

# **Update on IATO Activities**

**(Sunday 1<sup>st</sup> May to Sunday 15<sup>th</sup> May 2022)**

**Dear Members,**

Greetings!

Please find appended relevant activities of our association for the period (Sunday 1st May to Sunday 15th May 2022)

*Segments covered are*

- 1. Communication / Letters that addressed key issues**
- 2. Webinars/ Panel Discussions/Circulars/Meetings/Chapter news**
- 3. Media Coverage**
- 4. Chapter News**

Request your feedback to further the content of our weekly report.

## **1. Communication / Letters that addressed key issues**

*Segment 1 update sequence by date: 4,10,11, May*

### **Wednesday, 4<sup>th</sup> May**

- **IATO was overwhelmed with the address of the Hon'ble Prime Minister of India, Shri Narendra Modi ji delivered in Copenhagen, Denmark on 3<sup>rd</sup> May 2022 for promotion of Inbound Tourism – Seeks more support**

On behalf of the entire tourism industry, IATO sincerely expressed its thanks and gratitude for all the support and importance the Hon'ble Prime Minister gave to the tourism industry and kept tourism always in his mind.

IATO drew his attention to its letter dated 25<sup>th</sup> April 2022, wherein IATO had brought to his notice that presently there was not enough promotion and marketing being done by the Ministry of Tourism, Government of India like organizing Road Shows, Incredible India Evenings, Participation in International travel marts, organizing Fam tours for the foreign tour operators/bloggers/travel writers etc. This, as IATO understood was because of paucity of funds with the Ministry of Tourism, Government of India. It was also understood that the funds to Ministry of Tourism, Government of India were withheld by PMO or by the Ministry of Finance, Govt. of India for the reasons not known to IATO.

**IATO requested the Hon'ble Prime Minister to kindly give necessary directives to the Ministry of Tourism, Govt. of India to undertake all these promotional and marketing activities for which funds may kindly be released to Ministry of Tourism, Government of India.**

IATO hoped under the dynamic leadership of the Hon'ble Prime Minister and as Brand Ambassador of the country, Inbound tourism to India would revive soon and India would achieve the target of 30 million tourists by 2028, which would highly contribute in economic development of the country and create millions of new jobs in the tourism sector. This target cannot be achieved without the support of the Hon'ble Prime Minister to the Ministry of Tourism and to the stakeholders.

**A CIRCULAR ENUMERATING THE ABOVE WAS SENT TO ALL THE MEMBERS ON THE 4<sup>TH</sup> OF MAY.**

*A copy of the letter was marked to A. Shri G. Kishan Reddy, Hon'ble Minister of Tourism, Ministry of Tourism, B. Dr. P. K. Mishra, Principal Secretary to Hon'ble Prime Minister of India and C. Shri Arvind Singh, Secretary (Tourism), Ministry of Tourism.*

## **Tuesday 10<sup>th</sup> May**

- **IATO wrote to Mr. Charles Sequeira, Head Commercial Business, Jaipur International Airport regarding Issuance of Commercial Airport Entry Passes to the Tour Operators at Jaipur International Airport**

IATO was given to understand by its members in Rajasthan that the office of the Head Commercial Business, Jaipur International Airport office had refused to issue Commercial Airport Entry Passes to the tour operators for entry at the airport.

IATO impressed upon the authorities that Facility of Airport Passes was a must for the tour operators to ensure safe and personalized services and receive tourists at the airport and also to ensure that they do not become victims of being hijacked by the Lapkas/cheaters at the airport and for that reasons Ministry of Civil Aviation, Government of India has made the provision of Airport Entry Passes for the tour operators which was being followed for over two and half decades.

In this regard, IATO referred to the latest copy of Ministry of Tourism Government of India letter No. TT/55/2019-TT Dated:10.02.2022 with reference to Ministry of Civil Aviation, Govt. of India letter no AY -1102417 /2015-AS dated 08.01.2022 wherein tour operators were eligible to get minimum two and maximum 8 airport passes based on their turnover and this practice was being followed for last 27 years i.e. since 1995 at all the airports throughout the country on payment.

This was a worldwide practice to meet and greet the foreign tourists at the airport at the arrival hall and departure hall and provide them the best available services so that they go back to their country with happy memories, which gave mouth to mouth publicity and help to promote tourism to any country.

IATO requested to kindly issue airport passes to the tour operators against payment as per their eligibility of turnover as per guidelines of Ministry of Civil Aviation, Govt. of India. If there was any problem in issuance of Airport Entry Passes to the tour operators, IATO could write to Ministry of Civil Aviation, Government of India.

## **Wednesday 11<sup>th</sup> May**

**IATO wrote to Ms. Pragya Sahay Saksena, Member (Legislation & Systems) Central Board of Direct Taxes and sought clarification on the Withdrawal of levy of TCS on sale of Overseas Tour Package for foreign tourists - need some clarifications**

IATO referred to the to the issues raised by it during its meeting with her last month in her office seeking clarifications on TCS and requesting her to remove anomalies in Notification No. 20/2022 dated 30.03.2022 as mentioned in IATO's letter dated 5<sup>th</sup> April 2022.

IATO hoped this had been sorted out, if yes a copy of the notification/order may kindly be provided to IATO

However, in case if this was still pending or has not been sorted out and a meeting was needed, IATO would be ready to explain over a ne to one meeting the problems its members were facing due to the anomalies in the notification

## **2. Webinars/ Panel Discussions/Circulars/Meetings**

*Segment 2 update sequence by date:3,5,6,9,13 May*

### **Tuesday 3<sup>rd</sup> May**

- All IATO Members were informed on the Special rate for IATO Members for Participation at India International Travel Mart 2022
- All Active Members were informed on the participation of IATO members in SATTE, 18 -20 May, 2022 at IATO Booth

### **Thursday, 5<sup>th</sup> May**

- All Active Members were informed on the Joining Link for Incredible India Reconnect 2022 (Virtual Road Show) – Germany on Thursday, the 5<sup>th</sup> May 2022 at 6.00 pm (IST)
- All Members, were informed on the IATO Interactive Luncheon Meeting on Monday, the 23<sup>rd</sup> May 2022 at 1130 hours at Hotel Le Meridien, Janpath, New Delhi

### **Friday 6<sup>th</sup> May**

- **Directives were issued by the office of the Hon'ble Prime Minister of India to Mr G Kishan Reddy, Hon'ble Minister for Tourism, Culture and Development of North eastern Region, India to meet Mr Rajiv Mehra, President IATO and discuss the issues raised to help the Inbound Sector of India and take suitable measures as mentioned in IATO's request letter of 4<sup>th</sup> May 2022 addressed to the Hon'ble Prime Minister of India.**
- All Active Members were informed on the Online/Virtual Roadshow on Indian Tourism on 9 May 2022 at 1430 hours (IST) being organised by Embassy of India in Dakar. **However, this got postponed and the members were subsequently informed on the 9<sup>th</sup> of May.**

### **Monday 9<sup>th</sup> May**

- All Active Members were informed on the Joining Link for Incredible India Reconnect 2022 (Virtual Road Show) for Australia on Thursday, the 12<sup>th</sup> May 2022 at 12 noon

### **Friday 13<sup>th</sup> May**

- All Active Members were informed on the **REVISED** Joining Link for Incredible India Reconnect 2022 (Virtual Road Show) with Singapore on Tuesday, the 17<sup>th</sup> May 2022 at 1.30 pm IST

## 2. Media Coverage

*Segment 3 update sequence by date:1,5,6,8,13 May*

Sunday, 1<sup>st</sup> May

# IATO advocates roadshows

After Ministry of Tourism (MOT) started its virtual roadshows, Indian Association of Tour Operators (IATO) has urged the Prime Minister to revive industry by participating in travel fairs and physical roadshows.



Nisha Verma

**M**inistry of Tourism has started its month-long international roadshow, titled Reconnect 2022, covering 10 major source markets. At the same time, **Rajiv Mehra**, President, IATO has written a letter to the Prime Minister to help the tourism industry for revival of inbound tourism to India. He has mentioned that the current situa-



**Rajiv Mehra**  
President  
IATO

tion is not favourable in terms of overseas promotion and marketing activities by MOT. Mehra has suggested that there is a need for participation in all major international travel marts/fairs and conduct physical B2B meetings at structured roadshows. He said that there is a need to organise cultural & food events and Fam trips for foreign tour operators and media. Electronic and print media campaign should be restarted. ➔

# TCS withdrawal to boost tourism

With a major thrust towards boosting travel in India, the Indian government has announced that domestic tour operators will no longer be required to collect tax on overseas vacation packages sold to non-resident visitors. The travel fraternity applauds this move of the government.



Janice Alysius

**W**ith the aim of boosting tourism in India, the Indian government has decided that domestic tour operators are no longer required to collect taxes on overseas tour packages sold to non-residents.

According to Section 206C (1G) of the Income-tax Act, 1961, a seller of an overseas tour package may collect tax from a buyer at a rate of 5 per cent of the package price.

Representations were received from domestic tour operators facing difficulties in collection of tax from non-resident individuals visiting India booking overseas tour package from such domestic tour operators. Since such persons may not have a PAN, tax is required to be collected at higher rates. Further,

difficult to furnish their ITR and claim refunds.

In order to remove such difficulties, the Central Government, in exercise of powers conferred under section 206C(1G) of the Act, has specified that the provisions of the said section shall not apply to a buyer being an individual who is not a resident in India in terms of clause (1) and clause (1A) of section 6 of the Act and who is visiting India. Hence, a domestic tour operator is not required to collect tax on sale of overseas tour package to non-resident individuals visiting India.

**Rajiv Mehra**, President, IATO, said, "This decision is a big relief for the entire travel and tourism fraternity as it was not logical to collect tax at source from the Foreign Tour Operators/Foreign Tourists as they are not residents of India. They



**Rajiv Mehra**  
President, IATO

**This decision (taken by govt) is a big relief for the entire travel and tourism fraternity**

card nor they pay any income tax and hence are not liable to the Indian Income Tax Law.

them of availing any refund from the Levy of TCS. These persons are subject to taxation in their native country. It was, therefore, necessary that the provisions of TCS should not be made applicable to persons / companies who are Indian resident/located outside India."

IATO apprehended that in case TCS is collected from non-resident buyers such as FTOs, individual foreign citizens/ tourists, the Indian Tour Operators will lose their business, as the non-resident buyers will directly approach the tour operators based in Nepal, Bhutan, Sri Lanka and Maldives and buy the overseas tour package from those tour operators directly skipping Indian Tour Operators, resulting in loss of business for the Indian Tour Operators and a portion of foreign exchange. The Association strongly recommended that

amended not to be made applicable to sale of overseas tour package to non-resident class of buyers / FTOs for packages outside Indian territory.

He added, "We thank the Finance Minister, Ministry of Finance and Ministry of Tourism for understanding our view point and withdrawing Tax Collection at Source (TCS) on sale of overseas tour packages for foreign tourists booked through tour operators located in India."

**Riaz Munshi**, President, OTOAI said, "We are truly delighted and relieved that the Government has withdrawn Tax Collection of Source (TCS) on sale of overseas tour packages for foreign tourists who book tour through tour operators located in India. This is a positive move and will certainly reduce the burden on Outbound Tour Operators, who are struggling

Sanjeet Ddpl  
6 minutes ago

DDP PUBLICATIONS

**BREAKING news**

☆

2 YOUR DAILY 2 MINUTE NEWS CAPSULE

www.TravelMediaNews.com



**KISHAN REDDY MEETS CMs OF NE STATES AT ASSAM CM'S RESIDENCE**



**GMR GETS 30-YEAR EXTENSION TO OPERATE HYDERABAD AIRPORT**

**Sign up for the Spain Specialist Program and attend an exclusive webinar on Ibiza today**



The Tourism Office of Spain – Mumbai, along with Ibiza Tourism, will conduct a webinar titled 'Know Ibiza' today at 3pm IST. Sign up today for the Spain Specialist Program (SSP) and register now to attend the webinar. It will conclude with a quiz and the winner will get a free trip to Ibiza. For more information, write to [jaspreet.kaur@ddpl.com](mailto:jaspreet.kaur@ddpl.com) or 9650196532.

**IATO thanks PM Modi for promoting inbound tourism; seeks more marketing support**



Rajiv Mehra, President, IATO, has said they have written to the PM again thanking him for the steps he has taken in addressing the Indian community in Copenhagen asking the non-residents to send five foreign nationals each from their country to India. "If all Indians abroad start motivating them to go to India, tourism will flourish in the coming years."

This May, Ibiza Tourism join hands with Spain Tourism in India (Turespaña) to bring to you an exclusive webinar

**Know IBIZA**

Thursday, 5 May, 2022 @ 15:00 IST

For more information, please contact +91 9650196532, [jaspreet.kaur@ddpl.com](mailto:jaspreet.kaur@ddpl.com)



**HAI URGES DGFT TO REVIEW EPCG POLICY, HELP HOSPITALITY**



**OBEROI GROUP'S EIH ASSOCIATED HOTELS' CMD PS OBEROI RESIGNS**

**CM Pinarayi Vijayan to open KTM in Kochi today, conclave aims to boost Kerala's tourism sector**



Kerala Chief Minister Pinarayi Vijayan will inaugurate the 11th edition of Kerala Travel Mart (KTM) today, opening one of the largest tourism industry congregation in Kochi. The conclave is expected to boost Kerala's tourism sector through business meets over two days. It will have caravan and adventure tourism among its focal themes, alongside responsible tourism.

**Corporate travel may recover quicker than expected, signs encouraging, says Sabre CEO**



Travel technology vendor Sabre said it's seeing corporate bookings recover steadily. During an earnings call, Sabre CEO Sean Merke said, "We're encouraged. The underlying piece of this is that corporations are happy to have their employees back on the road. So unless there's a hiccup relative to more Covid cases, we're moving towards recovery."

## IATO expresses thanks to PM Modi for promoting inbound tourism in Denmark

Indian Association of Tour Operators (IATO) has written to PM Shri Narendra Modi for extolling NRI's residing in Denmark for their special efforts to contribute and help promote inbound tourism to India and thus contribute to the economic development of the country. However, it also urges the Government to raise the level of promotion for attracting inbound tourists. According to Rajiv Mehra, President, IATO, "Marketing is not commensurate with our size and stature and we need to step up on Road shows, organising Incredible India Seminars, increase participation in International travel marts, organise Fam tour for foreign tour operators. This we understand because of paucity of funds in the Ministry of Tourism and Government of India. We also understand that the Ministry of Tourism, Government of India are with their hands tied as it is not known to us."

## #FirstOpinion



Ms. Neliswa Nkani,  
Hub Head - Middle East,  
India and South East Asia,  
South African Tourism

## Fairfield by Marriott announces opening of Fairfield by Marriott Vadodara in Gujarat

Fairfield by Marriott recently announced the opening of Fairfield by Marriott Vadodara. Situated in the heart of the city with proximity to the Civil Airport Harni and the central business district, the 96-room hotel is designed with modern amenities for today's business traveler, creating an environment that focuses on the warmth and simplicity of delivering a seamless hospitality experience. "We are thrilled to introduce our first Fairfield by Marriott in Vadodara. This opening marks the 22nd Fairfield by Marriott to join our growing portfolio of 16 brands operating across the country," said Ranju Alex- Area Vice President - South Asia, Marriott International.

## Visit Portugal and Lufthansa host its first Trade FAM post Covid-19

In the light of the global pandemic easing out and the tourism industry resuming, Visit Portugal in association with Lufthansa Airlines hosted its first Trade FAM trip for travel trade partners from India from March 14 - 20, 2022 in the Europe's favourite destination, Portugal! The delegation were representatives from travel companies including SOTC, Kesari Tours and Travels, Mango Holidays and Veena World. During the trip the agents arrived in Lisbon on March 14, 2022 where they kick started the trip with a Pre Tour of the beautiful city of Lisbon and Estoril cost. The delegation then participated at The International Hosted Buyers Meetings.

"We are excited to see tourism not just resuming, but thriving! With the restarting of international flights from India, we have been witnessing immense demand and interest from Indian travellers. This response encourages us to constantly push the envelope and provide the best hospitality experience possible to every traveller setting foot in the Rainbow Nation."

- President talked about the request to the Hon'ble Prime Minister of India for support to promote Inbound Tourism to India



Rajiv Mehra

**RAJIV MEHRA, President**

Indian Association of Tour Operators (IATO)

IndiGo names Venkataramani Sumantran as the Chairman of the Board



**Friday 6<sup>th</sup> May**

The screenshot shows a news app interface with the following content:

- Sanjeet Ddpl** 16 minutes ago **BREAKING news**
- Madame Tussauds INDIA** DLF MALL OF INDIA, NOIDA  
**MADAME TUSSAUDS TO REOPEN AT DLF MALL OF INDIA, NOIDA**
- IRCTC'S BHARAT GAURAV TOURIST TRAIN TO BEGIN RUN ON JUNE 21**
- We should reach the 40% mark of pre-COVID inbound numbers by Oct-Nov 2022: Rajiv Mehra**  
Rajiv Mehra, President, Indian Association of Tour Operators, has said that if airlines add more capacity, inbound tourists should reach 40 per cent mark of pre-COVID numbers by October-November this year and about 50-60 per cent next year. "If all goes well, October 2023 onwards, we should be back to normal," he added.
- KTM kicks off, Kerala received 35 domestic & 2 int'l tourists every minute in 2019**  
Kerala has shown spectacular growth in 2019. At a presentation showcased at the inauguration of Kerala Travel Mart, it was mentioned that the state, popularly known as God's Own Country, receives 35 domestic tourists and two international tourists every minute. KTM will be going on till 8<sup>th</sup> May and will have both domestic and international delegates.
- Need to build global tourism sustainable, resilient & responsible: UN General Assembly President**  
Abdulla Shahid, UN General Assembly President, has said that there is a need to build a more sustainable, resilient, and responsible global tourism sector as part of the long journey to recover from the ravages of COVID-19. "We must not reboot global tourism in a business-as-usual manner, we must be more ambitious than that, more responsible than that," he said.
- Scindia meets IATA, CANSO, ACI with ICAO, mulls making aviation inclusive & affordable**  
Jyotiraditya Scindia, Union Minister of Civil Aviation met with representatives of trade bodies like IATA, CANSO & ACI, in Montreal, Canada, where he discussed issues of mutual interest in civil aviation. Scindia also met with representatives of ICAO and discussed issues related to making civil aviation more inclusive & affordable, and was forward for the sector.
- SOTC INAUGURATES NEW FRANCHISE OUTLET AT PANAJI**
- KEDARNATH PORTALS TO OPEN ON MAY 6, BADRINATH'S ON MAY 8**

- IATO seeks more marketing support from govt for attracting inbound tourists,

[Association: IATO seeks more marketing support from govt for attracting inbound tourists, ET TravelWorld News, ET TravelWorld \(indiatimes.com\)](https://travel.economictimes.indiatimes.com/news/associations/iato-seeks-more-marketing-support-from-govt-for-attracting-inbound-tourists/91331781)

<https://travel.economictimes.indiatimes.com/news/associations/iato-seeks-more-marketing-support-from-govt-for-attracting-inbound-tourists/91331781>

- India-tour-operators-say-more-tourism-support-needed

<https://eturbonews.com/3068407/india-tour-operators-say-more-tourism-support-needed/>

- IATO-News: IATO bemüht sich um mehr staatliche Marketingunterstützung, um ankommende Touristen anzuziehen

<https://marketing-nachrichten.de/iato-news-iato-bemuht-sich-um-mehr-staatliche-marketingunterstuetzung-um-ankommende-touristen-anzuziehen/>

- IATO-unhappy-with-no-promotion-of-incredible-India-abroad

<https://pravasisamwad.com/iato-unhappy-with-no-promotion-of-incredible-india-abroad/>

- iato-expresses-sincere-thanks-to-prime-minister-for-promoting-inbound-tourism-in-his-address-in-denmark-however-body-seeks-more-marketing-support

<https://www.travelturtle.world/news/iato-expresses-sincere-thanks-to-prime-minister-for-promoting-inbound-tourism-in-his-address-in-denmark-however-body-seeks-more-marketing-support/>

- <https://twitter.com/EconomicTimes/status/1521899958130987008>

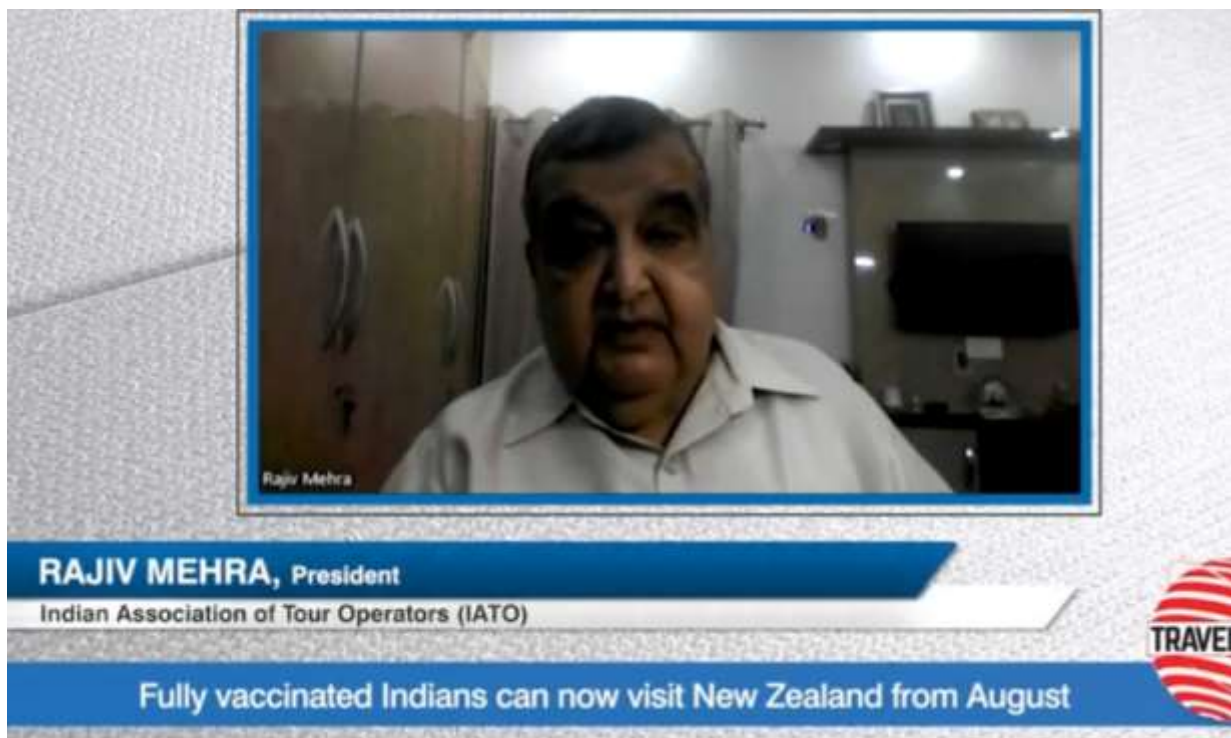
The association said just as [#India](#) has opened up, so have countries in the neighbourhood, and that there is stiff competition coming from countries like [#Thailand](#), [#UAE](#) and even [#Nepal](#).

## **Sunday 8<sup>th</sup> May**

- IATO urges PM Modi to raise the level of promotion for tourism  
<http://bwhotelier.businessworld.in/article/IATO-urges-PM-Modi-to-raise-the-level-of-promotion-for-tourism/06-05-2022-427906/>

## **Friday 13<sup>th</sup> May**

- President talked about the importance of High Commissions in promoting tourism to India





### 3. Chapter News

*Segment 4 update sequence by date: 13 May*

#### **Friday 13<sup>th</sup> May**

- IATO TS&AP Chapter Chairman was invited to Vizag by the Prominent English Daily to provide inputs to boost Tourism into AP state 🌐



- IATO TS&AP chapter felicitated the incoming Asst Director, MoT, Sri Shankar Reddy Garu to Hyderabad, India Tourism office 🌐



\*\*\*\*\*