

AITTC Newsletter

Issue No - 4 July/August 2013

We welcome you with our fourth issue of our bi-monthly newsletter.

In our last issue we informed you about our Executive Committee (EC). Unfortunately at that time we couldn't fill in the three EC member positions. We are now glad to announce nomination of Phillip Boniface and Malli Iyer to fill in the two. Still one remains vacant; so if anyone interested to contribute towards success of AITTC, then please do not hesitate to contact the office bearers.

The following is the representation of the Executive Committee

Name	Position	Mobile
Sandip Hor	Chairman	+61 0 412 521 416
Ian Cameron	Co- Chairman	+61 0 415 853 134
Shanker Dhar	Vice Chairman	+61 0 403 063 700
Philip Pratley	Secretary	+61 0 466 149 552
Arnold De 'Souza	Treasurer	+61 0 419 221 955
K.K. Gupta	Public Officer	+61 0 410 417 802
Phillip Boniface	Committee Member	+61 0 433 798 859
Malli Iyer	Committee Member	+ 61 0 406 177 855
VACCANT	Committee Member	

Five Star PR remains as the Public Relations Director while i-Databits Technology provides the IT support. Representatives from both the organisations are part of the Executive Committee.

The first draft of the 3-year Strategic Plan is complete and consultations with stakeholders have begun. Soon it will be issued to our members for their comments and feedback. The draft plan focuses on two key aspects – getting the house in order with suitable internal processes and procedures while determining its strategies for future growth with more membership and value adding services to its members and stakeholders

There has been some progress with India operations. In June formal media release on AITTC launch was issued in India and the news was subsequently covered extensively in the Indian media. Vice Chairman Shanker Dhar, with Delhi based founding board member Sanjeet is driving the India operations. Any suggestions on way forward will be highly appreciated and may please be made directly with Shanker or Sanjeet (Sanjeet@sanjeet.in)

Between now and our last newsletter, the biggest thing that has happened in Australia- India travel domain is the return of Air India in August ,resuming daily direct flights between Delhi and Sydney/Melbourne. AITTC welcomes the decision. In fact during the AITTC launch event on 21 March, His Excellency Mr Biren Nanda, the Indian High Commissioner to Australia talked about Air India coming

down under very soon. This was picked up by the media very well and now it's pleasing to see the vision turning into a reality.

In partnership with India Tourism, our Festivals of India function on 7 August at the Grace Hotel in Sydney was a grand success. Around 50 guests from the industry attended the evening event, the primary focus of which was to showcase the color and vibes of India through its various festivals. Ms Madhu Dubey Regional Director India Tourism made an excellent presentation that was not only informative but very appealing for the audience to straightaway think of traveling to India during festival times. AITTC hopes that the presentation will inspire tour operators to develop exciting products to see India through its festivals. AITTC will be quite happy to support and assist any interested party on this.



Provided below is some industry news that may be of importance to you:

Air India returns Down Under



Direct flights between Australia and India will finally become a reality in late August when Air India begins daily services using its new fleet of Boeing 787 Dreamliners. After a gap of 16 years from down under, Air India will begin flying a triangular route between Delhi, Sydney and Melbourne on August 29 using the new Dreamliners. For four days a week, flights will be Delhi-Sydney-Melbourne, and for three days they will run Delhi-Melbourne-Sydney. "Key to unlocking India's long term tourism potential is improved air access and capacity. Securing direct flights to Australia is critical to securing a share of the 50 million Indians expected to travel overseas by 2020" commented Andrew McEvoy Managing Director Tourism Australia while welcoming Air India's decision.

Tourism Australia maximizing India's tourism potential

Since one year on from the launch of Tourism Australia's India 2020 strategic plan, India has moved into the top 10 inbound markets for Australia. The number of Indian leisure visitors into Australia also rose by 16 per cent, and the overnight expenditure of these visitors grew by 22 per cent for the year ending December 2012.

The India 2020 Strategic Plan, launched in June 2012, was developed to maximise India's tourism potential and set a foundation for the future, when long haul leisure travel by Indians becomes more common. The Plan was developed by Tourism Australia in collaboration with industry and government stakeholders. It identifies four strategic pillars to being competitive and winning market share in India: knowing the customer, a dedicated geographic strategy, delivering quality Australian tourism experiences, and building aviation and access.

Major Indian conference to be held in Sydney in November 2013

The Ministry of Overseas Indian Affairs of the Government of India will hold the 2013 Regional Pravasi Bhartiya Diwas Convention in Sydney over three days from November 10-12, 2013. Shri Vayalar Ravi, Hon. Minister of Overseas Indian Affairs noted that the objective of the event is to reach out to those members of the community who have been unable to participate in the annual PBD in India, and to provide a platform for the Indian community in Australia and the Pacific to contribute to the relationship between countries of the region and India.

Australian new Federal Tourism Minister

The Hon Gary Gray AO, MP was sworn in as the new Federal Tourism Minister at Canberra's Parliament House on Monday 25 March

Tourists from India to Australia

There were 15600 visitors from India during May 2013, bringing the total for the five months to May to 70700, an increase of 3.7 per cent relative to the same period previous year. As reported in Business Standard in India, Indian holiday makers have spent over Rs 4000 crore on Australian holidays.

PATA Grand and gold Awards

The Pacific Asia Travel Association (PATA) is pleased to announce the winners of the 2013 PATA Gold Awards. Proudly supported and sponsored by the Macau Government Tourist Office (MGTO), for the last 18 years, this year's awards recognise the achievements of 22 separate organisations and individ-

uals. The winners include Tourism Corporation of Gujarat and Kerala Tourism from India and Rottneest Tourism Authority from Australia.

Australian Holiday

The traditional beach holiday provides the focus for Tourism Australia's latest domestic campaign, which seeks to encourage Australian families considering an overseas trip to switch instead to a holiday in Australia. Tourism Australia Managing Director Andrew McEvoy said the domestic push, the latest phase of its There's nothing like Australia campaign, was backed by new research in which parents and their children rated a beach holiday in Australia significantly

Bollywood Superstar arrives Sydney in October



Bollywood like you have never experienced before will be descending upon Sydney on Monday 7th October at Allphones Arena, Sydney Olympic Park. The visually spectacular "TEMPTATION RELOADED" will be the biggest Bollywood production Australia has ever seen. "The King of Bollywood" and India's No.1 ranked film star SHAHRUKH KHAN will headline this milestone event. Joining SHAHRUKH KHAN on-stage will be leading Bollywood actresses (yet to be announced) plus cast and crew of 110, making this a variety show like no other. This extravaganza will showcase state-of-the-art production, mind-blowing visuals and stunning costume changes, setting the stage on fire in the biggest Bollywood production this country has ever seen. Prepare your senses for the glitz and glamour of Bollywood as this spectacular stage production comes to Sydney as part of the Parramatta's PARRAMASALA FESTIVAL that has been boosting tourism to New South Wales from interstate, India and other parts of South Asia.

2015 World Cup Cricket

The flagship event of the international *cricket* calendar, the ICC *Cricket World Cup* will be hosted by Australia and New Zealand over Feb-Mar 2015. The fixture has been announced and prestigious MCG will host the final while Sydney and Auckland will be the venue for the two semifinals. India will surely

want to hold on the title and perhaps this thought will inspire many Indians to visit down under during that time. This mega event is expected to pour in millions of dollars into the national economy and boost tourism. As games will be played all over Australia, it presents a great opportunity to showcase the entire breathtaking nation to the world again.



Travel Indochina keeps India high on the agenda

Australia's Asia travel specialist, Travel Indochina, has released its '2013-14 India, Sri Lanka, Bhutan and Maldives' brochure with a range of new itineraries, amid strong sales results to the sub continent. According to Travel Indochina's Managing Director, Paul Hole, sales to India have remained buoyant following solid growth in 2011-12, with a year on year increase of almost 30% on Small Group Journeys and over 40% growth in FIT sales this year. "We're very pleased with the sustained growth we've seen to India," said Paul. Highlights for India include now include a wonderful itinerary to Kashmir valley, often touted as the "Paradise on Earth"



Annual Caravan & Camping Conference in Sydney

Ian Cameron, our Co- Chairman was a speaker at the recently concluded Caravan and Camping Conference in Sydney. He spoke about how to welcome international visitors to your businesses. As number of international visitors to Australia are on the rise, particularly from India and China, his talk was very topical and well acclaimed.

New Hotel in Chennai

Summit Hotels & Resorts a superb collection of internationally acclaimed hotels and resorts and a brand of Preferred Hotel Group welcomes The Raintree Hotel, Anna Salai into the Asia Pacific portfolio of Summit Hotels & Resorts in India. The first Summit Hotels & Resorts member in Chennai, the stylish 230-room 5-star hotel is located in the city centre. Preferred Hotel Group has 30 hotel members in India, representing all brands under the group umbrella including Preferred Hotels & Resorts, Preferred Boutique, Sterling Hotels, Sterling Design as well as Summit Serviced Residences. Since entering the Indian market in 2002, the company has experienced exponential growth in the last 10 years, becoming the largest international Hotel Group in the country, with key hotel and resort members in gateway cities like Mumbai, New Delhi and Bengaluru. Moving forward, Preferred Hotel Group is poised to increase its presence in secondary Indian cities such as Pune, Kolkata, Gurgaon and South Mumbai in the next two (2) years.

India to Promote Light House Tourism

Dr K Chiranjeevi, Union Minister for Tourism has agreed to promote lighthouse tourism among domestic and international visitors. Out of the 15 heritage lighthouses, Konhoji Angere lighthouse in Maharashtra will be developed in the first phase of the development. The MoT plans to support construction of a boat jetty and passenger terminal at Konhoji Angere lighthouse. The Konhoji Angere Island is situated nine nautical miles away from the Gateway of India, Mumbai. Once the jetty is built, travellers will be able to visit the lighthouse as a new day-trip destination.

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News items has been sourced from various media releases