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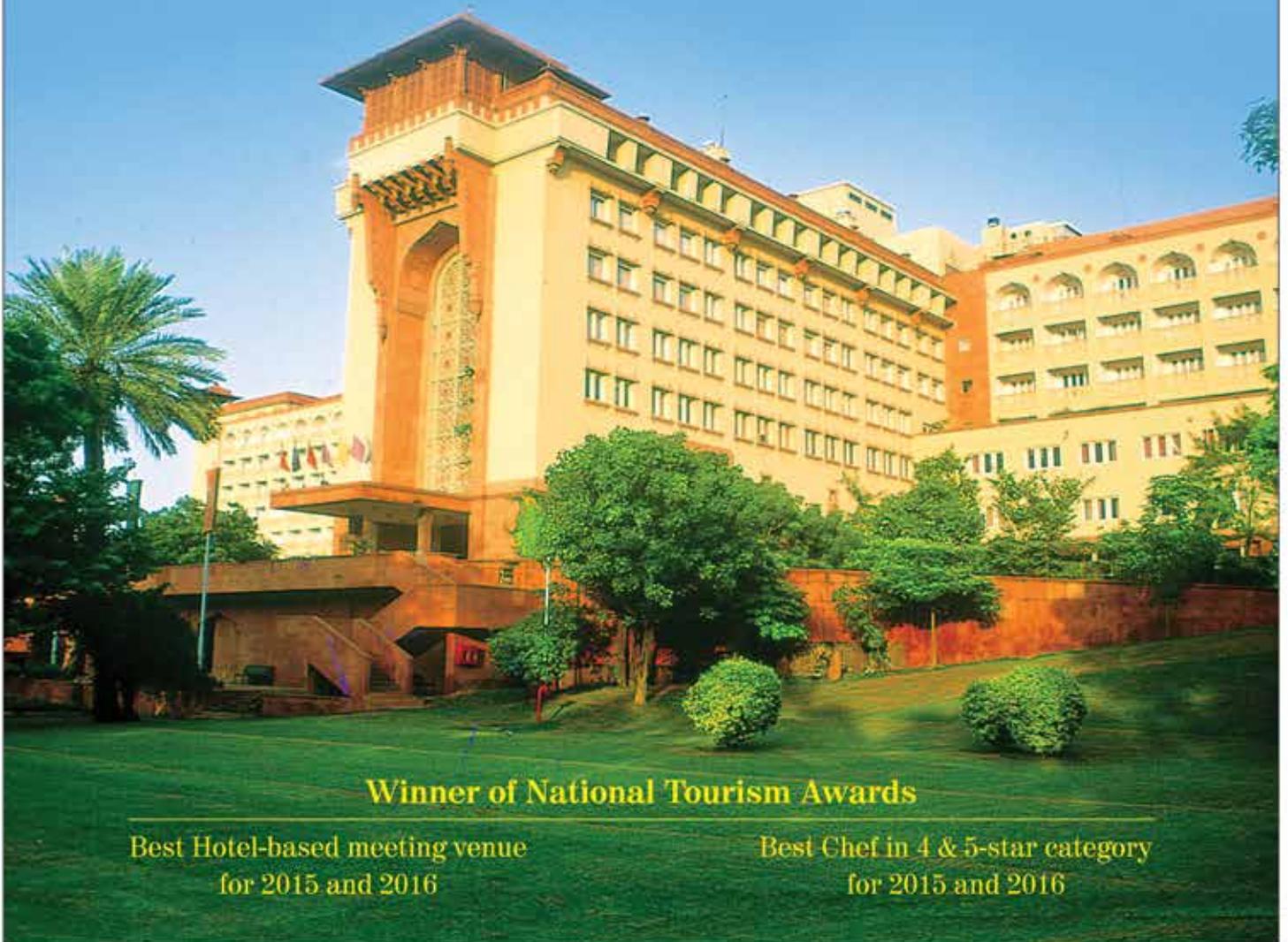
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editorial

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Dear

Reader,

The year has begun on a positive note with trends in MiCE booming in all quarters of the world.

With the season of spring ahead, there are hopes pinned for blossoms in the sector. The national capital region is not only the home to the political seat of India but also has numerous options for MiCE with its diverse range and mix of cultures. Being in proximity to the award winning Indira Gandhi International Airport, the city offers excellent international as well as domestic air-connectivity. We unravel some convention and MiCE facilities in the region through our cover story. Alongside we also showcase numerous attractions that Delhi Tourism has in store for relevant MiCE groups that makes the capital of India a unique top spot for meetings and incentives segment.

It gives us immense satisfaction to showcase our readers the upcoming world class Iconic International Exhibition-cum-Convention Centre (IECC), which promises to be a game changer in conducting conferences and exhibitions. In a tête-à-tête, **L C Goyal**, CMD, India Trade Promotion Organistaion (ITPO), unravelled some prominent features of the centre that can help leverage international MiCE market for India.

The Ministry of Tourism is going to unveil Incredible India 2.0 soon to market the tourism sector of the country. The spokespersons of the ministry, **Rashmi Verma**, Secretary, Ministry of Tourism, Government of India and **Suman Billa**, Joint Secretary, Minsistry of Tourism, Government of India, reveal more, flip over to read. South Africa has always been actively promoting its MiCE attractions and the lucrative incentive trips that it can offer to the business travellers. Read inside for more.

The office environment nowadays has become a stressful cycle. Our counsellor Shivani Misri Sadhoo unravels some techniques the organisations can adopt to channelise the mental well being of the employees.

Keep reading and giving your feedback to us at:
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The Leela Palaces, Hotels and Resorts

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NEWS

EAST INDIA



W. Bengal for adventure, homestay tourism policy

West Bengal tourism department is currently focusing on homestay tourism policy and has also started promoting adventure tourism in different destinations of the state, said **Gautam Deb**, Tourism Minister, Government of West Bengal, on the sidelines of the Bengal Travel Mart (BTM) in Siliguri. Deb inaugurated the third edition of BTM along with **Bratya Basu**, Information Technology Minister, Government of West Bengal. The three-day travel mart was attended by buyers and sellers from across the country and abroad to establish partnership. The event was organised by Eastern Himalaya Travel and Tour Operators Association (EHTTOA) in association with North Bengal Development Department and West Bengal Tourism.

INDIA

FTAs on eTV witness 58.5 % surge in Jan 2018

The number of Foreign Tourist Arrivals (FTAs) in January 2018 was 10.66 lakh as compared to FTAs of 9.83 lakh in January 2017. The growth rate in FTAs in January 2018 over January 2017 was 8.4 per cent, compared to 16.4 per cent in January 2017. During January 2018, a total of 2.40 lakh foreign tourists arrived on e-Tourist Visa as compared to 1.52 lakh during the month of January 2017 registering a growth of 58.5 per cent. The percentage share of Foreign Tourist Arrivals (FTAs) in India during January 2018 among the top 15 source countries was highest from Bangladesh, followed by USA, UK, Canada, Russian Federation, Australia, among others.



INDIA



Vistara's new service

Vistara will launch a daily direct service between Delhi and Chennai and is set to double its frequency between the two cities from March 1. Besides, the airline will fly daily direct between Chennai and Port Blair from March 1, and will further expand its operations from the city from March 25 with daily direct flights between Chennai and Kochi and double daily flights between Chennai and Kolkata. **Sanjiv Kapoor**, Chief Strategy & Commercial Officer, Vistara, said, "The new Chennai service would offer additional connections through Delhi to many additional destinations."

WEST INDIA

MoCA looking at 20-min benchmark for immigration

Jayant Sinha, Minister of State for Civil Aviation, said that the ministry is looking at a benchmark of 20 minutes for passengers at immigration. Speaking at a gathering at CAPA Conference in Mumbai recently he addressed on the steps taken at the Delhi airport in response to the recent spike in international travel, he said, "We along with the Ministry of Home Affairs acted swiftly by massively increasing capacity for immigration officers as well as immigration counters at the Delhi airport. Our benchmark as far as immigration is concerned is 20 minutes."



SOUTH INDIA

Grand Hyatt Kochi to open largest convention centre

■ Lulu Group International and Hyatt have announced a new property – Grand Hyatt Kochi Bolgatty in Kerala – due to open by mid-March 2018. Set on 26 acres on the serene Bolgatty Island, Grand Hyatt Kochi Bolgatty will feature 265 rooms. The resort is owned by Lulu Group International and is adjacent to the sprawling Lulu Bolgatty International Convention Centre. Spread over 7,900 sq m., this is touted to be South India’s largest convention centre in a leisure destination. The waterfront resort will also offer meetings and event spaces for corporate meetings, get-togethers and events. **Girish Bhagat**, General Manager, Grand Hyatt Kochi Bolgatty, says, “With an increase in domestic travel, the tourism sector is booming in Kerala.”



GLOBAL



Jet Airways' second Bengaluru-Singapore daily

■ Jet Airways will commence a second daily flight from Bengaluru to Singapore from March 15, 2018. The new daily flight - 9W 26, will depart from Bengaluru at 02:05 hrs (IST) and arrive into Singapore at 09:15 hrs (LT). Aside from providing choice for corporate travellers, the timings of the new flight are also expected to be of significance to the fast expanding MiCE segment in Bengaluru. During its return journey, flight 9W 25 will depart from Singapore at a comfortable time of 10:15 hrs (LT), arriving in Bengaluru at 12:10 hrs.

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NEWS



SOUTH INDIA

Emirates signs MoU with AP

■ The Emirates Group, and its affiliated entities including flydubai, signed an MoU with the Andhra Pradesh Economic Development Board, Government of Andhra Pradesh, to establish a framework for collaboration in various aviation areas to support and invest in the development of Andhra Pradesh's aviation sector. The MoU was signed by His Highness **Sheikh Ahmed Bin Saeed Al Maktoum**, Chairman and Chief Executive Emirates Airline & Group, and **Krishna Kishore**, CEO, Andhra Pradesh Economic Development Board (APEDB). The MoU aims to support the development of Andhra Pradesh's aviation infrastructure by sharing industry expertise and identifying development and investment opportunities.

INDIA

Air passenger traffic robust: ICRA

■ The air passenger traffic in the country at 26.0 million in November 2017, has exhibited a healthy year-on-year(Y-o-Y) growth of 15 per cent. In another positive development for the industry, the cargo traffic in the country reached 282,000 tonnes in November 2017, witnessing a Y-o-Y growth of 20 per cent, the highest in over three years.

Harsh Jagnani, Vice President and Sector Head for Corporate Ratings, ICRA, said: "The growth has been driven by healthy increase in both domestic and international passenger traffic, which has exhibited a Y-o-Y increase of 17 per cent and 11 per cent respectively in November 2017. The aircraft traffic has also witnessed healthy increase."



NORTH INDIA

Taurus Sarovar Portico, New Delhi-IGI Airport launches conferencing facilities

■ Sarovar Hotels & Resorts has announced the opening of Taurus Sarovar Portico, New Delhi – IGI Airport. Strategically located near the IGI airport, Taurus Sarovar Portico features 83 guestrooms and it is the second hotel opening of the year by Sarovar Hotels after the opening in Raipur, Chhattisgarh. The hotel offers state-of-the-art business and conferencing facilities, Fitness Center, Alfa 63 – an all-day dining multi-cuisine restaurant, In-Room dining, and meeting rooms. The hotel is owned by Taurus International Projects.

Ajay K. Bakaya, Managing Director, Sarovar Hotels, said, "The opening of Taurus Sarovar Portico seeks to complement the demand for quality accommodation, especially near the airport both by business and transiting travellers. Our superior banqueting facilities will make meetings and events easier, complemented with our signature Sarovar hospitality, whether it a business get-together or a social occasion."



NORTH INDIA

Aloft New Delhi Aerocity to offer 6,459 sqft MICE space



■ Aloft New Delhi Aerocity will be opening on March 1. The hotel will have 200 rooms and nine meetings spaces. The largest meeting space will be of 6,459 sq ft. Aloft Hotels delivers a fresh approach to the traditional staid hotel landscape. For the 'always on' next generation of traveller, the Aloft brand offers a tech-forward, vibrant experience and a modern style.

GLOBAL

Air India launches non-stop New Delhi-Amritsar-Birmingham flight

■ Air India has introduced a non-stop flight from New Delhi to Amritsar in Punjab and Amritsar to Birmingham in the United Kingdom. The inaugural flight was flagged off from Amritsar airport by **Vijay Sampla** the Minister of State for Social Justice and Empowerment in the presence of other dignitaries including **Pankaj Srivastava** the Director of Air India, **Shwait Malik** and **Gurjeet Singh Aujla**, Member of Rajya Sabha and Lok Sabha respectively. The direct flight is scheduled to operate twice in each week on Tuesday and Thursday on the Delhi- Amritsar-Birmingham-Amritsar-Delhi route. The Dreamliner aircraft AI 117 will take off from the Indra Gandhi International airport in New Delhi at 11:20 am and is scheduled to reach Birmingham at 5:15 pm.



EAST INDIA



SpiceJet to connect Assam's Lakhimpur and Jorhat

■ SpiceJet will soon enable connectivity to Assam's northern district of Lakhimpur with Jorhat in the south. This was announced by **Ajay Singh**, Chief Managing Director, SpiceJet at Advantage Assam-Global Investors Summit'18 in Guwahati. The move will, if it comes through, form part of Centre's UDAN or Regional Connectivity Scheme (RCS), an initiative taken to make air travel to India's Tier-II and III cities affordable and at the same time putting remote regions on the country's aviation map. "For India to grow, it is critical that Northeast grows," Singh said.



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Turning a **NEW LEAF**

With Incredible India 2.0 poised for its international debut, the Ministry of Tourism, is set to change the way they are promoting India internationally

Nisha Verma and Ankita Saxena



Rashmi Verma



We are adopting the hub and spoke model whereby we will hold eight tourist offices abroad



The 2018-19 budget has made a huge sanction for tourism publicity internationally, and most of it will be focused on the Incredible India 2.0 campaign, which will be a huge step in changing the entire marketing strategy for international markets.

IDENTIFYING THE MARKET POTENTIAL

Rashmi Verma, Secretary, Tourism, Government of India, said, “We are completely changing the plan for our overseas marketing. Under the restructured scheme, we are adopting the hub and spoke model whereby we will hold eight tourist offices abroad which will act as tourism hubs. PR agencies will be employed for dissemination of information. The Missions and Embassies have shown keen interest in this strategy and will be instrumental in identifying the marketing agencies soon.” **Suman Billa**, Joint Secretary, Tourism, Government of India, added, “In this year’s budget, we’ve got a 50 per cent increase for publicity. From ₹300 crore, it has jumped to ₹450 crore, which is basically for Incredible India Version 2. We are doing a soft launch on that. It’s a set of six films, which are being made now, and we will be doing a big India launch shortly as we are expecting the films to be ready by March. We will only launch one film, which is ready, at ITB”

PROMOTING ADVENTURE, WELLNESS, GOLF TOURISM

Verma claimed that the new campaign is quite different from the earlier generic campaign. “The new campaign will be more market and product specific. We are focusing on promoting niche tourism products like golf tourism, cruise tourism, adventure tourism, wellness and cuisine etc. Apart from our already established markets like the US and Europe, we are aggressively targeting the new emerging source markets like Japan, China and Russia. Spain has also emerged as one of our key source markets and we feel that we need to focus more on the South America market which is showing a lot of interest for India. We need to have dedicated campaigns in Portugal and other Spanish speaking countries,” she revealed.

Billa also talked about the big events that India will play host to this year, saying, “The Ministry of Tourism is focusing on getting a number of events this year. 2018 has been declared as the Year of Adventure Tourism in India and we are trying to set up the PATA Adventure Travel Mart in India. We are in talks for the same. We are also looking at doing major golf event in India in 2018 or early 2019. We are hosting the Adventure Travel Trade Association’s (ATTA) Adventure NEXT in MP in December this year.”



Suman Billa



2018 has been declared as the Year of Adventure Tourism in India



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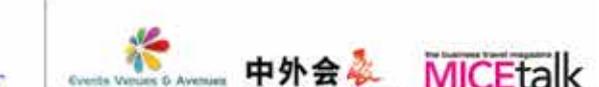
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An ‘**ICONIC**’ destination

Delhi is set to witness the unveiling of a state-of-the-art Iconic International Exhibition-cum-Convention Centre (IECC) in September 2019. **LC Goyal**, CMD, ITPO, shares more

Jessy Iype



LC Goyal

Delhi, the capital of the Indian subcontinent, lures a large number of conferences and meetings to the city. The Tourism Ministry, along with other nodal bodies, has always strived to elevate the infrastructure status for MiCE in the city. In a new development, India Trade Promotion Organisation (ITPO) and the Ministry of Commerce, Government of India, have sought to refurbish the present exhibition facility and infrastructure at Pragati Maidan into Iconic International Exhibition-cum-Convention Centre (IECC), keeping with global trends. The Pragati Maidan facility in Delhi can become a key facilitator in making NCR a globally competitive Meetings, Incentives, Conventions and

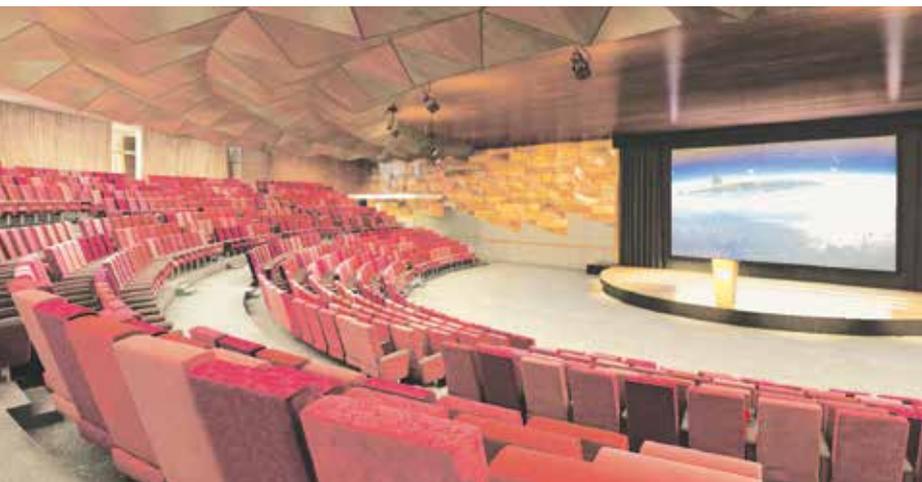
Exhibitions (MiCE) destination, feels **LC Goyal**, CMD, India Trade Promotion Organisation (ITPO).

THE USP

The location of the site and connectivity to and from it are the unique selling points of the convention centre. Goyal says, “This is going to be a state-of-the-art, world-class MiCE destination and will be on a par with the best in the world. It is a very comprehensive complex that we have designed and will be functional by September 2019. The USP is that the complex is situated in the heart of New Delhi.” The new complex is 18 km from the international airport and approximately 2.5 km from Connaught Place, which is the main hub of business and leisure activities.

“*This is a natural resource that has been created to be optimised for stakeholders*”

“This is a natural resource that has been created to be optimised for stakeholders inside and outside the country; it is meant to enhance trade, exports, and the tourism industry as a whole,” he adds. Infrastructure to encourage use of public transport is also an added advantage. The integration of metro stations at Pragati Maidan, Indraprastha, etc., along with bus stops, foot-over bridges, local railway stations, skywalks, and subways will ensure seamless interchange. Speaking about plans for an integrated infrastructure to decongest roads, Goyal says, “To reduce congestion around Pragati Maidan and for people to enter the complex, we sought help from the Ministry of Urban Development and Housing





for MiCE

on their schemes, through which we initiated a new link tunnel between Purana Qila Road/Mathura Road and Ring Road. This would decongest the East-West link. Similarly for the North-South link, we have supplemented cycle tracks and service roads within ROW for free movement of traffic on Mathura Road between W-point intersection and Sunder Nagar.” The tunnels will be connected to the complex basement parking exit and entry points for a capacity of 4800 vehicles. The comprehensive traffic decongestion is a Rs 923 crore project.

OPTIMAL CAPACITY

The convention centre is 120 m wide, 185 m long, and 32.4 m high. It spreads across 50,000

OFFERINGS GALORE

- Unique façade: Structure on a raised platform (5.4 m high)
- 7000-seat Plenary Hall in single format with divisible partitions
- 22 meeting rooms of 50-500 pax capacity
- Support facilities such as reception, language room, storage room, medical room, etc.
- Exhibition lawns with three open-air amphitheatres
- Outdoor video walls
- Kiosk/digital way finders to track location, events/activities, public address systems

sqm. Goyal says, “This landmark has aesthetic architecture. It is a huge convention centre with a unique architecture. In a single format, it can accommodate 7000 pax.” The complex will also house an amphitheatre which can be used for cultural evenings for 3000 pax. The 11 exhibition halls measuring 297,687 sqm will be under a two-phased redevelopment strategy. Phase-I will have six exhibition halls with a total area 151,687 sqm, informs Goyal. The halls will have operable partition walls to support multiple use for required space arrangements. The halls will also be used for wedding receptions as well, he says. The 600-capacity auditoriums will be used for showcasing movies and other forms of entertainment, he adds.

The second phase of the project will be initiated in 4-5 years.

HOTELS AND F&B

The Iconic centre aims to provide space for three to five-star hotels of an area of 3.7 acres. There are also plans to initiate F&B kiosks. Goyal says, “There will be tunnel connectivity towards the complex hotel basement as well. It’s all integrated in terms of accessibility. We will outsource key services of the centre, like kitchen, food and beverage units, etc. We will initiate cuisine facilities and 22 F&B units.”

DWARKA CONVENTION CENTRE

Phase-I of Dwarka Convention Centre has been finalised; it will have two exhibition halls and will span across an area of over 80,000 sqm. The centre will also be unveiled in 2019. Goyal says that the convention centre in the capital of the country will help generate more revenue and will also bring crucial events and exhibitions to the complex. “This centre is the symbol of a new India, envisioned by our Prime Minister. We need such centres to help us elevate our country and grow in the segment of MiCE,” he concludes.

MiCE greets with



a NAMASTE!



The national capital region has a plethora of offerings of MiCE in terms of numerous hotels, new and old attractions. In our cover story we explore the myriad possibilities to host inbound and domestic MiCE in NCR

Kanchan Nath

RENU BASU

Global Vice President – Sales,
Indian Hotels Company Limited



TAJ MiCE VENUES

Famed for its unmatched hospitality and commitment to excellence in service, Taj Hotels Palaces Resorts Safaris offers over 1.29 lakh sq. ft. of meeting, convention and event space in NCR. The iconic Taj Diplomatic Enclave is New Delhi's preferred event and meeting destination and synonymous with signature wedding celebrations. This hotel pioneered the concept of a purpose-built convention hotel with a variety of 6 well-spaced and luxurious venues. Based on extensive research and market studies, the hotel was designed specifically for conclaves which call for high levels of security, access control, breakout sessions, green rooms, VIP lounges, large movement of guests, adequate residential rooms etc. and three decades later, in its newly renovated avatar, the Taj Diplomatic Enclave continues to set benchmarks in handling large format corporate and social events.

The décor is inspired by Mughal architecture and is seamlessly infused with state-of-the-art and modern conferencing facilities. The 12,700 sq. ft. Durbar Hall is the favoured venue for heads of state, dignitaries, corporate czars, high-powered conferences and has hosted the grandest of weddings for close to four decades.

Additionally, The Taj Mahal Hotel, Vivanta by Taj Ambassador, Vivanta

by Taj Surajkund, Vivanta by Taj Dwarka, Taj City Centre Gurugram and The Gateway Resort Damdama Lake offer over 25 ideal meetings and banqueting spaces.

MULTI-PRONGED CULINARY STRATEGY

Catering for meetings, conferences and weddings is a subset which is a strong hold of the Taj. The menus are specially curated for each event and it will always be customised basis the audience for the event – keeping in mind the cultural sensitivities of the group. We also incorporate any specific dietary restrictions of delegates as advised by the organiser. The Taj's experience of over 115 years of banqueting and the plethora of cuisines we specialise in across the group allows us to leverage this expertise and deliver whatever the guest needs.

IMPORTANT EVENTS

Taj Hotels have historically played the perfect host to Royalty, Heads of State, visiting dignitaries and world leaders. Taj Diplomatic Enclave has hosted numerous events of political and economic significance - a few of which have happened in the last six months.

- ASEAN Heads of State Summit – January 2018
- ORF Raisina Dialogue –

“Taj Diplomatic Enclave is a preferred event and meeting destination”



December 2017

- **Indo-Israel Business Summit** – December 2017
- **Global Business Summit (by TOI)** – February 2018
- **Egon Zehnder Worldwide Partner Meet** – February 2018
- **World Economic Forum** – October 2017
- **HT Leadership Summit** – November 2017
- **JP Morgan Investor Conference** – September 2017

Over the last few years, Vivanta by Taj Dwarka and Vivanta by Taj Surajkund have also become venues for residential conferences and weddings. The extensive indoor and outdoor spaces and large inventory of rooms at both these hotels have attracted marquee names like Mercedes, SAP, TATA Communications, TCS, Pfizer, Honda, Maruti, Audi etc, to organise their customer meets, internal conferences and retreats at these venues. The Taj City Centre Gurugram and The Gateway Resort, Damdama Lake have quickly established themselves as popular destinations in the Gurugram BCD. Taj City Centre Gurugram has raised the benchmark of a modern luxury hotel, perfectly balancing the needs of the corporate business traveller as well as the MiCE customer, in a centrally located area of the Gurugram BCD. The Gateway Resort, Damdama Lake has become one of the most popular resorts for retreats and residential conferences, as well as destination weddings.

DIFFICULT SITUATION, HANDLED WITH FINESSE

Taj's specialised and dedicated MiCE team has the expertise of handling large scale meetings,

incentives, conferences and events and ensures seamless, unparalleled service at all times. The venue for a large format event with an expected number of guests of 200-250 had to be shifted from an outdoor to an indoor one due to unfavourable weather conditions. The event had an extensive audio-visual set-up with large LED screens, PA system, seating for the guests and a heavy duty stage. The team at The Taj Mahal Hotel, New Delhi left no stone unturned to manage this situation successfully. The turnaround time to shift the venue on the day of the event at the very last minute was around three hours and the new venue was ready to roll the event before the invite time.

DEDICATED TEAM

We have a dedicated MiCE team that is capable of catering to groups ranging from 10 to 10,000 people. From leadership summits to large incentive groups, our holistic approach captures the best of the weddings and MiCE segment. Almost all our hotels across the group, have dedicated onsite teams to take care of events, be it corporate or social in nature.

NCR FOR MiCE

India is emerging as one of the most popular MiCE destinations due to its rich heritage, vibrant culture and diverse destination offerings, and the ever-improving infrastructure for logistics and events; inviting outbound as well as inbound travel. The government has been very proactive in taking steps to promote MiCE tourism including e-visa initiative for international delegates. The setting up of the ICPB some years ago has also enabled the industry to come together under this umbrella body to synchronise efforts in the MiCE space. We are confident that there will be even more impetus in the marketing efforts both by ICPB and the Ministry of Tourism.

“ We have a dedicated team that is capable of catering to groups ranging from 10 to 10,000 pax ”

JEAN-MICHEL CASSÉ

Chief Operating Officer India & South Asia
AccorHotels

Pullman & Novotel New Delhi Aerocity are well positioned to attain a large segment of the increasingly important MiCE market. The city is gung-ho on availing prominent MiCE destination for the business and leisure traveller in India and abroad.

The convention space spread over a vast expanse of more than 40,000 sq ft has a pillarless Peacock Ballroom measuring of a good 12,719 sq ft of space. The additional inventory of two meeting rooms with combined area of 200 sq mt at ibis Gurgaon Golf Course Road and a flexible area of 285 sq mt with a break-up of six meeting spaces at ibis New Delhi Aerocity enables us to be a prime provider of MiCE capacity in the NCR region.

Pullman & Novotel New Delhi Aerocity brings the state-of-the-art meeting and convention spaces with 13 fully-equipped meeting rooms, three boardrooms with flexible room layouts and one of the largest pillarless ballroom spaces in Delhi and National Capital Region measuring over 1,181 sq. mt. The versatile meeting rooms can be adapted to suit various size and format requirements with flexible seating layouts.

In-built with best-in-class audio visual technology along with plug and play option for

laptop and tablet devices onto high resolution projectors are few of the technical facilities offered here. Additionally, hotel's highly skilled events team offers tailored solutions to make every event grand and successful.



“ The versatile meeting rooms can be adapted to suit requirements with flexible seating layouts ”





VIVEK BHALLA

Regional Vice President
South West Asia, IHG

MICE CAPACITY

Our current capacity varies from 8000 sq ft in Holiday Inn & Crowne Plaza properties to 47,000 sq ft in our convention center in Greater Noida. Total meeting space between all our hotels in Delh/NCR is 93,850 sq ft. with a combination of pillarless ballrooms and breakout rooms with natural sunlight. Additionally, outdoor lawn venue options are also available in most of our hotels.

INTERNATIONAL AND NATIONAL EVENTS

We have hosted major events such as World Fair Trade Organization (Biennial Conference 2017), Asian Rotomoulders Association (Biennial Conference), and association events by CII, SIAM, and DACAI. We have also organised exhibitions for partners like India Expo Mart and Auto Expo Delhi.

RISING ABOVE THE HICCUPS

Cultural differences such as language barriers and dietary requirements can pose some challenges at international conferences. This is especially true for global events where participation can come from 70 countries each with different preferences and requirements. Managing these differences whilst delivering a seamless event is what differentiates a good hotel from a great hotel.

FOOD PREFERENCES

International conference/business guests generally prefer Indian specialties, although a less spicy. We have an array of live cooking choices. Theme tea breaks with Indian savouries combined with a glimpse of Indian folk culture with sound and motion can make all the difference. In the evening, live bands and international musicians are an ideal end to a productive day.

NCR FOR INBOUND MICE

India's travel and tourism sector is the fastest growing amongst G20 countries, growing by 8.5 per cent in 2016 and expected to grow further by 6.7 per cent in 2017. Apart from being a hot destination, the facilities and services offered in India are known the world over for their warmth and hospitality.

Delhi NCR is the best choice because of its excellent international air connectivity, a world class airport, location for headquarters of many large corporates, and of course, being the seat to the Union Government. As a destination, Aerocity itself offers over 4,000 rooms in different categories with ample meeting space and connectivity. The state-of-the-art technology offering, world cuisine, quality service, safety are some other benefits.

“ Aerocity itself offers over 4,000 rooms in different categories with ample meeting space and connectivity ”





PARMEET SINGH NAYAR

General Manager
Shangri-La's Eros Hotel, New Delhi

MiCE CAPACITY

Located on Level One, overlooking the lush manicured terrace, the Ballroom is an ideal venue for important meetings and banquet celebrations. Its contemporary and luxurious interiors offer latest state-of-the-art convention and conferencing facilities.

The Ballroom can be divided into four parts for smaller gatherings. The three private meeting rooms can be utilised as breakaway rooms for power sessions. The Ballroom is luxurious, elegant and illuminated by an abundance of natural light. The hotel is the ideal destination for Meetings, Incentives, Conventions and Exhibitions (MiCE), weddings and gala dinners. The hotel's dedicated events team assists in planning and conducting meetings and celebrations from start to finish, with style and attention to detail.

MAIN EVENTS

Every year, Shangri-La's - Eros Hotel, New Delhi hosts a MiCE and Wedding Showcase with its international properties. The idea behind it is to familiarise the international properties with the Indian market and the facilities these individual properties have in their offering.

FOOD PREFERENCES

The food preferences of the guests vary from the countries they are from. We offer all

types of cuisine and the aim is always to make the guests feel at home. Our food and beverage offerings include cuisines like Chinese, Japanese, Italian, South-East Asian and Indian. The offerings differ from bite size to proper meals depending upon the scale of the event and its requirements.

EVENTS TEAM

There is a team designated for ensuring tailor-made packages encompassing convention facilities and exclusive summer packages for the discerning travellers customised as per their requirements. The IT solutions meet the evolving technological and aesthetic needs of the perceptive travellers. Promoting the MiCE facilities, we also have a social media presence.

NCR FOR INBOUND MiCE

Delhi-NCR being the capital attracts lot of political and international events giving scope to existing hotels and resorts to position themselves effectively as MiCE destinations. It attracts affordable luxury travellers and the premium economy travellers who are mostly conference delegates from various countries. These travellers add significantly to the foreign tourist earnings.

“*Travellers coming to Delhi-NCR add significantly to the foreign tourist earnings*”



RAJ RANA

Chief Executive Officer, South Asia,
Carlson Rezidor Hotel Group

MICE CAPACITY

Our key Radisson Blu and Radisson hotels in Delhi NCR and North India have MiCE capacity between 10,000 – 40,000 square feet while this range is 3,000 – 6,000 square feet for Country Inn & Suites by Radisson and Park Inn by Radisson hotels. Amongst the top choices for MiCE in Delhi NCR is Radisson Blu Paschim Vihar which boasts Olympus, the largest banquet hall in West Delhi. Olympus constitutes 12,000 square feet space and is an ideal destination for planning weddings. Another 1,858 square meters of space is available for meetings in the hotel that can accommodate up to 1,500 guests.

Located in the heart of corporate suburb of Gurugram, Radisson Gurugram Udyog Vihar offers more than 10,000 square feet of space. The hotel's meeting rooms can host small events or big gatherings alike. Providing latest audio-visual equipment, convenient sound proof partitions, pillarless ballroom, outdoor pool, 24 hours free Wi-Fi, pre-function space and ample parking, the hotel provides an ideal destination for business conferences or weddings.

Our portfolio hotels outside Delhi NCR are also amongst top choices for MiCE. Radisson Blu Agra is one such destination that provides a combined space of 39,000 square feet available for various social occasions across five venues with proximity to the beautiful Taj Mahal.

INTERNATIONAL AND NATIONAL EVENTS

Some of our hotels like Radisson Blu Faridabad, regularly hold conferences with corporates like Goodyear, Tata Hitachi, JCB and Escorts. We have seen an excellent response at the hotel

because of its strategic location and proximity to multiple corporate houses.

DEDICATED TEAMS FOR MICE

Every lead is handled efficiently through a well-defined process from walk-ins, email queries, making contract, detailing requirements etc by these teams. Ensuring proper coordination for check-in and check-out so that there is no overlap, ensuring valet parking and other security measures form the basis of our 100 per cent satisfaction guarantee promise.

FOOD PREFERENCES

Research has shown that eating the right food at the right time improves our ability to learn and concentrate, promote quicker reactions and even lower stress levels. Inspired by this, we have developed an innovative culinary concept – 'Brain food' for Radisson Blu which is designed to deliver different nutritional menus infusing local flavours into them. It has been developed together in consultation with global nutritionists and Food & Beverage experts to deliver great tasting menus whilst ensuring fat content and added sugar are kept at low levels. It emphasises the use of fresh, locally-sourced ingredients such as whole grains, fruits and vegetables that have had minimal industrial processing.

REWARD PROGRAMME

We have a unique hotel rewards programme exclusively for meeting and event professionals. The planners earn 5 Gold Points for every USD spent. The Gold Points can then be redeemed against free room nights at more than 1,000 hotels worldwide, airline miles, retail gift cards, and more.

NCR FOR INBOUND MICE

In Delhi NCR, government initiatives to boost MiCE such as redevelopment of Pragati Maidan to host exhibitions and trade fairs, and construction of world-class convention center in Dwarka to attract international summits will uplift the market to its potential.

“ We have developed an innovative culinary concept – 'Brain food' for Radisson Blu designed for different nutritional menus ”

SANJAY SHARMA

Market Vice President
North India & Nepal
Marriott International Inc

**JW Marriott New Delhi Aerocity****MiCE CAPACITY**

JW Marriott Hotel New Delhi Aerocity offers one of the city's largest meeting and conference facilities, including eight meeting rooms spread across two levels, an exclusive pre-function area and an extensive Grand Ballroom.

Grand Crystal Ballroom spreads across 1,210 sq mt along with a Pre-function area of 450 sq mt. The Convention Centre has eight meeting rooms with a total area of 2,302 sq mt.

MAIN EVENTS

JW Marriott New Delhi Aerocity has hosted major Luxury Car launches - Lexus, Mercedes and Volkswagen. Besides these, HCL Bridge tournament was hosted for 800 guests and SIS India for 700 guests, Indo- Japan Global Partnership Summit, Satya Nadela book launch, Global Conference on Cyber Space 2017. The hotel has held some large conferences in the last three years.

LE MERIDIEN GURGAON DELHI NCR**MiCE CAPACITY**

MiCE capacity of Le Meridien Gurgaon Delhi NCR is 36,000 sqft. Banqueting space includes Ballrooms Phoenix 1, Phoenix 2, Perseus 1, Perseus 2 & Minerva. The hotel has six Boardrooms that can accommodate upto 15 people. The hotel also has a popular nightlife venue with a sparkling 85 foot temperature controlled swimming pool.

One of the hotel's popular platform for special events provides presence of global celebrity DJs, memorable gigs, special social and corporate events, i-Kandy oozes style and sophistication.

MAIN EVENTS

The hotel has been the venue of choice for some of the leading international and national brands. The hotel recently hosted a residential wedding from Abu Dhabi for 800 pax.

FOOD PREFERENCES

The general food preferences of our guests ranges from continental, sea food, live counters, meat and cheese platters, wines, multi-cuisine, *Chaat* counters and theme cuisines.

Westin Gurgaon**MiCE CAPACITY**

The Westin Gurgaon, New Delhi offers 15 meeting rooms (and two open venues), anchored by pillar-less magnificent Westin Vatika Ballroom which is 3000 sqft connected to an open air, well manicured lawns. The lawn area is spread across 6000 sq ft. Ten out of 15 Meeting rooms have natural lighting.

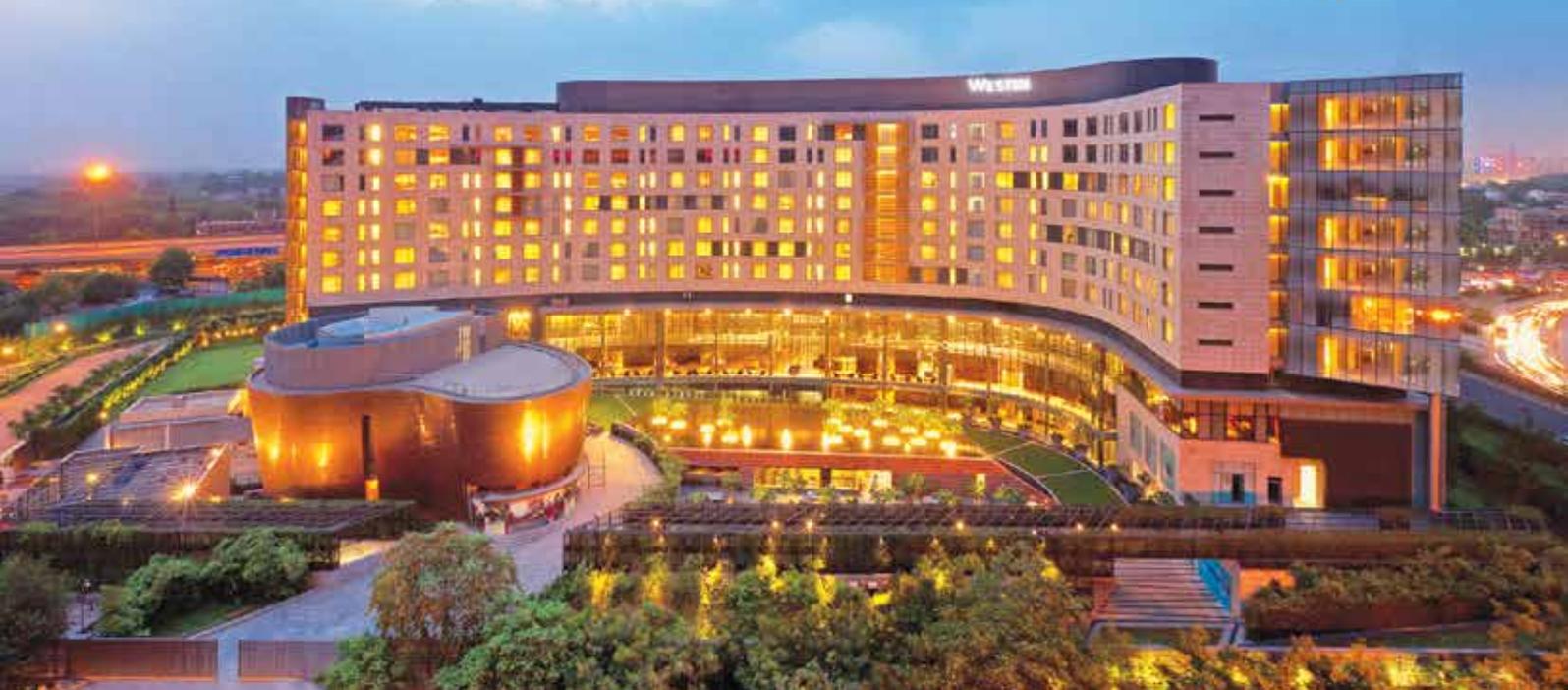
EVENTS TEAM

We have a dedicated events team which manages and executes the events seamlessly.

NCR FOR INBOUND MiCE

The Delhi NCR region has developed infrastructurally in a big way with Manesar, Moradabad and the Delhi-Jaipur highway throwing up viable options. With MiCE being a considered an integral part of the 'Smart City Programme' propounded by the current Central Government, infrastructure has definitely seen a major boost.

“ *The general food preferences of our guests ranges from seafood, live counters, etc* ”





VIJAY WANCHOO

**Sr. Executive VP & GM
The Imperial New Delhi**

MiCE CAPACITY AT THE IMPERIAL

The Imperial has venues that can hold from 20 persons to 1000 persons with options of indoor and outdoor spaces. Venues like Emily Eden & Hodges is sufficient for 25 to 70 persons and the Royal Ballroom can accommodate up to 400 persons.

San Gimignano lawns is good enough for 100 persons, whereas Imperial lawns is one of the large- size lawns in the city that can house a gathering of up to 1000 persons.

IMPORTANT EVENTS

The Imperial has hosted international events such as The Owners Forum, Chanel, Les Club De Chefs De Chefs, Chanel, Capital Group, Siemens, Louis Vuitton Moet Hennessey, New York Times, to name a few.

DIFFICULT SITUATION HANDLED

The unreasonable demand came during one of our international events where the guest

had requested us for interpretation services for seven different language. We handled the same without glitch and provided the same within 48 Hours.

FOOD PREFERENCES

Usually during international conferences, guests request for Indian and Continental food. Nowadays, some guests prefer and request for Vegan food. Theme breaks in the conferences are also offered in our services.

Theme tea-coffee breaks such as apple theme, mango theme or chocolate theme are quite popular among the business events or conferences.

SPECIAL TEAM

We have a specialised team of five people who takes care of Events/MiCE. The packages usually offered comprise of meeting venue, buffet lunch and gala dinner, Yoga session, among many more.

“ San Gimignano lawns is good enough for 100 persons, whereas Imperial lawns is one of the large- size lawns ”





S. KARTHIKEYAN

VP- Sales
Sarovar Hotels

The Muse Sarovar Portico New Delhi-Kapashera, can accommodate upto 600 people. Taurus Sarovar Portico New Dehi – IGI Airport can accommodate upto 400 people. Mahagun Sarovar Portico Suites, Delhi NCR – Vaishali can accommodate upto 550 people

The Ashtan Sarovar Portico, New Delhi – Green Park can accomodate upto 80 people. The Muse Sarovar Portico, New Delhi – Nehru Place, upto 80 people. Sarovar Portico New Delhi-Naraina, upto 120 people. Park Plaza Faridabad, upto 300 people and Park Plaza East Delhi, upto 300 people.

DOMESTIC MiCE

We have had the honour to host many annual conferences of Fortune500 companies and top Indian Corporates in our Delhi NCR hotels. We have played host to many renowned events like Cyclathon, IKL etc. Besides these we have catered to lot of high profile weddings and social ceremonies showcasing our end-to-end MiCE capabilities in the region.

CHALLENGES PART OF THE JOB

It's a human industry and hence many a times a lot of challenging situations arise. However,

we also believe in the fulfilment of guest expectations to the maximum.

Important events come with their own set of expectations and till date we have managed them quite well. No challenge is beyond solving.



MiCE MANAGERS

We have specialised MiCE managers at both the unit and regional sales team levels. From generating a query to post event feedback, we have teams that handholds the guest. This team is a multifunctional one comprising of sales, operations and finance to smoothen the entire experience. All our MiCE packages are tailor-made and have a whole level of value additions depending on size, nature of query, etc.

PROGRESSIVE INDIA

Delhi is one of the best long-haul/short-haul destination in India today. The amount of inventory facilities and connectivity makes Delhi NCR the ideal showcase destination for what a progressive nation India is.

“ Delhi is one of the best long-haul/short-haul destination in India today ”

AEROCITY takes off as MICE hub

Situated close to the airport, the hotels at New Delhi's Aerocity have some of the best convention facilities in Delhi-NCR. We get in touch with them to understand this space

Anupriya Bishnoi



RANJAN MALAKAR

Area General Manager, Central India & Holiday Inn Express
General Manager, Holiday Inn New Delhi International Airport

MEDIUM-SIZED MEETINGS

Aerocity hotels enjoy the patronage of a wide variety of traveller segments. It has now become the hub for transit, leisure, MiCE, and airline crew, and is also seeing a healthy mix of corporate clientele due to its proximity to both Gurugram and New Delhi. We specialise in medium-sized meetings and events of up to 450 people and have a state-of-the-art ballroom supported by four meeting rooms.

Facilities for our guests include a wide range of audio-visual equipment and services, high-speed broadband access for all attendees, a wide range of cuisines

provided by our expert chefs, and the peace of mind of being catered to by an ISO 22000:2005-certified organisation.

SPECIALISED TEAMS FOR MiCE

We have specialised team members who handle MiCE events from start to finish as a one-point-contact. We also have loyalty and reward programmes from IHG that recognise and reward both organisers and the guests who stay with us as part of the MiCE event. Cuisine is obviously a very important part of the event and we ensure that the menus are customised based on the attendees. We also offer the ability for attendees to reserve their accommodation using the special event rates online through our brand website, which provides an added layer of convenience to the organisers and attendees.

“We specialise in medium-sized meetings and events of up to 450 people”



TRISTAN BEAU DE LOMENIE

General Manager Delegate
Pullman & Novotel Aerocity, New Delhi

MORE FACILITIES FOR CLIENTS

Aerocity is a project formed in April 2016 and designed on the lines of a convention bureau with the three largest hotels of New Delhi Aerocity as the founders- Pullman & Novotel, JW Marriott, and Hyatt Andaz, expanding the scope and visibility of the destination. Most of the events took place in Aerocity because of these three hotels working together. We wish to leverage the artists' playground by Pullman and want to expand it. The initiative is a platform to encourage artists to perform at the property. This evolution has helped promote the destination as a comprehensive events hub.

in visa policies, we are positive that the country will drive more inbound business travel.

WHAT'S ON OFFER

The hotel offers unparalleled accessibility to the business hubs of Gurugram and New Delhi, fitness and restaurant facilities, an extensive range of dining options, and caters to every need of the evolved traveller. It also offers the most inviting and stress-relieving experience to every single visitor at its spa.

FLEXIBLE MEETING SPACES

Pullman New Delhi Aerocity offers a wide range



MORE INBOUND, MORE MiCE

We remain upbeat with the long-term growth prospects in the hospitality industry, especially as global travel continues to increase with the rise of the middle-class market. The optimistic outlook of the industry suggests solid growth, with economy and business hotels taking up a larger share.

We are also witnessing the upscale hotel segment following closely behind. With renewed economic sentiments, momentous growth in the market, and the recent changes

“ We have 13 meeting rooms and three boardrooms with flexible layouts ”

of facilities catering to MiCE. The ballroom area, with 1181 sqm of space, is one of the largest pillarless facilities in Delhi-NCR.

We have 13 meeting rooms and three boardrooms with flexible room layouts providing Wi-Fi connectivity all over the place. Not only this, we have a large pre-function area that spreads across 1651 sqm. We also provide tailored solutions to our clients.



SUKHBEEN TARA

General Manager
Lemon Tree Premier, Delhi Airport

SURGE IN TRAVELLERS

Aerocity has come a long way in terms of attracting business. The ARR and occupancy at Aerocity has shown an upward trend on a year-on-year basis. During its initial years, the area saw more of transit clientele.

Recently, Aerocity has been seeing a surge in leisure travellers due to its close proximity to the airport.

MEDIUM-SIZED MiCE

Lemon Tree Premier, Delhi Airport has a conference room which can accommodate 70 to 75 people for formal conferences and more than 200 people for social gatherings.

MORE CONFERENCES, INCREASED OCCUPANCY

We aim to fulfil the growing demand for rooms in Aerocity arising due to the many conferences and conventions taking place in the vicinity. Aerocity is a hub for MiCE activities and we hope to benefit from it.

“ We have a conference room which can accommodate more than 200 people ”



ANUJ CHAUDHRY

Hotel Manager
ibis New Delhi Aerocity Hotel

A DESTINATION FOR ALL SEGMENTS

Over the last three years, Aerocity has evolved into a mature market offering keys from economy to luxury segments, as well as conference facilities to corporates and large-scale events with an amalgamation of transit passengers, leisure travellers, and airline crews.

The occupancy has grown within a range of 7-10 per cent and ADR by 10-12 per cent year-on-year, thereby positioning Aerocity as a destination wherein a customer can choose from hotels across all segments.

COMBINED SPACE, AN ADVANTAGE

In 2017, our existing meeting rooms were refurbished with an addition of two meeting venues, resulting in an increase in MiCE opportunities. Apart from this, AccorHotels also has two other properties in Aerocity- Pullman New Delhi Aerocity and Novotel New Delhi Aerocity, which take the number of keys to a total of 1115. The combined MiCE space amongst the three brands provides a unique setting to guests and organisers and acts as a preferred destination for both business and leisure travellers.

ADDING TO MiCE

ibis New Delhi Aerocity has a total flexible area of 285 sqm, six meeting spaces, and can accommodate between 6 to 125 delegates. We provide basic conference packages for delegates, which include the meeting space rental, lunch, coffee breaks with homemade cookies, and stationery. Customisation based on a client's requirements are factored based on their meeting or conference structure. We also provide premium conference packages wherein we enhance the coffee break into theme breaks focusing on culinary items such as regional, chocolate, fruit of the season, etc. A dedicated team member is assigned to a client meeting so that the event is a success. We recently launched two new chic and trendy meeting rooms which are equipped with state-of-the-art audio-visual technology and have ample natural light. To enhance the meeting experience for our delegates, we will shortly launch our Lively Meetings by ibis concept, which depicts meeting spaces as an area of work, sharing, and creating ideas.



“ We have a total area of 285 sqm and six meeting spaces for up to 125 delegates ”



More for **MiCE IN DELHI**

Delhi is fast becoming the MiCE capital of the country with a host of interesting venues and locations for groups travelling into the city, claims **C Arvind**, GM, Delhi Tourism

Nisha Verma



C Arvind

What are the existing MiCE facilities in Delhi for groups coming into the city?

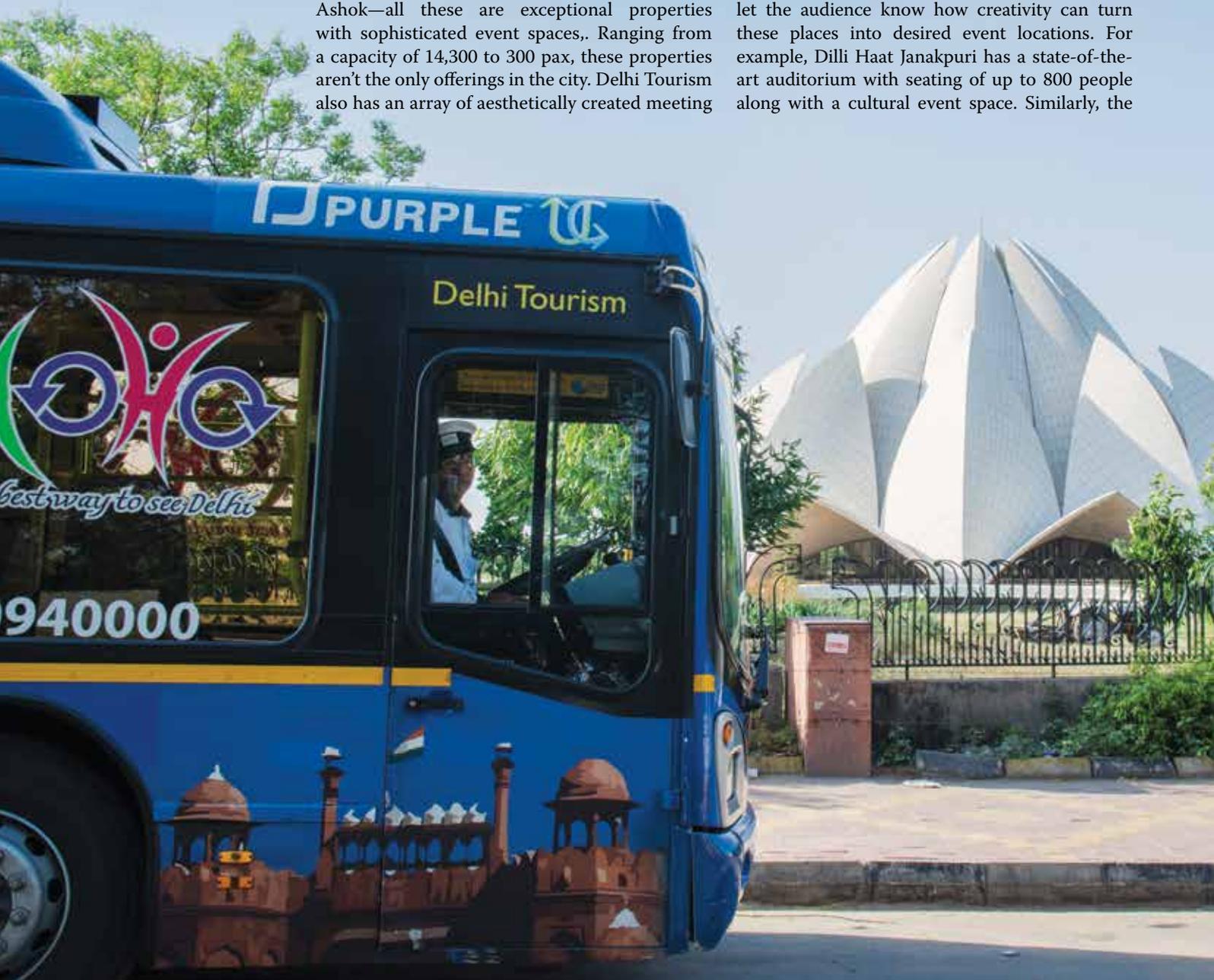
Being the national capital, Delhi has become a natural magnet for the MiCE industry, attracting major corporates and international conferences. The city is home to well defined infrastructure, which ideally meets the standards of MiCE industry. Be it hotel chains or public facilities, Delhi has everything to offer for those looking for exciting venues.

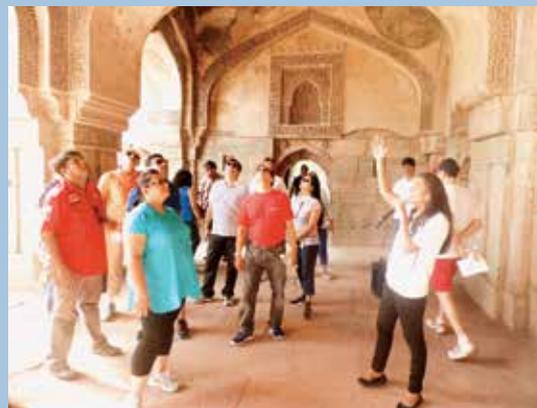
The Indira Gandhi Indoor Stadium, Siri Fort Auditorium, Talkatora Stadium, Indira Gandhi International Centre, NDMC Convention Centre, Old World Hospitality at India Habitat Centre, Pragati Maidan ITPO, Vigyan Bhawan and The Ashok—all these are exceptional properties with sophisticated event spaces. Ranging from a capacity of 14,300 to 300 pax, these properties aren't the only offerings in the city. Delhi Tourism also has an array of aesthetically created meeting

centres like Dilli Haats at INA, Pitampura and Janakpuri and the Garden of Five Senses, which can be customised for various events and be a unique venue for special gatherings. These creative spaces do not only boast of large event spaces but also add the cultural touch to events with their markets and shopping offers. Apart from the venues listed here Delhi has a host of leading hospitality chains spread across its magnificent expanse. With hubs like Aerocity, Central Delhi dotted with hotels, Delhi offers an ideal location to host big events.

Are you coming up with any new MiCE facilities in the near future?

We are looking to push our current facilities and let the audience know how creativity can turn these places into desired event locations. For example, Dilli Haat Janakpuri has a state-of-the-art auditorium with seating of up to 800 people along with a cultural event space. Similarly, the





“ *Dilli Haat Janakpuri's state-of-the-art auditorium can accommodate 800 people* ”

Garden of Five Senses at Said-ul- Ajaib is a unique space which can be used for corporate retreats, diplomatic get-togethers, among other things. As business is partnering with leisure and people are looking to create experiences, Delhi Tourism has the right properties which match this unique mix.

What kind of target have you set for yourself in terms of growth in the MiCE segment?

We would like to attract as many new groups who are looking at new destinations. We wish to positively place ourselves in the minds of organisers who are looking to extend leisure with their business activities.

What kind of offerings does Delhi have for entertainment and sightseeing for MiCE groups?

Delhi's multi-cultural diversity makes it an exciting destination to be explored post events. Our offerings include packaged tours to Agra, Jaipur, Haridwar, Rishikesh and apart from that there are also Hop on Hop off buses for exploring Delhi, Delhi heritage tours, and boating facility, which are among the few things that we can offer. Dilli Haats at INA, Pitampura and Janakpuri are a combined mix of entertainment, shopping, leisure and culinary experience, when it comes to experiencing the real essence of Delhi.



'MEET' amidst AUTOMOBILES

Take a U-turn from the hustle bustle of Delhi-NCR and the never-ending traffic lines to the Heritage Transport Museum in Gurugram and put your meetings in a different gear

Nisha Verma



In the ever-growing cacophony of Delhi-NCR, with rising number of skyscrapers and commercial complexes, groups coming to the city are either treated to the historical monuments that Delhi has on offer, or it's the usual lounges and bars in the city that are preferred by those having meetings and conferences here. While vehicles in the city are only rising in numbers and making many cringe with saturation of automobiles, there is one place here, which would put a smile on your face with every vehicle you see. The Heritage Transport Museum, in Tauru, Gurugram, is certainly a labour of love, as **Tarun Thukral**, Founder & Managing Trustee, Heritage Transport Museum, puts it.

Only a 1.5-hour drive away from the centre of the capital, Heritage Transport Museum is any automobile lovers' delight and is a great place to be with family, friends, colleagues and even for taking groups. Constructed on a three-acre plot, the built-up area of the museum is over 90,000 square feet, which is spread over four air-conditioned floors

with a dedicated railway platform inside the museum with a 1930s restored railway saloon from BBCI Railway. There is also yesteryears' railway memorabilia including posters, train tickets, maps, etc. Another highlight on this level is the section dedicated to heavy transport vehicles including vans, buses, trucks and tramways. The coloured facades of these trucks make for a great picture backdrop as well.

As you move one level down, there is a recreated colourful street lined on both sides with over 75 vintage cars. Spot the old-style petrol pump and spare part shops on this street. There is also a dedicated section where the museum pays ode to Indian cinema.

After this, head to the second floor of the museum to see different two wheelers, bicycles



Tarun Thukral

“The museum also reveals the evolution of railways; one can see the ode to the track”

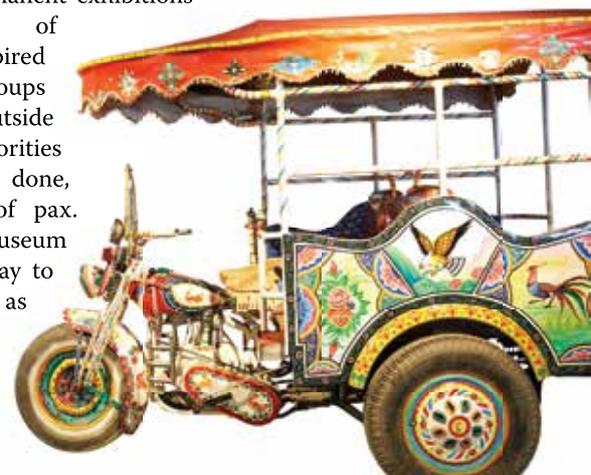


housing exhibition galleries, library and reference centre, conference rooms, mini auditorium, the museum shop, and a restaurant facility. A Christmas tree made of traffic lights greets you at the museum, before you pull open the doors that has motorcycle handles in place of doorknobs. The first level of the museum houses the reception as well as the restaurant done up tastefully with everything themed after day-to-day vehicles. One can also spot interesting two-wheelers on this floor, and if you look around you can see wall clock made of car tyres, as well as restaurant chairs made of recycled rickshaw tyres.

A JOURNEY TO REMEMBER

The museum takes you on a journey of transportation as you enter the main exhibition area, with wheels from different eras put together in an interesting installation. Walking forward one can see everything from early man carts, to *palkis* or palanquins from the Royal as well as the British era. The museum also reveals the evolution of railways and one can see the ode to the tracks

and rickshaws that have been used in India for ages. There is also a dedicated section on aviation, with a yellow-coloured restored 1940s Piper J3C Cub aircraft suspended mid-air. Go through the history and evolution of aviation with pictures showing early trials, experiments and growth of Air India including some interesting vintage posters of the national airline. The maritime gallery tells the story of India's inland waterways and the tales of the mighty Ganges with boats, navigational maps, etchings, etc. The museum also hosts temporary and permanent exhibitions to represent the works of contemporary artists inspired by modes of transports. Groups can actually rent out the lawns outside the museum and the authorities can even get special catering done, depending on the number of pax. Not only is this a different museum experience, but also a great way to spend a day with colleagues as well as clients.



Promoting PARADISE

Gearing up to welcome 500 delegates for the annual Travel Agents Association of India (TAAI) convention, Jammu and Kashmir will showcase its best MiCE facilities

Ankita Saxena

With an aim to promote India and acknowledge the importance of tourism, TAAI Convention 2018 will be held in Srinagar from March 27-29. The association plans to make this convention a limited-edition event with around 500 delegates. Sher-i-Kashmir International Conference Centre (SKICC) will be the venue for the convention and exhibition.

Mahmood Ahmad Shah, Director, Tourism Kashmir, further added, “TAAI has been no stranger to the state of Jammu and Kashmir. The SKICC Convention Centre was inaugurated by one of the TAAI Conventions and this year is

more of a homecoming for the association. We are going to host this event after 31 years and we hope that it ushers in a new dawn for tourism in Jammu and Kashmir.”

Sunil Kumar, President, TAAI, informs, “We are delighted that our focus this year for a convention is in India. TAAI has been a nodal body for the tourism and hospitality industry and we are very active in the aviation, hospitality and MiCE industry.”

Welcoming TAAI to the beautiful state, **Priya Sethi**, Minister of State for Education, Culture, Tourism, Horticulture, Floriculture and Parks, Government of Jammu & Kashmir, says, “I would want each delegate to explore the state and be our tourism ambassador.”

Sarmad Hafeez, Secretary—Tourism,



Priya Sethi

“I would want each delegate to explore J&K and be our tourism ambassador”





MEETING SPACE @ SKICC

- Total Meeting Space: 30,000 sq. ft.
- Meeting Rooms: 10
- Largest Room: 11,700 sq. ft.
- Second Largest Room: 9,604 sq. ft.
- Exhibit Space: 5,000 sq. ft.

Government of Jammu and Kashmir, adds, “The TAAI convention is an important event where we will try to showcase the state to the travel agents and gather their support to promote it better and aggressively.”

The chosen hotels in Srinagar include the The Lalit Grand Palace, Vivanta by Taj - Dal View, ITC Fortune Resort Heevan, Four Points by Sheraton, Radisson Srinagar and RK Sarovar Portico.

BEYOND THE TAAI CONVENTION

The Central Government has sanctioned funds to the tune of ₹2000 crore for tourism alone to develop and upgrade infrastructural facilities. With projects underway, Jammu and Kashmir is going all guns to market itself nationally and internationally. The government is also very keen to attract the corporate and MiCE travellers promising a refreshing break from the usual city life.

“We are hosting several conventions in the state this year and are promoting MiCE tourism in a big way. The SKICC in Srinagar is one of the finest convention centres which offer not only meeting space with state-of-the-art facilities but also open spaces to host various events. We have

“J&K is a very safe place to travel for women. We have always received a positive feedback”

also opened a new convention centre in Pahalgam inside the Pahalgam Club with a capacity of 350 pax. On the hospitality front, many national and international hotel chains are coming to the state and it is heartening to see that the industry is gathering confidence to return to Jammu and Kashmir,” adds Hafeez.

SAFETY CONCERNS

“Our biggest challenge in marketing the state of Jammu and Kashmir has been the myth of the state being unsafe. The National Crime Bureau Report states that in the past two years, there has been no crime committed against a tourist in Jammu and Kashmir. I don’t know about many places that can boast about this tourist-friendly environment at a destination.

In fact, it is a very safe place to travel for women. The kind of positive feedback we have received from solo women travellers is tremendous. I don’t see why travellers should not visit Jammu and Kashmir,” says Hafeez.

SKICC

Located on the banks of picturesque Dal Lake, Sher-i-Kashmir International Conference Centre is a state managed convention facility. This multifunctional venue offers a variety of conference halls and exhibition spaces with indoor and outdoor facilities. The auditorium being its main attraction offers simultaneous interpretation facility into six languages and can accommodate 700 delegates at a time.



Sarmad Hafeez



MiCE takes centre stage at **IT&CM CHINA 2018**

The 12th edition of IT&CM China in 2018 will bring together key Chinese and international players globally to transact business and network over three days



Delegates attending the three-day event are offered up to 100 percent scheduled appointments



The Incentive Travel and Convention, Meetings (IT&CM) China, has established itself as China's leading international Meetings, Incentives, Conventions and Exhibitions (MiCE) business, education and networking event. The event will be held from March 20-22, 2018, at Shanghai Convention and Exhibition Center of International Sourcing. 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. For international buyers, IT&CM China presents the one annual trade event dedicated to showcasing ready MiCE destinations, products and services across China. For Chinese buyers, IT&CM China offers a convenient one-stop sourcing platform of both international and domestic MiCE solutions



right in their home turf. China's massive buying potential is reflected in the show's 80 per cent Chinese to 20 per cent international buyer mix. Delegates attending the three-day event are offered up to 100 percent scheduled appointments before the event; a buyer to exhibitor ratio of 1.25: 1; educational and networking sessions to expand lead generation, etc.

GOOD TO KNOW

- Total area of 9,000 sqm of conference rooms
- 16,000 Sqm of exhibition area
- 5000 Square metres of catering area
- 800 Underground parking lots.
- It is equipped with various advanced facilities to hold all kinds of high-end conventions, exhibitions & activities



BUYER PROFILE:

- Travel Agents Handling Incentives: 47 per cent
- Travel Management Companies: 36 per cent
- Corporates with Incentive Programmes: 31 per cent
- Incentive / Motivation Houses: 30 per cent
- Meeting Planners: 30 per cent
- Professional Conference Organisers: 27 per cent
- Destination Management Companies: 25 per cent
- Others: 12 per cent

EXHIBITOR PROFILE

- Destination Management Companies- 14%
- Convention & Exhibition Venues- 9%
- Convention & Exhibition Bureaus-6%
- Events Management Companies & Entertainment Suppliers-6%
- Hotels & Resorts-47%

Buyers



Brilliant concept and to the point, I am glad to be a part of this show. They are very important for the segment to grow since meeting the right people is extremely crucial.

Mahendra Vakharia
Pathfinders Holidays



There are very few shows in India that are about getting the work done and this is one such event that has managed to make it purely about business.

Nagsri Prasad Sashidhar
Mercury Travels



Travel Experiential Show opened a new window for exhibitors and buyers to come under one platform and develop experiential journey.

Radhika Khanijo
Welgrow Travels



This
could
be you

Travel

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April 7th - 8th, 2018
Jaipur Marriott Hotel

Luxury is what everyone wants, but do you have the right product for the right client? Be a hosted buyer at Travel Luxury Show and learn all you need to know right here.

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Hospitality Associate



For a **HEALTHY** work **ENVIRONMENT**

An organisation should not only exuberate suitable results, but also an adaptive work culture to enhance mental being of employees, feels **Shivani Misri Sadhoo**



Shivani Misri Sadhoo
Founder
Saarthi Counselling
Services



Offices should permit short breaks when concentration declines



RAISE AWARENESS

In India, in most workplaces, the subject of mental health is like an elephant in the room. Employees are mostly unaware of stress-related mental and physical issues and when they find themselves suffering from anxiety, anger, and depression, they get scared to talk to their management about their problem and ask for solutions so that make help them to cope with the problem better – give them flexible office hours for a certain period of time, give them holiday leave, shift from stressful projects etc.

Hence organisations can raise the awareness of mental wellbeing through the following steps:-

- **Embed mental health in induction and training** – Ensure staff is given adequate information on how mental health is managed and what support is available as a part of induction.
- **Raise the profile** – Invite a speaker on mental health to an event as a part of activities for diversity, disability or mental health awareness.
- **Make most of the internal communications channels** – Raise awareness through blogs, myth-busters, fact sheets, tips for managers, useful web links and FAQs. You could also

use posters, noticeboards, staff newsletters, magazines, and intranet and internet pages.

- **Encourage mental health champions** – People at all levels talk openly about mental health sends a clear message that you would get support if you're experiencing a mental health issue and must not be seen as a barrier to career development.

GET PERIODIC EMPLOYEE FEEDBACKS:

- **Getting staff survey** – where you could do a psychological evaluation or an assessment.
- Conducting monthly or quarterly performance review meetings.

When an employee is suffering psychological and emotional problem support the person through:

- Check if it's possible to provide flexibility around hours of work.
- Review the employee's job function and help the employee remove any non-essentials in his/her job.
- Provide more time to the employee to attend to work requiring attention to detail.
- Offices should permit short breaks when concentration declines.





Reinforcing **MiCE** in India

Jose Sebastian, GM, Lulu International Convention Center and Garden Hotels, Thrissur, talks about convention centers in India while highlighting Lulu center's platter of MiCE offerings

Tell us a bit about your company. What is your USP?

Lulu International Convention Centre and Garden Hotels, Thrissur, one of the largest convention centres in Kerala, was launched in 2006 and is part of globally recognised Lulu Group owned by Padmashri Yusuff Ali M.A. It has played a pivotal role in changing the face of the city by developing the hitherto unknown destination as a most sought after MiCE destination.

What have the trends been for outbound MiCE for 2017?

India is estimated to generate 6.5 Million outbound luxury and MiCE tourists annually by 2020, reinforcing the country's influence as a key source market for MiCE and luxury travel. The largest and fastest growing segments in India's outbound market are large groups, weddings, incentives and events. Not only is the market growing in volume and value but, following the introduction of more direct flights to key cities across the world, Indian travellers now venture further than ever before. The growth in the Indian outbound market is unmatched. India is emerging as the world's fastest growing outbound market second only to China. The growth of the Indian outbound travel industry is now at a very exciting phase.

What have been the trends as far as incentives for corporates are concerned for 2017?

For many decades, managers and business owners have used the promise of travel to appealing or exotic destinations as a motivational tool for their employees, salespeople, and channel partners. Businesses continued to use incentive travel to reward and recognise their top performers in 2017 also due to the increasing demand for non-cash rewards and recognition.



Jose Sebastian

As business in general continues to expand internationally, the same is true for incentive travel reward and recognition programmes. With growing business, the incentive budgets also continue to grow and with more luxury hotels and properties with ample meeting space are coming online; it seems this segment of the industry is going gangbusters.

Which are the main MiCE events lined up for 2018?

MiCE events lined up for 2018 includes AKCOG - 2018 (Medical Conference), Mela 2018 (Rotary Conference), 2nd Edition of Shaping Young Minds Programme by Thrissur Management Association (Convention), Oscar Carnival (Exhibition), HIFF (Furniture Expo), TOGSICON (Medical Conference) etc to name a few.

“
Lulu Center successfully conducted the first ever eco-friendly medical conference recently
”

Lulu International Convention Center, Thrissur, successfully conducted the first ever eco-friendly medical conference on February 9-11, 2018. 'Best of India Records' (BIR) has certified the processes, facilities and products used during this conference and have awarded the certificate for conducting 'The First Eco Friendly Medical Conference'.



Sawubona MiCE!

says South Africa

South Africa as a MiCE destination is the most suited with its prominent connectivity, proactive government initiatives and more. The country is gung-ho on the segment

Recognised as an important untapped segment within the powerhouse that is South Africa's tourism industry, the government has increasingly acknowledged the need to promote and enhance its business tourism sector. A number of new policy initiatives aimed at expanding the MiCE segment in recent years have been introduced and enforced to this effect.

INITIATIVES

In 2012, South Africa National Conventions Bureau (SANCB), an entity focused solely on the promotion of MiCE travel was introduced. The SANCB has over the past few years, increased and continued its investment in utilizing Meetings Africa as a strategic vehicle to unearth opportunities for the country and the rest of the continent.

South African Tourism in India trains MiCE and leisure agents alike on the countless bonding-focused activities that South Africa boasts. With so many aspirational adventure activities, South Africa is naturally well positioned as a destination of choice for Indian MiCE groups that have now covered majority of Asia and Europe and are now

looking for new areas. Additionally the annual properties – roadshow and Learn South Africa, help bring together travel agents and hotels and service providers in the MiCE segment.

USPs

South Africa offers a powerful combination of experiences – traditional cultures mixed with modern urban rhythms to eco-tourism in harmony with adrenalin-fused adventure. The destination is as adept in hosting mega events of 10,000 delegates as in intimate corporate teambuilding activities for 10 colleagues. With more than 1700 conference centers nationwide and nearly 2000 hotels, South Africa offers graded accommodation (graded by the Tourism Grading Council of South Africa). South Africa's events industry is well-established to suit every business need and budget. A wide variety of options exist to cater for conferences, events and incentives of all sizes and budgets.

Apart from the world-class infrastructure, South Africa's unique safari locations offer corporate meetings amidst the African bush. Inspiring locations, coupled





with game viewing activities motivate guests to enjoy their meetings.

For the period of January 2017 to September 2017, MiCE contributed to 32.8 per cent of total Indian arrivals to South Africa.

South African Tourism is affiliated to industry associations such as ICCA, SAACI, SITE, EXSA, MPI and UIA. As a business tourism and leisure destination, South Africa continues to remain at the forefront of global quality standards winning prestigious international awards and accolades. Whether it's a choice conference city, ultra-luxurious accommodation, wines to dine for or ultimate adventure you're looking for, South Africa has the goods.

South Africa has honed and continues to leverage its unique abilities to host a green event, explore the protected areas, contribute to social and conservation projects, buy recycle art and include any of a variety of social upliftment initiatives into your meeting agendas, teambuilding activities, incentive trips and pre- or post-tours.

ACTIVITIES

Incentive groups and conference delegates can participate in a variety of interesting activities - a walking safari or sandboarding, enjoying

food, wine and scenic beauty in the vineyards or even drumming sessions during the African Boma under the starlit sky. Activities such as adventure, spas, voluntourism, cultural and historic attractions, are also gaining a lot of attention among MiCE groups.

MiCE groups can avail meetings in South Africa winelands with its magnificent views, splendid wine farms, exquisite Cape Dutch architecture,

DID YOU KNOW?

- **AFRICAN REGION COUNTRY RANKING:** South Africa – Number 1 Country with 108 meetings
- **AFRICA REGION CITY RANKINGS:** Cape town – No 1 with 48 meetings; Johannesburg – No 2 with 17 meetings; Durban – No 5 with 13 meetings
- **INTERNATIONAL COUNTRY RANKINGS:** South Africa – No 38 with 108 meetings
- **INTERNATIONAL CITY RANKINGS:** Cape Town – No 54 with 48 meetings; Johannesburg – No 148 with 17 meetings; Durban – No 191 with 13 meetings



“South Africa continues to leverage its unique abilities to host green events”





luxury experiences and delectable food. Here, meetings and corporate workshops are combined with wine and olive tasting, vineyard tours, horse-back rides, hot air ballooning, culinary tours and many more exciting group activities. In terms of MiCE from India, incentive-led travel dominates, at approximately 80 per cent. There are also abundant options and opportunities for CSR, which is becoming a significant part of corporate activities, from community to environmental and wildlife.

CONNECTIVITY

With four major international airports located in Cape Town, Johannesburg, Durban & Kruger Mpumalanga International Airport as well as numerous domestic airports and air services connect the country's leading destinations and there is an extensive, modern road network, making it easy and affordable to access and experience a wide range of activities.

Despite being long-haul, South Africa offers convenience when it comes to accessibility since most travellers choose to fly via Dubai and Abu Dhabi, which offer a wide choice of onward flights

to South Africa. This is especially significant for conferences that come in from multiple Indian cities because most Indian cities are well-connected to the Gulf.

Over 70 international airlines currently fly into South Africa. Efforts are on to increase seat capacity on relevant flight routes ex-India. Presently, Indian cities are connected to South Africa by Emirates, Ethiopian Airlines, Etihad Airways, Air Mauritius, Air Seychelles, and RwandAir which fly via their respective hubs and domestic India connections.

ACHIEVEMENTS

The Rainbow nation, South Africa, is a hub for meetings in Africa, with more than 1700 conference venues including large convention centres located in Durban, Johannesburg, Cape Town and East London which skillfully cater to events of any stature. It has hosted international events such as FIFA World Cup 2010, Indian Premier League Season 2, the United Nations' COP 17 Climate Change Conference, and BRICS Summit, among others.

The 2016 edition of Meetings Africa Hosted 207 Buyers (International and Regional) out of which 36 hosted buyers were from India; making it the largest representation in Meetings Africa. According to the latest figures, South Africa has



“ South Africa, is a hub for meetings in Africa, with more than 1700 conference venues ”



witnessed a 20 per cent growth in Indian arrivals till April 2016 as compared to 2015. In a report published in 2014, a 125 per cent growth in MiCE tourism was recorded from 2009 to 2011. Another 86 per cent increase was observed in 2012 followed by a moderate rise in 2013.

South Africa is ranked number one in Africa and the Middle East by International Congress and Convention Association (ICCA). The South Africa National Convention Bureau (SANCB) in conjunction with South Africa's business events industry secured 150 international association conferences for the country from 2014 to 2018. These conferences is said to attract substantial number of association professionals to South Africa, generate 689 combined conference days and inject an estimated R3.2 billion into the country's economy.

South Africa is an enthusiastic and well-respected sporting nation, so it's no wonder they have successfully hosted the 2010 FIFA World Cup, the Rugby World Cup, Cricket World Cup, World Cup of Athletics, World Cup of Golf and many more. Other major events hosted to perfection in South Africa include the World Summit on Sustainable Development with around 24,000 delegates, the World Economic Forum (two years in a row) and the 2010 SITE International Conference.

Increase Ambassadors for the destination from SANCB has signed up 15 brand ambassadors from various fields who have great knowledge about South Africa brand to represent the country in respective fields to attract international meetings in respective segments.

POST-CONVENTION ENTERTAINMENT OPTIONS

- SA Forest Adventures offer unique team building options, some of the most popular ones being Quad Biking – Ziplining – Sandboarding group tours, Potjiekos competitions etc.
- Delegates can choose to float high above the ground while Hot Air Ballooning to take in the landscapes of the beautiful country.
- Taking the cable car up to the top of Table Mountain for a bird's eye-view of the city.
- Options are available for MiCE groups to take to the skies for the ride of their lives at various drop zones like Mother City SkyDiving, Pretoria Skydiving Club, SkyDive Rustenburg and Durban Skydiving Club.
- One can also view the African Penguins at any of the mesmerising locations of choice - Boulders Beach, Dyer Island, Betty's Bay, Port Elizabeth or Robben Island.

IN THE LAST 3 YEARS,
YACHTING TO RIO FOR NAUGHTY ROMPS
COULD HAVE DROPPED 4.8%,
BUT SAILING INTO NEW TRAVEL EXPERIENCES
IN MAGAZINES HAS SURGED

IRS 2017 is here. And it reveals that in the last 3 years, the Total Readership of Magazines has grown by an incredible 95%*. Proof that magazines reach and engage with more Indian consumers, and brands that build customer loyalty with them gain even more. It's an unprecedented truth that will recalibrate every new media plan. Remember, magazines are now 95% stronger as an advertising platform. Period. Every other statistic is just fluff.



MAGAZINES REACH
 ENGAGE
 CONNECT

*ACCORDING TO IRS 2017, TOTAL READERSHIP WHICH IS A WHOPPING 95% INCREASE.



OF MAGAZINES HAS GROWN TO 78 MILLION FROM 40 MILLION IN IRS 2014,

TISVA'S energy efficient lights

Tisva, from Usha International, has unveiled its new collection of lights in the consumer lighting segment. The new range includes six energy efficient lights. Hector Glo Down lighter, Quartz 3-in-1 Tunable LED Batten, Aster Prime, a LED 2*2 Backlit Panel, Tisva LED Post Top (Landscape Lighting installation), Veros smart-control down lighter. The lightings are of low maintenance, energy efficient and have wide voltage range.



Fly with SWISS amenity kits

Business Class travellers flying with The Airline of Switzerland will avail new range of amenity kits on long-haul flights. The collection includes a practical passport holder, a travel toiletries bag with inner pockets and a longer bag with an inner pocket. Every kit contains a toothbrush and toothpaste, a lip salve, a sleep mask, socks and earplugs.

MUST-HAVES

We unravel some suitable MiCE products suited for the business travellers

An EXQUISITE gift

Frazer and Haws offers a exquisite range of elegant silver serveware that can be well suited for corporate gifting. The range comprises of wine goblet weave to classy cocktail. One can witness grandeur and style with these stunning silver serveware. Frazer and Haws is also adroit at making 'bespoke' pieces. The artistry of handcrafting fine quality silver constitutes 999 silver ingots smelted in-house into 92 per cent of pure silver sheets, 24-carat gold gilding and 8-12 microns silver plating. The purity of the silver is tested using Fischer Scope OS from Germany, before it is hallmarked.



Sip it HEALTHY

Apis India's Green Tea will enable travellers to maintain their healthy lifestyle even on a travel. The Green Tea that has two variants: Apis Five Senses Green Tea and Apis Five Senses Green Tea with Tulsi. This way, APIS India ensures that their product comes to you in its purest form and is available in 50Gms (25 Tea Bags) for ₹99.

Travel at ease with EXCALIBUR



Now, pack your bag and travel with comfort with Carlton's newly unveiled range of bag suited for the business traveller. 'Excalibur' has been carefully designed and exclusively crafted and ensures security, mobility, organisation and style all 'packed' into one bag. It comes equipped with a TSA lock and anti-theft zipper to offer maximum security. The dual wheels help it glide effortlessly, and the spacious interiors ensure that you don't run out of packing space. The top half comes with a convipack to ensure that your belonging stays organised.

Game changer for **MiCE**

Recently, the government had announced the need for conference visa for international MiCE groups. We sought expert view on scope of conference visa in India

Jessy Iype



CLEVIO MONTEIRO
CEO
Visa Lounge

FORESEEING TRENDS

Online is the way forward and with use of technology visa facilitation will be a ease, Visa Lounge is India's 1st online platform that allows users to focus more on their trip and less on the work they have to do before it. With the simple use of technology, we at Visa Lounge allow people to submit the necessary documents online, directly on our site. We've completely eliminated the process of long lines and confusing paperwork. Add to that, we've got 20 destinations and counting. This way, travellers can take their pick and along with our experienced group of experts who are available to help them with any and all kind of visa related queries.

CONFERENCE VISA

Conference visa is essential. It would also mean additional revenue for the government as such MiCE groups also combine business with sightseeing and shopping.



RAJAN DUA
Managing Director
Udaan

FORESEEING TRENDS

There have been a lot of modifications which has made visa processing a hassle free and flexible. Majority of Consulates and Embassies have adopted uploading and submission of the applications electronically through their website via the Internet. Another latest trend that has been observed is the introduction of On Demand Mobile Visa which makes it convenient for the traveller located anywhere in India to complete the entire visa application procedure and enroll biometric data from smart phones. Also few countries have liberalised their visa procedure for travellers holding the valid visas of other countries.

CONFERENCE VISA

With the exponential demands, India needs to tap into conference tourism and make the process simple and efficient. It will definitely be a game changer and upsurge tourism in India.



MiCE 'INN' Nashik

Vikas Shelar, Director, Express Inn Nashik, highlights the USP of the property while enlightening on the upcoming trend of wine tours in Nashik – ideal for corporates



Vikas Shelar



Nashik is termed as the wine capital of India, and therefore, wine tours are most preferred here among the corporates



Kindly tell us about the MiCE facilities of your hotel.

Express Inn strives to ensure that your business deals are done with ease and are fruitful, professional and convenient. Some of the MiCE spaces allocated include: Express Royale, is a 6370 sq.ft. large convention centre with an additional pre-function area of 4240 sq.ft., while Grandeur is a 2940 sq.ft. spacious conference hall with additional pre-function area of 2658 sq.ft. Symphony spans over an area of 2070 sq.ft. and is ideal for board meetings, cocktail parties. The facility has a pre-function area of 800 sq.ft. For small business meetings, there is Harmony, sprawling over 1176 sq.ft. Open air events can be held at Lush the Lawns, at an area of 7600



sq.ft by the pool. For quick meetings, there is well-equipped boardroom, acquainted with an area of 375 sq.ft. We also offer a host of banquet halls that can accommodate from 15 to 1000 guests. Contemporary in design and feel, we provide cutting edge business aids with gracious hospitality.

How has the MiCE business fared in 2017? Any large bookings for 2018?

The year 2017 saw MiCE witness a substantial share of overall business. Now, even the existing and new sectors are participating in MiCE. In terms of revenue, there was an upward growth. 2018 has shown a good start for corporate MiCE and destination wedding segment. Medical conferences are a prospect option which promotes Nashik for proximity, connectivity and suited weather. Nashik is termed as the wine capital of India, and therefore, wine tours are most preferred here among the corporates.

How is the MiCE infrastructure developing in the city as well as the state?

Nashik being strategically located within three hours' pleasant drive from cities like Mumbai and Pune, has the potential MiCE requirement. There has been demand from Delhi, Kolkata, Bengaluru and Chennai towards Nashik as well. Express Inn Nashik is a one-stop destination for MiCE with its largest inventory of 197 rooms and convention center. Maharashtra as a state has always been a preferred MiCE destination due to its optimal connectivity and suited infrastructure. The state has a variety of destinations to choose, between hill stations, beaches, historical, pilgrimage, medical and wellness, entertainment tourism, as per the MiCE group requirement.





ITB	Berlin, Germany	7-11
MITT	Moscow, Russia	13-15
INDIA TRAVEL MART (ITM)	Goa	16-18
ROUTES ASIA	Brisbane, Australia	18-20
UITT	Kiev, Ukraine	20-22
IT&CM AND CTW	Shanghai, China	20-22
FICCI DIGITAL TRAVEL HOSPITALITY & INNOVATION SUMMIT	Delhi	21-22
CONFERENCE GBTA 2018	Mexico	21-23
TAAI ANNUAL CONVENTION	Srinagar, J&K	27-29

APRIL 2018

HICSA	Mumbai	4-5
AITF BAKA	Azerbaijan	5-7
TRAVEL LUXURY SHOW	Jaipur	7-8
ILTM AFRICA	Cape Town, South Africa	15-17
COTTM	Beijing, China	16-18
DIGITAL TRAVEL SUMMIT (APAC)	Singapore	17-19
WTTC GLOBAL SUMMIT	Buenos Aires, Argentina	18-19
KITF	Almaty, Kazakhstan	18-20
PHOCUSWRIGHT	Gurugram India	19-20
ILTM ARABIA	Dubai, UAE	22-23
GREAT INDIAN TRAVEL BAZAAR (GITB)	Jaipur	22-24
ARABIAN TRAVEL MART (ATM)	Dubai, UAE	22-25
AMAZING THAILAND WEDDING ROADSHOW	Mumbai	27

MAY 2018

INDABA DURBAN	South Africa	8-10
ITB CHINA	Shanghai – China	16-18
PATA ANNUAL SUMMIT	Gangneung - South Korea	17-20



Indian Exhibition Industry Association seminar in Hyderabad

The eighth edition of IEIA is scheduled to be held from May 9-11, 2018, at HITEX, Hyderabad

The flagship annual conclave of the Indian Exhibition Industry Association (IEIA) is themed as 'Converge & Connect'. There will be participation from the global exhibition industry stalwarts from India and across the globe. The event will be attended by more than 600 exhibition industry professionals with around 100 international delegates from various countries, providing one-of-its-kind networking opportunity for all participating organisations.

"Delegations from all reciprocity partners of IEIA and other leading international associations of the exhibition industry have confirmed their participation in the event including UFI, IAEE, SACEOS, UBRAFE, AFIDA, AEO, AUMA, AAXO, EXSA, RUEF, CENTREX, HKECIA, AFE, AFECA, AEFI, and many more," said **KV Nagendra Prasad**, CEM, President, IEIA. IEIA Open Seminar 2018 will be a platform to meet peers, share knowledge, discuss collaborations and developments, address industry challenges and most importantly, network among members and participants to build successful business alliances.

The event will feature a series of international events, including:

- Knowledge Sessions - Panel Discussions, Case Studies, Keynote Speeches etc.
- IEIA Exhibition Services Expo
- Business Match Making Session
- Board Meeting of 'Asian Federation of Exhibition & Convention Associations' (AFECA)
- IEIA Awards Ceremony
- BRICS MICE FORUM meeting
- IAEE's India Chapter Meeting
- CEM Graduation Ceremony
- Young Professionals Meet Up

movements



Davinder Juj
General Manager
Eros Hotel Nehru Place

Eros Hotel Nehru Place has appointed Davinder Juj as the new General Manager. Juj took over as Executive Assistant Manager three years back and from then there was no looking back. From EAM to the Hotel Manager and taking another step ahead, he is now appointed as the General Manager of the hotel. Beyond his strive for perfection, Juj's exposure to the hospitality industry and extensive knowledge will contribute to further success of the hotel. A highly motivated and a passionate hotelier, Juj brings with him 23 years of operational excellence.



Sumeet Suri
General Manager
Kochi Marriott Hotel

Sumeet Suri is appointed as the new General Manager at the Kochi Marriott Hotel. Prior to his current role, Suri was the Hotel Manager of the ITC Grand Chola Chennai where he spearheaded the operations of 600 rooms coupled with 10 restaurants and banqueting space of up to one lac sq. ft. After beginning his career in 1999 at the Welcomgroup Management Institute, Suri joined ITC Maratha, Mumbai where he fronted the opening of a fine dine restaurant and overlooked both banqueting and restaurant operations. Suri has demonstrated leadership and effective, efficient management in all aspects.



Aditya Shamsher Malla
General Manager
Double Tree by Hilton Pune -
Chinchwad

Double Tree by Hilton has appointed of Aditya Shamsher Malla as the General Manager at its Pune hotel. An industry veteran with more than two decades in the business, Malla has been a part of some of the best global brands such as Marriott, Hyatt, Oberoi Hotels and Resorts, Starwood Hotels and Resorts, Shangri La International and Taj Hotels Resorts and Palaces. In his new role as the General Manager, he will be responsible for curating strategic initiatives that will lead the hotel to continue it's guest focused approach.



Rahul Singh
Director of Human
Resources
Jaipur Marriott Hotel

Rahul Singh has been appointed as the Director of Human Resources at Jaipur Marriott Hotel. Singh has an extensive 10 years of progressive leadership, human resources, and talent development experience. He was inducted into Marriott family in June 2013 as the Human Resources Manager, JW Marriott Bengaluru. He has been a part of various hotels across India like Hyatt Regency Delhi, Taj Palace New Delhi, The Leela Goa, JW Marriott Bengaluru, Courtyard by Marriott Kochi & Agra and has been instrumental in leading the strategic transformation and day-to-day delivery of core Human Resource services.



Varun Kamra
Director of Sales & Marketing
Newly Opened Holiday Inn
Express & Suites Bengaluru
Racecourse

The newly opened Holiday Inn Express & Suites Bengaluru Racecourse has appointed Varun Kamra as the Director of Sales & Marketing. With an experience of over 14 years in the hospitality industry, he has worked with brands like The Park, Hilton, Blooms hotel and InterContinental Hotels Group. At Holiday Inn Express & Suites Bengaluru Racecourse, his role would be to ensure smooth operations of revenue, sales and marketing. His responsibilities will involve leading & motivating the team to achieve the sales targets for the property and the group, along with being actively involved in strategising and planning of marketing initiatives.



Neeraj Joshi
Director of Sales
Radisson Jodhpur

Neeraj Joshi has been appointed as Director of Sales at Radisson Jodhpur. With more than 12 years of experience in the hospitality industry, Joshi is responsible for effectively maintaining sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors for the hotel, ensure excellence, improving financial acumen and building competent teams to manage the hotels further. Joshi started his journey with Carlson Rezidor Hotel Group, South Asia, in the year 2012 as Assistant Sales Manager and presently serving the prestigious Radisson Jodhpur. He has successfully utilised his knowledge into development of sales strategies for the hotel.

DESTINATION MANAGEMENT *Company*



SINGAPORE | MALAYSIA | THAILAND | INDONESIA | SRILANKA | DUBAI OMAN
VIETNAM | HONG KONG | USA | CHINA | MAURITIUS | MALDIVES | TURKEY | SEYCHELLES
GREECE | AUSTRALIA | KENYA | SOUTH AFRICA | EUROPE | SCANDINAVIA

Our Footprints Across The Globe

- STHI Holidays India Pvt. Ltd.**
Country : India
Office: New Delhi | Amritsar | Mumbai.
- STHI Holidays Singapore Pte. Ltd.**
Country : Singapore
Office: Singapore
- STHI Holidays Malaysia SDN BHD**
Country : Malaysia
Office: Kuala Lumpur
- STHI Holidays Australia Pty Ltd.**
Country : Australia
Office: Sydney
- STHI Holidays Bali Ltd.**
Country : Indonesia
Office: Bali
- STHI Holidays Thailand Ltd.**
Country : Thailand
Office: Bangkok
- STHI Holidays Lanka Ltd.**
Country : Sri Lanka
Office: Colombo
- STHI Holidays Cambodia Ltd.**
Country : Cambodia
Office: Siem Reap
- STHI Holidays Hong Kong Ltd.**
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