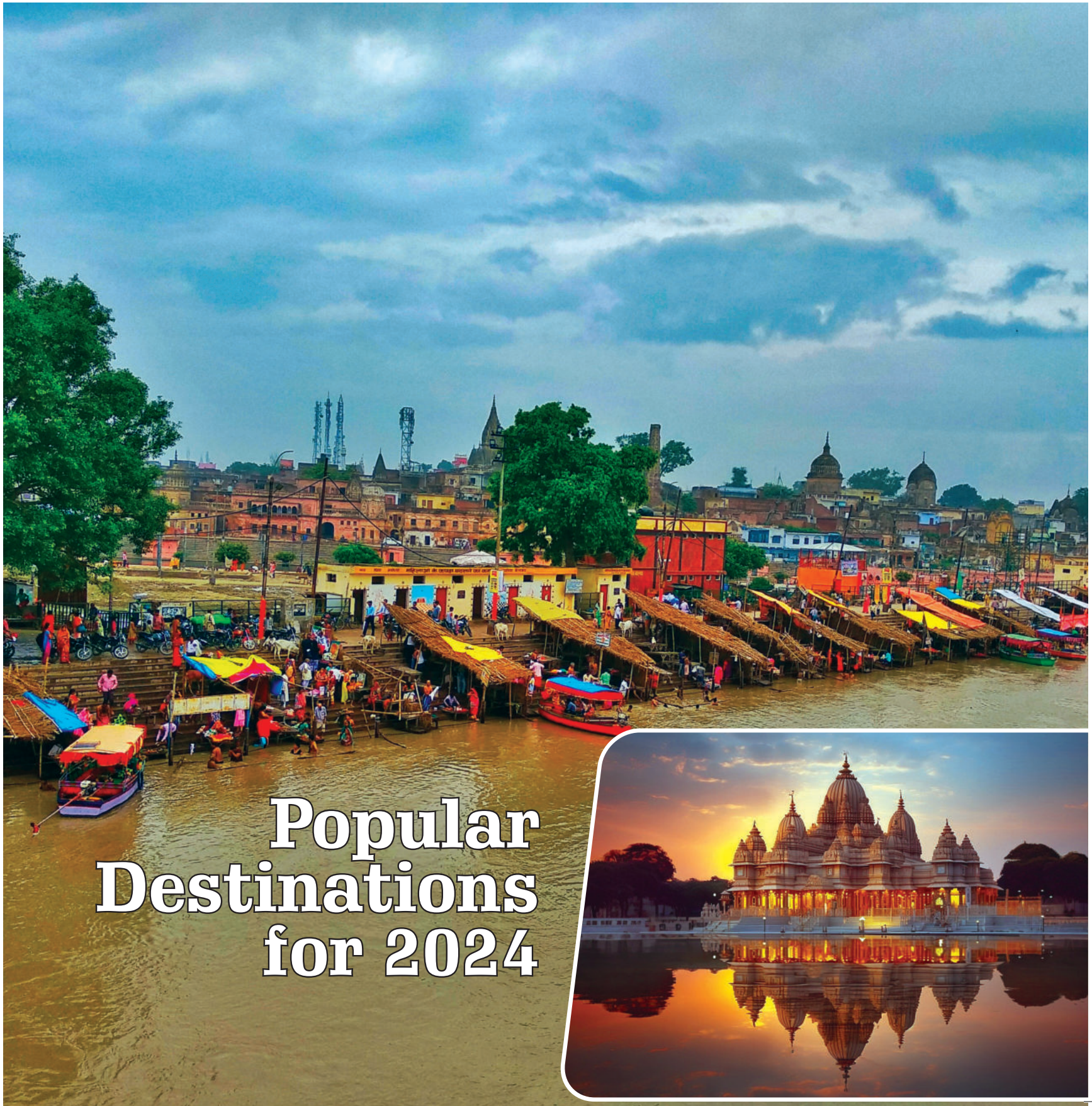


# The TAAI Magazine

# NamasTAAI

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**Popular  
Destinations  
for 2024**

**NAMASTAAI**  
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# CONTENTS



## 09 TAAI Chapter Activities

### Message

<b>Jyoti Mayal</b> President Travel Agents Association of India (TAAI) .....	04
<b>Jay Bhatia</b> Vice President, Travel Agents Association of India (TAAI) .....	06
<b>Lokesh Bettaiah</b> Hon. Secretary General, Travel Agents Association of India (TAAI) .....	07
<b>Shreeram Patel</b> Treasurer, Travel Agents Association of India (TAAI) .....	08



## 16 Popular Destinations for 2024

The travel preferences of Indian as well as global travellers have evolved manifold since the pandemic. While the bustling cities continue to have its takers, many lesser known and quaint cities have come up ...

### NEXTAAI

TAAI Vision 2024 Story .....	24
Global News Update .....	30

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**Dear Esteemed Members,**

As we step into the promising realm of travel in 2024, I am reminded of the phrase, "Find your bliss in the world of travel," which aptly encapsulates the spirit of this industry. Reflecting on the journey of tourism in the past year, marked by evident recovery and growth in 2023, we find ourselves filled with hope and anticipation for the opportunities that lie ahead. India, with its diverse landscapes and rich cultural heritage, stands as a beacon for tourism, beckoning travellers from around the globe.

In this vibrant landscape of opportunity, it is imperative that we leave no stone unturned in sustaining the momentum of growth that tourism in our country is experiencing. However, we must also remain vigilant, mindful of the challenges that may impede our progress. It is crucial to plan meticulously, ensuring that factors posing risks to our reputation and image are addressed effectively. Quality, reliability, and credibility must be the hallmarks of the services we provide, safeguarding the trust and confidence of both travellers and stakeholders.

As we embrace the dawn of 2024, let us infuse our endeavours with positivity and determination, rallying behind the much-needed impetus that our industry deserves. With dedication and commitment, India has the potential to emerge as a one trillion USD tourism economy by 2047, welcoming a staggering 100 million international visitors.

At the Travel Agents Association of India (TAAI), our commitment remains unwavering in uplifting our members. We pledge to continue offering workshops, training sessions, and technological advancements to empower our members and address their concerns. We are the voice of our members, dedicated to solving their problems and fostering their growth.

Furthermore, TAAI remains at the forefront of engagement with National Tourism Organizations (NTOs) and Government bodies. As the most recognized association in our field, we are committed to advancing the interests of our members and the broader tourism community. Our regional chapters continue to organize workshops and training sessions, ensuring that our members remain equipped with the latest skills and knowledge.

In addition, TAAI is committed to enhancing the knowledge and capabilities of its members and the larger trade fraternity through comprehensive education

programs. These programs focus on topics such as ease of business for our members, protection of their funds in day-to-day business activities, and increasing opportunities for them to expand their businesses. By equipping our members with the necessary tools and information, we aim to foster their professional growth and ensure their long-term success.

Let us embark on this journey into 2024 with renewed vigour and determination. Together, we can realize the immense potential of the tourism industry and pave the way for a brighter, more prosperous future.

Warm regards,

**Jyoti Mayal,**

President, Travel Agents Association of India (TAAI)



**Dear Esteemed Members,**

As we embark on the journey into 2024, I am delighted to share with you the collective vision of the travel sector encapsulated in Vision 2024: A Positive Movement for the Travel Sector. Despite the challenges faced in recent times, our industry stands resilient and optimistic, preparing to bounce back stronger than ever before.

Vision 2024 is not just a mere aspiration but a tangible initiative driven by members across all verticals of the travel trade, including hospitality, aviation, technology, cruises, and more. It is a call to action, inspiring individuals to embrace positivity and seize opportunities to transform their businesses in a holistic manner.

At its core, Vision 2024 rests on four key pillars that guide our endeavors:

**Sustainability and Responsibility:** Our sector is committed to promoting sustainable and responsible tourism practices. We recognize the importance of preserving natural and cultural heritage, supporting local economies, and minimizing our environmental footprint. Through initiatives such as adopting green practices, implementing renewable energy solutions, and promoting eco-friendly products and services, we strive to create a more sustainable future for travel.

As we embrace Vision 2024, let us collectively work towards building a brighter future for the travel sector. Together, we can create positive change, foster innovation, and unlock new opportunities for growth and prosperity.

**Sustainability and Responsibility:** Our sector is committed to promoting sustainable and responsible tourism practices. We recognize the importance of preserving natural and cultural heritage, supporting local economies, and minimizing our environmental footprint. Through initiatives such as adopting green practices, implementing renewable energy solutions, and promoting eco-friendly products and services, we strive to create a more sustainable future for travel.

**Technology and Personalization:** Embracing the power of technology, we aim to enhance the travel experience and offer greater convenience and personalization to travelers. Leveraging advancements such as artificial intelligence, big data, and blockchain, we are developing innovative solutions like contactless check-in, virtual reality experiences, and customized recommendations. By harnessing these technologies, we can elevate the overall journey for travelers and create memorable experiences.

**Experiential and Transformative Travel:** Our focus extends beyond traditional travel to encompass experiential and transformative experiences. We seek to provide opportunities for personal growth and deeper cultural understanding through wellness retreats, adventure travel, and volunteer tourism. These immersive experiences cater to the diverse interests and preferences of travelers, fostering meaningful connections and enriching journeys.

**The Rise of Remote Work and Long-Term Stays:** Recognizing the evolving needs of travelers, particularly in light of the rise of remote work, we are adapting our offerings to accommodate long-term stays and flexible work arrangements. By providing amenities such as co-working spaces and co-living options, we aim to cater to the growing demand for extended travel experiences.

As we embrace Vision 2024, let us collectively work towards building a brighter future for the travel sector. Together, we can create positive change, foster innovation, and unlock new opportunities for growth and prosperity.

Warm regards,

**Jay Bhatia**

Vice President, Travel Agents Association of India (TAAI)



**Dear Esteemed Members,**

As we step into 2024, I am filled with optimism and excitement for what lies ahead in the world of travel. Despite the challenges we have faced, the resilience and dynamism of our industry continue to shine through, paving the way for a positive outlook in the coming year.

Vision 2024 embodies our collective aspirations and endeavors to propel the travel sector forward. With sustainability and responsibility at the forefront, we are committed to promoting eco-friendly practices and minimizing our environmental impact. By leveraging cutting-edge technology, we aim to enhance the travel experience, offering personalized and innovative solutions that cater to the evolving needs of travelers.

Moreover, our focus on experiential and transformative travel speaks to our commitment to providing enriching and meaningful experiences for travelers. Whether it's wellness retreats, adventure travel, or volunteer tourism, we strive to create opportunities for personal growth and cultural understanding.

Additionally, the rise of remote work and long-term stays presents new opportunities for our industry to adapt and innovate. By offering flexible and accommodating options, such as co-working and co-living spaces, we can cater to the changing preferences of travelers and provide memorable and fulfilling experiences.

As Secretary of the Travel Agents Association of India (TAAI), I am proud to be part of an organization that is at the forefront of driving positive change in the travel sector. Together, let us embrace Vision 2024 with enthusiasm and determination, confident in our ability to overcome challenges and usher in a bright and prosperous future for tourism.

Warm regards,

**Lokesh Bettaiah**

Hon. Secretary General



Dear Esteemed Members,

As we navigate through the landscape of the travel industry, I am pleased to share with you a message of hope and optimism for the year 2024. Despite the trials and tribulations we've encountered, there is a collective sense of resilience and determination within our community that propels us forward towards a brighter future.

Vision 2024 stands as a beacon of positivity and progress for the travel sector. Anchored on pillars of sustainability, responsibility, technology, and experiential travel, it heralds a new era of growth and innovation. By embracing these principles, we have the opportunity to not only recover from the setbacks of the past but to emerge stronger and more resilient than ever before.

As Treasurer of the Travel Agents Association of India (TAAI), I am committed to ensuring the financial health and stability of our organization and its members. With Vision 2024 guiding our path, I am confident that we will witness a resurgence in tourism that will benefit us all. By prioritizing responsible and sustainable practices, investing in cutting-edge technology, and offering transformative travel experiences, we can attract visitors from around the globe and propel our industry towards new heights of success.

The rise of remote work and long-term stays presents a unique opportunity for our members to adapt and diversify their offerings. As travelers seek out new experiences and destinations, we must remain agile and innovative in our approach, providing tailored solutions that meet their evolving needs.

Let us embrace the challenges and opportunities that lie ahead with unwavering optimism and determination. Together, we can chart a course towards a prosperous future for the travel sector, where sustainability, innovation, and experiential travel reign supreme.

Warm regards,

**Shreeram Patel**

Treasurer, Travel Agents Association of India (TAAI)



## Activities undertaken by various chapters in last quarter

TAAI Chapters, headed by efficient Chairmen, work judiciously for the upliftment and betterment of its members. Various activities across the country conduct numerous activities that are aimed at improving the business skills of TAAI members and also listening to any queries / complaints that they may have. Here's a look at some of the activities undertaken by few of its Chapters in the last few months –

### TAAI Northern Region Chapter Inputs by Neeraj Malhotra, Chairman

The third TAAI Northern Region meeting was held at The Hilton Garden Inn Saket with the aim of apprising the members on what is the latest in travel and what TAAI is doing for its members, the matters that are being taken up. A detailed presentation on the same was also shown on the occasion. Discussion was held on vital issues such as Ticketing, TCS, Capping, Credit Card usage – our work is to take up the issues of our members and tell them to the Managing Committee, who is responsible for taking action on this. The presence of TAAI President Mrs. Mayal was a big boost to the Members who openly came forward to discuss their woes and views in an informal networking platform.



## TAAI Southern Region

Inputs by Devaki Thiyagarajan, Chairman

Bloggers from various cities in India were invited to South India in January to celebrate Pongal festival. TAAI SR had arranged for meeting with various stakeholders in travel matters like VFS for visas, and also facilitating the registration of agents on airlines' NDC platforms. Exclusive presentations and Q&A sessions were arranged for the benefit of members with regards to the revision in TCS structure and its impact on travel agents and tour operators.

TAAI SR Members are made aware of the facilities offered by the Government with regard to promotion of tourism products in various expos like free space in domestic TTF, Social media marketing, participation in various international events like ITB, WTM etc, closely connected to Ministry of India Tourism and Tamil Nadu Tourism Offices. Roadshows for Outbound destinations are being organised, Fam



trips for members to promote the destination, new online carriers, MICE conventions, Branded Luxury Hotels, Training Sessions for Staffs are few future objec-

tives of TAAI SR seeing the growing demand for travel and Tourism.

TAAI Chennai Super Kings participated in the Emirates Cricket Match.

## TAAI Western Region

Inputs by Rajesh Poddar, Chairman

The TAAI Western Region Chapter had a major meeting where US Consulate had presentation / updates on US visas and process followed by an interactive Q&A. Not only were the TAAI Members briefed on the process and update, but all their queries were also answered by the Officials. The event was well-attended by around 150 members from the region.



## TAAI Eastern Region

Inputs by Manav Soni, Chairman

TAAI Eastern Region's main focus is to always assist the members and to make sure that they continue to grow their knowledge and in their respective businesses. Apart from the regular promotions, meetings as well as knowledge sessions, they were privileged to host the National Managing Committee in Kolkata. TAAI Eastern Region continues to be the prominent voice in their region and they work closely with all verticals of the industry for the growth of Tourism. TAAI Eastern Region acknowledges the efforts of West Bengal State's Principal Secretary - Tourism Madam Mrs Nandini Chakraborty (I.A.S.), for spearheading the drive to achieve the Industry status for Tourism in West Bengal.



## TAAI J&K Chapter

Inputs by Ather Yameen Narwari, Chairman

TAAI J&K Chapter Bi-Monthly meeting and AGM was held in the Radisson Collection.



## TAAI Saurashtra-Kutch Chapter

Inputs by Devan Shah, Chairman

With a firm belief to keep the Members updated and informed, the TAAI Saurashtra – Kutch Chapter conducted numerous activities in the last few months. It started with holding a Zoom Session on TCS with Industry Experts to apprise members on the technicality of the new tax. Additionally, another TAAI meeting was held along with presentation by Tamarind Global accompanied by team of Taj Falaknuma, Taj Bekal & Taj Wayand on November 3, 2023.



## TAAI Madhya Pradesh and Chhattisgarh Chapter

Inputs by Hemendra Singh Jadon, Chairman

TAAI MP & CH Chapter held its meeting at The Marriott Indore wherein a TCS related knowledge session was held by CA Mr. Manish Gadhia. The Chapter had invited Malaysia Tourism Director Ms. Noriah Jaafar and she addressed members and introduced the new products that the airline is offering. Mr. Jignesh Purohit Head of Sales Western Region Air India was also invited. The meeting was sponsored by GPS.

WITT MP & CG chapter organised an event for women empowerment in Indore, In this the work of NGO was appreciated which is involved in promoting local handicrafts. Members were invited and High tea was arranged by them.

At Vibrant Gujrat Roadshow, TAAI was invited to meet and discuss tourism growth. Chairman Mr. Hemendra Singh Jadon with members had a one-on-one meeting with Mr. Kuber-

bhai Dindore (Cabinet Minister of Gujrat), Mrs. Bhanuben Babariya (MLA) and their team.

In addition to this, TAAI was invited at the inauguration of the Kuno Forest Festival. Chairman Mr. Hemendra Singh Jadon attended the event along with other TAAI Members.



## TAAI Uttar Pradesh and Uttarakhand Chapter

Inputs by Hina Zaidi, Chairperson

29th November 2023 Wednesday at Assi Ghat, Varanasi

Mr Pradeep Kumar Roy (Hon Secretary of TAAI UK & UP Chapter) was cordially invited in the program held on November 29 at Assi Ghat, Varanasi. The event was dedicated to Shehnai recital, Sufi Qawwali, poet's conference and inter-religion equality. Courtesy of Manav Gau Seva Sansthan, Prayagraj in collaboration with Fakhruddin Ali Ahmed Memorial Committee.



On December 20, Ms. Hina Sheeraz (Chairperson) was the speaker at SATTE exclusive Roadshow held at the Clark Awadh Lucknow. TAAI addressed and shared their views on the topic 'Breaking Barriers - Forging ahead' with an audience that comprised tour operators and travel agents primarily from UP.

On December 25 at Varanasi, TAAI arranged a quiz competition, which was held on the occasion of Christmas to promote young tourism student's skills on behalf of TAAI UK & UP chapter. Following this, on January 1, 2024, TAAI UK & UP Chapter celebrated New Year celebration with TAAI members.

## TAAI Rajasthan Chapter

Inputs by Manoj Kumar Sogani, Chairman



TAAI Rajasthan Chapter held a special event to celebrate 75th Republic Day at the famous B M BIRLA AUDITORIUM of Jaipur in the early morning of Republic Day by hosting TI-

with live performances on patriotic songs such as 'Mere Desh Ki Dharti', 'Ae Mere Vatan Ke Logo' to keep the members in high spirits.

"We are happy to share that this year is filled with knowledge sessions organised by our Chapter at frequent intervals apart from our regular meetings, Fam trips etc. In continuing efforts, we are



RANGA with the National Anthem. It was a proud moment for all the members to hoist the flag here in the Chapter on the Republic Day. Additionally, to flag hoisting, a lavish breakfast was organised along

now coming up with the much-awaited IATA presentation which is more relevant considering the issues that we are facing while dealing with IATA and handling our day-to-day operations being an IATA accredited agency," shared the Chairman. IATA presentation was held on October 12, 2023 from 6 pm onwards at the Jai Club. All the Chapter Members were a part of this highly recommended IATA presentation. The presentation was followed by a Q&A session. The presentation was given by Mr Ritam Saha, Manager, Passenger sales and Cargo, IATA for India, Nepal and Bhutan.



## TAAI Goa Chapter

Inputs by Sainath Krishna Prabhu Dharwatkar, Chairman

GMR Group's Manohar International Airport (MIA) at Mopa in North Goa opened its doors to passengers in January 2023. Post opening, TAAI Goa Chapter Members were taken for a walkthrough at the Mopa Airport. The Members also visited the office of FLY91 at Goa.



## TAAI Office Bearers participating at OTM in Mumbai held from February 8-10, 2024





## TAAI and Türkiye Tourism hosted 6-city roadshows in India

The Travel Agents Association of India (TAAI) in an exclusive collaboration with Türkiye Tourism hosted 6-city roadshows across India, commencing January 30, 2024. The roadshow traversed through the cities of New Delhi on January 30, 2024; Kolkata on January 31, 2024; Chennai on February 1, 2024; Hyderabad on February 2, 2024; Bengaluru on February 5, 2024 and Ahmedabad on February 6, 2024. The initiative brought together over 30 distinguished suppliers from Turkey, including tour operators, Hoteliers and MCs.





# Popular Destinations for 2024

The travel preferences of Indian as well as global travellers have evolved manifold since the pandemic. While the bustling cities continue to have its takers, many lesser known and quaint cities have come up strongly on the global tourism map. In the heart of India, Ayodhya unfolds its spiritual richness, offering a journey through ancient history and revered traditions. The pristine shores of Lakshadweep and the historically significant Port Blair beckon travellers seeking a harmonious blend of relaxation and exploration. Udaipur, with its regal charm, the surreal landscapes of Kutch, the lush tea plantations of Munnar, and the French-inspired allure of Pondicherry create a captivating tapestry of experiences within the subcontinent.

Venturing beyond borders, our journey takes us to the international stage, where Saudi Arabia emerges as a cultural gem, inviting travellers to explore its historical marvels. Mauritius, Bali, Krabi, Dublin, and Turkey, each with its unique charm, offer a global symphony of experiences for the avid explorer.

Here's a look at some of the new destinations that have emerged on the tourism map in 2024.

## AYODHYA

The recent inauguration of the Ram Temple in Ayodhya marked a historic milestone, resonating profoundly with millions worldwide. Beyond its historical significance, the event has unveiled promising tourism opportunities for the city with a rich past. The construction of the temple, a significant project with



crative source of revenue for India. The economic impact of the Ram Temple on Ayodhya is already visible. The rise in tourist numbers has created new job opportunities for locals, and businesses around the temple are thriving, showcasing a variety of native handicrafts. Ayodhya, with its blend of spirituality and history, offers a unique travel experience. Whether you are a devout pilgrim or a history enthusiast, the city's sacred sites and historical landmarks promise a journey filled with cultural richness and spiritual awakening. As you explore Ayodhya's treasures, you'll find that each site is a chapter in the epic tale of Lord Rama and a testament to the city's enduring cultural legacy.

## LAKSHADWEEP

A group of stunning coral islands nestled in the Arabian Sea, is a hidden gem in India's tourism landscape. Lakshadweep is a treasure trove of natural beauty, cultural richness, and adventure opportunities. With its pristine



beaches, crystal-clear waters, vibrant marine life, and rich cultural heritage, it offers a unique and unforgettable experience for travellers.

Bangaram Island is often referred to as the 'Jewel of Lakshadweep.' It is renowned for its powdery white sand

dy beaches, swaying palm trees, and turquoise lagoons. This serene island is perfect for strolls, sunbathing, and swimming. Snorkelling and scuba diving enthusiasts can explore the vibrant underwater world, teeming with colourful coral reefs and diverse marine





**Lakshadweep, with its mesmerizing coral islands and a treasure trove of natural beauty, stands as an alluring destination for tourists seeking an escape from the hustle and bustle of city life. Whether it's the stunning beaches, vibrant marine life, or rich cultural heritage, Lakshadweep has something to offer to every traveller.**

species. Agatti Island is the gateway to Lakshadweep and serves as the entry point for tourists. The island boasts a picturesque lagoon and a coral-rich underwater ecosystem. Visitors can indulge in water sports such as kayaking, snorkelling, and sailing. Meanwhile, Kavaratti is the administrative capital of Lakshadweep and offers a glimpse into the local culture and lifestyle. The Ujra Mosque, with its intricate woodcarvings and beautiful architecture, is a notable attraction. The calm lagoons surrounding the island are ideal for water sports like kayaking and jet skiing.

Lakshadweep, with its mesmerizing coral islands and a treasure trove of natural beauty, stands as an alluring destination for tourists seeking an escape from the hustle and bustle of city life. Whether it's the stunning beaches, vibrant marine life, or rich cultural heritage, Lakshadweep has something to offer to every traveller.

**AULI**

For many people, the state of Uttarakhand is synonymous with the names Haridwar and Rishikesh. Those with

more religious bent will add Badrinath and Kedarnath also to it – but the beauty and lure of Uttarakhand goes far beyond these few well-known places. Auli, is one such gem, hidden away from the eyes of a short-sighted explorer and awaiting the discovery of the discerning traveller, such as you.

Apple orchards, oak trees, pine trees not just provide plenty of fresh air in Auli but also makes up for its scenic beauty. Located at a height of 2800 metres above the sea levels, the quaint hill station of Auli is home to the mountain ranges of Nanda Devi, Mana Parvat and Kamat Kamet in addition to the few other religious destinations scattered around the region. The place is said to have been blessed with the visit of Shankracharya himself.

But religion is just one of its alluring aspect. The other is adventure with skiing topping the list. If you too feel the urge of trying your feet and hands at the ice on the slopes, you need not to go Alps for it but come down to Auli, stay in one of the many ski resorts and glide through its snow-capped peaks and slopes. For the more competitive ones,

there is also an Auli National Skiing Championship, which has just recently started.

Offering breath-taking views of the crescent Himalayas, Auli also offers plenty of trekking opportunities for the adventure enthusiasts. The numerous hills of the Garhwal Himalayas are home to many trekking opportunities, which is again a point of attraction to the region. The area is dotted with many wooden huts and resorts, which gives it a look of a quaint European village.

**MAURITIUS**

Few destinations offer the natural abundance of Mauritius, and although its most famous species is known because it is extinct, there is still plenty to see on family holidays in Mauritius. It's hard to argue with a destination that has repeatedly won travel award titles ranging from 'best beach' and 'best island' right up to the impressive accolade of 'best in world', and family holidays to Mauritius let you and your children judge the quality of the destination and the excellent value for money that it represents.

Mauritius has long been known to

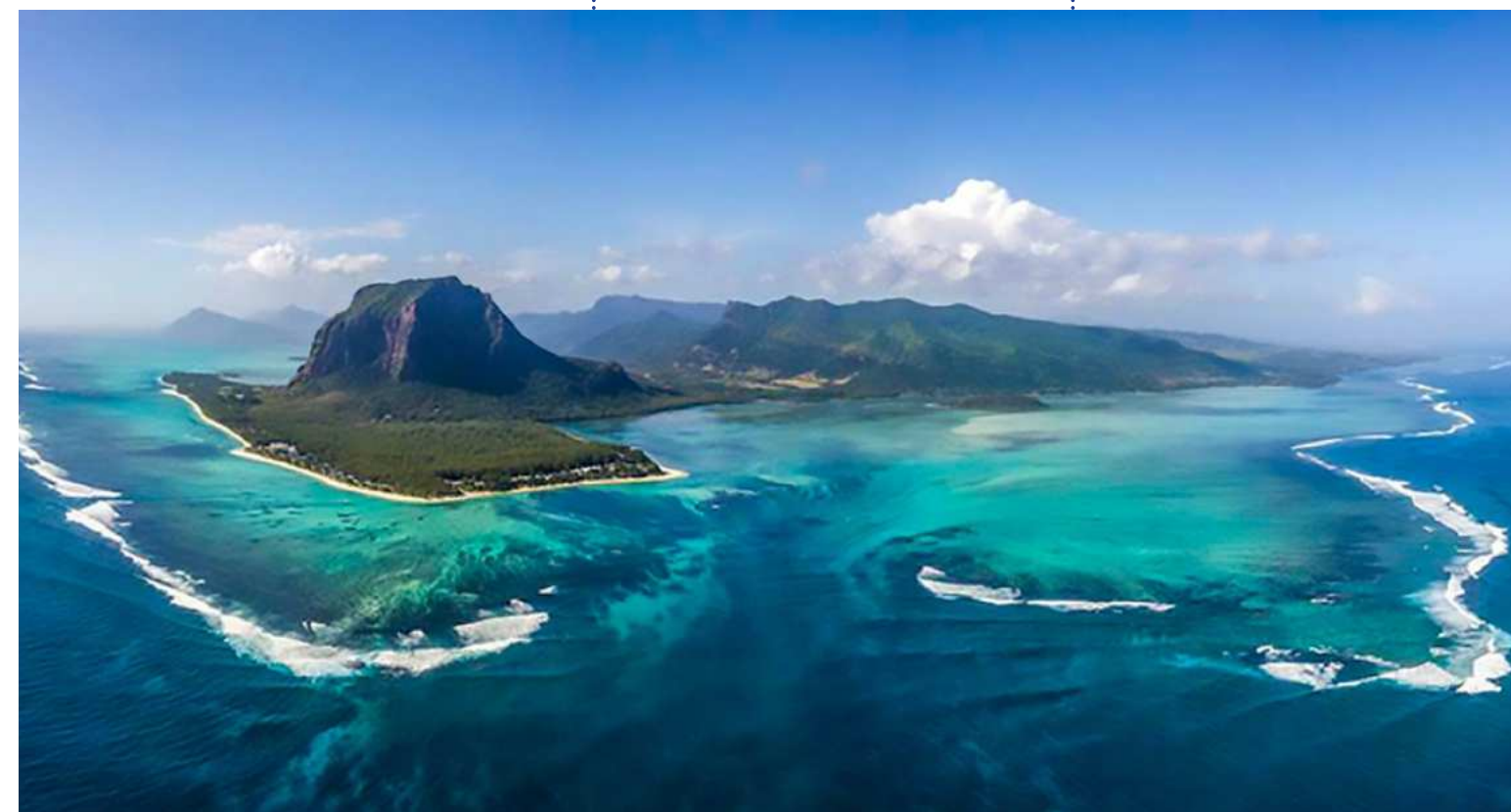
the Indian market as a luxury honeymoon destination, however, what most of us miss reading between the lines is that the island has so much more to offer. Apart from the beautiful beaches and world-class hotels, the destination is home to mesmerising sceneries, numerous adventure-related activities, professional and international level golf courses, water sports, ideal kite surf spots and cultural tourism. The Indian travellers, once in Mauritius, can enjoy a plethora of activities all year round. Mauritius is a complete destination. Activities exist for all ages and categories, be it for honeymooners, families, adventure seekers, nature lovers, senior citizens, young generation, golfers and water sport lovers. For the businessmen, the island is the ideal place to combine work with leisure. Mauritians have a great fondness for children and are always willing to go the extra mile to ensure that younger visitors are just as well catered for as grownups. Mauritius family holidays are perfect for active visitors who are keen to explore one of the world's most spectacular natural environments, packed with rare wild-

life. This, plus an abundance of stunning, sandy beaches and Mauritians' chilled-out, friendly approach, means worn-out families can rapidly unwind and make the most of everything this magical destination has to offer.

The island has the perfect recipe to cater for leisure and family time. Ranging from sandy beaches, catamaran trips, adventure related activities to nature parks; the island offers great environment, blue sky and fresh air for families to enjoy quality time together. The island has been blessed with a multi-cultural society, which results in a blend of different cuisines re-invented the Mauritian way. Tourists from different parts of the world will find a dish connecting to their own cuisine. All the major cuisines of the world namely, Indian, Chinese, Italian, Japanese, Arabic etc are available in Mauritius.

**TURKEY**

Located in the Mediterranean and connecting Asia and European continents that are separated by the famous Bosphorus, Turkiye is a destination that welcomes tourists from all around the



**Istanbul, the captivating metropolis of Turkiye, offers a wealth of historical landmarks, vibrant cultural scenes, and delectable cuisine, ensuring an unforgettable vacation experience.**

world. The country that has always been a hub for cultural interaction and home to varying climates inspires visitors today with its history, nature, and gastronomy that reflect the diversity of civilizations for centuries. Located at the crossroads of cultures, Turkiye has a distinctive understanding of art & fashion, which is the synthesis of tradition and modernity, and its extremely dynamic shopping & entertainment life also attracts visitors from all over the world.

Istanbul, the captivating metropolis of Turkiye, offers a wealth of historical landmarks, vibrant cultural scenes, and delectable cuisine, ensuring an unforgettable vacation experience. The city's unique blend of Eastern and Western influences adds an intriguing flavour to its charm. From the magnificent marvel of Hagia Sophia to the bustling energy of the Grand Bazaar, these renowned tourist attractions promise to create beautiful memories during your time in Istanbul.

To enrich your experience in this captivating city, here are 5 exceptional tourist destinations that are bound to create lasting memories. Hagia Sophia, an extraordinary testament to human creativity and architectural brilliance, is an iconic symbol of Istanbul's rich history. It was initially constructed as a Byzantine cathedral in the 6th century. Over time, it transformed into an Ottoman Mosque and functions as a museum. The Topkapi Palace stands as the former residence of the Ottoman

sultans, having served their esteemed lineage for nearly four centuries. This architectural marvel encompasses a sprawling complex adorned with picturesque courtyards, verdant gardens, and splendid pavilions. Visitors can explore the Palace's lavish rooms, marvel at the intricate Ottoman artefacts, and immerse themselves in the rich history of the Ottoman Empire.

At the heart of Istanbul lies the legendary Grand Bazaar, a timeless shopping destination that stands as one of

the world's oldest and largest covered markets. The Sultanahmet Square is a cherished historic square, drawing locals and tourists alike. Positioned in close proximity to renowned landmarks like the Hagia Sophia and the Blue Mosque, it serves as a vibrant central hub. Embarking on a Bosphorus Cruise is an enchanting journey that unveils the mesmerising beauty of Istanbul as the vessel glides along the Bosphorus Strait. This legendary waterway serves as a boundary between the European





and Asian sides of the city, offering an extraordinary experience. As the boat sails, passengers are treated to awe-inspiring vistas of the city's majestic skyline, adorned with towering minarets and modern skyscrapers. This popular tourist activity allows visitors to witness the captivating blend of cultures where East meets West and to appreciate Istanbul's beauty from a unique and unforgettable perspective.

## BALI

Bali, the famed Island of the Gods, with its varied landscape of hills and mountains, rugged coastlines and sandy beaches, lush rice terraces and barren volcanic hillsides all providing a picturesque backdrop to its colourful, deeply spiritual and unique culture, stakes a serious claim to be paradise on earth. With world-class surfing and diving, a

large number of cultural, historical and archaeological attractions, and an enormous range of accommodations, this is one of the world's most popular island destinations and one which consistently wins travel awards. Bali has something to offer a very broad market of visitors from young back-packers right through to the super-rich.

Their culture reflects in their hospitality – their warm and helpful nature and radiant smiles. Bali's reputation as a tourist destination is already established in the minds of so many people around the world. It is known as a beautiful island with mountains, temples, palaces and visits of terraced rice fields. Bali is known as a place where traditions of art and culture predominate, where the village way of life based on their strong religious beliefs is still in place. But, it is also a place where modern sports such as diving, sailing, rafting and above all surfing have taken hold and are enjoyed by thousands of visitors every year. It is a place where the ultimate luxuries of life: fine dining, spas and massage have reached the peak of perfection. Behind all of this is a single unseen premise, none of these practices, pursuits and pleasures are created as tourist industries in Bali, but are based on the talents, dedication and skills of the Balinese people in their normal course of life.

Bali's white beaches are a favourite for family holidays. There are a variety of water sports available, such as banana boats, parasailing or jet skiing, swimming or plain sunbathing. Cruises to the surrounding islands can be taken from here as well as submarine dives to watch the tropical underwater life from within safe compartments. Most well-known among Bali's beaches is the Kuta Beach, the best spot to



watch dramatic sunsets. Further back along this stretch are an array of hotels – ranging from five stars to simple home stay – restaurants and shops and cafes, while in the evenings the area throbs to the beat of disco music. Those looking for a quieter evening enjoy the beach at Jimbaran, a popular spot to eat fresh barbecued seafood in the evenings, while watching from a distance the lights of planes landing and taking off from Bali's Ngurah Rai airport.

## SRI LANKA

Sri Lanka is a landmark destination in the ancient Spice Trail that is bursting with wonder. This tropical island is famous for its diverse landscape – from the blue seaside belt to green mountains, and the island's lavish greenery ranging from coconut palm groves to paddy fields and tea plantations, adorn by over 200 natural waterfalls. One must explore Sri Lanka's pristine beaches and visit the 'Ramayana trail'

sites, UNESCO World Heritage Site of Sigiriya and fascinating history of Dambulla. Leisure, adventure and rejuvenation, Sri Lanka has it all. It is a top notch tourist destination and popularly known as the Wonder of Asia for its long preserved culture and heritage. It is the home to eight UNESCO World Heritage Site, is renowned in "Sigiriya Rock Fortress" the succession of ancient civilisations of the island, showcasing in addition some other attraction that are interesting colonial legacy of the country.

When you're ready to escape the tropical climate of the coast and lowlands, Sri Lanka has pleasure galore to satisfy you solely. Romantic landscapes, governed by rising mountains, lush forests, ocean like tanks and gushing waterfalls, that it was considered the lost paradise by many a globe trotters, who fell upon the country. The golden beaches of the country had been praised for their picture postcard views since eter-

nity. The dusk and dawn and many human activities connected to these times of the day creates a vibrant picture along the coasts of Sri Lanka. Verdant tea plantations and rainforested peaks beckon walkers, trekkers and those who just want to see them from a spectacular train ride. And then there are the beaches. Dazzlingly white and often untrodden, they ring the island so that no matter where you go, you'll be near a sandy gem. Should you beat the inevitable languor, you can surf and dive world-class sites without world-class crowds. And you're always just a short hop from something utterly new.

Sri Lanka is home to abundant biological endemism in the world whether in plants or animals and is included among the top five biodiversity hotspots in the world. The island's isolation from the mainland, the heavy rainfall of the two diagonally-blowing monsoons, and the country's wide range of altitudes, have given Sri Lanka a variation in climate and biodiversity normally found only across an entire continent. On top of that, the island has become known as the easiest place in the world to see the hitherto elusive blue whale, the largest animal to have ever lived in the planet. Of the ninety-one species of mammals found in Sri Lanka Asian elephants, sloth bear, leopards, sambar and wild buffaloes engages the majority of the attention of wildlife enthusiast. Yet the rarest mammals of Sri Lanka are the red slender Loris, Toque Macaque, and Purple-faced Langur, who according to IUCN clarifications are endangered due to habitat loss. The country has long claimed to have the highest amphibian species density in the world with a high concentration in the Sinharaja rainforest.



## Vision 2024

# TAAI Members look forward to a New Year full of Opportunities

The recovery year is now behind us, and it is now time to look at growth and expansion. The tourism sector saw an all-time low during it, but times have now changed, and tourism has taken a positive turn. 2023 has been an exceptional year for the Travel Trade industry as it has seen a phenomenal change in the patterns of travel, mind-set of tourists as well as choice of destinations and it has induced a feeling of optimism. With tourism gaining momentum and bringing in new opportunities of growth, this year is all set to bring in new hopes, new dreams and new pinnacles of success. Wedding sector, religious tourism, medical tourism, MICE, Cruises and all such sectors are buzzing with growth and the numbers are reaching an all-time high.

Here is an overview of what the TAAI Committee Members and the Chapter Chairmen of the numerous TAAI Chapters have to say about their vision for the upcoming year as well as the new destinations – both domestic and international that they would be promoting in 2024. Read on to know their thoughts – **Shreya Shimpi**

## TAAI-NATIONAL MANAGING COMMITTEE MEMBERS

### DR. P. MURUGESAN

TAAI National Managing Committee Member, Chairman- Legal & Grievance Committee



India as a country has the potential to become a major global tourist destination, with the tourism sector expected to contribute around INR 3,414.8 billion (US\$ 77.0 billion) by 2024. India is currently ranked in the 12th Asian Pacific region and 68th overall in the list of the world's attractive destinations.

At our company we cover all types of tourism - Domestic Tourism, International Tourism, Outbound Tourism, Business Tourism, Adventure Tourism, Wildlife Tourism, Medical Tourism, Wellness Tourism, Pilgrimage and Spiritual Tourism, Cultural Tourism, Culinary Tourism, Film Tourism, Educational Tourism, Cruise Tourism, Rural Tourism, Beach Tourism, Space Tourism, Heritage Tourism

The 12th five-year plan of the government is focused on adopting a pro-poor tourism approach aimed at increasing the net benefits to the poor from tourism and ensuring that tourism growth contributes to poverty reduction. The benefits may be economic, social, environmental or cultural.

I am confident that in the coming year, vision and mission of tourism will be promoted globally on different tools of media including digital social platforms to engage target-oriented global business communities, electronic media through news and program slots, print and digital media through press releases and coverage about mission, indoor and outdoor media to attract participants of Vision & Mission Tourism 2024

### PARAS LAKHIA

Chairman - TAAI Airline Council, TAAI-National Managing Committee Member



My vision for 2024 is to work holistically in all areas which will help build a stronger and more extensive brand image of TAAI and fulfil the responsibilities entrusted to me by the Airline Council. TAAI should continue working on tying up with technology partners for its Membership, whereby technology can be extended to even the smaller Agencies at an affordable price.

As the Chairman of the Airline Council, I aim to work on the following areas –

- ♦ Maintaining the Airline connection with TAAI through various activities
- ♦ Connecting with New Airlines entering the Indian skies for their pan India road-shows, member connectivity,

product awareness, etc

- ♦ Resolving member issues with Airlines
- ♦ Updating members on various Airline matters from time to time
- ♦ Working with various Airlines from time to time for TAAI Trade shows, conventions and events.

In addition to this, the new destinations (International, Inbound and Domestic) that we wish to promote in this New Year includes Qatar, Kazakhstan, Bahrain and Saudi Arabia in the international sector.

For domestic and inbound, we will focus on Char Dham by Helicopter, Ayodhya - Spiritual tourism, Tamilnadu - Temple tour, North East - Unexplored horizons, Gujarat - Experiential Tourism

### KAVI KOHLI

TAAI-National Managing Committee Member

A far-sighted vision for the year 2024 and maybe for many more years thereafter is that without being extremely optimistic, I feel this decade will surely be the year for inbound tourism to India. Religious, Mind healing and Medical Tourism will lead the way.

There will be a big leap in domestic tourism within the country. I would like to especially mention religious destinations spearheaded by Bhagwan Ram Ji Mandir in Ayodhya. Religious circuits in North and South India will see a greater influx of tourists.



### ANOOP KANUGA

TAAI-National Managing Committee Member



Our vision as a travel company, in this New Year, would be to provide our clients with an unforgettable travel experience which exceeds their expectations so that they can capture and share the world's moments.

New destinations which we feel that we can promote will be countries in Central

Asia such as Azerbaijan and Kazakhstan. We also feel East-European countries will be popular. We see a lot of repeat travellers to countries like France where they visit offbeat places within the countryside. For shorter holidays, Southeast Asian countries such as Thailand, Malaysia, Indonesia and Singapore will still be popular.

## TAAI-CHAPTER CHAIRMEN

### MANAV SONI

Chairman - TAAI - Eastern Region



**T**ourism Industry in India is in a 90-degree growth graph. The population is coming to its biggest strength and most of the countries are realising the same. India being the biggest source market for all is looking forward to different experiences. Few amongst them are local gastronomy, nature, wellness and rural tourism experiences that will take centre stage in travel for 2024. India's tourism and hospitality industry is projected to generate revenue of over \$59 Bn. Domestic market growth is also moving in the same upward direction.

Infrastructure development, collaboration between the Centre and State governments and investments in sustainable tourism are key factors to make sure the growth is constant and healthy.

International destinations such as Oman, Saudi Arabia, Abu Dhabi, Philippines would be new places of interest apart from the regular Countries visited by Indians. Domestic markets would explore new verticals such as Caravan Tourism, Pilgrimage Tourism and Adventure Tourism apart from the regular cities visited.

### DEVAN SHAH

Chairman – TAAI Saurashtra Kutch Chapter



**M**y Vision as a Chairman of TAAI, Sau-Kutch Region is to lead and inspire the travel Industry, fostering a vibrant community of forward-thinking & innovative travel agencies. Will strive and try to be the driving force behind the transformation of the Travel agency sector promoting sustainable and responsible tourism practices. We will encourage collaboration and knowledge sharing among our members rather than competing amongst us.

New Destinations (International, Inbound and Domestic) that we wish to promote in this New Year includes Jordan, Israel, Japan and South Korea in the international domain. For domestic, we will focus on Auli and 7 Sisters. We would also be promoting spiritual vacations like Varanasi, Ayodhya etc.

### DEVAKI THIYAGARAJAN

Chairperson – TAAI – Southern Region

**T**he latest reports from IATA say Air travel has topped 99% of 2019 levels and we at TAAI – SR will be using all our resources to make travel and tours an immersive experience for all inbound tours in the year ahead.

The Govt. of Tamilnadu has introduced the first-ever Tourism Policy representing a momentous milestone for the tourism industry in the state.

The state of Tamilnadu had announced Industry status for the Travel & Tourism Sector aiming at 20,000 Crore Investment.

Members are eligible for funds that come under development of Industries, leading to better Employment Opportunities and Training. Tourism plays a pivotal role in

Tamil Nadu's socio economic landscape, with its rich cultural heritage, historic sites, natural beauty and vibrant traditions attracting millions of visitors annually ranking as the top State in India.

TAAI – Southern Region led by its Chairperson, Ms. Devaki, aims to create an overall framework to take advantage of the Tourism policy and move tourism into a major economic stream for TAAI – SR members, with a focus on increased revenues for the local economy, support to local communities and growing tourism on a sustainable platform and also to create a confident and conducive environment in which is safer and mutually rewarding – for tourists, businesses and other stakeholders.



### SAINATH KRISHNA PRABHU DHARWATKAR

Chairman-TAAI-Goa Chapter



**E**ver since we took up the responsibility as TAAI Goa office bearers, along with our leadership team led by Hon. President Mrs Jyoti Mayal, our motto has always been to establish a better bonding & understanding among our members and to support them with ease of doing business by way of providing technology. We are also working closely with various ministries, consulates, airlines, tourism boards etc. to address effectively the concerns faced by the travel fraternity. Currently, we would like to continue to work towards further improvising on the same. We would also be working in supporting the vision of our President, towards achieving global recognition for TAAI.

With regards to the destinations, we would like to promote the destinations, International & domestic, that could

probably have direct connectivity from Goa. Within India, Our Hon. Prime Minister Shri Modi ji has always been promoting & encouraging all to visit various places within India and also working towards providing better infrastructure and facilities to the visitors in India.

We would like to promote Nagpur (famous for its wildlife sanctuary) and Agatti as very soon FLY91 will start direct flights. We would also like to promote places covered in the Mahabharata circuit, Buddhist circuit and Shree Ram Janma bhumi, Ayodhya which will undoubtedly become a Global Pilgrimage destination of the world.

Outside India, we would like to promote Oman and Kazakhstan. Semporna islands in Sabah, Malaysia.

**HEMENDRA SINGH JADON**

Chairman - TAAI MP and Chhattisgarh Chapter



I think after the pandemic and the lowest phase of travel tourism we are back to normal and I can see the tourism sector is booming. Now people are more interested in travelling domestically as well as internationally. Numbers of FIT, and MICE are increasing, Destination weddings are in and now pilgrimage is on top if we consider India.

As I always say it's not Roti, Kapda and Makan but has changed to Roti, Kapda, Makan and travel. These are the basic needs of a man today.

The new destinations that we wish to promote in this New Year are Georgia, Baku, Almaty, Bali and Vietnam. Most of these destinations now have direct flights, which makes travelling to them much easier and this we would be promoting these places.

**RAJESH PODDAR**

Chairman-TAAI Western Region



With regards to a new sector for domestic tourism, I think Ayodhya will be a big tourist attraction. Also, Kashmir and the NE region could do well. For international countries where visas are simple or on arrival for Indians shall do well including CIS countries

**ATHER YAMEEN NARWARI**

Chairman - TAAI J&K Chapter



In our recent bi-monthly meetings our focus largely has been on Eco Tourism, sustainable Tourism and promotion of offbeat destinations of Jammu & Kashmir!!!

Given the increasing rush of tourists, there is a need to promote the lesser-known tourist destinations of Jammu & Kashmir. It is a welcome step that the Government has started the process to promote 75 off-beat tourist destinations. This will lessen the burden on the most frequently visited tourism destinations in the union territory. J&K is dotted with religious, heritage and cultural sites and these should be included in the tourist itinerary. Improving facilities for tourists is important to make their stay comfortable. But care has to be taken not to disturb the environs of these offbeat eco-fragile tourist destinations. In 2024, TAAI JK Chapter members are planning to promote new offbeat destinations and Border Tourism which we think will play a key role in boosting tourism in Jammu and Kashmir because any destination requires repeat tourism which represents a viable source of market that provides a steady source of income for tourism industry. That is why our focus in 2024 is to promote new offbeat and Virgin beautiful destinations of Jammu & Kashmir Border Tourism will also play a key role in the Future Tourism of Kashmir.

Northwest of the state Kashmir with the western part of the district running along the LOC, has a total area of around 2380 km and is divided into the following 14

Tehsils Handwara/Karnah/Kupwara/Lolab /Machil/Ramhall/Qaziabad/Trehgam/ Langate/Keran/Lalpora/Kralpora/ Dragmulla/Zachaldara. Kupwara which is a beautiful border district has the Kishenganga flowing through it. It is home to many valleys as well as dense forests and is home to a variety of Wildlife as well. We also plan to promote unexplored places in Jammu such as Twin Lakes -Mansar and Suransar, Basohli, Attal Sethu Bridge district Kishtwar Bedharwarh and many more beautiful destinations.

In the meantime, we are also very concerned about global warming and climate change issues. We ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. The concept of controlled tourism like Bhutan should be adopted on the principle of "high value, low impact". This has been achieved by enforcing strict entry requirements and a daily visitor tariff. Sustainable practices include using renewable energy sources, reducing waste, conserving water and promoting local culture and heritage. J&K Government and stakeholders need to encourage Eco-tourism activities as the UT is one of the environmentally fragile zones prone to natural disasters. Sustainable tourism will empower us economically and ecologically.



### Visit Utah successfully concludes three-city Sales Mission in India

The Utah Office of Tourism successfully concluded a three-city sales mission in India, attracting attention from over 250 travel trade partners and media in Bengaluru, Ahmedabad, and Mumbai. The event helped in promoting Utah as a potential tourism destination for Indian travellers. The mission, which focused on re-establishing connections with the Indian travel market, provided insights into Utah's expansive natural landscapes and national parks.



### South African Tourism announces its annual multi-city roadshow 2024

Aligning with the strategic roadmap for the Indian market, South African Tourism is delighted to announce the 2024 edition of its annual India roadshow. Serving as an essential tool in promoting travel and tourism for the Rainbow Nation, the roadshow for

the first time ever will enter the pink city of Jaipur. Scheduled from February 12 – 16, 2024, the event will further move to other significant Indian cities, namely – Delhi, Ahmedabad, Bengaluru, and Mumbai in the respective order.

### JTB hosts Indian media delegation

The Jordan Tourism Board (JTB) has hosted a specialized media delegation from India, comprising 52 journalists, editors and influencers in the film industry. Taking place from January 30 to February 2, 2024, as part of the JTB's

plans to promote and market the tourist and historical areas in Jordan, the initiative aims to attract global attention from filmmakers worldwide to visit the Kingdom and produce international films.



### Saudi Tourism launches 'Saudi, Welcome to Arabia' Campaign

Saudi's national tourism brand 'Saudi Welcome to Arabia' has kicked off another global marketing campaign featuring football legend and Saudi Tourism Ambassador, Lionel Messi. Launching across key target markets in Europe, India and China, the "Go Beyond What You Think" campaign is anchored on consumer insights, which revealed there are still common misconceptions about the destination and invites audiences to experience the incredible and vibrant cultural transformation taking place across Saudi.



### Korea Tourism Organization targets 200,00 Indian visitors in 2024

Determined to keep Korea at the top of Indian travellers' must-visit lists in 2024, the Korea Tourism Organization (KTO) is marking their presence with a sizeable delegation at the country's upcoming leading travel trade shows. KTO is participating in OTM Mumbai and SATTE

in Delhi NCR. "Building on last year's incredible success of 120,000 Indian visitors, we are setting an ambitious goal of welcoming 200,000 travellers from the country this year," said Myong Kil Yun, Regional Director, India & SAARC Countries, KTO.

### Tourism Fiji and the Coral Gardeners introduce the Coral Bouquet

This year, Fiji, the South Pacific archipelago and top honeymoon destination is offering lovebirds a sustainable alternative in the form of a Coral Bouquet planting for Valentine's Day. Purchase a Coral Bouquet via The Coral Gardeners website for \$25 per coral plant, add a bespoke message addressed to your Valentine, and receive a downloadable card including a picture of the fledgling coral bouquet to send on February 14, 2024.



### US Tourist visa appointment wait times down by 75%

The United States has processed 1.4 million visas for Indians in 2023, marking an all-time high and significantly slashing visitor visa appointment wait times by 75 per cent. Indians now constitute one-tenth of all US visa applicants globally, with demand skyrocketing across all visa categories, witnessing a remarkable 60 per cent surge compared to the previous year.



### Turkish Cargo now offers 3 new Pharma Products

Turkish Cargo raises the bar for quality in terms of logistics for pharmaceuticals and medical products. The brand now launches its products; TK Pharma Standard, TK Pharma Extra and TK Pharma Advanced, which will meet the expectations of the customers at the highest level by developing flexible solutions for the pharmaceutical and medical consignments in various categories.





### Singapore received 1.1 million Indian tourists last year

Singapore received 1.1 million tourists from India last year as the city state's top dollar-earning sector recorded a 115 per cent increase in the number of visitors in 2023 at 13.6 million from 6.3 million during the COVID-hit 2022, said a media report on Thursday. The number of tourists in 2023 met the

Singapore Tourism Board's (STB) forecast of between 12 million and 14 million visitors. This is about 71 per cent of the number in 2019 before international travel came to a halt in 2020 due to the COVID-19 pandemic, Channel News Asia reported, citing data from the STB.

### Türkiye targeting 3.5 lakh Indian arrivals in 2025



Türkiye would have received a record number of 2.7 lakh Indian tourists last year, eclipsing the Indian arrival figures of 2022 and 2019, Onur Gözet, deputy director general, Ministry of Culture and Tourism, Republic of Türkiye told ET in an interview. He said the aim is to reach 3.5 lakh Indian arrivals next year. Türkiye received 2.3 lakh Indian tourists in 2019 and the 2.7 lakh estimates are a 20% jump over 2022 arrival numbers.



### Lindt Home of Chocolate celebrates record year with 750,000+ visitors

During 2023, 752,053 visitors came to the Lindt Chocolate Competence Foundation, at the Lindt Home of Chocolate in Kilchberg. This remarkable achievement puts the competence centre, now in its third year of operations, among the most popular and most visited museums in Switzerland. The Lindt Home of Chocolate draws visitors not only from Switzerland but from around the world including tourists from the USA, the UK, Germany and India in particular.



### Yas Island introduces its latest school break anthem

Yas Island, Abu Dhabi's premier leisure destination has launched a catchy school break anthem to combat boredom. The musical jingle, inspired by the resurgence of sea shanties, tells the tale of 'the girl who never got bored' during her Yas Island staycation. Released through an enchanting video, it captures the thrill of Yas-tastic adventures, urging families to escape monotony. Yas Island continues to be the go-to destination, offering a perfect blend of entertainment and relaxation. The catchy tune is set to become the soundtrack of joyful getaways.



### Ras Al Khaimah breaks record with 1.22 million tourists in 2023

Ras Al Khaimah Tourism Development Authority (RAKTDA) has reported its best year for tourism ever, welcoming a record 1.22 million overnight arrivals to the nature Emirate in 2023, up 8% on 2022 numbers and bolstered by a significant 24% year-on-year pick-up in international visitors. The robust performance is underscored by RAKTDA's strategic growth plans. From investment in tourism infrastructure, targeted initiatives to drive more visitors to the emirate, to developing an ecosystem rooted in sustainability, Ras Al Khaimah continues to reinforce its position as a destination of the future.

### jüSTa Hotels & Resorts to host 6<sup>th</sup> edition of International Art Residency

jüSTa Hotels & Resorts has announced the 6th edition of its international art residency, Chitrashaala, which will be held in Dharamshala from 12th to 19th February. Chitrashaala 2024, to be hosted at the picturesque jüSTa Birding Resort & Spa in Dharamshala, is themed 'Gallery of Art' and it promises an immersive and enriching experience, bringing together a diverse cohort of artists.



### 13<sup>th</sup> edition of the Sharjah Light Festival, set to unfold in February 2024

The thirteenth edition of the Sharjah Light Festival, organised by the Sharjah Commerce and Tourism Development Authority (SCTDA), is set to illuminate prominent sites across the emirate from 7 to 18 February. This event promises captivating light and music displays that will illuminate Sharjah's many iconic landmarks and architectural wonders. Under the patronage of His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, the Sharjah Light Festival has been enticing visitors to the emirate for 13 years.



### Signing of Ramada by Wyndham Kathmandu Dhumbarai, Nepal

M/s Akama Hotel Ltd. a hotel development and investment company in Nepal has announced signing of a franchise agreement with Wyndham Hotels & Resorts for a new hotel development under the midscale Ramada by Wyndham brand in Kathmandu, Nepal. Expected to open in 2024, Ramada by Wyndham Kathmandu Dhumbarai will have a modern design 109 contemporary rooms and amenities including a lobby lounge, an all-day dining restaurant & bar, health club, spa, swimming pool, meeting room and more.

## Etihad boost frequencies to key destinations

Etihad Airways is meeting customer demand by adding more flights to key destinations across the Middle East and the Indian subcontinent. The latest increase means the airline now offers almost 27% per cent more weekly departures than last summer. The airline is increasing flights to Jeddah and Riyadh in Saudi Arabia, Amman in Jordan, Beirut in Lebanon, as well as Colombo in Sri Lanka, and Kolkata and Bangalore in India.



## Malaysia Airlines to double frequencies to Trivandrum

Following positive load factor performance and increasing demands on its Trivandrum – Kuala Lumpur route, Malaysia Airlines will be doubling the current frequency on this route starting 3 April 2024. The airline commenced

its inaugural flight to Trivandrum in November 2023, operating four flights weekly. This decision follows the recent increase in frequency between Amritsar and Kuala Lumpur from 15 January 2024.



## Santani Wellness of Sri Lanka collaborates with Outbound Marketing



Santani Wellness, the globally acclaimed luxury wellness resort nestled in the enchanting hills of Sri Lanka, proudly announces its strategic collaboration with Outbound Marketing Pvt Ltd. (OMPL) in India. As Santani and OMPL advance, they look forward to curating exceptional guest experiences and establishing innovative standards in the luxury hospitality sector.

## IndiGo starts direct flights between Dubai and Surat

IndiGo has announced direct flights between Dubai and Surat. These flights will operate tri-weekly w.e.f. February 23, 2024. The addition of this strategic route to the 6E network is designed to facilitate seamless travel for tourists and business travellers and enhance bilateral economic growth and relations between India and the UAE. With the addition of this flight, Surat becomes the second city in Gujarat, with direct connectivity to Dubai on the IndiGo network.



## Egypt Air announces appointment of Bird Travels as its GSA for North India

Egypt Air has recently announced the appointment of Bird Travels Pvt Ltd, the Airline Management Services arm of Bird Group, as its new General Sales Agent for the North India market. The new liaison is effective February 01, 2024. The new GSA, Bird Travel will use its vast experience and will be the immediate liaison for the airline's sales development in India, including ticketing and direct support services to the travel trade. To expand its reach, Egypt Air had launched a direct flight from New Delhi to Cairo last year.

