

AITTC Newsletter

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We welcome you to the first issue of our bi-monthly newsletter for 2014, hoping the New Year has started well for all.

We are now in the planning mode for finalizing the agenda for the first half of the calendar year. We will open our books with a presentation to a selected audience on opportunities for medical tourism in India.

Today healthcare tourism is expanding very rapidly around the globe with India emerging as a leader in offering best practice of medicine combining modern facilities, state of the art technology and wide experience of practitioners, all at a very affordable cost. It's a land where you can undergo treatment as well as explore, heal and have fun. To better understand what we are saying you may see the recent blockbuster film "The Best Exotic Marigold Hotel" where an English lady played by Maggi Smith gets her hip replacement done easily and inexpensively while traveling in India with group of tourists from England.



This presentation will be done in partnership with India Tourism and the keynote speaker will be Dr Hemani Thukral is the Founder of Australia based pioneering Medical Tourism Organisation, MyMedicalChoices. A medical practitioner by qualification, her unique career uniquely boasts of a decade of medical practice experience with some of the finest institutions in India followed by another decade of business management consulting work at IBM in Australia. By virtue of this, she understands both medicine and business and now combines that to inspire medical tourism from Australia to India

We are also planning an interactive industry wide seminar cum workshop to identify issues and potential solutions for growth of bilateral tourism. We need huge support and assistance for this event to be of value to the industry, so please do not hesitate to contact us if any of you can be of assistance to AITTC.

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:

Tourism Australia has new Managing Director

Tourism Australia has appointed John **O'Sullivan** from Fox Sports as its new managing director, following the departure of Andrew McEvoy to take up a new position at Fairfax.



Tourists from India to Australia

There were 16,300 visitors from **India** during November 2013, bringing the total for the eleven months to November to 151,100, an **increase of 10.5 per cent** relative to the same period previous year.

Air India Likely to Join Star Alliance



Air India is likely to complete all the required work to join the Star Alliance very soon. Over the past few years, Star Alliance has brought down some of its membership requirements and Air India has done a lot of work to fulfill those requirements. It is told that this will require Air India to upgrade its IT systems and improve customer service to be at par with Star Alliance standards.

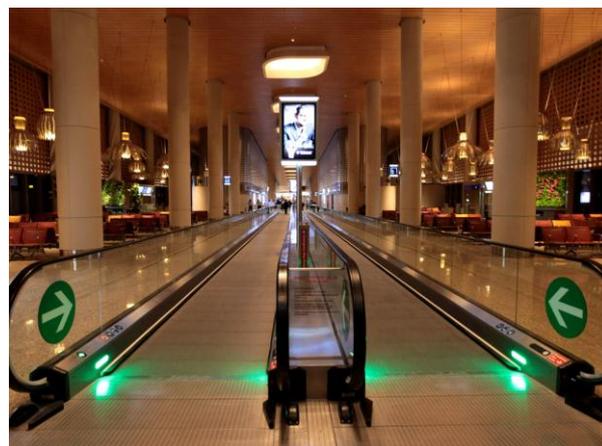
Review of Air India’s direct flight to Delhi from down under

Reputed travel trade publication “Travel Weekly” recently reviewed Air India’s new Dreamliner aircraft flying direct between Sydney, Melbourne and New Delhi and gave it an overall score of 74%. It concluded saying Dreamliner 787 is a sleek aircraft with service to match and the morning departure and evening arrival meant jetlag was minimal. The seat is a high point and with time the food and entertainment options will expand to rival class leading carriers.

New T2 opens at Mumbai Airport

India’s Prime Minister, Manmohan Singh, inaugurated the new Terminal 2 at Chhatrapati Shivaji International Airport (CSIA) on 10 January 2014, expanding the airport’s capacity to more than 40 million passengers per year.

The new terminal has four storeys and covers a total area of almost 409,000m². It will operate 24 hours a day, combining both international and domestic passenger services under one roof.



New Domestic Airline Lands in India

Backed by one of the largest domestic airport ground handling companies, Air Pegasus will link the Southern cities with ATR turboprop aircraft fleet. The low-cost carrier will fly 25 sectors daily with three 72-seater ATR aircraft initially, before increasing the fleet to six aircraft by the year-end.

“We hope to offer fares US\$12-16 (INR750-1,000) cheaper than rivals in sectors that we fly. We will reduce costs by outsourcing entire airport handling to the parent Décor Aviation. ATR turboprop is also very fuel-efficient for short-haul regional flights, which is our business model,” Shyson Thomas, chairman and managing director of Air Pegasus was quoted as saying by the Times of India.

The airline will initially connect Bengaluru with Hyderabad, Chennai, Kochi, Thiruvananthapuram, Hubli, Mangalore, Goa, Tirupati and Visakhapatnam. “We will focus only on the South in the first year, but have plans to create similar hubs around Ahmedabad (for West) and Kolkata (for East) going forward. We would also move into North with a hub in Delhi ultimately,” Thomas said.

News from Taj Hotels

Established in 1901, India elite hotelier Taj Hotels Resorts and Palaces is one of Asia's largest and finest groups of hotels, comprising 108 hotels in 63 locations across India and overseas destinations.

On 7 January 2014, the elite hotel group introduced its two newly rebranded London hotels - St. James' Court, A Taj Hotel and Taj 51 Buckingham Gate Suites and Residences. The hotels will now be promoted within the Taj Group's portfolio of luxury hotels, resorts and palaces, and the Taj Group has sole ownership and management, as well as operational and marketing control of both properties.

Since opening its doors in 1902, St. James' Court has regularly hosted royalty and Heads of State. Bordered by Buckingham Palace and Green Park in the heart of Westminster, the hotel is centrally located in London. Rich in history and heritage, the hotel has introduced the quintessential Taj service through new offerings, amenities and service enhancements, combined with the famed Taj hospitality.



Insight Vacation's Colours of Rajasthan

Vibrant colours are synonymous with India – whether it’s the bright spices lining markets, sparkling saris, gleaming white palaces or tables of steaming dishes. Travellers can experience the full spectrum of India’s hues on its *Colours of Rajasthan* premium escorted journey.

The itinerary, a new introduction to Insight’s Exotics collection, will take guests on an exploration of Raj history visiting Jaipur, New Delhi, Agra, Ranthambhore, Jodhpur and Udaipur.

Start the journey with a cacophony of colour on a rickshaw ride through a Delhi bazaar. Watch as the first rays of dawn bathe the Taj Mahal. Keep your eyes peeled for stripes of orange and black on a game adventure into the territory of the majestic tiger. Watch the sunset over Lake Pichola from your room at the stunning white marble five-star Taj Lake Palace Hotel in Udaipur. The tour includes 10-nights’ accommodation in luxury hotels, an experienced Tour Director, many meals including breakfast daily, luxury air conditioned coach with business class legroom, local rail and flights, guided city tours and airport transfers. For more information, visit www.insightvacations.com or call 1300 301 672



India lifts ban on Airbus Super- Jumbos

India has lifted its ban on Airbus super-jumbo planes, allowing the world's largest passenger jet into New Delhi, Mumbai and two other cities equipped to handle the aircraft. Aviation Minister Ajit Singh said lifting the restrictions would help bring more revenue to airports and boost India's international reputation as a flight destination. Despite ever-growing passenger numbers, India restricted Airbus A380 flights in 2008 in an effort to help struggling domestic carriers cope with global competition.

Campaign in India to boost travel to Australia

Its reported that Tourism Australia, along with Destination New South Wales, Tourism and Events Queensland, Tourism Victoria and South Australian Tourism Commission have teamed up with Singapore Airlines on a special promotional campaign in India offering attractive fares to boost travel to Australia. Singapore Airlines is the highest volume carrier of Indian travelers to Australia with 120 weekly flights from 11 cities in India to six major Australian cities. The campaign to be promoted across leading

print, television, radio and online mediums in India for travel up to 30 September, has been timed to coincide with the booking period for the Indian school holiday season.

India ready to tee off

Golf tourism will become the next big focus for destination promotion and attracting inbound visitors to India, the country's Tourism Ministry has announced.



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News items has been sourced from various media releases