

AITTC Newsletter

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While looking forward to the mild and sunny autumn weather, we welcome readers to another issue of our bulletin with several inspiring news on the Australia-India Travel & Tourism front, particularly recent presence of celebrity Indian chef Sanjeev Kapoor in Australia, Indian government's announcement on soon to be implemented "visa on arrival" facilities for Australians and India moving into top 10 inbound markets for Tourism Australia.

We also take this opportunity to inform that Madhu Dubey, Regional Director India Tourism in Australia after completing her two-year term is returning to India to take up a senior position with Indian Tourism Development Corporation (ITDC). While thanking for continued support, AITTC takes this opportunity to wish her all the best for future years. Her replacement hasn't been announced yet. Mr Amar Singh, Assistant Director has also gone back to India, however he has been replaced by Vibhava Tripathi whom AITTC cordially welcomes and offers any assistance if required.

More departure news, as Indian Consul General in Sydney Arun Kumar Goel who has been a great supporter of AITTC, also finished his term and moved back home. AITTC wishes him all the best for his future as well. His replacement hasn't been announced either.

AITTC India operations have started rolling forward following recent discussion in New Delhi between Founder member Sanjeet in India and Shanker Dhar Vice Chairman, responsible for developing growth of the organisation in India. An industry wide mail out was undertaken to build membership strength in India and the response received has been fair. All of them are being followed up. Chairman Sandip Hor, while attending the International Travel Mart in Goa in early April as a media personality, also discussed membership possibilities with several key operators from the industry and the initial response has been positive. However lot more work is required to be done to give India operations a proper base and way forward path. Any help or suggestions on this matter are most welcome.

The Medical Tourism presentation scheduled for April had to be postponed to a future date due to non availability of key stakeholders and media representatives. Surely it is not off the radar as AITTC is keen to highlight in Australia the opportunities for alternative healthcare facilities available in India.

As regards future AITTC events we invite our members and stakeholders to make suggestions on subjects/matters 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.

Our membership numbers are increasing incrementally with New Dehi based tour operator Far Horizons Tours becoming a corporate member and Nick Deacock, Managing Director from Far Horizons Tours, Australia joining as an individual member.

Our website is being continuously upgraded. Please note that for technical reasons our website and email address has been changed to www.aittc.net.au and info@aittc.net.au.

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 11,600 visitors from **India** during January 2014, bringing the total for the twelve months to January to 169,600, an **increase of 9.1 per cent** relative to the same period previous year.

Tourism Australia - India 2020 Strategic Plan

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 total leisure visitor numbers exceeds 90,000 as per recent estimates. It estimates that an additional 345000 additional seats are required on the India-Australia route by the end of the decade. Australia will engage with potential carriers to build capacity and develop suitable air services. Working more closely with key carriers on the routes between India and Australia (including Singapore Airlines/SilkAir, Virgin Australia, Malaysia Airlines and Qantas) has been a key deliverable of the strategy in the last 12 months. Increased partnership marketing and participation in Tourism Australia events by airline partners has provided greater alignment and benefits for Australian tourism. Tourism Australia is to expand its award winning program, Aussie Specialist Program (ASP) to include for the first time Australia-based inbound tour operators (ITOs), in a move aimed at better selling Australia. Tourism Australia also undertook a dedicated consumer research project into the long haul travel behavior and preferences of Australia's target leisure travel customers in India.

Sanjeev Kapoor in Australia.



Tourism Australia has enlisted some of the world's top celebrity chefs in an effort to capture the hearts, stomachs and minds of tourists. As a part of that initiative, famous Indian chef Sanjeev Kapoor was in Australia recently to film a series for The Food Channel. He visited NSW, Victoria, South Australia and Queensland and cook with local chefs and explored Australia's produce and restaurants.

Masterchef in India

Aired on India's leading lifestyle channel, Star World, Masterchef Australia is amongst the highest viewed reality shows in India and enjoys a prime-time viewership with Australia's target customer. Tourism Australia has been the presenting sponsor for this program in India, with the camaraderie between the participants and judges helping to build Australia's image as a welcoming whilst being warm and friendly people.

'Jhappi Time' in New South Wales.

In an Aussie-first campaign, Destination NSW has launched '**Jhappi Time**', embracing the fast-growing Indian tourism market. 'Jhappi Time' or 'hug time' is the first campaign developed and executed by an Australian tourism body to specifically target the visiting friends and relatives market in India. The digital marketing campaign features four Bollywood-style vignettes set in various popular tourist locations around NSW, directed by Bollywood director and head of films and TV for the Australian India Film Fund, Mr Anupam Sharma. The vignettes will be shown in India through digital media and cinema advertising, and supported in Australia through an online marketing campaign including shareable postcards featuring some of NSW's tourism hot spots. They are also available on Destination NSW's sydney.com and in.sydney.com websites and social media platforms.

Sydney's first dedicated Indian Food Tour



"I Ate My Way Through Harris Park", is the latest addition to series of food events designed to meet the curiosity of food lovers Sydney wide. Harris Park is a lively village, referred to by locals– Little India. The tour will run once a month and is led by Teresa George, co-author of Tastes & Traditions, a cultural cookbook about the Southern Western Indian State of Kerala. Tour attendees will be given the chance to immerse themselves in authentic Indian cuisine, with samples of Indian sweets, exploring local Indian supermarkets, indulging in an Indian feast and experiencing a behind-the-scenes cooking demonstration of Naan and Dosa made in the traditional way.

Insight Vacation Tour to India

Insight Vacations offer one of the most comprehensive range of itineraries to India, Nepal and Bhutan in the market. Travellers on any of their 12 different itineraries will discover the cultural riches, spiritual harmony and fascinating history that make each of these destinations some of the most fascinating in

the world. A premium journey to India, Nepal or Bhutan with Insight Vacations is now even better value with savings of 12% available on most popular departures. Each tour includes a host of Insight's Signature Experiences that will not only show off the highlights like the Taj Mahal or the pink city of Jaipur but will also show case the country through the eyes of the locals. Some interesting inclusions are witnessing a candle-lit Aarti ceremony on the banks of the Ganges in Varanasi or meeting an expert naturalist who will show you the wildlife of tropical Kerala. Guests will travel in comfort and safety, escorted throughout by the region's finest Tour Directors. They'll stay in outstanding hotels at every stop like the fantastically modern 5 Star Le Meridien in New Delhi or the world renowned Taj Lake Palace in Udaipur. For more information refer to www.insightvacations.com.

Sydney Airport's New Director

Ms Ann Sherry has been appointed as a non-executive director of Sydney Airport Limited, replacing Bob Morris who will retire after 11 years on the airport's board. SYD chairman Max Moore Wilton said Sherry brings a wealth of experience in the tourism, transport and financial services sectors.

Australia in Bollywood Film



Australia has featured in a latest Bollywood film “Shaadi Ke Side Effects” starring Vidya Balan and Faran Akhtar. Shot in Queensland the movie showcase Australia as an ideal romantic getaway among millions of Indians.

Auckland – Mumbai Sister Airport

Auckland Airport and Mumbai Airport have signed a Memorandum of Understanding aiming at facilitating further traffic between the two cities. The ‘sister airport’ relationship builds on forecast growth goals for the Indian market in NZ hub under Tourism New Zealand’s Ambition 2020 strategy. In Jan, Indian arrivals were up 16% at Auckland compared to the corresponding period last year. Airport General Manager Glenn Wedlock added next year’s Cricket World Cup will provide an opportunity to showcase NZ to Indian travellers.

India’s tourism industry to grow

Economic Times in India reports that India's travel and tourism industry is set to grow by about 7.3% in 2014, better than last year, but average spending by foreigners travelling to the country could decline sharply as per World Travel & Tourism Council. This year, revenue from domestic tourism is expected to grow 8.2% compared with 5.1% a year ago, the London-based council has said in its Economic Impact Report, adding that increasing domestic travel, growth of low-cost airlines and upgrading of airport infrastructure will be the growth drivers.

Goa International Travel Mart (GITM 2014).



Several Australian buyers and media attended the well organized trade event held from 2-4 April at the Dr Shyama Prasad Mukherjee Stadium in Goa. The main aim behind the event was to serve as a platform for face-to-face networking among travel trade, hoteliers and other stakeholders from Goa with leading travel agents and tour operators from India and abroad. The event was inaugurated by His Excellency, Governor of Goa Mr Bharat Vir Wanchoo in presence of several dignitaries that included Mr R. K. Srivastava Principal Secretary Tourism and Mr Nikhil Desai, the head of Goa Tourism who did an excellent presentation to the media the following day showcasing the state as an ideal destination with choices for holiday makers. Supported by all major travel associations as IATO and ADTOI, the whole event with over 100 exhibitors, 275 buyers and media from 30 countries came out as one of the most important congregation of travel trade in the region

Airline News from India

Air India has introduced daily Boeing 787-8 Dreamliner Services between Delhi and Singapore effective 20 March, replacing the current Airbus 319s. Domestic carrier Spicejet has placed an order for 42 737 Max-8 jets worth \$ 4.4 billion. It's reported that Indian aviation sector will require 1290 new passenger aircraft to satisfy demand within the next 20 years, as predicted by latest forecast of Airbus Industrie. Valued at US\$ 190 billion the majority of new aircraft (73 %) would be comprised of new jets. By 2032, Airbus forecasts 36 % of India's aviation fleet will be wide bodied aircraft, thus doubling today's levels. Druk Air ,Royal Bhutan Airlines will commence from 01 May 2014 a new twice weekly A319 service from Paro to Mumbai.

Buddhist Tourism to be further enhanced in India



The Ministry of Tourism, India has launched an initiative in collaboration with state tourism agencies and the private sector to further develop Buddhist Tourism in India by identifying integrated tourism circuits based on the nation's unique civilization, heritage culture. The various circuits will include key Buddhist landmark places like Gaya, Varanasi, Khushinagar where Buddha passed away and even side trip to Lumbini in Nepal where he was born

Skoch Challenger Awards

The Skoch Challenger Awards are the highest independently instituted civilian awards in India. Instituted in 2003 the awards recognise people, projects, institutions and governments for their extraordinary contribution to society. We are very proud to share that Far Horizon Tours our new member from India has been awarded the SKOCH Group Platinum Achiever Award 2014 for being amongst the top five small and medium enterprises in India, not restricted to tourism. The award also recognizes achievement in service delivery and customer satisfaction.

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News items has been sourced from various media releases