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Winter 2019

the inbound business magazine  
**MiCEtalk**  
Meetings • Incentives • Conferences • Events



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# NEWS



**GST Revised for Hotels: 12 % for tariff between ₹1000 - 7500 and 18% for above ₹7500. This will help make India a more viable tourist and MiCE destination.**



## e-Tourist Visa fee down from \$25 to \$10 during off-season

To boost inbound tourism during lean period (April-June), MOT has announced the reduction of visa fee from USD 25 to USD 10. For Japan, Singapore and Sri Lanka, lean period visa fees is USD 10 and for e-Visa of 30 days.



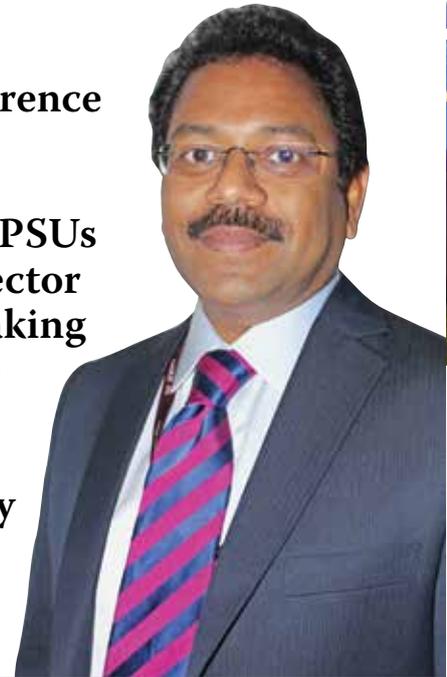
## Indian LCCs to grow 25-30 per cent in domestic passenger traffic in fiscal 2020: CRISIL

Firmer fares and strong passenger-traffic growth are estimated to propel the earnings before interest, tax, depreciation, amortisation and lease rentals (EBITDAR) margin of India's low-cost carriers (LCCs) to 24-25 per cent this fiscal, compared with 15-16 per cent in the last.



**Now the e-Conference visa will be open for not only the government and PSUs but the private sector as well. We are taking steps to facilitate easier MiCE movement and grow the industry**

Suman Billa  
Joint Secretary, MOT



## 69 per cent of Indian travellers use voice search: Travelport

The Mobile Travel Trends 2019 report by Travelport shows that Indian travellers are leading the way in voice search, with 69 per cent using the technology. With a population of 400 million that speak over 20 languages, a large section of people from Tier-II and III cities are using lingual voice commands over typing.

## 30 additional daily flights from four Kerala airports by December 2019



Kerala Chief Minister **Pinarayi Vijayan** recently informed that 30 additional daily flights would be introduced from the four airports in the state in the next three months. Five more flights would be introduced from Thiruvananthapuram to Delhi. The additional flights would be introduced during the next winter schedule of airlines companies.



## SECOND EDITION OF ITM OPENED WITH 240+ BUYERS & 140+ SELLERS

The second edition of the India Tourism Mart (ITM) opened to a full house, with over 240 foreign buyers and more than 140 exhibitors. The maximum number of buyers were from United States, followed by China. The State of Gujarat was the partner state at ITM 2019. **PS Patel**, Minister of Tourism and Culture, said that ITM is the best example of working together to promote tourism in the country with public private partnership.

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# NEWS



Arabic, Chinese and Spanish versions of the Incredible India

portal have been launched. Since last year, the website has attracted 85,84,928 visitors.



## Foreigners can now avail ₹50 discount on Qutub Minar tickets bought online

As part of a new facility to skip the queue at Qutub Minar, tourists can purchase tickets online at a discounted rate or just by scanning the QR code through their mobile cameras. Tickets for foreigners is ₹600, if bought online or by scanning QR codes, they will get it at ₹550.



## Events industry growing at 17 per cent annually: EY

Welcoming delegates at the inauguration of EEMAGINE 2019, **Sanjoy Roy**, President, EEMA, said, “The events and experiential industry is growing at a rate of 17 per cent annually according to Ernst and Young. In our estimation over 30,000 people are involved in this industry across the country.”

The Union Home Ministry announced that foreign visitors coming to India can avail treatment anywhere in the country without procuring a medical visa. Indoor treatment can be taken on primary visa for pre-existing diseases, they may have been suffering before entry.

## EbixCash’s Mercury Division to service corporate clients of Cox & Kings in India

Ebix has announced that its EbixCash Indian subsidiary has signed an agreement with Cox & Kings to transfer its Business Travel agreements with corporates in India, to EbixCash’s corporate “Mercury” Travel Division. This is a part of EbixCash’s initiative to aggressively grow its corporate travel.



## TOURISM CONTRIBUTES TO ECONOMY AND CREATES JOBS: SECRETARY GENERAL, UNWTO

Addressing the audience on the occasion of World Tourism Day, Zurab Pololikashvili- Secretary General, UNWTO, said, “World Tourism Day is the birthday of our sector and this time it is being celebrated in the incredible country of India. It is the most important day for us and we are happy that tourism sector is on the rise. It is not only a huge contributor to the economy but an employer to a diverse range of people including school and university graduates. People are attracted by the Indian economic growth and are creating job opportunities in metro and other cities. If we are open for new ideas, tourism will be ready for growth.”

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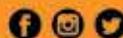
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AWARDED BEST LEISURE & MICE RESORT 2018  
(INDIA TRAVEL AWARDS-NORTH)

# Delhi-NCR, top most for MiCE in India

We share insights from a report, commissioned by the Ministry of Tourism, on the MiCE market across hotels, convention centres and educational institutes in India

The report, "On MiCE market in India and the role of ICPB in promoting MiCE tourism products," has been commissioned by Ministry of Tourism, Government of India. It is based on extensive secondary research along with interviews of more than 700 stakeholders spread across 12 MiCE destinations. Delhi-NCR followed by Jaipur, Agra,

Mumbai, Pune, Goa, Bengaluru, Kochi, Chennai, Hyderabad, Kolkata and Guwahati lead the percentage of meetings, incentives, conferences and exhibitions across 5-Star+ and 4-Star hotels, convention centres & educational institutes. In terms of genre of events, maximum events take place in the B2B segment at 63.2%, followed by B2C segment at 34.1%.

## PERCENTAGE OF EVENTS HAPPENING ACROSS ESTABLISHMENTS AND CITIES

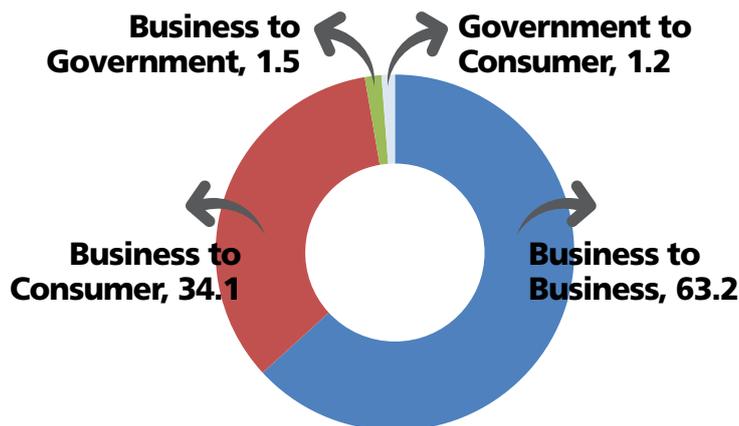
Trends for MiCE tourism in India

City	5 Star + Hotels				4 Star Hotels				Convention Centres				Educational Institutes			
	Meetings	Incentives	Conferences	Exhibitions	Meetings	Incentives	Conferences	Exhibitions	Meetings	Incentives	Conferences	Exhibitions	Meetings	Incentives	Conferences	Exhibitions
Delhi NCR	40	21	34	5	65	22	13	0	0	0	40	60	0	0	100	0
Jaipur	37	24	35	4	55	25	20	0	0	0	20	80	0	0	100	0
Agra	43	23	32	2	70	19	11	0	0	0	0	0	0	0	100	0
Mumbai	40	21	34	5	68	25	7	0	0	0	40	60	0	0	100	0
Pune	38	24	35	3	75	15	10	0	0	0	10	90	0	0	100	0
Goa	46	32	21	1	65	25	10	0	0	0	0	100	0	0	100	0
Bengaluru	46	17	30	7	70	22	8	0	0	0	20	80	0	0	100	0
Kochi	43	24	32	1	80	20	0	0	0	0	15	85	0	0	100	0
Chennai	51	8	39	2	78	21	1	0	0	0	0	0	0	0	100	0
Hyderabad	44	19	32	5	67	22	11	0	0	0	30	70	0	0	100	0
Kolkata	51	8	39	2	67	20	13	0	0	0	20	80	0	0	100	0
Guwahati	52	25	22	1	71	21	8	0	0	0	0	0	0	0	100	0

Source: Primary Survey

All figures in percentage

**GENRE OF EVENTS**  
The feedback on break up of different genres of events is as depicted in the figure



Source: Primary Survey  
All figures in percentage

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# Expediting events to perfection

**Sudeep Sarcar**, CEO, India Exposition Mart, talks about the events that are in the pipeline

The India Expo Centre & Mart is a modern, integrated and multi-purpose exhibition & convention centre.

### How are you able to bring latest technology at your event venues?

Technology is the key focus for today's success and sustainability for the MiCE industry. Recently we have installed 2 GBPS (can be upgraded to 10 GBPS) internet facility for Wi-Fi & LAN in HA mode with latest security appliance implemented, centralised Wi-Fi/ PA Systems/ Tele/Fax/ CCTV/ IBMS in the entire area and full HD video streaming for live demo and telecast.

### Which are the projects/events for 2019?

This year we hosted Consumer Electronic &

Imaging Fair, 2<sup>nd</sup> Indus Food 2019, 26<sup>th</sup> SATTE, 62<sup>nd</sup> India International Garment Fair (IIGF) 2019, 14<sup>th</sup> Printpack India, 47<sup>th</sup> edition of IHGF Delhi Fair, India Plast 2019, 3<sup>rd</sup> Delhi Machine Tools Expo 2019, 2<sup>nd</sup> edition of India International Hospitality Expo 2019, to name a few.

We are eager to host the 48<sup>th</sup> IHGF Delhi Fair, Congress of Asian Society of Transplantation, BIOFACH, Electronica India & Productronica India and Smart Cards Expo, 5<sup>th</sup> Advantage Healthcare India (AHCI) 2019, 13<sup>th</sup> edition of CPHI & PMEC and first edition of our own event Ayuryog 2019.

### What has been done to aid logistics for MiCE?

We are expanding with the construction of a hotel



Sudeep Sarcar

having accommodation facility of 110 rooms inside the premises of our venue. In addition to this we are also connecting Hall No. 2,4,6,8 (second floor) to Hall No.9,10,11,12,14, 15 via a bridge. Façade gates are also being made which will be an opportunity for branding. Hall No.9 to 12 have been augmented with electrification and chiller plant.

### QUICK FACTS

- **Area:** 24,84,816 sq ft
- **Halls:** 14 large air-conditioned halls
- **Parking facilities:** 12,000 cars can be parked at a time
- A large lawn with three helipads
- **Venue** is SPG cleared
- Wi-Fi & CCTV enabled
- Offers clean utilities, lounges, restaurants and banquet hall

### What are the challenges for MiCE in India?

The main hurdle we face is that exhibitions aren't recognised as an industry in India. This results in less exposure. In a nutshell, the main challenge for MiCE industry in India is to create three destinations that can compete with the best in the world, which can then be replicated with similar such venues across the country. Even in our promotions we are highlighting everything, but we must bring to the fore only the best destinations that match the special needs of international events/conferences.

**INFRASTRUCTURE** We need to create three destinations that can compete with the best in the world



# MiCE remains 'grand' at JW Marriott

JW Marriott Jaipur Resort & Spa offers eclectic space for all events

**MT Bureau**

**J**W Marriott Jaipur Resort & Spa offers a blend of traditional architecture and modern elements. It features a total space of approx. 60,000 sq ft of indoor venue and outdoor lawns. It offers a pillarless ballroom of 11,000 sq ft, making it the largest ballroom amongst five-star hotels/resorts in Jaipur. This ballroom is a perfect choice for offsite corporate events and weddings. The major corporate event that took place at the resort in 2018 was with 500 Pax and wedding with 1,000 Pax.



## CORPORATE EVENT TRENDS

For corporate offsite or conferences, the latest trends are theme breaks, team activities, options of various venues for different activities, curated events outside the hotel/resort, experiential tour of the city or one of the events, for example, team dinner at a prominent location of that destination.

Elaborating on MiCE trends, **Amit Sachdeva**, General Manager, says, "MiCE in India are going places, literally. Multinational companies are moving away from the conventional meetings and conferences to a new definition of business with leisure trending as

'Bleisure tourism.' At JW Marriott Jaipur Resort & Spa, we curate innovative breaks and experiential activities in and outside the resort for our corporate events."

## EXPERIENCE CUSTOMISATION

From formal speeches to corporate seminars, business conferences to networking dinner sessions, the resort offers great event spaces, decorated ornamentally, graced in elegance and royalty. JW Marriott Jaipur Resort & Spa curates Experience customisation – arrival experience, room amenities, check-in process. They



Amit Sachdeva

curate a highly luxurious experience that leaves clients with a 'wow' factor.

## JAIPUR AS A MiCE DESTINATION

Jaipur forms a very important part of the 'Golden Triangle' and being in proximity to Delhi/NCR, Jaipur has grown as one of the most preferred destinations for corporate outings, conferences, domestic & international travel, destination weddings and wedding events. Rajasthan offers amazing immersive experiences that can often be utilised for events, that might include historical city walk, hot air balloon safari, traditional folk dances, pottery, cycle tours, camel polo, visit to elephant village, zorbing, zipline, jeep safaris and much more can be arranged.

## QUICK FACTS

**Event Space:** Approx. 60,000 sq ft of indoor venue and outdoor lawns

**Ballroom:** Pillarless ballroom of 11,000 sq ft, this is the largest amongst 5-star hotels and resorts in Jaipur

**Rooms & Villas:** 200, 5 meeting rooms, 2 lawns

**BUSINESS TREND** Multinational companies are moving to business with leisure as 'Bleisure Tourism'

# Buzz of 'MiCE-W'

In an interview, **Rishi Puri**, Senior VP, Operations and Development, Lords Hotels and Resorts, shares some latest trends from the wedding segment of MiCE

**Anupriya Bishnoi**

## What is 'MiCE-W'?

The initial discussion evolved around MiCE & the term 'MICE' in the context of travel is an acronym for meetings, incentives, conferences, and exhibitions. In the Indian context, the new lingo was the MiCE-W where the word W indicated the wedding segment, which grew by leaps and bounds as the big Indian weddings are the game changer at locations which are more prominent for weddings.

## How is the MiCE industry doing in India overall?

We see an increase in volumes of this segment though it is not what was expected and what other countries are achieving. In a study conducted at Bengaluru, it was found that the growth of MiCE tourism in the city is 21-40 per cent overall. There are number

of companies which are in the MiCE market segment like IT companies, Banking, Retail, Pharmaceuticals, Hospitality, food production companies, etc.

It has been found that cosmopolitan cities of India like New Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, Cochin and Kolkata are the progressive business centres in the country. Convention tours are taken up in these cities and other cities like Jaipur, Agra, Kovalam and Goa which offer exciting MiCE business.

## Which MiCE hotels are you opening by 2020 in India?

We are launching a few hotels which include destinations like Goa, Rajkot, Kurnool & Jamnagar with emphasis on the MiCE segment.



Rishi Puri

## MICE TALK

- The growth of MiCE tourism in Bengaluru is 21-40 per cent overall
- New hotels to open in Goa, Rajkot, Kurnool & Jamnagar with focus on MiCE
- Convention tours in Jaipur, Agra, Kovalam, and Goa offering MiCE

## What kind of challenges do you envisage for this industry?

I don't think we face major challenges in selling India as a MiCE destination. We need to improve the infrastructure and build hotels and larger conventions the way the world is doing. This requires an independent & dedicated approach & it's not that we are not promoting ourselves enough, but the fact is that other nations are doing a far better job and we can't afford to be left behind. There is also a problem related to logistics & India is perceived as a complex destination to do an event. From licenses to a music event to a sporting event, it's just complicated and then there are last minute issues too which keep popping up every now and then. Connectivity remains an important issue for MiCE.

**CHALLENGES** We need to improve the infrastructure and build hotels, the way the world is doing





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# Weddings by the lake

Weddings at a lakeside resort are an experience in themselves. **Souvagya Mohapatra**, Executive Director, MAYFAIR Hotels and Resorts, tells us more

MT Bureau



## What event space does the resort offer?

This new resort spread across 13 acres of land, located on an island on the bank of 'Jhanj Lake', is an ideal destination for weddings and MiCE events. MAYFAIR Lake Resort, Raipur offers large banquet/conference halls which can accommodate from 15 to 1,200 guests. The largest banquet hall 'MAYFAIR Ball Room' is around 12,000 square feet. 'MAYFAIR House' has three halls which can accommodate from 20 to 120 guests.

## What is on offer for weddings?

MAYFAIR Vatika – a 95,000 square feet open-air banqueting area is an ideal

place for large wedding parties with innovative themes. Angan – an open-air venue having 7,200 square feet, and located in the middle of the resort, is ideal for *Mehendi* and other rituals. The grand MAYFAIR Ball Room is ideal for celebrity entertainment programmes during *Sangeet* functions.

## Are there any major bookings for 2020?

We have already received quite a few bookings for residential weddings each with more than 500 guests in-house. The year 2020 looks quite promising as we are already getting queries for large weddings and MiCE events. There are some medical and sports



Souvagya Mohapatra

events lined up in the city during 2020 and hence we are looking at attracting more visitors.

## How is Raipur developing as a MiCE and wedding destination?

With the existence of good hotel brands and sufficient room inventories Raipur is able to attract large medical conferences and national events. With the presence of business communities in large numbers in and around Raipur, it is a wedding destination and with the opening of our property – MAYFAIR Lake Resort, we have become a luxury wedding destination in the entire Central India.

The new township of Nava Raipur is developing fast and in days to come it will become a corporate hub with the opening of offices of MNCs, PSUs and Government undertakings.

## ABOUT THE VENUE

- MAYFAIR Ball Room is around 12,000 square feet
- MAYFAIR House has three halls which can accommodate 20 to 120 guests
- MAYFAIR Vatika is a 95,000 square feet open-air banqueting area

**WEDDINGS** Angan, a 7,200 sq ft open-air venue, is ideal for 'Mehendi' and other rituals

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# India's sunrise industry

**Sanjoy Roy**, President, Event & Entertainment Management Association (EEMA), tells us what needs to be done to help grow India's events and experiential industry

**Kanchan Nath**

**How was eemagine 2019?**  
Eemagine was a very successful gathering of some of the best minds in policy and business from across the business and government fraternity.

**How is the events industry doing in India?**  
The events industry continues to grow at over 17 per cent per annum. The industry including the wedding, corporate, entertainment and music segment etc. is estimated at over 100,000 crore. Much of this is in the unorganised sector and needs to be streamlined and brought into an industry segment. From the *ragi* in the *gurudwara* to the lighting designers of Chandernagore and from the humble tent house operator in a small

mofussil to the gigantic temporary infrastructure managers, this is India's new sunrise industry.

**Has GST been easy for you?**  
GST needs to be rationalised. The different slabs have created many difficulties for this nascent business. In addition, there is local entertainment tax. Government needs to take cognisance of this and the vast potential to generate employment, promote heritage and the arts and create a platform for crafts in the country.

**What are the trends that you see for corporates?**  
Even as the industry matures and media splinters, corporates understand the need to create bespoke



Sanjoy Roy

opportunities to embed memories into their client's mind. Many companies be it Red Bull, Mahindras, Aditya Birla Group etc., have begun creating their own festivals and products to highlight their work and activity and bring tangible benefits to society. This trend will continue in India and the world over.

**FACT FILE**

- The events industry continues to grow at over 17 per cent per annum
- The industry is estimated at over 100,000 crore
- Multiplicity of licenses (27 in Mumbai/ 17 in Delhi) creates problems

**What needs to be done to facilitate 'ease of doing business' in India?**  
Multiplicity of licenses (27 in Mumbai/ 17 in Delhi) work against creating a vibrant platform for entertainment and creativity. For any city to be seen as world-class there has to be a focused plan and agenda to create avenues for arts and entertainment.

**CORPORATE BUZZ** Many companies have begun creating their own festivals and events





## MAYFAIR LAKE RESORT, RAIPUR

The Perfect New Luxury and Wedding Destination in Central India!

**M**AYFAIR Lake Resort is the brand new property from MAYFAIR Hotels & Resorts; a perfect luxury destination for a wonderful getaway with excellent banqueting space and options. It is truly an ideal property for a lavish destination wedding or a luxury getaway. It is located amid lush greenery and overlooks the gorgeous Jhangh Lake. MAYFAIR Lake Resort offers lavish luxury accommodation, great banqueting and event space, world class facilities and some of the finest restaurants in Raipur. It is located at a very convenient distance from the airport and the railway station. The various categories of accommodation spread across 124 rooms here including an opulent Villa with 2 bedrooms and drawing rooms, lavish Deluxe Suites, delightful Spa Suites and luxurious well-appointed Deluxe Rooms that come laden with the choicest of amenities. These will mostly be all either lake facing or canal facing with lovely pleasing views making for a wonderful setting for a dream wedding.

Facilities at MAYFAIR Lake Resort include a stunning swimming pool with an exciting Rain Dance Area near it, an outdoor Kid's Play Area as well as an indoor Kid's Play Room, a Travel Desk, a Library, and a well-equipped fitness centre. There is also a gorgeous looking MAYFAIR Spa with Couple Rooms, Therapy Rooms, a Unisex Salon and even a Bridal Room offering an array of holistic wellness treatments. In dining options, "Tea Pot" which is the all-day multi-cuisine restaurant and "Mamma Mia" serves Mexican & Italian delicacies along-with bakery products. Other dining options will include a lounge bar, a quite Scottish



bar (Baron & Baroness), a poolside bar with live grill and a jungle themed cafe.

MAYFAIR Lake Resort has excellent banqueting facilities including a sprawling open-air lawn space of 94,000 square feet with a fixed stage and a gate which would be perfect for hosting luxury weddings or large conferences. MAYFAIR Ballroom has 9000 square feet of indoor space which can be further divided into separate sections according to the requirement of the guests. Right in the middle of the resort, there is a large open air courtyard – Angan where entertaining functions and performances can be held for a luxury wedding for residential guests. To add to these, there are also meeting rooms and board rooms for smaller meetings. All these event venue spaces can be gorgeously incorporated into serving as wedding venue spaces. The overall design of the decor for the wedding can be designed according to needs of the guests.

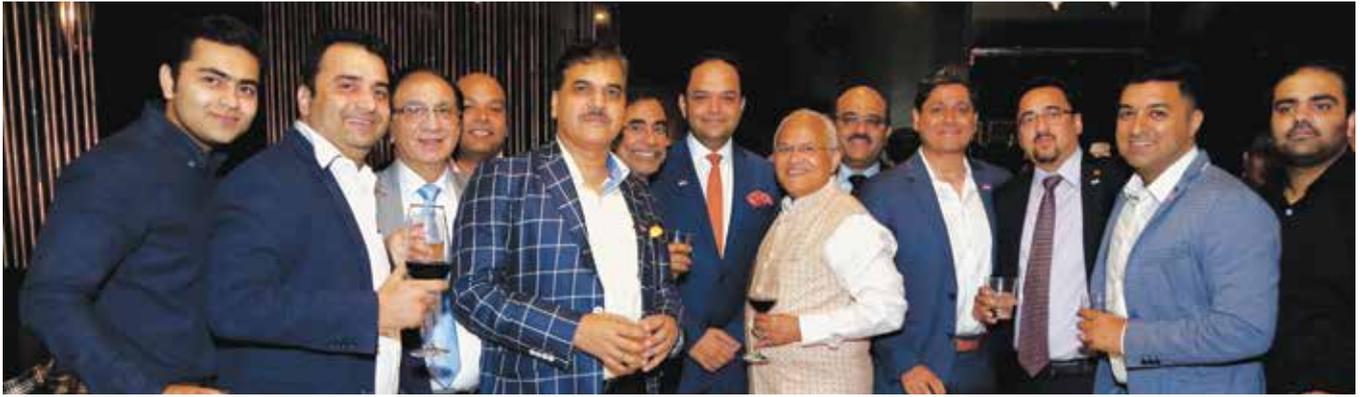
The ambiance of this superb property makes it immediately endearing with a host of spaces which can be utilised in such a way that they all become an integral part of a wedding to be remembered for a long time. The setting overlooking the lake - home to some exquisite sunrises and sunsets - makes it a truly magical place where to have a dream destination wedding. Add to this the world class facilities, the superior level of hospitality and service as well as the luxurious surroundings makes MAYFAIR Lake Resort, Raipur the perfect destination wedding venue as well as the perfect luxury getaway!

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# SITE India Chapter plans first convention

SITE India Chapter is planning to have its first convention in New Delhi in December, which will be a day-long affair

**Nisha Verma**

SITE India Chapter hosted its SITE India Knowledge Forum at the Hyatt Regency New Delhi, where **Dilip Puri**, Founder & CEO of Indian School of Hospitality, delivered a keynote speech on ‘Why is it important to invest in continuous learning as a professional in the industry’. After that there was an introduction to SITE Global and the advantages of being a member of the SITE India community.

The forum was attended by both members and non-members which includes MiCE operators, hoteliers and event management companies. Just before the forum, a meeting of board members was also held, where major decisions were taken, which included regular knowledge and education forums, membership drives and events to be organised on a regular basis.

Speaking about the plans of SITE India Chapter, **Sanjeev Joshi**, President, SITE

India Chapter, said, “The main agenda behind SITE internationally, as well for the India Chapter, is to impart knowledge to the people. Apart from that membership in India should also increase. Currently, the membership of India Chapter is around 50, while chapters worldwide have 500 to even 1,000 members, which helps to maintain the chapters. While sustaining is difficult, but our main purpose is working for education of the MiCE industry. Our agenda is to train from a very junior level to the top level!”

SITE India Chapter is all set to have a one-day convention in Delhi in December, revealed Joshi. “This was our first knowledge forum and we will be doing more in a different manner. We will be having another knowledge forum for our members in



Sanjeev Joshi



Barun Gupta

Mumbai, and we will be focusing on their education. We are planning to do a small convention in Delhi in December, where we will invite industry members to join at a nominal fee.”

**Barun Gupta**, Vice President– Secretariat, added, “We are focusing on having similar knowledge forums in other cities as well. SITE India is growing, and we will be targeting other segments to increase our members base amongst MiCE and the travel industry and by the end of this financial year, we want to have four knowledge forums. Also, as part of the Board, we have decided that for the first time we will have our convention, for which we will be looking at a probable date in December. We will be inviting guests from different spheres to come and talk about the MiCE industry and travel trade in India. We are not just focusing on India but global infrastructure. The convention is all about sharing knowledge between the membership base itself.”

---

**QUICK FACTS** Currently, the membership of SITE India Chapter is around 50 members



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CALENDAR

# Mark your dates for upcoming MiCE events!



NOVEMBER 2019

1-3	Holiday Expo-Visakhapatnam	Visakhapatnam
5	Switzerland Destination Training	Raipur
6	Switzerland Destination Training	Indore
7	Switzerland Destination Training	Nagpur
11	IITM	Kochi
13	Switzerland Destination Training	Lucknow
14	Switzerland Destination Training	Kolkata
15-17	India Travel Mart	Jammu
18	Scandinavia Tourism Roadshow	Delhi
20	Scandinavia Tourism Roadshow	Chennai
21	Scandinavia Tourism Roadshow	Mumbai
22	Travel Technology Summit	Delhi
22-24	IITM	Hyderabad

DECEMBER 2019

29-Dec 1	IITM	Pune
3-5	Travel & Tourism India (TTI)	Mumbai
6-8	India Travel Mart	Jaipur
6-8	Cochin International Boat Show (CIBS)	Kochi
13-15	Tourism Fair Siliguri	Siliguri

JANUARY 2020

3-5	Holiday Expo Coimbatore	Coimbatore
8-10	SATTE	Delhi
9-11	IITM	Kochi
15-17	India International Travel and Tourism (IITT)	Mumbai



## Over 65 buyers to attend 6<sup>th</sup> Travel MiCE Show

The two-day show will feature the best of MiCE brands

The Travel MiCE Show is scheduled for December 14<sup>th</sup> & 15<sup>th</sup>, 2019. The show gives an opportunity to meet 65 + buyers in two days. Pan India Corporates on Day 1 and MiCE specialists on Day 2. Corporates are invited from various sectors like pharma companies, production houses, fashion brands, IT companies, cosmetic brands, FMCG, apparels, education, cement and infrastructure, life insurance, legal firms and more...

As per the format the event is for two days. It is a close door show and is strictly by invitation. It is a tabletop B2B event, where there are one-on-one meetings with industry buyers. In all 60-65 pre-approved buyers from pan India are invited. The attendees gain insights from keynote speakers and panel discussions, along with the networking dinner.

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

The two-day event will see networking and business meetings between approximately 30-35 exhibitors and 65 + buyers from across the country. With an expected 1,800 pre-scheduled meetings within two days, the event is aimed to provide the perfect platform for service providers, destinations and hotels to connect with selected MiCE operators and agents participating in the event.

# Movements in India



**Belson Coutinho**  
Chief Marketing Officer  
VFS Global

Belson Coutinho has joined VFS Global as Chief Marketing Officer and will be responsible for driving the company's global marketing and branding strategy across its vast network of 147 countries spanning five continents. He joins the management team to support the organisation's growth and business plans and will also manage overall customer service, quality, information services, and loyalty. Prior to VFS Global, Coutinho was with Jet Airways.



**Julian Ayers**  
Area VP of Hyatt for North India & GM Hyatt Regency

Hyatt Regency Delhi has appointed Julian Ayers as General Manager and Area Vice President of Hyatt for North India. Ayers brings with him over 20 years of experience from various international management positions held by him in India, Oman, Indonesia, the Caribbean, and the UK. In his new role, Ayers will be overseeing day-to-day operations as well as sales and marketing activities of Hyatt Regency Delhi. As Area Vice President of Hyatt, North India, he will manage future growth strategies across nine of Hyatt's properties.



**Tridib Ghosh**  
VP, Sales & Marketing  
The Orchid Hotels

The Orchid Hotels has appointed Tridib Ghosh as Vice President, Sales & Marketing. A 25-year experience in the hospitality industry will help him drive revenues and contribute to brand development in the new role. Prior to this, Ghosh worked as Vice President - Sales & Marketing with Pride Group of Hotels. He started his career with Kenilworth Hotels, Kolkata and then went on to work with Tulip Star Hotels among others. Through his career, he has handled various roles.



**Varun Chhibber**  
GM, The Leela Ambience  
Hotel & Residences

Varun Chhibber has been appointed as General Manager at The Leela Ambience Gurugram Hotel & Residences. He joins the team with close to two decades of experience. Chhibber will oversee the day-to-day operations of the hotel along with the senior leadership team, while creating bespoke experiences. Prior to this, he was the General Manager of The Leela Ambience Convention Hotel in Delhi. Under his leadership, the hotel transitioned into one of the most preferred MiCE and wedding destinations in Delhi-NCR.



**Girish Sehgal**  
General Manager  
JW Marriott Pune

JW Marriott Pune has appointed Girish Sehgal as General Manager. He joins the team with an extensive experience of over 23 years across global hospitality, healthcare, and service industries. In his new role, Sehgal will be overseeing all operational and commercial aspects and will be responsible for driving the hotel's performance through new and innovative strategies. His previous stints were as GM at Taj Falaknuma Palace - Hyderabad and Taj Exotica Resort & Spa - Maldives.



**Sukhbir Singh**  
General Manager  
Novotel Pune

Accor has appointed Sukhbir Singh as General Manager at Novotel Pune. An industry veteran with two decades of experience, Singh has previously worked for brands like ITC Hotels, Oberoi Hotels & Resorts, and American Express. Among his previous roles, the most recent was with Novotel Guwahati, where he served as the pre-opening General Manager for three years. Singh is highly skilled in sales and marketing and is known for his deft approach in revenue analysis, yield management and property management systems.



**Sachin Mylavarapu**  
GM, JW Marriott Mussoorie  
Walnut Grove Resort & Spa

Sachin Mylavarapu has been appointed as the General Manager for JW Marriott Mussoorie Walnut Grove Resort & Spa. At Marriott International's first JW Marriott resort property in India, Mylavarapu will spearhead operations at JW Marriott Mussoorie Walnut Grove Resort & Spa, ensuring its growth and expansion through pioneering strategies. He takes over his latest mandate as a progression from the post of Hotel Manager at The St. Regis Mumbai.



**Kanika Hasrat**  
General Manager  
Taj City Centre Gurugram

Taj City Centre Gurugram has appointed Kanika Hasrat as the General Manager. Hasrat joins Taj City Centre Gurugram, after her last tenure with Vivanta New Delhi Dwarka as its General Manager where she helped the hotel become a market leader and position itself as the new Vivanta. With an illustrious experience of nearly 25 years, Hasrat has held leadership positions and worked with renowned domestic and international hospitality brands. Her expertise lies in improving overall guest satisfaction.

**OUTBOUND** the outbound business magazine

# MiCEtalk

Meetings • Incentives • Conferences • Events

Volume X Issue 4 October-December 2019 22 pages  
A DDP Publication



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# THE LAGOON DECK

## SPECTACULAR VENUE, MEMORABLE EVENTS



Banyan Tree Phuket's newest and largest venue, featuring 454 sqm of event space with magnificent floor to ceiling windows, is specially equipped for sophisticated celebrations with up to 500 guests, glamorous dinners for up to 300 guests, and prestigious corporate meetings for up to 220 guests. Pillar-free and purpose built to host activities of all kinds. The Lagoon Deck is Phuket's most versatile event space. It combines the beauty of the surrounding outdoor space with a large and welcoming interior which is easily adaptable to every occasion.

Specially equipped for sophisticated celebrations with up to 500 guests, glamorous dinners for up to 300 guests, and prestigious corporate meetings for up to 220 guests. Pillar-free and purpose built to host activities of all kinds. The Lagoon Deck is Phuket's most versatile event space. It combines the beauty of the surrounding outdoor space with a large and welcoming interior which is easily adaptable to every occasion.

From sunset cocktails on the deck, to an idyllic ceremony overlooking the lagoon, to a formal meeting in a resort setting. The Lagoon Deck provides the ideal canvas for creative event planners to arrange marvelous soirées. The venue is also capable of hosting intimate Board of Directors retreats to large corporate incentive groups to exquisite Indian weddings.

Our culinary talent includes, Chef Vysak specifically for Indian celebrations, an expert in vegan and vegetarian cuisine – particularly in the South Indian tradition.



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Classroom  
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Theatre  
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U-shape  
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Boardroom  
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Free Standing  
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REPORT

Where are corporates meeting in Asia Pacific?



PANEL DISCUSSION

Weddings are recession-proof



DESTINATION

Inspire(d) for MICE



COUNSELLOR 14

Shivani Misri Sadhoo shares on when to use the mobile phone during events



EVENTS

Seamless with BIC Event



PANEL DISCUSSION

Wedding of MiCE and cruises



EXPERT 16

Shital Kakkar Mehra shares tips on dating a co-worker while in an office romance

# NEWS



## LOT Polish Airlines launches direct Delhi-Warsaw flight

LOT Polish Airlines, a member of Star Alliance has launched its eight-hour long flight to Warsaw, Poland. The airline will operate this route five times per week on Boeing 787 Dreamliner. LOT provides the shortest way of travel to Warsaw and also a perfect gateway to Europe.



## Korea will develop South Jeolla Province as a

**MiCE destination. "There are new opportunities in MiCE with**

**growing interest in small and medium-sized cities."**

**said Kim Myung-Sin, Director, Tourism, Jeollanam-do.**

## TCEB to expedite MiCE occupational standards

TCEB joins forces with associates to organise the MiCE occupational standards enhancement project that embraces the entire structure, ranging from electrician occupational standards to MiCE management and administration that meet international standards. Serving the bolstering of economy in line with the Thailand 4.0 model, the project encourages participation using human-centric approaches to promote competitiveness of Thai MiCE on both Asian and international arenas.

## Raffles Sentosa Resort & Spa Singapore and Raffles Bali to join iconic collection of hotels in Asia

Raffles Bali is set to open in 2020 and Raffles Sentosa Resort & Spa Singapore is planned for 2022. With at least four hotels in the development pipeline, the Group will grow the brand by at least 50 per cent in Asia, while planning further flagships for Europe, the US and the Middle East.

## Dubai to host 9 medical conferences during Expo 2020

Dubai will host a series of nine cutting-edge medical conferences and specialised events at the new Dubai Exhibition Centre boosting the UAE's growing status as a global hub for innovation. The events will be organised during the peak six months of Expo 2020 and will include a Virtual Reality Robotics Expo alongside pediatric, orthopaedic & surgery conferences, as well as technological advances.



## Hilton to open 1st hotel in Cambodia by 2022

Hilton Phnom Penh, Cambodia's facilities will include an all-day dining restaurant, a specialty restaurant, a café, a lobby bar, an executive lounge, a fitness centre, swimming pool, and functions space spanning more than 1,500 sq m, including an 875 sq m ballroom.



## Sunshine Coast Convention Centre opens at Novotel Twin Waters Resort

The Sunshine Coast Convention Centre, located within Novotel Twin Waters Resort, will offer a choice of six different dynamic meeting and event spaces across 3,300 sq m. The new Minyama room will cater for 1,500 delegates theatre style, or 1,000 banquet style. The convention centre is capable of hosting more than 2,700 people.



## Londoner set to launch in spring 2020

Preferred Hotels & Resorts welcomes The Londoner as the newest experience within the brand's esteemed Legend Collection Home to 350 guestrooms and 35 suites. It offers a multi-dimensional experience through its prime location, curated private and public spaces, rooftop bar, and expansive meetings and events space.

**In Asia, 306 destinations will receive cruise ships this year as per 2019 Asia Cruise Deployment and Capacity Report by CLIA. 2019 will see a total of 1,917 sailings and generate capacity for 4.02 million passengers to cruise in Asia.**



## Mövenpick Hotel Colombo introduces an intimate wedding concept

Mövenpick Hotel Colombo has introduced three meeting and events spaces and included their hidden gem 'Mansion' for all *mehendi* ceremonies. Mont Fort can host up to 50 guests for small banquets. Matterhorn can accommodate up to 80 guests theatre style. Mont Blanc is the famous intimate wedding location spot with a capacity of 160.



## Georgia to introduce e-Visa for Indians

Ministry of Foreign Affairs of Georgia and VFS Global have signed a Memorandum of Understanding on July 19 with the common objective of providing easier access to Georgia for travellers who intend to visit for tourism and business while improving the integrity of the visa and admission process.



## Singapore welcomed a record 160,000 cruise passengers from India in 2018, establishing India as the top source market for cruise visitors

**GB Srithar**  
Regional Director, India, Middle East & South Asia, International Group,  
Singapore Tourism Board



# Where are corporates meeting in Asia Pacific?

We highlight the findings of a report by CWT Meetings & Events which talks about Asia Pacific's emergence as an attractive region for global meetings and events

The report on "2020 Future Trends in Meetings and Events" by CWT Meetings & Events states that Southeast Asia offers dynamic opportunities. Many groups are opting for Tier-II and Tier-III cities in China. Japan has emerged as a strong contender for incentives as often groups choose a stable destination which offers good

infrastructure and is culturally appealing. Bali continues to be an attractive incentive destination. Malaysian cities such as Kuching and Penang are also in the fray when it comes to attracting more meetings and events business. As for Australia, it continues to be a very strong and resilient market – both for events and inbound meetings as well as domestic clients.



**TOP 10 CITIES IN ASIA PACIFIC**

	2020	2019
... 1	Shanghai, China	Shanghai, China
▲ 2	Beijing, China	Singapore
▼ 3	Singapore	Beijing, China
... 4	Bangkok, Thailand	Bangkok, Thailand
... 5	Sydney, Australia	Sydney, Australia
... 6	Tokyo, Japan	Tokyo, Japan
... 7	Hong Kong, China	Hong Kong, China
▲ 8	Mumbai, India	Melbourne, Australia
▼ 9	Melbourne, Australia	Mumbai, India
... 10	Chengdu, China	Chengdu, China

## MEETINGS AND EVENTS BY NUMBERS IN ASIA PACIFIC

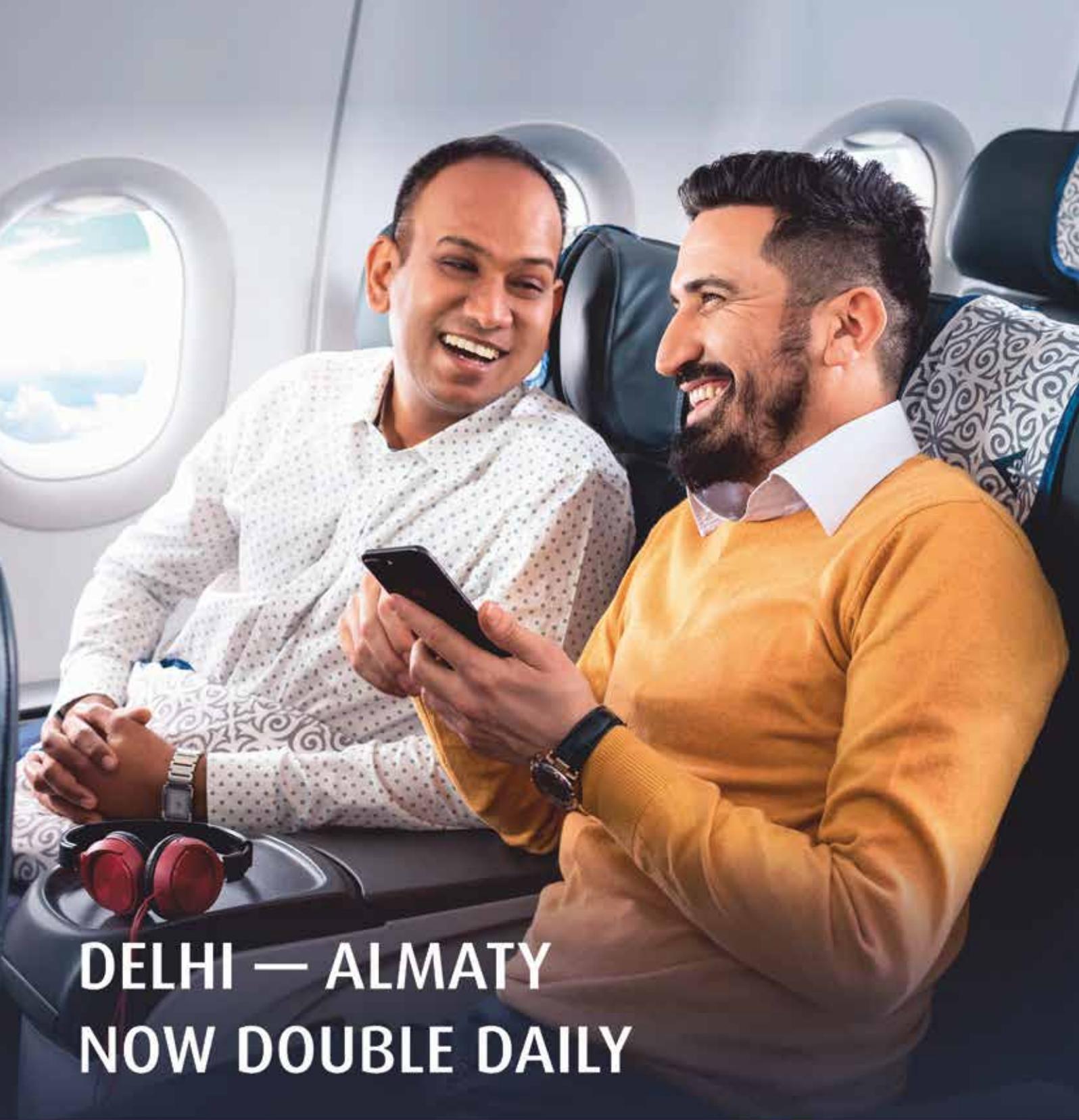
**Average group size:**  
**74**

**Cost per attendee per day:**  
2019: **\$276**                      2020: **\$233**  
-15.6% year-over-year

**Average meeting duration:**  
**4 days**

**Use of attendee registration websites:**  
**7%**

CPACD includes; accommodation, f&b audio & visual, meeting space, travel/transportation, entertainment and other miscellaneous costs.



# DELHI — ALMATY NOW DOUBLE DAILY

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# Weddings are recession-proof

Often labelled as such, the Indian wedding market is serious business which has the power of bringing hope to many – even in a sluggish economy

**Hazel Jain**

That the Indian wedding market has been growing has remained unchanged for many years. The only thing that has changed about it is where the spending is happening. And with the trend of destination weddings taking over with full force, the expenditures are cropping up under new heads. According to an HVS ANAROCK study, the Indian destination wedding industry is expected to reach a market size of ₹45,000 crore by 2020, with a projected annual growth rate of 25-30 per cent. “In India, people are often willing to spend almost a third of their life savings on weddings. Fed on a steady social and even mainstream media diet of opulent celebrity weddings, Indian millennials are more than eager to invest in ‘curated

weddings’ and will choose the most exotic locales they can afford to celebrate their big day,” explains **Mandeep Lamba**, President - South Asia, HVS ANAROCK.

Taking this as cue, the Travel Wedding Show’s sixth edition that took place in Mumbai hosted a serious panel discussion on why weddings were moving outside the country. The two-day Travel Wedding Show, organised by PLG and DDP Exhibitions, was held on July 13-14, 2019 at the Westin Mumbai Garden City and facilitated around 2,000 meetings between exhibitors and planners and generated multiple leads while on the floor.

It recorded a whopping 1,922 pre-booked meetings in total apart from the many non-formal meetings that happened throughout



the day and during the networking evening.

## PANEL DISCUSSION

The show hosted a panel discussion which was moderated by Rajeev Jain, Director, Rashi Entertainment, and the speakers included Sanjay Rai, EVP (Sales), Oberoi Hotels & Resorts; Emre Kirazci, Director of Sales & Marketing, Sofitel Bahrain Zallaq Thalassa Sea & Spa; Udaya Bhattarai, Manager,



families is most important. Only through a destination wedding are they able to curtail the numbers and take along only those people who really matter to them and the wedding becomes that much more exclusive.”

According to **Sanjay Rai**, “Weddings are very personal events, but there might be a few who would like to make a statement and host a wedding abroad. Having said that, I think there is no

and Budapest.” First-time participant to show – Nepal Tourism Board – was also part of the panel. **Udaya Bhattarai** said, “To welcome bigger numbers and groups, Nepal is investing in the hospitality sector and a lot of new hotel brands have already entered Nepal like Marriott and Aloft. Hilton is planning to come in and start operations soon. This also means that we will be able to welcome big groups for weddings with



Tourism Products & Resources Development, Nepal Tourism Board; and Tekla Maira, Director, Luxury Sales - India, AccorHotels Luxe, Accor.

**Tekla Maira** who looks after the luxury properties of Accor, said, “Besides the fact that a wedding within the same city is easier to organise and the logistics work well, I think the bonding between the bride, the groom and the two

## The Indian destination weddings industry will reach a market size of **₹45,000 crore** by **2020**

better platform than and capability that exists in the Indian luxury hospitality firmament to host a proper Indian traditional wedding which creates the total experience for all those who are involved.”

**Rajeev Jain** said, “It is estimated that that approximately 700 weddings have gone outside India last year out of which 375-400 have gone to countries like Thailand and other Asian markets. Turkey has picked up very fast with 25 to 30 weddings. Around the same number has gone to the UAE and the balance 100 weddings are in various parts of the world like Mauritius, Bali, Paris,

the addition of 3,000-4,000 new beds in Nepal by next year. We want to repackage the destination in the India market as a perfect place for MiCE and weddings.”

**Emre Kirazci** said, “In the last one year there have been 13 weddings in the entire Bahrain. Of these, we have hosted six weddings and two anniversaries from India. For next year, we have three more coming up. One of our hotel’s USP is its people and almost 80 per cent of our chefs are from India. But we also allow wedding parties to bring their own chefs, ingredients, etc. We also offer buyouts and help them tailor-make the entire event.”

### QUICK BYTES



**Sanjay Rai**

“Extensive capability exists in the Indian luxury hospitality to host weddings”



**Tekla Maira**

“Destination weddings are exclusive, the couple is able to take people who really matter”



**Rajeev Jain**

“Last year 700 weddings went outside India, 375-400 to Thailand and other Asian markets”



**Udaya Bhattarai**

“We want to repackage the destination of Nepal as a perfect place for MiCE and weddings”



**Emre Kirazci**

“Almost 80% of our chefs are from India, we allow wedding parties to bring their own chefs”

# INSPIRE(d) for MiCE

With a special govt-led financial grant, and other initiatives, Singapore is wooing MiCE clientele from India. We find out more on the same

**Kanchan Nath**



City for 17 consecutive years. Even though we are a small country, we won the Top International Conference City accolades for the first time in 2018. We have been winning a lot of conferences largely from Europe and the US, but increasingly we want to look more at our regional markets, especially India and China and that is why we are here," added Koh. Govt-led financial grant Koh feels that they need to increase awareness of the various incentive schemes offered by Singapore to associations in China and India. There is a Govt-led financial grant, then there is the industry collaborative initiative called INSPIRE, besides SMACK with some like-minded Singapore players."

## CORPORATES ALL FOR MICE IN SINGAPORE

Elaborating on the different corporates going for MiCE from India to Singapore, **Edward Koh**, Executive Director Conventions, Meetings & Incentive Travel Experience Development Group, Singapore Tourism Board, said, "In meetings and incentives (M&I) travel, pharmaceutical companies are the biggest vertical for travel; infrastructure and cement is another important vertical.

Banking and insurance also contribute a lot of bookings and incentives. In the last couple of years, retail and cosmetics have picked up."

## TIE-UPS WITH ASSOCIATIONS

"We actively go and quote in front of all the World Congresses, in fact we have an ICCA ranking of Asia Pacific's Top International

## CASE STUDY

**3500 PAX from Amway, India**, travelled to Singapore in December 2018. STP helped them in the following ways:

- 1) They offered them the benefit of leveraging the **BEIS** scheme.
- 2) They **facilitated events** in the programme with Singapore partners. Some of the families loved the extra special bit KidZania did for them.
- 3) They facilitated **easy visa process** through missions in Chennai, Mumbai and Delhi.



Edward Koh



GB Srithar

**GB Srithar**, Regional Director for South Asia, Middle East & Africa (SAMEA), Singapore Tourism Board, said, "We have Business Events in Singapore (BEiS) schemes, we have got the Singapore MiCE Advantage Programme (SMAP), we also have In Singapore Incentives & Rewards (INSPIRE), some schemes will be relevant for these associations. In 2018, we welcomed 1.4 million visitors from India to Singapore, which is a 13% growth. The MiCE travel mirrors that growth. Today we have 15 cities in India with direct connections to Singapore. You now have Vistara; IndiGo has started flying from Mumbai, all this will help in the MiCE space."

**TREND** In the last couple of years, corporates travelling from retail & cosmetics segments have picked up



# Seamless with BIC Event

BIC Event is one of the leading event design, production and management companies in Thailand. We share reasons for you to pick them for your next event

**B**IC Event deals with various occasions like incentive travel, destination weddings, annual meetings and conferences, exhibitions, conventions, music festivals, team-building activities, grand launches, appreciation events and New Year eves.

## USP@BIC EVENT

The USP of BIC Event is its subsidiaries, namely, ZRISE, Zebra, Wizkim, RT Space One and Zien Creative, which help in cutting costs as all the items which are required for an event are present in the inventory and do not have to be outsourced. **Thanate Kienpotiramard**, Founder and MD, BIC Event, says, “We strictly focus on the quality of our inventory and hence we always keep ourselves updated in terms of technology, using only high-quality industry leading brands.

Not to forget, the highly flexible workforce of BIC Event moves beyond

limits to meet your expectations and provide you a flawless show.”

## MEETING CHALLENGES

Though the Indian sector loves to spend on auspicious occasions like weddings and anniversaries but when it comes to MiCE events, they prefer to cut costs on the branding part as compared to other corporates. That is why **BIC Event has come up with attractive and affordable packages for the Indian sector that start from only \$5555 and can be upgraded according to the client’s requirement.** One of the recent events that can be given as an example was when BIC Event catered for the Appreciation Night of Axis Bank from India. They managed the incentive tour and gala dinner with a very cost-effective budget, providing the attendees with a WOW experience.

This year BIC Event catered to special events, namely, SITE Global Conference 2019 for TCEB, SEEN



## USP BIC Event focuses on the quality of the inventory and keeps abreast of the latest technology



Thanate Kienpotiramard

Grand Launch for Minor Hotels, Annual Sales Conference 2019 for Coromandel International, SE Asia Hotel Investors’ Summit for HOFTEL, TIME 2019 for TCEB and Annual Conference 2019 for Easton Investments.

## UPCOMING EVENTS

These include Ultra Appreciation Day for Siam Kempinski, Annual Business Meeting for Sedex Global, Incentive Travel Trip for ISHRS and Android Partner Summit 2019 for Google.



# The Wedding of MiCE

That the cruise market in India holds huge potential is a well-acknowledged fact, but, what cruises now need to do is tap the Meetings Incentives Conferences Events (MiCE)

## Kanchan Nath

The Singapore Tourism Board's Cruise Forum hosted a panel discussion with market leaders in the cruise and MiCE segment to delve deeper into this subject. The panel discussion 'Cruises: A New Venue for Weddings, Celebrations and MiCE', moderated by **SanJeet**, MD, DDP Group, included panelists: **Nikhil Thakurdas**, Director, CruiseBay; **Pradeep Saboo**, Chairman and MD, Guideline Travels; **Ratna Chadda**, Co-Founder and Chairperson, TIRUN Travel Marketing; India Representative, Royal Caribbean Cruises; **Jurgen Bailom**, President and CEO, Jalesh Cruises and **Rajeev Jain**, Founder and Director, Rashi Entertainment.

Sharing insights on the MiCE market, SanJeet,



**QUICK FACT** 49 per cent of the Indian weddings that go abroad spend US\$ 50 million

MD, DDP Group, said, "According to the latest Govt of India report, the MiCE industry is worth US\$5,213,300,000 (₹37,000 crore). The Indian wedding industry is pegged at US\$ 50 billion dollars, and is

growing at an exemplary rate of 25-30 per cent per annum. About 49 per cent of the Indian weddings that go abroad spend, US\$ 50 million, while 15 per cent spend over US\$ 50 million. India currently generates more than 2 million outbound MiCE tourists, and the Indian MiCE industry is set to triple in the next few years. We are all looking to sell experiences to our clients, especially the wedding and MiCE crowd. Are cruises the answer to this? This is what we seek to find out from our panelists."

## CRUISES, AN IDEAL CHOICE FOR WEDDINGS?

Rajeev Jain said, "Indians spend the maximum for two things, one when a wedding is happening and the other when a house is being made. We have



# and Cruises

been doing weddings for the last 15 years in Jaipur, Jodhpur, Udaipur and Goa. In the last five years we have organised weddings at Abu Dhabi, Turkey, Ras al Khaimah and of course Thailand. Weddings are all about luxury, the clients are here to spend money. People are willing to spend on weddings on cruises, but the liners need to be well-equipped. In fact, arrangements for all ceremonies can be made on the ship, only hitch is that animals are not allowed onboard. Larger than life experiences can be created on a ship.”

## IS THIS A GROWING MARKET DOMESTICALLY?

Talking about trends in the market, Jurgen Bailom said, “Perhaps we are the first domestic cruise business for Indians, which we are really proud of. We welcomed 50,000 guests in six months. Weddings are a very special market; they are not easy

to host on a ship. All of us, the main players here, made a promise that we will create 4 million passengers in the next 8-10 years. We have the opportunity to be the second or third largest cruise market in the world. We have a coastline of 7,600 km. We are one of the largest countries, and the key to that is we make sure that we keep the ship in our region –Singapore, Asia and the Middle East – this will automatically make the market grow. One of our plans is that either we, or the Royal Caribbean, in a very short-term will have a ship, specifically for weddings with some hardware changes.

The requests coming in for weddings are huge, in the last two-three months we have had more than 80 such requests. In terms of MiCE we usually have corporates having their reward functions onboard with a little bit of bleisure.”

## WHERE WILL THE BUSINESS COME IN FROM: MICE OR WEDDINGS?

Ratna Chadda, said, “We should not be in any other business, as facilitators, we try to facilitate everything for the client. 3/4th of the world is filled with water and if they don’t use the ocean as a destination then what are they doing? Through cruises one can visit many novel destinations. I think there is a huge potential and we need to embrace MiCE and weddings. Only drawback is that India is a very expensive destination today because of our taxes. Today, there is no dearth of money and people can even go for full buy-outs for weddings on cruises.”

Pradeep Saboo added, “The biggest advantage of a cruise ship for MiCE is that you can wine, dine and party under one roof, also you are able to visit multiple destinations. 400/600/800

cabins, all can stay under one roof. We can organise conferences with 1000 PAX under one roof. For MiCE, cruise ships can offer a one-point solution. All the big groups are seriously considering a cruise MiCE event. Wedding on the waters offers multiple destinations as well. Cruises offer super value for money and are easy to organise.” Rajeev Jain added, “The scale is huge, the wedding budgets can range from ₹4 crore to ₹20 crore for the Indian market. It’s a recession-proof market to work on, it’s a performance-oriented market to work upon. It’s a creative market to work upon. While you may be negotiating rates for corporates, for larger-than-life wedding experiences, money is not an issue. The number of guests for weddings generally range between 400 and 650. If there is even one wheelchair-bound individual, the wedding does not go out of the country, but the same segment can be tapped for cruise.”

## HAVE CRUISES MANAGED TO TAP TIER-2 AND TIER-3 CITIES?

Nikhil Thakurdas adds, “There is a huge market as far as taking celebrations to cruise ships is concerned. Today people are celebrating their 20<sup>th</sup> birthday, 40<sup>th</sup> Birthday, 25<sup>th</sup> wedding anniversary. Sometimes when it’s multi-generation, there is no better place than to be onboard a cruise. Different generations of the same family can go for celebratory holidays. Where cruising from Tier-2 to Tier-3 cities is concerned, flight connectivity can sometimes be a problem. But now, thanks to some LCCs, Tier-2 cities are getting connected to the closest cruise hubs: Singapore, Hong Kong and Dubai.”

# Social etiquette for social media

Counsellor **Shivani Misri Sadhoo** shares etiquettes for using mobile phones while attending events



**Shivani Misri Sadhoo**  
Founder  
Saarthi Counselling  
Services

**W**e are living in a world where the mobile phone has become an integral part of our life. People are not refraining from mobile usage while attending meetings, social gatherings and events.

Having said that, there are still a few unsaid ground rules of what to do with your precious devices during an event. One needs to understand that every place, situation or event has its decorum which one ought to follow.

However, some people knowingly or unknowingly end up using their mobile phones during an event or seminar by taking or making a phone call and replying to text or emails. And in worst-case scenarios they end up taking selfies or going live on social media

in the middle of an event. Since this trend is quite visible nowadays, it is pertinent to know what not to do with your mobile phone while you are in an event. Here are some pointers:

## **PUT IT ON SILENT OR IN THE SWITCHED OFF MODE**

There was an incident where a pianist was conducting a concert when somebody's phone started ringing. So, the pianist stopped his performance midway and it made everyone present there awkward.

People must realise that live concerts or events can only be done in a designated environment. So, to avoid embarrassing yourself, it is better to keep your mobile on silent or switched off mode.

## **AVOID TAKING PICTURES OR MAKING VIDEOS UNTIL THE CURTAIN FALLS**

Most events are very strict on this one. So, unless you want to attract the attention of an over-zealous escort, it's best to save those photos or videos for the applause.

## **SAY NO TO SELFIE STICKS**

Refrain from taking out a pocket-sized mobile for a photo or a selfie stick from your bag as you could end up incurring the wrath of the entire crowd behind you.

## **SELECT YOUR MOMENTS WISELY**

Once an event starts people are supposed to be attentive. Rather than clicking a picture or recording during the event it is better to take a quick photo before the event begins.

## **POSTING ON SOCIAL MEDIA CAN WAIT**

Instead of making live videos for your Facebook account and creating an Instagram update, wait for the event to get over. You can safely click photos either by standing in front of the event banner or the designated area where the programme was held.

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**TAKEAWAY** Instead of making live videos for your Facebook account and creating an Instagram update, wait for the event to get over





# Meetings in **Moscow**

**Vicky Soin**, Independent Consultant, Travel and Destination Management, with 24 years of experience, shares his MiCE journey into Moscow, Russia with us

Russia is fast emerging as a MiCE destination offering state-of-the-art technology for business meetings, conferences and exhibitions to match global standards. A mélange of fascinating culture, picturesque locations and culinary delights has always lured tourists to Russia. Spectacular hotels provide for some of the top venues for fabulous MiCE experiences. The combination of Moscow and St. Petersburg is a destination in itself, with an experience of Sapsion super-fast trains in between.

Corporates can gain some exclusive cultural experiences between meetings in Moscow or St. Petersburg. All of us may have heard about the Russian circus, which

began in the second half of the 19th century. In 1877, Italian horseman Gaetano Ciniselli, renowned across Europe for his daring performances, opened the country's first circus in a magnificent building in St. Petersburg. From children to adults, a circus offers excitement for all – it is a 'must watch' show, sharing the ability of artists to manage animals of all kinds, from birds to big cats.

Metro tours are very popular here and hail from Stalin's time. The first public station was opened in 1935. As of 2019, the Moscow Metro has 232 stations while its route length is 397.3 km, making it the fifth longest in the world. The system, mostly underground, is the busiest metro system in Europe, and a tourist attraction. Arbat street is



Vicky Soin

the most popular street offering various cuisines, restaurants, pubs and night life entertainment. If you want to see the Moscow skyline, visit Sparrow Hills, which is a business district besides being an educational centre. Moscow river cruises give you an opportunity to have a glimpse of the city's venues. For shopping, the Galleria Mall is famous in addition to the ancient and modern street shops.

At St. Petersburg, one the world's most beautiful fountains and water gardens, Peterhoff, offers an amazing experience. It's just 35 min by hydrofoil from pier one way. The best time to visit the destination is from late May to early July. **More MiCE activities include: Moscow River cruise or St. Petersburg cruise, Russian circus and Bailey's Troop can come and perform during corporate events and also military camp excursions offer team-building experience. You can ride in tanks or shoot from an AK47.**

## WHERE TO STAY

- InterContinental Moscow
- Moscow Marriott Royal Aurora Hotel
- Hotel Hyatt Regency Moscow Petrovsky Park, Russia

## WHERE TO MEET

- Best Western Vega Hotel & Convention Centre (28 floors/990 rooms/Meeting rooms -18/Total meeting capacity -1,356/ Total meeting sq ft -1,733)
- State Kremlin Palace

**BEST TIME TO VISIT** Late May to early July – 'White Nights' when you have only 3 hrs or so of night

# An office 'romance'

Shital Kakkar Mehra, our etiquette expert, shares tips on dating a co-worker



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

Considering India's recent history with sexual harassment lawsuits and the high-profile exits of a few senior leaders across the world, there's a lot of debate about romancing a colleague. As today's offices are great places for professionals to mingle, this proximity does lead to office romances. A recent survey by CareerBuilder in the US found that nearly 40 per cent of employees admitted to having a romantic relationship with a co-worker. While office flings can energise you and offer a confidante at work, they can adversely impact your career as well.

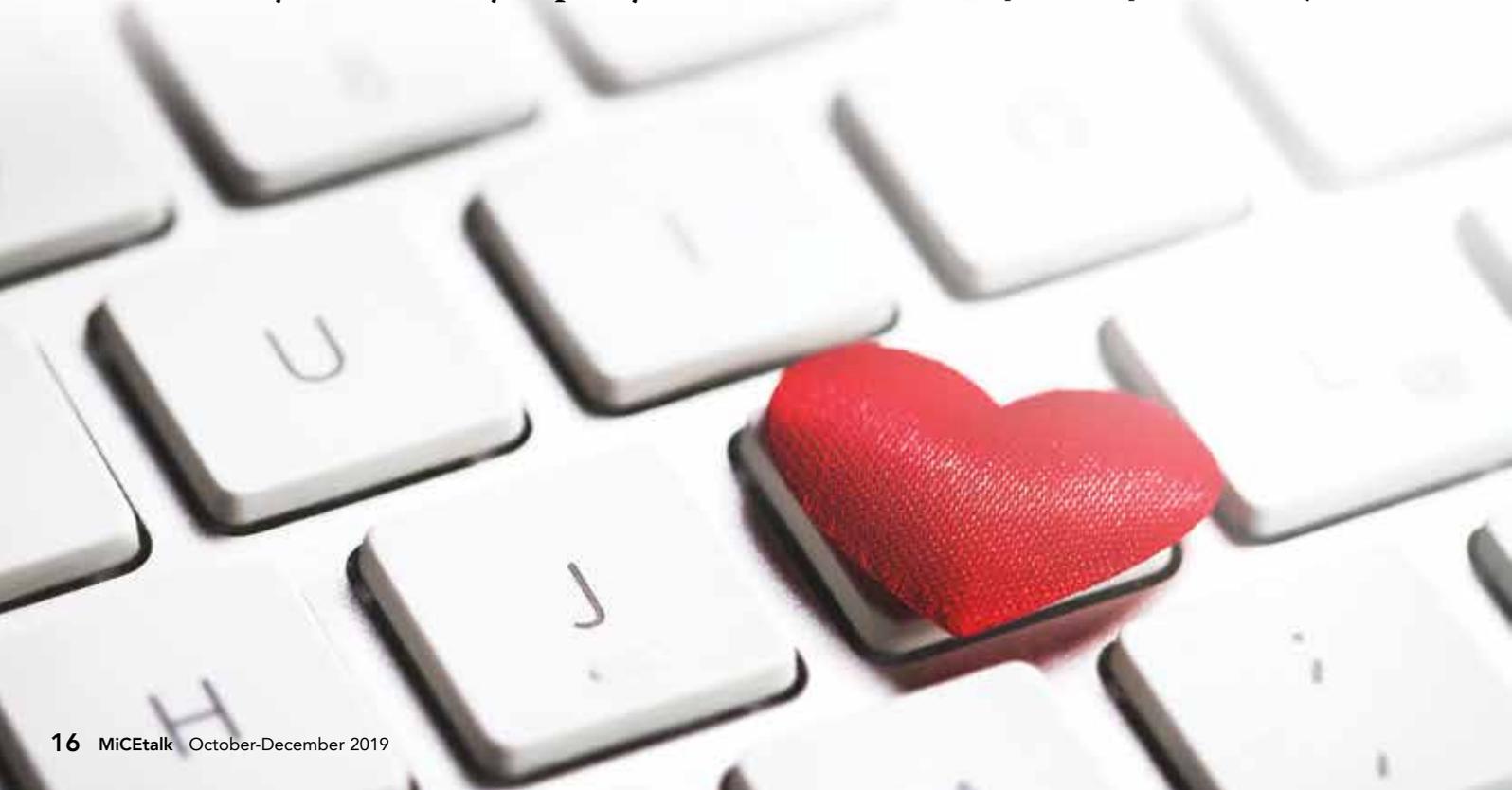
- **Read your company's policy.** If there's no written policy, observe the culture around you. Broadly speaking, creative industries are more liberal than traditional ones like medical, legal and banking.
- **Dating the boss** alienates you from your peers and sends whispers of partiality across the department. The consequences if you were to break-up would mean no promotion, maybe even a job change.
- **Dating a subordinate** whose appraisal you're responsible for, will invariably lead to accusations of favouritism.
- **Dating a client** will give your colleagues

a chance to snigger about your personal relationship bringing in the business for the firm. If there's a break-up, you'll lose both your partner and the account.

- **Hush!** Office grapevines thrive on juicy nuggets about romances and break-ups; it's best to keep off-duty activities out of office.
- **Stay away from office email** as it belongs to your employer and their IT teams are authorised to read them. Why allow them to secretly enjoy your love notes? Or, pictures of your weekend trips?
- **Manage your web presence** as posting lovey-dovey pictures on Facebook and mushy Twitter feeds can be seen by existing and potential clients and employers, detracting from your professionalism.
- **Don't bring fights to work** as allowing your personal problems to spill over to the office hampers productivity.
- **No PDA and observe the "no togetherness at work" rule.** While displays of intimacy may entertain your co-workers, to be viewed as a team player invest your time bonding with your colleagues, instead of romancing your partner at annual conventions, outbound trainings and office parties.
- **Dating co-workers needs extreme maturity** as it can get messy if things do not work out; try and part as friends.

While **OFFICE FLINGS** can offer a confidante at work, they can adversely impact your career

Interestingly, office romance is now at a 10-year low, as per a new report dated January, 2018.





# Sorting the ‘glitch’ in travel

It is essential to create seamless travel for clients. **Zelam Chaubal**, Director, Kesari Tours shares her experiences on crisis management

## How did you handle problematic situations during important events?

In MiCE, with end-to-end detailing many things can be sorted out and most of the time we are successful as responsible travel professionals. Sometimes, however alert you may be, flaws happen. In one of our big groups, instead of shrimp curry, octopus was added by one of the hotels in Malaysia. We quickly went to the kitchen and a new curry for 400 people was made. By the time one serving finished we were ready with the next. Our guests did not suffer!

In one of the events the chef forgot to add *roti* to the menu. We had to use pita bread instead of *roti*. In another event we had to take a big group from the conference room to the rooftop restaurant and with only three lifts it was a challenge. We kept only one lift for the public and managed with two lifts only for our group.

I have a very funny story about electricity going off on our FAM tour to Germany. While we were travelling to Düsseldorf

the train stopped due to no electricity. We saw all supplies running out. There was chaos for five hours. Then the train was finally pulled, however we missed sightseeing in Düsseldorf. Things do happen, but how we sort it out with the best possible solution is the key to successful MiCE. Many times, things are not in our hand. In one of our big groups, a Chennai flight got delayed by a day and we had to give them an extra day at the destination. In this situation, both corporates and airlines supported us.

## How do you overcome crisis situations?

While conducting MiCE we need to be alert and anticipate the challenges in advance. For one of the big cruise groups, while offshore, we had alerted guests about the time differences. However, one of the guests did not report on time, but our team was prepared. Due



Zelam Chaubal

to the precautions we took in advance, we could locate the person and brought him back just before departure. The worst situation a travel agent has to face is, death on a tour, and this is the biggest crisis of all. We have to take care of corporates, the family and on tour death management and trauma. This can be handled only with experience as every situation is different.

We could manage such a difficult situation in one of our Indian MiCE groups. Most important is understanding and support of corporates in all difficult situations which are beyond the scope of travel professionals. It eases the process and gives one the confidence to overcome it.

**QUICK BYTE** While conducting MiCE we need to anticipate the challenges in advance



# ‘Iconic MiCE venue for Macau’

says **Scott Kreeger**, Director, Ops Development, New Resort, Galaxy Entertainment Group

## What is the USP of GICC?

Galaxy International Convention Center (GICC) is the new event facility developed by Galaxy Entertainment Group and the latest addition to the Group’s ever-expanding integrated resort precinct in Macau.

GICC, a world-class event venue with a total MiCE space of 40,000 sq m, will redefine exhibitions, meetings, conferences, banqueting, live entertainment and sporting events in Asia.

It is one of Asia’s largest venues with a 16,000-seat capacity, where spectacular events come to life. The center features a diverse selection of dining options

and the new vibrant luxury lifestyle hotel with over 700 rooms & suites, while integrating seamlessly with one of the largest collections of luxury hotel brands under one roof in Macau, including The Ritz-Carlton Macau, Banyan Tree Macau, JW Marriott Hotel Macau, Hotel Okura Macau, Galaxy Hotel and Broadway Hotel.

## What are corporates looking for?

One trend is that clients are looking for more bespoke event services. A highly creative and innovative EVENT STUDIO Team (Programme planning team of the GICC) with industry leading expertise in planning and execution redefines a new category in business event experiences.



Scott Kreeger

## GICC

**Total MiCE space:** 40,000 sq m

**Seating capacity:** 16,000

**Entertainment, shopping & leisure attractions in:** 1.1 million sq m

**Dining options:** 120

**Rooms & Suites:** Over 700

Bespoke events at scale are the new way to meet at GICC, where every event is customised, designed, curated and crafted, unique to the requirements of the meeting planner. The trend is also that they are looking for one-stop integrated experience. GICC guests can enjoy easy access to 1.1 million sq m of unique entertainment, shopping and leisure attractions, including 120 dining options at Galaxy Macau. Another trend is that clients are looking for more immersive event experience.

## Which new markets are you looking at to grow? How important is the Indian market?

We mainly focus on the markets in Asia Pacific, such as Mainland China, Hong Kong and Macau, Taiwan, Japan and Korea. We also see the great potential of the Indian market, and we very willing to explore the market in the region.

**TRENDS** Clients today are looking for more bespoke event services and immersive experiences



Messe Berlin has announced its cooperation with the Indo-German

Chamber of Commerce (IGCC) for organising the inaugural ITB India for the year 2020.

# NEWS

## STB unveils over 60 lifestyle experiences to entice Indian MiCE

The Singapore Tourism Board has launched a new version of the In Singapore Incentives & Rewards (INSPIRE), an incentive programme to attract more visitors from the growing MiCE sector. In partnership with 29 local Singapore businesses, Global INSPIRE offers a selection of over 60 complimentary experiences that qualified MiCE groups visiting Singapore can enjoy. Examples include visitors getting to create bespoke cocktails using herbs and spices found in Singapore.



## Tourism Fiji has invested additional resources to promote MiCE, earlier this year, we hosted our MiCE agents' Fam

Kathy Koyamaibole  
Regional Manager Asia, Tourism Fiji



## Bird Travels appointed as GSA for Tajikistan-based Somon Air

Bird Travels has been appointed as the GSA for Somon Air in India. Somon Air is a private airlines based in Dushanbe, Tajikistan. Bird Travels will soon be launching online operations from Delhi to Dushanbe (subject to government approval).



## Thailand looks at India for trade visitors

Thailand Convention and Exhibition Bureau (TCEB) recently organised the government-supported TCEB Exhibition Business Forum in Mumbai to woo the Indian market in terms of trade visitors and exhibitors offering a new subsidy scheme, 360° Exhibition Success. India is ranked number three in terms of exhibitors.

## Thailand extends free VoA for Indians till April 2020



The Royal Thai Government has approved the extension of the visa-on-arrival fee waiver for citizens of 20 countries including India for another six months, until April 2020. The scheme would cover Lunar new year and the Thai new year, Songkran. The fee of 2,000 Baht (INR 4,666) is to be waived for tourists staying up to 15 days until next year.

# Movements **Abroad**



**Raki Phillips**  
CEO  
RAKTDA

Raki Phillips, a hospitality veteran, has been appointed as CEO of Ras Al Khaimah Tourism Development Authority (RAKTDA). Phillips, who took over since June 2019, brings to the table wide-ranging industry experience, which will aid Ras Al Khaimah's goal of becoming one of the fastest growing destinations in the world. He will be responsible for implementing the authority's recently announced Destination Strategy 2019-2021, which aims to attract 1.5 million visitors.



**Lim Si Ting**  
Area Director,  
India and South Asia, STB

Lim Si Ting has assumed the position of Area Director, India and South Asia (Mumbai). She oversees the Board's destination promotion and marketing efforts in South and West India, including Sri Lanka to ensure that Singapore remains the top-of-mind leisure and business destination among Indian visitors. In her previous role as Senior Manager, India and South Asia (Mumbai), Si Ting was responsible for the cultivation of key partnerships.



**Bhavesh Rawal**  
Director Business Development  
Westin Mina Seyahi Complex

Bhavesh Rawal has been appointed as Director Offsite Business Development at the Westin Mina Seyahi Complex. A passionate professional with over 19 years of experience in the industry with luxury hotels, he has won many awards and accolades in his portfolio. In his new role, he will be responsible for two properties in one complex and has many plans to attract more weddings and MiCE business. His forte has been strategic leader.



**Raymond Lim**  
Area Director of India  
STB

Raymond Lim has been appointed as Area Director of India based in New Delhi, Singapore Tourism Board. He oversees the Board's destination promotion and marketing efforts to ensure that Singapore remains the top of mind leisure and business destination among Indian visitors. Lim has been with the Board since 1997 and has handled various areas of work including Tourism Infrastructure, Attractions, Precinct Development, Leisure Marketing and Events.



**Simmi Satyeash Pai**  
Vice President of Sales  
OZEN by Atmosphere

OZEN by Atmosphere, Maldives, has appointed Simmi Satyeash Pai as Vice President of Sales and Director of Sales & Marketing. She brings more than 14 years of experience within the destination in Sales and Marketing. In her new role, she will be responsible for all sales efforts for the group, with a focus on pushing Sales and Marketing activities for OZEN by Atmosphere to a broader level in the global luxury travel market.



**Bruno Huber**  
General Manager, Mövenpick  
BDMS Wellness Resort Bangkok

Swiss hotelier Bruno Huber has been appointed as General Manager of Mövenpick BDMS Wellness Resort Bangkok. He is among one of Mövenpick Hotels & Resorts' longest-serving executives, having joined Mövenpick Resort El Quseir Red Sea in Egypt in 2003. He went on to assume roles at Mövenpick properties across the Middle East and Asia Pacific. He was also Vice President - Operations, Asia, of the group. Prior to joining he served as GM of Mövenpick Resort Cam Ranh.



**Aditya Varma**  
Regional Director, Sabre Travel  
Network Middle East, Bahrain

Sabre Corporation has appointed Aditya Varma as Regional Director for Sabre Travel Network Middle East (STNME) based in Bahrain. Varma will lead the sales operations and customer relationships for Saudi Arabia, Bahrain, Oman and Qatar. He shall identify and execute commercial and new sales opportunities to help accelerate growth in the region. Varma brings more than 20 years of experience in the aviation and travel industry.



**Rajat Bhutani**  
Sales Director - Abu Dhabi  
and Al Ain, Amadeus

Amadeus has appointed Rajat Bhutani as Sales Director - Abu Dhabi and Al Ain, to support Amadeus' customers in shaping the future of travel. With more than 26 years of experience across several markets in the GCC and Asia, Bhutani will apply his expertise to strengthening Amadeus' position as a leading provider of technology solutions. He will promote the company's value-based propositions to customers, focusing on business growth, working with Amadeus' airline customers.

**CALENDAR**

# Mark your calendar for events to attend!



**NOVEMBER 2019**

<b>1</b>	<b>UK Global European Marketplace (GEM – ETOA)</b>	London, UK
<b>4-6</b>	<b>WTM</b>	London
<b>6-9</b>	<b>UFI Global Congress</b>	Thailand
<b>12</b>	<b>MICE Business Day</b>	Budapest, Hungary
<b>19-21</b>	<b>IBTM World</b>	Barcelona
<b>25-26</b>	<b>CTC-CAPA Corporate Travel Gathering</b>	Australia
<b>28-30</b>	<b>CITE - Chengdu International Tourism Expo</b>	Chengdu, China
<b>27-29</b>	<b>PATA Destination Marketing Forum</b>	Pattaya, Thailand

**DECEMBER 2019**

<b>29 Nov-1 Dec</b>	<b>Travel Fair Cologne</b>	Cologne, Germany
<b>1 Dec</b>	<b>Asean Tourism Forum and Travex</b>	Brunei Darussalam
<b>2-5</b>	<b>ILTM Cannes</b>	Cannes
<b>3-5</b>	<b>Expo! Expo! (IAEE Meeting &amp; Exhibition)</b>	Las Vegas, USA
<b>10-12</b>	<b>International Buddhist Travel Mart</b>	Bodh Gaya

**JANUARY 2020**

<b>22-23</b>	<b>CONVENTA 2020</b>	Ljubljana, Slovenia
<b>22-24</b>	<b>Ace of MICE</b>	Turkey
<b>22-26</b>	<b>FITUR</b>	Madrid, Spain
<b>26-28</b>	<b>IAAPA FEC Summit</b>	USA, Stone Mountain,
<b>29-31</b>	<b>Mice International Trade Market (MITM)</b>	Lugano, Switzerland



## JATA 2019 – A forum for developing travel

JATA is scheduled for Oct 24-27, 2019 at Osaka, Japan

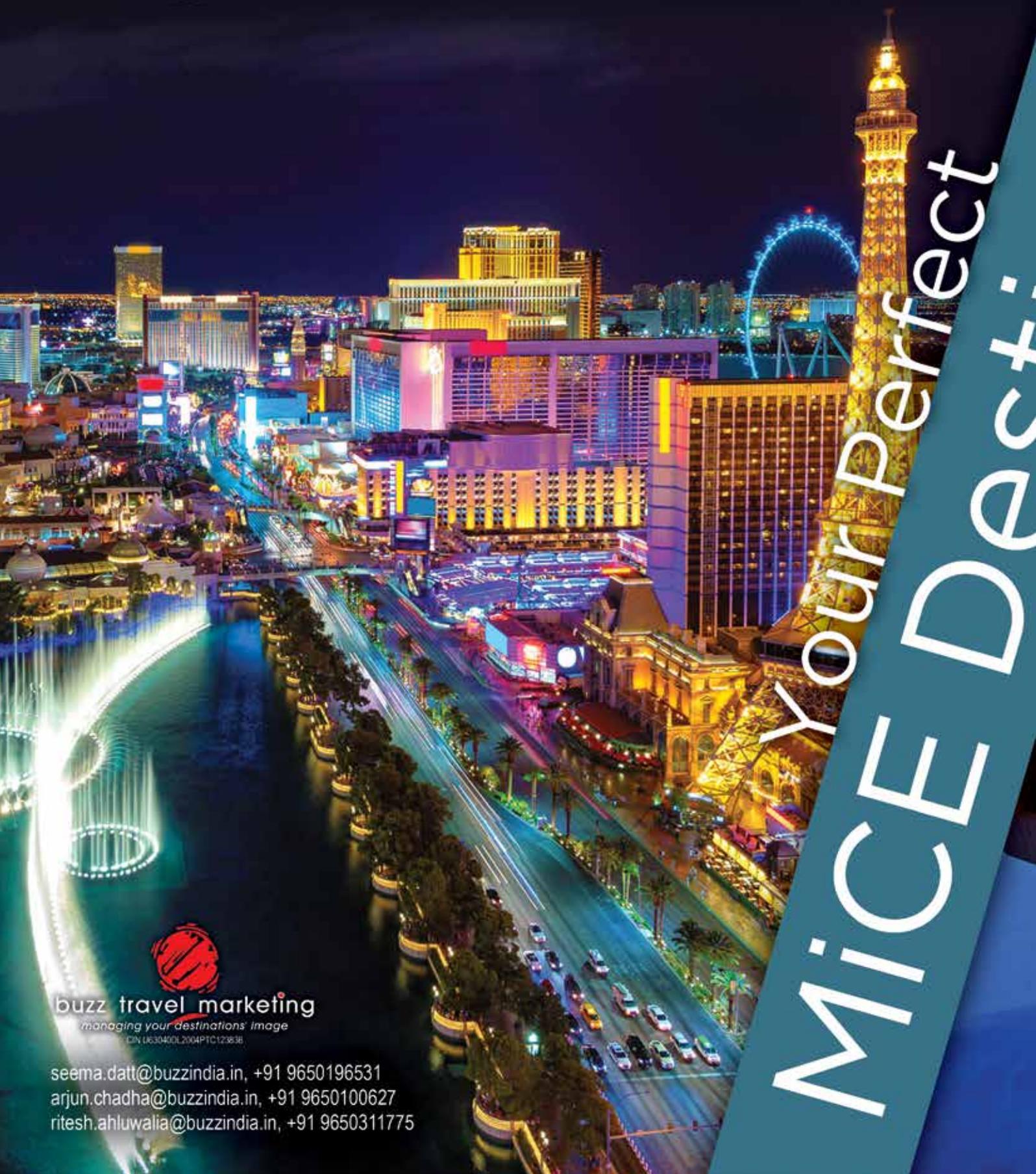
**T**ourism Expo Japan, JATA, is Asia's leading tourism trade show. It is organised by Japan Travel & Tourism Association, Japan Tourism Association of Travel Agents and Japan National Tourism Organisation. The trade show is a stepping stone for further developing outbound, inbound and domestic travel by bringing together the combined strengths of not only the tourism industry, but all industries in Japan and its local communities. As the ideal forum for showcasing destinations, Tourism Expo Japan provides abundant opportunities for travel professionals to exchange travel information and conduct effective business meetings, while inspiring consumers through the power of travel.



## 2020 FITUR MiCE expected to grow

FITUR 2020 to take place from Jan 22-26

**I**n 2020 FITUR MiCE will grow and will be strengthened thanks to an ambitious programme of international MiCE hosted buyers. FITUR MiCE is becoming the essential event for the offer and demand in the business and meetings industry to come together, and will provide its participants with the right buyers to identify clients and close deals. FITUR is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America. At its staging, FITUR broke all previous participation records with 10,487 companies from 165 countries and regions, 142,642 trade visitors and 110,848 visitors from the general public. FITUR is convening, through its FITUR MiCE section, the meetings and business tourism industry, a major driver of the global tourism industry. This section, which was relaunched in 2019, obtained excellent results and great satisfaction among participants.



Your perfect  
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# Destination



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