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*SKYTRAX AWARDS 2012-2017

editorial



Dear Reader,

MiCE is a very big winner for any country, more so for a country as varied as India. In India too, the southern part of the country promises big business for MiCE. More and more conferences are jostling for space in the various convention centers and hotels of South India and the crowd coming in is mostly from South East Asia, USA & Europe. Host to a large number of MNCs, which have their headquarters in cities like Bengaluru and Hyderabad, South India has been setting the stage for many big conferences and incentive movements. Talking about figures, in South India, Hyderabad International Convention Centre (HICC), India's largest convention centre managed by AccorHotels, alone has hosted more than 800 events in 2016, averaging more than two parallel events daily. It's the highest in a decade. The trend continued in 2017 with a large number of international summits and conventions coming in to India. Understanding the importance of the MiCE sector, this part of the country keeps adding to its count of convention centers.

The reason why South India is a preferred destination for such big corporate movement is its advantage of connectivity, competitive pricing of hotel rooms and the evolving convention centre infrastructure. Also, at this point, the role of Hyderabad Convention Visitors Bureau (HCVB) needs to be highlighted in bidding for and getting global business to Hyderabad. A role that other states need to emulate and draw a lesson from. In this issue, we explore the different aspects of South India and the growth of the MiCE tourism sector in this part.

With so many business meetings to attend, we often tend to meet business associates over coffee. However, these meetings too have their own set of etiquettes, our expert **Shital Kakkar Mehra**, shares some tips on the same. While our counsellor **Shivani Misri Sadhoo** talks about handling the stress of event management jobs, she shares tips to handle tight deadlines, long working hours and zero scopes for mistakes.

Keep reading and giving your feedback to us at:
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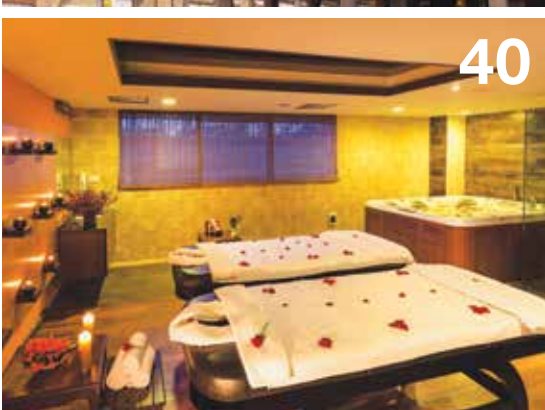
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Cover Courtesy
ITC Grand Chola, Chennai

NEWS

SOUTH INDIA

IEIA seminar in Hyderabad in May

■ The eighth edition of IEIA is scheduled to be held from May 9-11, 2018, at HITEX, Hyderabad. The flagship annual conclave of the Indian Exhibition Industry Association (IEIA) is themed as 'Converge & Connect'. There will be participation from the global exhibition industry stalwarts from India and across the globe. The event will be attended by more than 600 exhibition industry professionals with around 100 international delegates from various countries, providing one-of-its-kind networking opportunity for all participating organisations. "Delegations from all reciprocity partners of IEIA and leading international associations have confirmed their participation," said **KV Nagendra Prasad**, CEM, President, IEIA.



INDIA

Lufthansa launches #SayYesToTheWorld campaign in India

■ Lufthansa has unveiled #SayYesToTheWorld campaign in India that will allow travellers to discover exciting destinations virtually. "Lufthansa opens up the world to all explorers. With more and more Indians displaying a growing zest for exploring the world, the new campaign adds to our assurance of being 'More Indian than you think' and reaffirms our commitment to being a preferred partner to the Indian traveller," said **Wolfgang Will**, Senior Director, South Asia, Lufthansa German Airlines. The new campaign is accompanied with an exciting new digital engagement hub at LH.com/sayyes. It invites people around the world to pin any place on the online world map and share what they would like to say "Yes!". Participants stand a chance to win a ticket to explore a dream destination in Europe.



NORTH INDIA

900 exhibitors at AAHAR 2018

■ The 33rd edition of AAHAR, the International Food & Hospitality Fair, New Delhi, organised by India Trade Promotion Organisation, at Pragati Maidan from March 13-17, 2018, saw a conglomeration of over 900 exhibitors from India and overseas exhibiting a wide range of food products, machinery, and equipment. **Suresh Prabhakar Prabhu**, Minister of Commerce & Industry and Civil



Aviation of India, inaugurated the fair. ITPO with the support of the Ministry of Food Processing Industries, Agricultural, and Processed Food Products Development Authority (APEDA) were the organisers of the event. There was foreign participation from 18 countries including USA, China, Italy, Poland, Turkey, Spain, Oman, and more.

SOUTH INDIA



Hilton's new hotels in Bengaluru

■ Hilton has announced the signing of management agreements with Embassy Group to develop two hotels in Bengaluru. Construction of the new hospitality project is among the largest in India and will begin this year and the hotels will be operational by end 2021 or early 2022. The 500 room dual-branded hotel that features a Hilton Hotels & Resorts and a Hilton Garden Inn hotel in the same complex will be located within the 100-acre Embassy TechVillage Business Park near Marathalli on ORR South Bengaluru.

Nominate yourself



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Convention Resort & Spa



VANESSA WILLIAMS*
Concept Conferences



RAHUL DHAM*
Epic India Tours & Events



DISHA SHAH*
Ice Group India



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NEWS

WEST INDIA

Hyatt Regency Pune's new events space

Hyatt Regency Pune has made the latest addition to its portfolio, a contemporary events space called EQ:IQ, touted as the largest events space in the city with 19,000 sq.ft. The new space has three zones, one each for events, dining and recreation. For events, it offers four halls. The capacity of the entire new space is 240 pax in cluster seating, 500 pax in theater style and 1500 pax in floating crowd. **Vishal Singh**, GM, Hyatt Regency Pune, says, "It has been conceptualised on new design concept."



INDIA

India wins honour of 'Best Exhibitor' at ITB Berlin

India has won the award for 'Best Exhibitor Award' at ITB Berlin. The country was represented by the Minister of State (Independent charge) for Tourism, K. J. Alphons along with tourism ministry officials. India's Incredible India (Ministry of Tourism) presented a short film named "Yogi of the Racetrack" in the meet. The short film reportedly garnered 3.2 million hits in 60 hours. The ITB- Berlin World Tourist Meet was convened at Berlin, Germany, from March 7-10, 2018. More than 100 countries had participated in the ITB- Berlin meet with their respective tourism ministers.



INDIA

Mumbai, Delhi airports adjudged world's best in APAC



The international airports of Mumbai and New Delhi have been rated as the number one airports in the Asia Pacific region serving over 40 million passengers a year. This was announced by the Airports Council International (ACI) – a trade association of 1,953 member airports across 176 countries – for its Airport Service Quality (ASQ) ratings it conducts every year. Mumbai's Chhatrapati Shivaji International Airport (CSIA) operated and managed by GVK MIAL shared the spot with Delhi's Indira Gandhi International

Airport (IGIA) for the World's Best Airport for customer experience. They were selected by millions of passengers in a survey carried out by ACI. Passengers were surveyed across international airports for their feedback on 34 key performance indicators.

NORTH INDIA



Tamarind to unveil wedding division in Delhi

Tamarind Global will open a wedding division at its Delhi office. After the exponential growth of its weddings and events division of Tamarind Global in Mumbai, the company aims to tap the flourishing wedding business in Delhi-NCR. The division will be led by **Karan Malhotra**, Head – Events and Weddings, Tamarind Global. The aim is to increase the team size to handle weddings.

ASSOCIATION TALK**HRAWI's 18th regional convention to be held in Sri Lanka in June**

■ The Hotel and Restaurant Association of Western India (HRAWI) has announced plans of hosting its 18th Regional Convention in Colombo, Sri Lanka. HRAWI, for the first time ever, is going to host the regional convention overseas. Scheduled to take place from June 27-30, 2018, the convention will integrate business sessions on specially curated topics for hospitality professionals with evening gala over cocktails and dinner. With over 300 participants expected to gather at one place, the convention will offer business networking opportunities for industry players. As an added attraction, HRAWI will also organise post-convention tours for delegates to unwind and relax in the paradise beach destination of Sri Lanka.

**WEST AND NORTH INDIA****AccorHotels Showcase travels to Delhi and Mumbai**

■ The 2018 AccorHotels Showcase in Mumbai and New Delhi was held on March 21 at Sofitel Mumbai BKC and March 23 at Pullman New Delhi Aerocity respectively. The event had representatives from 15 countries representing more than 35 hotels and resorts worldwide, offering travel agents, wholesalers, corporate clients, tourism partners and MiCE organisers' an insight into the group's new developments, products and services. Entering its 15th year, the event provided an opportunity to discover AccorHotels' trends around the world.

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NEWS

NORTH INDIA



JW Marriott Jaipur targets MiCE

■ Marriott International has announced the opening of the JW Marriott Jaipur Resort & Spa with 200 guest rooms. Targeted at weddings, special events and business meetings, the resort has indoor and outdoor banqueting venues of over 52,000 sqft, featuring multi-functional event spaces equipped with state-of-the-art audio-visual systems, including a 11,000 sqft pillar-less Ballroom. **Chandrashekar Joshi**, GM, JW Marriott Jaipur Resort and Spa, says, "We offer our guests unforgettable experiences, whether it is through our impeccable service, culinary memories that honour the region's flavours."

NORTH INDIA

Vietjet launches Saigon-New Delhi flight

■ Vietjet has unveiled plans to launch direct flights between Ho Chi Minh (Saigon) and New Delhi. The airline is set to introduce four flights per week in the third quarter of 2018 to serve travel demands of the two countries and contribute to the region's integration and trade exchange. The introduction of the new route will present Vietjet with an opportunity to not only tap into the growing tourism market but also facilitate trade integration and exchange between Vietnam and India.



NORTH INDIA

2 new forex outlets @ Varanasi airport

■ Thomas Cook (India) has opened two new counters at Lal Bahadur Shastri International Airport, Varanasi. The outlets were inaugurated by **Anil Kumar Rai**, Airport Director in the presence of **Shouvik Chatterjee** and **Amit Gupta**, Associate Vice Presidents of Thomas Cook India's Foreign Exchange business. The two new airport counters extend Thomas Cook India's Foreign Exchange distribution and reach for Uttar Pradesh to a total of 12 consumer access centres – seven owned branches and five Gold Circle Partner (franchise) outlets. **Deepesh Varma**, Senior VP & Head—Sales & Relationship Management Foreign Exchange, Thomas Cook (India), said, "At Thomas Cook India, we have identified Varanasi as a powerful source market given strong growth continuum of 17 per cent YOY for our business."



SOUTH INDIA

GBTA Conference 2018 – Bengaluru opens on June 15



■ GBTA Conference 2018 – Bengaluru will be held on June 15, 2018 at Sheraton Grand Bengaluru Whitefield Hotel & Convention Center, Bengaluru. The agenda will feature several education tracks and hundreds of travel professionals representing Indian and global enterprises. The conference aims to highlight the business travel industry, new technologies, among many more.

EAST INDIA



Jet to add capacity on Northeast route for summer

■ Jet Airways will introduce 144 weekly flights in the first phase of its forthcoming summer schedule. The new schedule will feature a combination of non-stop services – several of them on unique routes being introduced for the first time in the industry, as well as direct, one-stop services between new city pairs in the airline's existing pan India network. As part of the new schedule, Jet Airways will strengthen connectivity between the country's capital and the North Eastern region via a bouquet of non-stop services including thrice-a-week flights to Aizawl and Jorhat and four times-a-week flights to Silchar from New Delhi. The airline also commences four times-a-week non-stop service to Imphal from Delhi.

PAN INDIA



Ascott to open 700 units in India in the next three years

■ Ascott has aggressive plans for India for the next three years. Its five properties – Ascott Ireo City Gurgaon, Somerset Diplomatic Greens Gurgaon, Citadines Financial District Hyderabad, Citadines Sri City and Somerset Bellandur Bangalore – with about 700 units are slated to open progressively in India over the next three years. **B V Bharadwaja**, Country Head, Ascott, India, says, "Our strategy for India is to expand in gateway cities where there is strong demand for international-class serviced residence from foreign expatriates and business travellers. We are looking at extending our footprint to other key business cities across India including Mumbai, Delhi NCR, Kolkata and Pune."

WEST INDIA



Saraf Hotel Enterprises opens luxury resort in Goa

■ Saraf Hotel Enterprises has opened its luxurious five-star beach resort in South Goa in Benaulim called Azaya Beach Resort. The upscale resort offers 114 rooms and suites, of which 38 feature private plunge pools and a sea-facing suite. **Umesh Saraf** of Saraf Hotel Enterprises, said, "Azaya Beach Resort, with its location, aesthetic design and the luxury of personalised experience to the world travellers, will spark timeless memories." Saraf Hotel Enterprises was started by Radhe Shyam Saraf. In 1977, he opened his first hotel, Yak & Yeti in Kathmandu, followed other iconic hotels like The Grand New Delhi, Hyatt Regency Kathmandu, etc.



WEST INDIA

Le Méridien Pimpri to open on January 1, 2019

■ Le Méridien Pimpri will be opening its doors to the guests on January 1, 2019. The hotels will have 139 rooms and 7,320 sq ft meeting space. Le Méridien Pimpri is an ideal gateway for discovering a distinctive blend of old and new in Maharashtra state's cultural centre. The hotel is situated in the major industrial hub of Pimpri-Chinchwad, near the Old Pune-Mumbai Highway. Retail shops are steps away, and the Pimpri-Chinchwad Science Park is also nearby. Pune Airport (PNQ) can be reached by car in approximately 30 minutes.

Ready reckoner for

South India has a myriad of options for MiCE that makes it a viable destination in India for



KERALA **Vythiri Convention Center**

- Seating capacity: 1500 pax; India's second largest video wall.
- Total area of 10,700 sqft; inbuilt lighting and 40,000 watts sound system.
- The oriental hall can accommodate more than 250 guests on Theatre style and 65 on cluster style on total area of 2475 sqft.
- Chembra Hall is a 1600 square feet elegant hall which can accommodate 100 guest on theatre style and 40 on cluster style.
- The executive board room offer most modern design with 15 guest capacity on 460 Square feet of space style.

The Taj Residency Trivandrum

- Summit seats up to 600 people(pillar less hall).
- 140 rooms available and centrally located, just half an hour drive from Trivandrum airport.

Le Meridien Cochin Resort & Convention Centre

- The hotel offers a convention centre that has 12 halls with 52,000 sqft.
- Theatre-style seating capacities ranging from 50 to 2,500 people.
- Spread across 25 acres, offers 95,000 sqft of



lawn space adjoining the backwaters, which can accommodate up to 7,000 persons.

Lulu International Convention Centre

- Capacity of nearly 5000 delegates with 2000 seats.
- 3 A/C Mini-Conference Halls with 250 seats, each Board Room Facility for up to 15 pax.

Hotel Leela Kempinski Kovalam

- The Leela Kempinski Kovalam Beach can host about 1000 delegates. Other venues can handle groups of between 30 and 100 people.

SOUTH INDIA

domestic as well as the global trade. We unravel prominent MiCE facilities in the region...



HYDERABAD

The Westin Hyderabad Mindspace

- Situated in the heart of the HITEC City, The Westin Hyderabad Mindspace provides easy access to many international corporations.
- Has capacity upto 5000 sqft for MiCE.

Hyderabad Marriott Hotel and Convention Centre

- Offers 15 meeting rooms.
- Can accommodate up to 1,500 guests for hosting important events.

Trident, Hyderabad

- The 323 guest rooms and suites, starting at a spacious 440 sqft.
- The hotel is perfectly equipped to host events for upto 1100 guests.

Hyderabad International Trade Expositions Ltd (HITEX)

- 3 A/C exhibition halls each of 3500 sq. m (37,660 sq. ft) area.
- An open display area spread over 32,825 sq.m (353,197 sq. ft) supplements the indoor display area at HITEX.
- Open car park available to accommodate around 1200 cars.

Taj Falaknuma Palace

- The place has 60 beautifully refurbished rooms.
- It has a humongous capacity of upto 8,000 sqft.

Taj Krishna Hyderabad

- Offers differentiated experiences in Grand Ballroom and Emerald Hall.
- Five meeting rooms with a capacity ranging from 15 to 700 persons auditorium style or 20 to 1000 persons.

BENGALURU

The Bangalore International Exhibition Centre (BIEC)

The meeting and events spaces in BIEC is upto 1400 sqmt.

Exhibition space include:

- **No. of Halls:** 4
- **Total area:** 59827.98
- **Halls with state-of-the-art technology:**
 1. Floor loading capacity of 0.75 to 30 MT/sqm
 2. Column-less structure spanning 60 mts width.
 3. Floor to roof is 18 mts at the center and 9 mts at the sides.

Shangri-La Hotel Bengaluru

- Shangri-La venues include one of the largest ballrooms in the city, a sunlit junior ballroom with a foyer, and seven flexible function rooms covering a total of 1,996 sqmts.
- State-of-the-art audio-visual equipment and videoconferencing facilities.

TAMIL NADU

Chennai Trade Center

- Chennai Trade Center is spread over 25.48 acres, the centre has three large exhibition halls and a convention centre. The three exhibition halls extend over 10,560 sqmts of space, without any intermittent pillars or columns.
- Halls 1 and 2 are inter-lined by a large lobby, which has a passage with two rooms for the organiser. Hall 3 is connected with a vestibule that leads to the Convention Centre's banquet hall.
- Chennai Convention Centre's include a range of halls from 250 sqft. to 20,000 sqft., accommodating from 25 to 2000 delegates.

VISHAKHAPATNAM

- The Rushikonda-Yendada convention centre will be developed under DBFOT soon.



Suman Billa

“Southern India is a strong candidate for MiCE with optimal infrastructure”



Mystical MiCE in South India

MiCE movements in the Indian states of Kerala, Telangana, AP, TN and Karnataka has helped to bring in a large number of tourists and encouraged repeat visitors. We find out about the development of the MiCE sector in southern India

Kanchan Nath



Several southern cities are well connected, especially out of the Middle East. It makes them particularly attractive MiCE destinations. Cities like Hyderabad, Bengaluru, Chennai, Cochin and Calicut have several flights coming through. The southern states pave the way to imbibe the mystical and diverse culture and heritage of India through visits to its various temples, visualisation of myriad dance forms, sampling of unique cuisines and access to collectable, cherishable handicrafts, offering unique experiences to inbound incentives.

HYDERABAD AS ROLE MODEL FOR MiCE

Sharing his opinion on developing MiCE in the

southern states of India, **Suman Billa**, (IAS) Joint Secretary, Ministry of Tourism, Govt of India, said, "I think the south is a strong candidate for MiCE. Infrastructure is being built in several cities across the country, including those in the north, but if you look at the south, they have had a reasonable amount of head start. HICC in Hyderabad has been running well. It offers fantastic facilities, that is yet to be matched by any other in the country. They also have an agency, the Hyderabad Convention Visitors Bureau (HCVB), to promote it as a destination.

The bureau is doing stellar work in looking at possible opportunities and enabling procurement of bidding. There is a wholesome



“90 per cent of the events that take place, happen for 2000 people or less”

process, alignment of the hoteliers, operators, PCOs, floral decorators' and more. It's a complete package for optimal infrastructure. The government of Telangana has also been progressive in supporting them. In many ways I think Hyderabad is the best model to showcase how MiCE can be leveraged."

Elaborating on other MiCE cities, he said, "Bengaluru also has a new facility, which is reasonably large and good. In Chennai, again the Ministry of Commerce has set up a big facility. Kerala has several convention centers which can hold 2000 people or more. Its good for medium sized meetings not necessarily for exhibitions, but for conventions. The USP of South India is that there are several facilities where you can hold conventions for up to 500 people to 2000 people."

MiCE IN TIER II

In south, there are Tier II cities which can offer numerous facilities for small MiCE groups. Adds

Billa, "When we speak of MiCE we are all the time focusing on very large centers, but the bulk of the business does not come from there. Ninety per cent of the events that happen are for 2000 people or less. I think south is especially well placed and meetings are not happening just around the metros.

There are several places like Wayanad, that have a capacity for 500-600 people, with adequate number of rooms etc. Its not purely a city centric MiCE but offering opportunities that are experiential."

PROMOTING INBOUND MiCE

On getting visibility for MiCE in international shows, he said, "MiCE is a specialised business and there are specialised events for MiCE. Like AIME, which take places in Australia and Melbourne, IMEX in Frankfurt or events in Las Vegas. India Convention and Promotion Bureau (ICPB) is connecting the country with foreign players with support from Incredible India. Whatever push we can give to MiCE through generic trade fairs like WTM, and ITB Berlin, we do that.

Its not feasible to just position MICE because its a generic platform. When people come to ITB, they come for everything and not just MiCE. It is one of our strong points and it is something we need to showcase, but we do it in a focused manner. This year, we are planning a series of roadshows in Europe along with ICPB. We take our operators and connect with professional event organisers in those regions."

On the possibility of incentives which can enable the segment to grow, he said, "In Hyderabad, there is sweetening of the deal if it's an upcoming large convention. Maybe one dinner is hosted by the host government. I think we need to bring it within some sort of a framework, in which the government of India as well as the state government is also able to contribute on a suitable basis. It may not necessarily be in the form of paying money for bringing in the conference, but maybe something to sweeten the deal, an entertainment show or a welcome dinner, can be looked at."

MiCE AT THE STATE LEVEL

On the visa front, Billa added, "We are working with the Ministry of Home Affairs to get conference visa sorted electronically. We are hopeful that we will get an early resolution. The new version of the Incredible India 2.0 website, will have a separate section on MiCE, which will list out all the inventory. ICPB is putting together relevant information, which will be put onto the website. Also, we want to put together a national framework, in which each of the states will require to have their MiCE chapters. This will be a part of the ICPB at a national level."

Southern cities on the **CONVENTION MAP**

Chander Mansharamani, Vice Chairman, India Convention Promotion Bureau (ICPB), shares his viewpoint about MiCE in South India

MiCE as a segment is booming in the southern part of India. Mansharamani explains why South India is a sure bet for being on top of the MiCE game in the country. Sharing opinion on MiCE in South India, he said, "If you talk about Bengaluru and Chennai, both are already present on the Indian Convention map. ITC Grand Chola, Chennai, Chennai Trade Centre is a permanent exhibition complex in Nandambakkam, Chennai, hosting several trade fairs and conventions round the year. It is the first fair infrastructure that has been developed by India Trade Promotion Organisation (ITPO). Defense expo has also gone into the Southern region about 40 kms from Chennai, near Mahabalipuram. Chennai has an advantage in terms of direct connections, infrastructure is not a problem, numerous hotels are there. For groups who are keen to have professionals onboard to handle the workings of a conference, Chennai provides professional support as well."

MiCE VENUES

As mentioned earlier, HICC in Hyderabad, is a perfect venue for all MiCE-related activities. Giving more details on Hyderabad, he said, "HITEX Exhibition Centre is going to come up with a hall apart from their huge exhibition space. They will also have another hall for conference facilities for 3,000 to 3,500 people opening in the month of July or August. Leonia centre too offers huge conference facilities for MiCE. In Trichy, there is Lulu Convention Center which can host some very big conventions as well. In Bengaluru we already have the Bangalore International Exhibition Centre. And recently, there has been a new addition to the centre, which will now allow the facility to host more such conventions. The Clarks Exotica Convention Resort & Spa is also a perfect venue for hosting events and conferences. Andhra Pradesh is planning to have a similar kind of a convention center, bigger than HICC in Vijayawada. Every year, one or two convention centres are being added in the MiCE map of South India. Explaining why South is the preferred choice, Mansharamani said, "The pricing of the ITC Grand Chola or HICC is far better than if you were to do a conference in Delhi or any part of North India. The connectivity is good with Europe and Dubai as well as other places. However, to truly and fully support an event and grow business, the city needs to come forward. And the Southern states need more marketing and promotion to fully showcase their potential."

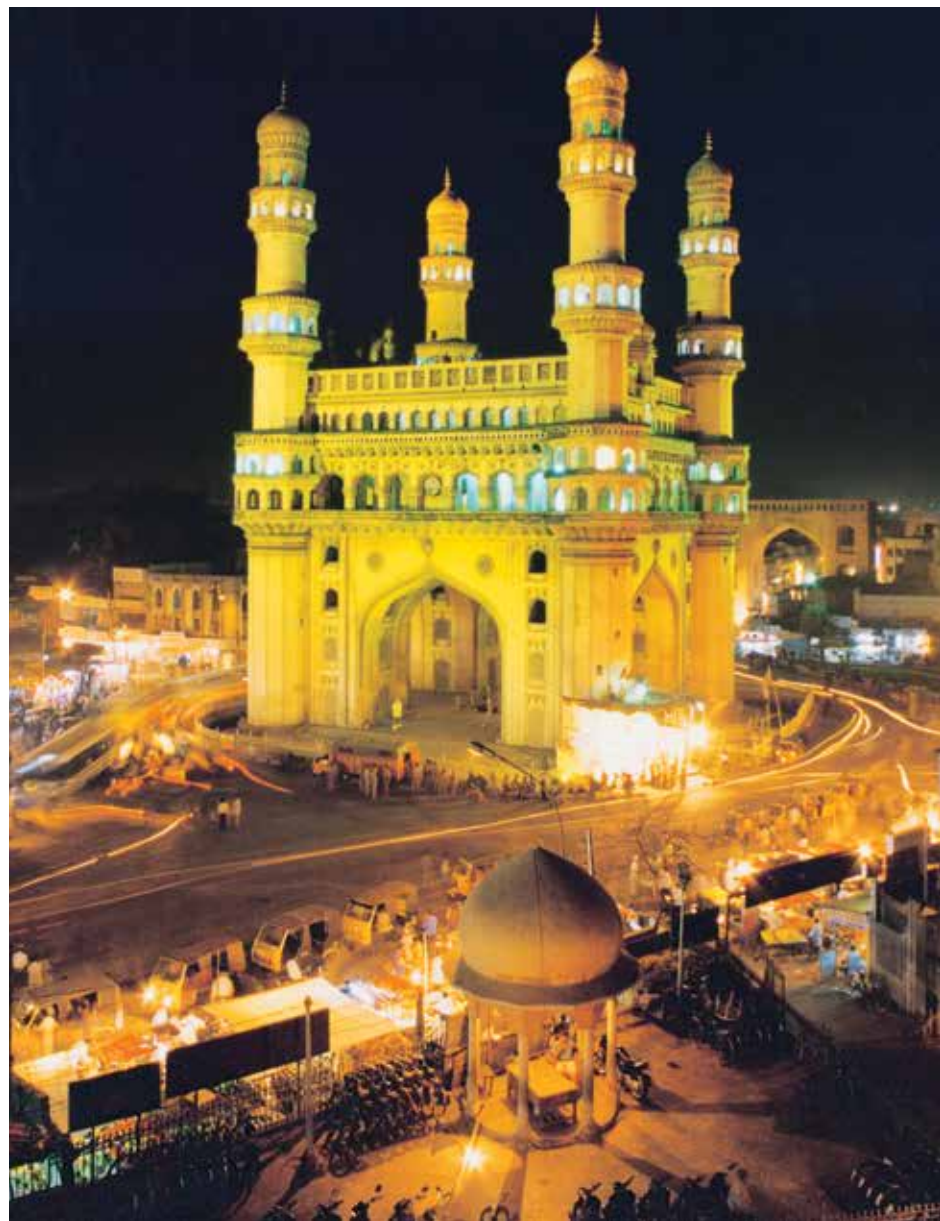
On exhibitions, he added, "We have an advantage in India as a lot of exhibitions are happening here. UBM, Messe Frankfurt, Messe Hannover, also have been in India for some time now and opened their offices here."

The companies have been organising various exhibitions, which gives an impetus to business. But in terms of conferences unless there is support from the government and the city, it's not going to be viable. That is something which needs to be worked upon as MiCE can generate optimal revenue generation to the state."



Chander Mansharamani

“*Andhra Pradesh, is planning to come up with a convention center in Vijayawada*”



How to win the MiCE crowd to **INDIA**

South has a huge potential to conduct MiCE movements. **Subhash Goyal**, Chairman - STIC Travel Group & Hony. Secretary – FAITH, shares his take on the same



Subhash Goyal

Globally, the MiCE (Meetings, Incentives, Conferences & Exhibitions) segment, with a 54 per cent market share, has overtaken the traditional business trips segment. Conferences/Meetings/Seminars (41 per cent) and trade fairs/exhibitions (29 per cent) are the two largest MiCE sub-segments (Source: ITB World Travel Trends Report 2014/2015).

The MiCE industry in India, though well equipped to take on its immediate neighbours and in certain cases the global warhorses, has to trudge a long path before it comes up as a 'Top of the mind' destination amongst global MiCE organisers. As per ICCA, India occupies 35th position in the world, with a total of 116 global conferences organised in the year 2014

-15. In this category, the global leaders include USA (831 meetings), Germany (659 meetings), Spain (578 meetings), United Kingdom (543 meetings) and France (533 meetings). In terms of immediate neighbours, only China (332) leads at the world stage, other competitors like Taipei (145), Singapore (142), Malaysia (133) and Thailand (118) are within the striking range.

MiCE MAP OF SOUTH INDIA

Bengaluru: The IT, Biotechnology, e-commerce and electronics hub has six excellent properties to choose from.

Hyderabad: 18 excellent venues with the largest of them all, The Hyderabad International Convention Centre and the Ramoji Film City.

Vishakhapatnam: The Andhra Pradesh government is also giving incentives for meetings and conferences to be organised in Vishakhapatnam. Novotel Hotel and Taj Group has excellent conference facilities.

Kerala: The Kerala tourism policy entrusts Kerala Convention Promotion Board as the apex body to promote Kerala as a MiCE destination. The Incredible India and 'Gods Own Country' campaigns, strong commercial and export hubs along the coastline, explore possibility of exploiting the coastline by introducing cruise tourism. A strong expat connect, lot of serene tourist attractions, safe and secure destination, emphasis on medical tourism especially Ayurveda and natural healing and geared up infrastructure in Cochin.

Cochin: Six exquisite properties in 'God's Own Country' provides excellent venues.

Karnataka: The major advantages of Karnataka as a MiCE major tourism hotspot are as follows: Strong Agro, IT, Automobile and Engineering eco-system. Lot of serene tourist attractions, strong Biotechnology and medical credentials and excellent connectivity.

Telangana: The major advantages of Telangana as a MiCE major tourism hotspot are as follows: strong IT, Healthcare ecosystem, a strong expat connect, excellent cultural meltpot, lot of visually appealing and serene location, excellent connectivity, robust MiCE infrastructure.

Tamil Nadu: The major advantages of Tamil Nadu as a MiCE major tourism hotspot are as follows: Strong IT, healthcare, automobile, heavy engineering ecosystem, excellent connectivity, robust MiCE infrastructure.

Chennai: The capital of Tamil Nadu, well known for its' IT, Engineering, Healthcare, Textiles and Automotive segments has 15 properties to choose from, with the Chennai Convention Centre known far and wide.



“India occupied 35th position in the world, with 116 conferences in 2014 -15”

CHALLENGES @ MICE INDIA

- Prevalence of high tax structure in India
- Convention Visa
- Availability of Trained Manpower
- Carrying capacity of a MICE destination
- Compliance to International Standards



MiCE in GOD'S OWN COUNTRY

Kerala remains one of the favourite destinations of inbound tourists from the UAE, shares **Muraleedharan.P**, Tourist Information Officer, Dept of Tourism, Govt of Kerala

With its tropical environment and its focus on Ayurveda, Kerala is popular among the inbound tourists coming in from the UAE.

Muraleedharan.P, Tourist Information Officer, Dept of Tourism, Govt of Kerala, states that domestic tourists come in the summers, but foreign tourists prefer winters. Many people from the UAE come for the Ayurveda treatments during the monsoons that is from July-September. This is the ideal climate for Ayurveda treatments, rest venture from December to January, which is the peak season.

On the upcoming infrastructure and destinations, he adds, "We are targeting 100 per cent increase in the foreign tourist arrival and 50 per cent increase in the domestic tourist arrivals. To get more international tourists we are developing more destinations and an international airport is coming up in Coonoor. We are promoting the Malabar region, destinations like Bekal, Wayanad, with the setting up of the international airport."

He adds, "MiCE is intended for corporate companies' annual meetings along with incentive tours with families. This may be in the form of a

post or pre-event tours. When an investment is made in the hospitality industry, the elements of MiCE is taken care such as convention centers, good accommodation, means for relaxation, entertainment etc. These may be indoor or outdoor."

He concludes, "MiCE destinations come under the central part of Kerala like Kochi, Kumarakom, Alleppey and Kollam in addition to that, most of the corporate agencies are interested in conducting their incentives onboard the houseboats in the backwater destinations of Alleppey, Kumarakom, and Kollam. Most corporates convene their meetings in the houseboats. Kochi has many international convention centres. For promotion of MiCE we have changed our liquor policy also. Lulu Bolgatty Convention Center is opening soon, which can accommodate even Oscar award functions. MiCE facilities are also developed in Trivandrum. In terms of exclusive experiential incentives, we can offer responsible tourism and village life experiences and the festivals of Kerala."



Muraleedharan.P

“We are targeting 100 per cent increase in the foreign tourist arrival”

HYDERABAD eyes global MiCE

Gorav Arora, Director of Sales & Marketing- Novotel Hyderabad Convention Centre & HICC, shares insights on how HICC made it big on the MiCE map of India



Gorav Arora

Kindly elaborate on the facilities available at HICC.

Over a decade of its operations, Hyderabad International Convention Centre (HICC) has been integral to the growth of MiCE in India, helping in positioning Hyderabad on the world MiCE map. The only purpose-built convention centre in India connected to a five-star hotel, Novotel Hyderabad Convention Centre features the largest pillar-free hall spanning over 65,000 sq. ft. with a ceiling height of 41 sq. ft., and can comfortably accommodate 6,000 guests at once, which is a unique proposition. With over 1,00,000 sq. ft. of flexible event space, our venue features a large pre-function foyer, registration area with 16 terminals, 37 break-away rooms, including specialised meeting rooms, speaker preparatory

rooms, boardrooms, and a VIP lounge, well suited for parallel sessions. Organisers suits, in-house AV assistance, business centre facilities and a dedicated event planning team make every event a success. Located in the nerve centre of the city, it is easily accessible from Rajiv Gandhi International Airport, via a 45-minute drive. Hyderabad is extensively connected both globally and domestically as well, supplementing that with the state-of-the-art infrastructure, and world-class services provided by a trusted brand like AccorHotels, has helped HICC make its mark as a global MiCE destination in India.

What kind of food menus and preferences are offered for foreign guests?

Our endeavour is to always create exceptional



experiences for our guests and food is a key element in it. During any conference, the only challenge we feel is time constraint. Most of the conference itineraries are very tight-knit for which our culinary team curate themes and menus which guests can relish in the limited time available. Dinners are more relaxed and allow us to do elaborate setups and concepts which goes beyond food and encapsulates the ambiance, décor, and entertainment for an overall experience. The delegates visiting India, love to try authentic Indian cuisine and some of the regional specialties. Hyderabad with its vibrant food culture has a lot to offer, and with our skilled and experienced chefs, we have been able to please the guests' palate. Keeping in mind the diverse mix of guests, we always create balanced menus along with special dietary requests.

How have you evolved in the last five years? Kindly also enumerate the main conferences held during that period.

Evolution regarding facilities and services is an on-going process for us. We believe in foreseeing the trends and living up to the requirements of our dynamic guests. With over a decade of experience,

we have been witnessing tremendous growth in revenues and the number of delegates.

The last few years have been very successful where Hyderabad International Convention Centre hosted several large conferences, bringing more than 2.5-3 lakh delegates to the city every year.

Some of the key conferences which we have hosted in last few years include Global Entrepreneurship Summit 2017 with over 5000 delegates, 19th Regional Comprehensive Economic Partnership Summit (RCEP) with 700 representatives from 16 countries, 24th Congress and General Assembly of International Union of Crystallography with 1700 Crystallographers from across the globe.

The International Conference on Technology for Development (ICT4D), 10th World Stroke Congress with 3300 guests and 57th Public Meeting of Internet Corporation of Assigned Names and Numbers (ICANN).

“HICC in conferences brought more than 2.5-3 lakh delegates to the city every year”





“India’s current share in the global MiCE market is approximately 0.5 per cent”

How is the convention centre attuned to handle weddings?

At Hyderabad International Convention Centre, every wedding becomes unforgettable, as we offer space and flexibility to design the perfect backdrop to felicitate memorable moments. The grand entrance, large pre-function areas and multiple halls to host different ceremonies in a venue with high ceilings allows the event planning team to turn the venue into a destination you wish for and curate larger than life experience.

When it comes to destination weddings, although Hyderabad is not as popular as few other cities in India, but it surely has its fair share when it comes to large weddings. Hyderabad International Convention Centre & Novotel Hyderabad Convention Centre has hosted many big weddings with extravagant setups and the guest list as high as 6,000.

What technological delights do the convention centres offer?

HICC is till date the only purpose-built convention centre in India which has the largest pillar-free main venue and multiple smaller, and flexible venues to accommodate sizeable global conferences. The architecture was done keeping in mind the international standard of convention facilities. The convention centre also supports the infrastructural development in the city. Apart from the ease of movement, the connected five-star hotel and brand assurance by AccorHotels, when you look at smaller yet essential aspects of planning, the built-in rooftop catwalk, rigging points and truss for heavy suspension, service pits

on every six meters with power, water and the internet supply are few technological add-ons at the Hyderabad International Convention Centre which help organisers to plan a more professional and well-managed event. In-house availability of professional audio-visual support, business centre facilities and a dedicated event planning team to closely help and monitor, makes every event a huge success.

What has helped project Hyderabad as a destination that can handle Global MiCE?

India’s current share in the global MiCE market is approximately 0.5 per cent which needs to be doubled in the next five years to have a significant impact on our economy. We still have a long way to go and should focus on setting up more city convention and visitors bureaus. The current coordinated efforts between convention centre, bureau, government and many international hospitality brands in the city has helped us getting the fair share of international associations business to India.

Highlight the leisure options in Hyderabad.

This city of pearls and Nizams has a lot to offer for both traditional and contemporary experiences. Guests can indulge in authentic Hyderabadi shopping, at the popular hubs like Laad Bazaar near famous monument ‘Charminar’, General Bazaar in Secunderabad and jewellery shopping around Banjara Hills. For contemporary shoppers, there is a plethora of many home-grown and international brand stores, and malls to indulge in a shopping spree. Hyderabad, very well known for its *Biryani*, has its unique flavour when it comes to food and nightlife. From regional specialities to global cuisine or experiencing the street food, late night trips to drive-ins and clubs with exhilarating music or fine dining experiences, there are endless options to make you love this city more.

Bidding to yield **HIGH REVENUE**

For MiCE to work, all the key stakeholders need to come together, convention bureaus can be a stepping stone, feels **Gary Khan**, CEO, Hyderabad Convention Visitors Bureau

What is the role that an organisation like HCVB plays in developing a city for MiCE and how? What should other states do to develop Convention Bureaus as well?

The role of HCVB is simple: to meet, think, strategise with you and learn on the features and benefits of bringing the conference to Hyderabad and in return showcasing the city's highest potential in all arenas. Be it, obtaining knowledge or taking valuable insights back from Hyderabad, all this keeps the 'City of Pearls' ever-ready to take on the next big convention.

Formed in 2011, HCVB was borne out of a public private partnership model with the state tourism department as its key partner and primary stakeholder. Our bidding procedure is processed and completed with the support from the Government of Telangana. Being a marketing organisation, the aim of the bureau is to bring revenue into Hyderabad by way of competing with other global CVBs in attracting congresses and the high yield revenue associated with each congress.

HCVB engages the local chapters and intelligentsia to solidify the pitch for a conference to come to the city, 'speaking' in a unified voice. Thereon, once the bid is won for the city by HCVB, the congress is declared as a 'win' to all the stakeholders and media. A case in point, each congress that is won for a city comes with high yield revenue potential which has been recognised by the state government. HCVB, after successfully bidding and winning the congress facilitates to deliver this revenue opportunity to the various MiCE beneficiaries in Hyderabad and members of HCVB viz- hoteliers, Professional Conference Organizers (PCOs), event management companies, transport companies and Hyderabad-based retailers. Most importantly, the state government realises the various taxes as a result of direct spend from hosting the convention in Hyderabad.

Apart from realising the added benefit to the local economy of the city that MiCE can actually bring, each state should analyse their own industries thoroughly to seek ventures that can only aid in promoting their trade nationally and internationally. When all the dots are connected, the constellation of ideas leads to bringing a new dimension in the way we do business. The upcoming CVBs should aspire to work with all stakeholders in their respective cities to toil together and mutually support each member's

business philosophy in order to seek long term gains for the city versus the short term growth for their own businesses. Incentives may be offered by various ministries to encourage activities of those working in the MiCE industry.

What challenges are there in developing MiCE in the southern states?

As the only housing bureau in India, promoting Hyderabad, we have played a substantive role in encapsulating the meeting needs of our clients in order to make their ideas come to fruition



Gary Khan



“ HCVB engages local chapters & intelligentsia to solidify the pitch for a conference ”

considering the vested interests of the industry, the association and the government. As such, we haven't faced any big challenge that could not be handled. The lack of 'superstructures' to support mega conventions and suit the conference organisers that wish to have the exhibition and plenary sessions under the same roof is a task. Nevertheless, this infrastructure requirement has been acknowledged by various convention centres and there has been a spur of involvement by the private and public sectors to grow MiCE arenas nationally to cater to the needs of all meeting planners.

Grand Hyatt Kochi: More choice for **MiCE**

Grand Hyatt, located next to the Lulu Bolgatty International Convention Centre, will open its doors on April 28, making the convention centre a huge draw for travellers

Lulu Group International and Hyatt have announced a new property – Grand Hyatt Kochi Bolgatty in Kerala – due to open by April, 2018. Set on 26 acres on the serene Bolgatty Island, Grand Hyatt Kochi Bolgatty will feature 265 rooms which include 38 suites, among them 33 Junior Suites, four Executive Suites, one Presidential Suite, plus three two-bedroom villas and one three-bed room villa. Grand Hyatt will have a grand opening on April 28, 2018, and guests will start staying from April 29, 2018.

The resort is owned by Lulu Group International and is adjacent to the sprawling Lulu Bolgatty International Convention Centre. Spread over 7,900 sq m., this is touted to be South India's largest convention centre in a leisure destination. The waterfront resort will offer meetings and event spaces for corporate meetings, get-togethers and events. Clients will have the choice to design their own catering menu. For guests who prefer to experience Kerala's tranquil backwaters, the island has a private jetty. **Girish Bhagat**, General Manager, Grand Hyatt Kochi Bolgatty, says, "We are thrilled to open this stunning urban resort in Kerala and are excited to join hands with Lulu Group International for this. With an increase in domestic



travel, the tourism sector is booming in Kerala and we foresee that Grand Hyatt Kochi Bolgatty is going to be a game changer in South India." Located near the historic and picturesque town of Fort Kochi, the hotel has facilities like a Grand Club Lounge, a 24-hr fitness centre, an international spa offering a modern wellness experience with traditional ayurvedic treatments. The hotel also features an indoor pool, a landscaped outdoor swimming pool and children's pool, a water-side amphitheatre, exploration gardens, including a spice garden, an outdoor Yoga lawn, a multi-purpose sport's court, a children's play area and a hair and beauty salon and three helipads. Grand Hyatt Kochi Bolgatty offers activities and local experiences such as a guided tour of nearby Bolgatty Palace or a boat ride.

“Grand Hyatt Kochi Bolgatty will feature 265 rooms which include 38 suites”



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Meetings@ RADISSON HOTEL GROUP

Raj Rana, Chief Executive Officer, South Asia, Radisson Hotel Group, talks about the recently rebranded group's MiCE offerings in southern India



Raj Rana

Radisson Blu hotels in South India have MiCE capacity upto 20,000 square feet while for Country Inn & Suites by Radisson and Park Inn by Radisson hotels, this number is upto 7,000 square feet. Shares **Raj Rana**, Our hotels are located in key cities of South India like Bengaluru, Chennai, Hyderabad, Mysore, Coimbatore and Mamallapuram and are well equipped with finest technology, 24X7 Wi-Fi, pre-function space, ample parking space and contemporary interiors to suit business needs.

Radisson Blu Atria Bengaluru is the paragon for hosting successful meetings and conferences in Bengaluru. Offering over 12,000 square feet of space across six banquet venues and two boardrooms, the hotel's banquet facilities are ideal for conferences and gatherings of various capacities, he says.

Radisson Blu Plaza Hotel Mysore offers 'Mehfil' - an expansive capacity that can accommodate up to 1200 people. The facility can conveniently split into two to facilitate smaller gatherings and can also be extended outdoors. In addition to Mehfil, Radisson Blu Plaza Hotel Mysore also offers a meeting room and a board room with capacities of up to 8 and 18 people each.

MAKING SERVICE SPECIAL

At Radisson Hotel Group, the basic elements to turn any event into a success story are attention to detail, timely delivery and quality service. Our employees are well trained to make environment as much conducive as possible for exchange of thoughts in words and presentations. Every lead is handled efficiently through a well-defined process from walk-ins, email queries, making contract, detailing requirements etc by these teams and all steps are executed with caution and care to prepare for proper coordination, says Rana.

FURTHERING SOUTH INDIA AS A MICE DESTINATION

Presently, India lacks an integrated world-class facility which can meet the requirements of global exhibition-cum-convention operators in terms of space, project facilities etc. The lack of world-class convention centre coupled with other infrastructural challenges has been a major hurdle for the growth of this segment.

At Radisson Hotel Group, our hotels are located at and easily accessible from strategically suitable locations such as corporate areas of major cities, airports and railway stations. Our expertise is to provide seamless management of events through a well-coordinated and structured process. MiCE events are handled by dedicated banquet sales teams that understand the client's business needs. Our hotels are equipped with efficient and adaptable facilities to give our guests a world-class experience, he adds.

“Radisson Blu hotels in South India have MiCE capacity upto 20,000 square feet”

Preferred MEETINGS

Arpit Pant, Regional Director, South Asia & Middle East - Preferred Hotels & Resorts, tells us about the MiCE capacity of the hotels they represent

Preferred Hotels & Resorts is a collection of best in class independent hotels globally. In India, they have 36-member hotels. In South of India, the hotels are present in Chennai, Coimbatore Bengaluru, and Kovalam, shares **Arpit Pant**, Regional Director, South Asia & Middle East - Preferred Hotels & Resorts.

These are all well connected cities by air and hence the hotels do offer MiCE capabilities to reach out to this growing segment. In metropolis cities of Bengaluru and Chennai, we have our member hotels present across our collections i.e., Legend, LVX, Lifestyle and Connect that offer a great range across

Leela Palace, The Zuri Whitefield, Fortune Select Trinity WelcomHotel Bengaluru and Fortune Select JP Cosmos. Coimbatore: WelcomHotel Coimbatore and Kovalam: The Leela.

On January 29, the Preferred brand celebrated its 50-year anniversary. To commemorate the milestone, Preferred Hotels & Resorts launched a series of consumer-driven initiatives including its first-ever comprehensive video series, multiple booking



Arpit Pant

“Our hotels are present in Chennai, Coimbatore Bengaluru, and Kovalam”



segments. In these two major cities which do attract international and domestic traffic and have multiple faceted requirements our hotels present multiple options. In Chennai, our hotels have capacity meeting area in the range from 4000 sqft till 25000 sqft in the hotels. In Bengaluru this ranges from 4500 sqft til 17000s qft. Our member hotels in these cities are: Chennai: The Leela Palace, Feathers-A Radha Hotel, The Raintree Hotel Annasalai, WelcomHotel Chennai and Fortune Select Grand. Bengaluru: The

incentives, and a dedicated Golden Anniversary microsite. It also introduced a complete rebranding of I Prefer Hotel Rewards. Preferred Hotels & Resorts, represents more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. With more than 20 offices worldwide and associates based in more than 35 cities, the company brings strategic advantage to hotel owners, operators, and management companies through brand prestige and global operating scale, and more.



Demand for MiCE **TO GROW**

Bullish on key markets for MiCE, **Jean-Michel Cassé**, Chief Operating Officer, India and South Asia, AccorHotels, tells us more



Jean-Michel Cassé

Today, India's share from global MiCE market ranges from 0.5 per cent to 0.68 per cent, which is being further strengthened with focused efforts from existing and upcoming MiCE venues. Additionally, growing inbound arrivals (an estimated 15.2 per cent increase in 2017) and favourable forex earnings growth (increased by 20.2 per cent) backed by continued growth momentum in India, overall augur well for the MiCE market, says **Jean-Michel Cassé**.

ON A HIGH NOTE

We are bullish on what lies ahead across key markets in India. We sense that the demand in high-occupancy

markets like Mumbai, Delhi, Gurgaon, Bengaluru, Hyderabad, and Pune will continue to peak for MiCE (Meeting, Incentive, Conference, and Exhibition), he says. As an example, the Hyderabad International Convention Centre (HICC), India's largest convention centre managed by AccorHotels, had hosted more than 800 events in 2016, averaging more than two parallel events daily. It's highest in a decade. The trend also continued in 2017 with the international summits and conventions coming to India. In the recent years, the region has experienced stunning business growth, especially in the IT and manufacturing space. Cities like Bengaluru, Hyderabad and Chennai have now been dubbed as the epicentres of IT growth for the country, in turn receiving leading MICE inbound. Kochi, Coimbatore, Mysuru and Vishakhapatnam regions are also catching up and becoming popular destinations for corporate travellers.

SURGE IN CORPORATE TRAVEL

Owing to this, as hoteliers, we have seen a large increase in corporate travel over the last few years. Given this update in the profile of South Indian towns, we are well equipped to cater to the needs of the evolving profile of guests in this market. At present, AccorHotels has 20 properties spread across Andhra Pradesh, Tamil Nadu, Karnataka, Telangana and Kerala with a total room inventory of over 3,500 keys and a combined MiCE space of over 22,900 sq. mt. excluding the 100,000 sq. ft. of flexible space at the Hyderabad International Convention Centre, he adds.



“HICC managed by AccorHotels, had hosted more than 800 events in 2016”

Wedding Planners



The show was instrumental in bringing us together. It is a unique event that is educative, network-oriented, and a platform to exhibit all products.

Vinod Bhandari*
Wedding Xtraordinaire



This is our second time at the show and the format of the show in particular is its highlight. Well-timed meetings allow us to interact with every exhibitor without missing anyone.

Rajeev Jain*
Rashi Entertainment



This show acts as a bridge between the wedding, travel, and hospitality industries. I feel this is the only show that has adopted the format of offering one-to-one interactions.

Serrao Francis Socorro*
Cross Craft



It is an important platform for us to meet key players in the industry, and learn about new products, destinations, deals, and packages. Enthusiasm amongst participants is encouraging.

Santosh Kumar Chunduru*
Kakatiya Events



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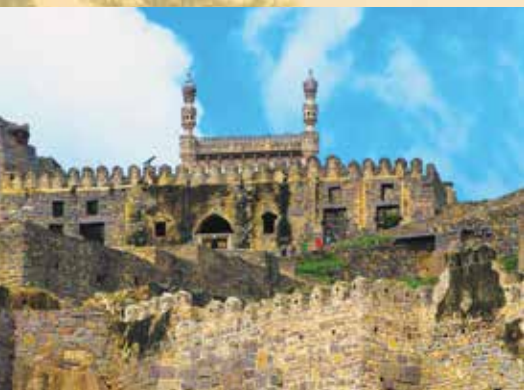


Experience bleisure in **SOUTH**



Karan Anand

MiCE industry in South India can transform the segment through exotic incentives, feels **Karan Anand**, Head, Relationships, Cox & Kings



The southern states, notably Andhra Pradesh, Telangana, Tamil Nadu, Karnataka and Kerala are amongst the most advanced states in India and is dominated by the Information and Communications Industry. We are quite bullish of South India for MiCE and Indian domestic companies have endorsed it as a venue for their large conference and incentives. South India is host to a large number of MNCs who have their headquarters in the key cities such as Bengaluru and Hyderabad for large conferences and incentive movements.

OPTIMAL INFRASTRUCTURE

What makes South India stand out is its infrastructure. Hyderabad, Bengaluru and Chennai have world-class convention centres and they complement well with a mix of hotels in all categories. In South India, it was the Hyderabad International Convention Centre which was the first integrated venue that took off quite successfully and opened a new chapter in MiCE in South India.

The Bangalore International Exhibition Centre is another world-class facility. It has hosted

“HICC took off quite successfully and opened a new chapter in MiCE in South India”

large international exhibitions and is home to conferences which has elevated it in the inbound market.

In Chennai, the Chennai Trade Centre that came up in 2001, also caters to a wide range of MiCE movements and this has strengthened the infrastructure in the south. The ITC Chola opened its hotel with one of the largest convention facilities a few years ago and this has helped attract conferences and exhibitions.

New properties and hotels are coming up thereby increasing its appeal as a prominent MiCE destination. On the other hand, Kerala is known for its niche venues for incentive movements that can accommodate between 10 and 200 people. South India is a fertile ground for the growth of the MiCE industry as it has all the ingredients to make it the perfect venue for large incentives, exhibitions and conferences. The infrastructure is getting better, there is excellent destination for this segment of travellers.

CONNECTING IT RIGHT

Being connected by air works for the southern part of India. All major airports in South India are connected to the Far East, Europe and the Middle East through direct flight networks. In light of this, it is pertinent that the major states in South India are connected in key markets.

INCENTIVES GALORE

Incidentally, it is not only the states in South India that are driving MiCE movements, the private sector too has taken the initiative and building infrastructure to cater to this growing segment. In the pipeline is the new Grand Hyatt Kochi which is opening in April, 2018.

It promises to have the largest convention and exhibition space in Kerala. Kochi in Kerala is

ramping up its MiCE facilities. New hotels with large convention centres are being constructed. What works for them is that Kerala has an excellent tourism product that complements the MiCE offerings. Kerala Tourism has played a pivotal role in showcasing the destination of incentives and medium-size successful conference movements. Ayurveda is the USP that Kerala projects to the MiCE industry. Snake boat races in the backwaters add its own charm to the whole experience for meeting planners.

MiCE planners will take note of all these new developments as they remain at the heart of a successful conference, exhibition and incentives.

MULTIPLIER EFFECT ON LEISURE

One of the key benefits of promoting MiCE tourism is that it has a multiplier effect. According to industry data, the average MiCE traveller spends 1.4 times more than a leisure traveller in a particular destination. Second, a MiCE visitor also embarks on visiting the destination and it has been observed by various tourism boards and countries that close to 30 percent of such visitors return with their families to the destination for leisure activities.

It is this multiplier effect that the state governments need to capture and make the destination attractive for the MiCE market. The governments in south should host meetings and incentive planners from key source markets as they are wooed by a whole host of destinations.

A separate budget should be earmarked and the private sector should be actively involved in promoting MiCE to overseas visitors. Overall, South India is a happy hunting ground for MiCE.

(The views expressed above are the authors' personal views).





Attaining wellness through Pancha Karma

Kerala showcases options to experience wellness for MiCE groups, says **Abhilash K Ramesh**, Executive Director, Kairali Ayurvedic Group



Abhilash K Ramesh

Ayurveda is an ancient science that was initiated in Kerala that projected immense healing through numerous treatments and necessitated a disciplined lifestyle to the patient. Though there are many treatments available, Pancha Karma is one such Ayurveda solution that has revealed benefits far beyond expectations. Pancha Karma exudes cleansing, balancing and rejuvenating treatment with the ability to prevent, slow down and cure a whole range of illnesses and diseases.

REACHING GLOBALLY

Says Ramesh, Kairali, the Ayurvedic Healing Village, started in 1999. The initial idea was to target the foreign market. We started promoting ourselves through various expositions and trade fairs including ITB, WTM, IFTM and JATA. The positive response from the market was alien to natural therapies like Ayurveda. The European market at an average initial occupancy of 40 per cent was divided between Germany (65 per cent), UK and France (15 per cent) and Japan (20 per cent) for September to March season. In the current scenario, at an increased average occupancy of around 93 per cent we see a glimpse that the Indian and NRI are occupying 60 per cent of the market.

HOW AYURVEDA WAS BORN

Ayurveda and its study originated from Kerala but overall South India took the medicinal benefits through procurement of an environment ideal to grow the plants and herbs required to produce Ayurvedic medicines. People in the south tend to give more than they take, show compassion and empathy for each other, through diverse religious backgrounds. I find the West with its modern, more capitalist society, fraught with comparison and self orientation, breeding dissatisfaction and unhappiness. An individual mental constitution is detrimentally affected, which in turn creates imbalance in the physical constitution, weakening the immunity system.

Due to this, the link between physical and mental harmony is not well documented which in turn, restrains the body's rejuvenation.

MAGIC OF PANCHA KARMA

Apart from the often-miraculous effects of Pancha Karma, there is a wave of positivity that this treatment facilitates towards the body and mind. The increased awareness on this allows one to make changes in their lifestyle that earlier seemed impossible. Pancha Karma has far greater powers than healing migraines. Western pharmaceutical medicines could treat the effect of migraines but not the cause. Pancha Karma on the other hand, treats the cause and most importantly, the individual. Apart from studying Ayurveda as a whole our main focus at Kairali - The Ayurvedic Healing Village not only offers hospitality, but also provide guests organically grown fresh food from the farms here. In Ayurveda, the preparation of food, knowing



“Pancha Karma has far greater powers than healing migraines”

what to eat based on one's constitution, what to combine and when to do it are fundamental to the balance and vitality in ones life. Ayurveda pays close attention to harnessing of energy.

(The views expressed above are the authors' personal views).

Let's meet on a **CRUISE!**

Sanjay Basu, Executive Committee Member, ATOAI and Chairman, Far Horizon Tours, highlights the importance of meetings while on a cruise that are becoming popular



Sanjay Basu

The potential of the cruise industry is as a sunshine industry. This is because, the Western developed economies are already cruise crazy especially, as their demographics are getting older and cruises as a home for a week or more have become very popular. I am sure the affluent domestic market too will soon catch the bug, feels Basu.

India with seven navigable rivers, two seas, one ocean, two sets of coral islands, one neighbouring island nation and multiple neighbouring coastal countries offers the next horizon for the growth of cruising on a worldwide basis. All three forms of cruising namely, deep sea cruising, coastal and island cruising and finally, river cruising are just waiting to bloom with a potential for a hockey stick growth.

WORK AND HOLIDAY

There is no other holiday where luxury, leisure, adventure, experiences, excursions and pristine natural heritage and beauty can be so comfortably combined in a single travel experience. All this, with not having to see your suitcase for the next one week or more while being pampered with white gloved service against a backdrop of temples to snow covered Himalayan mountains or, rhinos, elephants, tigers, fresh water dolphins visible from your cabin windows. It is an unmatched experience to be treasured for life!

India being a warm country with warm waters, offers itself as an ideal winter cruise destination whereas, a lot of cruising all over the world happens in summers. However, the vast Indian Ocean, Arabian Sea and Bay of Bengal waters have not yet reached their full potential.

NEED TO FILL THE GAPS

There is a great need for a very rapid process of building cruise terminals at the major ports for deep sea cruising like at Mumbai, Bhavnagar, Goa, Kochi, Chennai, Vishakapatnam and Paradeep. Rapid progress in building quays, concrete jetties and piers along the coastline for development of coastal cruising is also required. This will enable access various destinations scattered around our coast, directly from ship to land, he says.

Destinations like Dwarka, Somnath, Porbander, Diu, forts of Shiva Ji on Maharashtra's coast, Allapuzha, Kanya Kumari, Rameshwaram, Pondicherry, Mahaballipuram, Konarak, Puri, Bhitarkanika Wildlife Sanctuary, Sundarban, Kolkata are to name just a few. On the river cruising front, rapid work needs to be done to dredge the Ganga till Varanasi. Brahmaputra, to some extent has been dredged till Jorhat and needs to be done further.

The Kerala backwaters needs to be developed from Kochi till Kollam. While the navigation channel in the Narmada, Godavari, Krishna and Mandovi Rivers are waiting to be extended deeper inland. There is an urgent requirement for

“There are excellent deep sea cruise ships calling on the large Indian ports”



floating jetties with good road connectivity so that guests have an easier river to land connectivity.

WAKEUP CALL

The government has constituted a national task force, employed international consultants and a detailed roadmap has been laid to proceed forward. I am sure the positive results of this will be seen in the coming months and years. Once this infrastructure is developed, the country will be the next greatest cruise destination in the world, giving rise to a brand-new industry which is growing in double digit numbers on a worldwide basis.

SCOPE OF MICE ON CRUISE

While coastal cruising in India is yet to take off, there are excellent deep sea cruise ships calling on the large Indian ports, which can be promoted for MiCE events and movements. There are also river cruise activities taking place on the Hoogly and Brahmaputra Rivers with ships of 20-30 cabins each. These rivers cruises are of excellent quality. River cruising is a great experience as the destinations are numerous with no long gaps of inactivity.

The Indian rivers have been homes to the rise of great civilisations and kingdoms in these lands. Many famous sites are located along the banks of these rivers. There are also great national parks like the Kaziranga National Park and the Sunderban Mangrove Jungles along these waterways. The combination of beautiful cultural attractions and spectacular natural



beauty makes for a wonderful MiCE experience. While the international inbound markets have started to appreciate the beauty of the Indian river cruising experiences, the domestic Indian markets are still slow. Primary reason for this is the lack of understanding that small ship cruising with all inclusive packages, are not inexpensive. Once the domestic corporate and individual travellers market understands the difference between the two, then surely the demand to discover the beauty of these pristine Indian destinations will immediately be realised in the domestic market too.

(The views expressed above are the authors' personal views)

Lights, camera and **MiCE!**

Ramoji Film City is a comprehensive and unique MiCE destination, ideal for corporate conferences, sales meets, exhibitions, product launches and other corporate activities, shares **CH. Vijayeswari**, Managing Director, Ramoji Film City

Jessy Iype from Hyderabad

SPACE OFFERED FOR MiCE

Clients can have spacious indoor and outdoor facility with a variety of options at the location:

VENUE	AREA (in Sq. Ft.)
BSF- Large Banquet Hall	17934
Princess Convention Hall	12101
Tajmahal	2720
Samarkhand	1656
Mayfair	3672
Terrace Hall	2944
Sangam	630
Lagaan Hall	962
Champion Hall	1044
Dostana Hall	4397
Princess Dining Hall	7425

Ever wondered how it feels, to be inside a movie? Well, visit Ramoji Film City and you shall know why it is called a magic wonder. This wonderland is attracting MiCE groups to hold corporate gatherings and is becoming a popular MiCE getaway for companies to hold thematic events/shows and more. Ramoji Film City brings unique advantages with conferencing facilities in pollution free environs, away from the hustle and bustle of a city and just 40 minutes' drive from Rajiv Gandhi International Airport, Hyderabad. It has a multifaceted indoor and outdoor convention facilities equipped to stage several events. Apart from top-class event venues, it offers excellent infrastructure, sophisticated systems, conferencing facilities, high-quality accommodations.

MICE GALORE

The destination aims to provide excellent hospitality services to guests through Dolphin chain of Hotels at Ramoji Film City with luxury hotel Sitara and comfort hotel Tara, says **CH. Vijayeswari**, Managing Director, Ramoji Film City. Located in the sprawling campus of Ramoji Film City, Hotel Sitara comprising 170 rooms offers a whole superstar-style extravaganza. With thematic suites, multi-cuisine restaurants, a fully equipped club house, spa, swimming pool and recreation centre, one can get a touch of the glamorous lifestyle of the movie stars. Be it the fine dining or the luxurious accommodations, it's always a magical tribute to cinema here. Sitara, extraordinarily expressing filmy themes, extends every conceivable facility for guests with rich ambience, plush décor and an elaborate list of



CH. Vijayeswari





special privileges, add up to match the exacting demands of guests.

Hotel Tara has the best-in-class accommodation with a total of 126 rooms, it's where comfort meets convenience. Surrounded by many breathtaking greenery peppered with pillars, statues, and befitting structures, the guests of the hotel can have a beautiful view of Dream Valley, have 24-hour restaurant, fully equipped club house, spa and business centre, etc.

USP - MICE VENUE AND CORPORATE GETAWAYS

It's the alluring charm of cinema that makes Ramoji Film City a breed apart. Ramoji Film City has the advantage of the quality infrastructure, unique product offerings and most importantly, a strategic location.

Vijayeswari states that the place has excellent air and rail connectivity from all the metros of the country and is less than 40 minutes' drive from Hyderabad International Airport.

Ramoji Film City being away from city limits offers near zero pollution ambience. It churns out picture-perfect conclave. It provides end-

to-end execution starting from the conception and designing of theme. Its professional event management team takes care of every aspect of the experience, excellently designed and executes thematic sets, theme parties, live shows and special entertainment, she adds.

The open-air convention facility at Ramoji Film City can accommodate large participants. It has expansive outdoor venues and specially designed indoor conferencing facilities to house giant-sized gatherings. All these attributes make Ramoji Film City a one-stop destination for business meets.

UNIQUE OFFERINGS FOR MICE GROUPS

Ramoji Film City curates incentive events that are theme-based. They plan carefully and ensure that the client's demands are not only met but go beyond their expectations.

Ramoji Film City makes sure that business meets in cinematic avenues and exotic arenas not only become engaging and motivating but highly memorable for everyone. The creatively designed spousal programmes at Ramoji Film City have been favourites among corporates.

These programmes are leisure activities specially designed for the spouses of the busy executives. After a hard day of deliberations, they can engage in fun-filled activities with spouse.

“Ramoji Film City can accommodate large participants. It has expansive outdoor venues”



OUTDOOR SPACE OFFERED FOR MICE

The multifaceted convention facility is equipped to stage events including in the scale:

VENUE	AREA (in Sq. Ft.)
Dream Valley	6724
Leg Garden	11000
Mughal Garden	119200
Hawa Mahal	7918
Lime Light	53824
Sun Fountain	80873
Laagan Lawn	3000

TEAM BUILDING ACTIVITIES

We have extraordinary infrastructure dedicated for corporates at Sahas- the world class adventure land in Ramoji Film City, shares Vijayeswari. It offers fun-filled adventure activities like Paintball, Human Foosball and other Inflatable games and sports which have been a big hit with the corporates. The place organises various activities and employee engagement programmes like team building, day outing, offsite meetings etc. Apart from the conventional engagements for corporate, high-involvement group activities with focus on shared experiences, are also popular.

CORPORATE EVENTS

Ramoji Film City has been a host to multifarious corporate events of many MNCs, major Indian corporate organisations, business associations and umbrella bodies – across the sectors. Some of the major events of several national and multinational corporations include -- Microsoft, Dell EMC, Cognizant, Wells Fargo, Axis Bank, SBI Life, Max Life, HDFC, ICICI, Chola MS, ICICI Lombard, ACC Cement, Ultra Tech, Kesoram Cement, JK cement, Asian Paints, Jotun Paints, Airtel, Vodafone, Maurti, Tata Motors, Mahindra & Mahindra Tractors, Du-pont, Bayer Corp Science, etc.

A TOUR TO REMEMBER

Corporates visit Ramoji Film City due to its unique offerings and exceptional experiences through well-designed tours catering to divergent tastes. Vijayeswari unravels it all to MiCEtalk:

BACKLOT TOUR

Guests can explore the locations where the blockbusters were shot with their superstars. They can visit the gorgeous gardens and fountains that served as the spectacular filmy backdrops, visit to the replicas of landmarks, city streets, special sets constructed in select locations. It's all about the immersive experience that the world of films inspires.

ECO TOUR

It is a soothing experience for the nature lovers, as Ramoji Film City is full of mother Nature's booty. Apart from the lush green gardens, its Nature zone is home to the exotic Butterfly Garden, Colors Garden with invigorating foliage, the Bonsai garden and the mesmerising Bird Park wings which is home to exotic birds from all over the world.

ADVENTURE TOUR

Sahas – Ramoji Adventure Land offers multiple adventure activities at one place. The adventure land with the perfect topography has created an eco-system for offering fun-filled adventure experience and extreme sports. Sahas, designed as the Asia's finest adventure land with more than 100 activities and challenges caters to the corporate seeking team building and people engagement activities.

ALL ABOUT THEMES

Some of the popular themes here are Carnival Theme, Wild West Party, Masquerade, Qawali Nights, Caribbean Pirates, Mock Jail Break besides Bollywood themes. Avenues and film locations provide a picture-perfect environment and experience. The vast infrastructure and experience in handling multiple events of various group sizes is a major strength at Ramoji.

For an 'EXOTIC' A EXPERIENCE

M Balaji, CEO, Clarks Exotica Convention Resort & Spa, Bengaluru, gives an insight on the unique offerings the hotel has for weddings and the corporate events segment



M Balaji
CEO, Clarks Exotica
Convention Resort & Spa,
India MiCE Awards Winner 2017

EXQUISITE PROPERTY

Clarks Exotica Convention Resort & Spa, Bengaluru, began operations in 2007. Located 11 kilometers from the Kempegowda International Airport, Clarks Exotica is a premier, luxury resort located against the picturesque Nandi Hills and spread over 70 acres. The resort has 141 rooms and has over two lakh sqft of banquet space.

The rooms are designed for families, corporate outings or just a quiet weekend getaway. With muted interiors and state-of-the-art facilities, the rooms exude an aura of sophistication. Amongst the other highlights of Clarks Exotica is its utility as a multi-dimensional resort that can fulfill every urban need and requirement of any

size or stature, whether it's an event, conference, wedding or wellness. These are managed by top-notch industry personnel, amongst the best the hospitality industry has to offer, who bring in years of experience so much so that organising even the largest or most high profile event is seamless and hassle-free. The property offers seven fully equipped conference halls, a banquet hall with over 10,000 sqft of covered area, a 12-seater board room, 2 ballrooms and a convention centre with over 30,000 sqft of covered space to accommodate any specification or preference with finesse. The rooms are divided into three blocks:

- Luxuria
- Olympus
- Club House

“The resort, which has 141 rooms, has over two lakh sqft of banquet space”

The rooms also have facilities for the specially-abled.





WEDDING & EVENT SPACES

The spaces allocated for weddings and corporate events make the property as a suited option among MiCE groups. Clarks Exotica has 11 banquet halls, spread over 2 lakh square feet. This includes high-tech board rooms, which can accommodate corporate events, board meetings, large and small format events and weddings.

OCEAN Convention Centre, launched in 2016, is one of Bengaluru's largest event spaces. With a floor plate of 50,000 sq. ft, an impressive ceiling height of 25ft., OCEAN exudes a larger-than-life feeling. The other event spaces at Clarks Exotica:

- Galaxy
- Cosmo
- Chambers
- Summit
- Senate
- Imperium
- Chancellor
- Embassy

Clarks Exotica is designed for people of all ages. Visitors can avail sport facilities like lawn tennis, cycling, mini-golf, squash, table tennis, indoor, or enjoy a quiet evening in cards room.

“OCEAN Convention Centre, is one of Bengaluru's largest event spaces”

SPA & FITNESS

Clarks Exotica has one of the most extensive spas in India which is named as Seventh Heaven. With 14 treatment rooms, Clarks Exotica offers Ayurveda, Western, Thai and Hydrotherapies.

With state-of-the-art facilities and qualified professionals, spa treatments, the hotel ensures that you are refreshed and relaxed.

F&B

The hotel offers fine-dining spaces, coffee shops and cafes, offering varied cuisines. Led by Executive Chefs, Clarks Exotica offer special menus and packages designed exclusively for each season.

The following are some popular dining spaces at the hotel:

- **Ambrosia** – A global cuisine, fine-dine and buffet restaurant
- **Buvette**: The pool-side coffee shop
- **Illusion**: The pool-side bar

AN INTEGRATED TOOL like no OTHER

Tripeur is a third-generation corporate travel management tool to enter the market that promises to be a pioneer in integrating all three modules seamlessly

Hazel Jain

As a regular business traveller himself, **Thiagarajan Rajagopalan**, Founder and CEO, Tripeur, realised that the entire process was a very painful one. Not just the travel, but also what happens before and after the travel. First, break your head with the travel desk or the travel agent before you leave and then break your head with the finance department when you return.

To deal with this bottleneck, he founded Tripeur along with **Sajit Chacko**. Rajagopalan explains, "We spoke to tons of corporates and all of them are struggling with the same problems – lack of control and governance, a struggle with data before, while, and after the trip. They couldn't tell whether they managed to optimise on costs immediately since reports came at the end of the month if at all. This is where we come in. We are the third generation in this revolution after the OTAs. We created an integrated platform which eliminates the human element altogether."

He adds that even though there are global companies that offer many tools for expensing, when it came down to travel arrangements, it is all manual. Meanwhile, technology had progressed quite a bit on the leisure side. For

corporate travel though, the process is still very human-centric. "This is because companies are trying to optimise multiple things – travellers' needs, company policies, compliance, and costs. The travel desks or TMCs try to optimise all three. But it is still third party and there is a possibility of the company losing control. What Tripeur does is manage the entire corporate travel end-to-end manage – from the approvals, policies, entitlements, granular policy settings which are still on paper, etc," Rajagopalan says.

Tripeur has been in the market for 18 months. It started with small modules with just a few customers, and kept refining it and adding more tools. Now it has 50-odd customers in India and a handful in the US.

Talking about this year's plans, **Manish Raj**, co-founder and Chief Business Officer, Tripeur, says, "We are building a solid sales team to tap the market and grow our business. We are focusing on Bengaluru as we are based there but we are also getting customers from Mumbai and Delhi-NCR along with Hyderabad – basically cities where companies are headquartered. We will also tap the Middle East and the South East Asian markets but we will take the India route as many companies have a presence there. Our investment this year will be on technology as well as sales and marketing and will take the back-end total to 60-75 by end of this year."



Thiagarajan Rajagopalan

“Tripeur has 50-odd customers in India and a handful in the US”

SITE launches **SITE INDIA YOUNG LEADER** programme

A programme that aims to provide and build next generation incentive travel, SITE recently launched a young leader's programme in Delhi



SITE (Society for Incentive Travel Excellence) has launched the SITE India Young Leaders programme in India. The programme was unveiled at the Young Leader Coffee Meet Up at Ethiopian Cultural Centre, New Delhi on March 9, 2018. Leaders of today from different quarters of the travel and hospitality industry were in attendance of the event. The programme aims to be the ticket to myriad opportunities open for prospective leaders below the age of 35, with less than five years of experience in the industry and connect with 2,000 members of SITE spread across 88 countries. Speaking at the event, **Nitin Sachdeva**, Co-Chair for Global Young Leader programme of SITE, said, "The SITE Young Leaders programme builds the next generation of incentive travel leaders by providing education and networking opportunities appealing directly to younger generations. The mission is to focus on bridging the gap between generations and creating a strong group of individuals who will become SITE leaders. This will help them connect to 2,000 members of SITE spread across 88 countries."

A PROGRAMME THAT CONNECTS

Sachdeva added, "It is a programme under SITE Global. Every chapter has a mandate to create a SITE Young Leaders programme to get the next generation into incentive travel and carry the flag in the future. It helps you grow your connections. Anyone who enters the field needs connections

or exposure to what's happening around. It's the perfect platform for people who want to enter the incentives industry. There is also a separate young leaders conference which speaks of how this programme is of great importance to SITE global. The cost of the membership of regular members of SITE above the age of 35 is 445 US dollars for a year. For young leaders, its 200 US dollars annually. We are looking for best practices among mature chapters of young leaders. Like Southern California, Great Britain, Ireland, among others to grow." Talking about his new appointment, as co-Chair for Global Young Leader committee, for 2018, he said, "There is a need to push young leader programmes in China, India and Asia. Its about developing membership for young leaders."

OBJECTIVES

Talking about his objectives in the new position, he concluded, "The key objective is to have a committee constituted here. Secondly, to necessitate networking and education events. Third would be to have it become sustainable. We want to develop this programme for the coming generation. We plan to do three more Coffee Meet Ups, one in each quarter. We have the committee in place and we will do more in due course."

“Its (the programme) about developing membership for young leaders”



‘MEET’ING over a CUP OF COFFEE

The trend of young entrepreneurs conducting business meetings in cafes is seeing a boom. Our etiquette expert **Shital Kakkar Mehra**, gives us some tips on the same



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

With cafés & baristas mushrooming everywhere, frequently one sees young entrepreneurs, freelancers and corporate executives using them as satellite offices as they sit there checking emails and conducting business meetings. While rules may sound too formal for an informal place like this, these do’s and don’ts will prove to be helpful:

- Do buy something every hour as it’s unfair to assume that the efficient air-conditioning, good housekeeping and the invigorating aroma of coffee being brewed are for free! During the lunch hour, buy a sandwich/ light snack and never carry your own food.
- Do keep your bags on the floor, even if the café is empty - leave the extra chairs for future paying customers.
- Do keep your mobile and laptop on the silent

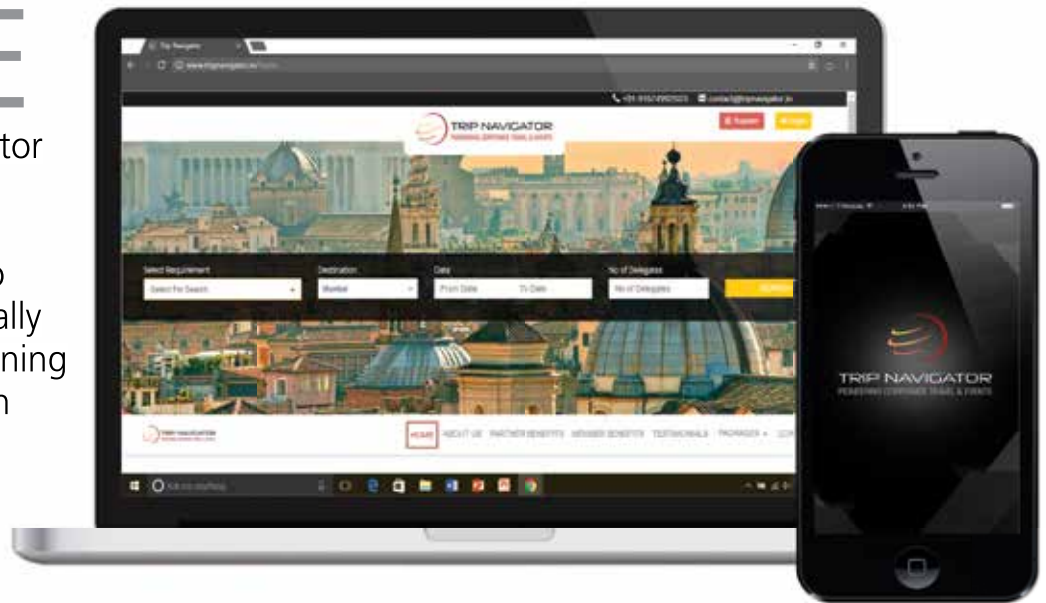
mode. Take long calls outside the café and don’t schedule telecons while you sit here as cafes can get busy very suddenly, impacting the decibels levels inside.

- Do show consideration by leaving the plug points free for the other patrons- charging your phone on one and your laptop on the other will earn you the label of a “freeloader”. If wi-fi access is offered free of charge, use it to browse the web and to download your emails instead of hogging the bandwidth by using Skype. Use headphone for all audios, instead of lifting your laptop to your ear!
- Don’t treat the wait staff as your executive assistants by asking them to keep an eye on your belongings while you get busy on your mobile, cracking deals outside the café!
- Don’t hold business meetings for groups larger than 3-4 persons and ensure that you buy adequate drinks /food items to compensate for using this place as an informal centre.

“Don’t hold business meetings for groups larger than 3-4 persons”

Navigating Technology for MiCE

Abhishek Gupta, Director and Co-founder at Trip Navigator, gives a peek into the current scenario of corporate travel globally and in India while explaining how Trip Navigator as an operation stands out



Ankita Saxena

What is the USP of Trip Navigator?

We differ from the competition by involving technology. Our website has more than 200 international and domestic readymade products which are suited for MiCE travel. We also have bouquets of domestic hotels with key information like number of rooms, banquet seating capacity, etc. on our website. In addition, the website also offers event setup options, artiste options, and merchandise options. This makes Trip Navigator's website a one-stop-shop for MiCE planners. Furthermore, in a key finding we have observed that execution is the most difficult part of an event. Our mobile App is an answer to the same. It keeps track of all information involved in an event, right from the food and room preference of the delegate list to managing the arrival of delegates at the airport. It helps in express check-in into the hotel rooms as soon as delegates land at the airport through a unique QR code. The mobile App also offers all delegates at the event an itinerary in their palms. Notifications can be sent to individual delegates or can also be mass broadcasted to the entire group through this App.

How did the company perform in 2017? Please share facts and figures related to the same

We as a company successfully started our operations in Bengaluru and Chennai this year and have also started acquiring new clients from these new territories. We have also experienced a double-digit growth since inception, which we will maintain hopefully this year too.

What are your expectations from 2018? Is the company planning to introduce anything new this year for the corporate travellers?

We want to carry on with our growth story in the

coming year. Technology for MiCE will be our key focus this year as well. We will soon be starting our operations in Hyderabad and also in at least two more locations in the country. We are also trying to create some unique travel propositions for the corporates.

Please identify the changing trends in corporate travel from India and what is the growth expected from this segment of travel.

MNCs around the world have travel budgets worth millions of dollars, and even in India, travel costs are emerging as the third highest expense for corporates, after salaries and cost of raw materials. Robust foreign exchange has also spurred demand for international destinations among corporate organisations for MiCE travel. Low cost international air travel, especially to destinations in Southeast Asia and Eastern Europe have encouraged companies to look at international destinations to conduct MiCE events. Social media and the internet have increased awareness and made information more accessible.

How does the company work with fellow travel agents in order to boost business travel from India?

We take services of local travel agents for vehicles for the group; we have our set of preferred travel agents across all cities in the country. We also use local fabrication and event partners to do setups for R'n'R and theme-based dinner/lunch setups.



Abhishek Gupta

“Robust foreign exchange has spurred demand for international destinations for MiCE”

A manager to **BUOY UP EVENTS**

Long working hours, tight schedules, an events manager's job is indeed a tough one. Our counsellor **Shivani Misri Sadhoo** shares tips for event managers to manage stress



Shivani Misri Sadhoo
Founder
Saarthi Counselling
Services

Perhaps no other profession can meet the level of stress than an event management job offers to a person. Tight deadlines, long working hours and zero scopes for mistakes, makes an event management job one of the toughest professions in the world. As a result, working in an event management profession for an extended period of time can risk psychological issues and other lifestyle diseases. Here are 5 simple burnout avoidance steps:-

Step 1: **START YOUR MORNING WITH PEACE**

If you want to utilise your mind effectively, want your creativity flow easily throughout the day and when you get up - for 30 minutes do not think or read anything about your work. In those 30 minutes drink your tea and enjoy every sip of it, talk to your spouse or play your favourite music.

Step 2: **IMPROVE YOUR FOOD HABITS**

Most event planners survive on coffee and junk food because there is hardly time for them to eat in peace during work. Coffee release adrenaline so the body can react to a true stressor, the adrenals are releasing this hormone in response

to your coffee consumption. What happens over time is that your adrenal glands starts to burn out from overuse, which can lead to adrenal fatigue. Hence try to adopt green tea instead of coffee that offers a natural boost with their minerals, nutrients and antioxidants. Similarly, deep fried Indian junk foods increase bad cholesterol levels that cause congested blood arteries and poor blood circulation.

Step 3: **BECOME A COMPASSIONATE OBSERVER**

Try to become a compassionate observer of your thoughts and feelings instead of being overly critical and judgemental about your own self. Though having high standards at work can be helpful on a project where it encourages the team to produce a quality outcome. But high standards can be problematic if they become unrealistic, uncompromising and a cause of stress.

Step 4: **GET QUALITY SLEEP**

Get good quality sleep by creating a perfect sleep environment (cool and dark room with no blue lights), go to bed at the same time every night and getting up at the same time and resist bringing your work with you.

“

Get good quality sleep by creating a perfect sleep environment

”





A time that is EXQUISITE

Carl F. Bucherer has articulated its new addition is a 43-millimeter rose gold Manero Peripheral. The new Manero Peripheral works with the CFB A2050 caliber. Certified as a chronometer, the movement features a central hour, minute display, a small-seconds subdial, etc.

LUCARIS' new desire collection

Lucaris - The Crystal of Modern Asia presents its Desire Collection, an exquisite set of 6 luxurious crystal wine glasses. Lucaris' Desire is their latest collection. The Desire Collection is beautiful, clear, lead-free, dishwasher friendly, easy to use. Price: ₹477- 529.



HONEY for health

GAIA has launched pure Multifloral Honey, known as the honey of a thousand flowers. It is a blend of sugar, trace enzymes, minerals, vitamins and amino acids, and helps boost immunity, stimulate metabolism.



Munch on some GRANOLA

Sustenance has introduced handcrafted granola that is gluten free, packed with nuts & seeds. These are 100 per cent natural and sweetened with locally sourced organic honey.

MUST HAVES

Here are some products suitable for corporates who are always on the go

WATER so good!

Inspired by a 5000-year-old science, VEEN, the Finnish water brand, has launched Ayurveda Water, bringing the best of Indian wisdom in a bottle. Inspired by the ancient traditions of the Indian subcontinent and VEEN's second home in the Himalayas, the company has combined science with this natural spring water to create 330 ml of harmony.



CORNITOS heathy bites

Cornitos has launched veggie nachos that are made from non-GMO corn that is blended with natural vegetable extract and later baked or cooked in healthy corn oil. It uses beetroot, white beans, and spinach. This snack also helps in avoiding junk food, without compromising on taste.

Solar 'MUSE'C

Zook has introduced a solar-powered waterproof speaker, the ZB-Solar Muse. This one-of-a-kind innovation in India is an all-weather portable device designed to give you the best-ever 3D surround sound. Switching to solar power is easy with power plug-ins or adaptors while you are on the go.



Unlocking the SMART KEY

William Penn, India's largest retailer of writing instruments and business accessories has unveiled an elegant yet compact Pennline Smart Key Holders. The new range features neat and nifty accessories: normal fit is upto 8 keys; the 5 mm extension pack allows you to fit upto 14 keys. Priced at ₹895.



HICSA	Mumbai	4-5
AITF BAKA	Azerbaijan	5-7
Travel Luxury Show	Jaipur	7-8
ILTM Africa	Cape Town, South Africa	15-17
COTTM	Beijing, China	16-18
Digital Travel Summit (APAC)	Singapore	17-19
WTTC Global Summit	Buenos Aires, Argentina	18-19
KITF	Almaty, Kazakhstan	18-20
Phocuswright	Gurugram India	19-20
ILTM Arabia	Dubai, UAE	22-23
Great Indian Travel Bazaar (GITB)	Jaipur	22-24
Arabian Travel Mart (ATM)	Dubai, UAE	22-25
Amazing Thailand Wedding Roadshow	Mumbai	27

MAY 2018

MEA Conference	Adelaide, Australia	6-8
INDABA Durban	South Africa	8-10
Indian Exhibition Industry Association (IEIA) Seminar	Hyderabad	9-11
TRENZ	Dunedin, NZ	7-10
ILTM Latin America	Sao Paulo, Brazil	8-11
South India Travel Awards	Bengaluru	14
IMEX	Frankfurt, Germany	15-17
ITB China	Shanghai – China	16-18
PATA Annual Summit 2018	Gangneung, Korea	17-20
ILTM Asian Pacific	Singapore	21-24

JUNE 2018

IATA AGM 2018	Sydney, Australia	3-5
BITE	Beijing, China	15-17
Telangana Tourism Conclave-2018	Hyderabad	28-30



Travel Luxury Show returns in April

The 3rd edition of the show will be held from April 7-8 in Jaipur

The Travel Luxury Show, an exclusive MiCE event par excellence, is coming to Jaipur from April 7-8, 2018. The show promises to showcase a good number of serious one-on-one meetings. **Sarika Bhambani Rawal**, Vice President, Travel Luxury Show, says, "The show is a diverse forum featuring the best of luxury brands. Successful meetings are scheduled to take place between a selection of exhibitors, and top-level buyers. At Travel Luxury Show, networking and building relationships enhances future dealing. The show presents a quality platform associated with the finest B2B events globally."

This luxury table-top show helps to identify and drive trends in the luxury travel sector, and in turn attracts highly sought after, difficult to reach clients. The show aims to offer B2B India-centric outbound events annually and encompassing the niche segments of the luxury segment.

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movements



Sandeep Shastri
Regional Director-South Asia
Sabre

Sabre has announced the appointment of Sandeep Shastri as the new regional director, South Asia, within the Travel Network team in Asia Pacific (APAC). In this role, Shastri will lead Sabre's Travel Network business in South Asia with responsibility for its sales performance, customer engagement and overall growth across the region. Shastri brings more than 15 years of career experience in the travel and financial services sectors. Developing his expertise among organisations such as American Express, Standard Chartered, etc.



Helen Van Berkel
Global Head of Events
ATPI

The leading travel and events management business ATPI has appointed Helen Van Berkel as Global Head of Events. The new appointment will see her expand her current role as managing director for the sports and corporate events business in the Netherlands and Canada. Van Berkel will be responsible for developing a growth strategy across events for ATPI globally. She will also build on the opportunities of the new Direct ATPI Global Travel organisation. Van Berkel brings over 10 years' experience at the helm of ATPI Corporate Events and ATPI Sports Events and will lead the business with a focus on expansion.



Michael P. Wale
Chief Executive Officer
Kerzner International

Kerzner International Holdings, has announced the appointment of Michael P. Wale as its new Chief Executive Officer. Wale joins Kerzner International at a transformational time, with the accelerated growth of both destination-defining brands. Wale's successful career, to date, was with Starwood Hotels & Resorts Worldwide that spanned almost 40 years. He was appointed to this position in June 2013 and was based at the company's EAME divisional office in Brussels, Belgium. He served as a Next Step Mentor with The Prince's Trust.



Sagar Gaonkar
Director of Rooms
DoubleTree by Hilton Pune Chinchwad

Sagar Gaonkar has been appointed as Director of Rooms at DoubleTree by Hilton Pune Chinchwad. He is a well healed professional with over 11 years of experience in Hotel Operations. Having worked with established names such as Leela, JW Marriott, Starwood, Wyndham and Hilton, Gaonkar has an expertise and proficiency in handling guest relations, implementing systems and managing a gamut of key operational divisions. As the Zonal In charge at Double Tree by Hilton, Pune, he will be responsible for monitoring activities, plan and initiate the best practices to achieve targets and goals in order to maintain the brand leadership, implement best practices.



Amit Kumar Sinha
Operations Manager
Lords Inn Somnath, Gujarat

Lords Inn Somnath, Gujarat has appointed Amit Kumar Sinha as its Operations Manager (OM). With a Diploma in Hotel Management and Catering Technology, Sinha has more than 19 years of industry experience. Prior to joining Lords Hotels & Resorts, he has served as the General Manager of Hotel Amit Park International in Bhilai. He has previously worked at Lords Plaza, Surat, among other known hospitality brands and specialises in Front Office & General Operations. A process oriented personnel, Sinha's key strengths are setting up and maintaining brand standards. He will be responsible for bettering the guest response and recognition processes.



Chandresh Verma
BD Executive
AirFrance-KLM

AirFrance-KLM has appointed Chandresh Verma as the Business Development Executive. He will be responsible for business development across India in various business verticals. The key role and emphasis will be on high yield business from online and offline destinations in India by utilising codeshare of Jet Airways and Delta. Verma will help enable and identify areas of working closely with government agencies, diplomatic missions and chambers of commerce. Being in the industry for more than 11 years, Verma has managed global corporate accounts in Andhra Pradesh and Telangana for four years before relocating to Delhi as Manager- Government and Diplomatic Business in 2016.

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