

APRIL 2024 ISSUE

# IATO SPEAKS

AN INITIATIVE BY IATO

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*The Tulip Festival:  
Celebrating nature's glory*



# Intrepid

## About Intrepid Travel

Intrepid Travel is the world's largest adventure travel company and a registered B. Corp, operating small group adventures all around the world. The business is still headquartered in Melbourne, with operational offices in 28 countries around the world. Intrepid has a workforce of more than 3000 staff and tour leaders and operates trips on all seven continents.



### Who are we?

- How it started**  
Intrepid was founded in 1989 by two friends who shared a love of adventure and travel.
- Our shared mission**  
To inspire people to explore the world responsibly and sustainably.
- Our shared vision**  
To be the world's most responsible and sustainable travel company.
- Our shared purpose**  
To create meaningful experiences that connect people and the planet.
- B Corp certified**  
Intrepid is a Certified B Corporation, meaning we meet the highest standards of social and environmental performance.



## What makes us different?

- Local leaders**  
Our leaders are genuinely connected to the places we go and the people we meet. This is what makes our adventures so special.
- We go all over**  
Intrepid travels to all 7 continents, with over 1000 trips in over 100 countries.
- Our global network**  
We have over 30 DMCs (Destination Management Companies) around the world.
- Trusted & transparent**  
We lead with openness, integrity and accountability to ensure our community feels safe, heard and included. From our ethical marketing guidelines to our flexible booking conditions, we're always in the work of finding a better way.
- Immersive experiences**  
Get to the heart of a place, beyond the guide book or Google search. This is where travel magic happens.
- Like-minded travellers**  
Connect with a community of spirited explorers who care about the planet. Shared experiences make for more joy and a better world.
- Climate conscious**  
Carbon neutral since 2010, the first global operator with verified, science based targets, and committed to sustainability in all its forms.



## Local India Expertise

Intrepid India currently employs 30 staff, and 75 local trip leaders and operates 800 trips across the country. In 2023, it supported 7500 travellers to explore India consciously. Our local teams deliver innovative, immersive, high-quality trips and experiences to customers. Committed to global diversity, equity, and inclusion, in India, the team is led by Rama Mahendru and 35% of the workforce or tour leaders are female, with plans to grow this by 50% by 2025. Looking to the future, Rama believes that Intrepid's style of sustainable, experience-rich travel will continue to grow, and she looks forward to more local communities in India benefiting from responsible tourism.

The world needs more *Intrepid* people

**Positive Impact through the Joy of Travel**  
Intrepid Travel's mission is to create a positive impact through the joy of travel, community, and connection.

(+91) 8889695240

[intrepidtravel.com](https://intrepidtravel.com)

[indiasales@intrepidtravel.com](mailto:indiasales@intrepidtravel.com)

25/3, East Patel Nagar, New Delhi

# CONTENT

**IATO Affair** 07

**Indian Escapde** 12

**Alliance** 17

**Trade Report** 29

**Media Coverage** 32



EC Liaison Mr Rajnish Kaistha  
Convener Mr Ravi Gosain  
Ms Sudipta Saha  
Ms Bharti Sharma  
Mr Rahul Chakravarty

Indian Association of Tour Operators  
(National Apex Body of Tour  
Operators) 310, Padma Tower II, 22,  
Rajendra Place, New Delhi – 110008

Tel : 91-11-25750034, 25754478  
E-mail: [admin@iato.in](mailto:admin@iato.in);  
[operations@iato.in](mailto:operations@iato.in)  
Web: [www.iato.in](http://www.iato.in)

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### *Dear Friends,*

It is a pleasure to bring the latest newsletter to all the members, reflecting on our recent participation at ITB Berlin and looking ahead to the promising travel season awaiting us in the industry.

Our presence at ITB Berlin marked another significant milestone in our on-going efforts to promote India as a premier travel destination. The event provided us with a platform to showcase the rich cultural heritage, diverse landscapes, and unparalleled hospitality that our country has to offer. Through engaging discussions, fruitful partnerships, and immersive experiences, we have reinforced India's position on the global tourism map.

As we transit into the upcoming travel season, I am filled with optimism for the opportunities that lie ahead. With our unwavering commitment to safety protocols and the implementation of innovative tourism initiatives, we are well-positioned to capitalise on this momentum and welcome travellers from around the world with open arms.

However, we must remain vigilant and adaptable in the face of evolving circumstances. As the landscape of travel continues to evolve, so too must our strategies and approaches.

## PRESIDENT SPEAKS

By staying informed about the emerging trends, harnessing the power of technology, and prioritising sustainability, we can ensure that India remains a top choice for travellers seeking unforgettable experiences.

Let us embark on this journey with renewed vigour and determination, united in our mission to showcase the best of India to the world. Together, we

can navigate the challenges ahead and emerge stronger than ever before.



***Rajiv Mehra***  
***President***





**Alleppey**

Spice Routes - Luxury Houseboats  
Marvel Cruise

**Athirapally**

Rain Forest Resort

**Hassan**

Hoysala Village Resort

**Idukki**

Silver Oak, Nedumkandam

**Jaipur**

Indana Palace

**Kumarakom**

Lakesong, Kumarakom

**Munnar**

Eastend, Munnar

**Mumbai**

Fariyas Hotel

**Poovar**

Poovar Island Resort

**Ranthambore**

The Kipling Lodge - By Nature Kalp

**Thekkady**

Carmelia Haven Resort

**Udaipur**

Yaan Wellness Retreat

**Lonavala**

Fariyas Resort

**Houseboats Spice Routes**

Luxury Cruises

**Uttarakhand**

Jim Corbett

The Tattwa Corbati Spa and Resort

**Dausa, Rajasthan**

The Clement Dera Village Retreats

**Amritsar, Punjab**

Sadda Pind

**Jamba, Rajasthan**

The Clement Dera Dunes Retreats

**Varansi, Uttar Pradesh**

Om Vilas Benares

**Marvel Tours**

DMC for South India



**Geeta Maheshwari**

Director | Hospitality and Marketing Services

66, A-2 Shiv Arcade, Acharya Niketan, Mayur Vihar, Phase I, New Delhi - 110091

Email us: geeta@hnmsservices.in, crs@hnmsservices.in

Tel No: +91 11 43570335 / 43570369

Mob No: +91 9868129188 / 9870109588 | Website: www.hnmsservices.in



# JANUARY

▶ IATO organises luncheon meeting.



▶ All Members were informed on the SafeTree - Tour Operators Liability Insurance Plan for IATO Members.

# FEBRUARY

▶ IATO & Adventure Tour Operators Association of India (ATOAI) partnered with Gwalior administration organised Gwalior FAM Trip.

In a collaborative effort, the Indian Association of Tour Operators (IATO) & Adventure Tour Operators Association of India (ATOAI) partnered with Gwalior administration for a remarkable familiarization (fam) event in Gwalior. The event graced by Mr. Rajiv Mehra, President of IATO, and attended by notable figures including Mr. Sanjay Razdan, Mr. Sunil Mishra, and Mr. Viney Tyagi, Mr. Ajeet Bajaj (President) ATOAI saw participation from 60 delegates representing various regions of India. The event witnessed special presence of IAS Sh. Akshay Singh: Collector, IAS Sh. Deepak Singh: Commissioner, IAS Ms. Neetu Mathur: CEO Gwalior Smart City. Dignitaries including DM joined the event today to engage with officials. A Gala Dinner was hosted at Radisson Gwalior brought together district officials and members of the Madhya Pradesh Tourism Board for further interactions. The day's activities commenced with an afternoon sightseeing tour exploring the historic Gwalior Fort and Tansen Tomb/Gujari Mahal. Evening activities included a gathering at the majestic Taj Usha Kiran Palace, facilitating discussions between tour operators, district officials, and the

Madhya Pradesh Tourism Board, followed by the Gala Dinner at Radisson. The integrated destination showcased various attractions such as the Music Museum dedicated to Ram and Krishna, the historic 64 Yogini Temple, the majestic Chaturbuj Temple of Gwalior, and highlighted Gwalior's historical significance as the birthplace of the famous Kohinoor diamond. Additionally, discussions centered around the significance of Gwalior in the Braj Gohad region and the ongoing developments in the city, including the Smart City initiatives led by CEO Ms. Neetu Mathur.



## IATO AFFAIR



Industry colleagues @ Travel and Hospitality Industry were informed on the IATO Special Membership Drive Offer at SATTE 2024 - waiving off/discount on admission fee for the IATO membership for the new applicants.

## IATO AFFAIR

▶ All members (Recognized by the Ministry of Tourism, Govt. of India) were informed about the road shows in Moscow and St. Petersburg coinciding with MITT.

IATO Annual Day 2024 Themed - 'RETRO इस्लाम' concluded at the India's Best Heritage Transport Museum, Tacru - Gurgaon, India.

IATO Annual Day is Celebrated every year to celebrate the celebration of being a part of IATO for it's members and their families.



▶ All members were informed on the Invitation for 6th edition of Global Film Tourism Conclave (GFTC) on 1st March 2024 at Novotel Mumbai.

▶ Vice President, IATO met Dy PM and Finance Minister of FIJI Prof. Biman Prasad.

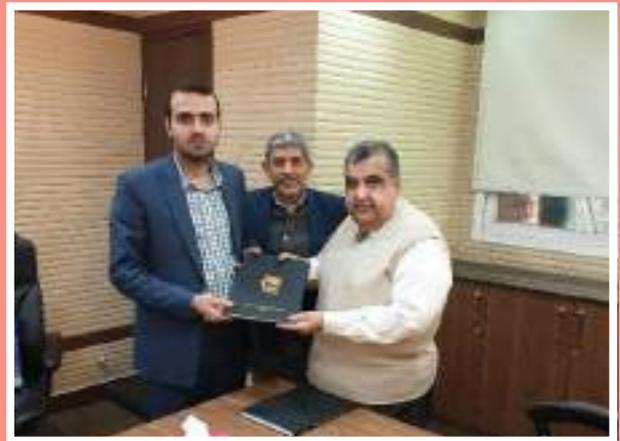


## IATO AFFAIR

▶ All Members (Tour Operators and Travel Agents) were informed on the Special FIT Rates for IATO Members by The Leela Palaces Hotels and Resorts.



▶ Meeting was held with the Embassy of the Islamic Republic of Iran represented by HE Abolfazi Rohanifard, Second Secretary, Economic Section and IATO President Mr. Rajiv Mehra and Mr. Deepak Bhatnagar EC Member. Cross promotion of Tourism between the two countries was discussed in detail. Suggestion were made by IATO on Air Connectivity, Soliciting the support of the Ministry of External Affairs and the Ministry of Tourism for a FAM Trip of Iranian Tour operators to India, participation in International travel marts in India, FAM trip of Indian Tour Operators to Iran and exploring the possibility of an MoU between an Iranian Tour Operators Organisation, if any and IATO.



▶ All members were informed on the IATO Workshop on 7th March 2024 coinciding with International Women's Day.

▶ All members were informed regarding issue pertaining to long delay in receiving bills for accounting purposes where 100% advance payments are made by IATO members to approved/classified hotels.

▶ All members (Tour Operators & Travel Agents) were informed on the ITC Hotels Special Rates for IATO Members being extended till 31st March 2025.

# MARCH

- ▶ IATO President, VP, Hony. Secretary, EC member and Chapter Chair UP at ITB Berlin 24.



- ▶ Mr. Rajnish Kaistha, Sr. Vice President IATO & EC Liaison- IATO Women Empowerment Committee and Ms Surinder Kumar, Convener IATO Women Empowerment Committee conducted a workshop on the occasion of International Women's Day for its members (for females) to foster awareness about pertinent issues affecting their personal and professional spheres.

## IATO AFFAIR



- ▶ All members were informed regarding issue pertaining to long delay in receiving bills for accounting purposes where 100% advance payments are made by IATO members to approved/classified hotels.
- ▶ All active members were informed on the Old Delhi Heritage & Food Walk on Sunday, the 31st March 2024 organised by IATO.

- ▶ Mr. Randhirsingh Vaghela, Chapter Chair, Gujarat and some members went on the of evening of 21st March 2024) to greet the new incoming Commissioner of Tourism & Managing Director of Gujarat Tourism Mrs S.Chhakchhuak, IAS, with flower bouquet & also gave her the last convention IATO Manual.
- ▶ The team shared with her the problems the tour operators were facing as stakeholders in handling Inbound-foreign tourist coming to Gujarat and she gave IATO a very patient hearing of more than 01 hour and understood the challenges for Inbound foreign tourists. She assured that she would look into it.

# The Tulip Festival

— Celebrating nature's glory —

Amidst the snow-capped peaks and lush valleys, lies a spectacle of nature's grandeur - the Tulip Festival. Each year, as spring unfurls its vibrant colours, India awakens to the mesmerising beauty of tulips adorning its landscapes. From the picturesque fields of Kashmir to the charming hills of Uttarakhand, the Tulip Festival captivates visitors with its breath-taking display of floral abundance.

One of the most renowned destinations for the Tulip Festival is the mesmerising Kashmir Valley. Here, nestled against the backdrop of the Zabarwan Mountains and overlooking the serene Dal Lake, the Indira Gandhi Memorial Tulip Garden comes to life in a riot of colours. Spread across 30 hectares of land, this garden boasts Asia's largest collection of tulips, with over 1.5 million blooms in an array of hues and varieties.

## INDIAN ESCAPDE

The Tulip Festival in Kashmir is a celebration of spring's arrival, marking a time of renewal and rejuvenation. As the valley awakens from its winter slumber, travellers from far and wide flock to witness the kaleidoscope of colours that blanket the landscape. The garden, inaugurated in 2007 by the tourism board of Kashmir, has since become an annual pilgrimage for flower enthusiasts and nature lovers alike.

Walking through the garden's meticulously manicured rows of tulips is a sensory delight. The air is filled with the sweet fragrance of flowers, while the vibrant hues create a feast for the eyes. From traditional varieties such as strong gold and margaritas to exotic blooms such as candela and kung fu, the garden showcases the diversity and beauty of tulips from around the world.

But the Tulip Festival is more than just a floral extravaganza; it's a celebration of Kashmir's rich culture and heritage. Visitors can immerse themselves in the local cuisine, sampling delicacies such as Rogan Josh and Kashmiri Pulao, or shop for traditional handicrafts and souvenirs. Nearby attractions such as the Pari Mahal, Chashm-E-Shahi Garden, and Dal Lake offer further opportunities for exploration and discovery.

Beyond Kashmir, the Tulip Festival casts its spell in other parts of India as well. In the picturesque hill station of Srinagar, the Tulip Garden at Siraj Bagh is a popular destination for nature enthusiasts and photographers. Here, amidst the tranquil surroundings and breath-taking vistas, visitors can witness nature's bounty in all its glory.



## INDIAN ESCAPDE



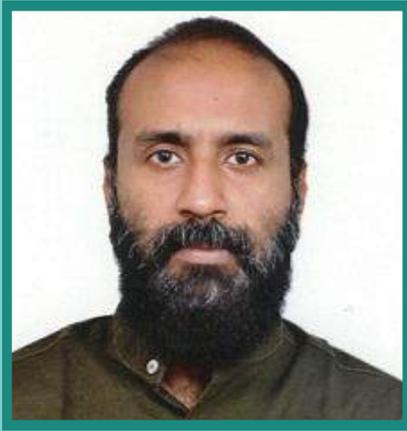
In Uttarakhand, the town of Musiyari plays host to its own Tulip Festival, drawing visitors with its charming alpine meadows and stunning views of the Himalayas. Against this majestic backdrop, fields of tulips bloom in a kaleidoscope of colours, creating a scene straight out of a fairy tale.

As the Tulip Festival unfolds across India, it serves as a reminder of the beauty and diversity of the natural world. In a country known for its rich cultural

heritage and vibrant festivals, the Tulip Festival stands out as a celebration of nature's splendour. Whether amidst the snow-clad peaks of Kashmir or the verdant hills of Uttarakhand, the Tulip Festival offers a glimpse into the breath-taking beauty of India in springtime. So, as the season unfolds and the tulips come into bloom, let us join together in celebrating this wondrous display of nature's artistry.



## ALLIANCES



**Mr Roshan M. Thomas Director (IC, IT & OM), Ministry of Tourism, Government of India was contacted regarding MDA Assistance for participation in overseas Travel Marts in India Pavilion**

IATO apprised that it is in receipt of the RTI Reply of the Ministry of Tourism, Govt. of India dated 10th January 2024 from one of its members who had filed an RTI Application no. MTour/R/E/23/004 dated 21 December 2023.

The RTI reply given by the Ministry is contrary to the email received from the Ministry of Tourism, Govt. of India dated 30th August 2023, wherein it was informed to IATO that Quote “The Proposed fairs and exhibitions of MoT is with the component of MDA. The Tour Operators who are the Co-Exhibitors in Incredible India Pavilion in the listed fairs can avail MDA benefits as per the guidelines in Vogue.” Based on this MoT email members were informed to apply for prior approval as per guidelines for availing MDA assistance for participation in the MoT listed travel marts/exhibitions.

Wherein in the attached RTI Reply of MoT it was mentioned, “Marketing Development Assistance Scheme (MDA) is currently under review. Consequently, no prior approval has been granted to any travel agent/ tour operators between 1st April 2023 and the present date. Further, it is also informing you that no Tour Operator/Travel Agent has been given any MDA.

IATO requested that present status of MDA be informed so that it can inform its members accordingly so that they were not kept in dark and can take decision of their participation in overseas travel marts. This information was required urgently as many of IATO members participate in overseas travel marts considering that MDA would be provided to them by the Ministry of Tourism, Govt. of India.



**Mr Dheeraj Sisodia, Executive Director, Rajasthan Tourism was offered points to be included in the MOM held on 19th January 2024 regarding Palace on Wheels and the revised minutes to be shared -**

1. Withdrawal of Court Cases filed against the tour operators and issuance of guidelines

## ALLIANCES

2. Payments
3. Usage of Palace On Wheels Content
4. Cancellation of Departure of Palace on Wheels:-



### Request for the operational guidelines for Palace on Wheels issued by RTDC

IATO wrote to Shri. Vijay Pal Singh, Managing Director, Rajasthan Tourism Development Corporation referring the discussions during the meeting held on 19th January 2024 regarding Palace on Wheels and its email sent on 21st January 2024 and requested that the operational guidelines for Palace on Wheels that were to be issued by RTDC be sent to IATO and the concerned tour operators by 22nd January 2024. This was so that members who would be attending FITUR 2024 starting from the 24th of January were clear in their mind whether they can promote Palace on Wheels or not to avoid any issue coming up later.



**Shri Rajiv Kumar, Chief Election Commissioner was written to for exemption of All India Tourism Permit Tourist vehicles from deployment of Lok Sabha / State Elections & guidelines to be issued and other suggestions**

1. Exemption of Tourist Vehicles from Election Duties:- During election period, on the orders of Election Commissioner/District Collectors/District Magistrates or any other authorized Government officials, all tourist vehicles, having All India Tourist Permit are deployed for election duties. This causes that our members who were committed to provide services to the tourists were not able to provide them the services as per the contract, which causes lot of problems and tarnishes the image of our country. This also caused legal action against the tour operators by the foreign tourists for not providing the contracted services.
2. To Show Democratic Election Process to the Foreign Tourists:- IATO suggested that 4 cities can be selected as pilot

## ALLIANCES

project like Delhi, Varanasi, Jaipur, Kochi as Model Cities where tour operators can take foreign tourists to show them as to “How the Elections are conducted in our country”. This will build strong image of our country all over the world

3. Opening of ASI/State Monuments during election period under the essential services category.



**Mrs V. Vidyavathi, Secretary (Tourism), Ministry of Tourism was addressed regarding reduction in Budget for Overseas Promotion and Publicity for the Ministry of Tourism**

IATO apprised that there was a sharp 97 percent reduction in overseas promotion and publicity allocation including Marketing Development Assistance dropping to Rs. 3 crores from Rs. 95 crores in previous budget, which raised concerns for the tourism stakeholders.

IATO started getting distress calls from its members who would be participating in Arabian Travel Mart 2024 and IMEX 2024 both taking place in May 2024 and other important overseas travel marts to take place following the same. Members wanted to know whether the Ministry of Tourism would be taking space in these important travel marts and set up India Pavilion or not. This was more important when inbound tourism to India was in revival mode and the Industry was struggling to reach the pre – covid level. Countries like Sri Lanka, Malaysia, Singapore, Vietnam, UAE etc. were making all their efforts by offering free visa, visa on arrival etc. and Government of India reduced the budget for overseas promotion and marketing.

IATO requested that the matter be taken up with the Ministry of Finance, Govt. of India, expressing concerns of Ministry of Tourism and the industry stakeholders.

Further IATO mentioned that the Marketing Development Assistance had been kept on hold for the last couple of years, needed to be revived in its original form as per the guidelines so that tour operators/travel agents can participate in Overseas Travel Marts and can undertake Overseas Sales Trip to promote India. MDA was very important for the small tour operators for overseas promotion.

## ALLIANCES



**Mr Manish Puri, Head of Sales, Air India addressed for Introduction of additional flights on sector Delhi – Leh - Delhi**

IATO apprised that Since last one year there has been a negative tourism growth in Ladakh primarily due to lack of adequate airline frequency on Delhi – Leh – Delhi sector due to which airfares had also gone very high which somehow proved to be a major problem in the overall growth of tourism in Ladakh. Earlier there was Go Air flights on Delhi – Leh – Delhi sector which were withdrawn and now there was need of additional flights for the forthcoming season from April to October.

Air India can even think of introducing flights from other cities to Leh and vice-a-versa.

A similar request was made to Mr. Vinay Malhotra, Head of Global Sales, IndiGo



**Ms Anupama Jorwal, IAS, Managing Director Rajasthan Tourism Development Corporation Ltd. on the Guidelines issued by RTDC in relation to Palace on Wheels as per the meeting held on 19th January 2024**

IATO apprised that it has come to its attention that the guidelines introduced to facilitate the booking of Palace on Wheels by IATO members through the RTDC website, subject to certain conditions and that the content of the order is inconsistent with the discussions held on 19th January 2024, in Jaipur, between the former Managing Director of RTDC and the IATO President, Mr. Rajiv Mehra.

It has also come to light that RTDC has entered into an agreement with M/s. Cube Construction Company to manage this aspect of the business on your behalf. It is imperative to note that the travel agents associated with IATO were not informed of this agreement. Therefore, in order to respond effectively to the new guidelines,

## ALLIANCES

it was essential for IATO to review the terms and conditions stipulated in the agreement with Cube Construction Company. The lack of prior knowledge and information on this matter had raised concerns among IATO members. To ensure a comprehensive understanding and informed response to the guidelines, IATO requested RTDC to share a copy of the agreement with Cube Construction Company as obtaining a copy of the agreement will facilitate a smoother transition and enable IATO members to align with the revised procedures



**Mrs Manisha Saxena, Director General, Ministry of Tourism was addressed regarding setting up India Pavilion in Arabian Travel Mart, Dubai and IMEX, Frankfurt in 2024**

Post the announcements of Union Budget, IATO was receiving number of calls from its members who were regularly participating in the above two fairs as co-exhibitors in India Pavilion.

IATO requested that like last year, Ministry should plan in advance about participation in a overseas travel marts and a list of such marts should be sent to IATO and other associations for circulation to the members, so that members can plan accordingly.

IATO requested a confirmation on Ministry's decision about participation in above two marts i.e. Arabian Travel Mart, Dubai and IMEX, Frankfurt, so that it can send a circular to the members and get appropriate participation of stakeholders in India Pavilion to make it productive and useful.



**Mr Pradeep Shetty President Federation of Hotel & Restaurant Associations of India Mr Puneet Chhatwal, President, Hotel Association of India were addressed**

IATO also CCd Mr Garish Oberoi, President, Hotel & Restaurant Association of Northern India and Mr Vijay Lal, Vice President, Indian Heritage Hotels Association on the Issue pertaining to Long Delay in Receiving Bills for Accounting

## ALLIANCES

Purposes where 100% Advance Payments were Made by IATO Members to Approved/ Classified Hotels

IATO apprised that

1) Wherever vouchers were issued by the Tour Operators, they usually got bills from Hoteliers & those were settled promptly.

2) But Post Covid dynamics had changed, and hoteliers mostly demanded full advance payment at booking stage. However when Clients Checkout after having availed the stay, Tour Operators had to Keep Chasing for GST Invoice with the hotels but they kept delaying. It was a wastage of Precious time and man-power for doing such follow-up with the hotel

3) There are cases, where hotels even do not issue GST invoice in spite of follow-up with the hotels, which was against the law.

Objections were raised by the auditors as to how 100 % advance payment was made without receiving the proper GST bills whereas the payment was made including GST amount, which was against the law.

If hotels continued to follow the above practice, there will not be any other option but to bring this to the knowledge of the government authorities to avoid any harassment from the taxation departments to the IATO member tour operators.

IATO requested that a circular be issued amongst all members of FHRAI HAI and IHHA to issue GST invoice to the tour operators immediately on receipt of payment/services are rendered.

IATO mail was duly acknowledged by FHRAI and HAI who have shared the concerns raised by IATO with their Member hotels and requested them to address the issues.



**Shri Yadubir Singh Rawat, Director General, Archaeological Survey of India was addressed and offered suggestions/recommendations to improve tourists experience at Taj Mahal**

For night viewing of Taj Mahal for Foreign Nationals, when one booked entry ticket, we needed to select the country of foreign nationals. In the list of countries, , Maldives was missing from the list. There may be some other countries also which may be missing. Maldives and other countries which were missing to be added in the list.

## ALLIANCES

During day visit of Taj Mahal, in the list of proof of photo id, Aadhaar Card was there in the list. However, when one booked entry tickets for night viewing of Indian Nationals, Aadhaar Card was not there in the list of proof of photo ID. Aadhaar Card was accepted as photo ID by all the government offices. This was an error and needed to be corrected.

Mobile phones were allowed to be carried at Taj Mahal during day time, but during night viewing Mobile phones were not allowed to be carried inside the monuments. Tourists, who visited Taj Mahal during Night Viewing, wanted to capture precious moments and wanted to keep the photograph with them for lifetime. Hence, it was requested that Mobile Phones should be allowed to be carried during Night Viewing of Taj Mahal.

Online booking of moonlight tickets for night viewing of Taj Mahal should be open 60 days in advance so that International guests can plan and change dates in case of non-availability of entrance tickets on any given date. Currently entrance tickets were purchased online only 7 days in advance and it was not possible to change travel / hotel reservations in case of non – availability of entrance tickets for night viewing.



**H. E. Mr. SUZUKI Hiroshi, Ambassador Extraordinary and Plenipotentiary was addressed regarding issuance of necessary directives for removing of misleading information from the official website of Ministry of Foreign Affairs Consular Bureau, Japan**

IATO apprised that it had come across a note received from one of a Foreign Tour Operator, M/s Kuoni Tumlare, Japan according to which Japan Embassy had shown some areas in Bihar dangerous to travel (Level2). In this regard, IATO drew the attention of H.E. on the official website of Ministry of Foreign Affairs Consular Bureau, Japan -

[www.anzen.mofa.go.jp/info/map/2022T048\\_1\\_Detail.html](http://www.anzen.mofa.go.jp/info/map/2022T048_1_Detail.html)

IATO understood that this was a very old advisory, which had not been removed. However due to this reason, one of IATO members got a cancellation of a large Buddhist Tourist Group

## ALLIANCES

from Japan who cancelled their visit to India due to the above advisory. This is only one incident and there may be many other Buddhist Tourists from Japan wanting to come to India but were avoiding to visit India and going to Bihar due to this advisory.

Over the years, most of IATO groups travel by road from Varanasi to Bodhgaya and it did not find any such danger for the traveller to travel on this route.

IATO requested that the advisory be removed, as this was an old travel advisory so that intending Buddhist tourists from Japan can visit India and Bihar. Further IATO is ready to take a delegation of officials of Japanese Embassy on a trip to Bihar to show the real situation, which was absolutely normal.



### **Mrs V. Vidyavathi, Secretary (Tourism) on the Feedback on India Pavilion set up at ITB 2024**

IATO thanked Ministry for setting up an Excellent India Pavilion at ITB Berlin 2024. However, it was that there was not much interest of India amongst foreign tourists and there were not much queries. The main reason for

this trend was that there was a lack in creating interest amongst the foreign tourists about India which was due to insufficient promotions and marketing about Incredible India.

To create interest about India in foreign tourists, IATO requested

Electronic and Print advertisements through TV Channels and Metro Trains etc. to be restarted at the earliest.

India events/shows to be organized in overseas markets by the Ministry of Tourism in coordination with Indian Embassies/High Commissions/Consulates which were earlier being done Indiatourism offices overseas.

Inbound tourism was yet to be revived fully and it was needed to market India's tourism products like it was being done by Saudi Arabia, UAE, and Singapore etc.



**Dr. B.N. Patil, Director (Tourism), Directorate of Tourism, Government of Maharashtra was addressed on the Allocation of Table Space in Maharashtra Tourism booth for IATO Members**

## ALLIANCES

During the discussion with Shri Patil he agreed that wherever Maharashtra Tourism is participating in overseas travel marts like ATM, WTM, ITB etc. and Maharashtra Tourism was offering table space to stake holders, 5 table chair space will be allocated to IATO MEMBERS recommended by IATO Head Office, New Delhi.

IATO requested that the above be kindly reconfirm the same for records and as soon participation of Maharashtra Tourism was decided in such overseas travel marts, IATO secretariat may kindly be informed so that IATO can recommend names of the members. Information would be circulated only to members who were recognized by the Ministry of Tourism, Govt. of India and names will be recommended accordingly.



**H.E Mr. Parvathaneni Harish,  
Ambassador, Embassy of India in  
Berlin was written to -**

During discussion at ITB it was kindly agreed that Embassy of India will organize Road Shows for the IATO

Members who were recognized by the Ministry of Tourism, Govt. of India. Also kindly agreed that all arrangements for the road shows all the local arrangements booking of venue, hiring a PR agency, extending invitation to the local tour operators in Germany who were promoting/wish to promote India , hosting of evening cocktails/dinner would be taken care by the Embassy. However, IATO members will make their own arrangements for travel to Germany and back, local transport from one city to another city in Germany and accommodation will be made by IATO members and will make their own expenses.

IATO requested that it be taken forward and confirm the same to IATO so that IATO can recommend Embassy the dates for such roadshows for the consideration of the Embassy.



**Dr. Mandeep Kumar Bhandari,  
Principal Secretary to Hon'ble  
Lieutenant Governor of Jammu &  
Kashmir, Chief Executive Officer,  
Shri Amarnathji Shrine Board  
regarding Restriction on taking  
Shri Amarnath ji Yatra for Foreign  
Tourists**

## ALLIANCES

IATO wrote in reference to its letter sent to Hon'ble Lt Governor, Jammu & Kashmir on 30th June 2023 regarding Restriction on taking Shri Amarnath ji Yatra for Foreign Tourists that was appended.

Many of IATO members were selling and promoting Shri Amarnathji Yatra packages. It was understood that clearance for foreigners traveling to Shri Amarnathji was temporarily been withdrawn and no permission was being granted by Shri Amarnath ji Shrine Board for foreign nationals.

IATO requested to kindly look into the possibility of granting permission to foreign tourists who wished to take Shri Amarnath ji Yatra which will benefit the local people also in creating additional income and employment.

Also information about the procedure/guidelines for the foreign nationals may be made available on the official website of Shri Amarnathji Shrine Board so that IATO members can promote Shri Amarnathji Yatra packages amongst foreign tourists.

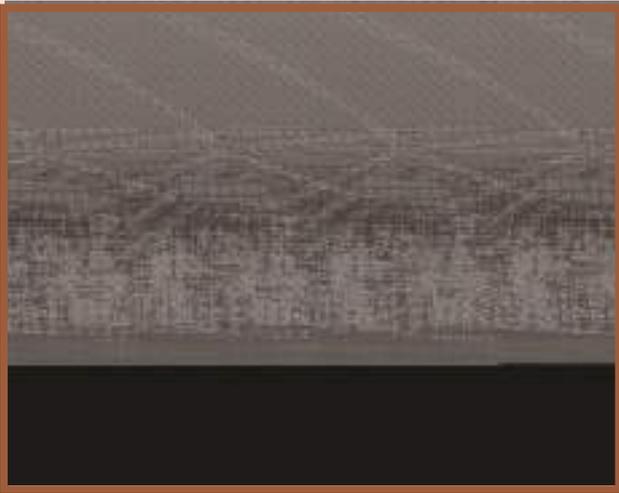


### **Mr Wasim Raja, Chief Executive Officer, Gulmarg Development Authority addressed regarding problems at Gondola Cable Car Gulmarg**

IATO apprised that one of its members made a complaint that getting Gulmarg Gondola tickets for the foreign tourist was a major problem, as it was noticed that there was a nexus between the staff & some agents, who did bulk buying & then probably black marketed the same. IATO was advised by some Local agents in Srinagar, that this year, they were opening the online booking slots only 10 – 15 Days prior. The slots were opened till Mid-April onwards, and then probably only a few agents in that racket were informed, and they booked the entire tickets, and now slots were showing, tickets not available.

IATO requested to look into this matter so that foreign tourists were not deprived off from this facility. At least 25 – 30 % of Tickets should be kept reserved for Foreign Tourists until 48 or 72 Hrs prior to the visit, otherwise IATO members lose face in the overseas markets.

## TRADE REPORT



### **Uttarakhand launches first-ever helicopter yatra for Adi Kailash**

In a groundbreaking move for Hindu pilgrimage tourism, the Uttarakhand Tourism Development Board (UTDB) and Trip to Temples today launched India's first-ever helicopter yatra for Adi Kailash and Om Parvat. This innovative initiative shatters limitations imposed by season and terrain, making these revered pilgrimage sites accessible to a wider range of devotees for more days in a year.



### **Goa International Travel Mart 2024 to be held on 3rd and 4th April**

The highly anticipated 4th edition of Goa International Travel Mart 2024 will be held on April 3 and 4 at the Dr Shyama Prasad Mukherjee Indoor Stadium on the Taleigao Plateau for the first time after the pandemic.



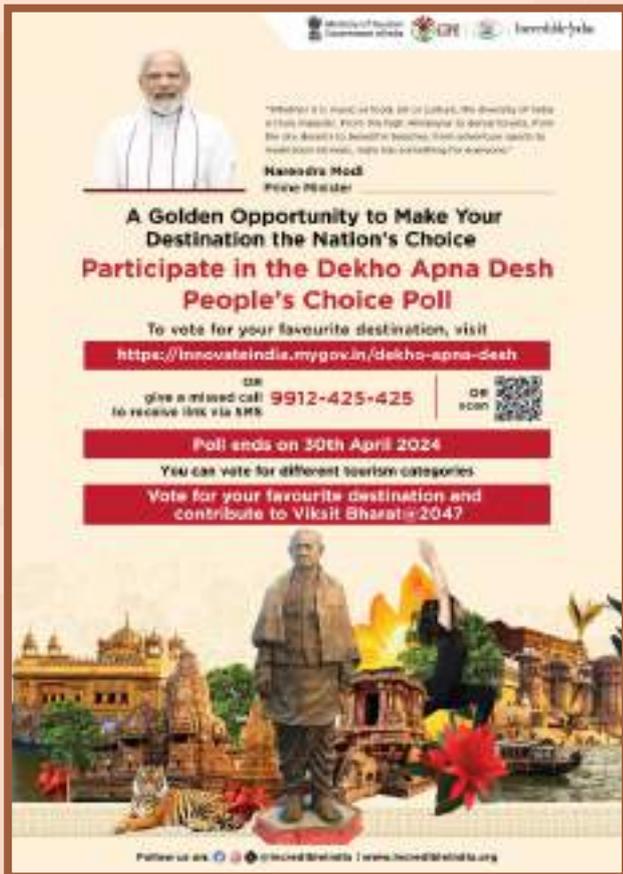
### **Ambikapur Airport in Chhattisgarh granted DGCA Aerodrome License**

Officials have confirmed that the Directorate General of Civil Aviation (DGCA) has granted the aerodrome license for Ambikapur Airport in Chhattisgarh's Surguja district, allowing for the commencement of flight operations.



### **Madhya Pradesh Tourism signs landmark MoU with MakeMyTrip & redBus**

In a significant move to boost tourism in Madhya Pradesh, the Department of Tourism, Madhya Pradesh, has signed a Memorandum of Understanding (MOU) with MakeMyTrip and redBus. This strategic partnership aims to foster sustainable tourism development and promote Madhya Pradesh as a premier tourist destination.



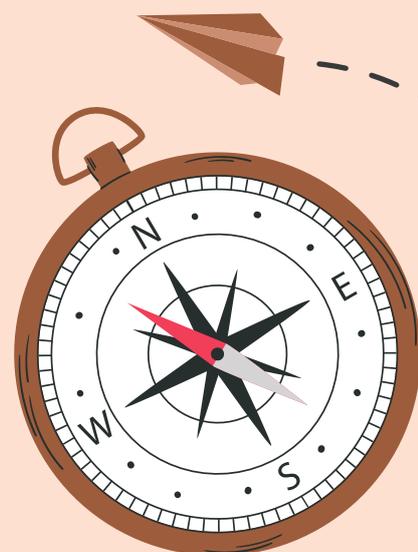
## Hon`ble Prime Minister launches 'Dekho Apna Desh People's Choice Poll 2024

The Ministry of Tourism launched the Dekho Apna Desh People`s Choice Poll 2024 to identify the most preferred tourist attractions and destinations of the country. The Poll was launched by Hon`ble Prime Minister Shri Narendra Modi on March 7th, 2024 through Video Conferencing from Srinagar. Through this Nationwide poll, the Ministry aims to engage with citizens to identify the most preferred tourist attractions and tourist perceptions across 5 tourism categories – Spiritual, Cultural & Heritage, Nature & Wildlife, Adventure, and any other category.



## PM lays foundation stone for multiple development projects in Ahmedabad, Gujarat

The Prime Minister, Shri Narendra Modi dedicated to the nation and laid the foundation stone of various developmental projects worth over Rs 1,06,000 crores at Dedicated Freight Corridor's Operation Control Centre in Ahmedabad, Gujarat. The development projects encompass multiple sectors including railway infrastructure, connectivity and petrochemicals. He also flagged off 10 new Vande Bharat trains.



# IATO WELCOMES NEW MEMBERS TO ITS FAMILY

A hearty welcome to the newest members of the Indian Association of Tour Operators! Your presence enriches our industry. Let's work together to elevate standards, promote responsible tourism, and showcase the beauty of India

## New Membership w.e.f. 28th February, 2024

### Active

**Tabzaki India Pvt. Ltd.**  
3rd Floor U/S Right Side,  
Chhabra Complex, Baba Gangeoth  
Market, Munari,  
New Delhi-110067  
Tel: 011-40520172  
Email: [tabzakiindia@gmail.com](mailto:tabzakiindia@gmail.com)  
[info@tabzakiindia.com](mailto:info@tabzakiindia.com)  
Web: [www.tabzakiindia.com](http://www.tabzakiindia.com)  
Mr. Arjun Kumar, CEO cum Director  
(M) 981533073

### Active (Change of status)

**Jasmine Trails**  
1503 Tower - 5, Valley View Estate  
Gurgaon-122003  
(M) 998910467  
Email: [info@jasminetrails.com](mailto:info@jasminetrails.com)  
[jasminetrails@gmail.com](mailto:jasminetrails@gmail.com)  
Web: [www.jasminetrails.com](http://www.jasminetrails.com)  
Ms. Shrida Lal, Managing Partner  
Mr. Vijal VY Singh Nair, Partner

**Gujarat Trails Pvt. Ltd.**  
310, Ratna Business Square (RBS),  
Opp. H.K. College, N. Hindooam House,  
Ashram Road  
Ahmedabad-380009  
Tel: 079-40308538  
Email: [enquiry@gujaratrails.com](mailto:enquiry@gujaratrails.com)  
[info@gujaratrails.com](mailto:info@gujaratrails.com)  
Web: [www.gujaratrails.com](http://www.gujaratrails.com)  
Mr. Rajendra Singh, Director  
944848636 (M)  
Ms. Shambhavi Jadhav, Director  
Mr. Sunita Bhatnagar Sharma, VP

### Allied

**Andaman Leisure**  
NB-44, MA, Road,  
Phoenix Bay, Near Cut Studio  
Port Blair-744002  
(M) 947600441  
Web: [www.andamanleisure.in](http://www.andamanleisure.in)  
Email: [andamanleisure@gmail.com](mailto:andamanleisure@gmail.com)  
[bookings@andamanleisure.in](mailto:bookings@andamanleisure.in)  
Ms. Sushila Lal, Road 55, M  
(M) 982296848  
Mr. Sant Lal, Manager  
(M) 9476003905

**Fly Vatra Holidays**  
GSI 350x1 P6926732H  
B.No. 101, Jiya Residency,  
Royal Colony, Daisingir,  
Port Blair-744003  
(M) 9434252873  
Email: [flyvtraholidays@gmail.com](mailto:flyvtraholidays@gmail.com)  
[info@flyvtra.com](mailto:info@flyvtra.com)  
Web: [www.flyvtra.com](http://www.flyvtra.com)  
Mr. K. Sathya Murthi, Proprietor

**Journey Empires (OPC) Pvt. Ltd.**  
4 DP Street, Ujipur, Hadda,  
Port Blair-744002  
(M) 98000 02883  
Email: [journeyempires@gmail.com](mailto:journeyempires@gmail.com)  
[shobha.kumar@journeyempires.com](mailto:shobha.kumar@journeyempires.com)  
Web: [www.journeyempires.com](http://www.journeyempires.com)  
Mr. Shobhukh Sayest, Managing Director  
Ms. Shalini Bbi, Operation Manager

**AKS Travel and Tours**  
C-7/207A, Keshav Puram,  
Delhi- 110035  
Tel: 011-43586529 (M) 782492593  
Email: [info@aksatours.com](mailto:info@aksatours.com)  
[operations@aksatours.com](mailto:operations@aksatours.com)  
Web: [www.aksatours.com](http://www.aksatours.com)  
Mr. Kamal Kant Verma, Proprietor  
Mr. Abhishek Pandey, Operations Head

**Divine Travel Connections**  
D-4/1, Sector - 15, Ground Floor, Rohini,  
New Delhi - 110089  
Tel: 011- 49328700  
Email: [divinetravellconnections@gmail.com](mailto:divinetravellconnections@gmail.com)  
Web: [www.divinetravellconnections.com](http://www.divinetravellconnections.com)  
Mr. Pradeep Ahuja, Proprietor  
(M) 9810328064  
Mr. Naveen Bhandari, Manager Tours

**HNK Travel Solutions Pvt. Ltd.**  
E-79, School Block, Block 51,  
Narekpur, Shokarpur,  
New Delhi-110082  
Email: [kapilkumarsrivasthah@gmail.com](mailto:kapilkumarsrivasthah@gmail.com)  
[kouharjoshi40@gmail.com](mailto:kouharjoshi40@gmail.com)  
Web: [www.hnktravels.com](http://www.hnktravels.com)  
(M) 98928 77001  
Mr. Kapil Kumar Verma, Director  
Mr. Harjit Verma, Director

**Lets Yatra and Events Pvt. Ltd.**  
123, 1st Floor, Ring Road Mall, Sector-2  
New Delhi-110085  
Tel: 011-47029955  
Email: [enquiry@letsyatra.com](mailto:enquiry@letsyatra.com)  
Web: [www.letsyatra.com](http://www.letsyatra.com)  
Mr. Naveen Grover, Director  
(M) 99100440  
[enquiry@letsyatra.com](mailto:enquiry@letsyatra.com)  
Mr. Bhagwan Dass Grover, Director

**Plan My Yatra**  
H-6/208, Aggarwal Tower,  
Netaji Subhash Place  
Delhi-110034  
Tel: 011-47897170  
Email: [info@planmyyatra.in](mailto:info@planmyyatra.in)  
Web: [www.planmyyatra.in](http://www.planmyyatra.in)  
Mr. Alvin Gupta, Manager  
(M) 9608080001

**Skyline Vias & Travel Management Pvt. Ltd.**  
A-218, Nazaring House, 21 KI Marg,  
Connaught Place  
New Delhi-110001  
Tel: 011-43002247/43100248  
Email: [durgasingh@skynetravel.in](mailto:durgasingh@skynetravel.in)  
[skynetravel@skynetravel.in](mailto:skynetravel@skynetravel.in)  
Web: [www.skynetravel.in](http://www.skynetravel.in)  
Mr. Durga Singh Rajadka, Director  
(M) 9999802938  
Ms. Anuradha Devi, Director  
Ms. Gurwet Kaur, Director

**The Travel Point**  
H-6/208, Aggarwal Tower,  
Netaji Subhash Place  
Delhi-110034  
Tel: 011-47057171  
Web: [www.thetravelpoint.net](http://www.thetravelpoint.net)  
Email: [thetravelpoint@gmail.com](mailto:thetravelpoint@gmail.com)  
Mr. Satish Kumar Gupta, Proprietor  
(M) 9886103906

**Vijaya Aarti Tours and Travels Pvt. Ltd.**  
D-7/15 & 16, Basement (Right Side), Malviya Nagar,  
New Delhi - 110017  
Tel: 011- 4589 7665  
Email: [enquiry@vijayatravels.com](mailto:enquiry@vijayatravels.com)  
[enquiry@vijayatravels.com](mailto:enquiry@vijayatravels.com)  
Web: [www.vijayatravels.com](http://www.vijayatravels.com)  
Mr. Navin Mishra, Director  
Mobile No. 9801450293  
Mr. Om Prakash Pant, Director  
Mobile No. 9811700672

**Triology Holidays**  
First Floor 104, A/C - 2,  
St. Xavier's College Corner,  
Narekpur,  
Ahmedabad-380008  
(M) 9926000679  
Email: [accounts@trilogy.in](mailto:accounts@trilogy.in), [admin@trilogy.in](mailto:admin@trilogy.in)  
Web: [www.trilogy.in](http://www.trilogy.in)  
Ms. Dolly Patel, Account Head  
Mr. Mukesh Chaitra, Travel Consultant  
Mr. Harsh Koshi, Support Team

**Dus Travels**  
House No.35, Road No.3, Haveli Nagar  
Kanchi- 634003  
Email: [devi.jee26@gmail.com](mailto:devi.jee26@gmail.com)  
Mr. Devjeet Das, Proprietor  
(M) 9572782874

**Fun "N" Fly Holidays India Pvt. Ltd.**  
North Market Road, Upper Badar  
Kanchi-634001  
Tel: 0861-3581200  
Email: [funflyholidays@gmail.com](mailto:funflyholidays@gmail.com)  
Web: [www.funfly.com](http://www.funfly.com)  
Mr. Nilesh Choudhary, Director  
(M) 9830943030

**Hebal Green Horizon (A Unit of HPTL)**  
Station Road, Near Gurumandir Hospital  
Kanchi-634001  
Email: [hebalgreenhorizon@gmail.com](mailto:hebalgreenhorizon@gmail.com)  
Mr. Partho Sarathi Dasgupta, Director Ops  
(M) 9304020038  
Mr. Rucheeesh T Rajpat, Director Finance  
Mr. Kallol Singupta, GM Operation  
(M) 9423460946

**Jungli Joints Pvt Ltd**  
Mandshila, Jumar Bridge, Booty, Geddala  
Kanchi  
(M) 933 448 185  
Email: [surfactant@gmail.com](mailto:surfactant@gmail.com)  
Web: [www.junglijoints.com](http://www.junglijoints.com)  
Mr. Durgesh Kumar Sahu, Director  
Mr. Sanjay Sahu, Director

**Sodani Heritage Resort**  
Station Road, Sodani,  
Sagarika District - 587201  
Email: [theheritagereort@gmail.com](mailto:theheritagereort@gmail.com)  
Web: [www.theheritage.com](http://www.theheritage.com)  
(M) 948 285 5501 / 944 585 2711  
Mr. Vivekananda Masur, Managing Director  
9440252711  
Mr. Venkatesh Chai, Managing Director  
944 022 1631  
Mr. Nagish, General Manager  
948 255 5561

**Adventure Travel Mark**  
Heris Complex, Zangali,  
Upper Tukcha Road  
Shap No - 15  
ish - 79401  
(M) 941 517 8562  
Email: [adventuretravelmark@gmail.com](mailto:adventuretravelmark@gmail.com)  
Web: [www.adventuretravelmark.com](http://www.adventuretravelmark.com)

**Journey To Ladakh**  
Zangali Complex, Fort Road,  
ish - 79401  
Tel: 0786 - 2251363  
Email: [adventure@journeytoladakh.net](mailto:adventure@journeytoladakh.net)  
Mr. Rajan Hemgyal, Director  
(M) 9527322333  
Mr. Jigmet Singgoy, Director  
(M) 93100 48805

**Wild East Adventure**  
Heris Labrang Complex, Zangali,  
Upper Tukcha Road  
ish - 79401  
Tel: (M) 94629215  
Email: [mail@wildeastadventure.com](mailto:mail@wildeastadventure.com)  
Web: [www.wildeastadventure.com](http://www.wildeastadventure.com)  
Mr. Teewang Gyalsari, Proprietor

**Designer Holidays India and Beyond LLP**  
101, 10th Floor, Jolly Maker Chambers 2  
225 Narim Point  
Mumbai - 400021  
Tel: 022-22078353  
Email: [savini@designerholidays.net](mailto:savini@designerholidays.net)  
[somni@designerholidays.net](mailto:somni@designerholidays.net)  
Web: [www.designerholidays.net](http://www.designerholidays.net)  
Mr. Sarvin Warden, Partner  
98210 20957  
Mr. Dimple Uberoi, Partner  
[dmlopek@designerholidays.net](mailto:dmlopek@designerholidays.net)  
98200 33505  
Mr. Samir Uberoi, Partner  
98210 43848

**SBK Travel Pvt. Ltd.**  
Laxa Corporate Park, G Wng 201,  
Joy Coach, Off Western Express  
Highway, Doregaon East,  
Mumbai - 400052  
Tel: 022-4242218  
Email: [shylenet@sbktravel.com](mailto:shylenet@sbktravel.com)  
[shylenet@sbktravel.com](mailto:shylenet@sbktravel.com)  
Web: [www.sbtravel.com](http://www.sbtravel.com)  
Mr. Shylenet Jindal, Managing Director  
(M) - 983051000

Mr. Sufyan Shaikh, Director  
(M) 981919832  
Mr. Vikash Rajwal, COO  
(M) 883105540

#### The Lodakh DMC

1st Floor, The Parys  
Naradhin Macima  
LBS Road, Mulund (W)  
Mumbai - 400083  
(M) 9820493691 / 982223330  
Email: [sanki@mountaintrailslodakh.in](mailto:sanki@mountaintrailslodakh.in)  
Web: [www.mountaintrailslodakh.in](http://www.mountaintrailslodakh.in)  
Ms. Sonal Manish Nates, Proprietor  
983 388 3881  
Mr. Manish Vijay Nates, Co-Founder  
983 332 3330

#### Vinayak Holidays

S/6, Shree Sai Shradha, CHS, 114 Bhawani  
Shankar Road, Opp. Central Bank of India  
Oadar West  
Mumbai - 400028  
Tel: 022-61283333  
Email: [vinayak\\_holidays@yahoo.co.in](mailto:vinayak_holidays@yahoo.co.in)  
Web: [www.vinayakholidays.com](http://www.vinayakholidays.com)  
Mr. Vinayak Jaud, Partner  
989 2320 796  
Ms. Swati Jaud, Partner

#### The Travel Consultant

Plot No. 1838, Tower 10  
Parvanchal Royal City  
Sector CH-5  
Greater Noida - 201310  
Tel: 0120-3150178  
Email: [sunil@thetravelconsultant.co](mailto:sunil@thetravelconsultant.co)  
Mr. Sunil Sethi, Proprietor  
Mobile: 9818396496

#### Holiday Trip Pvt Ltd.

B-158, 6th Floor  
Sector - 15  
Greater Noida - 201308  
Tel: (M) 844 780 4043  
Email: [ceo@holiday.in](mailto:ceo@holiday.in)  
Web: [www.holiday.in](http://www.holiday.in)  
Mr. Pankaj Jahn, CEO  
[ceo@holiday.in](mailto:ceo@holiday.in)  
844780 4043  
Mr. Lalitay Saha, COO  
[ceo@holiday.in](mailto:ceo@holiday.in)  
888203579

#### Vaate Tours And Travels

No-16/28, Ambour Sada, Near Traffic Station  
Puducherry-605001  
Tel: 0431-4308747  
Email: [info@vaate.com](mailto:info@vaate.com)  
Mobile: 989 422 4047  
Mr. Ajin Kingsley, Proprietor  
(M) 9894224547

#### Holidays Concepts

First Floor, SCD-13, Sector-125  
Sunny Enclave G45 Nagar  
Mohali-140303  
Tel: 9160-9234543  
Email: [info@holidaysconcepts.in](mailto:info@holidaysconcepts.in)  
Web: [www.holidaysconcepts.in](http://www.holidaysconcepts.in)  
Mr. Anshinder Garg, Managing Director  
M: 924 104 9696  
Mr. Govinder Singh Bhatta, CEO  
(M) 996 906 000

#### Great Southern Holidays Private Limited

85&B Dr. Nair Road, T Nagar  
Chennai - 600077  
Tel: 044-28154323  
Email: [kamala@greatsouthernholidays.com](mailto:kamala@greatsouthernholidays.com)  
Web: [www.greatsouthernholidays.com](http://www.greatsouthernholidays.com)  
Mr. KM Kamal Basha, Director  
(M) 980 075 0795  
Mr. K Sulekha, Director  
(M) 9840748187  
Mr. AV Karishk, General Manager

#### Munira Yatra

2 C, Ranga Nivas  
29-Banabai Road, Kilpauk  
Chennai - 600010  
Tel: 044-4362078  
Email: [munirayatra@gmail.com](mailto:munirayatra@gmail.com)  
Web: [www.munirayatra.com](http://www.munirayatra.com)  
Mr. Balaji Davey, Proprietor  
(M) 98401 89430

#### Tamahan Trails India Pvt Ltd

Old No. 18 / New No. 18  
Pulia Avenue, Shreey Nagar  
Chennai - 30  
Tel: 044-47788821  
Email: [info@tamahantrails.com](mailto:info@tamahantrails.com)  
Web: [www.tamahantrails.com](http://www.tamahantrails.com)  
Mr. K. Gopi Prasad, Director  
(M) 9849719934  
Mr. P. Sathiswaran, Director  
(M) 997999611  
[sales@tamahantrails.com](mailto:sales@tamahantrails.com)

#### TripAdvisor Travel Solutions Pvt Ltd

23 - Snowal Residency  
Near Srigul Terai Dena Blood Bank  
Jyoti Nagar  
Bilgaun - 734004  
(M) 974 963 0078  
Email: [info.gurga@tripadvisor.com](mailto:info.gurga@tripadvisor.com)  
Mr. Lalit H. Gang, Director  
M - 9749530078  
Mr. Hemlata Agarwal

#### Provisional

#### India Trails Private Limited

B-124, MID Megapolis,  
Sector - 4B, Sahna Road  
Gurgaon - 122018  
Tel: 0124-4328532  
Email: [gouram.kou@india-trails.com](mailto:gouram.kou@india-trails.com)  
Web: [www.india-trails.com](http://www.india-trails.com)  
Mr. Gouram Kou, Co-Founder & CEO  
M- 98101 53426  
Mr. Sanjeev Tikoo, Co-Founder & COO  
M- 9816831777  
[sanjeev.tikoo@india-trails.com](mailto:sanjeev.tikoo@india-trails.com)

#### Xplor

54 - Krishna Nagar  
Old No - 05  
Saket/Jung Enclave  
New Delhi - 110029  
(M) 99101 26301  
Email: [xplorinfo@gmail.com](mailto:xplorinfo@gmail.com)  
Mr. Suresh Kumar Kaur, Proprietor  
[sureshk@gmail.com](mailto:sureshk@gmail.com)

#### New Membership w.e.f 17th March, 2024

#### Allied

#### Flyshop Travtech Pvt. Ltd.

4/5, Basement, East Patel Nagar  
New Delhi-110008  
(M) 928994987, 8590089  
Email: [cs@flyshop.in](mailto:cs@flyshop.in), [abc@flyshop@gmail.com](mailto:abc@flyshop@gmail.com)  
Web: [www.flyshop.in](http://www.flyshop.in)  
Mr. Aashish Kumar, CEO  
(M) 701228858

#### Imminent Originator India Pvt Ltd

1/1&7 Ram Nagar Inohdara  
Delhi-110032  
(M) 9013174777  
Email: [info@imminentindia.in](mailto:info@imminentindia.in)  
Web: [www.imminentindia.in](http://www.imminentindia.in)  
Mr. Gulish B Lal, Director  
(M) 9013174777  
Ms. Abhishek Jain, Director

#### IndiFly.com (A Unit of Micronet Infocore & Logistics Pvt Ltd)

287, Sami Nagar, East of Kirti,  
New Delhi - 110065  
Tel: 011-46226695  
Email: [nishi@indi-fly.com](mailto:nishi@indi-fly.com)  
[manoj@miconetgroup.co.in](mailto:manoj@miconetgroup.co.in)  
Web: [www.indi-fly.com](http://www.indi-fly.com)  
Ms. Nishi Mehra, Director  
(M) 9820202026  
Mr. Manoj Mehra, Director  
(M) 991800008

#### Travel Mudra Pvt. Ltd.

26/23, 2nd Floor,  
Office No-30, Jhandewalan Extension,  
New Delhi-110055  
Tel: 011-44759022  
Email: [raj@travelmudra.co](mailto:raj@travelmudra.co)  
[jalaj@travelmudra.co](mailto:jalaj@travelmudra.co)  
Web: [www.travelmudra.co](http://www.travelmudra.co)

Mr. Neeraj Kumar Alawadi, Director  
(M) 987914758  
Mr. Jai Shukla, Director  
(M) 930375565  
Mr. Anupam Mishra, Director  
(M) 7379472871

#### Travel Dynamics India Pvt. Ltd.

G, 2nd floor, K.R. Colony,  
Domur Layout  
Bangalore - 560 078  
Tel: 080-41289928 / 4126999  
Email: [gopasiddheshin@vivo.com](mailto:gopasiddheshin@vivo.com)  
Web: [www.travelindia.com](http://www.travelindia.com)  
Mr. Ushashyam Arora, Managing Director  
(M) 9894087334  
Mr. V. Ramachandra Rao, Director  
(M) 98450-35825  
Mr. P.N. Bhadra, Director  
[bnh@travelindia.in](mailto:bnh@travelindia.in)  
(M) 98902 87796

#### Travels Mica Private Limited

Q81 - 69A/RC/19/CD  
C-31, 2nd Floor, Sector 13,  
Vasantkhora,  
Ghaziabad-201012  
Tel: 0120- 3194863  
Email: [info@travelsmica.com](mailto:info@travelsmica.com)  
Web: [www.travelsmica.in](http://www.travelsmica.in)  
Mr. Ashutosh Kogalshromi, Director Ops  
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(M) 9005104999  
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Mr. Pankaj Singh, Manager





# Ayodhya creates global buzz

The tourism surge in Ayodhya, which has rich historical and cultural significance, is not just driven by religious sentiment but also by curiosity, says Prateek Hira, Chairman, IATO-UP Chapter.

Janice Alyosius

Ayodhya, the holy city situated on the banks of Sarayu river in Uttar Pradesh, is experiencing an unprecedented surge in tourism, fuelled by the hype created surrounding the Ayodhya Temple. Sharing insights into the remarkable influx of visitors and evolving landscape of tourism infrastructure in Ayodhya, Prateek Hira, Chairman, IATO UP Chapter, says, "A lot of queries are coming. We have not ever faced



Prateek Hira  
Chairman  
IATO UP Chapter

such kind of influx of queries that we are having every day. With approximately 90 per cent of email queries being Ayodhya-centric, the demand for travel to the city is undeniable. Visitors are eager not only to witness the temple but also to explore its surroundings and partake in special darshans."

The tourism surge isn't limited to domestic visitors. International tourists are also captivated by the Ayodhya's charm. "A lot of

Contd. on page 44 ▶

**BREAKING news**

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TRAVEL

**J&K's visitor numbers dip by 50% in January, but rush for adventure activities on the rise now**

Neel Shah, Chairman, IATO Jammu & Kashmir Chapter shared, "In January, there was nearly a 50% dip in tourism due to the closure of airports. However, now we have witnessed a surge in tourists for adventure activities. The winter games are now scheduled for next February."

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**Visit Britain to promote destinations through popular films and TV shows: CEO Patricia Yates**

Announcing the new focus of VisitBritain, CEO Patricia Yates said, "The new campaign 'Starting Great Britain' will be released around early summer. We will promote the destinations through it. We need to persuade the operators to put more such products into the itinerary and sell it," she said.

**SPICEJET TO CONNECT JABALPUR WITH DELHI & MUMBAI FROM MARCH '24**

**90% bookings are Ayodhya-centric, temple hype draws travellers globally to the city**

Prateek Hira, Chairman, IATO Uttar Pradesh Chapter shared, "90% of the bookings we are receiving are Ayodhya-centric. We have never experienced such an influx of queries before. The hype around the temple has attracted both domestic and international travellers to visit the city."

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**AKASA AIR ANNOUNCES SRINAGAR AS ITS 20th DESTINATION**

Sophisticated, VFR, Swift, Swift, Swift... These are the words used by Akasa Air to describe its new destination, Srinagar. "There is a strong preference for sustainable travel options among the Indian travellers, yet the opportunity for growth is something to watch. Cost is a deterring factor, as eco-friendly components may come with higher operational expenses."

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**news**

**Rope in DMCs to boost India's inbound tourism market: Rajiv Mehra on Chalo India campaign**

While commending on the 'Chalo India' campaign launched by PATA, Rajiv Mehra, President, IATO, said, "Anything that in direct or indirect manner will help us welcome it. However, we need to rope in Destination Management Companies, and foreign tour operators, and get them to market us."

**REJOY LAUNCHES TALLEST MULTIMEDIA LASER SHOW FOUNTAIN IN HYDRABAD**

**LOKMAT TIMES • Anchor**

**Intl tourists flock to historical sites**

**TDO Buddhist tourists from South Korea visit Ellora & Ajanta caves on Wednesday**

**Full News**  
Air India's Chhatrapati Shivaji Maharaj International Airport welcomed the 100 international Buddhist tourists from South Korea.

**Lokmat News Network**  
CHHATRAPATI SHIVAJI INTERNATIONAL AIRPORT

The Delhi to Annapurna Air India flight this time was welcomed a full house, including a group of 100 international Buddhist tourists from South Korea. Their destination was the iconic Ajanta and Ellora Caves, both UNESCO World Heritage sites, located in Maharashtra, around 100 km from Mumbai.

**It's all historic**  
Credit is attributed to India's inbound tour operators for their pivotal role in promoting a resumption of the inflow of international tourists. The chairman of the India Inbound Tourism Operators Association (IATO) highlighted the positive outcome of the recently concluded IATO Government to Annapurna.

This surge in tourism also scores the cultural heritage of India's cultural and historical sites, drawing visitors from across the globe to explore the rich legacy of its past.

**European tourist arrivals to India dip**

**Yogesh Kishore | 1/4**

**TOP 5 COUNTRIES TO INDIA IN TERMS OF FTA**

Englandish	17.2%
USA	17.0%
UK	12.7%
Australia	4.8%
Canada	4%

From October to March, 2023, "Tracing the arc of the year, it has reduced to two to five groups on a number of individuals in each group has almost 100," he said. Against backdrop, the tourism sector is stressing a marketing campaign to attract tourists to the Union territory's estimates, Ja Gupta, consulting CEO, Indian Association of Tour Operators (IATO) said. "Europe had earned nearly 20% FTAs in 2022, a record for digital tourism last year's campaign is on." Gupta, CEO, IATO said, "The destination travel has increased, it is not a control as the region has been against major curbs. Europe is one of the contributors for India share. So, we need to remain on Europe and not

**IATO calls for proactive government action to address inbound travel challenges**

In a bid to boost the inflow of international tourists, the IATO has called for proactive government action to address inbound travel challenges. The association has urged the government to take steps to improve the travel experience for international tourists, including streamlining visa processes, enhancing airport facilities, and providing better infrastructure for tourists. The IATO also highlighted the need for better connectivity and more flight options to various international destinations. The association's efforts are aimed at making India a more attractive destination for international tourists and boosting the country's tourism sector.

**State allows luggage carriers atop tour cabs**

**Krishanu Kanyaspadhyay | @timesgroup.com**

**INCREASES STORAGE SPACE**

**Help for travellers**

- Solves limited storage space problem in vehicles
- Enhances overall travel experience for tourists

**Regulatory compliance guidelines**

- The dimension of the luggage carrier should adhere to the norms under MV Act, 1988, and Rules
- Maximum height increase: 4% from the vehicle's vertical height mentioned in certificate of registration.

The absence of clear regulations so far would often lead to varying responses from law-enforcement agencies. While luggage carriers were widely accepted in north Bengal, it was not in south Bengal. The collaborative efforts of tourism, transport, and police departments culminated in this notification, bringing clarity to the regulations. This initiative is expected to address the existing policy gaps and ensure transparency in the process of attaching carriers to vehicles. State transport minister Subhasis Chakraborty too, welcomed the move and pointed out how the bridging of the regulatory gap would facilitate smoother tourism operations.

"The notification is a positive step towards optimising space utilisation and enhancing the overall travel experience for tourists," said Debjit Dutta, state president of Indian Association of Tour Operators, who said travellers and operators were often at a loss over where to keep the luggage, especially in vehicles with a capacity of 6-7.

Contrary to common belief, private vehicle owners are also permitted to install carriers on their vehicles, provided they adhere to regulations and obtain permission from ITO. Owners are advised to seek clarification from their ITOs.

**RAJIV MEHRA, President**  
Indian Association of Tour Operators (IATO)

**RAVI GOSAIN, President**  
Indian Association of Tour Operators (IATO)

The image shows two interview segments. The top segment features Rajiv Mehra, President of IATO, speaking into a microphone. The bottom segment features Ravi Gosain, also President of IATO, speaking into a microphone. Both are set against a backdrop with the IATO logo and the word 'TRAVEL'.



# MEDIA COVERAGE

Saudi Visa Goes Digital

## IATO announces Special Membership Drive at SATTE 2024

IATO Special Membership Drive is being run for the Tourism and Hospitality industry stakeholders for IATO membership, who submit their membership application at IATO Booth at SATTE being held from 22-24 February, informed Ravi Gosain, Vice President - IATO. Those who apply during the said days will get 100% waiver on Admission Fee (Joining Fee) of Rs. 10000 plus GST for the new applicants who are based in select cities in India. More details on the website.

## Radisson Blu Palace Resort Udaipur unveils Gaming Arcade

Radisson Blu Palace Resort & Spa, Udaipur has unveiled a dedicated gaming arcade, Game Galaxy, on its premises. Spread across 10000 square feet, the expansive and cutting-edge gaming arcade is a state-of-

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FEBRUARY 2024

## TRAVEL WORLD ONLINE MEANS BUSINESS Ministry of Commerce, Saudi Arabia, signs agreement with VFS Global for visa services

VFS Global, market leader in the sub-sonaral visa and consular services space for governments, has entered an agreement with the Ministry of Commerce Saudi Arabia, to provide visa application services through a centre located within the premises of the Ministry of Commerce headquarters in Riyadh. The agreement was signed in the presence of Eng. Mohammed A. Al-Awaly, Deputy Minister for Shared Services, Ministry of Commerce. Through this partnership, VFS Global will cater to about 6000 employees and delegates, as well as personnel of subsidiary government institutions under the Ministry, in keeping with its commitment to making people's cross border mobility simple and convenient through highly secure, reliable, efficient, and innovative technology solutions, applicants can also opt for the Visa At Your Doorstep.



## IATO announces Special Membership Drive for SATTE 2024



The Indian Association of Tour Operators (IATO) has announced a Special Membership Drive during the SATTE 2024, from February 22-24. This initiative, as stated by Rajiv Mehra, Vice President of IATO, is specifically designed to encourage participation from Hospitality industry. By submitting their membership applications at the IATO booth during SATTE, applicants can enjoy significant benefits. A complete waiver of the Admission Fee (Joining Fee) of Rs. 10,000 plus GST for new...

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FEBRUARY 2024

## TRAVEL WORLD ONLINE MEANS BUSINESS

## IATO members get acquainted with Gwalior's incredible legacy

A 60-member delegation from the Indian Association of Tour Operators (IATO) became acquainted with Gwalior's heritage on Saturday during a fam trip organized by the District Administration, Smart City Corporation, and the Department of Tourism. The three-day fam trip began with a visit to Gwalior's historic and cultural heritage sites on the first day, leaving the members astonished and appreciative of its incredible historical legacy.



The fam trip aimed to increase the number of domestic and international tourists in the city and maximize the promotion of local tourist spots. As part of their three-day stay, the delegation arrived in Gwalior and first visited the Gwalior Fort, where they admired and praised the historical heritage. The participants of the fam trip were given detailed information about Gwalior Fort and other...

## Six Senses Kyoto to welcome guests from April

Six Senses Kyoto marks the brand's softening entry into Japan, providing an unparalleled experience replete with striking, elegant and feel-good design. In its innovative dining concept, and fascinating local adventures. Opening its doors in the historic Higashi-Yasaka district, Six Senses Kyoto enjoys a prime location for guests to experience an unmissable connection with the city's rich history and culture. The hotel features traditional Japanese and modern interiors, including the Kyoto Museum and the Japanese Tea House. The hotel's 30 thoughtfully designed guest rooms and suites, ranging from 42 to 230 square meters, are ingeniously arranged to offer views of the peaceful...



RAJIV MEHRA, President  
Indian Association of Tour Operators (IATO)

news

and so is travel to Australia!  
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## Kundu questions govt over ₹3 crore allocation for overseas promotion amid ambitious tourism goals



Naveen Kundu, MD, Cleoath Travel Services, said "We are being positive to travel by only allocating 3 crores for overseas promotion, at a time when we are seeing every body to encourage the tourists to visit India? The budget even if it is at least in the range of 5 to 7 million dollars."

## Overseas promotion budget inadequate, says IATO chief, seeks govt intervention in the matter



Rajiv Mehra, President, IATO said, "The foreign tourist, directly indirectly generates jobs. With the current allocation for overseas promotion, we will lose out. We have written to the govt to take this up with the Finance Ministry, to rectify the issue in the overseas budget allocation."

## Singapore tourism welcomes 1.1 mn Indian tourists in 2023, sees 115% increase in total visitor numbers



Singapore welcomed 1.1 million tourists from India in 2023, up from 1.0 million in 2022. The number of tourists in 2023 was 115% higher than in 2022. The number of tourists in 2023 was 115% higher than in 2022. The number of tourists in 2023 was 115% higher than in 2022.

www.twotv.in

## India's interim budget 2024 focuses on developing tourism infrastructure

02 FEB 2024



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Overseas promotion budget inadequate, says IATO chief, seeks govt intervention in the matter

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Singapore tourism welcomes 1.1 mn Indian tourists in 2023, sees 115% increase in total visitor numbers

# MEDIA COVERAGE

**BREAKING news**

Love is in the air... and so is travel to Australia!

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**IPO**

Interim Budget: ₹176.97cr proposed for domestic tourism promotions, ₹3.02cr for overseas

IATO appreciates increase in budget allocation, suggests organising more int'l campaigns

RAJIV MEHRA, President

**TRAVEL**

Published from: India Middle East

Love is in the air... and so is travel to Australia!

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## Sustainability resonates this National Tourism Day

### Ayodhya as spiritual hub leads the pack

Tourism has become our blood stream. Led by our Hon'ble Prime Minister we the stakeholders breathe tourism. As the world opens up, India has positioned itself yet once again to be a vibrant destination with Ayodhya as the Spiritual Hub leading the pack. Ministry of Tourism synergizes our endeavour in both Domestic and International tourism, demand in diverse facets will grow in a geometric proportion, supply will rush to fill the gap catering to a sizable investment in tourism infrastructure.

**Rajiv Mehra**  
President, IATO

HYD introduces a new flight to Frankfurt with Lufthansa

**RAJIV MEHRA, President**  
Indian Association of Tour Operators (IATO)

**INDIA**

Rajiv Mehra  
President, Indian Association of Tour Operators

Business Council | Former Bihar CM Karpoori Thakur to be awarded 'Bharat Ratna'



**BOTT Weekly Roundup: January 14- January 20, 2024**  
Ministry of Tourism to organize the annual ...  
bottindia.com

**BOTT Weekly Roundup: January 14- January 20, 2024**

Ministry of Tourism to organize the annual mega event "Bharat Parv"

Airbnb signs MoU with Uttarakhand Tourism Development Board

IATO updates Members at its Luncheon Meeting at The Metropolitan New Delhi

TAAI Northern Region hosts 3rd Members Meeting at Hilton Garden

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Describing the hidden potential of domestic tourism, Rajiv Mehra, president, Indian Association of Tour Operators, says, "Beach tourism exists in Goa, Kerala, Andaman in our country but it can be improved at other places on the Indian coastline, along Bengal, Odisha, Maharashtra, Tamil Nadu, Kerala, Andhra Pradesh and Karnataka, by improvising and building hotels, developing air connectivity and water sports."

### **Rajasthan**

Hotel Park Ocean, Jaipur  
Anuraga Palace, Ranthambore  
Bamboo Saa Resort & Spa, Udaipur  
Bamboo Saa Mulberry Resort, Pushkar

### **Khajuraho**

Hotel Chandela, Khajuraho

### **Varanasi**

Shree Shivay Experiential Dining  
Hotel Broadway

### **Mussoorie**

Oyester Villa, Barlowganj  
The Hillcrest, Camel Back Road

### **Goa**

Regent Laguna Anjuna, North Goa

### **Kerala**

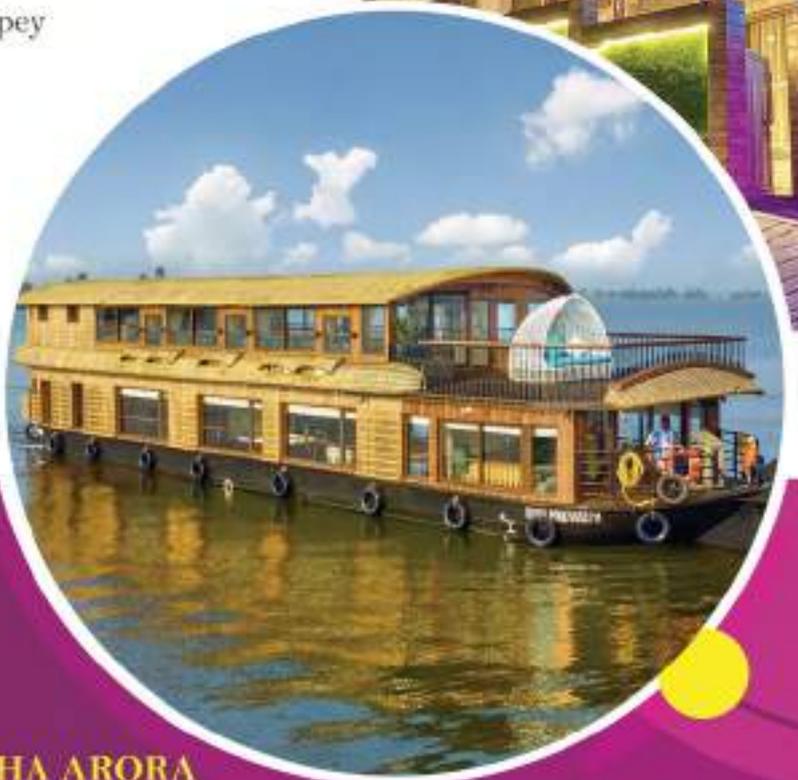
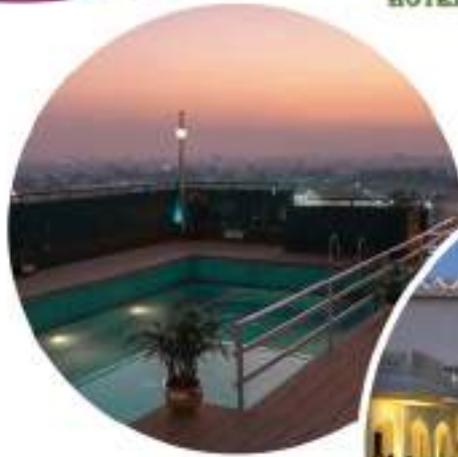
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