



*The theme on "Indian Tourism – Time to reinvent ourselves " was chosen with careful thought.*

This year's convention theme is inspired by the challenges our industry has faced over the past year and the steps we must take to move forward. George Bernard Shaw said - "Life isn't about finding yourself. Life is about creating yourself."

The past few years have seen the Indian tourism industry go through tremendous stress. An aged destination brand, low traveller demand, constant assaults from taxation & policy changes, changing distribution systems – so much has gone on and changing in our industry. Keeping up is not only hard but sometimes almost impossible. So what do we do in this scenario? How do we as stakeholders cope?

The time has come to take a deep look on how we have been running our industry, our businesses. The time has come to consider the possibilities to reinvent ourselves and start investing in a new future. We must never stop moving. Just as established products and brands need updating to stay alive and vibrant, you periodically need to refresh or reinvent yourself. Especially today, because it's a whole different market.

**This year's convention will bring in a different format. We are limiting the sessions and increasing the interaction time.** We want the deliberations to be dynamic and two way. Every session will have a panel to set-up the discussion followed by dedicated discussion time with the audience on the topic. We want you, our members, to be involved in the discussion on how we are to take the industry out of its doldrums.

When things are bad, it's the best time to reinvent yourself. our power to choose your direction of your life allows you to reinvent yourself, to change your future, and to powerfully influence the rest of creation.

**Let's make this a wonderful convention.**

## Thursday / September 7, 2017

*Active Members and Allied Tour Operators/Travel Agents sessions at the Mayfair Lagoon, Bhubaneswar*

**All session on September 7 are open only to Active Members and Allied Tour Operator-Travel Agency Members. Entry to specific badge holders only.**

- **10:30 am onwards** - Arrive at the venue
- **11:00 am – 11:15 pm** – Session discussion set-up + Brief IATO Update by IATO EC
- **11:15 am – 12:00 pm – Session A**
  - **Ethics and Business** – despite a robust Code of Conduct in place, we have been receiving feedback of unethical practices followed by industry players. How do we resolve this problem? What check and balances can we put in to help bring in better business behaviour in our industry?
  - **Discussion Moderated by** : Rajnish Kaistha / Atul Rai / Madan Kak
- **12:00 pm – 12:45 pm - Session B**
  - **Investing in your business** – How many of us invest in our infrastructure, in our employees? What are the relationships we have with the people that work for us?
  - **Discussion Moderated by** : Sandeep Jain / Ankush Nijhawan / Lajpat Rai / Pandian
- **12:45 pm –1:15 pm - Session C**
  - **Discussion on guide fee revisions as per the request received**
- **1:15 pm – 2:00 pm** – Open House for other topics
- **2:00 pm – 3:00 pm** – Lunch for participating members. Coupons will be provided.



- **4:00 pm – 7:00 pm – Inaugural Session**

- 4:00 pm - Delegates start arriving at Mayfair Lagoon for High Tea
- 4:30 pm - Delegates to proceed to Mayfair Convention Centre for inaugural function.
- 4:45 pm - Odisha Folk Dances
- 5:30 pm - Start of Inaugural Ceremony; Traditional Welcome with lighting of lamp.
- 5:45 pm - Welcome Address by Mr. Rajiv Mehra, Vice President IATO and Chairman 33rd IATO Annual Convention
- 5:50 pm - Presidential Address by Mr. Pronab Sarkar, President IATO
- 5:55 pm - Address by Dr. Mona Sharma, Principal Secretary Tourism & Culture, Govt. of Odisha
- 6:00 pm - Address by Mrs. Rashmi Verma, Secretary (Tourism), Ministry of Tourism, Govt. of India
- 6:05 pm - Address by Shri Ashok Chandra Panda, Hon'ble Minister for State (IC) Tourism & Culture, Govt. of Odisha
- 6:15 pm - \*Address by Dr. Mahesh Sharma, Hon'ble Minister for Tourism & Culture (IC), Government of India.
- 6:25 pm - Release of IATO Manual
- 6:30 pm - Presentation of IATO Hall of Fame Awards 2017; Acceptance speech by the Awardee
- 6:35 pm - Honouring Ms Dutee Chand, eminent upcoming sports personality from Odisha
- 6:40 pm - Presentation of Mementos
- 6:45 pm - Address by Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha
- 7:00 pm - Vote of Thanks by Shri Lally Mathews, Hony. Secretary IATO and Co-Chairman 33rd IATO Annual Convention
- 7:10 pm - Inauguration of Indian Tourism Fair
- 7.30 on - Delegates to proceed directly to Mayfair Lagoon for dinner

- **8:00 pm** - Odishi Dance Performance by the renowned Ms. Aruna Mohanty
- **8:45 pm** - **IATO Welcome Reception and Dinner** for all Convention Delegates at Mayfair Lagoon hosted by Odisha Tourism. Live band and Musical night sponsored by Sand Pebbles Tours and Travels, Odisha.

## Friday / September 8, 2017

*All business sessions are at the Mayfair Convention Centre, Bhubaneswar*

- **6:00 am – 7:30 am – “The IATO Run for Responsible Tourism”**

- Starting at the Mayfair Lagoon

This morning we've brought back the IATO Run for Responsible Tourism. Apart from being good exercise, this is an opportunity to mingle with your fellow delegates in a relaxed moment. So if you take a morning walking anyway, join the gang in showing your solidarity to IATO. There will be options for running as well as a fun walk. For more details or to send your registration separately for this contact IATO Secretariat at [operations@iato.in](mailto:operations@iato.in)

- **10:00 am – 11:00 am – Session # 1 - India – Our Brand, Our Positioning**

India is a great destination for travellers to visit. We have never doubted that. Yet, there seems to be a strong disconnect between our product and the actual tourist arrivals. IATO members in general have seen a drop in passenger numbers. There is a lack of interest in the destination in many key source markets. It's time to take a hard look at how our destination is perceived. What are we doing right, what are we doing wrong? What strategies have other successful destinations adopted. What is the best mix for spending our promotional dollars. How relevant is the Incredible India brand? Do we need to make changes.? Lets discuss.



- Moderator
  - Homa Mistry, CEO, Trailblazers Tours India
- Panellists
  - Rashmi Verma, Secretary Tourism, Govt of India
  - Varun Channa, Senior Vice President & Managing Partner / J. Walter Thompson Worldwide
  - Hemant Mediratta, Vice President – Sales / Oberoi Hotels & Resorts
  - Rajeev Kohli, Senior VP / IATO; Joint Managing Director / Creative Travel

**11:00 am – 11:15 am** – State Presentation # 1 – Andhra Pradesh Tourism

**11:15 am – 11:30 am** – State Presentation # 2 – West Bengal Tourism

**11:30 am – 11:45 am** – State Presentation # 3 – Gujarat Tourism

**11:45 am – 12:15 pm** – Networking Tea - Coffee Break – Hosted by Reed Travel Exhibitions / World Travel Mart (WTM)

**12:15 pm – 1:00 pm** – Session # 2 – Odisha – the makings of an exciting tourism destination

We all know a little bit about Odisha. But there is so much more in this state? There is so much more it has to offer and so much that the government wants to share. This session will highlight some of the faces of this state as well as new initiatives being taken by the State Government to give tourism a boost.

- Moderator
  - Reema Lokesh, Editor / Express Travel World
- Panellists
  - Dr Mona Sharma, Principal Secretary Tourism / Govt of Odisha
  - Suresh Chandra Mohapatra, IAS, Addl. Chief Secretary, Dept. of Forest & Environment / Govt. of Odisha
  - Sanjeev Chopra, IAS, Principal Secretary, Dept. of Industries / Govt. of Odisha
  - Pronab Sarkar, President / IATO; Managing Director / Swagatam Tours
  - J.K. Mohanty, Chairman IATO Eastern Region; CMD / Swosti Group
  - Gagan Sarangi, Chairman IATO Odisha Chapter; Managing Director / Dove Tours

**1:00 pm – 1:30 pm** – Session # 3 – Aviation - new polices and new opportunities

India has seen a revolution in its aviation policy over the past few years. Our domestic and international connectivity has seen a sea-change and this has enhanced our ability to welcome more international travellers to our shores. The new UDAAN policy has opened up a whole new area for domestic flights. How do we monetise government aviation policies? The panel will discuss some of these issues and more.

- Moderator
  - Subhash Goyal, Immediate Past President / IATO; Chairman / STIC Travels
- Panellists
  - Ashwini Lohani, Chairman / Railway Board
  - EM Najeed, Chairman / Air Travel Enterprises
  - Suresh Nair, General Manager / Air Asia
  - Sanjay Kumar, COO / Indigo Airlines

**1:30 pm – 2:45 pm** – Lunch - Lunch will be across the road at Mayfair Lagoon

**2:45 pm – 3:05 pm** – Session # 4 - FAITH and the GST Journey

The industry at large has made major strides incoming together and working towards a common goal. This session will update the membership on objectives and achievements of the Federation of Associations in Indian Tourism & Hospitality (FAITH). Also to be presented is the path the industry took through FAITH on the GST.

- Presentation by Aashish Gupta, Consulting CEO / FAITH



**3:05 pm – 3:20 pm – State Presentation # 4 – Rajasthan**

**3:20 pm – 4:10 pm – Session # 3- Marketing – stop serving old wine in a new bottle**

Many of us are finding ourselves being squeezed more and more by competitive pressures. From predatory pricing to oversupply of suppliers, from declining demand by travellers to aggressive international competitors. How many are after the same business that you are? What does your home page say about your company? How do we stay ahead of the game and become smart, suave and nimble marketers? How do we survive and make ourselves visible in a market with many competitors? This session will bring in a panel to discuss some of their practices in marketing and share some of their techniques that have made them successful in their businesses.

- Moderator
  - Rajeev Kohli, Senior VP / IATO; Joint Managing Director / Creative Travel
- Panellists
  - Bharat Atree, Managing Director / Caper Travels
  - Simon Press, Senior Exhibition Director, World Travel Market
  - Deboo Patnaik, Director / The Crown hotel
  - Shoba Mohan, Director / Rare India

**4:10 pm – 4:30 pm – Tea - Coffee Break; Hosted by UBM / Satte**

**4:30 pm – 4:45 pm – State Presentation # 5 – Manipur Tourism**

**4:45 pm – 5:00 pm – State Presentation # 6 – Madhya Pradesh Tourism**

**5:00 pm – 5:30 pm – Session # 5 - The Next Generation – Challenges & Opportunities**

Most of our members are either family owned businesses with the next generation already having entered the business or being groomed to do so. What are the inter-generational challenges that one faces? How does the next generation take over the baton? How do they earn respect for their employees? New ideas – how are they take and implemented? How should you bring your children into your business? This session will have a heart to heart discussion with those who have actually gone through this process.

- Moderator
  - Rajnish Kaistha; Director / Paradise India
- Panellists
  - Suyash Gupta, Director / Travel Bureau
  - Sakshi Mehra, General Manager / Uday Tours & Travels
  - Aditya Loomba, Director / Eco Rent a Car
  - Akanska Garg, Director / Waxpol Hotels

**5:30 pm – 6:30 pm – Session # 6 - Moving Beyond Culture & Heritage**

India is known for its monuments, its culture, its dance forms, its music. We have so much to offer anyone interested in knowing our centuries old history. But what have we done to make India a more holistic & contemporary travel destination? Where is our night life, Where is our entertainment? What do we offer the younger and more explorative traveller? How are we addressing the needs of the modern traveller? How are we addressing the needs of the next generation of travellers? Destinations like Singapore, Dubai, Malaysia, Australia and many others have built their tourism industries on creating a variety of activities for visitors. Why haven't we? How can we? Let's discuss.

- Moderator
  - Ravi Gosain, Managing Director / Erco Travels
- Panellists
  - Carl Vaz, Chairman & CEO / Charson Advisory Services



- Bjorn DeNiese, Vice President Sales & Marketing / Mayfair Hotels & Resorts
- Karan Anand, Head Relationships / Cox & Kings
- Ekta Kapur, Director / Rudra Experiences
- Aashish Gupta, Strategy Pluto

**8:00 pm** – Cocktails, Dinner & Entertainment for all Convention Delegates at Swosti Premium hosted by Swosti Group.

## Saturday / September 9, 2017

*All business sessions are at the Mayfair Convention Centre, Bhubaneswar*

### 9:00 am – 10:00 am – GST Masterclass

This will be a open house Q&A session to discuss issues related to implementing and adopting our businesses to the new GST system. We will have experts who will help us with technical answers to the questions you may have. Please send in questions in advance to facilitate the process.

- Moderator
  - Pronab Sarkar, President / IATO; Managing Director / Swagatam Tours
- Experts invited
  - Bipin Sapra, Partner / Ernst and Young India
  - Subhash Kamra, Advocate

**10:00 am – 10:15 am** – State Presentation # 7 – Jammu & Kashmir

**10:15 am – 10:30 am** – State Presentation # 8 – Kerala

### 10:30 am – 11:45 am – Session # 7 - Socially Active – Using Facebook to generate business

Facebook has become an undisputable source of communication and interaction in the world. How can we monetise this tool and make it work for our businesses. In this very special session, we have presenters from Facebook regional HQ in Singapore to talk to use on -

- Facebook- Introduction for Travel vertical
- Real life instances on how travel operators worldwide are using Facebook to grow their business
- How to reduce dependency on OTAs and build your own brand on Facebook
- Targeting Cross-border tourists on Facebook- How?
- Travel Took kit by Facebook- Grow your business TODAY with your Facebook page
  - Experts Presenting are
    - Kush Sagar- Head of Business Development / Facebook South Asia
    - Nalini Singh- Senior Growth Manager / Facebook South Asia

**11:45 am – 12:15 pm** – Networking Tea - Coffee Break - 30 mins

### 12:15 pm – 1:00 pm – Session # 8 – New Business Ideas, New Horizons

The Golden Triangle, Classical India, India and Nepal... we all know the standard basic programs. We can sell them with our eyes closed. But how do we grow our business when everyone is doing the same thing? Why not explore other verticals? Why not expand your product offering. Here we have a few experts who have done just that and will share the opportunities and way forward. Let's discuss.



- Moderator
  - Amaresh Tiwari, Hony. Treasurer / IATO, Managing Director / AT Seasons & Vacations
- Panellists
  - Sanjeev Joshi, Director / TIME
  - Akshay Kumar, Director / Mercury Himalaya Expeditions
  - Sanjay Basu, Director / Far Horizons Tours
  - Chetan Gupta, Director / RG Destinations
  - Sandeep Jain, Hony. Joint Secretary / IATO; Managing Director / Special Holidays Travel

**1:00 pm – 1:15 pm** – State Presentation # 9 – Uttar Pradesh Tourism

**1:15 pm – 1:30 pm** – State Presentation # 10 – Uttarakhand Tourism

**1:30 pm – 2:45 pm** – **Lunch** - Lunch will be across the road at Mayfair Lagoon

**2:45 pm – 3:15 pm** – **Presentation of Awards**

Every year IATO recognises work of our industry. In this session, we will recognise those who won in the IATO Run for Resistible Tourism and other areas where IATO has over the years been recognising the work of industry colleagues.

**3:15 pm – 4:00 pm** – **The IATO Chill-out Zone** - After two days of serious business, it's time to let our hair down. Spend some time with **Anshu Mor**, a leading stand-up comic as he tickles our funny bones till the closing session.

**4:00 pm – 4:30 pm** – Networking Tea - Coffee Break - 30 mins

**4:30 pm – 5:30 pm** – Valedictory Session; Chief Guest HE Governor of Odisha Dr. S.C. Jamir

**5:30 pm** – Presentation of Mementos

**8:00 pm** – **'Bollywood Dhamaka'** evening for all Convention Delegates at Mayfair Lagoon sponsored by Esprit Toyota; Cocktails and dinner hosted by Mayfair Hotels & Resorts