

AITTC Newsletter

Issue No – 5 September - October 2013

We welcome you to the fifth issue of our bi-monthly newsletter.

Within the Australia- India travel and tourism scenario, the most significant event that took place in the last couple of months has been the resumption of Air India's direct services to Australia which may be considered as a milestone. After a gap of 16 years, Air India's newest aircraft Dreamliner 787 touched down under on 30 August. We hope this date will remain as a red letter day in the history of Australia-India relationship, taking that it will act as a catalyst to boost tourist flow to both countries. AITTC feels that this thrust to increase bi-lateral travel will magnify if Qantas reciprocates by resuming its services to India again.



In September, Mr Parvez Dewan Secretary, Ministry of Tourism India led a delegation of over 20 travel companies, hotels and suppliers for grand road showcasing India to become one of the most favored holiday destination for Aussie travelers. More than 200 guests attended the functions held both in Melbourne and Sydney. Like last year, the event was organized by Pacific Asia Travel Association (PATA) India Chapter in conjunction with India Tourism. AITTC delegation led by Co Chairman Mr Ian Cameron had a successful meeting with Mr Dewan to brief him on the objectives of AITTC and how the organization plans to facilitate increased tourism to India.

Also recently Goa Tourism visited Sydney to showcase their treasure troves to the industry at a lunch function organized by Five Star PR at the Zaafran Restaurant. Chairman Sandip Hor had a meeting with Goa Tourism Managing Director Mr Nikhil Desai to discuss how AITTC can of assistance to them to enhance number of visitors from Australia. Mr Desai mentioned about Goa Travel Mart in May 2014, during which AITTC can be of help from the Australian side.

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

Australian new Federal Tourism Minister

After the Federal election in September, the portfolio of Tourism now comes under Department of Industries, the Minister for which is Hon. Ian Macfarlane

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.

Key highlights during the first year of the Plan include:

- Consumer research undertaken to identify what motivates Indian consumers to visit Australia
- There's Nothing Like Australia brand campaign launched, reaching 91 per cent of Tourism Australia's target audience
- Partnership campaigns launched with key airlines
- 4,000 delegates from Amway India visiting Melbourne in December 2012 for their annual leadership seminar
- A 50 per cent increase in Aussie Specialist agents and ongoing trade engagement and training

Tourism Australia's consumer research on India



Tourism Australia recognizes India as one of the world's fastest growing outbound travel markets, with the United Nations World Tourism Organization predicting 50 million outbound travellers by 2020. While these numbers are staggering, the bulk of this travel is to its near neighbors. Tourism Australia has been very active in the market for a number of years and now has a 4% share of medium to long haul travel.

As a part of Tourism Australia's 2020 India Strategic Plan a consumer research was carried out in six of India's fastest growing cities is being used by Tourism Australia to further shape its 10-year marketing plan for the country, aimed at tapping into the future tourism potential of a market estimated to be worth up to A\$2.3 billion for Australia by the end of the decade.

The release of the findings comes as the latest international visitor arrival and spending figures confirm India's status as one of Australia's fastest growing and most valuable international tourism markets, with 164,000 visitors (up 7.8 per cent on the year ending June 2012) contributing A\$804 million to the Australian economy in overnight spending.

A summary of the research findings and Tourism Australia's India 2020 Strategic Plan is available at www.tourism.australia.com/india.

Tourists from India to Australia

There were 10,900 visitors from India during July 2013, bringing the total for the seven months to July to 95,900, an increase of 6.3 per cent relative to the same period previous year

Bollywood Superstar Rocks Sydney and Perth.



Bollywood like never experienced down under descended upon Sydney on Monday 7th October at Allphones Arena, Sydney Olympic Park. Supported by Destination NSW, the visually spectacular "TEMPTATION RELOADED" was the biggest Bollywood production Australia has ever seen. "The King of Bollywood" and India's No.1 ranked film star SHAHRUKH KHAN led this milestone event, joined by leading Bollywood actresses Rani Mukherjee, Madhuri Dixit plus cast and crew of 110, making this a variety show like no other. This extravaganza showcased 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. The glitz and glamour of Bollywood came 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.

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

Singapore Airline and Tata to form new airline

Singapore Airlines and Tata Sons have signed a Memorandum of Understanding and applied for Foreign Investment Promotion Board (FIPB) approval to establish a new airline in India that will help further stimulate demand for air travel. Subject to FIPB and other regulatory approvals, the airline will be based in New Delhi and will operate under the full-service model. Tata Sons will own 51% and Singapore Airlines will own 49%. The initial Board will have three members, two nominated by Tata Sons and one nominated by Singapore Airlines. The Chairman will be Mr Prasad Menon, nominated by Tata Sons

A new sun rises in Surajkund

Vivanta by Taj - Hotels & Resorts is pleased to announce the latest addition to the Vivanta portfolio with Vivanta by Taj – Surajkund .It is 45 minutes by road from Central Delhi and its international airport. Perched amongst the ancient Aravallis, a short distance from the Tughlaqabad fort, this new addition to the Taj family offers 287 plush rooms and suites, some terraced, vast conferencing spaces & banqueting facilities, a 16000 sq ft. indulgent and much lauded Jiva Grande Spa with a baoli entrance, sun kissed courtyards, gurgling aqua bodies, edge of the plate provincial cuisine. The hotel is a “green and intelligent” building that combines minimalistic décor, meticulous refinements, creature comfort technology and installation spaces that breathe rustic chic, appealing to both corporate nomads and the leisure wanderlusts.



Speculation - Another Australia India Direct Link

There are speculations about another direct connection with India once Etihad Airways' acquisition of stake in Indian carrier Jet Airways is finalized, according to some news reports. Subject to the deal going ahead, Etihad is interested to establish direct service from India to Sydney and Melbourne.

New Book- 'Hardly Branson: Seven days in space with a Martini

AITTC PR Director Nicole Lenoir-Jourdan is also an incredibly diverse writer. She has written in a number of genres. Her latest work, 'Hardly Branson: Seven days in space with a Martini' is a comedic science fiction in the genre of Jasper Fforde, Terry Pratchett and her favorite writer, the late Douglas Adams, whom Nicole was privileged to interview.

Please click to the link below if you are interested to read more:

http://www.amazon.com/Hardly-Branson-Seven-Martini-ebook/dp/B00F2HDLVQ/ref=sr_1_1?s=digital-text&ie=UTF8&qid=1378769771&sr=1-1&keywords=seven+days+in+space+with+a+martini

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News items has been sourced from various media releases