

## FROM THE DESK OF THE PRESIDENT



Members,

TAAI's Indian Travel Congress, 59th Convention and Exhibition is just around the corner!

The Convention is being held in Phuket from 24th to 27th September, 2010. on an invitation from the Tourism Authority of Phuket and the Government of Thailand. As you all know, this Annual event of TAAI is eagerly awaited each year by the travel trade as it provides an occasion for various segments of the industry to meet and deliberate. This convention will bring together the stakeholders in the travel industry where they can interact with each other by being provided with a networking and marketing platform. It will also provide an opportunity to showcase the 'Incredible India' product to tour operators in Thailand, besides extending support to their tourism industry. The vibrant and dynamic partnership of India and Thailand is growing and the progress can be seen prominently. The constructive roles played by Indian travel agents in the promotion of tourism is there for all to observe and various businesses pan India are tying up with stakeholders in Thailand. Hence this is an opportune moment for TAAI to hold its Congress in Thailand. I take this opportunity to thank all delegates for participating in such a large number in the Convention.

See you in Phuket!

**Mr Rajji Rai**

## COMMENTS



Travel Agents Association of India, (TAAI) will celebrate its 59th Convention in Phuket, Thailand, from September 24th to 27th, 2010, with "Be ... the Game Changer" as its theme. This annual Congress will provide a platform for the industry to converge to discourse trends, issues, challenges, technologies, strategies and much more that have, and in future will, impact the basics of travel business through a very comprehensive and exciting program that will cover keynote lectures and interactive panel discussions.

**Mr Jagdeep S Rikhy**  
Convention Co Chairman



As the largest travel and tourism association in the Asia Pacific, TAAI has been a symbol of prospective growth and dynamism guiding the path of travel & tourism in India for over 59 years. This year we have selected Phuket for our prestigious convention to further strengthen our relations with the Asian destination of Thailand and motivate tourism vice versa. There could be no better opportunity than our Annual Convention and Exhibition, to enable us meet one another from the trade, review the current scenario and interact with our partners.

**Mr Iqbal Mulla**  
Convention Co Chairman

## Editor's Note

### FRIENDS

The Annual Indian Travel Congress is all set in Phuket, Thailand!

The response from our Delegates for the Convention has been excellent and they are going to take back with them great memories of a wonderful destination and even the Congress.

What awaits delegates are a Grand inauguration, topical business sessions, fun-filled post convention tours and of course stay in the best of hotel and beach properties in Laguna area with breath taking views. Not to forget the immense net working opportunities the Convention offers to each and every delegate. So it is off to Thailand.

Phuket! here we come .....

**TEAM TAAI NEWSLINE**



# Indian Travel

## 59th CONVENTION & EXHIBITION OF TAAI

**Our theme for the convention is “Be... The Game Changer”**

**We zeroed in on this theme to give the industry the necessary impetus to move away from the normally toed line and move up in many directions that will help them in their businesses**

### Who is a Game Changer ?

A Game-Changer has been described as a visionary strategist who alters the game his business plays or conceives an entirely new game; a creator who uses innovation as the basis for sustaining profitable organic growth and consistently improving margins; a leader who understands that the consumer or customer - not the CEO - is boss; a catalyst who uses innovation to drive every element of business from strategy to organization, and from budgeting and resource allocation to selecting, rewarding, and promoting people; an integrator who sees innovation as an integrated end-to-end process, not a series of discreet steps; a breaker of chains of commoditisation who creates differentiated and value-added brands and businesses through innovation; and a hardheaded humanist who sees innovation as a social process and understands that human interaction - how people talk and work together - is the key to innovation, not just technology.

### How will the Convention Help the Delegates in the Industry?

The TAAI Annual Convention is an event eagerly awaited each year by the travel trade. This year the Convention will provide an opportunity to showcase the ‘incredible India’ product to tour operators in Thailand, besides extending support to their tourism industry. The Indian Travel Congress, as it is titled, provides an occasion for various segments of the industry to meet, deliberate

and interact with one another. Also this convention will bring together the stakeholders in the travel industry on a networking and marketing platform. Phuket is the center of tourism in southern Thailand. The convention will let the two countries move together to strengthen cooperation for mutual benefits. The year 2010 is the year of “Amazing Thailand, Amazing Value” campaign.. The constructive roles of Indian travel agents in persuading Indian tourists to visit Thailand and vice versa is very encouraging, wherein the entire tourism industry has offered extraordinary deals to visitors besides taking part in the year-long celebrations that feature Thailand's culture and heritage. This event also presents a wonderful opportunity for travel industry colleagues from India to experience Laguna Phuket hotels and facilities, and the natural beauty and charm of the island, first hand.



# Hotel Congress

59<sup>th</sup>  
CONVENTION &  
EXHIBITION OF  
TAAI 2010  
24th-27th SEPTEMBER

**1, 24th - 27th SEPTEMBER 2010, PHUKET**

## CALLING ALL SPOUSES!

Delegates, whilst you are busy at the Business Sessions, your accompanying spouses need not get bored waiting for you to be free. The TAAI Convention Committee has organized special sightseeing programs for your spouses. They will enjoy the sights and sounds in and around Phuket and carry home great memories.

## SPOUSE PROGRAM (Other Programs Also Available)

### TOUR HALF DAY (ONLY FOR SPOUSES)

Spa & Relaxation (HT 01) - September 25/26, 2010 1030 - Depart from the hotel & transfer to the Spa destinations

11:30-13:30 Relax and pamper yourself with a Spa treatment (2hrs.)

14:00 Transfer back to the hotel

*Note: All Spa package are complimentary (one package per person). Meeting point at TAAI Tour counter, Dusit Laguna Hotel. Ko Khai Island (HT 02) - September 25/26, 2010*

10:30 Depart from the hotel and transfer to the pier

11:10 Arrive at the Boat Lagoon/Royal Phuket Marina pier and depart to Ko Khai Nok Island

11:30 Arrive at Ko Khai Nok

11:30-1300 Relaxing on a white sandy beach / sightseeing / snorkeling / swimming / sunbathing around Ko Khai Nok & Ko Khai Nai

13:00 Transfer back to mainland

13:20 Arrive at the Boat Lagoon / Royal Phuket Marina pier

13:30 Transfer back to the hotel

## POST CONVENTION TOURS

Post Tour ( PT 02 : Phuket – Phang Nga - Phuket)

September 27-29, 2010

Depart from the Hotels and transfer to Ao Por Pier

Post Tour ( PT 01 : Bangkok and Beyond)

September 27-29, 2010

Depart from Phuket International Airport (YOUR OWN FLIGHT)

Post Tour ( PT 03 : Phuket – Krabi - Phuket)

September 27-29, 2010

Depart from the Hotels and transfer to Phang – Nga Province

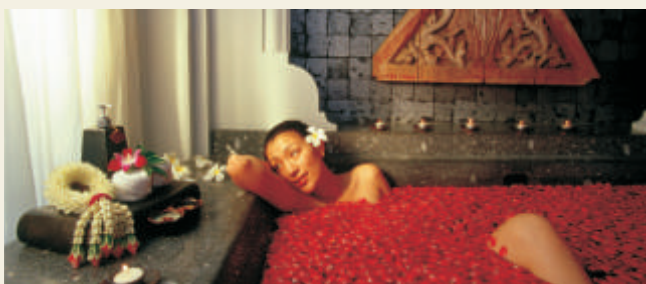
### MORE POST CONVENTION TOURS IN BRIEF OFFERED TO DELEGATES OTHER THAN BOOKED FOR BANGKOK & BEYOND, PHANG NGA AND KRABI.

**1ST OPTION:** COURTESY JAGSONS TRAVELS PVT. LTD., NAGPUR AND ALILA CHAAM HOTEL - TOUR IN BANGKOK AND STAY IN ALILA CHAAM HOTEL AIR TICKETS AT YOUR EXPENSE FROM PHUKET TO BANGKOK AND BACK.

**2ND OPTION:** Courtesy AMARI BANGKOK HOTELS FROM 27TH SEP TO 1ST OCTOBER. \*Amari Don Muang, \*Amari Boulevard, \*Amari Watergate, \*Amari Atrium

**3RD OPTION** COURTESY BIG BLUE MARBLE MKTG & REP PVT. LTD. COMPLIMENTARY S. SEEING: of A Siam Niramit- A must see show of Thailand. (Bangkok), B Dream World - A theme park in Bangkok

**4TH OPTION :** COURTESY INDO BANGKOK CO.,LTD. At HOTEL : HOLIDAY INN PATTAYA. (27TH & 29TH SEPT,2010)



**BUSINESS SESSIONS**  
**Saturday 25th September 2010**

**BUSINESS SESSION 1 - CURRENT CHALLENGES**

Are we being paid enough for our Services?  
 Driving Financial Efficiency  
 Supplier Relations

**BUSINESS SESSION 2 - TALENT RETENTION & DEVELOPMENT**

Best Practices  
 Talent Development

**BUSINESS SESSION 3 - BUSINESS STRATEGY. . .A MUST**

Evaluate your Business - ROI Strategy

**BUSINESS SESSIONS**  
**Sunday, 26th September 2010**

**BUSINESS SESSION 4 - LEVERAGING BUSINESS OPPORTUNITIES**

Luxury . . . a Niche Opportunity  
 India's Emerging Tourism Destination  
 DESTINATION THAILAND  
 Thailand Authority of Tourism  
 Thailand Convention & Exhibitions Bureau  
 Phuket Tourism Association

**BUSINESS SESSION 5 - HARNESSING TECHNOLOGY**

How to fit Technology to your Business  
 Digital Media Marketing  
 TAAI System One  
 Key Address  
 Phuket Tourism Association

