

FROM THE DESK OF THE PRESIDENT

Dear Colleagues,

It is heartening to note that the second half of this year has been very promising indeed. Travel has picked up, hotel rooms are filling up and Inbound tourists have started coming into India to experience the magic of our country. In spite of the Mumbai attacks and the H1N1 virus, the long-term prospects for the Indian tourism are looking good. Industry sources expect that the global economy will start to recover fully from 2011 onwards, with a beneficial effect on travel and tourism. According to UNWTO, the global economic crisis has opened up various opportunities for the tourism sector including India. Tourism will be positioned higher in national and global agendas as it is the key driver of economic growth.

Post a really successful convention, your Managing Committee was involved in various activities such as Meetings with the Ministry of Tourism regarding holding of awareness road shows Pan India and fruitful talks with IATA about the TAAI IATA Joint Guarantee Scheme for the benefit of our membership. TAAI has continued to work closely with IATA and was successful in the first phase, which was to get the existing scheme to continue, and it has been currently renewed upto 31st December 2010 and we are already working with IATA for its further renewal. The Annual Report of your Association for 2009 -2010 is also ready and is being dispatched to you. Recently, WATA(World Association of Travel Agents) came to India and had good interaction with our members in Delhi and Mumbai. I also gave them a key-note presentation about the future of travel vis-à-vis India in general & about outbound travel from India in particular. It was well received & appreciated by the delegates.

The issue of ADMs has been taken up by your M.C very seriously. A specific ADM Committee headed by MC Members Mr. Marzban Antia with Mr. Sanjay Datta & Mr Vijay Mohan Raj, Western Region Chairman, Mr Rajesh Rateria, Pune Chapter Chairperson, Mrs Amarjit Lidder and A P Chapter Chairman, Mr Imtiaz Qureshi, has been set up to settle this issue as early as possible with concerned airlines. TAAI has also written to IATA about the serious situation and letters have been sent by me to



concerned airlines such as NACIL, Jet Airways and Kingfisher Airlines wherein I have requested them to refrain from sending ADMs pertaining to churn bookings and GDS abuses to agent members as most often these are either erroneously raised or do not meet the purview of the provisions of the Governing Resolution. In fact I have raised the need to have a CLEAR policy on ADMs which must be circulated to all agent members immediately. Your Association has already met with Jet Airways and are in the process of meeting with Kingfisher and NACIL. Some of our chapters and regions have already had a workshop on churn bookings and ADMs in their respective areas wherein the staff were made aware of the IATA Resolutions 850m and 832 and were explained the do's & don'ts as well as about the complete procedure of disputing ADMs. Read all about it in the inside pages.

Airfares by some airlines were raised very steeply recently and stayed put after that ! In a bid to prevent airlines from jacking up prices abruptly due to heightened demand, the DGCA stepped in and asked the carriers to furnish route-wise tariff on their entire network in the beginning of each month. In a latest circular, aviation regulator Director General of Civil Aviation directed the airlines to "furnish a copy of the route-wise tariff across its network in various fare categories, in the manner it is offered in the market, to DGCA on the first day of every calendar month". The circular said that any "significant and noticeable change" in the established tariff already filed, should be reported to DGCA "within 24 hours of effecting such changes". The regulator has also asked the airlines to publish air fares on their websites or in daily newspapers on a regular basis as this sudden jump in airfares during peak travel seasons, was causing a lot of harassment to travellers.

Dear Members, you must have by now received the notice for the TAAI AGM coming up on 9th December in Mumbai. I look forward to meeting you there.

Rajji Rai
President

Editor's Note

Dear FRIENDS,

Greetings from TAAI !

This November issue of Newslines comes to you with some important updates on the activities of TAAI as well as how some Regions and Chapters are educating their staff on the issue of ADMs, churn bookings & GDS abuse. some good workshops were held and some are in process of being held. Needless to mention we look forward to your comments and feedback as always

TEAM TAAI NEWSLINE

WORKSHOPS ON ADMs, CHURN BOOKINGS & GDS ABUSE

EASTERN REGION

TAAI Eastern Region recently held Workshops on ' Good GDS Practices' conducted by Amadeus and Galileo with over 30 members participating. The Workshop was organized with the aim of making agents understand booking procedures better so as to counter any risks of ADM which certain airlines have recently started raising. "The participants found the training to be useful and more such trainings will be conducted in future." says Chairman, Devendra Parekh confidently.



KERALA CHAPTER

Kerala Chapter Chairman Austin Varghese informs us that his Chapter conducted a seminar for the members on GDS good practices on 10th November, 2010 at Cochin.

Around 35 reservation staff and managers from the Member Agencies attended the program. The main GDS companies in Kerala - Amadeus, Galileo and Abacus gave their presentations. Mr. Alex T Jacob, Regional Manager, Kerala from Galileo, Mr. Unnikrishnan Nair, Deputy Manager- Help Desk from Amadeus and Mr. Binoy Kuriakose, Manager- Kerala from Abacus led the presentations and explained the best practices in reservations besides clearing the doubts from the participants. The workshop lasted for one hour thirty minutes. The Chairman was thankful to the GDS companies and their Managers for conducting this workshop for the benefit of the members on such a short notice. He also requested the chapter members to follow the good practices in reservations and to avoid the charges imposed on them by the airlines to which they agreed.

PUNE CHAPTER

Pune Travel Agency Staff resolve to reduce ADMs for their Agencies

Our Pune Chapter was very busy last week. Both TAAI-TAFI Pune conducted a joint workshop on the subject of Agency Debit Memos (ADMs) on 18 Nov 2010. The Travel Agent community has been restless about the rapid-fire issue of ADMs by the Airlines as they look at it as a revenue loss which is a big concern to them. As such, the workshop was well attended and it is encouraging to note that the airlines too participated whole-heartedly.

The staff were made aware of the IATA Resolutions 850m and 832 and explained about the complete procedure of disputing ADMs. Mr Bhanu Mohan Kaila, VP, Agency Sales, Kingfisher Airlines came with a complete team from Mumbai and gave a detailed presentation on their ADM policy. Mr Zubin Minocheherhomji, Manager, GDS & Revenue Integrity gave out the Jet Airways ADM Policy and elucidated it by providing examples. Amadeus and Abacus both gave presentations on some good GDS practices.

The Workshop was a good platform for the front liners to interact with the Airlines and GDS together. At the end of the workshop, the Staff expressed their gratitude for holding this workshop and unilaterally declared that they found it very useful. The participants resolved to reduce ADMs for their agencies by adopting good habits and would make a concerted effort to reduce churning of bookings.

Says, Amarjit Lidder, Chairperson, TAAI Pune Chapter, "the efforts of educating Staff through the medium of this Workshop will surely reduce unnecessary workload for both the airlines and the agencies concerned."

QUOTE OF THE MONTH

"The best thing about the future is that it comes only one day at a time"
-Abraham Lincoln (1809-1965)

CUSTOMER SERVICE WORKSHOP FOR TAAI AGENTS IN JAIPUR



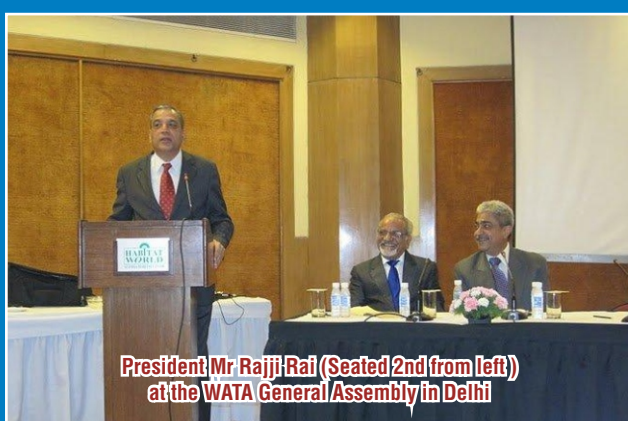
Deepak Mehta, Chairman, Rajasthan Chapter along with office bearers organized a customer service workshop on 23 Oct 2010 for the frontline staff of TAAI agents.

The workshop was conducted by a trainer of NIPE- A Joint venture of NIIT & Genpact and other than teaching basic phone & personal interaction etiquette, a session was dedicated to educate the participants on how to make every call commercially viable for the agency and how to convince one's client over internet.

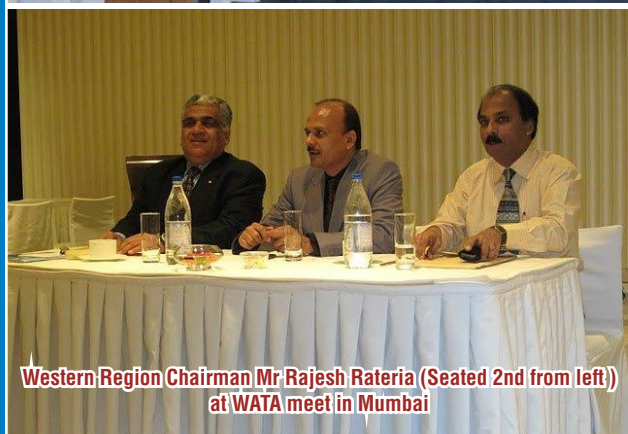
Members attended the program in full force and appreciated the efforts of the Chapter in this initiative. Small wonder then that in their feedback forms they rated it as an "excellent Effort".



WATA GENERAL ASSEMBLY-PRESENTATIONS IN DELHI & MUMBAI



**President Mr Rajji Rai (Seated 2nd from left)
at the WATA General Assembly in Delhi**



**Western Region Chairman Mr Rajesh Rateria (Seated 2nd from left)
at WATA meet in Mumbai**

WATA (World Association of Travel Agents) organized its 60th Anniversary Celebrations alongwith their General Assembly in India from 15th -21st November 2010.

18 companies participated with a large representation. TAAI Northern Region, Chairperson, Jyoti Mayal and her office bearers made sure that maximum TAAI members attended the Road Show on 16th November. There was an interesting presentation prior to the starting of the Road Show where experts spoke on the specialized subject "Expectations of Indian Outbound Traveller".

President Mr Rajji Rai was the Key Note Speaker on the above subject wherein he gave the visiting delegation an overview on the Indian Outbound market, how it was moving and what the new trends were in travel.

Mrs Mayal also called a special meeting of the agents in the later in the day with an in-house meeting after which the WATA delegation joined the TAAI members where each delegate briefly introduced himself / herself. Both the teams were thus able to interact with each other and create networking bond for future business possibilities. Result ? Two agents on the road show itself got confirmed business.!!

The next roadshow of WATA was then held on 19th November in Mumbai in collaboration with TAAI Western Region. Says Chairman, Rajesh Rateria "18 DMCs met up with our members which would be of mutual benefit. Many members came and had fruitful discussions with them" The Chairman also raised a point about mutual trust between the agents on both sides. As TAAI does its bit of due

diligence about making someone a member and thus the tag line "deal with someone you trust", he requested the visiting companies to check with TAAI about the credentials of members whom they deal with in the initial stage and vice versa. The point was well taken and the delegation was immensely happy to have had such a beneficial & interactive session.

TAAI AND TAFI HOLD MEETING WITH JET ON THE SUBJECT OF ADMS ON MISUSE OF GDS –

An urgent and important high level meeting was held by TAAI and TAFI on 8th November, in Mumbai with a delegation from Jet Airways. It was decided by both Associations that they will meet firstly with Jet Airways and then move on to other airlines on the same subject. The Jet Airways Delegation consisted of : Ms. Sonu Kripalani – VP Sales, India, Mr. Raj Sivakumar – VP Network Planning & Revenue Management, Mr. Gilbert George – Sr. General Manager Sales, India, Mr. Warren Monteiro – Manager Sales Financials, Mr. Amar Pethe – Manager – Revenue Management Strategy & Systems, Mr. Zubin Minocheherhomji – Manager – GDS & Revenue Integrity. TAAI was represented by Mr. Rajinder Rai – President, Mr. Jagdeep Rikhy – Vice President, Mr. Sunil Kumar – Hon. Sec. General, Mr. Iqbal Mulla – Hon. Treasurer, Mr. Sajay Datta – Chairman Airline Council, Mr. Marzban Antia – Co Chairman Airline Council, Mr. Sunil Notani – Managing Committee Member, Mr. P Murugesan – Co Opted Managing Committee Member, Mr. Ranjit Vig – Co Opted Managing Committee Member and Mr. Satish Vaghela – Manager Administration. From TAFI there were Mr. Dharmendra Gursahani – Hon. Treasurer, and Mr. Jayesh Tharani – Chairman, Western India Chapter. Mr. Rajji Rai was thankful to Jet Airways for being with the 2 Associations, and reiterated TAAI's very special relationship with Jet Airways. It was truly believed that such meetings would immensely benefit the industry. Mr. Rai drew the attention of Ms. S Kripalani to refrain or defer from sending ADMS on churned bookings, which has become a true menace for the membership. Other legacy carriers like NACIL and Kingfisher have taken cue from it and have resorted to the same. It is financially not viable for members to pay almost four figures every month towards ADMS. TAAI Chairman for Airline Council, Mr Sanjay Datta read out Reso 850m and referred to sub Reso 1.2 (of Reso 850m) confirming ADMS are legitimate accounting tools, used by the BSP Airlines to collect amounts or mark. However the Reso also states that it should be used only to issuance and use of TRAFFIC Documents which is not adhered to, as agents have been getting ADMS for GDS abuse and churned bookings as well. Moreover, prior to implementation of ADM policies the Airlines should have sought censuses between the Associations and the respective airlines. President Mr Rajji Rai requested Jet Airways to refrain / defer on sending ADMS till Jan. 2011, to enable the airlines to conduct regular workshops on "DOs and DON'Ts" so that all the agency staff are informed of the same. On her part, Ms. Sonu Kripalani stated that it was a great opportunity for her and her team to sit across the table and resolve the ADM issue in better interest of the fraternity.

She added that as a single Airline 9W won't be able refrain from raising ADMS as this a collective decision of all three Airlines and IATA should arbitrate on issuance of ADMS as far as GDS abuse and churned bookings are concerned. She has given time to each Association to revert. A letter has been already marked to IATA on the subject and TAAI and TAFI have received an affirmative response from Mr. Rodney D'Cruz; with an official letter to follow shortly. Jet Airways also agreed to write to IATA to seek a clarification from them, in the interim period the agents should use their right to dispute such ADMS. Agents have in fact, been disputing such ADMS, but unfortunately the dispute button DOES NOT work the 2nd time forcing agents to pay in order to save their accreditation with IATA.

After deliberation and discussion at length on subject matter, following was agreed between TAAI, TAFI and Jet Airways.

- 1) There is No Objection by both Associations to "DOs and DON'T" document issued by Jet Airways.
- 2) Jet Airways will continue conducting more workshops Pan India along with both Associations on educating agents on "DOs and DON'T of ADMS"
- 3) A meeting to be called of all Airlines, GDSs, IATA and Associations to discuss subject matter.
- 4) Jet Airways will not raise a DEBIT note if the PNRs are eventually ticketed.
- 5) Jet Airways will verify with IATA on ADMS other than TRAFFIC Documents and will certainly go by IATA's advice. Ms Kripalani drew the attention of the house to the fact that the decisions of ADMS were taken by Jet Airways in consultation with the other National Carriers and hence any change in the current process will necessitate consultation with the other national carriers as well.
- 6) NON IATA AGENTS – All, GDS, IATA and Legacy Carriers will work towards GDS abuse by non IATA agents and Jet Airways will withdraw inventory of all NON IATA Agents.
- 7) If concurred by IATA on raising of ADMS only on Traffic Documents, Jet Airways will revoke all past ADMS or will issue an ACM on ADMS pertaining to churned booking and GDS abuse.
- 8) Ms Kripalani also assured TAAI that ADMS are only raised when respective GDS companies raise an ADM on Jet Airways. Further that Jet Airways has its own internal wing that handles ADMS and it is not outsourced to any other agency.

TAAI HAS A RE-VAMPED WEBSITE

The TAAI website is all new! Technology Chairman, Mr. N G Shankar has revamped TAAI's website with new developments, an attractive home view and more dynamic pages including exclusive "Membership area" etc. Access to membership area will be controlled through user password. The website will have the potential to promote various destinations through advertisements and sponsorships. It has a Photo Gallery for you to view at your leisure and news on TAAI happenings and events for your reading pleasure. Fresh Promotions like FAMTAAISTIC are displayed prominently. Beaming new features have been added like the video viewing facility. Catch all the action you may have missed at the TAAI Convention in Phuket or tune in to channel interviews with your President



SNIPPETS

Indian Railways to implement five digit numbering scheme for trains effective December 20, 2010

The details of the scheme are that the existing Express trains' numbers will continue unchanged but will now be prefixed with first digit of '1'. The passenger trains will be first numbered as per the present four digit train numbering scheme. To this four digit number, a fifth digit will be prefixed as digit '0' for Special trains, digit '5', '6' and '7' for conventional passenger trains, Main line Electrical Multiple Unit (MEMU) and Diesel-Electric Multiple Unit (DEMU) trains respectively. Suburban services in Kolkata will begin with digit '3', in Mumbai with digit '9' and in other parts with digit '4'. Thus, there is a need to shift to 5-digit train numbering scheme from a 4-digit train numbering scheme as Indian Railways presently runs over 11,000 passenger carrying trains on an average per day, while 4-digit scheme can have train numbers only up to 9,999. This information was given recently by KH Muniyappa, Minister of State for Railways, Government of India in a written reply in Lok Sabha.



GLOBAL TRAVEL TOURISM SUMMIT 2011 IN LAS VEGAS, 2012 IN TOKYO

The 11th Global Travel & Tourism Summit, in Las Vegas, USA from 17-19 May 2011 will see the presence of chairmen and chief executives of private organisations alongside senior government officials and thus ensures real influence on policies and creates the environment for Travel and Tourism to thrive around the world. Also some of the most influential will rub shoulders in a large gathering here in this happening city. At 'Powering Global Growth', the theme of this annual gathering will focus on the potential of Travel & Tourism to drive economic prosperity, increase employment and help lead nations into recovery. For those who truly wish to address the issues and opportunities to maximise that growth The Global Travel & Tourism Summit is the right platform. Las Vegas Summit 2011 discussions will cover government, investment, infrastructure, digital media, business travel, technology and innovation, Travel & Tourism continues to be the world's largest service industry yet many questions lie unanswered.

WTTC also announced that its 2012 Global Travel & Tourism Summit will be in Tokyo, Japan, despite stiff competition from three other candidate cities, Tokyo's success was due to a convincing and compelling presentation that combined industry commitment, government support and enthusiasm from its agencies, dedication to a carbon neutral Summit and high standards of efficiency and capability. Says Jean-Claude Baumgarten, President and CEO for WTTC.

"Asia remains at the forefront of Travel & Tourism growth in the next few years. Our Summit's return to the region will give delegates the opportunity to address the issues and explore opportunities to secure the industry's success."