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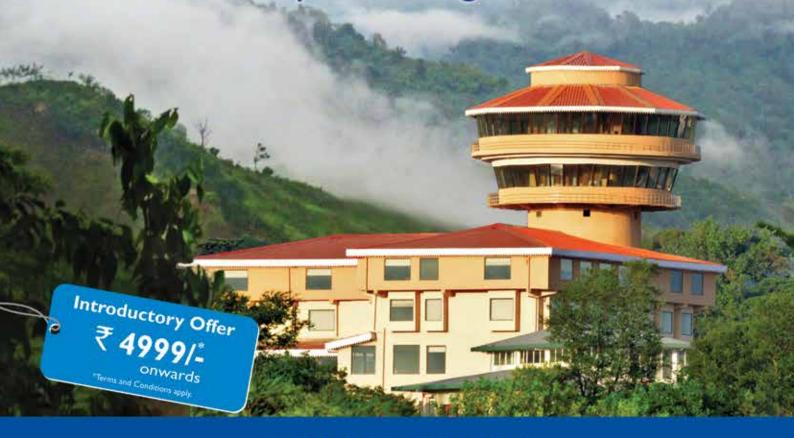
Volume VII Issue 10 October 2016 60 pages



BHUTAN JOINS THE MICE RACE

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editorial

Dear Reader,

The world and the centre of business travel is moving from US and Europe to Asia. Asia today contributes 459 billion dollars and generates 39 per cent of the global business travel turnover. This means that the way you do business is going to change. More business opportunities and challenges will come your way as this growth takes place.

India is the fastest growing major economy in the world. It is also the 10th largest economy in the world. The future is bright, but reforms need to continue. India's growth leaderships continues, even accelerating further in 2016(Q1).

It is also one of the biggest fastest-growing business travel markets in the world. It is said to jump four spots in the next three years, becoming the sixth largest market by the end of 2019. If India continues on its current path, it is poised to be a world leader in business travel for decades to come. That is the reason; we all need to keep on innovating to stay ahead in businesses.

While culture and nature continue to be the core tourism products of the Kingdom of Bhutan, there is an initiative by the Tourism Council of Bhutan to diversify and promote MICE in the Kingdom. They are now looking at India in a big way for that.

Pokémon Go is in the news and it's on everyone's phone. Just like any other engagement initiatives, there are key things to consider before taking the "virtual" leap. Augmented Reality gaming has gained popularity in recent years. However, Pokémon does not go with everything, our expert Darren Edwards talks about the same.

Time is of the essence. Probably the most expensive gift you can give to someone is spend time with them. Shivani Misri Sadhoo in her column shares tips on how to combat deadline pressure, work competition, long commuting hours, jams, anxiety, stress, lesser time to spend with family with better time management.

Keep reading and giving your feedback to us at micetalk@ddppl.com



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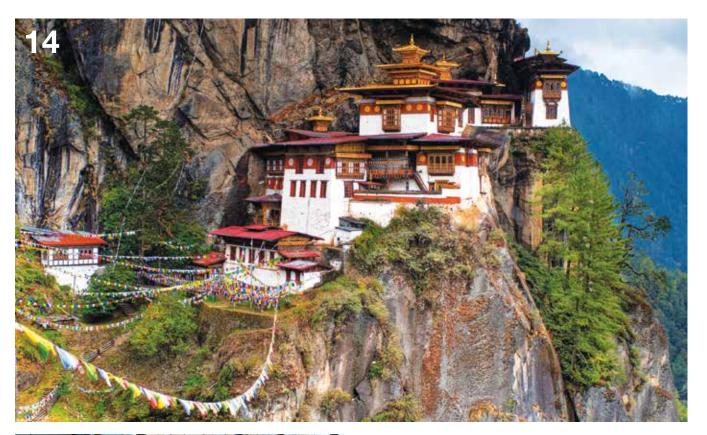
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RESORT & SPA LANGKAWI







THE JEWEL OF LANGKAWI

Be ushered into a world of ethnic charm and tropical tranquility at Meritus Pelangi Beach Resort & Spa, Langkawi.

Set along a kilometre stretch of white sandy shores on Langkawi's popular Cenang Beach, the resort is designed to depict a traditional Malay village, featuring clusters of wooden chalets with private balconies overlooking stunning sea views and lush green landscapes.

The 35-acre resort also offers vibrant dining options, versatile indoor and outdoor meeting spaces, water sports and outdoor activities, and a dedicated spa facility. Aptly dubbed 'The Jewel of Langkawi', the resort continues to be a widely popular destination for corporate and teambuilding retreats, incentive gatherings, and themed events.

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- Taking pride in service
- **INTERVIEW Anantara's MICE offerings**
- **Not just Boardrooms**

Regular

COUNSELLOR Shivani Misri Sadhoo on aspects of time management



EXPERT about the surging trend of charity dinners and its

Shital Kakkar Mehta talks aspects in metros





Cover Picture: The Venetian Ballroom at The Venetian Macau

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







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TCEB unveils digital strategy for MICE app

The Thailand Convention and Exhibition Bureau (TCEB) unveiled a digital MICE strategy highlighting the 'Biz Thailand' mobile application, an information gateway for MICE travellers. Nopparat Maythaveekulchai, TCEB President said, "This year TCEB continues to promote the readiness of Thailand's MICE industry through a comprehensive Digital MICE marketing strategy, utilising online channels."



Atlantis, The Palm introduces MICE incentive for Indian trade

Atlantis, The Palm has extended its booking incentive programme for all MICE bookings and stay until March 31, 2017. Sonu Shah, Manager Sales at Atlantis, The Palm said, "India is one of the top markets for Atlantis and has immense potential. With this programme we aim to maximise bookings across all segments such as weddings, corporate meetings or large scale entertainment events." Exclusive experiences include complimentary tickets to Aquaventure Waterpark or complimentary dinner and spa vouchers over 700 room nights, and more.



Lemon Tree Hotels to focus on MICE now

■ Lemon Tree Hotels will now focus to facilitate MICE service. Vikramjit Singh, President and Chief Revenue Officer, Lemon Tree Hotels, says, "We will be setting up largest convention centre hotel in Gurgaon, which will be opened by the end of this year, that will have banqueting facilities. In Mumbai we are building two hotels close to 1,000 rooms with very large banqueting facilities."





BRICS Trade Fair from Oct 12-14 in Delhi

■ BRICS Trade Fair and its business forum to be held in October 12-14, 2016, in Pragati Maidan in New Delhi aims to be the most prominent platform for business firms to meet and associate with complementing businesses from the other member countries including Brazil, Russia, China and South Africa. Few key sectors in focus include Aerospace, Agriculture and Green Energy.

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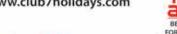


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OCEC to open its doors on Sept 26

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



Vistara launches suite of ancillary products



■ Vistara has launched a suite of ancillary products and services to enhance the travel experience and product options at attractive discounted prices. The suite of products include e-coupon books, class upgrades, lounge pass, excess baggage. Sanjiv Kapoor, Chief Strategy and Commercial Officer, Vistara, said "We are pleased to launch this suite of ancillary products and services that are designed to offer customers more choices at attractive rates, and that can be purchased with the click of a button."



NRAI Convention from Sept 25-26 in Mumbai

■ The National Restaurant Association of India (NRAI) announced the first edition of its convention dedicated to India's nightlife. Riyaaz Amlani, President, NRAI, revealed that the event will be held at St. Regis in Mumbai from September 25-26, 2016. "The two-day business convention will have multiple business sessions with speakers from the sector from across India." Attendees at the event will include individuals from the bar and the nightlife industry from across India encompassing business and informational workshops.



TUI Meetings & Incentives now Pacific World India

■ TUI – Meetings & Incentives has announced its brand migration as Pacific World India. Naveen Rizvi, Executive Director, Pacific World India, says, "Pacific World is the MICE setup of the TUI Group globally at present with presence in over 34 countries. The move comes as a strategic initiative to combine MICE expertise of our global team with local knowledge to handle meetings and incentives within India and overseas."

Celebrating harvest through Gimje Horizon Festival

■ To experience the Korean farming culture, Gimje Horizon Festival, celebrated its 18th anniversary this year,

It has also been selected as Korea's iconic festival for four consecutive years. The festival will be held in the Byeokgolje area of Gimje City, Jeollabuk-do, for five days from September 29 to October 3, 2016.







MICEtalk

Byungsun Lee, Director Korea Tourism Organisation says, "Korea is a land of festivals. One can experience the Korean farming culture to the fullest at Gimje Horizon Festival. The beautiful autumn nights and Korean traditions will surely create a memory for you."

Gimje in Jeollabuk-do Province of South Korea has beautiful landscape of the expansive Mangyeong plains with golden fields that are abundant with autumn harvest. The festival exhibits special programmes and this year's exclusive ones include: Korean Spirit Farmer's Music Performance and Korea Makgeolli Festival. The Korea Makgeolli Festival' consists of various events such as making D-100 day rice wine; experiencing promotional centre for the Nation's Makgeolli and making Makgeolli Contest by using horizon rice.

Arrived









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Thailand doubles VoA fee to 2,000 baht

■ Starting from September 27, 2016, Thailand, by the order of Ministry of Interior, will increase its VoA fee from 1,000 to 2,000 THB. Tourists from 19 countries including India, Andorra, Bulgaria, Bhutan, China, Cyprus, Ethiopia, Kazakhstan, Latvia, Lithuania, Maldives, Malta, Mauritius, Romania, San Marino, Saudi Arabia, Taiwan, Ukraine and Uzbekistan are entitled to apply for VoA at 42 designated immigration checkpoints, which will allow tourists to stay in the country for up to 15 days.



ards Presentation epublic of Indonesia PATA India chapter bags PATA Award of Excellence 2016 The Pacific Asia Travel Association (PATA) India Chapter bagged the PATA Award of Excellence 2016. The award was presented at the Welcome Board dinner at PATA Travel Mart in Greater Jakarta, Indonesia. Runeep Sangha, Executive Director, PATA India Chapter said, "It is a matter of great pride for us to be selected from 41 other chapters around the world to receive such a prestigious award. It underscores the commitments and efforts of our members, and their unending support to the tourism industry in India. Our focus is on value delivery to our members and we continue to strive for excellence for years to come."

Malaysian visa up from ₹3,500 to ₹5,600

Indians planning their next vacation in Malaysia will have to pay a total of ₹5,600 per person starting September 15, 2016. The earlier fee was ₹3,500. The Malaysia High Commission has outsourced its visa processing to One Stop Centre Malaysia Visa (OSC) with effect from Sept 15, 2016. Applicants will now have to bear a total cost of ₹5,600 (Visa fees: ₹1000 and Processing fees: ₹4,600). The processing time of the applications will be five working days for all categories.





Jet Airways launches in-flight entertainment (IFE)

■ Jet Airways' in-flight entertainment service JetScreen, will now be available on domestic flights. Over 220 hours of video and audio content can be enjoyed by Jet Airways' guests directly on their mobile phones, tablets and laptops. Gaurang Shetty, Whole-time Director, Jet Airways, said: "Streaming of content on personal devices has become extremely popular globally, and we are confident that this initiative will appeal to all our guests especially the millennials who prefer to access content on the move."



MALACCA & PENANG

3-NIGHT - Costa Victoria

Oct 26 2016; Nov 2,9,16,23 2016 Dec 14 2016 Itinerary:

Singapore-Malacca-Penang-Singapore

PHUKET & LANGKAWI / PENANG

4-NIGHT - Costa Victoria

Oct 22,29 2016; Nov 5,12,19 2016 Dec 6,10,26 2016; Jan 4 2017 Hinerary:

Singapore-Cruising-Phuket-Langkawi/Penang-Singapore

PHUKET & LANGKAWI & PENANG

5-NIGHT - Costa Victoria

Nov 26 2016 Dec 01,17,30 2016

Itinerary: Singapore-Cruising-Phuket-Langkawi-Penang-Singapore



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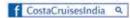
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JAGNIN joins the MICE race

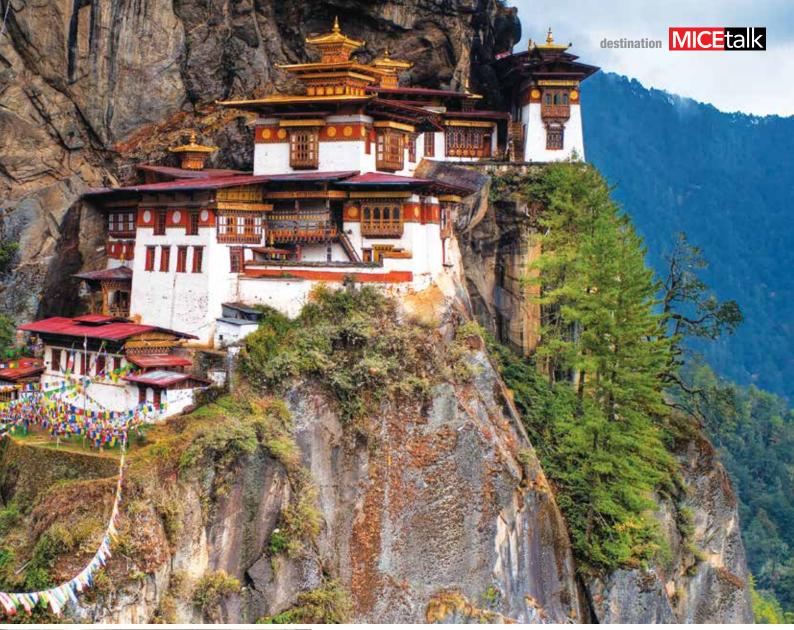
While culture and nature continue to be the core tourism products of Bhutan, an initiative by the Tourism Council hopes to diversify and promote MICE in the Kingdom

Hazel Jain

¶he Kingdom of Bhutan has been declared as one of the happiest countries of the world and is the only one which has Gross National Happiness! This happy country, known for its culture, festivals and Buddhist centre, is now opening up to MICE and is looking at India in a big way. According to the Tourism Council of Bhutan, MICE is a potential segment which needs to be leveraged further by Bhutan and is now training its focus on MICE travellers from India. Bhutan is in close proximity to India and it takes about 2.5 hours to reach the destination. As per the Tourism Council of Bhutan records, in the last calendar year, Bhutan recorded over 90,000 Indian overnight visitors as compared with 60,000 Indian bed nights in 2014. In 2015, the average length of stay was over 12.5 nights, the highest globally.

WHY MICE?

MICE has been introduced very recently as a new tourism product. This is an initiative of





the government to counterbalance the issue of seasonality and market Bhutan as a year-round destination. Although MICE-related travel is growing, it is relatively much smaller in numbers and scale. Bhutan has hosted several international meetings and conferences:

- PATA Adventure Travel and Responsible Tourism Conference and Mart 2012
- 6th UNWTO Asia Pacific executive training programme on tourism policy and strategy
- 16th SAARC summit
- International GNH Conferences
- International Women Conferences

CHALLENGES

- MICE is a new concept for Bhutan
- It has limited infrastructure in terms of hotels and conference facilities
- It gets strong competition from regional market (South Asia and South East Asia)
- The stakeholders lack awareness about promotion
- ICIMOD Board Meeting
- SAARC Environment Ministers Meeting

POST EVENT LEISURE

There are a range of outdoor activities that you can choose from after an event:

- Hiking
- Cultural sightseeing
- Farm visits
- Philanthropy activities
- Trying Bhutanese traditional games
- Rafting and kayaking
- Biking through nature
- Witnessing the colourful Bhutanese festivals



MICE has been introduced very recently as a new tourism product. This is an initiative to counterbalance the issue of seasonality and market Bhutan...



Geared up for MICE

Namgay Wangmo, Key Marketing Manager (Regional Market), Tourism Council of Bhutan, on how Bhutan is attracting MICE groups from India



Can you share some statistics about the Indian MICE travellers to Bhutan?

India has been performing beyond our expectations. In 2014, we had around six per cent of the total 65,399 regional tourists who had come for MICE. While regional visitors include those from Indian, Maldives and Bangladesh, a majority of them are from India. Such numbers are big for us. There is a huge increase from India and also goes on to show that our investment and marketing efforts made in the Indian market has yielded handsome results. In the current year, we are looking at a 30 per cent increase in Indian arrivals.

Does Bhutan offer incentives for big groups?

Bhutan has different tourism policy where a visitor has to pay a minimum daily package rate of USD 200 during the months of January, February, June, July, August and December, and USD 250 during the months of March, April, May, September, October and November. From this amount, USD 65 is deducted as the royalty fee which is used for the development of the country. So, for MICE group, the government waives off this royalty fee of USD 65 during the entire event and for two additional days.

Does Bhutan offer green options for meetings?

Currently, 72 per cent of Bhutan is under forest cover. Recent figures reveal that Bhutan emits around 1.5 million tonnes of carbon annually, while our forests absorb over six million tones, thus making it carbon negative. Therefore, it provides the best of natural environment and learning of sustainability for MICE travellers.



The most popular destinations in Bhutan last year were Paro, Thimphu, Punakha, Wangdue, Phodrang, Bumthang and Trongsa



WHAT WORKS FOR BHUTAN

- It has a well-established tourism sector
- It is a high-end destination
- It has a unique and vibrant culture
- It has a clean and green image
- It has political stability
- It offers good government support and incentives
- It has availability of world-class hotels

FLAVOURFUL INDIAN CUISINE

Indian food is probably the second best known food in the country after the national cuisine. People in the country are familiar at least with one Indian dish. So, Indian food is not a problem. Even if it is not readily available, you will always get it on your order.

MOST VISITED TOURIST PLACES

Taktshang in Paro, the tallest Buddha statue in Thimphu, Chimi Lhakhang in Punakha, Gangtey in Wangdue, Mebartsho in Bumthang are few of the places among many, that is mostly visited by the tourist.

Overall, the most popular destinations in Bhutan last year were Paro, Thimphu, Punakha, Wangdue Phodrang, Bumthang and Trongsa. Increase in arrivals was also noticed to Tsirang, Sarpang, Zhemgang, Gasa, Lhuntse, Trashi Samdrup, Jongkhar, Trashigang, Monggar, Haa, Chukha and Bumthang.



MARKETING THROUGH CULTURE

Craft Bazaar

The country's best textile, wood and crafts products are found here.

Centennial Farmers' Market

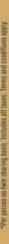
The market opens from Friday to Sunday and fresh agricultural produce are sold here. You will get organic fruits and vegetables at a reasonable rate.

Weekend Market

The market also opens from Friday to Sunday and is famous for Bhutanese jewellery and art designs.

POPULAR SPOTS

While Bhutan doesn't have any convention centres yet, it has beautiful five-star properties with conference halls set up against the scenic view in a serene environment that is most compelling and inspiring. Some of these hotels include: Taj Tashi, Le Méridien, Zhiwa Ling, Terma Linca Resort & Spa, Nak-Sel Resort & Spa, Hotel Migmar, Hotel Olathang, Tashi Namgay Resort.





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TRANSCENDENT

Probably among the top-most visited airports by Indians, Singapore Changi Airport offers business travellers many opportunities for shopping and entertainment

Hazel Jain

ne of the largest transportation hubs in Southeast Asia, the Singapore Changi Airport has currently been rated the World's Best Airport (Skytrax 2016) for the fourth consecutive year. This makes it one of the world's busiest airports by international passenger traffic and cargo traffic. It is operated by Changi Airport Group (CAG) and is the home base of Singapore Airlines, SilkAir, Scoot and Tigerair among others.

Over the past few years, CAG has consistently invested in customer-centric initiatives to uphold the passenger experience at the Changi Airport.

OFFERING ASSISTANCE

The Changi Experience Agents (CEAs) initiative, where roving customer service officers are deployed airport-wide to help visitors and passengers with assistance. Over 90 uniformed CEAs have been deployed airport-wide to assist passengers with special needs, helping them with way-finding, locating missing luggage and facilitating passengers with check-in, transit or transfer procedures.

The CEAs speak more than 20 languages and dialects including Hindi, Japanese, French, Tagalog and Thai. They complement the present Customer Service officers stationed at the information counters, with the added flexibility of approaching passengers proactively to render their service. Each CEA is also equipped with an ipad to retrieve the latest flight updates, store location or check-in gates, amongst other information.





SHOPPING STATISTICS

Changi Airport identified India as fourth amongst the top five nationalities by concession sale in 2015, with 5.9 per cent of retail sales (+4.2 per cent on-year) being contributed by Indian passenger traffic during the year. The annual data also reveals that favourite buys for Indian passengers last year were liquor and tobacco, perfumes and cosmetics followed by confectionaries, electronics and jewellery

MANAGERIAL INPUT

The airport has Duty Terminal Managers (DTM). Working in a team of five DTMs per shift in the day for the entire airport, a DTM is in charge of many areas, some of which are ensuring all systems within the terminal building, human or mechanical are working smoothly at all times, and attending to a wide-range of incidents from cancelled flights, accidents within the airport terminal, passengers who need medical help or special assistance.

CONNECTING OPTIMALLY

Besides handling telephone calls from the public, the Changi Contact Centre (CCC) is equipped with a new state-of-the-art customer relationship management system that integrates all feedback and enquiries received from customers across different communications platforms - phone calls, website, feedback kiosks and physical forms.

FACILITATING TRAVELLERS

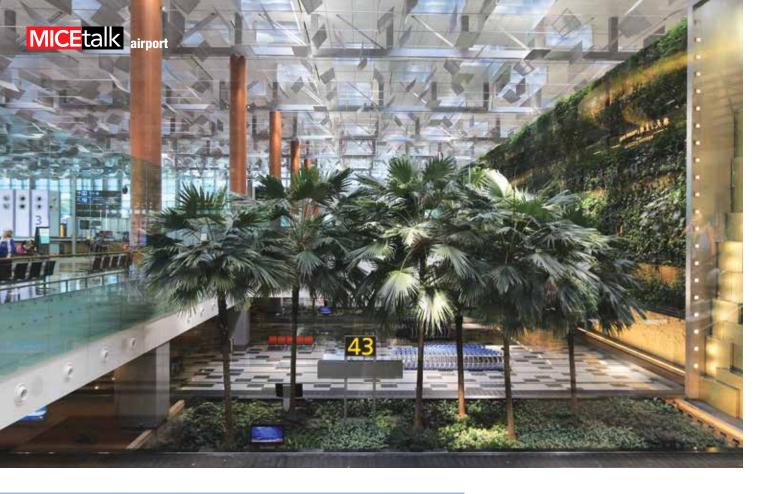
Passengers with a long layover in Singapore can use one of the many facilities of the airport. They can pamper themselves with shower, nail care, foot reflexology and a massage which are available 24 hours at T1, T2 and T3. Business travellers can also take refuge at the elegant airline lounges at all terminals.

At the rooftop swimming pool and jacuzzi (T1), visitors can use the pool, books, shower facilities, and even enjoy a free non-alcoholic beverage at the bar for S\$17. Spa facilities are also available across terminals including luxurious manicures, facials and massages. For fitness enthusiasts,



Over the past few years, CAG has consistently invested in customer-centric initiatives to uphold the passenger experience at the Changi Airport





Lucknow joins Changi trail

Dennis Yim, Asst. VP, Corporate & Marketing Communications, Changi Airport Group, talks numbers, and about India's importance as a source market

How important is the India market for Changi?

It is interesting to note some statistics point to the fact India is indeed a key market for the Changi Airport. It counted a record 55.4 million passengers and about 346,300 landings and take-offs in 2015. Of this, Mumbai Changi's fourth-fastest growing route (+8.2 per cent onyear) among destinations with at least half a million passengers handled in 2015. Bangkok, Colombo and Guangzhou took the top three spots. In December

alone, Mumbai saw a close to 11 per cent increase in traffic.

How well is Changi Airport connected to India?

The addition of a new service to Lucknow increased the total number of Changi's city links to India to 13, strengthening the airport's position as the most connected airport in Southeast Asia to India. In terms of traffic, the top five Indian cities for Changi Airport are Mumbai, Chennai, New Delhi, Bengaluru and Tiruchirappalli.



there are well-equipped 24-hour gymnasiums (T1 and T2).

If travellers are looking for some rest, they can check out the comfortable snooze chairs and couches located across all terminals, or even book a 'slumberette' at the Rainforest Lounge (T1) with a full-size bed available for just a small fee. Passengers can book a comfortable room after a long flight, without having to clear immigration, at the transit hotels across all three terminals. For complete relaxation, book a room at the Aerotel Transit Hotel (T1) or Ambassador Transit Hotel (T2 and T3). Equipped with full bedding and bathroom facilities, television and even a wake-up call service, these hotels offer a bird's-eye view of the airport.

The world's first Butterfly Garden (T3) in an airport features state-of-the-art landscaping and garden design, this two-storey enclosed garden is home to more than 1,000 butterflies and a sixmetre grotto-waterfall.

The airport's specially curated Orchid Garden (T2) has towering Foxtail Palms with butterfly, moth and spider orchids. Visit between July and August to see Singapore's National Flower, Vanda Miss Joaquim. It features more than 700 orchids of 30 species grouped by their various colours and shapes, representing the four elements of nature.

Visitors can also sign up for a Free Singapore Tour (T2 and T3) without having to clear immigration. The two-hour guided tour is perfect for stopovers of five hours or more, and will give a glimpse into the city's rich culture and heritage.



Business Beyond BANGKOK

Thailand Convention & Exhibition Bureau (TCEB) focuses on Chiang Rai, the northernmost province of Thailand, to facilitate business with an innovative twist

Kanchan Nath

Blessed with natural beauty and rich cultural heritage, Chiang Rai is one of Thailand's most engaging destinations for MICE. It is strategically located in the Golden Triangle area which enables business events travellers to conveniently connect to the neighbouring countries of Laos, Myanmar and China. Boasting a laid-back atmosphere and a blend of cultures, Chiang Rai is complete with facilities that can serve the sophisticated needs of international business events travellers.

FEW MICE VENUES IN CHIANG RAILe Meridien Chiang Rai Resort

The resort offers a choice of open air venues that add a new perspective to social gatherings, weddings, meetings, incentives, conferences and exhibitions. It offers over 1,414 sq meters

THAILAND CONNECT

The Thailand CONNECT Welcome Package and the introduction of Chiang Rai as an emerging business events destination complement TCEB's overarching 2016 'Thailand CONNECT...Our Heart, Your World' strategy. Priviledges include a BTS pass, Bangkok MICE Map that covers key MICE venues and attractions in Bangkok, Thailand CONNECT USB drive card, seven-day free Wi-Fi usage, and a Welcome Package card listing discounts on products and services in Bangkok's Ratchaprasong areas.

TCEB's International Media Familiarisation Trip (IMFT) 2016, press conferance held at the Nai Lert Park Heritage Home, Swissôtel Nai Lert Park Bangkok



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for contemporary indoor meetings and function rooms at Utopia 1, 2, Chamcha, library and library boardroom. Outdoor venues at the Sala Sukkasame deck, riverside terrace and lawn.

The resort occupies an idyllic 26 rai site on the banks of the Kok River, Chiang Rai

Mae Fah Luang Art and **Cultural Park Museum**

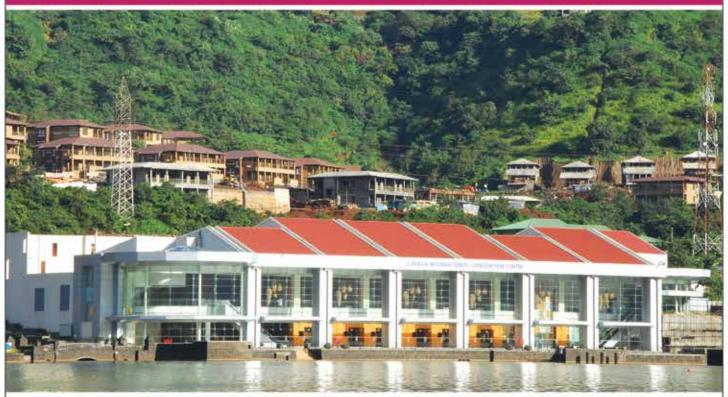
Definitely spiritual and exclusive in its offerings, the venue has the added advantage of detailed, enlightening cultural conversations with Rebecca Weldon. The Mae Fah Luang Art and Cultural Park is the region's largest collection of art items from

the Lanna culture or Tai culture (the minorities in northern Thailand, China's southwestern region or Yunnan, eastern Myanmar or the Shan States, northwestern Vietnam and western Lao).

Choui Fong Tea Plantation

This lush tea terrace at the Choui Fong Tea Plantation, in Mae Chan, Chiang Rai is not only a favourite of the local populace but can also be an ideal venue for MICE. They have been in existence for over 40 years and the tea plantation is spread over acreage of 1,000 Rai.

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TCEB rolls the MICE carpet

In a candid interview Weerasak Kowsurat, Chairman of the Board of TCEB, talks about the MICE offerings and how Thailand is pulling all stops to woo the MICE crowd

What initiatives are you taking to make Thailand the leader of **ASEAN MICE?**

We will try to do our best; whether or not we can be the leader is up to the cooperation between country to country. With the variety of venues that we already have and the professionalism of people who are servicing the industry, we can offer a lot. We are also working on further improvements. We have many universities connecting with TCEB directly to specialise their course in the campus to produce more MICE workers for the society. If we have enough new wave of workers in the society, we should be able to do even more. We have done quite a few things lately. In ASEAN, there has been an adoption of MICE standards that has a lot to do with the work we have done to identify standards for MICE in Thailand.

There are many dimensions in MICE industry that we as well as our partner countries in ASEAN and South East Asia will probably be able to work together. That is what we have done in the last six years and will continue to do so. We have 300 universities to keep the training on as well as raise the standards.

What about MICE rules and regulations?

We have just conducted a study this year on all the regulations about the MICE industry in Thailand. We intend to produce a handbook on it. Even people in this industry may find it complicated to understand how you get your merchandise in for exhibitions for example. Secondly, we are trying to introduce the first ever MICE legislation. We are looking at the opportunity to have at least every once in a while, a representative, so that government can have first hand information from the industry as to what is really going on in the field, the advantages and the obstacles.

What is your opinion on MICE from Europe?

Europe is looking for a newer playground for the capital to work. They are reaching the aging society

period. The reconnection of ASEAN, Asia-Europe meeting is becoming normal. While the first meeting took place 20 years ago, the two continents continue to reconnect. The Europe markets remains a very mature one, it was there during the origin of MICE. They were the first to produce the first tier of middle income group, which is now growing in South Asia, SE Asia. The connectivity between European based industry and manufacturing base in Asia, make for an ideal mix and nothing is better than to get them here and make them see the region for themselves.





We are trying to introduce the first ever MICE legislation to grow the industry



Singha Park Chiang Rai

Singha Park Chiang Rai, is an agro-tourism destination focusing on the development of sustainable tourism in Chiang Rai. Situated 450

meters above sea level and spans over 12.8 km² of fertile land, Singha Park provides a large variety of fun activities and has numerous beautiful sceneries for the most memorable photos. The Sports & Recreation Center also offers bike rental to explore the park and also the opportunity to try the Zipline with a panoramic 360 degree view of the tea plantations.

Night Markets of Chiang Rai

An Indian trip would never be satisfactory without the option of a good shopping experience. The night markets are a treat due to its feasibility; rows and rows of vendors set up selling everything from souvenirs for visiting tourists to fabrics, housewares, clothes.

CSR & Teambuilding activity

There remain many innovative options to develop camaraderie and team building while contributing to CSR. One such includes building







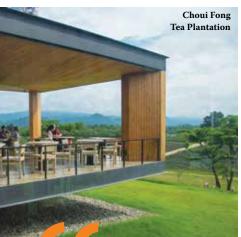




Agra you can conveniently host an unforgettable wedding or a conference of up to 440 seated guests or 600 mingling guests with more than 1,200 square meters of meeting space and a 5,300 square feet banquet hall catering to all your requirements with exemplary hospitality.











Chiang Rai offers myriad of scenic, cultural , sportyand experiential options for MICE

FACTS AND FIGURES

India continues to be a very important market for TCEB. In the first half of the 2016 fiscal year – from October 2015 to March 2016 – Thailand welcomed 493,384 business events travellers, earning the Thai economy more than 39,671 billion baht (approximately US\$1,116 million). Of these, a total of 135,240 (22%) were here for meetings; 143,053 (23%) for incentive events, 141,015 (22%) for conventions, and 74,076 (12%) for exhibitions. The top five markets during this period were China, India, Singapore, Malaysia, and the United States.

check dams. This is part of the Doi Tung Development Project, at Pang Pra Ratchatarn village, Mae Fah Luang district, Chiang Rai, in order to help support flood prevention and alleviation, as well as manage water resources within the operation area of the Royal Initiative projects.

TCEB has worked with partners to identify experiences based on the kingdom's distinctive characters which include Fascinating History and Culture; Outdoor Adventures; Team Building; CSR and Green Meetings; Beach Bliss; Lavish Luxury and Culinary Journeys. Partners for TCEB International Media Familiarisation 2016 included the Tourism Authority of Thailand, Airports of Thailand, Thai Airways International Public Company Limited, King Power International Company Limited and the Ratchaprasong Square Trade Association and the provincial authority of Chiang Rai.

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The GBTA India Business Travel Symposium, a flagship education and networking event, was held on September 6, 2016 at The Hotel Pullman New Delhi Aerocity Symposium 2016

Kanchan Nath

The twin event, a knowledge seminar and business travel show Global Business Travel Association (GBTA) recommenced its operations in India in April 2016 through a strategic alliance with Proconsul. Elaborating on their plans in India, Gaurav Sundaram GBTA India, Regional Director says, "We are very committed to building a very strong member base; we have already achieved 100 members since April 2016. We expect to close this financial year with 300 members in India alone. This will be probably be one of the bigger regions across the world. In October 2016, we will conduct Business Travel knowledge forum at Singapore, concurrently with ITB Asia. Many will be participating in Global Travel professional certification examination in Singapore."

He adds, "In 2017, we will be conducting education certification programmes in India, including the fundamentals of business travel, the advanced principles and the global travel professionals certification exam. A whole host of knowledge and education initiatives will now come to India for the first time by virtue of GBTA India being present



directly here. Also, in 2017 we will conduct our symposium, both in New Delhi and Mumbai in the month of September." Emphasising on GBTA's role he said, "As GBTA India we expect to be the voice of the business traveller industry. We will be launching our initiatives in industry advocacy and government dialogue to represent the interest of the business travel industry in the country."

At the event, the names of the GBTA India Advisory Board of Directors for 2016/17 were also announced. These include Rakesh Bansal, CEO, Amadeus India: Neerja Bhatia, Vice President India, Etihad Airways; Rajdev Bhattacharya, General Manager, WIPRO Travel; Rajeev Goswami, CEO and Co-Founder, WWstay; Ashish Kishore, Country Head, dnata International India; Mritunjaya Chandra Mohan, APAC Travel Manager, Adobe Systems; Gaurav Nagwekar, Head of Corporate Travel, Reliance

(Top L-R), Gaurav Sundaram, GBTA India, Regional Director: Neal Rogers, APAC-MEA Travel Head, CSC; Geetha Arekal - Regional Travel Lead (APAC), Unilever; Vikas Bangera, Head of Global Enterprise Sales, Thomas Cook; Yogita Chadha -**Director Sales & Account** Management - India & Middle East: Serko, Frederic Saunier, Head of Corporate IT - APAC, Amadeus

A host of knowledge and education initiatives will come to India for the first time through GBTA India



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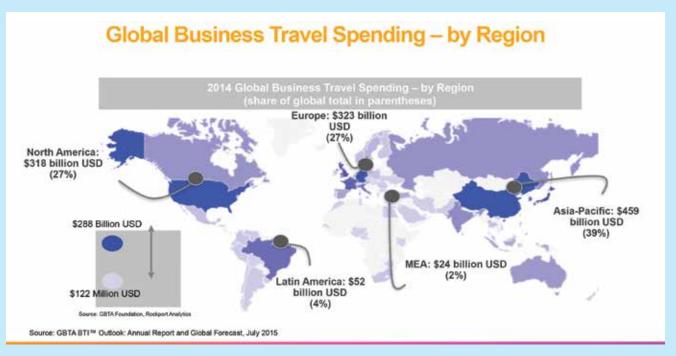


Value Brand



India BTI Outlook report, 2016

India BTI Outlook report, 2016, is the sixth year running. It was generated in partnership with Visa. It projects the business trends over the next eight guarters





alking about the Indian Market Gaurav Sundaram, says, "India today is the fastest growing major economy in the world. It is also the 10th largest economy in the world. The pace of growth is outstripping the rest of the world. The future is bright, but reforms need to continue. India's growth leaderships continues, even accelerating in 2016Q1. This means, an advancing middle class, steady job creation, rising incomes and confidence, moderating inflation, accelerated infrastructure have all helped to power domestic demand."

Quoting projections from the report, he adds, "Overall there remains a positive sentiment in growth of business travel. The percentage change seems to fluctuate. From 4.4 per cent growth worldwide in 2013, in 2016-2017, its gone a bit higher at 6.0 per cent. The world and the centre of business travel is moving from US and Europe to Asia. Asia today contributes 459 billion dollars and generates 39 per cent of the global business travel turnover. This means that the way you do your business is going to change. More business opportunities and challenges will come your way as this business growth happens."

He says, "India is the 10th largest business travel market in the world, India is also the fastest growing business travel market worldwide. It is growing faster than China and Indonesia. In business travel spending, India today is at 30 billion dollars for 2015, within a span of 18 months, it will move to number six and will be below France. It will be a bigger market than Brazil, South Korea and Italy just a little smaller than France. It is projected that from now to 2025 India would probably be among the top five largest business travel markets worldwide. India's annual business travel spend has grown by 12 billion dollars in the last five years."

Industries Limited; Chandresh Natu, APAC Lead Procurement, AON; Arif Patel, Vice President Sales, India, Accor Hotels; Victor Pynn, COO, Amadeus North America; Neal Rogers, APAC - MEA Travel Head, CSC; Subrato Sarkaar, Group President Administration, Aditya Birla Group.

In his video message, Michael W. McCormick, Executive Director and COO, GBTA said, "Flagship business travel symposium GBTA is incredibly excited to re-enter the Indian market. India is one of the biggest fastest growing business travel markets in the world. It's on pace to jump four spots in the next three years, becoming the sixth largest market by the end of 2019. If it continues on its current path, India's poised to be a world leader in business travel for decades to come. GBTA is here to support this growth." The first panel discussion was on Self Booking Technology. While SBT still has limited market share in India, it is growing exponentially. This session evaluated customer perspectives and industry capabilities.

Your property can be



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A New Delhi-based charter aircraft company, Imperial Air makes it easy for executives to fly anywhere in India. This is especially for those who have no time to fly commercial



Manav Singh

▼or high-level executives and expatriates who are required to shuttle from one meeting to another quickly or need to travel to regions that are inaccessible by commercial aircraft tend to rely on charter flights. One such charter aircraft company is Imperial Air. Based in New Delhi, Imperial Air was founded by Manav Singh in 2007, who is an old hand in the aviation charter business.

With a commendable non accident/incident history in India so far, Imperial Air's fleet of aircraft can fly corporate executives to the destination of their choice, encased in luxury, with no interruptions to their privacy quickly.

Imperial Air also offers customised meal options with Taj India as its catering partner. Singh however adds, "Imperial Air as a brand keeps reinventing so there may be a lot of new collaborations coming up in near future. I am also happy

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- The charters cost between ₹60,000 to ₹5 lac per hour

to announce that a new jet will be included in the fleet by October 2016, along with three more jets by early next year." Imperial Air flies to more than 200 destinations, nationally as

well as internationally. "A few of them are not even covered by commercial airlines. When travelling by Imperial Air, services start the moment the guest decides to fly with us.

"Starting with the escort services, we ensure somebody is there to attend to them all the time. As soon as they step inside the jet, the air hostess will welcome them with a relaxing drink, followed by a light snack, custom-made chocolates, and a delicious meal which can be customised according to their requirements," Singh claims.

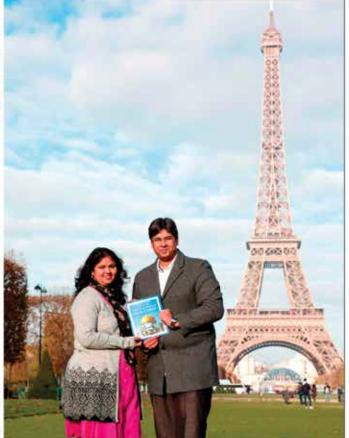
Corporate clients, he adds, make up about 50 per cent of his customers. The rest are generally politicians, HNI tourists, sports and entertainment celebrities, hotels and law firms. Imperial Air also has a 24-hour Air Ambulance Service that has tie-ups with major hospitals in the metropolitan cities.













A.K.INTERNATIONAL TOURISM, a non-profitable and dedicated Christian tour organisation for pilgrimage tours to Israel, Jordan and Egypt for Christian believers, churches, fellowships, ministries, prayer groups and families, headed by Dr. Amit Kamle and Mrs. Pornima Kamle, is making a mark through some services:

- Their DVD of 'The Holy Land Journey', a film, taking through the journey of Lord Jesus is the 1st in India and has been made in 13 regional with sub-titles in English.
- "Walk on the footsteps of Jesus Christ", a book on the Holy Land is a bestseller on ecommerce
 giants like flip cart.
- . Glorify Christ is a platform provided by A.K.INTERNATIONAL TOURISM to motivate talent in music.

Dr. Amit Kamle, M.D(Russia) Director

A.K.International Tourism

Contact: +91-8378960077, Website: www.akinternationaltourism.com



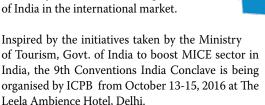
CONVENTIONS NDIA CONCLAVE

The India Convention Promotion Bureau aims to put India on the map as a potential destination for the MICE segment through the conclave and enable suitable buyers



Chander Mansharamani

Vhe prime focus of the bureau is to market India as a convention destination and to disseminate information regarding the infrastructure facilities and related services available for organising meetings and conventions and also assist tourism industry to effectively market the MICE potential





The Conventions India is the country's only marketing event of its type for the MICE industry which has a strong hosted buyers programme on the lines of IMEX and EIBTM. This year, more than 150 buyers are expected along with the heads of various associations and key decision makers for



organising conferences in India and abroad. Chander Mansharamani, Vice Chairman, ICPB, said, "With the aim of strengthening the Brand position of "Incredible India" as a MICE destination, ICPB will also be deliberating and brainstorming on the key strategies to enable India to achieve the capabilities to move towards becoming a preferred conference destination."

The conclave would also provide an opportunity to interact with bureau's members, who are specialist in organising meetings and conventions, and also other suppliers who would showcase their products during the conclave. At the event, the speakers and panellists from various segments of MICE will share a wealth of information. The delegates can learn from overseas experiences and are exposed to the best practices of other countries. There would also be a special programme conducted for students to get an insight of the meeting industry under the "Future Leader Forum".



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Taking Pride IN SERVICE

Pankaj Mathur,

General Manager, Pride Plaza Hotel, says that the hotel plans to become a one-stop shop for weddings



Pankaj Mathur

What are the current trends that you have seen in MICE?

All the corporate groups are shifting from central Delhi/ Noida/ Gurgaon to Aerocity due to the proximity to the airport which helps to reduce commuting time and is also cost effective. The availability of various options in a small area is also a major factor for their shift.

What facilities does the hotel have for MICE?

Located in close proximity to Delhi and Gurgaon, Pride Plaza Hotel Aerocity, New Delhi is the first luxury hotel in the capital by The Pride Group of Hotels. With state-of-the-art equipment featuring drop down LCD projector screens and high-speed internet connectivity, our five elegantly designed banquet halls adorned with true Indian hospitality and traditionally luxurious service

are ideal for conferences and conventions. Spread across 12,000 sq. ft. with attached pre-function areas, the hotel's banqueting venues are primed to make your weddings, conferences, social gatherings, seminars or meetings a roaring success.

How much revenue does MICE help you garner for the hotel?

Around 25 per cent of the total revenue comes from MICE.

What are the special facilities provided to the business traveller or corporate?

The facilities provided are high speed internet access; personalised service — each and every guest is met personally and served well from our end; hearty lunch, dinner and breakfast; in-house printing facility; 24-hours in-room dining facility; gym; spa; pool and jacuzzi.







What are your future plans? The plan is to:

- Build onto our current strength
- Take advantage of the location
- Take advantage of the Pride Group Brand
- Take advantage of Pride synergy
- Offer attractive corporate offers
- Special offer for weddings (one stop shop): Guest just need to book the venue and dates, rest all the preparations from decoration to providing bands and pundit for wedding will be on us
- High-tech, advance and updated A/V equipments
- Exceptional food and beverages
- Thematic tea/coffee breaks
- Loyalty programme
- Maintain the Indian luxury
- Best effective management system

Pride Plaza serves hospitality nestled in guest rooms stocked with LCS TV, high speed internet access, mini bar, ta coffee maker, in room safe etc.

Pride Biznotels and mid-segment business hotels at Bengaluru cater to the needs to business and leisure travellers by offering convenience and comfort through unwinding at gymnasium, smart in-room amenities, jacuzzi, swimming pool, banquet halls, lawn for grand gatherings and restaurants.

The group has won laurels as well. The Pride Hotels was honoured with the "Fastest Growing Chain of Hotels" award by Hospitality India & Explore The World Annual International for 2009. The Pride Hotel, Bangalore has been awarded "The Emerging Best Hotel of the year" award at The Golden Star Awards for 2010.

The banqueting venues are primed to make your wedding, conferences, social gatherings, meetings, a soaring success







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Anantara's MICE offering

Eduardo Giuntoli, GM, Avani Kalutara and Anantara Kalutara, reveals why it will be the biggest MICE destination in Sri Lanka and how important is the Indian market

Nisha Verma



Eduardo Giuntoli

What is on offer with the new property?

We are offering a complete new destination to the country, with the second Anantara property after Anantara Tangalle. However, Anantara Kalutara would be slightly different because of its architecture, which is an original design by world-renowned architect Geoffery Bawa. Apart from adding a family experience with an adventurous club for 4-12 year old kids, we are focusing on making the property a big business, MICE and wedding destination.

What would be the MICE offerings at the resort?

The resort offers views of both Indian Ocean and the Kalu Ganga River and is only one and a half hours away from Colombo. There is a huge potential for us. Together with Avani Kalutara, we have a total inventory of 250 rooms. We are building a conference centre, which would be able to accommodate 400 guests and would be the best conference facility in Sri Lanka by far. Also we have big breakout rooms at both the properties. Apart from that there are beautiful gardens and lawns, where we can have wedding functions or smaller meetings or events.

How good is the property for Indian weddings, which are big?

With a conference hall with a capacity for 400

guests, Anantara Kalutara would be the perfect wedding destination for Indians. Apart from the gardens and lawns, we also have a private beach, where we are doing our first wedding lunch of 250 pax. Our location is very unique. We are on the peninsula, where the mouth of the Kalu Ganga is, and we have water on three sides of the resort, allowing guests to have scenic views from wherever they are.

How is India as a market for you and how are you tapping it in terms of MICE?

Indians are among the top three or four nationalities that visit Sri Lanka and from MICE point of view India is amongst the first nationalities to visit Sri Lanka. Whether it is for MICE or just a weekend getaway all one needs to do is board a plane and in three hours they will be in Colombo, and the resort is just 1.5 hours drive from there. We did a roadshow in Delhi recently, where we met our top corporate clients, and we will continue doing that in all parts of India, frequently.

What other markets are you trying to tap?

The key traditional markets for Sri Lanka are Germany and UK in Europe. Apart from that one of our key markets is GCC, which is only 4 hours away from Sri Lanka by flight. Thus, long weekend guests can come from Abu Dhabi, Saudi Arabia, Bahrain, Oman.



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Not just **Service**BOARD ROOMS

Meetings or events in Goa can only be one way – relaxed. And who does it better than Novotel Goa Resorts & Spa, which boasts of excellent MICE facilities and a wellness spa

restled in the Goan countryside of lush paddy plantations, this breathtaking property just off North Goa's bustling nightlife and beaches is designed as a hideaway. But Novotel Goa Resorts & Spa is also adept at hosting grand events and serious meetings with equal grace.

Owned by Shrem Group and managed by AccorHotels, Novotel is the mid-scale hotel brand of AccorHotels and its first Novotel resort in Goa. The 121 rooms and suites at this resort are perfect for group stays and include 86 Superior Rooms, 10 Deluxe Rooms, 20 Superior Suites and five Executive Suites, Guests

HIGHLIGHTS OF THE HOTEL

- Multiple banqueting spaces
- Large Pool with attached Jacuzzi and pool bar
- Balinese style designed Spa and Salon by Warren Tricomi New York
- North Goa's only largest banquet space (second-largest banquet space in Goa) of 10,000 sq. ft.
- Exclusive Kids Club area, supervised by trained staff
- Restaurant on the beach

can also take advantage of the unique Balinese-style design Warren Tricomi Spa which offers a variety of treatments with 10 treatment rooms and Goa's only Turkish hamam bath. All guestrooms and suites are equipped with LED satellite television (42"), electronic safe, refrigerated private bar, in-room tea and coffee making service, a radio alarm clock with MP3 player connection and a collection of bath and body products.

DESIGN ETHOS

Novotel Goa Resorts & Spa has a blend of Indo-Portuguese elements and vibrant colours, coupled with modern interiors. The broken-arch design over







Discover Goa: PlayPauseGoa.com

Discover the Hotel: Novotel.com | AccorHotels.com

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Evolving Business Well Being



Rohan Sable, General Manager, Novotel Goa Resorts & Spa and Novotel Goa Shrem Hotel, talks about how the hotel is tapping the corporate market

Can we expect any new developments at vour hotel?

Yes of course, the much awaited new wing at the Novotel Goa Shrem Hotel has some surprise elements and we would unveil them shortly as we have scheduled the opening in the second half of 2016. They are going to be state-of-theart Novotel rooms. By end of the year, Novotel Hotel will have a 6,000 sq. ft. sound-proof banquet hall.

Do you actively promote your spa to corporate and MICE travel agents?

While the main revenue for the hotels comes from the room, MICE and F&B departments, hoteliers are now beginning to understand the importance of wellness and the spa sector. From its nascent unstructured beginning in the early 90s, the Indian wellness industry now has evolved into a comprehensive ecosystem. Our focus is to offer guests a complete healing experience - mind, body and soul. With Warren Tricomi, it is more than a place to get stress free and beautiful experience. Our packages for MICE groups include a therapeutic spa session and quick 30-minute massages. Goa being a leisure designation, corporates look forward to unwinding and relaxing activities at our hotel. For incentives, we have some signature treatments at the spa which includes the wellknown hammam ritual.

What percentage of corporate/MICE guests come to use your spa?

The corporates have now started understanding that every hardworking and focused team deserves a break. Currently, we see 15 per cent to 20 per cent of the groups from corporate MICE using the spa and 35 per cent of the social groups. However, there is a rise in companies offering rejuvenating and luxurious pampering treatments to their employees. Post the treatments the employees return to work feeling invigorated and ready to tackle their next project.

Do you have any special offers for them?

In conjunction with the Warren Tricomi Spa, we have been able to work out some special deals including a discount for bulk bookings for the MICE groups. Innovative and expert-led team building games along with group activities like meditation at the yoga deck, aqua zorbing, baking sessions, DIY cocktails and more.



The 121 rooms and suites at this resort are perfect for group stays and include 86 Superior Rooms, 10 Deluxe Rooms, 20 Superior Suites and five Executive Suites

windows introduced during this period had its origin in the local construction of neo-Gothic period. The interiors at the hotel are designed to capture the Goan ethos through simple furniture with clean lines.

FACILITATING MICE

Appreciating the needs of today's business travellers, the resort features one business centre and three board rooms and four meeting rooms. The four meeting rooms at Novotel Goa Resorts & Spa- Iris (2,000 sqft); Ivy (2,000 sqft); Lily (500 sqft); Tulip (1,000 sqft) are equipped with the latest audio-visual and communications technology. The expansive 8,000 sq. ft. outdoor convention space is ideal venue for MICE. The extensive conference and banqueting facilities at the hotel accommodates up to 800 persons in a variety of flexible settings ideal for

business meetings, training seminars and social gatherings. To relax after the meeting, the resort has a sunken bar by the poolside as well as an attached pool bar surrounded by private cabanas.

There is also a kid's pool equipped with change areas and a washroom facility. Apart from award-winning F&B outlets serving global cuisine with a local touch the resort has a sports corner with table tennis, badminton, basketball ring, a gym, a pool area with great music and a jacuzzi.

GARNERING WELLNESS

Spread over 20,000 sq. ft. the Warren Tricomi Salon & Spa at the hotel introduces wellness and grooming to the guests in a luxurious and natural environment. It is the only spa in Goa to have a couple's heated stone hammam bed.



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Shivani Misri Sadhoo Founder Saarthi Counselling Services



Start developing an effective time management with the two essential life tasks, i.e. sleeping and eating

"

DON'T RUN against the clock

Deadline pressure, competition, long commuting hours, anxiety, less time with family, are some of the common evils that are creating endless physical and psychological troubles in today's society

he problem lies with the fact that these challenges start and keep happening in a vicious circle. Like work pressure leads to a sleep disorder that leads to less mental efficiency in the office and that causes again more job anxiety and panic. With each passing day, the cycle in most cases keeps on getting worse. According to psychologist **Shivani Misri Sadhoo**, the answer to lead an efficient and happy life in today's competitive lifestyle is to develop effective time management in life.

Shivani suggests that coherent habits and a good state of mind can change the way we perceive and experience our time, and in turn can live happier and a healthy life. Here are her tips for developing an effective time management:

TWO BASIC AND ESSENTIAL LIFE TASKS

Start developing an effective time management with the two essential life tasks, i.e. sleeping and eating. Give maximum priority in your life to have a healthy breakfast, lunch and dinner, every day at the same time. Similarly, go to bed and wake up, seven days of the week at the same time (including weekends). Such a habit will help you to keep your body metabolism in perfect shape, maintain body immunity and a healthy and fresh mind.

LEARN TO SAY NO

Once you develop the point 1 in your life, then learn to say "NO" to anything that can interrupt your eating and sleeping schedule. For instance – avoid late night parties or stop fiddling with a Smartphone in your bed.

LEARN TO DELEGATE AND SCHEDULE YOUR WORK AT THE OFFICE

In most cases, people suffer from work overload and job stress due to their inability to delegate work or for their unplanned work approach.

One can learn efficient work delegation by bringing a positive attitude, good observation, and effective interpersonal skills. In other words, work delegation is not one time process, you have to put continuous efforts to understand your subordinates, encourage them and upgrade their skills so they can help you to achieve your long-term goals in your organisation.

Secondly, build a habit of carrying a planner or notebook with you and list all the tasks that come to your mind. Make a simple 'To Do' list before the start of the day, prioritise the tasks, and make sure that they are attainable. To better manage your time management skills, you may think of making three lists: work, home, and personal.

DON'T IGNORE YOUR BODY MOVEMENT

Sometimes people don't move their body and keep working while constantly staring at their PC monitor for hours. Such actions stress out the body muscles, eyes, brain and put a lot of pressure on the spinal cord. Make a habit to take a 5-10 minutes break in every 1-2 hours to stretch your body and to relax your body muscles and mind. It is upon us to lead a holistic life through time management.





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READY STEADY Z

NOT REALLY!

It's in the news and on everyone's phone. In the last week countless articles have surfaced about Pokémon Go, and that's just within the industry!

ust last night I was walking around my suburb when I came across groups of people, heads down with their faces aglow - searching for Poke Gyms, Stops, Medals and more.

So I'm calling it now; Pokémon Go is most likely the appthatlaunchedathousandcopy-catapps.Sohow does a trade show organiser react to what is the first wave of mass adoption of AR? Let's take a breather from our devices and look at this from a strategic B2B perspective.

Since Pokémon Go launched on July 7th, event organisers have already started considering jumping on the AR bandwagon and there are already a handful of vendors pushing their newest innovation. But just like any other engagement initiative, there are key things to consider before taking the "virtual" leap. There is a reason Augmented Reality gaming has gained popularity. The target demographic age range is 7-30 year-olds. They do not hesitate to jump on new technology fads and they're familiar with





the Pokémon brand and primed for this type of engagement. They were practically born with smart phones in hand! But if we look at this from an historical perspective, tactics designed to increase event engagement through Gamification have been around for years. Think back to the days of paper bingo cards and stamps.

More recently, mobile apps have allowed for more immediate feedback with leader boards and participation reporting. And with the increase of millennial professionals becoming a highly targeted attendee demographic, folding gamification into event experiences has gained even more traction. But I remember when the QR Code was going to change the world and the game Pog was popular.

So I put together a litmus test for understanding if event organisers should explore an Augmented Reality game at their event or not:

KNOW YOUR AUDIENCE

What is your demographic? You know your audience better than anyone. Have you utilised some sort of gaming in the past? Was it successful?

Do you know how many people participated and why they participated?

The analytics don't lie. If your gaming play fell flat with your audience, AR gaming most likely will as well. Just because 13-year-old kids like it this week, doesn't necessarily mean you need to realign your entire event strategy. They also enjoy subversive Instagram Memes and Trap Music, is that right for your show?

UNDERSTANDING YOUR ROI

Who really benefits from the game? In app Gamification is a great way to direct attendees' attention to specific places and engage them in ways you couldn't previously. However, is it worth it to invest the time and money it takes to not only develop this type of augmented reality game but also the marketing? Just because you build or deploy it does not mean your audience will play it.

FAD OR FACT?

Augmented Reality seemed to surpass innovations in Virtual Reality in a matter of weeks. This reiterates how rapidly technology advances. How quickly will your audience move on to the next shiny thing? Will this fail as quickly as it rose?

SAFETY FIRST

You've already heard it on the news and probably first hand from either your children or friends' children. People falling into manholes, running into things, walking into oncoming traffic!

It seems crazy to me that people can be this wrapped up in a game. But it's a reality and as an event organiser, it's your job to keep your attendees safe and to help them engage. A lawsuit over an injury isn't something to take lightly!

THIS IS THE FUTURE, BE PROACTIVE

In a recent edition of Standford University's Entrepreneurial Thought Leadership Podcast, Astro Teller, Artificial Intelligence expert and head of Google's X Programme said he didn't think people would ever use their mobile devices to take photos of themselves.

Clearly he was, admittedly - wrong. So while the naysayers debate the relevancy of AR games in the trade show space, you need to trust that your technology vendor will dig in to understand the implications for their event technology platform and services.

You may not know what a Poke Gym or Poke Ball actually are, but don't concern yourself with this. You just need to know how to recognise a trend. That's what being on the forefront of event technology is all about. Understanding the trends, the business and technical implications, and how to actualise innovation to leverage it for the future.

The increase of Millennial professionals becoming a highly targeted attendee demographic, folding Gamification into event experiences has gained even more traction







Dining socially

The trend of fundraising dinners, CSR get togethers, and charity dinners, are gaining pace in the cities. There are etiquettes to follow this norm for networking optimally



Shital Kakkar Mehra

The concept of dining socially in terms of fundraising dinners, CSR get together, basically called as charity dinners, are gaining momentum. It is imperative to understand the nuances of it, being in a nascent stage, to be in tandem with the trend in metros. With an increasing number of Indian corporations and multi-national companies focusing on CSR initiatives and NGO's hosting fundraisers, interest in charity dinners and auctions has jumped several fold, especially in the metros.

- Research: Before the event, research the organisation, their cause and the trustees as this information will help you conduct smarter conversation at the event. If possible, get a sense of the guest list too.
- Dress Code: Formal dark business suits for men and a sari/ dark business suit/ cocktail dress for the women.
- Seating: Usually it's pre-fixed, with the VIPs seated at the head table. Although your spouse

- and you will be seated on the same table, there's a high chance that the others on your table maybe strangers - don't change your table to sit with your friends. Charity dinners are usually attended by senior professionals & businessmen, offering a good chance to network.
- Conversation: Make polite conversation with your neighbours about the event and the cause. Participate in the conversation at your table and say complimentary things about the charity & the event. If your host invites the guests to join him in raising a toast, participate enthusiastically (toast with water if you're a teetotaler).
- It's a social event: Focus your conversation on the event and other charitable causes, staying away from overt business talk. If someone brings up business, wrap up the conversation politely, offering to meet them for a coffee at a later time.
- Should I buy/pay? While there's no obligation to buy or make a donation, it's nicer if you bid/ buy an affordable item (e.g. raffle ticket.). When bidding, don't become competitive - this event is not about winning, it's about contributing to society.



With focus on CSR, interest in charity dinners and auctions has jumped several fold, especially in the metros



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Visa Requirements



- **✓ Passport:** Original Passport with the validity of minimum six months and minimum two blank pages for visa stamping.
 - **Please Note:** Attach all old passports (if any).
- **▼ Thailand Visa Application Form:** One Visa application form to be duly filled and signed by the applicant.
- ✓ **Photo Specification:** Two recent passport size photographs with matt or semi matt finish, 60%-80% face coverage, white background and without border (Size: 35mm x 45mm).
 - **Please Note:** Photograph should not be more than three months old, scanned/stapled and should not be used in any of the previous visas.
- ✓ **Covering Letter:** Covering letter from company on its letter head mentioning the naming list & passport details of all applicants along with the purpose and duration of the visit .The letter should be duly signed by the authorised signatory and addressed to - The Visa Officer, The Royal Thai Embassy, New Delhi.
- Financials: Original Bank Certificate of the company.
- **▼ Ticket:** Confirmed return Air Ticket with ticket number.
- ✓ Proof of Accommodation: Hotel Confirmation in Thailand.
 - Please Note: Hotel Confirmation should include each applicant's name separately.
- ✓ **Sponsor Letter:** Travel Agent/corporate must issue a guarantor/ sponsor letter signed by authorised person along with the name list of group members with complete details, e.g. passport number, confirmed round trip flights, and hotel reservation.
- **Visa-on-Arrival:**

Thailand will double visa-on-arrival fees for tourists from 19 countries and regions including China, its biggest source market, in an effort to bulk up income from tourism - easily the most buoyant sector in the economy.

From Septenber 27, the charge for a visa allowing visitors a 15-day stay will be 2,000 baht (\$57.8).



Bhutan

- ☑ Citizens of Bangladesh, India, and Maldives do not need a visa and a booking with a licensed tour operator to visit Bhutan, provided they have a passport valid for at least six months from the date of entry.
- ✓ Indian citizens may also use their Voter ID to obtain entry into Bhutan.
- ✓ Indian citizens who do not have either of these two documents can obtain an "Identification Slip" from the Indian Consulate Office in Phuentsholing, provided they are able to present proof of Indian citizenship.



Singapore

- **✓ Passport**: Original Passport with the validity of minimum six months from the date of return and minimum two blank pages.
- **Visa Application Form**: Form 14A to be duly filled and signed by the applicant.
- ✓ Photo Specification: Two recent passport size coloured photographs with matt or semi matt finish, 80% face coverage, white background and without border (Size: 35mm x 45mm).
- ✓ **Covering Letter**: Covering letter from company on its letter head mentioning the naming list & passport details of all applicants along with the purpose & duration of the visit and detailed day to day itinerary. The letter should be duly signed by the authorised signatory & addressed to – The Visa Officer, Singapore High Commission, Delhi.
- ✓ **Accommodation Proof**: Hotel booking.
- ✓ Airline Reservation: Confirmed Air Ticket.





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MITM EUROMED 2016 on a cruise

The conference will bring MICE and its sector offerings in a unique manner on a cruise

ITM EUROMED, Meetings and Incentive Travel Market will celebrate its 20th edition, and take place from November 2-4, 2016, this time on a great cruise "The GNV Majestic", between the cities of Naples and Palermo, in Italy. GNV - Grandi Navi Veloci boats have the infrastructure and services needed to handle suitable "Meetings, Incentives, Congresses & Events". Hosted buyers will have the opportunity of taking new ideas, living a lot of experiences related with MICE tourism on board, and getting inspired to create new ways of business. Although the trade show is on a cruise, participants will enjoy both cities and know more about its culture and gastronomy. They will experience different and meaningful networking activities, for creating top MICE business.

MITM EUROMED, which was created in 1997, is recognised as the oldest international MICE trade market in Europe, pioneering B2B appointments programme. On top of that, it has an incredible networking programme that ensures the contact between all the exhibitors and buyers. The quality of the buyers is guaranteed due to MITM's rigorous selection process. Only those buyers with a high potential of business are approved.

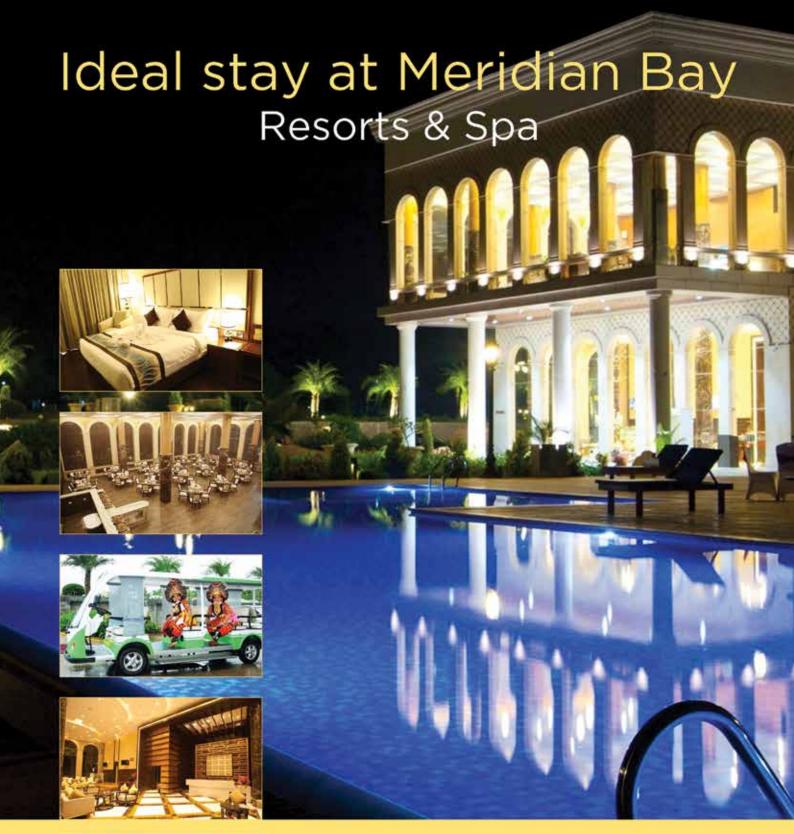
Founded in 1982, GSAR Marketing, MITM Events is a global marketing and communication company specialised in tourism representation, workshops, MICE and cultural training and exhibitions. They organise three international and professional trade shows, with a total of 45 editions successfully done, in 32 Cities of 17 different countries. At MITM EUROMED the buyers' quality is guaranteed, since they must pass a strict selection process and only buyers with high-potential business will be approved. There is an interactive forum, where up to 20 meetings are programmed per agenda. Networking programme ensures an average of 60 appointments. The itinerant venue and new locations can be experienced.



MITM EUROMED	Naples & Palermo, Italy	2-4
WORLD TRAVEL MARKET (WTM)	London, UK	7-9
MCE SOUTH EUROPE	Rome, Italy	13-15
VENUES & DESTINATIONS SUMMIT	London, UK	14
MICE BUSINESS DAY	Budapest, Hungary	15
IBTM WORLD	Barcelona, Spain	29-Dec 1
INTERNATIONAL CONGRESS ON WORLD CIVILIZATIONS AND CREATIVE TOURISM	Sofia,Bulgaria	29-Dec 1

DECEMBER 2016		
CITE	Chengdu, China	1-3
WORLD OF INDUSTRY	MMRDA Ground, Mumbai	1-3
HALAL MARKETING & TOURISM RESEARCH SYMPOSIUM	University of Canterbury Christchurch, New Zealand	2
TRAVEL BUSINESS SHOW	Le Meridien, Gurgaon, Delhl, NCR	17-18

JANUARY 2017		
TRAVEL & TOURISM FAIR-KOLKATA (TTF) Kolkata		6-8
GLOBAL TRAVEL MART	Delhi	10-14
INDIA MARITIME 2017	Mumbai	11-13
CONVENTA	Ljubljana, Slovenia	18-19
EVENTEX 2017	Dublin, Ireland	24-26





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movements



GB Srithar Regional Director South Asia, Middle East Singapore Tourism Board

Singapore Tourism Board (STB) has announced the appointment of GB Srithar as Regional Director for South Asia, Middle East & Africa (SAMEA) to be based in Mumbai. Srithar is well acquainted with the Indian markets having worked in India between April 2010 and December 2013 as Area Director, South Asia. He has headed the Brand Campaigns team at STB's HQ's Marketing Group. One of his key responsibilities will be to oversee the STB's leisure and BT MICE travel promotions and developmental efforts in the SAMEA region.



Maulina Gupta General Manager Hyatt Place Gurgaon

Maulina Gupta has been appointed as General Manager for the Hyatt Place Gurgaon/Udyog Vihar. Spanning over 18 years, Gupta began her career with the Taj Group of Hotels and after over six years with various hotels across the country, she joined Hyatt Regency Delhi in 2006. Her last assignment was as Director of Sales and Marketing for her second pre-opening at the Hyatt Regency Gurgaon in 2012. She holds a professional degree in Hotel Management with a Bachelor's Degree in Science and Diploma in Software Engineering.



Srijan Vadhera General Manager Fairmont Jaipur

Srijan Vadhera, brings with him more than 18 years of experience holding executive positions in the hospitality industry in various reputed hotel chains, specialising all aspects of hotel operations, with an avid interest for Sales and Marketing. He is a new age leader with a futuristic approach to management. His passion for the industry complementing his well-versed knowledge and dynamic leadership with people skills advocates teamwork, affiliation, financial and operational success of an organisation.



TJ Joulak General Manager W Hotel

TJ Joulak, a.k.a. TJ, has been appointed as the General Manager for W Goa, located on Vagator beach, the new, chic destination in Goa. TJ began his journey with Starwood in 2002 after opening the Iberostar, in Hammamet in Tunisia. Since then, he has worked with some hero Starwood hotels, by opening four hotels over the past 15 years, naming Sheraton Hotel & Towers Tunis, W Doha in Qatar, W Istanbul in Turkey, and W Bali in Indonesia, then recently running the W Taipei since 2014. He will be in charge of overseeing strategy and daily operations.



Gurpreet Singh General Manager Akquasun Hong Kong

Gurpreet Singh has been appointed as the new General Manager for the MICE department in Akquasun Hong Kong. With over 12 years of experience in handling numerous departments, he has excelled in managing every aspects. Starting his career as a travel consultant and further managing sales and operations, he has gained significant experience managing and developing long-term relationships with customers through a close understanding of their specific needs and by providing top-of-the-line service.



Rajan Malhotra Director of Sales and Marketing Shangri-La Hotel, Bengaluru

Shangri-La Hotel, Bengaluru has appointed Rajan Malhotra as Director of Sales and Marketing. In his new role, he will head the hotel's Sales, Events, Revenue Management, Reservations, Marketing and Corporate Communications divisions. His key responsibilities will include overseeing all aspects of hotel sales and marketing strategies, including revenue forecasting and developing business plans, in addition to the recruitment, training and managing of the hotel's sales team in order to maximise revenue opportunities and property goals. Rajan brings with him fourteen years of rich experience in the hospitality industry.





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