



FROM THE DESK OF THE PRESIDENT

Dear Members,

This Newslines is specially dedicated to our Association's much awaited **INDIA TRAVEL TRADE EXPO - ITTE 2010** and TAAI's prestigious **TAAI TRAVEL AWARDS FUNCTION**.

ITTE will be showcased for 2 days .i.e on the 6th & 7th of August at the **World Trade Centre, Cuffe Parade, Mumbai** and on the 6th night TAAI will honor stalwarts from the travel and tourism industry with befitting awards at **Taj's Land End, Mumbai**.

Imagine the networking, the sharing of information, the creation of new contacts, the cementing of strategic partnerships and fresh liaisons, not to forget the high degree of immense satisfaction that the recipient of a TAAI Award shall derive in full view of a packed audience.

The TAAI Travel Awards will highlight the achievers of the hospitality industry who through dint of their hard work and efforts will be declared winners. Isn't it a wonderful feeling when one's dedication is recognized specially in front of one's trade colleagues and when one walks up to receive the award, it is a very special moment etched in your mind forever !!

Read all about these two events in the inside pages and make a note of being in Mumbai on the 6th of August!

I look forward to welcoming you all.

Rajji Rai

President

Editor's Note

Dear Friends,

The countdown has begun for ITTE 2010 and TAAI Travel Awards !

Two very important events of your Association are just around the corner and the excitement is building up. One is the much-awaited Expo being organized by TAAI for you to network successfully for 2 whole days and the other- the AWARDS function, where befitting tributes will be given to deserving candidates of our travel and tourism industry and that too selected by you all.

Please ensure to be there in the midst of it all and avail of the wonderful opportunities being offered specially to you.

TEAM TAAI NEWSLINE

ITTE 2010

Dear Members

Here is the event all of you have been waiting for!

TAAI's own Travel and Tourism Exhibition, an exclusive B2B Exhibition promoting Inbound / Outbound / MICE / Domestic / Medical Tourism / Special Interest Tours / Wellness Tourism and all other categories of tourism - ITTE 2010.

The India Travel Trade Expo- ITTE is being held from 6th - 7th August 2010, World Trade Center, Cuffe Parade, Mumbai.

Mumbai has been chosen for this event being one of the fastest growing industrial city the world over. What's more, in completion of its 50 years of Independence, the Government of Maharashtra along with MTDC and MEDC are celebrating its year long Golden Jubilee programs from 2010-2011 with the launch of its "Visit Golden Maharashtra", and have become our key state partner.

The rapid growth of India's inbound tourism industry has been instrumental in making Asia the most preferred tourist destination as noted by the UN World Tourism Organization (UNWTO). On the other hand, a booming economy and increase in disposable income has led to a massive growth in the number of Indians traveling abroad. Thus ITTE is the ideal networking platform for all stakeholders in our industry. Be sure to be there to avail of this opportunity to meet your trade partners all under one roof.

See you there!

M Iqbal Mulla

Chairman – ITTE & Hon. Treasurer

Exhibitor Profile

- Ministry of Tourism Govt. of India
- State Government Tourism Departments
- National / Regional Tourist Organizers
- International Tourism Boards
- Tour Operators (Inbound / Outbound)
- Medical Tourism
- MICE Organizers
- Travel Agents
- Online Ticketing Agents
- Car Rental and Coach Operators
- Airlines
- Hotels / Hotel Chains
- Resorts
- Railways
- Cruise Lines
- Adventure Tourism
- Incentive Travel Destinations
- Amusement and Theme Parks
- Insurance, Foreign Exchange, Banks and Credit Cards
- Travel Accessories and Equipments for Camping, Biking, Trekking, Photography etc.
- Educational Institutes
- Health Spas & Resorts
- Tourist Attractions
- Technology and Communication - Global Distribution System
- Payment Gateway Providers Visitor Profile
- Inbound/Outbound Tour Operators
- Corporate and Business Travel Planners
- Travel Trade Members
- Theme Group Travel Organizers
- MICE Operators
- Travel and Tourism Ancillary Industries
- GDS Companies

Welcome To INDIA TRAVEL TRADE EXPO 2010 An Exclusive B2B Networking Platform

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Media Support



The TAAI Travel Awards 2010

(In association with the holding of TAAI's ITTE at Mumbai)

Dear Colleague,

TAAI once again brings before you THE TAAI TRAVEL AWARDS. After having launched the first year of Awards during 2009 at our Convention in Dubai, this year we bring the Awards to you at an exclusively organized function held in association with TAAI's ITTE.

The Award Function will be on 6th August 2010 at 7:30 PM. This will make it convenient for our Members participating in ITTE on 6th & 7th August 2010. Many members traveling from all over India have confirmed participation in ITTE and are also being enrolled as Hosted Buyers for ITTE.

An exciting part of the TAAI TRAVEL AWARDS 2010 is that in categories like Airline & Hotel Awards, the judgment will be done on the basis of Voting done by our Members. We will be soon sending our Active & Associate Members the Ballots and expect them to be returned back to the Secretariat in Sealed Envelopes within 2 days. The details of the deadlines will be mentioned in the Envelope and the Ballot Paper.

We need your :

- Participation in the Voting – As Agencies that are directly marketing the sales of Airlines to our customers and the first point of contact for feedback from passengers, we are very qualified to decide on the Awards
- Presence at Mumbai on 6th August to join us at the Gala Awards Function.
- Join us at ITTE on 6th & 7th August 2010 and get into Networking with the sellers in our Exhibition

Looking forward to your participation in all areas and strengthening TAAI to continue to present unique happenings in the Travel & Tourism industry.

Sincerely yours

Sunil Kumar R

Chairman – TAAI Travel Awards Committee & Hon. Secretary General



TAAI office bearers welcoming 'Lifetime Achievement Award' recipient - Mr. PRS Oberoi in 2009.

Awards of 2009



International Airline Award being presented by Mr. Amitabh Kant to Emirates Airlines



Hotel Chain Award being presented by Mr. Sunil Kumar to Taj Group of Hotels

Bangkok Is Back!

by Dick Slaker July 09, 2010

(California travel agent Dick Slaker was invited by the Tourism Authority of Thailand to visit the country as TAT seeks to revive tourism in the wake of the political demonstrations in Bangkok last spring. Slaker's report follows.)

The headlines we saw shared the following news: "Bangkok is Back!" And after a recent tour of Bangkok and other destinations in Thailand, **I can report that Bangkok is back indeed.**

The Tourism Authority of Thailand (TAT) hosted our group as part of its strategy to revive tourism to Thailand, which was badly hurt of the Red Shirts uprising in the Thai capital earlier this year.

We met with TAT Governor Suraphon Svetasreni and his staff for a question and answer session about Thailand and Bangkok in particular.

During the discussion, we found out that TAT aims to attract 13.4 foreign visitors in 2011 with a stepped up marketing program that will focus on key markets of China, Japan, the UK and the U.S.

we met with the governor, a TAT delegation was preparing to attend a trade show in Beijing along with 30 Thailand tour operators as part of its strategy to grow that market from 850,000 Chinese visitors last year to 1 million in 2011.

TAT also has put a visa fee waiver program into effect to attract more foreign tourists.

The situation is already returning to normal. According to official data, international passengers arriving at Suvarnabhumi International Airport totaled 540,788 during June. While TAT reported that this was a 6.8% decline from the same period of 2009, the June figures were a clear indication that the rate of decline has slowed significantly from the 19% drop in visitor arrivals in May vs. May 2009.

TAT Governor Suraphon Svetasreni said, "The entire tourism industry has come together and is moving ahead to overcome the downturn. We are hopeful that these measures will succeed and the industry will still be able to attain its target of 14.8 million arrivals for 2010.".....

Turkish Visa on Arrival for Indians



The Turkish Embassy at New Delhi has announced that Indian passport holders bearing valid Schengen, UK or USA visas are being granted 30-day-valid entry visas at the border gates of Turkey upon their arrival. Indian citizens, who wish to obtain the visa on arrival in Turkey, would be required to submit information about their hotel reservations, one passport size photograph, 15 Euro / 20 US Dollars and a copy of their return flight ticket.

In recent months, Turkey has emerged as the 'must visit' destination for Indians vacationing overseas. With its rich cultural history, secular and democratic values, stunningly beautiful and varied landscapes, delicious fruits and cuisine, it is a country that fascinates every single visitor.

Having been anointed by the European Union as '**Europe's Cultural Capital for 2010**', Istanbul is celebrating the honour with a series of major international exhibitions, theatre and music events, folk festivals and the like.

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