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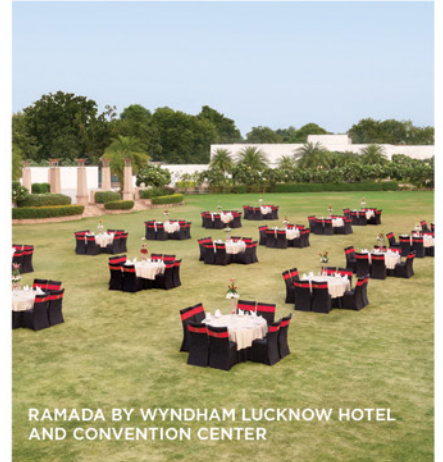
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One Earth, one family, one future: Our shared destiny



MICE industry is an important segment of the hospitality and tourism industry wherein professional and business-related events, such as meetings, incentives, conferences, and exhibitions are planned and executed as per the demands of the concerned corporate house

M!CEtalk with a print of approximate 11000+ plus copies has been the pioneer in covering the information.

It has also worked together to bring coverage on G20 and its initiatives on Sustainability in Travel and hospitality sector.

The theme of the G20 summit revolved around the theme of fostering cooperation, providing assistance, and making necessary adjustments on a global scale, with a primary emphasis on the critical issue of sustainability.

Sustainability is derived from two Latin words: sus which means up and tenere which means to hold. The travel and hospitality industry is changing its way of approaching the MICE segment to sustainable. MICE event trends are increasingly prioritizing sustainable practices, from eco-friendly venues to minimizing waste and promoting responsible travel.

Airlines, hotels, restaurants and event venues are working with set norms to ensure sustainable products and service. Corporates are getting more focused on

M!CE trends are increasingly
prioritizing sustainable
practices, from eco-friendly
venues to minimizing
waste and promoting
responsible travel

working with partners who are supporting their vision on sustainability.

These changes have the potential to succeed when they are embraced and supported by the end users.

Currently, the M!CEtalk team is working with industry stalwarts to capture and report the new initiatives, the panel discussions and the white paper releases. They are also creating awareness with their knowledge sharing and support articles.

Wishing the M!CEtalk family all the best.

Jyothi Varma

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IICC– innovating sustainability

An urban-scale mixed-use development– IICC (YashoBhoomi) sets India on the global map as the ultimate international benchmark for conventions.

By **MT Bureau**

India is poised to take a giant leap forward on the global stage with the completion of the India International Convention Centre in Dwarka (YashoBhoomi). This monumental project, spanning 225 acres and boasting 1,22,00,000 square feet of built-up area, represents a paradigm shift in architectural design, sustainability, and urban integration. Located in Dwarka, New Delhi, IICC is India's largest convention and exhibition centre. IICC offers a mixed purpose tourism experience with the best location, convenient transportation, as well as various commercial facilities.

"This project is set to propel India as a leader in sustainable design practices"

Despite India's sustained economic growth, the exhibition industry has not kept pace with urban development in the capital city. Recognizing the need for a space that catalyzes economic activities and showcases India's achievements on the international stage, the IICC has been conceived as a smart and efficient mixed-use urban development.

Envisioned as a Central Business District (CBD), the design pays homage to Indian culture and tradition while embracing the forward-looking ambitions of the nation. Multiple access points create connectivity with the urban context, seamlessly integrating the project with its surroundings.

Dikshu Kukreja, Managing Principal CP Kukreja Architects, the brainchild behind the iconic project says, "The architecture and design of IICC or

YashoBhoomi is an epitome of innovation and sustainability and showcases India's design prowess on the international stage as second to none."

The Convention Centre, Asia's largest and third largest globally, features India's first 20,000-seat indoor arena, a retractable roof, and adheres to Green building principles. It will be a world-class venue for various events and is setting new sustainability standards.

This project is set to propel India as a leader in sustainable design practices, showcasing innovation and engineering excellence. It represents a mini cityscape thriving as an urban biodiversity oasis in the heart of the city. The first phase of this visionary project is expected to be inaugurated on 17 September 2023. ➔



DIKSHU KUKREJA
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G20 driving India's MICE story

The Indian MICE industry gains advantage from government investments in infrastructure and large-scale events. It will usher in a new era of opportunities for MICE in India.

By **Lipla Negi**



As the Indian MICE industry slowly rebounds, the G20 Summit provides a significant boost. Government investments in infrastructure like convention centres, hotels, transportation, and communication facilities benefit the MICE sector in the long run. It also enhances the destination's appeal for large-scale events. Kumar emphasizes that the extent of the boost also hinges on the host country's proactive efforts to leverage the summit's impact and actively promote itself as an ideal destination for future events and conferences. ➡



NISSHANT KUMAR
Director Sales & Marketing
Hyatt Regency Lucknow

The hotel industry is abuzz with enthusiasm and excitement over the G20 Summit. The summit has brought about a one-of-a-kind opportunity to showcase India's MICE potential globally. From food to indigenous experiences, India will be under the global lens, not only as a host but also as a future venue

for prestigious international events. **Nisshant Kumar**, Director Sales & Marketing, Hyatt Regency Lucknow says, "The G20 Summit can serve as a catalyst for growth in the MICE sector by creating a conducive environment for networking, infrastructure development, knowledge sharing, and economic stimulation."

TOP TRENDS IN MICE INDUSTRY

1

Sustainability and Green Initiatives: Environmental consciousness is gaining momentum in the MICE sector. Event organizers and venues are adopting sustainable practices to reduce their carbon footprint.

2

Technology Integration: Event organizers are leveraging event management software, mobile apps, virtual event platforms, and Augmented Reality (AR) to enhance attendee experiences and streamline operations.

3

Flexible Booking & Cancellation Policies: Given the uncertainties caused by the pandemic, event organizers and venues are adopting more flexible booking and cancellation policies.

Pioneering the 'E' in MISE

DreamSetGo redefines sports travel with extraordinary experiences: high tea with Sourav Ganguly at Lords, yacht soirée with Michael Clarke, and intimate encounters with sports legends.

By MT Bureau



Embarking on a journey with DreamSetGo means diving into a world of unparalleled sporting experiences that redefine ordinary travel. DreamSetGo, a pioneer in the dynamic realm of sports travel, stands as a testament to celebrating passion, victory, and unity like never before.

Founder & CEO **Monish Shah's** vision is clear: "At DreamSetGo, our mission is to turn dreams into reality, uniting people through exclusive sports and travel experiences."

HIGH TEA WITH SOURAV GANGULY AT LORDS CRICKET GROUND

Picture sipping tea with cricket legend Sourav Ganguly in the iconic Lords cricket ground writing room. DreamSetGo makes this surreal moment real for discerning clients, allowing cricket enthusiasts to share anecdotes and insights with one of the sport's icons. These extraordinary experiences define DreamSetGo, leaving indelible memories.

GALA NIGHT AHEAD OF INDIA VS.

PAKISTAN ICC MEN'S T20 WORLD CUP AUSTRALIA 2022 CLASH

The India-Pakistan cricket rivalry transcends sport, uniting nations. DreamSetGo's gala night before the ICC Men's T20 World Cup Australia 2022, reignited the historic contest's magic. Legends Aamir Sohail and Venkatesh Prasad graced the stage, reliving the 1996 World Cup quarter-final, turning back the clock to a defining cricketing moment.

AN INTIMATE EVENING WITH MICHAEL CLARKE IN SYDNEY

DreamSetGo orchestrates luxury in Sydney's harbor, offering an exclusive evening with Michael Clarke on his private yacht. Fine dining merges with the Sydney Harbour Bridge's breathtaking backdrop, epitomizing DreamSetGo's commitment to crafting emotionally resonant moments. Clients don't just witness beauty; they become part of it.

UP-CLOSE ENCOUNTERS WITH SPORTING LEGENDS

DreamSetGo offers VIP clients up-close encounters with two remarkable athletes: tennis star Rohan Bopanna and football legend Gary Pallister. Private dinners with heartfelt conversations unveil the personal aspects of these icons, creating tales of inspiration behind the scenes.

DreamSetGo's innovative team continually pushes boundaries, offering VIP Box Experiences with Gujarat Titans and upcoming activations with partners like Manchester United, On Location, and ICC Travel & Tours.

Chandni Singh, Head of Experiences & Events at DreamSetGo, reflects, "Being part of a team that delivers a brand's unique vision is immensely rewarding. It's heartwarming when clients are left speechless by these extraordinary events. DreamSetGo remains dedicated to exceeding expectations."

DreamSetGo's commitment to transcending boundaries remains steadfast. They don't just facilitate travel; they curate priceless memories. Their canvas is painted with intimate encounters, nostalgic reunions, and glimpses of the extraordinary. As DreamSetGo strides forward, they pledge to keep redefining sports travel, ensuring each journey is an immersion into dreams and excellence. ➔

G20

Glimmer for M!CE and sustainability

The G20 Presidency has put India in focus for its MICE potential, but the various meetings in different states also impacted the corporates in many ways. While some see the positives, for others there were challenges as well.

By Janice Alyosius



The recent G20 Summit held in India has stirred discussions and debates across various industries, particularly in the corporate and MICE sectors. Few key industry experts share insights into how this global event has impacted their businesses and its potential influence on future prospects.

IMPACT ON CORPORATE AND MICE BUSINESS

Pradeep Kumar Jayaprakash, Regional Travel Manager, PayPal, believes that the G20 Summit has had a significant positive impact on the MICE sector. He stated, "Definitely impacted MICE in a positive way, for a corporate, but it's too early to comment."

Chaitanya Thakker, Head - Commercial, CAD Ventures (Cadila Pharma Group), shared how their business travel and events had to be postponed due to the G20 Summit. He added, "Post the G20, we faced challenges mainly in Delhi as hotel rates were still high due to spill-over, and travel opened post-restrictions along with availability." **Khadija Bagasrawala**, Sr. Manager Travel & MICE, Qure Ai, said, "The G20 Summit offer a unique platform for global networking and collaboration among leaders of major economies, benefiting corporate entities seeking global expansion. Host countries' investment in cutting-edge event infrastructure bolsters the MICE industry. Participation in G20 events elevates global visibility."



PRADEEP KUMAR JAYAPRAKASH
Regional Travel Manager
PayPal

"The G20 Summit
has had a
significant positive
impact on the
MICE sector"





CHAITANYA THAKKER
Head - Commercial
CAD Ventures (Cadila Pharma Group)

“Our business travel and events had to be postponed due to the G20 Summit. Post the G20, we faced challenges mainly in Delhi as hotel rates were still high due to spill-over, and travel opened post-restrictions along with availability”

On the other hand, **Jigar Joshi**, Director, Samsara Capital, located in Mumbai, mentioned that the G20 Summit did not have a direct impact on their work. **Aditya Gupta**, Sr. Manager HR and GA, Panasonic, highlighted that their business adapted to the changing circumstances brought about by the G20 Summit. He said, “Our business hasn’t been significantly impacted by the G20 Summit. The main challenge we encountered was

the need to adjust the dates for hosting our partners and dealers. Additionally, for FITs, we had to secure higher-category rooms. However, we effectively managed this situation by rescheduling our events either before or after the G20 Summit dates.”

G20 PROSPECTS WITHIN INDIA

Regarding whether the G20 Summit has opened up more MICE prospects within the country, Jayaprakash noted, “Not

really, India’s MICE was already growing phenomenally, so it is a collateral benefit that is helping to boost MICE prospects of the country.” Thakker expressed hope for increased prospects but mentioned that a better understanding would come with time and processing further MICE requirements.

Joshi, however, was optimistic about the impact of such summits on tourism and MICE prospects in India. He emphasized

the potential growth, stating, “Summits like the G20 can have a profoundly positive impact on tourism and MICE prospects in India. It’s anticipated that the G20 Summit in India will catalyse the growth of the tourism sector, attracting approximately 15 million inbound tourists by 2024, resulting in earnings exceeding \$30 billion. This vision also aims to create a staggering 140 million jobs within the tourism sector and generate a foreign exchange revenue of \$56 billion by 2030. The potential impact on job creation and earnings is bound to be monumental, and it’s poised to astound observers with the rapid growth of the tourism industry.”

Gupta agreed with this view, highlighting the positive image of India’s ability to manage important events and the growth of the hospitality sector, he said, “I concur with this perspective, considering that the world has witnessed our ability to effectively manage significant events within our country, implementing



JIGAR JOSHI
Director
Samsara Capital

“The G20 Summit did not have a direct impact on our work”

stringent safety measures. Furthermore, the global community is recognizing India’s robust growth across various sectors, with the hospitality industry experiencing a significant boom. This positive momentum suggests that regions once deemed less conducive to MICE activities could become viable options in the future.” Bagasrawala added, “The influx of delegates and attendees during the summit will contribute significantly to the local economy. This will encourage businesses to consider India as a host country for their corporate events and conferences due to the potential for substantial economic benefits.”

INCORPORATING SUSTAINABILITY INITIATIVES

One of the core focuses of the G20 Summit was sustainability. Jayaprakash stated that sustainability has always been a high priority for PayPal, “We would remain close to our processes and policies



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ADITYA GUPTA
Sr. Manager HR and GA
Panasonic

“Our main challenge during G20 was adjusting partner and dealer meeting dates”



KHADIJA BAGASRAWALA
Sr. Manager Travel & MICE
Qure Ai

“The G20 Summit foster global networking, investment and MICE advancements”

globally. The G20 initiative helps us further drive our sustainability goal further with suppliers such as airlines and hotels.” Thakker acknowledged the importance of sustainability but indicated that they are still working on strategies to implement it effectively. Joshi emphasised on few key areas like reducing carbon footprints, supporting destinations in need, and focusing on emissions reduction, energy efficiency, and waste reduction as key priorities. He said, “Before delving into how companies can integrate sustainability into their travel programs, it’s crucial to

grasp the essence of sustainability in travel. It simply means a way of exploring the world without harming the environment, the local communities, or the cultural heritage of the places you visit. It means being mindful of your impact, choosing ethical and eco-friendly options, and supporting responsible tourism practices.”

Gupta highlighted their commitment to sustainability, and said, “With the G20 Summit emphasizing sustainability as a central theme, we are actively integrating this initiative and mindset into our travel programs and corporate events.



Sustainability has been a prominent topic of discussion even before the G20 Summit, and this global event has provided a clear direction and heightened ambition for the entire world. Prior to the summit, we initiated conversations with our travel partners to emphasize the importance of reducing single-use plastic to the lowest feasible level throughout our travel programs. Additionally, within our organization, we have embarked on

a journey towards ESG practices. We are actively transitioning to electric vehicles (EVs) and exploring various measures to help us achieve our climate goals. Our commitment to sustainability aligns with the broader global effort sparked by G20 Summit, and we are dedicated to making a positive impact on the environment and society through our events.”

The G20 Summit has left its mark on the corporate and MICE business

sectors in India. While its direct impact varies among businesses, the focus on sustainability has provided a framework for companies to incorporate environmentally responsible practices into their travel programs and corporate events. With optimism for increased MICE prospects and a growing emphasis on sustainability, these sectors are poised for further growth and positive change in the post-G20 era. ➔



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The G20 Summit catalyst for a greener world

The G20 Summit has inspired convention centres and hotels to embrace sustainable practices that align with its objectives and meet corporate clients' expectations.

By **Janice Alyosius**

The hosting of international events like the G20 Summit can have a profound impact on convention centres and hotels, particularly for hosting corporate events. These events not only elevate the standards of the hosting destination but also offer opportunities for hospitality and event corporate sector. In this article, we delve deeper into the insights shared by industry experts on the impact of the G20 Summit on convention

centres and hotels, and the sustainability practices they have adopted to meet the expectations of corporate clients.

Rakesh Kumar, Chairman, India Expo Mart Limited (IEM), highlighting the significant impact of hosting the G20 Summit in the Delhi-NCR region said, "The G20 Summit in Delhi-NCR raised the Greater Noida convention centre's profile, making it a prominent choice for MICE events. It has transformed

the region into a top destination for conventions and meetings at all levels, government and private alike."

He also added, "The G20 Summit's economic impact has indirectly boosted our Greater Noida convention centre, making it an attractive choice for corporate events seeking to capitalize on the summit's economic vibrancy. Corporations are increasingly selecting our venue due to its proximity to the high-

{ "In line with corporate sustainability, we have introduced energy-efficient lighting, HVAC systems, water conservation, recycling programs, and green building designs" }



RAKESH KUMAR
Chairman
India Expo Mart Limited (IEM)



profile international event and outstanding facilities. This rising demand underscores our convention centre's popularity, driven by its ability to meet corporate clients' expectations and align with G20 Summit sustainability practices."

Rubin Cherian, General Manager, Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre, echoed similar sentiments. He said, "The G20 Summit in India greatly influenced our hotel and convention centre, especially in hosting corporate events. We experienced a surge in demand, hosting international delegations and prominent business leaders, resulting in a substantial revenue increase. Additionally, it facilitated valuable networking opportunities, enabling us to build strong relationships with global entities. This success has firmly established Hyderabad International Convention Centre (HICC) as the top choice for corporate and protocol events, ensuring ongoing industry growth."

In light of the G20 Summit's emphasis on sustainability, businesses have taken steps to align with eco-conscious practices

"Small actions are pivotal in sustainability. Reducing waste, conserving energy, and eco-friendly choices all contribute to a greener world"



RUBIN CHERIAN
General Manager
Novotel Hyderabad Convention
Centre & Hyderabad International
Convention Centre

for corporate clients. Rubin Cherian shared some of the initiatives adopted by Novotel Hyderabad Convention Centre & HICC, including upgrading lighting and HVAC systems for energy efficiency and replacing plastic bottles with glass ones to reduce plastic waste.

Sharad K Upadhyay, General Manager, Crowne Plaza Greater Noida, emphasized IHG's commitment to sustainability, "At Crowne Plaza Greater Noida, we view it as our duty to exercise prudence in resource utilization. This commitment extends to our meticulous management of food waste, reduction of plastic usage, responsible water consumption, fostering diversity & inclusion, community engagement, and support for biodiversity endeavours."

“We are deeply engaged in multiple sustainability projects. This includes teaming up with *jhola* makers to repurpose our discarded linen”



SHARAD K UPADHYAY
General Manager
Crowne Plaza Greater Noida

To meet the sustainability-related expectations of event planners, businesses have implemented comprehensive approaches. Crowne Plaza Greater Noida focuses on resource management and obtaining third-party certifications such as Green Keys. Novotel Hyderabad Convention Centre & HICC eliminated single-use plastics, promoted plastic-free water, and invested in solar power and food waste management.

IEML has embraced a holistic strategy, incorporating sustainable building designs, transportation options, staff training, and community engagement. These measures ensure their venue aligns with the highest sustainability standards.

The incorporation of sustainability as a central theme in events has yielded remarkable outcomes. Crowne Plaza

Greater Noida's efforts, such as collaborating with *jhola* makers and transforming PET bottle plastics, reduced waste generation and supported local communities. These initiatives showcased their dedication to sustainability, aligning with the G20 Summit's emphasis on responsible practices.

Novotel Hyderabad Convention Centre & HICC consistently integrate sustainability into all events, inspiring positive change within the industry. This approach enhances attendee experiences and fosters meaningful environmental impact.

IEML's sustainability initiatives have led to cost savings, which in turn have strengthened brand reputation, and valuable networking opportunities. They have also inspired others to adopt similar measures, leaving a lasting legacy of responsible practices.

The G20 Summit raised convention centres and hotels' profiles and spurred them to adopt eco-conscious practices in line with its objectives and corporate client expectations. Their commitment to sustainability not only promotes a greener world but also positions them as leaders in responsible event hosting. ➔





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AN ADVENTURE EXTRAVAGANZA!

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G20's impact

on corporate event landscape

Aadhar Arora, CEO, Pure Escapes LLP, discusses the impact of the G20 Summit on Indian corporate events, accentuating innovation and balanced risk-taking.

By **Janice Alysius**

The world of MICE events and corporate gatherings is a dynamic and ever-evolving landscape. To gain a deeper understanding of the trends, challenges, and opportunities within this industry, Aadhar Arora shared his expertise in organizing MICE events.

THE G20 EFFECT ON MICE BUSINESS

Aadhar Arora highlights the significant impact of the G20 summit on the MICE movement and corporate events in India. He described the G20 Summit as the engine to the train, boosting the MICE business by aligning demand with the services offered.

Arora shared an anecdote of how discussions about MICE events in Delhi gained momentum, “Corporate discussions



AADHAR ARORA
CEO
Pure Escapes LLP

{ “The key to success lies in thinking big, acting boldly, and achieving greatness by focusing on the present opportunities” }

about hosting MICE events have been increasingly centred on Delhi. In fact, one of our events was relocated from Kochi to Delhi at the suggestion of the corporate chairman, who expressed that Delhi’s appeal had significantly increased following the G20 summit,” he added.

RETHINKING PRIORITIES IN CORPORATE EVENTS

Corporate clients are increasingly seeking unique experiences and fresh ideas that set their events apart from the competition. According to Arora,

“Event organisers must work on new ideas and experiences to build client confidence.” He emphasized several core factors that corporate clients prioritize, including brand consistency, flexibility, adaptability, entertainment, engagement, personalization, and networking content. These elements play a pivotal role in crafting memorable corporate events.

PREFERRED DESTINATIONS FOR CORPORATE EVENTS

When it comes to hosting conventions and corporate events, Arora noted that corporate clients are now looking beyond borders and budgets. He stresses, “Corporate clients are increasingly seeking destinations that will offer them new experiences and a competitive edge. They are mainly focusing on destinations like Dubai, Bangkok, Spain, Vienna, Paris, Miami, Las Vegas, Hong Kong, and Germany. The strength lies in infusing creativity into offerings, which creates a lasting impression that leads to innovative future events.”

EMBRACING SUSTAINABILITY

Sustainability has taken centre stage in the MICE industry. Arora acknowledged that while sustainability may pose a concern for some companies, Pure Escapes LLP prioritizes it, aligning with clients who share this commitment.

EMERGING TRENDS AND INNOVATIVE APPROACH

Pure Escapes LLP, with a track record of organising large MICE events, leverages technology to adapt to changing event management approaches. They cater to luxury high-end clients, overcoming challenges and leaving clients proud and satisfied. Few of their recent achievements include managing events for 900 guests in Istanbul, 1500 guests in Dubai, 870 guests in Bangkok, and many more.

Arora, sharing a message for professionals in the MICE industry, said, “If you want to go on the top, start thinking both inside and outside the box, as learning from mistakes while embracing innovation is key to leadership.” ➔

Operational efficiency through tech

The travel industry is poised for a transformational period in 2023, driven by fintech, digital IDs, biometrics, cloud and open platforms, and the growing metaverse.

By **MT Bureau**



Technology is not just a buzzword in the hospitality industry; it is a game-changer that is revolutionizing the way we do business. By embracing the latest technological advancements, we can enhance guest experiences, streamline operations, and increase revenue.

Personalization has become the key to success in the industry, and with the integration of IoT, Virtual Reality, Robotics, and AI/ML, we can facilitate this transition seamlessly. The use of data analytics and artificial intelligence allows us to gain insights into guests' preferences, enabling us to tailor services accordingly

innovation to this industry by offering hospitality solutions that operate on the Cloud. This means that all franchise owners, as well as those in the long tail, can access the same solution simultaneously. This is a significant development that will change the game for everyone involved.

{ “We are leveraging technology solutions like Microsoft Azure and CHOOOSE to reduce our environmental impact and mitigate carbon footprints” }



MANI GANESHAN
Global Head of Engineering, Travel
Distribution and Centre Head
Amadeus Labs

and provide recommendations that lead to higher guest satisfaction and loyalty.

In addition, technology improves operational efficiency by automating tasks, reducing human error, and freeing up staff time for more critical tasks like guest service. It creates new revenue streams and opportunities for upselling, like mobile apps that offer guests additional services and upgrades. In this industry, there are many hotels that are owned by franchisees, as well as a long list of hotel chains, ranging from medium-sized to small and boutique establishments. Our technology brings

SUSTAINABILITY THROUGH TECHNOLOGY

Amadeus recognizes the importance of sustainability in this evolving landscape. Through our Green Program, we have implemented measures to reduce our environmental impact and promote sustainable business practices. Additionally, we have joined the Green Software Foundation as the first travel company, enabling us to connect and collaborate with other businesses, academic institutions, start-ups, and non-profit organizations to develop common sustainable engineering practices. ➔



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Expanding India's Wedding Industry

In a bid to unravel the potential of India's wedding industry, Ministry of Tourism (MOT) has launched a wedding tourism campaign, under which 25 destinations have been shortlisted.

By Hazel Jain

G Kishan Reddy, Union Minister for Culture, Tourism and DoNER, recently launched the wedding tourism campaign, which seeks to expand India's wedding industry, by luring couples from around the world to celebrate their special day in India.

At the launch of the campaign, Reddy said, "Our 360-degree approach will ensure that every moment, from the first 'hello' to the final 'I do,' is a testament to India's warm embrace and rich heritage."

Under the campaign, MOT has profiled about 25 key destinations across the country, exploring how India fits into their

to craft their dream celebration in the embrace of India's charm.

Rajeev Jain, Founder & Director, Rashi Entertainment said the trend of weddings is definitely leaning towards more contemporary, classic and traditional styles. "Unfortunately, the trend is also leaning towards destination weddings out of India. The hotel rates that were skyrocketing for the last one-and-a-half years have come down a little, but they are still quite high and revenge buying from clients is coming to an end; overpriced hotel rooms are not selling any more," he added.

Lauding the Ministry of Tourism's new



RAJEEV JAIN
Founder & Director
Rashi Entertainment

"The trend of weddings is shifting towards contemporary, and traditional styles, while destination weddings from India are also gaining popularity"

wedding aspirations in more than one way. The campaign boasts of a collaborative approach, developed in close consultation with industry experts, associations, and seasoned wedding planners.

The campaign highlights a 360-degree approach, which will leverage the power of digital marketing, social media campaigns, strategic partnerships with wedding planners, collaborations with domestic and international influencers, and a host of offline and online activations. The aim is also to redefine India's perception beyond the realm of royal, extravagant weddings. Its thematic focus encompasses wedding themes, such as Beach Wedding, Nature Wedding, Royal Wedding, Himalayan Wedding, and beyond, allowing couples

wedding tourism campaign, Jain urges the ministry to give access to the protected heritage monuments. "We appeal to the MoT to start giving heritage monuments for weddings. Why they have not allowed this is beyond my understanding. We want them to allow weddings at India Gate, Purana Qila, and Charminar in Hyderabad. This way, weddings will become more experiential and more sought after," he said.

According to Jain, the wedding segment has seen about 17 per cent growth, which he believes will grow further. "Our request to everyone is to look for volume business and not look for two-three days of business. Such rates will be discouraging for the clients," Jain said. ➔



M!CE in Mauritius

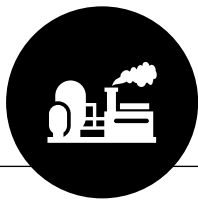
Widely known as a honeymooner's paradise, Mauritius has a variety of attractions and is now on its way to become a popular MICE destination.

By Nisha Verma

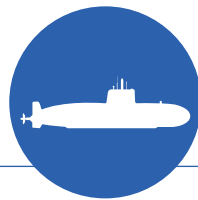
WHAT'S IN STORE



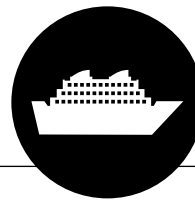
Casela Nature Parks
Groups can enjoy thrilling activities like feeding Giraffes, encountering big cats, and exploring the 350-hectare park divided into five zones.



Rhumerie de Chamarel Restaurant & Rum Distillery
Mauritius has a huge sugarcane plantation and a number of rum distilleries, where not only can you taste the locally produced rum, but also have lunch at one of the in-house restaurants.



Blue Safari Submarine
Getting into a submarine, experiencing the life under the blue azure waters of the ocean will be a one-of-a-kind experience.



Catamaran cruise
A catamaran cruise is the ideal way for corporates to unwind after a long meeting session, enjoying the cool breeze and vibrant sky colours.



La Vallée des Couleurs Nature Park
Mauritius offers MICE groups an exciting experience with various activities like zipline, bicycle zipline, Nepalese bridge, luge cart, trekking, etc.

While hotels are offering state-of-the-art meeting facilities and flexible check-in options for groups, Mauritius is promoting MICE tourism very aggressively and offering a range of conference facilities as well as activities for groups. **Arvind Bundhun**, Director, Mauritius Tourism Promotion says, “Mauritius is also considered as an island destination that provides beyond the beach experiences along with high quality service and a variety of offerings. MICE and weddings are also key segments that have been actively promoted.”

CONNECTIVITY BOOST

As the destinations positions itself as a MICE destination, Air Mauritius has launched a new flight from Delhi recently. **Sixtine Marot**, Head Sales and Marketing, Air Mauritius, shares, “Air Mauritius has resumed its services between Delhi and Mauritius since 03 May 2023, offering 2 weekly flights on an Airbus A330-200 aircraft. We are delighted to witness an increase in passenger numbers and are grateful for the unwavering support from our trade partners and valued customers, which will undoubtedly contribute to the success of our Delhi operations.”

In fact, she added, “In response to the growing demand, Air Mauritius is enhancing its connectivity by introducing a third weekly flight on the Delhi route, beginning in November 2023. This is an exciting addition to the existing six weekly flights that operate between Mumbai and Mauritius. This year, Air Mauritius is commemorating 50 years of steadfast operations to Mumbai.”

Lauding the same, Bundhun adds, “Now that Air Mauritius launched its flight from Delhi and with the operation of Vistara from Mumbai, we are expecting MICE numbers to grow during this MICE season.”

ON OFFER

Bundhun insisted that Mauritius is well known for its logistics, facilitations and ease and professionalism of its stakeholders to handle big MICE groups and big weddings. He stated, “Even amidst the expansive landscape of the Indian wedding industry, our company stands out by offering an exceptionally varied array

“Now that Air Mauritius launched its flight from Delhi, we are expecting MICE numbers to grow during this season”

HOTELS IN FOCUS

Ocean's Creek
This property near Turtle Bay Marine Park offers scenic views of the reek and a multifunctional conference room and film studio.

Intercontinental Mauritius Resort Balacalva Fort
The property offers six customizable indoor and outdoor spaces for events and meetings.

Preskil Island Resort
This property in Southeast Mauritius offers island vibes, elegant design, and pristine views.

Tamassa Bel Ombre, Mauritius
One of the best all-inclusive resorts in Mauritius, this property has 214 rooms and a panoply of open spaces.

of products and services. Our enduring dedication extends to actively cultivating relationships with esteemed Indian wedding planners and event specialists. Simultaneously, we maintain a robust presence on prominent wedding platforms and digital channels.”

Even for Indian weddings, which is a huge segment, they are ready with a variety of products and offerings. Bundhun expressed, “Even within the extensive Indian wedding market, we offer a diverse range of products and services. Our ongoing commitment involves active engagement with Indian wedding planners and event specialists, along with a strong presence on leading wedding platforms. This ensures that we consistently remain top-of-mind as the preferred choice for hosting weddings.” ➔



Streamlining the visa process

In corporate travel, managing MICE events often entails visa complexities. Rajan Dua discusses ways to streamline visa processes for MICE travel.

By MT Bureau



In the world of MICE travel, visas are a crucial factor for success. Dealing with the complicated visa procedures for big groups of travellers can be quite challenging. But **Rajan Dua**, Managing Director & Co Founder at Udaan India, believes that helping people get visas is the key to their success, and they have a history that supports this belief.

“We believe that visa is the most critical part of MICE. During recent

times, we have successfully executed groups to countries like Greece, Spain, Netherlands, South Africa, Japan, South Korea, Switzerland, and many more. We believe that our end-to-end coordination

enables our partners to ease the stress of documentation and complex procedures pertaining to visas,” stated Dua.

Udaan's commitment to simplifying the visa process is evident in their impressive achievements. Dua went on to highlight a specific achievement, saying, “Specifically quoting a MICE group to Amsterdam, we executed the visa submissions of more than 300 people in four days, that too all across India. Udaan works closely with all channel partners to take away the visa stress from the customers. We have provided visa facilitation services for renowned brands such as Hindware, Saint Gobain, L&T, TATA Motors, Asian Paints, IDFC bank, and many more, further solidifying our reputation in the industry.”

Claiming that visa is an integral part of MICE, he said that events typically involve larger groups of travellers, which necessitates close coordination with embassies and consulates to ensure timely visa processing. “We take proactive steps to guarantee that groups are handled appropriately during the submission process. For example, we facilitate Visa At Your Doorstep (VAYD) camps at the client's location, eliminating wait times and ensuring that submissions occur at the customer's convenience,” shared Dua. ➔



RAJAN DUA
Managing Director & Co Founder
Udaan India

“We take proactive steps to guarantee that groups are handled appropriately during visa submission process”

Cricket huge draw for Indians headed for Sydney

India was one of the first markets to bounce back with medium to large incentive group movements and enquiries for Sydney, says **Kristian Nicholls** – Executive General Manager Bidding, Business Events Sydney

By Hazel Jain

HOW IMPORTANT IS MICE TRAFFIC FROM INDIA FOR SYDNEY?

Post-COVID, India is performing well, with medium to large incentive group movements and enquiries. It's a primary market for Sydney, generating 10-12 per cent of total direct expenditure annually. With returning airline capacity and an impressive events line-up, India's numbers are projected to grow over the next two years.

WHICH SEGMENT OF MICE IS KEY FOR SYDNEY AND WHY?

Incentive groups dominate MICE markets in Asia, with growth in manufacturing and automotive clients in India. Sydney is popular for association conferences and meetings outside Asia.

HOW DO SPORTS/ENTERTAINMENT EVENTS HELP DESTINATIONS ATTRACT MORE (HIGH SPENDING) VISITORS?

Sydney attracts visitors for its cultural and sporting events, including cricket, which attracts leisure and

business travellers. Destination NSW, the NSW Government's tourism agency, hosts annual events like Vivid Sydney, an annual celebration of creativity, innovation, and technology. These events showcase different aspects of the city and offer exclusive ticketed experiences and large outdoor public experiences.

IS SYDNEY ALSO PREPARED TO CONDUCT HYBRID EVENTS?

As a Hybrid City Alliance partner, we collaborate globally to provide the best hybrid business event experience for our clients. The pandemic has honed our meeting professionals' experience in hybrid events, making us ideal for large-scale conferences. Our state-of-the-art convention centre, ICC Sydney, offers technological capabilities and an expert team for clients seeking this option. ➔

TOP
3

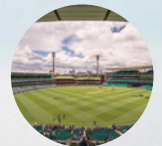
EVENT
VENUES
FOR THE
INDIA
MARKET



International
Convention
Centre Sydney



Sydney Town Hall



Sydney Cricket
Ground (SCG)



KRISTIAN NICHOLLS
Executive General Manager Bidding
Business Events Sydney



South Africa

Ultimate destination for Indian corporates



South Africa is gaining popularity as a MICE destination for Indian corporates, with its diverse landscape, business opportunities, and extraordinary leisure experiences.

By **MT Bureau**

In the realm of corporate travel, South Africa has emerged as the ultimate destination for Indian corporations seeking a unique blend of business and leisure experiences. It is a place where diverse worlds converge, offering an array of opportunities for hosting extraordinary events amidst breathtaking landscapes or indulging in thrilling luxuries like Big 5 safaris. **Neliswa Nkani**, Hub Head – Middle East, India, and Southeast Asia, South African Tourism, recently shared insights into a remarkable corporate trip to South

Africa, highlighting why it has become the preferred choice for Indian corporates.

One prominent example of this trend is the Mahindra Group, a renowned multinational conglomerate, which chose South Africa to host a large group of approximately 600 participants. “Over a span of three nights and four days, the group savoured various activities across South Africa. However, the pinnacle of their experience was the awe-inspiring vistas and pristine beaches of Cape Point, the enchanting Boulders Beach with its African Penguin colony, and

an extraordinary wine-tasting affair, complemented by indulgent shopping excursions,” shared Nkani.

Mahindra Group’s trip to South Africa was expertly handled by the tour operator Foxtrot. In close collaboration with South African Tourism, the Embassy, High Commissioner, and Consulate General, they ensured a seamless experience for the group, with special attention given to the visa application process and connectivity options due to the significant number of participants.

“Despite being a long-haul destination, South Africa offers convenience in terms of accessibility, with many travellers choosing to fly via Dubai and Abu Dhabi, which provide a wide choice of onward flights to South Africa. This connectivity is particularly significant for conferences that gather participants from multiple Indian cities,” Nkani emphasized.

In addition to international airlines, South Africa boasts a well-connected network of domestic airports and transportation options, ensuring convenient access for delegates. While no specific mention of subsidies was provided, the focus was on ensuring a streamlined visa application process tailored to the needs of this distinguished group, setting it apart from standard traveller procedures.

Neliswa Nkani further highlighted, “Globally, about 48% of arrivals into South Africa are incentive driven. We, at South African Tourism, have been focusing our lens on MICE travellers



NELISWA NKANI
Hub Head – Middle East, India, and
Southeast Asia, South African Tourism

“South Africa boasts a well-connected network of domestic airports and transportation options, ensuring convenient access for delegates”



and we value the Indian corporates that choose the country as a preferred MICE destination. We have been seeing plenty of interest and queries for destination South Africa, especially from Indian business and leisure travellers, and are optimistic that MICE will continue to drive travellers to the destination.”

She added, “Overall, the leads thus far have superseded our expectations; hence, we have met the arrival targets for the year already. We hope to sustain this momentum through further destination promotions specifically targeted at MICE groups.” ➡

Music and Sustainability unite

Planet Voices unifies music and multimedia to champion sustainability, environmental awareness and a green future. Through a groundbreaking concert featuring Ricky Kej and eco-friendly measures, it supports India's Mission LiFE.

By MT Bureau



RACHIT JAIN

Director
Rashi Entertainment

Planet Voices is a unique and inspiring initiative launched by Rashi Entertainment that combines the power of music and multimedia content to promote sustainability and environmental awareness. Planet Voices is a creative platform that seeks to engage, inspire and educate people about the importance of caring for our planet.

The inaugural concert of Planet Voices, featuring the three-time Grammy® Award winner Ricky Kej and 20 exceptional musicians, took place on August 12th, 2023, at Siri Fort Auditorium. The event was not just about music; it was a collective endeavour to support India's Mission LiFE (Lifestyle for Environment), championed by the Prime Minister and the Ministry of Environment. Mission LiFE emphasizes individual action as the cornerstone of climate responsibility.

Emphasising on sustainability, **Rachit Jain**, Director, Rashi Entertainment said, "Sustainability was at the core of our event. We implemented several initiatives, including strict waste reduction practices, extensive recycling efforts, and the use of eco-friendly materials for everything from event decor to merchandise."

He further revealed, "The event used seed paper for invitations, Sun Fabric which is a 100 per cent eco-friendly, and recyclable material for branding, and reusable cups for refilling. Waste was sent to a Materials Recovery Facility for recycling. Attendees were encouraged



to reduce their carbon footprint by promoting carpooling and eco-friendly transportation options."

Jain highlighted the challenges faced during an event, including changing attendees' habits to reduce plastic waste and managing waste properly. They replaced plastic water bottles with reusable cups but struggled to educate attendees on using them for drinking water. They partnered with waste experts for recycling.

Jain highlighted that sourcing sustainable supplies was also an unexpected challenge for them. "Finding suppliers who could provide sustainable materials and



“Planet Voices unites artists, musicians and environmentalists to inspire and empower individuals to nurture the environment for a sustainable future”

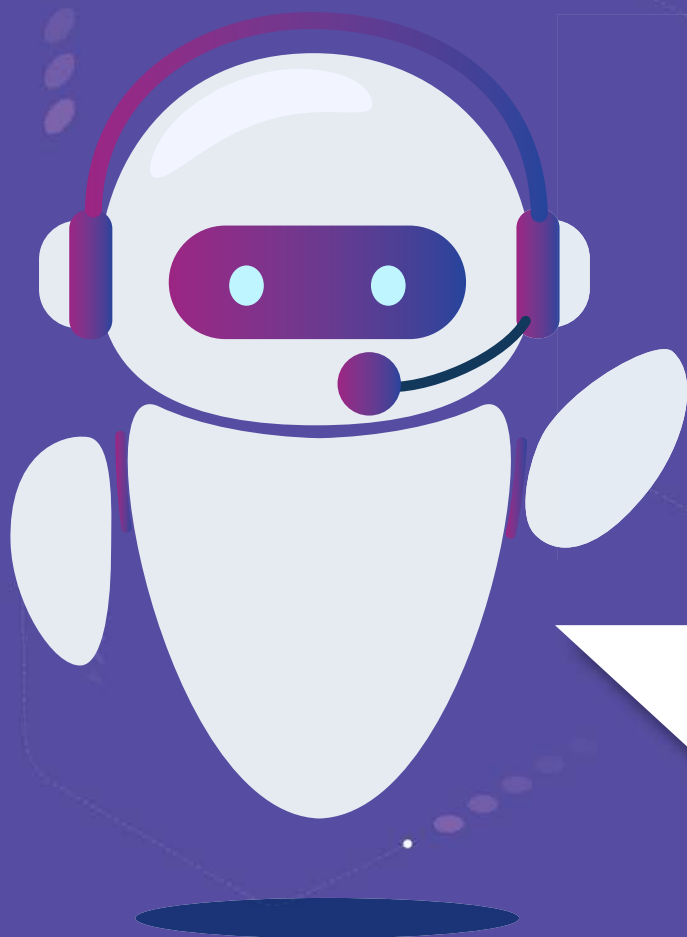


products for our event, such as eco-friendly banners, was another hurdle we had to overcome. This meant researching and negotiating with new vendors who could align with our sustainability goals,” he said.

Jain exclaimed, “The success of the event can be attributed to Ricky Kej’s music and sustainability themes, top-notch audio-visual elements, and Rashi Entertainment’s commitment to sustainability and innovation. The sold-out crowd shared the company’s passion for sustainable practices, and the support of patrons and partners like Ricky Kej and the United Nations and Ministry of Environment was crucial in realizing the Planet Voices vision.”

Jain acknowledged the cost of hosting sustainable events was high, primarily due to the use of eco-friendly materials and waste management services. Despite these expenses, generous sponsorships from companies like Dell Technologies and Mercedes-Benz compensated some. He emphasized the need for government systems to make sustainable materials accessible and affordable. ➔





AI to drive Future of Travel?

Conversational AI or ChatGPT is reshaping the future of every industry, including how we make travel decisions. **Matt Gibson**, CEO, UpThink, shares insights.

By MT Bureau

Generative AI is poised to revolutionize the travel industry. “Initially, technology-first companies will reap the greatest benefits, leveraging their in-house expertise to automate processes using AI. However, even smaller businesses and non-technical enterprises can greatly enhance productivity. We are witnessing the emergence of a new generation of travel planning tools, where conversational interfaces, voice commands, and interactive chats will transform the travel purchase experience,” says **Matt Gibson**, CEO, UpThink.

With the automation of communication, travel companies can provide personalized and automated responses efficiently. “No longer will customers have to wait for a human agent to find information or solve their problems. AI-powered chatbots can seamlessly navigate product databases, present tailored flight options, direct users to relevant information, and elevate the overall customer experience,” he adds.

“Marketing companies are harnessing the power of ChatGPT-driven bots to analyse customer profiles and deliver tailored recommendations”

Furthermore, ChatGPT plugins serve as invaluable tools, enabling one to harness AI’s potential within their workflows. These plugins facilitate real-time retrieval of information from internal databases, significantly boosting productivity and empowering teams to create compelling content and copy the same effortlessly.

“When we envision the future of travel planning and purchasing, a fascinating amalgamation of technologies emerges. Combining ChatGPT’s conversational prowess, the travel planning app’s personalized recommendations, and the convenience of voice assistants like Siri, we can foresee a world where travellers have a virtual travel assistant on their smartphones. Simply by voicing their desires and preferences, customers can receive an itinerary tailored to their needs, with the flexibility to modify and



MATT GIBSON
CEO
UpThink

optimize it as they please. Such innovations might even challenge the dominance of Online Travel Agencies (OTAs) in daily individual travel experiences,” explains Gibson.

So how can we embrace this transformative technology and enhance productivity in our businesses? While large-scale automation may be initially limited to bigger companies, every individual and organization can leverage generative AI to become more efficient and effective. ChatGPT provides an array of tools, from marketing content and templates to chatbots, empowering us to streamline our operations and create compelling experiences for our customers.

In conclusion, the future of travel is being reshaped by the incredible potential of generative AI. From revolutionizing travel marketing and decision-making to empowering businesses of all sizes, this transformative technology offers unprecedented opportunities for growth and enhanced productivity.

ChatGPT can help travel and tour operators generate quick itineraries, but one needs to check facts, as it only uses general statistics. Hence, the human experts for travel, i.e. the travel consultants, must use their personal experiences to share facts and details. “The travel industry will always be highly personal and require a human touch that AI can’t provide. AI can make it a little bit easier, it is going to make the tools a little better. We already have enough tools for consumers to plan their trip independently, if they want to, but they are not necessarily going to want that. I think we are learning this over time, as OTAs came up, and everybody used them and used the travel agents as researchers. However, AI is no replacement for travel professionals,” concedes Gibson. ➡



WTM set to unite global tourism industry

World Travel Market London will host its 43rd edition from 6-8 November, 2023 at ExCel London, highlighting the global travel community's transformative potential.

By **MT Bureau**

Ticket bookings are now available for the 43rd edition of World Travel Market London, the world's most influential travel and tourism event. The event will be held at ExCel London from 6 November to 8 November, 2023. Organisers are suggesting visitors to book tickets well in advance of this year's show and have announced several new and exciting changes showing that the global travel community has the **Power to Change** travel.



“WTM is undergoing significant changes to enhance visitor experience, including increased networking opportunities”

This year, WTM London will open its doors earlier than usual – ready to welcome visitors from 09:30 am, providing an additional hour for visitors and exhibitors to have spontaneous meetings. Visitors are invited to make use of the new, open-for-all Community Hubs right in the centre of the show, and attendees can also look forward to an ‘everyone’s welcome’ Networking Party that will take place within ExCel London on its first day from 5:30 pm-7:30 pm.

Developments include a new VIP badge to host senior industry leaders and a Closing Keynote by a famous personality on 8 November. WTM Connect Me – the show’s meeting booking platform will be available for Buyers, VIPs and Media. All attendees will also have access to the official newly enhanced WTM App.

The conference programme will cover eight themes over three different stages throughout the three-day event. The themes are Sustainability, Technology, Geo-Economics, Emerging Markets, Consumer Trends, Marketing, Diversity & Inclusion (D&I) and Experience.

On 8 November, content creators will be invited to a lunch with global destinations to support collaboration and networking. The Ministers’ Summit at World Travel Market in Association with UNWTO and WTTC, will return for its 17th year on 6 November. ➡

Has business travel changed forever?



The realm of business travel, once a fundamental pillar of corporate operations, finds itself at a crossroad with technological innovations and a rapidly evolving world.

The COVID-19 pandemic had significantly impacted business travel, with companies reducing operational costs and embracing virtual meetings. However, despite this, the value of business travel remains, particularly for maintaining client relationships, expanding markets, and gaining a competitive edge.

Looking forward, as the travel industry continues to change and evolve, so should

your business travel program. Business travel policy needs to be continuously evolving to accommodate revisions and updates of internal policies, external circumstances, and best practices while maintaining focus on employee well-being.

Here are some of the top considerations we see influencing the future of business travel policy:

- The COVID-19 pandemic has highlighted the importance of employee

health and safety measures. It has also emphasized the need for clear and effective communication for business travel policies and procedures.

- Sustainability is the new norm for corporations, which has led to short- and long-term goals to reduce carbon footprints, reduce business travel, adopt technology, bundle visits, and make informed choices about transportation and accommodations.
- A hybrid workplace is here to stay. The globally mandated work-from-home era may have ended, but the changes it brought have led to many organizations adopting a voluntary work-from-home policy.
- The business travel industry needs to prioritize accessibility, incorporating inclusivity into policies, incorporating procedures, options, and exceptions, while also providing technology tools and accommodative supports. ➔



ANUJA AGRAWAL
Founder & CEO
Health Flights Solutions



MARY MILLER SALLAH
Advocate, Serial Entrepreneur and
Operational Leader

MOVEMENTS



LIM KEAN BON

Area Director, India,
South Asia, and Africa
Singapore Tourism Board
New Delhi

The Singapore Tourism Board (STB) appoints Lim Kean Bon as the Area Director, India, South Asia, and Africa. He will succeed Raymond Lim as the India market lead based in New Delhi, leading STB's promotion, and travel trade engagement activities in Northern and Eastern India to sustain and grow affinity for Singapore from leisure travellers. In addition, Kean Bon will be responsible for business development efforts to secure visitorship across India to Singapore in the Cruise and MICE segments. He will also lead his team in other regional markets like Bangladesh and South Africa.



PAVAN KUMAR MANIKONDA

General Manager
The LaLiT Ashok Bengaluru

The LaLiT Ashok Bengaluru appoints Pavan Kumar Manikonda as the General Manager. In his new role, he will be responsible for overseeing and enhancing the operational excellence of the property. His proven leadership skills, strategic vision, and extensive knowledge in various aspects of hospitality management will play a pivotal role in driving the hotel's growth, optimizing performance, and further cementing its reputation as a premier destination. With more than 18 years of experience in hotel operations, Manikonda is well-regarded as an industry veteran with a strong business acumen.



RAJAN KALRA

Head of Sales (MICE)
The Lalit Suri Hospitality
Group, Mumbai

The Lalit Suri Hospitality Group appoints Rajan Kalra as the Head of Sales (MICE) for the Mumbai region. With an impressive career spanning over 17 years, Rajan will assume responsibility for the development and execution of comprehensive sales strategies aimed at enhancing revenue, increasing visibility, and elevating the overall perception of the Lalit Hotels brand. In his new role, Rajan will spearhead sales initiatives within the Mumbai region, driving substantial revenue growth across The Lalit Hotels portfolio. His extensive background in Sales and Marketing is to be lauded.



AMAN KHUPSARE

General Manager - Operations
SKIL Cabs, Mumbai

SKIL Cabs has appointed Aman Khupsare as the General Manager - Operations. Khupsare brings with him over two decades of diverse professional experience, having worked with multinational corporations and startups across industries, including pharma, telecom, insurance, media, fitness, and wellness. His expertise spans areas like Sales and Distribution, Business Development, and Account and Project Management. He is known for his exceptional cross-functional proficiency in both strategic and operational aspects of business. A self-starter, he possesses a notable ability to manage dynamic teams.



PRABIN C.B.

Director of Revenue
Management
NHCC and HICC, Hyderabad

Prabin C.B. has been appointed as the Director of Revenue Management of Novotel Hyderabad Convention Centre (NHCC) and Hyderabad International Convention Centre. Prabin has more than two decades of experience in the hospitality industry. In his present role, Prabin will be responsible for determining the strategic vision for the property by establishing goals and guiding the hotel's commercial team in implementing tactical efforts to promote revenue growth. He will take an active role in analyzing real-time data and market reports to recommend revenue-generating strategies.



JACOB PAUL

Director of Human Resource
Crowne Plaza Chennai Adyar
Park

Crowne Plaza Chennai Adyar Park hotel elevates Jacob Paul as the Director of Human Resource. Paul brings along with him an industry experience of 14 years. In his new role, he will be responsible for the recruitment of the team. He will be managing payroll, ensuring ethical business practices, statutory compliances, associate well-being, learning and development. He will also be actively working on team engagement. He has a knack of bringing together professionals from various cultures to collaborate in harmony in order to achieve the ultimate purpose and vision of the company.



SURAJ NARAYAN

Director of Sales
The Fern Hotels & Resorts,
Delhi

The Fern Hotels & Resorts has promoted Suraj Narayan as Director of Sales at Fern's Regional Sales Office in Delhi. He will lead a dynamic team of sales professionals, fostering a collaborative and results-driven culture that aligns with The Fern Hotels' commitment to excellence. His leadership will focus on nurturing existing client relationships and cultivating new business opportunities. He will also be engaged in optimizing revenue streams across various market segments. He has 15 years of experience in the hospitality sector and has worked with several reputable hotels in the past.



ATUL KUMAR

Associate Director of Sales
The Fern Hotels & Resorts,
Noida

Atul Kumar has been promoted to Associate Director of Sales at the Fern's Regional Sales Office in Noida. Kumar has been an integral part of the organisation since 2019 when he joined the organisation to establish the new regional sales office in Noida. Throughout his tenure, he has displayed an exemplary leadership and a strong commitment to driving sales growth. In his new role, he will drive the core sales function in the Noida region for The Fern Residency, Noida, and all the other hotels in the brand pan-India. His earlier stints include the pre-opening team at Radisson Blue.



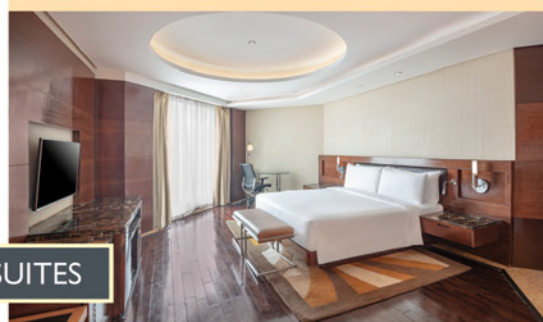
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