in 'types'—here are some (you could make up more) personalities:

- **The Tree:** makes so many resolutions that they are easy to forget.
- **The Starter:** knows how many times he/she has started (or stopped) something – these last till 2nd or 3rd of January.
- **Block:** fine as I am.
- **Rope Ladder:** keep at it till it is done.
- **Know All:** (like me?) more keen to help others with their resolutions.

## Some Thoughts

Since this magazine is usually read by intelligent young (and looking young) adults, it makes no sense to give suggestions, or worse advice. Sharing some thoughts may not be out of place. Prime concern for almost all of us is to be happy and contented. Simple words but complex and different for each one of us, which is fine. A good start point perhaps is to see the 'brighter' side of things first. Grin and read the rest—hopefully some ideas will emerge.

- **Memory:** Have an elephant's memory for the good things that happen (have happened) in my life; and a goldfish's memory for the not so good.
- **Blessings Board:** Create a 'blessings board' at home or work place (or both) and regularly update with details of stuff for which I can be thankful.
- **Language:** Nothing breaks the ice better than a few words in the language the other person understands. The broad smiles one sees are rewards. Ten to 15 phrases in three languages (dialects) by the end of the year—very important to get the accent right. Ages back, I received welcoming grins and was always charged much less, than my friends, at the vegetable market in Connoor (Nilgiris) because of a smattering of Tamil (right accent).
- **Travel/Visit:** By the end of the year travel to two places within the country that I haven't been to and don't know much about and travel by a mode that I am not used to. If in India, we are spoilt for choices—both in terms of places and travel modes.
- **Silence:** Spend 15 minutes each day with just yourself—silence doing nothing (no music, no TV, no calls). We need to train ourselves not to let our minds drift.
- **Learn/Relearn:** An old game or an activity—spinning a top, flying a kite, playing marbles (without losing them!) or any other thing.
- **Finances:** Put all finances in order and share information with the relevant people.
- **Add On:** Please add on your own items or make a fresh one—but decide and do.

## Happy New Year

Choices are always with us irrespective of the excuses we can think of. Winding up with the wish that the new year is full of hope, happiness and cheer. May success be ours. in whatever we want to achieve. God bless and lots of joy.

“Maybe this New Year we can take a relook at our copying habits and what we want to celebrate—and celebrate we must because life should be a celebration”

# What to pack for a **BUSINESS TRIP**

As a brand ambassador of your firm while travelling for business, it's important to remember that you need to wear the right colours and dress smartly



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

**B**usiness professionals need to pack smart while travelling for work. Although the selection of attire is dependent upon the nature of your job and the temperature of the region you are travelling to, it pays to remember that you are a brand ambassador of your firm. Your clothes should convey a high degree of professionalism in all socio-business settings, be it a boardroom, a client dinner, a drink at the local pub or at dinner with a local colleague. A few tips for packing smartly:

**Business suits:** Business suits have become 'de rigueur' or socially obligatory for men and women in today's business arena. Your business attire is

a powerful non-verbal signal and business suits by default send out a universal message about professionalism. Choose fabrics depending on the temperature of the place you are visiting. Suits in high-quality merino wool, wool blends and micro fiber are lightweight and need no ironing.

**Shirts:** Wrinkle-free cotton shirts in solids, stripes or herringbone are favourites with business travellers. For shirts with French cuffs, pack a set of cufflinks. Keep a spare shirt for emergencies and avoid bright colours or bold prints as they lack universal appeal in the business world.

**Women:** For women who prefer to wear Indian clothes (*saris/salwar kameez*) instead of a business suit, crepe silks and heavier georgettes and cottons are ideal, as they remain wrinkle-free even after a long day at work. For evenings, wear Indian clothes in darker hues, accompanied with a shawl. Keep jewellery to minimum—a simple pair of earrings, a string of pearls, a classic watch and a bracelet. An evening dress or a pair of black trousers with a matching blouse works well for several occasions.

**Men:** Add colour to your attire with a trendy tie. To create a different look on each day, use coordinated shirts and ties with the same two business suits. Alternately, switch back and forth between the suit and the blazer. For evenings, go with beige chinos or dark blue jeans, button-down shirts or collared t-shirts, with/without the blazer and no tie.

**Shoes:** A pair of comfortable office shoes (for men) or low-heeled court shoes/boots (for women), a pair of dressy evening shoes and loafers for in-flight use and for walking around the city in the evenings.

**Colour Coordination:** Textured black, navy blue and charcoal grey travel best and are globally accepted boardroom colours. Beige and linen are ideal for summer wear and business casual. Smartly balance the fabrics with the colour of the major items of clothing, to pack fewer items yet look distinctive every day.

**Fabrics:** Thanks to the research done by the textile companies, today we have stylish fabrics that go wrinkle-free from suitcases to boardrooms! As a simple rule, if you scrunch the fabric and it crushes, don't pack it!

“Use a suit bag only if it is critical to ensure that your suit should not be crumpled, as they can be unwieldy and you might be forced to check it in”







*“Your business attire is a powerful non-verbal signal and business suits by default send out a universal message about professionalism”*



**Trolley or Suit Bag:** As a time-starved business traveller, avoid checked in bags and try to work with a sturdy trolley and a laptop/office bag. Use a suit bag only if it is critical to ensure that your suit should not be crumpled, as they can be unwieldy and you might be forced to check it in.

#### **Packing the bag:**

- For shorter trips, to prevent hard folds caused by packing, wear your jacket on board.
- For longer trips, pack suits first by placing the centre of the covered suit in your suitcase and letting the excess hang over the sides. Fill this cavity created with other clothes, shoes and drape the rest of the suit over these packed items.

- It is useful to start with a solid base colour like black/blue and build up from there, planning one outfit per day or occasion.
- Leather folder, business cards and a high-quality pen.
- Travelling iron.
- Trench coat or a folding umbrella.
- If business takes you to colder climates, invest in a neutral knee-length overcoat and a lint brush.

When in doubt, dress formally. Planning your attire in advance removes anxiety of coordinating clothes in a rush and helps focus on the reason for making the trip, that is the business at hand.

# Incredible India

## Travel & Hospitality Tech Conclave 2016

**India's First Dedicated Event on Travel & Hospitality Technology**

March 17-18, 2016, FICCI, New Delhi

### Event Highlights

- Interactive Knowledge forum / Panel Discussion / Case Study's
- Structured Face to Face Business Meetings
- Technology showcase

- Meet leading suppliers with innovative Business Solutions & Cutting edge technologies
- Discover various Business Solutions to maximise your revenue
- Participate to learn new ways to reach out to your consumers
- Learn from Industry Experts to stay ahead of your competition

### Interactive Knowledge Forum on

Distribution

Revenue Management

Data analytics

Marketing

Innovation

Automation

**For Registration and B2B meetings please contact:**  
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Knowledge Partner

Associate Partner

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# MAYA TRAVELS NORTH TO HONOUR ACHIEVERS

The best known faces of the travel industry gathered to commemorate the achievers of North India Travel Awards on December 8, 2015. The awards ceremony was held at Crowne Plaza Jaipur Tonk Road.

The event was graced by **Gajendra Singh Khimsar**, Cabinet Minister of Industries, DMIC, NRI, Sports & Youth Affairs, Government of Rajasthan. The black tie event brought together more than 120 attendees for an exciting evening celebrating tourism excellence. The objective behind these awards is to advance and promote the well-being and prosperity of the sector. Jaipur was chosen for the awards because it is an enthralling historical city and the gateway to India's most flamboyant state. The city's colourful, chaotic streets ebb and flow with a heady brew of old and new. **Sanjeet**, Mentor, India Travel Awards said, "These awards signify the growth of the industry which has developed immensely in the last few years. Encouraged by the enormous success of India Travel Awards in other regions, we wish to continue with this. India Travel Awards is a platform which recognises and applauds the true leaders of the fraternity, to acknowledge the emerging leaders. We are proud to have been instrumental in helping it flourish, and will continue with our endeavours."

The Gallery of Legends award was conferred on **Radha Bhatia**, Chairperson, Bird Group, while **Bhim Singh**, Managing Director, Rajasthan Tours and President Federation of Hospitality and Tourism of Rajasthan, was announced the DDP Trailblazer. DDP Game Changer was **Ajeet Bajaj**, Founder and Managing Director, Snow Leopard Adventures, while **Mittu Chandilya**, CEO and Managing Director, AirAsia India, was

announced the Face of the Future. **Pankaj Nagpal** was pronounced the Entrepreneur of the Year.

India Travel Awards supports, promotes and develops the Indian travel and tourism industry by identifying and rewarding excellence and inspiring its practitioners to continuously raise the standards of their products and service offerings. Based on a unique system of jury judgment and voting, these awards are fair and unbiased, finally culminated in a formal black tie ceremony that was glitzy, glamorous and graced by the Who's Who of the travel industry.

India Travel Awards is supported by the Government of India, Ministry of Tourism and is now hailed as one of the most esteemed awards in the tourism industry of India. These awards are also braced by esteemed trade bodies like the Pacific Asia Travel Association (PATA), the Association of Domestic Tour Operators of India (ADTOI), the Outbound Tour Operators Association of India (OTOAI), Travel Agents Federation of India (TAFI) and the IATA Agents Association of India (IAAI).

India Travel Awards runs and governs a comprehensive programme across a range of awards developed to recognise the industry's most vital sectors and product offerings. Awards are presented across four regions: South, East, West, and North. All awardees will be recognised throughout the year. They will be regularly featured by our travel media partners.







#### **GALLERY OF LEGENDS**

**Radha Bhatia**  
Chairperson, Bird Group



#### **DDP GAME CHANGER**

**Ajeet Bajaj**  
Founder & Managing Director, Snow Leopard Adventures



#### **DDP TRAILBLAZER**

**Bhim Singh**  
Managing Director, Rajasthan Tours & President, Federation of Hospitality and Tourism of Rajasthan



#### **FACE OF THE FUTURE**

**Mittu Chandilya**  
CEO & Managing Director, AirAsia India Ltd.



#### **ENTREPRENEUR OF THE YEAR**

**Pankaj Nagpal**  
Managing Director, Travstarz Holiday & Destinations



#### **BEST B2B TRAVEL PORTAL**

Travel Boutique Online



#### **BEST CORPORATE TRAVEL COMPANY**

Dnata



#### **BEST HOTEL IN THE MIDDLE EAST**

JW Marriott, Deira, Dubai



#### **BEST WEDDING AND MICE HOTEL**

Crowne Plaza Jaipur Tonk Road



#### **BEST GLOBAL DISTRIBUTION SYSTEM (GDS)**

Travelpoort Galileo



# north india TRAVEL awards



**BEST TRAVEL AGENCY**  
Shanti Travel



**BEST BUSINESS HOTEL**  
Hyatt Place Gurgaon Udyog Vihar



**BEST INTERNATIONAL AIRLINE**  
Oman Air



**BEST NTO**  
Destination Canada



**BEST MID-MARKET HOTEL**  
RK Sarovar Portico, Srinagar



**BEST TRAVEL MANAGEMENT COMPANY**  
Bonton Holidays



**BEST DESTINATION MANAGEMENT COMPANY**  
STHI Holidays India



**BEST RAIL TOUR OPERATOR**  
Worldwide Rail Journeys



**BEST LUXURY RESORT**  
Namah, Jim Corbett National Park





**BEST LUXURY TOUR OPERATOR**  
Terra Ignota Tours



**MOST VERSATILE COMPANY-AVIATION & TRAVEL**  
Eximius Business



**BEST VISA FACILITATION COMPANY**  
Udaan India



**BEST BOUTIQUE TOUR OPERATOR**  
Go Explore



**BEST DEBUT MID-MARKET HOTEL**  
Crystal Sarovar Premiere, Agra



**BEST HERITAGE HOTEL**  
Ajit Bhawan Palace, Jodhpur



**BEST MID-MARKET HOTEL CHAIN**  
Mansingh Group



**EMERGING HOTEL CHAIN**  
DS Hotels and Resorts



**BEST HERITAGE RESORT**  
WelcomHeritage Khimsar Fort & Dune



**BEST TOUR OPERATOR OUTBOUND**  
N. Chirag Travels



# north india TRAVEL awards



**BEST LUXURY HOTEL**  
ITC Grand Bharat, Gurgaon



**BEST CUSTOMISED TOUR OPERATOR**  
India Loves Holidays



**BEST CAR RENTAL COMPANY**  
Travel Bureau



**BEST GSA**  
Group Concorde



**BEST CORPORATE HOTEL**  
Ramada Jaipur



**BEST MICE OPERATOR**  
Wish Bone India



**BEST AIRPORT HOTEL**  
ibis Delhi Airport



**BEST CITY HOTEL**  
Holiday Inn Amritsar Ranjit Avenue



**BEST BOUTIQUE HOTEL**  
Flute Boutique Hotel, Jaipur





**FEBRUARY 2016**



**BTS**  
Olympia, London



**AUSTRIAN NATIONAL  
TOURIST OFFICE B2B  
ROADSHOW**  
Ahmedabad



**DOT PHILIPPINES  
B2B ROADSHOW**  
Pune



**DOT PHILIPPINES B2B ROADSHOW**  
Ahmedabad



**BIT**  
Milan, Italy



**TTE**  
Olympia, London

**MARCH 2016**



**ITB**  
Germany, Berlin



**MITT**  
Russia, Moscow



**UITT**  
Ukraine, Kiev

**APRIL 2016**



**TRAVEL TRADE  
WORKSHOP-BEST OF  
AUSTRALIA, DESTINATION  
NSW, TOURISM QUEENSLAND  
& TOURISM VICTORIA**  
Kochi



**AITF**  
Azarbaijan, Baku



**COTTM**  
China, Beijing



**SITT**  
Novosibirsk, Russia

# Visa Requirements



## Germany (Leipzig)

- ✓ **Note:** Prior appointment has to be taken for group submissions. A presentation to be done with Embassy over mail by corporate informing about the group submission. Minimum processing time after submission of group is 10 to 15 working days.
- ✓ **Passport:** Original Passport with validity of minimum three months (from the date of return) and minimum two blank pages for visa stamping. Copy of pages of passport containing personal information and also pages providing important travel information.  
**Please Note:**  
 a) Passports issued beyond 10 years will not be accepted by the Embassy.  
 b) Attach all your old passports (if any)  
 c) Handwritten passports will not be accepted  
 d) Passports with any 'observations' will not be accepted.
- ✓ **Schengen Visa Application Form:** Online Visa Application Form to be filled. Print out of the filled form to be attached with application for submission. The link for the form is - <https://videx.diplo.de/videx>  
**Please Note:** Only High Quality printout of the Barcode should be submitted along with the application.  
 Following forms also need to be duly filled, signed and submitted along with the application  
 a) Declaration on true and complete information  
 b) Declaration Form  
 c) Power of Attorney Form  
**Please Note:** Applicant mobile number should be mentioned in visa.
- ✓ **Photo Specification:** Two recent passport size colored photographs with matt or semi matt finish, 70%-80% face coverage, white background and without border (Size: 35mm x 45mm).
- ✓ **Covering Letter**  
 a) Covering letter from company with naming list and passport details of all applicants. The letter should be duly signed by the authorized signatory and taking the guarantee of all applicants that they will return back to India on completion of the tour.  
 b) Covering Letter from applicant on business letter head mentioning name, designation, passport number, purpose and duration of visit in brief. The letter should be duly signed by the applicant and addressed to—The Visa Officer, Embassy of Germany, Delhi. Applicant's current address should also be mentioned on Covering Letter where applicant wants passport to be delivered.  
 c) Company's (corporate) brief profile.  
**Please Note:** The letter should be addressed to The Visa Officer, Embassy of Germany, Delhi.
- ✓ **Invitation Letter**  
 If going for Business Purpose then Invitation from Germany along with naming list and passport number of all applicants.
- ✓ **Financials**  
 a) Company's updated bank statement for last six months till date mentioning the Bank's name, Bank's Telephone Number clearly.  
 b) Company's ITR for last three years.  
 c) Company's Registration Certificate or Memorandum.
- ✓ **Proof of Occupation**  
**Student:** An NOC from school on letter head with travel dates. Parent's signature id proof and student's id card copy. The letter should have phone number and address of school.  
**In case of Minor:** An NOC by parents.  
**Self Employed:** a) Company Registration Certificate/ Certificate of Incorporation  
 b) Company's and Personal Bank Statement for last six months till date with bank seal and signature.  
 c) Proof of Proprietorship/Partnership (In case applicant is Proprietor/Partner in a firm)  
 d) Company's and Personal ITR for last three years.  
 e) Dealership proof for all if dealers.
- ✓ **Employed**  
 a) Salary slip for last six months.  
 b) NOC from Employer on letterhead with travel dates.  
 c) Personal bank statements for last six months till date with bank seal and signature.  
 d) Personal ITR for last three years.
- ✓ **Proof of Accommodation**  
 Hotel confirmation for all Schengen countries to be visited and a letter from the tour operator along with the naming list and passport number of all applicants and mentioning that they are doing hotel, ticket, insurance for all the passengers.
- ✓ **Airline Reservation:** Air ticket and day to day travel itinerary with proper dates mentioned on it.
- ✓ **Travel Insurance:** Original and copy of Medical travel Insurance for the stay duration amounting to 30,000 Euros.  
**Please Note:**  
 a) Insurance to be done by the Authorized Insurance Companies for the Schengen States.  
 b) Insurance should match with travel dates.
- ✓ **Visa Fees:** Normal ` 4,600, Child (Age 6-12) ` 2,700, VFS Service Charge: ` 1,149





## Spain

- ✓ **Passport:** Original Passport with validity of minimum three months and two blank pages for visa stamping.
  - a) Photocopy of all the pages of the passport (even the blank pages)

**Please Note:**

- a) Passports issued beyond 10 years will not be accepted by the Embassy
- b) Attach all your old passports (if any)
- c) Handwritten passports will not be accepted

- ✓ **Schengen Visa Application Form :** Three visa application forms duly filled and signed on column 37 and 38 in Blue ink only along with the following forms.
  - a) Spain Authorization Form
  - b) Declaration Form

**Please Note:** Applicant mobile number should be mentioned in visa form.

- ✓ **Photo Specification:** Three recent passport size photographs with matt or semi matt finish, 60%-80% face coverage, white background and without border (Size: 35mm x 45mm)

- ✓ **Covering Letter**

- a) Covering letter from company with naming list & passport details of all applicants. The letter should be duly signed by the authorised signatory and taking the guarantee of all applicants that they will return back to India before the expiry of visa issued to them.

- b) Covering letter from applicants individually on company's letter head.

- c) A brief company profile.

**Please Note:** The letter should be addressed to The Visa Officer, Embassy of Spain, New Delhi.

- ✓ **Financials**

- a) Company's updated bank statement for last 3 months till date mentioning the Bank's name, Bank's Telephone Number clearly.

- b) Company's ITR for last three years.

- c) Company's Registration Certificate

- ✓ **Proof of Occupation Student**

- a) An NOC from school on letter head with travel dates. Parents ID proof and student's Id card copy accompanied by financial document. The NOC should have phone number and address of school

**In case of Minor (Age < 18 yrs)**

- a) Application form to be signed by both the parents.
- b) Copies of passports of the parents attested by a notary.
- c) If traveling with one of the parents a NO Objection Affidavit from other parent must be provided.

- ✓ **Self Employed**

- a) Company Registration Certificate/Certificate of Incorporation

- b) Company's & Personal Bank Statement for last three months till date with bank seal and signature.

- d) Proof of Proprietorship/Partnership (In case applicant is Proprietor/Partner in a firm)

- e) Company's and Personal ITR for last three years.

- f) Dealership proof for all if dealers.

- ✓ **Employed**

- a) Salary slips for last three months with company stamp.

- b) NOC from Employer on letterhead with travel dates.

- c) Personal bank statements for last three months till date with bank seal and signature.

- d) Personal ITR for last three years.

- ✓ **Proof of Accommodation:** Hotel confirmation on

letter head for all Schengen countries to be visited and a letter from the tour organizer along with the naming list and passport number of all applicants and mentioning that they are doing hotel, ticket, insurance for all the passengers.

**Please Note:** Hotel should match the ticket dates and maximum stay should be in Spain.

- ✓ **Airline Reservation**

Air Ticket and day to day itinerary with proper dates mentioned on it.

**Please Note:** Ticket should be presented with the gap of 15 calendar days from the date of submission.

- ✓ **Travel Insurance:** Original and copy of Medical travel Insurance of all applicants for the stay duration amounting to 30,000 Euros Insurance should have the validity for at least 15 days more after the return to India.

**Please Note:**

- a) Insurance to be done by the Authorised Insurance Companies for the Schengen States.

- b) Insurance should match with travel dates.

- ✓ **New Procedure for Schengen Visa Applications**

With immediate effect, Indian citizens travelling to Schengen countries for short-term (max 90 days in 180 days) will have to visit VFS visa application centre personally to provide biometric data (fingerprints and digital photograph). For subsequent applications within next five years the biometric data will be copied from the previous visa application included in the VIS.

- ✓ **Visa fee**

**Adult** ` 4,030, VFS fee: ` 1,343

**Child** (Age 6-12), ` 2,351, VFS fee: ` 1,343

**Below 6 years** ` 00, VFS fee: ` 00

**Charge location:** Delhi

Source: Udaan

# movements



**Ashwani Lohani**

Vice Chairman  
World Travel & Tourism Council  
India Initiative

Ashwani Lohani, Chairman & Managing Director, Air India has been appointed the Vice Chairman of WTTCII for the year 2016. Lohani, an engineer-turned-bureaucrat, was appointed CMD of the state-run carrier Air India. Lohani holds four engineering degrees, has authored two books (one on steam engines and the other on management) and is credited with the turnaround of the Madhya Pradesh Tourism Development Corporation and the India Tourism Development Corporation. Lohani, is the first Railway Service officer to be made the CMD of Air India.



**Kapil Chopra**

Chairman  
World Travel & Tourism Council  
India Initiative

Kapil Chopra, President, The Oberoi Group has been appointed as the Chairman for the year 2016. Chopra, who served as the Vice Chairman of WTTCII for the year 2015, takes over from Manav Thadani, Chairman, HVS, South Asia. As President, The Oberoi Group, he is responsible for all The Oberoi and Trident Hotels in India. An alumni of The Oberoi Centre for Learning and Development (OCLD), his experience as a hotelier spans over 19 years. Chopra is an avid collector of Indian contemporary art and writes regularly for various national and international publications.



**Sanjeev C. Gauns Dessai**

Director  
Department of Tourism  
Goa

Sanjeev C. Gauns Dessai has taken over as the new Director of the Department of Tourism, Goa. Dessai will oversee the department's role in the maintenance of the state's beach cleanliness, beach safety, tourist policing, master plan and all other tourism policies. Dessai is looking forward to reviewing and strengthening all the necessary measures and steps needed to make Goa a top tourist destination, ensuring safety and security of tourists, in addition to providing better facilities and more activities.



**Frederic Saunier**

Head of Corporate IT  
Asia Pacific, Amadeus

With APAC outpacing the rest of the world in terms of travel spend growth, Saunier will increase Amadeus' regional focus on the segment through direct sales and channel partners, with a portfolio of online solutions and bundled GDS offerings. Saunier leads a customer-centric regional team based in Singapore and soon to be expanded across Asia Pacific. Prior to his move to the region, Saunier has been part of the Amadeus family for a number of years as the Sales Director with Amadeus France. Prior to that, he worked for Air France-KLM where he held various positions.



**Nikita Gonsalves**

Director of Sales  
JW Marriott Mumbai Sahar

Prior to joining the JW Marriott Mumbai Sahar, Gonsalves was the Director of Sales at the Hilton Shillim Estate Retreat & Spa. Gonsalves holds an MBA in Marketing. Her vast portfolio includes prestigious brands like The Marriott Group, Taj Hotels and the Hilton Group before she made her way into JW Marriott Mumbai Sahar. With nine years of experience in the hospitality industry, she brings expertise in developing strategies for pricing, weddings, catering, MICE, Business Transient as well as overall revenue management including handling online travel agencies.



**Sudeep Sarcar**

Vice President  
India Exposition Mart Limited

Sarcar joined India Expo Centre & Mart as General Manager in 2011. With big ticketed events such as Auto Expo-the Motor Show, FDI World Annual Dental Congress and India Handicrafts and Gift Fair series, he has converted Greater Noida into a sought after MICE destination. He has also worked as General Manager (Fairs & Exhibition and Epi Centre Management) at Apparel Export Promotion Council (AEPC) and used to oversee the entire trade promotion activities including launching of the Made In India Show and more.



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City	Date	Time	Venue
Kolkata	18 January, Monday	10:00 - 14:00	The Oberoi
Delhi	19 January, Tuesday	10:00 - 16:00	Le Meridien
Hyderabad	21 January, Thursday	10:00 - 14:00	The Park Hyatt
Mumbai	22 January, Friday	10:00 - 16:00	The Palladium



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