

# wonderlust

A BUSINESS TRAVEL MAGAZINE



**PG  
8**

**Monsoon Marvels:**  
Discovering stunning  
destinations during the  
rainy season

**PG  
16**

**Crafting a Memorable  
Stay: Randhir Brar  
on developing Nivriti  
Summit View**

**PG  
33**

**From resurgence to  
resilience: Rajiv Mehra,  
President, IATO on  
steering India's  
tourism revival**

**PG  
36**

**Sanjeev Mehra: A  
trailblazer in the  
travel industry**



# Connecting New Delhi to Africa



**Ethiopian**

የኢትዮጵያ

THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER 

# Indo Global Holidaz

YOUR HOST IN Europe & UK

Call for  
Customized Package

Exclusive  
Deal



+44 7440583634,  
+44 203751 6095  
Whats App  
+91 9811099599



## Our Services

Hotel Booking

Tours & Transfer

Excursions

Meet & Assist



INDO GLOBAL  
HOLIDAZ

Indo Global Holidaz UK Ltd.  
First Floor, Himalaya shopping centre  
Unit -9, 65 The Broadway Southall  
UB 11 JY United Kingdom





Dear readers,

As the monsoon rains rejuvenate the Indian landscape, transforming it into a lush, verdant paradise, there is no better time to explore the country's captivating destinations. This special issue celebrates the beauty of monsoon in India. This issue also features the expertise of the Indian Association of Tour Operators (IATO). With over three decades of experience, IATO is the premier national body for the tourism industry, ensuring high standards and enriching travel experiences.

Monsoon is often perceived as an off-season for travel, but those in the know understand that it is a time of unparalleled beauty and tranquillity. Rivers swell, waterfalls roar and the cities are painted in hues of green. This is the season when nature's charm is at its peak, offering a unique backdrop for unforgettable journeys.

From the misty hills of Munnar to the rain-soaked streets of Udaipur and from the roaring waterfalls of Coorg, each location offers a distinctive monsoon experience. These places are not just about the rain; they are about the rejuvenation and romance that the monsoon brings.

One of the standout features of this issue is an in-depth interview with the president of IATO, who talks about the 'Resurgent Mode' of the country. Mehra also throws light on the opportunities and challenges faced by the operators, government policies and the organisation's commitment towards the promotion of sustainable tourism.

With stories designed to inspire you to embrace the monsoon and explore India in a different way. Whether you are looking for serene landscapes, cultural immersion or thrilling adventures, our curated list of monsoon destinations promises something for every traveller.

As we embark on this journey through the rain-kissed landscapes of India, we invite you to let go of any monsoon travel myths and embrace the season's magic.

Happy monsoon travels!

### Editor-in-Chief

Ravi Arora

### Editor

Ayushi Anand

### Senior Correspondent

Anubha Surana

### Intern

Vaidehi Kaushik

### Marketing team

Shailender Singh

Vaibhav Mehra

Anuj Pathak

### Creative

Sumit Gaur

### Production and distribution

Avinash Tiwari

Annual Subscription Rs 1000/

Single copy Rs 100/

Total Number of Pages: 48

(Including Covers)

**Cover picture credit: The Western Group, Khajuraho (Dist.Chhatarpur), MP Tourism**

©Wonderlust

No part of this publication may be reproduced without the express written permission of the publishers

Advertising, Subscription and sales enquiries to

**Salt n Pepper Publications Pvt.Ltd**

F-25, 1st, Floor, Bhagat Singh Market, New Delhi-110001

T: +91 11 47818283, 011-23349599

Email: ravi@wonderlust.in

Web: www.wonderlust.in

Published, owned, printed and edited by Ravi Arora from

F-25, Bhagat Singh Market,

New Delhi-110001

Printed at: Niharika Creations

5764/6, New Chanderwal, Near Malka Ganj, Delhi-110007



14

**Divine retreat: Discover rustic luxury at Om Vilas in Varanasi**



16

**Crafting a Memorable Stay: Randhir Brar on developing Nivriti Summit View**

**Mugdha Sinha appointed as Director General of Tourism: A new chapter in India's tourism leadership begins** [p.06](#)

**Monsoon Marvels: Discovering stunning destinations during the rainy season** [p.08](#)

**Explore the Rich Tapestry of Sharjah** [p.10](#)

**Al-Faw archaeological area becomes Saudi's 8th site on UNESCO World Heritage list** [p.12](#)

**Divine retreat: Discover rustic luxury at Om Vilas in Varanasi** [p.14](#)

**Crafting a Memorable Stay: Randhir Brar on developing Nivriti Summit View** [p.16](#)

**Decades of Dedication: Geeta Maheshwari's rise to prominence in hospitality and travel** [p.20](#)

**Dive into the hidden treasures of Madhya Pradesh: Multifaceted destination for every traveller** [p.24](#)

**Truly India Hotel and Resort's Rise: A Conversation with Naresh Arora** [p.26](#)

**Travel Agents Association of India – Karnataka Chapter announces newly elected members** [p.32](#)

**From resurgence to resilience: Rajiv Mehra, President, IATO on steering India's tourism revival** [p.33](#)

**Meet the IATO office bearers** [p.34](#)

**Sanjeev Mehra: A trailblazer in the travel industry** [p.36](#)

**ITA Airways launches new non-stop flight to Jeddah** [p.38](#)

**Malaysia Airlines launches direct flights to Maldives** [p.39](#)



26

**Truly India Hotel and Resort's Rise: A Conversation with Naresh Arora**



33

**From resurgence to resilience: Rajiv Mehra, President, IATO on steering India's tourism revival**



38

**ITA Airways launches new non-stop flight to Jeddah**

## Mugdha Sinha appointed as Director General of Tourism: A new chapter in India's tourism leadership begins

*With the appointment of Mugdha Sinha, a renowned officer of the Indian Administrative Service, as the new Director General in the Ministry of Tourism, it is certain to embark a transformation in the journey of the tourism industry in India. This pivotal position places her at the helm of one of the most vibrant and important sectors in the country. She assumes the charge after her predecessor, Manisha Saxena's departure. The appointment of Sinha comes at a time when the tourism industry is just about to come back on track.*

**By Vaidehi Kaushik**



**Manisha Saxena**

### **Illustrious career of Sinha**

Mugdha Sinha is a standing example of dedication, leadership and vision in her career. An IAS officer from the Rajasthan cadre, Sinha has built up varied experience in governance and administration through her tenures that have made her capable and prepared her for this new, highly challenging role.

The educational credentials presented by Sinha are equally enviable. She did her Masters in Public Policy from Princeton University. This exposure to the international environment gave her a global perspective and has enriched her views toward policy-making and governance.

### **Vision for Indian Tourism**

Sinha takes charge with a clear vision and strategy enunciated for the tourism sector in India. Her appointment is going to bring a lot of freshness and dynamism into the working of the Ministry of Tourism. Her approach is likely to lay focus on sustainable tourism, leverage technology and enhancing tourist experience in India. Promoting

India as a year-round destination would be her goal for sure. That will have to comprise advertising not just cultural and natural but also infrastructural and accessibility experiences across India. Much of Sinha's strategy is likely to be underpinned by a robust will for digital transformation, which would involve easing processes, enhancing marketing efforts and making seamless experiences for tourists.

### **Challenges and opportunities**

The challenges and opportunities in the tourism sector are unique to India. Getting the tourism sector back on its feet requires work on safety, hygiene and health protocols that instils confidence in travellers. Under Sinha's leadership, it will become very important to steer the sector out of these challenges and onto the road to recovery. Sinha is likely to concentrate on the promotion of niche segments in tourism such as eco-tourism, wellness tourism, and adventure tourism. Not only are they going to be areas that will meet special interests, but they are also the ones which can attract high-value tourists and induce an economic benefit. Her experience across different administrative roles equips her with the ability to frame and implement policies supportive of such niche segments while ensuring that growth is sustainable and inclusive.

### **Collaboration and partnerships**

Probably one of the most significant components within Sinha's approach is going to be the development of collaboration and partnerships. The tourism industry is one that is directly interlinked with a network including various entities: public agencies, private businesses and the community at large. This would require her to engage in relationship building and nurturing if the

ecosystem of tourism she envisions is to be cohesive and efficient. Public-private Partnerships (PPPs) will quite likely form a part of Sinha's strategy. PPPs are instrumental in fostering innovation, investment and operational efficiency by bringing the best of both public and private sectors together in the process. Such united collaborations under the stewardship of Sinha are sure to bring in the best interest of the tourism sector ahead and enable it to benefit from best practices and expertise that each stakeholder has to offer.

### **The way forward**

With the appointment of Sinha as the Director General in the Ministry of Tourism, new opportunities open for the Indian tourism sector. Her great work experience, coupled with vision and strategic insight, ideally places her to lead the industry into a very promising and prosperous future. Changes of transformation can be expected in Sinha's tenure to glorify the standing of India as the foremost tourism destination in the world.

The future belongs to resilience and adaptability. The tourism sector not only has to reclaim its losses but has to reinvent itself to suit the preferences and expectations of the travellers. Under Sinha's leadership, the Ministry of Tourism is gearing up to roll out some very interesting solutions that will meet current challenges while laying a strong base for long-term growth and sustainability.

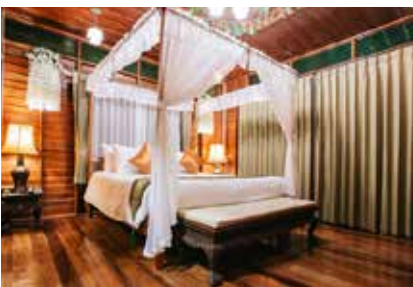
Mugdha Sinha's tenure is sure to set a new course for Indian tourism—growth, inclusivity, and initiative for integrating the rich and diverse heritage of India before the world. The journey ahead has promise written all over it, and with Sinha leading the sector, the future of Indian tourism is brighter than ever.





**CHUCHAI BURI**  
Sri Amphawa

## **CHUCHAI BURI SRI AMPHAWA HOTEL** - SONGKHRAM THAILAND -



The Hotel is located in Amphawa District, Samut Songkhram Province, about 90 km. southwest of Bangkok. It is on the way to Hua Hin, another famous destination in Thailand. The hotel setting is located on the bank of Amphawa Canal, about 700 meters away from the center of the town where the floating and local market, restaurants, and governmental offices are located. The famous Chulamane Temple and King Rama 2 Memorial Park are also nearby.

**HERITAGE  
THAILAND**

**Represented in India by ISA Tourism Pvt Ltd**

**del@india-sales.com , hotels@india-sales.com**

**+91 9999064470 | +91 9811690504**

**chuchaiburi.com**



**ISA TOURISM PVT LTD**  
*partners in growth*



# Monsoon Marvels: Discovering stunning destinations during the rainy season

*India with its diverse geography and climatic patterns, transforms into a lush paradise during the monsoon season. The arrival of the rains rejuvenates the landscape, turning it into a vibrant tapestry of green hues, cascading waterfalls and mist-covered mountains.*

## By Vaidehi Kaushik

The monsoon, which typically spans from June to September, breathes new life into various regions, making it an ideal time to explore the country's natural beauty.

The month of August makes it an ideal time to explore the country's natural beauty. From green hills and fog-smudged valleys to roaring waterfalls and solemn lakes, destinations burst into a whole new plethora of life, rejuvenating themselves as lush and lively. This special feature is a sojourn to some of India's most gorgeous, hidden and mind-blowing places that show their true beauty during the rainy season, highlighting activities unique to the destinations that make them worth visiting.

### Munnar, Kerala

Munnar is a stunning hill station in the Western Ghats district of Kerala, abuzz with life during the monsoons. Rippling hills carpeted with green emerald tea plantations stretch towards infinity. Monsoon showers further add to the natural beauty of this place and make the landscape even greener and vibrant.

Intermittent waterfalls on the hill slopes are some of the major highlights worth visiting in Munnar during the monsoon season. Attukal and Lakkam Falls, by torrents plunging from rocky cliffs into crystal clear pool below, create a thrilling moment. The sound of rushing water and cool mist create a refreshing time.

The place is also surrounded with views of the endangered Nilgiri Tahr in its natural habitat. Its famous Neelakurinji flowers bloom once in every twelve years and carpet these hills in a stunning shade of blue. Though the Neelakurinji itself does not bloom every year, with the onset of monsoon, a rich variety of flora and fauna come alive. Another major tourist attraction is Kundala Lake, nestled in blankets of lush forests and rolling hills. The boat ride at this lake amidst gentle rain and mist is indeed an experience that absorbs the serenity of nature. Then there's Mattupetty Dam, which again offers panoramic vistas of the tanned landscape, perfect for a peaceful picnic.



### Coorg, Karnataka

Coorg, otherwise known as Kodagu, is a 'Pearl of the Western Ghats' during the monsoon season. Famous for the coffee plantations, green hills and misty valleys, the area rejuvenates completely in the rains. The landscape is dotted with a number of streams and waterfalls that come alive to make an idyllic setting.

At Madikeri, Abbey Falls is a delight to view during the monsoons. The water falls from a certain height amidst dense green surroundings and is an exemplary display of nature's power. Yet another beautiful waterfall is the Iruppu Falls in the Brahmagiri Range, which looks simply stunning during the rainy season, too.

Head to Raja's Seat in Madikeri for a bird's-eye view of the misty hills and valleys. One of the popular viewpoints that one should look out for, more so during monsoons when the views are simply breathtaking. Another offbeat experience is the Dubare Elephant Camp situated on the banks of the Kaveri River. Herein, one can spend time with elephants or even bathe them. The monsoon rain is a magic to the camp as the surroundings turn lush green with the gentle rain.

### Udaipur, Rajasthan

Udaipur, otherwise called the 'City of Lakes', stands out like a gem in the monsoon—the lakes fill up with rains and in shimmering waters, the reflection of palaces and 'havelis' is essentially picture-perfect. On the edge of Lake Pichola sits an imposing City Palace, providing a view of the city that gets washed by the rain and the hills around are simply stunning.

The Lake Palace seems particularly magnificent, standing in the middle of Lake Pichola. The white marble palace reflects the fairly lit surroundings of the glistening lake, which is simply magical and romantic. Another island palace is Jag Mandir, with wide-angle vistas of the lake and city.

One should visit the Monsoon Palace, perched on a hill, command



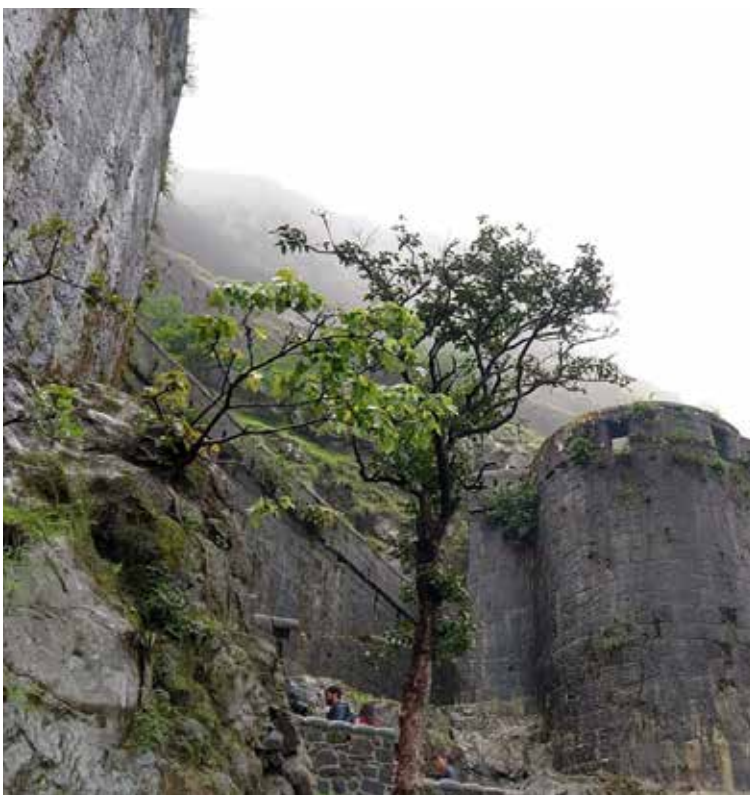


ing an exciting view of Udaipur and its rain-soaked landscape. The palace is on top of a hill, thus offering adequate views of the city, lakes, and surrounding hills. Another scintillating point one should visit during the monsoon is the Saheliyon Ki Bari. With its lush green garden, widely spread-out fountains, lotus pools and marble pavilions, visit this place for the majestic views of the city.

## Lonavala and Khandala, Maharashtra

Connected hill stations, Lonavala and Khandala, situated in the Sahyadri Range, form an ideal monsoon getaway for the people of Mumbai and Pune. The lush green hills, misty valleys and scores of waterfalls make the hill station a perfect place to enjoy the pouring rains.

During the monsoon, the predominantly visited places include Bhushi Dam, situated on the Indrayani River. The extra overflow resulting from its water level forms staircases of cascades, where one can sit to enjoy the cold water and the adjoining scenery. Nestled among lush green flora, Lonavala Lake is ideal for a picnic or boat-



ing. On the outskirts of Lonavala lies Tungarli Lake and Dam, which offer a captivating view of the hills and valleys in the surrounding area. Not to miss are the ancient rock-cut caves, dating back to the 2nd century BC, the Karla and the Bhaja Caves. Intricate carvings and sculptures evoke feelings of the rich history and culture helpful while visiting this region. The Lohagad and Visapur Forts stand at the top of a hill and offer great views of the landscape. The climb up to the forts themselves, with lush green forests and rolling hills, would be quite invigorating.



## Andaman and Nicobar Islands

As the monsoon season commences in Andaman and Nicobar Islands, it gets drenched in the purest attire. The lush green forests, the white sandy beaches and the crystal-clear waters come out to be more picturesque. The underwater world comes alive with vibrant marine life, hence an ideal time for flocks of enthusiasts for swimming and scuba diving.

Radhanagar Beach, with its powdery white sand and turquoise blue waters at Havelock Island, displays an added beauty during the monsoon. Washed by rain, the sand shimmers with each drop falling on it, the swaying palm trees and waves at their gentlest makes for a picture-perfect setting. Elephant beach, on the other hand, is known for coral reefs, marine life and offers excellent scope for swimming and underwater photography.

Chidiya Tapu is a paradise for birdwatchers and one of the must-visit places. Lush green forests along with several bird species flocking the island, enjoy a tranquil and serene environment.



# Explore the Rich Tapestry of Sharjah

*Discover the myriad attractions in Sharjah, the UAE's third largest emirate, with a three-day adventure blending city life, beach relaxation and desert excitement.*

**By Anubha Surana**

## Day 1 - Sharjah City

Begin the day with a relaxing lunch at Al Majaz Waterfront by Khalid Lagoon, a lively area which has beautiful cafes, numerous restaurants, and a picturesque park perfect for family outings and evening walks.

For shopping, visit the contemporary Sahara Centre, home to 350 stores offering both local and international brands. For a more traditional Arabian shopping experience, explore the winding alleys of the iconic Central Souk, where over 600 stalls sell everything from carpets and handicrafts to gold and jewellery.

Stroll over to the Heart of Sharjah heritage district and visit the renowned Sharjah Art Museum, famous for its collection of contemporary Arab art.

Those looking for jewellery can head to the Gold Market. A short walk from the shopping centre, this market houses one of Sharjah's largest clusters of jewellery stores. End the day with a stylish dinner at Al Majaz Waterfront, where one can enjoy views of the Sharjah Fountain and dine at one of many restaurants while overlooking the water.



## Day 2 – Khorfakkan

Journey east to Khorfakkan, less than two hours from Sharjah along the Gulf of Oman. This town on Sharjah's east coast is a favourite for divers, snorkelers, fishermen, and hikers.

Enjoy a hearty hotel lunch before exploring the bay of Khorfakkan, perfect for a leisurely walk with stunning views. Along the corniche, you will find shops, cafes, play areas, and a long crescent beach against the scenic Hajar Mountains. Enjoy the sea breeze, grab an ice cream, and capture some memorable photos.

Relax at Khorfakkan Beach, a 3-km stretch lined with palm trees, football goals, and swings, making it a great playground for both adults and children.



## Day 3 – Mleiha

Start your day with a hearty hotel buffet, then head inland to the Mleiha Archaeological Centre in the heart of Sharjah's central desert. The centre offers guided tours of significant archaeological sites and serves as a gateway to various adventures like trekking, hiking, dune bashing, quad biking, and even paragliding from Mleiha's highest peaks.

After lunch at the archaeological centre, spend the afternoon exploring the desert. Conclude the trip with a vibrant evening at Al Qasba, a bustling area along a canal that connects Khalid and Al Khan lagoons, filled with popular cafes, restaurants, and attractions. It's the perfect spot to wrap up your Sharjah adventure!





## STAY IN MALDIVES AT



# OAGA ART RESORT



### SOME KEY HIGHLIGHTS

- Situated in North Male
- 45 min via Speedboat from Male International airport
- 5 Star, The Greatest All Inclusive Resort

### ROOM CATEGORIES

- Veyoge Gallery Pool Villa
- Haruge Beach Villa with Private Pool
- Bodu Haruge Beach Villa with Private Pool
- Odi Water Villa with Private Pool & Slide

### WELCOME

- Meet & greet at the airport
- Welcome drinks & amenities upon arrival

### COMPLIMENTARY RETURN SPEEDBOAT TRANSFERS



### FOOD & DRINKS

- Breakfast, lunch & dinner at Kaa Kada / La' Fuh Dan
- Alcoholic & Non-alcoholic beverages at Raa Baa
- High Tea at Jeymu Cafe'
- Minibar refilled once daily
- 1 Thashibari In-Villa Dining
- 1 Float-stagram
- 1 Beer tasting at Sobi Bar
- USD 50 credit at Samaasaa per villa
- 1 Learn-A-Dish session
- 1 Cocktail Apprentice session

Represented By



Book with your DMC partner or connect for reference

+91 98116 90504, +91 99992 79060 | [OAGA@INDIA-SALES.COM](mailto:OAGA@INDIA-SALES.COM)



## Al-Faw archaeological area becomes Saudi's 8th site on UNESCO World Heritage list

*The Al-Faw Archaeological Area is at an important point of ancient trade routes in the centre of Arabia. It has the remains of the city, Qaryat al-Faw, abandoned around the 5th century CE, comprising almost 12,000 remains dating from prehistoric to late pre-Islamic times, representing the rich heritage and culture of Saudi Arabia.*

**By Anubha Surana**

Located approximately 650 km southwest of Riyadh and 100 km south of Wadi al-Dawasir, Al-Faw is an oasis of natural beauty merged with historical features. It contains ruins that have remained well-preserved with rows of the traditional mud structure, water management systems, tools, and carvings.

Getting to Al-Faw has become easier with regular flights from Riyadh to Al Jawf, with a mere two-hour drive from the site. Cars can be rented, or taxis can be hired in Al Jawf. Guesthouses which are present nearby provide a unique experience to the visitors with its local décor, cuisine, and cultural activities. Many historical and cultural places of interest can be visited in Riyadh: Diriyah, the founding place of the First Saudi State back in 1727, and the UNESCO World Heritage Site of At-Turaif. The modern Bujairi Terrace offers a cosmopolitan global culinary scene with four Michelin-starred restaurants and authentic local Saudi cuisine. Guests can warm up with Saudi coffee in several traditionally Saudi coffee shops, while more adventure-loving visitors can head out to the Edge of the World, with breathtaking views and excellent hiking. Accommodation choices in Riyadh range



from ultra-luxury venues like the Ritz-Carlton and Four Seasons to more affordable options like the Radisson Blu, depending on taste and budget. For those seeking a little more adrenaline, the Tuwaiq Adventure Camp has hiking, rock climbing, and stargazing with overnight stays starting at \$150 per night.

The e-Visa Programme enables smoother travels to Saudi Arabia, now accessible to visitors from 66 countries. GCC residents and UK, US, or Schengen visa holders can be issued an instant e-Visa. Discover a country of rich heritage and stunning land-

scapes. Al-Faw is the newest member of an ever-growing list of UNESCO World Heritage Sites in Saudi Arabia.

### **About 'Saudi, Welcome to Arabia'**

'Saudi, Welcome to Arabia' has been exclusively established to market Saudi Arabia as a top tourism destination, advance the country's tourism through numerous campaigns, and provide travellers with vital resources. Saudi is fast becoming the world's fastest growing destination, making sure that visitors can plan for captivating experiences all year round.



REPRESENTATION | CONSULTANCY | PR | MARKETING

**ISA TOURISM PVT LTD IS A TOURISM REPRESENTATION, MARKETING, PR AND CONSULTANCY COMPANY FOR THE OUTBOUND TRAVEL SEGMENT.**



**ISA TOURISM PVT LTD**  
*partners in growth*

SOME OF OUR HOTEL BRANDS

**Far East**

HOSPITALITY  
SINGAPORE

REGIONAL SALES OFFICE FOR  
INDIA, MIDDLE EAST AND SOUTH  
ASIA



INDIAN  
REPRESENTATIVE



INDIAN  
REPRESENTATIVE



CHUCHAI BURI  
Sri Amphawa

INDIAN  
REPRESENTATIVE

**We represents and promotes a host of unique, attractive, upscale and luxury hotels, resorts and other tourism entities in India.**

CONTACT US



+91 9811690504 ,+91 9999279060 , +91 9999064470



FarEast@india-sales.com , hotels@india-sales.com , del@india-sales.com



## Divine retreat:

### Discover rustic luxury at Om Vilas in Varanasi

*Peacefully tucked in between the narrow lanes of Christ Nagar in Varanasi lies the opulent Om Vilas. Entering the colossal gate, the colourful graffiti on the wall instantly grabs attention as it tastefully captures the essence of the holy city.*

#### By Ayushi Anand

Greeted by the loud dhol and tilak ceremony done by the in-house pandit, guests are given a warm welcome and are made comfortable at the reception. What follows next are cold towels and refreshing drinks, just as the seamless check-in process takes place. Ready with the room keys, the brightly coloured red and yellow golf carts are made available for guests to get dropped off at their rooms.

#### Rooms

Offering a total of 36 cottages, the resort has two categories : super luxury camps and luxury camps.

The super luxury camps are 500 square feet in size and are covered with custom-upholstered fabric in warm and earthy colours of beige and golden yellow. Upon entering the room, towards the right is a comfortable seating space, and on the left is a wooden table with a chair. Moving further ahead, the bed is made with a crisp white sheet on which the room service creates tow-

el art showcasing their creativity. Walking further will take you to a full length mirror and a spacious wardrobe where expensive belongings can be stored in the locker. The modern wooden bathroom, attached with the room features a generous shower head, neatly stacked bathing essentials on a rack and a ceramic sink.

On the other hand, the luxury camps offer a soothing vibe to the guests with their colonial decorated rooms. Spreading across an

area of 400 square feet, these rooms depict India's rich craftsmanship and architecture. Both categories of rooms have all the necessary amenities such as the hair dryer, WiFi and toiletries. However, surprisingly there are no television sets in any of the rooms as the retreat emphasises on gifting their guests the luxury of spending quality time with their loved ones without the distraction of being glued to the television screens during vacation.







Each of these room categories has an outside seating space overlooking the lush green Swastik Lawn.

## Restaurants

The resort has an open coffee shop and an all day dining space - Machaan Restaurant & Bar, where guests can savour regional as well as international cuisines.

While the open coffee shop lets one lounge and soak in the green surroundings, Machaan Restaurant & Bar is a bigger space where almost 100 guests can be seated with ease, enjoying various flavours from across the globe.

Savour grilled sandwiches, pizzas, parathas, dosas and a variety of breakfast dishes at the open coffee shop while sipping the hot beverage of your choice. At Machaan make sure to try the green Thai curry, noo-

dles, penne pasta, fried rice and dim sums. Pro tip: Do not miss sampling the lip-smacking Litti Chokha which is a local dish prepared authentically by the chef.

## Recreational activities

Om Vilas houses a gymnasium, a swimming pool and a wellness centre.

Providing the latest equipment, the gymnasium has trainers who are committed to helping you stay fit even during the holidays. Is it even a vacation until one dips their feet in the water? Relax or play a game or two in the massive outdoor swimming pool. Opt for soothing massages and therapies at the wellness centre. The spa includes an array of massages including Ayurvedic treatments which aim to heal the body, mind and soul.

For children, the resort has a dedicated play

area comprising swings and slides. Kids can spend hours running in the garden chasing each other or play indoors, learning some of the most fun board games.

Additionally on request, the resort arranges for yoga and meditation sessions that are conducted in serene spaces by experienced professional instructors.

## Experiences

The resort excels in curating unforgettable experiences for its guests. Some of these unmissable activities are: visit to the hinterlands - where one can mingle with the children residing in the nearby villages, touring the Brick Kiln Factory to learn the process of brick making and exploring cultural trails diving into the in-house museum featuring Indian musicians, art forms and history trivia.

Alternately, one can also try their hands on pottery, learn the intricacies of the puppet show and watch the art of preparing copper utensils with bare hands. Tea lovers can sample various collections of teas available at the resort and women can play dress up while getting henna art done on their hands by professional henna artists. Some of the interesting activities to indulge in during the night are stargazing and born fire. Om Vilas also offers guided tours to the Ghats of Varanasi and Sarnath.

### How to reach Varanasi

**Varanasi is well connected by air, train and road.**

**By air: The nearest airport is Lal Bahadur Shastri Airport.**

**By train: The nearest railway stations are Kashi Junction and Varanasi Junction.**

**By road: Uttar Pradesh has a good network of roads where public and private buses run frequently.**

### How to reach Om Vilas

**Address: Off Varanasi Ring Road, Christ Nagar, Varanasi, Uttar Pradesh - 221003  
Phone: 0542 350 0600**





## Crafting a Memorable Stay: Randhir Brar on developing Nivriti Summit View

*Nestled in the heart of India's picturesque landscape, where the Himalayas majestically expand towards the sky, is a luxury retreat redefining tranquillity and luxury—Nivriti Summit View. Brainchild of Randhir Brar - a golfer and an automobile enthusiast who started his journey in the travel industry with Mercury Travels in 1981.*

**By Ayushi Anand**



He later shared his expertise with several agencies such as SITA World Travel, Le Passage and Tui Travel. Brar is a visionary leader whose journey from quite unpretentious beginnings to the pinnacle of the hospitality industry reads nothing short of inspirational. Sharing a delicious Chinese fare at the Delhi Golf Club, we caught up with Brar and learnt about his journey from being a marketer to building a cosy homestay in an offbeat location in Uttarakhand.

### A dream turned reality

After hospitality management, Randhir took up multiple assignments to garner experience and learn from all walks of life in the travel industry. But subconsciously, he had always wanted to create something beyond just a luxurious bed and breakfast. What he had in mind was a spot for solace, wellness and deep bonding with nature. That's when the passion for hospitality and a deep affiliation with his roots brought together the realisation of Nivriti Summit View. "The idea was to create a space where guests can experience the tranquillity and beauty of Uttarakhand," Brar explained. His vision is imprinted on every nook and corner

across the homestay, from traditional architecture to modern facilities. Nivriti means Bliss, "If you're sitting out on the deck and the clouds are changing the scenery, every ten minutes because they are going up and down. It's like a painting," shares Brar.

### A unique blend of classic and contemporary

Tucked away amidst serene hills, Nivriti Summit View is more than just a homestay; it rejuvenates the body and the soul. Contemporary comforts blend into traditional Indian hospitality to set an unprecedented guest experience. Right from the moment one steps in, serenity and finesse seem to ooze out. One of the most striking features of Nivriti Summit View is that it puts together traditional and modern elements effortlessly. This homestay is the epitome of local architecture, with designs executed using local materials and techniques. The homestay avails guests seeking a little luxury and authenticity with modern comforts. As Brar puts it, "The idea was to find a very, very beautiful location. So, it took me six months to drive to Himachal and Uttarakhand to look for the location. And when

we found the location, it was a plateau. It was at 5,400 feet. It had amazing views of the Himalayan range. You could see at least 50 peaks from the area over a wide-angle view of at least 250 kilometres. And the location had a 300-degree view. So, it was wonderful. It has lovely sunsets and sunrises. You get different views - moon sightings, rainbows and all."

### Sustainability and community engagement

Sustainability is a cornerstone of Nivriti Summit View's operations. Brar emphasised the importance of eco-friendly practices. It has integrated some homestay sustainable practices, including rainwater harvesting, solar energy utilisation and waste management systems. Guests at the homestay enjoy activities such as stargazing, yoga, barbecue et al. Sharing the guest experiences, Brar said, "We've had people come in and spend the night just for stargazing. They would cover the solar lamps so that it gets pitch dark." Such a commitment to sustainability will enhance guest experience and positively contribute to the environment.





#UttarakhandHomeStay

# Scenic Bliss, Ultimate Relaxation

Nivriti Summit View where serene surroundings meet exceptional comfort and hospitality.



**FOR RESERVATION**

**+91 8383 8644 00**

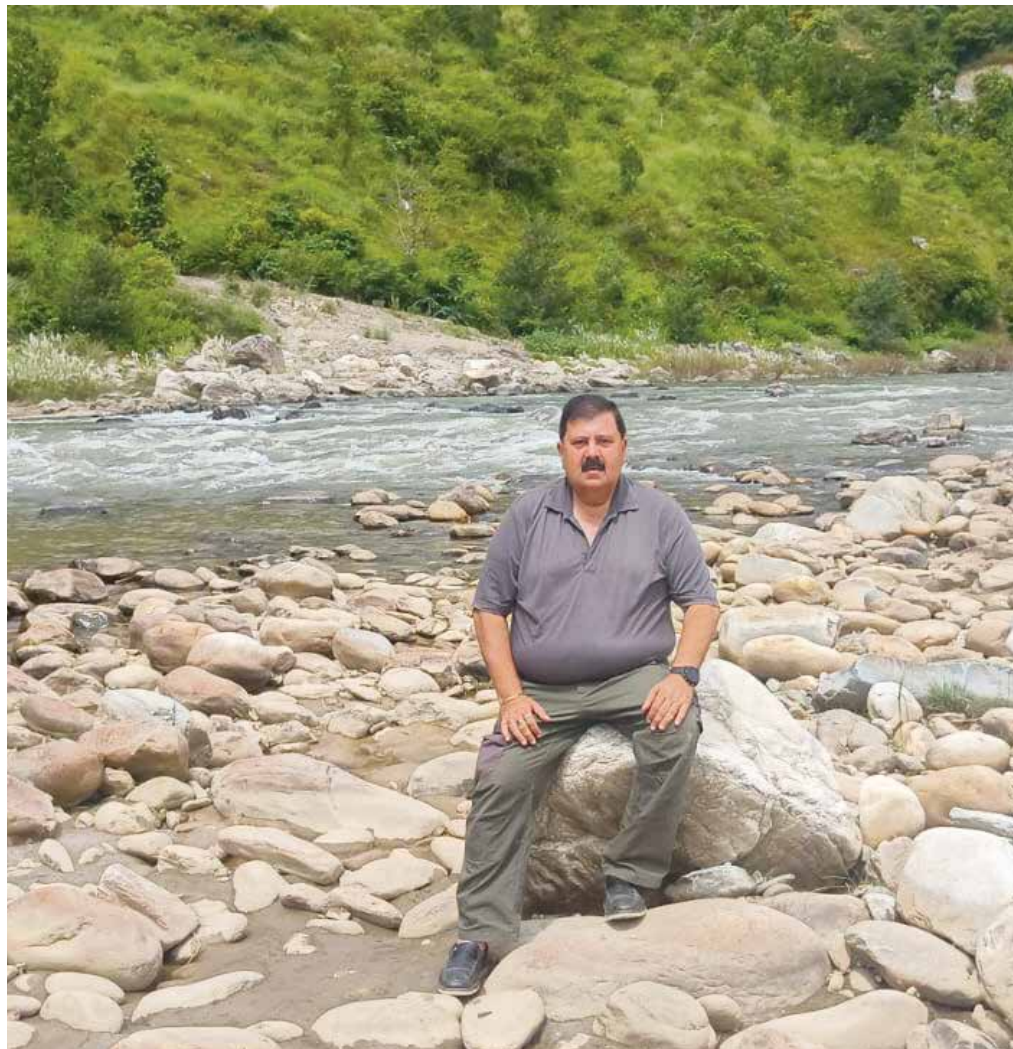
[info@nivritisummitview.com](mailto:info@nivritisummitview.com) | [bkng@nivritisummitview.com](mailto:bkng@nivritisummitview.com)

Jihar, Near - Basot, Bhikiyasen, Distt - Almora,  
Uttarakhand, Pin - 263860, India

[www.nivritisummitview.com](http://www.nivritisummitview.com)







### Customised experience

At Nivriti Summit View, the utmost importance is given to the guest's needs. Brar and his team pull out all stops to make every guest feel truly welcomed and special. This personalised approach reflects in the services provided. Brar says, "At Nivriti Summit View, our focus is to create a personalised and welcoming experience for every guest. We understand that a restful and enjoyable stay is essential, so we pay close attention to every detail. From arranging local trips and culinary journeys to providing a serene environment for relaxation, we go above and beyond to exceed our guests' expectations. Our dedication to making every guest feel special is reflected in the meticulous services and amenities we offer."

### Challenges and triumphs

Setting up Nivriti Summit View took a lot of work. Brar remembered the days of getting through the regulatory requirements to ensure that the sustainable practice had been well-implemented. His unwavering dedication and passion for hospitality helped in times of turbulence. "Setting up Nivriti Summit View was not an easy journey. It

took me six months of driving in Himachal and Uttarakhand looking for the location. We faced challenges with accessibility, ensuring the quality of supplies and dealing with last-minute bookings. The logistics are very different here in comparison to more accessible places like Nainital or Shimla. Despite these challenges, my unwavering dedication and passion for hospitality helped us establish a beautiful and sustainable homestay that has been recognised with several international awards," Brar reflected.

### About Nivriti Summit View

Nivriti Summit View is located in Jihar Village in the Almora district of Uttarakhand. Positioned at an elevation of 5,400 feet, the property provides breathtaking views of snow-clad mountains and valleys. The property has a total of six rooms, with three rooms in a villa and three in separate cottages, ensuring serene environs for the guests.

Ultimately, Nivriti Summit View is a toast to Randhir Brar's vision, dedication and love for his homeland. It offers guests a unique blend of traditional charm and modern lux-

ury while promoting sustainability and personalised services. The homestay remains true to Brar's vision of fusing luxury with sustainability. Since its inception, Nivriti Summit View has been committed to being eco-friendly, engaging with the local community, and offering tailored experiences to the guests. By conserving the beauty of its surroundings and deep attachment to the local culture, Nivriti Summit View offers not only a special retreat but serves as an inspiring model for hospitality ventures in the future.

Brar's journey and his creation underline in no uncertain terms the profound impact that thoughtful, responsible tourism can have on guests and the environment. Nivriti Summit View stands for a philosophy of mindful living, sensitive tourism. More than just an exceptional vacation experience, it reflects and endorses a vision of hospitality that will leave behind a better world. Brar's journey and his creation underline how much conscious, responsible tourism can leave an impact on guests and the environment, setting precedence for the industry and inspiring others to follow the suit.



# COME AND DISCOVER **COURCHEVEL**

FROM 6<sup>TH</sup> DECEMBER 2024 TO 21<sup>ST</sup> APRIL 2025



**COURCHEVEL**  
WORLD'S SKI CAPITAL



## Decades of Dedication: Geeta Maheshwari's rise to prominence in hospitality and travel

*With over two decades of experience in the hospitality and travel industry, Geeta Maheshwari has journeyed from being an Electronic Data Processing (EDP) incharge at the Mansingh Group of Hotels to embarking on an initiative of her own, H&M Services, a company known for its customised marketing solutions for independent hotels and resorts. Supported by leaders in the industry and driven by the never-satiating fire of excellence, Maheshwari has constantly innovated towards building relationships which last with a touch of green. Let's delve deep in her career, the establishment - H&M Services and the fundamental values that drove her to succeed in the competitive hospitality market.*

**By Ayushi Anand**



**Geeta Maheshwari**

**Having over 20 years of experience in the hospitality and travel industry, did you always know this is what you want to do or you had other aspirations?**

After completing BSc. in Computer Science from Kurukshetra University and a postgraduate diploma in Computer Applications from RCC, Chandigarh, I began my career as an EDP incharge at the Mansingh Group of Hotels in 1995. In 2000, I transitioned to the role of Manager in the Sales and Marketing department at Tulip Star Hospitality Services Pvt. Ltd.

I was fortunate to have a strong support from industry leaders, which deepened my passion for the hospitality and travel sectors. Over the past two decades, my collaboration with various industry stalwarts has fuelled my insatiable desire to learn and deliver unparalleled hospitality. I am dedicated to closing the

gender gap in the industry and continuously innovating to benefit independent hoteliers.

**What made you establish H&M Services?**

It has always been my aspiration to establish my own company. I longed for the day when I could confidently say "approved" rather than continually asking, "can you please approve this?" At the age of 28, I realised this dream by founding my first company in partnership with a few colleagues. Nine years ago, I embarked on a new journey by launching my individual venture, Hospitality & Marketing Services (H&M Services).

H&M Services specialises in providing bespoke marketing solutions for independent hotels and resorts, ensuring they achieve their full potential in a competitive market. My company reflects my commitment to excellence, innovation and personalised service in the hospitality and travel industry.

**What are some of the strategies that H&M has put in place to tailor its marketing services according to its clients?**

Our core strategies are perseverance and persistence. Hotels that partner with H&M Services tend to remain with us for the long term, which is a hallmark of our company. We are dedicated to fostering and maintaining strong relationships between our clients and the hotels. This commitment to enduring partnerships is a testament to our belief in the value of long-term collaboration and mutual success.

**In this field, maintaining relationships is very crucial. Do you believe in any specific strategy for doing so?**

At H&M Services, we recognise that maintaining relationships is crucial. Our company has a rich history grounded in this principle. Our motto is to uphold transparency with our partners, ensuring that every interaction is clear and trustworthy. This strategic commitment to accountability and transparency in our operations has enabled us to retain 99% of our partner hotels, even in the challenging post-COVID landscape. Our success in this regard underscores our dedication to building and sustaining strong, long-lasting relationships with our clients.

**What are some of your company's core values without which you would not have come this far?**

At H&M Services, we hold steadfast to values such as maintaining strong relationships and retaining long-term partnerships. Remarkably, many of the hotels that joined us at the inception of our company are still with us today. This enduring loyalty is a testament to our commitment to excellence and trust. Additionally, we take pride in the stability of our team; 50% of the original team members who were with us at the founding of the company continue to be integral parts of our organisation. This consistency underscores our dedication to fostering a supportive and dynamic work environment, which in turn, translates to exceptional services for our clients.





The  
Grand  
HO TRAM

Welcome to

# DISTRICT VUI

*The new icon defining  
luxury entertainment*

  
INTERCONTINENTAL  
GRAND HO TRAM

  
AN IHG<sup>®</sup> HOTEL  
HO TRAM BEACH

 ixora  
by fusion  
ho tram

THE  
BLUFFS  
GRAND HO TRAM

Phuoc Thuan, Xuyen Moc, Ba Ria - Vung Tau, Viet Nam

T: 028 3528 5301 | E: sales@thegrandhotram.com | www.thegrandhotram.com

**Every client has a unique need. How does H&M tailor to each client while keeping their needs in mind?**

Each hotel has unique requirements based on various factors such as its location, area, city category and target clientele, including inbound or domestic guests, wedding planners, and more. At H&M Services, we tailor our approach to these specific needs, leveraging our extensive network to effectively reach and engage all types of clients. Our diverse clientele includes wedding planners, conference organisers and exhibition coordinators, among others. By carefully assessing each hotel's distinct characteristics, we develop and present customised pitches that align with their requirements, ensuring optimal business outcomes.

**How do you measure the success of your marketing campaigns?**

When my previous business partner and I launched our venture in 2003, we were pioneers in our field within the industry. Despite the challenges and transformations brought about by the post-COVID era, we continue to thrive and maintain a strong presence. The fact that we have sustained our success and adapted to the evolving landscape is a testament to our resilience and innovation. This enduring strength and ability to remain relevant amidst industry changes is how I measure our growth and achievements in the sector.

**How do you keep updated on the latest trends in the industry, and how do you put those into your business model?**

I believe that every business has the potential to thrive in this market. Success ultimately hinges on the level of dedication and hard work invested. Consistently applying effort and perseverance yields positive outcomes and rewards.

**What, according to you, are the required personal skills or qualities to become a successful entrepreneur and business leader?**

It is essential to be true to oneself and to have a clear understanding of your strengths and weaknesses. Recognising areas where you may be lacking is crucial, as it allows for continuous self-improvement. Striving for improvement at every stage of life is a fundamental principle that guides both personal and professional growth.

**Can you tell us about your leadership style and its evolution over time?**

Everyone possesses their own unique leadership qualities, and my approach is to work collaboratively with the team rather than adopting a bossy demeanour. I believe in fostering a cooperative environment where each member feels valued and empowered. This inclusive style of leadership encourages innovation, mutual respect, and a stronger, more cohesive team dynamic.

**How do you deal with risk and uncertainty within your business, especially when dealing with such a volatile industry as hospitality?**

I refrain from applying aggressive, capitalistic risk-taking strategies in the inherently volatile hospitality industry. Instead, I place my trust in a higher guidance, seeking divine wisdom to direct me along the right path. I pray for the strength and discernment to navigate my professional journey with integrity, ensuring that my actions benefit all involved and avoid causing harm to anyone. This approach underscores my commitment to ethical practices and sustainable success in our industry.

**Does sustainability have a role in your business practices?**

Absolutely. Sustainability is a critical component of our business practices today. We are committed to integrating sustainable practices not only within our own workplace but also across the hotels we represent. Many of our partner hotels are actively transitioning towards eco-friendly systems and sustainable models. This commitment reflects our dedication to

environmental responsibility and our efforts to support and promote sustainable development within the hospitality industry.

**Can you tell us about a significant milestone or achievement H&M has reached?**

The recognition I have achieved through my name and reputation has been quite fulfilling. While I am yet to receive a major industry award, I am confident that numerous accolades will come my way in the near future.

**Can you provide the data on H&M's growth in year-over-year revenue increase and client acquisition rates?**

We began our journey with just two hotels and today, we proudly manage a portfolio of 21 properties. Remarkably, the hotels that partnered with us in the early stages of our company are still with us. This enduring relationship highlights our commitment to excellence and the trust we have built with our partners over the years.

**The hospitality industry has evolved a lot since the beginning of your career. How do you anticipate these changes and cope with them?**

When we embarked on our careers, we operated in a predominantly manual environment. We began with typewriters and then witnessed the advent of fax machines, computers and scanners. Our generation has experienced the full spectrum of technological advancements. Embracing these changes, we have consistently adapted and leveraged new technologies to our advantage, ensuring that we remain at the forefront of innovation and efficiency in our industry.

**What would you advise entrepreneurs who wish to start their career in hospitality and marketing?**

Dedicate yourself to hard work and cultivate the habit of continuous learning. By consistently striving to expand your knowledge and skills, you can unlock limitless opportunities and achieve exceptional success.



# A Stay Like No Other



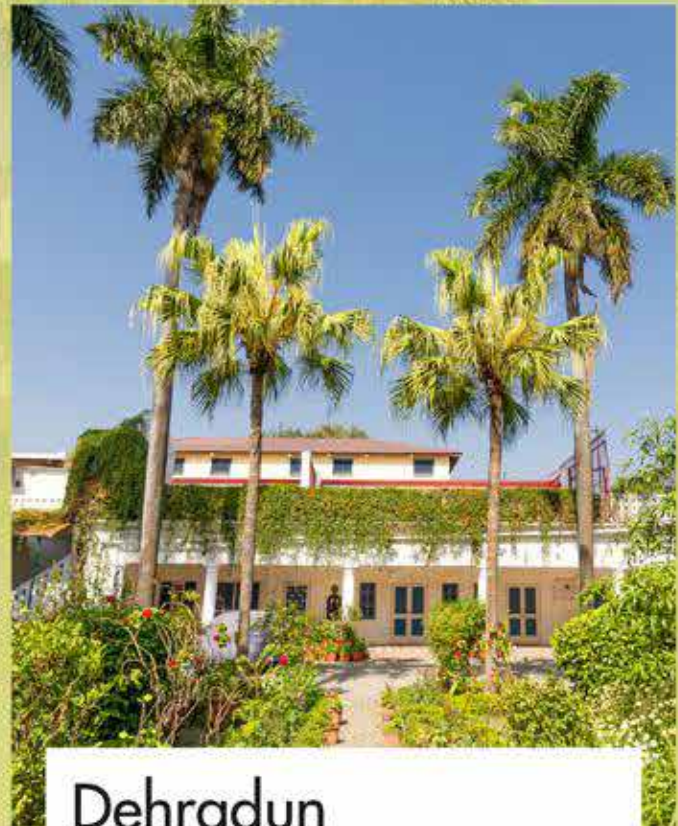
Indulge in the perfect blend of casual elegance and homeliness at Mango Tree Courtyard Dehradun, Mussoorie, and Goa.

Whether you seek Dehradun's liveliness, the majestic hills of Mussoorie, or Goa's spectacular sunsets and beaches, you have all the makings of your dream getaway. Come. Relax. Enjoy. Explore.



## Mussoorie

Mango Tree Courtyard Mussoorie provides panoramic vistas of rolling hills and misty mornings. Well-appointed, cozy rooms enhance your connection with the surrounding beauty, thanks to large windows and balconies that bring the outside in. And don't miss Mall Road's endless shopping and dining options, a short walk away from your peaceful retreat.



## Dehradun

History, elegance and graciousness are hallmarks of Mango Tree Courtyard Dehradun. Wake to the melody of birds singing in the trees, a steaming cup of coffee and a delicious, home-cooked breakfast.

This century-old, heritage family property boasts spacious rooms, tasteful decor, modern amenities, and lush gardens beckoning you to relax and unwind.



## Goa

Strategically located to offer easy access to the best beaches, restaurants and clubs, Mango Tree Courtyard Goa offers a haven of comfort. Chic decor, modern amenities and attentive staff ensure your stay is as delightful as the destination itself.



## Dive into the hidden treasures of Madhya Pradesh: A multifaceted destination for every traveller

*Madhya Pradesh boasts an array of tourism products, each catering to a different facet of your wanderlust. Nestled in the heart of India, Madhya Pradesh is a land of myriad wonders, an intriguing destination that beckons travellers from across the globe. From wildlife enthusiasts to heritage aficionados, culture connoisseurs to pilgrims, Madhya Pradesh has something extraordinary in store for every traveller.*



**Sheo Shekhar Shukla (IAS)**

Sheo Shekhar Shukla, Principal Secretary Culture and Tourism and Managing Director, Madhya Pradesh Tourism Board, describes the state as an offbeat destination and said, "A diverse and multifaceted approach led Madhya Pradesh Tourism Board caters to 360 degree interests of the tourists. The state is an offbeat multi-specialty destination of first choice and the introduction of new circuits, festivals and setting up of luxurious tent cities at offbeat destinations, providing rural experiences were some of the benchmarks. With continual efforts in this direction Madhya Pradesh is reputed as a safe destination for travellers, especially women solo travellers, making it a must-visit destination."

The unique niche tourism products that make Madhya Pradesh an irresistible destination includes:

### Rock art trails: A journey through time

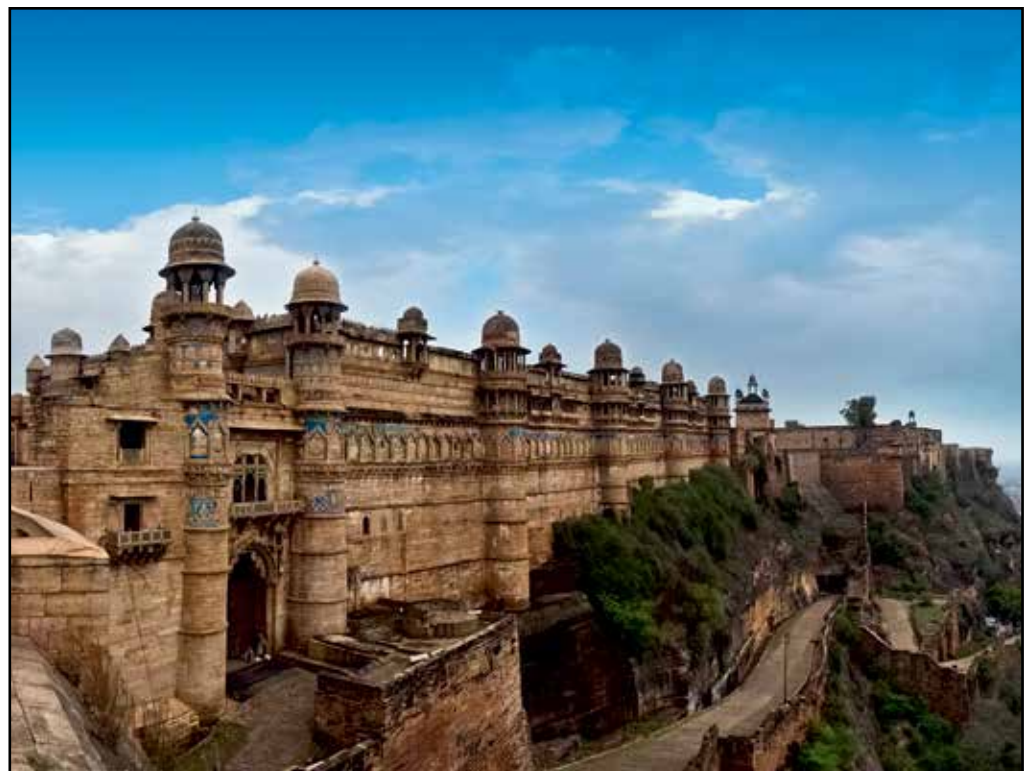
Unearth the ancient secrets of Madhya Pradesh through its mesmerising rock art trails. Delve into the mystical caves of Bhimbetka, a UNESCO World Heritage Site, where prehistoric rock paintings narrate tales of our distant ancestors. The rock shelters of Bhimbetka are a true archaeological wonder that draws history buffs and art enthusiasts from far and wide. Renowned Rock Painting sites in Madhya Pradesh also include - Bhimbetka Rock Shelters, Satpura Tiger Reserve (Panaarpani & Churna Zone), Panna National Park (Hinouta Zone), Chaturbhuj Nala (Gandhi Sagar Wildlife Sanctuary), Katni Rock Paintings (Near Collectorate Residence), Adamgarh Rock Shelters (Narmadapuram), Gaura Mountain Hill (Sidhi district) and Dhaulagiri (Beechhee village, Sidhi district).

### Heritage itineraries: Relive the glorious past

Madhya Pradesh is a treasure trove of historical heritage. Explore the regal palaces of Gwalior, the majestic temples of Khajuraho and the grand forts of Mandu. Immerse yourself in the rich tapestry of the state's history with heritage itineraries that take you back in time.

### Textile Tourism: Weaving dreams in Madhya Pradesh

Experience the vibrant textile traditions of the state through textile tourism. Witness the intricate craftsmanship of Chanderi sarees, Maheshwari fabrics and Bagh prints. Dwell in the Chanderi Festival and meet the artisans, watch them at work and take home a piece of Madhya Pradesh's textile legacy. The state is home to the iconic textiles such as Chanderi Cotton, Bagh Print and Maheshwari Sarees. Those who have a keen interest in textiles must visit Prapur,



**Fort, Gwalior**





**River Rafting, Orchha, (Dist.Niwari)**

Chanderi which is India's first Handloom Craft Village.

**Cuisine Tourism:** A gastronomic adventure Savour the flavours of Madhya Pradesh with its unique cuisine tourism. Indulge in the spicy delights of Indori Poha, the subtleness of Ratlami Sev and the sweetness of Jalebi. The state's culinary diversity is a treat for foodies who yearn for a taste of authentic Bundelkhandi and Baghelkhandi cuisines. One can try the Malwa cuisine, Nimar cuisine, Gwalior cuisine, Bhopal cuisines and Mahalkhoshal cuisine.

**Tribal Tourism:** Discover indigenous cultures Madhya Pradesh is home to a mosaic of indigenous tribes, each with its own distinct culture and traditions. Dive deep into the lives of the Gonds, Bhils and Baigas. Learn about their customs, folklore and unique way of life. Enjoy the authentic rural experiences at the tourism villages like Madla (Panna), Ladhpora Khass (Orchha), Kunalpura near Khajuraho and many others. The prominent tribes of MP include, Bhil, Gond, Kol and Korku, Sahariya, Baiga, Bharia and Sour and Pardhan.

**Museum Tourism:** A walk through art and history Explore the extensive collection of art and history in Madhya Pradesh's muse-

ums. From the Tribal and State Museum in Bhopal to Maharaja Chhatrasal Museum of Khajuraho, each museum is a repository of the state's cultural heritage and artistic brilliance. The list of must visit museums include - Museum of Mankind, Bhopal, Central Museum, Indore, Rani Durgawati Museum, Jabalpur, Tulsi Museum, Ramvan, Satna, Maharaja Chatrashal Museum, Chhatarpur, Gujri Mahal Museum, Gwalior, Triveni Museum, Ujjain, Tribal and State Museum, Bhopal, Maharaja Chhatrasal Museum, Khajuraho, Aadivart tribal museum, Khajuraho.

**Festival Tourism:** Celebrate life with the locals Immerse yourself in the heart of India by experiencing Madhya Pradesh's captivating festivals. These celebrations offer a unique window into the state's rich culture, traditions, and spiritual heritage. Mark your calendars to attend festivals such as the Khajuraho Dance Festival (Feb 20-26), Tansen Festival (Tentative dates December 16-20), Gandhisagar Festival (September), Jal Mahotsav (December/January), Chanderi Festival (October), Kuno Forest Festival (October), Lokrang and Art Ichol.

**MICE Tourism:** Meetings, Incentives, Conferences, and Exhibitions Madhya Pradesh offers excellent facilities for MICE tourism.

Host your business meetings, conferences or exhibitions in the state's modern venues and combine business with leisure by exploring its captivating attractions. MP's rich heritage, diverse culture is complemented by exceptional infrastructure of MICE destinations like Maharaja Chhatrasal Convention Center of Khajuraho and Kushabhau Thakre International Convention Centre of Bhopal which make as the perfect canvas for the world's most significant events. Apart from this Taj Lakefront in Bhopal, Brilliant Convention Centre in Indore and many other private partners provide similar facilities.

**Adventure Tourism:** Seek thrills in the wilderness

Madhya Pradesh is a paradise for adventure seekers. Immerse yourself in the heart of nature and experience the thrill of trekking in Pachmarhi, river rafting in Orchha and wildlife safaris in Bandhavgarh, Kanha National Park and Pench National Park.

Come, embark on a journey that transcends the ordinary and uncover the hidden treasures of Madhya Pradesh – an experience that will leave an indelible mark on your heart and soul.

# Trulyy India Hotel and Resort's Rise: A Conversation with Naresh Arora

*The dynamic Founder and CEO of Trulyy India Hotels and Resorts, Naresh Arora, is known for reinventing the mid-segment hospitality sector. He created a space for travel enthusiasts that is combined with sustainability and responsible tourism. Let's delve deep into the inspirations, challenges and key decisions that sped Trulyy India to the forefront and set it apart in a fiercely competitive market. Continue reading as Arora shares insights to the organisation as well as spills the beans on balancing his personal and professional life in the ever so demanding hospitality sector.*

By Vaidehi Kaushik



Naresh Arora



## What was the inspiration behind Trulyy India Hotels and Resorts?

The main inspiration was to build a hotel chain catering to the demands of mid-segment (three and four star) clients and live up to their expectations.

With a focus on sustainability, responsible tourism and promoting local communities, Trulyy India Hotels and Resorts strives to create unforgettable memories for guests while contributing to the preservation and promotion of India's cultural heritage. The company's commitment to authenticity, quality, and guest satisfaction sets it apart as a premier destination for travellers seeking a truly immersive Indian experience.

Trulyy India Hotels and Resorts is a hospitality company that aims to offer immersive and authentic experiences showcasing the rich cultural tapestry of India. The company operates as a collection of boutique hotels and resorts located in diverse regions across India, each designed to reflect the local heritage, traditions and architecture of the area.

Trulyy India Hotels and Resorts prides itself on providing a deep connection to the destination the travellers are visiting, offering personalised services, unique cultural experiences and a warm hospitality that captures the essence of Indian hospitality.

## Please share some updated statistics regarding the number of properties, rooms, area and locations where Trulyy India Hotels and Resorts are visited.

Currently, we boast a portfolio of 15 exquisite properties strategically located in renowned tourist destinations across Rajasthan and Gujarat, offering a total of 700 keys. The majority of our properties are meticulously designed to resemble palaces and resorts, exuding a regal charm and providing guests with a luxurious and opulent experience. The accommodation options range from spacious rooms measuring 309 square feet to expansive suites spanning up to 1000 square feet, catering to the discerning preferences and comfort of our esteemed guests.

## Which of the locations produces the highest revenue and what do you think is the reason behind that?

The majority of our properties are situated in exceptional tourist destinations which are rich in history and culture. Among them, our properties in Jaipur stand out as significant revenue generators, as the city is renowned for hosting elaborate destination weddings for NRI clientele. Jaipur's regal charm and cultural heritage make it a preferred choice for hosting grand and memorable wedding celebrations, contributing significantly to our overall revenue.

## What percentage of your bookings come from direct channels as opposed to third-party platforms?

We get 70% from direct channels and 30% from third party platforms.

## Can you share any lessons you've learned from your journey as a CEO that have been particularly impactful?

As a CEO, there are several impactful les-





sons that can be learned through experience and reflection.

**Embrace change:** In today's fast-paced business environment, adaptability and agility are crucial. Embrace change, anticipate shifts in the market and be willing to pivot your strategies when necessary.

**Focus on company culture:** Cultivating a positive and inclusive company culture can have a significant impact on employee morale, productivity, and overall success. Your team is your greatest asset, so ensure they feel valued and motivated.

**Delegate and empower:** Learn to delegate tasks effectively and empower your team to make decisions. Trusting your team and giving them autonomy can lead to innovation and growth.

**Continuous learning:** Stay curious, keep learning, and seek new knowledge and insights. The business landscape is constantly evolving, and being informed and adaptable is the key to success.

**Communication is key:** Clear and transparent communication is essential for building trust and alignment within your organisation. Keep your team informed, engaged and motivated through open and honest communication.

**Focus on customer experience:** Prioritise delivering exceptional customer experiences. Happy and loyal customers are the foundation of a successful business, so ensure that customer satisfaction is at the forefront of your strategies.

**Stay resilient:** As a leader, you will face challenges and setbacks. Cultivate resilience, learn from failures and use them as

opportunities for growth and improvement.

**Maintaining such a successful chain of hotels is indeed a task. Does your personal life get affected? How do you manage the both?**

A hotel company can be demanding and all-consuming, often blurring the line between personal and professional life. The pressure to maintain high standards, deliver exceptional guest experiences and drive profitability can take a toll on your personal well-being if not managed effectively. Here are some strategies which I practice to balance my personal life while leading a thriving hotel company:

**Set Boundaries:** Establishing clear boundaries between work and personal life. Define specific working hours and designate time for personal activities, hobbies and relaxation.

**Delegate responsibility:** Trust your team and delegate tasks to capable individuals. Empowering your team to take on responsibilities can help lighten your workload and create a more sustainable work-life balance.

**Prioritise self-care:** Make time for self-care activities such as exercise, meditation, hobbies or spending time with loved ones. Prioritising your physical and mental well-being is essential for maintaining balance and preventing burnout.

**Time management:** Develop effective time management strategies to prioritise tasks, set realistic goals and optimise productivity. Utilise tools such as scheduling software, to-do lists, and time-blocking techniques to make the most of your time.

**Regular breaks:** Take regular breaks throughout the day to recharge and avoid continuous work without rest. Schedule short breaks to step away from work, refresh your mind, and return with renewed focus.

**Seek support:** Surround yourself with a strong support system of friends, family and mentors who can provide guidance, perspective and emotional support during challenging times.

**Work-life integration:** Instead of striving for a strict separation between work and personal life, aim for work-life integration where your personal values and priorities align with your professional goals. Find ways to incorporate personal activities and passions into your daily routine.

**Practice mindfulness:** Practicing mindfulness and being present in the moment can help reduce stress, increase focus and improve overall well-being. Incorporate mindfulness practices such as deep breathing, meditation or mindfulness exercises into your daily routine.

**What strategies do you implement to market and advertise your hotel brand? What do you think is the best strategy so far?**

Marketing and advertising the hotel require a comprehensive strategy that combines digital marketing, traditional marketing, brand partnerships and innovative campaigns to engage with customers and promote the unique experiences offered by the hotels.



**Could you tell us about the expansion plans for Trully India? Are there any new properties or regions you're particularly excited about?**

Expanding Trully India Hotels and Resorts can be an exciting venture that requires careful planning, market analysis, financial considerations and a clear growth strategy. Here are some expansion plans that Trully India Hotels and Resorts may consider implementing:

**New property development:** Acquiring or developing new properties in key tourist destinations across India to expand the portfolio of Trully India Hotels and Resorts. This can include luxury resorts, boutique hotels, heritage properties and eco-friendly accommodations.

**Franchise and management agreements:** Exploring franchise and management agreements with property owners to operate under the Trully India brand. This allows for rapid expansion without significant capital investment.

**International expansion:** Considering expanding into international markets to cater to global travellers seeking authentic Indian hospitality experiences. Identifying strategic locations with high tourist traffic and cultural affinity for Indian offerings.

**Portfolio diversification:** Diversifying the hotel portfolio to include a range of offerings such as budget hotels, mid-scale properties, wellness retreats and experiential stays to cater to diverse traveler preferences.

**Technology integration:** Implementing innovative technology solutions to enhance guest experiences, optimise operations, and improve efficiency. This can include smart room amenities, mobile check-in/check-out, and personalised guest services.

**Sustainability initiatives:** Incorporating sustainable practices and eco-friendly initiatives across all properties to appeal to environmentally conscious travellers and contribute to conservation efforts.

**Strategic partnerships:** Forming strategic partnerships with travel agencies, tour operators, online platforms and other industry stakeholders to expand reach, attract new customers and drive bookings.

**Marketing and branding initiatives:** Investing in marketing campaigns, brand partnerships and promotions to increase brand visibility, attract a wider audience and position Trully India Hotels and Resorts as a preferred choice for travellers.

**Employee training and development:** Prioritising employee training and development programs to ensure consistent service quality, uphold brand standards, and foster a culture of excellence across all properties.

**Are there any emerging regions which you feel represent significant opportunities for both domestic and inbound tourists?**

India is a diverse and culturally rich country with a wide range of destinations that offer unique experiences for both domestic and inbound tourists. Some emerging regions in India that represent significant opportu-

nities for tourism growth and development include:

**Goa:** With its pristine beaches, historical sites, water sports and amazing nightlife—overall, Goa provides a perfect blend of sun, sand and adventure making it a top tourist destination.

**Northeast India:** The north-eastern states of India are emerging as offbeat destinations known for their natural beauty, diverse cultures and adventure tourism opportunities such as trekking, wildlife viewing and cultural experiences.

**Uttarakhand and Himachal Pradesh:** The hill stations and scenic landscapes of Uttarakhand and Himachal Pradesh in the Himalayan region attract domestic and international tourists seeking tranquility, spiritual retreats, trekking and outdoor activities amid picturesque surroundings.

**Madhya Pradesh:** Known for its rich wildlife reserves such as Kanha and Bandhavgarh National Parks, historical landmarks like Khajuraho temples and cultural heritage sites, Madhya Pradesh is emerging as a destination for wildlife enthusiasts, history buffs and heritage travellers.

**Kerala:** Beyond the backwaters of Alleppey and the hill stations of Munnar, emerging regions in Kerala like Wayanad, Bekal and Varkala offer eco-tourism, wellness retreats and beach experiences for travellers seeking tranquility and natural beauty.

**Given the rise of ecotourism and sustainability, has Trully Hotels and Resorts put in place such an initiative?**

Trully Hotels and Resorts recognises the importance of sustainability and environmental conservation in the hospitality industry and has implemented initiatives to promote ecotourism and responsible practices across its properties. Some of the eco-friendly initiatives that Trully Hotels and Resorts have put in place include:

**Energy conservation:** Implementing energy-efficient solutions such as LED lighting, energy-saving appliances and smart thermostats to reduce electricity consumption and carbon emissions.

**Water management:** Installing water-saving fixtures, implementing grey water recycling systems, and promoting water conservation practices to minimise water usage and support sustainable water management.

**Waste reduction:** Establishing recycling pro-





grams, composting initiatives and waste segregation practices to minimise waste generation, promote recycling and reduce environmental impact.

**Sustainable sourcing:** Partnering with local suppliers, farmers and artisans to source organic, locally produced ingredients, materials and products to support the local economy and reduce carbon footprint.

**Green building design:** Incorporating sustainable building materials, eco-friendly construction practices and green design elements to minimise environmental impact and promote energy efficiency.

**Community engagement:** Engaging with local communities, supporting cultural heritage conservation, contributing to community development projects, and empowering local residents through employment opportunities and skills training.

**Biodiversity conservation:** Preserving natural habitats, protecting wildlife species and promoting biodiversity conservation through eco-sensitive practices and wildlife conservation efforts.

**Educational programs:** Raising awareness about sustainability, environmental stewardship and responsible tourism among guests, employees and communities through educational programs, eco-tourism and workshops.

## Which of the new trends in travel and tourism do you think will come to have an impact on Hotel businesses?

Several new trends in travel and tourism

are expected to have a significant impact on the hotel business, shaping guest preferences, industry standards, and operational practices. Here are some key trends that are likely to influence the hotel industry:

**Digital transformation:** The digitisation of guest experiences, from mobile bookings and contactless check-ins to personalised recommendations and virtual concierge services, will continue to transform how hotels engage with guests and deliver seamless and convenient experiences.

**Sustainable travel:** The growing focus on sustainability, eco-conscious practices and responsible tourism will drive hotels to adopt green initiatives, reduce carbon footprint, source locally and enhance environmental stewardship to meet the expectations of environmentally conscious travellers.

**Wellness tourism:** The rising demand for wellness-focused travel experiences, including spa retreats, wellness programs, healthy dining options, fitness activities and mindfulness practices, will lead hotels to incorporate wellness offerings and design spaces that promote well-being.

**'Bleisure' travel:** Blending of business and leisure travel, where travellers extend work trips for leisure activities or mix business meetings with leisure experiences, will influence hotel offerings, amenities and services to cater to the needs of multi-purpose travellers.

**Experience-based travel:** The emphasis on experiential travel, cultural immersion, au-

thentic local experiences, and unique activities will drive hotels to curate memorable and immersive experiences for guests, collaborating with local partners and showcasing the destination's cultural heritage.

**Flexible booking policies:** The need for flexibility, cancellation options and refund policies in response to unpredictable travel conditions, last-minute changes and evolving travel restrictions will prompt hotels to offer more flexible booking terms and value-added perks to attract and retain guests.

**Contactless technology:** The adaptation of contactless technologies, such as mobile check-in/check-out, keyless entry, digital room controls and mobile payments, will become standard practices in hotels to enhance guest safety, streamline operations and provide a touch-less guest experience.

**Remote work travel:** The rise of remote work and digital nomadism will lead to an increase in "workcation" packages, extended stay options, co-working spaces and amenities tailored to remote workers seeking work-life balance while traveling, reshaping hotel business models and services.

## What has been the most rewarding part about your journey at Trully India so far?

**Creating memorable guest experiences:** Interacting with guests, creating exceptional experiences and receiving positive feedback and gratitude for providing outstanding hospitality services can be highly rewarding for team members at Trully India.

**Professional growth and development:** Opportunities for learning, skill development, career advancement and personal growth within the company can be rewarding for employees looking to expand their knowledge, expertise and capabilities in the hospitality industry.

**Innovation and creativity:** Contributing to innovative initiatives, implementing creative solutions and participating in special projects that drive business growth, enhance guest experiences and showcase creativity can be rewarding for employees seeking to make a meaningful impact.

**Recognition and appreciation:** Being recognised for hard work, dedication and outstanding performance through awards, incentives, promotions and praise from leaders and peers can boost morale, motivation and a sense of accomplishment.

Contributing to sustainability and social re-



sponsibility: Participating in sustainability initiatives, community outreach programs, environmental conservation efforts and social responsibility projects that make a positive impact on the environment and local communities can be personally fulfilling and rewarding.

Customer satisfaction and loyalty: Building rapport with guests, exceeding their expectations, and fostering long-term relationships that result in repeat business, positive reviews, and loyal customers can be gratifying for employees who take pride in delivering exceptional service.

### **What is your vision for the future of Truly India? What is the kind of legacy you would like to leave behind?**

I can provide insights on the potential vision and legacy that Truly Hotels and Resorts in India may aspire to create.

Excellence in hospitality: To be recognised as a leading hospitality brand in India, known for exceptional service, luxury accommodations, unique experiences and a commitment to guest satisfaction.

Sustainability and responsibility: To be a pioneer in sustainable tourism practices, environmental conservation and community engagement, setting a benchmark for eco-friendly initiatives in the hospitality industry.

Innovation and technology: To leverage cutting-edge technology, digital solutions and data analytics to enhance operational efficiency, personalise guest experience and stay at the forefront of industry trends.

Expansion and growth: To expand the portfolio of Truly India properties, enter new markets and diversify offerings to cater to a wider range of travel preferences and emerging market segments.

Cultural heritage preservation: To celebrate India's rich cultural heritage, promote local craftsmanship, support artisans and cultural events and showcase the beauty and diversity of Indian traditions in each property.

Employee empowerment: To cultivate a culture of inclusivity, diversity, talent development and employee well-being, where team members feel valued, motivated and empowered to excel in their roles.

Guest-centric approach: To prioritise guest satisfaction, personalisation and loyalty by anticipating needs, exceeding expectations and creating memorable experiences that

foster long-term relationships and brand advocacy.

Positive impact: Leaving a lasting legacy of positive societal impact through sustainable practices, responsible tourism initiatives, community outreach programs, and environmental conservation efforts that benefit local communities and future generations.

Hospitality excellence: Establishing a legacy of hospitality excellence, renowned for impeccable service, attention to detail, luxurious accommodations, and a warm, welcoming ambiance that resonates with guests and industry peers.

Innovation and creativity: Fostering a legacy of innovation, creativity and forward-thinking in hospitality, by introducing unique concepts, experiential offerings, and technological advancements that shape the future of the industry.

Cultural preservation: Preserving and promoting India's cultural heritage, traditions, and craftsmanship through authentic experiences, partnerships with local artisans, and initiatives that celebrate the country's diverse cultural tapestry.

Inspiring leadership: Leaving a legacy of inspiring leadership, visionary direction and a commitment to excellence that motivates and empowers team members, sets high standards for service quality and defines the legacy of Truly India in the hospitality landscape.

### **What would, for you, be the best entrepreneurial advice you would have for budding hospitality entrepreneurs?**

For budding hospitality entrepreneurs looking to venture into the dynamic and competitive world of the hospitality industry, here are some key entrepreneurial advice to consider.

Define your unique value proposition: Identify your niche, define your unique selling points and differentiate your hospitality business by offering a compelling value proposition that resonates with your target audience and sets you apart from competitors.

Focus on guest experience: Prioritise exceptional guest experiences, personalised service and attention to detail to create memorable and positive interactions that build customer loyalty, generate positive reviews and attract repeat business.

Embrace innovation: Stay abreast of emerging technologies, trends and consumer preferences in the hospitality sector and embrace innovation to enhance operational efficiency, improve guest engagement and adapt to changing market dynamics.

Build strong industry networks: Cultivate relationships with industry professionals, suppliers, partners and mentors to gain valuable insights, access resources, collaborate on opportunities and stay connected with the broader hospitality community.

Invest in employee training and development: Empower your team with training, mentorship and professional development opportunities to foster a culture of excellence, employee engagement and commitment to delivering exceptional service to guests.

Monitor and adapt to market trends: Stay agile, proactive and adaptable by monitoring market trends, guest feedback and performance metrics to make informed decisions, adjust strategies and capitalise on emerging opportunities in the hospitality landscape.

Manage financial resources wisely: Develop a sound business plan, budget effectively and manage financial resources judiciously to ensure fiscal sustainability, cash flow management, profitability and long-term growth for your hospitality venture.

Prioritise sustainability and responsible practices: Incorporate eco-friendly initiatives, sustainability practices and responsible tourism principles into your business operations to support environmental conservation, meet guest expectations for sustainable travel and contribute to social responsibility goals.

Seek feedback and improve continuously: Listen to guest feedback, reviews and suggestions to identify areas for improvement. Implement enhancements and continually strive to elevate the guest experience, innovate offerings and refine your hospitality business model.

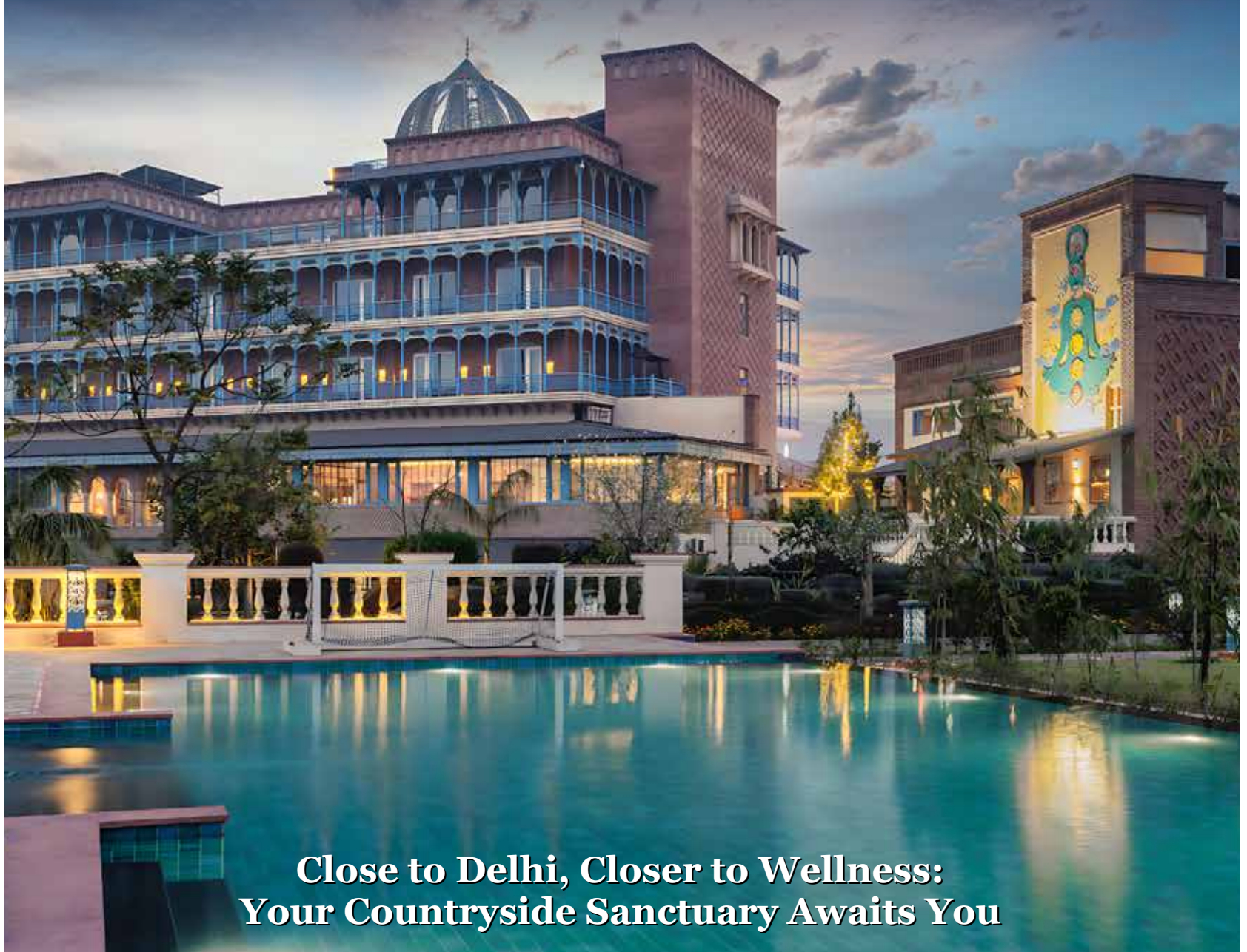
Stay resilient and persevere: Entrepreneurship in the hospitality industry can be challenging, with ups and downs, unforeseen obstacles and competitive pressures. Stay resilient, persevere through setbacks, learn from failures and maintain a positive mindset to navigate challenges and achieve long-term success.





# Namaste Dwaar

## Award-winning Resort



**Close to Delhi, Closer to Wellness:  
Your Countryside Sanctuary Awaits You**

Experience the charm of rural life and a change of scenery on your weekends, holidays and special occasions. Just a short drive from New Delhi, Namaste Dwaar resort offers a perfect blend of relaxation and enjoyment so that you can unwind and reconnect with loved ones amidst nature.



Rustic Luxe Accomodation



Pet-friendly Rooms



Family Activities



105 KM Milestone NH-58 - Delhi-Haridwar-Dehradun  
Highway, Mansurpur, Uttar Pradesh - 251203  
For reservations: [www.namastedwaar.com](http://www.namastedwaar.com)  
+91 9818400525 , +91 9818438001 | [reservations@namastedwaar.com](mailto:reservations@namastedwaar.com)





## Travel Agents Association of India – Karnataka Chapter announces newly elected members

*The Travel Agents Association of India (TAAI) announced the newly elected members for its Karnataka Chapter. The election, saw active participation from the state's leading travel professionals.*



**Niranjana S Bhargava – Chairman**

It marks a significant step in reinforcing the association's commitment to enhancing the travel industry's standards and advocating for the interests of travel agents in Karnataka.

**The newly elected members are:**

Niranjana S Bhargava – Chairman  
Jitendra Shetty – Hon. Secretary  
KS Balaji – on. Treasurer

The new leadership team brings a wealth of experience and a shared vision to drive for-



**Jitendra Shetty – Hon. Secretary**

ward initiatives that will benefit the travel sector in Karnataka. The new team's expertise spans over various facets of the travel industry, including corporate travel, leisure travel and tourism development.

Bhargava, the newly elected Chairman, expressed his enthusiasm, saying, "I am honoured to lead such a dynamic team. Our primary goal is to strengthen the network of travel agents in Karnataka, provide continuous professional development, and ad-



**KS Balaji – on. Treasurer**

vocate for policies that support the growth and sustainability of our industry."

The TAAI Karnataka Chapter aims to introduce innovative programs and workshops that focus on emerging trends in travel, technology adoption, and customer service excellence. The new committee is also committed to fostering stronger partnerships with tourism boards, airlines, hotels, and other stakeholders to create a more integrated and robust travel ecosystem.

## Frankfinn Triumphs with Dual Wins at THSC 10th Anniversary Celebration



Frankfinn Institute of Air Hostess Training, the world's premier air hostess training institute, has added one more glorious feather to its cap by bagging two prestigious awards at the Tourism & Hospitality Skill Council's (THSC) 10th Anniversary Celebration.

The event was held in the India Habitat Centre, New Delhi, on Thursday, 1st August 2024. Frankfinn received awards for the Highest Training Centre Affiliation for Student Paid Programme and the Highest En-

rollment in Student Paid Programme. These awards were presented by Mr. Rajan Bahadur, CEO of THSC, and received by Mr. Anshul Gauba, Director of sales and Operations, Frankfinn Group.

The THSC awards recognise companies that rank in skilling and training performance. Other prominent awardees were JITM, PVR, The Leela, The Oberoi Group of Hotels, and Frankfinn. Frankfinn's history of excellence is already documented; the "Best Training Partner" award by THSC was received by Frankfinn four times between 2017 and 2023. This year's recognition further consolidates its position of providing quality training through its various centres spread across India, including smaller cities.

With the industry experience since 1993, Frankfinn has committed its three decades to the cause of carving the future of aspiring air hostesses and is now geared up for exponential growth. As an add-on to this

partnership with Air India, the detailed cabin service familiarization is extended to the students, culminating in a co-branded certificate that enhances their credentials. Frankfinn centres are fully equipped with state-of-the-art infrastructure like advanced computer labs and audio-visual aids, creating a professional learning environment. Courses are conducted by the institute's highly trained resource persons, and hands-on training is given on leading computerized reservation systems used globally in the airline, hotel, and travel industries. Frankfinn is affiliated with NSDC (National Skill Development Corporation) and THSC. It has showcased robust placement records, where nearly 11,000 students were placed in the aviation, hospitality, travel, and customer service sectors in one year. The institute has continuously been in the Limca Book of Records for the highest cabin crew placements yearly.



## From resurgence to resilience: Rajiv Mehra, President, IATO on steering India's tourism revival

*Rajiv Mehrotra, the President of the Indian Association of Tour Operators (IATO), narrated the story of his career growth since 1977, when he started working with SITA World Travel. He recalled those days and expressed his gratitude to the institution and mentors who transformed his motivation into a set of skills that made him have a long, successful career in tourism.*

### By Ayushi Anand



#### Focus of the tourism industry

While taking stock of the tourism industry in India, a country that is in "Resurgent Mode," the Nodal Ministry is concentrating on destinations, infrastructure, digitisation and sustainable tourism. It has mainly focused on MICE, weddings and cruises as niche fields. IATO emphasises on marketing and promotion in its agenda.

#### Opportunities and challenges

When asked about the most prominent challenges the tour operators face, Mehra highlighted marketing and promotion as major issues. Participation in international travel marts, roadshows abroad and familiarisation trips (FAMs) are essential. However, the Marketing Development Assistance (MDA) scheme by the Ministry of Tourism has yet to be restored by the government to its pristine original form; instead, the Service Exports from India (SEIS) has been withdrawn.

The ambitions for the Indian tourism sector also include participation in newer, less-known but promising international travel marts; organising roadshows abroad in consultation with IATO; conducting FAMs for foreign tour operators and opening of Ministry of Tourism offices in 20 selected international destinations managed by officers of Deputy Director-General rank.

#### Domestic tourism and use of technology

IATO has done much in giving its members professional development, especially in areas of skill development, such as assigning a lead to an Executive Committee member. As one remains focused on domestic tourism versus international tourists, domestic tourism creates the requisite confidence among international tourists to venture a holiday in India.

Government support is a must, be it through marketing and promotion or by incentivising tour operators who attract valuable foreign exchange into the country. Embracing technology, IATO and its members leverage several digital tools and artificial intelligence features to help improve their operations.

While promoting destinations that are not so prominent is the priority, according to Mehra, active participation in the Ministry of Tourism's scheme "Coolcation" is also undertaken. Be it the Taj Mahal or the palaces of Jaipur, the backwaters of Kerala, the beaches of Goa or the ghats of Varanasi—India's best tourist places have been posing a challenge and slowly recovering from the COVID-19 blow; emerging destinations like Leh-Ladakh, Rishikesh and Himachal Pradesh are gaining popularity.

#### Government collaboration and policy advocacy

About 8 per cent of India's workforce is employed in the tourism industry and there was a complete loss for them in terms of employment during the pandemic. However, things have started looking up with a revived focus on domestic tourism. IATO has lately been appealing to the Prime Minister to reopen 20 overseas tourism offices, engage in aggressive overseas promotion, participate in international travel marts, organise roadshows and provide financial support to tour operators.

IATO works in collaboration with government bodies, tourism boards and various

stakeholders to make a difference in policy matters and safeguard the interests of tour operators. Long-term goals set out for the Indian tourism industry are based on enhanced sustainable tourism, diversification of products beyond traditional sites, developing infrastructure, increased digital integration and promoting lesser-known destinations—all combined with community involvement while preserving cultural and natural heritage.

#### The way ahead

Mehra concluded with a pledge to continue the promotion of eco-tourism and sustainable tourism in India, with IATO'S members at the helm of these efforts. Such sustained efforts were also reite-rated by tie-ups that have been recently worked out, like the Memorandum of Understanding (MOU) between IATO and the Maldives Association of Travel Agents and Tour Operators, along with rationalised booking procedures for the Palace on Wheels.

The IATO President then reflected on some significant accomplishments: the appointment of Tour-ism Officers in Embassies and High Commissions; problems related to the Elephant Safari Rate at Amber Fort are now resolved; and the dates of the Pushkar Fair are now changed, keeping in mind the international tourists. Advocacy measures ensured a hassle-free entry process for Taiwanese tourists to Sikkim. They also looked into problems regarding diesel buses in Delhi and NCR.

Ending on a positive note, Mehra states that the prospects of the tourism industry in India will be very high in the next five years through domestic travel, more international arrivals and various investments in infrastructure and sustainable initiatives. Resilience and an innovative approach will surely pave the way for a robust recovery, placing India on the global tourist map.



# Meet the IATO office bearers

*With inspiring journeys in the tourism industry, meet the dynamic team at the helm of the Indian Association of Tour Operators (IATO), as we move on to the profiles of its highly placed office bearers who stand at the forefront in charting the course for the future of India's tourism industry. This illustrious group, guided by a keen sense of commitment toward the promotion and development of tourism in India, is available with a range of experience coupled with a shared vision in these assigned roles. These individuals collectively worked behind the growth, innovation and sustainable development of tourism in the country.*

**By Ayushi Anand**



## Rajnish Kaistha, Sr. Vice President

From an early passion for wanderlust, Kaistha's journey into the tourism industry began unexpectedly, transitioning from engineering studies to pursuing tourism at Delhi University, a decision that has since defined his career. With a commitment to making his customers' dreams a reality while upholding the highest standards of integrity, Kaistha has learned the importance of honesty in work and a deep dedication to the cause of tourism. As the Senior Vice President of IATO, he plays a pivotal role in supporting the president by liaising with regional chapters and working closely with state governments to ensure seamless coordination and addressing challenges.

## Early life and entering the tourism sector

Kaistha's love for travel made him pursue tourism from Delhi University. Since then, he has not looked back. Kaistha is currently positioned as the Director of Paradise Holidays, founded by KK Gupta in 1982 which was established to showcase the best part of the Indian subcontinent to the world. He has worked with multiple organisations in various capacities before eventually associating with IATO.

## Recognised contributions

Being associated with IATO for over a decade, Kaistha is responsible for liaising with all the regional chapters, chapter chairman and their functioning. He also oversees their coordination

with regional members and their issues while working closely with the state governments. He works towards returning the tourism sector on track and believes that marketing India to the world is critical. Kaistha believes, "In our industry 'Sabka Saath Sabka Vikas' is only possible when the government will come forward actively to promote India abroad in every possible way."

## His thoughts on the 39th IATO annual convention

IATO conventions have evolved over the years and the participation level has also increased. Kaistha is confident about 1100 people attending the convention taking place in Madhya Pradesh. The state has been very proactive with tourism, with Aurangabad coming up on the domestic and international maps and increasing connectivity within Madhya Pradesh. According to him, the theme for this year's IATO Convention, 'Resurgent India Inbound' has been chosen after many deliberations to revive Inbound Tourism in India. He believes that moving together in unity is the only way the inbound tourism industry could be restored after almost three years of inactivity. Collaboration between hotels, airlines and the government is imperative and, indeed, the need of the hour.

## Ravi Gosain, Vice President

A passionate traveller and tourism entrepreneur, Ravi Gosain, the Vice President of IATO started his journey with an ambition to explore the world. His company, ERCO Tourism won the National Tourism Awards twice from the Ministry of Tourism, Government of India. He was actively involved with IATO for almost 25 years, first as Vice-President and contributed a lot towards the industry. He continues to bring awareness about tourism in India which underscores his relentless commitment and passion for the field.

## Early life and entering the tourism sector

Gosain's interest in travel and experiencing cultures led him to choose travel and tourism as a profession after he graduated in Economics. He mentions, "This is a great decision as my passion related to tourism motivated me to become a tourism entrepreneur at an early age." For Gosain, his journey in the tourism sector had been so easy going that it has given him the opportunity to think beyond professional commitments and engage in social initiatives and personal passions. One of the other feats he has achieved



**Ravi Gosain**

is to lead an expedition to Langjokull Glacier in Iceland, where he and his team became the first Indian contingent to reach the glacier in 4x4 self-driving SUVs within seven days—this has made its way into the Limca Book of Records. Gosain has travelled to 87 countries and wishes to see at least 150 before his retirement. He guards memories of some of the most breathtaking places around the globe, such as Iguazu Falls on the border of Argentina and Brazil, the Amazon jungle, great vineyards in France, the USA, Argentina and Italy, Table Mountain in Cape Town, the gorgeous beaches of Mauritius and the Fiji Islands, and the colourful cultures of Mexico, Guatemala, Brazil, Argentina, Chile, Colombia and Peru. He has been surprised by European cities' beautiful architecture and the fine elegance of Japan. He has had a good time throughout the journey and is eyeing many more destinations in times to come.

## Recognised contributions

Gosain has been continuously serving on the leadership team of IATO since 2011. He has served variously as an Executive Committee Member, Honorary Joint Secretary, Honorary Treasurer and presently Vice President, he has been involved in supporting members, overcoming business challenges, providing professional advice and lobbying with the government for tourism industry requirements. He has worked towards increasing membership pan-India, improving the structure of the IATO annual convention, organising events for the networking of members, skill development and being an integral part of other major initiatives in IATO.

For Gosain, this is a lifelong commitment that is driven by the passion for cultural exchange, the opportunity to meet all types of people and the opportunity to experience natural landscapes. He instils this passion in university students and young, aspiring tourism professionals by stating that if one has a passion for tourism, then there will be success; one only needs to have a strong interest in at least one of these areas.

### His thoughts on the 39th IATO annual convention

The theme, 'Resurgent India Inbound' acts as a pointer to devise newer products and marketing strategies for inbound tourism. It comprises business sessions on marketing and promotions, exploration of new unknown areas, improving visitor experiences, sustainability challenges, legal challenges and Artificial Intelligence (AI) in Tourism, where experienced speakers from respective fields would present their views. The 39th Annual Convention of IATO will be held in Bhopal, a city that holds immense potential for inbound tourism and is well-connected through flights, trains and roads. This indeed forms one of the most vital events of Indian tourism, bringing together acclaimed personalities from the government, tourism, aviation and hospitality sectors. It will be attended by around 900-1000 delegates. The convention will be instrumental in increasing product knowledge of Madhya Pradesh's tourism products and local hospitality among the delegates.

### Sunil Mishra, Honorary Treasurer

Having spent over three decades in the travel industry, Sunil Mishra, the Honorary Treasurer of IATO, took over the portfolio in 2020 and now he has been handling the financial health of IATO. Mishra narrates the story of his journey, major responsibilities of his role and financial strategies that back IATO's stability and growth. He also speaks on the upcoming IATO conference in Madhya Pradesh, bringing out its theme 'Resurgent India Inbound' and its importance for the future of Indian tourism. He lays much emphasis on transparency, financial wisdom and working in collaboration with the government bodies; equally insistent, Mishra says he works toward building up a culture of accountability and ensuring sustainable growth for the association.

### Early life and entering the tourism sector

Mishra joined the travel trade industry in 1989 after completing his graduation and started his long and exciting journey in the field of tourism. His association with IATO began when he took over the responsibilities as the head of the Sports Committee in the year 2016 from where, his innate leadership and organisational skills came to the fore. Again, his experience and hard work were recognised in 2018 while heading the Fam Tour Committee during the India Tourism Mart and that really stamped his name in the tourism industry.



Sunil Mishra

### Recognised contributions

Mishra was propelled by an undying zeal to contribute more to the tourism industry by contesting and winning the election as Honorary Treasurer of IATO in 2020. As the Honorary Treasurer, he oversees the financial affairs of IATO. Ensuring meticulous financial reporting and budgeting processes are cardinal to ensure the continued preservation of the financial health and integrity of the institution. His approach to financial management is prudent, with efficient cost control and strategic utilisation of tourist departments' support. Association budgeting consists of a detailed analysis of previous years' financial performance, proper forecasting of revenues and expenses in the future and strict adherence to the Association's strategic objectives. He lays much emphasis on careful planning with regards to line items and the constant buildup of financial reserves to override the odds.

### His thoughts on the 39th IATO annual convention

From useful sessions on industry trends to networking opportunities with the main stakeholders to a wide range of cultural programs, the interest and enthusiasm evinced by the tourism fraternity is going to be very high during the annual convention. While selecting Madhya Pradesh as the host state, it gives respect to its rich cultural heritage, strategic location and concerns for tourism promotion. It will bring the delegates an opportunity to see what the region is all about. He wants to ensure that this platform serves not only as a platform for knowledge exchange and networking but also for the economic well-being of Madhya Pradesh. Such a conference would reinforce IATO's mission to foster growth and innovation in India's tourism sector.

### Pronab Sarkar, IMM. Past President

Having a passion for travel and a dedicated approach towards the future of the tourism industry are the driving forces behind the inspiring career of Pronab Sarkar. An immediate past President of IATO, Sarkar was inspired by Geography in his childhood which led him to earn a degree in Tourism from Delhi University. Losing his father at an early age, Sarkar came across



the kindness of several people who helped him finish his studies. As a gratitude to those who came forward, he established the SITE Foundation which primarily extends helps to students to make a living for themselves. Having spent more than two decades in IATO, out of which he was the president from 2016 to 2021, Sarkar has been a dominant factor in the association's evolution. As an advisor today, he has retained his focus on skill development and the industry's revival.

### Early life and entering the tourism sector

Sarkar began promoting Indian tourism abroad in 1984, facing significant challenges such as the absence of email services and mobile phones, which necessitated door-to-door visits to travel agencies. His first such trip was to the Middle East, where he navigated the challenges of the era, such as the lack of modern communication tools and local transportation, often walking miles to save on taxi fares while carrying heavy promotional materials.

### Recognised contributions

His perseverance paid off, and since joining IATO in 2002 he has been contributing to the industry's growth through honest and dedicated work. He is also a board member of the Tourism & Hospitality Skill Council, where he focuses on skill development and training of students. Emphasising on the importance of passing knowledge to the younger generation, he looks forward to new learnings from the convention. Sarkar's long association with IATO has been a journey of learning and service. His tenure as President saw IATO's honest approach connect effectively with ministries, airlines and state governments.

### His thoughts on the 39th IATO annual convention

The theme 'Resurgent India Inbound' for this year's IATO Conference underscores the need to revive inbound tourism post-pandemic, with comprehensive discussions on various aspects of the industry. Sarkar believes that Madhya Pradesh, hosting the conference after nine years, will showcase its improvements and boost local tourism, anticipating strong attendance that will offer opportunities for stakeholders to learn and interact.



# Sanjeev Mehra: A trailblazer in the travel industry

*A name synonymous with innovation and leadership in the travel industry, Sanjeev Mehra's remarkable journey began over three decades ago. Born in Kolkata, West Bengal, Mehra's passion for travel was evident from a young age. He completed his higher secondary education from the West Bengal Council of Higher Secondary Education, graduated in Commerce from the University of Calcutta and further honed his business skills with a Post Graduate Diploma in Business Management from Calcutta University.*

**By Ayushi Anand**



Sanjeev Mehra

## Early career and establishing Aaryan Leisure & Holidays

From 1990 to 1998, Mehra served as the branch manager for SITA World Travel India, gaining rich experience in the travel industry. He then took on the role of Head of Travel & Administration at CA TCG Software Pvt. Ltd. from 1999 to 2002. In February 2002, driven

by his expertise and passion, Mehra launched his own venture, Aaryan Leisure & Holidays Pvt Ltd, initially operating from a small office on Ripon Street, Kolkata. Incorporated on June 4, 2004, the company quickly became a household name in the travel industry, known for customer-friendly interactions and a commitment to quality.

## Expansion and achievements

Under Mehra's visionary leadership, Aaryan Leisure & Holidays grew significantly, establishing itself as a one-stop shop for all travel-related services. It ranked among the top 50 travel agencies in West Bengal and top 100 in India. Mehra's focus on trust, honesty, concern and belief garnered positive client feedback, building a loyal customer base and earning numerous accolades.

Mehra's innovative streak led to the launch of Perfexion, a brand promotion and event management venture and Krishna Sea Current Services, introducing West Bengal's first floating banquet, 'Ganges Queen'. He also diversified into educational consultancy with Aaryan Pathway, assisting students in studying abroad. As the President of SKAL International Kolkata and Vice President of SKAL International India and Treasurer of TAAI, Mehra significantly contributed to the travel and hospitality industry. He established the largest Young SKAL Chapter in Kolkata and worked towards hosting the SKAL International World Congress in 2024.

Mehra's legacy is one of inspiration and influence. Through Aaryan Leisure & Holidays Pvt Ltd., he reshaped the travel experience for countless individuals and set an example of excellence within the industry. His story continues to inspire aspiring entrepreneurs and travel enthusiasts.

## About SKAL International

Founded in 1934, SKAL International is the largest global network encompassing all major branches of the travel and tourism industry. It serves as a professional network for senior management across sectors like hospitality colleges, tourism boards, travel agencies, tour operators and airlines. With 17 clubs and over 1,200 members in India, SKAL offers excellent networking opportunities. Globally, it operates in 192 countries with 382 clubs, facilitating meaningful interactions and business opportunities. SKAL promotes cooperation, creativity, and ethical tourism, significantly advancing the travel and tourism sector through regular meetings, activities and conferences.



2024 - 2026  
\*\*\*



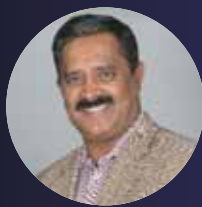
# SKAL INDIA BOARD



**SANJEEV MEHRA**  
President



**VENKAT S REDDY**  
Vice President 1



**KRISHNA GOPALAN**  
Vice President 2



**ROHIT HANGAL**  
Hon. Secretary



**MONIK DHARAMSHI**  
Hon. Treasure



**SHALINI CHARLES**  
Director PR &  
Communications



**RAJA GOPAL IYER**  
Director  
Young SKAL



**VARADARAJA PRABHU**  
Senior  
Club Auditor



**SHERI KURIEN**  
Junior  
Club Auditor

[www.skal.org](http://www.skal.org)



# ITA Airways launches new non-stop flight to Jeddah

*Expanding its presence in Saudi Arabia, Italia Trasporto Aereo Airways (ITA) just announced its second destination - a direct Rome to Jeddah round trip flight.*

**By Anubha Surana**



Operating three times a week, the first flight from Rome Fiumicino, an Airbus A321neo aircraft, landed at King Abdulaziz International Airport at 9:10 p.m. (local time) on August 2, 2024 and was greeted with a water arch salute. The return flight to Rome from Jeddah took off the following day from Jeddah Airport at 3:30 am (local time).

A ribbon-cutting ceremony at Jeddah International Airport was held to mark this new intercontinental route, attended by several dignitaries, including the Italian Vice Consul General, Irene Buongiorno and various high-ranking officials from ITA Airways and Jeddah Airports.

ITA Airways' Chief Commercial Officer, Emiliana Limosani, ecstatic about the launch said, "We are delighted to inaugurate our first nonstop flight between Jeddah and Rome, strengthening our presence in Saudi Arabia, a rapidly growing market. This new opening follows the launch of the nonstop connection to Riyadh in June. It is part of our ongoing summer network expansion, which boasts excellent booking results. Operated with the state-of-the-art A321neo, this new

flight will expand the medium-haul network and enhance commercial and cultural exchanges between the Arabian Peninsula and Italy while also providing connections with our array of destinations accessible via our Rome Fiumicino hub".

Commenting on the launch, Mazin Johar, CEO of Jeddah Airports (JEDCO) and Majid Khan, CEO of Air Connectivity Program (ACP) said, "We are delighted to see ITA Airways commencing the route between Rome and our coastal and historical city of Jeddah, which will further enhance our air connectivity to KSA. Travellers from ITA Airways' network in Italy, Europe and the Americas will enjoy a more seamless journey to explore the untapped potential of Jeddah. We look forward to further strengthening our collaboration with a great partner, ITA Airways."

This new link leaves Jeddah at 3:30 a.m. with arrival in Rome at 7:00 a.m. on Wednesdays, Fridays and Sundays; the return flight from Rome departs at 3:05 p.m. to arrive in Jeddah at 9:10 p.m. on Tuesdays, Thursdays and Saturdays.

Latest features Distinctive features of the A321neo include the Airspace Cabin with new colours and materials, the latest generation of seats, new ITA Airways customised interior lighting and XL overhead bins. Each seat is equipped with the latest entertainment system, featuring on-demand video and audio, 17.3" (Business), 15.6" (Premium Economy) and 13.3" (Economy) low reflectivity and 4K resolution touchscreens for a simple, smooth and intuitive user experience.

## Present and future networks of flights

ITA Airways will operate flights to 57 destinations this summer: 16 domestic, 26 international and 15 intercontinental routes. Besides, it flies to 12 further seasonal destinations. The new destinations recently added to its network were Chicago, Toronto, Riyadh, Jeddah, Accra and Dakar. In the upcoming winter season, it will further increase with the addition of Dubai and Bangkok on October 27, 2024 and November 16, 2024 respectively.



## Malaysia Airlines launches direct flights to Maldives

*Malaysia Airlines has resumed its daily direct flight from Kuala Lumpur to Maldives, making it its 13th destination in South Asia. Flight MH485, operated by a Boeing 737-800, took off at Kuala Lumpur International Airport at 10:10 am and had a fully boarded 174 passengers waiting, receiving a ceremonial water salute upon arrival at Velana International Airport at 11:25 am local time. The return flight from Maldives to Kuala Lumpur will leave at 12:30 pm local time.*

### By Anubha Surana

This resumed service underscores Malaysia Airlines' commitment to growing its presence in key markets while solidifying itself as an important gateway into Asia and beyond. This aligns with the airline's commercial elevation plan, reinstating a direct link that was last operated in 2017.

#### Launching new networks

The carrier is also launching other services this year, including Chiang Mai in Thailand from 15 August and daily flights from Da-nang in Vietnam from 24 September 2024. According to Ahmad Luqman Mohd Azmi, chief executive officer of Airlines from the Malaysia Aviation Group (MAG), with the Maldives route, the carrier would move closer to its vision of connecting travellers to captivating destinations and enhancing its position in luxury travel.

Malaysia Airlines announced special promotional fares until 31 August 2024 to coincide with the launch. The "Time for the Maldives" promotion saw all-in return fares from as low as USD 299 for Economy Class, valid for travel until 30 March 2025. This is in addition to a 10 per cent discount on ancillary bundles like value, premium and the



MH Traveller's Trio Bundle, which includes extra baggage allowance and access to the Malaysia Airlines Golden Lounge at Kuala Lumpur International Airport.

Maldives Airports Company Limited, MACL's, Chief Executive Officer and Managing Director Ibrahim Shareef Mohamed welcomed Malaysia Airlines back to Velana International Airport, stating that this was an important regional connectivity route. Ibrahim Shiuree, Maldives Marketing and Public Relations Corporation, MMPRC's, Chief Executive Officer and Managing Director, expressed his belief that Maldives' arrivals will increase with these direct flights. This fully cooperative partnership will diversify the country's tourism base. He said, "We are

pleased to welcome Malaysia Airlines back to Velana International Airport. The reinstatement of this route to Malaysia, a popular destination for our travellers, strengthens regional connectivity. We are excited about the opportunities this partnership offers."

The airline continues prioritising safe and seamless travel experiences through its MHFlySafe initiative and offering superior connectivity globally through its membership in the Oneworld, global alliance. In its expansion, Malaysia Airlines takes care of its customers' growing air travel needs, improving its reach and service offerings in South Asia and beyond.



National Growth Committee (NGC) of Association of Domestic Tour Operators of India (ADTOI) organised a knowledge session workshop for the members of Madhya Pradesh State Chapter on July 20, 2024 at Ramada Encore by Wyndham Indore.

The core committee members of NGC of ADTOI include Aashish Sehgal, Chairman and Vice President, Ved Khanna, Vice Chairman, Atul Singh, Co-Chairman, Pinkal Shah, Co-Chairman and P P Khanna, Advisor.

The workshop was conducted by renowned social media expert Rohit Sharma and saw an enthusiastic participation from over 70 travel partners from Indore, Ujjain and Bhopal. It aimed to equip travel professionals with the knowledge and skills needed to effectively utilise social media tools to enhance their business outreach and customer engagement.









As a part of ADTOI's CSR activities, the committee started a drive to collect old clothes, books and computer systems. To contribute the material for this noble cause, ADTOI Members were contacted and the response was overwhelming.

Goonj - a non-governmental organisation(NGO) was contacted to reach out to the marginalised communities.as the organisation has already been doing commendable work in addressing basic needs like food and clothing.

Geeta Maheshwari, Chairperson CSR Activities along with Dalip Gupta General Secretary and Neetish Gupta MC Member had collected and donated the material to the NGO along with bags of rice that was required by the people in the flood affected areas.







BOTANIC  
SANCTUARY  
ANTWERP

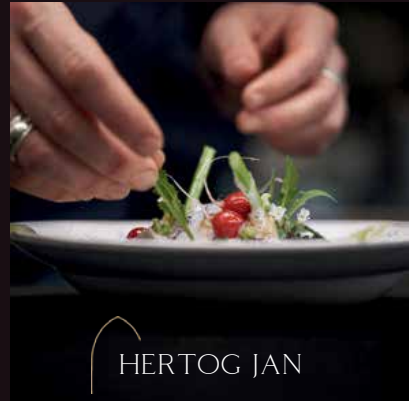
# INFINITE INDULGENCE



BOTANIC LIVING



HENRY'S BAR & BISTRO



HERTOOG JAN



FINE FLEUR



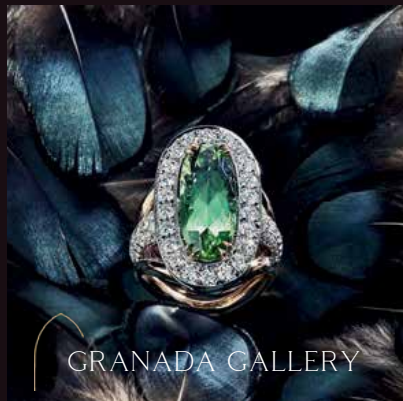
HET GEBaar



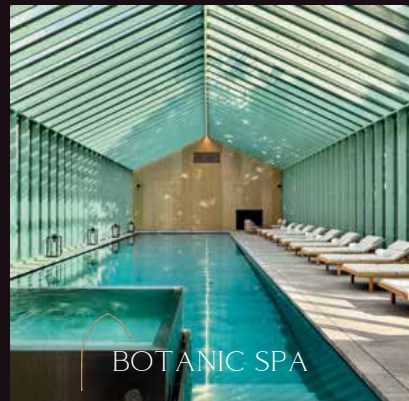
BAR BULOT



SAINT CHARLES



GRANADA GALLERY



BOTANIC SPA



HEALTH CLUB



CONGRESS CENTER



The Women Wing of ADTOI (Association of Domestic Tour Operators of India), IATO (Indian Association of Tour Operators) and IEIA (Indian Exhibition Industry Association) jointly organised an event- Empower Her which included fireside chats on self-discovery and financial freedom. The members of all three organisations were present and the event started with inaugural speeches from P P Khanna, President ADTOI, Rajiv Mehra, President IATO, Sooraj Dhawan, President IEIA and Joyshree Das Verma, President FICCI Ladies Organisation.

The speakers of the event included Suchita Gupta, Financial Expert, who talked about Financial Literacy Fundamentals for women professionals; Lieutenant Col. Himanshi Singh, who spoke about the importance of Work-life balance, Deepa Sachdeva, Managing Partner of Human Capital India, who talked about building ALLYSHIP and lastly, Dr. Bindu Khosla, Head of Leadership Development and HR Advisory at Practice Xcalibur Coach, who talked about Emotional intelligence. This event was the first-ever joint initiative on Women's Empowerment, which was indeed insightful.









On August 2, 2024, Wonderlust Magazine attended the Second Act Awards organised by Archana Dutta at Home Restaurant and Bar, Ambience Mall, Vasant Kunj, to honour extraordinary women who have significantly impacted society. Dr Kiran Bedi was the event's chief guest and was a part of the celebration with some of the most exceptional women. The awardees included Prof. Vijaylaxmi Nanda, Samyukta Gupta, Vibha, Dr Payal Kumar, Pooja Bedi, Divya Das, Aparna Malhotra, Jasmine, Jyoti Mayal, Shilpa Advani, Anamika, Rashi, Madhura Das Gupta, Jaya, Sarika, Arti Jaishankar, and Bani Yadav. Everyone was in high spirits and celebrated each other's accomplishments by introducing one another. During a short break, a famous mentalist showed his mind-reading skills, which amazed the crowd. After the event, while talking to Wonderlust Magazine, Archana Dutta said, "This is the first time that we conducted the Second Act Awards for women and I definitely think this is just a starting point. Everybody who was invited showed up, and we wanted to take the first step; it has to grow not only to Delhi but also to Mumbai, Chennai and the world. I don't know where it is going to lead, but like I said, if we take the first step with great intention where women support each other, it would bring wonders."







Imagine a world where your


# dreams take shape

where spaces come alive and  
where every line, curve and angle  
tells a story...

# UTKARSH VASTUKARAN

Where imagination meets innovation...

We specialise in interior designing for  
**HOSPITALITY , LUXURY VILLAS, COMMERCIAL  
SEGMENTS & RESORTS.**

utkarshvastukaran 

Utkarsh Vastukaran Design studio 



Shop No. 2, Ground Floor,  
Kshitij Vivanta Apartments, Lake Road,  
Bhandup-west, Mumbai-400078

+91 98330-06111  
utkarshvastukaran@gmail.com  
www.utkarshvastukaran.com





# 14th RAJASTHAN DOMESTIC TRAVEL MART



**13TH-15TH, SEPTEMBER 2024**  
B.M. BIRLA CONVENTION CENTRE, JAIPUR

Networking opportunities with Inbound Tour Operators, Travel Agents members of IATO/PATA, Travel Counselor from Foreign Embassies, M.I.C.E, Wedding Planners, Event Managers, OTA such as Agoda, MakeMyTrip, Travel Agents, Travel Influencers, and tour operators from across the country, along with Hospitality Brands, Heritage Hotel owners all under one roof.

**THEME #WICEINRAJASTHAN**  
W-WEDDINGS | I-INCENTIVES | C- CONFERENCES | E- EVENTS.

**SECURE YOUR STALL NOW**

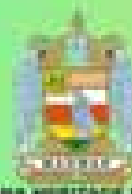


**GOLD PARTNER**

SILVER PARTNER



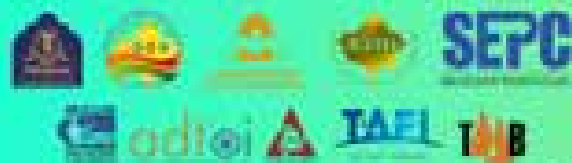
**IHCL**



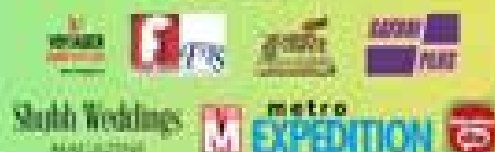
SILVER PARTNER



Supported by



Media Partner



**DIGITAL PARTNER**



Mob- 8559897468

Email- rdtrm@fhtr.in