

AITTC Newsletter

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While looking forward to the cold winter weather, we welcome readers to another issue of our bulletin with several inspiring news on the Australia-India Travel & Tourism front.

As you all know there is a change of government in India. Mr Narendra Modi has become the new Prime Minister after leading his party, the Bharatiya Janata Party (BJP) to a landslide victory. By gaining an absolute majority in the Parliament, he now carries the nation's mandate to drive changes to ensure 21st century belongs to India. We hope positive changes will have impact on tourism inspiring more visitors to India from round the globe including Australia.



The Australian Federal government in its 2014/15 budget has recognised tourism as one of the five national investment priorities. It's a sign of confidence in the continued growth of the industry, at a time when delivering close to \$30 billion to the Australian economy. Tourism Australia will receive an additional Asia Marketing Fund allocation of \$13.5 million in 2014/15 and \$14 million in each of the forward years to 2017/18.

The Medical Tourism presentation has been put back into our calendar for 8 July. 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

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. We request others who are considering joining us to please submit their application forms which can be obtained from our website www.aittc.net.au

Social media is a now a powerful tool for mass communication. So we are in Facebook and Twitter and request our readers to follow us. Links to both of them are

<https://www.facebook.com/pages/Australia-India-Travel-and-Tourism-Council/234962370030875?ref=hl> and [https://twitter.com/ AITTC](https://twitter.com/AITTC)

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:

New Tourism Minister for India

Mr. Shripad Yesso Naik from Goa is the new Minister of State for Tourism and Culture (Independent Charge). The four- time North Goa MP is not unknown to the tourism circuit. Earlier in 2009, he was a member of the Consultative Committee for the Ministry of Tourism. Some of his immediate priorities reported are simplification of visa procedures and fee structure; sought the regional plans of the state tourism departments with a view to expedite completion of infra-structure projects; and greater involvement of tourist trade participants e.g. Tour operators, travel agents, airline and hotel trades in tourism promotion.

India's tourism industry to grow by 7.3% in 2014: WTTC

India's travel and tourism industry is expected to grow by 7.3 per cent in 2014, outperforming the general economy by 2.5 percentage points, however average spending by international tourists is likely to fall, says World Travel and Tourism Council (WTTC) in its annual economic impact report. Revenues gained from domestic tourism rose by 5.1 per cent in 2013 and is expected to increase by 8.2 per cent in 2014, WTTC said in its recent report. However, the report says, amount that international visitors spent in the country can slow to 2.9 per cent compared to 6.2 per cent in 2013

New Indian Consul General in Sydney



AITTC welcomes Mr. Sunjay Sudhir as the new Consul General in Sydney. Before this appointment he served as Joint Secretary and Head of the Office of External Affairs Minister. Earlier, he served in the Ministry of External Affairs during 2002-04 as the Deputy Chief of Protocol [Ceremonial] handling incoming and outgoing VVIP visits. His foreign assignments include: Counsellor at the Permanent Mission of India to the World Trade Organisation, Geneva [2007-11], Head of the Economic and Commercial Wing at the Indian Embassy, Colombo [2004-07], Second Secretary [Political, Information and Culture] at the Indian Embassy, Damascus [1997-2000] and Third Secretary at the Indian Embassy, Cairo [1995-97].

He holds the degree of Bachelor of Technology [Electrical Engineering] from the Indian Institute of Technology, New Delhi. He has a Certificate Course in Diplomatic Practice from Oxford University (UK) and Certificate Courses, conducted by WTO, in - TRIPS Agreement and Public Health; WTO Law and Jurisprudence; and WTO Dispute Settlement.

Snapshot of tourism benefits from Australian Federal Budget for 2014/15

Great news that Tourism Australia has retained maintained its budget in nominal terms at \$129.9 million with an additional Asia Marketing Fund allocation of \$13.5 million in 2014/15 and \$14 million in each of the forward years to 2017/18. There will be strong emphasis on tourists from China with \$2million in funding to hold an Australia Week in China event in 2016,\$10.1 million will be provided over four years to support the growth of the Approved Destination Status (ADS), the tourism arrangement between China and Australia. Linking sporting events to be held in Australia with tourism, funding of \$26.6 million for the 2015 AFC Asia Cup and \$6.4million for the ICC Cricket World Cup 2015 have been allocated. Expediting second airport at Badgery's Creek \$77.8 million over four years has been granted to establish a dedicated Western Sydney Infrastructure unit to progress the development.

Tourists from India to Australia

There were 16,000 visitors from India during March 2014, bringing the total for the three months to March to 43,800, an increase of 10.6 per cent relative to the same period previous year.

Melbourne announced as host city for ATE in 2015



Tourism Australia has today announced Melbourne will host the country's premier tourism trade show for attracting international business, the Australian Tourism Exchange (ATE), in 2015.

ATE is Australia's annual business-to-business tourism travel trade event, which brings together around 600 travel wholesalers and agents from 38 countries to meet and do business with 1,500 Australian tourism seller delegates from 500 companies.

Australia invites the world to dinner

Tourism Australia has worked closely with Australia's state and territory tourism offices and industry bodies such as Wine Australia and Restaurant and Catering Australia to launch a new campaign—"Restaurant Australia". Tourism Australia Managing director Mr O'Sullivan said the campaign aimed to tap in to the growing demand globally for food and wine as part of the travel experience. It's all about bringing together the incredible stories of our people, place and produce to demonstrate to the world that every day, unique and exceptional food and wine experiences are being served-up in remarkable locations, and then sharing these stories through the creation of rich and compelling content," Mr O'Sullivan said.



Nature travel app to inspire more visits down under

Tourism Australia is hoping to inspire more travellers to connect with Australia's nature with a new travel app showcasing many of the country's best nature-based experiences. The app, developed by Australian Traveller magazine, covers around 200 different products and experiences that can be enjoyed across 16 of Australia's natural icons including the Great Barrier Reef, the Kimberley, Flinders Ranges and Tasmania. Tourism Australia Managing Director, John O'Sullivan, said the app would help better connect the consumer with nature by providing 'tangible experiences' which consumers could enjoy and book.

ITM Jaipur



Tourism Australia is taking applications for the India Travel Mission 2014 which will be held in Jaipur from 21 to 24 Aug. The event will provide a "superb opportunity" for Aussie tourism entities to establish business ties with key qualified travel agencies and tour operators from across India's key cities of Mumbai, Delhi, Chennai, Bangalore, Kolkata, Pune and Ahmedabad.

ITM is now held annually due to strong demand from the Australian industry and the Indian travel trade, supported by the growing interest and awareness in travel to Australia from India and the Gulf Countries, and increased air capacity between the regions. The objectives of ITM are - to provide a platform for the Indian and Australian travel industry to develop close business relationships; further educate the Indian and Australian travel trade about their markets, products and business practices; provide practical means for the Indian travel industry to brochure Australian travel and tourism products; introduce new products and quality experiences suitable for the Indian market and showcase the 'Best of' tourism experiences offered by Australia; and increase awareness levels and enhance the image of Australia in India

Australia India Business Council

AITTC congratulates Dipen Rughani and Sheba Nandkeolyar for being elected as National Chairperson and National Vice-Chairperson of AIBC, an organisation established in 1986 to foster closer economic, cultural and business ties between Australia and India.

September launch for Tata-SIA Airlines



The joint venture has received its Air Operators Permit from the Directorate General of Civil Aviation (DGCA) today. Within two weeks of applying for the permit, the regulator has called for public comments and objections on the proposed carrier's application and has made public the proposed route plan and operations plan for the airline.

Under the Letter of Intent submitted to the DGCA, the airline will operate 87 weekly full service flights in the first year of operations from its New Delhi hub to Mumbai, Goa, Bengaluru, Hyderabad, Ahmedabad, Jammu, Srinagar, Patna and Chandigarh with 87 weekly frequencies in its first year of operations.

In the second year of operations, the airline intends to operate 168 weekly flights with route additions to Chennai, Lucknow, Pune, Varanasi, Jaipur, Guwahati and Kolkata. In the third year, the airline has proposed 252 weekly flights including destinations like Amritsar, Bagdogra and Indore, while the fourth year will see services being raised to 301 flights per week.

The airline will dry lease A320-200 for a period of six years and A320-200neo aircraft for 12 years from Dublin-based Wilmington Trust SP Services Limited. All airports on Tata SIA Airlines Limited's planned route network have runways and handling equipment to cater to either of the aircraft.

Tata-SIA Airlines is a 51:49 ratio arrangement between Tata Sons Limited and Singapore Airlines.

Fly Dubai coming to India



Emirates Airlines low cost operator Fly Dubai will fly to three Indian cities, namely Thiruvananthapuram, Kochi and Delhi. They will serve 6 Indian cities all up as announced by their CEO Gaithal Gaith

More of India with Etihad and Jet Airways

Etihad Airways and Jet Airways have announced the launch of our new codeshare destinations, giving you access to more of India more often. Effective from 1 June you will be able to book and travel to a wide range of destinations through our existing Indian cities - Mumbai, New Delhi, Bangalore, Hyderabad, Chennai, Trivandrum, Cochin, Calicut, Ahmedabad and Jaipur.

Premium trains to 36 new Indian destinations

India's Ministry of Railways will be rolling out premium trains to 36 new destinations this summer. The trains will offer better seating facilities, food as well as air-conditioning options. After a successful trial of the new high-end carriages, the ministry will be expanding its premium train services to more tourist destinations. Some of the destinations include Shimla, Jammu, Kathgodam, Mahabaleshwar, Puri, Shirdi, Varanasi, Tirupati and Guwahati. In addition to the premium trains, 11 more regular services will be launched on high-volume routes this summer, including routes connecting Bihar with Delhi and Mumbai with Punjab



Air Taxi service for Rajasthan soon

In an effort to boost tourism, the Rajasthan government is planning to launch a new air taxi service. The aircraft being used for the service are a five-seat King Air C90 A and seven-seat King Air B 200. Kishan Singh Verma, Rajasthan's director of civil aviation, informed recently that the service will initially operate using two state-owned aircraft, linking popular destinations including Jaisalmer, Ajmer, Jodhpur, Ranthambore, Chittorgarh, Bikaner and Udaipur.

Big B in Melbourne

Recently the great Amitabh Bachchan was in Melbourne as a part of the Indian Film Festival, a flagship event of Mind Blowing Films, steered by Mitu Bhowmik.

The event presented five international awards, which added a competition element to the program while recognizing the diversity and craft of the Indian cinema. Eminent actress Vidya Balan, is the Ambassador of this festival which showcase to India as Melbourne as a great destination to visit.



Vivid Sydney drawing large number of visitors.

Held around end May annually, Vivid Sydney is a unique event of light, music and ideas, featuring an outdoor 'gallery' of extraordinary lighting sculptures, a cutting-edge contemporary music program, some of the world's most important creative industry forums and, of course, the spectacular illumination of the Sydney Opera House sails. It positions Sydney as the creative hub of Australia and the Asia-Pacific region, and delivers both innovative live entertainment and creative inspiration on a grand scale. This festival is just getting bigger and better every year, drawing visitors to Sydney from across the State, Australia and around the world to see Sydney put on a show like no other. Last year more than 800,000 people came to Vivid Sydney, which contributed over AUD 20 million in new money to NSW state.



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News items has been sourced from various media releases