



VOLUME 1 ISSUE 1 | OCTOBER-NOVEMBER 2014

IATO

NEWSLETTER

APEX NATIONAL BODY OF TOUR OPERATORS

new beginnings.
fresh ideas.
vibrant future.



30th
IATO ANNUAL
CONVENTION

30th IATO ANNUAL CONVENTION STIMULATES NEW BEGINNINGS, FRESH IDEAS, VIBRANT FUTURE

30th IATO Annual Convention witnessed participation of more than 1200 delegates and 13 state tourism boards making it the biggest in the history of the Association.



Rajeev Kohli, Parvez Dewan, Ashok Chandra Panda, Subhash Goyal, Dr. Subramanian Swamy and Pronab Sarkar inaugurating the IATO Convention



Dignitaries releasing the IATO Newsletter and Manual

The 30th IATO Annual Convention held from September 4-7, 2014 at Kempinski Ambience Hotel Delhi saw a record number of participation this year. More than 1200 delegates and 13 state tourism boards participated in this year's Convention making it the biggest in the history of the Association. The theme of the Convention was 'New Beginnings, Fresh Ideas, Vibrant Future'.

Dr. Subramanian Swamy, Senior BJP Leader inaugurated the Annual Convention in the presence of Parvez Dewan, Secretary, Tourism, Govt. of India; Ashok Chandra Panda, Minister of Tourism, Govt. of Odisha; Major Vijay Singh Mankotia, Vice Chairman, H.P Tourism Development Board; Subhash Goyal, President, IATO; Sarab Jit Singh, Senior VP, IATO; Rajeev Kohli, VP, IATO; Amaresh Tiwari, Treasurer, IATO; Pronab Sarkar, Secretary, IATO; and Ravi Gosain, Joint Secretary, IATO.

The event started with lighting of lamp by Dr. Subramanian Swamy followed by other distinguished guests. In his welcome address, Rajeev Kohli, Chairman, IATO Convention 2014, briefly introduced the IATO programme for the Convention with the request for everybody's active participation in various events for the Convention.

In the presidential address, Subhash Goyal, President, IATO, informed that this year's convention is notable because the Prime Minister has accentuated on the much neglected industry of tourism and hospitality. He



Dr. Subramanian Swamy inaugurating the Travel Mart

appreciated the initiative of the government to introduce Electronic Travel Authorization (ETA), which will implement soon and thanked the Ministry of Tourism for their immense support.

In his keynote address, Dr. Swamy sought a new tourism policy that is in sync with the changing world order. He said that the policy should outline, by priority, core objectives. Commenting on the negative image of India because of tourist safety issues, he suggested strong deterrents to prevent them.

Shripad Yesso Naik, Minister of State with Independent Charge for Tourism and Culture, Govt. of India, who could not be present for the inaugural ceremony of the Convention, through a video message, appreciated IATO for its efforts to promote India as a preferred destination.

The Association released the IATO Newsletter and Manual. IATO bestowed 'Hall of Fame' award to Rajvir Singh, Founder, Dundlod Castle, for his contribution in the field of tourism and being a pioneer of the heritage concept of tourism through palaces, forts and havelis. Vote of thanks was raised by Amaresh Tiwari, Co-Chairman, IATO Convention 2014.

Coinciding with the Convention, a travel mart was also organized wherein most of the states and tour operators, hotels and resorts exhibited their products, which provided a good platform to showcase the product and interaction between buyers and suppliers.



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Forget about going anywhere else, Wok in the Clouds is a trendy bistro that serves with a large heart. Walk in and settle yourself at a cosy table for a family or a lively chair by the bar. The warm yet vibrant ambience will set things right for you. Our menu serves some of the most exciting dishes the Indian, Asian, and Continental cuisines have to offer. Each dish handpicked and perfected to create gastronomic magic. The bar is well stocked for any personal specifications you may have for a nice drink. Please call us to reserve a table, or just drop in if you're around. There's always place for a few more.



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FROM THE PRESIDENT'S DESK

Dear Members,

Greetings from IATO!

Indian Association of Tour Operators (IATO) has made its presence felt across the travel and tourism industry by virtue of the hard work and commitment. Members have made us feel proud through business acumen, entrepreneurial skill and service excellence.

In the recent years, all round progress made in tourism infrastructural development has been a source of satisfaction. The urgent need of the hour is to relax our stringent visa regime. To this end, our Electronic Visa Authority (ETA) proposal already got its approval and with the new government in power, this will soon be a reality.

Prime Minister's emphasis on the tourism sector as one of the pillars of which it seeks to build its 'Brand India' identity holds an immense value for us as tourism was always seen as a total neglect in successive earlier government's and only got loaded with taxes. But from our part, we have to make continuous improvement as a way of achieving business excellence, engaged workforce to drive to achieve this excellence. This is more important for Service Sector as it is linked to customer satisfaction.



2014 is a landmark turning point for Indian tourism. For the first time in three decades the nation has moved out of coalition politics at the centre. For the first time in a decade we have a Prime Minister that walks the talk on tourism. The recent budget has shown a path forward and we have new hope in the industry.

The 30th IATO Annual Convention held from 4-7 September 2014 at Kempinski Ambience Hotel Delhi with the theme- New Beginnings, Fresh ideas, Vibrant Future focused on the great opportunities the new future holds for us. Being in Delhi allowed us to engage the new political leadership better and bring in the top administrative decision makers to our sessions. This year's convention was not only unique in its character, but, also engaging in its format.

Despite of the fact that the Capital had no government during the time of convention, which eventually led to lack of support and collaboration from the host state, this year's Convention was a huge success.

Our excitement was beyond computation as the convention witnessed the largest number of registrations which swelled upto 1400. The bottleneck issues hampering the growth of tourism industry were discussed at the Convention, which will be communicated to the Ministry for further consideration. I am pleased to launch the IATO's new look Newsletter and this will be the right link for communications with members, travel trade and government bodies.

With Best Wishes!

Subhash Goyal

BUSINESS SESSIONS AND PRESENTATIONS

Apart from serious power packed business sessions, state presentations were made by Punjab, Madhya Pradesh, Odisha, Gujarat, Rajasthan, Uttar Pradesh, Andaman Islands and Maharashtra Tourism.



'Indian Tourism, Responsible reporting and its effects'

Panelists included Preeti Khan, Associated Press; Sanjay Mazamdar, BBC India; Arjun, Media Advisor; and moderator Reema Lokesh, Editor, Express Traveller. The session discussed issues related to India's image and handling the media in general.



'The Indian Skies- Looking into the future'

Ashok Gajapati Raju, Minister of Civil Aviation, Government of India, explained that the infrastructure of the airports should be able to exhibit the culture of the city and the area, leaving an impression of authenticity in the minds of the tourists.



'Industry Partnerships- Working together for the greater good'

Presentation was made by Aashish Gupta, Consulting CEO, Federation FAITH. Sarab Jit Singh, Vice Chairman, FAITH, updated the members on objectives and achievements of FAITH.



'Marketing Brand India- Changing Paradigms'

The session had an interactive discussion by Usha Sharma, Additional Director General, Ministry of Tourism, and Rajeev Kohli, VP, IATO. ADG said that the Ministry is taking swift measures to revise the laws that can be relaxed and improvised to escalate the business of the tourism sector.



'The power of high touch'

R.H Khwaja, Former Secretary Tourism, said that one should learn to make the most from the moments of impact, try to comprehend through his or her mistakes and seek to refurbish the situation of misery.



'The National Museum- an insight by a friend'

Dr. Venu V, Director General, National Museum & Former Secretary Tourism, Kerala, gave his vision for the National Museum and how it can be a great inclusion in any Delhi program.



'Why brand positioning is so important'

Samit Mehrotra, Vice President Consulting, Futurebrands, highlighted the importance of brand positioning saying it is the biggest issue for a business in today's market.



'How to make content marketing work for you'

Mariellen Ward, Canadian travel writer, content marketer and social media expert, gave a presentation on content marketing. She also highlighted the importance of online marketing as it is the effective way to reach target audience.



'Revisited- Tour Operators, Hotels and Airlines- Bridging the Gap'

Panelists included Raj Sivakumar, CCO, Jet Airways; Hemant Mediratta, VP Sales- Travel Trade, The Oberoi Group; Delna Jassomony, GM- Sales Travel Industry, Taj Hotels Resorts and Palaces; Abinash Manghani, Head-Travel Industry Sales and Regional Manager, ITC Hotels; Sandeep Kapur, Senior VP, Creative Travel and moderator Homa Mistry, CEO, Trail Blazer Tours India Pvt. Ltd. The panelists debated on the challenges and opportunities in everyday working relationships. Homa Mistry left the audience and panelists thinking with his presentation and mentioned that best relationship is where your love for each other exceeds your need for each other.



'The business of Incentives- the part of MICE we can understand'

Panelists included Amaresh Tiwari, Hony. Treasurer, IATO; Saurabh Bhargava, GM Sales- North India, Taj Hotels; Sanjeev Joshi, TIME and moderator Anup Nair, MD, Incentive Destinations. The session gave an insight of the 'I' in MICE i.e. Incentives from the experience of some of the top inbound incentive professionals in the country.



Tourism and the New Government- Making the Indian Experience better

Panelists included Girish Shankar, Additional Secretary, Ministry of Tourism; Dr. Lalit K. Panwar, Secretary, Ministry of Minority Affairs; Subhash Goyal, President, IATO; Sarabjit Singh, Senior VP, IATO and moderator Pronab Sarkar, Hony. Secretary, IATO. The panelists discussed that in view of E-visa which is going to be introduced very soon, they expect 15% growth in international tourist arrivals. For this, capacity building and infrastructure need to be developed like increasing international/domestic air capacity for tourists, implementation of disaster management plans, availability of luxury segment facilities, development of international sea ports, sanitation were raised by Sarkar.



'The Past will be the Business of the Future'

Speakers were Steve Borgia, CMD of INDeco Leisure Hotels and S.Y. Quraishi, Former Chief Election Commissioner & Trustee, Delhi Heritage Foundation Trust. The speakers discussed that measures and initiatives should be taken to enhance and bring light to the rural destinations, along with promoting such destinations and markets by introducing it to the international tourists.



'Family Businesses or Partnerships- balancing needs and succession planning'

Prof. Parimal Merchant, Director of the Center for Family Managed Business SP Jain Institute of Management, Mumbai, briefed on some of the tools and planning one can do to create a healthier and stronger organization.



'Our health is more important than our work- bring back the balance'

The session was sermonized by Meenu Nageshwaran, Owner of Meenu's Praana Kitchen along with Dr. Pramod Tripathi, Corporate Health Consultant & Founder i-Health, Pune. Nageshwaran trained the Chefs at the Kempinski to adopt her style and method of cooking on the 6th of September for the lunch designed for the guests, which was cooked without dairy products and oil. Dr. Tripathi gearing up the mood of the audience recommended ways to reduce our pot bellies, controlling our various health ailments via healthy food going solo without medications.



'India for the Senses- selling the Indian Experience'

Shobha Mohan, from Rare Destinations, believes that marketing is an art, and creative strategies are the key to successful promotions of any product. How you sell the India experience is story telling at its best and then you deliver that ultimate experience.



'The IATO Chill-out Zone'

After two days of serious business, stand up comedians Jeeveshu Ahluwalia and Manas Tayalas tickled our funny bones to let our hair down.



IATO PAYS HOMAGE TO INDUSTRY VETERANS

During the inaugural of the Convention, IATO paid homage to the leading industry veterans who lost their lives in the year 2014. All the delegates observed one minute silence in the memory of the Founder President of IATO Shri Ram Kohli; Captain C. P. Krishnan Nair, Chairman of the Leela Group of Hotels; and Francis Wacziarg, Founder & Co-Chairman, Neemrana Hotels.

3rd IATO Run for Responsible Tourism



The commencement of the 30th IATO Annual Convention began with the IATO Run for Responsible tourism that took place on 5th September, 2014 from 6 am onwards at the Kempinski Ambience Hotel Delhi. The run was an amalgamation of not only the physical exercise that one would participate in, rather an opportunity to mingle with fellow delegates who witnessed the IATO Convention. The participants were also rewarded based on the positions they achieved.

30th IATO Annual Convention culminates with various platforms to augment tourism in India

Since the inception of IATO, the organization has put forward all its efforts to bridge the gap between the north and the south, the west and the east, trying to bind the vital elements of tourism industry involving tour operators, hoteliers, etc. under one roof. Comprehensive sessions at the 30th IATO Annual Convention came to an end with the Valedictory Session that witnessed the presence of the Minister of Tourism (Independent Charge) Shripad Yesso Naik; Joint Secretary of Tourism, Anand Kumar; along with the office bearers of IATO.

Anand Kumar, said, "Such conventions give an array of slots to the tourism authority to interact and get well versed with the stakeholders to take the strategies forward. With the tourism market escalating, we still have certain sectors to accentuate upon like the Himalayan Tourism, MICE, which needs to be taken care of so that the industry and work ceaselessly and seamlessly."

Exchanging his notions on the same, Shripad Naik added, "Entailing tourism in the budget of

2014 itself is a huge landmark, and a part taking effort from our PM that will help the industry groom and market itself on a larger platform, boosting the economic growth of our country. It is salient to form or maintain private partnerships or unions which could flux a ceaseless travel. The growth of the tourists has increased due to the inbound tourism. In this spirit, I would encourage IATO to progress for the coming years."

Stating a key challenge in the tourism sector, Naik informed that the states should make sure that there is an abundance of accommodation facility for tourists along with various other synonymous services.

Concluding further, Kohli, Vice President, IATO mentioned his concerns about the contributing elements in decreasing the tourism business which are the entry restrictions accentuating on the inconvenience for the foreign tourists who come all the way from abroad to sight the landmark heritage site.



IATO honours the BEST in Indian travel trade

1. Rajvir Singh Dundlod from Rajasthan was conferred upon the 'IATO Hall of Fame' award
2. Lifetime Contribution award was given to O.P. Ahuja, Past President of IATO
3. The Best Booth was given to Odisha Tourism
4. The Best Brochure by Tour Operator was given to World Wide Rail Journey
5. Best Brochure by Hotel was given to Rann Riders
6. Best Poster by State Tourism was given to Tamil Nadu Tourism
7. Best Brochure by State Tourism was given to Uttar Pradesh Tourism
8. Best Video CD by State Tourism was given to Madhya Pradesh Tourism
9. Best Travel Trade Publication was given to Wonderlust
10. Best IATO daily was given to Travel Trade Journal



SILENT AUCTION

To support the ones in need, the Indian Association of Tour Operators forged with an idea of Silent Auction that inceptioned two years back. It predominantly is a fund raising technique to elevate money for the charitable causes. This was the 3rd year at the 30th IATO Annual Convention, where the auction received many patrons which helped to retrieve and escalate charity upto 1,77,750 INR.

IATO'S REACTION ON UNION BUDGET 2014-15

Best ever Budget for the Tourism Industry in the history of India, says Subhash Goyal, President, IATO



Subhash Goyal, President, IATO, congratulated the Union Minister of Finance, Arun Jaitley and the Prime Minister Narendra Modi for the best ever budget for the tourism industry in the history of India. Goyal has assured the Finance Minister that international tourist arrivals to India will grow by 30-40% on yearly basis once E-visa is introduced and also it will generate additional employment for 50 million people and substantial increase in foreign exchange earnings.

Goyal also appreciated the Railway Budget stating that it will bridge the gap between the tourists and the tour operators. "Introduction of more tourists trains to link all major tourists' places across the country, proposal to start Bullet Train between Mumbai and Ahmedabad and diamond quadrilateral project of high speed trains to connect all major metros are the welcomed steps and this will flourish both international and domestic tourism," he said.

IATO welcomes New Tourism Minister

Indian Association of Tour Operators (IATO) organized welcome reception to honour Shripad Yesso Naik, Minister of State (Independent Charge) for Tourism and Culture at The Ashok Hotel, New Delhi. This was an event wherein the whole travel and hospitality industry were present to meet in person the Tourism Minister and interact how tourism can bring the change in national economy, employment creation, national integration and foreign investment- the focus areas as declared by Prime Minister, Narendra Modi.

Pronab Sarkar, Hony. Secretary, IATO, welcomed the delegates that included Parvez Dewan, Secretary (Tourism), Ravindra Singh, Secretary (Culture), Girish Shankar, Additional Secretary (Tourism), Anand Kumar, Joint Secretary (Tourism), Usha Sharma, Additional Director General (Tourism), Govt. of India and Dr. Rakesh Tiwari, Director General (ASI), Dr. Sameer Sharma, Managing Director (ITDC).

Shripad Naik, while addressing the gala

Welcome Reception organized by IATO, said, "Modi Government to implement Electronic Travel Authorization (ETA) soon. This will provide a great push to the inbound tourism as we will be able to tap the last minute traveller, the sponsors of business travelers and executives attending conferences. I look forward to a very positive and fruitful association with IATO in coming days and seek whole hearted cooperation in making India the most preferred destination in the region."

Subhash Goyal, President, IATO, talked about the bottleneck areas which brought stagnation in the growth of tourism viz. over taxation to tourism sector, visa issues, multiple state taxes specially road taxes and air connectivity from new markets. He also emphasized the need for early implementation of ETA, which was a positive decision to boost international arrivals by the then Government but now if this is implemented in full earnest, it can immediately give a big boost in International tourist arrivals.

While raising the vote of thanks, Sarab Jit Singh, Sr. Vice President, IATO, expressed how PM's vision for modernization of railways with high speed trains, infrastructure development, low cost airports to promote air connectivity to smaller tourist places, modernization of existing ports, use of water resources, are going to boost tourism once implemented.



'CHINESE TOURISTS FACILITATORS COURSE' LAUNCHED ON RECOMMENDATION OF IATO

As there is an acute shortage of Chinese speaking guides, IATO discussed the problems being faced by the tourism industry with the Ministry of Tourism, Government of India. On request from IATO, Ministry of Tourism in coordination with Indian Institute of Tourism and Travel Management (IITTM) initiated 3 months Executive Development Training Programme for Chinese Language. The programme termed as 'Chinese Tourists Facilitators Course' commenced since 21st July 2014. Over 150 participants have joined this programme. The concept of the training programme involves two vital components: first, brushing up of Chinese language skills of the participants with particular focus on the tourism context of the learners and their companies and second, fine tuning the skills- interpersonal, communication and presentation of the participants with reference to their job profiles. On a successful completion of the programme, the participants will get an issued certificate by IITTM. This will ease the shortage of Chinese speaking escorts to service the growing Chinese tourists to India.

IATO MAHARASHTRA CHAPTER MEETS WITH EC MEMBERS IN MUMBAI



The Active Members of Indian Association of Tour Operators (IATO) Maharashtra Chapter met with Executive Committee from Delhi on July 12, 2014 at Hotel Ramada Palm Grove, Mumbai. Shomik Chatterjee, the web master of IATO portal came from Delhi to demonstrate 'How to take advantage of leads from IATO and Indian tourism website'. The demonstration was followed by lunch and later a meeting with Executive Committee from Delhi.

The meeting was attended by 20 Active members and 32 Allied members from Maharashtra, along with the key representatives from IATO. Manasi Kothare, Officer, International Relations, Maharashtra Tourism Development Corporation (MTDC) was also present at the meeting. She elaborated on the initiatives being taken by the

THE PARAMOUNT ISSUES RAISED DURING THE QUESTION ANSWER SESSION INVOLVED:

- Acute shortage of trained tourist guides
- Issuance of airport entry passes
- Unavailability of coaches at the Railway stations
- Hotels not granting commissions to the tour operators
- Allowing Chapter to open bank accounts

MTDC to facilitate tourism into the state.

IATO organized a demonstration for the members of the IATO Maharashtra Chapter to explain to them the benefits of linking the sites. During the meeting, the web master of IATO, had a one-on-one conversation with each member and helped them set up their individual accounts on the IATO website. Through their account, IATO members can access queries of interested travellers on the India Tourism website for a range of itineraries. The query might then result subsequently into business for the member, thus proving the system effective for lead generation.

An active member of IATO, Bhavin Toprani, Marketing Head, Top Communications, has already started using this facility and is very happy with the results. He said, "We get almost seven queries on a daily basis from the IATO account. Most of these queries are from the domestic segment but there are a fair number of queries from inbound travellers as well. In the past year, we have been able to convert two inbound queries into deals. Also, since we have previously provided a quotation for a particular itinerary, we can quickly respond if we get another request for the same one. This increases the chance of closing the deal due to quick service."

N.S Rathor, Chairman, Maharashtra Chapter, said, "Maharashtra is the biggest Chapter up till the history of IATO and we are keen on working together in collaboration with the state." He further added that from the past couple of years, the government of India has started Indian Institute of Tourism and Travel Management (IITM), which avails language speaking courses to the tour guides, helping them to bridge the language barrier between the tourists and the guides.

4th International Buddhist Conclave inaugurated in Bodhgaya

IATO provides ground handling arrangements and sightseeing tours for international delegates in Delhi

With a view to showcase and project the Buddhist heritage and pilgrim sites of India, the Ministry of Tourism organized the 4th International Buddhist Conclave in Bodhgaya and Sarnath, in collaboration with the state governments of Bihar and Uttar Pradesh from 26-28th September 2014. The Conclave was inaugurated by Union Minister of State (Independent Charge) for Tourism and Culture Shripad Naik and Bihar Chief Minister Jitan Ram Manjhi in Bodhgaya.

The event gave the participants an opportunity to interact, promote, package and sell pilgrimage itineraries to the Buddhist sites in the country, for overseas visitors. The Conclave included presentations, panel discussion, B2B meetings between the international and domestic tour operators, an exhibition highlighting the Buddhist attractions in India, as well as visits to important Buddhist sites in and around Bodhgaya and

Sarnath. Approximately 120 international delegates comprising international Buddhist opinion makers, tour operators, media representatives and opinion makers from 32 countries participated in the Conclave.

State governments of Andhra Pradesh, Arunachal Pradesh, Assam, Chhattisgarh, Gujarat, Himachal Pradesh, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Sikkim, Telangana and West Bengal also participated in the Conclave.

Indian Association of Tour Operators (IATO) provided ground handling arrangements for all international delegates in Delhi upon arrival on 25-26th September and departure on 29-30th September. Also, IATO organized sightseeing tours in Delhi on 25th and 29th September for the delegates. Around 60 IATO members participated in the Conclave.

IATO WIDENS ITS REACH WITH ROADSHOWS

IATO has extended its reach to newer markets and strengthened its presence in various source markets through roadshows. The year 2013-14 was filled with a number of roadshows that has been organized across the world. Advance availability of the calendar of roadshows has been big achievement as it provided enough time to the members to decide where to participate.

Details of the roadshows are given below:

- **Japan and Korea (18 – 22 February, 2013)** - These roadshows were organized in the cities of Tokyo, Osaka, Seoul, South Korea where nine IATO members participated.
- **Austria (12 March, 2013)** - These roadshows were organized in the city of Vienna where nine IATO members participated.
- **Saudi Arabia (19 – 22 May 2013)** - These roadshows were organized in the cities of Jeddah, Riyadh, Dammam where 11 IATO members participated.
- **Nordic Europe (August 26 - 30 2013)** - These roadshows were organized in the cities of Oslo, Stockholm, Gothenburg, Helsinki where 19 IATO members participated.
- **USA (23 – 25 September 2013)** - These roadshows were organized in the cities of Chicago, Boston, Philadelphia where 15 IATO members participated.
- **South East Asia (23 – 26 September 2013)** - These roadshows were organized in the cities of Singapore, Kuala Lumpur, Manila where 15 IATO members participated.
- **China (8 – 11 October, 2013)** - These roadshows were organized in the cities of Guangzhou, Shanghai, Beijing where 10 IATO members participated.
- **Germany (November 11 – 15, 2013 - after WTM London)** - These roadshows were organized in the cities of Munich, Stuttgart, Dusseldorf, Hamburg where 25 IATO members participated.
- **South Africa & Mauritius (February 3 - 7, 2014)** - These roadshows were organized in the cities of Port Louis (Mauritius), Cape Town, Durban, Johannesburg where 12 IATO members participated.
- **Eastern Europe (16th to 20th June 2014)** - These roadshows were organized in the cities of Warsaw-Budapest-Bucharest where 14 IATO members participated.
- **China (30th June- 8th July 2014)** - These roadshows were organized in the cities of Beijing, Chengdu, Guangzhou & Shanghai where 10 IATO members participated.
- **France (16-18 September 2014)** - These roadshows were organized in the cities Lyon, Marseille & Toulouseto where 12 IATO members participated.
- **South America (29 Sept-3 Oct 2014)** - These roadshows are being organized in the cities Santiago, Lima & Bogota where 13 IATO members are participating.
- **Middle East (26 – 29 October 2014)** - These roadshows will be organized in the cities Muscat, Doha, and Kuwait.

MINISTRY OF TOURISM LAUNCHES THE 'INCREDIBLE INDIA' MOBILE APPLICATION

Parvez Dewan, Secretary Tourism, Government of India, launched the 'Incredible India' mobile application that will assist international and domestic tourists to access information about Ministry of Tourism. This new application developed by the National Informatics Centre (NIC) will help the tourists in seeking services from Government of India recognized service providers and receive quality & reliable services from them. Details of the same will be given through this application to the tourists on their mobile phones based on their current location. Incredible India Mobile Application is available for the Android Phones on the Google Play store and for i-phone this will be available in App Store during coming week.

MoT LINKS ITS WEBSITE WITH IATO ENABLING TOUR OPERATORS TO ADDRESS THE QUERIES OF TOURISTS

Sarab Jit Singh, Senior VP, IATO, along with Ravi Gosain, Hony. Joint Secretary, IATO, got the proposal of linking Ministry of Tourism, Govt. of India's website www.incredibleindia.org with IATO, accepted by the Ministry. Thereafter, it was necessary to make new IATO website to make it possible to channelize the queries received from visitors coming to IATO website from Ministry's website. Members

were asked to update their profile and the same was stored in IATO's server database. Now all queries coming to Ministry of Tourism's website are being diverted to IATO members on rotation who have updated their profile and shown their willingness to entertain such queries. All important government circulars etc. are also incorporated on the website for members.

UPCOMING EVENTS IN 2014

Event Name	Date	Place
Holiday Expo-Nagpur	October 3-5	Nagpur
Abacus International Conference	October 14 – 17	Abu Dhabi
MP Travel Mart	October 17- 19	Bhopal
ITB Asia	October 29-31	Singapore
WTM	November 3-6	London
SITE Global Conference	November 14-17	Netherlands
CAPA World Aviation Super-Summit	November 20 – 21	Brussels
India International Travel Mart (IITM)	November 21-23	Pune
IITM	November 28-30	Hyderabad

IATO PROMOTES ANDAMAN & NICOBAR ISLAND TOURISM

Announces joint partnership to promote Leisure and Beach Tourism in the UT

With an objective to increase international tourist flow to Andaman & Nicobar Island, Indian Association of Tour Operators (IATO) recently announced its plans to promote the Union Territory (UT) in a big manner. The announcement was made during its interactive luncheon meeting at The Lalit, New Delhi. During the meeting, Lt. Gen A.K. Singh, Lt. Governor, Andaman & Nicobar Island; Bishnu Pada Ray, Member of Parliament, Andaman & Nicobar Island; Anand Prakesh, Chief Secretary; and Rakesh Bali, Secretary (Tourism) Andaman & Nicobar Island, had a close interaction with the members of IATO.

Over 270 participants were present, which included IATO members, invited guests and media members. The focused presentation covering on various attractions set in heavenly locations in Andaman Island was made by the Andaman travel trade.

Lt. Governor A.K. Singh said, "The island has a variety of landscapes to choose: the seas, the ever green forest and even preferred locations for experiential tourism and delicious sea food.



The home of unique culture, it is a destination where one is never short of places to see and things to do. Now this is also a MICE destination."

Subhash Goyal, President, IATO, after giving information about IATO activities, roadshows

and progress on the convention work, made a special request to all members to support the tourism team from Andaman Island. He also announced the partnership between IATO and Andaman & Nicobar Island Tourism for the promotion of Leisure and Beach Tourism.



AUSTRALIA KEEN TO WORK CLOSELY WITH IATO

Minister of Tourism, Government of Australia, Julie Bishop, had an interactive meeting with the IATO President Subhash Goyal and Executive Committee members in the Australian High Commission in New Delhi. Subhash Goyal appraised Minister about the inbound and outbound trends and was pleased to inform that the positive image of Australia in India as a great holiday destination is making it more suitable to Indian travellers. While promoting Australia, Minister urged the Indian tour operators to organize special world cup packages during the upcoming ICC Cricket World Cup 2015.

IATO HONOURS MISS TOURISM INTERNATIONAL

Angeli Dione Gomez, born in Philippines, is not only Miss Tourism International but she also has many laurels to her credit. She is very keen to promote tourism not only to Philippines but all over the world and it was a pleasure for IATO to welcome and honour her. She is equally interested to be associated with India and boost two-way traffic between India and Philippines.



India's Tourism Sector resolves to Co-Create, Collaborate and Co-achieve



The Union Minister for Tourism Shripad Yesso Naik chaired the National Conference of Tourism Ministers held in New Delhi on 21 August, 2014. Union Minister for Finance and Defence, Arun Jaitley graced the occasion as Chief Guest in the inaugural session. Organized as part of the 100 days action plan of the Government, the objective of this conference was to initiate high-level discussions on important issues faced by India's Tourism Industry.

Shripad Naik announced that from next year, the conference will be a two day affair. He also said that the Ministry of Tourism has decided to institute from 2016 a new category in its annual National Tourism Awards to recognize the best efforts made by all States / UTs for ensuring cleanliness at their prominent places of tourist significance.

The Union Finance and Defence Minister, Arun Jaitley addressing the conference said that tourism industry in India is a low hanging fruit and with a little bit of planning, we can achieve far greater advantages.



Sarabjit Singh, Senior VP, Indian Association of Tour Operators (IATO) and Vice Chairman, Federation of Association in Indian Tourism & Hospitality (FAITH), said, "When FAITH was formed, it was identified that major issues of tourism and hospitality sector should be addressed to respective states as these are state related issues. Therefore, FAITH encouraged having the first State Tourism Minister's Conference last year followed by this year. We are looking forward the issues of the state governments directly for their resolution. Apart from this, FAITH is going to different states in every alternate month to cull out all the issues of concern in tourism and hospitality industry with the stakeholders from the states. Thereafter, the list of issues is taken to the senior government officials from the state and a proper presentation is made."

The second National Conference of Tourism Ministers has adopted the following resolution in its meeting. Having noted that, the Departments of Tourism of all States and UTs in the last National Conference of Tourism Ministers' had resolved to:

- Ensure safety and security of tourists, especially women
- Run a mass awareness campaign called 'I respect women'
- Ensure cleanliness at various tourism destinations involving all stakeholders
- Impart working spoken knowledge of a foreign language to the officials dealing with tourists
- Rationalize the tax structure to make various tourism destinations competitive
- Promote seamless travel
- Grant necessary licenses/no objection certificates for various tourism services in a time bound manner
- Assess the carrying capacity of various tourism destinations, especially religious places, on the basis of the principles of environmental sustainability.

IATO Code of Ethics

During last year's convention, IATO announced and adopted Code of Conduct for Ethics and Professional responsibility. The preliminary document was forwarded to all the members and based on inputs received from members, the sub-committee on Legal Matters looked into various aspects and submitted the final version

for adoption and was circulated to the members. The main objective of having this Code of Conduct was to minimize the complaints of poaching of staff, staff leaving without notice and without obtaining clearance/ no objection certificate, members giving jobs to such people etc.



TOURISM STATISTICS TILL AUGUST 2014

Ministry of Tourism compiles monthly estimates of Foreign Tourist Arrivals (FTAs) on the basis of data received from major ports and Foreign Exchange Earnings (FEEs) from tourism on the basis of data available from Reserve Bank of India. The following are the important highlights regarding FTAs and FEEs from tourism till the month of August 2014.

Foreign Tourist Arrivals (FTAs)

- ❖ FTAs during the period January-August 2014 were 46.84 lakh with a growth of 74% , as compared to the FTAs of 43.60 lakh with a growth of 4.9% during January-August 2013.
- ❖ FTAs during the Month of August 2014 were 5.69 lakh as compared to FTAs of 4.86 lakh during the month of August 2013.
- ❖ There has been a growth of 16.9% in August 2014 over August 2013 as compared to a growth of 9.1% registered in August 2013.

Foreign Exchange Earnings (FEEs)

- ❖ FEE from tourism in rupee terms during January-August 2014 were ₹77,350 crore with a growth of 12.8%, as compared to the FEE of (use Rupee sign) 68,558 crore with a growth of 15.4% during January-August 2013.
- ❖ FEEs during the month of August 2014 were ₹10,254 crore as compared to ₹8,351 crore in August 2013.
- ❖ FEE from tourism in terms of US\$ during January-August 2014 were US\$ 12.739 billion with a growth of 4.6%, as compared to US\$ 12.178 billion with a growth of 8.0% during January-August 2013.
- ❖ FEEs in US\$ terms during the month of August 2014 were US\$ 1.684 billion as compared to FEEs of US\$ 1.328 billion during the month of August 2013.

Source: Ministry of Tourism, Government of India

NUMBER OF VISA ON ARRIVALS ISSUED AT INDIAN AIRPORTS DURING THE PERIOD JANUARY-JULY 2014

8,009
Delhi

3,320
Mumbai

2,318
Chennai

1,214
Bangalore

1,120
Kolkata

526
Kochi

429
Hyderabad

184
Trivandrum

TOURIST VISA ON ARRIVAL SCHEME REGISTERS 59.7 PERCENT GROWTH IN AUGUST 2014

As an expedite measure to allure more foreign tourists to India, the Government launched the 'Visa on Arrival' (VoA) Scheme in January 2010 for citizens of five countries, viz. Finland, Japan, Luxembourg, New Zealand and Singapore. The government extended this Scheme to the citizens of six more countries, namely Cambodia, Indonesia, Vietnam, the Philippines, Laos and Myanmar in January 2011. Recently government has extended VOA Scheme for South Korea for which Ministry has started receiving data w.e.f. 15th April 2014. The following are the important highlights of VoAs issued during August 2014.

- ❖ During the month of August 2014, a total of 2,705 VoAs were issued under this Scheme as compared to 1,694 VoAs during the month of August 2013, registering a growth of 59.7%.
- ❖ During January-August 2014, a total number of 17,120 VoAs were issued as compared to 12,176 VoA

during corresponding period of 2013 registering a growth of 40.6%.

- ❖ The number of VoAs issued during August 2014 for nationals of the 12 countries was South Korea (876), Japan (566), Singapore (364), the Philippines (316), New Zealand (233), Indonesia (226), Finland (49), Vietnam (25), Luxembourg (22), Myanmar (19), Cambodia (6) and Laos (3).



- ❖ The number of VoAs issued during January-August 2014 was Japan (3,454), South Korea (3,030), New Zealand (2,590), Singapore (2,372), the Philippines (2,326), Indonesia (2,025), Finland (692), Myanmar (266), Vietnam (169), Cambodia (93), Luxembourg (89) and Laos (14).

- ❖ During January-August 2014, the highest number of VoAs were issued at New Delhi airport (8,009) followed by Mumbai (3,320), Chennai (2,318), Bangalore (1,214), Kolkata (1,120), Kochi (526), Hyderabad (429) and Trivandrum (184).

During the Rann Utsav, Gujarat's festival of art, crafts and dance, I saw spinning skirts with mirror work that would make a goddess jealous. The Aari embroidery done

here was so intricate, even the vendors looked sad to part with a piece. The music hypnotised me, the food tempted me, the colours dazzled me. Set against the white desert, I felt as if the festival was our way of showing off to the heavens; almost saying 'look at what we can do!'



Shilpa Bhatnagar



NEW MEMBERSHIP APPROVED DURING JULY-AUGUST 2014

IATO Membership continues to increase and the importance of IATO members in the minds of overseas operators is gaining. The Secretariat gets lot of queries from overseas agents/tourists to check whether the company they plan to deal is a member of IATO or not.

ACTIVE (Change of Status)

1. Grand India Travel Advisors Pvt. Ltd., New Delhi

Tushar Rajvanshi, Director

Sameer Thapliyal, Director

Email: tushar@gita-asia.com, sameer@gita-asia.com

Contact: Tel: 011-40580285/ 45665113

2. Welcome Tours and Travels Chennai Pvt. Ltd., Chennai

D. Karunanidhi, Director

M.R. Sumathi, Director

Email: md@allindiatoours.com, tours@allindiatoours.com

Contact: 044- 28460677

ALLIED

1. Voyages, New Delhi

Tariq Ahmad Wani, Proprietor

Email: mail@voyagesindia.com

Contact: 011-45522136, 45533137

2. Vasundhra Event Holidays Pvt. Ltd., Jaipur

Virendra Singh Shekhawat, Director

Vimla Singh Rathore

Email: shringintl@gmail.com

Contact: 0120-4274545, 4312142

3. Colorful Vacations Pvt. Ltd., Ghaziabad

Alok Kumar, Director

Abhay Jaiswal, Director

Email: alok@colorfulvacations.com, abhay@colorfulvacations.com

Contact: 0120-4866100

4. Make My Travel India Pvt. Ltd., Delhi

Vishnu Chit Sharma, Director

Ranjeet Ranjan Mishra, Director

Email: vishnu@makemytravelindia.com, ranjan@makemytravelindia.com

Contact: 011-26940941-945

5. Jai Shivshankar Tirth Yatra Company, Jaipur

Virendra Chaturvedi, Manager

Email: info@jaishivshankartirthyatra.com

Contact: 0141-2504511

6. Brindavan Mystic Services Pvt. Ltd., Chennai

Maheshwari Sarkar, Director

Email: maheshwari@brindavanmystic.com

Contact: 044- 43419898

7. Shree Shyam Travels Pvt. Ltd., New Delhi

Gaurav Puria, Director

Email: shreeshyamtravels@gmail.com, gaurav@ssstonline.co

Contact: 011-47114711

8. Tibet Tours and Travels, Kolkata

Prabir Sen, Proprietor

Radha Gobinda Das, Branch Head

Email: prabsen@tibettoursikkim.com

Contact: 033-24993228

9. Spark Destinations, Faridabad

Vishal Joshi, Proprietor

Email: sparkdestinations@gmail.com

Contact: 0129-4068404

10. Himalayan Voyages Pvt. Ltd., Delhi

Stany Wangchuk, Managing Director

Vijayant Chopra, Director

Email: wisdomleh@gmail.com

Contact: 011-41634118, 29236992

11. Landmaster Holidays, Pune

Ajit Patil, Proprietor

Pratiksha Salvi, General Manager

Email: ajit@landmasterholidays.com

Contact: 020-25396303

12. Atlas Tours & Travels Pvt. Ltd., Mumbai

Rizwan S. Patel, Director

Email: info@atlastravels.com, rizwan@atlastravels.com

Contact: 022-61411000

13. Dolphin Tours India, New Delhi

Gurjit Singh, Proprietor

Email: dolphintravelsindia@yahoo.com

Contact: 011- 25848484-85, 45683377

14. Shring International Travels & Tours, Noida

Sanjeev Kumar Singh, Proprietor

Neeraj Saxena, Manager

Email: shringintl@gmail.com

Contact: 0120-4274545, 4312142

15. ED Terra Edventures Pvt. Ltd, New Delhi

Shonu Chandra, Director

Subin Varghese, Manager Process

Email: shonu.chandra@edterra.com

Contact: 011- 42283515

16. Quality India Tours Pvt. Ltd., Delhi

Anil Dwiwedi, Director

Neetesh Dwiwedi, Director

Email: anil@qualityindiatours.com, neetesh@qualityindiatours.com

Contact: 9871011035

17. Virasat Experiences, Jaipur

Vipul Kumar, Director

Akshat Mathur, Director

Email: vipul@virasatexperiences.com, akshat@virasatexperiences.com

Contact: 0141-5109090-95

18. Honeygold Retreats (P) Ltd., New Delhi

Rajiv Chawla, Director

Sanjay Sharma, Director

Email: info@honeygold.co.in

Contact: 011-47145656

19. A.B.H. Andaman, Port Blair

Zia Siddiqui, Managing Director

T. Moidu, Director

Email: md@abhandaman.co

Contact: 09313057165

20. Sahil Holidays, Mumbai

Ismail Somsagar, Partner

Mustafa Khambati, Partner

Email: irfan.sahilholidays@gmail.com, sheikh@sahilholidays.in

Contact: 022-66391407

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Cholan Tours Pvt. Ltd., Delhi

K. Pandian, Director

Contact: 011-41006279

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Fax: 91-11- 25750028, E-Mail: iato@airtelmail.in, iato@nda.vsnl.net.in , iato@eth.net Website: www.iato.in

Witness a melange of wildlife in Madhya Pradesh



Kanha National Park (160 km from Jabalpur)

One of the finest game parks, its reputation as one of the best managed parks has won it many accolades. Kanha's sal and bamboo forests, grasslands and streams stretch over 940 sq km in dramatic natural splendor. Kanha National Park is also the only habitat of the rare hard ground Barasingha. Besides this, there are some 200 species of birds, making Kanha a bird watcher's paradise. A Project Tiger Reserve harbouring an abundance of wildlife species, Kanha enjoys the status of a well-maintained and tourist-friendly National Park.

Your hosts:

- Baghira Log Huts, Kisli, Ph: (07649) 277227 (MPT)
- Tourist Hostel, Kisli, Ph: (07649) 277310 (MPT)
- Kanha Safari Lodge, Mukki, Ph: (07636) 290715 (MPT)
- Gawa Kanha Resort (MPT), Ph: (07637) 296280

Bandhavgarh National Park (190 km from Jabalpur and 237 km from Khajuraho)



Bandhavgarh National Park is one place where you can be almost certain of seeing a tiger in its natural habitat. Stretching over 448 sq km, Bandhavgarh National Park is rich in other forms of wildlife like deer, leopard, sambar and wild boar. It is equally rich in bird life, home to over 200 species. Dominating Bandhavgarh National Park area is the Bandhavgarh Fort. Scattered throughout the park and particularly around the fort, are numerous caves containing shrines and ancient Sanskrit inscriptions. Each year, streams of wildlife enthusiasts arrive here to enjoy the thrills of tiger-spotting and botanical splendour.

Your host:

- White Tiger Forest Lodge (MPT), Ph: (07627) 265406

Pench National Park (172 km from Jabalpur and 92 km from Nagpur)

Nestled in the southern slopes of the Satpura ranges, it gets its name from the Pench River that flows through it. It lies in southern Madhya Pradesh, bordering Maharashtra. It is the original setting of Rudyard Kipling's famous work, 'The Jungle Book'. Pench Tiger Reserve has the highest density of herbivores in India. Pench is a Botanist's Delight as it supports several rare and endangered species.

Your host:

- Kipling's Court, Ph: (07695) 232830 (MPT)

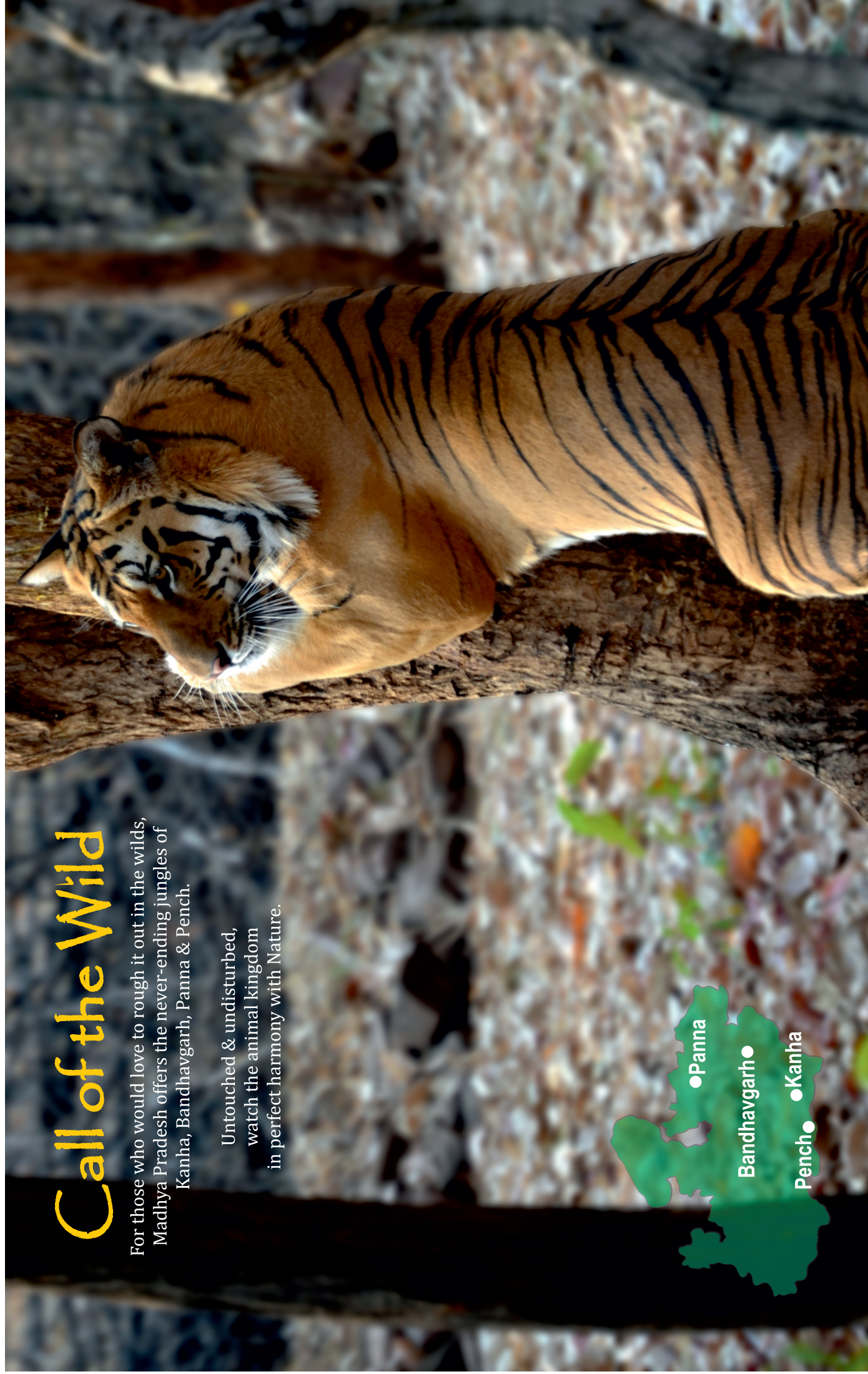
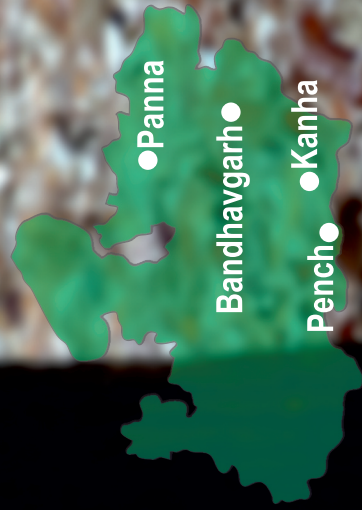
Jeep and elephant hire

There are two main ways of getting about in these parks—in a motor vehicle or an elephant back.

Call of the Wild

For those who would love to rough it out in the wilds, Madhya Pradesh offers the never-ending jungles of Kanha, Bandhavgarh, Panna & Pench.

Untouched & undisturbed,
watch the animal kingdom
in perfect harmony with Nature.



Madhya Pradesh Tourism

The heart of
Incredible India

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