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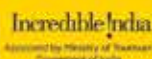
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editorial

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Dear Reader,

MICE globally as well as in India is showing an upward trend, but in our country, we are yet to explore the full potential of this sector. By failing to make a clear distinction between leisure and meetings-related travel we are unable to understand the real role of MICE in global, economic and professional development. In the process we are threatening our individual competitiveness in the market and not doing justice to the investment done by destinations to cater to this industry.

Seamless connectivity is pertinent for good MICE movements as events can augment business opportunities for airlines and vice versa. What kind of packages do airlines offer for MICE movements from India? Do airlines function as the partner airlines for any specific events/exhibitions? If so, what is the criteria for the same? Finally, what kind of initiatives do airlines offer to MICE travellers? These are a few queries that we have tried to find answers to.

In this edition, we look at Australia as a MICE destination for Indians for it boasts of world-class facilities, idyllic surroundings, and availability of Indian cuisine. Be it the major cities of Sydney, Melbourne, Gold Coast and Adelaide, or even the smaller regions of Cairns and Hamilton Island, MICE movements Down Under have been gaining momentum in the Indian market.

The trend of mixing business with leisure is on the rise as corporates realise the importance of incentivising key performers. In this category we feature One&Only Resorts, where luxury is key.

We also bring you an exclusive report on the maiden edition of Travel Business Show, a closed-door, B2B event that boasts of facilitating 650 meetings in a day.

We hope this issue of MICE Talk kick starts your New Year with some fresh ideas that enhance your business experiences.

Keep reading and giving your feedback to us at:
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Cover Picture:
The Grand Ballroom
MGM Grand Macau



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NEWS

e-Visa now encompasses e-business visa



India's e-visa will now have three components — e-tourist visa, e-medical visa, e-business visa. Talking about the various changes in e-visa, **Vinod Zutshi**, Secretary, Ministry of Tourism, Govt of India, said, "For the first time in this country, medical visa is going the electronic way and so is the case with business visa. The initial period of application has also been extended to 120 days. The validity of eTV has been increased to 60 days now. Also e-tourist visa and e-business visa has been made double entry."



Changi Airport Terminal 4 to open in 2017

Changi Airport Group (CAG) has announced the completion of construction for its new passenger terminal building, Terminal 4. Having achieved the temporary occupancy permit for T4 during Dec 2016, the next stage of development will be focused on its interior fittings, as well as preparing it for operations. The terminal is scheduled to open in second half of 2017. Construction work on the new terminal, located at the southern end of Changi Airport, commenced in early 2014.



Sheraton Grand Pune Bund Garden Hotel opens with 6,100 sq ft meeting space

Sheraton Hotels & Resorts has announced the opening of Sheraton Grand Pune Bund Garden Hotel, a newly renovated property set to welcome business and leisure guests visiting this bustling IT and industrial hub. The hotel also offers a range of function spaces including elegant venues, state-of-the-art-facilities and conference rooms, summing up to 13,000 square foot of banquet space. Its 6,100 square foot Majestic Hall and Sovereign Room both add undeniable character to any event at hand with its intricate murals as a centerpiece.

Jet Airways to connect Bengaluru-Colombo

Jet Airways will commence its daily direct flight between Bengaluru and Colombo from January 5, 2017. With this new connection, Bengaluru will be the second Indian city after Mumbai to be linked to Colombo and Jet Airways' third daily service to the Sri Lankan capital. Jet will offer added connection for travellers between South Indian cities and Colombo via Bengaluru.





Sharjah to add new 4 mn sq. ft. exhibition centre

■ Sharjah is building a new 4 million sq. ft. (370,000 sq. m.) exhibition and conference centre in Al Tai district, near the intersection of Emirates Road and Mleiha Road. Sharjah Book Authority (SBA) revealed recently that next year's Sharjah International Book Fair will move to the new venue to expand its area from 25,000 sq. mt. (269,098 sq. ft.) to 60,000 sq. mt. (645,835 sq. ft.). With the opening of Expo Centre Sharjah in 1977, Sharjah established the very first fairs and exhibitions centre in the United Arab Emirates. The expo centre moved to its new location on Al Taawun Street in 2002.



Amaravati poised to become a MICE hub

■ Andhra Pradesh capital region Amaravati is poised to attract reputed players from the infrastructure and hospitality space to bid for the construction of convention centres with a seating capacity of at least 2,000, along with other attached facilities. There is going to be a crucial part of the Meetings, Incentives, Conferencing and Exhibitions (MICE) hub being proposed to be developed in Amaravati. Predicting a bright future for (MICE) sector in capital region, Lakshminarayana, the Govt had already invited tenders for a convention centre at Ibrahimpatnam and the MICE hub in Amaravati.

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NEWS

Thailand gets its first in-depth MICE portal

■ Thailand's first and only in-depth, interactive online portal for MICE industry – meetinthailand.com – was launched. “Phuket – the pilot geographical area – is up and running and work has started on phase two: Koh Samui, Krabi and Khao Lak, to round out the south of Thailand, before moving on to tackle Bangkok,” said **Grenville Fordham**, IMAGE Asia's Founder and Managing Director. For buyers in these industries, meetinthailand.com affords a real opportunity to pre-select venues and other components of an event based on real, hard information. The automated ‘Request For Proposal’ (RFP) feature, sends a detailed enquiry direct to a list of pre-selected suppliers with a single click.



Singapore MICE to surge to \$2.5 billion by 2021

■ Singapore MICE tourism market projected to reach nearly \$2.5 billion across 20 countries by the end of 2021, says a report of Research and Markets. Facilities for both business and leisure such as World Resort Sentosa, Universal Studios Singapore, Merlion's Park, Suntec Singapore and Singapore EXPO ensure Singapore's position as a prime MICE destination, it states. Japan MICE travellers have enjoyed a significant role in contributing revenue to the Singapore economy in 2015. Japan contributed 18.1 per cent share in 2015. It is predicted that China, India and Indonesia will be leading revenue generators by the year end of 2021.



PATA draws tourism spotlight on the island of Palau



■ The next edition of PATA New Tourism Frontiers Forum (NTFF) will be held in Palau from November 15-17, 2017. The event, generously hosted by the Palau Visitors Authority, consists of a one-day conference, networking events and a day of on-ground activities embracing a Technical Tour and Tourism Marketing Treasure Hunt. **Dr. Mario Hardy**, CEO, PATA, stated, “The event will enable us to present the natural beauty, culture and heritage of this magnificent destination whilst also providing insights into how best to market lesser-known destinations and manage the increase in international visitor arrivals.” **Nanae Singeo**, MD, Palau Visitors Authority, said, “We are extremely honoured that this important event is taking place next year in Palau. As the UNWTO has declared 2017 as the Year of Sustainability we could not ask for a better time to stage this event in Palau.”



8 countries added to e-visa list

■ The visa services, which have been expanded for tourism, medical and business purposes, has been extended to eight countries namely Angola, Rwanda, Niger, Cyprus, Cameroon, Sierra Leone, Mali and Burundi, revealed **Vinod Zutshi**, Secretary-Tourism, Govt. of India. “Apart from this, we are also working on extending the e-tourist visa for five other countries among which Italy, Slovak Republic, Azerbaijan and Uzbekistan are included,” he said at a closed-door meeting held in New Delhi.

Saudi Arabia to invest \$1.6 billion in MICE industry

■ Saudi Arabia aims to become the main destination for conferences and exhibitions in the Middle East by 2020. The Kingdom has announced ambitious plans to invest \$1.6 billion in its MICE tourism industry for the coming years to 2019, and several centres and venues will benefit from this financial boost. Traditionally seen as a site for religious travel, Makkah is attracting a number of local companies and government authorities looking to combine their meeting and training requirements with Umrah pilgrimage. Conrad Makkah Jabal Omar, the first Conrad property opened by Hilton in Saudi Arabia earlier this year, has seen its MICE business grow steadily, driven by demand from pharmaceutical companies and government entities that tend to conduct their meetings, training and development programs.



Garuda Indonesia connects Mumbai-Jakarta

■ Indonesian national carrier Garuda Indonesia has launched flights between Jakarta and Mumbai via Bangkok. The thrice weekly service is the first direct link between the two countries. The flight from Jakarta-Mumbai route via Bangkok will be flying every Monday, Wednesday, and Friday. The flight service will be operated by Garuda's Boeing 738 aircraft with a two-class cabin configuration featuring its business class service concept and its best economy class. The aircraft is capable of carrying 156 passengers (12 Business Class seats and 144 Economy Class seats).

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Exploring **MICE** Down Under





Australia makes for the perfect MICE destination, with each region boasting of world-class facilities, idyllic surrounding regions, and the availability of Indian cuisine.



Kanchan Nath

Owing to the MICE facilities available across Australia, teamed with the destination's ability to easily cater to the Indian market, MICE movement Down Under has been on the rise. Be it the major cities of Sydney, Melbourne, Gold Coast and Adelaide, or even the smaller regions of Cairns and Hamilton Island, they have each been gaining momentum in the Indian market.

AIR CONNECTIVITY

Melbourne and Sydney both enjoy direct connectivity from Delhi on Air India, as well as regular connectivity on Jet Airways-Qantas, Thai Airways, Cathay Pacific, Singapore Airlines, Malaysia Airways, Air Asia and Scoot via their respective hubs. The airlines also fly into the other MICE cities of Brisbane (for Gold Coast) and Adelaide. SilkAir, Singapore Airline's subsidiary flies three times a week directly into Cairns from Singapore. Hamilton Island has a domestic airport of its own, and enjoys regular service on the regional carriers of Qantas, Jetstar and Virgin Australia.

MICE VENUES

ICC Sydney: The recently refurbished ICC Sydney is poised to underline Sydney's place as one of the world's most desirable meeting and event destinations, with an increased capacity of 35,000 square metres, including 2,400 square metres of multipurpose space and an external event deck of 5,000 square metres, including a bar and lounge featuring spectacular city views.

The Cairns Convention Centre: An international standard purpose built venue with room for 3,500 delegates; 7,000 hotel rooms from budget to 5 star within walking distance; and over 600 tours depart daily for the rainforests and reef. The Centre has won several awards since opening in 1996 for building design and operational performance.



Nishant Kashikar
Country Manager
India & Gulf
Tourism Australia

Australia for Incentives

Nishant Kashikar, Country Manager, India & Gulf, Tourism Australia talks about the incentives that Australia offers.

Which new tourism products are being offered to the MICE industry?

Sydney is well poised to generate growth in the business and events sector due to the significant investment in new city infrastructure, including the expansion and refurbishment of the Sydney Convention and Exhibition Centre; new business development at the up-and-coming precinct of Barangaroo, and the refurbishment of The Star, which will add a new hotel and residential tower to the establishment. The recently refurbished ICC Sydney is poised to be Asia Pacific's premier integrated convention, exhibition and entertainment precinct, underlining Sydney's place as one of the world's most desirable meeting and event destinations and providing the ideal platform to collaborate and innovate.

Under, although we do not discount the potential of smaller markets.

What kind of economic benefits does Australia reap from the MICE industry? Kindly share figures.

The business events industry is important for the Australian visitor economy and a key contributor in the Tourism 2020 Strategy. Since the launch of the Business Events 2020 Strategy, total delegate spend has increased 44 per cent from \$9.6 billion to \$13 billion annually – putting the sector well on track to achieving its target of \$16 billion annually by the end of the decade.

How is the MICE industry developing across Australia? How was the year 2016 for you vis-a-vis 2015?

Tourism Australia's latest statistics validates a commendable increase in tourist arrivals from India. Total arrivals for the year ended (YE) October 2016 were recorded at 253,100, an increase of 11 per cent relative to the same period the previous year which makes India the 9th largest inbound market for arrivals for YE September 2016. As of YE September 2016, Australia had welcomed 20,900 business visitors from India. We have our annual trade event Australian Tourism Exchange (ATE) taking place from May 14-18, 2017. Being a high magnitude trade event, the core focus of ATE will be to familiarise Indian trade participants with the Australian tourism business through business appointments and networking events providing an opportunity to experience Australia's tourism offering first hand through pre and post event familiarisations. The highly anticipated Commonwealth Games 2018 are coming to Gold Coast from April 4-15, 2018. This is the fifth time that Australia has hosted the Games, the others being – 1938 Sydney, 1962 Perth, 1982 Brisbane and 2006 Melbourne.



“As of YE September 2016, Australia welcomed 20,900 business visitors from India”

Kindly share statistics about the Indian MICE travellers to Australia. How is the market developing for you from India?

As per our latest statistics for the year ended September 2016, business travel contributes to 8 per cent of the total annual arrivals from India. Numerous mid-to-high range corporates have travelled to Australia for their incentive trips over the last few years.

From which regions in India do you receive the maximum traffic for MICE and which markets are you looking at for growth?

Mumbai, Delhi and Bengaluru remain our major markets across all segments for travel Down

How do you plan to boost the MICE business further? What kind of offers/incentives do you have for MICE operators from India?

Business Events Australia is a Tourism Australia business group dedicated to promoting Australia internationally as a business events destination. An Australian government organisation, the team can provide the information and support needed to choose Australia as a business event. The team also runs a series of information sessions in-market and familiarisation visits to Australia for agents interested in joining the programme.



Adelaide Convention Centre: The Adelaide Convention Centre, located in the heart of the city, runs around 700 individual events a year, hosting about 200,000 people in total. Constantly evolving and improving, the Centre has undergone three major extensions in less than 30 years, with a fourth underway that is slated to add 3000 square metres of space to the complex by 2017.

National Gallery of Victoria: Founded in 1861, Australia's largest public art gallery operates across two sites and provides modern indoor and outdoor event spaces. Divided into two parts, the Gallery's Great Hall has an area of 775 square metres; and it's Federation Court, 1171 square metres.

Hayman Island: Hayman sets the world standards for service and hospitality, in a uniquely Australian manner with luxury, relaxation and fascinating Great Barrier Reef adventures. It boasts the flexibility to provide not just world-class venues and accommodation, but also branding across the island, Indian meal catering, and great offers.

EXPERIENTIAL OFFERINGS FOR BUSINESS TRAVELLER

Apart from full-fledged, state-of-the-art convention centres, Australia also offers an array of exceptional food and wine experiences, adventure and team building activities and exciting nightlife. Every destination in Australia offers unique and exhilarating experiences. Visitors can take the climb of their lives by

“Melbourne and Sydney both enjoy direct connectivity from Delhi on Air India”



scaling the top of the iconic Sydney Harbour Bridge; wake up with a champagne breakfast and hot air balloon ride over the spectacular city of Melbourne; take a Harley Davidson ride to Sydney's famous Bondi Beach for private surfing lessons, which could be a great team building exercise; re-live memorable matches while standing on the pitch of the Adelaide Oval; snorkel through the Great Barrier Reef from Cairns or Hamilton Island; the list goes on.



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Arpit Pant

In spite of facing competition from OTAs and accommodation aggregators, **Arpit Pant**, Regional Director, South Asia & Middle East, Preferred Hotels and Resorts, is optimistic about the market.

Which new properties is the group coming up with?

In 2016, 55 hotels joined our worldwide network. In India, early this year, we announced our partnership with The Leela Ambience Convention Hotel, Delhi. This hotel comes in the Lux category. Seven new Fortune hotels joined us in Connect category. We added the Lebua Resort, Jaipur, which is a Lifestyle hotel. We also have the Express Inn-Nashik. So there are a total of 32 member hotels across India.

What do you offer to travel agents?

We offer a variety of hotels to choose from ranging from business to leisure. Through us, travel agents can connect to a larger portfolio, both inbound and outbound. If an agent wants to take a large group for a wedding, he/she can connect with us through our international sales team. As an agent, firstly, you get the choice of a large collection of hotels. Secondly, these collections have a preset menu, i.e., hotels specific for family travel or adventure, or those looking for just beach holidays, and so on. So the agent can book through this preset module, which saves time.

How much growth has the group registered?

Last year, globally we did 1.5 billion reservations revenue for our hotels; this is for the first time that we crossed a billion mark. This year, month-to-month trending YTD, we are already about 19 per cent up. In India we have done slightly better and we are about 22 per cent roughly versus last year figures. Also in India in 2015, after very long the collection of hotels, with data from reports available, closed at about 63 per cent occupancy. In 2014 it was about 59 per cent so, it's a 4 to 5 per cent increase. The need is for hotels and restaurants to start focusing on the ADRs. Since a very long time, hotels have gone into this price mode to get business, because business was sluggish. The domestic market continues to be strong in India. A lot of state tourism boards have become active promoting their states. The infrastructure has improved, because of the flight fares, domestic flight fares being capped at ₹2,500 for a one hour flight.

With OTAs changing the market dynamics, how are you changing your marketing strategies?

We work in conjunction with our hotels, we provide international sales, international marketing; and distribution set-up for our hotels. We power the distribution engine for our hotels, whether it is a website booking engine, connecting them to preferred website as well as channel managers. Our international marketing team is coming up with a lot of consumer based programmes, which are assisting our hotels compete with OTAs. We have these independent folios targeting boutique hotels. Our booking agencies are becoming responsive, one can multi view the various rates through the website itself.

How do you see yourself competing with Airbnb?

Airbnb has its own target audience, at this point of time somebody looking at a hotel might not be looking at Airbnb. Companies are very particular about the security of their corporate travellers. Their time is important and also they require certain services. Also if someone is travelling to a place they do not know about, especially with family, they would feel more secure at a hotel. Many flat owners who put up their properties on Airbnb are not aware of their neighbours, so that can be a security issue.

The independent hotel space is gaining a lot, imagine a travellers whose using Airbnb, he's probably a traveller who is not bothered about brands. He visits a place where he wants to see the local culture and live where the locals live. But he is unsure of safety and security which comes with a hotel. An independent hotel gives you exactly the same. Independent space is very unique that way and is growing. We have seen a lot of deflags happening, hotels which were branded are going independent. They do so because they feel that they have invested a lot in their real estate.

“Last year, globally we did 1.5 billion reservations revenue for our hotels; this is for the first time that we crossed a billion mark”



AIRLINES FLY high on MICE

Seamless connectivity is of vital importance for comfortable MICE movement, and airlines that offer this can enhance their business opportunities through MICE.

Rajesh Menon,
Regional Sales & Marketing Manager - South
Asia, Cathay Pacific Airways

MICE offerings

We provide competitive air fares for MICE and corporate groups. For special exhibitions and events held in Hong Kong, there are also tailor-made airfares for registered delegates and their companions. Passengers may also enjoy special discounts on an array of hotels in Hong Kong, Macau and Mainland China, offered by Cathay Pacific Holidays. Next year is the 20th anniversary of the Hong Kong Special Administrative Region and in the light of this, we are very excited to promote

various events planned by Hong Kong Tourism Board to commemorate this occasion.

Incentives

For our MICE groups we incentivise our customers with the best fares and baggage allowance on case to case basis. Every group is well attended on their journey, check-in facilities are provided at a dedicated counter and we also facilitate seat blocking for groups so they can travel alongside each other. We aim to actualise our brand proposition "Life Well Travelled" for all our customers include MICE groups and provide them a seamless experience on board.



“ We incentivise our customers with the best fares and baggage allowance on case-to-case basis **”**



David Lim
General Manager-India
Singapore Airlines

MICE offerings

MICE is an important segment for Singapore Airlines as we cater to significant group movements from the Indian market. Our MICE packages include exceptional value fares, convenient group check-in, in-flight benefits like personalised welcome and upgrade offers, increased baggage allowance and hassle-free freight arrangements to specifically cater to the group.

Forging partnerships

Singapore Airlines has a dedicated team

that helps our MICE clients organise meetings, incentive tours, conventions and exhibitions. We ensure that all our global business events receive the same attention to detail, as we provide in our in-flight services.

Singapore Airlines has been appointed as the official airline for the following conventions and events:

2016:

- GTR's Asia Trade Finance Week
- DCD Converged SE Asia
- ITB Asia 2016
- SIME Darby LPGA 2016
- Singapore Fin Tech Festival 2016
- Singapore International Film Festival
- ICESAP Conference 2016

2017:

- HSBC Women's Championship
- Annual Meeting of the Mascula Society

“ Singapore Airlines has a dedicated team that help our MICE clients organise meetings, incentive tours, conventions and exhibitions **”**

Essa Sulaiman Ahmad

Vice President-India & Nepal
Emirates Airlines

MICE offerings

For delegates, we offer discounts in Business and Economy Class to be booked through Emirates website or their preferred travel agent and in return we ask that Emirates is featured as the official airline partner of the event.

Forging partnerships

We have partnered with a number of events and exhibitions in the past. For an Exhibition or a Conference, the number of delegates should at least be 300 or more international delegates but for a corporate meeting it could be 40 international attendees.

Incentives

We usually don't offer an incentive but we give a discount based on the number of delegates and the destination at offer. We also do some upgrades and give excess baggage allowance based on the movement of MICE travellers for specific exhibitions.

The MICE segment is rapidly growing and we are always looking to connect our customers with what matters to them. At Emirates, we are well positioned to cater to the needs of business travellers worldwide with the latest facilities we offer on our modern wide-body aircraft

and excellent on board service from our international cabin crew who speak over 60 languages. Benefits offered include:

- Exclusive fare discounts for the delegates and their guests.
- An extensive travel network that covers over 150 destinations across six continents.
- Travel connectivity to over 500 additional cities through our extensive airline partnerships.
- The ability to conveniently purchase their tickets online through a dedicated booking page.
- Bonus Skywards Miles, even with our special fares.
- A generous baggage policy: 30 kg in Economy Class, 40 kg in Business Class and 50 kg in First Class.
- Access to our dedicated and partnered lounges in over 90 international airports when they fly Business Class.
- Complimentary chauffeur-driven car for First Class and Business Class passengers.



“To partner, for an Exhibition or a Conference, the number of delegates should at least be 300”





Gaurav Bhatura
Country Head-India
Thai Smile

MICE offerings

It is the policy of the Thai government to give priority to promote MICE industry and tourism business as one key engine of economic growth. With warm hospitality and the easy-going nature of the Thai people, Thailand offers a very welcoming environment to tourists and businesspersons alike. Through our easy accessibility as an aviation hub, legendary hospitality and value-for-money services, you stand to gain from choosing Thailand as your vacation and business destination.

At Thai Smile, our business policy is definitely in line with the government policy. Excellent customer experience is one of Thai Smile's key strategies. Thai Smile Airways offers excellent services in every touch point from reservation, check in until in-flight service. In addition, passengers can enjoy the comfort in the new Airbus A320-200, which offers smooth and safe travel. Thai Smile Lounges will serve food and beverages with complete comfort. As such, excellent service from Thai Smile Airways flight attendants, who are committed to providing comfort and warm Thai hospitality with heartfelt services through their smiles, a unique

Thai character, that is internationally recognised. Furthermore, passengers are able to enjoy the food of your choice. For Indian travellers, meal will be prepared in Indian style cuisine under strict faith based guidelines. Jain vegetarian and non-vegetarian will be your choice of meal on board.

Forging partnerships

The partnership is in our marketing plan. Thai Smile applies stringent standards of partner assessment to its implementing, planning and policy partners. We look at standards across a range of key indicators according to criteria of long-term adherence, compliance, and procedure implementation. All this helps to ensure that Thai Smile partners can work sustainably and deliver the highest-quality support where it is most needed.

Incentives

Our flight will operate with A320-200 aircraft which will offer a Premium Economy Class (12 seats) and Economy Class (150 seats) and host of features for passengers, such as the in-flight entertainment experience and specially designed Indian cuisine & beverages to passengers. Thai Smile offers free of charge baggage allowance of 40kgs for Premium Economy or Smile PLUS and 30kgs for Economy or Smile Class. Moreover, all passengers of Royal Orchid and Premium Economy Class can enjoy a privilege lounge at Suvarnabhumi where passengers can treat themselves to a multitude of free snacks and various choices of hot or cold drinks with free Wi-Fi Internet access.

“ Thai Smile offers free of charge baggage allowance of 40 kgs for Premium Economy or Smile PLUS and 30 kgs for Economy or Smile Class ”





Zhou Zengrong, General Manager-India China Eastern Airlines

China Eastern Airlines has a daily service between Delhi-Shanghai/Beijing and ex-Kolkata to Kunming/Hangzhou. 2016 has been a great year for us as an airline as we have added new international routes and continue to expand our domestic and regional services in China. We have been adding new planes in our fleet regularly. We tremendously value the business that we generate from India and have seen a great year in terms of revenues and load factors. We have an all-time average load factor of over 85 per cent (average) and have improved our share of revenues from India to North America, Japan, and South Korea in particular. We connect to almost 14 cities in Japan from our hub at Shanghai-Pu Dong. India continues to be an important market for us at China Eastern and we keep evaluating new routes that will connect Shanghai to different cities in India.

MICE offerings

Since we fly from both Delhi and Kolkata, we are able to carry sizeable business from India. We work very closely with our partners, travel agents and tour operators and ensure that we provide them with best possible airfares and seats on our flights and ensure that we have separate check-in counters, in-flight announcements, and vegetarian meals (including Jain meals) on our flights.

Forging partnerships

We have not been part of any specific events/exhibitions from India. For us each

and every business is equally important and we give equal attention to all movements-MICE/groups and to all our regular FIT travellers as well.

Incentives

We have special dedicated check-in counters for MICE travellers and also have staff dedicated to assist all our customers. We currently have a scheme wherein we allow a waiver of 3-5 kg excess baggage for each passenger who enrolls in our frequent-flyer program; this additional baggage allowance is applicable from Delhi to Shanghai only. For anyone travelling to a point beyond China, say for example from DEL to Japan or South Korea or Australia / New Zealand we have a 2 PC baggage concept. Our Business Class fares are extremely attractive and we have seen a surge in our loads in Premium cabin. Since our loads are good even in the front-cabin, we don't generally offer any free upgrades.

Also, take note that China Eastern offers a unique city tour product to our customers while they are in transit in Shanghai. Passengers travelling to any point beyond China and have a transit of more than six hours, the passenger has an option to either avail a free hotel room or a meal voucher or a round-trip ticket on Maglev high-speed train or can have a foot-massage at the airport. Passengers have to carry an e-voucher before leaving Delhi. It takes us approx. 72 hours to get the necessary confirmation.

“ We have separate check-in counters, in-flight announcements, and vegetarian meals (including Jain meals) on our flights ”





Makiko Matsuda Healy

A bite of the BIG APPLE

Makiko Matsuda Healy, Sr VP,
Global Tourism Development, NYC
& Company talks about India plans



New York received 290,000 Indian visitors in 2015. This year it has received 370,000 Indian visitors which is almost a double digit growth. **Makiko Matsuda Healy**, Senior Vice President, Global Tourism Development, NYC & Company, said, "India is the second highest growth rate market for us among 20 key international markets."

She said, "We will be calling ourselves 'new New York city' as we are coming up with a lot of new products added to the classic New York City such as sunrise experience at the Empire State Building and visit to The Metropolitan Museum of Art before the regular opening hours to experience an intimate and private art experience. Also 'new New York' has so many hotels opening up. Currently we have 11 southern hotel rooms. By 2019 we will have about 135,000 hotel rooms."

According to Healy, the city offers great value to all segments such as MICE, leisure or educational tours and travellers should relook at NYC hotels and can come and find great ways to enjoy and have a good time.

She said, "We also work closely with the Indian travel trade to create more

awareness about the destination. We have an online travel trade training academy and anyone can come and become NYC specialist."

For MICE, India is among the top 10 international markets for NYC, she added. Pharmaceutical companies, auto industries take great interest in it and if someone picks NYC once and organises events there the motivational and participation level goes up. According to her incentive tour is all about providing a lifetime and an unmemorable experience.

Matsuda Healy informed that Jacob K. Javits Convention Centre has a great renovation plan. It will soon be providing one million square feet meeting space and a 60,000 square feet ballroom which is going to be the largest ballroom in the north east region of the US.

She informed that the itineraries for Indians are flexible and options to accommodate Indian food or vegetarian food are also available.

She added, "We are excited about 2017 and are thinking of collaboration with Indian trade partners and engage with them in a better way and take the market to the next level."



“India is the second highest growth rate market for us among 20 key international markets”

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It's only business with **ONE&ONLY**

Ivy Kwan, Vice President, Sales and Marketing, Asia Pacific, One&Only Resort, talks about the kind of luxury their different properties offer for MICE.



Gunjan Sabikhi

Giving an update on the group plans, she says, "Next year is going to be a very exciting year for us, we are currently undergoing renovations for One&Only Ocean club in the Bahamas. We are looking to reopen in the first quarter of next year. We are also undergoing renovations for the One&Only, Le Saint Geran in Mauritius. That is one of the most staple resorts in our portfolio, so we are very excited that we are able to undergo a massive renovation to reopen towards October of next year."

"In terms of new openings we will be opening One&Only Seef, Bahrain followed by One&Only Sanya, in the Hawaii of China, that in itself will be our first resort in Asia. In 2018 we will be opening our first resort in Europe, which is One&Only Montenegro," adds Kwan

Telling us about their luxury MICE offerings, she says, "Our resorts in Dubai, our resort in One&Only Cape Town, South Africa, One&Only Hayman Island in the Great Barrier Reef all cater to MICE. So in the world of MICE, we do really well, specifically with high end corporate, corporate retreats, board meetings,

and incentive groups, we are seeing quite an emergence of incentive business. Then for many of our resorts, celebrations, like birthday parties, renewal of vows, weddings. These are the type of celebrations we are seeing taking place more and more, especially from the Indian market.

"We spoke to a few of our trade partners, we are seeing numbers whether its 20 people, 40 people for larger celebrations. Whether it's the 50th or 80th birthday, we are seeing bigger groups of families and friends brought together in a location where for three solid days you are together. We are seeing quite a tremendous growth in that."

Talking about the Indian market she says, "We have been seeing double digit growth from the Indian market and we do not see that abating. India is a very strong growth market for us. Then there is China, and countries like Japan, rest of SE Asia is coming in strong. For our resorts, Australia continues to be a very strong market. Travel is an innate part of our lives whether you take one or two trips a year. At the level that we operate, it's about luxury. Even if in troubled times you may cut back a bit but we see more and more luxury is about privacy,



Ivy Kwan



it's about discretion. We do not see any negative impact at all."

"Americas is very strong for us, especially with incentive groups into our Australian property as well as into Cape Town, into Mexico, our resort One&Only Palmilla, Mexico. From India we see celebrations and corporate meetings groups taking place in South Africa. We are also seeing an interest in our Australian property. It is an incredible private island resort. This is an amazing opportunity where we have only 160 guest rooms' villas and suits, wherein you have the entire island to yourself. So you can privatise the entire island for your own private corporate meeting. There is nothing quite like it in the world," she adds wabout source markets.

Enumerating exclusive offerings for events, Kwon concludes, "If you look at One&Only, Le Saint

“ We will be opening One&Only Seef, Bahrain followed by One&Only Sanya, in the Hawaii of China, that will be our first resort in Asia **”**

ONE&ONLY EXPERIENCES

- **Emirates One&Only Wolgon Valley:** Night safari and star gazing
- **One&Only Reeti Rah:** Coral propagation with marine biologist
- **One&Only Hayman Island:** Snorkelling in crystal clear water, GBR
- **One&Only Cape Town, South Africa:** Culinary elements and wine
- **One&Only Cape Town, South Africa:** Shark diving

Geran, Mauritius, we are able to build a special barrier across the pool so that you may have a cocktail reception over the pool. In One&Only Reethi Rah, we have many beautiful beaches and lovely sunrise and sunset points. We can erect a special arch at these points for renewal of vows or wedding ceremonies. We put up a tent, marquee, and chandeliers. We are able to fly in, world-renown entertainers."

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Mantra for success: **INNOVATE**

Corporate retreats and conferences will become more and more unique as a result of rising expectations, says **Mahesh Shirodkar**, Managing Director, Tamarind Global.



Mahesh Shirodkar

Hazel Jain

Which places in India are popular for MICE among the Indian companies?

We have expertise in developing new itineraries, destinations and experiences that cater to all sizes and types of MICE requirements. Based on our experience, popular MICE destinations in India continue to be the metro cities, largely because of venues, hotels and infrastructure. However, leisure destinations like Kochi and Goa too remain on the MICE map, along with Jaipur, Agra, Pune and Bengaluru. Delhi NCR has developed infrastructure

in a big way with Manesar, Moradabad and the Delhi-Jaipur highway throwing up viable options. Bhubaneswar in Orissa boasts a hotel that can accommodate a large group, and has the added attraction of its heritage temples.

What are some of the offbeat destinations that Tamarind has worked with?

We have organised corporate events in a variety of international destinations that are gaining popularity among Indian companies. One of



them is Bhutan with its lovely venues that enable conferences against stunning views and a rich and beautiful culture to incorporate in entertainment, food and sites to see. Another place that is perfect for a company retreat is Moscow.

Are there any new destinations that show potential?

Baku in Azerbaijan is a unique and exotic destination, where Tamarind has successfully executed a large conference. Baku is the capital and commercial hub of Azerbaijan and is a low lying city with coastline along the Caspian Sea. In recent years, it has become an important venue for international events. It has great weather, solid infrastructure, beautiful venues and some top class hotels that make Baku a great destination to consider for MICE. Other MICE-friendly destinations that Tamarind has organised include Tokyo and Cambodia.

What are some of the time-tested destinations that continue to be on top of the list for MICE?

Macau is one of the fastest-emerging sector in recent years. It has easy accessibility, great hotels and amazing nightlife. Shanghai also remains one of the top places to hold a conference for clients. It offers some exciting event venues. As an economic hub, Shanghai provides a solid infrastructure for

“ Baku in Azerbaijan has become an important venue for international events ”

planning and executing an event. Tamarind has held conferences for over 900 people in this stunning city. With a variety of top-end hotels to host the guests, Shanghai also offers swift logistic solutions with respect to technology, stay and travel.

Can you share some of the trends you see emerge in 2017?

Corporate retreats, conferences and off-sites are becoming more and more unique. Employees, partners, vendors and members of organisations are now better travelled and less easily impressed and gratified. With expectations rising, corporates are now always on the lookout for unique, never-done-before and memorable experiences for their people. Whether it is a niche HNI network or employee outbound, companies now spend time looking for new experiences to delight their attendees.

Especially for the niche groups and high-end clientele, the trend is to go for a completely fresh and uncharted destination, where there is an inherent rich culture and history that can be inculcated into the conference.

MICE is ONE-POINT AGENDA at Four Points

Four Points by Sheraton New Delhi is a 70-room property that sprawls over nine acres. Set amidst lush green lawns and beautiful landscape, the hotel plays host to business and leisure travellers who enjoy its natural environment and surroundings.



Maneesha Bajpai
Assistant Director –
Conference & events
Four Points by Sheraton
New Delhi

Located strategically in Delhi, the hotel is minutes away from Indira Gandhi International Airport as well as the business hub of Gurgaon. Well designed and carefully appointed rooms cater to every need of the discerning guest. The Eatery our multi-cuisine restaurant boasts of its ever popular buffet spread, as well as International cuisine from its A la Carte menu.

The banquet halls with vast lawns are ideal for hosting conferences and social functions. The hotel has earned a reputation of being a leader in presenting some of the best in cuisine the city has to offer.

The hotel has performed well from its inception in 2012 and has shown a steady growth year-on-year. Having stabilised well, it is a clear leader in its competitive set. The financial year of 2016 has been exciting with high occupancies and increased RevPAR's. We hope to see similar growth in 2017. One of our key focus areas continues to be the MICE segment. In respect of MICE the hotel has

had a dream run despite many new hotels having opened in the vicinity. Increased infrastructure to manage large conventions in the area is likely to bring more business to all the players within the region of the airport.

Another important segment is the business traveller, both from within India and overseas. This ever increasing segment, thanks to the vibrant Indian economy will remain a main stay.

The frequently asked question is that of challenges faced by the hospitality industry. Without doubt it is about acquisition and retention of good skill. We at Four Points constantly engage with the teams at all levels to contain attrition. Training and inculcating best practices play a major role in keeping employee morale high.

Four Points by Sheraton New Delhi should see a lot happening in 2017. We plan to start work on adding an additional 100 rooms, a 10,000 sq. ft. banquet hall and increased Food & Beverage services.



Travel SHOW

ANNOUNCING EVENT DATES FOR TRAVEL SHOWS IN 2017!

Experiential SHOW

Beyond Luxury

April 8-9, 2017 (Sat - Sun)
Delhi NCR

Wedding SHOW

July 8-9, 2017 (Sat - Sun)
Delhi NCR

Technology SHOW

September 2-3, 2017 (Sat - Sun)
Delhi NCR

Business SHOW

Beyond M.I.C.E

December 2-3, 2017 (Sat - Sun)
Delhi NCR

Exhibitors are invited to save the dates!

Categories of Exhibitors:

Tourist Offices – both international & domestic • Hospitality chains – Both international & domestic • Boutique – Stand alone properties • Homestays, unusual stays • Convention Centres – Venues • International DMC's • Event Managers • Airlines • Spa & Wellbeing • Cruises – Yachts & Helicopter hire – Bespoke experiences !!! • Ground transportation • Attractions – Shopping, Adventure, Wildlife Destinations • Special Interest – Culinary, Historical, Heritage, Walking tours • Music Fests – Art & Culture • Wedding vendors in all categories • Entertainment providers

Travel Show Exhibitors*



Interested Exhibitors and Buyers, please contact:
Punam Singh: punam@travelshow.world, +91 98111 58785
Sarika Bhambhani Rawal: sarika@travelshow.world +91 98101 91852



*Our exhibitors for the year 2016.

Keeping **Members Abreast**

ICPB held an interactive meeting in December 14 at The Ashok, Chanakyapuri, New Delhi. The meeting provided an opportunity to update on the recent initiatives taken by ICPB in the context of the MICE scenario in India and globally and learn about the new government initiatives for boosting the MICE sector.





It's time for some **ADVENTURE**

Corporates can rekindle their inner fire and reconnect with their passion through challenging physical adventures and that is what Mumbai-based Life Away from Life offers.

Hazel Jain

Life Away from Life (LAFL) is an adventure travel company that offers trekking, expeditions, jeep and wildlife safari adventures, cycling and walking tours, and various cultural journeys. Its corporate division – LAFL Inner Circle – caters specially to corporate companies offering adventure retreats in India and abroad.

Prateek Deo, CEO, Life Away from Life, says that LAFL Inner Circle's Team Adventures are fully customised to what the corporate requires. "It could be a small-group, multi-day adventures in destinations around the world that are an authentic alternative to traditional team-building. Our mission is to transform lives through adventure retreats, to open eyes, hearts, and minds through personal and cultural exploration and discovery, to challenge our travellers to push their comfort zones to see what they are truly capable of, and to inspire and empower them to change their lives, their communities, and the world."

TEAM BUILDING ACTIVITIES

- Scuba diving and Yoga
- Trekking and relax yourself workshop
- Yoga + Hiking Adventure
- Kayaking and Yoga workshop
- Rock climbing & rope techniques workshop
- Cycling
- Mountaineering expeditions



Prateek Deo

Team Adventures combines both physical and cultural experiences with facilitated group discussions and working sessions to help the team push through comfort zones and unleash creativity. Deo adds, "We generally suggest locations that are either located on top of a remote hill, or a forest or locations. We usually have tie-ups with ecologically-informed campsites. We don't have a minimum fitness level requirement from corporate." The company can handle anything from 100 pax to a maximum of 150-member corporate group.



Maiden

Travel Business calls for better experiences

The maiden edition of Travel Business Show was held on December 17, 2016, at Le Meridien Gurgaon. DDP Exhibitions, in collaboration with the Pacific Leisure Group, conducted the show with buyers from different segments.

Kanchan Nath

Meetings took place in a pre-scheduled one-on-one format. It also had B2B global suppliers representing interesting and diverse segments who interacted with stringently selected hosted buyers. The hosted buyers were from different segments including: Pharmaceuticals, Production Houses, FMCG, Banking, Shares, Beauty and Cosmetics, Infrastructure, Knowledge Processing/Software,

Technology, Electronics, Capital Investment and Biotechnology. The day concluded with the gala dinner, where industry experts gave an informal address to the industry participants and shared their viewpoint.

Speaking at the inaugural edition, **Priti Khanna**, Chairperson, MCI Management India, says, "I would like to stress that MICE should not be mistaken for tourism. Tourism lies at the bottom of the inverted pyramid and feeds human development as large groups are brought together to a certain destination for a particular purpose – usually professional or educational."

“The future lies in co-creation of events producing and staging, recording and reusing the content. One needs to maximise event content”



Show

According to **Rod Cameron**, Executive Director, Joint Meetings Industry Council, "By failing to make a clear distinction between leisure and meetings related travel, we are trivialising our real role in global economic and professional development and threatening our individual competitiveness in the market as also not doing justice to all the investment done by destinations to cater to this industry."

Elaborating on latest MICE trends, Khanna says, "Among the top six trends for MICE, the first is talent issues. The MICE industry requires more soft skills than hard skills. Secondly, economic uncertainty is leading to shorter lead times and shorter term budget decisions. So meeting planners should be ready to turn around events at short notice. The role of procurement is increasingly becoming important and so is the return on investment. It's important to measure and determine the value of our meetings."

"Digitalisation remains another important trend for events. It also means we have a very long

event life. Sustainability remains the fourth trend; we have to make sure that none of the three P's of sustainability, People Planet and Profit are compromised. The next is event design – we need to rethink, the way we do our programme and layout structure so that people are engaged and not bored. So we need to think out of the box, have different seating arrangements; engage the attendees through their own smartphones. Lastly, content remains the king. The future lies in co-creation of events producing and staging, recording and reusing the content. One needs to maximise event content and ROI."

MICE is not an expenditure, it's an investment by companies, says **Guldeep Singh Sahni**, President, OTOAI. "The trend is that MICE is going to increase further. Tour operators are very important for these events and they will always remain so. We will work hand in hand with the event management people. I must congratulate the team, this event is very well organised and I am very proud to be a part of it. We are not going to have numbers here but quality."

Sushil Shamlal Wadhwa, Founder & CMD, Platinum World Group, says, "MICE for me is when

“ We have had an absolutely fantastic response from the corporate buyers. We have concluded at the end of today with almost 650 meetings ”

you can give an experience to an individual in a group, which he may not be able to have otherwise. We try to make it entertaining, educative, creative and exciting; we make it classy and engaging. If you give the people an experience that they will never forget easily, you have achieved your objective and your client's objective."

Deliberating on the successful meetings held at the Travel Business Show, **Punam Singh**, Associate, Pacific Leisure Group, says, "We have had an absolutely fantastic response from the corporate buyers. We have concluded at the end of today with almost 650 meetings. The next edition will take place in December next year."

Sarika Bhambani Rawal, General Manager, Travel Business Show says. "The show is a diverse forum featuring the best of MICE brands. Successful meetings took place between selected exhibitors, and top-level buyers. Meeting top-level decision-makers along with elite meeting planners as buyers from meetings and events industry was an added advantage. At Travel Business Show, networking and building relationships enhances future dealings. It is an excellent platform for companies which are looking to gain a slice of demand or are looking to grow their existing shares."

B2B Meetings at Travel Business Show

Exhibitors and buyers of the Travel Business Show say the event gave them an opportunity for serious B2B meetings and the know-how to cater to MICE clients.

Exhibitors



Shah Nawaz Shah
Marketing Manager
SKICC, J&K Tourism

“This is one of the best travel shows that I have attended as I was able to have a number of serious B2B meetings here. SKICC is an international convention centre where one can organise national and international events, conferences, exhibitions. We have multiple halls, which has the capacity of 1,000 people in a classroom style. The plenary hall that can accommodate 750 people at a time. We are trying to promote J&K as a MICE and golf destination. Our USP is the pleasant weather that allows us to host open-air conferences in summers.”



Pooja Sabharwal
Account Director
Destination Canada

“The Travel Business Show is a great platform to meet real time clients and get first hand information about MICE movements. It's an exceptional way to explore interaction opportunities with them and to showcase the unique experiences of our destination. I see this as a networking platform and we are going to generate more leads out of this. I will surely be leveraging a lot of contacts from this. Our destination is doing really well and in New Year 2017, we are only expecting to grow more.”



Barun Gupta
Account Director
Global Sales
Marriott International

“It has always been exciting to participate in travel shows, and we are very happy to be here. We are one of the top operators when it comes to outbound MICE from India. A new trend that I can see is a lot of religious MICE movements happening out of India. 2017 will be a very exciting year in terms of corporate MICE. Numbers are going to go up and corporates will play a very key role in terms of developing new destinations. New destinations will be the nearby destinations other than Europe and the Americas.”



Mohit Prakash
Director-Sales
The Oberoi Sukhvilas
Resort & Spa

“The show is fantastic. Preset appointments make a sales person's job much easier and we hope to turn around some business from here. We are opening a new luxury wellness resort – The Oberoi Sukhvilas Resort & Spa. It's the sixth in line after our four legendary properties in Jaipur, Agra, Ranthambore and Udaipur. We have come here to present and get as much visibility as possible, with the trade with MICE organisers. It's already opened partially on December 1; facilities like the spa and other F&B options will open by January.”



Sandeep Dutta
Marketing Manager
Korea Tourism Organisation

“The show has been very fruitful; we got to meet a lot of buyers, especially from the corporate segment. Most of them are from Mumbai, which was very helpful as we are based out here in Delhi. In 2017, we are targeting MICE on a large scale, because we have had increased flight connectivity, especially from Delhi now, so flight-fares have come down. Experiential sector is also one segment that every person from the trade is asking for something new. The MICE clients are asking for newer destinations and even with the repeat destinations they want more experiences to make that trip worthwhile.”



Rolly Sinha Dhar
Head Sales, North India
Aamby Valley City

“It has been a wonderful experience to participate in the show. We have been connecting and making friends from this event. We are majorly into MICE and weddings and we have also opened up FIT business. Our aim is to provide a luxury holiday both for Aamby Valley City and hotel Sahara Star. 2017 looks good, people are still willing to spend. Domestic travel is going to increase. Since there are many long weekends this year, people are looking to two or three day get away.”

Buyers



Aashish Singh
Vice President
Yashraj Films

“ We do a lot of movie shoots outside Mumbai, that is why we need to connect with hotels, transport companies, and tourism bodies. Overall it's been a wonderful experience meeting so many people, learning what's happening in the world and in India. I have been able to connect with new people and destinations that I was not aware of. Typically this year we are looking at a couple of films that have to be shot abroad. That is why I am trying to meet people, engage any new destination that is trying to push Bollywood to come and shoot in their country. Recently we shot Befikre in Paris, it's a record for any film, Indian or international, in terms of the number of weeks the film was shot in France. Australia also offers an array of exceptional food and wine experiences, adventure and team.”



Chaitanya Thakker
Vice President
Reliance Infrastructure

“ This is the first time I am attending this kind of a show and I found it to be quite good. I was able to meet quite a lot of people. Maybe next year we will be able to get better participation, more tourism boards, if you can get consulates and visa facilitators, then these sessions will be really very helpful. MICE industry today is doing quite well. A lot of companies are doing MICE movements for their channel partners apart from the internal meetings and incentives that they hold.”



Gary Grover
VP Admin
HDFC Life

“ The MICE industry in the last year was on the path of growth. As a corporate, the changes in monetary policies did not affect us too much. However, politics, security do impact MICE. In the Indian scenario, traffic has only been growing, be it the domestic or international MICE. We expect the same growth to continue in the next year as well. I enjoyed the Travel Show and got a chance to meet up with a lot of new sellers, who were out there to sell the destinations. Let's see how things pan out and how the conversions happen, between us and the others. We got a lot of insights from them.”



Sanjay Gurav
Manager Corporate Travel
L&T

“ The MICE industry is more of an experience now. It's not just about taking a group to a destination, but it's also the value addition that is going to the distributors or the channel partners. We are looking at more of the people travelling to Europe and the Far East. 2016 was good for us we had taken 200 pax to Singapore. Far East has been very positive, when you look at a MICE destination it's a value-for-money destination. Now most of the crowd is moving from the Far East to the European countries and over the gulf. That remains the trend. The show is exceptionally phenomenal. This is a good platform to reach out to the tourism boards and the end-suppliers. I met two three tourism boards; I want to explore opportunities with them when I get back to Mumbai.”



Amol Prasadi
Associate General Manager
Kaya

“ This is my first time at the Travel Show. It's very beautifully arranged, companies and the travel boards are fantastic. They have come here from different parts of the world. Earlier the scope was very limited, it was only SE Asia and Gulf, and here there are Scandinavian countries, Holland, and Canada. A wide range has been offered which was missing earlier. We are in the retail category, where a lot of incentives are being run for the retail front end staff as well as the backend support staff. Incentives largely are for the retail staff and going out of the country matters a lot to them, as it makes the incentive more attractive. Recent destinations being used include Hong Kong, Singapore, Bangkok and Gulf markets are being used, this is mainly because they are short-haul markets.”



Yuvraj Rajendera Sakhare
DGM
Godrej

“ The MICE industry was pretty good for our group last year. We are looking at quite a good potential in terms of MICE movements abroad. My expectation from the show is to understand more from a different perspective, especially in terms of MICE locations which we have not explored. We have already explored most parts of India and more of Asian countries. We are looking for a different and unique experience. We have been going to Singapore, Dubai, and Australia a couple of times. So we are looking out for other options. We are expecting an increase of about 22 per cent in the travel and MICE segment.”



Glimpses of the **SHOW**









Make your event app “SMART-ER”



Darren Edwards is the founder of Invisage Creative Services in Australia. With more than 23 years experience in the meetings and events industry, Edwards' passion is to connect people through supply of creative design and innovative event tech solutions.
Contact: info@invisage.net

You can leverage mobile technology with an app that will promote and inform all about your event. However, what is the key to a successful event App? Read on to find out...

A good Native Event app will support and enhance the event experience for all stakeholders including attendees, sponsors, exhibitors, speakers, local venues, restaurants, accommodation providers and the event manager. Native Event apps are the tool of choice and deliver content and engage your audience well beyond the walls of the event. Developing an app that is native to mobile devices takes advantage of the faster syncing capability, the enhanced graphics and the larger screen size of tablet devices.

BUILD A NATIVE APP THAT WORKS

Due to the need to enhance the live attendee experience, the value of mobile devices for events has increased immensely. The justification for having one has now moved beyond reasons that solely benefit the event organiser (being green, going paperless, creating revenue streams or being able to communicate changes to participants in real time) to those that also benefit the event participants. Now, it's entirely possible to build an attendee experience around



the benefits (utility, justification, connection and recognition) afforded by mobile devices—an advantage that no other event-industry technology has or can offer.

Simply producing a mobile event app does not mean that it is going to be a success. Sadly, some event organisers spend considerable sums of event funds in app development only to have the entire process fail as the app did not deliver what the attendees were hoping or they were not even aware of the apps existence. The number one factor determining the success of your app is the extent to which it enhances the event experience for your attendees. Understand your audience and ensure that the app you deliver will provide them with the tools they need to gain the most from your event. If your attendees are there to network, provide them with the tools to schedule meetings and get social. If they are looking for posters, speaker presentations, abstracts and technical data ensure that the app you build can deliver this content seamlessly.

HOW DO YOU ENSURE YOUR APP IS USED

Effectively promoting your mobile app is vitally important to fully achieve your download and usage goals.

Early promotion is the key to successful attendee take-up. As an event organiser, you want to capture as many app downloads as you possibly can through pre-event promotion. It is necessary to not only promote downloading the app but also to ensure that it is actively used before, during and after your event.

My suggestion to all of my clients is to start your promotional campaign as early as 60 days out from your event. Statistics show that this proves to be very beneficial strategy. List all of the app's features and benefits and let exhibitors and attendees know how they will be able to use the app to their advantage.

Make sure you promote the features of the app and how attendees can use the app to make their life easier and their overall experience more efficient and convenient. Include this information in all of your promotional materials.

SO HOW DO YOU ENCOURAGE INCREASED APP USAGE?

It's quite simple really. As early as 60 days from the actual event, start mentioning the app everywhere. And I mean everywhere. Here are a few of the most effective ways to engage with exhibitors and attendees based on my experience:

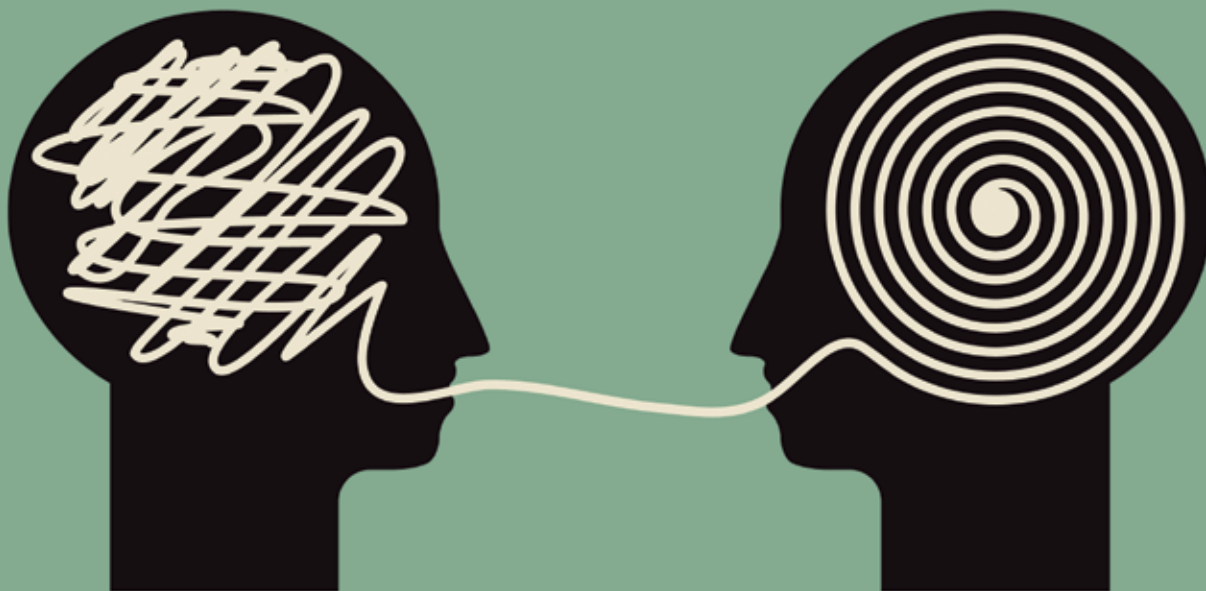
- Promote the app on your website home page and make it easy for all stakeholders to find this information. Your event website is the best source of information pre-event. Promote app use on the homepage of your event website along with a dedicated page that includes the 3 essentials: QR code, image of the app, and download instructions.
- Make noise on all your social media accounts. Whether it's Twitter, Facebook, LinkedIn, YouTube or whatever type of social media account you might have, tweet, post and blog away all about the app.
- Add the three app download essentials to event communications such as registration confirmations, newsletters, and e-blasts. These channels are a great way to directly reach your attendees and exhibitors.
- Reach out and ask your exhibitors for help. They are one of the best people who can help promote your brand, encourage attendance, and promote the app.
- Schedule a webinar to demonstrate how easy it is to download the app and how to utilise some of the most important app features. Record the webinar and send out the link for quick access and reference.
- Prepare a press release. Press releases are a great way to feature your upcoming event and the technology you'll be using. These also provide you the opportunity to promote your event as the most anticipated event within your industry.
- Mention your new app in interviews and news articles for industry and association publications.
- In your prospectus, feature the app and along with sponsorship opportunities.
- Add app download spiels and links on your staff email signatures. This will also serve as a subtle reminder to exhibitors and guests each time they interact with the staff.

I advise all of my clients that it is not only important for attendees and exhibitors to download the app, you must also encourage them to use it. As an event professional it is your job to understand your attendees and provide them with an experience that ensures their goals are met. Event apps should place a lot of the control in the attendees' hands, offering the ability for them to personalize their own event experience from managing their schedule, creating their own appointments and making new connections according to their areas of interests.

The keys to a successful event app are to understand your audience, develop an app that allows you to easily facilitate the attendees experience then vigorously promote your native event app well before the event.

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Effectively promoting your mobile app is vitally important to fully achieve your download and usage goals
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Working with an INTERPRETER

A lot of business can be lost in translation, while working with global clients. To avoid that, hold on to your interpreter says **Shital Kakkar Mehra**.



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

In cross-border negotiations, it helps to retain the services of an interpreter, even if your overseas counterpart has a basic working knowledge of English. Interpreters are trained professionals, who facilitate communication while maintaining the strictest levels of confidentiality.

PRE-MEETING STRATEGY

Invest time explaining your business and the objective of the meeting to the interpreter. This helps improve the quality and the speed of interpretation as he/she understands the technical terms you will use during the meeting. Build a level of comfort with the interpreter, so that they are at ease stopping you to clarify a point, during the meeting.

BUSINESS MEETING

Make introductions; shake hands, exchange greetings and business cards (dual language) with all the members of your counterpart's team.

NON-VERBAL SIGNALS

When speaking / listening, maintain direct eye contact with your counterpart and not with the interpreter. Use positive body language like smiling and nodding to show interest. Avoid gestures, as they have varied meanings across the world. Advise your interpreter on the expected dress-code.

SEATING PROTOCOL

Interpreters are seated next to the decision-maker,

opposite the counterpart's interpreter.

SPEAKING EFFECTIVELY

Speak clearly, slowly, use simple vocabulary and short sentences. This makes it easier for the interpreter to remember your conversation. Pepper your conversation with pauses, giving the interpreter time to relay a nugget of information. Ask one question at a time and be patient. Avoid slang, excessive jargon, idioms and humor, which rarely translate well in another language.

PACE

Business meetings use consecutive interpreting. It is advisable to maintain a slow pace, as your counterpart will be always a few sentences behind you.

CLOSURE

Thank your counterpart, their interpreter and your interpreter. To show interest learn the greeting, thank you and good-bye in your counterpart's language.

INTERNATIONAL

In Japan and Korea, both sides generally retain their own interpreters. In China, although the younger Chinese may have a working knowledge of English, they prefer to retain interpreters believing it helps them understand certain nuances better. Interpreters "interpret thinking and not just words" which can be a big asset in cross-border negotiations!

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Pepper your conversation with pauses, giving the interpreter time to relay a nugget of information.

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Visa Requirements



Australia

- ✓ **Passport:** Original Passport with validity of minimum six months and a notarised copy of full passport (including blank pages). Attach all your old passports (if any) & if any visa had been issue in old passport, notarised copy of first & last page of old passport along with the visa copy. Australia Visa Application Form 1415 to be duly filled and signed by the applicant.
- ✓ **Australia Visa Application Form 1415** to be duly filled and signed by the applicant.
- ✓ **Authorisation Form:** Form 956 to be duly filled and signed by the applicant to authorise Udaan India to submit and collect documents on behalf of 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 3 months old, scanned/stapled and should not be used in any of the previous visas.
- ✓ **Personal Covering-Letter** on their company Letterhead if applicant is dealer along Company Registration Certificate / Certificate of Incorporation.

Financial

- a) Personal ITR for last 3 years
- b) Three months' salary slip if employee.
- c) Personal Bank Statement for last six months mentioning the Bank's name, Bank's Telephone Number clearly.

Covering Letter from corporate company on business letter head, with naming list mentioning name, designation, passport number, purpose and duration of visit in brief. The letter should be duly signed by authorised signatory with company stamp and addressed to – The Visa Officer, Australian High Commission, New Delhi+ Corporate company profile +last 6 months bank statement with sufficient balance + Income Tax Return last 3 years.

Tour Company

- ✓ **Airline Reservation:** Ticket Itinerary, Tour itinerary and tour confirmation.
Hotel confirmation with naming list
Tour company letter with naming list
Day to day itinerary on tour company letter head.

Important Note:

Individuals / Children (Minor) traveling alone

(Note: For children (under 18 years of age) who intend to travel to Australia, and whose stay in Australia will not be in the company of either or both of his or her parents or guardians)

- a) Form 1229
- b) Consent/No Objection letter
- c) Passport copies or Election card copies of both parents to confirm signatures.
- d) Parents proof of financial solvency and proof of occupation with their IT returns in detail.

Applicant above 75 years

- a) Medical (Travel) insurance of 12 months is required.
- b) An 'Aged Visitor Health Check' completed by a DIAC appointed panel doctor if above 75 years.

Please Note:

- a) If intending more than 3 months stay or visiting a hospital for any reason DIAC will request:- a chest X-ray
- b) Applicants are strongly recommended to use New Electronic Medical Service and complete medical formalities prior to lodging a visa application through My Health Declarations. Following is the link: <http://www.immi.gov.au/allforms/health-requirements/my-health-declarations.htm>

Source: Udaan



Shivani Misri Sadhoo
Founder
Saarthi Counselling
Services

People MANAGEMENT

People management includes tasks of maximising productivity of an organisation by optimising the effectiveness of its employees.

The term people management is also referred as formal systems devised for the management of people within an organisation.

RECRUITING AND RETAINING THE RIGHT TALENT

Building a great team is the first priority of a manager who deals with people. While hiring, a manager must remember that today employers no longer have the upper hand when hiring. Today's most talented professionals have their choice, with companies fighting for their attention and services. The key is selling potential employees the benefits of working with you. This makes recruitment almost a marketing effort, and in truth, the best recruiting techniques have their roots in the most effective marketing tactics like – using strong social media presence like on LinkedIn, Facebook, and Twitter so that the employee can know and understand about the organisation and its employee activities in a better way. Also offering good remuneration plus practicing employee welfare activities adds to both better recruitment and employee retention.

PERFORMANCE MANAGEMENT

The fundamental goal of performance management is to promote and improve employee effectiveness. It is a continuous process where managers and employees work together to plan, monitor and review an employee's work objectives or goals and his or her overall contribution to the organisation.

An effective performance management system includes the following components:

Performance Planning: Performance planning

is the first crucial component of any performance management process which forms the basis of performance appraisals. Performance planning is jointly done by the employee and also by the manager in the beginning of a performance session.

Performance Appraisal and Reviewing: Doing the right appraisal is vital to do good recruitment and to maintain good attrition rate. The appraisals are normally performed once or twice in a year in the form of mid reviews and/ or annual PDRS.

Rewarding good performance: During this stage, an employee is publicly recognised for good performance and is rewarded. This stage is very sensitive for an employee as this may have a direct influence on the self-esteem and achievement orientation. Any contributions duly recognised by an organisation helps an employee in coping up with the failures successfully and satisfies the need for affection and acknowledgment of his/ her efforts.

EMPLOYEE RELATIONS

Employee relations refer to the relationship shared among the employees in an organisation. The employees must be comfortable with each other for a healthy environment at work. It is the prime duty of the superiors and team leaders to discourage conflicts in the team and encourage a healthy relationship among employees.

The role of the manager is to see that employees must share a good rapport with each other and strive hard to realise the goal of the organisation. They should compliment each other and work together as a single unit.

“

Offering good remuneration plus practicing employee welfare activities adds to both better recruitment and employee retention

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37th FITUR from January 18 to 22 in Madrid

FITUR would be the perfect platform to secure new business opportunities

FITUR, the international tourism trade fair, celebrates its 37th staging from January 18 to 22, 2017. FITUR is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero American markets (Latin America, Spain & Portugal).

The trade show will again host worldwide tourism industry with the most comprehensive of the proposals and destinations by companies and institution from all around the world.

Technology has probably witnessed a greater degree of development over the last 50 years than over the previous two thousand years. The technological revolution that we have witnessed over the last 10 years has served as a catalyst for the shift towards a new generation of tourists. Technology is the essential when it comes to bringing about this change and gradually adapting our products to real tourist demand.

FITUR Technology Pavilion would be the perfect platform to secure new business opportunities, increase brand awareness and network. Every single buyer through the door is there to source technology solutions to improve business efficiency and grow revenues for their business.

In 2015 confirming the trend towards recovery in the industry 9,605 exhibiting companies from 164 countries/ regions, 124,659 trade participants and 107,213 people from the general public, met during FITUR. Moreover among the participation figures of note was the presence of 7,184 journalists from 60 countries, a turnout that demonstrates the importance of FITUR on the international circuit of tourism sector events.

IMTM 2017	Tel Aviv - Israel	7-8
INDIA INTERNATIONAL TOURISM EXHIBITION (IITT)	Mumbai - India	9-11
SOUTH ASIA TRAVEL & TOURISM EXPO (SATTE)	New Delhi - India	15-17
ASIA-PACIFIC INCENTIVE MEETING EXPO (AIME)	Melbourne – Australia	21-22
OTM	Mumbai	21-23
BUSINESS TRAVEL SHOW	Olympia, London	22-23
ACE OF MICE	Istanbul - Turkey	22-24
TTF	Delhi, NCR	27-1 March
ILTM JAPAN	Kyoto, Japan	27-1 March
PHOCUSWRIGHT INDIA	Delhi, NCR	28-2 March

MARCH 2017

ITB BERLIN	Berlin	8-12
INDIA TRAVEL MART	Goa	12-14
MOSCOW INTERNATIONAL MICE FORUM	Moscow, Russia	20
IT&CM CHINA 2017	Shanghai	21-23
COTTM 2017	Beijing	29-31
UITT	Ukraine	29-31

APRIL 2017

AITF	Azerbaijan	6-8
TRAVEL EXPERIENTIAL SHOW	New Delhi	8-9
SITT	Russia	13-15
KITF	Kazakhstan	19-21
GITB	Jaipur	23-25
ATM	Dubai	24-27

movements



Charu Surtani
Director
Akquasun Holidays

Akquasun Holidays Hong Kong has appointed Charu Surtani as Director. With more than 19 years of experience in the travel trade covering both leisure and MICE fields, she has been associated with Akquasun Hong Kong from past three years. Surtani will be heading the Hong Kong office, taking care of inbound business globally and establishing it as a reputed Destination Management Company. With her expertise in inbound business in Hong Kong and Macau, she will lead Akquasun inbound team in both FIT and MICE segments.



Traci Mercer
Senior Vice President
APAC, Sabre

Traci Mercer joins Sabre Corporation as Senior Vice President of hotel, car, cruise and rail, to lead commercial efforts and supplier relationships for Sabre's land and sea customer portfolio worldwide. In this position, Mercer will focus on defining a strategic direction and commercial initiatives to cater to the needs of lodging, hospitality, ground and sea transportation providers. With over 15 years of work experience, Mercer's industry experience includes over 10 years at Expedia, Inc. working in various leadership roles.



Ranjan Banerjee
General Manager
Crowne Plaza Today
New Delhi

Ranjan Banerjee has recently taken over as the General Manager of IHG global portfolio-Crowne Plaza Today New Delhi Okhla from his previous position as General Manager of Crowne Plaza New Delhi Rohini. Prior to this, Banerjee gained valuable experience as Resident Manager, Crowne Plaza Today Gurgaon and has over 20 years work experience spanning different countries and regions including Oman, Nepal and India with The IHG.



Vinayak Patnekar
Director of Operations
Courtyard by Marriott
Agra

Courtyard by Marriott, Agra has appointed Vinayak Patnekar as Director of Operations. Patnekar has been in the hospitality industry for over 16 years. He has been associated with leading hotels across India and served in different capacities. He has a long and rewarding association with Marriott International and has served as Director of Operations at Fairfield by Marriott, Lucknow and Courtyard by Marriott, Raipur. Having worked with globally renowned hotel chain in various capacities, over the years, he is well conversant with global hospitality standards.



Pankaj Wadhwa
Director of Sales & Marketing
Hyatt Regency Pune

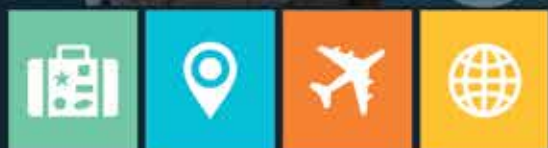
Hyatt Regency Pune has appointed Pankaj Wadhwa as the Director Sales & Marketing. Wadhwa brings with him a rich experience of over 16 years in the hospitality industry. Prior to joining the Hyatt Regency Pune, he was Director Sales & Marketing at Novotel Mumbai, Juhu Beach for a year. As Director Sales & Marketing at Hyatt Regency Pune, his primary role would be to direct the function of Sales, Marketing, Catering and Events, providing strategic guidance to the team and the hotel. Apart from this, he would also be responsible for developing and managing the sales and operating budgets for the department, and overseeing the revenue and marketing of the rooms and banquets.



Ramchander Bishnoi
Director – eCommerce
Berggruen Hotels

Keys Hotels, a brand by Berggruen Hotels and funded by Berggruen Holdings, has appointed Ramchander Bishnoi as Director - eCommerce. Based in Mumbai he will participate in the development and execution of strategic and tactical business plans with other members of the cross-functional team supporting the eCommerce strategy. Further, Bishnoi will manage the user experience of the website, including site navigation, content development, checkout funnel and promotional campaigns. Bishnoi holds a Masters in Business Administration from UPES, and has extensive knowledge of eCommerce technology and sophisticated analytics.

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