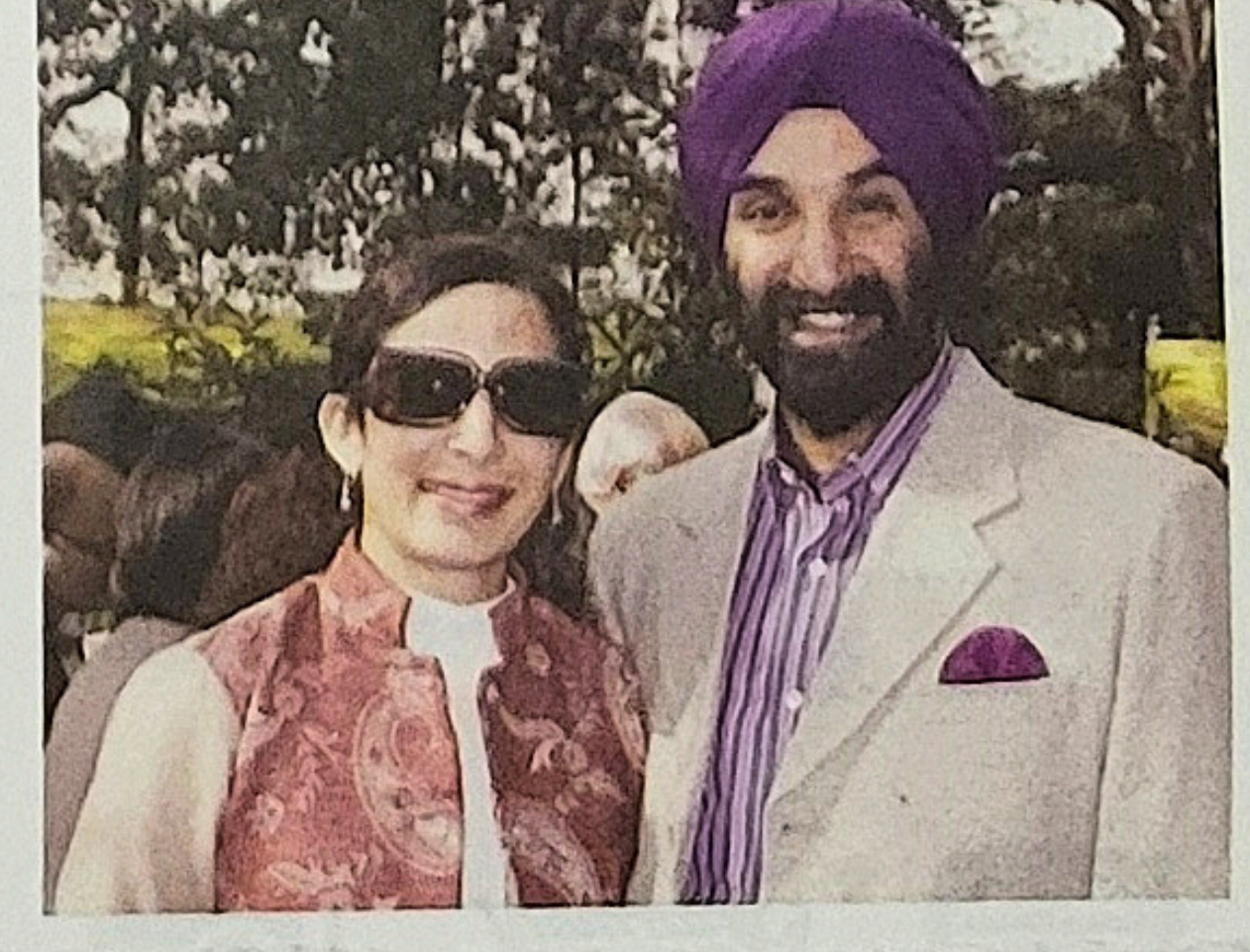
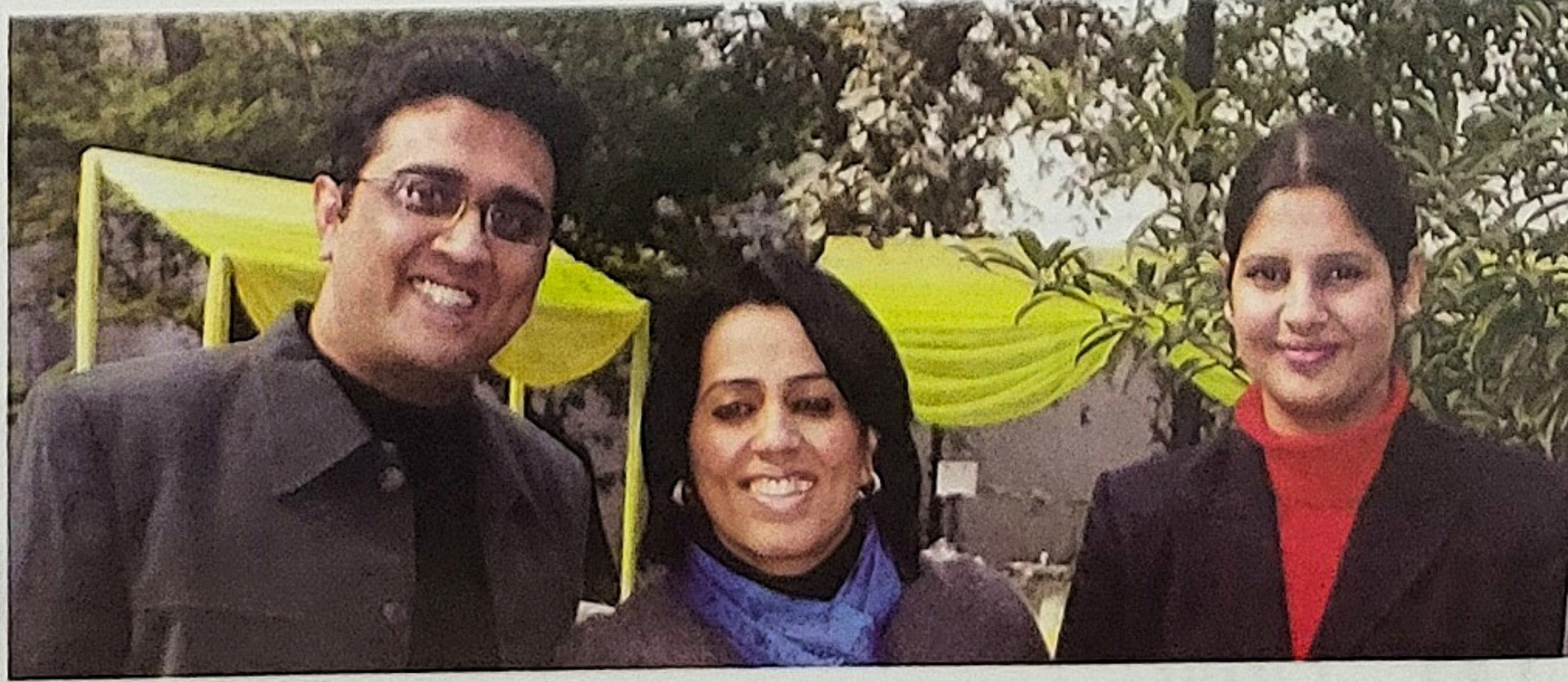
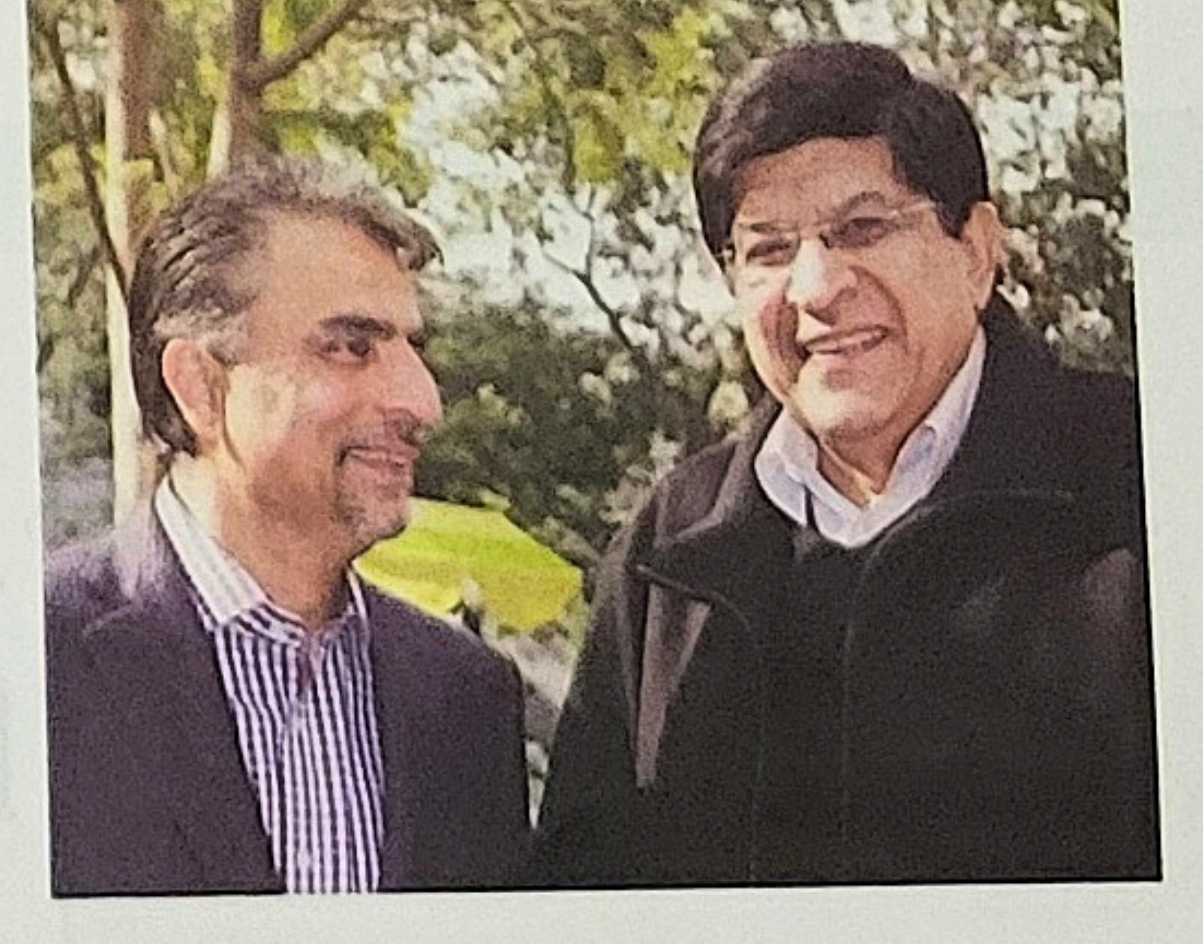
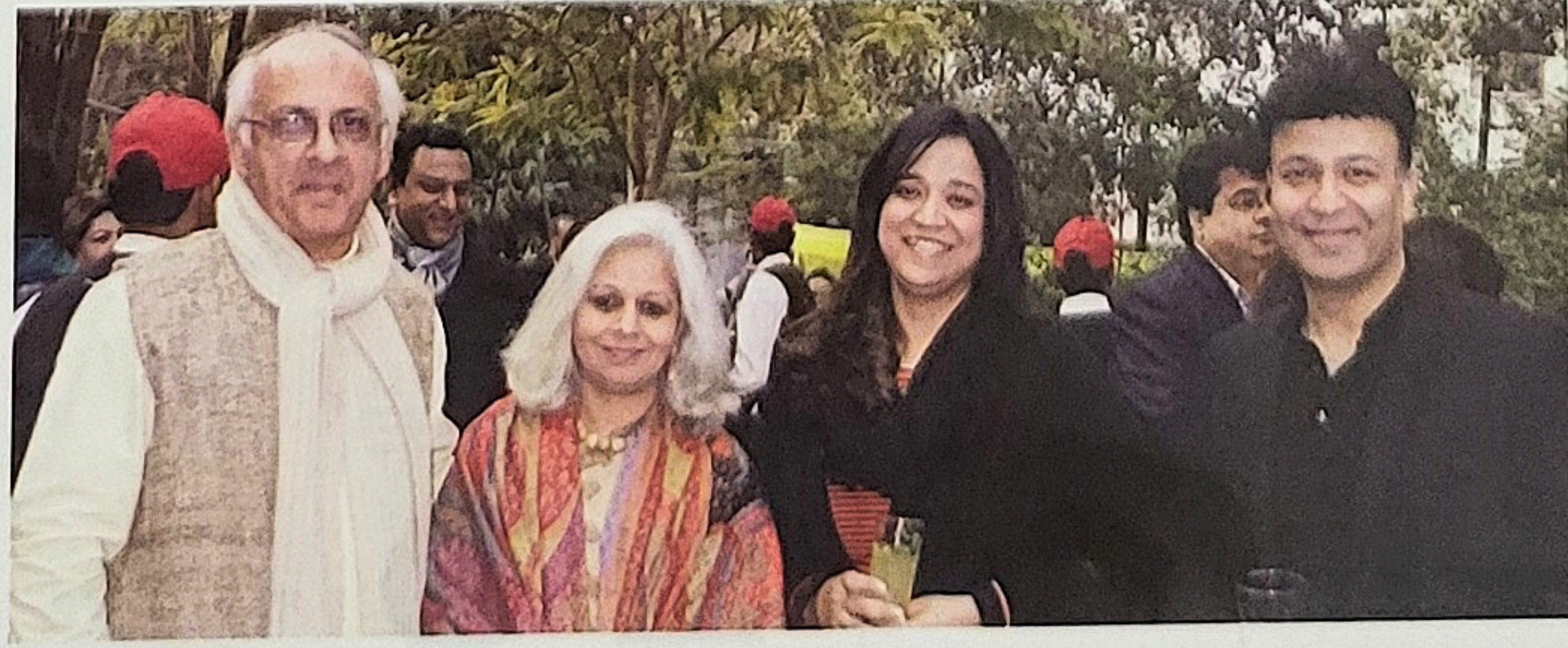
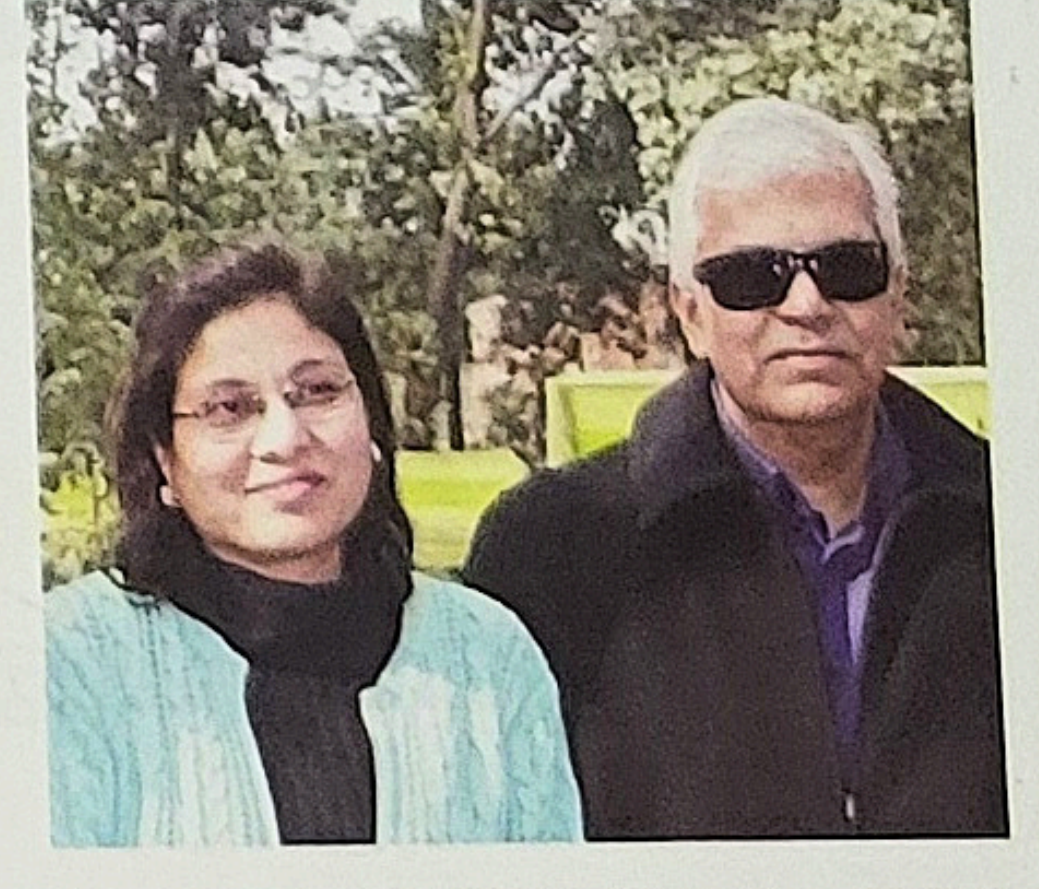
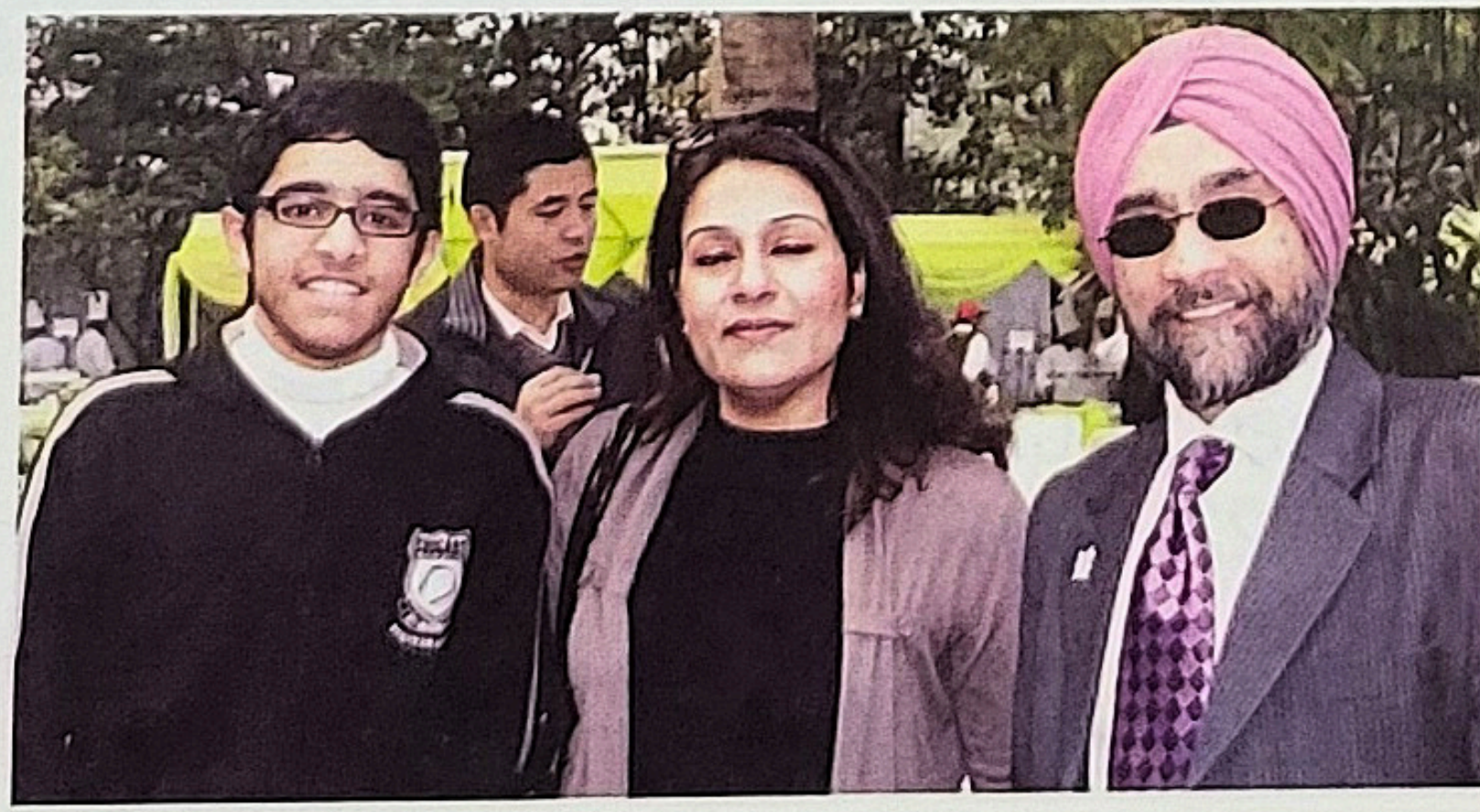
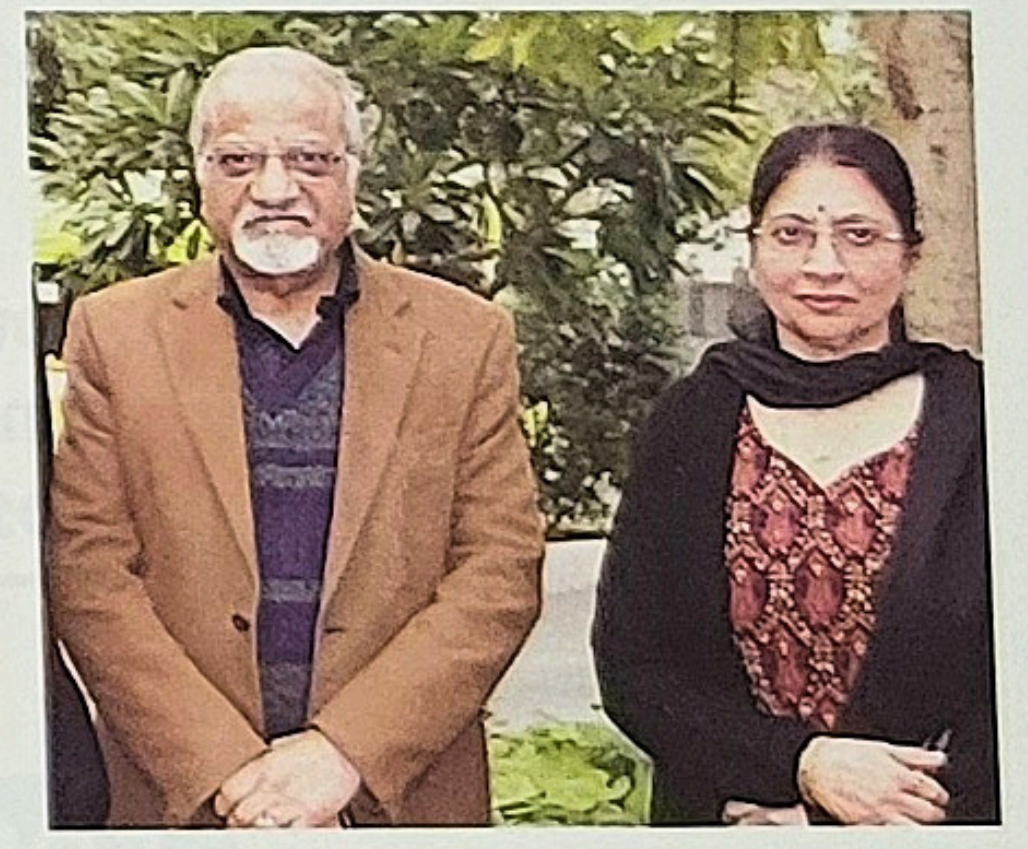
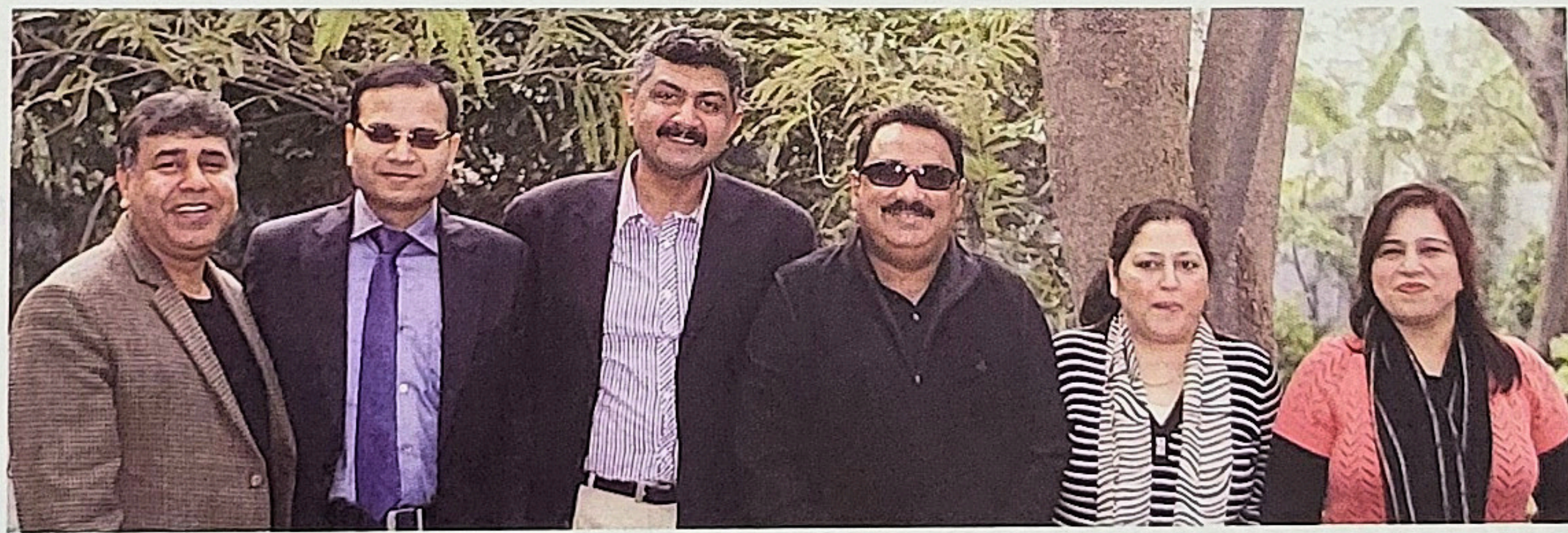
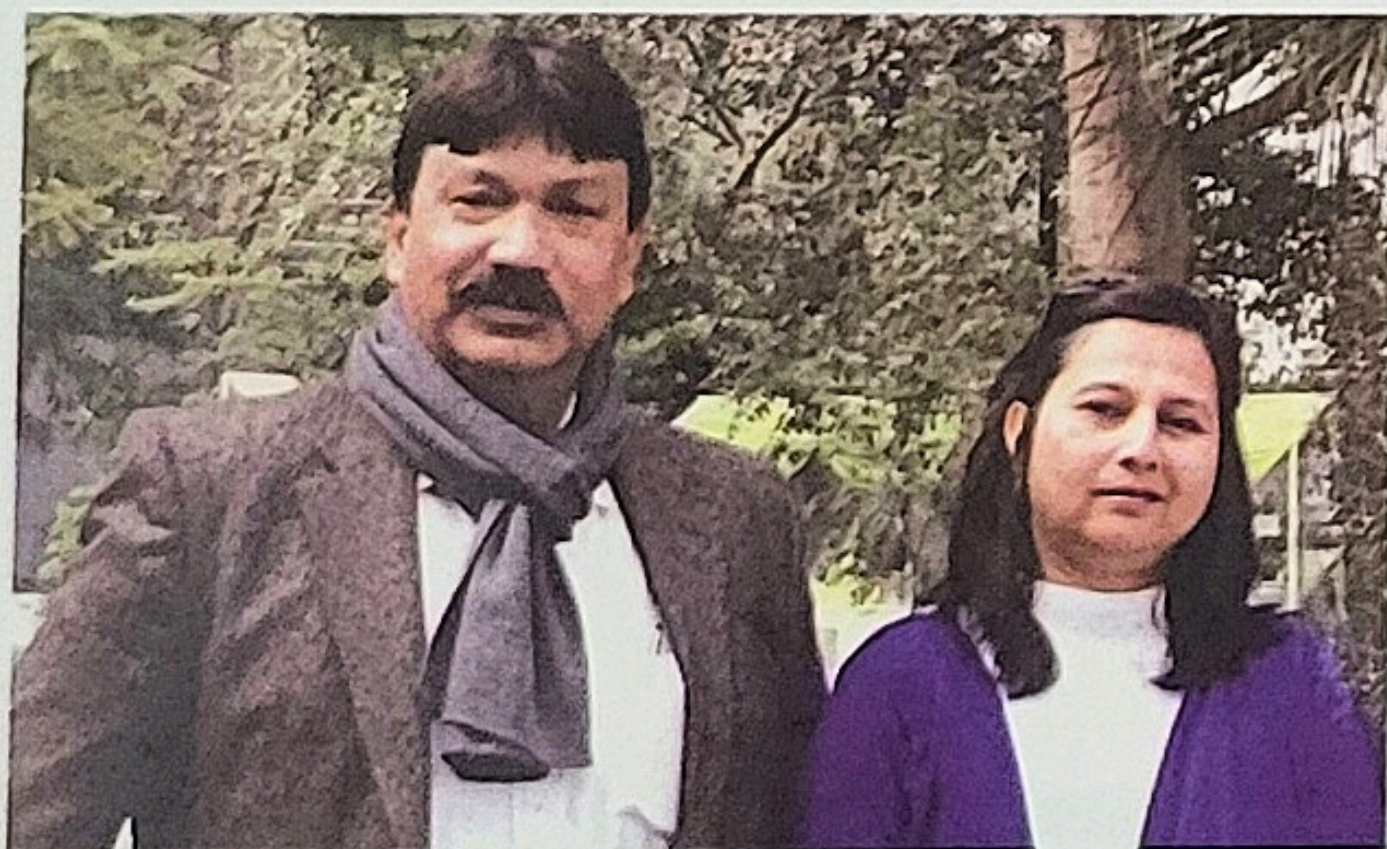
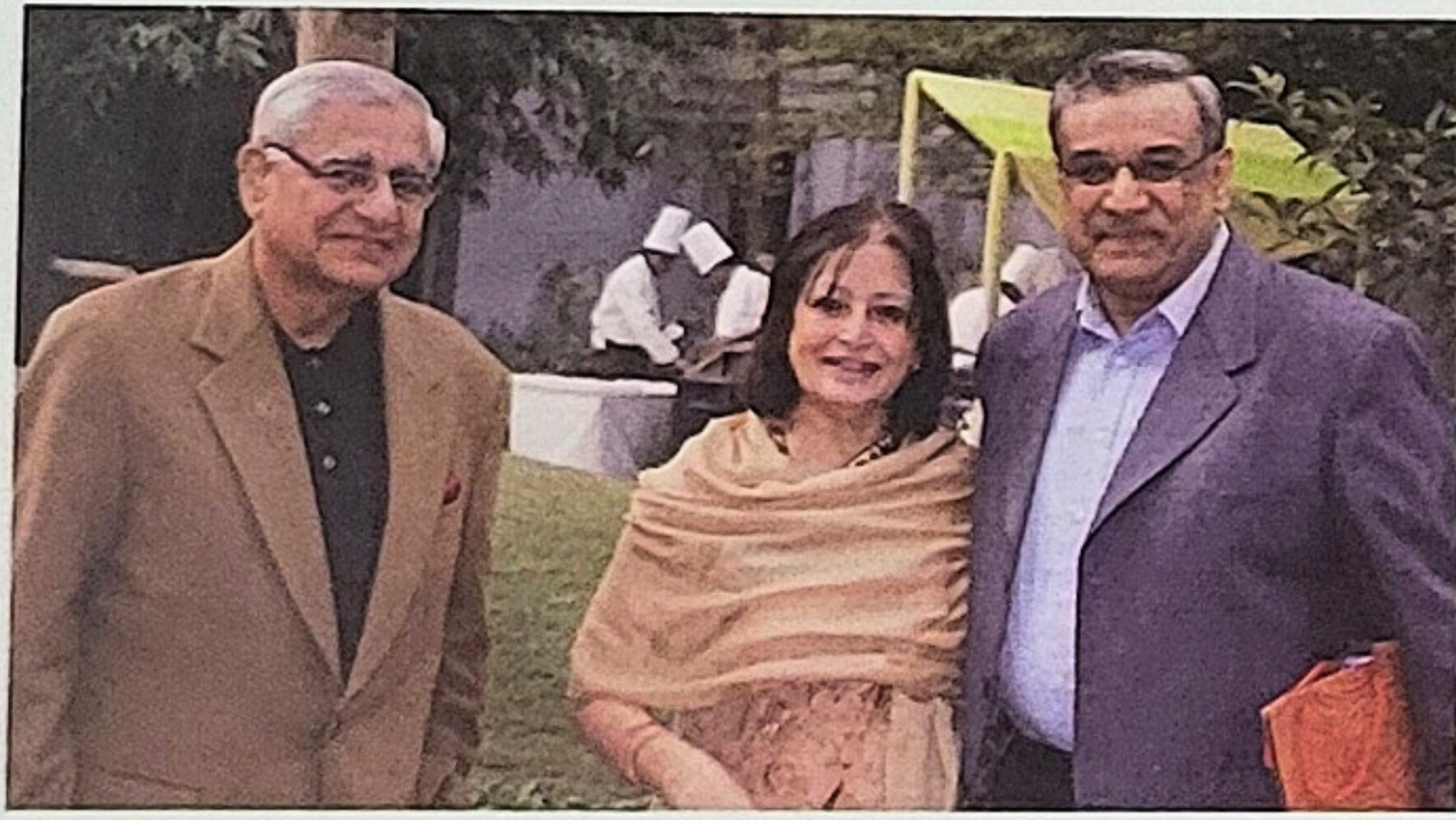
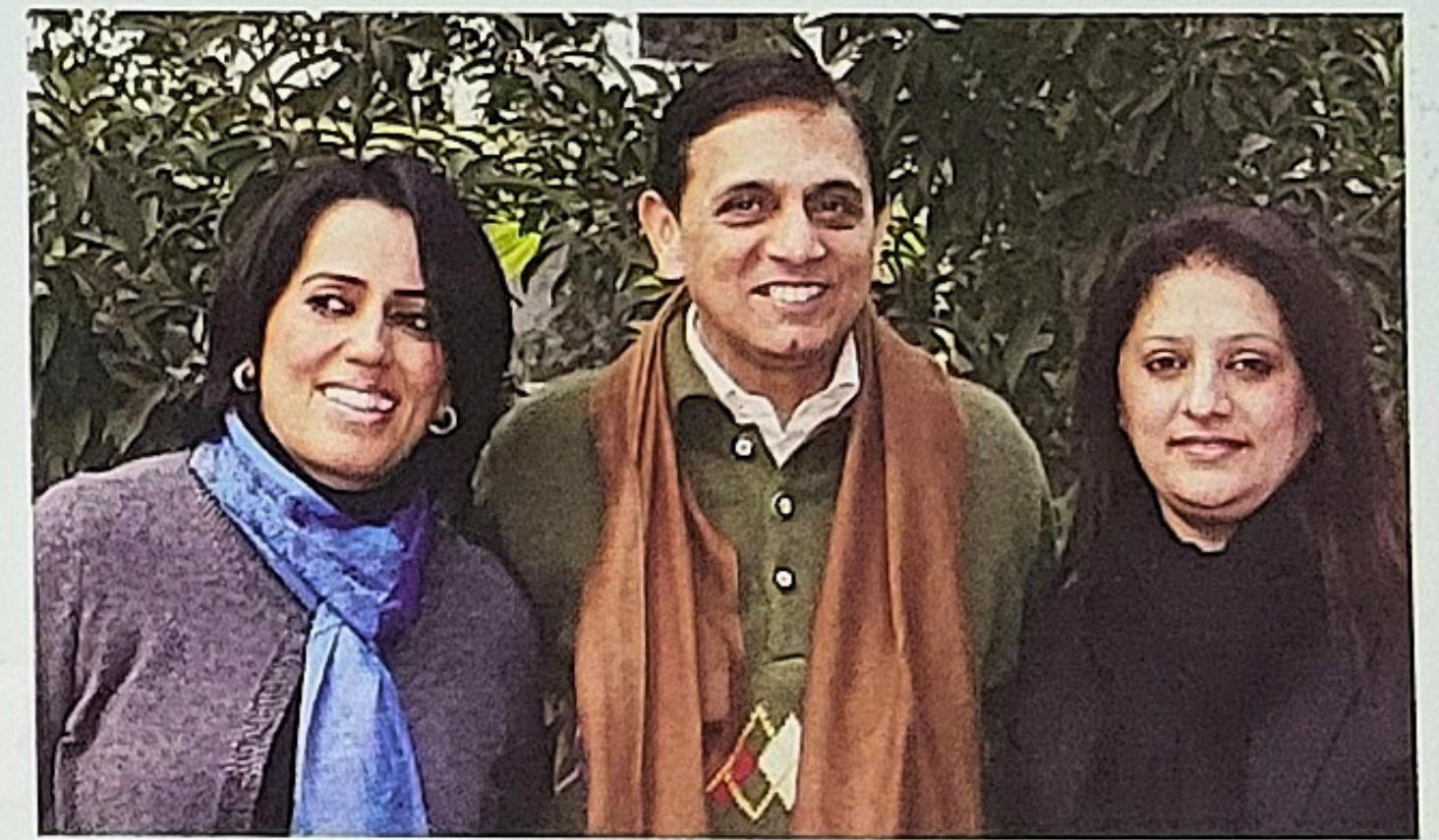
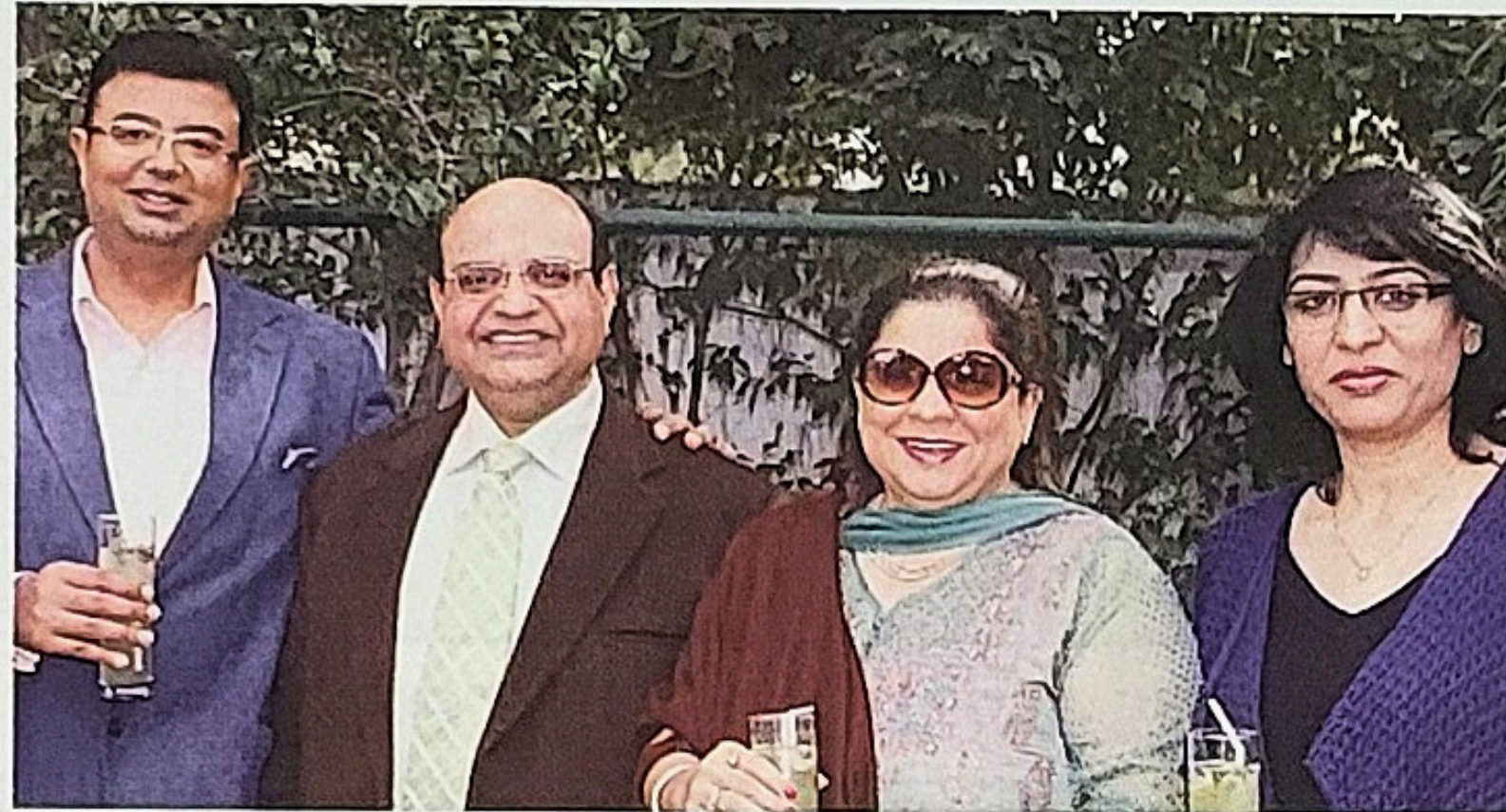
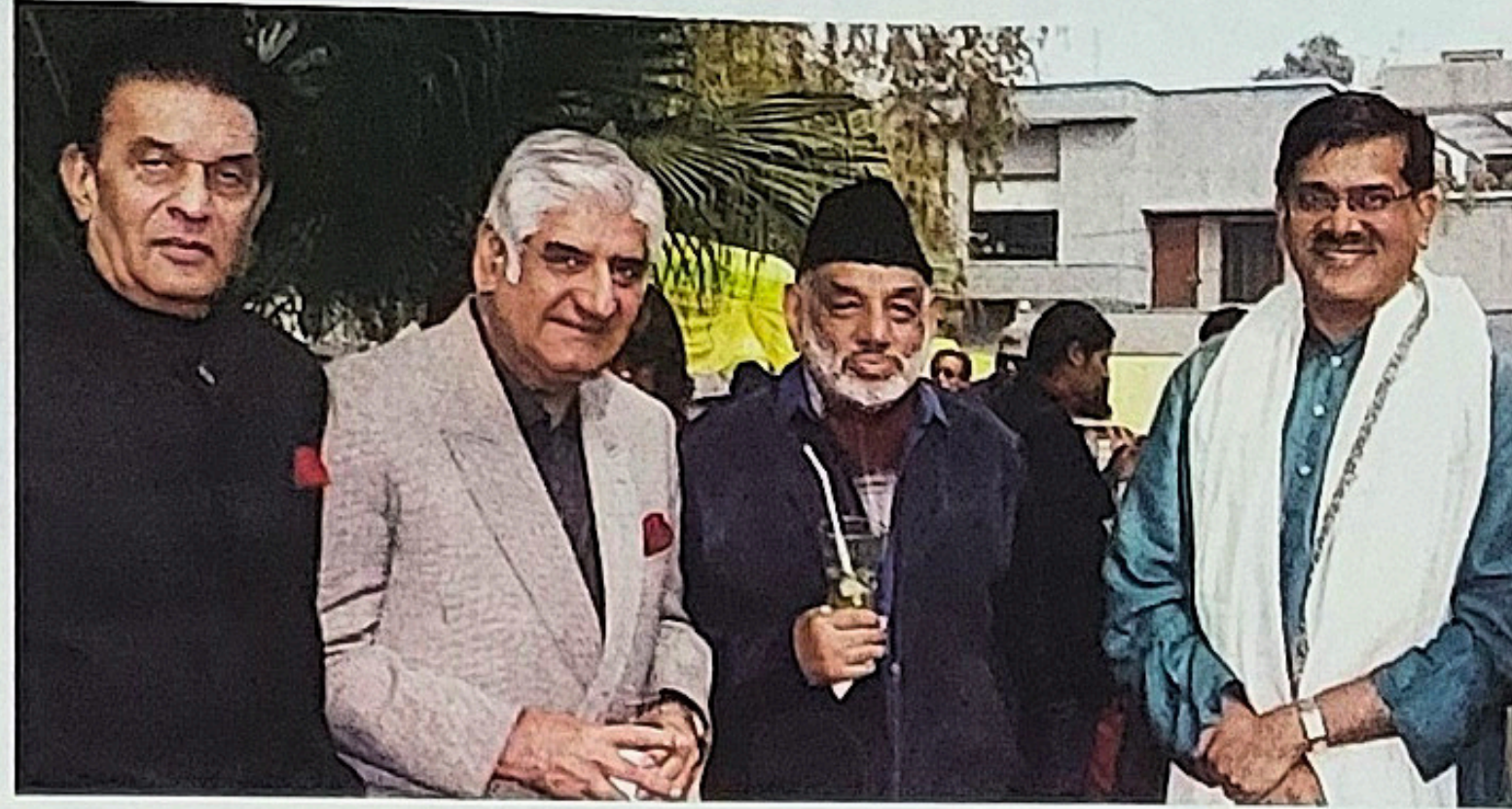
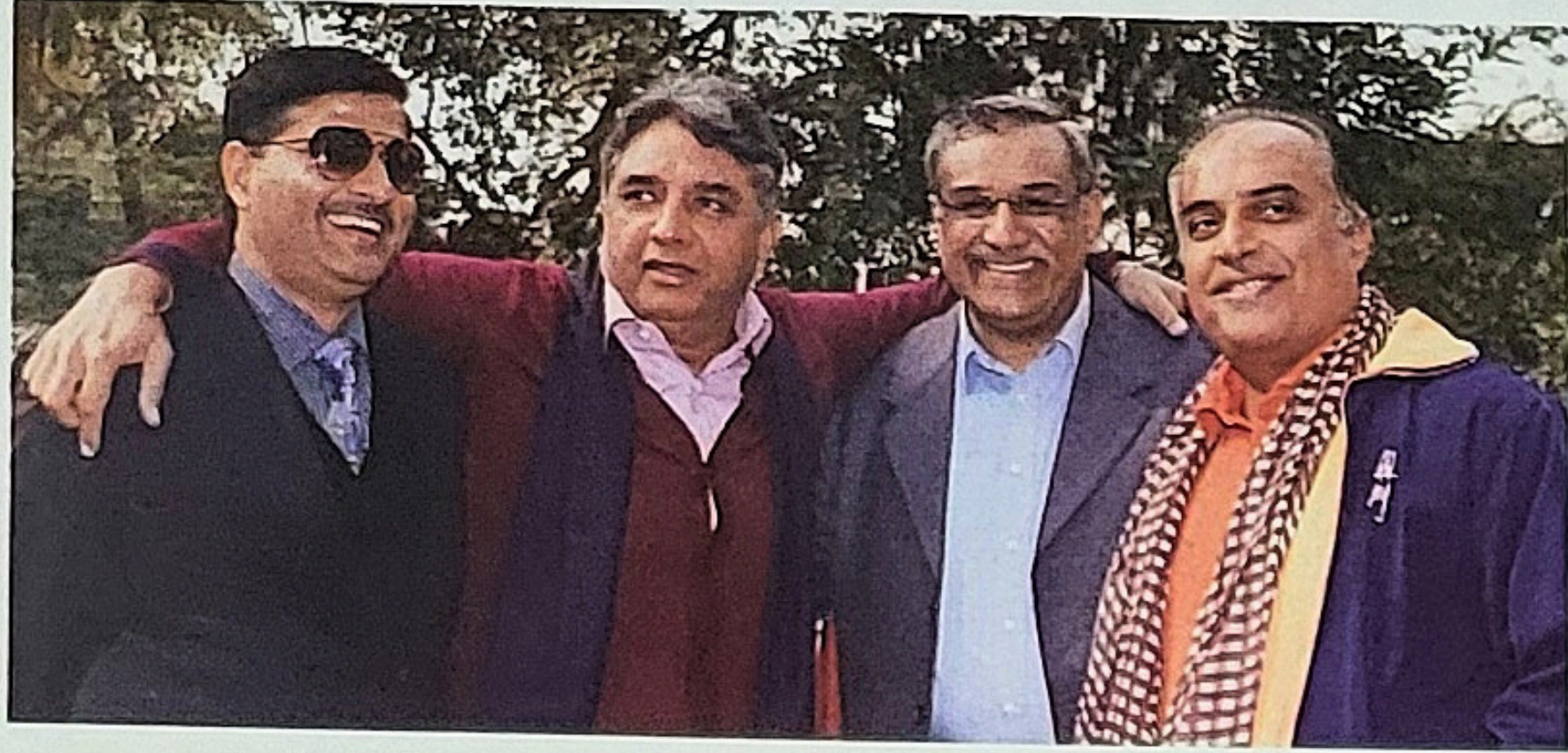


# DDP Sunday Garden Lunch

It was a perfect sunny Delhi winter morning when the travel fraternity came together for a Garden Lunch on the invitation of Durga Das Publications. Friends and supporters from the Ministry of Tourism, travel agencies, airlines, hotels and IT companies were all there with their spouses in a relaxed Sunday mood. There were smiles aplenty and a lot of conversation



Gujarat is the partner state

# GITB 2012: 242 buyers confirm their presence so far

Over 116 private sector suppliers along with a number of State Tourism Departments have so far confirmed participation and the number is expected to further swell for the 5<sup>th</sup> Great India Travel Bazaar.

TT BUREAU

The fifth Great Indian Travel Bazaar (GITB), scheduled from April 15-17 has so far received confirmation from 242 foreign buyers from across 50 countries. This number is expected to further grow as the organisers are targeting 250 buyers for the event this year. GITB 2012 is expected to be a bigger show than last year. The last edition had hosted about 230 foreign buyers and more than 7,000 meetings!



**Rahul Chakravarty**  
Additional Director  
FICCI

Also over 116 private sector players, including

DMCs, travel agents, tour operators, hotels, tourist transporters, airlines, cruise liners and others from across India have so far confirmed participation for the event.

The event will also have various State Tourism Departments showcase their tourism products to the foreign buyers. Besides, Gujarat will be present as the partner state this year. Madhya Pradesh, Uttarakhand, Karnataka and Andhra Pradesh have also confirmed their participation at GITB



2012. Around 180 exhibitors, including private and government sectors had participated in the last edition.

According to **Rahul Chakravarty**, Additional Director, FICCI, foreign buyers have been handpicked by GITB's Foreign Tour Operators Committee (FTOC) led by **Usha Sharma**, Principal Secretary, Department of

Tourism, Government of Rajasthan and **Dr. Jyotsna Suri**, Chairperson, FICCI Tourism Committee and CMD, The Lalit Suri Hospitality Group.

An initiative of FICCI (Federation of Indian Chambers of Commerce and Industry) and supported by Government of Rajasthan and Ministry of Tourism, Government of India, GITB offers a platform to the global travel buyers in exploring the diverse Indian tourism products and

Fast Facts

242 foreign buyers confirm. The number is expected to reach 250

The number in the private exhibitors' category has so far reached 116

Gujarat to be the partner state at GITB 2012

Madhya Pradesh, Karnataka, Uttarakhand and Andhra Pradesh to exhibit at GITB 2012

increase their product portfolio. The event takes place at B M Birla Convention Centre in Jaipur, India.

## Domestic air passenger growth slowed to 8% in Dec '11

India's domestic air passenger growth slowed to 8 per cent in December 2011 to less than half the pace of growth experienced in 2011 and down from the 17% - 22% growth rates seen between June 2011 and October 2011. While passenger numbers in India's domestic market have seen growth now for 31 consecutive months, the result for December 2011 marks the end of 16 consecutive months of double-digit growth. This single digit growth in the peak month of December 2011 (to 5.63 million passengers) is a sign that slowing economic growth is affecting air travel and reflects impending capacity caution by some of the nation's largest players.

India's domestic passenger numbers increased 16.6 per cent to 60.7 million passengers in 2011, averaging out at 5.1 million passengers per month, and up 74 per cent from 2006 levels. The largest stand-alone carrier was IndiGo with a 19.5 per cent market share, with IndiGo also the fastest growing carrier in 2011.

### QUICK READ

Air Mauritius will increase flights on its Mumbai route bringing the total number of flights to four per week. The additional services will be added from April this year.

# India hopes big from ITB Berlin 2012

With expectations to tide over the global slowdown at an International Trade Show, Indian participants have high hopes from International Tourism Bourse (ITB) Berlin this year. In return, ITB promises a strong convention programme and has introduced an exclusive buyers circle.

DEVIKA JEET

ITB Berlin, scheduled to be held from March 7-11,

Speaking on the future opportunities, **Swapnil Naik**, Director Tourism, Government of Goa, said,

Denmark, Finland, Iceland, and Sweden."

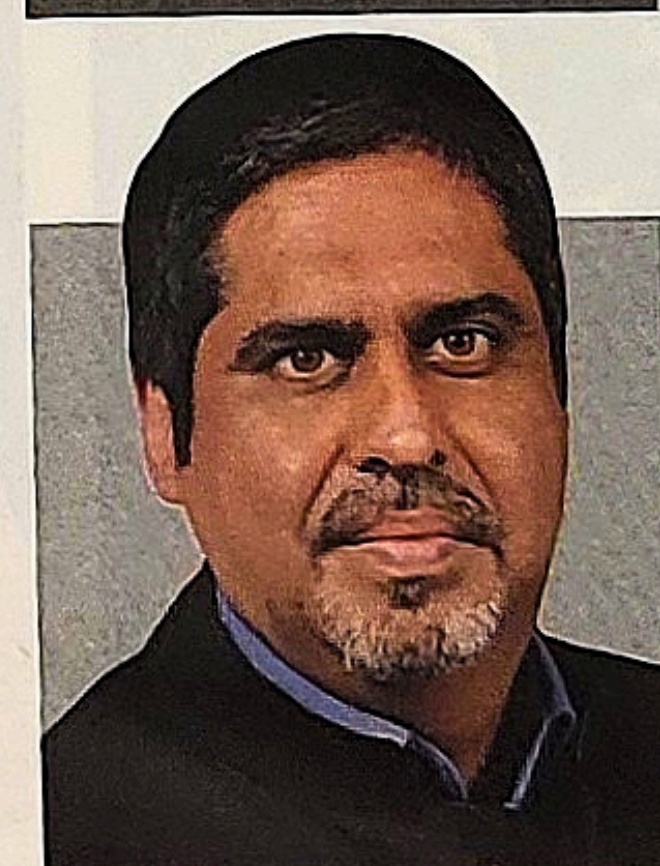
With more than 1,70,000 visitors including 1,08,000 trade visitors and over 10,000 exhibitors from 180 countries, ITB Berlin is a leading B2B platform of all that the tourism industry offers.

Despite its size, ITB Berlin is clearly structured. The exhibition halls are divided into geographic aspects as well as into current market segments.

"We hope, this year, we manage to do sizeable business as compared to the past as we are finding a slowdown in travel to India. Our expectations are to have more appointments from new companies who are interested to promote India and also see an increase in the demand for the niche products," says **Arjun Sharma**, Managing Director, Le Passage to India.

The LaLiT Group of Hotels is excited about using this platform to showcase their new products and hotels at Jaipur, Kolkata and Chandigarh. "The sheer size, magnitude and fantastic infrastructure sets ITB apart," says **Samil Malhotra**, Vice President - Sales & Marketing, The LaLiT.

Promoting India at an international platform is not just the prerogative of private players. Along with State Tourism Boards, the Ministry of Tourism (MOT), Government of India, also facilitates tourism promotion



**Samil Malhotra**  
Vice President - Sales & Marketing,  
The LaLiT



**Deepika Unni**  
Indian Representative  
ITB Berlin

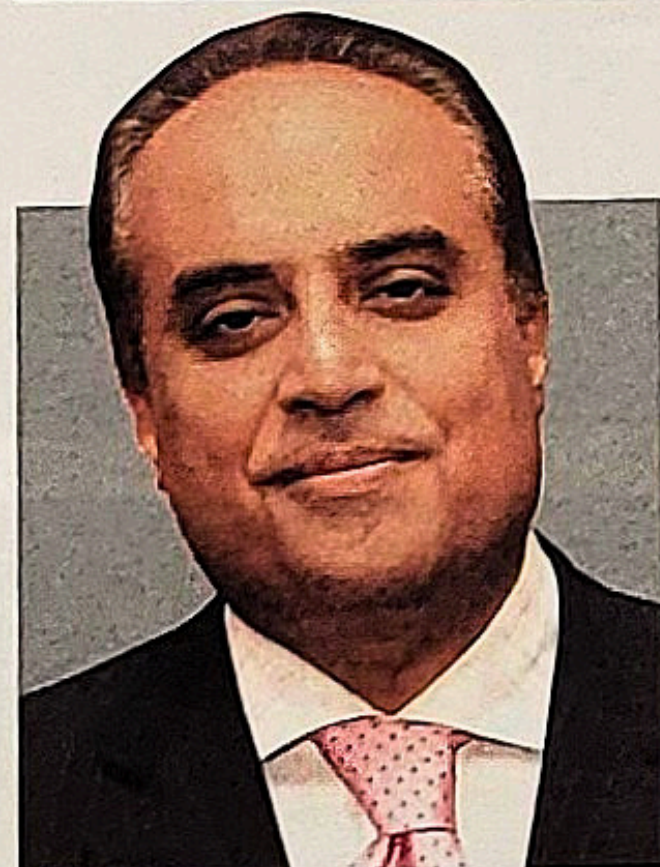
The sheer size, magnitude and fantastic infrastructure set ITB apart

The industry will be able to benefit from the convention on the latest trends and models in global tourism



**Swapnil Naik**  
Director Tourism  
Government of Goa

This year, we look forward to meeting representatives from new markets like the Nordic countries



**Arjun Sharma**  
Managing Director  
Le Passage to India

Our expectations are to see an increase in the demand for the niche products

2012, is attracting a large majority of the Indian travel fraternity. The number of anticipated Indian participants has increased to over 145 and India will be occupying additional display areas. This year, the size of the Indian pavilion has grown to 2,300 square metre. Independently, six Indian states are participating; Gujarat for the first time.

"The state will definitely be participating in ITB Berlin. The experience last year was excellent and we have had a very favorable response. B2B interface is strong and we get the opportunity to meet agents for our target markets, Eastern Europe, Scandinavian countries and central Europe. This year, we look forward to meeting representatives from new potential markets especially the Nordic countries -

activities to bring out the best in what the country has to offer. "We find that MOT is pro-active and innovative in their approach and are constantly working on finding new ways to enhance business for India. We are also working on developing new tourism circuits and introducing new niche products for India," adds Sharma. ITB provides the platform to understand the competition and also to tap potential markets.

With expectations riding high on promising prospects and business opportunities

from ITB Berlin this year, "ITB has launched the ITB Buyers Circle, an intense networking sphere for top buyers from all over the world. Along with this, ITB has a very strong convention programme every year. The Indian Travel industry will be able to benefit tremendously from the up-to-date and visionary convention programme on the latest trends and innovative business models in the global tourism," says **Deepika Unni**, Indian Representative, ITB Berlin.