

LUXURY AND LIFESTYLE TRAVEL MAGAZINE

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Turkish Airlines
Debuts in Sydney
with the Arrival of Its
Longest-Ever Flight

USA's Top
Autumn Destinations
for 2025

MICHELIN
Guide Thailand
unveils 2025 Bib
Gourmand selection

Madhya Pradesh
Wins 'Best Tourism
State of the Year'

Singapore
welcomes One
Millionth Indian Visitor



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- 08** Turkish Airlines Debuts in Sydney with the Arrival of Its Longest-Ever Flight
- 12** Women in Aviation India celebrates trailblazers at 2024 awards ceremony
- 14** Air India and Vistara complete historic airline merger
- 16** Madrid is fashionable in India Tourism increases by 73%
- 18** Air India launches A350-900 flights on Delhi-New York route
- 19** Etihad Airways Sees 1.6 Million Passengers Boarding significant 87% Increase since last October
- 22** “USA’s Top Autumn Destinations for 2025: A Globetrotter’s Guide to Shenandoah, The Ozarks, Columbia River Gorge, and More Stunning Fall Getaways”
- 25** The Leela Debuts Luxury Hotel in Hyderabad’s Elite Banjara Hills
- 26** Tourism Australia promotes holidays with Pat Cummins during India Test Series
- 28** MICHELIN Guide Thailand unveils 2025 Bib Gourmand selection
- 30** “TSA Gears Up for Record Thanksgiving Travel Surge, Anticipates 18.3 Million Passengers at U.S. Airports from Nov. 26 to Dec. 2”
- 33** Australian Tourism industry unites to highlight sector’s economic impact
- 34** Tourism Australia partners with Singapore Airlines to boost Aussie travel
- 35** Madame Tussauds Singapore celebrates a decade of ultimate fame experience
- 36** Singapore Welcomes One Millionth Indian Visitor on 31st October 2024, Marking Strong Tourism Recovery
- 39** South African Minister of Tourism, Ms. Patricia de Lille, to Visit India in December 2024

Contents



- 40** Christmas in the USA
- 46** Heavens Portfolio Appointed by AYANA Hospitality for PR Representation in India
- 51** Saudia Launches Limited-Time Promotions with Discounts and Exclusive Perks for International Travelers
- 52** Tourism Fair Varanasi to Bring Together 20,000 Professionals and Enthusiasts for Networking and Growth at Rudraksh International Convention Centre
- 56** Kutch Rann Utsav Expected to Set New Visitor Record with 10 Lakh Tourists in Gujarat
- 58** Madhya Pradesh Wins 'Best Tourism State of the Year' at Travel and Tourism Conclave for Excellence in Heritage, Nature, and Infrastructure
- 60** India's Tourism Sector Contributes 5% to GDP in Fiscal Year 2022-23, Boosted by Post-Pandemic Recovery
- 62** Uttarakhand Focuses on Yoga, Adventure Tourism, Char Dham Yatra, and Sustainable Travel to Attract International Tourists

60



EDITOR'S LETTER

FITUR 2025 Promotes Pride in Tourism, a Key Industry for Sustainable Social and Economic Development

Organised by IFEMA MADRID, the International Tourism Trade Fair will be held from January 22 to 26, 2025 with a firm commitment to boosting business and knowledge exchange.

In its 45th edition, FITUR aligns itself with the global challenges of tourism, placing sustainability at the heart of its agenda in order to contribute to solid economic growth.

Tourism has reached 790 million international tourists, generating a direct global economic impact of approximately USD 3.4 trillion in the first seven months of 2024, according to **UN Tourism** statistics. Given this magnitude, the **International Tourism Trade Fair**, which closed its last edition with more than 250,000 attendees and the participation of 9,000 companies representing 152



countries, aligns itself with the global challenge facing the industry and reinforces its commitment to the promotion of responsible tourism,

inviting its professionals to strengthen their pride of belonging.

FITUR, which is holding its next edition from **22 to 26 January**,

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organised by **IFEMA MADRID**, brings together the global tourism market, placing sustainability at the centre of its programme with the aim of contributing to solid economic growth and showcasing respectful practices with a positive impact that can be replicated to continue improving the quality of tourism activity.

This is precisely the aim of two of its major projects. On the one hand, the **FITURNEXT Observatory**, **FITUR's** platform dedicated to promoting best practices, which has been working all year over the past six editions to identify and analyse initiatives implemented globally by destinations, companies and organisations around an industry challenge. On this occasion, the **2025 Challenge** focused on how tourism can contribute to sustainable food management and, after the analysis of nearly 300 proposals, the winners are **Sustainable Gastronomic Routes of Extremadura** (Spain), **Hurtigruten Cruises** (Norway) and **Too Good To Go** (Denmark).

On the other hand, **FITUR 4all**, the space that for the second consecutive year brings all people with accessibility needs closer to tourist destinations and

services in order to promote inclusive tourism. This project, in addition to awarding the best initiatives, will be producing the first **Guide to Best Practices in Accessibility** in 2025 to encourage commitment to the development and promotion of inclusive tourism worldwide.

Tourism, a lever for economic and social growth with great responsibility

In addition to the purpose of inspiring professionals to adopt sustainable practices that contribute to the protection of nature and local communities, as well as promoting responsible participation in the Fair, **FITUR 2025** also aims to increase its professionals' pride in belonging to a crucial sector that generates a positive impact on economic and social development. In this context, the entire tourism value chain contributes to the generation of employment, the preservation of cultural diversity and historical heritage, the stimulation of investment in infrastructures and services and the promotion of a sustainable development model. Being part of this industry means being at the heart of an activity that, beyond its contribution to economies, creates

spaces for exchange and respect, contributing to understanding between cultures, global cooperation and progress.

Therefore, under the slogan - **Orgullosos. Somos turismo' (Proud. We are tourism)**, calls on all participants and visitors to participate in this transformation towards a more responsible tourism that brings real and lasting value to the planet and to people.



DEVENDER GROVER

We are on





Turkish Airlines Debuts in Sydney with the Arrival of Its Longest-Ever Flight



Turkish Airlines, the airline that flies to more countries than any other, has launched its longest flight with the addition of Sydney flights. The flag carrier landed on soil for the first time on November 29th, marking a monumental milestone as it expands to its second destination in Australia, reaching 351 destinations across six continents within its global network.

Flight between Istanbul and Sydney will be operated with the airline's new, modern fleet of Airbus A350-900 aircraft which is designed for long haul comfort with 32 flatbed seats in business class, and 297 recliners for economy travellers. Set to be operated four times a week via Kuala Lumpur, flights will take 19 hours with its 9,300-mile flight path. Türkiye and Australia, driving growth in tourism, trade, and cultural exchange, but also provide Australian guests the flag carrier's robust flight network, ensuring they can explore the world with the comfort and hospitality of Turkish Airlines. The new route will not only bolster the ties between

Following the launch of Turkish Airlines' first flight from Melbourne in March this year, Sydney becomes the second Australian city added to flag carrier's ever-expanding network. The inaugural flight sets the stage for Turkish Airlines' future plans to introduce direct, non-stop services



from Sydney to Istanbul, revolutionising travel between the two iconic travel destinations.

On the arrival of the first aircraft in Sydney, stated: **Turkish Airlines CEO Bilal Ekşi** "This momentous occasion marks Turkish Airlines' longest flight path in history, as we happily add our second Australian city to our flight network. The arrival of our first flight from Istanbul to Sydney represents our ongoing commitment to connect travellers across the globe, providing a seamless gateway between Europe and Australia with the comfort and hospitality of Turkish Airlines. Once we receive our aircraft capable of conducting the journey in a single leap, we look forward to further expanding our offering in the near future with

Australia's first non-stop flights to Istanbul."

New South Wales Minister for Jobs and Tourism, The Hon. John Graham said: "Turkish Airlines' arrival in Sydney is a landmark moment that offers a new high-quality option for local travellers to Europe and a boost in visitor numbers to Sydney. This exciting new route from Istanbul was made possible by a financial incentive from the Minns Government. We are backing our airports to increase capacity and bring more visitors to NSW, creating jobs and economic growth in our tourism destinations right across the state. Bringing more passengers into our airports is part of the Minns Government's plan to boost jobs and growth in our statewide visitor economy."

Sydney Airport CEO Scott Charlton commented: "We're proud to welcome Turkish Airlines as they launch their inaugural flight to Sydney. This new service strengthens Sydney's already strong international network, offering passengers even more choice and connectivity to Europe and beyond through Turkish Airlines' extensive hub in Istanbul. Turkish Airlines will bring added competition to the market, and with over 15,000 Turkish-born Australians residing in New South Wales and Türkiye consistently being a top choice for Australian travellers, we are confident this new route will see strong demand."



Turkish Airlines and Refik Anadol Present “Inner Portrait” in Türkiye



The documentary showcasing the transformation of the experiences of four people from four different continents who have never traveled into a work of art was also screened for the first time.

by BAFTA-awarded Jennifer Peedom and cinematographed by Renan Ozturk, focusing on the impact of traveling on human biology through the stories of four characters was also screened at the launch, and it will also meet the audiences soon.

Commenting on the *Inner Portrait* debut in Türkiye, **Turkish Airlines Chairman of the Board and the Executive Committee Prof. Ahmet Bolat** said: “*Inner Portrait* highlights that traveling is not only a physical journey, but it is also a profound experience that transforms a person’s inner world.

a vast data archive consisting of the biological responses of the traveling participants with art.”

Within the scope of the project, 4 people from 4 different continents who had never traveled were selected. Their data were recorded before departure and after arrival at their destinations. Brazilian Tuikuru, an Amazon native, explored the bustling streets of Tokyo, while Kenyan Esther explored the rich history of Istanbul. Sahar, who lives in Australia, embarked on a journey among the ancient wonders of Göbeklitepe and Cappadocia, while Icelandic Sigurbjörn experienced the enchanting beauty of Jordan.

The data collection process of the project was carried out with Neuroelectrics, one of the world’s leading companies in neuroscience, using EEG sensors and advanced technology devices such as Empatica Watch, collecting the biological and neurobiological data of the passengers during their experiences. This data was later transformed into a work of art by Refik Anadol and his team.

Inner Portrait, a concrete reflection of Turkish Airlines’ determination to encourage cultural change and innovation, involving 220 people from all over the world in its production, reveals the transformative power of travel. *Inner Portrait* will be exhibited in other parts of the world in the upcoming period, and its documentary will be available to audiences on digital platforms in 2025.

The trailer of the *Inner Portrait* documentary can be seen via: <https://www.youtube.com/watch?v=Y6yVSMxUL-s>

Premiered at Art Basel in Basel, Turkish Airlines’ art project with media artist Refik Anadol, *Inner Portrait*, featuring captivating portraits that reflect the inner world of individuals, is meeting art enthusiasts in Türkiye for the first time. *Inner Portrait* will welcome visitors at Istanbul Atatürk Cultural Center (AKM) until December 1, 2024.

Created in collaboration with the internationally renowned media artist, Refik Anadol, the project delves into profound desire to travel and its impact on human biology, as seen through the impressive experiences of four individuals from four different continents who have never traveled before. Additionally, the project’s documentary, directed

As the airline flying to more countries than any other, we are committed to connecting the world through the universal language of art and culture. Within the framework of this mission, we are proud to be a brand that supports art at every point, building bridges with different cultures through art.”

Refik Anadol stated: “*The Inner Portrait* project is a journey that expresses the change traveling creates in the human mind and body at the intersection of science, life, and imagination. I am very excited to be able to present this work to the audience at the Atatürk Cultural Center (AKM), one of Istanbul’s most important cultural centers. The project aims to develop both our imagination and the way we perceive the world by bringing together

Turkish Airlines Revamps its Amenity Kit Concept

Turkish Airlines Elevates Business Class to New Heights with Luxurious and Sustainable Lanvin Amenity Kits Designed to Redefine In-Flight Comfort



Turkish Airlines redefines luxury travel with sustainable Lanvin amenity kits in Business Class, blending elegance, eco-consciousness, and ultimate comfort.

Turkish Airlines continues to demonstrate its commitment to innovation and exceptional travel experiences by unveiling a new Business Class amenity kit collection in partnership with the iconic fashion house Lanvin.

This exclusive collection, featuring five thoughtfully designed pieces, emphasizes sustainability while seamlessly blending

modern luxury with timeless elegance. Inspired by Lanvin's signature designs, the reusable and versatile bags are crafted to cater to various needs beyond the journey. Each kit is filled with premium contents, including limited-edition Lanvin cosmetics, to enhance the in-flight experience. Among the offerings are a Hand & Body Lotion and a Lip Balm enriched with nourishing ingredients like Cocoa Seed Oil, Shea Oil, Olive Shell Oil, and Coconut Oil, ensuring passengers stay hydrated and refreshed throughout their flight.

The collection boasts bags available in brown,

black, tan, and cream, with additional wallet-style options in black and brown offered on international



Business Class flights lasting between five and eight hours.

Sustainability is at the heart of the design. The eye mask and socks are made from recycled materials, reducing environmental impact without compromising on comfort. Earplugs come in paper packaging to limit single-use plastics, and the toothbrush is crafted from eco-friendly bamboo, aligning with the airline's zero-waste goals.

This collaboration with Lanvin highlights Turkish Airlines' dedication to combining comfort, style, and environmental consciousness, setting a new standard for Business Class travel.

Founded in 1933 with a modest fleet of five aircraft, Turkish Airlines has grown into a global aviation leader as a member of the Star Alliance. With a fleet of 474 passenger and cargo aircraft, it serves 349 destinations worldwide, including 296 international and 53 domestic destinations across 130 countries.



Women in Aviation India celebrates trailblazers at 2024 awards ceremony



Women in Aviation India celebrated its Giving Wings to Dreams 2024 Awards, recognizing 37 women pioneers advancing India's aviation sector.

Women in Aviation India (WAI) held its 3rd edition of the iconic **Awards – Giving Wings to Dreams 2024** at **Roseate House New Delhi**, felicitating 37 women achievers who have contributed significantly to the aviation sector. The award ceremony took place in the distinguished presence of **Shri Vumlunmang Vualnam**, Secretary, Ministry of Civil Aviation, Government of India and other eminent dignitaries present at the ceremony including **Smt. Usha Padhee**, IAS, Principal Secretary, Commerce & Transport Dept., Govt. of Odisha and Mr. **Vipin Kumar**, IAS – Chairman AAI.

These Awards recognize excellence in diverse fields of aviation and help build a value chain where achievers inspire the next generation. Following a thorough selection process, led

by an eminent jury comprising of stalwarts of the industry, successful women aviators across categories of airside operations, terminal operations, ground support, flight dispatchers, airline security, fire rescue, engineering, communication, cabin crew and flight operations were felicitated at the award ceremony. Women achievers from nodal aviation authorities BCAS, DGCA, CISF and Pawan Hans were also recognized for service excellence.

“At the Ministry of Civil Aviation it is a very satisfying moment for us to see this initiative of Women in Aviation India being applauded by our honourable president and prime minister. Through our collaboration with WAI, we are helping women break barriers and are empowering them to lead in this fast-growing sector. India’s aviation infrastructure has expanded exponentially, with the number of airports more than doubling from 74 to 157 over the past decade. Passenger numbers have surged from 11 crore to 22 crore annually, and the aircraft fleet has grown from 400 to 800, with projections to reach 1,400 within five years. So there is an immense opportunity for women in the aviation sector and to become part of this growth story,” said Civil Aviation Secretary **Vumlunmang Vualnam**. He underscored the government’s dedication to integrating women into the expanding drone industry, linking this initiative to the broader transformation underway in India’s aviation sector.

He further praised the contributions of women pioneers of the sector who have already paved the way in aviation, urging them to harness emerging opportunities in the drone sector, regional airlines and emerging areas of the aviation ecosystem. The Secretary emphasized that women’s participation is key to sustaining the momentum of growth, making them indispensable to the future of aviation in India.

Speaking on the occasion, **Smt. Radha Bhatia, President, Women in Aviation India** said, *“India today is shining on the world stage! It is time for*

all forces to unite, especially to inspire and encourage the next generation of young girls and women to be a part of this thriving industry. While India has the largest number of women pilots in the world, we are rooting for equanimous growth across all verticals of aviation! In this relentless pursuit of our mission, we are reaching out to remote corners of the country to inspire and encourage young girls to join the aviation industry. Many of these girls have never seen an aircraft or have never been exposed to the world of aviation. Through these awards we aspire to felicitate outstanding achievers, who pass on the baton to the next generation! This whirlwind is what we hope will someday nurture leaders of the aviation industry tomorrow!”

Giving Wings to Dreams Awards are a grand culmination of a series of Girls in Aviation Day programs supported by state governments, airports, schools, colleges and other stakeholders, celebrated across 14 cities in India, reaching beyond metros such as Delhi and Mumbai to cities including Srinagar, Jaipur, Chandigarh, Leh, Bhubaneswar, Agra, Dehradun, Odisha and Srikakulam. Through the **Girls in Aviation Day** series this year, under the theme ‘Chhu Lengi Aasman Bharat Ki Betiyan’, WAI reached out to a large number of girl students from the 11th and 12th grades wherein we invited aviation experts, aviation institutions, corporate entities, students and academic institutions to come together to be a part of this mission as a CSR initiative. **Shri Kinjarapu Ram Mohan Naidu**, Hon’ble Minister of Civil Aviation, Government of India, graced the program in Srikakulam, his constituency where he inspired and encouraged the young girl students, sharing his vision of writing a golden chapter of aviation. He shared that he hopes the initiative will highlight the possibilities of women in the aviation sector, encourage them more, and will bring new excitement to North Andhra girls. The Hon’ble Minister wholeheartedly congratulated **Smt. Radha Bhatia**, founder of Women in Aviation India and members who are

conducting awareness camps across the country.

For over nine years ‘Girls in Aviation Day’ (GIAD) has been celebrated across 30 cities in India, touching the lives of more than 30,000 girls in person and multi fold otherwise. As part of WAI’s core initiatives, it connects with NGOs, schools, colleges and universities to mentor girl students, especially in middle & senior school, an age when students begin to plan their careers. Stalwarts of the aviation industry meet and engage with the young students both from the privileged and underprivileged sections of society and share with them their experiences, challenges and victories, and talk to them about the various path breaking roles that women are playing in the aviation industry. Wherever required, we extend free education to girl students who cannot afford a professional education. For the GIAD campaign, we collaborate with various organizations, airlines and other stakeholders of the industry such as Commerce & Transport Department & School and Mass Education Dept., Govt. of Odisha, NSTI, Ministry of Skill Development and Entrepreneurship, DGT, GoI, Blue Dart Aviation Services Ltd., Millennium Aero Dynamics Pvt. Ltd, Airports Authority of India, GMR and airports like Bangalore International Airport Ltd. (BIAL), GMR Hyderabad International Airport Limited (GHIAL), Delhi International Airport Limited (DIAL), Chennai International Airport, Bagdogra International Airport, Chandigarh Airport with an objective to fulfil the mission of reaching out to as many girls students as possible.

Taking another step towards encouraging young girls to explore the various avenues in Aviation, 35 selected school girls who had attended Girls in Aviation Day events held across the country in 2024 were also rewarded at the Giving Wings to Dreams Awards ceremony, as Young Aviation Ambassadors, wherein they received sponsorship for courses related to the travel & aviation industry.

Air India and Vistara complete historic airline merger

Air India Group merges with Vistara, creating a unified full-service carrier with 208 aircraft, expanding global connectivity and customer services.



Air India Group has completed the operational integration and legal merger between **Air India** and **Vistara**, creating a full-service carrier of scale and marking a significant milestone in the post-privatization transformation journey. This follows the merger of the Group's low-cost airlines **Air India Express** and **AIX Connect** (formerly Air Asia India) on 1 October 2024.

The consolidation of the four **Tata**-owned airlines into one Group operating one full-service and one low-cost

airline is part of the ongoing, five-year transformation program, **Vihaan.AI**, which is focussed on establishing Air India Group as a world-class global aviation company with an Indian heart.

The unified Air India Group now operates over 8,300 weekly flights on 312 routes, connecting more than 100 domestic and international destinations with a fleet of 300 aircraft.

The new full-service entity Air India operates over 5,600 weekly flights and connects more than 90 domestic and international destinations with a fleet

of 208 aircraft. The airline will now be flying over 120,000 passengers every day and offers an extended worldwide connectivity to over 800 destinations through more than 75 codeshare and interline partners.

Preparation for the full-service merger commenced in earnest more than two years ago and has seen the induction of more than 6,000 staff from Vistara into a new organisation structure, harmonisation of operating procedures across the four airlines, and alignment of over 140 IT systems.

Amongst many other aspects, more than 4,000 vendor contracts have been consolidated, 270,000 customer bookings migrated and 4.5 million Club Vistara frequent flyer accounts inducted to Air India's recently-redesigned frequent flyer program, Maharaja Club.

Given the unprecedented nature and complexity of the parallel mergers, which coincide with the Group's significant expansion and transformation programs, close contact was maintained with India's Directorate General of Civil Aviation (DGCA) which supported and monitored the process throughout. The merger also received support from the Ministry of Civil Aviation (MoCA), Bureau of Civil Aviation Security (BCAS) and other key stakeholders, including multiple international regulators.

Besides the consolidation of the four Tata-owned airlines, the Vihaan. AI transformation program has seen commitment to more than 500 new aircraft, delivery of which is well underway, and the commencement of a USD 400 million interior retrofit program for legacy aircraft. A new 600,000 square feet training facility

with the capacity to train 2,000 employees per-day has been opened, and ground has been broken on a 12-bay maintenance base that will be operational in early 2026. More than 9,000 new employees have been inducted and trained, and the airlines' IT platform has been entirely modernised, amongst much else.

Campbell Wilson, Managing Director & Chief Executive Officer, Air India, said, *"The merger of Air India and Vistara completes the consolidation and restructuring phase of the Air India Group's post-privatisation transformation journey, and is thus a significant milestone. Over the past two years, teams across the four airlines have worked closely together and with other stakeholders to ensure that the transition of people, assets, operations and, most importantly, customers, was as seamless as possible. Given the scale and scope of this project and its unprecedented nature, I would like to acknowledge the support received from the Directorate General of Civil Aviation (DGCA), Ministry of Civil Aviation (MoCA), Bureau of Civil Aviation Security (BCAS) and others in making this merger possible. I would also like to*

acknowledge and thank our staff, who have undertaken this task whilst also driving comprehensive transformation across the business and supporting the induction of over 100 additional aircraft to the operating fleet. Finally, I would like to extend our sincere appreciation for the support and encouragement of our customers, for whom all the effort is ultimately intended, and to re-emphasise our commitment to creating a world-class global airline with an Indian heart."

The unified full-service carrier will operate flights as 'Air India' with the airline code 'AI'. Post merger, Vistara aircraft will be operated by Air India, with the Vistara crew and service proposition, and can be identified by a four-digit flight number beginning with the digit "2" (e.g. UK 955 will become AI 2955).

In addition, the existing members of Vistara's loyalty program Club Vistara have been transferred to Air India's Flying Returns program, now renamed 'Maharaja Club'.

Consequent to the merger of Vistara and Air India, **Singapore Airlines**, which held a 49% share in Vistara, becomes a 25.1% shareholder in the resultant Air India group.

Radisson Blu Plaza Delhi Airport Appoints Varun Pandey as Director of Sales & Marketing

Radisson Blu Plaza Delhi Airport has announced the appointment of Varun Pandey as its new Director of Sales & Marketing. With over 16 years of experience in the hospitality industry, Pandey brings a wealth of expertise from his previous roles at prestigious properties such as Courtyard by Marriott Gurugram Downtown and Le Meridien Gurgaon Delhi NCR.

In his new role, Pandey will focus on

enhancing the hotel's market presence, strengthening client relationships, and implementing innovative sales and marketing strategies to drive the hotel's growth. He aims to build on the hotel's success and achieve its ambitious goals in the competitive hospitality sector.

Outside of his professional achievements, Pandey, who is joined by his wife, Upma, and son, Aarush, is a passionate cricket fan with a love for cooking and road trips.





Madrid is fashionable

in India Tourism increases by 73%

The Community received 57,435 visitors from India in 2023, 73% more than in 2022 and almost 20% more than in 2019, the last pre-pandemic year. Madrid offers the three characteristics that Indian travellers value the most: culture, sustainability, and safety. All-time high: 7.8 million visitors from all over the world chose Madrid in the last year, 30% more than in 2022 and with 40% more spending.

MADRID 7-STAR DESTINATION: Madrid is fashionable all over the world, and particularly among Indian tourists, who grew by 73% in 2023. The figure is also 18% higher than that of the last pre-pandemic metric, that of 2019. In total, 67,435 Indian tourists out of the almost 250,000



who chose the Community of Madrid. The reason is that Madrid has an offer that is especially attractive for

Indian visitors, who see their main motivations for visiting us satisfied: culture, sustainability and the safety

of the destination. Indian tourists have a high cultural level and like to travel with their families to safe destinations.

Popular tourism products for the Indian market include gastronomy, luxury and shopping, art and culture, and MICE travel. Everything that the Indian tourist expects from Europe fits perfectly with what the Community of Madrid offers and ensures that the exponential growth continues, particularly among upper-middle class tourists, who are very interested in shopping tourism, urban destinations and high-end shopping and with a growing curiosity about Spain.

This growing love story between India and Madrid continues in 2024, in view of the provisional figures. This is also the opinion of the latest study by Oxford Economics, which confirms estimates of a steady rise in spending over the next few years, with growth rates of 13.6% and 12.5% for the years 2024 and 2025 respectively. To give

us an idea, Indian tourists spend an average of 2,430 euros per person in Spain, which is 408 euros per day, with an average stay of 6 days. The total expenditure of Indians in Spain was 584.8 million euros in 2023, with an increase of 67% compared to 2022 and 48% compared to 2019.

All these reasons have led the Community of Madrid to reach its all-time high in visitors: 7.8 million in 2023, 1.7 million more visitors than in the previous year. Although this increase is extraordinary and reaches almost 30%, it falls far short of the 73% increase in Indian tourists mentioned. The forecasts for 2024 are also for growth. Between January and June, the region received 4.4 million foreign tourists, representing a 17% growth.

The reasons for these increases include the opening of commercial flights from India at the end of March 2022, and the simplification in 2020 of visa application requirements,

which reduced the processing period to 4 working days on average. Finally, Turespaña has pointed out another curious cause of India's interest in Spain: the great success of the Bollywood film *Zindagi Na Milegi Dobara*, released in 2011 and shot in Spain.

CAMARA MADRID successfully concluded the MADRID A 7 STAR Destination Evening on 26th November 2024 in Mumbai. The event was well attended by the travel trade fraternity & media.

Madrid Destino 7 estrellas: la mejor tienda del mundo" is an initiative to position Madrid's commerce as an international benchmark for shopping tourism in the source markets. The campaign has different promotional tools such as presentations in different countries, the website in 6 languages <https://madrid-shops.com/es>, with 500 luxury shops and 27 million visits, the app, Madrid Shops & TaxFree and different physical and online guides.



Air India launches A350-900 flights on Delhi-New York route



Air India's A350-900 debuts on Delhi-New York flights, featuring Premium Economy, Business Class suites, enhanced entertainment, and luxury amenities.

Air India has introduced its flagship **A350-900** aircraft on daily, non-stop flights between **Delhi** and **New York's John F Kennedy International Airport (JFK)**. This will be followed by a 5x weekly A350 service from Delhi to Newark's Liberty International Airport (EWR) commencing January 2, 2025.

With these deployments, Air India introduces to travellers visiting the New York region its all-new interiors, including private suites in Business Class and a Premium Economy cabin, as well as an award-winning new Inflight Entertainment (IFE) system, enhanced catering, and new serviceware.

The deployment of this flagship product, which also recently commenced on the Delhi-London Heathrow route, marks a significant milestone in the airline's post-privatization transformation program.

Introducing Air India Premium Economy

The A350 deployment brings Air

India's Premium Economy experience for the first time on the Delhi-New York route, offering 24 extra-legroom seats in a 2-4-2 configuration in a dedicated, upscale cabin.

Only non-stop carrier from India to USA to offer private suites with sliding doors in Business Class

Air India's A350 aircraft features a Business Class with 28 private suites in a 1-2-1 configuration, each accommodating a full lie-flat bed. Each suite offers direct aisle access, sliding privacy doors, and a personal wardrobe. Air India, thus, becomes the only non-stop carrier between India and the United States to offer private suites with sliding doors in Business Class.

On-board Wi-Fi coming soon

Air India is preparing to launch its new inflight connectivity service on international flights operated by the A350. The service is expected to be launched in the coming weeks, enabling guests to use Wi-Fi on their own devices and stay connected.

The all-new Air India experience

The A350 flights offer travellers an elevated on-board experience, featuring enhanced meal menus, new serviceware, new bedding, and updated amenity kits for Business and Premium Economy guests, exclusively designed by Ferragamo and TUMI, respectively.

The seats across all cabins on the A350 come with the latest-generation Panasonic eX3 IFE system and HD screens that offer more than 3,000 hours of entertainment content from around the world in 13 international and 8 Indian regional languages.

Campbell Wilson, Chief Executive Officer & Managing Director, Air India, said: *"The A350 is not just another aircraft for Air India; it is a symbol of the 'new Air India' that is emerging through our 5-year Vihaan.AI post-privatisation transformation program.*

Guest feedback on the aircraft and new customer experience has been exceptionally positive since it was launched on the Delhi-London Heathrow route in September, so we are excited to now bring it to New York.

We are also looking forward to commencing the full interior refit of existing aircraft in 2025 which, together with the hundreds of new aircraft on order, will take Air India to new heights."

Etihad Airways Sees 1.6 Million Passengers Boarding significant 87% Increase since last October



highlighting our continuing upwards momentum.

“Year-to-date, Etihad has welcomed more than 15 million passengers, marking a substantial 34% increase from the previous year. As of October 2024, the airline’s rolling 12-month passenger total stands at 17.8 million, a 73 per cent increase on the figure for the whole of 2022, indicating we are on track to double passenger numbers in under two years.

“Our capacity continues to grow, and it is pleasing to see we maintained our robust passenger load factor of 87% year-to-date, as well as announcing another exciting new route to Al Alamein, Egypt from Summer 2025.

“Abu Dhabi’s reputation as a global aviation hub and a major destination for tourists from around the world is being bolstered by our fleet growth year-on-year, which underpins our route expansion. This was further bolstered by the reintroduction of our fifth A380 in October.”

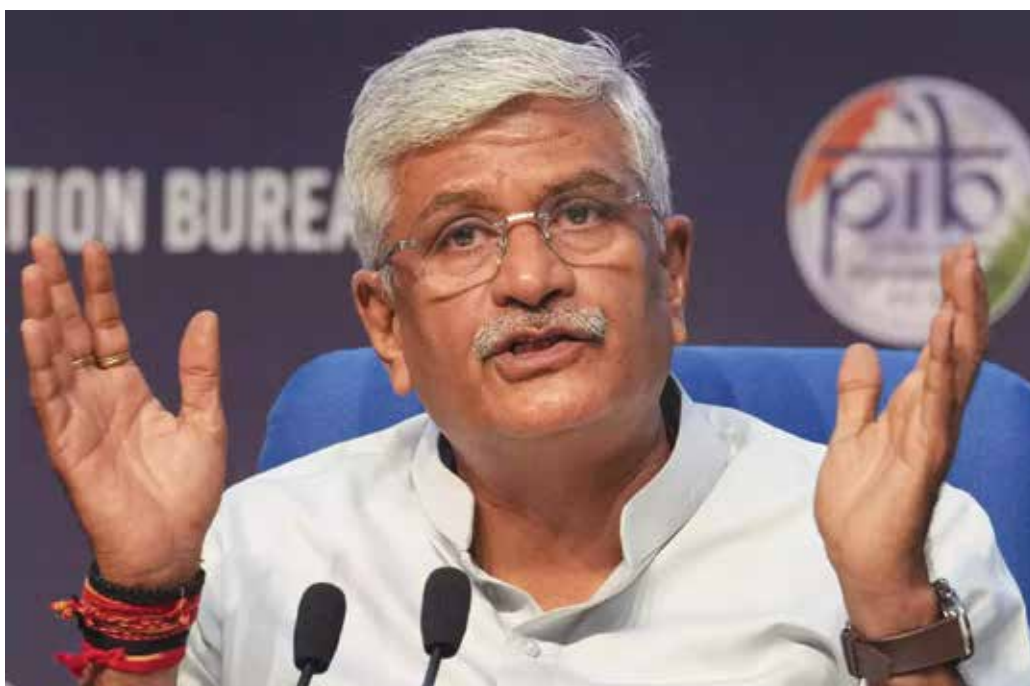
Etihad Airways, the national airline of the United Arab Emirates, has released its traffic statistics for October 2024, highlighting continued

strong performance. The airline welcomed 1.6 million guests during the month, achieving a notable average passenger load factor of 87%.

Antonoaldo Neves, CEO of Etihad Airways, said: “Our passenger numbers in October saw significant growth compared to the same period last year,

	Oct-23	Oct-24	2023 YTD	2024 YTD
Passengers	1.3 million	1.6 million	11.4 million	15.1 million
Passenger load factor	86%	87%	86%	87%
Operating fleet size	81	96		
Passenger destinations	68	71		

Wedding tourism can add \$1 trillion to Indian economy, says Tourism Minister at PHDCCI's 1st Wedding Tourism Summit & Expo



Shri Hemant Jain, President, PHDCCI highlighted that India, with its rich diversity of landscapes, cultures, and historic venues has long been a dream wedding destination. The grandeur of Indian weddings, combined with the rising trend of destination weddings, offers immense potential for tourism.

He added, the global wedding industry is valued at \$300 billion, with India's market alone worth \$50 billion, growing at 20-25% annually. Destination weddings, blending tourism and celebrations, are now a multi-billion dollar industry, boosting sectors like hospitality and aviation.

PHDCCI's 1st Wedding Tourism Summit & Expo is a first-of-its-kind and aims to explore how India can become a leading global wedding destination through the right policies, infrastructure, and promotion.

Mr. Anil Parashar, Senior Member – Tourism & Hospitality Committee, PHDCCI discussed that India's tourism industry is a key pillar of our economy. In 2023, India welcomed over 15 million foreign tourists, generating over \$30 billion in foreign

Thanks to the Hon'ble PM Modi's initiatives, around 25-30 crore people have moved from poverty to the middle class in India. With 54% of the population under 30 years old, a large part of household income is spent on weddings. If we consider those aged 25 and under, about 68 crore people in India will be getting married in the next few years, creating huge potential for the wedding industry, said, **Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism and Culture, Government of India** while speaking at **PHDCCI's 1st Wedding**

Tourism Summit & Expo, a two-day event being held from 18-19 October 2024.

He further congratulated Mr. Hemant Jain for becoming the new president and appreciated PHDCCI for organizing such an event. He added that while India ranks 24th in the tourism index, this data largely reflects 3-star and above hotels. Figures from the unorganized sector aren't counted in the statistics, similarly we often count international tourists but overlook the 10-12 lakh domestic pilgrims visiting Kashi, Tirupati, and Ujjain every week, which also goes unrecognized in global

projections. This is similar to the wedding sector, which holds great potential beyond the organized industry.

Hon'ble minister further emphasized that India's tourism sector, contributing 7% to GDP and 10-12% to employment, has the potential to grow significantly. With proper use of wedding infrastructure for other events, we can multiply its usage beyond the 70-75 days of the wedding season. If we harness our country's geographical and cultural diversity alongside this growth, the tourism and wedding industries could be key drivers toward building a \$1 trillion economy.

exchange earnings. Also, domestic tourism is thriving, with more than 1.8 billion domestic trips taken annually. This vibrant industry plays a significant role in promoting inclusive growth, as it touches the lives of people in both urban and rural areas.

He added, within this broader landscape, wedding tourism has emerged as a major driver of growth and diversification. According to a report published by the Economist, the wedding industry is the fourth-largest industry in India, recording a huge spending of US\$ 130 billion per year. Its substantial scale provides employment opportunities for millions, he added.

Dr. Ranjeet Mehta, CEO & Secretary General, PHDCCI said, Initiatives by the government of India, such as streamlining the visa process have led to a significant increase in tourism last year, driven by improved accessibility and infrastructure development in the country. Places like Rajasthan are already on the list of top wedding destinations. India's rich heritage, culture, and diverse states make it an attractive destination for tourism. With the active participation of the people, we look forward to suggestions, government's focus, and increased importance placed on wedding tourism in the country, added Dr. Mehta.

Mr. Samit Garg, President, Event & Entertainment Management Association informed that EEMA's commitment to developing

India's wedding tourism sector is demonstrated through our contributions to the Incredible India campaign, the comprehensive Wedding Tourism Strategy draft, and our active participation in the 1st PHDCCI Wedding Tourism Summit & Expo. It's a powerful platform for aligning policy, industry practices, and innovation to unlock the true potential of this industry and establish India as a leading global destination for weddings

The vote of thanks was delivered **Mr. Rajan Sehgal, Senior Member, Tourism & Hospitality Committee, PHDCCI.** The inaugural session was followed by the inauguration of the exhibition by the Chief Guest.

The event was supported by Ministry of Tourism, Government of India; Gujarat Tourism, Madhya Pradesh Tourism, Uttar Pradesh Tourism and was supported by PHDCCI annual sponsors, DLF Ltd; Jindal Steel & Power; KLJ Group; Multani Pharmaceuticals Ltd; Marble City; MMG Group; Radico Khaitan Ltd; Uflex Ltd; Vestige; Eazy ERP Technologies; JK Tyre & Industries Ltd; Sagar Group of Industries; Superior Industries Limited; Samsung India Electronics; Oswal Greentech; Apeejay Stya Group; Blossom Kochhar Beauty Products Pvt Ltd; DCM Shriram; R E Rogers; Trident Group; Ajit Industries Pvt Ltd; Bhagwati Plastic and Pipes Industries; Central Coalfields Ltd; DD Pharmaceutical Ltd.; Hindware Sanitary; Jindal Steel; Modern Automobiles; P S BEDI & Co.

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“USA’s Top Autumn Destinations for 2025: A Globetrotter’s Guide to Shenandoah, The Ozarks, Columbia River Gorge, and More Stunning Fall Getaways”

USA’s Autumn Appeal: A Seasonal Transformation Draws Global Travelers

As autumn sweeps across the United States, the country is treated to one of its most visually stunning seasons. Known for its vibrant foliage and crisp air, fall heralds a transformation that entices travelers from around the globe. The once-green leaves of deciduous trees turn brilliant shades of red, orange, and yellow, creating picturesque landscapes perfect for exploration. For many, autumn in the U.S. offers a chance to witness nature’s beauty in one of its most captivating forms,

drawing tourists eager to experience the season in all its glory.

A Seasonal Tourism Boom: How Fall Impacts U.S. Destinations

The allure of fall’s natural beauty isn’t just an aesthetic phenomenon—it has a significant impact on tourism. Throughout the U.S., regions renowned for their autumn charm see an influx of visitors during this time, benefiting local economies and businesses. Hotels, restaurants, and tour operators experience a seasonal surge in demand, making autumn an important economic driver for many areas.



New England: A Fall Foliage Paradise

New England has long been synonymous with breathtaking fall colors. States like Vermont, New Hampshire, Maine, and Massachusetts are renowned for their vibrant foliage, drawing leaf-peepers from all over the world. Scenic routes like the Kancamagus Highway in New Hampshire have become iconic paths for those wanting to take in the



full spectrum of autumn's beauty. The influx of tourists during peak foliage season provides a significant boost to local businesses, although accommodations and tours often require early planning due to high demand.

Aspen, Colorado: Golden Aspens and Majestic Views

Aspen, Colorado, offers a stunning autumn experience, particularly

known for its golden aspen trees that blanket the landscape in shimmering hues of gold. The Maroon Bells, a pair of towering mountains, become even more striking during fall, attracting photographers and outdoor enthusiasts alike. Aspen's combination of natural beauty and upscale amenities makes it a top destination for travelers seeking both outdoor adventures and luxury experiences.

Great Smoky Mountains National Park: A Fall Wonderland

Straddling the border between Tennessee and North Carolina, the Great Smoky Mountains National Park provides one of the most spectacular autumn experiences in the U.S. Visitors can enjoy panoramic views of fall foliage along the Appalachian Trail, making the park a favorite among hikers. The seasonal influx of visitors not only boosts tourism but also



Columbia River Gorge: Waterfalls and Fall Beauty

The Columbia River Gorge, straddling Oregon and Washington, is famed for its dramatic landscapes, including towering waterfalls and lush forests. During fall, the region’s vibrant foliage adds to its natural splendor, making it a prime location for photographers and nature lovers. The combination of lush greenery, waterfalls, and vibrant autumn colors offers a unique autumn experience that draws international visitors seeking both adventure and tranquility.

A Global Appeal: Fall Tourism’s Impact on U.S. Destinations

The increasing popularity of autumn as a travel season underscores its global appeal. From the historic foliage of New England to the mountain vistas of Colorado and the Pacific Northwest, U.S. destinations continue to captivate travelers from around the world. As demand for scenic, outdoor tourism grows, these regions are not only enhancing their seasonal offerings but also contributing to the local economy. The beauty of fall in the U.S. is more than just a visual spectacle—it’s a significant driver of tourism that brings both economic and cultural benefits to these sought-after destinations.

fosters a deeper appreciation for the cultural heritage of the Appalachian region.

Blue Ridge Parkway: A Scenic Drive Through Fall’s Colors

The Blue Ridge Parkway, stretching through Virginia and North Carolina, is renowned for its winding roads and sweeping views of the Appalachian Mountains. During autumn, the parkway becomes a prime destination for travelers seeking an easy yet stunning drive through vibrant forests. This accessible route, offering some of the best fall views in the country, draws a steady stream of visitors eager to experience the season in all its glory.

Shenandoah National Park: A Fall Escape Close to D.C.

Located just a short drive from Washington, D.C., Shenandoah National Park is a perfect fall escape for urban dwellers. Skyline Drive, which runs through the park, offers breathtaking views of the Blue Ridge Mountains’ autumn foliage. Its proximity to major cities makes it an ideal choice for both day-trippers and those seeking a longer stay, ensuring that Shenandoah remains a popular destination for fall enthusiasts.

The Ozarks: A Hidden Gem for Fall Adventures

The Ozarks, spanning across Arkansas and Missouri, offer a quieter alternative for those seeking to experience autumn away from the crowds. Known for its scenic hiking trails and diverse wildlife, this region’s vibrant fall colors provide a stunning backdrop for outdoor activities. The Ozarks attract visitors looking for adventure in a less commercialized setting, with opportunities for hiking, fishing, and exploring the natural beauty of the area.



The Leela Debuts Luxury Hotel in Hyderabad's Elite Banjara Hills



The Leela, renowned as a premier luxury hotel brand globally, is thrilled to unveil The Leela Hyderabad, its latest venture in the prestigious Banjara Hills neighborhood. This launch signifies The Leela's debut in Hyderabad, a city renowned for its vibrant cultural history and prominence as a leading technology and business center in India.

Nestled in Banjara Hills, an area synonymous with leisure and affluence, The Leela Hyderabad celebrates the area's rich legacy through its luxurious offerings. The hotel is designed to enhance Banjara Hills' traditional charm while introducing a contemporary take on luxury.

The introduction of The Leela Hyderabad heralds a new era of refined and forward-thinking luxury in the city. The property boasts 156 rooms and suites that harmoniously blend

contemporary comforts with the area's historical significance on the Deccan Plateau. The decor features custom elements, exquisite craftsmanship, and hand-selected art, all inspired by the locale's historical narrative. Spread over 2.5 acres in the city's core, the hotel seamlessly integrates business with pleasure for the discerning visitor. Historically, Banjara Hills served as a getaway for the Nizams and inspired the poet Rabindranath Tagore to write "Kohistan."

Hyderabad's role as a nexus for innovation and cultural richness is perfectly in line with The Leela's goal of creating iconic, culturally rich destinations that marry tradition with contemporary luxury.

Speaking on the occasion, **Ms. Deepthi Reddy, Managing Director, Pioneer Holiday and Resorts Limited**, said: "Hyderabad, with its

rich Deccan heritage and aristocratic past, has always been a city that prizes lineage and legacy while being equally progressive for the times. The Leela Hyderabad reimagines experiences and spaces for discerning guests and is beautifully poised as an in-city sanctuary. The story of The Leela Hyderabad is as much about how classic luxury is being reimagined with design, experiences, and formats, but also the second coming of its most esteemed and prestigious neighbourhood, Banjara Hills. For us, it is not just a hotel. This is a tribute to Deccan grandeur, a princely Hyderabad, and a reimagining of our neighbourhood."

Mr. Anuraag Bhatnagar, Chief Executive Officer, The Leela, added: "The Leela Hyderabad reinforces our commitment to expanding our legacy of luxury hospitality to new markets. Hyderabad, with its rich cultural tapestry and position as a global innovation hub with the presence of GCCs and IT/ITES firms, is the perfect city for our presence and growth. We are confident that The Leela Hyderabad will offer a sophisticated sanctuary where business and leisure travellers can experience the city's charm through exceptional luxury and hospitality."

The hotel also offers exceptional dining options,

a state-of-the-art wellness center covering 1,900 square meters with a lavish spa, modern gym facilities, and a tranquil pool area.

Featuring over 930 square meters of versatile event space, including a breathtaking terrace courtyard, The Leela Hyderabad is perfectly suited for both business events and personal celebrations.

The architectural design pays tribute to Hyderabad's historical significance, incorporating elements like pillars reminiscent of Warangal temples, ornate chandeliers, luxurious gilded ceilings, hand-painted murals, and carefully chosen decorative pieces. The grand lobby sets the stage for the entire experience, complete with elaborate staircases and dedicated service areas. The decor includes a homage to Pochampalli craftsmanship and a distinctive wall celebrating Hyderabad's notable individuals, alongside celebrated works by MF Hussain, underscoring the hotel's commitment to preserving local traditions.

Hyderabad is also a critical player in the global knowledge economy, hosting over 1,500 IT and ITES companies and more than 4,300 tech startups. It houses the world's largest pharmaceutical cluster and is a leader in life sciences innovation, reflecting its significant industrial and cultural footprint.

Tourism Australia promotes holidays with Pat Cummins during India Test Series

Tourism Australia launches “Howzat for a Holiday?” featuring Pat Cummins and Ruby the Kangaroo to captivate Indian cricket fans with travel inspiration.



Australian Test cricket captain **Pat Cummins** stars in a special instalment of **Tourism Australia’s Come and Say G’day** campaign to run on TV screens across **India** throughout the upcoming five-Test series between **Australia** and **India**, which begins in **Perth** today.

With up to 50 million Indian cricket fans expected to tune in to watch the action on the pitch Cummins will feature alongside brand ambassador Ruby the Kangaroo between overs in “**Howzat for a holiday?**” to show Indian travellers the world-class tourism destinations and experiences Australia has to offer outside of its stadiums.

As part of the campaign, there are

30, 15 and 6 second videos, Out of Home creative and digital to run in India this Summer. The assets will also be localised to run in the UK during next year’s Women’s Ashes series starting January 2025, and Men’s Ashes starting November 2025. Last week Tourism Australia also released a content series in India featuring recently retired Australian cricketer, David Warner, showcasing his favourite Australian holiday destinations.

Tourism Australia Managing Director, **Phillipa Harrison**, said India has long been a key market for Australian tourism and with arrivals from the country on the rise the Test series between our two nations presents the perfect opportunity to ramp up activity

in the market.

“With a population of more than 1.4 billion people and more Indians looking to travel, the potential in the Indian market is endless and we see the upcoming Test series as our chance to get on the front foot and promote our country to a captive TV audience,” Ms Harrison said.

“The Test series will attract enormous TV audiences of up to 50 million across India and tens of millions of those are high-yielding travellers who are in the market for an international holiday.

“While we have their attention firmly on Australia for cricket, this is an unmissable chance to encourage those travellers to visit Australia and see what we have to offer as a holiday destination.

“The aviation links between India and Australia have never been stronger, the market was one of the first to fully recover after the pandemic and, according to forecasts, the number of Indians travelling to Australia will double 2019 levels by 2028.

“It will be a tough Test series for India on the field, but we are confident Indian travellers will still want to Come and Say G’day.”

Tourism Australia Chief Marketing Officer, **Susan Coghill**, said the latest special instalment builds on the work the global Come and Say G’day campaign has already achieved since it launched in October 2022.

“Howzat for a holiday? proves the versatility of our brand ambassador Ruby the Kangaroo, who is once again voiced by the wonderful Rose Byrne. Ruby was at the centre of our global campaign when it launched two years ago and since then she has been central to all of our work including a campaign for the FIFA Women’s World Cup and

now cricket,” Ms Coghill said.

“We are so pleased to have been able to work with the Australian Test cricket captain Pat Cummins, Rose Byrne and also our new creative agency The Monkeys, part of Accenture Song, who have helped to create a uniquely Australian campaign that will resonate with audiences in India and the UK.

“This new creative is part of a whole range of activity around the Summer of Cricket. Ahead of the Test series we launched a four-part social media content series with David Warner, we followed that with the launch of Howzat for a holiday? and we will also be hosting a group of Bollywood talent here in Australia. All of this activity will run in India throughout the series to showcase Australia as a holiday destination.”

“This is now a proven formula and it is one we will execute once again with a push into England with localised creative during the Women’s and Men’s Ashes here in Australia next year.”

Managing Director of The Monkeys, part of Accenture Song, **Matt Michael** said: “It has been a pleasure to begin our relationship with Tourism Australia by having this opportunity to work with them on their Summer of Cricket program.

“Cricket is such a classic part of the Australian summer experience, and nothing beats attending a live match. The campaign taps into the possibility of seeing sporting heroes like Pat Cummins in the flesh, enticing cricket fans in markets like India and the UK to indulge their passion for the sport while

sampling the best of the Australian summer – a double treat.

“Over the coming months, we look forward to further building on the ‘Come and say G’Day’ platform to showcase Australia and persuade travellers from around the world to take a holiday Down Under,” Mr Michael said.

Howzat for a holiday? is live in India just ahead of the Test series between Australia and India. The series will be played in Perth (22-26 Nov), Adelaide (6-10 Dec), Brisbane (14-18 Dec), Melbourne (26-30 Dec) and Sydney (3-7 Jan). The campaign assets will also be adapted and go live in the UK from 10 January 2025 for the Women’s Ashes and the Men’s Ashes series against England in November 2025.

Tourism Australia partners with Air India to boost Indian visitor arrivals

Tourism Australia and Air India sign a three-year deal to boost Indian arrivals, leveraging joint marketing to promote Australia’s appeal.



Tourism Australia and Air India have signed a three-year marketing agreement to sustain and drive the positive trend in Indian visitor arrivals to Australia as Air India expands its presence in the market.

Under the Memorandum of Understanding (MoU), Tourism Australia and Air India will explore opportunities to jointly undertake and implement marketing activities to showcase Australia’s world-class appeal and drive future growth in visitation.

Phillipa Harrison, Managing Director of Tourism Australia said, “We have seen tremendous growth in the number of arrivals from India to Australia in recent years and we are keen for arrivals to continue to track in that direction. Tourism Australia’s agreement with Air India highlights our commitment to strengthening partnerships and exploring new ways to encourage Indian travellers to plan and book an Australia holiday. We look

forward to working closely with Air India to showcase Australia as a holiday destination.”

Tourism Australia’s Executive General Manager of Eastern Markets and Aviation, **Andrew Hogg** said, “As one of Australia’s valuable tourism markets, India holds immense promise, and we’re excited to collaborate with Air India to further elevate Australia’s appeal for high-yielding Indian leisure and business travellers. We aim to sustain growth in visitor numbers from India to Australia while enhancing travel experiences and connectivity between the two countries.”

Campbell Wilson, Chief Executive Officer & Managing Director, Air India said, “We are excited to partner with Tourism Australia to facilitate travellers’ experiences of the unique offerings this destination has to offer. As we broaden our network across the globe, we aim to deepen our presence in Australia as well.”

Air India currently operates 17 weekly non-stop flights connecting India and Australia. In the year to August 2024, the airline transported over 170,000 Indian travellers, securing an 18.5% market share and remains one of the largest carriers of traffic from India to Australia.

MICHELIN Guide Thailand unveils 2025 Bib Gourmand selection

The MICHELIN Guide Thailand 2025 Bib Gourmand list features 156 dining spots, including 20 new entries, celebrating exceptional value and quality.



MICHELIN Guide
New Bib Gourmand Selection
2025

THAILAND

156

Total Establishments

20

Newly awarded



Drumming up the excitement and interest for the upcoming official **MICHELIN Guide Ceremony** on November 28, 2024, **The MICHELIN Guide Thailand** has unveiled the **2025 Bib Gourmand** selection, which features a total of 156 dining venues—including 20 first-time entries. Among the new entrants to the Bib Gourmand list, 5 are from Chon Buri - the newly covered destination in the 2025 MICHELIN Guide Thailand edition.

The Bib Gourmand distinction, symbolized by the iconic “Bibendum” or “Michelin Man”, honors dining establishments that offer high-quality food with exceptional value for money. The recognition showcases Thailand’s ability to deliver diverse and high-quality cuisine at budget-friendly prices - a feature that continues to attract local and international food enthusiasts alike.

Gwendal Poullennec, International

Director of The MICHELIN Guides, revealed: “*Our inspectors found a noticeable number of simple restaurants and small eateries, which are local diners’ favorites for friend and family gatherings. These establishments are deeply rooted in their own culinary heritage, passed down from generation to generation, to ensure authenticity and originality. Such a scenario affirms that Thailand remains a country where you can partake of remarkable cuisine*”

and, more importantly, at appealingly pocket-friendly prices.”

The 2025 Bib Gourmand list comprises 52 eateries in Bangkok & Surrounding Provinces (7 new entries); 9 in Phra Nakhon Si Ayutthaya; 20 in Chiang Mai; 33 in the four representative provinces of Thailand’s Northeast or “Isan” region – i.e. 13 in Khon Kaen (1 new entry), 8 in Nakhon Ratchasima (3 new entries), 6 in Ubon Ratchathani, and 6 in Udon Thani (1 new entry); 4 in Ko Samui; 8 in Surat Thani Mainland; 6 in Phang-Nga; 19 in Phuket (3 new entries); plus 5 (all new entries) in Chon Buri, the newly covered area of the 2025 MICHELIN Guide Thailand.

The 2025 Bib Gourmand selection further celebrates the rich diversity of Thailand’s budget-friendly dining options – from upscale restaurants to simple eateries and street food vendors, spanning a diverse range of around 15 cuisine types e.g. Asian, Southern Thai, Isan, Seafood, Northern Thai, Thai-Chinese, Thai Contemporary, Vietnamese, small eats, etc.

The 20 Bib Gourmand venues that are first-time entries to The 2025 MICHELIN Guide Thailand, are: Bangkok & Surrounding Provinces: Janhom, a restaurant serving intense southern Thai cuisine for over 20 years, using daily fresh ingredients and its own curry paste to create signature and outstanding dishes like Kaeng Tai Pla fish curry, stir-fried sataw beans with shrimp, and deep-fried frog with turmeric; Khao Mun Gai Nha Jone, a perpetually busy eatery serving delicious, tender, and juicy chicken with sauces that add a real kick; Lucky Seafood, a restaurant serving fresh seafood with Thai flavors, featuring house-made curry and chili paste, as in recommended dishes like the stir-fried crab with bird’s eye chili or the non-spicy stir-fried squid with curry powder; Morakot Kitchen, a no-frills kitchen in a wooden house that has been dishing up intensely flavorful, comforting Thai fare for over 120 years – including the must-try fish cake, made from authentic spotted featherback fish and heavenly spiced, served with the sweet

The Bib Gourmand distinction, symbolized by the iconic “Bibendum” or “Michelin Man”, honors dining establishments that offer high-quality food with exceptional value for money.

house-special dipping sauce; and No Name Noodle, a noodle shop that offers signature dishes, Shio Soba and Shoyu Tsuke Soba, each crafted with over 30 ingredients, as well as seasonal noodle and rice bowls, using a fermented blend of three types of shoyu for deep umami; Thai Tham, a small eatery that has been passed down the generations for over a century, specializing in offal and their signature stewed pig’s brain; Urai Braised Goose, a family-run eatery that has been braising tender goose with aromatic spices for six decades, offering just two items on the menu – but several size options.

Nakhon Ratchasima: Banmai Chay Nam, a nostalgic eatery filled with vintage collectibles that offers delicious food – including the signature minced beef curry with fresh coconut milk and the crispy fried gourami fish; Pa Pleung Mhee Kratok, a restaurant serving Korat’s quintessential noodle dish, Pad Mhee Kratok, served in its purest form – with a soft yet chewy noodle texture that requires no additional seasoning, along with other delectable dishes like Pad Thai and spicy papaya salad; and Sow Jeck, a 12-year-old stall that stands out with its fresh and light MSG-free seafood dishes, such as celery with seabass and the beautifully balanced seafood with Thai basil.

Udon Thani: Khao Soi Thai Yai, a restaurant serving Khao Soi as its specialty, and other delicious dishes

with well-utilized spices to produce bold, balanced, and authentic flavours.

Chon Buri: Khao Lam Mae Khai Toon Klao, a dessert stall serving classic sweetened sticky rice in the traditional way – cooked in bamboo with fresh coconut milk – for over 60 years, with options of original white or aromatic black sticky rice, garnished with taro, black beans, or ginkgo nuts; Krua Laew Tae R-Rom, a restaurant with a limited menu that randomly opens and closes depending on the catch of the day, but excels in seafood, Thai food, and home-made curries with bold, rich flavors – offering dishes made from ultra-fresh crab, shrimp, clams and fish at reasonable prices; La Voi, a restaurant that uses premium beef to prepare the broth and toppings, for its recommended mixed beef soup, which comes with a variety of beef toppings, including meatballs, different cuts of beef, and beef organs; Lung Shall Kitchen, a hidden-gem restaurant with an intimate atmosphere that serves food in its most authentic form thanks to skillfully prepared fresh ingredients; Pladids, an eatery serving a Thai samrap (set menu) including jasmine rice cooked with Thai wild almond, with home-style, local quality, and interesting seasonal menu options – each boasting complex yet balanced flavors.

Phuket: Kin-Kub-Ei, a restaurant offering southern Thai specialties that have been passed down through generations with nicely balanced flavors, prioritizing quality, and affordability without sacrificing taste; Krua Baan Platong, a restaurant using quality local ingredients to produce intensely flavoured dishes that encapsulate the essence of Phuket – including stir-fried banana stalk with plump shrimps and shrimp paste, and melt-in-your-mouth steamed pork belly with its signature southern Thai budu dipping sauce; and Niyom Salt Grilled Duck, an eatery serving around 30-40 juicy, tender charcoal-roasted ducks every day with either spicy-sour or tamarind sauce for dipping, and sometimes grilled chicken as an option.

“TSA Gears Up for Record Thanksgiving Travel Surge, Anticipates 18.3 Million Passengers at U.S. Airports from Nov. 26 to Dec. 2”



The Transportation Security Administration (TSA) is preparing for its busiest Thanksgiving travel period on record, projecting it will screen approximately 18.3 million travelers from Tuesday, November 26 to Monday, December 2, marking an increase of 6% from 2023. Passenger volumes have surged by 17% compared

to 2022, signaling the continued recovery and growth of air travel.

TSA anticipates that the busiest days for air travel will be Tuesday, Wednesday, and Sunday of Thanksgiving week, with more than 2.8 million passengers expected to pass through security on November 26, 2.9 million on November 27, and over 3

million on December 1.

TSA Administrator David Pekoske on Record Travel Volumes

“This holiday season is expected to be one of the busiest travel periods in TSA history,” said TSA Administrator David Pekoske. “In 2024, the top 10 busiest travel days in TSA’s history

have already occurred, and we expect this trend to continue through Thanksgiving. We're working alongside our airport, airline, and FAA partners to ensure smooth operations and meet our wait time standards. We remain committed to providing safe, secure, and efficient travel for all passengers."

TSA has set new records for passenger volume in 2024, surpassing 2.9 million travelers on multiple days. Notably, the highest volume recorded in TSA history occurred on Sunday, July 7, when over 3 million passengers were screened. The TSA is anticipating that the Thanksgiving travel period could break that record.

TSA PreCheck: The Fast-Track Solution for Travelers

With the increasing number of travelers, TSA continues to emphasize the importance of planning ahead to save time at security checkpoints. One of the best ways to expedite the screening process is by enrolling in TSA PreCheck, a trusted traveler program that allows eligible passengers to enjoy faster screening with fewer steps. TSA PreCheck members benefit from shorter wait times, with 99% of passengers clearing security in 10 minutes or less.

"Enrolling in TSA PreCheck is one of the simplest steps you can take to reduce your time in security lines, particularly during busy travel periods like Thanksgiving," said TSA Secretary Alejandro N. Mayorkas. "With the help of TSA PreCheck, you can enjoy a smoother journey and avoid common security delays."

TSA PreCheck members don't need to remove shoes, belts, light jackets, or electronics such as laptops during the screening process. Additionally, liquids, gels, and aerosols in containers of 3.4 ounces or less can remain in carry-on bags, eliminating the need to undergo the 3-1-1 liquid rule procedures.

TSA's Essential Travel Tips

In order to facilitate a smooth travel experience, TSA is offering several time-saving tips for travelers:

1. Pack Smart: Starting with



One of the best ways to expedite the screening process is by enrolling in TSA PreCheck, a trusted traveler program that allows eligible passengers to enjoy faster screening with fewer steps.



an empty bag helps ensure fewer prohibited items are brought to security checkpoints. Items such as gravy, cranberry sauce, wine, jam, and other liquids exceeding 3.4 ounces should be packed in checked luggage.

2. Know What You Can Bring:

For detailed guidance on what items are allowed, travelers can use the TSA's "What Can I Bring?" tool on TSA.gov or consult @AskTSA on social media.

3. Check TSA PreCheck Status:

Travelers enrolled in TSA PreCheck should ensure their Known Traveler Number (KTN) is included in their airline reservation so it appears on their boarding pass.

4. Time-Saving Technology: With the rise of innovative technologies, TSA continues to incorporate artificial intelligence, advanced scanners, and robotics into airport operations to enhance efficiency and security.

5. Arrive Early: While TSA aims to maintain short wait times—less than 10 minutes for TSA PreCheck and less than 30 minutes for standard lanes—arriving early remains one of the best strategies to ensure smooth travel, especially during peak times.

6. Family Travelers: Parents and guardians should be prepared to help children through the checkpoint. While children under 12 can leave their shoes on, it's still important to familiarize them with the security process.

TSA's Role in Holiday Travel Security

The TSA's primary responsibility remains the safety and security of travelers, and this holiday season, TSA employees will be working around the clock to manage record volumes. TSA officers will be deployed at airports across the country, including those located in top travel hubs like New York, Chicago, Los Angeles, and Atlanta. Working in partnership with local airports and airlines, the TSA aims to minimize delays and provide a seamless travel experience despite high demand.

"Our dedicated workforce will be present at airports nationwide, ensuring passengers remain safe and that travel operations continue without disruption," said Pekoske. "We are grateful for the professionalism and commitment shown by TSA employees and the broader aviation community as we approach the busiest travel days of the year."

The Importance of Compliance

While TSA strives to maintain speed and efficiency, it also remains vigilant in adhering to security protocols. Passengers should be mindful of their responsibilities at checkpoints, including following all screening instructions and adhering to guidelines regarding carry-on items. By working together with TSA, travelers can help ensure that security screening remains as efficient and effective as possible.

Final Words

As the Thanksgiving travel period rapidly approaches, TSA continues to encourage travelers to plan ahead and take advantage of the tools available to make their journey as smooth as possible. With millions of passengers expected to travel during the week, adhering to TSA tips, using TSA PreCheck, and staying prepared will help ensure a positive travel experience for all.

By following TSA's time-saving advice and arriving early, passengers can make the most of their journey while remaining safe and secure during this record-breaking holiday season.

Rhode Island drew record number of visitors in 2023



Spending rebounds, but jobs lag from pre-pandemic levels

Rhode Island's tourism economy saw significant growth in 2023, with visitor spending reaching \$5.6 billion, according to a new study commissioned by the state. Presented by the international consulting firm Tourism Economics for the Rhode Island Commerce Corporation, the research highlights that while the number of visitors to the state increased by just 2.2% to 28.4 million, spending grew by 4.6%, outpacing the rise in visitor numbers.

The increase in spending was driven by both higher demand and price increases across various sectors. Of the total spending, 26% came from food and beverage sales, while lodging, including hotels, second homes, and short-term rentals, contributed \$1.2 billion. Air transportation saw the largest year-over-year boost, up 10.2% to \$328 million. This growth is partly attributed to the opening of Breeze Airways' permanent base at Rhode Island's T.F. Green International Airport

in March 2023, with plans to invest \$160 million and create 250 jobs over five years. The airline received \$2.9 million in tax credits from the state to support these job creation efforts.

The state's marketing strategies, including a \$2.2 million "All That" advertising campaign and creative promotions like a traveling giant stuffed quahog, have also played a role in boosting tourism. "The economic activity generated from the travel sector represents a critical component of the state's current and future growth," said Anika Kimble-Huntley, Chief Marketing Officer for Rhode Island Commerce.

Despite the record-breaking visitor numbers and spending, tourism-related employment in the state remains slightly below pre-pandemic levels. In 2023, the number of jobs directly tied to tourism stood at 38,329, about 1,000 fewer than in 2019. However, when accounting for indirect tourism-related jobs, the total climbed to 86,612, contributing \$935 million in state and local tax revenue.

Commerce Secretary Liz Tanner emphasized the importance of tourism in Rhode Island's economy, noting that it supports local businesses and enhances the state's reputation as a top destination. Including direct spending, jobs, and tax revenue, the total economic impact of the visitor economy in 2023 reached \$8.3 billion, a 4.5% increase from the previous year. The study used data from federal labor and job statistics, local tax revenues, short-term rental information, and market research from Longwoods International.



Australian Tourism industry unites to highlight sector's economic impact

Australia's tourism industry joins forces to emphasize tourism's \$220 billion value by 2028, showcasing recovery efforts and economic importance.



Members of the **Australian** tourism industry have come together to take part in a **Tourism Australia**-led industry initiative "We are the Australian tourism industry to highlight the importance of tourism to Australia's economy."

With tourism approaching a critical period in its ongoing recovery, those on the frontline of the industry have issued a reminder about the value of tourism, which is expected to be worth \$220 billion by 2028.

Minister for Trade and Tourism, **Don Farrell**, said the tourism industry is the lifeblood of so many communities around the country.

"We know that a thriving tourism industry is crucial to our economic prosperity. It is a major export earner and

employer, creating jobs and opportunities across Australia" Mr Farrell said.

"International travellers are returning to our shores in growing numbers and that will help to support tourism and travel businesses to continue to grow. We know that a strong tourism industry means strong local economies."

Tourism Australia Managing Director, **Phillipa Harrison**, said international arrivals have been steadily returning to our shores from key markets around the world.

"We always knew recovery would take time and we have experienced that over the past two and a half years since international borders reopened," Ms Harrison said.

"We are on our way to returning to a path of sustainable growth and it is

important we do, not only for tourism, but for the halo effect the industry has on so many other local businesses from food growers and producers, to hospitality and cleaners and so much more."

"We thank our busy tourism business owners and operators who have taken the time to take part in We are the Australian tourism industry. It is their ongoing resilience, optimism and passion for the industry which will help to drive our future growth."

The first episode of We are the Australian tourism industry was launched as registrations opened to Tourism Australia's flagship event, Destination Australia, to be held in March 2025. The videos will also feature at upcoming State and National tourism awards around the country.



Tourism Australia partners with Singapore Airlines to boost Aussie travel

Tourism Australia partners with Singapore Airlines to promote Australian travel at the Time To Fly travel fair, offering exclusive deals, interactive experiences, and sustainable tourism insights.

Tourism Australia is partnering with Singapore Airlines to showcase the best of Australia at the upcoming Time To Fly travel fair. From 25-27 October 2024, visitors to the Suntec Singapore Convention & Exhibition Centre can enjoy exclusive deals, meet popular characters, and learn about the latest travel trends Down Under.

Exclusive Deals and Experiences

The three-day event will feature a range of exciting offers from Tourism Australia and its partners, including:

- **Discounted flights and travel packages:** Visitors can take advantage of special deals on flights and holiday packages to various Australian destinations.

- **Meet-and-greet with Bluey and Bingo:** Fans of the popular children's show can meet the beloved characters in person.

- **Expert travel advice:** Travel industry experts will be on hand to provide insights and tips for planning the perfect Australian holiday.

- **Interactive experiences:** Visitors can engage with interactive displays and virtual reality experiences to explore Australia's diverse landscapes and cultures.

A Focus on Sustainability

Tourism Australia is committed to sustainable tourism and will be highlighting eco-friendly initiatives and experiences at the fair. Visitors can learn about ways to minimize their environmental impact while exploring Australia's stunning natural wonders. By partnering with Singapore Airlines, Tourism Australia aims to inspire travelers to choose Australia as their next holiday destination. The Time To Fly travel fair offers a unique opportunity to discover the beauty

and diversity of Australia and to book unforgettable travel experiences.

Tourism Australia is the Australian Government agency responsible for promoting Australia to the world as a destination for business and leisure travel. Its purpose is to increase the economic benefits of tourism to Australia, and in particular seeking opportunities to grow the overnight annual expenditure generated by tourism.

The organisation is active in around 15 key markets, including Australia, where it aims to grow demand for the destination's tourism experiences by promoting the unique attributes which will entice people to visit. Tourism Australia's activities include social and digital media, traditional advertising, public relations and media programs, trade shows and programs for the tourism industry, consumer promotions, online communications, and consumer research.

Madame Tussauds Singapore celebrates a decade of ultimate fame experience



Madame Tussauds Singapore celebrates its 10th anniversary with Halloween, Deepavali events, welcoming its 3 millionth visitor, and 2025 launches.

Madame Tussauds Singapore marks a momentous milestone as it celebrates its 10th anniversary this year. Since its opening in **2014**, the iconic attraction on scenic Imbiah Lookout, Sentosa has welcomed millions of visitors from around the world, bringing them up close with their favourite stars, superheroes, and historical figures through its world-class wax figures and immersive experiences. To commemorate this special occasion, Madame Tussauds Singapore has planned an exciting lineup of events and exclusive promotions, ensuring there's something for everyone to enjoy.

Famous Halloween Fun for the Whole Family at Madame Tussauds

Spooky Fun for the Whole Family This Halloween Kicking off the celebrations is a family-friendly Halloween event that transforms Madame

Tussauds into a whimsical, yet slightly spooky, wonderland. Visitors can expect to meet your favourite movie characters and celebrity wax figures, take pics with our friendly staff dressed in character costume, and enjoy a spooktacular day of treats and surprises. Families are encouraged to dress up in their best costumes and join in the fun.

Bright and Festive Deepavali Celebrations

Adding to the festivities, Madame Tussauds Singapore will host vibrant Deepavali celebrations that capture the spirit of the Festival of Lights. The attraction will be adorned with colorful decorations, and guests can try on traditional costumes, enjoy henna art painting, and capture stunning photos in front of festive backdrops.

Welcoming the 3 Millionth Visitor

Another exciting highlight

of this milestone year was welcoming the 3 millionth visitor to Madame Tussauds Singapore. This achievement underscores the attraction's popularity and enduring appeal, as it continues to be a must-visit destination for tourists and locals alike. The lucky 3 millionth guest, Narelle, received a special prize package filled with Madame Tussauds branded merchandise to sweeten their visit and make magical memories of a lifetime.

"Celebrating 10 years in Singapore is a remarkable achievement, and we are incredibly grateful to all our visitors who have supported us over the years," said **Steven Chung**, General Manager of Madame Tussauds Singapore. *"We're excited to mark this milestone with a series of events and promotions that bring even more joy and fun to our guests. As we look to the future, we are committed to continuing to deliver unforgettable experiences that will make Madame Tussauds Singapore a place where memories are made."*

Exciting Launches Coming in 2025

As Madame Tussauds Singapore celebrates the

past decade, it is also looking forward to the future with exciting new additions set to launch in 2025. Visitors can expect more immersive experiences with the revamp of our interactive exhibits; get ready to have your senses tantalized by the refreshed Garden Party zone, and be captivated by the much-loved Images of Singapore where history comes alive with technology and wonder. Fans can also look forward to the unveiling of new wax figures that is sure to delight fans of all ages.

Madame Tussauds has been inviting people to walk the red carpet and get closer to the revered – and feared – for over 250 years. With over 23 attractions in the world's top destination cities, we are dedicated to giving millions of visitors the opportunity to mingle with the mighty from A-listers to music legends, heroes of sport, to infamous world leaders. Today, we continue to partner with the global icons of a generation to create astonishing lifelike figures from sittings and offer exciting and interactive experiences to ensure guests have never felt closer to fame.


INTERNATIONAL

Singapore Welcomes



One Millionth Indian Visitor on 31st October 2024, Marking Strong Tourism Recovery





Singapore Tourism Board (STB) has announced that visitor arrivals from India have surged past the one million mark, two months earlier than in 2023. This milestone was achieved when Singapore Airlines flight SQ-421 from Mumbai touched down at Changi Airport on 31 October, bringing in Singapore's millionth Indian visitor for 2024. With a 12% increase in Indian visitors from January to October 2024 compared to the same period in 2023, India is Singapore's third-largest source market for tourism.

Markus Tan, Regional Director of STB for India, Middle East, South Asia, and Africa, commented on this significant milestone

«Welcoming our one millionth Indian visitor two months earlier than in 2023 demonstrates Singapore's enduring appeal as a premier short-haul destination for Indian travellers. This milestone not only reflects our strong tourism recovery but also highlights the continued importance of the metros as source markets. Beyond the metros, STB is also expanding our reach and appeal of Singapore across diverse regions of India, using targeted marketing efforts and initiatives with the travel trade. We remain steadfast in our commitment to offering novel and engaging experiences that resonate with the aspirations of our Indian guests, ensuring that Singapore

continues to be a destination of choice for years to come.»

Singapore's appeal to Indian travellers has been bolstered by strong connectivity and its diverse range of experiences catering to different visitor segments. In India, STB has partnered with popular Indian brands and launched various marketing initiatives to elevate Singapore's appeal. Earlier this year, STB signed a two-year MOU with PhonePe for seamless UPI transactions and a strategic partnership with MakeMyTrip to tailor unique travel packages. An exclusive Vlog travel series featuring actress Ananya Panday was also launched to showcase Singapore's hidden gems.

Commenting on the occasion, **Mr. Sy Yen Chen, General Manager India, Singapore Airlines** shared, "Singapore Airlines is thrilled to have flown the millionth passenger from India to Singapore this year, an exciting milestone in connecting Indian travellers to our home country. India remains a key market for Singapore Airlines, and we're proud that our world-class service continues to make us one of the preferred airlines for Indian travellers. Together with our longstanding partner, the Singapore Tourism Board, we're excited to continue offering fresh, exciting experiences for both new and returning travellers, and to building even stronger ties between India and Singapore in the years ahead."

Chew Tiong Heng, Divisional Director, Business & Experience Development, Sentosa Development Corporation shared «India has consistently been Sentosa's leading source market, and we take great pride in remaining as a compelling and attractive destination for Indian travellers. We are especially delighted by the notable increase in Indian travellers in October 2024 compared to the same period in 2023, which reaffirms Sentosa and Singapore's enduring appeal. The recent launch of *Sensoryscape*, our multi-sensorial playground, marked the start of a series of transformations that Sentosa is undergoing. Visitors

can expect to see more world-class attractions and leisure offerings moving forward, including the upcoming Singapore Oceanarium, as well as innovative collaborations with industry partners, exemplified by our recent MOU with STIC Travel Group, to enhance Sentosa's standing in the Indian market across traveller demographics».

Raj Rishi Singh, Chief Marketing Officer & Chief Business Officer – Corporate, MakeMyTrip said "Singapore continues to captivate Indian travellers, ranking as the 4th most searched destination on our platform. Searches for Singapore have grown by 11% year-on-year, highlighting a strong affinity for this dynamic destination. Reaching the 1 million visitor milestone is a remarkable achievement, and we're proud to play a role in this journey. At MakeMyTrip, we remain committed to delivering enriching travel experiences for Indians and look forward to deepening our collaboration with the Singapore Tourism Board to drive further growth."

Li Hongyi, Associate General Manager Market Development, Changi Airport Group said "India is Changi Airport's sixth largest market in terms of passenger traffic and a large part of this is Indian tourists visiting Singapore. Today, there are over 290 weekly flights to 17 Indian cities from Changi, with opportunities for further growth. Changi Airport Group will continue to work closely with the Singapore Tourism Board, airlines, and the travel trade to deepen connectivity to new cities like Surat and Jaipur to spur travel demand between India and Singapore."

As Singapore approaches 2025, it reaffirms its commitment to providing fresh and exciting experiences for both new and returning visitors. Upcoming attractions include "Harry Potter: Visions of Magic" opening on 22 November 2024, Singapore Art Week in early 2025, the launch of Minion Land at Sentosa, and the inaugural sailing of Disney Cruise Line's *Disney Adventure* in December 2025.

South African Minister of Tourism, Ms. Patricia de Lille, to Visit India in December 2024

As South Africa and India commemorate 30 years of robust diplomatic relations and democracy, the **Honourable Minister of Tourism, Ms. Patricia de Lille**, will embark on a significant visit to India this December 2024. During her week-long visit to New Delhi and Mumbai, the Minister will engage in high-level bilateral discussions with her Indian counterpart to strengthen tourism ties, focusing on key areas such as streamlined visa processes, digital innovation, enhanced air connectivity (including the IBSA code-share flight), and rural tourism. She will also explore India's advancements in AI-driven tourism solutions through meetings with technology and VFS representatives, showcasing South Africa's commitment to adopting innovative practices in the sector.

Under the theme **"30 Years of Diplomatic Relations, 30 Years of Democracy, and South Africa's Assumption of the G20 Presidency in 2025,"** Minister de Lille will address over 350 dignitaries at a special event, emphasising sustainable tourism and accessibility for Indian travellers. Additionally, she will host a dinner with CEOs of leading Indian corporations, including Air India, Indigo, and Tata



Group, alongside key sports stakeholders, to explore collaborative opportunities. The visit will also highlight South Africa's focus on bilateral cooperation across critical sectors such as infrastructure, energy, pharma, ICT, agriculture, and tourism while celebrating shared cultural ties through heritage site visits.

South African Tourism CEO Nombulelo Guliwe stated "We are delighted to welcome Minister Patricia de Lille to India as we commemorate 30 years of strong diplomatic ties and the shared values of democracy between India and South Africa. Our 30

years of bilateral milestone serves as a testament to enduring partnership between the two nations and highlighting significance of India as a key ally for South Africa. With the week-long engagement, we are set to further strengthen mutual ties and foster deeper, more meaningful collaborations across various sectors. Moreover, our commitment remains rooted in nurturing closer connections with India and celebrating the vibrant cultural linkages that have flourished over decades. Together, both nations strive to build a transformative era of collaboration, contributing to shared economic growth,

cultural exchange, and a strengthened partnership reflecting our collective vision for a prosperous and connected future."

As part of her visit, Minister de Lille will also explore India's rich cultural heritage, underscoring the deep historical and cultural ties between the two nations. By engaging with India's vibrant traditions and iconic landmarks, the Minister aims to celebrate the shared legacy that continues to strengthen the bond between South Africa and India while fostering mutual appreciation and collaboration in tourism and beyond.

Christmas in the USA

From the world-famous tree at New York's Rockefeller Center to Surfing Santas, Christmas boat parades and a town called Santa Claus, there's nothing like Christmas in the USA.





“Whether you’re looking for a cozy winter getaway, fabulous shopping, cultural attractions like concerts or ‘The Nutcracker,’ or a warm, sunny Christmas, we’ve got it,” said Fred Dixon, president and CEO of Brand USA, the nation’s destination marketing organization.

NORTHEAST AND MID-ATLANTIC

The towering tree at Rockefeller Center is a must for any holiday visit to New York. Other city favorites include magical window displays at department stores like Macy’s, Saks Fifth Avenue and Bergdorf Goodman; the Metropolitan Museum of Art’s Neapolitan baroque creche; New York City Ballet’s “Nutcracker,” and Radio City Rockettes’ “Christmas Spectacular.” Shop at unique holiday markets in Bryant Park, Union Square and Grand Central. To celebrate Hanukkah, a massive menorah will be lit at Fifth Avenue and 59th Street for eight nights beginning Dec. 25.

Washington, D.C., attractions include the National Christmas Tree

and the National Menorah on the White House Ellipse; the U.S. Capitol tree on the West Lawn of the U.S. Capitol; ZooLights at the National Zoo, and the U.S. Botanic Garden, which hosts a model train show, thousands of poinsettia plants and more. For shopping, check out the DowntownDC Holiday Market outside the Smithsonian American Art Museum and Dupont Circle’s DC Holiday Market.

At Virginia’s Colonial Williamsburg, you’ll find tours, street theater, concerts, craft workshops and special menus, all themed on the history of Christmas in early America. Nearby, Busch Gardens Christmas Town offers one of the largest lighting displays in North America, along with Christmas shows, Santa’s Fireside Feast and holiday shopping.

For a charming winter-themed getaway, consider picturesque Vermont towns like Woodstock, Manchester, Grafton or Stowe, or start your adventures from the state’s biggest city, Burlington. Try downhill or cross-country skiing; go sleigh-riding, snowshoeing or snowmobiling, or just

curl up by a fireplace with a cup of hot chocolate.

Bethlehem, Pennsylvania, founded on Christmas Eve in 1741, is nicknamed “Christmas City.” Tour the historic district with a costumed guide; view the city’s famed mountaintop star, 91 feet tall, on a Bethlehem by Night bus ride; and shop at Christkindlmarkt and Christmas City Village. Don’t miss the unique Live Advent Calendar, featuring music, stories, treats and more.

MIDWEST

In the Indiana town of Santa Claus, you can roast chestnuts on an open fire at Santa’s Candy Castle, shop at Santa Claus Christmas store, decorate Christmas cookies and experience Christmas dinner with Santa. Indianapolis, meanwhile, offers the massive Newfields’ Winterlights display, WinterFaire at the world’s largest children’s museum, and the Athenaeum Christkindlmarkt for shopping.

In Columbus, Ohio, German Village offers a European-style holiday marketplace complete with cobblestone streets, cafes and Christmas decor,

INTERNATIONAL

while visitors to Steubenville's Nutcracker Village will see 215 life-sized, handcrafted nutcrackers and a collection of 400 crèches from around the world. In Cleveland, visit the house where "A Christmas Story" was filmed.

In Chicago, Illinois, go shopping along the iconic Magnificent Mile or visit the downtown Christkindlmarkt. Glide along the Skating Ribbon in Maggie Daley Park with views of the skyline and Lake Michigan; see 50

decorated trees honoring holidays around the world at the Griffin Museum of Science and Industry, and check out lighting displays at the zoo, Botanic Garden and Morton Arboretum. Theater fans will want to catch "A Christmas



Carol” and a live version of “It’s A Wonderful Life.”

In Minnesota, Minneapolis’ Holidayzle festival runs Dec. 18-22, with interactive light displays, pop-up markets, live music and more. At

the nearby Mall of America — the country’s largest shopping mall — you can shop til you drop, meet elves and Santa, enjoy lavish decorations and visit the Candy Cane Institute. In Duluth, nicknamed “Christmas City of

the North,” go dogsledding, see the incredible Bentleyville “Tour of Lights,” and look for the Northern Lights.

THE SOUTH AND SOUTHEAST

In New Orleans, Louisiana, the NOLA ChristmasFest, Dec. 20-30, offers a skating rink, gingerbread village and carnival rides, while restaurants around the city host Reveillon, a Creole holiday feast. Enjoy the 25-acre light display in New Orleans City Park, free concerts at St. Louis Cathedral, caroling in Jackson Square and bonfires along the Mississippi River.

Parts of artsy Asheville, North Carolina, were hurt by recent floods, but many attractions are welcoming tourists again, and Christmas at Asheville’s famous Biltmore Estate promises to be as charming as ever. Candlelight Christmas Evenings reimagine Biltmore’s first-ever Christmas in 1895, complete with live music, glittering decorations and cozy fireplaces. Stay at an onsite hotel, tour the main house and grounds, and see the spectacular Chihuly at Biltmore exhibition.

In Florida, check out St. Augustine’s Nights of Lights, Pensacola’s Winterfest, and in Miami, the Luminosa festival and Santa’s Enchanted Forest. Holiday boat parades take place Dec. 14 in Fort Lauderdale and Dec. 7 in Jupiter, while Surfing Santas arrive in Cocoa Beach at 7:30 a.m. on Dec. 24. Disney World hosts Mickey’s Very Merry Christmas Party and Epcot’s International Festival of the Holidays, while Universal Orlando hosts Grinchmas. The tiny town of Christmas, near Orlando, is home to a Santa statue, streets named for Santa’s reindeer and a post office where mail is postmarked “Christmas.”

THE WEST, NORTHWEST AND SOUTHWEST

In Colorado, Denver’s spectacular Mile High Drone Show lights up the sky for 40 nights beginning Nov. 22, while other glittering light displays can be found at the Denver Botanic Gardens, Denver Zoo, Elitch Gardens, Cherry





Creek North and around downtown. Shows include Cleo Parker Robinson's "Granny Dances to a Holiday Drum," and cool Christmas concerts at the Dazzle jazz club.

In nearby Golden, The Polar Express Train Ride — themed on the children's book and film — includes caroling and a visit with Santa. Take the train from Denver's Union Station straight to the Winter Park ski resort, or go skiing at

Breckenridge, about 80 miles away (130 kilometers), where a Christmas parade of Bernese mountain dogs takes place Dec. 7.

In New Mexico, Albuquerque's Luminaria Tour shows off the local tradition of paper lanterns lining plazas and pathways. Shop at Santa Fe's Winter Spanish Market; take a boat ride to see Carlsbad's Pecos River glittering with millions of lights; and

visit a native community like Taos Pueblo, which marks Christmas Eve with bonfires, the Procession of the Virgin and rifle salutes from ancient adobe dwellings.

Christmas in California includes the Newport Beach Christmas Boat Parade, Dec. 18-22, and the Festival of Lights at Riverside's historic Mission Inn. In the Los Angeles area, see the tree at The Grove, holiday lights on



Rodeo Drive, Pershing Square's ice rink, and the Dec. 1 Hollywood Christmas Parade. Bob Baker Marionette Theater has been staging "The Nutcracker" with puppets since 1969, while Walt Disney Concert Hall hosts holiday concerts, a singalong and screenings of the movie "Home Alone" accompanied by a live orchestra.

Universal Studios Hollywood theme park offers holiday fun at The Wizarding World of Harry Potter, Super Nintendo World, and of course, Grinchmas at Whoville. Disneyland hosts a Christmas Fantasy Parade, icicles on the Sleeping Beauty Castle and spectacular holiday lights at "It's a Small World."

For Christmas fun in Oregon, try Portland's Holiday Brew Fest for beer lovers; Victorian Christmas Open Houses in Florence; and Bend's waterway parade of decorated kayaks, canoes and paddleboards. Outdoor winter adventures include truffle-hunting, snowshoeing and eagle-watching.

The bright lights of Las Vegas, Nevada, get a holiday makeover for

Christmas. The Las Vegas Motor Speedway hosts a Glittering Lights show; Enchant Las Vegas features a light maze and holiday scavenger hunt, and M Resort in nearby Henderson hosts Candy Rush, a drive-through animated light show. The Bellagio Conservatory reimagines its floral displays for winter while its famous fountains dance to Christmas music, and the Fontainebleau turns its pool deck into an ice rink.

Hawai'i puts a tropical spin on Christmas with holiday luaus and hula shows, Santa arriving by outrigger canoe, and beach resorts decked out for the season. It's also a great time of year for whale-watching.

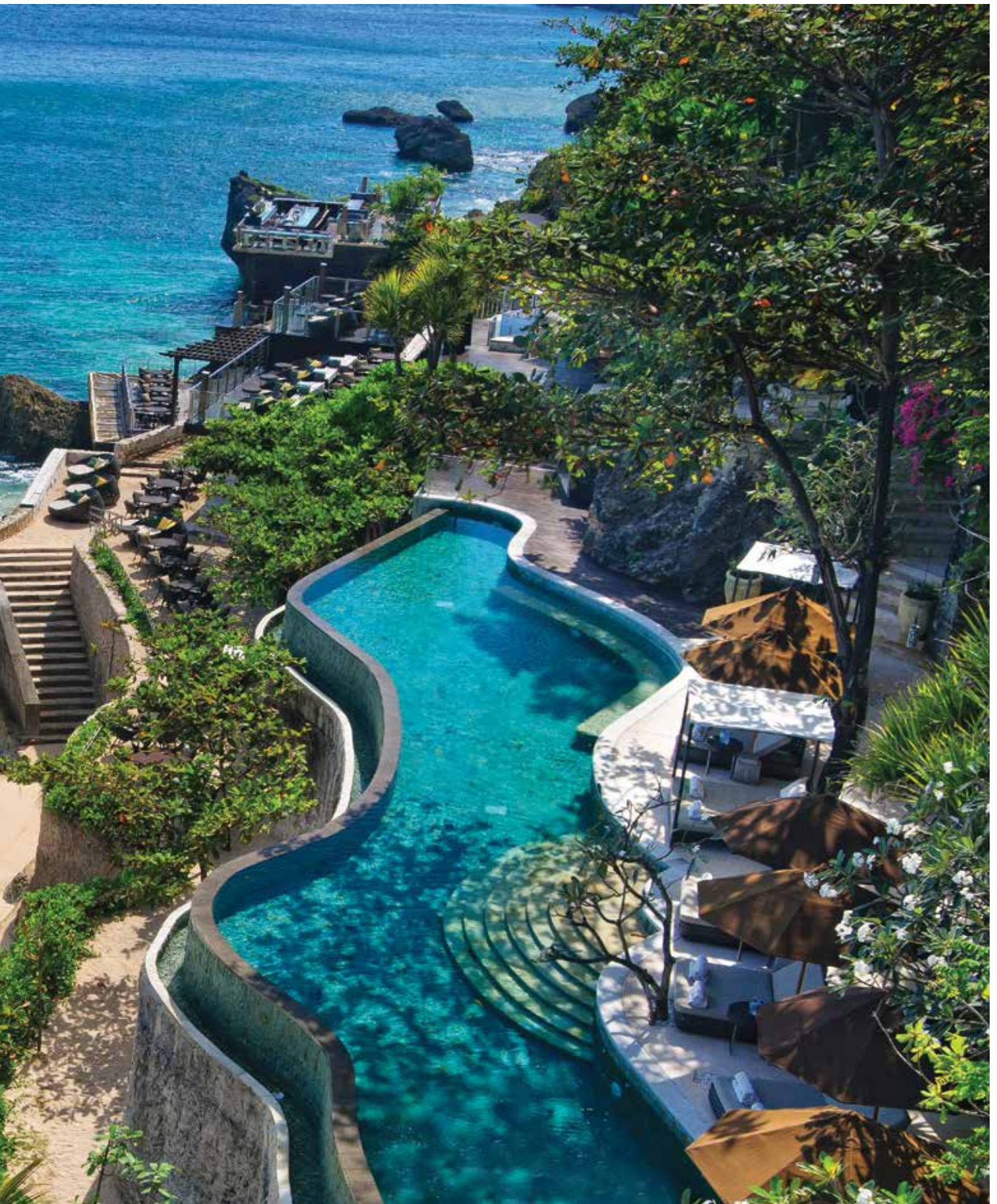
PUERTO RICO

Puerto Rico has the USA's longest holiday season, starting with Christmas light displays in town squares across the island and churches holding special Misa de Aguinaldo services, Dec. 16-24. Festivities continue with Three Kings Day, Jan. 6, and the San Sebastian Festival, Jan. 16-20.





Heavens Portfolio
Appointed by
AYANA Hospitality
for PR Representation
in India





Heavens Portfolio, leading the luxury hospitality and tourism representation company in Asia has announced the addition of AYANA Hospitality Group to its growing clientele of hotel and destinations brands from across the globe. Heavens Portfolio will be representing AYANA's complete portfolio including AYANA Bali, AYANA Komodo, and AYANA Jakarta for PR & Marketing in India. Through this partnership, AYANA

Hotels & Resorts aims to bolster its positioning as a leading luxury hotel group in the region.

Established in 2009, AYANA comprises five world-class resorts and hotels in Bali, Jakarta and Labuan Bajo. AYANA means "a place of refuge" in Sanskrit, where peace, harmony and happiness are embodied and celebrated. The intertwining plants and flowers of the AYANA logo symbolize the ideal of the Balinese concept of

creation and existence, the uniting of the human world with the natural world. AYANA Hotels & Resorts are recognized for their genuinely caring and truly attentive service inspired by authentic Balinese hospitality and include AYANA Resort BALI; AYANA Villas Bali; AYANA Segara Bali; RIMBA by AYANA Bali; AYANA Komodo Resort and AYANA Midplaza Jakarta.

Commenting on the partnership, **Michi Sonoda, Executive Assistant**





Manager – Sales and Marketing, AYANA Hospitality, says, “We are pleased to partner with Heavens Portfolio to strengthen our presence in India. India is a key market for us and we are confident that with Heavens Portfolio’s extensive network and support we will be able to penetrate deeper into this significant market and reach out effectively to potential travellers across the country. Heavens Portfolio’s comprehensive knowledge of the India market and access to potential partners will be extremely valuable to us.”

Christine Galle-Luczak, Founder & MD, Heavens Portfolio, said, “We are delighted to further strengthen our partnership with AYANA Hospitality and look forward to working together with them to build a strong brand positioning in the India market. With Indian travellers representing a significant percentage of inbound tourists to Indonesia, this strategic partnership marks AYANA’s strong focus on the India market. India’s outbound market is expected to reach \$55.4 billion by 2034 as per reports, and we aim to efficiently capture the interests of this market that continues to display huge potential.”

Heavens Portfolio represents a curated collection of unique, exclusive, and truly unforgettable travel experiences from around the globe, ranging from luxury hotels to wellness resorts, Destination Marketing Companies (DMCs) and Tourism Boards. With over 88 experts spread across India, Malaysia, Singapore, Vietnam, Indonesia, Thailand, Australia, Switzerland, Philippines, Hong Kong SAR, Mainland China, Taiwan

Region, Japan, and South Korea and with the Luxury Segment in mind, Heavens Portfolio is a partner of choice for any brand interested to develop its tourism potential.

Heavens Portfolio provides smart and effective Marketing, Sales, PR & Communication, as well as social media strategies to enhance hotels and travel businesses across all markets in which they operate.



Saudia Launches Limited-Time Promotions with Discounts and Exclusive Perks for International Travelers

Saudia, the national airline of Saudi Arabia, has introduced a series of exciting promotional offers for international travelers, featuring significant discounts and exclusive benefits.

The first promotion offers a 60% discount on the second seat for flights to select international destinations in Economy Class when booking with the promotional code *FLYDAY*. This offer is available for bookings made between November 26 and 30, 2024, for travel from December 1 to 31, 2024. Return flights can be booked for travel between December 1, 2024, and

February 28, 2025. Terms and conditions apply.

In addition, Saudia is offering up to 20% off Business and Economy Class fares for flights from Europe and North America to any of its global destinations. This offer is valid for bookings made from November 28 to December 5, 2024, with travel dates ranging from January 12 to May 12, 2025. The promotion provides an affordable opportunity for travelers seeking to explore new destinations or return home.

These promotions are part of Saudia's broader strategy to enhance its service offerings while expanding its

global flight network and modernizing its fleet. The airline aims to deliver an elevated travel experience, combining competitive pricing with quality service to strengthen its position in the global aviation market.

Looking to the future, Saudia is committed to ongoing innovation, investing in advanced technology, improved customer service, and sustainable practices to ensure a seamless and enjoyable journey for its passengers. With its growing network and more enticing offers, Saudia continues to focus on providing unmatched value and service to its guests.



Tourism Fair Varanasi to Bring Together 20,000 Professionals and Enthusiasts for Networking and Growth at Rudraksh International Convention Centre



Tourism Fair Varanasi is a powerful dynamic platform for networking and boosting tourism, connecting 5,000 to 20,000 professionals from November 22 to 24, 2024.

From **November 22 to 24, 2024**, the historic city of Varanasi will host the much-anticipated **Tourism Fair Varanasi** at the **Rudraksh International Cooperation &**

Convention Centre. This event stands as a dynamic platform where industry professionals, tour operators, destination managers, and travel enthusiasts converge, creating a unique networking opportunity for those passionate about tourism.

Uniting Industry Leaders and Travel Enthusiasts

The fair offers participants a

rich landscape to display their products and services, engage directly with new clientele, and build relationships that fuel future collaborations. By connecting key players from across the travel ecosystem, the event supports the development of tourism both domestically and internationally, showcasing Varanasi's growing role as a hub for tourism innovation.

Opportunities for Growth and Expansion

The Tourism Fair Varanasi emphasizes the travel sector's significance, offering a vital space for businesses to introduce new products, gain insights from industry experts, and identify trends that shape the global tourism market. Exhibitors and visitors alike will find prospects to broaden their reach and uncover partnerships that can pave the way for expanded business opportunities.

Showcasing the Rich Cultural Landscape of Varanasi

In addition to business networking, the event will celebrate Varanasi's rich cultural heritage, drawing attention to its status as a prominent tourism destination. The fair encourages participants to immerse themselves in the city's spiritual ambiance, from the ghats of the Ganges to its historic temples, enhancing their understanding of the unique cultural offerings that continue to attract travelers from around the world.

A Strategic Platform for Stakeholders

For stakeholders in the travel and hospitality sectors, the Tourism Fair Varanasi serves as a strategic venue to access a vast audience. This includes meeting potential clients, discovering regional specialties, and strengthening brand presence in one of India's most iconic destinations. The event promises valuable insights into emerging trends and helps businesses gain a competitive edge within a dynamic industry landscape.

Connect, Collaborate, and Celebrate

Whether you're looking to expand your business network, introduce your latest offerings, or simply immerse yourself in the vibrant tourism culture of Varanasi, this fair provides the perfect backdrop. Join us at the **Rudraksh International Cooperation & Convention Centre** from November 22 to 24, 2024, and experience a premier tourism event

that unites, informs, and inspires all who attend.

Anticipated Turnout and Participation at Tourism Fair Varanasi 2024

The **Tourism Fair Varanasi 2024** promises a remarkable gathering, with an expected **turnout of 5,000 to 20,000 visitors** over the course of three days. This vibrant event will attract a diverse mix of tourists, travel enthusiasts, industry experts, and local visitors, all eager to explore the latest trends and offerings in the tourism industry.

With **100 to 500 exhibitors** showcasing a wide range of products and services, the fair is set to be a bustling marketplace of ideas, innovations, and opportunities. Exhibitors from across the globe will present their unique offerings, catering to a broad audience looking to discover new travel destinations, services, and experiences.

The impressive scale of attendance and participation at the **Rudraksh International Cooperation & Convention Centre** highlights the event's growing significance in the global tourism calendar, positioning Varanasi as a focal point for tourism industry stakeholders in 2024.

Key Airports for Tourism Fair Varanasi 2024

Attendees traveling to the Tourism Fair Varanasi 2024 have two major airport options for convenient access to the city:

• Lal Bahadur Shastri International Airport (VNS)

Located approximately 26 kilometers from Varanasi city center, Lal Bahadur Shastri International Airport is the primary airport serving Varanasi. It offers both domestic and limited international flights, making it the closest and most convenient choice for those attending the event at the **Rudraksh International Cooperation & Convention Centre**.

• Chaudhary Charan Singh International Airport (LKO)

Situated in Lucknow, about 320

kilometers from Varanasi, Chaudhary Charan Singh International Airport is an alternative for international and domestic travelers. With more flight options and a larger range of international connections, this airport is ideal for those planning to combine their visit to Varanasi with a broader exploration of Uttar Pradesh.

Both airports provide excellent connectivity and transport options, including taxis, trains, and buses, to ensure smooth travel to and from Varanasi for the Tourism Fair.

Airlines Serving Tourism Fair Varanasi 2024

Several airlines provide convenient connections for those attending the Tourism Fair Varanasi 2024. Here's a rundown of key airlines operating flights to Lal Bahadur Shastri International Airport in Varanasi, ensuring smooth travel options for both domestic and international visitors:

• Air India

Air India offers flights connecting Varanasi with major Indian cities, as well as some international routes, ideal for visitors coming from afar. Known for its extensive domestic network, it caters well to attendees flying in from other Indian states.

• IndiGo

IndiGo is a popular choice for domestic travelers, providing frequent flights to Varanasi from various hubs like Delhi, Mumbai, and Bangalore. Its efficient service and wide domestic reach make it a convenient option for many attendees.

• SpiceJet

SpiceJet offers affordable domestic flights to Varanasi, with frequent routes from cities like Delhi and Kolkata. Its budget-friendly fares and reliable service make it suitable for cost-conscious travelers.

• Vistara Airlines

Vistara operates premium domestic flights to Varanasi, offering connections from major cities with a focus on comfort and service. It's ideal for business travelers and those looking for



a more luxurious flying experience.

- **Jet Airways (Currently Not Operating)**

Jet Airways is historically known for its connections to Varanasi, though it is currently undergoing a relaunch phase. Travelers are advised to check its operational status as the Tourism Fair date approaches, as it may resume services in time for the event.

These airlines ensure a wide array of choices in terms of schedule, budget, and service level, supporting a convenient journey to **Tourism Fair Varanasi 2024** at the **Rudraksh International Cooperation & Convention Centre**.

Top Restaurants in Varanasi for Tourism Fair Attendees

Visitors to the **Tourism Fair Varanasi 2024** can explore Varanasi's vibrant food scene, with dining options ranging from traditional Indian thalis to unique cafes. Here are some recommended spots:

- **Behind Yellow Doors Diner**

Known for its eclectic ambiance and diverse menu, this diner offers a blend of global and Indian flavors, ideal for travelers seeking a cozy and vibrant dining experience.

- **Shree Shivay Thali Dining Varanasi**

For a true taste of traditional Indian food, Shree Shivay serves authentic thalis, featuring a variety of Indian dishes in a single meal, perfect for sampling local flavors.

- **1916 Cafe & Restaurant**

With a charming setting and a mix of Indian and Continental dishes, 1916 offers a relaxed vibe, making it a good choice for unwinding after a day at the fair.

- **Aadha-Aadha Café**

Aadha-Aadha is a favorite among locals and tourists for its fusion of Indian and Western dishes. The café's inviting atmosphere makes it an ideal spot for a laid-back meal.

- **Baati Chokha Restaurant**

This restaurant specializes in Bihari and North Indian cuisine, especially the Baati Chokha dish. Its rustic decor and

authentic flavors offer a truly regional culinary experience.

- **The Palate at Ramada Plaza by Wyndham JHV Varanasi**

Located in the Ramada Plaza, The Palate provides a fine dining experience with an extensive menu covering Indian and international cuisines, perfect for a refined meal.

- **Kashi Chat Bhandar**

A must-visit for street food lovers, Kashi Chat Bhandar serves iconic Varanasi chaats. This spot is popular for its flavorful offerings and authentic street food vibe.

- **Niyati Cafe**

Niyati Cafe, a quaint eatery with views of the Ganges, offers homemade vegetarian dishes and is known for its homely ambiance, ideal for a peaceful and scenic meal.

- **Ganga View Cafe & Restaurant**

Known for its river views, this cafe provides a serene backdrop alongside a menu of Indian and Continental dishes, creating a relaxing atmosphere.

- **Tadka at Ramada Plaza by Wyndham JHV Varanasi**

Tadka offers a range of North Indian and Mughlai dishes, served in a luxurious setting. Located in the Ramada Plaza, it's a perfect choice for those seeking a comfortable and indulgent dining experience.

These options provide a wide array of culinary experiences, from local flavors to international cuisine, ensuring visitors to Varanasi have memorable dining options during their stay for the **Tourism Fair 2024**.

Top Hotels to Stay in Varanasi for Tourism Fair 2024

For attendees of the Tourism Fair Varanasi 2024, Varanasi offers a range of comfortable and luxurious hotels catering to different budgets and preferences. Here are some top recommendations:

• Hotel Dolphin Grand

Centrally located, Hotel Dolphin Grand offers modern amenities and spacious rooms, ideal for fair attendees seeking comfort and convenience within easy reach of the city's attractions.

• Ramada By Wyndham

Known for its reliable service and well-appointed rooms, Ramada By Wyndham provides a balanced blend of luxury and affordability, making it a popular choice for business and leisure travelers.

• Hotel Dolphin International

This hotel offers comfortable accommodations with a focus on service, located close to major landmarks, making it a good base for exploring Varanasi during the fair.

• DoubleTree by Hilton

DoubleTree by Hilton Varanasi provides a premium stay experience with its upscale amenities, including a fitness center, spa, and on-site dining, perfect for those looking for a touch of luxury.

• Stay Banaras

A charming boutique hotel with a homely ambiance, Stay Banaras is a unique and budget-friendly choice that combines modern comforts with a warm, inviting atmosphere.

• Taj Ganges

Set amidst lush gardens, Taj Ganges offers a luxurious retreat with refined rooms, a pool, and multiple dining options, ideal for travelers seeking a high-end stay in Varanasi.

• Ramada Plaza by Wyndham JHV

Located near the Rudraksh International Cooperation & Convention Centre, Ramada Plaza provides a blend of convenience and elegance, with well-appointed rooms, fine dining options, and a relaxing ambiance.

• Arcadia

A stylish and budget-friendly choice, Arcadia features modern rooms with essential amenities, making it a practical option for travelers seeking comfort at an affordable price.

• Hotel Temple on Ganges

With scenic views of the Ganges River, this hotel offers a serene stay experience and is perfect for those who wish to immerse themselves in Varanasi's spiritual essence.

• Brijrama Palace, Varanasi By The Ganges

A heritage hotel housed in a former palace, Brijrama Palace offers an extraordinary stay with luxurious rooms, riverside views, and rich historical architecture, providing a unique experience for travelers.

These hotels provide a variety of choices for a comfortable and memorable stay, ensuring visitors have a convenient base for attending the **Tourism Fair Varanasi 2024** and exploring the city's cultural landmarks.

Top Tourist Attractions in Varanasi
Visitors to Varanasi will find a wealth of cultural and spiritual experiences. Here are three must-see attractions that highlight the city's rich heritage:

• Sarnath

Located about 10 kilometers from Varanasi, Sarnath is a significant Buddhist pilgrimage site where Lord Buddha delivered his first sermon after attaining enlightenment. The site features the Dhamek Stupa, an impressive structure, and several ancient ruins, including the Ashoka Pillar. Visitors can explore the Sarnath

Museum, which houses exquisite Buddhist art and sculptures, making it a peaceful and enlightening destination.

• Ganges River

The Ganges River, revered as the holiest river in Hinduism, is the heart of Varanasi. Visitors can experience its spiritual significance by taking a boat ride at sunrise or sunset, witnessing the mesmerizing aarti ceremonies that illuminate the ghats with lamps and chants. The riverbanks, lined with ancient temples and bustling with pilgrims, offer a unique glimpse into the religious practices and daily life of the city.

• Dasaswamedh Ghat

Dasaswamedh Ghat is one of the most famous ghats in Varanasi, known for its vibrant atmosphere and spiritual significance. This ghat is the site of the grand Ganga Aarti ceremony held every evening, drawing large crowds. The ceremony features the rhythmic chanting of mantras, music, and the lighting of lamps, creating a mesmerizing and unforgettable experience for all who attend.

These attractions offer a glimpse into the spiritual and cultural richness of Varanasi, making them essential stops for anyone visiting during the **Tourism Fair Varanasi 2024**.

Conclusion

The **Tourism Fair Varanasi 2024** offers professionals in the travel and tourism industry a prime opportunity to connect, collaborate, and flourish in a dynamic marketplace. Scheduled for November 22 to 24 at the **Rudraksh International Cooperation & Convention Centre**, this event showcases the vital role of tourism in fostering cultural exchange and driving economic growth while highlighting Varanasi's rich heritage. Participants will gain valuable insights into emerging trends, build new relationships, and uncover diverse opportunities that can elevate their businesses. As the tourism landscape evolves, this fair shines as a hub of innovation and collaboration, encouraging all stakeholders to take advantage of this moment and contribute to a vibrant industry.

Kutch Rann Utsav

Expected to Set New Visitor Record with 10 Lakh Tourists in Gujarat

The Kutch Rann Utsav, a vibrant celebration of Gujarat's rich cultural heritage, is drawing an increasing number of visitors each year, and 2024 promises to be no exception. According to Gujarat Tourism, the festival is set to welcome a record-breaking crowd, with projections indicating an increase of 25 to 30 percent in tourist arrivals compared to last year's 7.42 lakh attendees. With upgraded amenities and new attractions, the number of visitors to the White Desert is expected to exceed 10 lakh in the coming season.

Scheduled to run from December

1 to February 28, the Rann Utsav's Tent City will be operational from November 11 to March 15, offering an unforgettable experience for both domestic and international tourists. The iconic White Desert, once viewed as an arid expanse, has transformed into the festival's main attraction, captivating visitors with its vast salt flats and mesmerizing natural beauty.

The number of visitors to the White Desert has grown exponentially over the years. In 2011, only 0.62 lakh tourists visited the region, but by 2017-18, this figure soared to 4.66 lakh, reflecting a staggering 657% increase.





While the pandemic caused a temporary dip in numbers, the upward trend has resumed. From 1.81 lakh visitors in 2021-22 to 3.45 lakh in 2022-23 and 7.42 lakh in 2023-24, the 2024-25 season is anticipated to attract over 10 lakh tourists, signaling the growing allure of the Rann Utsav.

This year, sustainability takes center stage at the Rann Utsav, with the festival introducing a series of green initiatives aimed at promoting eco-friendly tourism. Efforts to minimize plastic waste, encourage cycling excursions to the White Desert, and implement waste segregation within the Tent City will help ensure the festival's environmental footprint remains low. Additionally, tourists can explore curated itineraries designed to offer sustainable travel experiences, allowing them to enjoy the festival

while preserving the pristine beauty of the region.

One of the festival's primary attractions is the luxurious Tent City, where more than 400 premium tents, offering facilities akin to 3-star resorts, have been erected in the heart of the desert. Guests can enjoy the spectacular salt flats by day and indulge in the region's rich cultural heritage by night, with traditional folk performances and local cuisine on offer. Adventure seekers can also take part in thrilling activities such as camel rides, paramotoring, and off-road safaris, ensuring there's something for every type of traveler.

In addition to the signature cultural performances, the Rann Utsav is expanding its offerings this year. New events will include craft workshops showcasing the region's renowned

bandhani tie-dye, handwoven textiles, and intricate embroidery. Guided eco-tours will also be available, offering a deeper connection with the area's unique ecosystem, including its diverse wildlife and rare plant species. These experiences will not only engage visitors with Kutch's artistic traditions but also immerse them in the local community's sustainable practices.

The Rann Utsav's continued growth and increasing popularity signify its transformation from a regional event to an internationally recognized destination. As it evolves, the festival is positioned to play a key role in promoting both cultural tourism and responsible travel, inviting visitors from around the world to explore the wonders of Kutch while contributing to its preservation for future generations.

Madhya Pradesh Wins ‘Best Tourism State of the Year’ at Travel and Tourism Conclave for Excellence in Heritage, Nature, and Infrastructure



Madhya Pradesh has been named ‘Best Tourism State of the Year’ at the Travel and Tourism Conclave and Awards in New Delhi, a recognition of the state’s outstanding efforts in developing its tourism sector. The award celebrates

the state's innovation in showcasing its rich cultural, historical, and natural assets, solidifying its position as a leading destination for global travelers.

Key Initiatives Driving Madhya Pradesh's Tourism Growth

Madhya Pradesh, renowned for its UNESCO World Heritage Sites, wildlife sanctuaries, and vibrant cultural heritage, has made significant strides in transforming its tourism landscape. The state's tourism department has introduced several key initiatives to enhance the visitor experience and promote sustainable growth in the sector.



• Heritage and Cultural Promotion:

The state's iconic landmarks, such as the Khajuraho Temples, Sanchi Stupa, and Gwalior Fort, continue to be preserved and promoted as symbols of India's rich history. Cultural festivals and events that celebrate local art, cuisine, and traditions offer tourists an immersive experience.

• Eco-Tourism and Wildlife Conservation:

With top wildlife destinations like Kanha, Bandhavgarh, and Satpura National Parks, the state is a hub for eco-tourism. The Madhya Pradesh Tourism Department has integrated sustainable practices, from eco-friendly safari lodges to community-driven conservation efforts, ensuring that tourism supports environmental protection.

• Infrastructure and Connectivity:

Recognizing the importance of accessibility, the state has invested in modernizing roads, improving public transportation, and upgrading facilities at major tourist sites. Enhanced rail and air connectivity have made it easier for visitors to explore Madhya Pradesh's diverse offerings.

• Community Empowerment:

Tourism in Madhya Pradesh has also driven local economic growth through skill development programs, empowering communities to participate in the sector. This includes local employment opportunities in hospitality, crafts, and cultural tourism.

Leadership's Vision for Tourism

Shri Sheo Shekhar Shukla, Principal Secretary of the Tourism and Culture Department and Managing Director of the Madhya Pradesh Tourism Board, highlighted the importance of the award in furthering the state's tourism ambitions.

"This award is a testament to our continuous efforts to provide a unique and world-class experience for tourists visiting Madhya Pradesh," said Shukla. "We are committed to balancing development with sustainability and will continue to enhance our tourism offerings."

Why Madhya Pradesh is a Premier Tourist Destination

Madhya Pradesh's central location and diverse attractions make it a standout destination for both domestic and international tourists. The state's offerings include:

• **Iconic Heritage Sites:** The Khajuraho Temples, Sanchi Stupa, and Gwalior Fort are major draws for history and culture enthusiasts.

• **Wildlife and Nature:** Kanha and Bandhavgarh National Parks offer exceptional wildlife experiences, particularly for tiger enthusiasts.

• **Vibrant Festivals:** Events like the Khajuraho Dance Festival and Tansen Music Festival draw art lovers from around the world.

• **Adventure Tourism:** For adventure seekers, Madhya Pradesh offers trekking in the Satpura ranges, boating on the Narmada River, and exploring the caves of Bhimbetka.

Global Efforts to Promote Madhya Pradesh

Madhya Pradesh's tourism department has also worked on enhancing its global visibility through participation in international travel fairs and strategic marketing campaigns. The state's recent campaigns, including "MP Mein Dil Hua Bachpan Sa" (Rediscover Your Inner Child in Madhya Pradesh), have successfully captured the attention of travelers worldwide.

Looking Ahead: A Future of Innovation and Sustainability

The 'Best Tourism State of the Year' award not only acknowledges the state's achievements but also sets the stage for future growth. Madhya Pradesh plans to continue its development through investments in green energy, digital innovation, and safety protocols to ensure a sustainable and secure travel experience for visitors.

With this prestigious recognition, Madhya Pradesh reinforces its position as a must-visit destination and continues to inspire confidence among travelers and industry stakeholders alike.

India's Tourism Sector Contributes 5% to GDP in Fiscal Year 2022-23, Boosted by Post- Pandemic Recovery

India's tourism sector has made a significant economic contribution, accounting for 5% of the country's Gross Domestic Product (GDP) in the fiscal year 2022-23. This marks a strong recovery for the sector,

which was severely impacted by the pandemic, underscoring its resilience and growing role in the nation's economic recovery.

In addition to its GDP contribution, India recorded 9.52 million foreign

tourist arrivals in 2023. Of these, 46.2% came for leisure, holidays, and recreation, while 26.9% were members of the Indian diaspora visiting family or reconnecting with their cultural roots.





Tourism's Contribution to India's Economy: A Historical Overview

The contribution of tourism to India's GDP has seen notable fluctuations over the years. According to the Tourism Satellite Account (2015-16), tourism contributed 5.01% to the GDP in 2018-19. However, the pandemic led to a sharp decline, with the sector's contribution dropping to 1.5% in 2020-21. A gradual recovery followed, with the share rising to 1.75% in 2021-22. By 2022-23, tourism had regained its pre-pandemic momentum, reaching a 5% contribution to the economy.

Boosting Medical Tourism

In a bid to strengthen India's position as a leading global destination for medical tourism, the government has extended e-medical visa and e-medical attendant visa facilities to citizens of 167 countries. This initiative aims to streamline the process for

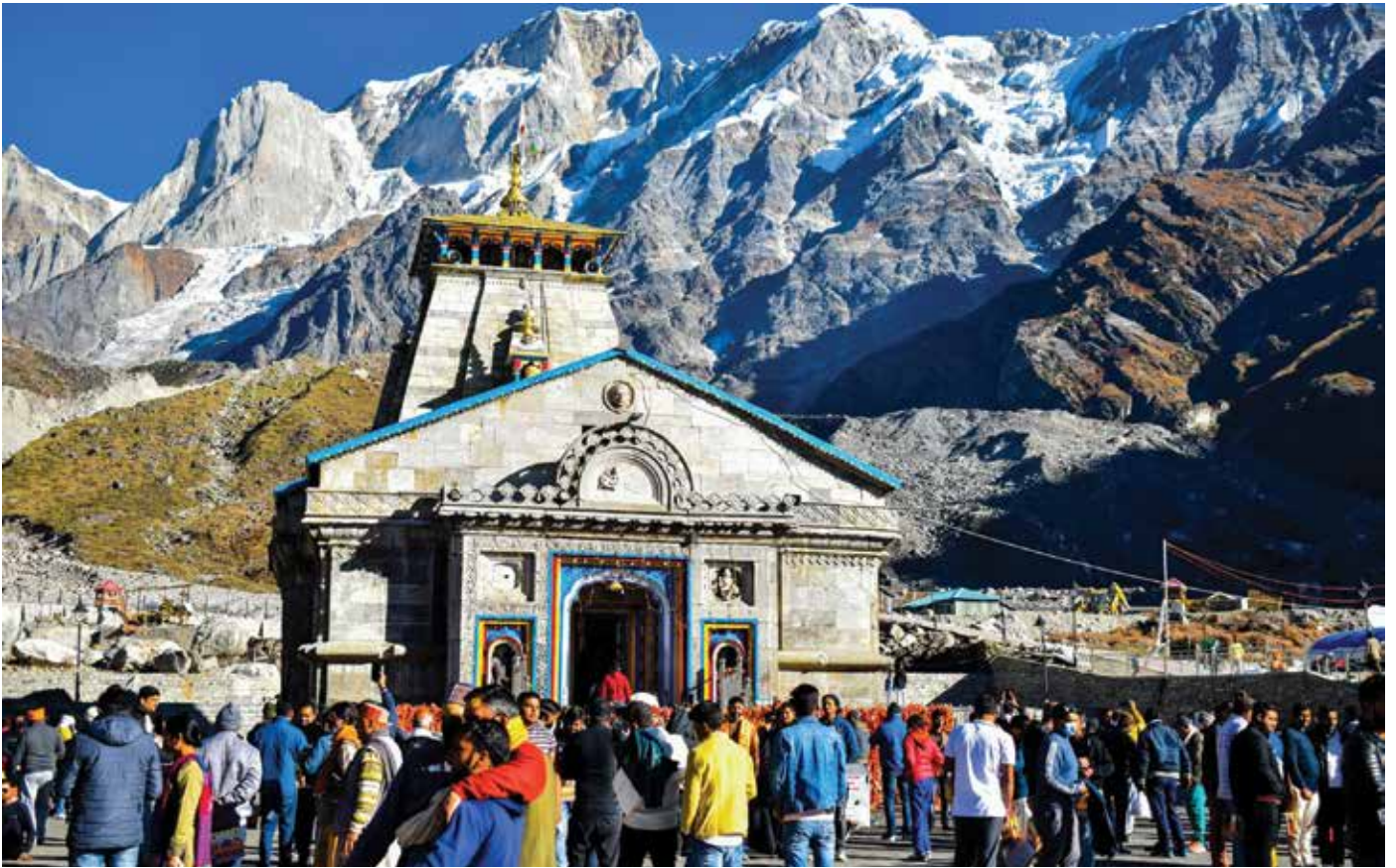
international patients seeking medical treatment in India, positioning the country as an attractive healthcare hub for global travelers.

Airfare Concerns and Impact on Domestic Tourism

The government has acknowledged concerns about the rising cost of airfares and its potential impact on domestic tourism. While the issue is under review, no specific updates or assessments were provided regarding its effect on tourism demand.

Outlook for India's Tourism Sector

India's tourism sector remains a vital pillar of its economy, showing remarkable adaptability in the face of challenges. With ongoing efforts to enhance infrastructure, promote leisure and medical tourism, and attract international visitors, the sector is poised for continued growth and expansion in the coming years.



Uttarakhand Focuses on Yoga, Adventure Tourism, Char Dham Yatra, and Sustainable Travel to Attract International Tourists

Nestled in the lap of the Himalayas, Uttarakhand, often referred to as the “Land of Gods,” is one of India’s most enchanting states. Renowned for its picturesque landscapes, spiritual heritage, and adventure opportunities, Uttarakhand offers a unique blend of experiences for travelers seeking tranquility, thrill, or cultural immersion.

Uttarakhand, known as the “Land of Gods,” holds a prominent position in India’s tourism landscape with its serene landscapes, spiritual havens, and adventure-filled experiences.

Spiritual Tourism: The Heart of Uttarakhand

Uttarakhand is synonymous with spirituality, hosting some of India’s most revered religious

sites. The **Char Dham Yatra**, which encompasses Kedarnath, Badrinath, Gangotri, and Yamunotri, is a spiritual pilgrimage that draws millions of devotees annually. These sacred destinations, surrounded by breathtaking Himalayan scenery, are considered gateways to salvation in Hindu mythology.

Another spiritual hub is **Rishikesh**, famously known as the **Yoga Capital of the World**. Situated along the banks of the Ganges River, Rishikesh attracts wellness seekers from across the globe. The tranquil atmosphere, combined with yoga and meditation centers, offers a rejuvenating retreat. The mesmerizing **Ganga Aarti**, performed every evening at Triveni Ghat, is a spectacle of devotion and cultural harmony that captivates visitors.

Adventure Tourism: Thrills Amidst Nature

For adventure enthusiasts, Uttarakhand is nothing short of paradise. Its diverse topography supports a wide range of outdoor activities.

- **Trekking:** Popular trails like the **Valley of Flowers**, **Roopkund Trek**, and **Har Ki Dun** provide a mix of challenging terrains and scenic beauty.
- **River Rafting:** Rishikesh is globally recognized as a premier destination for river rafting, offering thrilling rapids along the Ganges.
- **Skiing and Snowboarding:** The slopes of **Auli**, blanketed with pristine snow during winter, make it one of India’s top skiing destinations.

Lakes such as **Nainital** and **Bhimtal** add to the adventure experience with activities like boating, kayaking, and

angling, while paragliding and camping in the lush valleys cater to adrenaline junkies.

Cultural and Heritage Tourism

Uttarakhand's rich cultural heritage is reflected in its vibrant festivals, traditional arts, and historic temples. Local artisans practice age-old crafts like wood carving and wool weaving, which offer visitors a glimpse into the state's artistic legacy. Towns like **Mussoorie**, the "Queen of Hills," and **Almora**, steeped in colonial and indigenous history, are perfect for those who wish to explore Uttarakhand's cultural side.

Natural Splendor: A Haven for Nature Lovers

Uttarakhand boasts a wealth of natural attractions. National parks like **Jim Corbett**, India's oldest, and **Rajaji National Park** are teeming with diverse wildlife, including tigers, elephants, and exotic bird species. The **Valley of Flowers**, a UNESCO World Heritage Site, transforms into a vibrant carpet of blooms during monsoon, attracting nature enthusiasts and botanists alike.

The holy **Ganges River**, originating from **Gangotri Glacier**, flows majestically through the state, while towering peaks like **Nanda Devi** and **Trishul** offer unmatched vistas.

Also Read: *5 Spectacular Winter Festivals In India For 2024-25: Rann Utsav, Manali Carnival, And More*

Yoga Capital of the World: Rishikesh and the Spiritual Haven

Rishikesh, the Yoga Capital of the World, serves as the cornerstone of Uttarakhand's appeal. Mr. Lohani emphasized its global significance, noting how millions of visitors flock annually to experience holistic healing and spiritual rejuvenation along the sacred Ganges River.

The Ganga Aarti, a mesmerizing spiritual ceremony held daily, offers a unique opportunity to immerse oneself in India's cultural and religious fabric. Recently enhanced

by significant efforts from the Indian government under Prime Minister Narendra Modi, the region has become a beacon for wellness tourism.

Char Dham Yatra: A Pilgrimage Like No Other

One of the highlights of Uttarakhand tourism is the Char Dham Yatra. This revered pilgrimage, encompassing Kedarnath, Badrinath, Gangotri, and Yamunotri, attracts millions of domestic and international visitors each year.

"Expecting over 10 million visitors this year alone, the Char Dham Yatra is not just a spiritual journey but an economic lifeline for the region," remarked Mr. Lohani. With upgraded heliports and airports, access to these sacred sites has become more convenient for pilgrims from across the globe.

A Week in Uttarakhand: Tailored Experiences for Every Traveler

For travelers visiting Uttarakhand for a week, Mr. Lohani outlined a comprehensive itinerary:

1. Spiritual Rejuvenation: Begin with a visit to Rishikesh to participate in yoga sessions and experience the Ganga Aarti.

2. Hill Station Escapades: Explore Mussoorie, the "Queen of Hills," known for its colonial charm and breathtaking vistas.

3. Adventure Activities: Engage in trekking, river rafting, or paragliding in places like Auli and Rishikesh. For water sports enthusiasts, the serene lakes of Nainital offer activities like speed boating.

4. Cultural Immersion: Discover ancient wood-carving traditions, meet palmistry experts, and delve into Uttarakhand's rich artistic heritage.

"A week may feel short, but it's enough to touch the soul of Uttarakhand," shared Mr. Lohani with enthusiasm.

Also Read: *Indian Railways Breaks New Ground In Green Energy With Hydrogen Train Trials Set For December 2024 On Haryana's Iconic Route*

Adventure Tourism: Thrills in the Lap of the Himalayas

Adventure tourism is a growing sector in Uttarakhand, with its rugged terrains, snow-capped peaks, and pristine rivers offering diverse activities. Popular adventures include:

- **Trekking and Hiking:** Trails like the Valley of Flowers, Roopkund, and Har Ki Dun attract avid trekkers.

- **River Rafting:** Rishikesh is globally renowned for its thrilling rapids along the Ganges.

- **Skiing in Auli:** Recognized as one of India's premier ski destinations, Auli is a haven for winter sports enthusiasts.

Sustainable Tourism and Infrastructure Upgrades

To cater to the rising influx of tourists while preserving the environment, Uttarakhand Tourism has made sustainability a priority. Upgrades to airports and heliports are streamlining access to remote regions, making the state more accessible without compromising its ecological balance.

Additionally, the board is promoting eco-friendly initiatives, including renewable energy projects and waste management programs in tourist hotspots.

Global Outreach and Vision for the Future

Uttarakhand's tourism appeal extends far beyond India, with increasing visitors from Israel, the United States, the UK, and other countries. The state aims to position itself as a global destination for spiritual tourism, adventure sports, and cultural heritage.

Mr. Lohani expressed optimism about the future, saying, "We are very positive about bringing business from all around the world. Uttarakhand offers something unique to every traveler—be it spirituality, adventure, or culture.

With its rich tapestry of offerings, Uttarakhand exemplifies the essence of India's diverse tourism landscape. From the tranquil banks of the Ganges to the thrilling slopes of the Himalayas, the state invites travelers to rediscover themselves.

Kenya Tourism Board Partners with BRANDit to Strengthen Indian Travel Connections and Expand Year-Round



June Chepkemei, CEO,
Kenya Tourism Board



Lubaina-Sheerazi, CEO Co-founder
BRANDit

In a strategic move to bolster tourism ties between Kenya and India, the Kenya Tourism Board (KTB) has appointed BRANDit, a leading tourism representation agency, as its official partner for sales, marketing, and public relations in India. The collaboration aims to position Kenya as a top year-round destination for Indian travelers, promoting a diverse range of experiences beyond the iconic Great Migration.

Kenya, renowned for its diverse landscapes, rich culture, and world-class wildlife, has become a key destination for Indian tourists. Recognizing the importance of India as a growing source market, the KTB seeks to tap into the potential of Indian travelers, further expanding its reach and appeal. The appointment of BRANDit is expected to drive more meaningful engagement and increase awareness of Kenya's offerings among Indian tourists.

India's Growing Role in Kenya's Tourism

India has long been one of Kenya's top tourism markets, with Indian travelers flocking to the Maasai Mara for the Great Migration and to coastal destinations like Diani. According to KTB CEO June Chepkemei,

India is vital to Kenya's tourism success. "BRANDit's expertise in the Indian market will be invaluable as we work to deepen our connections with Indian travelers and solidify Kenya as a must-visit destination," Chepkemei said.

This partnership is part of KTB's broader strategy to attract a wider array of Indian tourists, including families, adventure seekers, luxury travelers, and cultural explorers.

BRANDit's Vision for Kenya in India

As the appointed sales and marketing representative, BRANDit plans to redefine Kenya's image among Indian travelers. CEO Lubaina Sheerazi shared, "Kenya has always been special to us. Our aim is to highlight it as a year-round destination, showcasing its diverse offerings in a sustainable and engaging way." BRANDit will focus on promoting Kenya not just for the Great Migration, but for its broader appeal, including luxury travel, adventure tourism, and cultural experiences.

New Initiatives to Engage Indian Tourists

BRANDit's strategic vision includes several key initiatives to enhance Kenya's visibility in the

Indian market:

• Luxury Travel:

Promoting Kenya's high-end safari lodges, exclusive wildlife experiences, and bespoke services.

• Adventure Tourism:

Showcasing activities such as hot-air balloon safaris, mountain trekking, and underwater adventures.

• Sustainability:

Highlighting Kenya's commitment to eco-friendly tourism practices, appealing to environmentally conscious travelers.

• Cultural Immersion:

Offering Indian tourists the opportunity to engage with local communities and learn about Kenya's rich cultural heritage.

• Multi-Destination

Travel: Encouraging Indian travelers to explore Kenya in combination with other East African countries.

A Comprehensive Marketing Strategy

BRANDit's roadmap for Kenya's success in India includes:

• Trade Engagement:

Collaborating with Indian travel agents and tour operators to create tailored travel packages.

• Media Campaigns:

Running targeted digital, print, and social media campaigns to raise Kenya's profile.

• Event Participation:

Showcasing Kenya at major

Indian travel exhibitions and fairs.

- **Educational**

Outreach: Organizing familiarization trips and workshops for travel agents.

- **Consumer**

Engagement: Using promotions, contests, and storytelling to directly engage with potential travelers.

Expanding Beyond the Great Migration

While the Great Migration is Kenya's most famous attraction, the country offers a range of

year-round experiences. These include exploring Mount Kenya's snow-capped peaks, relaxing on the beaches of Diani and Lamu, and immersing in the culture of Kenya's indigenous communities.

Kenya's diverse offerings also include:

- **Wildlife:** Spotting the "Big Five" in Maasai Mara, Amboseli, and Tsavo National Parks.

- **Landscapes:** Discovering the Great Rift Valley and the alpine forests of Mount Kenya.

- **Beaches:** Unwinding on the pristine sands of Diani, Watamu, and Lamu Island.

- **Adventure:** Engaging in activities like hot-air balloon rides and diving in coral reefs.

With these diverse experiences, Kenya aims to appeal to Indian tourists with varying interests, from nature and adventure to luxury and culture.

Strengthening Kenya-India Tourism Relations

The partnership between KTB and BRANDit marks

a new phase in Kenya-India tourism relations. By capitalizing on BRANDit's marketing expertise and KTB's strategic vision, Kenya is poised to attract an even larger share of India's outbound travel market.

As Indian travelers seek more adventurous, luxurious, and culturally immersive experiences, Kenya is set to become a top destination, with the MagicalKenya brand set to become a household name among Indian tourists.

VFS Global Strengthens Italy-India Connection With New Visa Hub

VFS Global and the Italian Consulate launch a dedicated visa application centre in Bengaluru, streamlining travel to Italy with a seamless and efficient process.

On Thursday, November 14, 2024, the Consulate General of Italy in Bengaluru, in partnership with VFS Global, celebrated the grand opening of a new Visa Application Centre dedicated to Italy. This state-of-the-art facility is strategically situated in the vibrant Vasanth Nagar neighborhood, providing convenient access to both the iconic Vidhana Soudha and Bengaluru's international airport. Its central location aims to simplify the visa application process for travelers heading to Italy.

The inauguration ceremony was marked by the presence of distinguished guests, including representatives from various public sector organizations. Diplomats from other consulates also participated, underscoring the collaborative spirit between nations and the importance of streamlining travel processes. Their presence highlighted the shared commitment to fostering

cultural exchange and tourism between Italy and India.

Adding a significant touch to the event was the inclusion of professionals from the travel and tourism industry. Their participation signified the critical role that this sector plays in bridging countries and promoting international exploration. The new center promises to serve as a pivotal hub for travelers, offering a seamless experience while navigating visa requirements.

This exclusive facility has been designed to cater to the specific needs of applicants traveling to Italy. Equipped with modern infrastructure and efficient processes, the center aims to reduce wait times and enhance customer satisfaction. It stands as a testament to the growing partnership between Italy and India, reflecting a shared vision for boosting tourism and economic ties.

With this initiative, the Consulate General of Italy and VFS Global continue their mission to make international travel more accessible and enjoyable. By establishing a dedicated center in Bengaluru, they have taken



a step forward in strengthening the cultural and economic bond between the two nations. This development is expected to encourage more travelers to experience the rich heritage and vibrant culture of Italy.

Ms Puja Singh appointed as the Director-Marketing & Communications at Raffles Udaipur



Raffles Udaipur has announced the appointment of Ms. Puja Singh as the new Director of Marketing & Communications. With over 16 years of experience in the marketing industry, Ms. Singh brings extensive expertise to her role. She has previously worked with prestigious hotel chains, including Hyatt Hotels in India and IHG's Six Senses in Vietnam. In her prior

positions, she led marketing strategies and evaluated marketing effectiveness at IHG's Six Senses Ninh Van Bay, as well as overseeing brand development at Ana Mandara Hospitality. Her diverse experience encompasses driving brand awareness, developing targeted campaigns, and enhancing the overall guest experience at luxury properties.

As Director-Marketing

& Communications, Ms. Singh will lead the Raffles Udaipur's marketing and communication initiatives with the goal of boosting its profile and establishing a distinguished presence. Working closely with the management team, she will be instrumental in developing and executing strategies to increase the hotel's visibility. She will also seek out strategic partnerships and

collaborations that align with Raffles Udaipur's brand values, aiming to create exclusive guest experiences and strengthen the hotel's competitive edge in the market.

Throughout her years at various luxury properties, Ms. Singh has developed and executed comprehensive marketing strategies that combine creative conceptualization with strategic collaboration. Her work has focused on capturing the essence of each hotel, enhancing its positioning, and aligning with the target audience to drive guest engagement and revenue growth. Additionally, she has played a key role in branding F&B outlets, designing visually striking campaigns, and curating locally inspired culinary experiences that leave a lasting impact on guests.

"We are delighted to welcome Ms Puja Singh to the team at India's first Raffles, Udaipur. Her extensive experience, vibrant personality, and deep passion for marketing and hospitality will undoubtedly make her an invaluable asset to our journey. She brings a wealth of knowledge and a fresh perspective, which will play a pivotal role in enhancing our brand's presence and reputation." said **Rajesh Namby, General Manager, Raffles Udaipur.**

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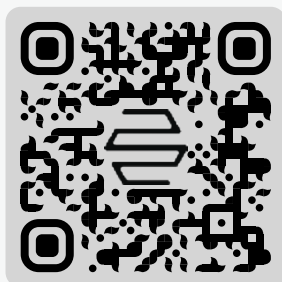
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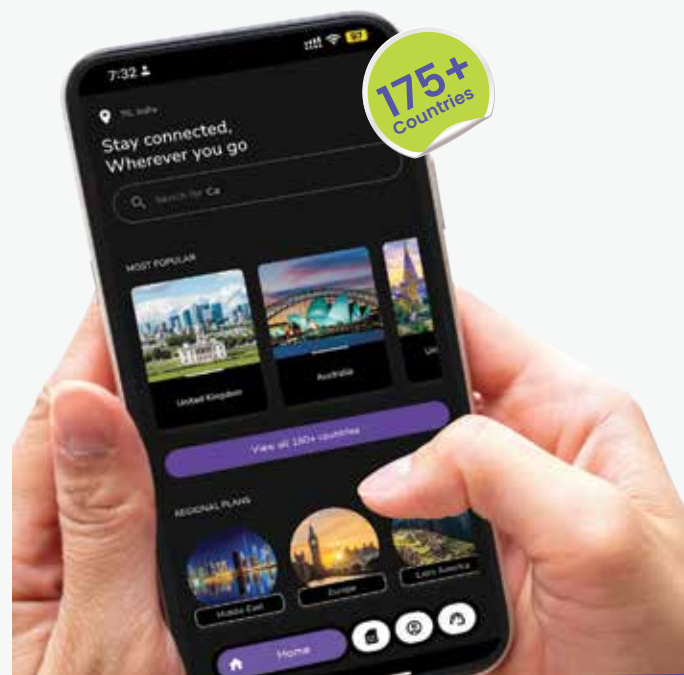


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