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TRAVEL

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PASTA POINT SURF GUIDE

Cinnamon Dhonveli Maldives has easy access to Pasta Point, the surfer's paradise in North Malé Atoll. It has consistently great waves, especially from March to October. The best swells come from the south, and offshore winds from the north to northwest to make for the perfect surfing conditions. April is the prime time, offering clean, surfable waves more than half of the time. While about one week of April might see choppy waters, there are some days with calmer waters which is perfect for beginner surfers to catch some swell.



ECO FRIENDLY VACATIONING BY THE CORALS

Through its many preservation focused programs, Ellaidhoo Maldives by Cinnamon is a leader in the environmental movement. The resort places an emphasis on educating visitors through leading conservation efforts; it is located just 20 meters from the shore and is part of the world's seventh largest coral reef system, which is also one of the top 100 diving and snorkeling spots in the world.



UNDER THE SEA EXPLORATIONS

Keyodhoo Shipwreck is a popular Maldivian tourist attraction easily accessible to guests at Cinnamon Velifushi Maldives. It is thought to be an Indonesian shipwreck that drifted in a few years ago. Also, the Golden Wall reef, with its channel, ledges, caves and corals of many colours, is a popular 'insta worthy' location with fascinating coral and marine life worth exploring.



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Editor's Letter

On my recent journey to the vineyards of Tuscany, I found myself lost in the quiet symphony of nature, where the art of winemaking echoed so many truths about our lives. Just like a fine wine, life demands that we pour our hearts into our passions, give our very best, and then—perhaps the hardest part of all—wait. It's in that waiting, that patience, where the magic happens. The grapes are pressed, the wine is aged, and in time, what was once raw and unrefined becomes something exquisite.

Patience is a virtue we often overlook in our fast-paced world, but as I wandered through those sun-drenched fields, I realized it's the key to resilience. Good things, as they say, truly do take time. While I'm no master of patience or resilience, I now grasp their profound importance. Travel, nature, and life itself have always been my greatest teachers, constantly reminding me that evolution, like wine, is a process—one that we must embrace fully.

In this issue of Travel Turtle, we take you to the Maldives, the talk-of-the-town destination where we've delved into the best of the new and noteworthy. Our coverage of the Travel Trade Maldives (TTM) in Malé brings you the latest and greatest from this tropical paradise. Inspired by my recent adventures, we also explore the rising trend of Shopping Tourism, uncovering the stories of those who craft their holidays around retail experiences. From the enchanting voyages of Disney Cruise Lines to the scenic journeys on Rail Europe, this issue is brimming with wanderlust and inspiration.

I hope you enjoy reading this issue as much as we've enjoyed curating it. Here's to the journey, the waiting, and the eventual rewards.

Do share your feedback at bharti@travelturtle.world.

Happy Reading!



Bharti Sharma
Editor

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Neptune Hotels partners with Ace Connect to expand presence in Indian market

Neptune Hotels, one of East Africa's leading families owned and operated hospitality companies, renowned for its exquisite beach resorts and luxury safari properties, is pleased to announce the launch of a dedicated sales and marketing initiative targeting the Indian market. This strategic expansion effort will be executed in collaboration with Ace Connect, a premier tourism consulting company based in India.



TAIWAN Tourism concludes its Educational Seminar with multiple airlines

The Taiwan Tourism Administration (TTA), in strategic partnership with Thai Airways in Delhi and Hyderabad, Scoot in Chennai, and Cathay Pacific in Bangalore, organized a series of successful seminars to promote Taiwan as a premier incentive destination. The initiative named "Educational and Networking Session" focused on showcasing the flight connectivity by airlines from key Indian cities to Taiwan. In the ongoing efforts to promote Taiwan as an incentive travel destination, the Taiwan Tourism Administration (TTA) will be participating in ITB Mumbai from September 11th to 13th, 2024.

FM's Budget fails to address travel trade concerns

Finance Minister Nirmala Sitharaman's latest budget for the fiscal year 2024-25 has introduced a series of measures with far-reaching implications for India's tourism industry. As a sector deeply affected by economic policies and global trends, tourism stands to gain significantly from the government's strategic focus on infrastructure, tax incentives, and sustainable development.



39th IATO Annual Convention in Bhopal to expect 1000 tour operators, and hoteliers

A curtain-raiser event was held in New Delhi on July 24 2024 to highlight the initiatives of the 39th IATO (Indian Association of Tour Operators) Annual Convention, which is scheduled to take place 30th August to 2nd September 2024 in Bhopal, Madhya Pradesh. With the participation of 1000 delegates including stakeholders, TA-TOs and other dignitaries in this convention from all over the country, the expectation is a surge in the number of domestic and foreign tourists arriving in Madhya Pradesh, it will surely help local tourism and allied activities of the state.



Centara welcomes families with exclusive opening offer at Centara Mirage Lagoon Maldives

Centara Hotels & Resorts, Thailand's leading hotel operator, proudly announces the grand opening of Centara Mirage Lagoon Maldives on 1st November 2024. The latest addition to Centara's family-focused Mirage properties, this stunning new underwater world-themed paradise invites guests to experience its unique blend of fun and adventure with the exclusive "Me & Centara" introductory offer, where children stay, play, and dine for free, and guests enjoy up to 25% off the best available room rates along with a variety of exciting introductory perks.



La Mamounia, Marrakech appoints Indiva Marketing as their India Rep

La Mamounia, renowned for its opulent architecture, lush gardens, and unparalleled service, has been a symbol of Moroccan hospitality since its opening in 1923. The resort has consistently been a favourite among discerning travellers, including celebrities, royalty, and dignitaries from around the globe, for a memorable vacation and lavish celebrations. With this new collaboration, Indiva Marketing aims to introduce the unique charm and luxury of La Mamounia to Indian traveler.



SriLankan Airlines introduces eco-friendly amenities in Business Class

Comfort meets sustainability in Business Class as SriLankan Airlines introduces new eco-friendly pillow covers and headrest covers (antimacassars) made from recycled PET plastic (rPET). This progressive move underscores the airline's commitment to reducing its carbon footprint as a sustainability-forward organization, while continuing to provide customers with the highest standards of quality.



Dusit Thani Bangkok hotel reopening on 27 September 2024

Completely rebuilt from the ground up as part of the Dusit Central Park mixed-use development, the new Dusit Thani Bangkok pays homage to its 50-year legacy while setting a new standard for luxury hospitality. Designed with discerning travellers in mind, the hotel promises to make history once again, establishing groundbreaking benchmarks in service and design.



Resorts World Cruises introduces premium boutique cruise vacations in the Arabian Gulf

Cruise-seeking travellers from India will soon have a brand new experience at sea with Resorts World Cruises, as it expands its global footprint to the Arabian Gulf and Gulf of Oman with the premium boutique lifestyle cruise ship, Resorts World One. Discover the Fly Cruise experience from India with a flight to Dubai and embark on a cruise adventure on the Resorts World One, without the hassle of conventional travel, packing and unpacking or searching for accommodations at multiple destinations.

Sarova Hotels & Resorts appoints AVIAREPS India to expand presence in India

Sarova Hotels & Resorts, a renowned chain of luxurious heritage hotels in Kenya, has taken a significant step to enhance its presence in the Indian market by appointing AVIAREPS as its Sales and PR representative in India. With the expertise of AVIAREPS' dedicated team of tourism professionals, the focus will be crafting and implementing innovative multi-channel promotional strategies to increase tourism from India. This strategic partnership marks an exciting new chapter in Sarova's expansion efforts.



Fortune Hotels expands presence in Tamil Nadu

Perched amidst beautiful landscapes and offering enthralling sea views, the Fortune Beach Resort ECR Chennai creates an ambience of pure bliss with the rhythmic lull of ocean waves caressing the sun-bleached sand crystals. This calming haven is perfect for weary travellers and those seeking an enchanting escape, offering the warm embrace of gracious Fortune hospitality and impeccable service that makes every moment a treasured experience.

Island Life DMC completes glorious 5 years

Island Life DMC proudly marks its 5th anniversary in the travel trade industry, celebrating five years of excellence in delivering exceptional destination management services. With a strong commitment to quality and innovation, the company continues to enhance travel experiences, offering personalised and unforgettable journeys for clients.



MTPA hosts a successful familiarization trip for Indian tour operators

The Mauritius Tourism Promotion Authority (MTPA), in collaboration with Air Mauritius, recently organized a successful familiarization (FAM) trip for 21 esteemed tour operators from Mumbai, Delhi, and Chennai. Held between 16 to 22 June 2024, this immersive 6-night trip aimed to showcase Mauritius as a premier travel destination, offering a comprehensive experience of the island's luxury, adventure, and culinary delights.



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SHOPPING TOURISM

Traveling with a Bigger Bag
and Bolder Itinerary

Shopping tourism has transformed from a hidden gem into a global sensation, with millions of travellers packing their bags and their wallets—for the thrill of retail exploration. No longer just a sidebar to the travel experience, shopping has become a headline act, where the siren call of designer boutiques, bustling markets, and glittering malls lures jet-setters to destinations that promise both cultural and retail riches. It's a world where the thrill of the hunt for the perfect purchase is just as exciting as the journey itself, turning shopping into a cornerstone of modern tourism.

-Bharti Sharma

From Cart to Compassz

Shopping tourism isn't just a growing trend—it's a full-blown global retail revolution that's fuelling economies and redefining the way we travel. With shopping-related spending now making up nearly 30 per cent of global tourism revenue, this segment has ballooned into a \$500 billion powerhouse, tempting millions of travellers to swap sightseeing for spending sprees. But it's not just about splurging on luxury labels in Paris or snagging designer deals at outlet malls—shopping tourism is as diverse as the destinations it embraces. From treasure hunting in Marrakech's bustling souks to discovering one-of-a-kind crafts in Tokyo's hidden boutiques, shopping tourism caters to every kind of traveller, turning the world into one giant, irresistible marketplace.

Bag-Totting at Outlets

Outlet shopping has become the irresistible siren song of retail tourism, where the promise of luxury at a fraction of the price lures millions of bargain-hungry travellers every year. These shopping havens, perfectly positioned near major cities and tourist hotspots, have turned the thrill of the deal into a global obsession. From the sprawling aisles of Woodbury Common in New York to the chic cobblestone paths of Bicester Village in the UK and the elegant allure of La Vallée Village near Paris, outlet malls have become pilgrimage sites for savvy shoppers. The numbers don't lie—Bicester Village alone draws more visitors

than the British Museum, proving that a discounted designer handbag can be just as enticing as centuries-old artifacts. The magic of outlet shopping is in the chase: the hunt for high-end brands at jaw-dropping prices that often leads to shoppers leaving with more bags (and bragging rights) than they ever imagined. This model is so wildly successful that countries worldwide are racing to sprinkle their own versions of these retail wonderlands into their tourism landscapes, ensuring that outlet shopping remains a global sensation.

Souvenirs with Soul

While outlet malls and luxury boutiques may dominate the headlines, the true soul of shopping tourism lies in the vibrant, bustling markets where local shopping artifacts reign supreme. These one-of-a-kind treasures, handcrafted with care and steeped in the rich heritage of their origins, offer travellers a taste of authenticity that can't be found on any high street. Forget cookie-cutter souvenirs, today's savvy tourists are on the hunt for something more meaningful, be it intricately woven textiles from Istanbul's Grand Bazaar,

hand-painted ceramics from Marrakech's souks, or quirky trinkets from Bangkok's sprawling Chatuchak Market. These aren't just shopping trips; they're cultural deep dives, where every purchase tells a story and every market stall is a portal into the local way of life. As the appetite for these unique experiences grows, so too does the rise of artisanal markets and craft fairs, where local artisans showcase their skills to a global audience eager for souvenirs that are as memorable as the journeys themselves. These markets don't just satisfy the urge to shop, they empower local communities, turning the simple act of buying into a celebration of culture and craftsmanship that resonates far beyond the vacation.



Chic Cities and Market Marvels

Shopping tourism has evolved into a dazzling global phenomenon, turning cities into glittering retail paradises where luxury, culture, and commerce collide in spectacular style. Iconic destinations like Dubai, London, Milan, Paris, and Bangkok have become the ultimate playgrounds for shopaholics, each offering a kaleidoscope of world-class shopping experiences that lure millions of visitors every year. Dubai, with its sky-high malls and the dazzling Dubai Shopping Festival, is a beacon for those who seek retail therapy wrapped in opulence, with five-star hotels, gourmet dining, and architectural wonders at every turn. In contrast, Bangkok's electrifying markets, such as the sprawling Chatuchak Weekend Market, invite bargain hunters into a whirlwind of affordable treasures, from handcrafted jewelry to quirky vintage finds. London's shopping scene is a vibrant tapestry, woven from the high-end threads of Bond Street's boutiques, the timeless charm of Oxford Street's department stores, and the eclectic energy of Camden and Portobello markets, all made even more magnetic by the glamour of London Fashion Week. In Milan, fashion pilgrims flock to the Quadrilatero della Moda, where the

windows of prestigious fashion houses shimmer with the latest haute couture, making it a mecca for style devotees. Paris, the city of elegance, offers a shopping experience that is as timeless as it is chic, with the grand avenues of the Champs-Élysées and the bohemian allure of Le Marais promising everything from couture to handcrafted curiosities. Beyond these famed cities, shopping paradises like Tokyo's cutting-edge Harajuku and Shibuya districts, New York's iconic Fifth Avenue, and Istanbul's labyrinthine Grand Bazaar beckon with their unique blend of tradition and trendsetting appeal. These global shopping destinations have turned retail into a cultural adventure, where every purchase is a story, every market a chapter, and every shopping bag a souvenir of an unforgettable journey.

Destinations offering Big Bags of Surprises

Tourism boards worldwide are cashing in on the retail frenzy, turning shopping tourism into a high-octane affair where fashionistas and deal hunters alike are wooed with irresistible offers and curated experiences. Recognising the glittering potential of this trend, these savvy boards are rolling out the red carpet for shopaholics,

transforming their cities into retail wonderlands with events, infrastructure, and partnerships that make spending money an adventure. Take Dubai, for instance—its Tourism Board has masterfully turned the city into a global shopping mecca with blockbuster events like the Dubai Shopping Festival and Dubai Summer Surprises, where luxury deals and dazzling entertainment collide, sending retail sales soaring and filling the city's coffers. Not to be outdone, Tourism Authority of Thailand has crafted campaigns that spotlight the country's eclectic shopping scene, from bustling street markets where haggling is an art form to glitzy malls that rival any in the world. London, forever the fashion capital, has elevated shopping to an art, with tourism campaigns that whisk visitors through iconic stores, exclusive fashion shows, and historic markets, offering a taste of the city's sartorial soul. Meanwhile, in Milan and Paris, tourism boards are in cahoots with the fashion elite, capitalizing on the allure of Fashion Week to draw in style-conscious travelers who come not just to see but to shop until they drop. This dynamic partnership between tourism

boards and the retail sector is a win-win, driving tourism numbers sky-high while pumping life into local economies, proving that when it comes to shopping tourism, everyone's a winner.

Retail Revelry

Shopping tourism is on a meteoric rise, transforming the global travel landscape into a glittering tapestry of retail escapades. Imagine a world where the buzz of outlet malls and the enchantment of local markets come together to create an irresistible shopping odyssey for every type of traveller.

From the dazzling heights of Dubai's luxury shopping spectacles to the charming street finds of London, Milan's haute couture havens, and Paris's fashion-forward boutiques, shopping tourism is soaring to new heights. As tourism boards jump on the retail bandwagon, crafting tailor-made experiences and enticing deals, the future of shopping tourism promises to be as bright as a designer's spotlight. Get ready to see your travel itinerary sparkle with endless opportunities, where every shopping spree is an adventure and every destination a new treasure trove waiting to be discovered.



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Heart to heart with Maldives

The Maldives, with its stunning beaches, crystal-clear waters, and luxurious resorts, has long been a dream destination for travellers. Ibrahim Shiuree, CEO & MD, Maldives Marketing & Public Relations Corporation shares the crux of the warm relations between the two countries.

- Tripti Jain

The Maldives has long been a dream destination for travellers across the globe. Over the years, this idyllic archipelago has become synonymous with luxury, romance, and natural beauty. But beneath the surface, the Maldives is charting a new course, one that not only sustains its traditional tourism offerings but also embraces diversification to secure its future in an ever-evolving global market.

A milestone year

The year 2024 has been a landmark for the Maldives. February witnessed an unprecedented surge in arrivals, marking a record-breaking month with over 10,213 visitors arriving on its sun-drenched shores. This achievement was further underscored when, on June 27th, the Maldives celebrated its 1 millionth visitor of the year—a milestone reached weeks ahead of schedule.

Reflecting on this success, Ibrahim Shiuree says, "This year has been exceptional for us. The numbers speak volumes about the growing appeal of the Maldives, not just as a luxury destination but as a place where everyone can find their perfect escape. We are proud of what we have accomplished, but we know there is more work to be done."

Strengthening ties with India

India has long been one of the Maldives' most significant tourism partners. The cultural and geographical proximity between the two nations has fostered a strong and enduring relationship, one that both sides are keen to nurture. To further strengthen these ties, the

Maldives is actively engaging with Indian authorities and travel trade professionals.

He shares, "We recently had a very fruitful dialogue with the Indian Minister of Culture. The minister was very open to our ideas, and we discussed ways to expand our collaboration beyond traditional tourism. We see great potential in introducing new segments such as film tourism, education tourism, and health tourism. The support from the Indian government has been overwhelmingly positive, and we are excited about the possibilities that lie ahead."



Ibrahim Shiuree



Expanding the horizon

As the Maldives continues to attract millions of visitors each year, the focus has gradually shifted from merely sustaining its established markets to exploring new avenues that can further enhance the country's tourism offerings.

Speaking about the growth of tourism Ibrahim Shiuree shares, "Tourism is evolving, and so are we. Our traditional markets—luxury travellers, honeymooners, and water sports enthusiasts—will always be important to us. But we are also looking to the future by exploring new sectors such as film tourism, where the stunning landscapes of the Maldives can serve as a backdrop for cinematic productions. We are also keen on promoting education tourism, where students can engage in exchange programs or research projects in our unique ecosystem."

Reaching new audiences

To ensure that these new initiatives gain traction, the Maldives is embarking on a series of roadshows and fam trips across India. These efforts are designed to showcase the country's diverse offerings to travel agents and influencers, particularly in Tier II and Tier III cities, which have emerged as significant sources of outbound travel. Ibrahim Shiuree explains, "Our roadshows are crucial in reaching out to new audiences. We are focusing on cities that may not have been our primary markets in the past, but where we see great potential for growth. By bringing the Maldives experience directly to these cities, we can inspire more people to discover what makes our country so special. Fam trips, on the other hand, allow travel agents to experience the Maldives firsthand, making it easier for them to recommend it to their clients."



Beyond sun and sea

While the Maldives will always be associated with its stunning natural beauty, the country is eager to show the world that it has much more to offer. The MMPRC is actively promoting sectors such as wellness tourism, culinary tourism, and sports tourism, aiming to attract a more diverse demographic of travellers.

"Wellness tourism is a sector we are particularly excited about. The Maldives is a natural haven for relaxation and rejuvenation, and we are developing new offerings that cater to those seeking wellness retreats. We are also exploring the potential of sports tourism, where we can host international events or cater to travellers looking for active vacations," shares Ibrahim Shiuree.

Protecting paradise

As the Maldives expands its tourism horizons, it remains deeply committed to sustainability. The country's fragile ecosystem is both its greatest asset and its most significant responsibility. The government, led by President Ibrahim Mohamed Solih, has made sustainability a cornerstone of its tourism strategy.

Ibrahim Shiuree explains, "Sustainability is not just a buzzword for us; it is essential to our survival. We are working on several ecotourism projects that aim to protect our environment while also providing meaningful experiences for our visitors. We are developing underutilised islands in a way that respects the natural environment, ensuring that the Maldives remains a paradise for future generations."

A bright future ahead

The Maldives is not resting on its laurels. The record-breaking numbers and ambitious new initiatives are a testament to the country's determination to stay at the forefront of global tourism. With strong partnerships, innovative strategies, and a deep commitment to sustainability, the Maldives is poised for a future that is as bright as its sun-kissed beaches.



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INDIAN SAGA

Where stories carve
landscapes

Madhya Pradesh

Madhya Pradesh is like a living museum where the ancient whispers through the ruins and nature roars in the wilderness. **Smt. Bidisha Mukherjee**, Additional Managing Director, Madhya Pradesh Tourism Board shares the stories behind the tourism vision for the heart of India.

-Tripti Jain



INDIAN SAGA

Imagine stumbling upon temples that tell stories through their carvings or walking through forests where tigers silently rule. It's not just a place; it's an experience where the old and the wild meet. Madhya Pradesh creates a magic in traveller's hearts that lingers for years. A travel memory that is etched in your hearts forever!

Strides of change in tourism

In the past couple of years, Madhya Pradesh has emerged stronger, witnessing a significant uptick in both domestic and international tourism. This resurgence is a result of concerted efforts by the Madhya Pradesh Tourism Board (MPTB) to revitalise the state's tourism sector with innovative strategies and targeted marketing. Smt. Bidisha Mukherjee, shares, "We've seen tremendous growth in tourism in the last few years. This is not just a return to normalcy but a reimagining of what tourism in Madhya Pradesh can be. We've leveraged the state's diverse offerings and focused on creating unique experiences that resonate with both domestic and international travellers."

The state has capitalised on its natural and cultural wealth, promoting lesser-known destinations alongside the established tourist hotspots. This approach has not only diversified the tourism portfolio but has also spread economic benefits to rural and remote areas.

Paving the way for better future!

Madhya Pradesh's tourism growth is by a series of forward-thinking policies aimed at sustainability, inclusivity, and enhancing the overall visitor experience. The state's tourism department has introduced several initiatives to attract a diverse range of tourists, including adventure seekers, cultural enthusiasts, and those looking for spiritual experiences. "The key to sustainable tourism

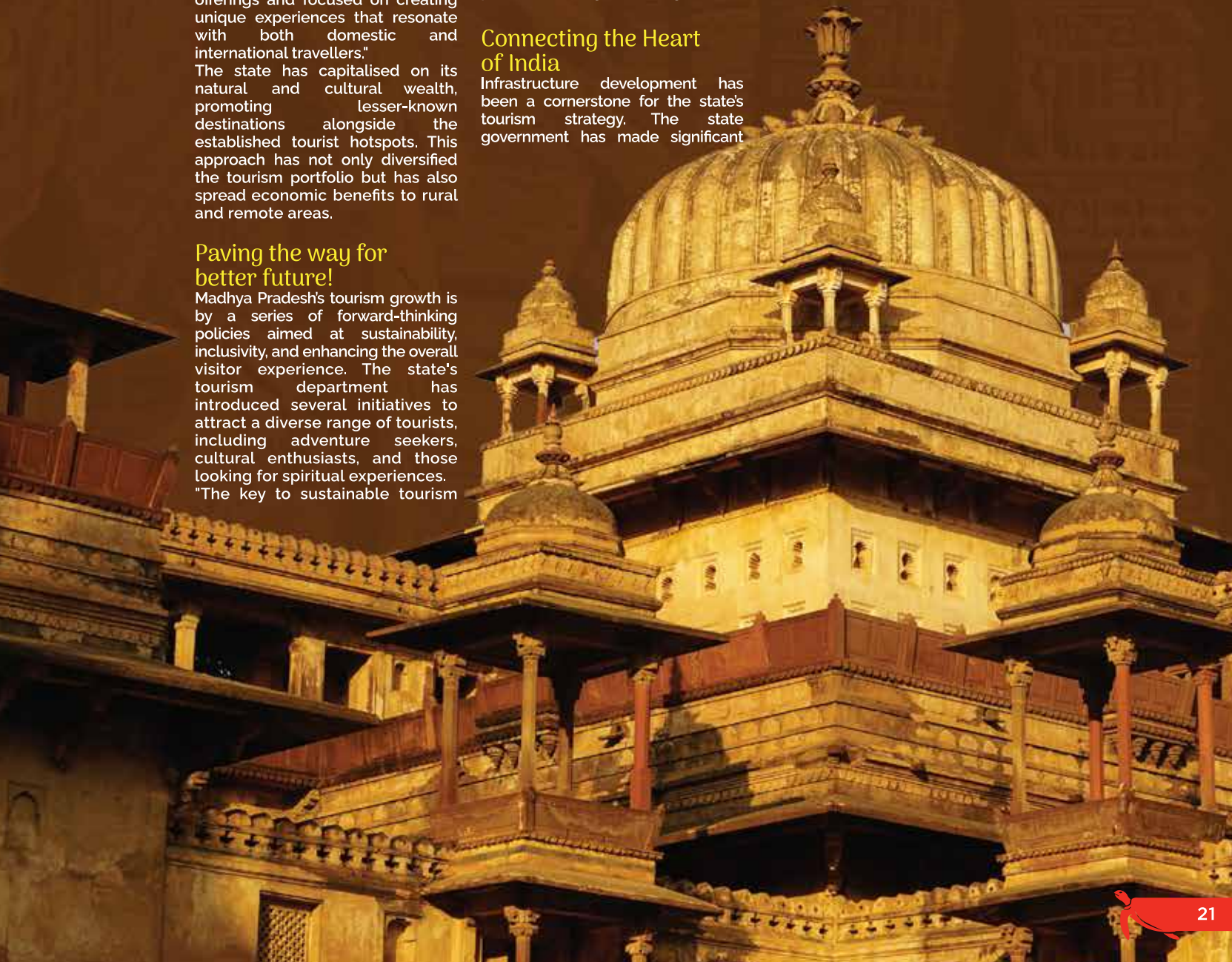
lies in understanding the evolving needs of travellers and responding with innovative policies. We've focused on promoting responsible tourism, which not only preserves our rich cultural and natural heritage but also provides authentic experiences for our visitors," shares Smt. Bidisha Mukherjee. One of the standout initiatives is the promotion of rural and responsible tourism, which offers visitors an immersive experience in the state's villages, allowing them to engage with local communities, partake in traditional crafts, and enjoy the simplicity of rural life. This initiative has been particularly well-received by European tourists. Additionally, she explains, "We have introduced subsidies and incentives for filmmakers, encouraging them to choose the state as a shooting destination. This has resulted in a surge of interest from both national and international film projects, further boosting the state's profile on the global stage."

Connecting the Heart of India

Infrastructure development has been a cornerstone for the state's tourism strategy. The state government has made significant

investments in improving connectivity, with new airports, better roads, and enhanced public transport systems being key areas of focus.

"Madhya Pradesh's central location in India makes it a natural hub for travellers. Our focus has been on strengthening this advantage by improving connectivity across the state. We are not only upgrading existing infrastructure but also developing new airports and enhancing road networks to make even the most remote destinations accessible," explains Smt. Bidisha Mukherjee. The addition of new airports in cities such as Rewa and Datia is a significant step towards improving accessibility, particularly to the state's spiritual and heritage circuits. These developments are expected to attract more international tourists, especially those interested in spiritual tourism and rural experiences.



INDIAN SAGA

The all-rounder state!

The state has recognised the potential of spiritual, rural, and adventure tourism and has actively promoted them as part of its tourism strategy.

Speaking on the same lines Smt. Bidisha Mukherjee shares, "We have always been known for our heritage sites, but we are now seeing a growing interest in spiritual and rural tourism. Tourists are increasingly looking for meaningful experiences, and Madhya Pradesh, with its spiritual heritage and vibrant rural life, offers just that."

One of the most notable initiatives in this regard is the promotion of the Narmada Parikrama, a spiritual journey along the banks of the Narmada River that attracts devotees and spiritual seekers from around the world. This pilgrimage, coupled with the state's focus on rural tourism, has made the state a sought-after destination for those seeking spiritual enrichment and an authentic rural experience.

The state's rural homestay programs have also gained popularity, offering visitors a chance to experience traditional hospitality, partake in local cuisine, and engage in activities such as cycling, temple visits, and tours of organic farms.

tour groups, female guides, and dedicated women's help desks at major tourist destinations. "We are committed in making Madhya Pradesh a safe

destination for women travellers. By empowering local women and creating a supportive environment, we are setting new benchmarks in tourism safety and inclusivity," adds Smt. Bidisha Mukherjee.

Torch bearer for women travellers

As tourism grows, so does the focus on safety and inclusivity, especially for women travellers. Madhya Pradesh has made significant strides in creating a safe and welcoming environment for solo women travellers, with dedicated initiatives aimed at empowering women in the tourism sector.

Being a torch bearer of female travellers, Smt. Bidisha Mukherjee shares, "Safety and inclusivity are at the core of our tourism strategy. We have trained thousands of women in various tourism-related roles, from guides to drivers, ensuring that women travellers feel safe and supported throughout their journey in Madhya Pradesh."

In collaboration with the Nirbhaya Fund of the Ministry of Tourism, the MPTB has trained over 10,000 women in various livelihoods across 50 key destinations in the state. These women are now working as safari guides, gypsy drivers, and in other tourism-related roles, making Madhya Pradesh a pioneer in promoting women's participation in tourism.

The state is also developing a

comprehensive safety framework for women travellers, including the introduction of women-only tour groups, female guides, and dedicated women's help desks at major tourist destinations. "We are committed in making Madhya Pradesh a safe destination for women travellers. By empowering local women and creating a supportive environment, we are setting new benchmarks in tourism safety and inclusivity," adds Smt. Bidisha Mukherjee.

Exemplifying global presence

The diverse landscapes and historical sites have long made it a favourite among filmmakers. Recognising this potential, the state has rolled out several initiatives to attract more film projects, both domestic and international.

"Our state offers a unique blend of historical and natural settings, making it a filmmaker's dream. We are actively promoting Madhya Pradesh as a film-friendly destination by offering attractive subsidies and support," says Smt. Bidisha Mukherjee.

The state has been the backdrop for several high-profile films and web series, including *Stree*, *Gulabo Sitabo*, and *Panchayat*. The MPTB offers subsidies for films shot at multiple locations within the state, and additional incentives are provided for projects that employ local artisans and talent.

Lovers of eco-system

The state's focus on sustainability, inclusivity, and innovative experiences is expected to attract a new generation of travellers who are seeking meaningful and authentic journeys. Smt. Bidisha Mukherjee shares, "Our vision for Madhya Pradesh's tourism is rooted in sustainability and inclusivity. We want to create a tourism ecosystem that benefits everyone – from the travellers to the local communities."

The upcoming projects, including the Statue of Oneness and the proposed cruise between the statues of Oneness and Unity, are set to be game-changers, further enhancing the state's appeal as a top-tier tourism destination.

A new dawn for tourism

Madhya Pradesh is at the precious of India's tourism growth, driven by a blend of innovative policies, strong infrastructure development, and a commitment to safety and inclusivity. The state's efforts to promote niche tourism, empower women travellers, and attract international visitors are already bearing fruit, with significant growth in both domestic and international tourist numbers. With visionary leadership and a clear focus on sustainability and inclusivity, the future of tourism in the state looks brighter than ever.



HOLIDAY INN KANDOOMA MALDIVES



CRUISE ODESSEY

Setting sail with **Disney** **ADVENTURE**

A Magical Journey

Disney Cruise Line is set to embark on a new voyage of magic and adventure with the introduction of the Disney Adventure, the first Asia-based ship in their fleet. A spokesperson from Disney shares insights about the game changing Disney Adventure.

-Tripti Jain



CRUISE ODESSEY

Expected to set sail in 2025, this ship represents a significant milestone not only for Disney Cruise Line but also for the Indian travel market. As Indian families increasingly seek unique and immersive vacation experiences, the Disney Adventure promises to deliver just that with its blend of Disney magic and tailor-made experiences for Indian guests. The Indian market is incredibly important to Disney Cruise Line. The Disney Adventure is poised to be a game-changer with exciting and nuanced experiences designed specifically for the region.

Entering the Singapore waters!

In recent years, Disney Cruise Line has seen remarkable growth globally. With five ships already in operation and four more on the horizon, the expansion is set to bring Disney's signature experiences to even more destinations. A spokesperson from Disney shares, "We are experiencing a period of turbocharged growth. The addition of Disney Adventure in Singapore aligns with our long-term strategy to grow Disney Cruise Line and bring the magic of a Disney Cruise Line vacation to new global destinations." The strategic decision to homeport the Disney Adventure in Singapore highlights Disney Cruise Line's commitment to the Asian market. This collaboration with the Singapore Tourism Board is expected to attract millions of local and foreign passengers, contributing significantly to the region's tourism industry. "Singapore's strategic location, world-class

air connectivity, and port infrastructure make it a thriving cruise hub in Southeast Asia. The addition of a Disney Cruise Line ship in Singapore has the potential to add millions of local and foreign cruise passengers across the five-year period," the spokesperson explains.

Uniquely Indian!

Understanding the unique preferences and needs of Indian families, Disney Cruise Line has meticulously crafted the Disney Adventure to cater to this important market. "Our goal is to offer a magical escape for Indian families into the dreamy and magical world of Disney. While we look forward to sharing specific details about on-board offerings at a later date, we can assure you that they have been meticulously crafted with the region's consumers at the forefront," says the spokesperson. From the moment they step on-board, Indian families will be immersed in an environment designed to make them feel at home. The ship will feature a curated assortment of international cuisines, including Indian favourites, ensuring guests have a variety of dining options that satisfy their tastes and dietary requirements. "It is always our goal to offer a variety of dining options for our guests that satisfy the tastes and preferences of many cultures and dietary requirements, similar to our theme parks around the world," adds the spokesperson.

Brimming with entertainment

One of the hallmarks of a Disney cruise is the exceptional entertainment and activities

offered on-board, and the Disney Adventure will be no exception. This ship promises to deliver a journey of limitless possibilities, bringing Disney storytelling to life through imagination, discovery, fantasy, and adventure. "Guests will embark on voyages to seven uniquely themed areas, each teeming with dozens of incredible characters and unforgettable experiences, without ever leaving the ship," shares the spokesperson.

Hand in hand with STB

The collaboration between Disney Cruise Line and the Singapore Tourism Board is a testament to the potential of the Asian cruise market. Under a recently signed MoU, Disney Cruise Line will homeport the Disney Adventure in Singapore for at least five years. This partnership is expected to bring significant economic benefits to the region, including greater demand for port and ship-related services and increased on-ground spending in Singapore's lifestyle and hospitality sectors.

The spokesperson shares, "Singapore's strategic location and infrastructure make it an ideal homeport for the Disney Adventure. This collaboration marks a significant milestone for the region and is expected to bring about significant spill over benefits for the wider economy."

A magical dining journey

Dining on the Disney Adventure is set to be a delightful experience with a wide range of family-friendly options. From gourmet restaurants to quick-and-casual meals and snacks, every dining experience is

designed to cater to the diverse tastes of guests. Each evening, guests will be accompanied by the same dedicated service team, adding a level of familiarity and personalised attention to their dining experience.

"Our goal is to offer a variety of dining options that satisfy the tastes and preferences of many cultures and dietary requirements. Indian guests will find a curated assortment of international cuisines, including Indian favourites, ensuring they feel at home," says the spokesperson.

Embarking on a new Adventure

The introduction of the Disney Adventure marks an exciting new chapter for Disney Cruise Line and the Indian travel market. With its tailor-made experiences, world-class entertainment, and collaborative spirit with the Singapore Tourism Board, the Disney Adventure is set to redefine the cruise experience for Indian families. The spokesperson adds, "At Disney, everything we do is centred on our guests. We are thrilled to bring the magic of Disney Cruise Line to new global destinations and create unforgettable memories for Indian families on-board the Disney Adventure."

As the Disney Adventure prepares to set sail, Indian families can look forward to an unparalleled vacation experience that combines the best of Disney's storytelling, entertainment, and hospitality. Whether exploring the seven uniquely themed areas or indulging in a variety of dining options, every moment on-board promises to be filled with magic and wonder.



AIR NEW ZEALAND'S

COMMITMENT TO INDIAN
TRAVELLERS



Air New Zealand, where every journey feels like a Kiwi adventure, blending unparalleled hospitality with stunning in-flight experiences is creating memorable journeys for travellers. **Imogen Thornton**, Head of South & Southeast Asia at Air New Zealand shares the airline's strategic initiatives, collaboration with trade partners, and future prospects in India.

-Naina Nath



Expanding the ANZ reach in India

As the Head of South and Southeast Asia for Air New Zealand, Imogen Thornton oversees direct services from Singapore and Bali to Auckland, along with managing key partnerships with Singapore Airlines to connect priority markets, such as India, to New Zealand. Imogen shares, "India is a crucial market for us. We ensure we have a strong network of connections from eight key Indian cities through Singapore to New Zealand. The cities include Mumbai, Delhi, Ahmedabad, Cochin, Chennai, Bengaluru, Kolkata and Hyderabad, targeting both Tier I and Tier II markets."

Crowing traveller numbers

Travel between New Zealand and India has seen significant growth, with 182,000 travellers recorded between the two countries for the year ending in April. She shares, "Indian visitor arrivals into New Zealand reached over 87,000. This growth is attributed not only to visits from friends and family but also to an increasing number of leisure travellers. We look forward to supporting this trend by continuing to provide seamless travel connections with our partners at Singapore Airlines."

Collaborative marketing efforts

ANZ places significance on collaborative marketing efforts with

Singapore Airlines and Tourism New Zealand. These efforts are designed to inspire Indian travellers to visit New Zealand and educate trade partners on selling the destination. Imogen shares, "With over 70 per cent of our bookings coming through our trade partners, collaboration is key. Events such as the KiwiLink conference and the New Zealand TRENZ Conference help engage and educate Indian travel agents, enhancing their ability to confidently promote New Zealand as a premier travel destination."

Enhancing trade engagement

While ANZ does not offer a formal certification program for travel agents in India, it collaborates closely with its GSA partner, Global Destinations, and Singapore Airlines to provide continuous education and engagement. "Engaging agents and familiarising them with the destination helps them sell it more confidently. The airline's strategy includes organising events and trips that allow agents to experience New Zealand firsthand, thereby deepening their knowledge and boosting their confidence in selling the destination," shares Imogen.

Connecting India and New Zealand

Air New Zealand, in partnership with Singapore Airlines, operates up to four flights a day from Singapore to

Auckland, and a daily flight from Singapore to Christchurch, providing extensive domestic connectivity within New Zealand. "Together, we ensure seamless travel for Indian customers from eight ports in India to New Zealand. The comprehensive domestic network includes 20 destinations, ensuring that travellers can explore all corners of New Zealand," she shares.

Comfort with Economy Skycouch

In line with its customer-centric approach, Air New Zealand offers the Economy Skycouch in its economy class. These seats feature adjustable footrests that convert into a couch-like space, providing a private and comfortable experience. Suitable for families, couples, and solo travellers, the Economy Skycouch exemplifies the airline's innovation in enhancing passenger comfort.

Prospects in the Indian Market

ANZ remains optimistic about the future of Indian aviation. Imogen shares, "I was inspired by the ambition of the Indian aviation industry. Reflecting on my experience at the CAPA conference, the airline continues to focus on servicing the Indian market through its alliance with Singapore Airlines, ensuring that it meets the evolving needs of Indian travellers."



Rail Europe

Rise of European rail journeys for Indians

Rail Europe's strong growth in the Indian market is supported by strategic partnerships, comprehensive agent education programs, and an expanding range of products. **Srijit Nair**, General Manager, Rail Europe for Greater India, Middle East, and Africa shares valuable information on the company's performance, key trends, and future strategies tailored for Indian travellers.

- *Naina Nath*



The Indian eye for rail tours

Rail Europe has shown strong growth in the Indian market, making it a crucial region for the company. Srijit highlights the increasing interest amongst Indians in exploring Europe through train and shares, "We have not only surpassed our 2019 numbers but are also witnessing a growth trajectory with around 15 per cent growth this year. Destinations such as London, Switzerland, France, and Italy are particularly popular, with more travellers opting for sustainable travel options."

Rail trails all the way!

Indian travellers are increasingly choosing longer stays in Europe, favouring rail passes that last six, eight, or even fifteen days. This shift reflects a growing preference for a more immersive travel experience. Srijit explains, "Travellers are increasingly choosing trains over planes for city-to-city connections because of the comfort, convenience, and city-centric connectivity that trains offer. Popular routes such as London-Paris, Paris-Zurich, and Rome-Venice are in high demand, along with night trains that allow travellers to save on hotel costs and make the most of their sightseeing time." Furthermore, he adds, "Our vision is to be the global reference for European train travel,

providing exceptional service and innovative solutions."

Hand in hand with travel agents

Rail Europe's success is closely linked to its partnerships with the Indian travel trade. The company provides extensive training programs across major cities such as Mumbai, Delhi, and Bengaluru, "We conduct numerous training sessions across metro cities and Tier I and II cities, ensuring that all markets within India are catered. We also participate in industry events such as OTR, OTM, TTF, and SATTE, etc. which help in promoting European train travel and strengthening ties with travel agents across India," he adds.

One-stop shop for train bookings

Rail Europe has several strategic initiatives planned to enhance its presence in the Indian market, such as joint promotions with GSAs and airlines to improve connectivity to European hubs such as Paris and Amsterdam. Srijit shares, "We aim to increase Rail Europe knowledge amongst the trade partners, educate them about European trains, and be a one-stop shop for European train bookings. These initiatives also involve participating in trade workshops organised by European

tourism boards, which help keep travel agents informed about the latest products and trends."

Education first!

Education is a key component of Rail Europe's strategy to increase market share in India. The company offers various training resources. "We educate travel agents through a combination of online training modules, bi-monthly webinars, and support from our dedicated teams," Srijit explains. Rail Europe recently conducted a successful webinar featuring their newly added trains, OBB, and OBB's night trains, NightJet and Euronight, with the next session scheduled for the end of September. These efforts are further supported by the launch of Rail Europe's Rail Itineraries brochure, which features curated itineraries across Europe, helping travel advisors plan detailed rail holidays for their clients.

B2B platform joyride for agents

Rail Europe's B2B platform has become an essential tool for travel agents, enabling them to easily purchase seat reservations for customers with Eurail or Interrail passes. Speaking on the same lines he shares, "The response to our platform integration has been highly positive, with agents appreciating



HOTELLIGENCE

EXPLORING UNIQUE LUXURY

The Standard Maldives stands out as a unique destination that blends the natural beauty of the Maldives with a vibrant social atmosphere. **Boripat Louicharoen**, Managing Director, The Standard Asia shares the unique charms of the resort.

-Tripti Jain



HOTELLIGENCE

Known for its innovative experiences and personalised services, this resort offers guests a memorable stay that combines relaxation with excitement. With its vibrant social atmosphere, tailored experiences, and commitment to sustainability, the resort ensures that every guest has an unforgettable stay.

A vibrant social atmosphere

One of the key features that set The Standard Maldives apart is its vibrant social atmosphere. Guests can enjoy activities such as night snorkelling, moonlit cinema screenings, and a signature overwater club with stunning views of the Indian Ocean. Boripat shares, "Our resort combines the natural beauty of the Maldives with a vibrant social atmosphere that sets us apart. This unique blend ensures that guests have an unforgettable stay, whether they are dancing under the Maldives' largest disco ball or participating in themed activities and pool parties. We also host a variety of themed activities, The Standard pool parties, wellness retreats, and culinary events that cater to diverse tastes and preferences."

Adopt a coral program

The Standard Maldives has a clear vision for the Indian market, aiming to establish itself as the preferred destination for Indian travellers. "For 2024, our vision for the Indian market is to strengthen our presence and establish The Standard Maldives as the preferred destination for Indian travellers seeking both relaxation and adventure," shares Boripat.

The resort offers seamless connectivity with a 35-minute seaplane ride from Malé International Airport and proximity to the UNESCO heritage site Hanifaru Bay. This ensures a smooth and scenic journey for guests. "We have our representative in the Indian market to ensure a seamless connection to match what we offer and what our guests need," he adds.

Out of the box demands!

In a highly competitive market, The Standard Maldives differentiates itself through its distinctive offerings. Talking on the same lines Boripat says, "What sets us apart in this competitive market is our distinctive blend of fun lifestyle and laid-back social experiences. The resort offers tailored experiences for Indian guests, including specialised dining options, underwater photography classes, and curated music events. This commitment to providing both overwater and beachfront villas ensures that guests can choose between different experiences, catering to families and adults alike. We offer overwater and beachfront villas, providing guests with a choice between two distinct experiences."

Special collaborations go a long way

The resort sees significant interest from honeymooners and families, with each segment drawn to different aspects of the property. "The Indian market is diverse, but we see significant interest from honeymooners and families. To promote the property, we have launched several campaigns

tailored to the Indian market, including collaborations with Indian influencers and special holiday packages. To promote our property, we have launched several campaigns tailored to the Indian market including collaborations with Indian influencers, special holiday packages, and participation in travel fairs and exhibitions across India," he says. These efforts aim to resonate with the evolving preferences of Indian tourists.

Reaching for the earth

The Standard Maldives has plans for sustainable growth and expansion. Boripat explains, "While our primary focus is on enhancing the guest experience, we are also exploring opportunities for expansion. The resort has been using solar energy as its main source of electricity since November 2023, with plans to become completely solar-powered. This commitment to sustainability is part of the resort's broader goal to become a carbon-neutral property, preserving the natural beauty of the island. Our resort has been using solar energy as its main source of electricity since November 2023, with plans in place to have the island completely solar-powered."

The Standard Maldives offers a unique blend of luxury, excitement, and sustainability, making it an ideal destination for Indian travellers. Their aim is to provide an unforgettable stay where every guest feels a deep connection with both the environment and each other, so that the guests can call this beautiful resort their home.

THE *Luxe* CONNECTIONS

CRAFTING BLISSFUL MEMORIES!

Imagine waking up to the gentle lapping of waves against your overwater villa, the sun casting golden hues across a pristine lagoon. This is the essence of luxury in the Maldives, and at the heart of it all is Luxe Connections. Kanav Aggarwal, Koonal Jain, Co-founder and Partner and Gaurav Makhijani, Partner, The Luxe Connections are the masterminds behind creating a memorable journey for the travellers.

-Tripti Jain



With a portfolio that promises to dazzle, Luxe Connections is redefining opulence and bespoke experiences. They are creating and curating experiences in the Maldives which exude luxury and exquisiteness.

The Story Behind Craftsmanship

At Luxe Connections, it's all about turning dreams into reality. "Think of us as your personal genie, making every wish come true," says Kanav. Whether it's a surprise beachfront dinner under the stars or a private yacht adventure, Luxe Connections tailors every detail to perfection. "Our goal is to craft experiences that leave our clients in awe, craving for more," adds Koonal. This dedication to creating magical moments ensures that every stay is not just a vacation, but a story waiting to be told.

The epitome of elegance

The brand's portfolio reads like a list of the world's most coveted addresses. "Soneva Jani, One&Only Reethi Rah, and Waldorf Astoria Maldives Ithaafushi are not just resorts; they are experiences in themselves," says Gaurav. Imagine waking up in Soneva Jani, where

your overwater villa opens directly into a crystal-clear lagoon. Or picture the sheer luxury of One&Only Reethi Rah, a blend of richness and adventure. And then there's Waldorf Astoria Maldives Ithaafushi, a sanctuary of extravagance and impeccable service. "We handpick properties that offer unique experiences, ensuring every guest feels like royalty," explains Kanav.

Close to heart!

The Indian luxury traveller is in a league of their own, and Luxe Connections knows exactly how to cater to their desires. "Indian travellers want more than just luxury; they seek unique, personalised experiences. They want privacy, exclusivity, and adventures that stand out. We deliver just that, with offerings that go beyond the ordinary," shares Koonal.

He also highlights a key trend which is family-oriented travel. "Our Indian clients often travel with their families, seeking spacious villas and family-friendly activities. We make sure our properties offer the perfect blend of luxury and comfort for these travellers. This deep understanding of the market allows us to create experiences that resonate with Indian guests."

Kanav Aggarwal



Gaurav Makhijani



Koonal Jain

Marketing magic!

How does Luxe Connections enchant the Indian market? Through a mix of grand showcases, glamorous galas, and immersive digital campaigns. "We host exclusive events to introduce travel designers and agencies to our luxurious offerings. These events are not just informative; they are experiences in themselves," says Kanav.

Speaking on the same lines Koonal explains, "Our digital media strategy is all about storytelling. We create captivating campaigns that highlight the unique experiences our properties offer, targeting the discerning Indian traveller through stunning visuals and engaging narratives. This combination of on-ground and online presence ensures that Luxe Connections remains top-of-mind for luxury travellers."

Creating stories and moments

Luxe Connections believes in the philosophy of the art of storytelling. "Our clients don't just want a place to stay; they want stories to tell and moments to cherish," shares Kanav.

Imagine a private dinner under the stars, a wellness retreat tailored just for you, or a bespoke adventure that feels like a scene from a movie. "We design every trip to be a tale of luxury, adventure, and unforgettable moments," says Gaurav.

The future of luxury travel

Luxe Connections is setting new standards in luxury travel, transforming the Maldives into a playground of opulence and bespoke experiences. Kanav shares, "We are in the business of creating dreams, not just travel plans. With a keen understanding of the market and a relentless pursuit of excellence, we are poised to enchant travellers from around the world."

Koonal Jain concludes and shares, "Luxury is more than comfort and opulence; it's about crafting moments that linger in your memory long after you've returned home. With Luxe Connections, every stay in the Maldives becomes a chapter in a beautiful story of luxury and adventure."

Nurtured by Nature

Cameron Highlands has a great thing going for it. It's still relatively free from the rush of tourists you see at places such as Genting Highlands, yet packs a fair bit of diversionary and appealing content.

- Inder Raj Ahluwalia

TRAVEL THERAPY



From the coffee-shop verandah of the Equatorial, the views were of the type one sees in exotic honeymoon brochures.

The topography helps. The hotel is girdled by thickly wooded hills, and the rain and mist that made a sudden appearance, made the whole thing rather romantic. Being alone, I must admit sufficient justice wasn't done to the visual 'riches'.

If ever a place was made for sheer relaxation and de-stressing, this is it. With misty mountains and green valleys, with a sprinkling of little towns and farms, the region suggests a sense of space and serenity. Try as you might to the contrary, you're forced to change gear and 'slow' down.

My stay in the region was taken up with several forays to little farms and gardens that straddle the valley or cling to hillsides, with an assortment of ferns, plants and flowers in full bloom.

Hugging the side of a hill, Taman Madhu Lebah, is a wonderful honey farm with little boxes set out for the bees to 'operate' in. Flowers, plants, ferns, and trees provide the perfect setting for the bees, some five to ten thousand of them commandeering one box, I was told. The resident folks show you the honey-making process and tell you how to determine if the honey is genuine; its quality; and how long a bee has to travel in order to produce a kilogramme of honey. The educative part of the visit done, they round things off by offering you a thimble-full of honey in hot water, supposedly good for your stomach. This provides inducement to buy something from an assortment of natural healthcare products available at 'farm' rates.

A short walk bought me to the Rose Centre Kea Farm (RM 4), and up I went. There weren't too many roses around, but I must concede the views were excellent. Spread over ten levels of terrace, the farm allows you to see the surrounding country. You come up front with over a hundred rose varieties, of different sizes, in every imaginable colour. For good measure, there is a small but interesting rose museum that provides a history and overview of the flower. A fair-sized shop stocks a variety of items ranging from dried flowers to souvenirs.



TRAVEL THERAPY

It was time to move on, and that's just what I did. A short climb from the main road brought tangible dividends. Cactus Valley isn't very large in area, but is a place quite worthy of a visit. Nature and natural products predominate. You can poke about amidst a huge variety of neatly tended cacti, ferns, flowers and strawberries. Stocked with all types of cacti and bi-products, the 'shop' greets you on entry. Red lanterns strung across all over at 'ceiling' height, provide a dash of colour to an otherwise sober décor. The morning having slipped by, my guide suggested a break for lunch, which turned out to be an adventure in itself. In the cosy confines of

Restoran Ferm Nyonya, I got a treat in the form of a 'steamboat meal' (a Malaysian specialty) and something worth fighting for. There were two sections to the wok-one for the Tummy soup and the other for normal steam items. The next forty-five minutes were all about putting sliced chicken, prawns, fish, fish balls, tofu, bean curd, vegetables and noodles into the boiling oil and water. And waiting! Ten minutes, and everything was cooked to a nicety and devoured with generous helpings of steamed rice. The whole process was then repeated twice more. The last 'scheduled' stop on my 'drive-cum-walk-cum-climb'

sightseeing tour was Taman Rama Butterfly Farm that actually houses much more than just butterflies. Resident here is an assortment of moths, beetles, scorpions, snakes and turtles, all kept in individual enclosures. Rudra Bahadur was the name of the Gurkha attendant who showed me around, animatedly telling me to hold a scorpion in the hand. "What would I gain if it bit you" he kept mentioning to me and a few other tourists gathered around, but, understandably, there were no takers. But on the whole, it was an interesting and educative experience. For the record, there are several

Strawberry Farm; Uncle Sam Flower Farm; Bharat Tea Wild Orchid Farm Plantation; and Boh Tea Plantation, are a few names that spring to mind. And throughout the region, one stumbles onto little markets that put up flower and vegetable stalls. For a bit of natural beauty, visit Robinson Falls and Parit Falls. The towns of the highlands lie scattered in a circle. There's Brinchang, Tanah Rata and Ringlet, which have their streets, restaurants, shops and temples. Thanks to its somewhat sparse and scattered attractions, Cameron Highlands' charm begins to work on you rather slowly. But once it takes hold, it is heady stuff.



About the author

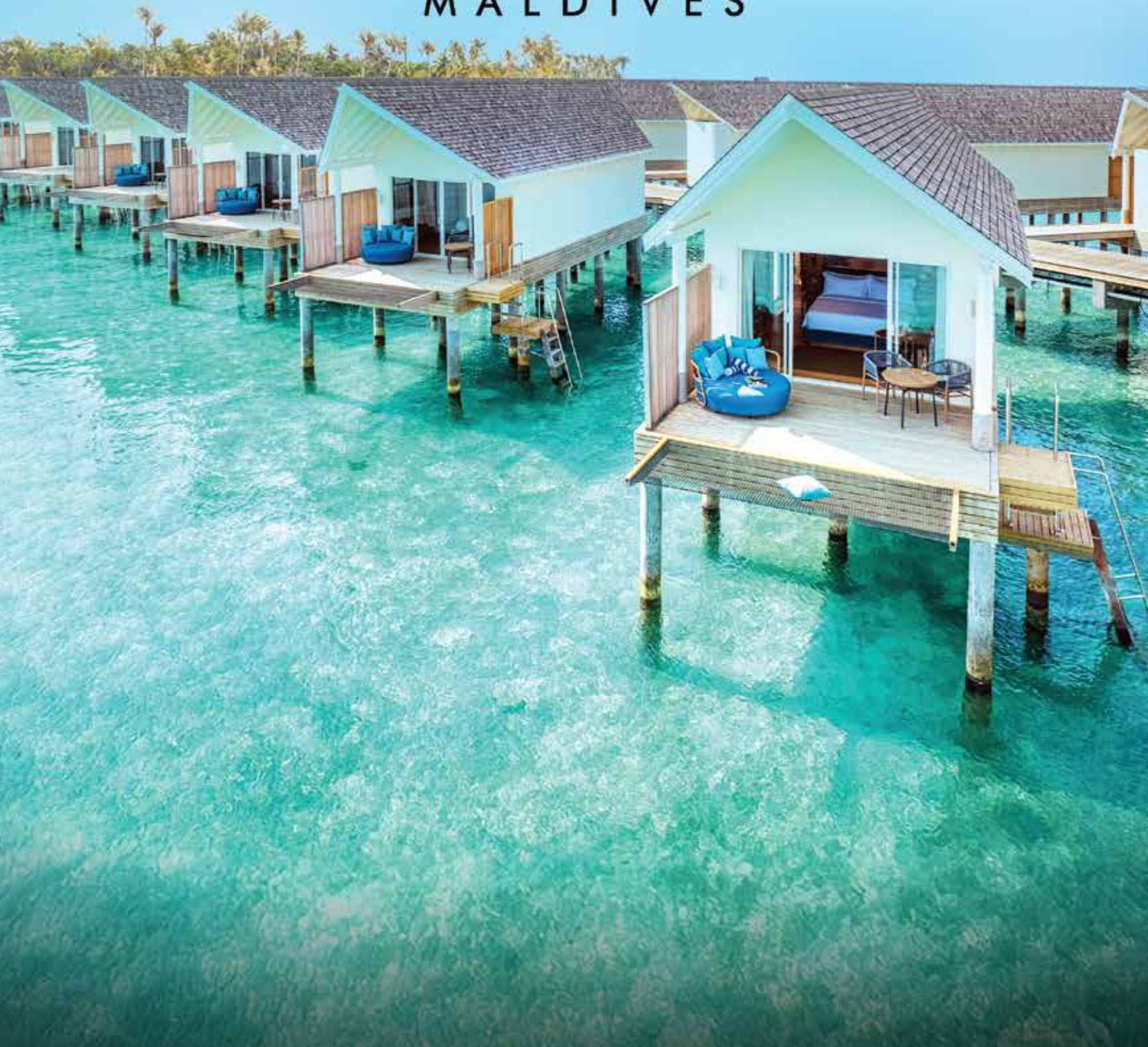
Inder Raj Ahluwalia is a world-renowned international travel journalist & author. His professional profile features awards from several European and Asian countries, among others.



RAYAA

BY ATMOSPHERE

MALDIVES





The 39th IATO Annual Convention

Set to dazzle the Heart of India

As the 39th Annual Convention of the Indian Association of Tour Operators (IATO) approaches, all eyes are on Madhya Pradesh, the heart of India. Rajiv Mehra, President, IATO and Ravi Gosain, Vice President, IATO share information about the upcoming convention.

- Tripti Jain

The event, scheduled to take place from August 30 to September 2, 2024, at the Taj Lakefront in Bhopal, is set to be a landmark moment for the state's tourism sector. With its theme 'Resurgent India Inbound,' the convention will explore the present and future of inbound tourism in India and also highlight Madhya Pradesh's unique offerings to the world.

Potential and trust

The decision to host this prestigious convention in Bhopal is a testament to Madhya Pradesh's growing importance as a tourist destination. Rajiv Mehra, expresses his enthusiasm for the event and the opportunities it presents and shares, "Madhya Pradesh is a golden pot of experiences, from its ancient temples and UNESCO World Heritage Sites to its rich wildlife and vibrant culture. Hosting the convention here is a step toward putting the state on the global tourism map."

The state is home to iconic sites such as the Khajuraho temples, the stupas of Sanchi, and the dense forests of Kanha and Bandhavgarh, where the elusive Bengal tiger roams. However, beyond these well-known attractions, there lies a wealth of lesser-known gems waiting to be discovered. The convention aims to bring these hidden treasures to the forefront, encouraging tour operators to include them in their itineraries and offer travellers a more diverse and enriching experience.

Unveiling the grand preface

The success of an event as significant as the IATO convention depends on the collaborative efforts of various stakeholders. The Madhya Pradesh Tourism Board, under the leadership of Shri Sheo Shekhar Shukla, Principal Secretary of Tourism, has played a crucial role in bringing this event to fruition. Their dedication to promoting the state as

a top-tier tourist destination is evident in the extensive preparations and support provided for the convention. Ravi Gosain, praises the partnership and says, "The Madhya Pradesh Tourism Board has been incredibly supportive. Their commitment to showcasing the state's tourism potential is unwavering. We are confident that the event will be a resounding success, thanks to their efforts."

The convention will feature a series of business sessions, presentations, and discussions on the current state of inbound tourism in India. With participation from over 15 state tourism departments and an expected 1,000 delegates, the event will provide a comprehensive platform for exchanging ideas, addressing challenges, and exploring new opportunities. The presence of senior officials from the Ministry of Tourism, Government of India, further highlights the importance of this convention in shaping the future of the industry.



Madhya Pradesh in all its glory

A standout feature of the convention is the ten post-convention familiarization (fam) trips organised to showcase the diverse attractions of Madhya Pradesh. These trips, which are double the number usually offered, reflect the state's rich cultural and natural heritage and aim to provide tour operators with new products to include in their offerings. The focus on community tourism, spiritual tourism, and rural tourism aligns with Madhya Pradesh's broader strategy of promoting sustainable and inclusive tourism. "For the first time, we're offering ten fam trips, which is a reflection of the sheer diversity Madhya Pradesh has to offer. These trips will cover everything from cultural heritage to spiritual tourism, rural experiences, and lesser-known destinations. We want our members to

see the state's full potential, beyond the usual wildlife tours," shares Rajiv Mehra.

Solution for every challenge

Despite the excitement surrounding the convention, the tourism industry in India faces several challenges, particularly in terms of government support and funding. The recent budget announcement, which saw a reduction in the overseas promotion budget for tourism, has been a point of concern for industry leaders.

Ravi Gosain shares, "It's disheartening to see the tourism sector being overlooked in the budget once again. Tourism is a significant contributor to the economy, and it deserves more attention and investment. However, we are determined to work within our means and continue pushing for

better support from the government."

Rajiv Mehra resonates with the sentiments and shares, "We can't let budget constraints hold us back. The IATO convention is an opportunity to come together, share ideas, and find new ways to promote tourism, both within Madhya Pradesh and across India."

A bright future for Tourism

As the IATO convention approaches, there is a palpable sense of anticipation and optimism. The event is more than just a gathering of industry professionals; it is a celebration of Madhya Pradesh's potential as a world-class tourist destination. With strong support from the state government and the tourism board, the convention is poised to set new benchmarks for the promotion of

inbound tourism in the region.

Rajiv Mehra shares, "Inbound tourism to Madhya Pradesh is set to soar after this convention. The state's rich heritage, coupled with the insights and connections made during this event, will undoubtedly pave the way for a brighter future for tourism in Madhya Pradesh."

Furthermore, Ravi Gosain adds, "This convention marks a new beginning. We're committed to working closely with the state to ensure that the momentum generated translates into tangible growth for Madhya Pradesh's tourism industry."

The 39th IATO Annual Convention is not just an event; it is a catalyst for change. As the curtains rise on this significant gathering, Madhya Pradesh is ready to take its place as a leading destination for inbound tourism in India.





EVENT AFFAIR

India's Outbound Tourism Set to Soar

India's outbound tourism market is on the cusp of a significant transformation. This anticipated growth presents numerous opportunities for countries looking to attract Indian tourists, especially in emerging markets such as Southeast Asia, the Middle East, Africa, and Eastern Europe.

- Tripti Jain

As highlighted in the recent FICCI-Nangia knowledge paper, 'Navigating Horizons: The Rise and Future of Indian Outbound Tourism', released during the 3rd Outbound Tourism Summit, the market is projected to reach USD 18,817.72 million in 2024 and grow at a CAGR of 11.4 per cent over the next decade. By 2034, it is expected to reach an impressive USD 55,388.41 million.

A diverse and growing market

The Indian outbound tourism market is not just expanding in size but also evolving in its preferences. According to Ankush Nijhawan, Chairman, FICCI Outbound Tourism Committee, "The traveller preferences are becoming increasingly diverse, and demand tailor-made travel services. Demographic boost, government support, increased connectivity, and niche segment growth are powering India's outbound travel boom."

As the Indian middle class continues to grow, so does the appetite for international travel. Indian travellers are increasingly seeking unique and

personalised experiences, from luxury vacations to adventure tourism, cultural immersion, and eco-friendly travel options. This shift in demand requires destinations to tailor their offerings to meet the specific needs of Indian tourists, providing them with curated packages and seamless travel experiences.

New horizons for Indian tourists

The report highlights the potential for emerging markets to capture a share of this booming outbound tourism market. Countries such as Kenya, Kazakhstan, and Sri Lanka are already making strides in attracting Indian visitors by improving infrastructure, enhancing connectivity, and simplifying travel processes.

Ambassador Ms Mary M Mutuku, Deputy High Commissioner of Kenya to India, emphasised Kenya's commitment to strengthening ties with India and promoting the country as a preferred tourist destination. She shares, "Currently, India is among the top five of Kenya's

key sources of tourists, and this has the potential to grow even further." Kenya has invested in infrastructure, such as the Nairobi Expressway and a new cruise terminal at Mombasa port, to ease travel and enhance the experience for tourists. "With an increase in the number of flights between the two countries, tourists will have more convenience traveling in Kenya," she adds.

Similarly, Kazakhstan is positioning itself as an attractive destination for Indian tourists. Mr Seitenov Darkhan,

Deputy Ambassador at the Embassy of Kazakhstan to India, highlights the country's efforts to facilitate tourism from India, including a 14-day visa-free regime and increased direct flights. He also points out the opportunity for Indian investors to establish hotels and restaurants catering to Indian tourists in Kazakhstan's major cities. "We invite major Indian investors to participate in implementing these initiatives in our country," he says, emphasising the potential for mutual and beneficial cooperation in the tourism sector.



Tapping into a shared heritage

Sri Lanka, with its rich cultural ties to India, is also keen on leveraging these connections to boost tourism. Mr Geshan Dissanayake, Minister Commercial at the High Commission of Sri Lanka in India, spoke about the strong shared heritage between the two nations, which forms the bedrock of their bilateral relationship. "India alone stands out as a key source market for Sri Lanka," he says, highlighting the integration of India's UPI payment system with 'LankaPay,' which simplifies payment options for Indian tourists. Mr Dissanayake also stressed the importance of marketing and promoting Sri Lanka's unique offerings, developing infrastructure, and promoting sustainable tourism. "To fully realise the potential of outbound tourism, we need to focus on these areas and further streamline the visa process," he adds. Sri Lanka's approach reflects a broader strategy that other emerging markets can adopt to attract Indian tourists by leveraging cultural connections and improving travel conveniences.



EVENT AFFAIR



Insights from industry veterans

The 3rd Outbound Tourism Summit was not only a platform for unveiling the FICCI-Nangia knowledge paper but also featured three interactive sessions where industry veterans shared their insights and experiences. These sessions provided valuable knowledge on how countries can tap into India's outbound tourism market and offered practical advice on strategies that have proven successful in different regions.

Dr Jyotsna Suri, Past President of FICCI and CMD of The Lalit Suri Hospitality Group, highlights the importance of balancing inbound and outbound tourism. "Indian tourism has witnessed major growth in the last few years, and while we are at the threshold of massive growth, we must be cognisant of sustainability as well," she shares.



Unlocking the potential of Indian Outbound Tourism

The future of Indian outbound tourism is bright, with immense opportunities for countries that can adapt to the evolving needs of Indian travellers. As the market continues to grow, emerging destinations that invest in infrastructure, enhance connectivity, and offer personalised experiences will be well-positioned to capture a significant share of this lucrative market.





One Above

Expanding Above and Beyond

One Above serving over 90 countries is on the surge of creating milestones. **Vishal Somaiya**, Director & Group CEO, One Above Destination Management Services, shares his journey in the travel industry and provides insights into One Above's business performance, and offers his predictions for the outbound travel market from India.

- Tripti Jain

Learning through travel

Vishal reflects on his career in the travel industry with a sense of enthusiasm and continuous learning. He shares, "My journey has been nothing short of adventurous and mainly a great learning every day since the beginning. The upward trend in India's outbound travel market, this growth is fuelled by a rising population and increasing disposable income. The outbound travel market will continue to expand each year."

A focus on new destinations

When discussing One Above's business performance, Vishal reveals a positive trend. "Business has been steadily growing and we

have seen a burst of demand for destinations such as Azerbaijan, Bali, and Georgia. Our portfolio now includes new destinations such as Nepal, Bhutan, and Tibet. We are striving hard to continually add new destinations to our portfolio. We are currently serving over 90 countries worldwide," he shares.

Maldives demand growth

The Maldives is a flagship destination in One Above's offerings, holding a special place in the company's portfolio. Vishal shares, "The Maldives put food on people's plates during the pandemic and gave the travel fraternity much more in return. Although the Maldives faced challenges earlier in 2024, we

remain optimistic about its recovery. The Maldives experienced a dip in February 2024, but demand has been steadily climbing, and it's now increasing rapidly."

This recovery is supported by competitive pricing and innovative resort packages. Vishal also mentions that One Above is contracted with over 100 resorts in the Maldives, catering to a wide range of client needs.

Engagement and expansion

One Above employs a variety of marketing strategies to strengthen its presence in the Indian market. "We organise roadshows and cocktail evenings with various resorts

across the country, which helps build value and loyalty for the resorts and, in turn, for our brand as well," Vishal explains. The company also leverages digital marketing, recognising that 'Out of sight is out of mind.' Vishal shares plans to announce more destinations in 2024, following the recent additions of Bhutan, Nepal, and Tibet.

Vishal provides a clear and detailed overview of One Above's strategies, challenges, and future plans, offering valuable insights to travel industry stakeholders and our readers. Furthermore, he shares, "Being available, approachable, and humble will advance the service industry significantly. Innovate and decorate."



BIZ

RED SEA GLOBAL

Setting a global example!



Sustainability and eco-conscious practices are no longer just buzzwords; they are essential components of the modern traveller's expectations. Reema Al Mokhtar, Director, Travel Trade Marketing, Red Sea Global shares that RSG is at the forefront of this transformative movement.

-Tripti Jain



Reema Al Mokhtar



Red Sea Global (RSG) is not only redefining luxury travel through regenerative tourism but also making significant inroads into the Indian market, offering unique experiences that marry opulence with sustainability.

Embracing sustainable luxury

"The luxury travel market on a global scale is currently undergoing a remarkable transformation driven by shifts in travellers' attitudes toward sustainable and eco-conscious practices. At RSG, this shift is not merely about adopting sustainable practices but pioneering regenerative tourism—a concept that goes beyond sustainability to positively contribute to local communities, economies, and the environment," shares Reema. This approach ensures that affluent travellers can enjoy extraordinary luxury experiences while leaving a positive environmental footprint. RSG's commitment to sustainability is evident in its initiatives. They are developing one of the world's largest battery storage facilities to ensure that The Red Sea operates on 100 per cent renewable solar energy 24/7. Moreover, their master plan is

designed to limit annual visitation to one million, thereby minimising ecological impact. "Our mission goes beyond environmental conservation; we actively seek to enhance natural capital through regeneration and value creation," she adds.

Aligning with the Indian traveller's mind-set

India holds a special place in the hearts of Red Sea Global, and their strategic initiatives reflect this sentiment. Reema shares, "We are truly thankful for the enthusiastic support and interest shown by the Indian community in our growth and progress. The increasing demand among affluent Indian travellers for luxury experiences aligns perfectly with RSG's offerings, which prioritise regeneration and sustainability in everything they offer." RSG is actively collaborating with Indian partners and local experts to showcase their innovative destinations. Their in-market activities have garnered overwhelmingly positive feedback, and they eagerly look forward to further engagement and collaboration in India. "The feedback from our in-market activities has been overwhelmingly positive and we're eagerly looking

forward to further engagement and collaboration in India," Reema adds.

RSG out there!

RSG's array of offerings caters to a diverse spectrum of travellers, ensuring there is something for everyone. Speaking on the same lines Reema share, "Whether you're seeking quality family time, embarking on a solo adventure, enjoying a romantic escapade for two, or simply exploring with friends, we have something for everyone. Our strategy revolves around captivating various traveller groups from India through educational roadshows, travel exhibitions, networking events, and extensive media outreach." Their participation in recent trade shows and exhibitions was a resounding success, with overwhelmingly positive feedback. Throughout the event, they engaged with key stakeholders in the Indian market, sharing insights on pivotal topics shaping the travel industry such as wellness, sustainability, and technological advancements. "The triumph of the exhibitions and trade shows has filled us with optimism for the promising months ahead," she adds.





Working hand in hand with Global brands

The initial phase of AMAALA, set to welcome its first guests in 2025, boasts an impressive lineup including Four Seasons Resort and Residences AMAALA, Jayasom Wellness Resort AMAALA, Equinox Resort AMAALA, Clinique La Prairie Health Resort, Rosewood AMAALA, and Six Senses AMAALA. Red Sea Global takes pride in their collaborations with the best hospitality and wellness brands worldwide. Reema shares, "We're delighted to collaborate with the best hospitality and wellness brands worldwide and we are proud to welcome their expertise and unparalleled service levels to our destinations."

These collaborations bring a wealth of expertise and unparalleled service levels to RSG's destinations, ensuring guests receive exceptional luxury experiences while staying committed to sustainability and wellbeing. For instance, the Four Seasons Resort and Residences AMAALA will feature a lavish spa

surrounded by a tranquil garden with a sculptured waterfall offering rejuvenating treatments such as halotherapy and cryotherapy. She explains, "Aligned with AMAALA's commitment to sustainability and wellbeing, wellness is a central pillar at the resort, allowing guests and residents to get back to nature, recharging their mind, body, and soul."

Prioritising wellness!

Wellness and regeneration are at the core of RSG's philosophy, influencing every aspect of their offerings. The Jayasom Wellness Resort AMAALA reinforces the brand's commitment to luxury hospitality with regeneration and wellness at its core. Offering a total of 153 keys, including an adults-only section, family wellness amenities, and private residences for sale, the resort boasts 7000 square meters dedicated to holistic health, fitness, physiotherapy, nutrition, aesthetic beauty, and spa facilities. "Our dedication to wellness ensures that every guest leaves feeling rejuvenated and reconnected with nature," says Reema. Equinox Resort AMAALA also places

a focus on wellness, fitness, and lifestyle with 128 keys, a magnesium salt rooftop pool, spa, and beach club. Meanwhile, Clinique La Prairie Health Resort in AMAALA spans 36,115 square meters featuring 66 rooms and suites alongside 13 villas. Complete with a diagnostics lab, museum, beach club, workshop and training rooms, private dining area, and a cooking school, guests are completely taken care of from the moment they arrive.

Innovating for the future

As Red Sea Global continues to innovate and expand, their commitment to sustainable luxury remains unwavering. Their efforts to engage with the Indian market, coupled with their collaborations with world-renowned brands, position them as a leader in the luxury travel industry. "Our mission goes beyond environmental conservation; we actively seek to enhance natural capital through regeneration and value creation," shares Reema.

Rosewood AMAALA will showcase 25 residences alongside 110 guest rooms and suites, all designed by

the esteemed architecture firm ACPV ARCHITECTS Antonio Citterio Patricia Viel. This property's design ethos focuses on longevity and wellness, complementing AMAALA's dedication to placing nature at the heart of its luxury properties to create feelings of calm and serenity throughout the properties. Six Senses AMAALA, comprising 64 rooms, six suites, 30 villas, and 25 branded residences, blends wellness and luxury with the natural landscape, surrounded by mountainous backdrops, sandy beaches, and coastal reefs.

Red Sea Global is setting new standards in sustainable luxury and captivating the hearts of Indian travellers with their extraordinary experiences. Through their unwavering commitment to regenerative tourism and strategic collaborations, they are paving the way for a new era in luxury travel. As they continue to engage with the Indian market and expand their offerings, their pioneering efforts in regenerative tourism are sure to inspire and influence the future of luxury travel.





ADVERT



The heart of Incredible India

INDIA'S FIRST INTRA-STATE AIR SERVICE IN MADHYA PRADESH PM SHRI PARYATAN VAYU SEVA UNVEIL ENCHANTING DESTINATIONS OF STATE

Madhya Pradesh boasts scenic landscapes, magnificent history, UNESCO World Heritage Sites, spiritual destinations, thrilling adventures, diverse cultures, and archaeological marvels. Each captivating destination whispers its unique story, promising an unforgettable experience. The state's multifaceted beauty has enthralled travellers. In 2023, the state witnessed a phenomenal surge in tourist arrivals – a staggering 3 times increase compared to 2022! From 34.1 million in 2022, the number skyrocketed to a remarkable 112.1 million in 2023.

ENHANCING CONNECTIVITY FOR SEAMLESS EXPLORATION

Committed to enriching your Madhya Pradesh experience, the Madhya Pradesh Tourism Board takes another pioneering step – "PM Shri Paryatan Vayu Seva," India's first intra-state air service! This ground-breaking initiative marks a milestone in the tourism sector. This initiative will not only benefit tourism but also foster trade, healthcare, education, and cultural exchange.

YOUR GATEWAY TO AN UNFORGETTABLE JOURNEY

"PM Shri Paryatan Vayu Seva" reflects the state's commitment to providing a convenient and seamless travel experience. The Vayu seva connects eight cities: Bhopal, Ujjain, Khajuraho, Rewa, Indore, Gwalior, Jabalpur, and Singrauli. Booking your air journey is a breeze as dedicated counters are set up at Indore,

Bhopal, and Jabalpur airports. Additionally, you can access schedules, fares, and book tickets online at www.flyola.in.

"PM Shri Paryatan Vayu Seva" is a must-not-miss opportunity to explore more and experience more. Pocket-friendly fares ensure exploring Madhya Pradesh through intra-state flights is an accessible and enjoyable experience.

Embark on a captivating journey through Madhya Pradesh with air service. Rewa beckons you to witness the awe-inspiring waterfalls, explore the majestic Rewa Fort and Govindgarh Palace, and delve into history at the ASI-protected Deur Kothar. Immerse in the spiritual aura of Ujjain, famed for the revered Mahakaleshwar Jyotirlinga Temple and the Mahakal Lok Corridor. Explore historical sites like Ram Ghat, Mangalnath Temple, Jantar Mantar, Harsiddhhi Temple, and Sandipani Ashram. Ascend the ramparts of the impregnable Gwalior Fort, a testament to bygone eras. Marvel at the architectural brilliance of Gujari Mahal, Jai Vilas Palace, and the tombs of Tansen and Ghaus Mohammed. Explore the Bateshwar Group of Temples, Padavli, and Mitaoli. Be captivated by the grandeur of the Rajwada, a royal palace. Stroll through the vibrant Lalbagh Place, seek blessings at Bada Ganpati Mandir, shop for treasures at Sarafa Bazaar, and savour delectable treats at Chappan Dukaan in Indore. Witness the architectural marvel of Madan Mahal Fort in Jabalpur and pay homage to the Rani Durgavati Memorial and Museum. Explore the natural wonders of Bhedaghat, a UNESCO tentative list site, and delve into mysticism at the Chaunsath Yogini

Temple. Be mesmerized by the world-famous Khajuraho Temples, a UNESCO World Heritage Site, and marvel at India's unique artistic heritage. Explore the Adivart Museum, witness the diverse wildlife of Panna National Park, pay respects at the Tomb of Maharaj Chhatrashal, and be awestruck by the cascading Raneh Falls and the Bhimkund natural wonder



A DESTINATION FOR EVERY TRAVELER

Madhya Pradesh caters to all kinds of travellers. "PM Shri Paryatan Vayu Seva" simplifies exploring the entire state, allowing you to effortlessly craft your dream itinerary. "PM Shri Paryatan Vayu Seva," operated on a Public-Private Partnership (PPP) basis unlocks a world of possibilities for exploring Madhya Pradesh.

So, what are you waiting for? Book your tickets today and embark on an unforgettable adventure in the captivating heart of India!

Above and beyond ONYX Hospitality Group



ONYX Hospitality Group is committed for delivering exceptional experiences to their guests and is constantly evolving. Bharath Satyavolu, Vice President, Commercial, ONYX Hospitality Group, shares his insights on the current trends and the group's strategic initiatives.

- Tripti Jain



HOTELLIGENCE

The brand stands at the forefront of this evolution, consistently adapting and innovating to meet the demands of the modern traveller. The Indian traveller is always in the search for something new and exciting, ONYX masters in giving exactly that to their guests.

The elegant personal touch!

The hospitality industry is more than just providing a place to stay; it's about creating memorable experiences. Speaking on the same lines Bharath shares, "The modern traveller is looking for unique experiences that go beyond just a place to stay. We are focusing on creating memorable experiences that cater to the diverse needs of our guests."

Imagine walking into a hotel that feels like a second home, where every service is tailored to your preferences. "We are leveraging technology to offer personalised services, from tailored recommendations to seamless check-in processes, ensuring that our guests have a hassle-free and enjoyable stay," he adds. Personalised touches like these make all the difference in a guest's stay, transforming a simple visit into a cherished memory.

To further illustrate, consider ONYX's various brands, such as Amari, OZO, and Shama, each offering distinct experiences. Amari hotels, for instance, blend contemporary elegance with a local touch, ensuring that guests feel connected to the destination. He explains, "Amari properties are designed to reflect the essence of their locations, providing guests with a sense of place and a connection to the local culture. This approach not only enhances the guest experience but also supports the local economy by promoting regional arts, crafts, and cuisine."

One initiative can have a ripple effect!

Picture a hotel that uses renewable energy, minimises waste, and promotes local culture and heritage. "We believe that sustainable practices not only benefit the environment but also enhance the overall guest experience. By supporting local communities and

promoting sustainable tourism, we aim to create a positive impact on both our guests and the destinations we operate in. We are dedicated to sustainability and ensure that our guests can enjoy their stay with a clear conscience, knowing they are contributing to a better world," shares Bharath

Travellers are increasingly seeking eco-friendly options, and ONYX Hospitality Group is committed to this cause. "We are committed to sustainability and have implemented various initiatives to reduce our environmental footprint," he adds.

Bharath shares the success story of Amari Watergate Bangkok, where they have implemented a comprehensive sustainability program that includes waste reduction, energy efficiency, and water conservation measures. He shares, "Our efforts at Amari Watergate Bangkok have resulted in significant reductions in our carbon footprint and operational costs. Such initiatives not only benefit the environment but also enhance the overall guest experience by providing a healthier and more responsible stay."



HOTELLIGENCE

Commitment to a glorious growth

Growth and expansion are vital for any business, and ONYX as a group is no exception. Bharath shares, "We have a strong pipeline of projects across different regions, including Asia, the Middle East, and Europe. Imagine having a go-to place to stay, no matter where your travels take you, we are making this a reality."

Furthermore he adds, "Our goal is to offer a diverse portfolio of brands that appeal to different types of travellers, from luxury seekers to budget-conscious guests. By expanding our footprint, we can reach more customers and provide them with exceptional hospitality experiences. This strategic expansion ensures that we can cater to a wide range of travellers, offering unique experiences across the globe."

Consider the recent opening of Amari Yangshuo in China, a property that blends modern comfort with the picturesque beauty of the surrounding landscape. Explaining about the property Bharath shares, "Amari Yangshuo is a testament to our commitment to expanding in key tourist destinations and providing guests with unforgettable experiences. This expansion strategy not only strengthens our market presence but also allows the group to tap into new customer segments and geographic markets."

The game of technology and data!

Incorporating technology into hotel operations can significantly enhance efficiency and guest satisfaction. "From revenue management to guest services, technology is helping us streamline processes and improve efficiency. We are investing in advanced systems that enable us to better manage our resources and provide superior services to our guests," explains Bharath.

Think about how convenient it is to check in using your smartphone or receive personalised recommendations based on your preferences. He adds, "By analysing data, we can make informed decisions and tailor our offerings to meet the evolving needs of our guests. The use of technology ensures that every aspect of a guest's stay is optimised for comfort and convenience."

The implementation of a centralised reservation system allows for better inventory management and dynamic pricing, ensuring that guests receive the best possible rates. Speaking on the same lines Bharath shares, "Our centralised reservation system has improved our ability to manage occupancy rates and maximise revenue, while also providing guests with a seamless booking experience. This technological integration not only enhances operational efficiency but also contributes to a more personalised and satisfying guest experience."

Innovation: Heartbeat of the group!

Innovation is the heartbeat of the group's approach to hospitality. "We are constantly exploring new ways to innovate and enhance the guest experience. Who wouldn't want to stay in a room equipped with smart

technology, or dining in a restaurant that offers a unique culinary journey," says Bharath.

"From smart room technologies to unique dining experiences, we are always looking for creative ways to surprise and delight our guests. Innovation allows us to stay ahead of the competition and offer something truly special to our guests. Our commitment to innovation ensures that guests always have something new and exciting to look forward to."

The introduction of virtual concierge services at select properties is a great example of this. These services allow guests to access information, make reservations, and request services through their mobile devices. He shares, "Our virtual concierge services have received positive feedback from guests who appreciate the convenience and immediacy of having all the information they need at their

fingertips. Such innovations not only enhance the guest experience but also streamline operations, making it easier for staff to deliver exceptional service."

ONYX Hospitality Group's dedication to adapting to new trends, embracing sustainability, expanding its footprint, leveraging technology, and enhancing guest experiences through innovation positions it as a leader in the hospitality industry. Bharath Satyavolu's insights provide a glimpse into the group's strategic direction and vision for the future. As the hospitality landscape continues to evolve, they remain committed to delivering exceptional experiences to its guests while making a positive impact on the environment and local communities. With its forward-thinking approach, the group is not just keeping up with the future of hospitality; it is actively shaping it.



BIZ

TravelBullz and Scoot foster ties in South India



The warm evening air buzzed with anticipation as travel agents from Chennai and Coimbatore gathered for an exclusive networking dinner hosted by TravelBullz and Scoot. Kanwer Deep Singh, Founder & President, TravelBullz and Brian Torrey, General Manager, West Asia & India, Scoot share their experience and excitement interacting with South Indian market.

-Tripti Jain

The event aimed to strengthen partnerships and foster greater collaboration within the travel industry in South India. It was more than just a formal gathering—it was a celebration of shared goals, mutual respect, and the excitement of what lies ahead.

A welcoming atmosphere

As guests arrived, they were greeted by the friendly faces of TravelBullz and Scoot representatives. The ambiance was inviting, with soft lighting, elegant decor, and the gentle hum of conversation filling the room. Attendees mingled, enjoying the opportunity to connect with old friends and make new acquaintances. The event had a personal touch, with TravelBullz and Scoot ensuring that every guest felt valued and welcomed. The evenings were sprawling with people, the number of attendees for the events were 57 and 85 for Chennai and Coimbatore respectively.

K.D.Singh moved through the crowd with a warm smile, engaging in conversations and making sure everyone was comfortable. He shares, "We are delighted to partner with Scoot in organising this initiative. These events not only facilitate valuable networking opportunities but also allow us to showcase TravelBullz's expertise in delivering exceptional travel experiences across Southeast Asia."

Engaging conversations and insights

The evening kicked off with an interactive session where attendees could share their experiences and insights. It was less of a formal presentation and more of a lively discussion, with travel agents eager to learn about the latest trends and offerings in Southeast Asia.

Brian took the stage to speak about the airline's commitment to the region. He shares, "It is indeed a pleasure to co-host the networking events with TravelBullz. We are excited to meet our trade partners who support us throughout and focus on Scoot's excellent flight connections via Singapore."



Kanwer Deep Singh

Highlighting new destinations

One of the most exciting parts of the evening was the announcement of new destinations. Scoot currently operates flights to six destinations in Thailand, including Bangkok, Chiang Mai, Phuket, Hat Yai, Krabi, and the newly launched flight to Koh Samui. The latter three destinations are served by Scoot's newest Embraer E190-E2 fleet, which entered into service in May.

Brian shares, "We are expanding our flight network in Southeast Asia, which reflects our commitment to providing travellers with diverse and exciting destinations. This is an opportunity for travel agents to offer their clients more choices and better experiences."

Building stronger connections

Throughout the evening, travel agents had ample opportunities to network and build stronger connections. Small groups formed around tables, with laughter and animated discussions indicating that the event was a success. The atmosphere was charged with the excitement of new possibilities and the promise of future collaborations. K.D. Singh shares, "The events allowed us to engage with our trade partners in Chennai and Coimbatore, two vital markets for TravelBullz. We look forward to building on these connections and driving growth in the region."

A bright future!

As the evening drew to a close, there was a sense of optimism about the future. Both TravelBullz and Scoot expressed their commitment to continued collaboration, emphasising that this event was just the beginning. The networking dinners hosted by TravelBullz and Scoot in Chennai and Coimbatore were more than just events—they were an example of the potential for growth in the travel industry. The personal connections made, the insights shared, and the plans laid out for the future all point to a bright horizon for travel agents and their clients.



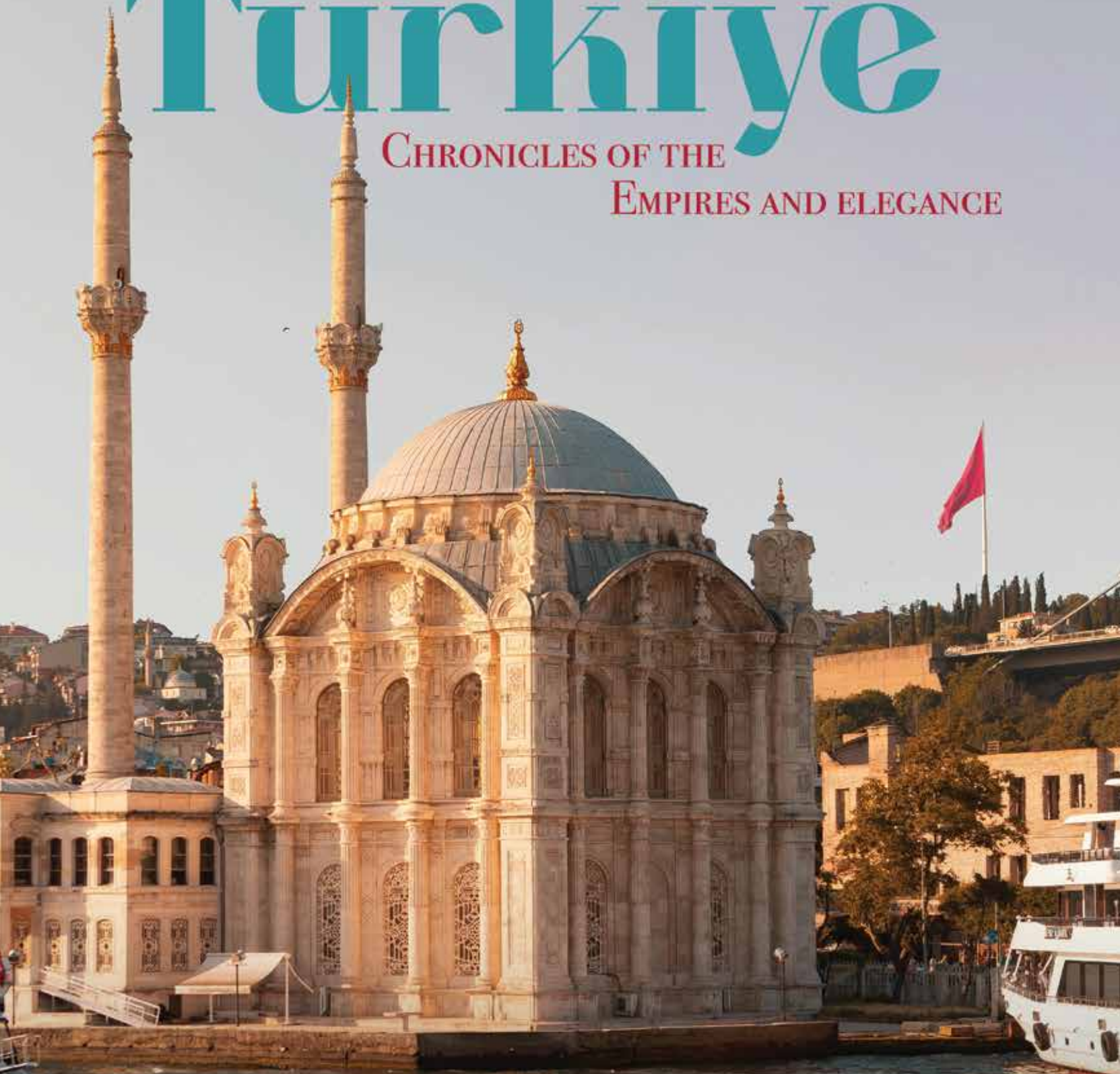
Brian Torrey



TRAVEL THERAPY

Türkiye

CHRONICLES OF THE
EMPIRES AND ELEGANCE



A land where the echoes of the most powerful societies in history still resonate, where battles once shaped the fate of the world, and where the beauty of nature meets the grandeur of human achievement. It's a place that straddles continents, blending the best of East and West, past and present. Honestly, is there anyone who doesn't have Türkiye on their travel bucket list? If you haven't been, you're probably already planning your trip.

-Bharti Sharma



TRAVEL THERAPY

Some destinations leave an imprint on your soul. You know the kind I'm talking about—the memories that flash before your eyes, even after you've visited 30 other countries. Türkiye is one of those rare places that doesn't just invite you to visit—it demands that you remember. I was lucky enough to recently experience this magnificent country firsthand, thanks to OTOAI and Türkiye Tourism. It isn't just a destination; it's an experience that redefines what a journey should be. As we travelled from city to city, each one greeted us with a new surprise, a different layer of history, culture, and beauty waiting to be uncovered. It's like reading a gripping novel where each chapter is more exciting than the last, and you can't help but turn the page.

Touchdown in Antalya

Flying with Turkish Airlines was like getting a preview of the elegance that awaited us—a smooth journey that left us refreshed and ready to explore. As we landed and the warm Turkish air embraced me, it felt as if I'd stepped into a living, breathing history book, each page promising an adventure more captivating than the last.

The Alibey Sorgun Hotel became our luxurious base camp, where the old world met the new in perfect harmony. After a quick check-in, I sank into the hotel's comfort, feeling like I'd found my personal slice of paradise.

Fuelled by a breakfast fit for a conqueror, I ventured into the ancient city of Side. Strolling through the ruins, I couldn't shake the feeling that I was part of some grand Roman epic, with each stone

whispering tales of its former glory. Just as Side had its secrets, so too did the rest of Türkiye—each city a new chapter, each corner a twist in the tale.

From the echoes of ancient Rome to the opulence of Mardan Palace, my journey took on a regal air. Lunch there wasn't just a meal; it was a lavish affair that made me wonder if I hadn't somehow become royalty overnight.

As night fell, Gloria Serenity offered the perfect retreat. Dinner was a symphony of flavours, each bite a soothing end to a day of discoveries. And as I returned to the Alibey Sorgun Hotel, I couldn't help but reflect on the magic of Türkiye—a place where the past and present dance together, creating memories that linger long after.



Pamukkale's Otherworldly Glow

On our way to Pamukkale, we paused at Kaynarca Restaurant for lunch—a feast that was as much a treat for the senses as it was a prelude to the marvels that lay ahead. With every bite, the anticipation grew, setting the stage for what would be one of the most surreal experiences of my life: exploring the ancient city of Hierapolis and the ethereal Pamukkale travertines.

Imagine walking on clouds, now, imagine those clouds are actually mineral-rich pools cascading down a mountainside, gleaming under the sun's golden embrace. That's Pamukkale. The sheer excitement in our group was palpable, as if we were on the verge of discovering some long-lost paradise. And in a way, we were. Pamukkale isn't just a sight; it's a sensation, a place where nature flaunts its ability to create something so impossibly beautiful that words feel inadequate.

To say that Pamukkale is a must-see is like saying the sun is bright—it's an understatement of cosmic proportions. The landscape, whiter than freshly fallen snow, sparkles with an otherworldly glow when bathed in sunlight. It's as if a piece of heaven decided to settle on earth, just to remind us that

magic still exists.

Standing there, with the ancient ruins of Hierapolis as my backdrop, I felt like I was in a place where time itself had stopped to admire the view. The juxtaposition of the ancient and the ethereal made me realize that some experiences are beyond words—they're meant to be felt, to be etched into your memory like a dream you never want to wake from. If you ever find yourself in Türkiye, know this: your journey isn't complete without walking through the wonders of Pamukkale. It's a place that defies description, where every step feels like you're treading on the edge of a dream.

Izmir: Where Time and Taste Collide

Stepping into Ephesus feels like flipping through the pages of a history book, only to find yourself smack in the middle of a live-action documentary. The ancient city isn't just a relic of the past; it's a time machine disguised as ruins, where the midday sun casts shadows that dance on millennia-old marble. Imagine Rome's version of a luxury penthouse, but with fewer balconies and more columns. The grandeur of Ephesus stands as a testament to Roman architectural ambition—think of it as their way of

flexing before skyscrapers were a thing.

After a day of time travel, I found myself back in the present at the Swissotel Büyük Efes in Izmir, where luxury is as modern as the city itself. But Izmir is more than just chic hotels; it's a city where the vibrancy of modern life blends seamlessly with whispers of the past. A stroll through Alsancak-Kordon felt like walking through a living gallery, where every corner has a story, and every building has a soul.

An hour's drive took me to Alaçatı, a hidden gem that seems like it was plucked straight out of a postcard and sprinkled with stardust. Picture this: cobblestone streets lined with boutiques that seem to wink at you as you pass, each one brimming with treasures that beg to be discovered. My evening in Alaçatı was the kind of idyllic experience you dream about while stuck in traffic back home—shopping that soothes the soul, followed by a Mediterranean dinner at Fahrî'nin Yeri that was nothing short of culinary poetry. In Izmir and its surroundings, time doesn't just pass; it intertwines, creating a tapestry where the old and the new coexist in a way that's as seamless as it is enchanting.

guests are completely taken care of from the moment they arrive.



Istanbul: The Grand Finale

If ever a city embodied the art of being both ancient and avant-garde, it's Istanbul. Imagine a place where the echoes of empires blend harmoniously with the beat of a bustling metropolis—where the modern pulse of life is wrapped in a cloak of history, raw yet refined. Istanbul is a city that doesn't just live—it vibrates, offering an intoxicating blend of culture that's as diverse as it is delightful.

My Turkish adventure crescendoed with Istanbul, a grand finale that didn't just meet expectations—it surpassed them with a flourish. It all began with a warm embrace from the Swissotel Bosphorus, a place where luxury has a front-row seat to one of the world's most breathtaking views. My first evening in the city was a gastronomic journey at Madhu's, where each bite was a testament to Istanbul's culinary diversity, a symphony of flavors that played on my palate like a well-orchestrated performance.

Then came the Bosphorus boat tour—a twilight voyage that turned the city into a glittering jewel box. As the boat glided through the strait, Istanbul's skyline was illuminated, not just by lights, but by the stories of sultans, traders, and travellers who had sailed these waters long before me. I found myself wishing the evening could stretch into eternity, the magic of the moment too precious to let slip away.

My final day was a whirlwind tour through time itself. The Blue Mosque, Hagia Sophia, and Basilica Cistern weren't just historical sites—they were gateways to different eras, each one a chapter in the epic saga of Istanbul. Walking through the Grand Bazaar was like diving into a treasure chest, each turn offering the thrill of discovery, the scent of spices, and the gleam of gold. My final Turkish feast, a lunch that was equal parts nostalgia and flavor, was the perfect send-off before I reluctantly made my way to the airport. In Istanbul, every corner, every view, and every taste is a reminder that this city is not just a destination—it's an experience, a grand finale that leaves you longing for an encore.



Discover unforgettable experiences at

Sheraton Maldives Full Moon Resort & Spa

The Sheraton Maldives Full Moon Resort & Spa is a tropical paradise offering a perfect blend of luxury, adventure, and cultural immersion. Rahul Gupta, Senior Sales Manager, Sheraton Maldives Full Moon Resort & Spa shares unique experiences and offerings that make this paradise a top choice for travellers.

-Tripti Jain



Rahul Gupta,

Located just a 15-minute speedboat ride from Velana International Airport, this five-star retreat promises a memorable stay for honeymooners, families, and solo travellers alike. This humble abode welcomes guests with open arms, offering them an experience of a lifetime.

Creating cherished memories

The resort's signature 'Side by Side' Family Program is designed to create lasting memories for families. Guests can participate in activities such as cooking classes; face mask making, Maldivian palm weaving, and various fun games. Rahul shares, "We wanted to offer something special for families, activities that they can enjoy together and create memories that will last a lifetime. This program ensures that every member of the family, from children to adults, finds something enjoyable and engaging."

Adopt a coral program

The 'Adopt A Coral' program is another unique offering at Sheraton Maldives. Led by the resident Marine Biologist, this activity involves coral planting and learning about coral propagation. Rahul adds, "It's a meaningful experience for our guests. They not only get to contribute to marine conservation but also receive biannual updates on their adopted coral. This

initiative allows guests to leave a positive impact on the environment while enjoying their vacation."

Gatherings by Sheraton

To offer a deeper connection with Maldivian culture, the resort hosts 'Gatherings by Sheraton,' a weekly immersive experience. This includes traditional activities such as the Mas Kedun fish-cleaning ritual, coconut palm weaving, and crafting personalised coffee scrubs. Rahul talks about the experience and shares, "We aim to provide our guests with authentic cultural experiences that they can take back with them. These gatherings are a great way for guests to learn about local traditions and customs, making their stay even more enriching."

A gastronomic journey

Sheraton Maldives Full Moon Resort & Spa boasts seven unique restaurants, each offering a distinct culinary experience. From international cuisines to local Maldivian dishes, guests can savour a different dining experience every day of the week. He shares, "Our diverse F&B offerings are a highlight for our guests. We also have special events such as destination dining, beach barbecues, and wine pairing dinners. The resort continually enhances its culinary offerings,

ensuring a gastronomic journey that delights every palate."

Capturing the market

The resort is trending positively in terms of numbers, reflecting the overall growth of the Maldivian tourism sector. Key source markets include the US, UK, Germany, UAE, India, Russia, KSA, and China, with India being particularly prominent. "India has been a significant market for us, and we expect this trend to continue. The resort is committed to expanding its range of experiences and activities. We are excited about our upcoming festive program, which promises to be an exceptional experience for our guests," adds Rahul.

A destination for all

Sheraton Maldives Full Moon Resort & Spa offers a luxurious escape for every type of traveller. With its stunning location, diverse range of activities, and commitment to providing unforgettable experiences, it stands out as a top destination in the Maldives. Whether you're looking for a romantic getaway, a family vacation, or a solo adventure, this resort has something for everyone. Rahul shares, "Our goal is to ensure that every guest leaves with unforgettable memories and a desire to return."



HOLIDAY INN RESORT

Kandooma Maldives

The Maldives, a dream destination for many, is home to the stunning Holiday Inn Resort Kandooma Maldives. Dhawal Vyas, Head of Sales - India, Holiday Inn Resort Kandooma shares insights on the unique offerings and experiences of the resort.

-Tripti Jain



DHAWAL VYAS



Known for its turquoise waters, vibrant marine life, and comfortable accommodations, this resort offers an unforgettable experience. The resort is not just a place to stay; it's a place to create lasting memories.

Embracing Maldivian culture

At Holiday Inn Resort Kandooma, guests can immerse themselves in the rich cultural heritage of the Maldives. Dhawal shares, "Embracing our Maldivian heritage is at the heart of our resort's offerings. This year, we've launched new cultural experiences, such as the Bodu Beru Drumming Class and the Maldivian Group Masterclass, allowing guests to learn more about local traditions. These engaging activities help create cherished memories that extend beyond their stay. Additionally, the Kandooma Swing, our latest addition, has quickly become a popular spot for capturing stunning, Instagram-worthy photos."

A top choice for Indian travellers

India has emerged as one of the top source markets for the resort. "Holiday Inn Resort Kandooma Maldives remains a preferred destination for Indian travellers. The resort has already welcomed nearly 3,000 Indian guests in 2024 and expects to reach 10,000 by year-end. The resort's ability to cater to the specific needs and preferences of Indian guests has made it a popular choice. We ensure that we meet all the requirements they seek when visiting the Maldives," adds Dhawal.

Innovation is the key!

Holiday Inn Resort Kandooma is committed to continuous improvement and sustainability. Speaking on the same lines Dhawal shares, "We have a rolling upgrade

and refurbishment program as part of our annual maintenance. Recently, the resort has doubled its renewable energy capacity with additional solar panels, enhanced its Dive Centre with a new retail boutique, and created Surf Corner, an area for private events and relaxation. The introduction of the new three-bedroom Beach Pool Villa, designed for families and groups of friends, has been particularly well-received. Our guests appreciate the spacious layout and private pool."

Diversity in a paradise

The resort's versatile offerings cater to a wide range of guests, from couples to families to adventure seekers. "The nature of our island allows us to meet the needs of all our guests. With accommodations such as Overwater Villas for couples and Family Beach Houses for families, everyone can find their perfect spot. Surfing enthusiasts can enjoy exclusive access to Kandooma Right, while diving aficionados benefit from the resort's five-star dive centre and nearby dive sites. We've seen a distinct increase in diving guests after our DIVE FREE promotion," shares Dhawal.

Data - driven decision making

Holiday Inn Resort Kandooma employs a multifaceted marketing strategy to attract guests from around the globe. Dhawal talks about their approach and explains, "Our approach is designed to showcase our unique offerings and ensure an exceptional guest experience. The resort invests heavily in digital marketing and influencer collaborations, carefully selecting partners to achieve specific outcomes. Traditional media relations also play a crucial role in outreach. Additionally, the resort

leverages the IHG One Rewards program to drive brand loyalty. We rely on data analytics to continually refine our strategies."

An unforgettable Maldivian getaway

Holiday Inn Resort Kandooma Maldives stands out as a premier destination for travellers seeking both luxury and cultural immersion. With its innovative offerings, commitment to sustainability, and strategic marketing, the resort ensures an unforgettable experience for every guest. Their goal is to create lasting memories that guests will cherish long after their holiday ends. Whether you're a couple, a family, or an adventure seeker, this resort promises a magical Maldivian getaway.



MTF Spark: Success story for the future!

'MTF Spark,' an innovative event conceptualised by industry veterans Pradeep Saboo, Rajat Bagaria, and Sameer Karnani is scheduled to uplift and promote tourism amongst the novice travel professionals. Pradeep Saboo shares the intent and vision behind the ground-breaking concept.

-Naina Nath

Visionaries in the making

MTF, or 'My Travel Fraternity,' started as a simple WhatsApp group but has evolved into a community where travel professionals support and grow together. The event is curated as a knowledgeable and seasoned panel of travel stalwarts who will share their experiences and interact with the audience to keep the flag of tourism high. Explaining the crux of MTF Pradeep shares, "MTF is a group of Travel Professionals who think differently. Traditional business setups need a tweak to get the best results, and our Travel Fraternity supports each other to grow."

Realising infinite potential

The idea for MTF Spark emerged from a desire to showcase the travel industry's potential and to address the challenge of attracting young talent. He shares, "Our own children are thinking of choosing different career paths, not realising the infinite potential of our buzzing travel trade. MTF Spark aims to bring together young minds and industry legends, fostering a dynamic exchange of ideas and solutions."

Meticulous choices

Nine distinguished speakers each of them will bring unique perspectives from various sectors of the travel industry; have been carefully selected for the event. Speaking on the same lines he shares, "We have carefully and with a lot of brainstorming approached these experts with a mind-set of maximising the knowledge return for the attendees. The panel includes experts from leading DMCs, cruise specialists, and young professionals, ensuring a broad and enriching experience."

The custodians of tomorrow!

One of MTF Spark's core objectives is to shift the perception of careers in the travel industry, making it

appealing to younger generations. Pradeep adds, "Our message through the MTF Spark event to the travel industry—both the current generation and the next—is that there is a great amount of opportunity within our own trade. By showcasing success stories, we aim to inspire a more focused approach to careers in travel."

Dedication to the profession

The travel industry faces several challenges, including evolving regulations, competition from online booking platforms, and staff shortages. Acknowledging these hurdles, Pradeep says,

"Multi-fold challenges await the travel industry, but time to time it has been proved that the travel fraternity can overcome most challenges and rise to shine. MTF Spark aims to motivate and equip the next generation to succeed despite these."

MTF Spark is a non-profit event, driven by a desire to give back to the industry and ensure its continued growth. Sharing the emotions behind the event Pradeep explains, "This event is very close to my heart, and I wish we are able to cement the view of the young and budding talent about the travel trade. The event is entirely funded by MTF Events, with no

commercial sponsorships, highlighting its commitment to the industry's future."

Inspiring the next generation

The success of MTF Spark will be measured not just by attendance but also by the level of awareness and excitement it generates. Pradeep shares, "The awareness and the buzz which is sent across the Industry Pan India both pre and post the event will be another indicator of our success. The overwhelming response from the younger generation and the interest from current professionals indicate that Spark is set to make a significant impact."



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SUN SIYAM HOSTS A SOIREE FOR THEIR TRADE PARTNERS

Sun Siyam Resorts recently hosts an elegant soiree in New Delhi to honour their esteemed trade partners, highlighting the strong and enduring relationships they have cultivated over the years. The event was a vibrant affair, filled with opportunities for networking, bonding, and celebrating mutual successes. The gathering not only served as a platform for industry professionals to connect but also highlighted Sun Siyam Resorts' unwavering commitment to the Indian market. The brand emphasised its dedication to delivering unforgettable experiences to every guest, ensuring that their partners play a key role in this mission. By hosting this event, Sun Siyam Resorts expressed its deep appreciation for the continued support and collaboration from their trade partners, which has been instrumental in the brand's growth and success.



Brand USA's summer celebration event a resounding success

Brand USA hosts its much-anticipated 'Summer Celebration' event in New Delhi. The event brought together key media representatives, travel professionals, and industry stakeholders for an evening of networking, entertainment, and celebration of the summer season. Throughout the evening, guests enjoyed an array of summer-inspired cocktails and a specially curated menu that highlighted the best of seasonal flavours. The event also featured engaging presentations from Brand USA representatives, who shared insights into the latest trends and initiatives in promoting the United States as a premier travel destination.



SO/ Maldives hosts elegant dinner event for trade partners in India



SO/ Maldives successfully hosts a series of exclusive dining events in New Delhi and Mumbai, bringing together prominent figures from the travel and luxury sectors to experience the brand's signature elegance and hospitality. Guests were treated to an evening of refined dining in a sophisticated setting, where they had the opportunity to engage with the SO/ Maldives team and learn more about the unique luxury experiences that the resort offers.



OTOAI and Travel Armenia hosts an insightful evening for trade partners

Outbound Tour Operators Association of India (OTOAI) in association with Travel Armenia by Luxury Voyage hosts an exclusive event in New Delhi. The evening commenced with an exquisite presentation by Ms Anna Davidyan who showcased the alluring travel experiences that Armenia has to offer. The event began with a welcoming speech from Mr Riaz Munshi, President, OTOAI, who expressed OTOAI's support for Armenia and highlighted its beauty as a travel destination. He thanked all OTOAI members for attending the evening and exploring this new destination.

Armenia is an enchanting blend of history culture and natural beauty that remains one of the world's best kept secrets For Indian travellers it offers a unique and unforgettable experience from our stunning landscapes to our rich traditions and warm hospitality With the ease of obtaining an e visa and the exciting prospect of direct flights from Delhi to Yerevan Armenia is more accessible than ever Whether its a holiday a wedding or a business event Armenia is ready to welcome and inspire We look forward to introducing more Indian visitors to the magic of our country

— Anna Davidyan Travel Armenia by Luxury Voyage



APPOINTMENTS



Anantara Siam Bangkok Hotel

Anantara Siam Bangkok Hotel is thrilled to announce the appointment of Michael Yang as our new Hotel Manager. Hailing from Urumqi, in China's Xinjiang Autonomous Region, Michael brings a wealth of experience and leadership from his 15-year career in the hospitality industry.

Coco Bodu Hithi, Maldives

She joined the position from 18th June 2024. With an extensive experience working with prestigious hotels and resorts such as Heritance Aarah and Adaaran Resorts, Stuti is a seasoned professional in the Sales & Marketing Industry.



Barceló Hotel Group

Jenna Gangmei has been appointed as the Cluster Director of Sales and Marketing. With a career spanning 14 years, Jenna has built a strong foundation in the hospitality industry from her tenure at renowned brands such as Accor, Radisson, and Dusit Thani.

Hyatt Regency Delhi

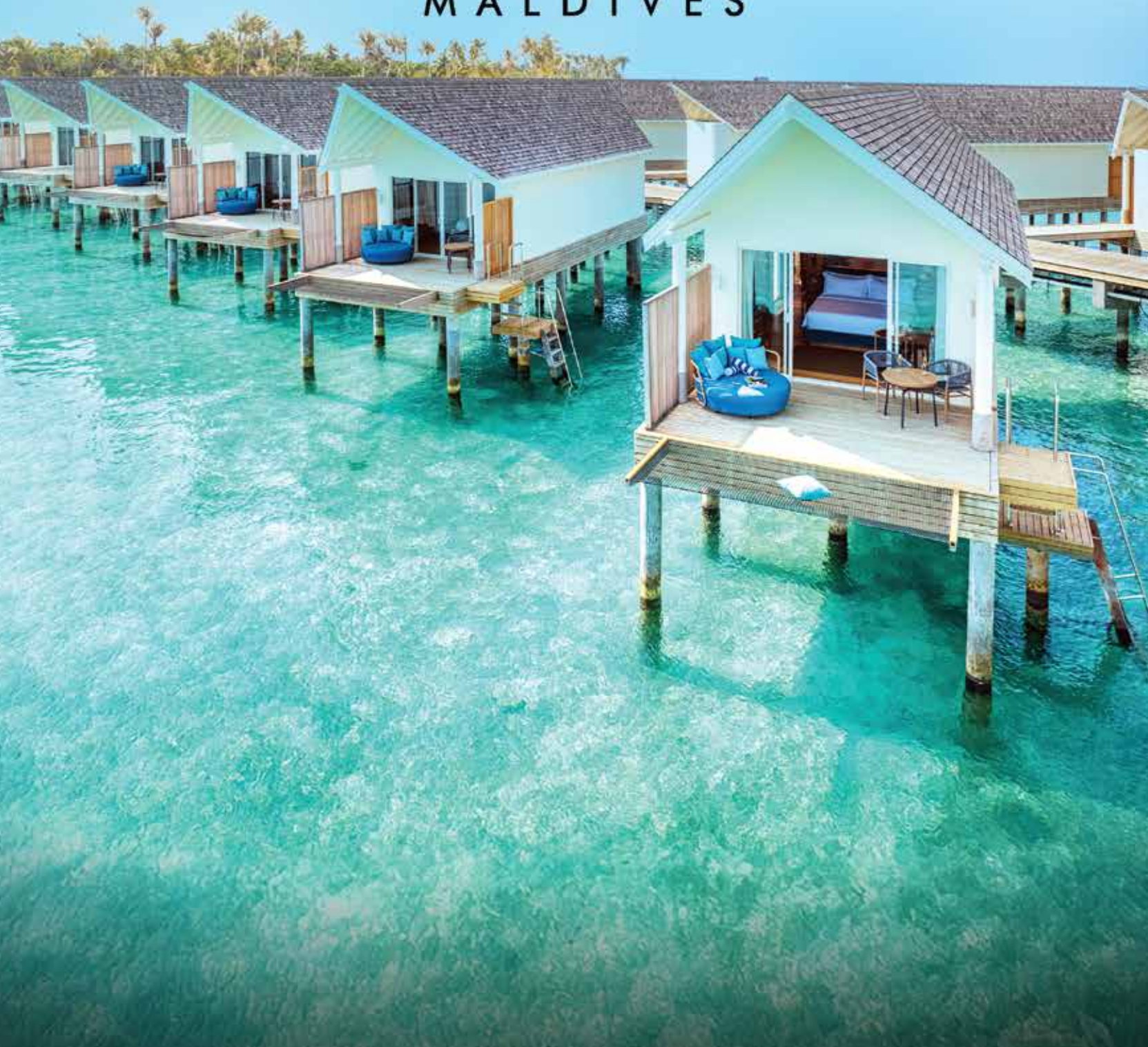
Hyatt Regency Delhi is thrilled to announce the appointment of Mr Daniel Dolatre as the new General Manager. With over thirty years of extensive experience, Mr Dolatre will be at the helm of the hotel's operations, overseeing both strategic and tactical growth initiatives. He will focus on elevating guest experiences and setting new benchmarks for hospitality standards.



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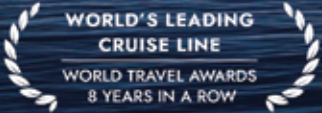
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