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editorial

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Dear Reader,

Dubai has been an evergreen MICE destination, thanks to its easy connectivity and availability of surplus flights, pan-India. It also has easy visa policies, diverse dining options and myriad options for Indian cuisine, experiential venue options and large room inventories. We find out more about MICE in dynamic Dubai. In close pursuit are other GCC destinations that are continuing to spread their own aspirational programmes to pull-in MICE business.

Abu Dhabi and Oman have unveiled their own respective exhibition and convention centres, with tiered seating and column-free exhibition space. Saudi Arabia is expanding its own exhibition and convention complex in Riyadh while Abu Dhabi and Qatar are substantially advancing their airport infrastructure. Ras Al Khaimah is another novel and trending wedding destination this season owing to its easy accessibility from Dubai, fabulous weather and great hotel infrastructure. We tell you the tale of planning a spectacular wedding in Ras Al Khaimah at the Waldorf Astoria.

The Jal Mahotsav (water festival) was organised by the Madhya Pradesh Tourism Department Corporation (MPTDC). While the state has a huge potential to give a boost to the tourism sector, the fest has proven to be an ideal getaway for enthused travellers (both business and leisure), meetings on houseboats, adventure seekers (air, land, and water activities), island explorers within the dam and much more. We explore more in a feature article.

The first place that undoubtedly comes to one's mind on hearing nightlife in India is of course Goa. And to ensure tighter security norms the government is making sure that tourists feel safe and secure. Being among the top five destinations for MICE in India, Goa is poised to contribute further to the global MICE industry which is worth US \$4.8 billion. Also, Goa is India's leading wedding and honeymoon destination, annually, around 700 weddings take place in Goa on an average. This also explains the wide popularity that the state enjoys among travellers.

Technology in the workplace practically eliminates space and time and can help facilitate better business. Shivani Misri Sadhoo shares tips for the same.

Keep reading and giving your feedback to us at:
micetalk@ddppl.com

PUBLISHER & EDITOR

SanJeet

MANAGING EDITOR

Peden Doma Bhutia

ASSOCIATE EDITOR

Kanchan Nath

ASSISTANT EDITOR

Jessy Iype

DESIGN

Raashi Ajmani Girdhar

ADVERTISING

Gunjan Sabikhi
Sanjiv Chopra
Karishma Khanna
Jaspreet Kaur

ADVERTISEMENT DESIGNERS

Vikas Mandotia
Nitin Kumar

PRODUCTION MANAGER

Anil Kharbanda

CIRCULATION MANAGER

Ashok Rana

MUMBAI: ADVERTISING

Harshal Ashar
Priyanshu Wankhade



DDP Publications Private Limited

New Delhi:

72, Todarmal Road,
New Delhi 110001, India
Tel: +91 11 233 44179,
Fax: +91-22-22070131
E-mail: micetalk@ddppl.com

Mumbai:

504 Marine Chambers, 43
New Marine Lines, Mumbai
400 020, India
Tel: +91-22-22070129,
22070130
Fax: +91-22-22070131
E-mail: mumbai@ddppl.com

UAE:

P.O. Box: 9348, Sharjah, UAE
Tel: +971 6 5528954, Fax:
+971 6 5528956
E-mail: uae@ddppl.com

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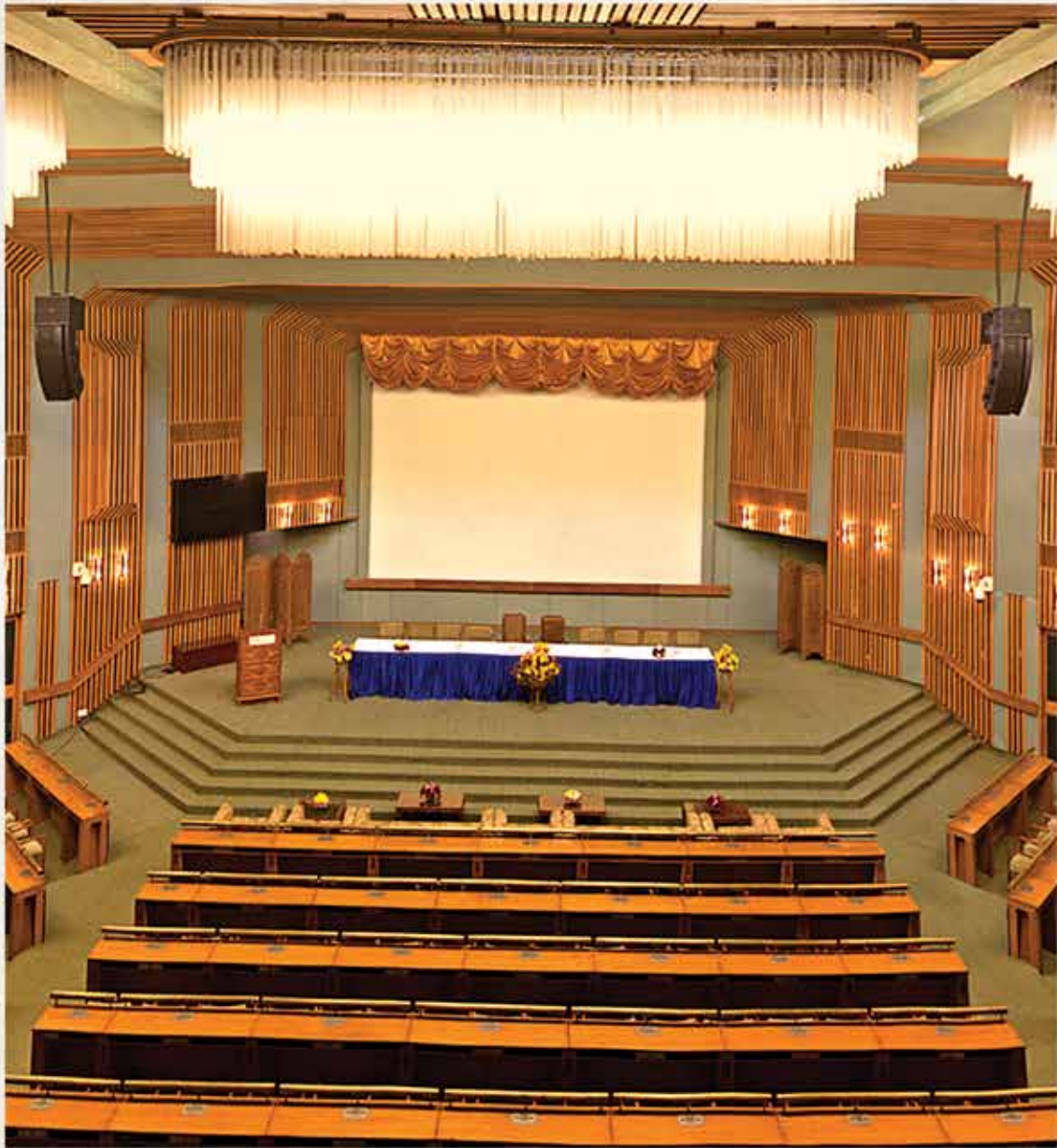
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TRAUTALK

NEWS

J&K eyes MICE tourism



■ In a crucial meeting, the Secretary Tourism and Floriculture, Jammu and Kashmir, Farooq A Shah along with the ICPB India convention promotion bureau (a body working under the aegis of Ministry of Tourism GOI for promoting MICE Tourism), decided to enable a platform for the state of Jammu and Kashmir to showcase itself as a suited MICE destination. The office bearers of the ICPB assured the Secretary that the state will be promoted as one of the priority venues for conferences and events of national and international standard. Shah showcased the international standard MICE tourism potential of the state like SKICC, Pahalgam club, and Gulmarg.

Farooq A Shah

ATPI extends its branches in Saudi Arabia

■ The ATPI Group has announced its expansion plan, to enhance its global portfolio, with GTS (Global Travel Solutions) in Saudi Arabia. The new partnership follows the appointment of new network partners in countries including Turkey, Poland, Chile, the Balkans and Sweden. Graham Ramsey, Chief Executive Officer, the ATPI Group, says, "Increasing our profile across the Middle East has been a key objective for us as business travel continues to grow in the region, particularly in the oil and gas industry."



288 exhibiting companies debut at IT&CM China 2017

■ The 11th instalment of IT&CM (Incentive Travel & Conventions, Meetings) China has begun at the Shanghai Exhibition & Convention Center of International Sourcing. The show floor is being represented by 288 exhibiting companies and organisations across the globe, for the first time. The 2017 event expects an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, some 400 hosted delegates, over 14,000 business appointments as well as over 75 business, education and networking sessions.



Etihad to introduce A380 on Paris route

■ Etihad Airways will introduce its A380 on the Abu Dhabi-Paris route this summer as part of seasonal adjustments to the airline's fleet deployment plan. Etihad Airways' approximate one-way fare, including taxes and surcharges, in The Residence from Paris to Abu Dhabi is US\$ 10,750; and Paris to Sydney or Melbourne is US\$ 16,800. The aircraft will operate on one of its twice-daily services to the French capital between July 1 and October 28.

RwandAir to fly MICE group on its first Mumbai-Kigali direct

■ Rwanda Renaissance has announced plans to take a MICE Group on RwandAir's first ever direct and nonstop flight from Mumbai. The flight will depart Mumbai on April 5, 2017, at 0145 hours, getting into Kigali the same morning at 0515 hours. The group, under the banner 'Rwanda Calling 2017' will see over 30 persons travel to Kigali. While the majority will be attending a Religious Meeting at KIBEHO, there will also be investors and businesses looking at opportunities in the country. Ivan Mugisha, Country Manager, RwandAir, remarks, "We are indeed, delighted to fly this group to Kigali, on our first-ever direct and nonstop flight from Mumbai." Clarence Fernandes, Chairman, Rwanda Renaissance, said, "We are confident passengers not only to Kigali but even beyond, will enjoy the airline's world class service."



Radisson Blu Atria Bengaluru opens

■ Carlson Rezidor announced the opening of its new hotel, Radisson Blu Atria Bengaluru, featuring 167 guest rooms and suites with modern amenities. It has over 1,250 sq.mts. of flexible room configurations with its six meeting spaces and two boardrooms. Other facilities include the Business Class Lounge, business centre, etc. Raj Rana, CEO, South Asia, Carlson Rezidor Hotel Group, said, "The opening of Radisson Blu Atria Bengaluru is a reflection of the unique brand identity."

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NEWS



Ibis Bangkok IMPACT to ease accommodation woes for business travellers

■ The opening of the new ibis Bangkok IMPACT with addition of 587 rooms to the existing 380-room Novotel Bangkok IMPACT, offers an alternative to local companies and government agencies, as well as international exhibitors and visitors, on accommodation expenses and travel time to IMPACT Arena, Exhibition and Convention Centre (also known as IMPACT Muang Thong Thani). Patrick Basset, Chief Operating Officer of AccorHotels, Upper Southeast and Northeast Asia, says, "The new ibis Bangkok IMPACT puts Asia's second-largest exhibition and convention venue on our guests' doorstep."

Concur, Ola join hands to deliver mobility benefits to corporate clients



■ Concur, the provider of spend management solutions and services, announced its integration with Ola Corporate, Ola's enterprise solution for business travellers and corporates. Under this innovative partnership, Concur and Ola, India's most popular mobile app for transportation, have built a connected platform that radically improves the experience for Concur's business traveller. Over 300 local and global Concur customers will have access to the features of Ola Corporate including diverse and customised mobility solutions across categories such as Mini, Micro, Prime Sedan & SUVs, Lux and Rentals across 102 cities where Ola offers its services. John Gibbon, Vice President, Platform at Concur, said "This is a huge value add in our goal to manage business expenses."



Travel Show: Experiential beyond luxury

■ After a successful stint last year, the Travel Experiential show is coming back with more zeal from April 8-9, 2017, at Welcomhotel Sheraton New Delhi. Organised by BUZZ India and PLG Thailand, the premier travel show is driven by a team of experts and aims to be an immersive experience, resulting in real business for clients. The show provides a platform for the buyers and sellers to meet for ten minutes, discuss business across the table and sign contracts. In the last four years, the Travel Show has organised shows on Luxury, Wedding, Technology and Business-MICE.

Form IV

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ICPB workshop on bidding for international conferences



Suman Billa

■ To update the members of ICPB on how to make a bid for an international conference, an ICPB-ICCA workshop was held from March 17-18, 2017 at Hotel Pullman New Delhi Aerocity. The workshop, 'Bidding for International Conferences' comprised experts from ICCA and from the Indian industry. The programme was inaugurated by Suman Billa, Joint Secretary Tourism/ Chairman ICPB, who emphasised on the importance of the MICE Sector for the economy. Chander Mansharamani, Vice Chairman, ICPB, elaborated on the objectives of the workshop and expectations from the participants.



ATM 2017: Leveraging business globally

■ Labelled as the leading global event for the Middle East inbound and outbound travel industry, the Arabian Travel Market (ATM) will be held from April 24-27, 2017, in Dubai. In its 24th year, the event generates more than \$2.5 billion of travel industry deals. The annual business-to-business (B2B) exhibition aims to showcase over 2,800 products and destinations from around the world to over 26,000 buyers and travel trade visitors across four days at the Dubai International Convention and Exhibition Centre (DICEC).

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Dubai says *Marhaba* **MICE**

The city's ambitious vision and world-class market fundamentals create a distinct advantage for hosting meetings here

Kanchan Nath



Dubai is home to significant industry clusters within healthcare, education, technology, transport, clean energy, water and space that can provide support, knowledge, and expertise to international business events.

AIR CONNECTIVITY: THE USP FOR DUBAI MICE

In addition to the robust industries based in Dubai, the city is also uniquely positioned close to India. Dubai is merely a short 3-4 hour flight from India. All major Indian airlines that cater to international destinations arrive in Dubai, including Indian Airlines and Jet Airways. In addition to these, Dubai-based Emirates and flydubai also fly out from all the major hub airports across India. There are about 500 weekly flights from India to Dubai.

The city's great connectivity is centred on its two international airports: the Dubai International Airport and the Dubai World Central. Dubai International airport has a direct connectivity with over 240 destinations. The government's open skies policy has made it possible for more than 140 airlines from around the world to bring visitors into Dubai. Emirates Airlines offers a special support programme for organisers of meetings, conferences and incentives that provides bonus discounts on airfares as well as other benefits, including one point of contact.

ENTERTAINMENT GALORE

Dubai is continuously launching exciting new attractions to cater to the growing appetite for leisure, which consequently means meeting planners have a wider variety of options to choose from. Visitors can explore the vast





DUBAI'S POPULAR DMC'S

Royal Arabian: Incentives & Conferences by Royal Arabian is a leading company delivering an array of exemplary MICE solutions in Dubai and UAE.

Sharaf Tours: Sharaf Tours is the Dubai-based inbound division of Sharaf Travels LLC, one of the UAE's most respected and trusted travel organizations.

Gulf Ventures: From the initial stages of event conceptualisation and venue identification, it offers plethora of options.

“In 2015, India became Dubai's number one source market for overnight visitors”

expanse of dunes through group desert safaris, and experience the nation's culture and heritage through falconry and camel riding, or satisfy any need for adrenaline by sky-diving over Palm Jumeirah, swimming with sharks at the Dubai Aquarium, and skiing at one of the world's largest indoor snow parks.

All the newly-launched attractions, such as IMG Worlds of Adventure, Dubai Opera, motiongate Dubai, Bollywood Parks Dubai, and LEGOLAND Dubai, have also greatly expanded the city's offering and appeal. They always welcome such

new and exciting developments as they continue to strengthen Dubai's status of being an ideal destination for business and leisure.

CONVENTION CENTRES AND KEY EVENT VENUES

Dubai World Trade Centre: The Dubai World Trade Centre (DWTC) is the largest purpose-built convention and exhibition centre in the Middle East. It plays host to some of the biggest international trade fairs, conventions and consumer shows across key industry sectors.

Key USP: Venue space of more than one million square feet.

Madinat Jumeirah: The picturesque Madinat Jumeirah comprises of three grand boutique



hotels – Al Qasr, Mina A'Salam and Dar Al Masyaf – with over 850 rooms, and a wide variety of meeting/conference venues to suit different planners' needs. The complex is also home to the multi-purpose Madinat Conference and Events Centre with ballrooms that have a capacity of 400 – 1,700 guests. The Madinat Arena can hold up to 4,500 guests and features a fixed upper gallery and exclusive VIP sections.

👍 **Key USP:** Largest hotel event space with Fort Island, an outdoor venue that can be tailored for a diverse range of events.

Intercontinental Hotel, Dubai Festival City: The InterContinental Dubai Festival City features 498 rooms, including 121 suites, three Presidential Suites and one Royal Suite. The hotel features five outstanding restaurants, in addition to ballrooms and meeting rooms that can be tailored to suit the needs of meeting and exhibition planners.

👍 **Key USP:** Hotel features five outstanding restaurants, in addition to ballrooms and meeting rooms.

Meydan Hotel and Racecourse: Meydan translates to meeting place and offers organisers indoor and outdoor venue options, in addition to 5-star onsite accommodation and superb hospitality. Located quite centrally, the hotel world-class restaurants and lounges, ballrooms and theatre-style settings, an outdoor terrace aptly named Sky Bubble, event suites and more.

👍 **Key USP:** Set alongside a racecourse and

“ *The number of future business events secured increased by 79 per cent* ”

features an adjoining golf course – a perfect mix of business and leisure.

Atlantis The Palm: The iconic Atlantis The Palm offers the flexibility of hosting large-scale events of up to 1,500 people, or small meetings with 10 guests in attendance. The 5,600 sq.m meeting Conference Centre is located separate from the main resort lobby to ensure delegates attending an event receive a high-level of exclusivity, separate from hotel guests.

👍 **Key USP:** The 5,600 sq.m meeting Conference Centre.

JW Marriott Marquis Hotel: Standing at a height of 355.35 meters from the ground level straight to the top of its mast, the JW Marriott Marquis offers a total of 5,155 sq.m of meeting space spread across 32 meeting rooms and two large ballrooms. Meeting rooms can comfortably host up to 18 delegates, while the ballroom capacity totals to 1,548 delegates.

👍 **Key USP:** 32 meeting rooms and two large ballrooms. Meeting rooms can host up to 18 delegates, while the ballroom capacity totals to 1,548 delegates.

Al Habtoor City: Al Habtoor City is one of the newer establishments featuring three world-class hotels



Steen Jakobsen

Indian incentive for Dubai

Steen Jakobsen, Director, Dubai Business Events, elaborates on the importance of the Indian market and Dubai's growing popularity as a global MICE destination

Kindly share statistics about the Indian MICE travellers to Dubai? How is the market developing?

In 2015, India became Dubai's number one source market for overnight visitors, and this position was consolidated in 2016 with an 11 per cent year-on-year increase in visitor numbers. India statistically has a higher percentage of business visitors travelling to Dubai than from many other markets, which is testament to its significance to and impact on the overall tourism and business events sector.

Seeing the strategic importance of India and its contribution in terms of business travellers to Dubai, Dubai Business Events set up a dedicated office in Mumbai just last year. We have also recently announced the appointment of Vinit Toke who is responsible for promoting Dubai as a business events destination in the Indian market.

What are the new market opportunities and challenges for MICE in Dubai?

One of the main trends that has emerged recently and is proving to be an opportunity is called 'bleisure' – when tourists combine business and leisure. A BridgeStreet Global Hospitality Report on Bleisure Travel states that a vast majority (83%) of respondents use time on business trips to explore the rest of the city. Dubai has the region's largest exhibition centre, leisure attractions, such as the recently opened IMG Worlds of Adventure and Dubai Parks & Resorts have recognised the trend of bleisure. The security and safety of both visitors and residents is of paramount importance to the governments of Dubai and the UAE. In fact, the UAE is one of the safest places in the world, ranked in the top three for safety and security according to the World Economic Forum Travel and Tourism Competitive Report 2015.

How was the year 2016 for you? What main events, convention and exhibitions do you have lined up for 2017?

In 2016, Dubai Business Events witnessed its most successful year to date, winning a record 129 bids and proposals for upcoming conferences, meetings, and incentive trips. The number of future business events secured increased by 79 per cent, consolidating Dubai's position as a leading destination for business events.

The economic impact of these events is estimated at close to AED400 million and will bring in an estimated 75,000 additional visitors to Dubai over the course of the next 6 years. Notable wins included the Congress of the Asia Pacific League of Associations for Rheumatology Annual Congress 2017, the World Congress of Cardiology 2018 and the World Down Syndrome Congress 2020.

Through our partnership with Dubai Chamber of Commerce and Industry and Dubai World Trade Centre on the creation of the Dubai Association Centre, we have built quite a strong proposition for associations and as a result, we will see a growing number of association meetings and conferences take place in Dubai over the coming years.

What kind of incentives do you offer to big corporate groups from India?

Dubai Business Events offers a premier and accessible service that partners with, and facilitates partnerships for, business event planners and companies around the world. Our team of people, with highly specialised knowledge about Dubai, offer impartial advice, guidance and support to international business event organisers, ensuring delegates experience a truly memorable event.





conference facility boasts over 2,900 square feet of modern meeting space. They promise high-speed Internet access and state-of-the-art audiovisual services in each conference room. Ballrooms can be reserved for a large corporate conference with up to a 1000 guests. They also have an experienced events staff to help y coordinate your Dubai meeting.

👍 **Key USP:** Award-winning conference facility boasts over 2,900 square feet of modern meeting spaces.

PROFESSIONAL CONGRESS ORGANISERS Congress Solutions International (CSI)

CSI is the leading PCO in the UAE and Middle East through active partnership with local government groups.

MCI Dubai

MCI in the Middle East started its operations in Dubai, United Arab Emirates, the Business Centre of the Middle East, against the backdrop of the immense growth for DMC, AMC and PCO.

Meeting Minds Dubai

Home based in the United Arab Emirates, they provide full service professional conference organising, etc.

– The St. Regis Dubai, W Dubai Al Habtoor City, and The Westin Dubai Al Habtoor City – each offering a world of options in terms of rooms, meeting spaces, dining and lounges.

👍 **Key USP:** Offers a world of options in terms of rooms, meeting spaces.

JW Marriott Hotel Dubai: Set in the city's flourishing business district, just ten minutes away from Dubai International Airport, the luxury hotel reflects the city's modern, vibrant personality. Its award-winning

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Hamad Mohammed Bin Mejren

Cruise along with Dubai

Hamad Mohammed Bin Mejren, Senior VP, Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism), on growing leisure, cruise market

Elaborating on the development of the hotel market in Dubai, Mejren says, "By 2020 we are looking to have the proper infrastructure. I am happy to see the room supply passed a hundred thousand. By 2020 we are looking to having 150 to 160 thousand rooms to accommodate the expected 20 million visitors for the Expo 2020. The visitors for the expo are different from the Dubai visitors. We are getting ready for all kinds of airport capacity, transport capacity, hospitals, hotel rooms all compliment to his highness's vision of receiving this number of visitors."

INDIAN MARKET VITAL

He believes that the Indian market is very important for Dubai. "Indian travellers comprise of 80 per cent leisure and 20 per cent business. The numbers of Indians who visited Dubai last year, reached 1.8 million. This makes it the number one source market for us. In my 22 years

with Dubai tourism, I have only seen growth with the Indian market. Indians can access Dubai, much easier than they think. It's very close to them. Visa processes are very easy. I am in charge of cruise tourism in the area; we have introduced the multiple entry visa for Indians. Specifically for cruise passengers, this is at a cost of Dh200 (\$50) only. When you book a cruise, you get a one month multiple entry visa. This is a huge incentive for Indians to come," he said.

CRUISING ALL THE WAY

Elaborating on the developing cruise industry, he adds, "Our cruise business has evolved from 17,000 cruise passengers in 2001 to 600,000 cruise passengers this season. We built our first cruise terminal in 2001. In 2006 we succeeded in attracting cruise ships to home port in Dubai. Ever since we have seen growth in number of passengers, growth in number of ship calls. Due to its air connectivity, Dubai becomes the hub. From Dubai you can sail the entire region. Some cruise lines even go up to India, visiting Oman, and West coast of India, Cochin, Mumbai and Goa."

“ We have introduced the multiple entry visa for cruise passengers, at a cost of Dh200 (\$50) ”



Talking MICE with Agents

The MICE facilitators share emerging trends in Dubai from their perspective

Karan Anand

Head – Relationships
Cox & Kings

CHOOSING THE RIGHT HOTEL

Marriott, Starwood, IHG and Hyatt are some of the international hotel chains that Indians prefer for large MICE groups owing to their sizeable inventory. Whereas for small and mid size groups that require up to 100 rooms, chain hotels like Grand Excelsior/Rotana are the top choices. The banqueting spaces differ ranging from 200 to some offering capacity of around 700-900. For conferences and gala events, Ballrooms with no pillar and a minimum height of 12-15 ft with breakaway rooms and enough foyer areas are always preferred.

EXPLORE DUBAI OPERA AND MORE

Dubai is home to some of the largest and tallest man-made wonders in the world. There is a host of activities and locations that Dubai offers. Also, thrill and adventure are at the core of the entertainment activities that Cox & Kings organises. The corporate rock stars can look forward to Skydiving, Flyboarding, Paddle Boarding, Flying Fox, Gun Shooting sport, Hot Air Balloon, Wind Surfing and series of diverse activities. 2016 witnessed the opening of Dubai Opera, a world-class entertainment venue, hosting some of the most internationally acclaimed performances and productions, and CITY WALK, the city's trendiest new retail destination.

LARGE INVENTORIES MEANS LOWER RATES

Dubai has witnessed revival after additions of newer attractions like IMG Worlds of Adventure, Dubai Parks and Resorts. There is a probability of hotels dropping the rates during summer after facing pressure from huge inventories.

Short haul destinations like Malaysia / Thailand / Hong Kong/Abu Dhabi / Singapore continue to be among the top MICE destinations for Indians. Dubai is one of preferred MICE destinations in the Middle East region. With better incentive facilities and newer investments in the different economies, MICE has become an extremely competitive market.

Abu Dhabi, Oman and Bahrain are destinations competing with Dubai. Incentivising the travel agents, cash subsidies, effective corporate planning, regular FAM trips, ATL/BTL activities through major tour operators are some of the aspects many of these destinations are working on to maintain and draw more MICE groups.



“ Thrill and adventure are core entertainment activities that Cox & Kings organises ”





Manpreet Bindra
Vice President – MICE
FCM Travel Solutions India

FLEXIBLE CHECK-INS

With a plethora of world class hotels to offer, Dubai is one of the most sought-after destinations, not just for leisure travel but equally prized for Indian MICE. Popular resorts for MICE in Dubai include Dubai JW Marquis and Grand Hyatt. At FCM, while booking a hotel for MICE, we pay attention to details spanning across flexible check-in, cost and services in principal.

COSMOPOLITAN DUBAI

Over the years, Dubai has positioned itself as one

of the cosmopolitan cities in the world with its record breaking architecture standing alongside traditional quarters, while manmade islands just out of the coastline. The list is never ending when it comes to entertainment. The desert Safari is the most popular along with upcoming attractions like IMG Worlds of Adventure to Dubai Parks that have seen a stunning demand of late.

WHY DUBAI?

Dubai has always been an evergreen MICE destination owing to its easy visa policies, short haul flights with surplus of carrier options – core USP of Dubai. At FCM, we have seen Singapore and Hong Kong as next preferred destinations and an eminent interest for Abu Dhabi.

“Popular resorts for MICE in Dubai include Dubai JW Marquis and Grand Hyatt”



Zelam Chaubal
Director
Kesari Mice

MYRIAD HOTEL OPTIONS FOR MICE

Crown Plaza, Marriott Marquis, Hyatt, Taj, Address, Novotel, Holiday inn, Hilton Mövenpick, Intercontinental, Atlantis are the hotels mostly used for Indian Mice. Most of these hotels have good banqueting facility and taking care of 100-1000 people is possible. While booking the hotel we need to see if the hotel has enough rooms, many times twin rooms, if the hotel has good pillar less banquet hall, proximity to city, Indian food availability and some times the size of the rooms' matters too.

ENTERTAINMENT HUB

There is plenty of entertainment in Dubai and it will be future entertainment hub of Asia and UAE. With the opening of Bollywood Park, Legoland, Legoland Water Park and four new parks recently, they are definitely shifting their



focus to entertainment city from traditional Dessert safari and shopping festival city. The upcoming new tower higher than Burj Khalifa and Dubai wheel will make it more interesting to visit Dubai.

WHY DUBAI?

It is the suited stop with ease of visa, direct flight, scenic views, banqueting facility, availability of large hotel inventory, and great infrastructure for MICE. In Asia, Singapore and Thailand is great MICE destination with all of it available as well.

“Dubai is set to become the future entertainment hub of Asia and UAE”

Kiran Vinchhi

Regional Managing Director
ATPI India

BESPOKE SERVICES

For Dubai, our experience has shown that our clients request for leading 4-star properties such as the Holiday Inn, Grand Excelsior, Rotana Group or Marco Polo etc. Some of the services that ATPI Corporate Events offers its clients include tailor-made Itineraries, Planning and Management assistance for MICE requirements, destination management, meeting/conference venue selection and inspection visits, extensive logistics planning and guidance, flight reservations, pre – registration for events, hotel liaisons, pre & post tours sightseeing, etc.

EXEMPLARY VENDORS

ATPI Corporate Events partner with renowned and reputed inbound tour operators for assistance related to transportation, hotel accommodation, restaurants, activities, excursions, conference venues, themed events, gala dinners and logistics, meetings and incentive schemes. Some of the DMCs that ATPI Corporate Events works closely

with include, Royal Gulf, Lama Tourism, White Sands, Royal Arabian etc.

WHY DUBAI?

Flying into Dubai is smooth from most countries with direct access from over 260 destinations worldwide. The key to Dubai being the leading destination choice is the continuous investment that the Dubai Government puts in various facilities to sustain the growing tourism market. In close pursuit are other GCC destinations, that spread out their own aspirational programmes to pull in MICE business. Abu Dhabi and Oman unveiled their own respective Exhibition and Convention centres, with tiered seating and column-free exhibition space. Saudi Arabia is expanding its own exhibition and convention complex in Riyadh while Abu Dhabi and Qatar are advancing their airport infrastructure.



“Flying into Dubai is smooth from most countries with direct access from over 260 destinations worldwide”

Meera Charnalia

Meera Charnalia, Senior Vice President
and Head-MICE,
Thomas Cook (India) Limited

OPENNESS TO APARTMENT STAYS

The preferred hotels selected by our MICE Teams for Dubai include JW Marriott Marquis, Grand Hyatt, Hyatt Regency, Marriott Al Jadaif & Marriott Deira. Dubai offers an excellent array of facilities like high ceiling height, pillar-less large event space and unique open venues, apart from access to a diversity of authentic Indian cuisine options.

PREFERRED VENDORS

At Thomas Cook India, our preferred vendors are Concord Travel, North Tour LLC and Lama Tours.

VIVACIOUS NIGHTLIFE

Dubai is host to some of the best nightlife entertainment in the world; also experiential event spaces such as Bab Al Shams Desert Resort, unique themed dinners with local entertainment or an open gala dinner venue with Burj Khalifa in the background for that “wow factor” that delights our MICE customers.

WHY DUBAI?

Dubai is seen as extremely popular among corporate due to its excellent Pan-India access & connectivity, diverse dining options - Indian and global cuisines, experiential venue options and large room inventories.



“Dubai is host to some of the best nightlife entertainment in the world; also experiential”





SD Nandakumar
Business Head – B2B & Ecommerce
SOTC Travel.

PLETHORA MICE HOTELS

The main hotels used by Indians for MICE in Dubai include: JW Marriott Marquis, Grand Hyatt, Hyatt Regency, Crowne Plaza SZR and Grand Excelsior Hotel. They offer all kind of meeting spaces to cater to smaller as well as bigger groups. The 5 star properties host the largest and most versatile convention spaces in the city. They offer experienced catering teams that create extensive menus that meet expectations. The top services considered while booking a hotel include: Location, Pricing, service and flexibility, Brand, Capacity and availability of meeting space as per client's requirement.

ENTERTAINMENT GALORE

Popular entertainment for MICE groups in Dubai includes: Desert Safari, Dhow Cruise, Burj Khalifa and the Dubai Parks & resorts.

WHY DUBAI?

Dubai has always been the top destination for MICE events because of its proximity, budget, excellent airlift into Dubai and remarkable



“Dubai is the top destination for MICE events because of its proximity, budget, excellent airlift”

infrastructure. The destinations that offer competition for the same include Thailand, Malaysia and Singapore.

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DUTY-FULLY Dubai

When done with meetings, travellers can shop till they drop, says **Hamad Mohammed Bin Mejren**, Senior VP, Dubai's Department of Tourism and Commerce Marketing

What can an Indian consumer shop for in Dubai?

Known for its gargantuan malls and souks, Dubai's shopping experience is intriguing. Shopping for gold and spices in the souks are a must in Dubai, especially for Indian consumers. When in Dubai, Indians should not miss out on visiting the large wholesale jewellery souk, located in Bur Dubai – The New Gold Souk and the Sabhka Spice Souk selling piles of spices, salts, nuts, and dried fruits.

Dubai is also known for its exquisite shopping festival. From one-of-a-kind outdoor markets and flashmobs to fireworks, mega sales and rewards, DSF is a hit amongst Indian visitors. Whether it's about having fun with your family and friends or getting your hands on the hottest fashion trends, DSF is where you'll want to be. Not only are traditional retail spaces loaded with energy—and mega sales—but during DSF, one also witnesses pop-up fashion shows right inside the stores.

FLEA MARKETS

From organic produce to pop-ups to artisan

SOUVENIR SHOPPING

When heading back home, one can take back the best souvenirs that Dubai can offer:



Camel Milk Chocolate: Al Nassma camel milk chocolate, are perfect as quirky souvenirs.



Dubai Dates (Dried Fruits): To buy fresh and gourmet dates, make your way to Bateel shops.



Pashmina Shawls: Buy them at National Iranian Carpets or Persian Carpet House.



Oudh/Bakhoor: It can be easily purchased from Spice Souk or from the kiosks in the malls.



Gold Jewellery: For gold, one doesn't have to look any further than the Dubai Gold Souk.



GAINING THROUGH A BARGAIN

There are suitable ways to crack a bargain deal in Dubai's Gold Souk. Here are a few essential tips:

- Never accept the first price.
- Take time to crunch some numbers: With gold, the market value will always dictate some 80- 90 per cent of the price, but the remaining charge, which is applied for workmanship and the trader's profit, is up for negotiation.
- There are several variety of dates available like caramelized nuts, or, candied ginger, lemon or orange peel.

finds and night-time browsing, Dubai's markets have it all. A number of meeting places have popped up all over the city, showcasing local produce and fabulous wares.

- **Ripe Market:** The region's premier open-air marketplace, the Ripe Market has stalls stocked with artisan crafts, stylish labels, food trucks, and fresh produce straight from the Ripe farm.
- **Dubai Flea Market:** If you like to travel to the local market check out the Dubai Flea Market. Held three to four times each month and in locations including The Greens, Zabeel Park, Jumeirah Lakes Towers, and Ibn Battuta Mall, this market is ideal for seasoned market-goers. Furnished with a strict second-hand policy here, each site attracts more than 300 stalls of furniture, fabrics, instruments, ceramics, clothes, crafts and antiques.

WITH TWO HOURS TO SPARE, GO HERE:

With just two hours to spare, Dubai still offers a horde of options for shoppers to select from whether you're looking for international brands or local specialties.

City Walk 2: Nestled between Downtown Dubai and Jumeirah Beach, this sleek outdoor retail area contains a cinema, a London-themed street and plenty of great cafes. The indoor part of the precinct offers a great range of luxury and contemporary designers. Stroll the tree-lined esplanade for views of the Burj Khalifa and check

“ *When buying gold in Dubai, you don't have to look any further than the Dubai Gold Souk* **”**

out murals by international street artists at City Walk's art initiative, Dubai Walls.

Spice souk: The city's traditional souks offer a glance into Dubai's past and a chance to do some good, old-fashioned bargaining. Here, narrow alleyways are stocked with bags overflowing with heady spices, such as cinnamon, saffron and frankincense. The Gold and Textile souks are also nearby.

PLUSH FACTORY OUTLETS

Dubai is also home to some fabulous factory outlets for bargain shopping. Some of the best ones are listed below:

- **Dubai Outlet Mall:** It is the first 'Outlet' concept mall in the Middle East and home to over 1200 of the world's premium and top brands. Buyers can snap up discounts of between 30-90 per cent on the majority of products available in the 240 stores on offer.
- **Outlet Village:** It is the ideal place for consumers to acquire iconic brands at exceptional prices.
- **Sun & Sand Sports:** The largest retailer and wholesaler, Sun & Sand Sports covers the sports and fitness essentials of United Arab Emirates.



A spectacle called **LA PERLE**

Dubai's first permanent show in an aqua-theatre, La Perle is set to preview in mid-2017. **Kent Cooper**, Head of Sales, La Perle, shares the details

Kanchan Nath



Kent Cooper

Will you also have exclusive shows for groups? What will be the timings and the ticket prices?

La Perle will offer group bookings and packages ranging from 20 patrons all the way up to full theatre buy-out. Group prices vary on size, day, timing and seasonality and please contact sales@laperle.com for details. There will be two shows a night, 7 pm and 9.30 pm. Ticket prices start at 400 DHS and will go up to around 1500 DHS for VIP.

Kindly elaborate on the purpose-built, state-of-the-art theatre.

The theatre will feature an 'aqua-stage' filled with 2.7 million litres of water and have the ability to change from a dry platform to aquatic stage and vice versa. Daredevil performers will dive into the water-filled stage from a height of 25 metres and fly around the auditorium on high-powered winches at a speed of 15 kmp/h. Combining cutting-edge stagecraft and progressive technology, La Perle will be a visually stunning spectacle in, on and above water.

FACTFILE

- Now contracting
- From 20 pax to a "buy-out" at 1,300 seats
- Additional itinerary opportunities including merchandise and refreshments
- Pre and post show receptions
- Dinners from 20 to 1,300 pax
- Accommodations available at St Regis W, Westin Dubai Al Habtoor City

What kind of ticket packages/ incentives will be available for MICE groups once the show starts? How long is the booking window expected to be?

The typical booking window will be between 6 months to 30 days prior to show, but there are already larger groups on the books for 2018 and 2019 as they look to secure buy-outs and guarantee specific dates.

Kindly provide us with details on the magic of live aqua-based performance masterpieces. How many artists are a part of it?

La Perle will feature a cast of 65 premier artists performing breathtaking aqua and aerial feats with the assistance of 70 specialised technicians in the innovative and intimate 1,300 seat theatre.

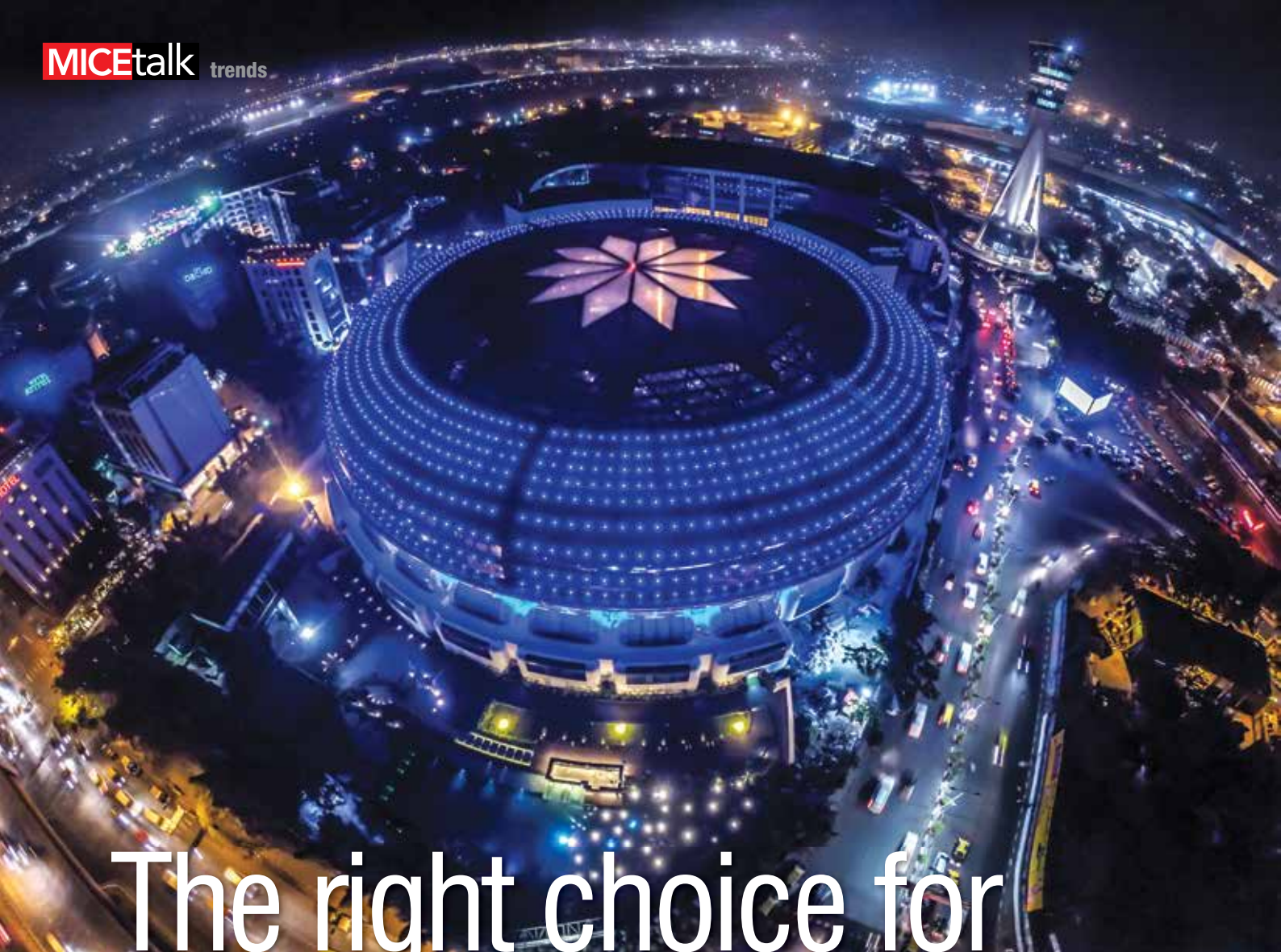
Elucidate on the location, accessibility and the different hotels nearby.

La Perle is situated in the heart of Al Habtoor City just off Sheikh Zayed Road. The theatre is positioned in between three magnificent hotels: The St. Regis Dubai, W Dubai – Al Habtoor City and The Westin Dubai, Al Habtoor City.

Tell us about Dragone significant shows across the world. What are the main challenges of conducting these shows?

The production credentials for La Perle are first class, starting with Franco Dragone, one of the most sought-after artistic directors in the world.

Famed for reinventing the genre of theatre and changing the face of live entertainment in Las Vegas, Dragone's most significant shows in the last decade include: Celine Dion - A New Day, Le Rêve (Las Vegas) and The House of Dancing Water (Macau).



The right choice for **MICE**

A 55,000 sq.ft. lagoon, world's largest pillar-less hall, proximity to the airport, Sahara Star promises to be the ideal MICE destination in Mumbai

Sahara Star is a flagship hotel of Sahara India Pariwar. The 5-star deluxe hotel is strategically located near Mumbai's domestic airport magnificently blends Indian mysticism and culture, peerless hospitality with ultra-modern technology, while personifying the country's progressive spirit.

STANDING APART FROM THE REST

The hotel has many 'first-of-its-kind' that makes it stand apart from the rest. It has a 55,000 square feet tropical lagoon featuring world's largest pillar-less clear-to-sky dome.

It also features world's only private dining room set that admits India's largest marine aquarium, which is also a home to numerous wonders of marine life.

It has technologically advanced boardroom known as Aces, that can seat up to 77 delegates. The boardroom is equipped with all the latest conference facilities including a 4-screen Barco



Sahara Sapphire-The Event Hall

projection system. A private Preview Theatre - Cinetheque, is based at the 5-star deluxe hotel which is equipped with state-of-the art audio and video facilities. Th hotel features triple glazed glass façade with 348 guest rooms including 25 luxurious suites and nine specialty Food and Beverage Outlets. Other facilities are RGBW based programmable and addressable LED lighting with built-in DMX decoders providing an



Aces - The Presidential Board Room



Jade - The Ball Room



Venus Suite bed room

amazing colour wash and spectacular customised effects to the glass facade.

CLASS APART EVENT HALLS:

Sapphire event hall

In an ambience steeped in rich culture and superlative luxury, Sahara Sapphire, Mumbai's largest pillar-less multi-purpose event hall, gives an opportunity for every host to announce their event to the world. Hotel Sahara Star boasts of its largest hall in the city with a floor plate of 55,000 sq.ft, an impressive ceiling height of 25ft.

With a capacity to inspire upto 2500 guests in its rich ambience, Sahara Sapphire is a distinctive addition to the city with many firsts gloried to it. Quintessential for product launches, its distinctive scissor elevator with a capacity to carry heavy-laden products to the event hall is a distinct addition to the city, making it one of the unique attractions to the corporates of the world.

Jade Ballroom

Jade redefines celebration with absolute splendour. Reigned by contemporary design, its intimate designed spaces embrace a sombre play of elegance and minimalism. With a capacity to host 1000 guests in its abundant space of 10,000 sq.ft. Jade's pillar-less multi-function area with a

ceiling height of 18 feet is a captivating sight for every guest. Adjacent to its ballroom is a pre-function area that is spread across 3,500 sq.ft. that becomes your host to cocktails and breakouts.

Features:

- Multipurpose Pillar less ballroom
- Hanging chandeliers for adequate lighting
- Accessible restrooms
- Stage presentation space
- Changeable lighting to suit your event
- Push button automation A/V control
- Ballroom can be set up in multiple ways to suit your personalized social or business requirement

CORAL BANQUET HALL

A 2,800 sq.ft. ideal venue to host events, seminars and conferences elegantly. Masterfully designed, it anticipates every request and seamlessly caters to every need with utmost care. Complemented by latest design trends and facilities, Coral provides a rich ambience for celebrating small events with grand style.

OYSTER BANQUET HALL

A 3,100 sq.ft. hall that becomes an inspiring host for every event and celebration. Its interior exudes an ambience that strikes a perfect balance between intimate and professional. Oyster is most prominent in its architectural feature, serving guest with a fine balance of international and Indian hospitality.

ACES, THE PRESENTENTIAL BOARDROOM

The Presidential boardroom is one of the city's largest featuring technologically advanced facilities for the first times in India. The 77 people capacity presidential boardroom comprises four-screen barco projection system, Bosch digital congress network system, Voice-activated cameras, Ceiling mounted visualiser and multimedia documentation of proceeding..

TECHNOLOGY FOR CONFERENCING AND BANQUETING

Technological advancements are crucial for enabling success in events. Nowadays, hotels strive hard to provide clients with some unique technological offerings. Sahara Star's exclusive Business Centre serves as the ideal destination for business deals. Five meeting rooms christened as Clubs, Spade, Hearts, Diamonds, and Kings offers the state of the art audio visual facility, live broadcast and tele-video conferencing facilities, with high speed Wi Fi internet connectivity and secretarial services at easy access.

EXTERNAL VENDORS FOR EVENTS

They have an In-house events team to manage all types of seminars and conferences, board meetings and shareholder meetings, team-building events, product launch and social events.

“Sahara Sapphire, Mumbai's largest pillar-less multi-purpose event hall, gives an opportunity for every host to announce their event to the world”

Choose *Ras Al Khaimah* to Say *I do*



Kunal Rai

White sandy beaches, sea cruises and settings that spell luxury make Ras Al Khaimah the perfect wedding destination

Hazel Jain

Spanning over 7,000 years of fascinating history and culture, magnificent landscapes, 64 kilometres of white sandy beaches, and terracotta desert planes, Ras Al Khaimah (RAK) is more than what meets the eye. RAK is just 45 minutes away from the busy metropolis of Dubai but offers an entirely unique experience from its neighbouring emirates. It has firmly established itself as the UAE's most authentic destination in the Middle East.

A PERSONAL TOUCH

Waldorf Astoria Ras Al Khaimah offers a unique and timeless setting for gatherings

and events of all descriptions. It offers personalised service of a dedicated event team that can help in hosting private celebrations, corporate conferences, team building activities, intimate beach weddings, cocktail parties, product launches and executive meetings.

It has a variety of indoor and outdoor locations throughout the resort. Each of the spacious meeting rooms contains state-of-the-art audio-visual equipment and has natural light. The hotel's boardroom is



designed to host smaller meetings for five to 20 people. The hotel features a VIP arrival hall and multiple pre-function spaces, making it a spectacular venue for weddings, galas and high-end corporate events.

RAK IS TRENDING

These were reasons enough for Tamarind Global to choose the emirate as the destination for a high-profile Indian wedding. It planned, organised and executed a spectacular three-day wedding in Ras Al Khaimah at the Waldorf Astoria from January 7 to 9, 2017. The Tamarind Global team managed the entire event from arranging for hospitality, event production, artist management, décor coordination, event management and logistics for about 750 attendees.

Speaking about choosing RAK as the destination for this wedding, **Kunal Rai**, Head, Weddings and Events, Tamarind Global, says, “In the last few years, Tamarind Global has executed multiple weddings and events in the Middle East. Ras Al Khaimah is a new and trending wedding destination this season owing to its easy accessibility from Dubai, fabulous weather and great hotel infrastructure. One flight away and under an hour from Dubai airport, Ras Al Khaimah is convenient to get to and offers spectacular venues to put on some great functions.”

He adds that Tamarind Global has promoted Ras Al Khaimah as an event and wedding destination since the inception of Waldorf Astoria's opening. “The Waldorf Astoria is the top Hilton brand



“

Ras Al Khaimah is convenient to get to and offers spectacular venues to put on some great functions

”





ABOUT THE WEDDING

The welcome lunch was at Qasr Al Bahar, which offers breathtaking views of the Arabian Sea and Marjan Island. The mehendi function was at the hotel poolside, a fly boarder proved to be the showstopper of the event. The sangeet took place at the Al Fayrouz Beach, where 48,000 square feet of the beach was decked up. The reception was held at the al Hamra Golf Course, which was turned into a wedding venue with a crystal backdrop



Ras Al Khaimah is connected to 170 destinations via Qatar Airways that lands four times a week



and was an obvious choice for us for this wedding in Ras Al Khaimah.

Tamarind Global is now in talks with the tourism body of RAK to synergies efforts going forward. Rai reveals, "There are dates chalked out for a focused road show for RAK. The government is very proactive to place RAK on the map as an emirate which offers facilities and infrastructure conducive to wedding and leisure activities.

We were actually the first company to plan and execute a 25th wedding anniversary in RAK in 2013 for a prominent Indian family which used the hotel space as well as the desert locations."

OFFERINGS GALORE

Waldorf Astoria Ras Al Khaimah is a charming beach-front resort surrounded by desert, mountains and sea, only 45 minutes from Dubai International Airport. It has an 18-hole championship golf course onsite and optional Private Concierge service. The resort also offers on-site watersports, tennis and volleyball, beach soccer and the Health Club with personal

training options. Other offerings are:

- 346 guest rooms, towers suites, with sea or golf-course views
- 350 meters of a pristine, white sand beach
- Four meeting rooms, Al Hamra boardroom
- Unique wedding venues
- Dedicated events team

CONNECTIONS FROM INDIA

Ras Al Khaimah is connected to 170 destinations worldwide via Qatar Airways that lands in Ras Al Khaimah four times a week. Airlines that connect India to Ras Al Khaimah are Emirates, Fly Dubai, Air Arabia, Qatar Airways, and Air India Express.

DISTANCE FROM IMPORTANT PLACES (VIA ROAD):

- **Abu Dhabi International Airport:** 2.30 hours, 250 kilometers
- **Dubai International Airport:** 45 minutes, 85 kilometers
- **Oman, Mussandam Border:** 30 minutes, 40 kilometers
- **RAK International Airport:** 20 minutes, 18 kilometers.

Breaking the CONVENTION

Santanu Guha Roy, General Manager, Radisson Blu Resort & Spa Alibaug, on breaking the norms

Kindly elaborate on the meeting space allotted in your hotel for events?

We have closed conferencing area of 5,000 sq.ft and open venues which are close to 25,000 sq.ft. In addition, we also have smaller halls which can serve as breakaways for groups which need to do a brain storming session. All public areas, the indoors in particular are WiFi enabled. We also have AV equipment to cater to the needs of corporates. Availability of multiple halls enables us to host more than one conference at a time, which is really beneficial.

What are the special technical arrangements in your exhibition and meeting spaces that mark your USP?

More than an exhibition, we are geared more towards meetings. Technical arrangements vary by a little margin across hotels, as there is that much that one needs, from a technology perspective, to cater to a conference requirement. We are a resort destination and our guests come to us for an "experience". What really differentiates us, is our unique concepts like Experience Meetings, where the set up is more informal, bar stools, bean bags, games and the food which is designed to keep participants alert all through the deliberations. The availability of open space in and around the conference area is an added advantage. If groups want to do a closed door, intense meeting / deliberate session, then we are the place to be.

Kindly enlighten on the specialised menus and its specifications during an event?

It depends on the nature of the event and



customisation is the name of the game today. Our specialities are Indian, Continental, Oriental and Mediterranean cuisines, besides the local favourites from the Konkan Region.



Santanu Guha Roy

How do you engage your audience during the events? How crucial is the role of an emcee?

Mostly our guests bring their own Emcee. Our core area is hospitality.

What are the special offerings that you give to your MICE clients for the events in your hotel?

As has been mentioned before, it all depends on what the client wants. Some of them want to be pampered and for these guests, we can do a special welcome with say dhol or lezim dance which is essentially Maharashtrian. For those who prefer a formal arrangement, we keep the arrangements as formal as the guest wants.

“Availability of multiple halls enables us to host more than one conference at a time, which is really beneficial”





JALMAHOTSAV

The making of an event



Prakash Kundalia

A month-long fest of Jalmahotsav, hosted by the MPTDC ended with memories to cherish for enthused travellers. **Prakash Kundalia**, Director, AUM event, enumerates on the logistics of organising such a large-scale event

Jessy Iype

The calm waters of Indira Sagar Dam contrast the buzzing festival which has sprung up on its banks in Hanuwantiya, spread approximately 950 sq. kms. Called as Jal Mahotsav or water festival, organised by the Madhya Pradesh Tourism Department

Corporation (MPTDC), the festival was held from December 15, 2016 until January 15, 2017. While the state has a huge potential to boom the tourism sector, the fest has proven to be an ideal getaway for enthused travellers, business mixed with leisure, meetings being held on a houseboat,





adventure water, air, land activities, exploring the small islands within the dam and much more. We get you excerpt of an interview with the event organisation that made it a runaway success.

Can you elaborate on the logistics for organising such a high scale event?

Logistics for Jal Mahotsav, a large-scale event organised by MP tourism and managed by Aum Events and Promotions India, was a vast segment itself. For the production, 250 truck rounds were used to transfer goods and commodities to the venue from across India. The planning of which was initiated 60 days before the event and executed seven days prior. Numerous compact MPV, vans, family cars, mini and luxury buses were booked for guest pick-up and drop. We even arranged pick-up and drop from around 700 km like Surat, Nagpur. The guests were welcomed with refreshment hampers while on the way. A dedicated team for the guest logistics was appointed. For guests who had their own vehicle, proper parking were provided with trained security guards. For visiting the islands, few speed boats were allocated. A team was there

SOME FACTS

LIVING IN A TENT

125 Swiss tents were priced as follows: Premium tents: ₹7,100 per person, the Deluxe tents: ₹6,100. The prices are exclusive of taxes.

FOR MEETINGS

Chief Minister Shri Shivraj Singh Chouhan launched two houseboats costing Rs. 2.40 Crore. Both are fully equipped and have three rooms each, ideal for meetings

to ensure safety of the guests. Within the venue, there were bullock-cart, golf-cart, bicycles to ferry guests. It takes a lot of efforts to manage the logistics for a venue and we had given our best.

“MP now wants to showcase itself as a promoting state for water and adventure tourism”





CONNECTIVITY

- Distance of Hanuwantiya tourist complex in Khandwa district is 130 kms from Indore. It is 150 kms from Maheshwar, 85 kms from Omkareshwar and 48.5 kms from Khandwa. By different routes from Bhopal, distance of Hanuwantiya is 300 to 350 kms.
- Take the Shatabdi Express to Bhopal, and from there hop on a bus or private car for Hanuwantiya or take Intercity Express train to Indore and hire a car to Hanuwantiya. Flight options to Indore are available.

A new concept like water tourism is popular among coastal states like Kerala, Goa. How do you vision it to prosper here? What steps are being undertaken to conceptualise it?

India is blessed with all kinds of tourist attractions; coastal area is one of them like Kerala, Goa. They have many water sports, a life by sea, a sandy atmosphere have its own a charm. But, for a water festival of Madhya Pradesh Tourism named Jal Mahotsav, you can't compare it with coastal areas.

As the best thing about it is that it is man-made, yet seems like a miracle of nature. Jal Mahotsav has different kinds of adventure activities be it air, water sports or land adventures. It is equipped with luxury of Swiss tents. It is a water body of about 900 sq. km with 91 hopping islands, dense forest and inherits the tag of being the ideal for camp-fire, trekking and bird watching. We are also coming up with adding more attractions at the venue of festival.

Kindly explain on the latest projects and the investments on the tourism sector of the state?

Madhya Pradesh is the state in the country where the tourism sector receives more priority from the government. The state government has envisioned opening new dimensions in the sector to attract investment and increase tourist inflow to earn revenue and generate employment. After marketing itself as a tiger state, Madhya Pradesh now wants to showcase itself as a promoting state for water and adventure tourism.

The rich water bodies provide it a potential for exploring possibilities in water sport which, if tapped would create immense scope for adventure tourists. Jal Mahotsav was planned to showcase the potential and possibilities which Madhya Pradesh holds for investors, travel planners and adventure tourists on the bank of Indira-Sagar Dam in Khandwa District.

Another reason to organise Jal Mahotsav at Hanuwantiya is to offer employment opportunities to the local people and promoting local art. This will lead to better economy for the state. Tourists from all over the country, and across the world are visiting this festival. This will definitely be a milestone for the growth of the state.

In terms of infrastructure, where does MP tourism stand? How does it plan to fill the gaps and elevate it optimally? Kindly elaborate on them.

The creative promotional campaigns have resulted in very wide visibility of the state, both nationally and internationally. With emphasis on better infrastructure especially in the field of power and roads, destinations in MP have become more accessible and tourist friendly.

The state is aware of the employment generating potential of the tourism sector and pays special attention to training programmes further aggressive and innovative branding campaigns make Madhya Pradesh the desire of every travel lover across the globe.

GOAN GETAWAY for MICE

Sanjeev C. Gauns Dessai, Director of Tourism, Goa, talks about the government's plans for the new convention centre at Farmagudi in Ponda



Sanjeev C. Gauns Dessai

Kanchan Nath

How is the state faring in MICE?

Goa is doing extremely well as a MICE destination with good air, rail and road connectivity. A lot of MICE events have been scheduled during the year 2017. The tourism department is also introducing rooms and dormitories at tourist spots. Along with MICE, we also have a number of festivals and events lined up for the year 2017.

What kind of international as well as national connectivity does Goa enjoy?

Can you elaborate plans to improve infrastructure?

Goa Tourism has further stepped up its connectivity to the globe with an all new web portal and mobile app launched by the Goa Tourism Development Corporation. Through this, one can get connected to Goa at the click of a button. The web portal has hotels and other tourism offerings which can facilitate MICE tourism.

The Electronic Tourist Visa regime which came into force in December 2014 has also helped add to the international footfalls and more than a lakh tourists have opted for Goa as port of arrival and

availed of the ETV facility at Goa airport in Dabolim. MICE has also created employment opportunities in the state and professional agencies have stepped in to connect with corporate for organising MICE in the state.

What are the main convention facilities available in Goa?

Goa is getting popular for MICE tourism with a number of convention centers and high-end hotels in the state. With the growing number of tourists in the state and in addition to the availability of top-end convention centre's, several established hotels are also re-designing to cater to the MICE a segment. Nowadays, facilities like well appointed meeting rooms, boardrooms and private dining rooms, interpretation facilities, high pixel ceiling cameras, exquisite lighting system, drop screens and luxurious staying options are provided enabling excellent MICE packages.





“Goa has a wide range of hotels and luxury resorts for conduct of MICE activities”

A number of high-end convention centre's in the state such as Kala Academy and Dr. Shyam Chandra Mukherjee Stadium have a capacity to hold approximately 5,000 pax. Kala academy has convention facility for 1050 pax. Dr. Shyama Prasad Mukherjee is a newly constructed centre for holding medium size exhibitions.

Goa has a wide range of hotels and luxury resorts for conduct of MICE activities which are well connected to the airport and station. Some of the hotels include Cidade de Goa, Marriott Hotel, Vivanta by Taj, Lalit Resort in Goa, Radisson Blu, Grand Mercure, Alila Diwa and so on. Most of them have around 400 to 500 seating capacity.

How is Goa growing as a destination for weddings?

The state offers high-end facilities for weddings and couples have a variety to choose to make their wedding celebrations memorable. Hotels here range from luxurious 5 star resorts to mid segment hotels and also boutique resorts – the choice is endless and suits all kinds of budgets. Goa Tourism has also won several awards for Best Wedding Destination.

Elaborate on the new upcoming projects?

Plans are also on to have a state of the art convention centre at Farmagudi in Ponda, Goa. The area of the convention centre at Farmagudi is 1,25,400 sq meters. This is a flagship project

for the state of Goa. The centre will facilitate more than 5,000 people, having amenities and facilities that make up for a luxurious convention centre. The advantage of the centre is the good connectivity it has to the airport, station and bus stands.

What can Goa offer in terms of nightlife, entertainment and experiential MICE? Are there any new tourism products on the anvil?

Goa has a lot of activities and festivals that one can experience and look at. North Goa is famous for its nightlife. Goa Tourism has also launched some unique activities like the Hot Air Ballooning, Scuba Diving and Motorised Paragliding which is attracting tourists in the state. GTDC is likely to launch some more adventure activities such as Seagway tours, duck boats, hop on hop off bus services etc. Goa is scaling new heights and has been receiving an encouraging response from tourists for MICE.

SAFETY MEASURES FOR TRAVELLERS

Goa Tourism reiterates its stand that Goa is a safe destination for tourists. They agree that in the past there have been incidents but today adequate measures have been put in place to give tourists a safe vacation in the state both on and off the shores and for women travellers. The Department of Tourism has also implemented lifeguard services on the beaches of Goa with the objective of reducing deaths due to drowning on the beaches of Goa. Today, 676 lifeguards are serving the 105-km beach belt which covers the coastline from South Goa to North Goa. Goa Tourism has also introduced women taxi service – exclusively for women tourists.



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Our esteemed clientele comprises of over 14,000 reputed brands which have been featured till date, including top destination management companies, prominent corporates and MICE companies

For further details, please contact:

Delhi:

Sanjiv Chopra: sanjiv.chopra@ddppl.com, +91 96503 11775

Mumbai:

Harshal Ashar: harshal@ddppl.com, +91 9619499167
Priyanshu Wankhade: priyanshu@ddppl.com, +91 9619499170

Elevating domestic MICE

We have curated information from suitable hotels on how they are enabling MICE facilities for corporate and events



Melissa Colaco
Director of Sales
Goa Marriott Resort and Spa

BANQUETING AND CONFERENCING

With 14,144 sq ft of fully refurbished banqueting spaces as well as multiple outdoor venue options with spectacular views of the waterfront, the property features several options for events. The largest is the Grand Ballroom at 4,178 sq ft with breakout rooms, as well as five other meeting rooms (Kullagar, Aparanta, Sindabur, Govapuri, Nelkinda) of various capacities and seating arrangements. Outdoor venues include a sprawling beach venue (the most popular).

The Grand Ballroom can seat 400 pax in theatre style seating and 200 pax in round table seating. Kullagar can seat 120 pax in theatre style and 80 in round table seating. The other venues are smaller than can be used as breakouts which can hold 50 pax in Theatre Style seating and 25 pax in round table seating.

SPECIALISED CHEFS

We have chefs specialised in the cuisines of French and Mediterranean, South Indian, Goan and Oriental.

LIQUOR POLICY

Liquor would be served to individuals only above the age of 18. At the hotel, we have a 24hr liquor license for the hotel.

DESTINATION FOR DOMESTIC MICE

Corporates do not mind splitting rooms with other nearby hotels (of the same star) to accommodate a large group. The Goa International Airport in Dabolim is very well connected with flights.



Nikheel Shirodkar
General Manager
ibis Styles Goa Calangute

BANQUETING AND CONFERENCING

We are offering 2,200 sq feet of MICE facilities which include 2 meeting rooms equipped with the latest audio-visual, communications technology and an overhead projector.

The conference and banqueting facilities at the hotel accommodates a total of up to 180 persons, in a variety of flexible settings ideal for business meetings or training seminars. Our MICE spaces can accommodate upto 180 in theater setting, 56 persons in U shape, 64 Boardroom style, 120 classroom & 100 people in banquet set up.

SPECIALISED CHEFS

We have Chef Rahul Bhale specialised in European Cuisine. His expertise brought in from U.K., lends a fresh and unusual experience to foodies dining at ibis Styles Goa. Then we have Chef Sunil for Pan Asian cuisine and Chef Deepak specialized in exquisite Indian and Goan cuisine.

We serve from Table-d'hote to Sajan court silver service from pre plated set meals to platter to plate. We offer the authentic (Saraswat Goan) thali and Gujarati thali packed with rich flavours to suit the modern day palate. We usually prefer customized menu as per the guest taste & preferences.



VENDORS FOR EVENTS

We recommend Martins, Bullsys, Studio 360, Cross crat, Buzz events.

GOA FOR MICE

Goa has witnessed a very strong and robust MICE segment over the years. It is used as breakout and breakaway for corporate groups in term of team building or in terms of leisure meetings. Goa is also a sought after destination by the MICE traveller as well as for beach weddings and pool side theme weddings.



Head to Goa for **INCENTIVE GETAWAYS**

MICE agents and hoteliers elaborate on why Goa is one of the most popular destinations for incentives, especially domestic MICE



Yusuf Poonawala

**Head – Bharat Deko
Cox & Kings**

GOA BUOYANT ON DOMESTIC MICE

Goa is among the top five destinations for MICE in India and is ready to contribute further to the \$4.8 billion industry. There is a steady year-on-year growth despite an emergence of newer MICE facilities in other states.

INCENTIVE SECTOR PICKING UP

Recognising the need to join the wagon, there are new hotels which have made their way to Goa. W Hotel opened in North Goa looks ready to accommodate the growing sector.

CROSS BORDER EQUIPMENT PASS

There isn't any law that restricts the flow of any equipment for event purposes.

NIGHTLIFE IS GOA

The picture perfect beaches, world-class water sports, floating casinos, glowing markets and a vibrant nightlife, ensures the companies to



have an unforgettable experiences for meetings, incentives, conferences and events.

SOCIAL EVENTS INDUSTRY IN GOA

The social events industry is quite massive given its portfolio in holding mega EDM and music festivals, and many other international events.



Rajeev D. Kale

**President & Country Head - Leisure Travel, MICE
Thomas Cook (India) Ltd**

REPEAT CLIENTS

Our company has witnessed Goa to be now clearly a year round destination that has the highest number of repeat clients.

GETTING TO GOA

Goa is a much sought-after MICE destination and hence to ensure smooth delivery, at Thomas

Cook India, we advise our MICE Corporate to book their tickets a minimum of a month prior to departure.

VIBRANT NIGHTLIFE IN GOA

Goa has always been a top favourite MICE destination for its range of leisure and local sight-seeing experiences, as also its famed Goan cuisine-culture, and with a unique approach to hospitality, Goa continues to attract MICE groups for its entertainment, vibrant nightlife and adrenaline-infused water sports like yachting, diving, jet-skiing, para-sailing, dolphin tours, etc.

SOCIAL EVENTS INDUSTRY IN GOA

Social events in Goa are a significant industry, key in catalyzing demand travellers to the state. Goa is host to major music festivals, food festivals, fashion events, literature festivals and film events all year round.



Visa Requirements



UAE

- ✓ **Passport:** Copy of first & last page of passport with the validity of minimum six months from the date of travel.
- ✓ **Photo Specification:** Copy of passport size photographs with 60-80 per cent face coverage, light background and without border (Size: 35mm x 45mm).
Please Note: Photograph should not be more than 3 months old, scanned/stapled and should not be used in any of the previous visas.
- ✓ **Ticket:** Confirmed Return Air Ticket.
 - Visa can be applied online.
 - Duration of Stay : 30 Days
 - Visa is valid for a period of 58 days from the date of issue.
- ✓ **New Rules Announced by the UAE Immigration:**
 1. Validity of the passport should not be less than 6 months from the date of arrival in UAE.
 2. If the traveler has a valid UAE visa and is re-applying again, the new application will not be processed until his / her old visa is expired.
 3. If the traveler has overstayed on his / her previous visa, the new visa application will be rejected.
 4. If refused, a UAE visa can be re-applied only after completion of the stipulated 45 days from the previous rejection. Non conformance to this time period can lead to refusal of the subsequent application.
 5. Any applicant who is 'inside the UAE' and applies for new visa, the new visa application will be rejected by immigration.
- ✓ **Validity of 96 Hrs Visa:** With immediate effect the validity of 96 Hrs visa has been revised as below:-
- ✓ **Validity for Entry in Dubai-** 30 days from date of issue.
- ✓ **Validity for Stay-** Maximum 96 Hours from the time of issue.

Source: Udaan





A team that plays **TOGETHER**

Doing tasks together, even if it's play, helps individual members evolve as a team. Della Adventure and Resorts in Lonavala offers a multitude of options apart from a choice of venues for an offsite or a conference

Hazel Jain

A unique set up located between two commercial hubs of Maharashtra – Mumbai and Pune – Della Adventure and Resorts in Lonavala offers a proposition that appeals to the corporates. Right from the onset of developing this property, it was clear to the promoters that it will cater to a large number of corporate groups.

Every training activity, banquet, every set up, has been planned to ensure the comfort of corporate groups. It can accommodate multiple groups at the same time without disturbing other guests or groups. Since all services are taken care of by an in-house team, Della can customise everything from the menu to activities and the site to accommodate the need



of the corporate event. Its adventure park is also a unique proposition for corporates, unlike other standard venues available in the nearby areas.

Behind its plan is Jimmy Mistry, Principal Designer and Managing Director, Della Technica and promoter of Della Adventure and Resorts. He says, "My 25-plus years of experience with the corporates has empowered me to understand their exact requirements.

So whether it is our adventure park, the villas or the resort, every facility ensures that corporate events are fun and create the right environment for team building activities."

TEAM BUILDING ACTIVITIES

Della Adventure and Resorts is a combination of a luxurious five-star resort with an impressive adventure park. It has over 70 activities within its property, which makes it an ideal destination for corporates off-sites and team-building activities.

Major corporates such as Google India, Infosys, Vodafone and Mercedes Benz have hosted their

“One aspect that makes Della popular is that it offers customised packages and itineraries”

events such as annual conferences, team building outings and more here.

One aspect that makes Della so popular with corporate clients is that it offers customised packages and itineraries to suit their requirements. A range of over 29 team-building activities are available at the adventure park for corporate.

Some of the prominent activities offered to them include:

- High Rope Challenge
- Della Knockout: A fun activity played with a team of four or more, which helps improve co-ordination and team building
- Archery and Paint Ball for focused concentration and mental agility
- In addition to adventure, Della also conducts other activities such as cooking classes, and cocktail and cigar tasting workshops.



Jimmy Mistry
Principal Designer and
Managing Director
Della Technica

Jungleonomics for corporate honchos

Jimmy Mistry, Principal Designer and MD, Della Technica, talks about how corporates should focus on survival training as part of team building activities

How many companies visit Della for team building/MICE per year?

Close to 90-100 companies visit us every month. The busiest months of the year are November-December. Usually the crowd escalates around Diwali and the high number continues to pour in through the end of the year until the New Year. Of course we get large groups through the year, but the highest number is in these months. Maharashtra generates the highest traffic from cities like Mumbai and Pune. We also see a large number from Delhi and Bengaluru.

anti-terrorism training for corporate honchos, survival training and jungleonomics. We are hoping to see an upward swing of 20-25 percent with our new sales offices in Gurgaon, Ahmedabad, Surat and Baroda. We are now looking at setting up a sales office in Hyderabad.

Do you encourage green events?

Our entire infrastructure which is set up across 46 acres is a 'green' facility. We have been conscious about our carbon footprint in every aspect of hospitality. Right from the selection of the materials to the methodology of our operations, and even our disposal system, we have been extremely ecologically conscious. We have also introduced solar power in the facility and ensure that the gases used are non-polluting gases. We have been extremely careful to use non-toxic paints as well. While we do not make a hue and cry about it, we are an extremely ecologically sensitive organisation. We never step back from an opportunity to promote or support any green event.

How are you promoting Della's MICE USP?

Della's MICE USP undoubtedly remains the adventure park. The adventure park offers a number of avenues to conduct corporate events, and is certainly a delight for a good corporate trainer. We have about 29 team building activities which are far moved from the routine table-chair-sticks set up. They are hard-core infrastructures like obstacle courses designed on the line of the Swiss Alps, a paintball match setup, zip lines, group cycling and much more.

Do you offer any offers for big corporate groups?

We have tie-ups most of the big groups in the country, such as Vodafone, Google, IBN, Reliance, KPMG, Procter and Gamble, Aditya Birla Group, Wipro, L&T, Capgemini, to name a few. We offer them customised packages as well give their employees special offers, which ensures that they return with their families. A large part of our customers are returning corporate event attendees, and we give them discounts when they revisit with their families.

What group sizes can you accommodate?

We usually see 20-450 people in a single group. Companies like Omkar group, Rustomjee, ICICI usually come in large number of 1,000-1,500 in a single day.



“Currently, the resort houses six indoor banquet venues, one meeting room and a boardroom”

Are you looking to expand your site this year?

Currently, the resort houses six indoor banquet venues, one meeting room and a boardroom, along with seven outdoor venues, including poolside lawns and a massive amphitheatre. Two new banquet halls equipped to accommodate a capacity of 250 people each will soon be added to this facility. But the biggest attraction will be our counter-terrorism academy, set up about 45 minutes further from Della Resorts. It's a completely different set up and an exciting outdoor activity venue. We will be focusing on



FOOD AND ACCOMMODATION

Clients can choose from over 160 room categories from four unique stay experiences to select from. There are 43 luxury resort rooms, 30 Camp Della rooms, 44 adventure resort rooms and over 40 Villa resort rooms, in addition to the presidential suite and four uber-luxurious Della suites. Guests also have a choice of five lavish restaurants and one nightclub to choose from to relax, dine and entertain.

The suites, spread over an area of 1,400 square feet each, feature a private lawn with an open-air seating area, Jacuzzi, a four-poster bed to lounge in, and a distinguished chef's table, where guests can treat themselves to an exclusive dinner specially prepared for you and served by the chef. The suites are enhanced with design elements

“ There are 43 luxury resort rooms, 30 Camp Della rooms, 44 adventure resort rooms, etc ”

and merchandise of the respective brand, which are featured across the dining area and accessories, bathroom, bedroom, décor accents, mini bar et al.

BANQUETING FACILITIES

Della has six indoor banquet avenues, a meeting room and a board room plus seven outdoor banquet avenues. The resort includes a massive pillar-less ballroom which can seat up to 700 guests theatre style, and can be further partitioned into three smaller avenues. Outdoor avenues include the resort and poolside lawns and a massive amphitheatre for hosting events.



Shivani Misri Sadhoo
Founder
Saarthi Counselling
Services

Make way for **BUSINESS TECHNOLOGY**

Technological elements like video conferencing and virtual office technology have removed workplace boundaries, says Shivani Misri Sadhoo

Information Technology in the workplace allows businesses to expand quickly and efficiently. With business technology, companies can target a wider customer base.

In the current business scenario, information technology procurement has turned into a timely necessity in order to survive and grow. Amongst all the areas of business, information, technology procurement massively impacts the elevating process of an organisational workforce by the following ways:-

IMPROVE COMMUNICATION

Electronic chats, web conferences, telephonic conferences allow workers to send messages more effectively than ever. This new mode of communication does not limit to one on one communication but it allows team to team communication, team to client communication, or top management to a larger number of employees communication. Hence hardware and software procurement of information technology related to communication improves employee's ability to communicate with clients and business partners because information can be passed through multiple channels.

BETTER HUMAN CAPITAL

Technology at the workplace improves the efficiency of screening, recruiting and hiring potential candidates. Businesses utilise the social media and online professional networking platforms like LinkedIn etc to spread the word about the organisation and advertise job openings. Hired managers can target candidates by using digital advertising technology (Google Adword or Cost Per Click) that tracks the websites they visit. Technology like personality assessments and screening tools allow businesses to determine whether a potential candidate is an appropriate fit.

EFFICIENCY DOCUMENTATION

Use of latest digital documents, online forms, and reports save time, the cost of paper and speeds up the overall workflow process and helps employees to stay up-to-date while preparing and sharing documents.

GLOBAL WORKING POSSIBILITIES

Technology in the workplace practically eliminates space and time. Video conferencing technology lets businesses interact with one another globally. Technology reduces travel costs because businesses can set up virtual meetings without the need to be in the same room.



Technology in the workplace practically eliminates space and time



**APRIL 2017**

BIT	Milan, Italy	2-4
AITF	Azerbaijan	6-8
TRAVEL EXPERIENTIAL SHOW	New Delhi	8-9
RAS AL KHAIMAH ROADSHOW	Mumbai	10
RAS AL KHAIMAH ROADSHOW	Delhi	12
SITT	Russia	13-15
KITF	Kazakhstan	19-21
CHINA WTF (WORLD TRAVEL FAIR)	Shanghai	20-23
GITB	Jaipur	23- 25
ATM	Dubai	24-27
WTTC GLOBAL SUMMIT 2017	Bangkok	26-27
AMEIC	Sydney	30-May2

MAY 2017

ITB CHINA	Shanghai	10-12
EXPOTUR	San Jose, Costa Rica	10-12
ATE	Sydney	14-18
IMEX FRANKFURT	Germany	16-18
WTM CONNECT ASIA	Penang – Malaysia	17-19
FICCI WEDDING TOURISM SUMMIT	New Delhi	25-26
EXPO TOURSIM INTERNATIONAL	Panama City	26-27
CINZ MEETINGS 2017	Auckland, New Zealand-	31-June 1

JUNE 2017

MICE EAST AFRICA	Addis Ababa - Ethiopai	8-10
THE MEETINGS SHOW	London - UK	13-15
IBTM AMERICA	South Florida - USA	14-16
ITE	Hong Kong - China	15-18
LATIN AMERICA MEETING & INCENTIVE TRAVEL EXCHANGE	La Antigua - Guatemala	19-23
BITE	Beijing - China	23-25

**‘Casting a spell’
in events**

In a tête-à-tête, **Radhieka Mitra**, MD & Founder, The Konnect, talks about her vision

What is your business model?

It is a conference management and destination marketing consultancy firm with flexible style and passion. It involves organising full service conference and destination management solutions comprises logistics, project management, trade exhibition, programme ideas, keynote and speaker management, electronic marketing and robust registration systems, etc. Apart from organising conferences we are also a part of various conferences, especially with the Internet Governance forum in 2009 in Hyderabad, United Nations, various ministries especially the IT ministry. One of the recent conferences was with Federation of Freight Forwarders Association of India (FFFAI) in Kerala and also gearing up for World Conference in 2018 in New Delhi which is expected to be 4000-member conference.

**Radhieka Mitra****What inspired you to start your own venture?**

Support from industry and my will to do something spellbinding. There is no need to limit your imaginations. We can achieve, what we believe.

What is your USP?

We work on 3Cs - convenience, connection and competitiveness for our clients. Secondly, team work is our strength. It is crucial to harness each other's core competencies. Team work reduces risk, keep the event on track with a timeline and deliver suitably.

movements



Rajit Sukumaran
Chief Development Officer,
AMEA, IHG

InterContinental Hotels Group has announced the appointment of Rajit Sukumaran to the role of Chief Development Officer in the Asia, Middle East, and Africa (AMEA) region. IHG has an established reputation as a valued partner for successful hotel owners and investors globally. Sukumaran will head the development team and lead the group's growth strategy. With more than 12 years' experience he moves to this position from that of Senior VP, Acquisitions and Development, Asia Pacific at Starwood Hotels and Resorts.



David Flueck
Senior VP Loyalty
Marriott International

Marriott International has announced the appointment of David Flueck as Senior Vice President, Loyalty. In addition to overseeing Marriott's award-winning loyalty programmes, Marriott Rewards, he will provide global leadership and strategic direction for the future combined loyalty programme. Flueck joined Marriott with the company's acquisition of Starwood Hotels and Resorts in September 2016 and served as Senior Vice President, Revenue Management and Starwood Preferred Guest.



Jatin Khanna
Multi-Property VP and GM
Bengaluru Marriott
Hotel Whitefield

Jatin Khanna has been appointed as Multi-Property Vice President and General Manager at Bengaluru Marriott Hotel Whitefield. In his capacity, he will be in charge of all Marriott properties in Bengaluru, which consist of 8 operating hotels and several hotels that are under development. Prior to his present role, Khanna occupied the position of General Manager at JW Marriott Hotel Pune. He orchestrated the growth of the property. A seasoned hotelier with an experience that spans over 22 years, Khanna started his career in the year 1995 and has since worked for brands like Imperial, IHG, and Taj.



Bharat Ratanpal
Director of Sales
and Marketing
JW Marriott Mumbai Juhu

Bharat Ratanpal is the new Director of Sales and Marketing at JW Marriott Mumbai Juhu. With over 13 years of experience in the hospitality industry, his primary expertise lie in sales and marketing along with customer servicing, strategic planning and people management. He began his career in 2003 at JW Marriott Mumbai Juhu. He moved to Grand Hyatt Mumbai as Sales Co-ordinator in 2004. In 2007, he was promoted to Associate Director of Sales of MICE and Travel/Trade. His last assignment was with Park Hyatt Goa Resort and Spa as a Director of Sales & Marketing.



Nikhil Singh Rajpurohit
Director of Sales
Radisson Blu Hotel

Nikhil Singh Rajpurohit has joined Radisson Blu Hotel Indore as Director of Sales. With over a decade of experience in the hospitality industry, Rajpurohit will head hotel sales with plans to excel and taking it a notch higher. He has previously been associated with leading brands including Hilton Worldwide, Fairmont Hotels, Lalit Group of Hotels, Louvre Group of Hotels and Wyndham Worldwide. His expertise lies in direct and indirect sales, budgeting and revenue management and introducing different marketing and promotion planning. He holds a degree in Business Management from Oxford Business College, United Kingdom.



Sheryl de Sa
Director of Sales
ibis Styles Goa Calangute

Sheryl de Sa is the Director of Sales at ibis Styles Goa Calangute. In this role, she is responsible for strategising and implementing sales and marketing related activities to drive the property's success. A seasoned hotelier, De Sa brings over a decade of domain expertise in hospitality industry and a deep understanding of the Goa market. She started her career with the Goa Marriott Resort & Spa. Sheryl firmly believes that 'Sales may fluctuate; but service stays forever - the customer's perception is your reality'. She holds a degree in Dietetics, and enjoys travelling, reading, and listening to music.

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Day 3 | Day 4 | Day 5 | Day 6



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