

AITTC Newsletter

Issue No –6 Nov- Dec 2013

AITTC wishes Merry Christmas and Happy New Year

We welcome you to the sixth issue of our bi-monthly newsletter, the last one for 2013. Looking back, the year has been pretty exciting for AITTC with several initiatives implemented, to build the pillars for the organization to grow into maturity. Both corporate and individual memberships have grown, stakeholder contacts are being regularly maintained, key databases established and websites being regularly updated. Two major functions were held during the year – the Formal Launch in March and the Festivals of India Presentation in August. Both drew appreciation and attention of stakeholders, media and industry partners like tour operators, hotels and airlines. However the journey has only began and it's still a long way to go, though we are confident that with your support the objectives, as stipulated in our strategic plan, will be achieved. This message was shared with our supporters at the "End of the Year" function, held jointly with Travel Industry Curry Club of Australia (TICCA) on 4 December evening on board Captain Cook ship, while water faring the stunning Sydney Harbour.



We have already started working on the agenda for next year; some of the key items in the think tank are a presentation on opportunities for medical tourism in India and an interactive industry wide seminar cum workshop to identify issues and potential solutions for growth of bilateral tourism. As we progress further, we will keep you posted on these. In this context we also invite our members and stakeholders to make suggestions on future AITTC events that may be beneficial to the industry. Opportunities for sponsoring any of our events are available, so if interested to contribute then please do not hesitate contact us.

We conclude looking forward to receiving your continued support and cooperation to make our journey forward together.

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

Tourists from India to Australia

There were 13500 visitors from India during September 2013, bringing the total for the nine months to September to 121400, an increase of 8.8 per cent relative to the same period previous year. Visitors from India generated \$0.8 billion in total expenditure in 2012. The Tourism 2020 Strategy estimates that India has the potential to grow to between \$1.9 billion and \$2.3 billion in total expenditure by 2020.

Dreamtime 2013 in Melbourne

A Tourism Australia initiative, Dreamtime is Australia's signature event for showcasing the destination's outstanding incentive experiences to international business events buyers and media. As we write ,it's being held in December at Melbourne Convention Bureau with an exciting program presenting Australia's diverse incentive offering and expertise in delivering world-class events. Approximately 100 international business events decision makers and international media are attending the event which includes representation from India.

Tourism Australia concludes training program in India



Tourism Australia has recently concluded its six-city training programme for front line staff of travel agencies in New Delhi, Mumbai, Bengaluru, Hyderabad, Chennai and Kolkata. The training programme

was organised with an objective to enhance their knowledge about Australia as a destination, promote new products and Australian destinations, and to aid them in planning itineraries and handling customer queries. The destination training road show saw participation from over 700 potential agents from Tourism Australia's six target markets.

Channel Nine showcase India

In the last couple of months Nine Network of Australia hosted several travel shows on India showcasing exotic destinations like Kerala and Rajasthan. This surely demonstrates popularity of India among the Australian travellers.



Air Asia named 'World's Leading Low Cost Airline'

Air Asia , which has now flights from Australian cities to India via Kuala Lumpur , continues to dominate the aviation industry being named the 'World's Leading Low Cost Airline' at the prestigious World Travel Awards 2013 held in Doha, Qatar, stated a release.

The World Travel Awards, also hailed as the 'Oscars' of the travel industry recognizes companies, organizations and brands that push the boundaries of industry excellence. AirAsia emerged as winner in the 'World's Leading Low Cost Airline' category, receiving the highest votes from travel professionals from around the globe, surpassing other nominees in the category, namely Air Arabia, Air Berlin, EasyJet, JetBlue Airways, Precision Air and Southwest Airlines.

Air Asia has also been named the World's Best Low Cost Airline by Skytrax for five consecutive years from 2009 – 2013.

The airline, which has operations in Malaysia, Thailand, Indonesia and the Philippines has flown over 202 million guests in less than 12 years of operations, through its extensive route network that spans across 87 destinations throughout 22 countries.



Insight Vacation tours to India

Insight Vacations launched its India programme in 2012 and since launching has doubled its business to the destination. They have now released their new Exotics Collection programme featuring 10 itineraries to India, including 5 mini extensions. For the first time, the brochure includes an augmented reality feature allowing guests to enjoy a flavour of India using their smart phones. Readers can download the 'Layar' application for IOS and Android and simply hover over the images of India to reveal the video content.

Two new itineraries have been added to the programme, including:

The 11-day Colours of Rajasthan, travelling from Delhi to Udaipur with Signature inclusions such as a stay at the Taj Lake Palace Hotel, three game safaris with a naturalist in search of the Royal Bengal Tiger and a highlight lunch at the Laxmi Vilas Palace.

The 11-day Mystical South India is the second new addition travelling from Kochi to Chennai, visiting some of India's oldest temples. Some of the Signature Experiences include a stay at the opulent Leela Palace, a tour through a spice plantation and a visit to San Thome Cathedral, built over the tomb of St Thomas, an apostle of Jesus.

For more information call 1300 301 672 or check www.insightvacations.com.au to view the Exotics Collection brochure.



Another Australia- India Direct Air Link

Etihad Airways' acquisition of stake in Indian carrier Jet Airways is progressing according to some news reports. Subject to the deal going ahead, Etihad is interested to establish direct service from India to Sydney and Melbourne.

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News items has been sourced from various media releases

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