

**20TH
EDITION**

BITB

Bharat International Tourism Bazaar

India Tourism Unleashed!

25th April,
2025

Ideas Exchanged on Key Factors Shaping India's Growing Tourism Potential





What began in 2016 has over the years, transformed into one of the most influential thinking platforms for India's travel and tourism landscape.

This is more than just an industry gathering — it's where ideas take flight, where perspectives shift, and where tourism is not just discussed but reimaged.

From Destination India — India's first tourism magazine in 1975 — to founding SATTE, India's biggest travel trade show — the team behind BITB has not just witnessed Indian tourism evolve, but shaped its journey.

And here we are in 2025, celebrating this 20th edition with the theme "India Tourism Unleashed" — at a time when India's tourism potential is being unlocked like never before — not just as a sector of economic value, but as a cultural unifier, a social catalyst, and a global force.

“What's Trending”?

The world of travel and tourism is evolving at an electrifying pace — shaped by changing consumer behaviour, tech innovations, sustainability demands, and experiential preferences.

Infrastructure!

For that demand to truly flourish, it needs one solid backbone: Infrastructure.

Whether it's airports, railways, highways, hotels, or digital connectivity — infrastructure is the enabler that allows tourism to scale, and transform into a sustainable economic powerhouse.

What does the industry need in terms of policy, investment, and innovation? How can we better enable hotel development, and what must be done to future-proof India's tourism fabric?



New Delhi: Global Hub!

Can New Delhi also become a true global tourism hub? What does Delhi need to stand tall in the league of global cities?

Is it seamless air connectivity? A more vibrant, living museum culture? Big-ticket global events?

Or is it simply better planning, amenities, and a stronger identity as a destination?

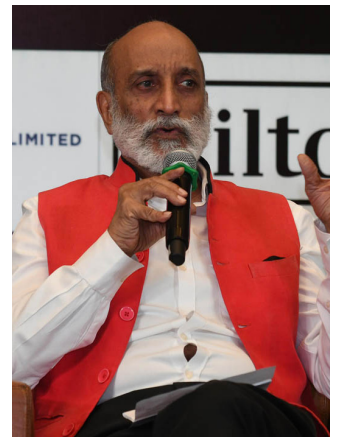
Tourism and Heritage

India tells stories. Stories etched in stone, sung in classical raagas, stitched into sarees, and danced out in festivals. Heritage isn't a side show to tourism in India—it's the headline act. Yet, while we celebrate a few marquee monuments, how much are we really doing to preserve the living, breathing diversity of India's cultural fabric?

This panel asks the difficult, vital questions: Are we preserving heritage or packaging it? Is it a government mandate, a private passion—or a shared responsibility? And most importantly, how do we turn India into a 'lived museum' that every citizen feels accountable for?

What's Driving Tourism?

Tourism today is being shaped by more than just destinations — it's the sum of many moving parts. From hotels redefining hospitality, to technology transforming travel planning, to government reforms enabling smoother movement — the ecosystem is evolving fast. India's growing influence in the Far East, coupled with Prime Minister Modi's rising global profile, is also opening new doors. More travelers. More partnerships. More purpose.



BITB Honours

Celebrating those who've shaped the tourism and hospitality landscape with vision, resilience, and a deep sense of cultural commitment. A very special segment—BITB Honours—where we recognize individuals and institutions who have set remarkable benchmarks in our industry.

And to do the honours, we are deeply privileged to be joined by someone who embodies the very spirit of Indian heritage and leadership. As the Deputy Chief Minister of Rajasthan, she carries forward a legacy of culture, public service, and pride in India's royal heritage—while steering one of the country's most iconic tourism-driven states toward a progressive future.

BITB Honours were shared among:

ASHWANI KHURANA

Founder and 'Chief Eternal Optimist' of Karma Lakelands—an award-winning eco-conscious destination in Gurugram that redefines green luxury.

With a no-horn policy, zero single-use plastics, rainwater harvesting, solar power, and five flourishing forest zones, Karma Lakelands isn't just a property—it's a living, breathing vision for sustainable living.

MAKE MY TRIP

A trailblazer that has redefined the way India travels—MakeMyTrip.

More than just an online travel giant, MakeMyTrip has become a driving force in shaping India's tourism ecosystem. Its leadership isn't just in the boardroom but at the very heart of the industry—steering national conversations through WTTC, CII, FICCI, IAMAI, and IndiaTech.

From partnering with the Ministry of Tourism and state governments to leading sustainability dialogues, the company's impact goes beyond business.

K.B. KACHRU

A man who has shaped the very fabric of Indian hospitality, as Chairman of Radisson Hotel Group South Asia, he's led the brand from its very first hotel in India to over 200 properties nationwide—a staggering achievement built on foresight, commitment, and industry-first thinking.



ASHWANI KHURANA



MAKEMYTRIP



K.B. KACHRU

Beyond the boardroom, he's President of the Hotel Association of India, a voice on national tourism boards, and a guiding force for institutions, skill councils, and spiritual destinations alike.

**19TH
EDITION**



**22nd June,
2022**

Distribution Redefined; Role of the Travel Intermediary in Times of Disruption





Agents Will Survive, and Also Thrive but Only with Value Additions

The 19th edition of BITB Conclaves was a Ground Zero understanding of industry distribution, post pandemic, and how the role of the travel facilitators, both agents and operators, was being redefined. Through the day, some 40 speakers shared their concerns and perspectives, including a few keynote addresses that projected the bigger picture. Attending the sessions, some 200 delegates sat through the deliberations, representing the different verticals of inbound, Domestic and outbound. Suppliers represented hotels, both chains individual, Indian and international, and destinations and airlines.

The Conclave was supported by travel trade associations including TAAI, TAFI, IATO and ADTOI. Association heads sat through the inaugural session, sharing how they saw their businesses move.

The consensus opinion was that innovation, energy and resolve, thinking through, would help keep the travel trade initiatives going. The more enterprising were not complaining, they were finding solutions. And solutions, there were plenty.

Painstaking, but with steady determination winning hearts and businesses. The future of the travel agent had transformed even more post pandemic – specialisation and expertise were critical to staying alive. One suggestion was towards a more pronounced B2B sales, primary agents becoming wholesalers.

Explore New Streams of Revenue, including Charging for Consultations

One big question that emerged: should agents charge for giving travel advice? Can associations move forward in this area? Giving ‘free’ was not the best option for providing consultation, and some agents had started charging a fixed fee, which would get adjusted when you were buying their services. Online training programmes as specialists in verticals as well as in destinations had proved popular.

Travel Trade Needs to Close Ranks, Speak as One Voice

Was the trade getting too segmented? Were there too many travel trade associations? There were historical reasons for them coming around, but today they also needed to work together. Was there an opportunity for TAAI and TAFI to join hands, as they were virtually doing the same thing? The big guns of yesteryears had become history, but none had replaced them – was leadership an issue? Can the Travel Intermediary be that one expression that encapsulates the entire business of travel agents, tour operators including OTAs.

Another view was that agency business needed a single front to deal with their suppliers and principals – that is airlines and hotels, among others. Presently, they seemed to be getting a somewhat raw deal. Hoteliers on the other hand, pledged that the role of the agent was one well defined vertical and it will remain that way. But new verticals were also emerging, like loyalty programmes. Online had gained further traction. As a percentage of the overall business, traditional offline had lost some more points.



Future Trends in the Travel Business

Dynamic pricing was undermining the sustainability of the travel agents/ tour operators, when they had to provide advance rates for hotels? Over the board, there were no quick fix solutions.

What happens when inbound opens? Domestic had become King during the pandemic. Will hotels drop their wooing of the domestic, which had witnessed tremendous growth, and many hotels had seen unimagined success. In many cases, domestic was paying better than the inbound. But will the domestic momentum hold, retain its growth when outbound opens? Will the Indian traveller go back to being outbound biased? Conversely, had the pandemic increased the size of the cake? Were there more Indian travellers, per se? There were no clear answers to be had. Only time will tell.

Indian Tourism Needs a New Narrative

Talking of Indian tourism, one view was that the industry narrative needed a fresh and more contemporary version, one that was more in tune with current day realities in the business, and in keeping with national aspirations. Some said the government does not appear to listen. Others said our present story had lost its appeal. Much disappointment was expressed in tourism not getting its share of government's attention and priority. Was it possible that what was being said in support of tourism as an economic activity was not getting adequate traction, simply because it was not convincing enough!

Specifically on inbound, the industry was eagerly awaiting its opening. E-visa was an issue with major

generating markets. The international campaign was yet to roll off, and it was causing concern among the inbound community. While most sectors had recovered, those dependent upon inbound exclusively were still doing zero business.

Inbound Tourism Needs Regular Alerts of Global Opportunities

Was Indian industry quick to react to global changes and new opportunities. In many countries the pandemic had thrown the inbound market off track. Was India able to evaluate new opportunities and take advantage? Did India have any mechanism to constantly monitor and provide industry alerts. The general view was there was none. There was need to do so. A few voices said it was the role of the government to do this. The over riding view was it was an industry initiative and it was an industry responsibility. Presently, every one was working in silos and there was little industry intervention.

India was many markets rolled into one. Each of these had their own competitors and careful watching of global conditions could provide new opportunities for growth of inbound. A small action force that alerts and recommends, on an informal basis, could make an impactful beginning. Governments, both at the state and centre, will listen if well framed and articulate responses to global market dynamics were shared by the industry.

India is Here to Stay as Leading Generating Market for Nepal

Nepal Tourism CEO, Dhananjaya Regmi, shared how India had become their leading supplier of

tourists, and how with many new road routes, new hotel and conventional facilities, and new infrastructure with regard to pilgrim as well as wildlife tourism from India, Nepal was looking at increasing its promotions. He reinforced their strategy for working with Indian agents and invited suggestions on growing their inbound business. Regmi said his team was working upon fam tours as there was no alternative to agents actually seeing for themselves the changes on the ground.

India's Aviation Story is yet to Begin, everyone within the eco-system will benefit

Sanjay Kumar, Chief Strategy and Revenue Officer, Indigo Airlines said the distribution eco-system was undergoing some disruption already before the covid era, during the last ten years or so, with the success of the online industry. During lockdowns there was more disruption as the customer preferred to do business touchless on the internet. The Airline industry was focusing upon creating trust and confidence among the traveller direct. Airlines bravely weathered the storm by adapting to protocols towards ensuring healthy and safe travel. Post Covid, as the market opens, there are signs we are coming back to what was before, and perhaps even this was changing. With newer and smaller destinations coming on the airline network, towns such as Baraeli and Pantnagar, industry is witnessing greater reliance on the offline, the traditional ticketing agent. Possibly, on account of the reluctance on local travellers to go online or use their credit card.

Overall, there was unprecedented growth going ahead. Some 10-15% growth over the next 10/12 years. India remained a hugely under-penetrated market yet, with a small base of 90 airports and some 600 plus aircrafts. The entire ecosystem around air transport is bound to benefit. The market for travel agents is also going to grow.

Regarding specifically the inbound industry, Kumar reaffirmed his airline's keen efforts to promote all segments of tourism, and to work closely with agents. He said he was looking forward to being guided by the industry and to work for strengthening the country's inbound tourism effort.

One big question that emerged: should agents charge for giving travel advice?



DEEP KALRA



SANJAY KUMAR



DHANANJAYA REGMI



Traditional Agents and Travel Intermediary Will Survive on Value Additions

Deep Kalra, Mentor and CEO, MakeMyTrip, in a keynote chat, shared how offline was still a significant pie of the travel cake, even though online was moving smoothly. As much as 70% of the domestic vanilla products had moved online, where the customers were price driven and not so much concerned with brands. However, 80% of the international traffic was still sold offline. During the pandemic, even though online saw a boom, this was not the case with travel, as all travel had come to a halt. Hotels surprisingly were sold only 10% online and 90% is offline as customers prefer some kind of hand holding. For OTAs, hotels were the big business. Holiday packages were essentially an offline product.

Kalra said in his opinion it was domestic that was the future, even though he did see some of the gains of the pandemic move back to overseas destinations, as and when international travel opens up. The problem, at another level, was the management of domestic – the boom also witnessed the downside with infrastructure being challenged in various destinations. We also saw over-tourism in many places as we witnessed over-crowding and people flocking to destinations without a booking. Some of it needs a better governance, he said, for the good of our cities and local populations.

Replying to a question, Kalra said the party is over if you consider the heydays when agents could extract huge commissions. Transparency has come into the business for all times. Internet has eaten into many businesses, not just travel. Replying to another question, Kalra said there was immense potential in the business only for those who provide value additions.

Had OTAs eaten into the inbound business for traditional tour operators? Kalra said MMT had just about 2% share in that market. If this was true, it must be because of the overseas OTAs. A bigger reason could be that online has brought transparency in hotel rates, enabling the customer to make a more informed choice.

Summing Up

Old is fast giving way to the New. Transparency through internet has altered the face of travel and tourism. Being nimble, innovative, not stretching oneself financially are important learning lessons. Travel and Tourism will grow for sure, finding your place in the eco-system is a task one has to see through. Value additions will be the key for the travel intermediary. Travel Trade will need to close ranks and work together for their common cause. To remain competitive globally, it was the business of the industry. Governments can only facilitate.

**18TH
EDITION**



**Date: 17th March 2021
Venue: New Delhi**



BITB BOUNCE



The recently concluded BITB Conclave - BOUNCE - has recommended timely and strategic interventions, both by government and industry, in a collaborative manner to ensure India gets its fair share of international tourism, as and when India opens up. It has also stressed upon the need for an equitable role for all segments of the indus-

try. Going forward, we need to understand the new markets, changing demographics of the new age traveller and pitching our promotions digitally more than in print.

The Conclave highlighted the need for more clarity of purpose in the industry, identifying a few take-aways and doing a better marketing job of what tourism and hospitality can do for the economy.



The 18th edition of BITB Conclaves - BOUNCE – was held on 17th March 2021, an event that luckily escaped the wrath of the ongoing pandemic. An enthusiastic 200 delegates attended through the day long deliberations. 43 eminent speakers addressed subjects like ground zero: with reports on hospitality industry in the city and NCR; hospitality solutions offered by leading CEOs; the future of luxury; reviving travel from ground level. 4 Master Class presentations were delivered – on technology in travel by Deep Kalra, Mentor and CEO, Make-MyTrip; Hospitality across its Diverse Streams, by Patu Keswani, CMD, Lemon Tree Hotels; Tourism, Going Forward, by K B Kachru, Chairman Emeritus, Radisson Hotels; and Suhel Seth, eminent orator and influencer, spoke on Luxury, Experiential and the Opportunity that India provides.

The first of its kind report, amidst the raging virus, affecting travel and tourism like never imagined in our lifetimes, suggests many disruptions even as we prepare to open up, soon, hopefully. Presented are the highlights.

SUGGESTIONS AND RECOMMENDATIONS

2021 will largely be domestic driven. This trend which we have witnessed, relying on domestic, will get a new momentum. For the hospitality industry, the rules have changed, some of them forever. It has been time to re-imagine, innovate, change mindsets – think differently. You cannot even think ‘out of the box,’ as the box itself is no longer there! Flexible structures are the need of the hour. Control what is controllable, which is cost; nothing

else is in your hands. Large spaces and operational opportunities have gone underutilised – these are now being seen as new revenue streams. Like laundry, take-away orders, for example, were never imagined as business models before. Ancillary markets may hold the future key to sustainability. Speed to market is important; how quickly you can show agility, innovate and respond to market forces. Right-sizing of staff, not less as some had gone overboard, so when the time has come to get staff back, they are not available. Closing down floors or shutting operations may have been impulsive reactions that had often proved to be costly when the time came to re-start. Getting staff back has been a challenge.

Business travel may have been impacted in a bigger way than is being imagined. Companies realise they may have spent money in the past, which may have been avoidable. They could be adopting work from home, meet on video calls, and zoom meetings, which may stay longer as the new norm.

Distribution has had a sea change. Influencers have changed. Digital has moved upwards, so has direct selling. While inbound operators have had zero business, it has not been easy to change or swap easily into other segments. Best rate guarantee on hotel websites has left little scope for Indian agents to operate. While hotels may have seen an uptick, agents and tour operators largely remain out of business.

Unlocking synergies has been one big learning. Working as a closed knit team, getting teams involved is a big learning. New ratios have emerged



while working out efficiencies. Do we maintain them or throw them out of the window when good days return is anybody's guess.

The hospitality industry has seen some roll-backs in new projects, but nothing significant to say that investor confidence has eroded. The investor interest remains robust, though projects may have been deferred, some by 6 to 12 months.

The bigger issue is ROI against GOP; hospitality needs a more robust ecosystem, wherein FSI, urban planning and building norms and licensing concerns can be examined afresh, and some 30% of the inefficiencies can be removed. These would help the industry become more sustainable and profitable in the future. How will the domestic market grow in the future? How much can it eclipse the foreign business? The opinion is divided. While some say the market forces will rule, and hotels will absorb the foreign clientele as and when it emerges, others think that given the growing consumer spending power of Indians, given that Indian consumption is expected to be 6% of global spending by 2030, dependence upon the Indian domestic market is expected to grow.

New markets and new destinations are opening up, and the general expectation is that the supply side will improve to accommodate a larger number of Indian travellers. Assurance and preparedness of destinations will help create and drive demand. Restrictions will limit travel, and due care must be taken to ensure that only what is important and necessary gets impacted. Blanket closures will not help travel and tourism. Industry

components must play an active part in reaching out to potential clients with this message of assurance.

It is possible that every Indian travel agent has the potential to become an OTA. How does he/she do this? TAAI is working on a common platform for all agent members to begin with.

Admittedly, there has been a monumental change in the industry. The challenge is immense. Can players shift gears? Can they move from one segment to another with ease? Domestic is the only flavour of these times, but can everybody do domestic? Is it easier said than done?

Looking for upsides in the present scenario, the recovery of the entire sector is some way off. It is not as if it is happening, and traffic will reach pre-covid levels tomorrow. Especially for the aviation sector, recapitalisation is critical, as the industry remains hugely under-capitalised. Structural issues are involved, and the status quo is not the solution; disruption may be the best alternative.

Pent up demand is visible, and countries open up. Indians are seen flocking over. Maldives and Dubai are examples. If work from home sustains, people will also look at relocating themselves to newer havens and setting up alternate homes.

As traffic opens, restrictions can limit the opening. Pricing can be one lethal obstruction. Deterrents should be identified, and the entire ecosystem should be enabling each other's growth, which is not happening presently - like restrictions between states can become a big deterrent. Air tariff can be another. Overnight changing of rules



without adequate notice can be a huge challenge for everybody, including the consumer.

Medical value travel has huge potential, all over India, especially in destinations such as Kerala. These are also areas where the traditional travel agent can enter and start servicing this sector.

Adventure tourism has limitless possibilities. An Adventure policy at the national level can look at the 3Gs as a direction – guidelines to be adopted throughout the country; Guides must be available in plenty, as presently there are only a few of international standards; Gear should be comparable with the best in the world and made available to the industry at competitive levels. New areas can be opened, with more airstrips capable of landing fixed-wing aircraft. This is easily doable within a short period of time.

Industry must collaborate and create an ecosystem that works well for each of its components. Governments are not the only solution available. We must get our act in order to ensure we have a level playing field for all players and verticals.

Does the industry enjoy an honest conversation? Looking for a viable and sustainable roadmap for the industry, must truth prevail, or what we would like to hear? Is recovery around the corner, or some two to three years away? Are we collaborating enough as an industry? Both industry and government must be open to criticism, transparent in their goals, and accountable to their stakeholders! Associations must do their job more honestly and must be more vocal in their hopes and aspirations and their disappointments when

they are there! This applies not in just seeking reliefs but in our management and understanding of tourism within our own four walls.

INBOUND TOURISM FOCUS

While the hospitality industry is doing some business, and while airlines are performing with 80% capacity in domestic, back in the air, inbound tour operator is one segment that has yet to start again. A roadmap for its recovery is also critical. As we get to rolling out the destination in the next few months, a sustainable ecosystem needs to be put into place to ensure the following:

In a rush to capture business, hotels must not drop their pants off! Keeping a minimum floor rate is important. Countries have learnt the hard way that when they have dropped their prices, it has often taken a few years to come back to the original levels. Within India, too, we have in the past killed a few city destinations with our rate wars – in cities such as Agra and Jaipur, commanding the right rate is still an issue.

Tour operators and hotels need to work together. It is said that in the domestic business, as many of the Indian inbound business looked at diversifying, they often found hotels entertaining customers directly. It is also said that Indian tour operators often do not pay on time and run credit for months, making it unviable for hotels to sell through them. It is obvious that a more viable relationship needs to be established between them. A conflict of interest between the two can be disturbing for 'Destination India.'



Can IATO become a nodal agency and create a fund, guaranteeing payments to hotels on behalf of its members on the lines of IATA for the airline sector?

It is said that the foreign operator would be quick to capitalise upon local wars in the Indian market. There would be a tendency to play one hotel against the other, one hotel against one tour operator, one tour operator against the other. These are sensitive issues for the country and will impact the destination both in terms of image and revenue.

Does the MoT have a role in this scenario? Countries like Sri Lanka have in the past fixed a floor rate below which no hotel could sell overseas. Can India also look at this, thereby, at least, protecting national income from inbound?

When does India open to foreign tourists? Some countries have announced a date. It helps so that sales can begin and the industry can get rolling with planning, based on what destinations are open, etc. Opinions varied as to when we would open. Some thought July, others October, some believed that early 2022 would be more likely. An extreme view was more likely it would be 2023! A consensus was reached around September and October this year – experts believed that an announcement on when India will open was necessary as many of our competing markets were already on the negotiating table.

Enquiries have started coming in. A trickle yet, but once an announcement is made, they expect business to pick up. One opinion expressed was that we could expect some steady business from

60 days after the date's announcement.

It was important to keep communication simple, effective and transparent. Keep the 'ifs and buts' to a minimum. How Indian medicine has come to help globally, how India was effectively immunising its own population. An advantage to secure Indian prowess in medicine, a very reassuring fact in these times.

India must look at a new demographic profile for its inbound business. We have had, traditionally, a more senior citizen profile oriented towards culture and monuments. Much of this is presently challenged. People want to travel out, get out and break their imprisonment indoors within their own four walls. These are more younger people, wanting to enjoy themselves, break free. Fortunately, India has adequate experiences to offer across the country. We need to promote our food, street shopping and malls, and the hangouts like DLF Cyber Hub. Every city in India has plenty to offer.

Indian promotions will need to go digital and no longer rely on print. Some countries go by billboards, and these too can be useful. For some time, global traffic trends will be towards younger people looking for experiential and the outdoors. Fortunately, India has everything here too. Print may have lost its edge with this segment. Local FM stations could be another outlet.

It was safer to start looking only at a handful of markets, considering which countries were opening, what business opportunities they offered for India, and then to go full steam on them.

This was not the time for new businesses. It



would be safer to pamper those who have been selling India already, those who have been loyal to the destination in the past.

Most of all, our SOPs must be in place for the foreign visitor. These must be, simply put, easy to follow and widely publicised both by the government and the industry. Help centres must be identified and promoted, should a tourist need covid protection at any time. All protocols to be followed must be laid out prominently on the internet – every Indian company must share a common template.

It is important at this stage to diversify our product offering. Our advertising must promote more, newer destinations and activities. It has been pointed out that even in a successful state like Kerala, as much as 90% of the business is being handled in just 10 districts within the state. There is a need to market and sell newer products across the country.

We need a clearly defined road map on how we think of tourism planning and marketing/policy, as these need review and re-alignments with the industry. Doing roadshows and holding events is possibly no longer a sustainable route. Market and consumer trends must be tracked, analysed and reviewed to plan strategies. Adhocism must give way to strategic planning.

Our Indian Tourism brands like the Taj Mahal, Kerala Backwaters and Hampi must be revisited, refreshed and given fresh vitality and appeal. Just having them around, speaking about them is not enough. The experience around them must be revis-

ited. Perhaps we need to question is what needs to be added – modernity, food courts and food streets, ease in visiting, buying at the ticket counters. Let us ask the question, for example, what does the Taj Mahal need to attract the new millennial traveller?

Accountability is critical in reviewing performance. Experience from overseas indicates that destinations leave the marketing bit to experienced agencies, outsource their activity to professionals outside of their own teams, with defined targets.

LUXURY MARKET: THE BIG LEAP OF FAITH

The Indian luxury market has grown exponentially. Take the example of some of the 'Vilas' properties of The Oberoi Group. The Udai Vilas started with 8% Indian occupancy at an average of Rs. 29000. In 2018, that 8% had jumped to 52% at an average of Rs. 36,000. In the case of Wildflower Hall, from 2013 to 2018, the Indian occupancy was 98.2%, with the average rate having gone up from Rs. 9000 to Rs. 23,500. Surely, India and Indians are ready for luxury.

Globally, in the luxury experiential market, we have chains like Aman, Six Senses and One & Only – why no Indian chain had excelled to similar heights. Given that India was a mix of unique experiences, we should have been the ideal market for such resorts.

We need to challenge existing norms and provide elasticity in thought leadership, not agility alone, which means operating within the same space. But elasticity says we can expand our width



and canvas and adapt to new norms.

Higher R&D is required in looking at destinations. Luxury is exclusive, and we need to understand and explore the vast uniqueness offered by our country and build around these spots of uniqueness. Each of them offers a new unique experience. A place like Gir Sanctuary in Gujarat will soon witness a high-end resort – the forest has 674 lions to invite the guest. Such innovative openings around the country will create new tourism products for India.

Small is beautiful. Important to also stay focused. Not to say we must mean all things to all people and land up not achieving any great heights in any one sphere.

The future is in the small, immersive and high-end experiential and luxury business. Proximity to a feeder destination works - not being classified as a 'hotel' also works. Going to a home or a resort owned by a name also works.

Additional leverages that work are associations with community life and living, ability to say you effectively contribute to a cause, like preservation, freshness in the environment, etc.

The 'Gora' obsession of the pre-covid era gave a sudden awakening to the domestic market, and many owners did a most successful turnaround. Indians were found to be adequately receptive, as well. Indians were also paying just as much with a bigger propensity to use the laundry, the bar services and generally be ready to spend on extras.

High-end restaurants are a big opportunity. Landlord support was critical in times like the

Covid lockdown, and supporting governments also helped. But the Indian market is here to stay. Iconic restaurants like Indian Accent must be encouraged to grow across the national spectrum.

The Luxury market is not something to be scoffed at. It is the business in every country, big and small, rich and poor. It is a market by itself. But in India, it can open up a vast hinterland that provides high-end experiential travel opportunities for both Indians and foreigners.

TECHNOLOGY AS DRIVER

It is believed that technology in travel will continue to dominate, and there is no looking back. From the early days till now, it is only going North and will continue to do so.

A significant number of tickets, as much as 66%, are sold online, and there is no going back. 15% of hotel sales have moved online. What is even more striking is that premium hotel sales, if you look at the top 20 to 30 hotel chains, have seen a more noticeable shift. Inter-city bus services, such as red-Bus, have witnessed a shift to online, touchless bookings with over 50% online. So much so that state transport undertakings are eager to move online as well. Since the clampdown and the re-opening, a major shift has happened to book holidays online. What was earlier unimaginable is that visas have moved to a touch-free environment – look at the visa services offered by Dubai and Maldives.

Remote working has shown the way to extended stays. If you can work from home, you can work from anywhere. Alternate accommodation



has seen a shift to online, and even more so at the premium end. This sector is witnessing a shorter booking period but longer stays.

Technology can control the entire value chain—from booking to check-in to offering a host of services and amenities, depending on the guest's preferences. When should the room be cleaned can also be shared without meeting anyone or making a phone call! Very simple devices, not too costly, will make the experience vastly seamless.

Who would have thought that the web check-in could become mandatory? A day may be around when similarly the hotel web check-in may become mandatory.

The big opportunity here is for some 5000 such homestays, or whatever you wish to call them, spanning across the length and breadth of the country. The government may consider giving this alternative accommodation status of its own.

Digital passports will happen. The only question is when? This would be the game-changer for travel. All your travel history will be on it.

With all the technology, there would always be a segment, a significant one in both numbers and even more so in money terms, that will always look for bespoke experiences, which you may call guided tours. These will coexist, and India has so much to offer in this segment.

THE FUTURE OF HOSPITALITY

The lockdown and its impact are well known, and these do not need repetition. On the road ahead, we can see some more prominent trends.



For the next six months, the hotel industry would be watching like vultures as to how much and where they can increase their room rates. It would be interesting to see which segments will follow.

Loyalty may be an over-abused word. Is the customer driven by loyalty or price? There is a strong possibility that when the big boys offer a lower rate, customers will get driven by the best price offer.

What has happened in the last 16 months that hotels have found ways and means of cutting cost? They have discovered that more can be achieved with the same money. It is expected that there would be a massive drop in the operating costs in the new 'normal.' On the flip side, the same period has been marked with productivity improvements. If you add the two, there is a massive margin expansion on the cards for the hotel industry, assuming, of course, that they manage to keep the costs down.

Hotels will need to be more involved with risk management as their core activity. This would become fundamental to the business. A company like Lemon Tree got down to the task and identified as many as 1100 risks to their business. Sorting them down, as many as 200 were important, and these will need to be constantly factored in. Out of these, the first and most important was the need to de-leverage their investments. Being debt-free was critical to growth.

ESG, environment social governance was another risk. We have miles to go in this direction.

Growth is presently being driven by a new set of customers. Playing the waiting game, we will



have to see how long will these last. Are they here to stay?

Digital transformation awaits the hospitality industry. In how many areas, and with impact, is presently unimaginable. A company like Lemon Tree has recruited BCG to suggest where all digitalisation can work – at the cost of some Rs. 60 to 70 crores. But they have been assured that payback time on this investment can be as quick as 8 months.

Tourism is the new driver for the Indian economy. If our GDP has to grow by as much as 5% in the next five years, tourism will be in the front seat. There is a view that the services sector, more than manufacturing, will be the key driver.

The next czar of the hospitality industry is the one who can build to scale the experiential homes and villas and bungalows and weave the story around them.

TIME TO BRING TRANSFORMATIONAL CHANGE IN TOURISM

A strong view expressed was that we must first acknowledge what we have not achieved or that we have not been as successful as we might wish for tourism to be the leading industry in our country. If only we acknowledge, then only we will seek further solutions. Acceptance is the key to change.

If we are able to put down our learnings from the pandemic, we might bring about much-needed change. Some of these are radical in nature, and we will need to address them as an industry. Our combined strength can and must be voiced in a collaborative manner with the government. We need



to bring synergy in our approach, within ourselves in the private sector and the government.

This is the time to reset our sector. It is time to rebuild. We must sit down and note just a few points and then take them one by one for implementation.

For instance, when we talk of the closure of outbound travel and how it can be diverted to domestic, we could have planned how we could go about it.

At a time like this, when our Prime Minister remains so committed to our tourism when he was so clear on how Tourism was one of the 5 Ts around which the economy would be built; we should have achieved more in these years, as an industry.

MORE THAN HOSPITALITY, COME TO REPRESENT CIVILISATIONAL HISTORY

The time has come to acknowledge that only the industry can help itself. There is a view that India thinks more in socialist terms ever since Nehru created this socialist state way back in 1951. Successive governments can only pay lip service as the nation is unable to accept transformational reforms that can look upon tourism differently.

The industry needs to market itself better. There should be minimalisation in your message to the public at large, not just to the government. Tourism, luxury and hospitality need to be viewed differently as a contributor to the Indian economy and GDP. To this extent, the industry has been its own worst enemy.



Luxury is unobtrusive; it is more a whisper. We are not a country but a civilisation, and we need to market this diversity inclusively. Dhabas down any national highway virtually sell the same thing; there is no diversity. Very little is experiential about our tourism. For instance, why have we not created a truly inspired civilisation-based cuisine menu? Not just by putting turmeric into everything but picking up every little nuance in our cuisines across the country. There is a sense of relying on what is already established, and therefore not creating new products.

Why have we not celebrated this diversity? Use our monuments, parks, and so much else to hold events, allow people to celebrate our diversity. We have deprived ourselves of telling the world what we are!

Going forward, Covid is not going away any-



time soon. People will continue to live in fear. Earlier, users of luxury liked to brag about their experiences; now, they want to be isolated. Driven by fear, they will seek familiarity and security. Both industry and consumer will need to recalibrate their fear with their desire to travel. As they go back into their shell, one immediate possibility would be to Dream, Drive, Discover.

There will be appreciation in cut costs, cutting flab, but the industry must be wary of cutting rates. Once they are down, it is difficult to recover.

Digital is the way forward. And we have a long way to go. If one was to compare the apps of Indian hotel companies with those of the foreign hotels, ours have yet miles to go.

In terms of luxury, it is a great moment to redefine what luxury means to Indian hospitality. How much of this is being done is yet not certain.

Glimpses from 18th Edition



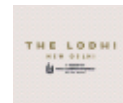


17TH
EDITION



Date: 14th December 2019
Venue: Leela Ambience, Gurugram

PARTNERS



TRAVEL AGENTS CONGRESS 2020



Session: GROUND ZERO: ASSOCIATION PERSPECTIVES

- **Jyoti Mayal**, President, Travel Agents Association of India
 - **Subhash Goyal**, Hony. General Secretary, FAITH
 - **Swadesh Kumar**, President, Adventure Tour Operators Association
 - **Pradeep Lulla**, President, Travel Agents Federation of India
 - **Pronab Sarcar**, President, Indian Association of Tour Operators
 - **Mandip Sooin**, Member of the Governing Board & Former President, Eco-Tourism Society
 - **P. P. Khanna**, President, Domestic Tour Operators
 - **Navin Berry**, Founder & CEO, BITB
 - **Guldeep Singh Sahni**, Founder President, Outbound Tour Operators Association of India
- Partner Presentation : GUJARAT TOURISM**
- ### THE BUSINESS OF NICHE PRODUCTS
- **Yeishan Goel**, Chief Executive, THRS
 - **Rohit Chopra**, Regional Director of Sales, Accor Hotels
 - **Vikram Aditya Singh**, VP & GM, The Lodhi
 - **D. Saliankar**, Head of Sales & Marketing, ITC Fortune & Welcomheritage
 - **Rajan Sehgal**, President, India Golf Tourism Association
 - **Gaurav Sidhwani**, Director - Global Sales & Development, South Asia, Preferred Hotels &

Resorts

- **Sanjay Datta**, CMD, Airborne Travels

KEYNOTE: Lokesh Matta, Regional Training Business Manager - South Asia, IATA

BRINGING THE MOJO BACK AND HOW?

- **Arif Patel**, VP - Marketing, Hyatt Hotels India
- **Sanjay Kumar**, COO, Air Asia India
- **Sandeep Dwivedi**, COO, Interglobe Technologies
- **Alok Sawhney**, Former Head of Europe, Jet Airways

RING SIDE VIEW

- **H.E. Ashraf Shikhaliyev**, Ambassador, Azerbaijan
- **Satyen Jain**, CEO, Pride Hotels
- **Ratna Chaddha**, Chairperson, Tirun Marketing
- **J.K. Mohanty**, CMD, Swosti Group
- **Zubin Saxena**, CEO, Radisson Hotels India
- **Hemant Mendiratta**, SVP - Sales, Oberoi Hotels

Session: DOING BUSINESS WITH AGENTS & HOW?

- **Air Asia India**
- **VFS Global**
- **Monaco Tourism**
- **The Lodhi**
- **The Leela**

KEYNOTE: Ashwani Lohani, CMD, Air India

NEPAL TOURISM PRESENTATION

Glimpses from 17th Edition







**16TH
EDITION**



**Date: 17th September 2019
Venue: The Leela, Gurugram**

PARTNERS



HOTELSCAPES 2019



**Session: GROUND ZERO: GMS
ROUNDTABLE**

- Nitesh Gandhi, JW Marriott, Aerocity
- Rohit Arora, The Park
- Suman Gahlot, Aloft, Aerocity
- Varun Chhibber, The Lella Ambience
- Vijay Wanchoo, The Imperial

- Madhav Sehgal, Andaz
- Biswajit Chakraborty, Pullman/Novotel
- Rahul Puri, Westin MG Road

Partner Presentation : LG

- Achin khanna, MD, Hotelivate
- Sonavi Kaicker, CEO, Neemrana Hotels
- Suhail Kannampilly, COO, Concept Hospitality

- **Aditi Balbir**, Founder, V Hotels
- **Vikram Aditya Singh**, VP & GM, The Lodhi
- **Dr. Shruti Nada Poddar**, Vedaaranya
- **Ravish Swarup**, Founder & CEO, onefinerate.com

Session: WHAT'S TRENDING: THE NEW FRONTIERS IN HOSPITALITY

- **Jean-Michel Casse**, COO, Accor Hotels India & South Asia
- **Prashanth Rao**, CEO, Intellistay Hotels
- **Rahul Pandit**, CEO, Hamstede Living
- **Parul Thakur**, Senior Area Director, Sales & Distribution, Marriott
- **Sameer Saxena**, Founder, Global Association Corporate Services

- **Suresh Kumar**, Founder & Mentor, Rosakue Hospitality
- **Ritwik Khare**, CBO, International Hotels Accounts, MMT

- **Ashwani Khurana**, Owner, Karma Lakelands

Session: OWNER'S FORUM: THE CHALLENGE IN THE BUSINESS

- **Ashish Jakhanwala**, CEO & MD, Samhi Hotels
- **Lakshyaraj Singh Mewar**
- **Rajeev Talwar**, CEO, Dlf ltd.
- **Kapil Chopra**, Chairman, Postcard Hotels
- **Saeed Shervani**, MD, Shervani Hotels
- **Manav Thadani**, Chairman, Hotelivate
- **JB Singh**, President & CEO, InterGlobe Hotels
- **Kapil Kaul**, Director, CAPA India

Glimpses from 16th Edition









**15TH
EDITION**



Date: 29th June 2019
Venue: Hotel Oberoi, New Delhi

HOSPITALITY PARTNER



STATE TOURISM PARTNER



SUPPORTING PARTNERS



PARYATAN SE PARIVARTAN



With elections over, and a new government in place, senior policy planners were back to the drawing board, identifying strategies to grow the various sectors of industry and economy, identifying the way forward to accelerated development; tourism being a key area of focus.

The senior leadership of the industry suggested on how it could contribute, and also shared how the Indian tourism story could become the provider of jobs, skill sets and contribute to the economy.

In its 15th conclave in the past 30 months, under the BITB banner, Paryatan se Parivartan brought together 40+ senior leaders, across verticals, from industry and government, to moot the way forward for tourism.

Tourism was a core sector capable of driving large-scale employment and economic growth and there was unanimous concurrence on the same. Tackling the long-prevalent elitist tag, that tourism concerned only the higher echelons of the society, was the pressing need of the hour and its economic impact was a much visible parameter to negate such an ill-conceived image, felt industry captains. They noted that the industry needed to better sensitize the government about the sector's contribution in driving the country's economy and contributing to the exchequer's coffers.

Policies and programs needed to be finetuned to create a seamless mechanism for obtaining necessary clearances to undertake hotel and tourism-centric projects, the general sense indicated. Industry leaders exhorted the government to look at the 'single-window' mechanism to expediate the process and arrest unnecessary delays, which consequently impacted ROIs, eroding competitiveness. They batted for doing away with multiplicity of authorities.

The long-mooted concept of Special Tourism Zones (STZs) needed to materialise, and fast. Drawing inspiration from world's most successful projects, involving the larger gamut of travel and tourism, these zones could act as pivots to generating substantial employment and revenue opportunities for the country, they argued. Industry leaders also suggested incorporating a more global outlook while conceiving such projects to create

the necessary pull for international travellers.

Various other subjects, having a direct bearing on the fortunes of the larger travel and tourism industry, were also put under the scanner. Skill development, augmenting international outreach through a heady mix of liberal visa regime and aggressive PR exercise, joining the dots in industry and government, and a favourable taxation regime, among others, were also debated at length.

The program was attended by over 150 delegates through the day and the proceedings of the event was telecasted on CNN-IBN – a leading electronic media company. The event provided a unique platform for senior-level networking and knowledge-sharing, perhaps a one-of-its-kind initiative in the Indian travel and tourism sector.

Session: TACKLING AN ELITIST IMAGE & HOW?

- (MODERATOR) **Chetan Sharma**, *Founder CEO, India Ahead News*
- **Vinod Duggal**, *former DG Tourism, and former Governor*
- **Jaya Jaitly**, *Founder, Dastkari Haat Samiti*
- **Subhash Goyal**, *Chairman, STIC Group*
- **Suresh Kumar**, *Founder, KUE Management Services and Founder & Mentor, ROSAKUE Hospitality*
- **Rajindera Kumar**, *Working Director, Ambassador New Delhi*
- **Zubin Saxena**, *MD & VP, South Asia, Radisson Hotels*
- **Swadesh Kumar**, *MD, Shikhar Travels & President, ATOAI*

Session: SPECIAL TOURISM ZONES WORK, WHY & HOW?

- (MODERATOR) **Navin Berry**, *Founder, BITB Conclaves*
- **Aman Kapoor**, *CEO, Airport Land Development, GMR Airports Ltd.*
- **Manav Thadani**, *Chairman, Hotelivate*
- **Anil Bhandari**, *Chairman, AB Concepts*
- **Abhishek Chaudhary**, *VP - Corporate Affairs, DMICDC*
- **Steve Borgia**, *CMD, Indeco Leisure Hotels*
- **Vineet Narain**, *Chairman, The Braj Foundation*

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- **Manav Thadani**, Chairman, Hotelivate
- **Anil Bhandari**, Chairman, AB Concepts
- **Abhishek Chaudhary**, VP - Corporate Affairs, DMICDC
- **Steve Borgia**, CMD, Indeco Leisure Hotels
- **Vineet Narain**, Chairman, The Braj Foundation

KEYNOTE: **Rajeev Sethi**, Chairman, Asian Heritage Foundation

Session: CONNECTIVITY, SKILLSETS, HERITAGE & CARRYING CAPACITY

- (MODERATOR) **Kapil Kaul**, Director, CAPA India
- **Shilbhadra Banerjee**, Former Secretary,

Government of India

- **C. T. Mishra**, Member Secretary, INTACH
- **Maureen Leibl**, Director, Muse India Heritage Concepts

- **Lakshyaraj Singh Mewar**, HRH Group, Udaipur
- **Dilip Puri**, Founder, Indian School of Hospitality
- **Ajeet Bajaj**, Founder, Snow Leopard Adventures

KEYNOTE: **Puneet Chhatwal**, CEO & MD, IHCL

Session: INVESTING IN TOURISM & HOSPITALITY

- (MODERATOR) **Ashish Jakhanwala**, MD, SAMHI Hotels
- **Suman Billa**, Joint Secretary, Ministry of Tourism
- **Binod Chaudhary**, Chairman, CG Hospitality & CG Corp. Global

- **K. B. Kachru**, Chairman Emeritus, Radisson Hotels, India

- **Chander Baljee**, Chairman, Royal Orchid Hotels
- **J B Singh**, CEO and President, InterGlobe Hotels
- **Rattan Keswani**, Joint MD, Lemon Tree Hotels

Session: JOINING THE DOTS IN INDUSTRY & GOVERNMENT

- (MODERATOR) **Navin Berry**, Founder, BITB Conclaves
- **Ashwani Lohani**, CMD, Air India & Former Chairman, Railway Board
- **Rajeev Talwar**, Chairman, PHD Chamber & WTTC(II)
- **Vinod Duggal**, former DG Tourism, and former Governor
- **Dr. Rajiv Kumar**, Vice Chairman, NITI Aayog, Government of India

Glimpses from 15th Edition







**14TH
EDITION**

**BITB
INDIA
OUTBOUND
SUMMIT**

**Date: 25th April 2019
Venue: Hotel Taj Mahal, New Delhi**

PARTNERS



INDIA OUTBOUND SUMMIT 2019



Session: INDIAN OUTBOUND OVERVIEW

- Navin Berry, Founder & CEO, BITB
- Kapil Kaul, CEO, CAPA India
- Sanjay Narula, Vice President, Travel Agents Association of India

**Session: TRENDS IN OUTBOUND TRAVEL:
DESTINATION PERSPECTIVES**

ANCHOR: Navin Berry, Founder & CEO, BITB

PANELISTS:

- H.E. Dr. Ashraf Shikhaliyev, Ambassador, Republic of Azerbaijan in India
- H. Deniz Ersoz, Head of Turkish Tourism in India
- Sheema Vohra, Managing Director (India), Brand USA

- **Sulaiman Suip**, Director, North & East India, Tourism Malaysia
- **Bejan Dinshaw**, Country Manager-India, Abu Dhabi Tourism & Culture Authority

Session: FRANCE AND INDIA: TOGETHER IN TOURISM

FEATURING:

KEYNOTE ADDRESS: H.E. Alexandre Ziegler, Ambassador, Republic of France in India

- **Ashwani Kakkar**, Senior Industry Analyst
- **Jean-Michel Casse**, COO, Accor Hotels, India and South Asia
- **Aman Nath**, Chairman, Neemrana Hotels
- **Sheetal Munshaw**, Director INDIA, Atout France

Session: TRENDS IN THE INDIAN MARKET PLACE: A PRODUCTS' PERSPECTIVE

ANCHOR: Navin Berry, Founder & CEO, BITB

PANELISTS:

- **Ramesh Daryanani**, VP-Global Sales (APAC excluding China), Marriott International
- **Ratna Chadha**, Chairperson, TIRUN
- **Vipul Prakash**, COO, MakeMyTrip
- **Gaurav Sindhwani**, Director, Preferred Hotels & Resorts, Global Sales, South Asia
- **Karan Singh**, Chairman & Co-founder, 1524 Delhi
- **Tekla Maira**, Director, Luxury Sales India, Accor Hotels

- **Delna Jasoomoney**, AVP, Travel Industry Sales & Luxury Partnerships, IHCL

- **Deepak Joshi**, CEO, Nepal Tourism Board

Session: AIR CONNECTIVITY IS THE KEY: PRICING NEXT

ANCHOR: Kapil Kaul, CEO, CAPA India Consulting

PANELISTS:

- **Divya Mohan**, GM-Commercial (North), Air India
- **Paurus Nekoo**, Group Sales Manager-India, Lufthansa Group Airlines
- **Harvinder Singh**, Country Manager-India, United Airlines
- **Arun Pandeya**, Country Manager-India, Air Canada
- **Suresh Nair**, Country Manager-India, Bangladesh & Sri Lanka, Air Asia BHD

Session: THE CHALLENGE OF OUTBOUND AND AIR CONNECTIVITY

Session: THE CHALLENGE OF OUTBOUND AND AIR CONNECTIVITY

ANCHOR: Varun Kumar & Sathyanarayanan S, Consultants, CAPA

PANELISTS:

- **Sanat Kaul**, Founder, IFFAD
- **Anoop Kanuga**, Tourism (Outbound) Council Chairman, TAAI
- **Rajeev Nangia**, CEO, TRAC Representations
- **Sandeep Dwivedi**, COO, InterGlobe Technology Quotient

Glimpses from 14th Edition







**13TH
EDITION**



Date: 28th February 2019

Venue: Hotel Taj Mahal, New Delhi

PARTNERS



INDIA TOURISM SUMMIT 2019



Session: THE BIG PICTURE: WHAT'S TRENDING?

- **Yogendra Tripathi**, Secretary, Ministry of Tourism
- **Rajeev Talwar**, Chairman, WTTCII & President, PHDCC
- **Dhruv Shringi**, Co-Founder & CEO, Yatra

- **Ashish Jakhanwala**, MD & CEO, SAMHI Hotels
- **Neeraj Govil**, Area VP, South Asia, Marriott International
- **Willy Boulter**, CCO, IndiGo Airlines
- **Zubin Saxena**, CEO, Radisson, Hotels India
- **Deepika Rao**, MD & CEO, Ginger Hotels

- **Sunil Kumar**, *President, TAAI*
- **Pronab Sarkar**, *President, IATO*
- **Swadesh Kumar**, *President, ATOI*
- **Sourish Bhattacharya**, *Founder, Tasting India*

Session: CHALLENGES OF DISTRIBUTION IN THE DIGITAL AGE

ANCHOR: Chetan Kapoor, *Co-Founder-Videc & Research Analyst, Phocuswright*

- **Praveen Chugh**, *President, TAFI*
- **Arif Patel**, *VP, Sales Marketing, Distribution & Loyalty – AccorHotels - India*
- **Ritu Mehrotra**, *Country Manager - India, Srilanka & Maldives, Booking.com*
- **Sanjay Rai**, *Executive VP - Sales, Oberoi Group*
- **Vibhas Prasad**, *Director, Leisure Hotels*
- **Ritwik Khare**, *Chief Business Officer, Key Global Accounts, MakeMyTrip.com*
- **Sanjay Kumar**, *Chief Operating Officer, AirAsia India*

Session: THE LEARNING CURVE TO SUSTAINABLE TOURISM

ANCHOR: Rakesh Mathur, *Hotelier and Heritage, Conservationist*

- **Ajeet Bajaj**, *Owner, Snow Leopard*
- **CT Mishra**, *Member-Secretary, INTACH*
- **Vijay Chadda**, *CEO, Bharti Foundation*
- **Rohit Khosla**, *Exec. VP - North, East & West, IHCL*
- **Steve Borgia**, *Chief Mentor, InDeco Hotels*
- **Shilabhadra Banerjee**, *Former Secretary, MoT, GOI*

Session: INDIAN INBOUND: WHAT'S NEXT?

ANCHOR: Anuraag Bhatnagar, *Multi Property VP - Mumbai & Goa and GM - St. Regis, Mumbai, Marriott Hotels*

- **VK Duggal**, *Former Governor*
- **Suman Billa**, *Joint Secretary, Ministry of Tourism*
- **Arjun Sharma**, *Chairman, Select Group*
- **Rajeev Kohli**, *Joint MD, Creative Travels*
- **Vikram Madhok**, *MD, Abercrombie&Kent India*
- **Jean Michel Casse**, *Chief Operating Officer, AccorHotels, India and South Asia*

Session: NITI AAYOG'S VISION FOR INDIA'S TOURISM @2022

ANCHOR: Navin Berry, *Founder & CEO, BITB*

- **KB Kachru**, *Chairman Emeritus, Radisson Hotels India*
- **Kapil Kaul**, *CEO, CAPA India*
- **Manav Thadani**, *Chairman, Hotelivate*
- **JB Singh**, *President, InterGlobe Hotels*
- **Kapil Chopra**, *Founder, Postcard Hotels*
- **Harsh Verma**, *Consultant, UNWTO*

Session: AGENTS OF CHANGE

- **Satya Pal Malik**, *H.E. Governor, J&K*
- **Amitabh Kant**, *CEO, Niti Aayog*
- **Ashwani Lohani**, *CMD, Air India*
- **Sanjeev Sanyal**, *Principal Economic Advisor, Ministry of Finance*
- **Patu Keswani**, *CMD, Lemon Tree Hotels*
- **Deep Kalra**, *Founder, MakeMyTrip.com*
- **Jose Dominic**, *Co-Founder, CGH Earth Group*

Glimpses from 13th Edition











AWARDS



**12TH
EDITION**



Date: 26th October 2018
Venue: Hotel Novotel Juhu, Mumbai

PARTNERS



HOTELSCAPES 2018



Session: CINEMA TOURISM SUMMIT 2018

- **Manish Goswami**, MD, Siddhant Cinevision, Vice President, Guild
- **Rajan Shahi**, Director/Producer, Director's Kut
- **Nikita Poudel**, Executive Chairperson, Film Development Board, Nepal
- **Arun Pandian**, South India President For Film Finance; Actor And MLA

- **Khyati Nayak**, Head Of Promotions & Film Facilitation Cell, Gujarat Tourism
- **H.E. Daniel Chuburu**, Argentina Ambassador
- **Satinderpal Singh Ahuja**, Consul General, Georgia
- **Lohita Sujith**, Director, Corporate Communications, Motion Picture Association, India
- **Neliswa Nkani**, Hub Head-Meisea, South Africa Tourism

- **Fulya Okatur**, Owner, Dalyan Resorts, Turkey
- **Julia Piekietko**, India Representative, Film Poland Productions And Ceo, Choice Talents
- **Mahesh Kothare**, Chairman, Kothare Vision
- **Naveen Kundu**, Md, Mercury Travels

Session: OVERSEAS LOCATIONS OVERVIEW

ANCHOR: Ramji Natarajan, CMD, Travel Masters

- **Majd Abu Arqub**, Jordan Tourism Board, Jordan
- **Nariman**, Nariman Films, Azerbaijan
- **Irina Maleeva**, Director, Movie Masters, Russia
- **Miroslava Mihaylova**, GM, Bullmasters Bulgaria, Bulgaria

- **Elisabet Agnarsdottir**, GM, Proice, Iceland
- **Raja, Jasijananth Films Services**, Switzerland
- **Daljit Kaur**, Rribada Limited, London
- **Gajinath Jeyakumar**, Wales And Scotland
- **Ivan Miklavjic**, Slovenia And Croatia

Session: LEARNING CURVE: MASTERCLASS

- **Aashish Singh**, CEO, Motion Pictures, Balaji Telefilms
- **Tanuj Garg**, Managing Partner, Ellipsis Entertainment
- **Marijke Desouza**, Producer, Dharma Productions
- **Vivek Agarwal**, CEO, A Richer Lens
- **Pierre Assouline**, President, Only Films, Paris; Uplifting Cinema, Mumbai

Glimpses from 12th Edition

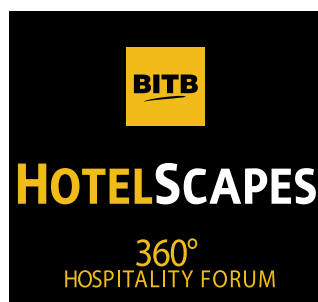








**11TH
EDITION**



Date: 6th October 2018
**Venue: Hotel The Leela Ambience,
Gurugram**

PARTNERS

PLATINUM PARTNER



CHANNEL PARTNER



HOTELSCAPES 2018



GROUND ZERO: GMS ROUNDTABLE

A REALITY CHECK ON HOTELS IN DELHI AND NCR. A ROUNDTABLE WITH GMS OF LEADING PROPERTIES.

ANCHOR: Dilip Puri, Founder, Indian School of Hospitality

- **Nitesh Gandhi, JW Marriott, Aerocity**
- **Vijay Wanchoo, The Imperial, New Delhi**
- **Jaideep Anand, The Leela Ambience**
- **Rohit Arora, The Park Hotel, New Delhi**
- **Kush Kapoor, The Roseate House**
- **Davinder Juj, Eros Hotel**

- **Veena Koul**, *Best Western Sky city Hotel*
- **Anil Tandon**, *Country Inn & Suites by Radisson, Gurugram*
- **Gagandeep Singh**, *Courtyard by Marriott, Agra*
- **Suraj Kumar Jha**, *Crowne Plaza, Gurugram*
- **Nivedita Avasthi**, *Crowne Plaza, Mayur Vihar*
- **Kunal Shanker**, *Holiday Inn, Mayur Vihar*
- **Jaswant Singh**, *Jaypee Siddharth*
- **Varun Chhibber**, *The Leela Ambience Convention Hotel*
- **Arun Gupta**, *Lemon Tree Hotel, Sector 60*
- **Sanjay Gupta**, *Le Meridien, Gurgaon*
- **Sanzeev Bhatia**, *The Metropolitan Hotel*
- **Rajesh Batla**, *Piccadilly Hotel*
- **Aveensh Kumar Mathur**, *The Park Plaza, Gurugram*
- **Rajat Tuli**, *Radisson Blu, Agra*
- **Harpreet Vohra**, *Radisson Blu, Faridabad*
- **Puneet Chaudhry**, *Radisson Blu, Paschim Vihar*
- **Namit Agnihotri**, *The Roseate, Samalkha*
- **Dhananjay Kumar**, *The Suryaa, New Friends Colony*
- **Vikas Parimoo**, *Vivanta By Taj Ambassador*
- **Kanika Hasrat**, *Vivanta By Taj Dwarka*
- **Amit Mehta**, *Vivanta By Taj, Surajkund*
- **Paramveer Singh**, *The Gateway Resort, Damdama*
- **Zubin Songadwala**, *ITC Maurya*

PARTNER PRESENTATION

ANCHOR: Chetan Kapoor, *Co-Founder-Videc & Research Analyst, Phocuswright*

Hospitality Opportunities in Gujarat

A KPMG presentation

Session: MARKETING DELHI & NCR: HOW HOSPITALITY CAN DRIVE ITS TOURISM?

- **Arif Patel**, *Vice President - Sales, Marketing, Distribution and Loyalty, Accor Hotels*
 - **Mandeep Lamba**, *MD-India, Hotels and Hospitality Group, JLL*
 - ***Kadambini Mittal**, *Senior Area Director - Sales, Marriott Hotels South Asia*
 - **Tarun Thakral**, *CEO, Le Meridien, New Delhi*
- Session: BENCHMARKING THE INDIAN HOSPITALITY EXPERIENCE: BRINGING INTERNATIONAL STANDARDS & EXCELLENCE**
- **Sunder Advani**, *President, WTTC (II)*

- **Rakesh Mathur**, *Former CEO, IHG; Former President, ITC WelcomHeritage*
 - **Sanjay Sharma**, *Market VP, North India, Bhutan & Nepal, Marriott Hotels India*
 - **Virender Datta**, *Chairman, International Institute of Culinary Arts*
 - **Vimal Singh**, *MD, Louvre Hotels South Asia*
- Session: INBOUND TOURISM AND ITS IMPACT ON HOSPITALITY**
- **Kapil Kaul**, *CEO, CAPA India Advisory*
 - **Steve Borgia**, *Founder and Mentor, Indeco Hotels*

THE LEARNING CURVE: EUROPE AND INDIA

• **PUNEET CHHATWAL**, *MD & CEO, IHCL Advocacy for Hospitality: The Faith Experience :*

Session: NAKUL ANAND, EXECUTIVE DIRECTOR, ITC LIMITED AND CHAIRMAN - FAITH

OWNERS' FORUM: THE CHALLENGES OF RUNNING THE HOSPITALITY BUSINESS ASSESSING THE BUSINESS OF HOSPITALITY, CHALLENGES ACROSS BUSINESS HOTELS, RESORTS, AND NICHE PROPERTIES IN METRO AND TIER II & III CITIES

- **Kapil Chopra**, *Chairman, EazyDiner, anchor*
- **Priya Paul**, *Chairperson, Apeejay Surrendra Park Hotels Ltd.*
- **Ankur Bhatia**, *MD, Bird Group of Companies*
- **S.P. Jain**, *CMD, Pride Hotels*
- **Aman Nath**, *Founder, Neemrana Hotels*
- **Ashish Jakhanwala**, *MD & CEO, SAMHI Hotels*
- **Manav Thadani**, *Founder, Hotelivate*
- **JB Singh**, *President and CEO, InterGlobe Hotels*
- **Rattan Keswani**, *Deputy MD, Lemon Tree Hotels*
- **Sunil Gadhiok**, *Director, Shanti Hospitality*
- **Rupak Gupta**, *MD, U P Hotels Limited*
- **Lajpat Rai**, *Owner, Lotus Hotels*
- **K.K. Kaya**, *Owner, The Savoy, Mussoorie*

Glimpses from 11th Edition



**10TH
EDITION**



Date: 23rd & 24th February 2018
Venue: Hotel Pullman Aerocity
New Delhi

PARTNERS

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ORGANISED BY



INDIA TRAVEL CONGRESS 2018



India Travel Congress, organised by BITB, was held on 23rd and 24th of February 2018 at Pullman Hotel in Aerocity, New Delhi. The two-day event was aimed at bringing diverse stakeholders of the larger tourism industry on to one platform to create better understanding the of nuances of businesses, chang-

ing dynamics of the market and churnings in the domestic milieu which were impacting the course of business trajectory for the industry.

The event, spread across two days, was attended by over 500 delegates, representing senior echelons of policy makers and tourism industry. Key government representatives included Hard-



eep Singh Puri, MoS, Housing and Urban Affairs, GOI; Vijay Goel, Minister of State for Statistics and Programme, GOI; Ashwini Lohani, Chairman, Railway Board and Anurag Thakur, Member of Parliament, Hamirpur, among others.

Hardeep Puri, in his speech, shared some of the initiatives taken by Housing and Urban Affairs ministry and detailed how they were aligned with the larger vision of the tourism industry. He suggested that the massive urbanisation and rejuvenation push, undertaken by his ministry, was a critical aspect of uplifting tourism in cities and asserted that it would help strengthening tourism and travel in its own ways. "This is a part of the government which will contribute to providing a quantum jump and exponential growth to the tourism sector," he said.

Speaking on transforming railways in to a preferred means of transportation, Ashwini Lohani shared that railways was working on boosting rail footprints in hilly areas, including the Northeast – which was going to add more lustre to the profile of the region, making it more accessible to the masses. Speaking on the transformational change undergoing in the railways, he said "We are building freight corridors, high-speed railways, bringing in new coaches, besides improving sub-urban networks and signalling. It is at the cusp of a major chance, which will affect and give a big impetus to this wonderful sector."

There were several sessions, studded with star



speakers, who deliberated on issues impacting the industry and the nation in driving stronger tourism numbers. In the plenary session, SK Misra, Former Principal Secretary to the PM, outlined the way forward for positioning Delhi as a world-class city for tourism. A panel consisting of pioneers in their respective fields also shared their insights on issues such as hotels, museums and cuisines and how they could be better positioned to attract more footfalls in to the capital.

Vijay Goel spoke on resurrecting Chandni Chowk and old Delhi for conserving heritage and transforming it in to a desirable tourism asset. He highlighted issues such as multiplicity of authority and a general sense of apathy for the heritage as reasons for the current state of the old Delhi region.

Anurag Thakur shared his experience of bringing cricket in to the Buddhist town of Dharamshala and argued that sports tourism was not only important in driving local economy, but it had also considerably arrested some of the other glaring social issues facing the Himalayan state.

There were sessions dedicated to deciphering trends in the hospitality segment. Also, finding ways and means to drive inbound traffic in to India was put under scanner. Hotel insiders asserted that while inbound was a lucrative proposition, domestic segment was the pivot around which businesses were expected to grow, indicating that the domestic segment had grown leaps and bounds, in



terms of its spending capability and weightage as segment.

Churning in the online space was discussed at length too. Speakers shared their insights on the unfolding in the online space, suggesting that further consolidation by online majors was going to continue unabated and discounts as a means to attract more consumers was a trend expected to continue for at least another five years.

Gujarat Tourism was the Gold Partner of the event and showcased and promoted some of its key destinations and products among delegates. Gujarat Tourism was represented by Soman Pathi and Sanatan Pancholi who besides networking on the sidelines on the event to create more understanding about Gujarat's offerings and opportunities, also gave insights in to conducive policy framework in the state. Gujarat Tourism also set up a exhibition booth to drive B2B business and had three co-participants, in form of hotels, showcasing their product offering.

Representatives of Crabtree – a part of the Havells group – showcased a video presentation to delegates, explaining how the company was making fast strides in aligning itself with the needs of the hotel industry by bringing in products that were truly international and top quality in terms of energy efficiency and design.

BITB also honoured some of the biggest names in the tourism industry for their unflinching resolve and massive contribution in furthering trav-



el and tourism in the country and beyond. BITB honoured Radhe shyam Saraf, Group Chairman, Saraf Hotel Enterprises; Chandru Raheja, Founder and Chairman, K Raheja Corp and Kapil Bhatia, Executive Chairman, Interglobe Enterprises Limited with 'Lifetime Achievement award' for their long and illustrious careers spanning several decades.

Hotelier Binod Chaudhary, Chairman of CG Group was honoured for being the 'Face of South Asian Hospitality' and Tarun Thakral, Founder of Heritage Transport Museum was also honoured for his unique initiative which has gained tremendous popularity as an innovative tourism product.

Over 100 golfers from Delhi and NCR were also in attendance to participate in raffle draw which was supported by Nepal Tourism. A number of golfers won attractive prizes which included sponsored stay in Nepal.

During the two days, delegates also networked over hosted lunches and dinners and discussed ideas to further business.

1ST DAY

Session: MAKING DELHI AS A WORLD CLASS GLOBAL TOURIST CITY

- **SK Misra**, Chairman, ITRHD and former Principal Secretary to the Prime Minister
- ANCHOR: Kapil Kaul**, Director, CAPA India
- **JB Singh**, President, Interglobe Hotels
- **Saeed Sherwani**, MD, Sherwani Hotels



- **Kishore Singh**, Director, Delhi Art Gallery
- **Sourish Bhattacharya**, Founder Director, Tasting India Symposium
- **Jitendra Singh**, Head, Airline Marketing & Route Development, Delhi Airport
- **Sharupa Dutta**, Producer-Zee Jaipur Literature Festival
- **Suresh Nair**, Country Manager, AirAsia Berhad
- **Vivek Yadav**, Senior VP, Domestic Switchgear, Havells India
- **Gagan Khosla**, Entrepreneur and Cycling Enthusiast

KEYNOTE: Vijay Goel, MoS Parliamentary Affairs; Statistics & Programme Implementation

Session: CRYSTAL BALL GAZING: LOOKING AHEAD FOR TRAVEL & TOURISM

- **Puneet Chhatwal**, MD and CEO, Taj Group
- **Ritesh Agarwal**, Founder and CEO, OYO
- **KB Kachru**, Chairman Emeritus & Principal Advisor, Carlson Rezidor India
- **Harsh Verma**, Technical Cooperation, UNWTO
- **Kapil Kaul**, CEO, South Asia, CAPA

Session: THE INFRA GAME CHANGERS: FACILITATING TRAVEL AND TOURISM

- **Ashish Kumar Singh**, Principal Secretary, PWD, Government of Maharashtra
- **Alkesh Sharma**, CEO & MD, Delhi Mumbai Industrial Corridor Development Corporation

- **Hardeep Puri**, MoS (IC), Housing & Urban Affairs
- **Ashwani Lohani**, Chairman, Railway Board
- **Amitabh Kant**, CEO, NITI Aayog

2ND DAY

Session: IS THE INDIAN INDUSTRY GIVING UP ON INBOUND?

- **Kapil Chopra**, Chairman, EazyDiner
- **Vikram Madhok**, MD, A & K India
- **Rajiv Kaul**, President, Leela Hotels and Resorts
- **Subhash Goyal**, Chairman, STIC Group
- **Raj Rana**, CEO, Carlson-Rezidor India and South Asia

Session: CAN HOSPITALITY WHIP UP NUMBERS AND HOW?

Presentation on LG Hospitality Solutions

- **Hemendu Sinha**, B2B-Business Head, LG
- **Ashish Jakhanwala**, CEO & MD, SAMHI Hotels
- **Neeraj Govil**, Area Vice President – South Asia – Marriott International
- **Jean-Michel Casse**, Senior VP-Operations, Accor Hospitality, India
- **Peter Fulton**, Group President, Hyatt – EAME & SW Asia
- **Dipak Haksar**, CEO, ITC Hotels
- **Rohit Kohli**, Joint MD, Creative Travel

Session: CITIES AS FUTURE DRIVERS: MAKING TOURISM INCLUSIVE



- **Harsh Verma**, Technical Cooperation & Services, UNWTO, Madrid
- **Deepak Joshi**, CEO, Nepal Tourism Board
- **Lakshyaraj Singh**, Executive Director, Historic Resort Hotels
- **Farooq Ahmad Shah**, Commissioner/Secretary Education, Jammu & Kashmir
- **Anurag Awasthi**, Enterprise Business, Havells India



Session: INNOVATION IS CRITICAL TO TOURISM PROMOTIONS

- **Vinod Duggal**, Former Governor & Home Secretary

Session: GOING NICHE AND EXPERIENTIAL IS THE WAY FORWARD

- **Sanjeev Kapoor**, Founder, Khana Khazana
- **Jose Dominic**, Chairman, CGH Earth Group
- **Ajeet Bajaj**, Owner, Snow Leopard Adventures
- **Rishi Narain**, RNG Golf Management
- **Anurag Thakur**, Member of Parliament



Session: MONEY MANIA: ACQUIRE, CONSOLIDATE AND LEAD

- **Ashwini Kakkar**, Vice Chairman, Mercury Travel
- ANCHOR: Chetan Kapoor**, Phocuswright India
- **Ankush Nijhawan**, MD, Nijhawan Group and Co-founder & CEO, Travel Boutique Online
- **Alok Vaish**, Group CFO, Yatra Online
- **Tej Kapoor**, MD and Head, Fosun RZ India

KEYNOTE ADDRESSES



Hardeep Singh Puri,
MoS (I/C), Ministry of
Housing and Urban Affairs



Ashwani Lohani, Chairman,
Railway Board



SK Misra, Former Principal
Secretary to the Prime Minister



Alkesh Sharma, CEO and MD,
DMICDC



Sanjeev Kapoor
Founder, Khana Khazana



Ashwini Kakkar
Vice Chairman, Mercury Travel



Vijay Goel
MoS Parliamentary Affairs;
Statistics &
Programme Implementation



V K Duggal
Former Governor and Home Secretary

Glimpses from 10th Edition



AWARDS

BITB India Travel Congress honoured some of the biggest names in the tourism industry for their unflinching resolve and massive contribution in furthering travel and tourism in the country and beyond. BITB honoured Radhe shyam Saraf, Group Chairman, Saraf Hotel Enterprises; Chandru Raheja, Founder and Chairman, K Raheja Corp

and Kapil Bhatia, Executive Chairman, Interglobe Enterprises Limited with 'Lifetime Achievement award' for their long and illustrious careers spanning several decades.

Hotelier Binod Chaudhary, Chairman of CG Group, was honoured for being the 'Face of South Asian Hospitality' and Tarun Thakral, Founder of Heritage Transport Museum was also honoured for his unique initiative which has gained tremendous popularity as an innovative tourism product.



**9TH
EDITION**



Date: 18th Decemer 2017
Venue: Novotel Juhu, Mumbai

PARTNERS



**ACTION
BEGINS
HERE**

INDIA OUTBOUND SUMMIT



Cinemascares 2017, held on 18th December last year in Mumbai, provided a platform for examining churnings in the cinema industry and its manifestations on the travel and tourism sector. The impact of cinema shoots in generating revenue for countries and destinations, fast-altering consumer preferences, critical factors influencing choice of destinations for shooting and much more was put under scanner in sessions at the event. Seasoned industry professionals, representing films, television, advertisement, production houses, NTOs and destination promotion offices, among others, were in attendance.

Industry experts suggested destinations to explore joint marketing campaigns and look beyond cash rebates and incentives to attract production houses. They voiced their preferences, naming affordability, accessibility to a destination, presence of cinema shooting infrastructure, aided by skilled local crew, and liberal policies as their key parameters for zeroing in on a destination.

Representatives from numerous NTOs gave detailed insight into their nation's product offerings and USPs. They outlined their expectations from production houses, batting for a shift from being strategically positioned as a brand to becoming integral to the narrative itself. Some NTOs made video presentations, highlighting incentives and facilities available for cinema shoots. Representatives also took part in panel discussions to understand challenges and moot the road ahead. Austria, Canada, Croatia, Georgia, Italy, Macedonia, Mongolia, Nepal, Serbia, Singapore, Slovenia, South Africa, Turkey, and Ukraine were represented in different capacities.

The need for a hassle-free shooting experience and availability of skilled local manpower found most resonance amongst speakers.

On the domestic front, Indian states such as Gujarat and Odisha highlighted their products and elaborated on recently undertaken policy initiatives to boost cinema tourism.

The growing clout of Indian television in shaping travel preferences of the outbound was also discussed by industry insiders. Another key takeaway of the brainstorming was how audiences were increasingly preferring new and unexplored desti-

nations, therefore keeping destination promotion boards and NTOs on their toes, making strategic marketing and concerted outreach non-negotiable aspects of tourism promotion.

Awards ceremony followed panel discussions where Cinemascares honoured Amit Khanna for his contribution to the cinema and television industry, and conferred him with the Lifetime Achievement Award. Chrome Pictures and the Story Tellers were honoured for their video productions on Jammu and Kashmir and Assam, respectively. Faridoon Shahyar was also awarded for his role as a journalist.

Session: CINEMA TOURISM SUMMIT 2017

- **Amit Khanna**, *Writer, Film Maker, Industry Veteran*
- **VIKRAMJIT ROY**, *Head, FFO, NFDC*
- **Iohita Sujith**, *Director-corporate Communications, Motion Picture Association (India)*
- **Aashish Singh**, *VP, Yash Raj Films*
- **Khalil Bachooali**, *Executive Committee Member - ASAP*
- **Rajan Shahi**, *Director/Producer, Director's Kut Production*
- **Nitin Jawale**, *Director Tourism, Odisha Government*
- **Shivdullar Singh**, *Director Tourism, Government of Punjab*
- **Deepak Joshi**, *CEO, Nepal Tourism Board*
- **G. Ganbold**, *Ambassador to India, Government of Mongolia*
- **Satinder Pal Ahuja**, *Consul General, Government of Georgia*
- **Shradha Singh**, *Head of Production, Jungle Book Entertainment*
- **Tanuj Garg**, *Managing Partner, Ellipsis Entertainment Media*
- **Khyati Nayak**, *Manager PR & Cinema, Gujarat Tourism*
- **Arun Pandeya**, *Country Manager, Air Canada*
- **Mukesh Sharma**, *Formerly, DG Doordarshan Mumbai*
- **Shuchi Trivedi**, *VP, EY*
- **Carl Vaz**, *Chairman, Charson Advisory*
- **Lakshyaraj Singh Mewar**, *Executive Director, Historic Resort Hotels*

Session: LOCATIONS OVERVIEW

- **G.B. Srithar**, *Regional Director, Singapore Tourism*
- **Hanneli Slabber**, *Regional General Manager, South Africa Tourism*
- **Salvatore Ianniello**, *General Manager, Italy Tourism*
- **Fulya Okutur**, *General Manager/Owner, Dalyan Resort, Turkey*

Session: LEARNING CURVE: MASTERCLASS

- ANCHOR: Aashish Singh**, *VP, Yash Raj Films*
- **Natrajan Ramji**, *CEO, Travel Masters*
 - **Dejan Iliev**, *Mind Productions, Macedonia*
 - **Ms Irina Maleeva**, *VP, Clockwork Film Production, Serbia*
 - **Ms Anna Palenchuk**, *Producer, 435 Films, Ukraine*
 - **Ishvinder Maddh**, *Robinvill Intech, Austria*
 - **Robert Kranvogel**, *Azaleja Global Film Production, Slovenia/Croatia*
 - **Rengarajan Jaiprakash**, *Film produce*

Glimpses from 9th Edition





SPEAKERS



AMIT KHANNA
VETERAN FILMMAKER,
WRITER AND POET



VIKRAMJIT ROY
HEAD, FILM FACILITATION OFFICE,
GOI



DEEPAK JOSHI
CEO,
NEPAL TOURISM BOARD



KHALEEL BACCHOOALI
ASAP
EXECUTIVE MEMBER



H.E. GANCHIG GANBOLD
MONGOLIAN AMBASSADOR
TO INDIA



NITIN JAWALE
DIRECTOR TOURISM,
GOVT. OF ODISHA



ARUN PANDEYA
COUNTRY MANAGER, AIR CANADA



SATINDER PAL AHUJA
CONSUL GENERAL,
GOVT. OF GEORGIA



MUKESH SHARMA
FORMERLY DG DOORDARSHAN,
MUMBAI



SHUCHI TRIVEDI
VICE PRESIDENT, EY



SANATAN PANCHOLI
GUJARAT TOURISM



G B SRITHAR
REGIONAL DIRECTOR,
SINGAPORE TOURISM



HANNELI SLABBER
REGIONAL GM,
SOUTH AFRICA TOURISM



SALVATORE IANNIELLO
GENERAL MANAGER,
ITALY TOURISM



ANNA PALENCHUK
PRODUCER,
435 FILMS, UKRAINE



DEJAN ILIEV
MIND PRODUCTIONS,
MACEDONIA



IRINA MALEEVA
VP, CLOCKWORK FILM PRODUCTION,
SERBIA



NATARAJAN RAMJI
CEO,
TRAVEL MASTERS



RENGARAJAN JAIPRAKASH
FILM PRODUCER



ROBERT KRANVOGEL
AZALEJA GLOBAL FILM PRODUCTION,
SLOVENIA/CROATIA



AASHISH SINGH
VICE PRESIDENT,
YASH RAJ FILMS



RAJAN SHAHI
DIRECTOR/PRODUCER, DIRECTOR'S
KUT PRODUCTION



TANUJ GARG
MANAGING PARTNER, ELLIPSIS
ENTERTAINMENT MEDIA



FULYA OKUTUR
GM/ OWNER, DALYAN RESORT,
TURKEY

**8TH
EDITION**



Date: 9th June 2017
Venue: Juniper, India Habitat Centre, New Delhi

PARTNERS



MAGAZINE PARTNER



INDIA OUTBOUND SUMMIT



INTRODUCTORY REMARKS:

Navin Berry, Chief Editor

KEYNOTE: Tourism as two way Business for Mutual Economic and Social Cooperation

PRESENTER: H.E. Kenji Hiramatsu, Ambassador, Government of Japan in India

Session: GOVERNMENTS GET PRO-ACTIVE IN TOURISM PROMOTION

ANCHOR: Subhash Goyal, Chairman, STIC Group

- **H.E. J. Goburdhun, High Commissioner, Republic of Mauritius**
- **H.E. Ernest Rwamucyo, High Commissioner, Republic of Rwanda**
- **H.E. Gonchig Ganbold, Ambassador, Embassy of Mongolia**
- **Mr. Molalign Asfaw, Minister Counsellor, Embassy of Ethiopia**

- **Mr. Patrick Santillo**, Minister Counsellor for Commercial Affairs, USA
- **Mr. Andrew Caruana Galizia**, Deputy Head of Mission, Embassy of Malta

Session: TRENDS IN INDIAN OUTBOUND AIR TRAVEL

ANCHOR: Subhash Goyal, Chairman, STIC Group

- **Lufthansa Group Airlines**, Wolfgang Will, Senior Director, South Asia
- **Singapore Airlines**, David Lim, Country Manager
- **ANA Airlines**, Yasua Taki, Country Manager

- **Air Asia BHD**, Suresh Nair, Country Head
- **Air India**, Pankaj Kumar, ED

Session: TRENDS IN THE INDIAN MARKET PLACE

ANCHOR: Navin Berry, Chief Editor, TourismFirst

- **Sulaiman Suip**, Country Head, Malaysian Tourism
- **Hanneli Slabber**, Country Manager, South Africa Tourism
- **Karan Anand**, Director, Cox & Kings
- **Ratna Chadha**, CMD, Tirun Marketin

Glimpses from 8th Edition



SPEAKERS



KENJI HIRAMATSU
AMBASSADOR, GOVERNMENT OF JAPAN
IN INDIA



PATRICK SANTILLO
MINISTER COUNSELLOR FOR COMMERCIAL
AFFAIRS, USA



ANDREW CARUANA GALIZIA
DEPUTY HEAD OF MISSION,
EMBASSY OF MALTA



DEEPAK JOSHI
CEO,
NEPAL TOURISM



SUBHASH GOYAL
CHAIRMAN,
STIC GROUP



PANKAJ KUMAR
EXECUTIVE DIRECTOR,
AIR INDIA



WOLFGANG WILL
SENIOR DIRECTOR, SOUTH ASIA,
LUFTHANSA GROUP AIRLINES



RATNA CHADHA
CMD,
TIRUN MARKETING



HARVINDER SINGH
COUNTRY MANAGER,
UNITED AIRLINES



DAVID LIM
COUNTRY MANAGER,
SINGAPORE AIRLINES



YASUA TAKI
COUNTRY MANAGER,
ANA AIRLINES



SURESH NAIR
COUNTRY HEAD,
AIR ASIA BHD



KARAN ANAND
DIRECTOR,
COX & KINGS



SULAIMAN SUIP
DIRECTOR,
TOURISM MALAYSIA, NEW DELHI



CARL VAZ
CEO,
CHARSON ADVISORY



HANNELI SLABBER
COUNTRY MANAGER,
SOUTH AFRICA TOURISM



NIKHIL DHODHAPKAR
CEO,
TUI INDIA



RAJA NATESAN
CEO,
UNIGLOBE TRAVELS



YEISHAN GOEL
CEO,
THRS

**7TH
EDITION**



Date: 24th March 2017
Venue: Hotel Taj Mahal, New Delhi

NEW-AGE TOURISM IN A DYNAMIC ENVIRONMENT



INTRODUCTORY REMARKS:

Navin Berry, *Chief Editor, Cross Section Media*

KEYNOTE: Tourism as Driver of Rural Economy

PRESENTER: SK Misra, *Chairman, ITRHD*

Session: MAKE IN INDIA IN TOURISM

ANCHOR: Atul Chaturvedi,

Additional Secretary, DIPP

• **Steve Borgia**, *Founder, EcoTourism Society of India*

• **Maureen Leibl**, *Director, Muse India Heritage Concepts*

• **Rajeev Kohli**, *Joint Managing Director, Creative Travel Pvt. Ltd.*

• **Rakesh Mathur**, *Former President, ITC WelcomHeritage*

• **Srikant Nagulapalli**, *Secretary, Andhra Tourism*

KEYNOTE: A HOLISTIC APPROACH TO TOURISM

PRESENTER: Ashok Lavasa, *Finance Secretary, Government of India*

Session: JOINING THE DOTS IN GOVERNMENT

ANCHOR: V K Duggal, *Former DG Tourism and Former Governor, Manipur*

- **Ajeet Sharan**, Secretary, Ayush, Indian School of Medicine
- **Leena Nandan**, Joint Secretary, Road Transport and Highways
- **P L Sahu**, Joint Secretary, Ministry of Culture
- **Rajvir Singh**, Joint Secretary, Ministry of Sports
- **Kumar Vinay Pratap**, Joint Secretary, Ministry of Urban Development
- **Arun Kumar**, Joint Secretary, Ministry of Civil Aviation
- **Srikant Nagulapalli**, Secretary, Andhra Tourism

Session: NEW DRIVERS OF THE BIG CHANGE

ANCHOR: Navin Berry, Chief Editor, Cross Section Media

- **Sanjay Kothari**, Chairman, Public Enterprises Selection Board
- **Suman Billa**, JS, Ministry of Tourism
- **GB Srithar**, RD, South Asia & Middle East, Singapore Tourism
- **Chetan Kapoor**, Research Head, Phocuswright India
- **Raja Natesan**, CEO, UniGlobe Travels, South Asia
- **Nikhil Sahni**, Group President, Government Banking & National Head - Branch Banking, YES BANK

Session: TECHNOLOGY AND ONLINE OUTREACH

PRESENTER: Deep Kalra, Mentor and CEO, MakeMyTrip

- **Carl Vaz**, CEO, Charson Advisory
- **Raja Natesan**, CEO, Uniglobe Travels
- **Yeishan Goyal**, CEO, THRS
- **Nikhil Dhodhapkar**, CEO, TUI, India

PERSPECTIVE FOR REGIONAL TOURISM

• **PRESENTER: Nepal Tourism: Deepak Joshi**, CEO

AIR INDIA PERSPECTIVES

PRESENTER: Ashwani Lohani, CMD, Air India

REGIONAL CONNECTIVITY

PRESENTER: Ankur Bhatia, Executive Director, BirdGroup

AVIATION: SEAMLESS IN SYNC WITH TOURISM

ANCHOR: Kapil Kaul, CEO-South Asia, CAPA

- **Sanjay Kumar**, CCO, IndiGo Airlines
- **S. Biswas**, ED (Arch), Airports Authority of India
- **Suresh Nair**, GM, India & South Asia, Air Asia Berhard

KEYNOTE: TOURISM AND TRAVEL IN INDIAN ECONOMY

PRESENTER: Amitabh Kant, CEO, NITI Aayog
MOTIVATING HOSPITALITY TO DRIVE TOURISM

ANCHOR: Navin Berry, Chief Editor, Cross Section Media

- **KB Kachru**, Chairman Emeritus, Carlson-Rezidor Hotels
- **Sanjay Sharma**, Market VP, North India and Nepal, Marriott
- **Manav Thadani**, Chairman, HVS-Asia Pacific
- **Dilip Puri**, Founder, Indian School of Hospitality Uniquely Indian Vertical

KEYNOTE: Ms. Jaya Jaitly, Founder and Chairperson, Dastkari Haat Samiti

Session: SUSTAINABLE HERITAGE TOURISM - CONSERVATION AND COMMUNITY INVOLVEMENT

ANCHOR: Rakesh Mathur, Former President, ITC WelcomHeritage

- **Jose Dominic**, Chairman, CGH Earth, Hotels as nature and holistic destinations
- **Dharmendar Kanwar**, Writer and Convenor, INTACH Jaipur Chapter Conservation and Cities
- **Shikha Jain**, Director, DRONAH and Convenor, Haryana State Chapter
- **Bindu Manchanda**, Head, Crafts, Community and Heritage, INTACH Crafts and creative economies
- **Abhay Mangaldas**, Owner, House of MG
- **Yogendra Vasupal**, CEO, Stayzilla

Session: CREATIVE HERITAGE TOURISM - THE INNOVATORS

ANCHOR: Navin Piplani, Principal Director, INTACH Heritage Academy

- **Lakshyaraj Singh Mewar**, Executive Director, Historic Resort Hotels Forts and Palaces in tourism
- **Harkirat Singh**, Owner, Citrus County Farm Stays Rural and farm tourism
- **Mala Barua**, Owner, Mystic Asia Spiritual Tourism
- **Hemant Katoch**, Founder, Battlefield of Imphal Tours War Memorial Tourism and Northeast
- **Manu Bhatnagar**, Principal Director, National Heritage Division, INTACH Natural Heritage, lakes and waterbodies
- **Steve Borgia**, Mentor, InDeco Hotels

SPEAKERS



SK MISRA
CHAIRMAN, ITRHD



VK DUGGAL
FORMER DG TOURISM AND
FORMER GOVERNOR, MANIPUR



AMITABH KANT
CEO, NITI AAYOG



SANJAY KOTHARI
CHAIRMAN, PUBLIC ENTERPRISES
SELECTION BOARD



ASHOK LAVASA
FINANCE SECRETARY,
GOVERNMENT OF INDIA



AJEET SHARAN
SECRETARY, AYUSH, INDIAN
SCHOOL OF MEDICINE



ATUL CHATURVEDI
ADDITIONAL SECRETARY, DIPP



SRIKANT NAGULAPALLI
FORMER SECRETARY, ANDHRA
TOURISM



SUMAN BILLA
JS, MINISTRY OF TOURISM



LEENA NANDAN
JOINT SECRETARY, ROAD
TRANSPORT AND HIGHWAYS



RAJVIR SINGH
JOINT SECRETARY, MINISTRY OF
SPORTS



ARUN KUMAR
JOINT SECRETARY, MINISTRY OF
CIVIL AVIATION



KUMAR VINAY PRATAP
JOINT SECRETARY, MINISTRY OF
URBAN DEVELOPMENT



P L SAHU
JOINT SECRETARY, MINISTRY OF
CULTURE



DEEP KALRA
MENTOR AND CEO, MAKEMYTRIP



S BISWAS
ED (ARCH), AIRPORTS AUTHORITY
OF INDIA



PANKAJ SRIVASTAV
COMMERCIAL DIRECTOR, AIR INDIA



ANKUR BHATIA
EXECUTIVE DIRECTOR,
BIRDGROUP



KB KACHRU
CHAIRMAN EMERITUS, CARLSON-
REZIDOR HOTELS



DILIP PURI
FOUNDER, INDIAN SCHOOL OF
HOSPITALITY



MANAV THADANI
CHAIRMAN, HVS-ASIA PACIFIC



KAPIL KAUL
CEO-SOUTH ASIA, CAPA



RAKESH MATHUR
FORMER PRESIDENT, ITC
WELCOMHERITAGE



SANJAY SHARMA
MARKET VP, NORTH INDIA AND
NEPAL, MARRIOTT



SURESH NAIR
GM, INDIA & SOUTH ASIA, AIR ASIA
BERHARD



GB SRITHAR
RD, SOUTH ASIA & MIDDLE EAST,
SINGAPORE TOURISM



CHETAN KAPOOR
RESEARCH HEAD, PHOCUSWRIGHT
INDIA



RAJA NATESAN
CEO, UNIGLOBE TRAVELS, SOUTH
ASIA



NIKHIL SAHNI
GROUP PRESIDENT, GOVERNMENT
BANKING & NATIONAL HEAD –
BRANCH BANKING, YES BANK



MAUREEN LEIBL
DIRECTOR, MUSE INDIA HERITAGE
CONCEPTS



ROHIT KHOSLA
SENIOR VICE PRESIDENT,
OPERATIONS, TAJ HOTELS,
PALACES, RESORTS AND SAFARIS



STEVE BORGIA
FOUNDER, ECOTOURISM SOCIETY
OF INDIA



ROMMEL VALLES
HEAD, STAKEHOLDER
MANAGEMENT, GMR AIRPORTS,
GMR GROUP



RAJEEV KOHLI
JOINT MANAGING DIRECTOR,
CREATIVE TRAVEL PVT. LTD.

Glimpses from 7th Edition



AWARDS

BITB India Tourism Summit awards never before acknowledged tourism stakeholders for their impact on the industry; FabIndia, Maruti, Haldiram and DLF Malls. A number of firsts were achieved, true to the innovative spirit of its organizers.



Vimala Bisswal, Founder, FabIndia receives the award from SK Misra, in presence of Nikhil Sahni, V K Duggal and Navin Berry



Arun Arora, GM, Institutional Sales and Gaurav Jain, Head of Corporate, Institutional and Fleet Sales, Maruti Suzuki India receive the award from V K Duggal



Dr. AK Tyagi receives the award for Haldiram from Nikhil Sahni, in presence of V K Duggal



Pushpa Bector, Executive VP and Head, DLF Premium Malls receives the award for DLF Mall of India from S K Misra, in presence of Nikhil Sahni, V K Duggal and Navin Berry

India Tourism Summit

24th March 2017. New Delhi

PARTNERS

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**6TH
EDITION**



**Date: 6th October 2016
Venue: Hall 18, Pragati Maidan
New Delhi**

PARTNERS



UNIQUELY INDIAN BY INTACH



KEYNOTE: Ms. Jaya Jaitly, Founder and Chairperson, Dastkari Haat Samiti

Session: SUSTAINABLE HERITAGE TOURISM - CONSERVATION AND COMMUNITY INVOLVEMENT

ANCHOR: Rakesh Mathur, Former President, ITC WelcomHeritage

• Jose Dominic, Chairman, CGH Earth, Hotels as

nature and holistic destinations

• Dharmendar Kanwar, Writer and Convenor, INTACH Jaipur Chapter Conservation and Cities

• Shikha Jain, Director, DRONAH and Convenor, Haryana State Chapter

• Bindu Manchanda, Head, Crafts, Community and Heritage, INTACH Crafts and creative economies

- **Abhay Mangaldas**, Owner, House of MG
- **Yogendra Vasupal**, CEO, Stayzilla

Session: CREATIVE HERITAGE TOURISM - THE INNOVATORS

ANCHOR: Navin Piplani, Principal Director, INTACH Heritage Academy

- **Lakshyaraj Singh Mewar**, Executive Director, Historic Resort Hotels Forts and Palaces in tourism
- **Harkirat Singh**, Owner, Citrus County Farm Stays Rural and farm tourism

- **Mala Barua**, Owner, Mystic Asia Spiritual Tourism
- **Hemant Katoch**, Founder, Battlefield of Imphal Tours War Memorial Tourism and Northeast
- **Manu Bhatnagar**, Principal Director, National Heritage Division, INTACH Natural Heritage, lakes and waterbodies
- **Steve Borgia**, Mentor, InDeco Hotels

Glimpses from 6th Edition



**5TH
EDITION**



**Date: 6th October 2016
Venue: Hall 18, Pragati Maidan
New Delhi**

PARTNERS



**MAKE IN INDIA IN TOURISM BY IATO,
SUPPORTED BY DIPP, MINISTRY OF
COMMERCE**



**EMPOWERING THE STATES TO DEVELOP
INCLUSIVE AND COMPREHENSIVE
DESTINATIONS**

What are the challenges- Is there adequate awareness for tourism, or is it yet to sink in? Availability of Professional expertise? Is there adequate consistency in policy and programmes? Is the proverbial Red tape the issue ?

**BRINGING SYNERGY TO CREATE A
SEAMLESS TOURISM EXPERIENCE**

There is lot of activity but how much of it percolates into an understanding that it helps India's travel and tourism experience?

How can plans and efforts dovetail into one big leap for tourism? Is making tourism first a good idea, how and why?

MAKING THE INDUSTRY, MEANING HOTELS, TRAVEL AGENCIES, TOUR OPERATORS, ONLINE, THE EXPERIENCE PROVIDERS, GUIDES, ETC INTERNATIONALLY COMPETITIVE TO ENSURE A WORLD CLASS EXPERIENCE FOR THE TOURIST

How does industry become competitive, attain world class standards? How each of these verticals need to upgrade their services, skill sets, the final product and experience? What about skill development, providing a world class experience, competing globally, even taking our expertise abroad as achievable and desired goals? What are the challenges for them?

- **Amitabh Kant**, CEO, NITI Aayog.
- **Atul Chaturvedi**, Joint Secretary, DIPP
- **Kapil Kaul**, CEO, -Indian Subcontinent & Middle East
- **Subhash Goyal**, Chairman, Stic Group
- **V K Duggal**, Former Governor, Manipur
- **Major Vijay Singh Mankotia**, Deputy Chairman, Himachal Pradesh Tourism Board
- **Nikhil Desai**, MD, Goa Tourism Development Corporation
- **K.B. Kachru**, Chairman, Radisson Hotels South Asia
- **Vimal Singh**, CEO, Golden Tulip Hotels India
- **Subhash Goyal**, Chairman, STIC Group

Glimpses from 5th Edition



**4TH
EDITION**



**Date: 6th October 2016
Venue: Hall 18, Pragati Maidan
New Delhi**

PARTNERS



HOSPITALITY VERTICAL



INTRODUCTION:

Manav Thadani, Chairman Asia Pac, HVS
In Conversation with: **Kapil Chopra**, President,
The Oberoi Group

Session: BUSINESS SENTIMENT IN HOSPITALITY

- **Manav Thadani**, Chairman - Asia Pacific, HVS
- **Vikram Madhok**, Managing Director,
Abercrombie & Kent India
- **Ashish Jakhanwala**, Chief Executive Officer,
SAMHI

- **Suresh Kumar**, Managing Director,
Fortune Park Hotels
 - **Ajay Bakaya**, Executive Director,
Sarovar Hotels and Resorts
 - **Shantha De Silva**, Head - Southwest Asia,
IHG Hotels
- KEYNOTE: CONSOLIDATION IN THE
HOSPITALITY INDUSTRY**
- **Rajeev Menon**, Chief Executive Officer,
Marriott International

Session: INBOUND TOURISM AND HOSPITALITY

- **Achin Khanna**, Managing Director Consulting & Valuation – South Asia, HVS
- **Dipak Haksar**, Chief Operating Officer, ITC Hotels
- **Rajiv Kaul**, President, The Leela Palaces, Hotels and Resorts

- **Dilip Puri**, Managing Director India and Regional Vice President, South Asia, Starwood Hotels & Resorts Worldwide
- **Raj Rana**, Chief Executive Officer – South Asia, Carlson Rezidor Hotel Group
- **Chinmai Sharma**, Chief Revenue Officer, Taj Hotels Resorts and Palaces

Glimpses from 4th Edition



**3RD
EDITION**



**Date: 5th October 2016
Venue: Hall 18, Pragati Maidan
New Delhi**

PARTNERS



INCENTIVE TRAVEL + MICE VERTICAL



KEYNOTE: The Corporate road to Reward & Recognition with Incentive Travel Experiences

• **Paul Miller**, *Managing Director, Spectra-UK*

**Session: A DISCUSSION ON THE KEYNOTE
"REWARD & RECOGNITION WITH
INCENTIVE TRAVEL"**

• **Paul Miller**

• **Vikas Khokha**, *Director - HR,
Zimmer Biomet India*

• **Ms Neena Kaul**, *Associate Director Sales
Operations & Business Excellence,
Goodyear India Limited*

• **Vikas Khokha**, *Director , Stimulus Hospitality
Private Limited*

Session: INCREASING PROFITS THROUGH A ROBUST INCENTIVE TRAVEL PROGRAM

- **Abinash Manghani**, Area Sales & Marketing Manager, ITC Hotels
- **Ms Ratna Chadha**, Chief Executive, Tirun Travel Marketing
- **Ranganathan Parthiban**, Director, Swagatam Tours Private Limited
- **Sanjeev Joshi**, Managing Director, TIME

- **Naveen Rizvi**, Executive Director, Pacific World
- **Nitin Sachdeva**, Managing Director, Venture Marketing
- **Saurabh Bhargava**, AVP Sales, Taj Group of Hotels
- **Vikas Suda**, Managing Director, VDOIT4U Event Management

Glimpses from 3rd Edition



**2ND
EDITION**



Date: 5th October 2016
Venue: Hall 18, Pragati Maidan
New Delhi

PARTNERS



AIRLINES + AIRPORTS VERTICAL



ANCHOR: Kapil Kaul, CAPA India

- **Ashwani Lohani, CMD, Air India**

Session: A DISCUSSION ON THE KEYNOTE
“REWARD & RECOGNITION WITH
INCENTIVE TRAVEL

Kapil Kaul, CEO, South Asia, CAPA India

- **Rajeev Jain, CEO - MIAL**
- **P S Nair, CEO - GMR Airports**
- **A C K Nair, CEO - CIAL**
- **Hari Nair, President - BIAL**

- **Raj Shekhar Aggarwal, Director, Pragati Development Ltd**

Session:

ANCHOR: Kapil Kaul, CEO, South Asia, CAPA India

- **Sanjiv Kapoor, Vistara**
- **Pankaj Srivastava, Director Commercial AI**
- **Sanjay Kumar, CCO, Indigo**
- **Shyam Sundar, CEO, Air India Express**

Glimpses from 2nd Edition



**1ST
EDITION**



Date: 5th October 2016
Venue: Hall 18, Pragati Maidan
New Delhi

PARTNERS

Phocuswright
Powering great decisions.

ONLINE TRAVEL+TECHNOLOGY VERTICAL



KEYNOTE:

Tony D'Astolfo, Research Analyst,
Phocuswright Inc.

Session: EXECUTIVE ROUNDTABLE

- **Vikas Bhola**, Regional Manager – Indian Subcontinent, Booking.com
- **Parikshit Choudhury**, Senior Vice President & Global Head - Lodging Partner Services, Goibibo
- **Ritwik Khare**, Sr. Vice President & Head - Business Development, Hotels, MakeMyTrip.com

- **Tony D'Astolfo**, Research Analyst,
Phocuswright Inc.

SESSION: INNOVATION SPOTLIGHTS

- **Hari Ganapathy**, Co-Founder, PickYourTrail
- **Joy Ghosh**, Regional Vice President - India & Subcontinent, TravelClick
- **Terence Mak**, Founder and CEO, WhereIsWhere
- **Gautam Shewakramani**, Founder and CEO, Audio Compass
- **Satish Singh**, Founder and CEO, TTW Holdings Limited

Glimpses from 1st Edition



CINEMASCAPES OVER THE YEARS









