

MICETalk

Meetings • Incentives • Conferences • Events

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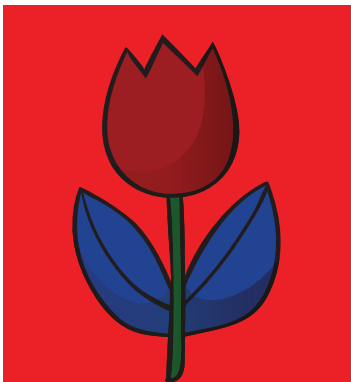
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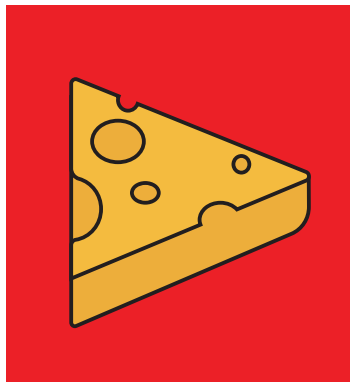
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editorial

the business travel magazine
MICEtalk
Meetings • Incentives • Conferences • Events

Dear Reader,

MICE, in today's time, has seen a surge in corporates looking for destinations that can offer bleisure. The idea of relaxing along with family, post conferences, is gradually gaining popularity. Holland as a destination provides ample opportunities for bleisure and experiential MICE, we explore it for you in our destination piece.

The government is laying more emphasis on developing tourism, employment and business through MICE. At the recently-concluded ICPB conclave, **Suman Billa** – Chairman ICPB & Joint Secretary, Ministry of Tourism, Government of India, reiterated how 52 per cent of travel revolved around MICE and it remains essential to leverage this market and tap its potential internationally as well. The tourism ministry is in talks with Niti Ayog to implement conference visa to support sensitivities for global destinations coming to India.

Enumerating positive trends for the Indian business travel market, GBTA BTI Outlook – Annual Global Report & Forecast states that the sub-continent is the fastest growing and only market to see double-digit business travel spend growth. Meanwhile, the white paper by Ernest and Young, based on a survey of over 60 EEMA members, states that the events industry has been growing at 15 per cent CAGR for the last five years, which is swifter than the 11-13 per cent CAGR of the Indian M&E industry. The expected growth rate of the industry will be 16 per cent over the next few years.

A report on future trends in the meetings and events space by the Carlson Wagonlit Travel Meetings & Events (CWT M&E), revealed that the overall cost per attendee per day for meetings and events in Asia Pacific has increased by 5 per cent in 2017, the greatest for any region globally.

The moment rumours or hints of layoff are out, panic strikes the employees of an organisation. People feel deeply insecure and generally the internal organisational communication goes haywire. Our expert Shital Misri Sadhoo shares tips for managers to cope with the same.

Keep reading and giving your feedback to us at:
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NEWS

PAN INDIA

Dusit International opens Global Sales Office in India

■ Dusit International, Thailand's hotel and property development company, has opened a new Global Sales Office (GSO) in Mumbai, to promote Dusit Hotels & Resorts in India. The new



Keshwar Bhagat

office will manage sales across all market segments including leisure, MICE and corporate business. Primarily, the team will focus on Tier I

cities such as New Delhi, Mumbai, and Bengaluru but will also cover smaller cities. **Keshwar Bhagat**, Director of Sales – GSO India, will head the India office. **Lim Boon Kwee**, Chief Operating Officer, Dusit International, says, "This comes in tandem with our own growth, which will see our current tally of 29 hotels and resorts top 80 worldwide within the next three-to-four years."

GLOBAL

India, Japan join hands for open skies

■ India and Japan have signed an agreement that will allow their airlines to operate unlimited number of flights between the two countries. The pact followed Prime Minister Narendra Modi and his Japanese counterpart Shinzo Abe holding strategic discussions on a wide range of issues. An official release said India and Japan exchanged RoD (Record of Discussions) on civil aviation cooperation with respect to open sky. The National Civil Aviation Policy, 2016, allows the government to enter into an 'open sky' air services agreement on a reciprocal basis with SAARC nations and countries beyond a 5,000 km radius from New Delhi.



SOUTH INDIA

Upgraded Belagavi Airport inaugurated

■ New and upgraded Belagavi Airport has been inaugurated by P. Ashok GajapathiRaju, Union Minister for Civil Aviation and Siddaramaiah, Chief Minister, Karnataka. Belagavi is the second capital of Government of Karnataka and is 502 km from Bengaluru and 200 km from Goa Airport. The New Terminal, a centrally air-conditioned building, with an area of 3,600 sqm has a capacity to handle 300 peak hour passengers at a time. It has all essential passenger friendly amenities and conveniences and is provided with CUTE-enabled check-in counters, baggage conveyors, elevator, public address system, fire fighting and fire alarm system, Flight Information Display System (FIDS), CCTV, baggage scanners and car parking, etc.



PAN INDIA

'Single window for meetings & conferences'

■ The government shall soon roll out a National Tourism Policy, which is expected to provide single window clearance for organisation of meetings and conferences, informed **Satyajeet Rajan**, Director General, Ministry of Tourism, Government of India, while addressing the second edition of Global MICE Travel Mart, organised by FICCI jointly with the Ministry of Tourism, Government of India, on September 14, 2017, at The Laitl, New Delhi.

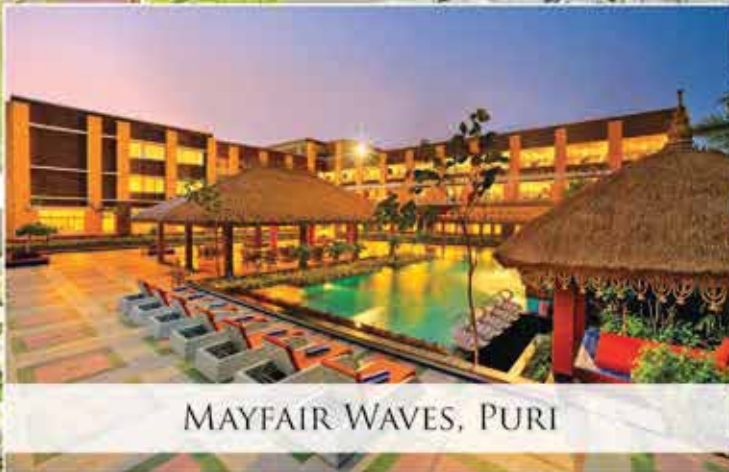




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NEWS

ASIA-PACIFIC

Asia-Pacific sees growth in the meetings and events space: CWT

■ A report on future trends in the meetings and events space by the CWT Meetings & Events (CWT M&E), a division of global travel management company Carlson Wagonlit Travel, revealed that the overall cost per attendee per day for meetings and events around the globe increased in 2017 and is expected to continue rising next year. Titled as 2018 Meetings and Events Future Trend, the cost per attendee per day for meetings and events in Asia Pacific has increased by 5 per cent in 2017, the greatest for any region globally.



EASTERN EUROPE, WESTERN ASIA

TAFI convention to be held in two destinations in Turkey

■ In a first for any travel trade association, the Travel Agents Federation of India (TAFI) will conduct its annual convention in two different places in Turkey this year. One part of the convention will be held in Dalaman and the other one in Antalya. The convention, which is to be held from Oct 27-31, 2017, has been split between two destinations so as to enhance the members' experience of Turkey.



WEST INDIA

FCM presents tech conference track with educational focus

■ Platinum Sponsor FCM Travel Solutions presented an Artificial Intelligence (AI) technology and showcased and shared their expertise as a panellist at this year's 20th edition of the corporate travel management conference. CTW Asia-Pacific was their launch pad in Southeast Asia to introduce Sam, their revolutionary chatbot powered by AI and a refreshed technology suite.

Bertrand Saillet, General Manager, Asia of FCM Travel Solutions, said, "We constantly conduct small focus groups with our customers to test out ideas and concepts. This is to ensure that these new initiatives are in line with what they need and want."

PAN INDIA

The 'ultimate' card for business travellers



■ Standard Chartered Bank has announced the launch of its new credit card to enable lucrative benefits for travellers, business and leisure, alike. Called as 'Ultimate' credit card claims to be optimal with one of the highest reward point value in the market. Benefits offered include value of one reward point is equal to Re 1, complimentary access to over 900 airports across the world, complimentary access to 20 premier golf courses across India & 150 globally, etc.

AUSTRALIA

MARHABA lounge unveiled in AUSTRALIA

Having recently completed 25 years of operations in Dubai, Marhaba, the provider of premium airport passenger services, launched its first airport lounge in Australia. In addition to its new facility in Australia, Marhaba also opened a new lounge at Karachi's Jinnah International Airport in July this year. Marhaba offers a meet and assist service and operates lounges in Dubai (DXB and DWC) and Bahrain. The spacious Melbourne lounge features seating for 200 guests, a quiet zone for relaxation, shower facilities and buffet cuisine from around the globe. Speaking at the opening, **Gary Chapman**, President, dnata, said, "We already operate Australia's leading in-flight catering company, Alpha Flight Services, and are delighted to add the Marhaba brand of airport hospitality to serve Melbourne and those passing through Melbourne Airport." Melbourne Airport is



“
The spacious Melbourne lounge features seating for 200 guests, a zone for relaxation, shower facilities, and more
”

the second busiest in Australia and one of the most important travel gateways in the country with more than 33 million passengers in 2016. International passenger traffic is expected to reach 64 million by 2033.

SOUTH INDIA

BIEC accredited with 'GOLD' RATING

The newly constructed Hall 4 at the Bangalore International Exhibition Centre (BIEC) has been honoured with Gold ratings by both Indian Green Building Council (IGBC) under its New Building rating system and US Green Building Council (USGBC) under its Leadership in Energy and Environmental Design (LEED) rating level.

IGBC rating programme covers methodologies to cover diverse climatic zones and changing lifestyles. LEED certification is an official recognition that a project complies with the requirements prescribed within the LEED rating systems as created and maintained

by USGBC. It is an internationally accepted benchmark for design, construction and operation of green buildings.

Jamshyd Godrej, Chairman – Exhibitions, IMTMA noted, "Getting the Gold certifications from IGBC as well as USGBC accentuates BIEC's commitment to promoting a sustainable environment for exhibition organisers as well as visitors."

Completed in January 2017, BIEC's Hall 4 is India's largest columnless exhibition hall. It measures 17,500 square metres and brings forth a plethora of benefits for exhibitors and visitors alike.

It is newly built, modern and equipped with the latest amenities as seen in any world class exhibition venue. Hall 4 comes with a large span of 75m columnless lattice frame structure and length of 235m. Twelve additional entry and exit gates for cargo movement on all sides of the hall facilitates quicker movement of cargo trucks and reduces the set-up time for exhibition organisers. Hall 4 has six visitor entry and exit gates for easy access.

“
BIEC's Hall 4 is India's largest columnless exhibition hall. It measures 17,500 square metres
”





RAJASTHANI platter for MICE

Archana Gupta, Hotel Manager, The Westin Pushkar Resort & Spa, enumerates the scope of MICE in Rajasthan, while sharing the hotel's offerings for the segment



Archana Gupta

Kindly tell us about the banqueting spaces offered?

Surrounded by the picturesque Aravalis, The Westin Pushkar Resort & Spa is a short drive from the Holy Lake as well as the famous Brahma Temple. Pushkar is 11 kms away from Ajmer and 158 kms from the Jaipur International Airport, 53 kms from the Kishangarh Airport and is also connected by rail to Ajmer Junction.

The Westin Pushkar Resort & Spa has four versatile function rooms and a pre-function area, a total of more than 900 sq mts of indoor space featuring a comprehensive range of amenities and services. Two sprawling venues offer almost 1,700 sq mts for themed weddings and corporate events.

How is Rajasthan as a state gaining hold as a suitable MICE destination?

Due to the connectivity from key metro cities which are the feeder markets for MICE, Rajasthan gets quite a lot of traction from the domestic MICE segment. With opening of the convention centre in the state capital, international MICE has gained popularity as well and is one of the preferred states in India.

Do you have any special incentives/packages for groups?

Some of the current incentive/ package includes Triple Choice Offer, Honeymoon on Us to name a few. In the Triple Choice offer the organiser can choose 3 rewards from the bouquet of 5 incredible offerings for each of their event bookings wherein as the name suggest on booking a wedding with any Marriott hotel the guest can choose a honeymoon destination based on the eligible spend.

What kind of specialised services are offered to the MICE groups?

Single point of contact (SPOC) or an Event Concierge is one of the biggest USP that we offer to the MICE groups hosted at the resort. With a SPOC the organiser can concentrate on other aspects of the MICE than just the hotel.

Highlight the impact of GST on the MICE sector. Your views.

GST has impacted severely on the MICE activities and it's quite early to comment whether it will be beneficial in the long run or not. However, with increased accommodation cost one of the other anomalies that emerged post GST roll out was that MICE activities and other events held in hotels outside of home state are not eligible for Input Tax Credit (ITC). Most companies are considering holding events in the same state where they are registered under GST. MICE tourism is too important a segment for the nation to overlook.



The good connectivity with metro cities, gets Rajasthan a lot of traction from the domestic MICE segment

IT&CM 2018: One dynamic marketplace **FOR MICE**

The leading international MICE event in China shall be held in March next year at Shanghai Convention & Exhibition Centre of International Sourcing, Shanghai, China

Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is an optimal platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic.

Since 2007, IT&CM China has established itself as China's leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to 'Promoting China to the World and the World to China'.

Delegates attending the three-day event shall receive the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours.

Co-located with CTW China as China's Only Doublebill Event in MICE and Corporate Travel, IT&CM China is an event that is co-organised by CITS International M.I.C.E. - a wholly-owned



subsidiary of CITS (China International Travel Service), and MP International.

The venue of the event is Shanghai Convention and Exhibition Centre of International Sourcing. The centre is an international multifunctional complex with conventions, exhibitions, activities and catering.

The centre has a total area of 9,000 sqm of conference rooms, 16,000 sqm of exhibition area, 5000 square metres of catering area and 800 underground parking lots. It is equipped with various advanced facilities to hold all kinds of high-end conventions, exhibitions and activities.



The centre has an area of 9,000 sqm of conference rooms, 16,000 sqm of exhibition area





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An array of unique bleisure destinations and cultural flair, gives Thailand a 'wow' factor

With more focus being given on quality business and leisure activities has helped Thailand's competitiveness rise in global rankings. Through its Thailand CONNECT campaign, Thailand Convention & Exhibition Bureau (TCEB) encourages business travellers to create their own 'bleisure' journeys and discover the captivating destinations and culture throughout the country.

OFFERINGS GALORE

For business travellers seeking new experiences, Thailand is a land of alluring destinations offering outstanding inspirations, each noteworthy for its unique heritage, charming culture, colourful surroundings and spiritual fulfillment. The growth of travel routes coupled with an extensive expansion of air, sea and land transport systems has increased opportunities for enjoyable bleisure trips. Thailand is truly an ensemble of authentic treasures just waiting to colour your business journey. Just ask TCEB.

FACILITATING MICE

Investment in MICE facilities, venue standards

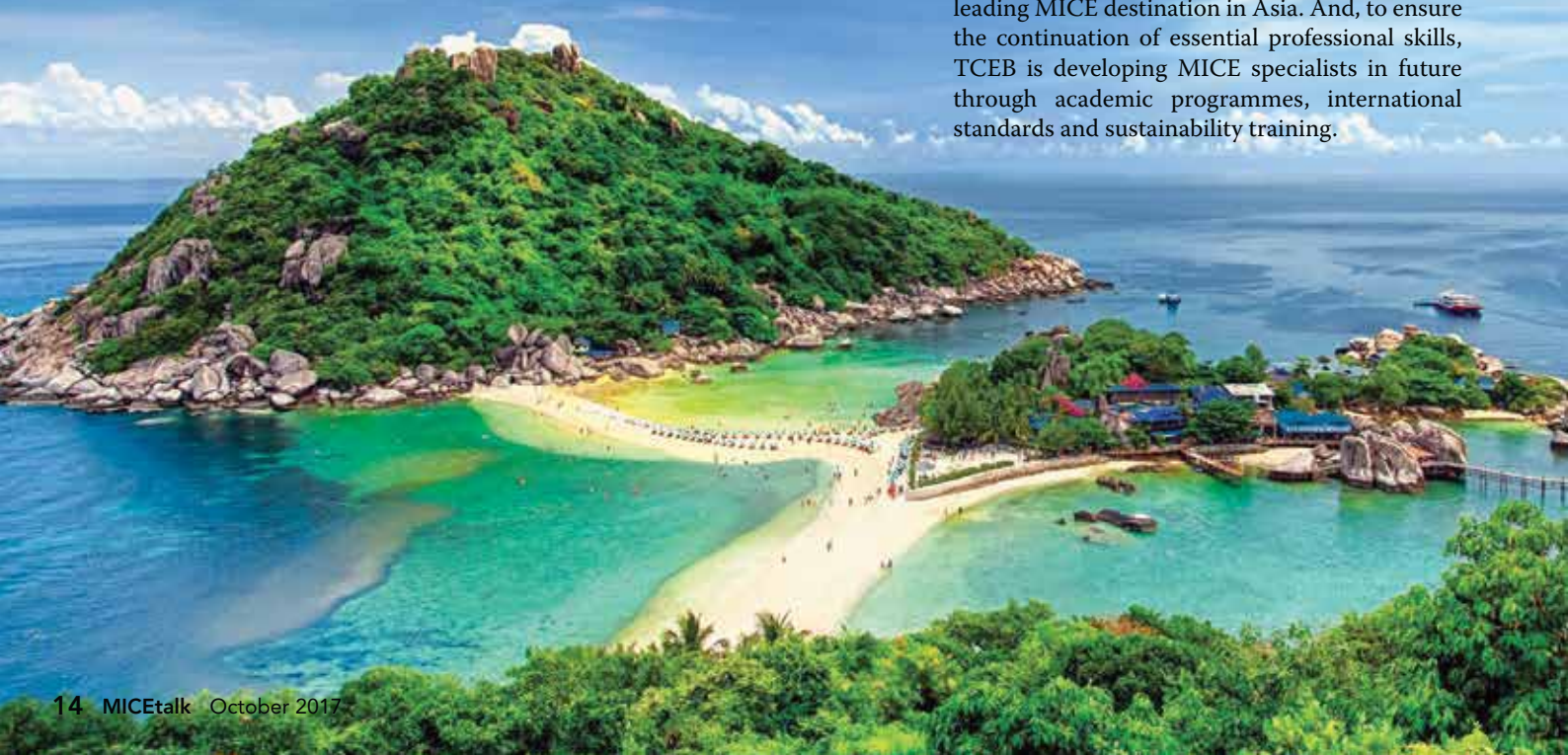
and culinary expertise, together with the Thai government's move towards greater digital efficiency and a Thailand 4.0 economy, will make Thailand more attractive as a MICE destination delivering a first-class experience for event participants. For business travellers seeking to expand into the region, Thailand is ideally located at the crossroads of Asia, with easy access to the region's dynamic markets, including its own booming domestic market of 65 million people. Thailand is ranked third among ASEAN countries for ease of doing business.

COLLABORATIVE EFFORT

What makes Thailand so appealing? Business travellers get to work with highly skilled, passionate professionals with comprehensive communication skills. These warm and engaging Thais drive events to new challenges and possibilities, with an attitude of going the extra miles to ensure business success. Outstanding collaborative efforts between the public and private sectors make it easier for the international travellers to attend business events in Thailand, and help make the Kingdom a leading MICE destination in Asia. And, to ensure the continuation of essential professional skills, TCEB is developing MICE specialists in future through academic programmes, international standards and sustainability training.



To ensure the continuation of essential professional skills, TCEB is developing MICE specialists



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says 'Hoi' to



If you are thinking of combining your business trip with a bit of leisure, then The Netherlands is the ideal destination. NBTC Holland Marketing recently hosted its sales mission in New Delhi. MICETalk got in touch with different delegates to know more

Kanchan Nath

BLEISURE





Carola Muller-van Rijn
Global Travel Trade Manager
NBTC Holland Marketing

Growing steadily

The luxury market from India to the Netherlands has shown a lot of growth. However, this beautiful country, has much to offer to the Indian MICE groups in terms of bleisure. The Netherlands Board of Tourism & Conventions is responsible for branding and marketing the Netherlands, both nationally and internationally. Muller-van Rijn, says, "Because of the new connection with Jet Airways, there could be a lot of

corporate travel. Last year, we had almost 25 per cent growth in visitor numbers. We went from 100,000 to 127,000 visitors from India to the Netherlands. For this year, we are expecting a 16 per cent growth in 2017. Among the good cities for MICE, Amsterdam has great facilities and venues to host the bigger groups and events. Rotterdam, The Hague, and possibly Utrecht for the smaller groups. We do not actively promote MICE, so it's more on a reactive basis now, a lot of the travel trade do both MICE and leisure travel. If a lot of corporate travellers combine their activities with leisure, that is a strong combination for the Netherlands."



Bjorn van Gelder
Sales Manager, Blue Boat
Amsterdam Canal Cruises

Cruise with MICE

River cruises remain one of the most popular attractions in Amsterdam. Gelder adds, "We get almost 700,000 visitors annually. We have 15 boats, which we are trying to redevelop as electric boats. We are not the biggest, but a medium sized business. We have two departure locations at the Stadhouderskade, the first opposite the Hard Rock Café and the second opposite the Heineken Experience." Talking about flexible interiors of the boats for MICE groups, he says, "In Amsterdam, we are among the few companies that have MICE groups on their boat. We can provide a flexible interior, in that aspect, we are the only ones in town. The seating down boats have a capacity for 100 people. For some standing tables 80, while the dinners capacity is 60. We can move the entire furniture and do a theatre set-up. It can be for drinks and



snacks, dinner. The boats can seat up to 90 persons and have flexible interiors. We also have an open-air section to let guests enjoy good weather outside."

"We have a regular canal cruise for 75 minutes and also have an evening cruise that is 90 minutes. The guest can also avail a dinner cruise that is two and a half hours. For MICE groups, it's an experience for leisure and the best way to see the city and know about it. The Indian market is growing rapidly, among FITs," concludes Gelder.

“ We have a regular cruise that is 75 minutes and evening cruise that is 90 minutes ”

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Elaborating on her company she says, “We have had experience with all kinds of groups and all kinds of people, different cultures from all over the world. We started in 1963, my father founded the company. We are situated in Hague, which is the middle part of Holland. Indians love to go on a foot trail in Amsterdam and see things that are not common here. They love to take selfies especially at the tulip gardens in Keukenhof, which has been popularised by Bollywood movies. In the leisure category, from March to November, almost every week we receive a group from India, who are families travelling with grandpa’s and grandma’s. There are two or three coaches every week and sometimes even four or five. They generally are on a Europe tour. They start either from France



Natalie Kolarik
Operational Manager
ITO tours

Travel made easy for groups

ITO Tours is an incoming tour operator and ground handler based in the Netherlands. Giving an idea about their operations, Kolarik says, “We have many partners here, which include: Keukenhof, Holland; Heineken Experience Amsterdam; Lovers canal cruises, Madurodam, Efteling, Blue boat company, Damrep, Henri Willig, among others. With our partners, we have started the India alliance; with them we have done some MICE groups from India.

For example, about 200 Pax from the Tata group, had come to Holland to see the steel project, Hoogoven’s plant in June, 2017. They also had a gala dinner. We handled the group from the airport, right till the end.”

“ We have voucher agreements and contracts with many offerings in Holland. We are able to get group and special rates for our clients ”

or the UK, and visit Holland, Germany, Switzerland, among other destinations. We handle all the ground services in Netherlands and Belgium. There is availability of regular coaches as well as double decker’s.”

She adds, “We love to meet people from new cultures and talk about our own. There is lots to see in this country. The climate is very convenient for them, as we have the perfect infrastructure with hotels, trains, coaches. We have a lot many groups lined up for September and October, which are the main conference months. Vegetarian food is available in every restaurant in Holland.”

Elaborating on how they make travel easy for MICE groups, she concludes, “We have voucher agreements and contracts with many offerings in Holland. We are able to get group rates or very special rates for our clients, so that they do not have to queue up in long lines. The group can then avail the group voucher. The group voucher can be shown at the group desk and the whole group can enter the country without any major hassle.”



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Paco Rodriguez
Accountmanager Traveltrade
efteling

All about theme and parks

Theme parks have always been a popular draw for leisure tourists and can add fun time to MICE groups. Efteling is a fantasy-themed amusement park in Kaatsheuvel in the Netherlands. Be it children or elders, it will have something for everyone. Rodriguez adds, “We started 65 years ago as a fairytale forest. We tell the stories about fairy tales, Brothers Grimm, Pinocchio, Snowwhite. When my grandfather was young, he also got an opportunity to visit this fairytale forest. It has a green environment and over the years

“ We have a big theatre where at night we can play musicals. The theatre can be used for conferences with a maximum capacity of 1100 pax ”



we have added more and more attractions. We now also have thrill rides for the young people. One of the first attractions made was the python, the rollercoaster. Every attraction here tells its own story.”

Elaborating on MICE venues and facilities, “There is a big theatre which plays musicals at night. It can also be used for conferences. We have a maximum capacity of 1100 pax. We also have 24 break-out rooms, meeting rooms, nearby attractions, so at night when the park closes, companies can hire the meeting rooms. There is a hotel within the park. It has numerous theme rooms. In 2016, we had 4.7 million visitors and this year, we are hoping to go over 5 million visitors. We are in the top three for getting huge number of visitors in Europe. There is Disney, Europark and then us. We have won the accolade for ‘the Best Theme Park in the world’ on the website, ThemeParkinsider.com. We have beaten Disney Tokyo after seven years for the prestigious title. Our newest attraction is the palace of fantasy, which opened on July 1, 2017. The name of the palace is Symbolica, Palace of fantasy.”

Planning an all Europe tour? Spare one day for the park. A group could plan an event as well as a group incentive visit to the park.

He adds, “MICE is mostly tailor-made. We listen to the request and then find out how, we can meet their needs. Normally for the MICE group, it is just for a day, followed by a visit to the park. Requests for groups to visit the park have seen a surge.”

Vincenzo Cosentino

International Sales and Marketing Manager
madurodam

Edutainment

Madurodam, is a miniature theme park, situated in The Hague, less than an hour from Amsterdam. Madurodam lets you experience the Dutch stories behind miniature buildings through multimedia and numerous interactive installation. Every year, over 50,000 visitors from India alone visit the smallest city of the Netherlands. It is one of the top five most-visited theme parks in Holland.

Cosentino adds, “The name giver for the park was George Maduro, a war hero. It is the happiest war monuments park in the world. Since we are a scenic park and are visited by many children, there is a lot of laughter, joy and inspiration, because we tell the stories of the Netherlands. We try to bring innovations to the park, every year. This year in June, we had a new indoor attraction for new Amsterdam, which told the story of the travellers who were exploring the world. They found the new Amsterdam, which is now known as New York.”

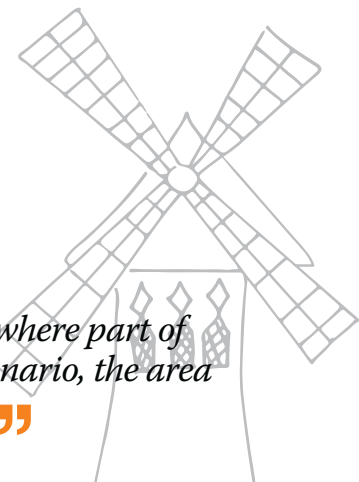
Talking about the viability of this attraction for MICE, he adds, “MICE groups are short on time, since they are busy with conferences. We show the highlights of Holland in one

location. If there is paucity of time to see the Netherlands, then one can visit madurodam. We have an events centre as well, which has a dedicated team of sales and marketing and banqueting as well. We can accommodate big events, where part of the terraces are used, all open areas, stand-up. In such a scenario, the area is available for 1300 to 1400 pax.

For a gala dinner, we have room for 400 sit-down gala dinner, round table. The largest group we have had from India was two weeks ago from ICICI Prudential. It was through Thomas Cook. It was for 550 pax. They were broken into two groups of 250 each. It’s generally a two-hour activity. Generally, the MICE groups have a programme followed by a leisure activity. Then a small catering packages is organised, combined with an entry. Because there is a suitable flow, we can avail several groups following each other.”

Giving more insights, he adds, “This year, we initiated a learning page in Hindi language on the website. There are onscreen animated stories, which narrate story idea in two minutes.”

“ We can accommodate big events, where part of the terraces are used. In such a scenario, the area is available for 1300 to 1400 pax ”





Alex Dil
PR Manager
Henri Willig Cheese Farms

Cheese talk

Henri Willig's cheese farms showcases itself to more than one and a half million visitors a year, to show the traditional way of making the famous Dutch cheese. Dil adds, "This is our first time in India, because until recently all our cheese was with Rennet. A lot of people from India would not eat the same. Rennet is an enzyme made from the stomach of a cow. Last year, we tried to make vegetarian cheese, yet retain the cheese's creamy flavour from microbial Rennet. From January 1, 2017, we now have vegetarian cheeses available. This year, we are ready for the vegetarian market."

Talking about the tourist attractions, Dil says, "We do a demonstration of how cheese is made in the old way. Normal process of cheese making takes one day, but we demonstrate it in 10 minutes. You also get a chance to try all our cheeses. Meanwhile, our partners also offer an experience of how clogs are made by hand, along with a visit to the old functional windmills, and a walk along the village."



“ We do a demonstration of how cheese is made in the old way. Normal process takes one day, but we demonstrate it in 10 minutes **”**



Giving information on visiting MICE groups, he adds, "In August first week, I had Thomas Cook with 2000 people from India. We are not handling them at one time. We work together with our partners on the location. One group comes to me, while the others have a look at the clogs or the oldest functioning windmills, and another one might be walking around. That is why we are able to handle a lot of people. Everyday, from my shop I get 4000 to 5000 people. Next year, I have a group of 4000 Chinese people and they will be coming in small groups of 500. We are specialised to manage that. But we must have a good contact with our partners here in India, so that it goes smoothly for the tour operators, customers and as well as for us."

"If you want to see most things like a windmill, a cheese farm, a clock and do a small walk, it will take about two and a half hours. FITs stay here sometimes for a whole day. It's perfect for corporates who do not have much time. They can see the essence of the country in less time," he concluded.





Ebeline Dijkhuis
 Marketeer Partnerships
 Amsterdam Airport Schiphol

Right connection

One can experience what hassle-free travelling is at Amsterdam Airport Schiphol. State-of-the-art interiors and availability of all facilities under one roof make it easy for visitors and travellers to navigate through this world-class airport. Dijkhuis adds, "The airport is a hundred years old, we have a huge history, it's the number three airport in the world. The passenger numbers are at 63.3 million. What's interesting for the MICE market is that we have 100 airlines serving 320 scheduled destinations, we are the best connecting airport in Europe.

It is called the gateway to Europe. The biggest advantage for groups is that we have a one terminal concept. This means one roof, no people movers or trains to other terminals. It's easy for transit passengers to find their way. We have minimum connecting time of 50 minutes. We are the number two hub airport in the world. We are the home base for KLM. There are a lot of connecting flights to Europe as well as north America as well as South America. Indians use this airport as transit for their Toronto flights."

Talking about new connectivity she adds, "In 2016, we had only seven services from Delhi to Amsterdam. In October 2017, we will have

31 flights from India to Amsterdam, KLM Royal Dutch Airlines daily, from October to Mumbai, three times a week. Jet Airways will be flying daily from Delhi, Mumbai and Bengaluru to Amsterdam. We have also now started the pilot with facial recognition and aim to be the best digital airport in 2018."

Talking about innovations, she concludes, "We have renovated our security process. Safety is the most important thing. We have the most sophisticated baggage system of the world. There is a capacity for 15 million bags. We have the flagship store of Johnnie Walker, where we can have whiskey tasting.

There is a new playground, which has been made around a plane that was donated by KLM Royal Dutch Airlines. The Schiphol App, which has been completely renewed this year, shows information at real-time. Also, from June this year, we have availed waiting times at the security lines.

For MICE groups, we have the meet and assist service that is a paid one. We are increasing the terminal, in 2023, there will be a new building, along with a renewed pier, but, in the one terminal concept."



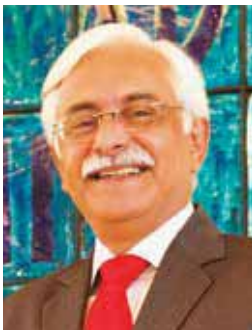
“ We have renovated our security process. We now have the pilot with facial recognition and aim to be the best digital airport in 2018. **”**



A city where MICE meets

The National Capital Region (NCR) with NCT-Delhi as its core, is home to myriad events across its MICE venues. Premier NCR hoteliers elucidate on the business chart of the region

Kanchan Nath



Rattan Keswani

Deputy Managing Director, Lemon Tree Hotels, Sandal Suites operated by Lemon Tree Hotels

MICE offerings

The large pillar-less ballroom, Tangerine Grand is spread over 4000 sqft with a connecting pre-function area of over 1500 sqft, catering for events of up to 350 guests, the ballroom can further be separated into Tangerine Grand 1 and Tangerine Grand 2 for events of 40–220 guests. The ballroom has been built to provide the perfect venue for corporate gatherings, conferences, lifestyle events and social celebrations. The two independent board rooms – Tangerine 1

and Tangerine 2 – are suitable for meetings ranging from 6–16 guests.

Specialised services

The expertise of our skilled team ensures that events are executed flawlessly, with an emphasis on providing comfortable and convenient banqueting options to all the guests. Flexible seating arrangements, coupled with customised packages and themed menus, make these venues apt for any event.

“The ballroom has been built for corporate gatherings, conferences”

MICE pipeline

The property has been operational for only about three months, and we have

managed to pick up quite a few MICE opportunities from media houses, medical equipment companies, electrical equipment manufacturers and publishing houses. We have seen an excellent response from the market due to the strategic location of the property, which is in proximity to multiple MNCs and the India Expo Mart, as well as the skilled banquets team. MICE bookings have been steadily increasing, especially as we come closer to the season time. Also, due to the large number of events taking place in Noida and Greater Noida, like Indian Handicrafts Fair, Renewal Energy, Auto Expo and ELECRAMA, in the coming months, we

have seen a massive uptick in business and residential queries.

Impact of GST

Since GST has only been announced a month ago, we would need to wait and watch to keep a track on how much of an effect GST has had on MICE revenue. In the current scenario, it has impacted the MICE industry on account of an anomaly in the GST policy - that MICE activities held in hotels outside of home state would not be eligible for Input Tax Credit. We have not yet seen a huge drop in bookings as a lot of the corporates have offices in Noida, and have applied for local GST numbers.

Challenges

NCR is already one of the preferred locations in India for MICE activities. Few challenges which NCR faces are:

- Proper infrastructure like local transportation, lodging facilities, lack of world class convention and amusement facilities
- Till last month, high and complicated taxation was a deterrent. With GST, the complication of calculating taxes has been eliminated, but the input tax credit issue highlighted earlier may be a hurdle
- Lack of trained manpower

Location

Aerocity hotels attract transit business, because of the airport, Noida and Greater Noida has India Exposition Mart, Gurugram houses some of the biggest MNCs, Ghaziabad and Faridabad is again a mix of manufacturing companies, social segment and MICE. Visiting Delhi means multitude options for individual requirements.



DID YOU KNOW?
Khari Baoli Market is Asia's largest wholesale spice market.

Charles Korth

Director Business Centre, The Imperial New Delhi

MICE offerings

One Imperial Place can hold upto 20 people. It contains a high-tech video wall for presentation and built in video conferencing. The business centre also has high-tech 12 seater, 8 seater and 2-4 seaters with a removable wall.

The Meeting Room I is 630 sqft with natural lighting overlooking reflective pool, Meeting Room II is 244 sq.ft, Meeting Room III is 446 sq.ft., Meeting Room IV is 260 sqft., while the Boardroom II is of area 183 sqft, the Boardroom III is 243 sqft. All meeting rooms, boardrooms are being offered minimum 10 per cent discount through September 30. Meeting room occupancy to date is four

per cent increase over 2016. Travel distance and travel time are the biggest challenge to bring people all over NCR to Imperial Business centre.

MICE in the centre of NCR

The Imperial business centre location is ideal for guests to stay at the hotel, eat at the five star restaurants and have a first class meeting without battling hectic traffic of Delhi / NCR. It is also an ideal space for international companies to have an office space.



“ Meeting room occupancy to date is four per cent increase over 2016 ”



Greesh Bindra

Regional General Manager, InterContinental Hotels Group (IHG), Crowne Plaza Greater Noida

MICE offerings

In total, we have 47,000 sq. ft. of the area dedicated for MICE events which is largest in Noida/Greater Noida. The extravagant banqueting spaces are specially designed to cater both indoor and outdoor events. Our Tapas banquet hall can accommodate 700 people in theatre style conference setup, while the Lumbini lawn, which has an in built stage, can cater to around 3000 people in theatre style at a go.

Specialised services

With 16 meeting rooms, we are the most suitable venue for conferences requiring breakout rooms whose the number is largest in Delhi/NCR. We also have one of the largest inventories of Twin Rooms in Delhi/NCR.

MICE pipeline

The hotel has performed quite well overruling the various challenges our economy faced recently. While our usual clients have continued to repose their trust on us year-on-year, we have signed contracts with multiple new clients owing to our marketed expertise of the hotel in MICE; eventually leading to a continued increase in our market share.

Crowne Plaza Greater Noida is the best destination for Sports Tourism, consequent to the Shaheed Vijay Singh Stadium, in the vicinity, which has hosted cricket matches for Dileep Trophy, White Ball event, One Day Matches, T20, etc. Gautam Gambhir, Yuvraj Singh are the well-known names that have continued to prefer us for their

stay, besides other cricket teams residing in house. We have also been an official hotel for multiple events held at India Expo Mart, which acts as a great feeder for our MICE business, boosting our occupancies and revenues during the peak season. Here, to bridge the demand and supply gap, we market our hotel along with Crowne Plaza Mayur Vihar, Crowne Plaza Okhla, Holiday Inn Mayur Vihar and sell around 600 rooms in the market collectively as 'IHG'.

Impact of GST

MICE revenue has been adversely impacted with the roll out of the GST as the expanded bracket of the tax slabs has caused a needless levy of the same tax even on the minimum rate of that bracket. Further, many MNCs would hesitate in claiming the credit for the taxes paid on our services as it would invite an additional exercise for them. Levy of 28 per cent tax on a room, costing `7500, is absolutely enormous.

Challenges

In today's scenario, when you think of organising a business conclave or conference, its more about organising a productive meet away from the hustle and bustle and trust me, the concept of 'destination conferences' cannot be underestimated.

MICE in Greater Noida

Greater Noida is an independent market with ample corporate houses, technological hubs, massive residential societies and malls already thriving in success. It has easier accessibility to Delhi. Our hotel, for instance, has been positioned well as a wedding destination, where the organisers rely entirely on us for all the arrangements for the events.

DID YOU KNOW?
According to statistics, about 20% Delhi landmass is forests.

“ With 16 meeting rooms, we are the most suitable venue for conferences ”

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Jaideep Anand

General Manager, The Leela Ambience Convention Hotel, Delhi

MICE offerings

Our largest venue, the Grand Sapphire is a 25,000 sqft pillarless ballroom with a clear height of 18 ft which allows maximum flexibility for various set-up options that a MICE event might require. This venue can be further divided in five smaller ballrooms, each having flexible seating capabilities. We also have on offer a secondary ballroom (Emerald) and 24 break-away rooms totaling to 70,000 sqft of convention space, which is inclusive of three outdoor venues. We are one of India's largest luxury convention hotels and have received various awards and accolades for the same; our hotel was recently bestowed with the title of 'Best 5-Star Luxury Convention Hotel in Delhi NCR' at a recently concluded Award ceremony in New Delhi. We have the capacity for 5000 pax in cocktail style, 3000 in theatre style and 1000 in cluster seating for the Grand Sapphire ballroom.

Specialised Services

We tailor-make special packages depending on a guest's needs and wants. We offer end-to-end solutions including customised menus and themed set ups for our venue. We hold a comprehensive meeting with the client to understand his requirements and expectations, based on which customisation of service is provided to ensure that the client's expectations are exceeded.

MICE pipeline

We have successfully hosted 32 conferences since April 2017 till July 2017. For the rest

of the year, we have 36 conferences out of which 90 per cent are confirmed and the rest are being worked on.

Impact of GST

There has not been any significant impact on MICE revenue post-GST, the true impact is yet to be seen. Pre-GST we did witness a few clients backing out; a murky economic forecast due to incomplete information on GST being the major reason.

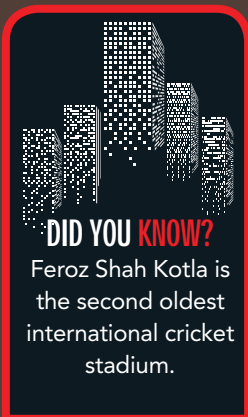
Once business reach equilibrium with the new regulations, can we estimate the actual impact.

Challenges

Since NCR is a metropolis, MICE centric companies have an internal challenge selling Delhi as a destination for a national/local meet vs a leisure/tourist destination examples are Goa, Jaipur, Agra, Kovalam, etcetera. In terms of our location vs the other metro competitors, we have a huge advantage –

1. We are in the city and yet have a resort feel
2. We have a unique combination of the largest square footage of conference space and breakaway rooms in NCR
3. Our luxury format room size of 43 sqmtrs coupled with the largest inventory of twin rooms in NCR again makes us the top choice for MICE events.

Only perceived disadvantage is the distance from the airport, but with an engaged concierge team, we can turn it around.



Travel

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Sonia Guru: sonia.guru@ddppl.com, +91 8800396009



SRI LANKA exuberates MICE APPEAL

Shannon Creado, Area Director Sales & Marketing, Anantara Resorts, Sri Lanka, throws light on the unique offerings for the MICE and wedding segment, and how Sri Lanka as a destination is gaining popularity



Shannon Creado

Kindly tell us about your property. What are the banqueting spaces offered?

Anantara Kalutara is situated on the southwest coast of the island, only a 60-minute drive from downtown Colombo. 141 rooms, suites and private pool villas dot the manicured grounds. Facilities include the Anantara Spa, an on-site water sports centre and fine dining options from East and West, in addition to their expertise in Indian cuisine. The resort recently unveiled its purpose-built two-storey meeting complex. Comprising of a 630 sqm grand ballroom, three meeting rooms within the resort itself and expansive indoor and outdoor pre-function areas. The perfect setting for conferences and events,

the ballroom can accommodate 400 guests for a reception or 350 for banquets and meetings in classroom or theatre style.

What kind of specialised services are offered to Indian guests?

Delegates can celebrate corporate milestones with a sunset cruise down the Kalu Ganga or enjoy teambuilding activities including a host of water sports on site. Corporate employees can be rewarded with a wildlife safari or whale watching trip. Anantara Kalutara specialises in Indian weddings, with traditional set ups and can arrange celebrants for religious ceremonies, regional Indian cuisines and live music for the sangeet, along with personalised welcome gifts.

“Anantara Kalutara specialises in Indian weddings, with traditional set ups”

What is your marketing strategy?

Given Anantara Kalutara Resort's prime MICE





location with state-of-the-art facilities and its unique resort character, our marketing strategy focuses around international MICE and wedding opportunities.

What new trends do you foresee in the wedding space?

The trend clearly goes towards Destination weddings in unique and new destinations. Sri Lanka is an increasingly popular destination for weddings. To connect guests to the rich details, interesting history and captivating scenes of Sri Lanka, Anantara Kalutara offers a unique range of inspirational and authentic explorations to the island's natural and cultural attractions. The colonial era can be relived with a visit to the UNESCO World Heritage Site of Galle's Portuguese and Dutch fort, offering a charming enclave of boutiques, museums, modern bistros

and bars. The 200-acre Handunugoda Tea Estate offers a pleasurable low-country tea experience and serves as a working private tea museum. Guests interested in wildlife conservation can meet day-old baby turtles at a nearby turtle hatchery. A larger than life experience takes place in Mirissa Harbour, where visitors set sail for Weligama Bay to spot majestic whales between December and April each year.

Do you have any specialised chefs? Which are the popular cuisines on offer?

Our executive chef hails from India. In addition to Sri Lankan chefs, the resort has Italian and Thai chefs besides a second Indian chef, who specialises in regional cuisine and works in the resort's pan-Asian restaurant Spice Traders. For specialised functions, the resort brings in chefs from the Anantara Peace Haven Tangalle.



EEMA to structure skills and safety

Event and Entertainment Management Association's 10th conclave under the theme 'A Decade of Transformation' was held from Sep 8-10, at Hotel Pullman Aerocity, Delhi

Kanchan Nath

SAFETY MEASURES

Conducting an event is no easy task. It is the contribution and hard work of many professionals all together. To ensure we retain talent in this sector is the most vital task for the industry makers. **Sabbas Joseph**, President, EEMA, at the opening of the event, said, "The love and passion, design and creativity that is put into the events that is what gives you perfection. In many ways, the decade of transformation that Event and Entertainment Management Association (EEMA) is celebrating, is the piece of value being put to the test. Over the years, different members, Presidents, advisory councils have worked to make EEMA the most desirable place. In this decade of transformation, we have seen ourselves change but have we changed enough? Are we looking at the environment around and do we know where we go next? We need to ensure that we have safety for women who work with us, be it dancers, hostesses, colleagues, all need to be dropped home after 8 in the evening." He continues, "This year we dedicate the conclave to all the women in EEMA. I feel

the next president for EEMA should be a woman. Post studying the EEMA report, two of the main things I feel we must focus on are health and safety and talent development. We take safety for granted, it remains our lowest priority, this is a trend we need to change. Health and safety demands no compromise. Safety achieves fault free experiential's. I ask all our members to focus on safety as well as talent development."

JOURNEY WITH NOSTALGIA

The event saw a good conglomeration of delegates on both the days. Speaking about the event on the second day, he said,, "Basically, the event brought everyone together, it's all about sharing the journey with nostalgia while the magical moment were the presence of the three presidents of EEMA on stage together, sharing their journey with everybody. We had around 283 registered members, and an attendance of about 350 people across each of the events. At the award nights, we had around 750 people for the awards for the ecosystem. These were the service partners, artists, etc."

Talking about memberships he said, "The more you engage with members, the more you grow. It's a constant engagement exercise, constant promotion exercise. It's not only to gain members,

“The more you engage with members, the more you grow. It's a constant engagement exercise”





but, about being able to make a difference for the members and that is what EEMA's real aim is."

EEMA EDUPOSIUM

Empowering and educating the talented is a necessary step. It is also vital to retain skillful employees. On the growing talent, he said, "We have a programme for youth empowerment and education and talent development, the first launch of it was on September 8, 2017 at the EEMA eduposium. We have now looked at management programmes, how can we embellish that with content from the event management companies."

DOWN MEMORY LANE

Michael Menezes, Brian Tellis, former Presidents, EEMA and Joseph, gathered on the stage for a nostalgic discussion on the hiccups and their roles in the growth of EEMA, the session was moderated by **Rajeev Jain**, Vice President and Treasurer, EEMA. Jain still remembered the speech made by Menezes in the first convention of EMMA held at Goa, "It was a bit of a pipe dream. The enthusiasm that was there in Goa and has carried on, due to the consecutive President Tellis and now Joseph. Today, we can be proud of the kind of efforts we have put together as a team. It's a national association and we should be proud of where we have reached."

ERNST & YOUNG REPORT

Deliberating on the white paper by Ernest and

“The events industry has been growing at 15 per cent CAGR for the last five years”

Young, based on a survey of over 60 EEMA members, Joseph concluded, "Revenue of the organised events industry has increased to INR 5,631 cr. Industry has been growing at 15 per cent CAGR for the last five years. This is slightly faster than the 11-13 per cent CAGR of the Indian M&E industry. The industry is on track to reach USD1bn by 2017-18. The expected growth rate of the industry will be 16 per cent over the next few years, which can therefore take the size to over INR 10,000 cr by 2021." This value represents the revenue of 'organised' events and activation agencies and does not include the multitude of 'unorganised' event companies spread across the country. The size estimate also does not include the value of telecast rights of events (unless owned by an events and activation management company) the value of meetings, incentives, conferencing and exhibitions (MICE) conducted by pure travel companies, value of IP not owned by event companies and properties managed by in-house activation teams of advertisers, and the unorganised events segment. Survey respondents felt on average that just 50 per cent of the Indian Events & Activations industry were organised (which is the portion this report tracks), but expected this organised segment to reach 60 per cent within two to three years.





Enabling a platform to expand boundaries for the MICE industry was the eye-opening 10th Conventions India Conclave 2017. Organised by India Convention Promotion Bureau (ICPB), it was held in HICC, Hyderabad, from August 29-31, 2017



A Conference on

Jessy Iype from Hyderabad

The CIC conference saw a conglomeration of 350 prominent MICE industry leaders, PCO's, suppliers, conference planners, buyers and government officials from the ministry to discuss the potential of MICE industry in India and way forward.

The theme of the conclave was "Expanding The Boundaries – Mission Possible" with a focus on all segments of MICE Industry – incentive, exhibition and corporate meetings, creating an opportunity for the members to look for new

avenues of business development. The inaugural session included Chief Guest, **Madhusudana Achary** – Speaker, Telangana Legislative Assembly; Guest of Honour, **B Venkateshan** – Principal Secretary Tourism, Government of Telangana; **Christina Z. Chongthu** – Managing Director, Telangana State Tourism Development Corporation; **Suman Billa** – Chairman ICPB & Joint Secretary, Ministry of Tourism, Government of India, **Chander Mansharamani** – Vice Chairman, ICPB; and **Amresh Tiwari** – Honorary Secretary, ICPB. During the inaugural address, Billa revealed how 52 per cent of travel revolves around MICE and the need to leverage this market and tap its potential internationally as well. He also mentioned about the implementation of a corpus fund, created half by the government and the remaining half by ICPB, to help open the Indian conference market to the world. The conclave also showcased an expo for more than 200 registered buyers and sellers. The two-day event saw fruitful sessions, one on member engagement for associations, another on how to leverage solutions and understand the segment to benefit the association segment and on role of PCOs, while a webinar on enabling sustainability in events industry, among many more interactions and knowledge sharing.

“52 per cent of travel revolves around MICE, there is a need to leverage this market and tap its potential internationally”



AGENCY FOR MICE

While interacting with the media, Billa



CONFERENCES

highlighted about setting up an agency to procure relevant information for the destinations globally.

He said, "We shall get a world-class consultant to help the government prioritise destinations and put a roadmap in place to help know the different nuances of different industries so as to structure and organise the meetings and conferences industry." On the follow-up of the announcement of e-tourist visa and group visa for MICE, he said that the ministry has been doing well and they have also brought the medical visa under electronic framework.

The ministry is in talks with Niti Ayog to implement conference visa to support sensitivities for global destinations coming here. On GST for MICE, he said that the regime has not hampered the MICE industry, in fact, it has been marginally an advantage. He felt when the revenue of the country kicks in, the tax rate will get moderated in line of competing destinations; also, with VAT, refund taxes can be eased out.

The exhibition was inaugurated by Billa and Manshermani. Numerous domestic and international MICE buyers and sellers interacted and unique offerings as a conference segment were showcased.

HYDERABAD AS A MICE DESTINATION

Chongthu in her address stated on how Hyderabad is a crucial MICE destination and deserves the

status well. She said, "We feel the conclave will bring additional exposure to the city and for the Telangana state as a preferred destination for MICE in the country. Hyderabad is definitely emerging and a leading destination for MICE, the good connectivity through the GMR airport, has connected the city to 19 international countries and 34 domestic destinations. Hyderabad is emerging as a hub of medical, heritage tourism and an emerging destination for film tourism. We definitely hope that in the years to come, the tourist arrival will grow exponentially so that the tourism infrastructure supports local livelihood and employment."

The keynote address by Venkestashan sensed the ardent need to promote India as a tourism destination as the country has vast potential to showcase its unique cities, states as tourism offerings. "We have the right proportions here in Telangana, the right mix of culture, and MICE destination." He stated some hiccup in the sector of not being able to reap the right amount of exposure as other countries and how the association and the tourism ministry should look at ways to tap it.

EXPANDING BOUNDARIES

A session on expanding boundaries and knowing regional peers by **Rod Kamleshwaran**, Partner & COO, Gainingedge.com, was exemplary as it stated the aspects of conference industry, its scope and how it is leveraged globally. He stated



GREEN WALK

To reiterate the commitment of the Bureau and its members to green and sustainable meetings, ICPB members and delegates held 'ICPB Green Walk', where two tree samplings were planted near the Hyderabad International Convention Centre.



Potential for the incentive market

Damian Hutt, Executive Director, Association of Association Executives, in an interview on takeaways of the conclave

Kindly apprise on the key takeaways of the conference.

The conference has a seen change for a lot of associations this year. We had fruitful deliberations about what is necessary for associations to come to India as well the MICE market. What is interesting is the government's approach to infrastructure, which will make India a great destination for the incentive market. From the conclave, I gathered that there are opportunities in cities as more airports and facilities are being developed.

Enumerate the upcoming event that you are planning here in India.

We are coming to Delhi on December 21-22, 2017, with our second association meet in India. It will address topics on conference and events development, as well member engagement, we confirmed a workshop on sale sponsorship, where there will be deliberations on

how one can improve sales, revenue, value for delegates. Some 50 people are expected to attend, and till now 20 have registered.

Do you see any potential for the India association market globally?

There is definitely a potential for international association here. It is very important whether you are a corporate CO or your own house surface PCO, to essentially use a local PCO wherever you plan to do a conference. Here in India, there are some exceptionally successful conferences being held and some really great convention centres along with major hotel properties with very fine standards. I think there is no reason why an international association shouldn't bring their conference here. I think if you don't bring your conference to India, where there is a population of 300 million, then you are not an international association at all.

CONFERENCE TAKEAWAYS



“Conclaves like the CIC and professional bodies like SITE and ICPB will be useful in providing the forum for intellectual debate for analysing how to be MICE-ready”

Anup Nair
MD, Inspiration India
& President of the SITE India Chapter



“There should be a strong bond between Educational Institutions, Conference facility providers and Research Centres to converge at such forums and encourage MICE”

Kalyani Balsubramanian
HOD
IHM- Hyderabad



“ICPB can harness data and information to create innovative campaigns that can position India as a favourable MICE destinations. The body has great potential”

Anuj Wadhwa
Chief Operating Officer
Plan It! Meetings & Conferences



“The conference provided a lot of insights to the audience. While technology is taking us to newer levels of advancement, face-to-face interaction, can never be under-estimated”

Yogesh Mudras
Managing Director
UBM India

that with so much conventions happening around the world, if some are attributed in India, then the country shall make a mark in the segment.

“According to reports, there are 3100 exhibition held in the world with 25 million sqm of space. The convention body in the US is the peak

industry body and it states that there are 2 million conventions and meetings held every year. ICCA too have identified 25,000 international conventions out of which 14,000 are held every year. “India has a large population, it is naive to consider the convention profile to be same here, we need to target bigger here. We got to think



Picture Courtesy: ICPB and Amplify

Top Left: (L-R) Kyliee Haines, Vasudeva Varma, Varun Mehrotra. Top Right: (L-R) KV Nagendra Prasad, Ravinder Sethi, Yogesh Mudras, C. Mansharamani, Arjun Narne.

“Even though there is new technology like meeting schedulers and supply finders, still the personal meetings ensures a personal touch”

beyond numbers, the MICE trade and intellectual engagement. There should be a cohesive relation between the industry and the government. Without political will, it is difficult. When we look at India, we see that there is political appreciation but everything else is the private sector's will. It is about the right hotels, venue, destination, where international delegates arrive and want complimentary services like dining, close proximity to airport. The development around Asia for MICE is very low and they tend to be integrated developments. There is a need for commercial opportunities.”

CONVERGENCE AND COLLABORATION

A panel on ‘Convergence & Collaboration—The Need To Create An Interdependent Ecosystem For The Meeting And Exhibition Industry’ saw **KV Nagendra Prasad**, President, Indian Exhibition Industry Association, **Ravinder Sethi**, MD, Rogers Worldwide, **Yogesh Mudras**, MD, UBM, **Chander Mansharamani**, Vice Chairman, ICPB and **Arjun Narne**, Director, KW Conferences, discuss the importance of creating a robust ecosystem.

Sethi mentioned the importance of a face-to-face interaction as an essential component. “MICE is people driven and product specific,” he said. Even though there is new technology like meeting schedulers and supply finders, still the personal meetings ensures a personal touch, felt Mudras.

Mansharamani held to the belief that digitisation is good and important for the exhibitions industry but most exhibitions cannot be diversified in digital world.

Virtual meetings are important and an upcoming trend, said Narne. “Meeting webinar is good but many people like to network. We as exhibition organisers always like to collaborate with sponsors to help them place their products in a better and organised manner at the same time.”

ROLE OF PCOS

A session on enumerating the role of PCOs moderated by **Kyliee Haines**, Director, Congress International Solutions, with **Vasudeva Varma**, Prof and Dean IIT Hyderabad, **Varun Mehrotra**, Director of Sales Meetings and Exhibition, Novotel and Hyderabad International Convention Centre, threw light on what a PCO or a professional congress/convention organiser is. The session was informative to those industry people who knew the role of PCOs, but, learnt the nuances of what a PCO is.

Haines stated that a PCO is the heart and glue of everything that goes into the convention, be it the hotel, venue, positives of PCOs, value that they can add to the professional congress convention organiser specially in delivery of congress. PCOs are connected to everyone from bidding, planning, emigration, menus, etc.

The session had Haines elaborate on the middle management people who are crucial component of PCOs, while explaining how associations and end clients are eager to always buy the structure on what they want and how they want.

THE JOURNEY FROM HEAD TO HEART

Rajen Habib Khwaja, Former Secretary, Ministry of Tourism (MOT), Government of India, Director General of administrative staff college of India, with his poetic prose elucidated on the leading from the heart. He explained the diverse roles of management, the business and profitably and traditional wisdom. Khwaja, used terms like Sufism Management to explain nuances of a suitable leadership that needs to be known. He narrated on, “Marinating leadership in humility and leading from inside out are compelling lyrical and overpowering. In today's crassly materialistic environment, the predominant value today is being valueless. A Chinese philosopher once said, ‘beautiful words are not truthful, truthful words are not beautiful.’”



CONCLAVE glimpses



Inspired MEETINGS

The newly-opened Alila Fort Bishangarh near Jaipur, has tweaked its interiors to offer MICE groups an option of 23 creative spaces

Hazel Jain



Vijay Krishnan

Hidden away in the Aravalli hills in Rajasthan on the conventional Jaipur-Jodhpur-Udaipur trail, an hour's drive from Jaipur, Alila Fort Bishangarh is a 230-year old defence fortress converted into a hotel. After seven years in the remaking, it opened this July 2017 after undergoing a brilliant transformation to offer 59 suites. It is the second Alila property in India after Alila Diwa Goa which opened in 2010.

The transformation was challenging yet exciting. Speaking about it is **Vijay Krishnan**, General Manager, Alila Fort Bishangarh, who says, "We had to plan our rooms and facilities within the existing layout of the fort. We have 24 different room layouts, where no two rooms are identical."



The 59-key all-suite resort has been individually designed to capture stunning views of the Aravalli hills. Within the walls of the old Fort are five diverse restaurants with innovative culinary options, specially curated by Celebrity Chef Ranveer Brar. In support of sustainable tourism, Alila Hotels & Resorts adopt EarthCheck operating standards, integrating the natural, physical and cultural elements of their environments.

FOR A MEANINGFUL CAUSE

Alila also proudly positions itself as a brand with a strong ethos in supporting – and giving back to – the local community. The hotel has combined a CSR activity and stay package and made it available to guests as an introductory offer. Its 'Gift-to-Share' programme is where guests can participate in a meaningful cause for good. In booking the 'Gift-to-Share' package, guests will be supporting the local school, Rajkiya Balika Uch Vidyalaya, whereby 50 per cent of the proceeds after the cost of services, are donated directly to the school. This will help fund the purchase of learning equipment such as computers and smartboards. The two-night 'Gift-to-Share' programme at Alila Fort Bishangarh starts from USD 216 per night, based on twin-sharing and excluding local taxes valid for two-night stays, till 30 September, 2017.

23 CREATIVE SPACES

Speaking about the segment of travellers the property is looking to tap, Krishnan says, "We cater to a mix of leisure travellers from social events to weddings, families to couples of all ages as well as MICE travellers. We expect ARR's of approximately `15,000 to `24,000 by the end of the financial year."

In the style of Shahpura royalty, Alila Fort Bishangarh provides a majestic locale for meetings and events. It offers 23 options in creative spaces, coupled with state-of-the-art technology and tailored services to all MICE groups. Other facilities include the library and a bar called Madhuvani that offers wine-tasting and also has a cigar and cognac room.

AFTER HOURS

Alila offers specially crafted Rajasthani journeys for guests to engage with the community through visits to local villages dedicated to the art of carpet weaving and marble sculpting. With Alila Journeys, guests can choose from a variety of half day or full day excursions and activities that connect with the local culture of Rajasthan. Alila Experience comprises of five themes curated by the well-known leisure concierge team at Alila Fort Bishangarh. Guests can choose from mountain biking, spiritual temple visit, camel safaris, discover the rural life, meeting the local artisans, hot air ballooning, off-roading with Landrovers, ATV rides and safari to Sariska Wildlife Park, masterclass with chefs and organic farm tours.



MICE gets an Adrenaline Rush

Birju Gariba, CEO and Executive Director, Platinum World Group, shares how more and more corporate groups are opting for high-power, adrenaline-pumping activities over boardroom boredom



Birju Gariba

Please watch the instruction video very carefully as the choices you have made today are high risk in nature and you consent that you have chosen them without any prejudice,' says the voice in the safety video. The incentive group listens carefully before venturing into its first 'Edge of Space' high-adrenalin MIG-29 flight at SOKOL air space in SOKOL airfield near the Russian city of Nizhny Novgorod.

MICE activities of the yesteryears have now evolved into a different beast altogether. They are no longer limited to coach guided tours or attractions anymore; it has become ever more adventurous and exciting. I am reminded of

the famous advertisements with the theme 'Dil Maange More' and the newer 'Aur Dikhao, Aur Dikhao'. Adrenaline is the answer to the ever-challenging question of 'What new can we do to engage our stakeholders' for the MICE planners.

BEEN THERE, NOT DONE THAT

The MICE movement in India has erupted in the last decade and a half and for those who boarded this train early will know the perennial challenge lies in offering the attendees the destination and the activities they have not done before. This evolution has encouraged MICE planners to reinvent the wheel and explore newer experiences like never before.



Moreover, with the advent of tech companies there has been an explosive growth of millennials at all levels who, as we all know, are well-informed.

The globalisation of business has also ensured that a location which was a huge incentive earlier by itself is not enough. This is the era of travel being Facebook brag-worthy which is also the new unwritten brief for MICE planners. Globally, experience providers have realised this ever-growing demand and have created experiences like never before including the likes of ice driving like James Bond on perfect slabs of ice, shark-cage diving, bungee-jumping, tower walks, circuit car-racing, Ducati bike tours, and even working with stunts team.

I am reminded of an event we had curated for a media conglomerate that was attended by over 1,200 pax where we took over the entire Aamby Valley Resort for our event and converted it into a complete experiential zone.

RISKY BUSINESS

Apart from existing infrastructure at Aamby, we added a few experiences including an entire site for bungee-jumping. We installed heavy machinery and commercial cranes to execute this which involved lengthy checks and balances for safety. The adrenaline quotient of young media employees is usually very high and undoubtedly

“Adrenaline MICE is still in its nascent stage but the demand for the same is bound to go up”

we had long queues of adventure junkies that took the leap of faith. In another event a whole group of travellers took over the sky to experience sky-diving from 14,000 feet in Miami.

A few clients had the thrill of riding a battle tank and crushing a car with it. To complete the experience, they even had the tank drive over them as they were made to lie down in the centre.

While most of these activities are usually finding their way into corporate itineraries, the multinationals are at the same time aware of the risks associated with such activities and hence avoid extreme adventures or encourage them only at an individual level.

Adrenaline MICE is still in its nascent stage but the demand for the same is bound to go up as the thrill seeking millennials start dictating the boardrooms as well as fill up cubicles.

Traditional MICE is passé for the newbie traveller and adrenaline and experiential MICE is the new credo. The multinationals are at the same time aware of the risks associated with such activities and hence avoid extreme adventures.



BUSINESS TRAVEL sees a SURGE IN INDIA

The recently-concluded GBTA conference was an eye opener to the participants as it deliberated positive forecast on the Indian Business Travel spend

The new age technological advancement has not only brought the world closer, but, also allowed travel to be more intensive yet adventurous. Business travel all around the world is seeing a massive surge. And, India too is moving up the ladder, rather much swiftly. The country is projected to be the only market to see a double-digit growth in the business travel spend.

The Global Business Travel Association (GBTA) conference that was held on August 18, 2017, at the Hotel Pullman New Delhi Aerocity gave an outlook on the business travel trends.

Enumerating GBTA Foundation's outlook for the Indian business travel market, **Gaurav Sundaram**, GBTA India Regional Director, stated, "Global business travel spend approached \$1.3 trillion USD in 2016, advancing only 3.5 percent over 2015 levels, according to the GBTA Foundation's annual GBTA BTI™ Outlook – Annual Global Report & Forecast. Expectations

are that business travel spending will pick up speed with greater advances in the coming years."

SEEING A RISE

The Indian business travel market constitutes a major part of the Asia-Pacific region, which shows that burgeoning trends of MICE exuberated optimally in the sub-continent.

Sunadaram says, "Asia-Pacific represents over 40 percent of global business travel spend, and as the region's fourth-largest growing market, India is an important part of that spend. India moved up two spots to take its place as the eighth largest business travel market in the world in 2016, and of the top 10, India was the fastest growing and only market to see double-digit business travel spend growth. GBTA projects India to continue this trend this year expecting 11.6 percent growth in business travel spend."

UNRAVELLING TRENDS

Global business travel remains a critical driver of the success of organisations around the globe. Stronger footing in emerging markets and continued economic stimulus in the developed world has supported global stability leading to a positive forecast that is unfortunately clouded with more uncertainty

“India is the fastest growing and only market to see double-digit business travel spend growth. GBTA projects India will continue this trend”

than we have seen in decades. “Many signs show the global economy is improving. Consumers are spending, trade and investment are finally on the rise, corporate profits and management sentiment are strong, commodity prices have stabilised, recessions in Brazil, Russia and Argentina have ended, and China’s soft landing continues,” he summarises.

Taking these factors into account, business travel growth looks solid over the coming years, however, uncertainty abounds. Political policies, geopolitical tensions and financial concerns have intensified. The Global Economic Policy Uncertainty Index, which began in 1997, has hit an all-time, 20-year high. Some sources of uncertainty could ultimately have a positive impact on business travel, while other factors will have a more negative impact.”



CONNECTING MEMBERS

Connecting member in association is vital. It takes an important role because these members help in the growth chart of the business market of the country.

Talking about GBTA members and events in India, Sundaram says, “Over the course of the year, we have been supported by our advisory board as well as volunteers. They have all been instrumental in getting us where we are today. We also have a WhatsApp groups for buyers across the country, the intent of these groups is to get people to start interacting at a peer to peer level and find solutions. We have almost 150 buyers in the group across the country. Within the group, you can get quick answers and take advantage of all the work that everyone else is doing. We have also grown our membership

“ *Global business travel remains a critical driver of the success of organisations around the globe* ”

base five times. Initially, we had only 17 GBTA members, now, in the span of one year we have crossed a 100 and by the end of the year, we will probably hit about 150. There is a massive effort in understanding that there is a value to paying for a membership. No one is given complimentary membership, all are paid. We have conducted five business travel workshops through the course of the year. These were between February and May, held in Mumbai, Bengaluru, Gurgaon Noida, and Hyderabad.”

EVENTS IN PIPELINE

Informing on the upcoming events, Sundaram added, “Our next event The India Annual Conference, will happen in Mumbai at Taj Lands End on October 6. The event will have a similar format like the GBTA conference. In Singapore, we will be having the APAC Business Travel Forum, which we have been conducting with ITB Asia for the last seven years. This year, we are completely restructuring that event and will have 150 hosted buyers from across the world going to Singapore to attend the Asia Pacific Business Travel Forum. We will have buyers from India, Australia, Singapore, Malaysia, Japan, Korea, and some speakers and buyers from Europe and the US.”

The GBTA conference saw a mix of panel discussions and presentations. During the one-day event, Sundaram also lead a CXO Roundtable on the future of business travel in India. There were also feature sessions on the implementation of the Goods & Services Tax and its impact on business travel, employee mobility, hotel contracting and smart buying strategies with airlines, among others.



Snapshots from **GBTA** CONFERENCE



Visa Requirements



Holland

- Passport:** Original Passport with validity of minimum three months (from the date of return) and minimum two blank pages for visa stamping.

Please Note:

 - a) Passports issued beyond 10 years will not be accepted by the Embassy.
 - b) Attach all your old passports (if any).

Schengen Visa Application Form: One visa application form duly filled and signed on column 37 and 38.

Please Note:

 - a) Applicant's mobile number and email id should be mentioned in visa form.
 - b) Consent Form and Travel History Form also needs to be duly filled, signed and submitted along with the application.
- Photo Specification:** Two recent passport size coloured photographs with matt or semi matt finish, 60-80 per cent face coverage, white background and without border (Size: 35mm x 45mm).

Please Note: Photograph should not be more than three months old, scanned/stapled and should not be used in any of the previous visas.
- Covering Letter:**

 - a) Corporate cover letter along with naming list and passport no of all applicants and the corporate should also take guarantee of all applicants that they will return back to India on completion of the tour.
 - b) Covering Letter from applicant on business letter head mentioning name, designation, passport number, purpose and duration of visit in brief. The letter should be duly signed by the applicant and addressed to – The Visa Officer, The Embassy of The Kingdom of The Netherlands, New Delhi.
 - c) Company's (corporate) brief profile.

Please Note: The letters should be addressed to The Visa Officer, Embassy of The Kingdom of The Netherlands, New Delhi.

Invitation Letter: If going for Business Purpose then Invitation from Netherlands along with naming list and passport no of all applicants.
- Financials:**

 - a) Company's updated bank statement for last six months till date mentioning the Bank's name, Bank's Telephone Number clearly.
 - b) Company's ITR for last three years.
 - c) Company's Registration Certificate or Memorandum.
- Proof of Occupation:**

Student

 - a) An NOC from school on letter head with travel dates.

Parent's signature Id proof and student's Id card copy. The letter should have phone number and address of school.

In case of Minor

 - b) An NOC by parents.

Self Employed

 - a) Company Registration Certificate / Certificate of Incorporation
 - b) Company's & Personal Bank Statement for last six months till date with bank seal and signature.
 - d) Proof of Proprietorship / Partnership (In case applicant is Proprietor / Partner in a firm)
 - e) Company's & Personal ITR for last three years.
 - f) Dealership proof for all if dealers.

Employed

 - a) Salary slip for last six months.
 - b) NOC from Employer on letterhead with travel dates.
 - c) Personal bank statements for last six months till date with bank seal and signature.
 - d) Personal ITR for last three years.
- Proof of Accommodation:**

Hotel confirmation for all Schengen countries to be visited and a letter from the tour operator along with the naming list and passport number of all applicants and mentioning that they are doing hotel, ticket, insurance for all the passengers.
- Airline Reservation:**

Air ticket and day to day travel itinerary with proper dates mentioned on it.
- Accommodation Proof:** Hotel confirmation for all Schengen countries to be visited and a letter from the travel agent along with the naming list and passport no of all applicants that they are doing the hotel, ticket, insurance for all the passengers.
- Travel Insurance:** Medical travel Insurance for the stay duration amounting to 30,000 Euros.

Please Note:

 - a) Insurance to be done by the Authorised Insurance Companies for the Schengen States.
 - b) Insurance should match with travel dates.
- Important Note:** Indian citizens travelling to Schengen countries for short-term (max 90 days in 180 days) will have to visit VFS visa application centre personally to provide biometric data (fingerprints and digital photograph). For subsequent applications within next five years the biometric data will be copied from the previous visa application included in the VIS.

Source: Udaan

Coping with layoffs



Shivani Misri Sadhoo
 Founder
 Saarthi Counselling
 Services

Mass layoffs are becoming alarming, expert **Shivani Misri Sadhoo** shares tips on how managers can help employees to cope with it

Mass layoffs are not just financial losses as it generates insecurity, fear, pain, and anxiety. The intensity of these negative and harmful emotions depend on person to person as per their personal conditions like - financial background, family conditions, age and lack of skill update, etc. In many cases, these mental pressure turns fatal and it can lead to physiological issues like depression, suicidal feelings, high blood pressure and heart issues. Hence if someone is passing through a job loss situation, he/she must first consider three points:-

- a. Job loss during an economic downturn is part of the changing employment landscape, it 'does not' reflect the person's work or worth.
- b. A mass layoff is caused by an external factor – but, getting self-paranoid, concluding that layoff means the "end of the world for me" are self-deployed punishments.
- c. Remember letting yourself get fearful, paranoid, losing hope, thinking about the condition again and again, may cause more damage to you. It may put you in a serious illness that would add to financial burdens and limit your chances of getting a new job.

After accepting the above-mentioned reality, the person should work on to cope with the situation:-

DON'T PANIC

The moment rumors or hints of layoff are out, panic starts in an organization. People go into deep insecurity, fear and generally the internal organisational communication goes haywire. In such a condition, managers should first emphasise on not to let himself/herself get panicked, secondly should tell their team that layoffs happen due to industry and organizational situations and to a large extent employees are not responsible for their own

layoff under mass layoff conditions. A manager should motivate his/her team not to presume the worst possible outcome as some of them may still be working with the organization, so it's important to focus on their work and invest their emotions in updating their resumes and searching for a new job, if required .

CREATE A SUPPORT TEAM

When a person is on a layoff, he/she should seek help, whether it comes from family and friends, former co-workers or a professional counsellor as it's an important part of the healing process. Learn to be your best pillar of support. At first, the person may feel ashamed or afraid to share the news about being laid off. They may not want to tell their family as they fear about being judged by them.

However, it is utmost important to be openly communicative and try not to hide things and keep secrets from family. Sharing with family and friends will help the person lighten up and get the support that will help to check stress and anxiety of a layoff, which can lead to depression.

FOCUS ON SKILL UP-GRADATION

Instead of wasting time and emotions on crying and being fearful, invest your thinking faculties to read and learn about industry trends, try to understand what are the new skills that would be required in future in your professional area. Utilise your free time to learn new skills and upgrade them in your resume. Most importantly, don't bound yourself, if the business sector that you have been working is gradually in decline, then move onto new areas – remember one can earn living by putting a small scale industry , self-entrepreneurship and it's never late to start again.



A manager should motivate his/her team not to presume the worst possible outcome





OCTOBER 2017

IATA GLOBAL SUSTAINABLE AVIATION SUMMIT	Geneva	3-4
UNWTO/PATA FORUM ON TOURISM TRENDS AND OUTLOOK	China	10-12
CAPA-ACTE GLOBAL SUMMIT	London, UK	11-13
INDIA CARGO AWARDS- WEST & SOUTH	Ahemdabad	14
INDIA TRAVEL AWARDS WEST	Ahmedabad	15
ODISHA TRAVEL BAZAAR	Bhubaneswar	15-17
WORLD MICE INDUSTRY DAY	Qingdao, China	25-27
ITBA ASIA 2017	Singapore	25-27
CITM	Kunming	20-22
MPTM	Bhopal	27-29

NOVEMBER 2017

WORLD TRAVEL MARKET	London	6-8
VENUE EXPO-UK, LIVERPOOL	UK	7
FUTURE TRAVEL EXPERIENCE ASIA	Singapore	7-8
ADTOI	Vishakhapatnam	17-19
MICE PLACE BRUSSELS	Brussels, Belgium	20-21
INDIA HOSPITALITY AWARDS	New Delhi	27
INDIA MICE AWARDS	New Delhi	27
IBTM WORLD	Spain	28-30
CHENGDU INTERNATIONAL TOURISM EXPO (CITE)	Chengdu China	30-Dec 2

DECEMBER 2017

IITM	Hyderbad	1-3
TRAVEL BUSINESS SHOW	New Delhi	2-3
ILTM (INT'L LUXURY TRAVEL MARKET)	France	4-7
THAILAND YACHT SHOW	Phuket	14-17
INDIA CARGO AWARDS- NORTH& EAST	New Delhi	20
INDIA TRAVEL AWARDS- NORTH	New Delhi	21



ITB Asia 2017 to land in Singapore

ITB Asia shall be held on October 25-27, 2017, at Sands Expo and Convention Centre, Singapore

ITB Asia, Asia's Leading Travel Trade Show, is marking its 10th year anniversary in 2017. Asia's largest and only hybrid show, it brings 10,876 show attendees from MICE, corporate, and leisure sectors. It is organised by Messe Berlin (Singapore) and supported by the Singapore Exhibition & Convention Bureau. Messe Berlin has been successfully organising the world's leading travel trade show, which takes place annually in March, in Germany. ITB is bringing its expertise and know-how to Asia, which is considered as one of the most dynamic and rapidly growing travel market places in the world.

Under the conference theme 'The Future of Travel', ITB Asia 2017 will showcase an extensive programme of key presentations and discussions by industry heavyweights from the travel and tourism sector. "We are proud to have put together such a rich and diverse conference programme, which is only possible with the continued support from the global travel industry," said **Katrina Leung**, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia.

Artificial Intelligence and OTAs will be the focus of ITB Asia 2017 keynote address. Some keynote speakers include Tony Menezes, Vice President of Industrial and Distribution Sectors at IBM Asia Pacific, Rob Torres, Managing Director of Advertising and Marketing at Google, and Jane Sun, CEO of Ctrip, Nick Vivion, Editorial Director of Tnooz, Ike Anand, Vice President at Expedia, Min Yoon, CEO of Tidesquare, Amit Taneja, Chief Revenue Officer of Cleartrip, Ken Mishima, VP of eCommerce Strategy at iTB, and Jose Murta, Global Head of Hospitality at Trivago. The conference programme features over 80 events across the course of three days, delivering around 5,440 minutes of thought provoking and inspiring content from a diverse range of sectors.

movements



Ashutosh Yadav
Head-MICE
BigBreaks.com

Ashutosh Yadav has been appointed as Head-MICE at BigBreaks. com. With nine years of experience in Tourism (MICE), Yadav derives his knowledge having worked in areas of sales, operations and event management, but his true forte lies in sales. Yadav has chartered his professional career working with travel companies like JTB Travels, Tybros India Tours and Club7 Holidays. With a passion and commitment to build relationships, Yadav has taken over responsibility to spread BigBreaks's footprints in the MICE market.



Ashish Agri
Business Head-Domestic
BigBreaks.com

Ashish Agri has been appointed as Business Head-Domestic at BigBreaks. com. Being an industry insider for over 12 years, Agri has chartered his professional career working the most prolific companies in the travel and hospitality industry like Catapultt, Tamarind Tours, ITC Luxury Hotels and Yatra. He has worked in areas of Sales, Operations and Event Management while his forte is Sales & Marketing and Public Relations. Teaming his and commitment to build relationships, Agri has taken over responsibility to spread BigBreaks's footprints in the domestic market.



Sanjay Gupta
General Manager
Le Méridien Jaipur

Le Méridien Gurgaon, Delhi NCR has appointed Sanjay Gupta as the General Manager. Gupta joins this property after a successful stint at Le Méridien Jaipur for four years. Under his lead, Le Méridien Jaipur significantly grew its top-line along with guest satisfaction scores. Gupta has also been instrumental in establishing Le Méridien Coimbatore, the newest hotel in India by Starwood Hotels & Resorts and the 100th Le Méridien hotel globally for the brand. After a successful term at the Jaipur property, Gupta is keen to replicate his significant work at Le Méridien Gurgaon, Delhi NCR.



Gaurav Taneja
General Manager
Radisson Blu Atria
Bengaluru

Radisson Blu Atria, Bengaluru have announced the appointment of Gaurav Taneja as the new General Manager of the property. A seasoned hotelier with more than 22 years of industry experience, in his current role, Taneja will be spearheading responsibilities of ensuring the newly opened Radisson Blu Atria continues to enhance its reputation as a leading hotel in the city. He will continue to lead the formulation and implementation of strategies to enhance guest experience and operational efficiency within the hotel and most importantly building and inspiring the team to greater perfection.



Norton Pereira
General Manager
Le Méridien Goa
Calangute

Norton Pereira has been appointed as the General Manager of Le Méridien Goa, Calangute. Prior to this, he was the General Manager at Le Méridien, Mahabaleshwar. With more than 19 years of experience in the hospitality industry, Pereira brings a wealth of experience in handling leisure destinations and resort properties like Udaipur, Mahabaleshwar & Goa. He has also worked with elite properties like Taj Hotels Resorts and Palaces, Park Hyatt Goa Resort and Spa, Westin Mumbai and Sheraton. Pereira holds an MBA degree in Sales and Marketing and has studied from the Institute of Hotel Management, Goa.



Rishi Kumar
Director of Operations
Sheraton Grand Bangalore
at Brigade Gateway

Sheraton Grand Bangalore Hotel at Brigade Gateway appointed Rishi Kumar as the Director of Operations. Kumar comes with an experience of over 14 years in the industry and has worked with brands like Taj Group and The Orchid Hotels. At Sheraton Grand Bangalore, his role would be to lead the over all operations of the hotel while working in tandem with different head of departments. He will be also actively involved in designing and planning the marketing strategies of the hotel. Prior to joining, Kumar worked as a Director of Food & Beverage at Taj Lands End Mumbai.



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