

# T3FS

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## **UNION BUDGET 2022-23** **HOPE OR NOPE?**

The Union Budget 2022-23 was announced on 1st February 2022 which focused on the development of large infrastructure, connectivity and border linkages to play a major role in boosting tourism in India.

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## PUBLISHER'S NOTE

### Dear Readers

By the time you will read February 2022 edition of T3FS you will get to know a lot about Union budget 2022-23 for travel and hospitality industry. The Union Budget 2022-23 was announced on 1st February 2022 which focused on the development of large infrastructure, connectivity and border linkages to play a major role in boosting tourism in India. While the majority of tourism industry stakeholders have expressed dissatisfaction, a few have indicated confidence.

To meet the fund requirements for the various Schemes implemented by the Ministry of Tourism during the Financial Year 2022-23, the Finance Minister Smt. Nirmala Sitharaman has earmarked an allocation of Rs. 2400.00 crore in the Union Budget 2022-23. This allocation is 18.42% higher than the Budget allocation for the year 2021-22. The allocation of funds for the Tourism Sector in the Budget of 2013-14 was only Rs. 1357.30 Crores. The current years 'allocation is 76.82% more than the allocation of 2013-14.

Whereas, in hospitality, The Finance Minister announced an increase in the Emergency Credit Line Guarantee Scheme (ECLGS) in Union Budget 2022-2023.

The hospitality and tourist industries in India have been disappointed by the Union Budget 2022-23. While the hospitality industry, which has been waiting for some sector-specific relief for the past two years, has welcomed the government's decision to extend the Emergency Credit Line Guarantee Scheme (ECLGS) until March 2023 and set aside an additional Rs 50,000 crore for hospitality and related industries.



Moving ahead in lifestyle session we focus on story love yourself after breakup. YES, you or me, all of us somewhere have the pain of deep heartbreak. If not, consider yourself loved.

After an end of a deep relationship, you encounter with restless nights, sadness, anger, depression, anxiety; you may go through all the stages of a breakup, which often includes loneliness as being by yourself is so horrible. However, on the other side of this story, We forget what it was like to be single, what it was like when we were most happening caring, happy, enjoy with friends, best employee, most hardworking at office, pamper ourself, loved to have good sleep and much more.

Apart from that, we focused on Valentine gifting options of various brands.

*Vedika Sharma*  
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### Royal Journey of India

18 to 20 Nights

Delhi - Jaipur - Pushkar - Ranthambore  
Sawai Madhopur - Kota  
- Bundi - Chittorgarh - Bijaipur -  
Udaipur - Kumbalgarh - Jodhpur -  
Jaisalmer - Bikaner - Mandawa - Delhi



### Archaeological Tour of

Rajasthan

21 to 23 Nights

Delhi - Jaipur - Samode - Nawalgarh -  
Bikaner - Gajner - Jaisalmer - Osian  
- Khimsar - Manvar - Jodhpur - Rohet -  
Mount Abu - Udaipur - Dungarpur  
- Deogarh - Ajmer - Pushkar - Pachewar  
- Ranthambhore - Agra - Delhi



### Majestic Kerala

14 to 15 Nights

Mumbai - Mangalore - Bekal - Wayanad  
- Kozhikode (Calicut)  
- Cochin - Thekkady - Kumarakom -  
Quilon - Varkala - Kovalam



### Enchanting Himalayas

with Taj

13 to 15 Nights

Delhi - Agra - Darjeeling - Gangtok -  
Phuntsholing - Thimphu - Punakha -  
Paro - Delhi



### Tribal Trail

15 to 17 Nights

Bhubaneswar - Dangmal - Bhubaneswar  
- Baliguda  
- Rayagada - Jeypore - Rayagada -  
Gopalpur - Puri - Bhubaneswar



### Buddhist Temple with

North East India Tour

14 to 16 Nights

Delhi - Varanasi - Bodhgaya - Patna  
- Kolkata - Bagdogara - Darjeeling  
- Pelling (Pemayangtse) - Gangtok -  
Kalimpong - Bagdogra - Delhi

# Travok

*your journey is safe with us...*



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The Union Budget 2022-23 was announced on 1st February 2022 which focused on the development of large infrastructure, connectivity and border linkages to play a major role in boosting tourism in India. While the majority of tourism industry stakeholders have expressed dissatisfaction, a few have indicated confidence.

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## **Explore the World a Little More**

With the way the last year has been, we are all looking forward to better days where we can pack our bags and go back to planning vacations and exploring the world a little more.

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## **Union Budget disappoints Hospitality Industry?**

The Finance Minister announced an increase in the Emergency Credit Line Guarantee Scheme (ECLGS) in Union Budget 2022-2023.

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## **Exotic Resorts to experience in India**

Travelers who love to stay by the beach for peace and rejuvenation. These exotic resorts with a Private beach are for you. Boutique resorts to make you feel luxurious. A getaway with family or your partner, this place won't disappoint you with its enchanting water and sunset.

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## A Touch of French Flair to New York

As part of a campaign launched by the French Dairy Board and the European Union, a quartet of Dubai chefs, authors and bloggers have visited New York City to undertake various workshops and masterclasses to replicate the original cheeseburger recipe, using a key ingredient, European Cheese.

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## Sign of Love with Ishaara this Valentine's Day 2022

The newly launched Ishaara, at Kurla Market city -Food for the senses, this Valentine's Day offers an all-in-one drinking, dining, and entertainment experience set at Phoenix Marketcity, encased in glass that promises Indian delicacies.

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## "Me Time" After an intense "Heartbreak"

YES, you or me, all of us somewhere have the pain of deep heartbreak. If not, consider yourself loved.

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## Product Update

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OxyGlow Cosmetics

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## ABB'S HVAC SOLUTION HELPS JW MARRIOTT HOTEL

Heating, Ventilation and Air Conditioning (HVAC) consume an average of about 50 percent of the energy in buildings. By installing ABB's Cooling Tower Direct Drive solution in its hotel, JW Marriott Pune, an iconic landmark in the city of Pune, has set new benchmarks in energy efficiency, saving about 35 percent energy annually.

Energy saved in a day with ABB's direct drive solution can charge an electric car to run for approximately 1500 km.

A cooling tower is a key

component of many refrigeration systems and can be used to provide comfort cooling for large commercial buildings like airports, schools, hospitals, and hotels. Energy is consumed in driving the fan, or fans, necessary to achieve proper air movement through a cooling tower. ABB's direct drive solution offers the benefits of variable speed control and eliminates the cost and maintenance required for traditional gearboxes or belted solutions.

"When we aim to reduce energy consumption, every possible way to conserve energy must be evaluated, and the most energy-efficient technologies and practices must be implemented. Buildings offer huge scope in energy optimization and have a great potential in shaping our sustainable future. Investing in energy-efficient technologies can bring both economic and environmental benefits," said Sanjeev Arora, President, Motion business, ABB India.

"Sustainability has always been an integral part of our operations, and our goal has been to help customers in extracting greater value from the energy they use" he added.

## INDIA'S TOURISM SECTOR SHINES BRIGHT AT EXPO2020 DUBAI

The 'Tourism Fortnight' at EXPO2020 Dubai concluded with the sector highlighting India's core strengths across different areas of tourism including medical, luxury, adventure, sustainability and MICE.

Inaugurated on 3rd January by Shri Rakesh Kumar Verma, Additional Secretary, Ministry of Tourism, Government of India, the inaugural session highlighted the new policy framework by the Ministry of Tourism and unveiled five missions that will boost growth in the sector. The Tourism Sector Floor at the India Pavilion showcased the various facets highlighting India as a tourism destination and the growth potential across different kinds of tourism.

The five missions included were National Green Tourism Mission, to mainstream sustainability in the tourism sector; National Digital Tourism Mission, to digitalize the sector; Sectoral Mission on skill development, to ensure that the country has the best trained and qualified manpower to maintain high standards of service; National Mission on Destination Management, to focus on ensuring synergy and coordination amongst public and private stakeholders and National Mission on Tourism MSMEs to support and facilitate the start-ups, micro, small and medium enterprises.

The inaugural session was also attended by Ms Hoor Al Khaja, Associate Vice President, International Operations – Department of Economy and Tourism of Dubai, where she talked about India's importance as a global tourist destination.

The Tourism Fortnight comprised of various sessions which were presided over by representatives from the Ministry of Tourism and various Indian states including Rajasthan, Uttar Pradesh, Madhya Pradesh, Jammu & Kashmir among others.



## GOA, IBPC: INVESTMENT OPPORTUNITIES IN TOURISM SECTOR

The Indian state of Goa and Indian Business & Professional Council (IBPC) discussed opportunities for business collaboration and promotion at a meeting held in Dubai recently.

The meeting was attended by Mr J. Ashok Kumar, Secretary to Chief Minister, Sports & Youth Affairs, Tourism, Industries Trade & Commerce, Handicrafts Textile & Coir, Mr Sanjay Kumar, Secretary - Revenue, Information Technology, Labour & Employment and Ms Swetika Sachan, Director, Directorate of Industries, Government of Goa, at the India Pavilion Dubai EXPO2020, Mr Dilip Sinha, Secretary-General, IBPC along with other distinguished members of IBPC.

Speaking about the investment opportunities available in the state, Mr J. Ashok Kumar said, "Goa has one of the best business-friendly policies and skilled labour force in India. There is a huge untapped business opportunity available in the state and we urge all the IBPC members to come and invest in Goa."

"The government has made a significant investment in the tourism sector – from creation of basic infrastructure to promotion of heritage and culture. The state has also formed Goa Tourism Board (GTB) and implementation of the master plan has already been initiated," added Mr Kumar.

He also showcased a presentation containing the glimpse of opportunities available in the tourism sector in the state, which includes a 4,000 pax world-class convention centre at Dona Paula, Panjim, 3-star residency at Mapusa, Eco resort and adventure hub at Mayem, Bicholim, entertainment village at Mandrem in North Goa and spiritual,

## ITB INDIA TO BE HELD AS A VIRTUAL EVENT

ITB India 2022 will be an all-virtual event with the physical show postponed to 2023. Scheduled on the same dates, ITB India 2022 Virtual will be held from 5 – 7 April 2022. After



close observations of international developments of the COVID-19 pandemic, the spread of the Omicron variant, and extensive conversations with local authorities and partners, the show organisers made the difficult decision to move the show completely virtual, which now gives exhibitors and trade visitors maximum planning security.

Katrina Leung, Messe Berlin (Singapore), the organiser of ITB India said: "This decision is made after the surge in infection cases of the Omicron variant worldwide and in India, as well as the tightening of international borders and safety measures. In view of the uncertainties of executing a successful physical event for the travel trade, Messe Berlin (Singapore) consulted various stakeholders and international clients before concluding that the 2022 show should be held virtually to provide full transparency and reassurance of the upcoming exhibition and conference".



## ONLINE APPLICATIONS OPEN FOR INDIAN STUDENTS- TURISMO DE PORTUGAL

Turismo de Portugal is Portugal's National Tourism Agency and Authority responsible for promoting, valuing, and assuring the sustainability of the touristic activity, with specific competences, amongst others, to develop the training of the human resources for the industry. For this purpose, it directly runs and manages a network of 12 Hotel and Tourism Schools: Viana do Castelo, Douro-Lamego, Porto, Coimbra, Oeste, Estoril, Lisboa, Setúbal, Portalegre, Algarve/Faro, Portimão e Vila Real de Santo António.

In January 2018 the OMT distinguished Turismo de Portugal schools training project – known by Tourism Training Talent - with the first place in the Innovation and Public Policy category

during the 14th edition of the UNWTO awards, for its example of training of future generations of human resources in the sector.

Escolas do Turismo de Portugal have curricular programs adapted to the needs of the market. These courses are planned to equip students with a solid technical preparation which will grant them a fast placement in the market. Our schools are leaders in the tourism market, as their mission is to prepare the best professionals and expand the development of the most required skills in this sector. Turismo de Portugal schools network, have a 90% graduate employment rate. In 2017, our study showed that 90% of our graduates were being placed in the labour market in less than 3 months.

## KERALA TRAVEL MART NEW DATES

The eleventh edition of Kerala Travel Mart (KTM), India's largest tourism industry congregation originally scheduled for 24-27 March 2022, has been postponed to 5th-8th May 2022 at Kochi, in view of the current surge in Covid-19 cases across the world.

The inaugural ceremony of the event, being organised by the KTM Society, will be held on 5th May 2022, followed by three days of deliberations at Sagara and Samudrika

Convention Centres in Willingdon Island.

The announcement of revised dates of KTM 2022 has been made by Dr. Venu V IAS, Addl. Chief Secretary-Kerala Tourism in an online press meet held on 1st Feb 2022. Mr. Krishna Teja IAS, Director-Kerala Tourism, Mr. Baby Mathew, President, Kerala Travel Mart Society, Mr. Jose Pradeep, Hon. Secretary, Kerala Travel Mart Society and Mr. Abraham George, Past President addressed the press meet. KTM Managing Committee members, KTM Members, pre-registered buyers and the media from within India and abroad were present in the press meet.

## PATA PARTNERS TO LAUNCH NEW NET ZERO METHODOLOGY FOR HOTELS

The Pacific Asia Travel Association (PATA) in partnership with global hospitality, travel and tourism sector organisations released a new methodology to guide hotels on how to set a net zero pathway.

The Net Zero Methodology for Hotels provides detailed guidance on how hotels can approach the technical aspects of net zero, such as what should be included in Scope 1, 2 and 3 emissions, milestones to be reached by target years such as 2025, 2030 and 2040, and how to approach decarbonization through renewable energy. The methodology also provides guidance on alignment with frameworks such as the Science Based Targets Initiative, Race to Zero and the Glasgow Declaration.

Graham Harper, PATA Sustainability and Social Responsibility Advisor, said, "We are delighted to have supported the development of this new Net Zero Methodology for Hotels. Although many parts of Asia are still suffering significantly from the impact of the Covid-19 pandemic, as we gradually reopen it is clear that sustainability is top of the agenda. This methodology will help hotel companies understand the steps they need to take to get on the path to net zero."

Eric Ricaurte, Founder and CEO of Greenview said, "As more and more hotel companies make net zero commitments, it is important to document how the specific challenges faced by this sector should be addressed. All too often existing guidance relates to commercial real estate which does not take into account issues such as the particular owner / operator / franchisee relationships in hotels, ongoing changes in portfolio, or the differing status of renewable energy in countries around the world. The methodology provides comprehensive and detailed guidance on all the topics which will need to be addressed by a hotel owner or operator wishing to achieve net zero by 2050."

# FITUR 2022

## *Doubles Trade Participation*

The International Tourism Fair has beaten all the forecasts: 111,193 attendees 81,193 professionals from 127 countries during its first three trade-only days and 30,000 on its two days open to the general public. And that in addition to online participation on the LIVEConnect platform, with 33,286 registrations so far, ten percent above forecasts.

**F**ITUR 2022, the International Tourism Trade Fair, has been organised by IFEMA MADRID. It has held a special tourism recovery edition since, 19th January, and closed its doors. The strong results highlight the efforts by the entire tourism industry value chain to generate new opportunities to be able to look forward to 2022 with strong expectations for the forecast recovery. This edition has been critical for recovering levels of business and turnover, has made Madrid the hub for the global international tourism community and has enabled us to convey a message of confidence and strength to the whole world.

The figures for FITUR 2022 have exceeded all initial expectations. On the one hand, trade participation over its first three days rose to 81,193 attendees from 127 countries, doubling the figures for the 2021 edition, in addition to general public visitors at the weekend that, even before the final closing today figures are in, are estimated at about 30,000 people, giving a grand total of 111,193 attendees. Online professional engagement at FITUR from around the world also achieved record figures. The FITUR LIVEConnect platform complements the Fair to provide a hybrid format over a more extended season and broader geographic scope. As of today, it has had 33,286 registrations, ten percent above initial forecasts.

Traffic on FITUR's website was up 90%, reaching 150,000 unique users, twice as many as in 2021.

The response from companies, countries and destinations has been excellent. It shows an upward trend in terms of representation, with figures approaching FITUR record attendances in past editions. This is evident in the 6,933 participants from 107 countries gathered at FITUR 2022. There were 600 exhibitors and official representation by seventy countries, led by the Dominican Republic, which this year, under the slogan Has it all, has deployed extraordinary resources and organised activities as FITUR Partner Country.

All these arrivals at FITUR have generated an economic impact for Madrid of approximately €150 million, announced the Madrid Regional Government's President, Isabel Diaz Ayuso, last Friday on the occasion of FITUR's Madrid Day.

Another feature has been the solid



institutional backing for FITUR again this year. Spain's Royal Family once again put the finishing touch to the opening day with the presence of Their Majesties, the King and Queen. The Prime Minister chose FITUR to announce the second edition of the Spanish Government's Tourism Sustainability Plan. FITUR was also attended by UNWTO representatives, tourism ministers from 21 countries and four delegations, seven Spanish government ministers, regional presidents, tourism councillors from the Spanish regions and mayors from several Spanish towns and cities.

FITUR 2022's impact has also been reflected in the extensive international media coverage of the Fair, with 3,981 accredited journalists from forty countries. Almost twice as many as in May 2021.

FITUR's impact channels on social media also doubled, with more than six million impressions and 90,000 interactions with the Fair's profiles, as a result of the 1,200 posts published on its channels to broadcast the event. The Fair currently has a community of more than 263,000 followers, of whom more than 8,000 joined this week. FITUR was a Trending Topic on Twitter for two consecutive days in Spain and one in the Dominican Republic, FITUR 2022 Partner Country. The online reach of the #Fitur2022 hashtag on all platforms topped 600

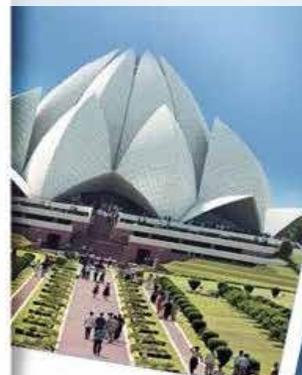
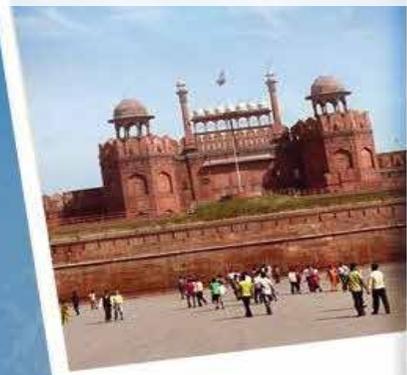
million potential impacts, making this edition the best to date on social media.

In addition to the wide-ranging content presented throughout the FITUR's eight halls by the different companies, countries, and destinations, the Fair also hosted hundreds of activities, forums, presentations, and various initiatives to stimulate the market in its special-interest sections. These sections were FITURTECHY, FITUR KNOW-HOW & EXPORT, FITUR MICE, FITUR SCREEN, FITUR LGBT+, FITUR TALENT, FITUR WOMAN, and FITUR LINGUA, along with the TRAVEL TECHNOLOGY space, the FITUR NEXT Sustainability Observatory, and the debut of FITUR CRUISES.

FITUR was also the platform for the public presentation of HELIXA Experience Center to tourism sector companies and professionals. HELIXA Experience Center is the result of IFEMA MADRID's innovation programme to promote the adoption of cutting-edge technology in the trade fair business. HELIXA Experience Center is a collaboration platform for sharing knowledge and innovation, designed to inspire and mentor businesses in its transformation process and evolution towards new business models opened up by metaverses.

# National Tourism Day

The Ministry of Tourism celebrated the National Tourism Day by holding a two-hour program on a virtual platform on the 25th of January 2022 under the aegis of Azadi Ka Amrit Mahotsav celebration, marking the 75 years of India's independence. The theme of this year's celebration is Rural and Community Centric Tourism.



**R**ural Tourism provides valuable commercial and employment opportunities for communities that are confronted with the growing challenge of offering viable livelihoods for their local populations.

The program was presided by Hon'ble Union Minister of Tourism, Culture and DoER, Shri G. Kishan Reddy, who was the Chief Guest for the event. The program was started with the opening remarks by Shri Arvind Singh, Secretary, Ministry of Tourism, Government of India and followed by the addresses of Shri Upendra Prasad Singh, Secretary, Ministry of Textiles, Shri Govind Mohan, Secretary, Ministry of Culture, Smt. Leena Nandan, Secretary, Ministry of Environment, Forest and Climate Change, Shri G. Ashok Kumar, Director General, National Mission for Clean Ganga, Shri Anand Mahindra, Chairman of Mahindra Group and Col. Manoj Keshwar, Atulya Ganga Parikrama.

During the program, Hon'ble Union Minister of Tourism, Culture and DoNER, Shri G. Kishan Reddy launched the digital booklet 75 incredible sites to visit in India and Incredible India 2022 digital calendar by the Ministry of Tourism dedicated to tourism sites. Hon'ble Minister in his address emphasised on aggressive promotion of varied tourism products that India has to offer to the world. Tourism is one of the largest employments generating sector and it plays a vital role in direct and indirect employment. He also discussed the importance of domestic tourism and plans to start of Tourism Clubs to create more awareness among the students and youth of our country. Further he stressed on the promotion of tourism with special focus North-Eastern region and to tap the potentiality of the region. Hon'ble Minister shared his views on how to increase India's share in global tourism market. Also appeal to connect with corporate sector under Adopt a Heritage project under corporate social responsibility. He spoke to utilise the competency of Ministry of Civil Aviation, Ministry of Culture, Ministry of Railways etc. and how to empower the tourism in the country.

In the opening remarks Shri Arvind Singh, Secretary, Ministry of Tourism spoke about how in India, the Tourism sector has emerged as one of the key drivers of economic growth. Tourism promotes national integration and makes citizens aware of the beauty and rich cultural heritage of our great nation. It also promotes inter-regional relationships and encourages cultural pursuits and providing support to local handicrafts. We have seen how the textile products of Pochampally and art forms of Raghurajpur have been a major tourism attraction both for domestic and international tourists. It is essential that such models are replicated in other parts of India to bring economic benefits from tourism to local communities to generate employment and bridge the cultural divide between urban and rural spaces.

Shri Upendra Prasad Singh, Secretary Ministry of Textiles, GOI highlighted the importance of Indian handloom and handicrafts that represents the rich culture and heritage of our country. He also spoke about how handloom & handicrafts and tourism goes together and how it helps to enrich the travel experiences.

Shri Govind Mohan, Secretary Ministry of Culture, GOI spoke about the interconnection between culture and tourism. India is home to greatest philosophies, temple structures, world heritage sites arts & crafts. India is a huge cultural repository and the facets of culture are many fold and unparalleled and we need to integrate them.

Smt. Leena Nandan Secretary Ministry of Environment, Forest and Climate Change GOI emphasised on the importance of eco-tourism. She also shared her views on how we can tap the potentiality and growth of tourism in the country in a responsible and sustainable manner. To strengthen the livelihood opportunities of the communities & stakeholders who are directly or indirectly connected with the biodiversity of the country including tiger reserves, sanctuaries, marine zones etc.

Shri G. Ashok Kumar, Director General, National Mission for Clean Ganga spoke about the project launched for the holistic

rejuvenation, restoration, conservation of Ganga Basin. Ensure effective abatement of pollution and rejuvenation of the river Ganga by adopting a river basin approach to promote inter-sectoral co-ordination for comprehensive planning and management and to maintain minimum ecological flows in the river Ganga with the aim of ensuring water quality and environmentally sustainable development.

Shri Anand Mahindra, Chairman Mahindra Group shared his views on tourism in India and importance of domestic tourism for national integration. India's rich diversity and heritage can cater to different segments of tourists from modest budget traveller to an unmatched luxury experience.

Col. Manoj Keshwar, Atulya Ganga Parikrama shared his experience of Ganga Parikrama an initiative with a vision of Rejuvenation & restoration of Indian rivers and their eco-system. The Ganga Parikrama by foot started from Prayagraj to Gangasagar and upto Gangotri and back to Prayagraj, a journey of 190 days, around 5530 kms touching various cities and villages on the way and millions of people on the way.

For active Janbhagidari and as an outreach program for the citizens, Ministry of Tourism has collaborated with MyGov and organised activities namely, National Tourism Day-Poster Design Contest, National Tourism Day- Caller Tune Contest, National Tourism Day - Picture Quiz and a write-up contest on 'Unseen India' - 75 Lesser-Known sites in India. These activities are open to everyone across India and the winners will be awarded exciting prizes.

The Government announced various fiscal and relief measures to benefit the Tourism Industry like providing financial support to more than 11,000 registered Tourist Guides & Travel and Tourism Stakeholders as well as issuing 5 Lakh free Tourist Visas. India has reached the historic milestone of administering 150 crore vaccine doses to citizens and started 2022 on a high note by expanding the ambit to include children in the 15-17 age bracket.



# UNION BUDGET 2022-23 HOPE OR NOPE?

The Union Budget 2022-23 was announced on 1st February 2022 which focused on the development of large infrastructure, connectivity and border linkages to play a major role in boosting tourism in India. While the majority of tourism industry stakeholders have expressed dissatisfaction, a few have indicated confidence.



**Shri Narendra Modi,  
Prime Minister, India**

This Budget will create new opportunities for common people along with providing strength to the economy.

The budget is full of opportunities for more Infrastructure, more Investment, more growth, and more jobs.

To meet the fund requirements for the various Schemes implemented by the Ministry of Tourism during the Financial Year 2022-23, the Finance Minister Smt. Nirmala Sitharaman has earmarked an allocation of Rs. 2400.00 crore in the Union Budget 2022-23. This allocation is 18.42% higher than the Budget allocation for the year 2021-22. The allocation of funds for the Tourism Sector in the Budget of 2013-14 was only Rs. 1357.30 Crores. The current years' allocation is 76.82% more than the allocation of 2013-14.

The PM Gati Shakti master plan for expressways will facilitate speedier implementation of development projects under the National Infrastructure Pipeline through the use of technology to facilitate faster movement of people and goods, seamless multimodal connectivity, economic transformation, and logistical synergy. In this regard, the National Highways Network will be expanded by 25,000 km in 2022-23 and INR 20,000 crore will be raised for the same through innovative funding.



The Gati Shakti master plan is driven by 7 engines: roads, railways, airports, ports, mass transport, waterways, and logistics infrastructure. All 7 engines further supported by energy transmission, IT communication, bulk water, sewerage, and social infrastructure, will pull forward not just the economy but will also play a role in boosting tourism in India.

The Union Budget has also planned for the development of 5 new river links (Daman Ganga Pinjal, Par Tapi Narmada, Godavari Krishna, Krishna Pennar, Peenar Kaveri) which will boost Cruise Tourism an area that has seen a great success in the Ganga and Brahmaputra rivers.

The Union Budget has also placed great focus on developing roads in border regions which will greatly enhance livelihood of people residing in border areas. The Ministry of Tourism has been making efforts to boost border tourism in the country. Border villages with sparse population, limited connectivity and infrastructure often get left out from development gains. Such villages on the Northern Border will be covered under a new Vibrant Villages Program. Activities will include construction of village infrastructure, housing, tourist centres, road connectivity, provision of decentralized renewable energy, DTH access of DD and education channels, and also support for livelihood generation.

Out of the INR 2400 crores, INR 1644 crores has been earmarked for the development of tourism infrastructure, including an outlay of INR 1181.30 crore for the Swadesh Darshan Scheme. Swadesh Darshan Scheme is a flagship scheme of Ministry of Tourism under which 76 projects in 13 thematic circuits have been sanctioned by the Ministry. The budget allocation will help the Ministry to complete ongoing projects under the Scheme and the infrastructure created will provide a better tourism experience to the tourists at smaller and lesser-known destinations. 55 new destinations are being planned to be developed under Swadesh Darshan scheme and the Ministry will continue to have its focus on Northeast, Himalayan region, Tribal region etc.

Another flagship scheme of the Ministry, the

PRASHAD Scheme aims for holistic development of selected pilgrimage destinations in the country. And amount of INR 235 crores has been allocated for the PRASHAD Scheme. Components taken up for development under the scheme include cloak-room facilities, waiting rooms, signage, passenger terminals, Illumination of monuments/ pilgrimage, Parking facilities, last-mile connectivity, garbage bins, first aid centres, construction of craft haats, etc. A total of 37 projects have been sanctioned under PRASHAD Scheme, of which 17 projects have been completed. The remaining allocation would be used to fund other Schemes such as Capacity Building for Service Providers, Champion Service Sector Scheme, Information Technology, etc as well as to meet the establishment expenditure of the Ministry and its subordinate offices - the India Tourism Offices in the country and abroad.

The Northeast is very important from the tourism perspective, and we are happy to see that the budget supports a major thrust for the region. The PM development initiative for the Northeast, PM-DevINE, which is being implemented through the Northeast council, will fund infrastructure in the spirit of PM Gati Shakti and social development based on health needs of the North East. This will specifically benefit youth and women of the North East. An initial Rs. 1,500 crores has been made available.

The Ministry of Tourism has further allocated INR 227 crore for the North-Eastern States for the year 2022-23; INR 98 crores is earmarked under the Tribal Sub Plan for creation of tourism infrastructure in the tribal areas.

India has noticed a major growth in domestic tourism and new developments in the railway sector are a major contributor. 400 new generation Vande Bharat Express trains are being developed and will be manufactured over next 3 years and will improve efficiency and passenger experience. In order to improve connectivity in difficult terrains and promoting tourism, the national National Ropeways Development Programme will be taking up development of ropeways under the PPP model as a sustainable alternative to roadways.



### Shri G Kishan Reddy, Tourism Minister, Government of India

I am grateful to PM Sri Narendra Modi Ji & FM Nirmala Sitharaman garu for an 'Atmanirbhar Bharat ka Budget'. As India celebrates 75 years of independence with Azadi Ka Amrit Mahotsav, we are entering Amrit Kaal and this budget presents a blueprint for India at 100. Vikas (Development) and Virasat (Heritage) go hand-in-hand and this is evident from the fact that this year's budgetary allocations for Tourism and Culture Ministries have been significantly higher.

In the Tourism Ministry, budgetary allocation for 2022-2023 stands at Rs. 2400.00 crore and is 18.42% higher than the Budget allocation for the year 2021-22 and 76.82% more than the allocation of 2013-14.

Under the various schemes run by the Ministry of Tourism, we have developed 278 parking lots, 278 toilets, 181 cafeterias, and 34 sound and light shows, amongst others.

The ministry will continue to place focus on marketing and promoting both domestic as well as inbound tourism, by leveraging the success of India's robust COVID-19 vaccination drive.

**Dr. Subhash Goyal,  
President, Confederation of  
Tourism Professionals**



Nothing concrete has been announced and this industry is bleeding for the last 3 years. The Tourism industry was expecting some relief to be announced in this Budget but we are really disappointed. The Government should understand that Tourism is the largest employment generator and has been contributing 9-10% of GDP and about 30 billion dollars in foreign exchange earnings. The greatest need of our country is to tackle the problem of unemployment which can only be done by supporting an industry like Tourism. About 35-40 million people have either lost their jobs or are in the process of losing them. While ECLGS has been a great benefit. Its extension till 2023 and guarantee cover extended to Rs.5 Lac Crore is a welcome step.

The additional amount of Rs.50,000 crores for the Hospitality & related industry is welcomed but it will not solve the immediate problem of survival, unemployment and bleeding of the tourism industry.

There may be some long term indirect benefits like introduction of 400 new Vande Bharat Trains in the next three years, the linking of rivers and the starting of new ropeways but again, this will not provide any immediate relief to the Tourism industry.

Since this Budget and the Finance Ministry has not seriously considered the economic contribution of tourism, therefore, we have no other option but to appeal to the Tourism, Health and Home Ministry for their help to restart e-tourist visas, scheduled international flights and remove the restriction of quarantine for those passengers who have received both the vaccinations. Otherwise, it will be impossible for Inbound Tour Operators, Tourist Guides, Tourist Transporters, Tourist Drivers, artisans, handicraft manufacturers, artists, musicians etc. who are all dependent on Inbound Tourism to survive.

**Rajiv Mehra, President,  
Indian Association of Tour  
Operators**



We had requested one time grant based on our 2019-20 turnover, reduction in GST, restoration and enhancement of SEIS benefit, reducing taxes on International airfares and overall reduction of taxes on Hospitality sector. Most disappointingly none of these found mentioned in the budget presented.

There has been huge employment loss besides financial loss in our sector. Just few years ago we were earning huge foreign exchange for the government and in this hour of despair we expected some handholding by the government.

**Jyoti Mayal, President, Travel  
Agents Association of India**



Our trade has been ignored once again. Our trade has suffered tremendously due to the pandemic and it was expected that the Government would atleast work towards positive upliftment of the travel and tourism in India, which they always portray as a priority?

In our representations to the Finance Minister over the last two months, we had requested for GST input credits be made available across states for hotels and travel-tour operators.

TCS which has been a hindrance to growth of outbound tourism making Indian tour operators less competitive in the international market due to the 5% being levied on all package tour options over and above the GST. We were also expecting to the least that travel and tourism be brought under the concurrent list for industry status.

We at TAAI on behalf of the travel and tourism trade, totally condemn and express our displeasure on the Budget 2022 presented by the Hon'ble Finance Minister, Smt. Nirmala Sitharaman. The growth of travel and tourism required a catalytic boost, but with none coming our way, the pandemic shall continue to dampen our miseries multifold.

**Rajeev Kohli, Joint  
Managing Director,  
Creative Travel**



To say one is disappointed at today's budget is a gross understatement. Horrified if more like it. It is clear that the value of tourism in the eyes of this government is even lower than that of umbrellas, which got its own special mention.

The extension of the EGCL is a paper whitewash. Only those with existing debt could use the scheme to begin with. And to make the industry take debt on debt is cruel. It does not reduce the cost as the interest clock is still clicking.

The Modi government has yet again kicked an industry that is already on its knees. I am saddened for all of us in the larger tourism and hospitality space. So many people tried their best to get something for us. So many representations were made. But the truth is we simply don't matter.

I hope our industry associations now do some deep introspections. We need to change gears and start thinking differently. It's all well and good to console ourselves for trying. But the fact of the matter is that our strategies & approach to the government just don't work. Never have, and unlikely ever will.

I feel so bad for the thousands of small and medium travel players. I don't see how they can survive this year with no support.

### P.P Khanna, President, Association of Domestic Tour Operator of India



The Union Budget 2022-23 once again, disappointed the tourism sector, which had hopes from the government and was needed for some fiscal stimulus for survival almost 40% of tour operators are already out from their businesses due to COVID and we are still in the midst of Omicron and expecting some relief from the government but seems all in vain.

While there were several other announcements for the infrastructure the proposed extension to the Emergency Credit Line Guarantee Scheme (ECLGS) and E-Passport seems to be the only news for tourism. Which shall enhance the inflow of overseas travellers. E-passports using embedded Chips & futuristic technology shall ease the entry.

More infrastructure development programs of 400 new generation Vande Bharat trains and National ropeway development taken by PPP mode shall ease commuting and promote tourism in a long way.

But what about the present situation to cope with the financial aids to Tour operators or for their survival has not been looked at by the govt, despite best efforts from the industry example- FAITH and leaders but all looks like went in vain.

Unless there is no involvement of industry or a Taskforce with industry involvement in the Tourism parliament committee shall not put any pressure on govt

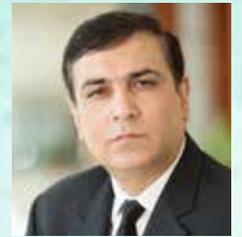
Open pressure is the need of an hour for the health of tourism, otherwise tourism industry shall again experience ICU.

### Dhruv Shringi, Co-Founder and CEO, Yatra.com



We congratulate and welcome the slew of measures announced by Finance Minister Nirmala Sitharaman and the government on the pragmatic and focused Budget 2022-23. We are grateful that the government has taken relevant measures to revive the travel and hospitality industry as it is one of the major contributors to the growth of our economy. PM Gati Shakti, a transformative digital approach for economic growth, will be driven by seven engines including roads, railways, airports, among others, and a collaborative effort of 16 ministries and we are optimistic that it will lead to sustainable development. The extension of ECLGS services, as well as an increased cover for the hospitality sector, will definitely bring in the much-required relief. Moreover, the rollout of e-passports and the National Ropeways Development Programme will be beneficial for the tourism sector as well. Yatra.com remains optimistic that the industry will continue to see buoyant growth driving overall economic growth in the country.

### Vishal Suri, Managing Director, SOTC Travel



The Union Budget 2022 presented by Hon'ble Finance Minister provides the much needed positivity with focus on infrastructural development, digital enhancements, and healthcare. While, the Prime Minister's PM Gati Shakti plan focusing on roads (25,000kms additional national highway), railways (2000km new railway network by 2023), airports, ports, waterways as these modern infra developments will raise productivity and be the key drivers of domestic tourism economy. Additionally, the Parvat Mala announcement with 8 National Ropeways development project will ease commuting and thereby improve connectivity. The two noteworthy announcements of issuance of e-passports and the expansion of the ECLGS scheme for the hospitality sector will help boost the travel and tourism industry.

However this Union Budget did not provide the travel & tourism industry the respite we anticipated with respect to rationalization of taxes, reducing/ eliminating the TCS on outbound travel, and elimination of the 5 crore capping for the SEIS benefit. We hoped this budget would offer incentives to Corporates for organizing meetings and conference in India through partial or full tax exemptions.

### Aditya Chamaria, MD, Damodar Ropeways & Infra Limited



We are excited that the Government has taken note of the importance of Ropeways in commuting and promoting tourism. The announcement of the National Ropeway Programme, where 8 projects will be taken up on PPP basis, will help the acceptance of the ropeway as a necessary, eco-friendly mode of transport. The Government's focus on ropeways in congested cities where conventional modes of transport would not work, speaks volumes about the government's futuristic planning for the country. The Budget's focus on improving connectivity, especially through sustainable modes of transport such as ropeways, will take India on a path of growth, help in increasing tourism and lead to innovation in the cable car industry.

**Ronojoy Dutta,**  
Whole Time Director  
and Chief Executive  
Officer, IndiGo



Budget 2023 appears to be growth oriented by increase in capital outlay of INR 7.5 Lacs crores, fiscal deficit capped at 6.4% and efforts are being made to reduce compliance burdens and improve ease of doing business. We expect budget would enable India to achieve growth estimate of 9.2%. We welcome the new incentives of issuing of E passport and introduction of digital currency.

The government's relentless focus on national transportation infrastructure development with the PM Gatti Shakti plan will strengthen the much-needed multimodal connectivity and facilitate seamless movement of cargo, while reducing logistics costs. Having said that we were expecting tax concession to Aviation industry in the forms of cut in ATF excise duty and allocation of concessional finance to airlines to help us come out of the pandemic.

**Dr Naveen Manchanda,**  
President, Indian  
Association of  
Travel & Tourism  
Experts



We expected the government to support us with some concrete measures but this budget is a huge disappointment for inbound as well as outbound tour operators. Despite multiple requests from various associations no relief has been announced for TCS and GST.

The launch of e-passport and extension of the ECLGS are welcome moves by the government.

The 400 new Vande Bharat trains and ropeway projects are surely going to help long-term for the infrastructure but the budget clearly fails to address the immediate concerns for the industry's survival.

**Madhavan Menon,**  
Managing Director,  
Thomas Cook (India)  
Limited



The Union Budget 2022-23 reflected a development and investment orientation, with much needed emphasis on infrastructure, technology, skill development and health.

From a Travel & Tourism perspective however, the Union Budget has been disappointing. The Budget made no reference to the industry's recommendations to aid revival, including rationalization of taxes (a complete GST holiday, exemption of TCS on outbound tours, reduction in indirect taxes), removal of SIES benefit capping of Rs 5 cr.

For a sector that is a key contributor to the Country's GDP and brings in valuable foreign exchange earnings, with a force multiplier impact on employment and skill development, a stimulus would have created significant value in supporting the country's road to recovery and growth.

The limited relief in acknowledgement of the severe impact to the hospitality sector, was the extension of the Emergency Credit Line Guarantee Scheme (ECLGS) to March 2023, with an expansion by Rs. 50,000 crores to a total of Rs. 5 lakh crore.

**GMJ Thampy,**  
CMD, Riya Travel  
Group



The Budget 2022 is set to elevate India's self-reliant capabilities.

Finance Minister Nirmala Sitharaman has laid the foundation to scale demand and expand capacities to strengthen and build a confident India.

The budget has a razor-sharp focus on digitalization, healthcare & infrastructure. The thrust for digitalisation has trickled down to travel and tourism too with the introduction of e-passport. It will enable a hassle-free travel experience and make it more convenient for travelers globally. I am confident that this budget is for India and will act as a catalyst for growth and transformation.

# Explore the World a Little More



With the way the last year has been, we are all looking forward to better days where we can pack our bags and go back to planning vacations and exploring the world a little more.

But what inspires us to travel and explore a country? Is it the round the clock luxurious amenities or the breath-taking scenic beauty or the adrenaline adventure sports or the taste buds tickling food and traditions?

If staying home all this while has reignited your wanderlust, then you'll love this selection of activities to do in the Czech Republic. Well no matter what your travel preference is the Czech Republic is going to have you spoiled for choice.

## Have you 'Czeched' out Czech's UNESCO Heritage sites

Did you know that there are less than a thousand heritage sites in the world and out of those 16 of them are in the Czech Republic? The historic town centres of Český Krumlov, Telč, Prague and Kutná Hora with St Barbara's Cathedral, the Lednice-Valtice Cultural Landscape Area, the Column of the Holy Trinity in Olomouc, the Tugendhat Villa in Brno, Vysocina boasts three UNESCO Heritage Sites, the most of any Czech region: The historic centre of Telc, the Pilgrimage Church of Saint John of Nepomuk and the Jewish Quarter of Trebic and the list goes on.

Discovering and exploring these UNESCO



World Heritage sites, are pretty much the creme de la creme of Czech history, design, and architecture. Czech Republic takes great pride in its UNESCO heritage sites.

## Enjoy Pitcher Perfect Moments when in Czech.

Czech Republic is a haven for beer lovers.

The Czech Republic is home to one of Europe's oldest and proudest brewing traditions. Visit the Budweiser Budvar brewery (the original Budweiser), where Czech lager has been lovingly crafted for 125 years. The largest beer event in the Czech Republic is the Czech Beer Festival Prague usually held in the month of May. You will have the chance to taste more



than 70 brands of Czech beer, always served in top quality glass pitchers where girls and boys in Czech national costumes will be waiting to greet you and immerse you in the traditions and culture of this charming country.

If you are still thirsty and want to try something different then head on over to our beer spas where you can soak and relax in the tub of beer with drinking beer from the tap. As we mentioned earlier Czech will leave you spoilt for choice.

### Get Totally blissed out at the Spas.

Spa days are a necessity year-round, but they're especially fun when you are on vacation and feel the need to zen out and relax and what better way to celebrate that than with a day — or two, or five — of self-care? Just west of the capital is the green and sedate spa town triad of Karlovy Vary, Mariánské Lázně and Františkovy Lázně, which comprises the West Bohemia Spa Triangle which is one of the few places that still retains the grandeur of the spa's golden age. The spas make use of the mineral-rich spring water in the area that is said to possess medicinal properties.

So this year, make sure you take time to #CzechOutandTreatYourself to being pampered and create an experience for all your senses in a world of elegant spa houses, exquisite, blossom-filled gardens and high culture that Czech Republic has to offer.

### Czech out our Czech Cuisines, it's food for your soul!

Ever wondered what kind of cuisine you'd find in the Czech Republic? If you're a foodie, a traveler ... or both, then the Czech Republic is one place in the world to check out! The Czech Republic has some delicious local food for both vegetarians and non-vegetarians. Czech cuisine is comfort food, with a focus on delicious meats, rich sauces, root vegetables, potatoes and let's not forget dumplings. But when traveling we tend to miss our home countries food and crave it eventually, don't worry for all our Indian food



lovers (not only) Prague in the Czech Republic is home to quite a few restaurants which serve Indian food.

It almost goes without saying that both lunch and dinner are accompanied by a beer!!!

### Discover a little piece of heaven in the Bohemian Paradise area

A unique combination of outlandish rock formations, dense pine forests, lordly castles and chateaux, countless lofty viewing points, hiking and cycling trails through the heart of the idyllic sandstone rocks, trips in the

footsteps of Albrecht von Wallenstein and the chateau at Hrubá Skála as well as the Gold Route from the Bohemian Paradise area to Trosky Castle – you'll find it all, and more, in Bohemian Paradise. For centuries the Bohemian Paradise area has attracted painters, writers, artists, and dreamers of all kinds. Discover this unique combination of bizarre rock formations in Krkonose National Park to the East and deep pine forests, majestic castles and sublime villages of timber cottages in the South. Bohemian Switzerland National Park in North Bohemia is one of the most picturesque hiking regions in the world and offers a range of walks for all abilities.



## Take Your Love to New Heights

A romantic dinner? Cliché. A bunch of flowers? Dead within the week. Box of chocolates? Boring! Whether husband, wife, girlfriend, boyfriend or just celebrating those special friendships, this year, why not mark Valentine's with your significant other like never before and create unforgettable memories 250m in the sky at the ultimate celebration destination, Ain Dubai, by Dubai Holding.

Looking to blow the socks of any previous years? Look no further than the premium Valentine's experience at Ain Dubai, which includes a private 45-minute yacht experience to take in the sights of the sea with bottle of bubbly and bites, before you can wow your other half with a personalized lit up message emblazoned on the impressive wheel structure so there's no mistaking who's your number one.

Head to Ain Dubai for an exceptional private dining experience, featuring two 38-minute rotations with in-cabin service of a delectable three-course menu featuring items such as beetroot cured salmon gravalax, Australian black angus flank steak and New York Cheesecake. Kick off proceedings with access to the Ain Dubai lounge for a relaxed start to your romantic evening.

Celebrate with your favorite couple in a shared bubbly cabin including one drink in the Ain Dubai lounge before enjoying two glasses of bubbles during your rotation where you'll take in the 360-degree views of Dubai in premium comfort.

Get the party started with your platonic loves with one drink in the lounge and two in cabin, while listening to the best beats from DJ Dean playing all night in the Ain Dubai lounge. Kick off Ladies Night at Ain Dubai with one free drink in the lounge and party with the best beats from DJ Dean all night.

Whatever your Valentine's Vibe, you know you're in for an evening you'll never forget when you take to the skies with Ain Dubai.

# GNTB- Top Innovator 2022

For the second time, the German National Tourist Board (GNTB) is one of the champions in the TOP100 innovation competition. In this scientific selection process, the GNTB impressed the judges in size category B (51 to 200 employees) with its successful use of digital technologies in the Corona crisis.

Among the specific projects on which the jury's decision was based was an international digital "empathy campaign" comprising informative content as well as interactive and virtual experience formats, which won the "German Brand Award" last year. With an AI chatbot on Facebook and the website [germany.travel](http://germany.travel), travelers receive general information about the destination as well as constantly updated information about the pandemic rules in Germany. To keep international consumers engaged with Germany as a travel destination despite travel restrictions, the GNTB is creating entertaining applications such as a Facebook augmented reality filter on the popular topic of castles and palaces and is launching an interactive AR selfie app on the 250-year-old Ludwig van Beethoven.

Another initiative that is being recognized is the GNTB's digital Market Insight webinars, which provide SME market participants with concrete know-how on how to cope with the challenges posed by the pandemic by offering market research information and expert contributions.

### Petra Hedorfer, Chief Executive Officer (CEO), GNTB

Right from the start of the Covid 19 pandemic, we were very quick to leverage our expertise in the digital space to maintain the existing high brand awareness for Destination Germany. Our comprehensive recovery strategy incorporates all digital marketing tools and communication channels. We are also developing new tools such as an AI-supported chatbot to answer customer inquiries and additional formats for know-how transfer between international markets and partners in German tourism. Various international studies show that Germany has gained in the appreciation of international guests as a travel destination. We are very proud that the jury recognizes our commitment as a pacemaker of the tourism industry in the digital transformation.



### Romit Theophilus, Director for India, The German National Tourist Office

Despite the ongoing travel restrictions, there is reason for cautious optimism. In view of the experiences of the past year, we expect an increase in travel from India, especially in the summer months, as restrictions ease." "We continue to assume that private travel will recover faster than business travel, which will be increasingly characterised by hybrid formats and online events in the medium term. Based on these developments, the pre-crisis level of incoming travel to Germany can be regained by 2024. The digital transformation, innovations and a sustainable orientation of tourism in Germany remain a prerequisite for a market recovery.



# India : Leading source market for Maldives

For two years in a row, India has been the largest tourist source market for Maldives. A total of 291,787 Indian tourists travelled to the island nation in 2021, representing 22 per cent market share, as compared to 222,422 visitors from Russia (17 per cent), according to the Maldives' Ministry of Tourism (MoT). Indians contributed the largest number of international tourist arrivals to Maldives in 2020 as well.



With stunning landscapes, world-class resorts, and a wide variety of activities for all age groups, the South Asian nation has been a major attraction for Indian celebrities and public alike. It has clearly become a favourite hotspot among celebs to celebrate special occasions and to spend some quality time with their families. From Akshay Kumar and Twinkle Khanna choosing the destination to celebrate the latter's birthday, to Bollywood's power couple Aishwarya Rai Bachchan and Abhishek Bachchan celebrating daughter Aaradhya's 10th birthday in the island nation, the Maldives boasts welcoming some of

the most famous celebrities of India.

One of the most popular couples in the television industry, Karanvir Bohra and Teejay Sidhu, joined this long list of celebs as they took off to the Maldives with their three daughters. The couple shared updates from the family holiday on social media, enjoying the sunny skies, vast beaches and having a great time together. They stayed at the Paradise Island Resort & Spa where a surprise post birthday celebration for their twin daughters' fifth birthday was organised by the resort at a sand bank.

Maldives is also extremely popular among

Bollywood couples. From Ranveer Singh and Deepika Padukone, to Malaika Arora and Arjun Kapoor, several lovebirds have chosen Maldives to rekindle their romance against the stunning backdrop of white sandy beaches and sky-blue water.

Often thought of as a destination for couples' holidays and honeymoons, the Maldives has emerged to be a perfect place to holiday with family and friends. From adventure and celebrations to family time and unique experiences, this island nation offers a myriad of experiences making it a great choice for all kinds of visitors.

## Monaco: Connecting Minds, Creating the Future

The presence of Monaco as an exhibiting country at the World Expo 2020 has proven a great opportunity to promote jointly the key strengths of the Principality in the areas of luxury tourism, hospitality, entertainment, gaming, real estate, shopping and business tourism.

In line with the theme of Expo 2020 – 'Connecting Minds, Creating the Future', the architecture of Monaco Pavilion surprises and fascinates. It is inspired by a kaleidoscope that incorporates the "Rock" of Monaco and reflects the many facets of the Principality: its characteristics, its professions, its actions, its multiple perspectives, its diversity and the incredible amount of activities or opportunities offered by the country. The Pavilion is in the shape of a polygon, covered in photovoltaic panels to reflect the actions taken by the Principality on the energy transition and environmental protection.

Located in the Expo 2020's Opportunity Thematic District, the Monaco Pavilion is spread over different levels that are full



of surprises. It is an invitation to discover, observe and interact with an environment of cultural resources, research and know-how.

Right before entering the pavilion, the visitors will be immersed in the "History of Monaco". Moving further, the visitors will enjoy two main exhibition worlds. The first, named as "the Garden of Opportunities",

which showcases projects and high-quality pioneering work, made in Monaco and internationally. It will look like a kaleidoscopic fantasy garden that comes out of one's imagination. All facilities of the Pavilion are interactive, with diverse interfaces that offer multiple forms of engagement to interested and curious visitors. The visit of the "Garden of Opportunities" will end with a unique experience in the Kaleidoscope, where visitors will discover the identity of "Monaco 360°, a world of opportunities", through the arts and culture, science and sport, tourism and hospitality, history and exploration, extensions of its territory, gastronomy and tradition.

The Principality also taken part in the Expo to leverage their presence and to provide the visitors with a memorable experience!

World Expo 2020 is a global event linking innovation, technology, art and culture to offer a great experience, currently being hosted at Dubai, United Arab Emirates (Dubai).



# Stakeholders Partner in a Bid to Recover Tourism and Travel

**Key stakeholders in the tourism and travel industries have agreed to partner in order to significantly resuscitate the sectors which have been adversely affected by the restrictions occasioned by the Covid-19 pandemic.**

**D**uring a consultative forum hosted by the African Travel & Tourism Association, (ATTA), the stakeholders who included the Kenya Tourism Board (KTB), Kenya Airways (KQ), Kenya Civil Aviation Authority (KCAA) and the tourism sector umbrella bodies under the Kenya Tourism Federation (KTF), agreed to correspondingly promote synergies between government and the private sector to enhance tourism and travel in the country and beyond the borders.

Kenya has a large membership in ATTA

which is a member-driven trade association that promotes tourism to Africa from all corners of the world. The association which has 600 members in Africa and 90 in Kenya serves and supports businesses in Africa and represents buyers and suppliers of tourism product across 21 African countries.

ATTA president Nigel Vere Nicoll says “Tourism and Aviation are sectors that are symbiotic and need each other to fully thrive. We have met to ensure that we come up with solutions and a standard way of operating in

terms of the safety protocols and also come up with ideas that can propel travel to Kenya. We all need to partner to have the “Karibu Kenya” message to the world as well as create confidence that Kenya is open and safe for travellers”

In November of 2021, Kenya Airways partnered with the KTB to promote Kenya as a tourist destination internationally and locally through the branding of KQ assets creating visibility of the destination in the airlines network of 41 destinations. Earlier in the same year low-cost carrier Jambo jet partnered with KTB to promote the destination to domestic and regional travellers.

Kenya Tourism Board CEO Dr Betty Radier says “We cannot emphasize the role of synergies and partnerships enough as we work towards the re-start of tourism. We must continue to take advantage of the new opportunities in travel, and also look out for the emerging trends. For instance, the pandemic period gave us an opportunity to enhance our tourism offering a good example being the Magical Kenya Signature Experiences (MKSE). We have also been able to participate in forums and expos which indicates that preparations for a comeback are in top gear,”said Dr. Radier

On his part KCAA CEO Gilbert Kibe said that aviation and tourism are and will remain key partners because they are interconnected, adding that air transport is a great enabler for tourism and links people with the destinations of their choice “Air travel facilitates trade and tourism among other sectors that drive economies. When there are restrictions or disruptions to air transport business tends to suffer and all sectors are unable to thrive. Kenya is lucky because our capital Nairobi is a hub for many airlines and the people are peaceful and hospitable, these are some of the areas we are leveraging on to grow the sectors” said Kibe.

On his part Kenya Airways CEO Allan Kilavuka says that the tourism, hospitality, and aviation protocols have been important because they encouraged travel amidst many adjustments that the airline industry has experienced. He pointed out that it would also be important for the sector players to learn from other destinations and airlines to remain competitive. Kilavuka also noted that the forecast for summer looked promising but would not hit the 2019 numbers.

The Kenya Tourism Federation (KTF) Chairman, Fred Odek lauded the collaboration between government and the tourism private sector at a time when the pandemic has changed a lot of the business processes in a bid to curb the pandemic,

During the pandemic in 2020, the sectors synergised to create the health and safety protocols that have guided operations in tourism and air travel. In the same year, the destination received the WTTC Safe Travel Stamp in recognition of the implementation of the global health and hygiene standardised protocols. In 2021, the protocols were reviewed and standardised to suit the current scenarios.



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## Air India strategic disinvestment completed

The Air India strategic disinvestment transaction has been completed with Government receiving a consideration of Rs 2,700 crore from the Strategic Partner (M/s Talace Pvt Ltd, a wholly owned subsidiary of M/s Tata Sons Pvt Ltd), retaining debt of Rs 15,300 crore in Air India and AIXL and transferring shares of Air India (100% shares of Air India and its subsidiary AIXL and 50% shares of AISATS) to the Strategic Partner.

It is pertinent to mention that following Government's approval of the highest price bid

of M/s Talace Pvt Ltd for strategic disinvestment of Air India, the Letter of Intent was issued to the winning bidder on 11 October 2021. The Share Purchase Agreement (SPA) was signed on 25 October, 2021. Thereafter, Strategic Partner (M/s Talace Pvt Ltd), Air India and the Government worked towards satisfying a set of conditions precedent defined in the SPA including approvals from anti-trust bodies, regulators, lenders, third parties, etc. These conditions have since been met to mutual satisfaction.

## Hahn Air appoints new CEO

Hahn Air announced the appointment of Kirsten Rehmann (44) as new CEO.

Rehmann has been part of the corporate management since 2012 alongside the owners and founders of Hahn Air, Hans Nolte and Nico Gormsen. She is now taking sole responsibility for the company's affairs while Nolte and Gormsen remain closely connected to Hahn Air in their role as owners. In the future, Rehmann will direct Hahn Air's global business, all corporate affairs as well as operational and strategic planning.

Rehmann joined Hahn Air in 2003 when the company was four years into its existence. Starting as a Sales and Marketing Executive, she quickly advanced within the company and became instrumental in driving the successful expansion of the Hahn Air ticketing business. Over the years, she held various roles in different departments of Hahn Air and acted first as Director of Airlines Business Group and later as Chief Commercial Officer.

Kirsten Rehmann commented: "When I started at Hahn Air almost two decades ago, nobody could foresee the breath-taking development of the company from an ambitious start-up to a market leading distribution player. I



am proud to have been part of this amazing team and thankful to Hans Nolte and Nico Gormsen for their support and trust. I am looking forward to shape the next chapters of Hahn Air together with my team and build future-orientated distribution solutions and ticketing services for our airline and travel agency partners."

"On behalf of Hans Nolte and myself, we are pleased to hand over the Hahn Air leadership to Kirsten Rehmann", said Nico Gormsen.

"She has been an integral part of this company almost since its founding days and has been instrumental in its development and its global success. Nobody could be better suited to lead the company into the future. Our teams and partners will benefit from her industry knowledge and leadership skills."

## Omicron to disrupt domestic passenger traffic

The easing of restrictions by state governments, healthy pace of vaccination and dip in Covid-19 infections had resulted in healthy sequential domestic passenger traffic growth during June 2021 – December 2021 with the same reaching 22 million in December 2021 (highest since the start of pandemic in March 2020) and 88% of pre-pandemic levels (December 2019). However, the recovery trend in passenger traffic was disrupted due to Omicron.

Giving more insights, Mr. Rajeshwar Burla, Group Head, Corporate Ratings, ICRA, says, "During January 1, 2022 to January 17, 2022, the domestic passenger traffic is lower by 34% compared to December 1, 2021 to December 17, 2021. This is due to significant rise in the fresh infections on account of Omicron, which resulted in apprehensiveness to travel, imposition of localised restrictions in key states and consequent slowdown in leisure travel. Major domestic airlines have announced plans of reduction of capacity deployment due to lower demand. The domestic passenger traffic is likely to witness M-o-M de-growth of 40%-42% in January 2022 and 15%-17% in February 2022 resulting in temporary slowdown in the recovery of domestic passenger traffic in Q4 FY2022. Overall, passenger traffic is expected to be lower by 40%-45% in Q4 FY2022 and the traffic recovery for FY2022 is moderated to 52% of pre-Covid level as against our earlier estimates of 62% of pre-Covid level."

"The pace of passenger traffic recovery is expected to be sharp and much faster when compared to the second wave of pandemic. As for the airport operators, their strong on balance-sheet liquidity is expected to support their credit profile in the near term. However, the outlook on the airport infrastructure continues to remain Negative. ICRA expects domestic air travel to recover back to pre-Covid levels by FY2023 and the international sector by FY2024. This is factoring in the assumption that impact of future Covid waves (if any) to be low," Mr. Burla added.

# Emirates to introduce First Class services to Thiruvananthapuram

Emirates, the world's largest international airline, has announced it will introduce First Class services on the Dubai to Thiruvananthapuram route starting from 3rd February, 2022.



The airline is currently the first and only international carrier to serve Thiruvananthapuram with First Class services - offering customers superior products, services and comfort in air and on-ground.

Emirates will deploy its wide-body Boeing 777-300ER aircraft in a three-class cabin configuration - offering 8 seats in First Class, 42 in Business Class and 185 spacious seats in Economy Class.

Travellers from Thiruvananthapuram can experience Emirates' First Class product on Tuesdays, Thursdays and Sundays. Emirates flight EK 523 will depart

Thiruvananthapuram at 4:30hrs local time and arrive in Dubai at 7:15hrs, local time. On Mondays, Wednesdays and Saturdays, Emirates flight EK 522 will depart Dubai at 21:40hrs and arrive in Thiruvananthapuram at 3:10hrs, the following day, local time.

Premium passengers can now experience ultimate luxury on-board Emirates' First Class cabins boasting private suites with seats that recline to a full-flat bed, a personal electrically-controlled mini-bar, a wide-screen 32" HD LCD screen, electrically-operated privacy dividers, and gourmet fine dining. First Class customers can look forward to

ultimate privacy, more personal space, and superior comfort on-board. Emirates' First Class passengers can also enjoy the luxury of First Class Lounge at Dubai Airport and complimentary chauffeur-driven airport transfer in Dubai.

Emirates' home and hub, Dubai, remains a popular holiday and stopover destination, especially during the winter season. The city is currently hosting the mega-event, Expo 2020, and Emirates Skywards, the award-winning loyalty programme of Emirates and flydubai, is offering registered members a chance to earn a mile a minute during their stay in the city, applicable on all Emirates and flydubai tickets purchased from 1 August 2021 until 31 March, 2022.\*

Emirates launched its operations to Thiruvananthapuram in 2006 and the airline currently operates three weekly flights to/from the city. The airline has led the industry with its innovative products and services, including a comprehensive set of health and safety measures at every step of the journey, contactless technology at Dubai Airport, generous and flexible booking policies, and COVID-19 medical insurance.

## flydubai adds Al Ula to its network

flydubai, the Dubai-based airline, announced the start of flights to Al Ula in Saudi Arabia, becoming the first UAE carrier to operate this route from Dubai. The carrier will also resume its operations to Yanbu growing its network in the Kingdom to six points including Dammam, Jeddah, Madinah and Riyadh.

Flights to Yanbu International Airport (YNB), also known as Abdul Mohsin bin Abdulaziz International Airport, start on 24 February with a three times weekly service. Flights to Prince Abdul Majeed bin Abdulaziz Airport (ULH) will start on 02 March 2022 and will operate twice a week from Terminal 2, Dubai International (DXB).

Hamad Obaidalla, Chief Commercial Officer at flydubai, said: "we are pleased to be able to offer passengers from the UAE and our network the opportunity to visit and explore one of the world's most beautiful and untouched destinations. We are also looking forward to the resumption of our operations to Yanbu in the Al Madinah Province. flydubai is dedicated to further strengthening the cultural, trade and tourism ties between our two countries by making travel more accessible. I would also like to take this opportunity to thank the authorities for their ongoing support."

Sudhir Sreedharan, Senior Vice President,



Commercial Operations (UAE, GCC, Subcontinent and Africa) at flydubai, added: "we are looking forward to the start of our twice weekly service to Al Ula from March. This route will be popular for our passengers from the UAE, as well as for travellers from the GCC, Russia and Central Asia. Al Ula offers passengers great options for seeking immersive cultural and historical experiences as well as outdoor adventure activities, especially in the cooler winter season."

Al Ula is an unseen wonder of the world and home to Saudi Arabia's first UNESCO World Heritage site, Hegra. This site opened to global travellers for the first time in 2020 and visitors can now explore and view the remains of a remarkable and rich historical and archaeological site. Al Ula offers visitors a journey through a living museum of the preserved Nabataean tombs of Hegra, sandstone outcrops, historic dwellings and monuments, both natural and man-made, that hold 200,000 years of largely unexplored human history.

flydubai's passenger experience has been redesigned to enable travel in a safe environment that minimises crew and passenger contact and offers passengers confidence to travel at every step of their journey. Customers who book a flight through flydubai.com will receive complimentary global cover for COVID-19 related costs to offer greater peace of mind when travelling.

# Employment opportunities in Drone sector

As per Drone Rules, 2021, any person who intends to obtain the authorisation to establish a Remote Pilot Training Organisation (RPTO) shall submit an application to the Director General of Civil Aviation in Form D5 on the Digital Sky Platform, along with the specified fees. As on 31 December 2021, nine remote pilot training organisations have been set up by entities under Government or private ownership. The State-wise list of RPTOs is attached as Annexure –I.

Any person between 18-65 years of age and with a class tenth certificate from a recognised Board can obtain a remote pilot licence after successful completion of training from authorised remote pilot training organisation. Students passing out of drone schools can look for employment opportunities in drone operations, maintenance, design, manufacturing and data analytics, etc. depending on the courses successfully completed by them.

An authorised remote pilot training organisation is free to have collaboration with foreign entities while ensuring strict compliance with the requirements specified by the Director General of Civil Aviation in respect of training syllabus, infrastructure, instructors, equipment and infrastructure etc. This information was given by the Minister of State in the Ministry Of Civil Aviation (Gen. (Dr) V. K.Singh (Retd) in a written reply to a question in Lok Sabha.

## Qatar Airways Signs Order for GE9X Engines

Qatar Airways has announced a new order for GE9X engines as part of its global launch order of up to 50 Boeing 777-8 Freighters.

The commitment, which includes 34 firm 777-8 orders and an additional 16 purchase right options, also includes GE90 engines for an additional order of two Boeing 777 Freighters.

The total value of the order with GE is more than U.S.\$6.8 billion list price, including spare engines, a new order for GE90-115B engines, and a TrueChoice™ services agreement to cover the maintenance, repair and overhaul (MRO) of the engines.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: “With our status as the world’s largest air freight carrier, Qatar Airways has ambitious plans for the future of its cargo operations.

“As operators of the Boeing 777 family, including the global launch customer of Boeing’s 777-8 Freighter aircraft, we are delighted to have GE as our partners and these contracts for GE engines further cement the strong relationship between Qatar Airways and GE.

“We are confident that Qatar Airways’ focus to drive towards a sustainable future will be very much supported by the efficiency of the GE9X engines.”

“GE Aviation has great history and proven track record of powering freighter-dedicated aircraft,” said GE Aviation CEO John Slattery. “We are proud to continue building our relationship with Qatar Airways and play a significant role in their growth with this order of Boeing 777-8 Freighter and 777 Freighter



aircraft.”

The GE9X engine helps meet GE Aviation’s commitment to a more sustainable aviation industry by introducing the latest generations of heat-resistant Ceramic Matrix Composites materials, additively-manufactured parts and lean burn combustion that help improve fuel efficiency. It is the world’s most powerful and most fuel-efficient turbofan. The GE9X offers the lowest NOx emissions in its class[ii], and is the quietest GE engine ever produced[iii]. Like all GE commercial engines, both the GE9X and GE90 are compatible with any approved Sustainable Aviation Fuel (SAF).

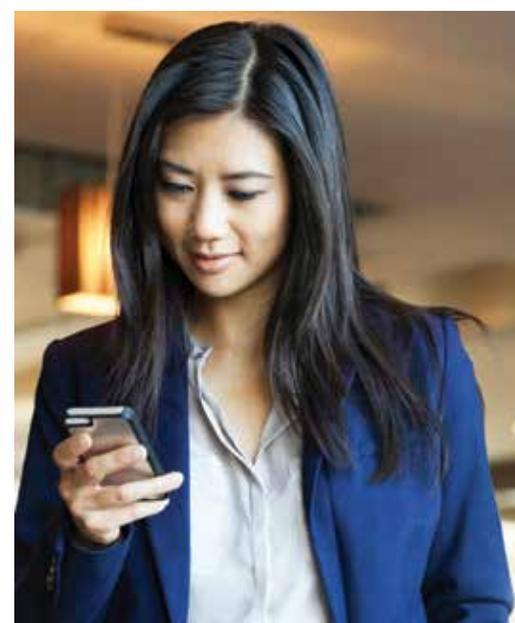
Incorporating a suite of propulsion technologies unique to GE, the GE9X offers up to 10 percent lower specific fuel consumption compared to the engine it replaces. It builds on the heritage of the pioneering GE90 engine and offers

a combination of power and efficiency unmatched in the freighter market.

GE Aviation has powered essential cargo operations worldwide for decades, including Boeing’s line of dedicated freighters. This legacy continues with Boeing’s newest, the 777-8 Freighter, powered exclusively by the GE9X engine.

The GE90 engine family is the exclusive powerplant on Boeing’s 777-300ER, 777-200LR, and 777 Freighter aircraft. Since its entry into service in 1995, the GE90 engine has accumulated more than 108 million flight hours and has been among the most reliable in the industry with a world class dispatch reliability rate of 99.98 percent.

IHI Corporation, Safran Aircraft Engines, Safran Aero Boosters and MTU Aero Engines AG are participants in the GE9X engine program.



# Priority Pass Adds 183 New Lounges and Experiences In 2021

Priority Pass, the world's leading airport lounge and experiences programme, owned and operated by Collinson, has announced it has added a total of 183 airport lounges and experiences to its global network in 2021.

The latest additions mean that Priority Pass has at least one experience covering 95% of all international flights from the top 100 airports\*, with new additions in airports worldwide, including the US, Russia and China. The brand has also focused on making more premium experiences accessible for its Members, by adding further dining, sleep and spa offerings to its network as well as recently announcing a partnership with CarTrawler.

## Growing The Premium Lounges Network

As part of its dedication to growing its premium lounge network, Priority Pass added 134 new premium lounges in 2021, each designed to be a luxurious oasis for travellers pre-flight. As part of this, through its sister company, Airport Dimensions, Priority Pass Members were also given access to a new lounge concept in partnership with VIP Ambaar Lounge brand. The exciting, new, premium 'Ambaar Club' launched at Viracopos International Airport (VCP) and has since been rolled out to two further airports in Brazil this year with more to come.

Separately, as previously announced in June 2021, a relationship with JPMorgan Chase will give Priority Pass Members access to lounges within the brand new, premium airport lounge 'Chase Sapphire Lounge by The Club'. Three lounges are already in development at Hong

Kong International, Boston Logan and New York La Guardia airports.

## Adding New Airport Experiences

As part of its commitment to expanding the range of options available for Members beyond airport lounges, Priority Pass introduced 49 new experiences in 2021. These include: Sleeping Pods at airports including Moscow Sheremetyevo, New York La Guardia and Bahrain International; nine new spas, featured in destinations such as Istanbul, Lagos and Dallas; and even a brand new gaming experience at Los Angeles International Airport (LAX). Further premium dining experiences were added, where guests can dine on delicious local cuisines and, in some cases, enjoy the scenery nearby with expansive window views.

Be Relax also joined the Priority Pass network, offering Members the opportunity for a relaxing spa experience before or after their flight. With numerous locations across the US and around the world, Be Relax offers a large range of wellness services, including chair massages, loungers, and aromatherapy. Priority Pass Members can visit Be Relax locations at San Diego International Airport (SAN), Detroit Metropolitan Wayne Airport (DTW), Los Angeles International Airport (LAX), Dallas International Airport (DFW), and New York Airport (JFK and La Guardia), with more locations coming soon to the network.

## Providing New and Exciting Services

As well as expanding its airport experiences, Priority Pass added a range of new Travel



Services to its app, allowing Members access to more things to enhance their overall travel experience, including a global partnership with CarTrawler. The partnership gives all Members access to competitively priced car rental and airport transfers through CarTrawler's network of over 2,200 vehicle partners across 50,000 locations worldwide. The partnership is a result of Priority Pass' desire to constantly evolve its propositions in accordance with travellers' evolving needs and wants, and joins COVID-19 travel testing and Duty-Free Shopping services.

## Rebuilding traveller confidence

Priority Pass launched a number of innovations last year to help rebuild traveller confidence and welcome passengers back safely. During the pandemic, the company launched a groundbreaking new 'Ready 2 Order' food and beverage system in recognition of the challenges traditional Food & Beverage (F&B) models in lounges faced as a result of COVID-19 restrictions. The solution meant a number of lounges were able to protect the provision of F&B for guests, whilst ensuring all Members and lounge staff could stay safe via a contactless ordering process. To date, over 143,000 orders have been placed via the app and in November, following this incredible response, Priority Pass announced it was expanding its Ready 2 Order footprint from 16 lounges to 46, with a view to be up and running throughout 2022.

Priority Pass Members were also offered COVID-19 travel testing discounts on both PCR and Antigen tests for arrivals and departure to help make taking to the skies again more accessible.



## MoCA: Best Ministry Tableau for Republic Day 2022

Ministry of Civil Aviation (MoCA) tableau is selected as the best central ministry tableau for Republic Day 2022.

The tableau of Ministry of Civil Aviation showcased Regional Connectivity Scheme (RCS) - UDAN (UdeDesh Ka Aam Nagrik) and the rich dividends it has been yielding. Conceptualized by the Ministry and implemented by AAI, the scheme has the objective of enhancing regional connectivity in an economically sustainable and affordable manner.

Launched in 2016, UDAN scheme aims to fulfil the aspirations of the common man by following the vision of UdeDesh ka Aam Nagrik with an enhanced aviation infrastructure and air connectivity in tier II and III cities. In a short span of 5 years, today 403 UDAN routes connect 65 underserved/unserved airports, including heliports and water aerodromes, and over 80 lakh people have benefited from it. UDAN scheme has immensely benefitted

several sectors pan-India including Hilly States, North-Eastern region and Islands

UDAN has a positive impact on the economy of the country and has witnessed an excellent response from industry stakeholders especially airlines operators and state government. More than 350 new city pairs are now scheduled to be connected under the scheme with 200 already connected and are widely spread geographical providing connectivity across the length and breadth of the country as well as ensuring balanced regional growth resulting in economic growth and employment to local population.

The scheme also led to development of new Green Field Airports such as Pakyong Airport near Gangtok in Sikkim, Tezu Airport in Arunachal Pradesh and Kurnool in Andhra Pradesh. The scheme also led to 5% incremental growth in domestic passenger share of non-

metro airports.

In aircraft shaped tableau, the front part showcases women pilots depicting women power in India's aviation, as India tops in women commercial pilots, globally. The rear portion of the tableau shows symbol of Buddhism and motto of UDAN- Sab Uden, Sab Juden. The middle portion showcases Buddha circuit, featuring, Buddha Statue at Gaya where He attained enlightenment, Dhamekh Stupa, Sarnath where He delivered his first sermon (Dharmachakra Parivartan) and the Mahaparinirvana Stupa, Kushinagar where He attained Mahaparinirvana. Both sides of the middle portion of the tableau depict heritage sites- Humayun tomb from North, Konark sun temple in East, Hampi temple chariot in South and Ajanta caves in West, connected with air services.

## Etihad Guest partners with First Abu Dhabi Bank and Visa

Etihad Guest, the award-winning loyalty programme of Etihad Airways, and the UAE's largest bank First Abu Dhabi Bank (FAB), in partnership with Visa, the world leader in digital payments, will launch a sustainably-focused Visa credit card. The card will reward shoppers for making sustainable choices in their everyday spending habits.

The FAB Etihad Guest Visa Sustainable Card will introduce a series of sustainability-focused benefits that will educate and reward members for making sustainable choices and provide options to offset emissions for their spending. The partnership is powered by ecolytiq, provider of digital infrastructure for green finance, which will provide the Sustainability-as-a-Service® technology to track sustainable spending. This will support the change of behaviour and issuance of rewards for those making sustainable spending choices.

Etihad is the first airline in the region to reward frequent flyers for being more sustainable in the air and on the ground.



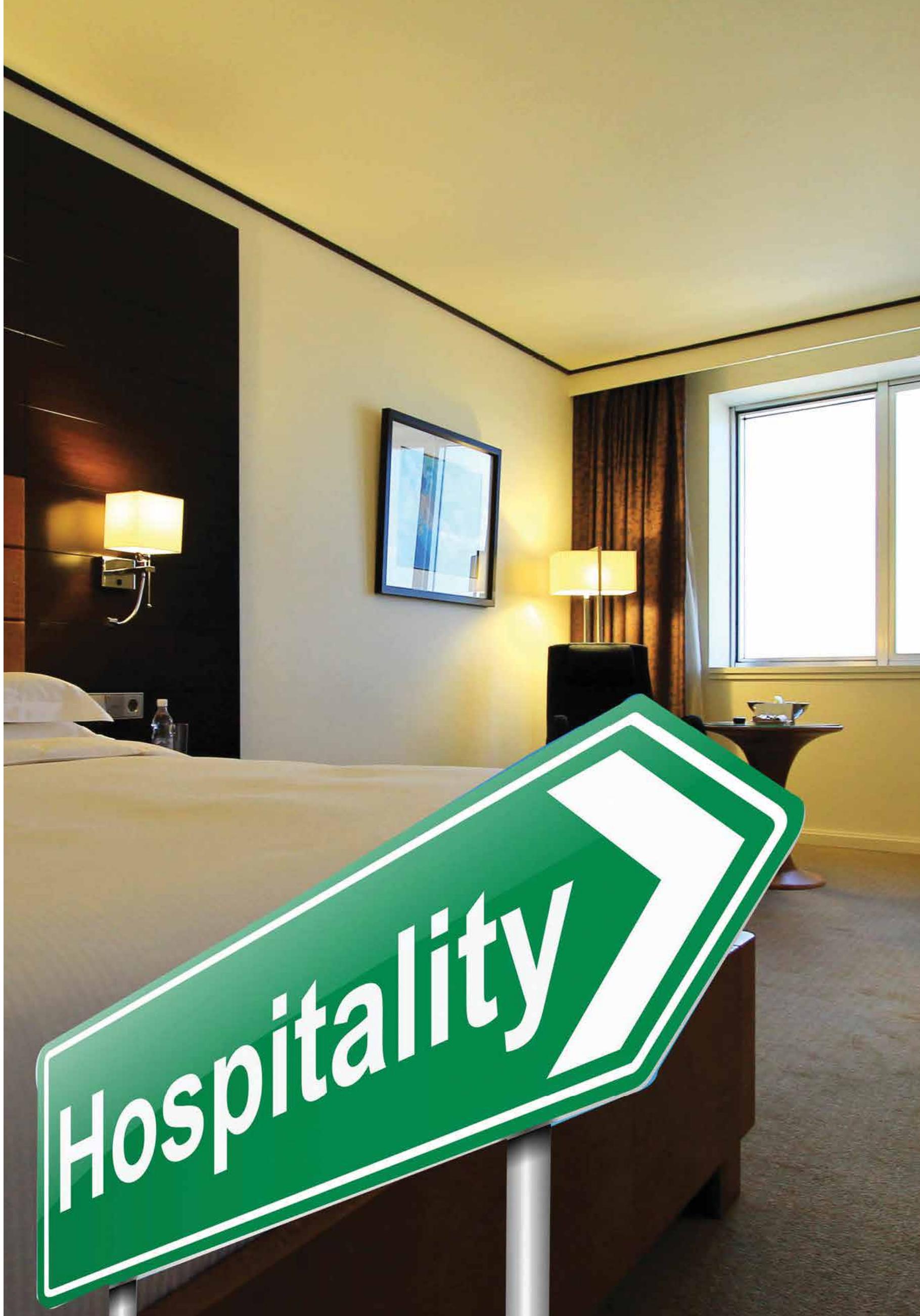
Through Conscious Choices, Etihad Guest members are rewarded for offsetting their flights with miles, carrying less baggage on board, and purchasing sustainable products in the Reward Shop. In their daily lives, when not flying, members can also earn Tier Miles by offsetting everyday emissions such as driving, as well as emissions such as cooling your home or cooking your dinner, or by donating miles to a meaningful cause.

FAB maintains a leading position in the regional sustainable finance sector. It was the first MENA Bank to issue a green bond and has financed over USD 30 Billion in sustainable projects to date. The bank became a signatory to the Abu Dhabi Sustainable Finance Declaration, initiated by Abu Dhabi

Global Market (ADGM), which advocates sustainable finance and investments for long-term economic growth. Subsequently, the FAB Sustainable Finance Framework was created and used to fund projects that deliver tangible environmental and social benefits. In 2021, the bank executed the first green repurchasing ('repo') transaction in the Middle East, structured in partnership with Deutsche Bank. FAB was also the first bank in the region to commit to net-zero greenhouse gas emissions by 2050 and to join the Net-Zero Banking Alliance and was part of the official UAE delegation to the COP26 climate conference.

FAB's focus on sustainability was recently recognised by MSCI with its ratings for the bank upgraded to AA, defining FAB as an "ESG Leader".

Visa recently launched Visa Eco Benefits, a new package of sustainability-focused benefits for account issuers designed to enable and encourage cardholders to engage in sustainable consumption behaviours.



Hospitality

# UNION BUDGET DISAPPOINTS HOSPITALITY INDUSTRY?

The Finance Minister announced an increase in the Emergency Credit Line Guarantee Scheme (ECLGS) in Union Budget 2022-2023.



The hospitality and tourist industries in India have been disappointed by the Union Budget 2022-23. While the hospitality industry, which has been waiting for some sector-specific relief for the past two years, has welcomed the government's decision to extend the Emergency Credit Line Guarantee Scheme (ECLGS) until March 2023 and set aside an additional Rs 50,000 crore for hospitality and related industries.

**Manoj Agarwal, Head – Asset Management, InterGlobe Hotels**



Hospitality is one of the industries that still haven't recovered from the pandemic. The third wave of virus restricted people from travelling and slowed down the recovery witnessed by the industry in the last quarter of previous year. We extol the announcement by FM in budget of extending the ECLGS by Rs50,000 crores and up to March 2023. Hopefully, this will provide some relief by creating further liquidity and aid to the faster recovery of the sector.

**Sanjay Sethi, Chief Executive Officer and Managing Director, Chalet Hotels Limited**



We welcome the attention given to the hospitality industry by the Hon' Finance Minister in the Emergency Credit Line Guarantee Scheme (ECLGS) announcement. However, we await fine print on the relaxations on meeting debt ratio covenants of previous ECLGS schemes, if any, and if the Rs 200 crores cap under the scheme has been enhanced.

We are also very pleased to hear the Hon' Finance Minister focus on the environment, sustainability, solar power and electric vehicles. The focus given to prioritize clean mobility and green energy in the current budget, is aligned with the initiatives and actions undertaken at Chalet Hotels Limited.

**Col. Manbeer Choudhary, Chairman & Managing Director, Jewels Group of Hotels**



By announcements made for the hospitality industry in Union Budget 2022, the government has shown that it understands the situation and plight of the industry, which has struggled to survive in the pandemic. Extension of the Emergency Credit Line Guarantee Scheme (ECLGS) and allocation of additional INR 50,000 crores for hotels and hospitality sector till March 2023 has brought a wave of relief to the industry. The budget is also inclusive of aggressive infrastructure development with eight ropeways, an additional 25,000 km of National Highways, 400 new Vande Bharat Trains with modern facilities, etc. Plus, the introduction of the revolutionary ePassport. All these will be instrumental in encouraging both international and domestic travelers to explore the country with ease and give a new lifeline to hospitality brands of all sizes. The hospitality and restaurant industry is one of the biggest employers of human resources in the country and with this kind of promise and support from the government, the industry can expect better business in the coming time. This will encourage better investment by the hospitality brands in the country and generate more economic traction.

**Mehul Sharma, Founder & CEO, Signum Hotels & Resorts**



The Emergency credit scheme increased from 50k crores to 5 lakh crores, and extended till March 2023, will bring some relief to the ailing hospitality sector. However, I see only a marginal impact of the e-passport announcement. 50,000 crore earmarked for hospitality and related sectors is also a welcome move.

**Ajit Shah, Partner, White Panda Hospitality**



The ECLGS extension up to March 2023 and the increased cover of Rs. 50,000 crores to a total cover of Rs. 5,00,000 crore is a welcome move to empower our hospitality industry which has been struggling to cope with the COVID induced challenges. I would also like to express my delight on the rolling out of ePassports which was proposed a few months ago by our External Affairs Minister. However, the hospitality industry still remains incredibly fragile and faces myriad critical issues such as rising inflation, higher utility bills, wages and raw material costs. I strongly feel that the industry needs a tax holiday wherein we get relief from paying taxes for a year, along with temporary relief to comfort the cash flow crisis which has affected the vital functionality of the industry. These issues should have ideally been addressed in the Budget.

**Zubin Saxena, Managing Director and Vice President Operations, South Asia – Radisson Hotel Group**



We welcome the Union Budget and the allocation of strategic aid that will enable the speedy recovery of the hospitality sector. The extension of the Emergency Credit Line Guarantee Scheme (ECLGS) with an increased cover of INR 5 lakh crores for the hospitality sector is a positive move. With domestic travel picking pace, we believe that the government's highway expansion plans will facilitate accessibility and strengthen this demand further.



# Exotic Resorts to experience in India

Travelers who love to stay by the beach for peace and rejuvenation. These exotic resorts with a Private beach are for you. Boutique resorts to make you feel luxurious.

A getaway with family or your partner, this place won't disappoint you with its enchanting water and sunset.

Lying on the sparkling white sand of these private beach resorts will make your escape from the world chaos and dive into scenic beauty. Following are a few of the destinations you must visit when in India!

## Munjoh resort in Andaman and Nicobar

Experience luxury at a glance at Munjoh -A Private Ocean Resort. Known for its warm hospitality and stay, Munjoh is one the most premium and iconic luxury resorts of Andaman. Offering you a wide range of handpicked amenities and magnificent interiors to make the resort a place to revel in. A beach house with private land is all you need to enjoy your wine with a mesmerizing evening and glistening blue water. Swim in the blue waters





Best picks for your intimate getaways or to make special occasions even more special.

## Rockholm at the LightHouse Beach

For all you nature lovers out there this is the place for you to relax and unwind. Indulge yourself in these great luxury rooms with a balcony for a delightful experience of the sea view. Providing a great traditional Kerala buffet and complimentary things this place also has a spa and wellness centre for you to rejuvenate

## Summit by the Ganges

A room that extends a remarkable riverside view and also that fits your budget?

of the Andaman Islands or build a sandcastle on Munjoh Ocean Resort's private beach, which offers luxury lounge options for all you travellers out there and world-class dining. There is a range of activities that one can do while visiting this resort.

## Abhishek Beach Resort And Spa

Beach Resort located in Ganpatipule not only offers a private beach with a breathtaking sea view but also facilities like indoor gym, games, relaxing spa as well as a garden catering to all your needs.



We've got you covered with this resort which is one of the finest Ganga beach-front resorts for you to provide a space one needs for romance, relaxation and escape. Well furnished resort with king-size beds, large sofas, and a host of other modern amenities and facilities, staff make sure your stay is pleasant and comfortable.

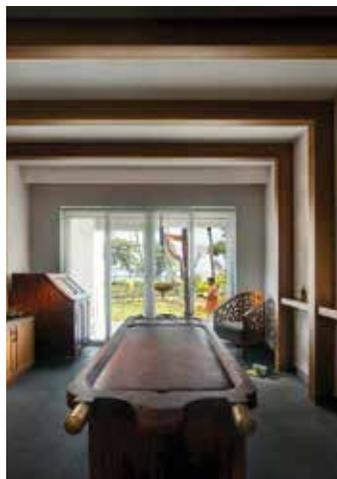
## Sonesta Inns

This resort in Candolim, Goa features Portuguese décor and rooms with stylish, modern interiors. The Flavors Café overlooks the sea and offers light snacks and refreshing drinks. Enjoy the nightlife of north goa while you sip on cocktails served at the Ocean Deck Disco Lounge.



# Amal Tamara Launches in Kerala

The newly-launched Amal Tamara in Alleppey, Kerala, is Tamara Leisure Experiences' first foray into luxury wellness Ayurveda experiences.



With a 7-day minimum stay at the wellness retreat, this 19-key property continues to hold the company's core values of Responsible Luxury Tourism at the root of operations and experience-design, and seeks to design bespoke curative programmes for those looking for a restorative Ayurvedic wellness experience.

Amal Tamara specifically applies the unique Ayurvedic concept of Chikitsa Chatushpada – a tenet of Ayurveda which centralises healing in the synergy of four forces: physician, patient, therapist, and medicine.

Based on the ancient wisdom of Ayurveda, every programme at Amal Tamara is carefully designed to offer privacy, tranquillity, and authentic programme, diets, and exercise and meditation regimes for a truly transformative experience. Every patient becomes an Amal

Yatri from the moment they connect with the Amal Tamara team – a customer for life. An expert medical team comprised of highly experienced Ayurvedic vaidyas will assess the unique needs, body compositions, and goals of each patient before designing personalised and specialised treatments and schedules. For each Amal Yatri, the goal will be to equip each individual with an understanding of lifestyle changes that will allow them to carry wellness wisdom home with them.

Amal Tamara offers personalised Ayurvedic programmes for immunity booster, anti-aging, among other chronic conditions, providing a customised healing experience. Additionally, a customised menu is designed to suit each individual's specific dietary and health requirements, consisting of wholesome, organic, vegetarian meals, prepared by expert in-house

chefs.

Shruti Shibulal, CEO & Director, Tamara Leisure Experiences Pvt. Ltd. Said "It is perhaps less well-known that our family comes from a long line of Ayurvedic practitioners dating back to the 1920s. With a deep belief in the ancient wisdom of Ayurveda and a deep and long-standing connection to the region of Alleppey, Amal Tamara is a very special project and I couldn't be prouder to be opening our doors at a time when so many of us are in need of tranquillity and healing. It is yet another step towards Tamara Leisure Experiences' goal of holding 1000 keys by the year 2025.

Our approach to wellness is one with a long-term vision. Every experience will begin well before the arrival of our patients and will extend to long after they leave the property. Our medical experts, or 'Vaidyas' are highly skilled and this knowledge and philosophy will remain at the bedrock of every decision taken at Amal Tamara."

The property boasts of 19 luxurious rooms in three different types of accommodation – Astha Rooms (450 square feet), Ekta Rooms (550 square feet), and Idha Rooms (750 square feet). A picturesque lake view adds to the aesthetic value of the accommodation, providing both privacy and serenity.

An environment for meditation, healing lamp lighting, and a serene library are some of the property's amenities. Immersive experiences like Kathakali dance, Kalaripayattu martial art, Vedic fire rituals, and more provide a glimpse into the cultural practices of Kerala.

From tranquil dining under the stars to mermaid shows and surprise Tiffany & Co gifts, Atlantis, The Palm has something for everyone this Valentine's Day

**W**ith an iconic backdrop, world-class eateries, celebrity chefs and unique dining experiences, Atlantis, The Palm has cemented itself as one of the most romantic resorts in the city. Whether looking to surprise a loved one with a Tiffany & Co gift set to the backdrop of a mermaid show or dine under the stars on the resort's Royal Beach, here are the top places to enjoy Valentine's Day this February at Atlantis.

### Unique experiences at Atlantis, The Palm

#### Dining under the stars on The Royal Beach

For a truly magical dinner under the stars, couples can book a candlelit cabana on Atlantis, The Palm's Royal Beach or Imperial Club Beach, offering uninterrupted views of the iconic Palm Island and fountains at The Pointe. Limited to just six couples, guests booking the Platinum experience will be treated to an Amouse Bouche upon arrival, before embarking on a sumptuous seven-course set menu – complemented by a bottle of premium bubbles – including fresh Gillaudeau oysters, a velvety lobster soup and a signature Wagyu sirloin. The evening ends on a sweet note with a heavenly molten chocolate cake and smoked caramel petit fours.

#### Valentine's Day at Ossiano in partnership with Tiffany & Co with a mermaid show

For a spellbinding night to sweep diners off their feet, Ossiano is inviting couples to go all out this Valentine's Day with the premium package in partnership with Tiffany & Co. Featuring a delicious seven-course set menu for two and a front-row seat to the mesmerising aquarium where a mermaid show will take centre stage. Lucky ladies will be gifted a special Tiffany & Co gift at the end of the meal, and other halves can schedule a diver to greet their guest with a personalised message.

#### Valentine's Day with a difference

##### Saffron Brunch 2.0: The Love Edition

Whether coupled up for the holiday or heading out with a group of mates, Saffron Brunch 2.0 will be bringing the party this Valentine's Day. Billing itself as the most fun Valentine's Day brunch in town, guests can enjoy over 220 different stations to choose from, including a raw bar, an oyster station, a live carving station and an extensive range of international favourites; this all-encompassing brunch truly has something for everyone – and

## Love and Romance

promises to be a whole lot of fun to boot. An extensive beverage section will feature love-themed twists, and the restaurant will receive a makeover for full-on Valentine's vibes.

#### Couples that bowl together stay together

Wavehouse truly believes that couples who bowl together stay together, which is why the region's leading entertainment hub is offering a special bowl, dine and drink package priced at just AED 300 per couple. The special package includes a game of bowling, two mains, and two house beverages, making for a fun and memorable Valentine's Day.

#### Cupid's Arrow Tea at Plato's

Enjoy a love-themed afternoon tea at Plato's for some much-needed quality time while sipping a glass of refreshing bubbly and indulging in a selection of mouthwatering and eye-catching bites and sweets. The Valentine's Day afternoon tea menu will include a selection of savoury sandwiches featuring eclairs with salmon and beetroot and caviar, fresh scones, and lovers desserts including vanilla swans and strawberry frasiere. Guests can pair the experience with coffee and a wide range of jing organic tea. A special offer for dates at Plato's will be available four days in a row.

#### Celebrity chef dining experiences at Atlantis, The Palm

##### Valentine's Day at Nobu

World-renowned Nobu blends traditional Japanese with Peruvian influences to create a truly memorable dining experience. With a sleek and elegant setting, the chic venue is the perfect setting for a romantic dinner. A six-course Omakase set menu will include a cocktail on arrival followed by Nobu signatures including salmon tataki, a selection of sushi and rolls, wagyu tenderloin and Chilean seabass. A black sesame, chocolate and raspberry tart will follow.

#### From BSK with Love

Diners will feel the love at Bread Street Kitchen's specially curated dinner, 'From BSK with Love'. Couples who book the five-course Valentine's menu, priced at AED 595 per person, can start the evening with a signature Valentine's cocktail (priced at AED 80), before indulging in an upscale menu of foie gras ballotine, Gordon Ramsay's signature beef fillet wellington for two and a heart of chocolate for dessert. Ladies will also receive a rose and a selection of chocolates in a customised box.

#### Valentine's Dinner at Ronda Locatelli

This Valentine's Day, Ronda Locatelli presents a three-course menu tracing the roots of authentic classic Italian dishes. Couples can indulge in the Italian San Valentine dinner with starters including red prawn carpaccio and beef tartare as well as ricotta and walnut Tortelli and pan-fried seabass for mains. A red velvet cake with cheese mousse and a strawberry heart ensures the evening ends on a suitably romantic note.

#### Valentine's Day dining experiences

##### Valentine's Day at Seafire Steakhouse & Bar

Seafire Steakhouse & Bar's Valentine's Day edition features a touch of both romance and indulgence. For those couples looking for a profound take on the romantic occasion, guests are invited to spend quality time over premium steaks and a refined drink selection in the venue's dreamy ambience. With a sharing set menu priced at AED 900 for two, couples will start with gigas oysters and a short rib dumpling with smoked burrata and truffle, followed by a Hokkaido scallop Rossini and surf and turf, featuring aged Wagyu striploin and lobster gratin. For dessert, couples can tuck into a chocolate coffee mousse. A live jazz band will provide the soundtrack to the evening.

# Take Your Love to the Stars and Beyond at Finolhu

Spending the night under the stars in a state-of-the-art Beach Bubble on a secluded private beach in the Maldives is a truly magical bucket list experience for the romantically adventurous.



**F**inolhu is delighted to announce an exciting new upgrade to its exclusive Dream Eclipse Experience; with the introduction of its newly upgraded Beach Bubble for guests to take that unique romantic experience to the stars and beyond.

As the only Bubble on a secluded beach in the Maldives, the Dream Eclipse Experience's newly upgraded bubble now features three connected bubble rooms, with separate space for the bedroom, living room and bathroom. Located along the sandbank from the Crab Shack - away from the main island of the resort, for that undeniable feeling of total seclusion - the new set-up includes an outdoor bathtub for a romantic al-fresco soak whilst being serenaded by the gentle lapping of the waves on the private beach.

Constructed using state-of-the-art, high-tech polyester fabric, the Beach Bubble creates a UV-protected, fully waterproof, climate-controlled cocoon with uninterrupted views of the private tropical beach, the mesmerising ocean and endless sky beyond. The interiors feature custom-fitted wooden floors and bespoke furnishings, including a four-poster bed with the finest linen for an idyllic blend of earthly

comfort and heavenly views.

The Dream Eclipse Experience begins with a romantic dinner at sunset served by the personal Bubble Butler who will meet with guests from the start of the evening picking them up from their villa, and is available on call until checkout the following morning.

After the indulgent romantic dinner enjoyed with a selection of fine wine, continue the evening by gazing at the moon on the telescope and the highlight of the Dream Eclipse Experience - an unforgettable night under the stars in your private Beach Bubble, a truly magical experience that will take you to the edge of infinity. Upon waking from this dreamlike reverie, a beautiful Maldivian sunrise provides the fantastical backdrop for breakfast right at the water's edge, after which guests will be personally greeted by and escorted back to the villa by the Bubble Butler.

For fairy-tale honeymoons, surprise proposals or unforgettable anniversary celebrations, Finolhu's Dream Eclipse is an unforgettable experience like no other.

## Akhil Arora, Chief Operating Officer, Espire Hospitality

We are excited about our brand's fresh vision, identity and the expansion plans. It's a crucial time for the tourism industry and with the unwavering increase in domestic travel in last few years, we see an enormous potential for our Country Inn Hotels & Resorts brand. We plan to grow our portfolio exponentially, making it a leading mid-market resort brand known for its quality of service.



## Country Inn Hotels & Resorts introduces refreshed brand identity



Country Inn Hotels & Resorts that own and operate mid-market hotels and resorts in well-established locations like Jim Corbett, Haridwar and Bhimtal, is all set to expand its footprint in more than 12 other locations in 2022, including Goa, Dehradun, Mussoorie, Varanasi and Vrindavan. The company recently launched a brand new logo and identity, and plan to have 20 hotels in the portfolio by the end of 2023. The most recent introduction to the portfolio was Country Inn Tarika Riverside Resort, Jim Corbett, brand's second resort in the location.

**T**he new logo representation with a lotus symbolizes warmth and hospitality which is the core ideology of the brand. Each Country Inn hotel display lush green nature in its unique backdrop and is set in natural junction flanked by great Himalayan Mountains, alongside tranquil lakes, in the midst of virgin forests or bordering wildlife sanctuaries to offer friendly experiences and for redefining family holidays. The new logo and identity also resonates with the brand's vision of having hotels in serene destinations.

The brand's recently launched Country Inn Tarika Riverside Resort, Jim Corbett is set in the natural surroundings, only 25 meters away from the Kosi River. With proximity to the forest and areas of interest, views of the scenic mountains, inspirational architecture and landscaped gardens, the resort offers a fusion of nature and adventure. It features an outdoor swimming pool, play area, a unique bonfire set-up and two dining outlets including The Courtyard, multi-cuisine restaurant and The Kebab Factory where one can relish an unlimited feast of the most celebrated Indian kebabs and curries.

# #AnythingButOrdinary

In 2022, reinvigorate the soul and embark on a one-of-a-kind wellness journey at one of the region's most popular lifestyle destinations –Kandima Maldives.



Whether you are looking for a soulful detox, an active fitness routine under or over the water, award-winning wellness or spa experiences or just an amazing bicycle ride on a 3km long island, the coolest active lifestyle resort in the Maldives has handpicked activities to suit your needs.

Start your mornings with relaxing yoga and mindful meditation by wellness professionals on the beach, giving you a perfect rejuvenation for the soul with stunning views of the blue waters. Or simply get your adrenalin rush in by booking yourself a session of Aerial Yoga at Kandima's yoga studio. Choose from ten world-class unique dining options of restaurants and bars, with a choice to experience Kandima's healthy Mediterranean diner Azure and the grill house Smoked serving lip smacking, flavorful and freshly sourced seafood, meats, and a large menu of vegetarian options for all. Kandima also has a unique farm-to-table initiative, bringing the freshest of green produce on your dinner table. This initiative also supports local Maldivian communities and the surrounding environment. As dusk approaches, a kayaking session or a kool beach run is an inspiring way to bring the day to a close. Set on its own island in the Dhaalu Atoll, the resort is ringed by a crystal-blue lagoon and pristine white sands for a unique private island experience to help you achieve a personal transformation of mind, body and soul.

Kandima is #AnythingButOrdinary

A tranquil haven away from the stresses and demands of modern life, Kandima Maldives focuses on well-being and rejuvenation where you reset mentally, emotionally and physically. The 3km long island stretch gives ample opportunities for guests to experience the amazing tropical lush island. The resort invites guests to spend their stay enriching both body and mind with fitness-focused activities taking place all around the island and it also offers one of the longest outdoor swimming pools in the Maldives with many stunning beaches to access.

For a well-rounded active retreat, the perfect tropical playground hosts an array of outdoor adventures from water sports and snorkeling to beachfront fitness classes. Beach walks, paddle boarding at sunrise, and a range of aquatic activities instantly calms the mind on the oh so Kool island (desti)nation.

Aquaholics offers diverse sports activities including diving, sunset fishing trips, parasailing and snorkeling, as well as boat trips and team sports, and the ultimate castaway island experience to exotic private islands that you will never forget.

If you are looking for an immersive kick-start retreat to lose weight, tone or simply improve fitness – Kandima is the go-to destination for an epic tone-up getaway! The resort offers kool facilities such as BURN Fitness Centre with its own private swimming pool, fitness pavilion,

tennis, badminton and beach volleyball courts and a football field.

Nestled in the tropical surroundings of the island with breathtaking views of the blue azure sea, esKape spa offers authentic Maldivian therapies like esKapism which begins with a full-body exfoliation followed by our signature Maldivian Ocean Dream Massage using a variety of techniques that release deep seated knots and tension areas. The oh-so rejuvenating Sea Coconut Secret treatment starts with a foot ritual followed by a gentle exfoliation using Maldivian coconut, adored by the locals for its nourishing and soothing properties. Whilst you're busy getting pampered, why not let your little ones get the same oh-so esKape treatment! These treatments are available for teens and tots, with Mum and Dad in the room!

And that's not all, you can shape your own journey to self-discovery and explore your inner artist taking an art class with our resident artist or one of the kool local artists who visit us frequently. Using the power of art and the outdoors, Kandima Maldives will boost endorphins and lift any mood.

Uplifting and private, Kandima Maldives puts you in the very heart of nature. It is among the safest destinations to explore this year with a robust K' OnGuard program and an onsite medical clinic that provides an additional layer of safeguards to give you complete peace of mind during your wellness holiday.

# Marriott International: Development Progress in 2021

On the eve of the Americas Lodging Investment Summit (ALIS) in Los Angeles, Marriott International, Inc. (NASDAQ: MAR) announces a strong year of rooms growth and signings in 2021.



The company also provides insight into major trends it sees currently impacting global hospitality development. These trends helped drive Marriott's growth in 2021 and are expected to propel the company's growth over the next several years.

At the end of 2021, Marriott's worldwide system consisted of nearly 8,000 properties and roughly 1.48 million rooms in 139 countries and territories. At year-end, the company had the largest global development pipeline, with roughly 485,000 rooms. The company signed 599 agreements during 2021 representing approximately 92,000 rooms of which slightly more than half are located outside of U.S. and Canada. Rooms falling out of the pipeline remain at historically low levels, despite challenges brought on by the pandemic. During 2021, Marriott added more than 86,000 rooms on a gross basis, growing the system 3.9 percent, including deletions of 2.1 percent. The deletion rate was 1.2 percent excluding the exit of 88 Service Properties Trust select service hotels.

"Marriott has the benefit of sitting at the intersection of information and insights from a global community of developers, properties, owners and franchisees, as well as the more than 160 million members of our Marriott Bonvoy travel program," said Stephanie Linnartz, President, Marriott International. "Our analysis of the prevalent trends in global development is particularly instructive as we continue to recover from this global pandemic. We have been focused on working closely with our valued community of owners and franchisees throughout these unprecedented times. We are pleased with our strong 2021 development results and look forward to continuing to drive value for our owners and franchisees throughout the recovery and beyond with our quality brands, our comprehensive business support systems and industry leading loyalty platform."



## A Romantic Escape to Edinburgh with Cheval Collection

Desperate for a romantic gateway? There's no place like Edinburgh. This world-famous capital makes the perfect city break for you and your partner. With beautiful architecture, history all around, green spaces and tranquil walks offering stunning panoramic views, there's no wonder so many couples choose this picture-perfect city to escape everyday life.

The city pulls you out of reality and takes you back to a medieval world, full of enchanting castles, kings and everlasting love. It's a perfect choice not only for a romantic getaway!

If you're simply looking to spend some quality time with your partner, then visit the Royal Botanic Garden, set over 70 acres of beautiful landscape with over 10,000 plants, with a promise to take your breath away at any time of year, the spacious garden provides peace and quiet for some much-needed quality time with your special someone. You can also visit Canton Hill, one of the most snapped locations in Edinburgh. It's the perfect backdrop for your romantic picnic during the day, or to pack a tippie to cheers as the sun goes down.

With the new Month of Romance offer, staying at one of the Cheval Collection's apartments offers you a complimentary champagne afternoon tea for two in The Register Club during your stay and a complimentary bottle of champagne and chocolates on arrival.

If you're simply looking to spend some quality time with your partner, Cheval Residences are perfect for just that. With fully equipped kitchens and plenty of space, there is no better place in town to lock yourself away in comfort. For a touch of glamour, choose to stay at Cheval The Edinburgh Grand, a luxury all-apartment residence located in the beating heart of Edinburgh, each apartment seamlessly incorporates the building's historic roots with slick contemporary design, and the interior decor intricately chosen to enhance authentic features including original dark wood panelling, fireplaces, brass door handles and decorative corning or enjoy a romantic escape on the Royal Mile at the Cheval Old Town Chambers, a luxury apartment showcasing the building's fascinating history, carefully integrating luxury contemporary furnishings with distinctive architecture.

So, get ready to treat your better half to a romantic getaway at one of the Cheval residences in the heart of Edinburgh!



## Sarovar Hotels Pvt. Ltd. Widens Delhi footprint

Sarovar Hotels Pvt. Ltd. announces the opening of a new hotel in North Delhi. This will be Sarovar's 12th property in Delhi NCR.

Venizia Sarovar Portico is located in North Delhi, in close proximity to north university campus. It elegantly blends timeless service with new-age technology to provide a seamless experience to visiting travellers. Venizia Sarovar Portico offers 69 rooms equipped with all amenities and comforts.

The hotel features a restaurant Flavours, where you can treat yourself to a variety of Indian delicacies that are prepared by experienced chefs.

In addition, the hotel accommodates a pillarless banquet hall Atrium spread over a 4000 sq. ft area. The hotel also houses a conference hall, where a variety of business and corporate events can be hosted.

Commenting on the development, Anil Madhok, Executive Chairman, Sarovar Hotels & Resorts, said "We are delighted to be consolidating our presence further in the Capital city. The opening of Venizia Sarovar Portico seeks to complement the demand for quality accommodation. Our superior banqueting facilities will make meetings and events easier, complemented with our signature Sarovar hospitality, whether it is a business get-together or a social occasion"

## Love Comes Naturally

Pimalai Resort & Spa, the natural five-star retreat on the tropical Thai island of Koh Lanta, is inviting couples to escape to paradise this Valentine's Day with a perfect package that is sure to fan the flames of romance.



Nestled within 100 acres of lush jungle, cascading gently down to a 900-metre stretch of pure white sand at Kantiang Bay, Pimalai sets the stage for romantic getaways that are deeply personal and private. Guests can stay in a choice of luxurious rooms, suites and pool villas, all of which promise complete seclusion. With balconies and terraces that overlook the verdant forest and azure Andaman Sea, love is sure to blossom at Pimalai.

Under the "Love Comes Naturally" package, couples can enjoy an extended escape in this haven of tranquility and indulge in a series of indulgent activities, including soothing spa therapies, island excursions and blissful beachfront dining experiences.

International guests who book a minimum of seven nights at Pimalai this February can avail a one-hour aromatic couple's massage at the award-winning Pimalai Spa, and a dreamy day trip to the idyllic islets of Mu Ko Lanta National Park, with plenty of time for swimming, snorkelling and chilling out on empty beaches. The "Koh Haa Sunset"



tour transports visitors to a gorgeous group of limestone karsts that enclose a turquoise lagoon, with opportunities to take romantic photos on the boat, while the "Fabulous Koh Rok" adventure lets travellers unwind at a pair of pristine islands and snap fantastic photos on the powder-soft sands.

Back at the resort, couples can take part in complimentary water sports such as kayaking, windsurfing and paddle-boarding, or hire bicycles to explore the local area. Then as the sun sets over the ocean, guests can settle back and enjoy an unforgettable "Oysters and Bubbles" experience, with a private table set up by the beach and a sublime selection of imported oysters and

sparkling wine. Available every evening from 17.30 to 19.30 hrs, this is a wonderful way to end each day in paradise.

Rates for the seven-night stay start from THB 78,770 for a Deluxe Room, THB 103,740 for a Bayfront Deluxe Room, THB 119,605 for a One Bedroom Pavilion Suite with Garden View, THB 143,480 for a One Bedroom Beachside Pavilion Suite, THB 146,170 for a One Bedroom Beachside Villa, or THB 168,700 for a One Bedroom Hillside Ocean View Private Pool Villa.

"Pimalai is a wonderfully romantic destination. Our timeless blend of seclusion, serenity and sustainability has always been popular with guests who want to get away from the outside world and unwind in privacy. As Valentine's Day approaches, we want to give all couples the opportunity to spend quality time together, with no distractions. We hope that our selection of exclusive experiences will help couples grow closer together and create memories that last a lifetime," said Charintip Tiyaphorn, Owner Representative of Pimalai Resort & Spa.

# A Touch of French Flair to New York

As part of a campaign launched by the French Dairy Board and the European Union, a quartet of Dubai chefs, authors and bloggers have visited New York City to undertake various workshops and masterclasses to replicate the original cheeseburger recipe, using a key ingredient, European Cheese.



chef Harold Moore from the Charlie Palmer Steak Restaurant advised on creating a gourmet cheeseburger before a culinary tour of the city explained the history and heritage of the burger.

Marie-Laure Martin, International Project Manager from the French Dairy Board, said: “The cheeseburger is an institution in America – with almost a century of experience creating cheeseburgers, there is no one better to bestow the secrets of how to make it so tasty. As part of this programme, we wanted to combine our French cheesemaking expertise with

Synonymous with America, the cheeseburger dates back to the 1920s and 1930s when the first examples of cheese hamburgers and cheeseburgers appeared on menus. Back then, the cheese was already a central ingredient with toppings typically consisting of lettuce, tomato, pickle and raw onions with a selection of condiments.

Cheeseburgers have since moved on. The burger’s doneness can be specified to suit a particular taste; toppings now include eggs, mushrooms, chilli, avocado, and sauteed onions; and the cheese covers everything from Comté to Fourme d’Ambert, and Camembert to Brie.

As part of the four-day cheeseburger journey, chefs including Chef Mohamed Chabchoul from the Grand Millennium Business Bay; Dalia Dogmoch Soubra, renowned chef and blogger; Zahra Abdalla, TV personality and food blogger; and Tiffany Eslick, editor at Spinneys magazine UAE, met with several of New York City’s leading chefs to learn the secrets of how to make the mouth-watering dish, a staple of



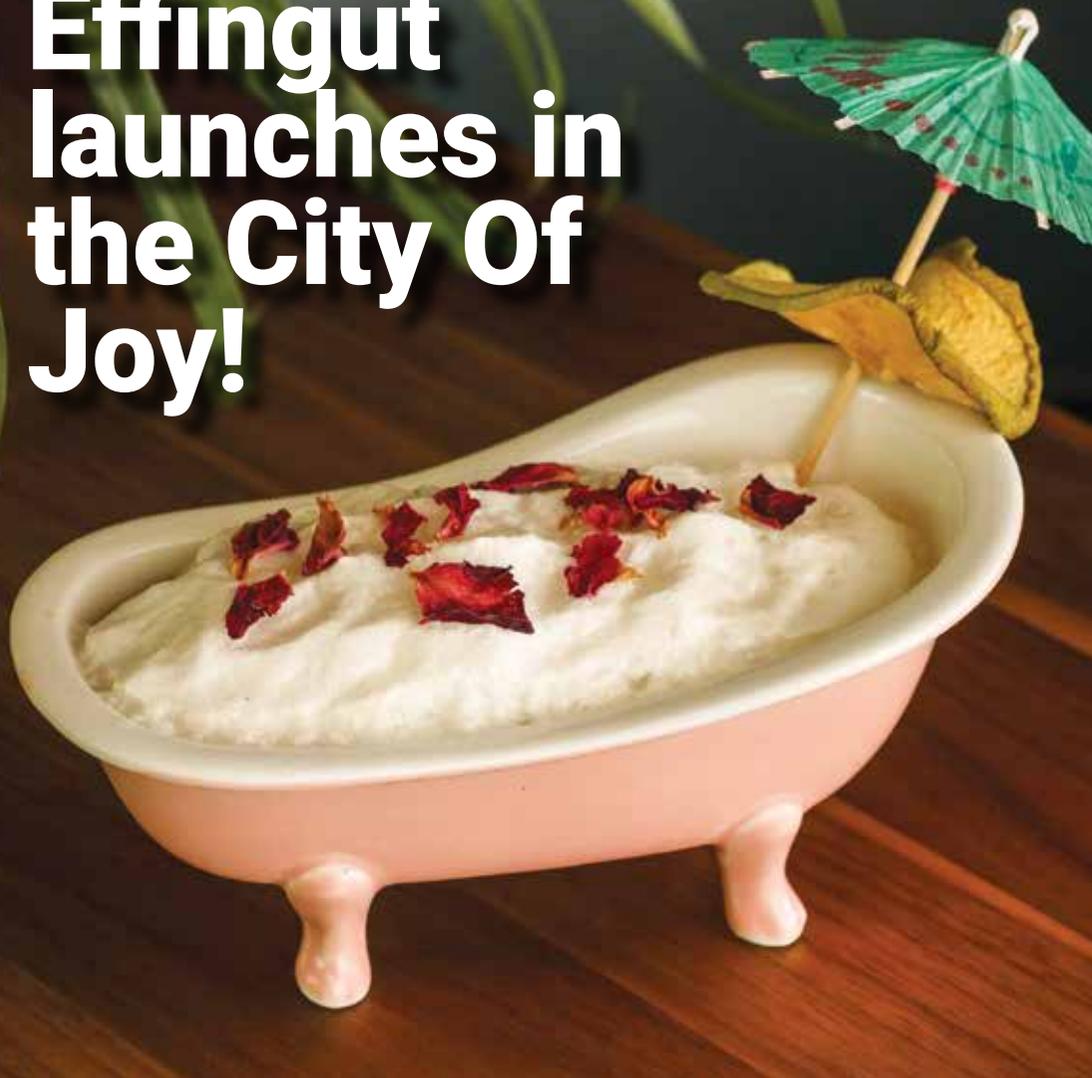
the New York dining scene.

As part of the program, each chef was given insights into cheese pairing, courtesy of the French Cheese Board, while also being provided with the basics of making the perfect cheeseburger by Chef Stephen Parker at Black Tap Midtown. In addition, award-winning

that of American chefs and create the perfect cheeseburger!”

Each of the chefs has created their unique cheeseburger recipes, adding a Middle Eastern twist to the original recipes, which will shortly be available in their respective restaurants and blogs for anyone to try.

# Effingut launches in the City Of Joy!



With five existing outlets across Mumbai and Pune, Effingut, established in 2014, opened doors in Kolkata recently, marking the brand's grand entry into Eastern India. The pub is located in the heart of the city, in buzzing Park Street - the main thoroughfare that houses Kolkata's finest line-up of classic restaurants and watering holes as well as renowned chains from across the world

Created in the spirit of offering a relaxed space to unwind with no set rules, Effingut - the cocktail bar and pub, taps into the taste and lifestyle of the contemporary urbanite. The pub offers a vast multi-cuisine menu and exquisitely handcrafted cocktails driven by the concept of craft mixology. Being the largest outpost, this 350-seater brewpub is spread across an area of almost 7500 sq. ft., divided into multiple sections, from the casually sprawling main area to niche private dining areas and a pleasant outside seating space. Renowned interior designer Minnie Bhatt, creates the Effingut spirit by adding a quirky spin to the interior design without losing the warmth and comfort of the inspiration. Although no two Effingut pubs are exactly the same, yet will have certain elements that make them instantly recognisable like the famed "beer direction marker", an art installation with head gear, something fun with TV screens, the quintessential 'Bobbys' and the most beloved element of them all, the Effingut mascot, Borrel. All these come together at Effingut Kolkata, which is undoubtedly the best expression of



brand Effingut yet!

Living up to the brand's ethos of being characterized by an easy-going air, Effingut's menu reflects diversity and innovation. The menu is inspired by the best of Pan Asian, Indian and Continental cuisines, making it an elegant and intriguing mix of familiar classics and culinary elements that are primed to take guests' taste buds on an exciting gastronomical journey. Choose between comfort, with "Green



Curry", "Biryani" or "Pasta" and adventure, with "Bacon Swirls" or selections from the menu's incredibly spicy "Red Hot Chillies N Peppers" section. Some of the iconic bestsellers which are slated to be fan-favourites across the board, are "Burmese KhowSuey", "Maharashtrian Thecha Chicken", "Pork Ribs", "Butter Chicken" and "Biryani", to name a few.

To suit the local palate, the Kolkata outlet boasts of a range of exclusive dishes such as "Tangra Style Chilli Chicken", "Kosha Mangsho" and "Grilled Bhetki with Caramel Mash & Fennel & Orange Salad" amongst others. In desserts, the famous "Sizzling Brownie with Ice Cream" flambéed at your table shall leave patrons drooling for more.

The existing cocktail menu not only promises some of the Effingut favourites but also exclusive heady concoctions created to evolve the art of craft mixology. Having invested in some never seen before state-of-the-art equipment, the new cocktail menu, exclusive to Kolkata, includes unique ingredients such as house-made green tea kombucha, liquid smoke, oak chips, lapsangsouchong tea, sous vide coffee and orange blossom water, which is sure to take the city's drinking palate to another level. Some of the unique Effingut signatures include "Corpse Reviver No. 2", "A Bath With A Stranger", "Cigar Smoked Old Fashioned" and "Cafe Brûlée".

The bespoke Effingut experience is incomplete without a streak of experimental creativity through a weekly line-up of events such as pub quizzes, live bands, DJ nights and much more. Home-grown talent DJ Markuz, whose repertoire spans hip hop and many more genres with an eclectic mix of retro, house, RnB and Trap, will be manning the DJ console with his team to make every night an effin' good one.

Manu Gulati, Founder & Owner, Effingut said, "We are beyond excited to finally bring the Effingut experience to Kolkata, a city that loves its food and is home to some of the best that the F&B industry has to offer - and ever-evolving in the space! While we're opening with the full arsenal of signature cocktails, food and weekly events, our craft beers are what we are known for and we hope to receive our brewery license soon. We intend to set a new benchmark for the pub-going experience in the city of joy!"

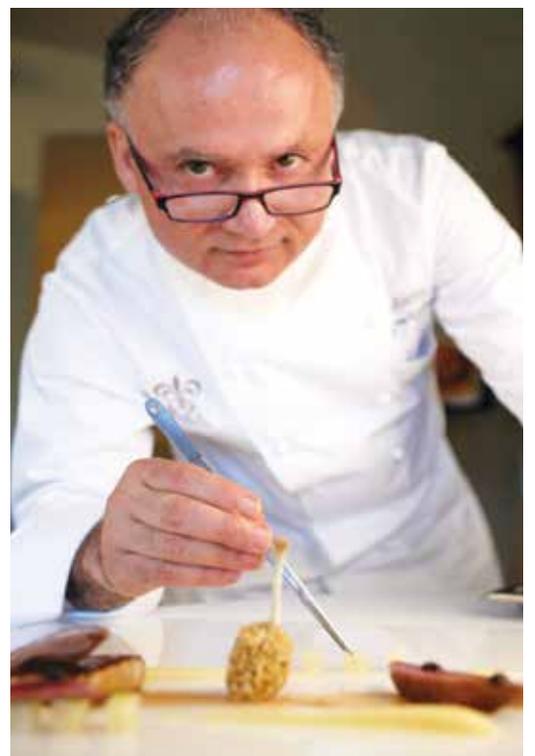
So it's time to fizz up and redefine the city's pub scene, as Effingut brings a space to create pitcher-perfect memories, complete with exotic cocktails crafted with never-seen-before elements, an array of gastronomical inventions, a relaxed atmosphere with fun events and great music.

In light of the current situation, Effingut will ensure a very strict observance of all SOPs and Covid-19 protocols for every guest.



# Michelin-Star Culinary Magic at Four Seasons Resort Maldives

Food lovers who are vacation planning, should mark their calendars for this exceptional holiday this February or October at the Four Seasons Resort Maldives, LandaaGiravaru.



**T**wo-Michelin-starred Chef Gaetano Trovato has partnered with Four Seasons Resort Maldives at LandaaGiravaaru to mentor the next generation of global chefs. Having earned his first Michelin star at 25, Trovato takes great pride in encouraging young professionals “to find their unique path and way of expressing themselves through food.”

Guests can sample

his culinary magic, which marries Tuscan ingredients with Maldivian and island-grown products, in person twice a year or year-round via his on-site protégées, who will travel regularly to Trovato’s new Tuscan restaurant, Arnolfo The Frame, to further develop their own crafts and passions.

Chef Trovato is in residence this year at the Resort’s Blu Beach Club from February 17 to 23 and October 24 to 30.



## Sign of Love with Ishaara this Valentine's Day 2022

The newly launched Ishaara, at Kurla Market city -Food for the senses, this Valentine's Day offers an all-in-one drinking, dining, and entertainment experience set at Phoenix Marketcity, encased in glass that promises Indian delicacies.



At Ishaara, they have employed an amazing and full-of-life, almost bursting at the seams, people with Speech and Hearing Impairment as service associates for guests communicate with them using simple signs on the menu or merely pointing at the dishes and placing their orders like we express our sign of love.

The food at Ishaara is presented with simple elegance. However, this Valentine Ishaara offers an experience of Vegetarian and Nonvegetarian selects of experience on the palate. Ishaara is offering a spread of soup like the Broccoli and Truffle soup and a Poppadam Platter. The appetizers in veg and nonveg have options like Amritsari fish Tikka, Paneer Dori Kebab, Waterchestnut, and Sweetcorn Tikki.

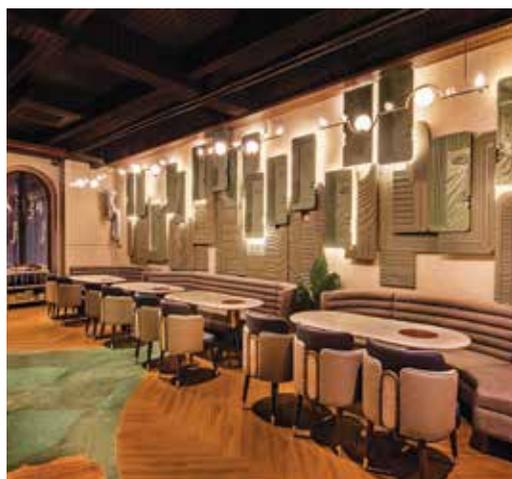
The mains offers a range of veg and non-veg spread like the Lukhnawi Chicken Korma, Veliram Gosht, Nehru Place Panner Makahni, Dal Haveli served with assorted bread and Kashmiri Tehari Biryani. Valentine's Day special desserts are cosmopolitan and cross-cultural, including the Old-Fashioned Vanilla Pannacotta and Gajar Halwa Crumble to end the meal on a romantic sweet note.

Ishaara at Phoenix Marketcity boasts of an alfresco section with plants and light pendant cabana, ideal to spend your best time in a romantic mood on Valentine's Day. The interiors are plush with polished wood partitioned sofa booths offering privacy within a busy and buzzing restaurant. All the light fittings have been custom created for the restaurant and the space is filled with natural plants to complete the vision of a restaurant set within a conservatory.



# Beer & Dine

Located in the heart of city in Park Street, Kolkata's newest luxury spot to dine-in & drink opened doors to the public last weekend. Ølterra, which in Greek quite literally means 'The Land of Beer' (Ø means Land & Terra, Beer) promise and all new & chic global dine-in experience unlike any other spot in town.



Located right on the edge above the thoroughfare, Ølterra is nestled in the center of the chaos and yet plunges one amidst an air of peaceful familiarity, making it the perfect destination for the locals to chill out.

The outlet is Kolkata's latest addition to the F&B scene, spread across 13,000 sq.ft area and intended at creating a contemporary and lively space that caters to the ever-evolving urban experience of the city's revelers, looking for a change from the everyday mundane. Designed & conceptualized by one of India's finest Interior Design Powerhouses, Sumesh Menon – the space is a tribute to the Greek spirit of revelry and enjoyment. Composed of a mix of both indoor & outdoor seating, the indoor area (spread across 9000 sq ft) houses a large screen for screenings, booths for private outings or parties, and of course – the centerpiece of the place – a 100-foot long floating bar. The outside, however is where the true spirit of the place reveals itself, nestled among the many wrought iron tables, caged lighting & greenery, overlooking one of Kolkata's

most iconic streets. One can enjoy their cuppa or a pint in the evenings and soak in the spirit of environment, while away from the hustle & bustle of everyday life.

It promises to bring you the vigorous spirit and pomp, with its thoughtfully crafted menu, inspired by Modern Indian Fusion and boasting culinary delights such as “Edible Lava coal”, “Chicken Tikka Ala Kiev”, “Moroccan slow cooked Lamb”, “Water chest nut & edamame Galouti” and a lot more.

The USP of the place also lies in being one of the most spacious brew pubs in the heart of the city, which also houses a statue of Greek God Zeus – embodying their aim to show its customers a good time & “Party like the Gods!”

The well-designed bar boasts Wines presented by the in-house sommelier, along with a set of finest whisky and beers, delicate global spirits and liqueurs, ensuring that there is something for everyone's palette. The mixed bag of uniquely crafted cocktails by the in-house mixologist offer the perfect experience for those

with a taste for the finer things in life. Some of the signature cocktails on the menu include Whiskey & Gin based delights such as the “Optimistic”, “Have a New York Sour”, “Smoked Manhattan”, and “Agave Negroni” – and each of these is an enthralling journey into a world of epicurean flavors! In the near future, Ølterra also houses a microbrewery setup, scheduled to launch over course of time.

Complete with an enthralling ambience, exotic cocktails and enticing food, Ølterra is primed to become the new go-to of Park Street and a favorite haunt for creating memories in the City of Joy!

Mr. Rudresh Agarwal, Managing Director, Ølterra, says “The Land of Beer as a concept is so special to me because it's been a dream come true after years. Ølterra is a place that runs on passion, adrenaline, and more importantly, creativity by every single person that's made this possible. The team is talented, ambitious & at the top of their game, and that combined with my own experiences from the industry is what will use everytime guests walk through the door, to make them feel special. Our prime focus is to build loyal & value-based experience each time guests visit us. Creating a memorable dining experience through exquisite hospitality is what we strive for.”

Mr. Siddhant Agarwal, Managing Director, Ølterra, says “It's all about the basics. We serve guests the best tasting food & refined beverage items to delight their taste buds and create an experience that Kolkata has been waiting for a while now. We feel that food + atmosphere + excellent service value and that's our prime focus of creating that loyal valued experience every time the guests spend their time with us!”

**Lifestyle**



# “Me Time” After an intense “Heartbreak”

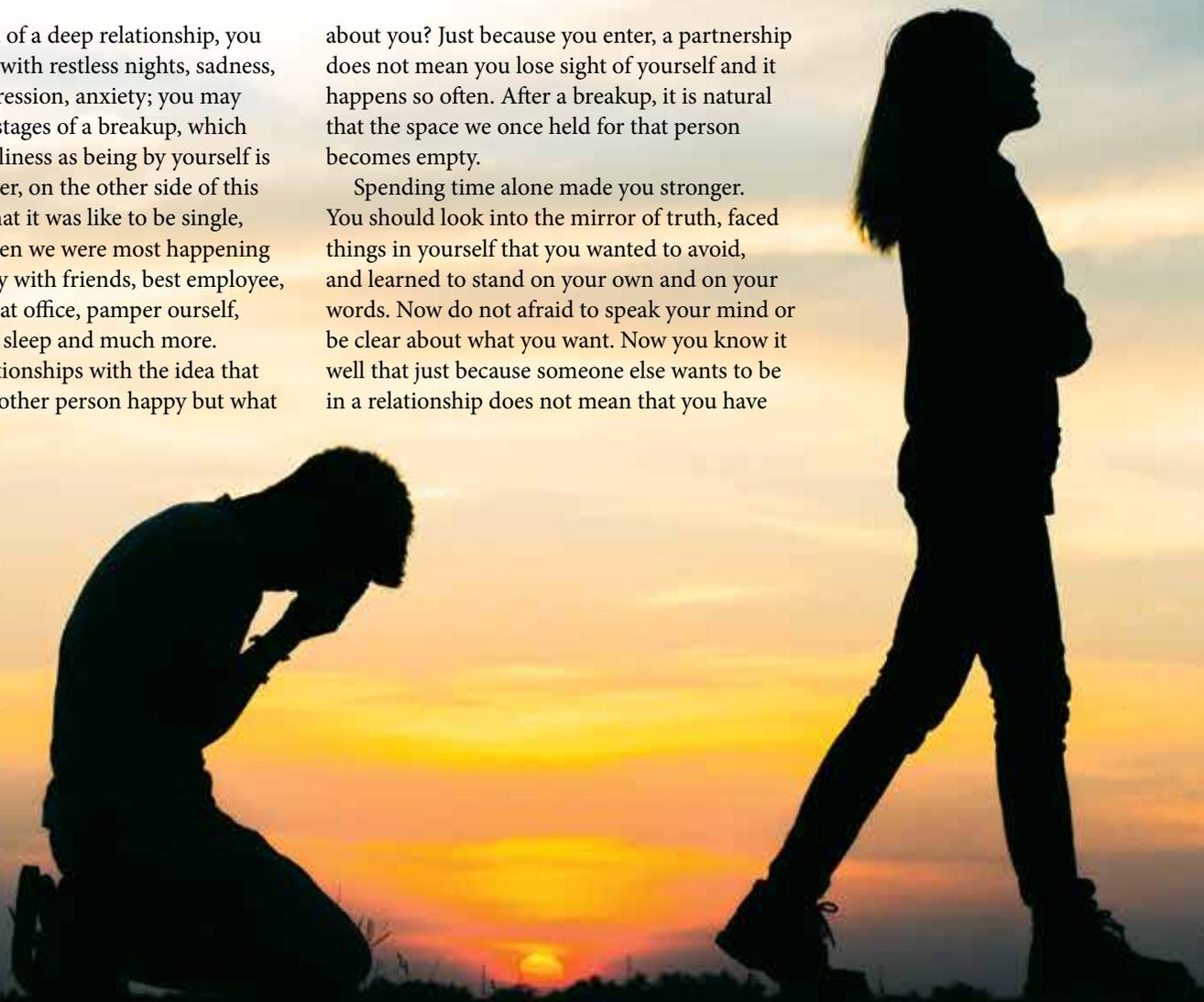
YES, you or me, all of us somewhere have the pain of deep heartbreak. If not, consider yourself loved.

**A**fter an end of a deep relationship, you encounter with restless nights, sadness, anger, depression, anxiety; you may go through all the stages of a breakup, which often includes loneliness as being by yourself is so horrible. However, on the other side of this story, We forget what it was like to be single, what it was like when we were most happening caring, happy, enjoy with friends, best employee, most hardworking at office, pamper ourself, loved to have good sleep and much more.

We get into relationships with the idea that we want to see the other person happy but what

about you? Just because you enter, a partnership does not mean you lose sight of yourself and it happens so often. After a breakup, it is natural that the space we once held for that person becomes empty.

Spending time alone made you stronger. You should look into the mirror of truth, faced things in yourself that you wanted to avoid, and learned to stand on your own and on your words. Now do not afraid to speak your mind or be clear about what you want. Now you know it well that just because someone else wants to be in a relationship does not mean that you have





## 2. Rediscover yourself.

Relationships often shape us, and breakups can shake us to our core. Kuburic explains how our sense of identity can be “tangled up” with our partner and the relationship, resulting in feelings of loss and confusion when it is over. “Reflecting on who we are now that we no longer have the ‘role’ of a partner or the influence of that person is an important step in moving on”. She adds that it can help to do activities that help us reconnect with ourselves. In other words, return to the things you love doing, but they did not.

## 3. Take care of yourself.

Once you have your boundaries in order, it is time to turn your attention to your relationship

to go along with it. You should learn to be an advocate for yourself. You should allow yourself to feel and give yourself the proper space to heal and forgive. Forgive yourself for allowing the treatment you received, and forgiving anyone who ever wronged your soul. Look at the reflection and see; how you compromised the love you had for yourself all for the sake of being loved by someone else.

The end of a relationship is a period of life with self-doubt and self-loathing as we try to identify our own culpability, “Often, people use breakups as evidence that they are unlovable.” This is of course not true—breakups are a normal part of life—but in the midst of grief, many people tend to take the loss personally, to love yourself again is an essential step in the healing process, to help you along the way.

Breakups are terrible, even if they are handled with compassion. They can shake you to your very foundations, causing you to question your confidence and your faith in love itself. If you have been broken up with, you are grappling with the very real pain of rejection on top of mourning a lost love. When you're the one who chose to end things, there's often guilt swirled into your sadness. Even in the most amicable, mutual situations, a split is an ending—and in a culture that emphasizes “forever” as a relationship goal, we are made to feel like an ending is a failure.

In reality, breakups are often the shattering preamble to a new-and-improved life (one that can eventually include a relationship with someone you are more compatible with). However, in those first few brutal days and



weeks, you have every right to feel inconsolable. In time, though, you can move onward and upward. Here are a few ways to start feeling better fast:

### 1. Have some “me” time.

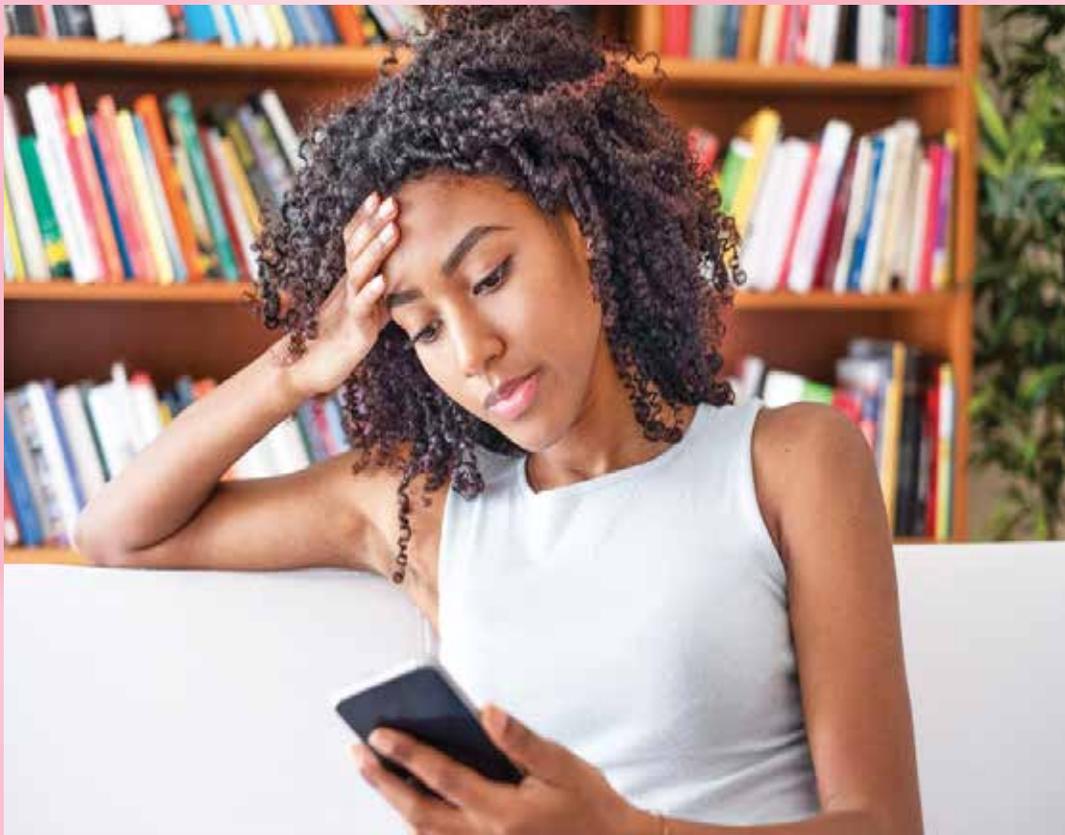
It is more important than ever to do the things you enjoy doing. It's the perfect time to take up a new hobby or complete that project you just didn't get around to do. Set aside a couple of evenings a week to do something you truly enjoy outside of work, as that will drastically decrease your stress levels and help keep your spirits high.

with yourself.

### Prioritize self-care

- Brings you joy (see friends, have a new experience, spend time on your favourite hobby)
- Nurtures you (exercise, meditate, cook a satisfying but healthful meal)
- Helps you process your feelings (make art or music, journal, talk to a therapist or other support person)

Try to get enough sleep, but avoid sleeping too much. This can interfere with your responsibilities and make you feel groggy and



can be helpful after a breakup. This ensures you do not end up souring your mood by coming across photos of your ex or photos of seemingly picture-perfect couples.

If you do use social media after your breakup, using it only to connect with and gain support from friends and family. For example, you might consider temporarily deleting the Facebook app from your phone and use Messenger to chat.

### Do not post about the breakup

You do not need to publicly share that your relationship has ended, because chances are, the people who need to know already do know. “Social media isn’t the place to air your feelings or frustrations toward an ex-partner. You might want to share the truth if your ex lied to you, cheated, or otherwise wronged you, but save your frustration for private messages with people you trust.

### Do not change your relationship status right away

unwell. Then, of course, there is comfort food, Netflix binges, and a bottle of wine. It is fine to indulge occasionally while you recover, but keep an eye on things so they do not become regular habits that are hard to break down the road. Consider saving these things for special times with friends or giving yourself one night a week to cut loose.

## 4. Dealing with social media

Another unexpected aspect of breaking up: social media. It is not always easy to know how to set boundaries around digital involvement, but here are some general post-breakup dos and don'ts.

### Do avoid using social media as much as possible

“Social media creates an environment for stalking and unhealthy fixation, along with opportunities for passive-aggressive bullying.

Taking some time away from social media

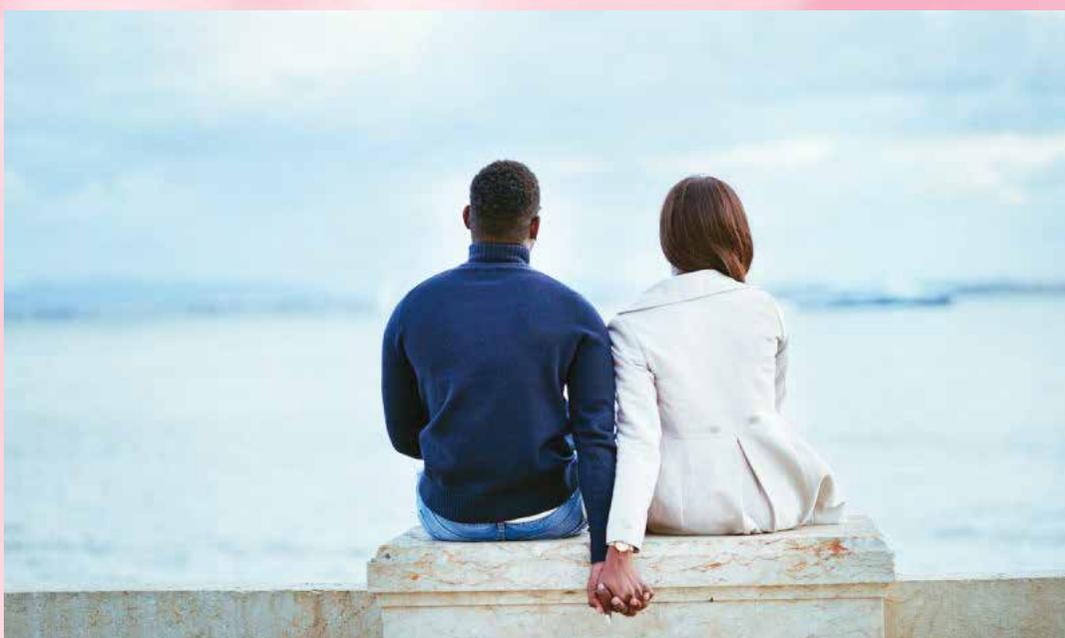


If you and your ex-partner used the “In a Relationship” status on Facebook, it might seem logical (and honest) to change your status to “Single” once the relationship is over. A better option is to hide the status from your profile (or set it so only you can see it). If you take a break from social media, for example, you can hide it until you return. People may be less likely to notice the change after time has passed. If they do notice, your breakup will be old news, so it won't matter as much. Waiting to change your status will also reduce the chances your ex-partner will feel hurt by the change.

### Do unfollow your ex

You do not need necessarily need to unfriend an ex if:

- the relationship ended on good terms
- Do you want to stay friends





badass who calls the shots. Establishing a new routine — whether that means taking a different route to work or finding a new bar for trivia night — will help you start fresh and remember that your life is — and will continue to be — awesome.

## 6. Don't date (or marry!) the next person you meet

With revenge still on the mind, and in the heart, it's very easy to want to replace the missing limb but resist, "After a painful breakup, being single for a while is the best way to ensure that your next relationship is not impulsive, haphazard, and doomed for a repeat breakup," she says. "Take some time to process what happened and where things didn't go as you had hoped—and what you want to do differently next time.

## 7. Don't see the relationship as a failure

We all fall for a person for different reasons. Just because it did not work out does not mean it was a giant mistake. "If you connected to this person, were vulnerable enough to connect in a way where you felt loved and gave love, it was not a failure," says Morris. "See the purpose and need for the relationship to be completed and how it served you as much as was needed.

## 8. Minimise your bad habits

Although it might be tempting, try to avoid turning to drinking, smoking, or other unhealthy habits. It may feel like escaping in the short term, but you will not thank yourself in the long run. "It does not help you address, or deal with your feelings, but instead creates a

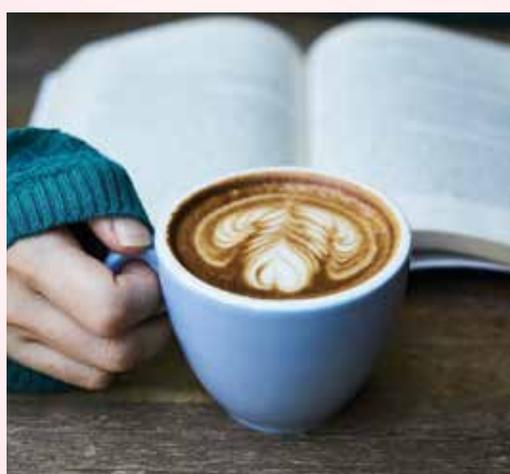
- Do you have other social connections

But most social media apps now let you mute or hide people without having to unfollow them. This keeps you from seeing the content they share. If you don't want to see your ex-partner in other people's posts, it can also help to unfollow people they're closely connected to, including close friends and family members. On Facebook, you can use privacy settings to put people on a restricted list, which prevents them from seeing anything that isn't publicly shared. This may help, but if the relationship was abusive, it's best to block them entirely so they can't view any of your information or updates.

## Do not check out your ex's page

You may feel tempted, especially if you have seen them around town with someone new. Maybe you want to know if they feel as awful as you do, or maybe you are looking for that vague status update you just know they wanted you to see.

But ask yourself, "What will looking at their page accomplish?" Probably nothing healthy, so

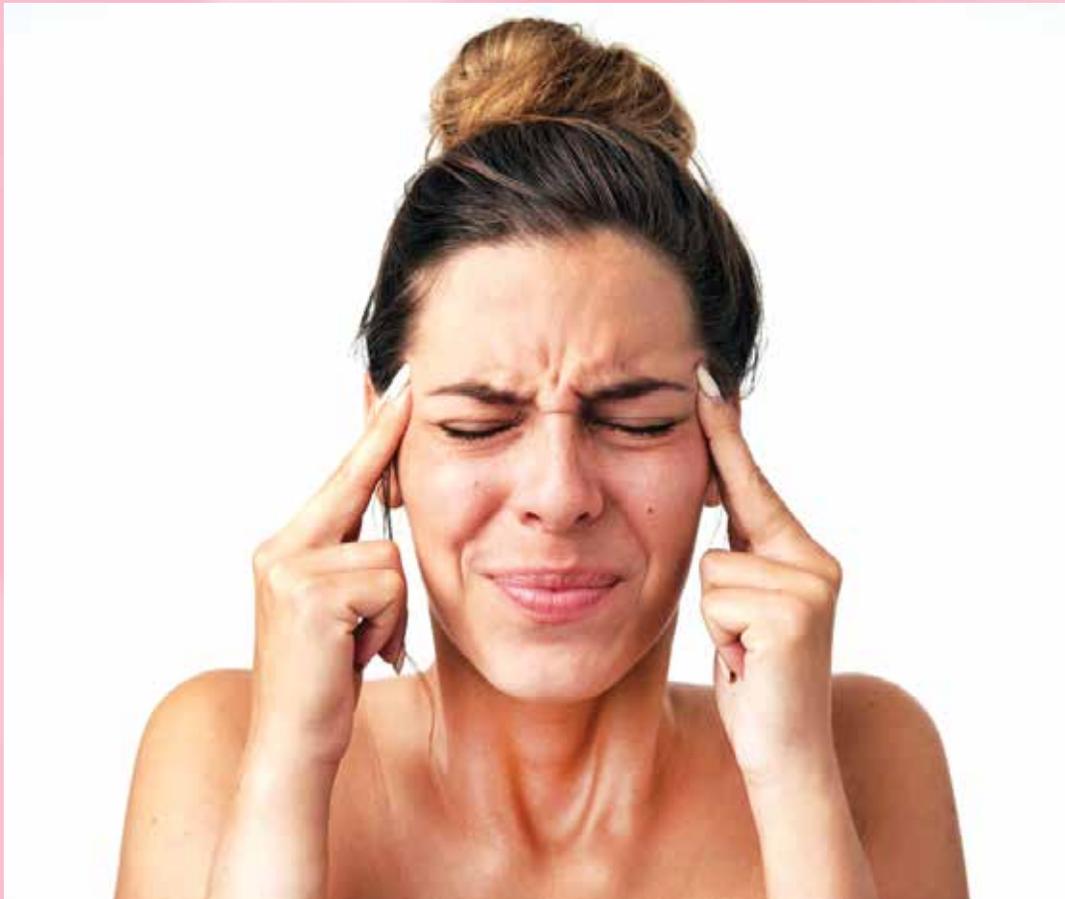


it's best to resist the urge.

## 5. Establish a new routine

Keeping up with workouts and sticking to other healthy habits can help keep you on track and out of a long-term wallow fest but try shaking things up and integrating a new day-to-day schedule.

Your mornings and nights may have revolved around your ex, but now you're an independent



the bad times.

### 11. Always Believe Something Remarkable is About to Happen

Breakups are renowned for being depressing and miserable but have you ever considered it is a choice to feel that way? Why not go against the grain and instead be excited about what is to come?

The thoughts we think create our future, so if you are feeling very negative, your life will reflect this. Choose to feel good, choose to think good thoughts and always believe that



temporary escape and additional bitter feelings, "Instead, do something else you enjoy and focus on feeling healthy and happy instead."

### 9. Forgive

Holding onto anger and resentment about the past, whether directed at yourself or anyone else, can only keep you stuck in, what is now, a distant memory. When you forgive, you release all negative feelings about a past situation, which leads to mental and spiritual freedom. Forgiveness doesn't mean you are excusing someone's behavior, you can find out more about this here.

### 10. Cherish the Good Times



Relationships tend to be rocky when they are coming to an end and you may have been left with some pretty upsetting memories, but it's not good to hold onto those final moments. No matter how messy the breakup got, acknowledge the good times you shared, and make this your focus instead of thinking about

something remarkable is about to happen – the stronger your belief about this, the more you will see remarkable things flowing into your life.

### 12. Accept Change

The change that we go through following a breakup can be tremendously unsettling and disrupting but it does not have to be. Begin to see change as a good thing; it is a time to grow and evolve. Now that this person is no longer in your life, you can decide where you go from here, and you can make and embrace positive change if you choose.

### 13. Reconnect with Your Soul

Reconnecting with your soul will help you to tune in with your true self and regain a sense of wholeness – there are many ways you can do this as per your comfort zone.



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## Product Update



## Brillare

Brillare, started by a formulation scientist and backed by Emami. It was founded by Jigar Patel, CEO in 2009. The products offered by Brillare are

100% vegan & natural with proven dermatology-grade efficacy. They are especially tailored for the new age, conscious and informed consumers who are looking for truthful natural solutions for their hair and skin concerns.

Comment: Gift the charm of Brillare to your charming one.

Rating: 7/10



## Happy Wagon

Happy Wagon works with artists from around the world to create stunningly beautiful and high-quality gifts. In its bid to offer something unique for Valentine's Day, Happy Wagon has curated a special edition of gift box – The Ton of Love Gift Box. Offer Priced at INR 3599, this unisex gift box contains an assortment of 6 artisanal gifts!

The Gift Box Contains - The Ultimate 2022 Planner; FREE 2022 Cosy Wall Calendar; Embroidery Tote Bag with Keychain; Ton of Love Scented Candle; A5 Size Poster '35 reason why I love you' and Reusable Sturdy Gift Box.

Buy this cute token of love for your loved one and add a flavour of love to your everyday small things. Order yours, now from <https://www.happywagon.com/products/ton-of-love-gift-box>

Comment: Every small moment matters; capture it with Happy Wagon

Rating: 9/10



## Dennison: Digital Seasonal Collection

The homegrown millennial friendly brand Dennison just made power dressing more flexible. It's all about redoing your wardrobe with 360-degree stretchable trousers, anti-stain water repellent long wear shirts, plus size comfortable clothing, ankle length smart trousers and ethnic casuals.

In a pocket-friendly budget, these low maintenance high performance garments work well for anyone on the go. The digital seasonal collection launch includes paisley, floral, cool digital prints, too cool for office as well as parties.

E-Waist aka elastic waist trouser and the stretchable shirts (for comfort and ease of waist change). Most of the stretchable garments facilitate universal wear, and work well for travel, work from home, business or party occasions. Available on Myntra.

Comment: Versatile & Power Dressing For Men

Rating: 8.5/10



## Esprit

As Valentine's Day is approaching, this seems like a good time to show your loved one why every passing second, minute, and hour with them matters. An Esprit Watch is guaranteed to lighten the mood and lift her spirits.

International fashion brand, Esprit introduces its latest valentine's collection, representing style & quality. Esprit has revamped its entire watches range and has brought exciting and trendy new range in playful colors, stylish stone dials, leather straps, Mesh Belts, and Silicone Straps. The new collection of watches is specially tailored as per the need of Indian customers and are priced attractively between Rs.8000 – Rs.10000. The collection is all about adding positive values and thoughtfulness to one's style statement.

\*\*Offer - Buy any (non-discounted) ESPRIT Watch and Get a Free ESPRIT Sunglass worth Rs. 3650 & Above.

Comment: Win the hearts of your loved ones with Esprit watches.

Rating: 8/10



## Candes

Candes new product line which is Grinder coming in three with 3 Stainless Steel Jars. Mercury 760-Watts Mixer Grinder is the name of the product.

Candes Grinder has a powerful motor for multifunctional operations of 760 watt. The 3 Jars are perfect for your kitchen as it is a - Liquidizing jar (1.5 Litres), Dry or wet grinding jar (0.75 Litres), Chutney jar (0.35 Litres), 3 speed control with Pulse, Power: 760 watts; Operating Voltage: 220 - 240 volts. MRP - 5,999

It's available with a 2 year warranty, with free shipping, 10 days replacement and quick grinding.

Comment: Your helping hand in kitchen.

Rating: 8/10



Valentine's Day is right around the corner and you know what that means – it's time to show our loved ones how much they mean to us and make them feel special. The Tribe Concepts, India's leading organic skin and haircare brand, presents to you the ultimate Valentine's Day gift guide for this season of love.

### Amara Bath Ritual Box

Luxuriously crafted with a touch of elegance, our Amara Bath Essentials box is a fusion of oils & cleansers made with revitalising herbs & precious Ayurvedic ingredients for healthy hair and skin. Price – INR 3,999/- (<https://thetribeconcepts.com/products/amara-bath-ritual-box>)

### Niyama Essentials Box

Indulge in an Ayurvedic daily routine with the Niyama Essentials Box and experience the positivity, joy and happiness that accompanies a holistic Ayurvedic lifestyle. Price – INR 2,099/- (<https://thetribeconcepts.com/products/niyama-essentials-box>)



## GKB Opticals

This stylish pair of classy and lightweight eyewear from GKB Opticals is a perfect product to gift your beloved this Valentine. The color of the frame is eye-soothing and balances both your casual brunch outings to ultra-premium date nights. Eyewear gives you an ultra-sheen look, which helps in enhancing the personality of any individual. This eyewear style is trendy and will be an asset for her eyes. The pair comes with UV protection and prescription lenses, making it

Comment: Lightweight with an elegant look

Rating: 9/10



## The Tribe Concept

### Face Brightening Kit

With the regular use of the "FACE BRIGHTENING KIT", you can experience that fresh, young and vivacious look you've always wanted. It helps to efficiently clear dark patches, dark circles, blemishes, and makes you look all glammed up. Price – INR 1,548/ (<https://thetribeconcepts.com/products/face-brightening-kit>)

### 90 Day Miracle Hair Oil

With the oil you get to indulge in an Extra Virgin Black Sesame Oil infused with Hibiscus, Fenugreek and Indian Gooseberry. It's an excellent treatment for all your hair woes. Price – INR 799/- (<https://thetribeconcepts.com/products/90-day-miracle-hair-oil>)

### Collagen Boosting Mask

Made with potent ingredients, this power packed product is highly beneficial to vitalize your skin and helps reduce free radicals and give your skin the firmness and elasticity it deserves. Price – INR 1,299/- (<https://thetribeconcepts.com/products/>)

Comment: Organic concepts for your natural beauty.

Rating: 8/10

## Product Update



## ARNETTE (Zayn Malik's Collection)

TYPE Z - Designed to stand out, this bold, yet laid back look comes in new bleached tie-dye frame colors and bright mirror lenses made from earth-friendly bio-acetate keeps it totally cool. And if being too loud isn't your thing, total crystal or matte black frames tone it down,

while the hidden ZAYN X ARNETTE logo and distinctive Z lens logo give this iconic style an exclusive edge with price range between INR 4000-5000.

Comment: Smart Choice

Rating: 8/10



## Oraah

Talking about women's health, essential medicines, hygiene, education, and nutrition gets associated with health interventions and are only as effective as the hands that deliver them. In determining the health of a woman, family members and healthcare workers play the leading role. India is the second-most populous country with a ratio of 1,020 females per 1,000 males, Women make up 50 percent of the population, and they face issues such as malnutrition and poor maternal health.

Women and men are shaped by their gender and roles, which are determinants of health in India. Therefore, it seems as though the efforts to understand men's and women's health are never sufficient when it comes to women.

"Women's lack of empowerment has an impact both on their health as patients and as informal care providers. However, today, women are much more aware of their health needs. The past few years have seen advances in women's health. Today women are more determined to pursue a healthy lifestyle while juggling a number of jobs.

There is no better substitute for real upgrades in our health sector, but Oraah provides you with the best alternative. With Oraah's health products, you get your daily dose of nutrients and improve your overall health." Said Nohitha

Comment: Substitute for real upgrades in your health

Rating: 8.5/10



## Le Ritual

Le Ritual, a home-grown brand for the first time in India introduces a skin care range infused with ingredients like Blue Oléoactif® and Look Oléoactif® that aims at digital detox for the skin.

Our everyday urban lifestyle is overly dependent on digital devices. Long hours of digital exposure dehydrates the skin and damages our skin cells with acne, dark spots, wrinkles, hyper pigmentation and the delicate skin around the eyes start aging faster developing dark circles, wrinkles and puffy eyes. The brand has therefore launched the range to detoxify and repair the skin damage. The current range includes a face serum and eye serum apt for use in both morning and evening skincare regime. More products in the range are expected to be announced in the coming

Comment: A perfect range to rely for detoxify and to repair the skin damage.

Rating: 9/10



## Sexy Beast

Sexy Beast stands out with its unique, bold, and colorful designs that have been very carefully put together to evoke and enhance a certain mood. The brand has over 30 designs in its product range today. The large prints and colors have been mindfully designed by CEO & Co-Founder, Raj Rana, for an exuberant and confident experience.

In terms of weave and touch, the brand uses a Super Combed Premium Cotton that has an unrivaled smooth texture compared to the other brands. This makes the products baby-soft against the skin without feeling like one is wearing a paper bag. The shape and size of the pockets, for example, have also been carefully planned so a wallet or phone will not slip out. This small but BIG detail was very intentional.

Comment: Good stuff and comfortable

Rating: 8/10



## ModiCare

In this era of multiple screens, there is a growing concern about the adverse effects of high energy blue light emitted from digital devices. This Valentine's Day, protect your partner's skin with the gift of all-new Urban Color Blue Light Shield Range. Driven by technology, the Blue Light Shield Range offers 5 contemporary products that provide a complete 'Screenguard' against blue light. The sulphate-free Gentle Face Wash cleans and refreshes the skin, the Resurfacing Gel Scrub with 100% natural and soft cellulose charcoal beads exfoliates the dead skin, while the Deep Clean Coffee Masque removes excess oil and keeps the skin hydrated. The Moisturizing Crème and the Reset Serum Oil instantly gets absorbed to repair and shield skin from the damaging blue light rays.

Comment: Screenguard for your skin

Rating: 8/10

## Product Update



## Turn Turtle

Holding your phone while watching something is so old school and absolutely no longer necessary. It's time to go hands free with Turn Turtle! Turn turtle brings you a simple solution for those trivial problems that bother you everyday, making your work smooth and taking your cool quotient up a notch, both at the same time. When it comes to smart phones, Turn Turtle solves two most common issues - it works as a kickstand for your phone which comes in handy while watching movies or browsing through videos and sticks to literally any flat surface, be it glass, mirror, wall or wood making it an absolute pleasure to watch videos while keeping your style game on point. Moreover, it is washable and can last upto 1000 uses.

Comment: Kickstand for your phone

Rating: 8/10

## Vedix



Vedix is an Ayurvedic beauty & wellness brand that provides customised Hair, Skin care Beauty regimes. Vedix's unique proposition is to curate products to suit each individual's body characteristics, as identified by their doshas. The core of Vedix is the Tridosha theory of Ayurveda. Every person is born with their unique set of Doshas (Vata, Pitta and Kapha) that make their Prakuriti, and true Ayurvedic solutions are customized to address each individual's uniqueness. Vedix seeks to achieve this by

understanding one's Prakuriti and skin/hair/body concerns through a questionnaire, and then leverage machine learning and artificial intelligence-driven technology to craft individualized products. The Company has launched a range of products in new categories and are available on Amazon, Tata Cliq, Trel, Flipkart, Myntra and Purpffe.

'Vedix is the perfect gifting option for this Valentine's Day because we have introduced two natural & Ayurvedic kits for the face (Vedix Glow Face kit) and

body (Vedix aromatic bath ritual kit). The kits contain interesting products like face rollers, brightening masks, glow oil, scrubs and more. All the products are approved by Ayurvedic doctors and are free of toxic ingredients. So gift your near and dear ones a beautiful festive glow this Valentine's Day' said Jatin Gujrati, Business Head, Vedix

Comment: Trust of true Ayurveda.

Rating: 9/10

## Product Update



### BIBA

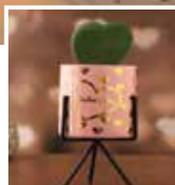
Ethnic wear brand Biba has launched three fragrances under its brand Spelle, with a special focus on gifting. The fragrance line launched with three scents, 'Dea', 'Intoxique', and 'Spoil Me'. The perfumes are created in England, bottled in India. "Spelle goes beyond poetic phrases, dives deep into your adventures and recreates your magical aura with its line of fine fragrances," said the brand. Each fragrance in the Spelle collection evokes a different facet of the consumers' mystical power; moods, dreams, adventures, experiences lived and magic made. All Spelle fragrances carry deeply authentic accords. Created using the finest quality ingredients from around the world, Spelle fragrances are conjured by a master perfumer in the UK. Perfumer to the Royalty and exclusive names, he has been creating bespoke fragrances for the Royal families world over and Sheikhs. These fragrances are available in 100ml and 100 ml fragrance bottles as well as gift sets featuring mini and full-sized versions of all three perfumes. The fragrances currently only ship to Indian addresses, according to the brand's e-commerce store.

Spelle Intoxique Eau De Parfum 100 ML-2,499 (<https://www.biba.in/spelle-intoxiqu-100-ml-perfume/p/17262841>)

Spelle DEA Eau De Parfum 100 ML-1,999 (<https://www.biba.in/spelle-dea-100-ml-perfume/p/17262837>)

Comment: Fragrance of Love

Rating: 9/10



### Ferns N Petals

Love is in the air and everyone is excited to celebrate the season of love. Indian gifting giant, Ferns N Petals brings in an exclusive range of Valentine's gifting to choose from. Exquisite Valentine's collection is available in 120+ countries, where patrons can place orders from the comfort of their homes. Ferns N Petals comes with an idea of gifting that needs to be thoughtful and conveys the love & emotion for the partner right and at the same time is pocket friendly.

To commemorate the same, the brand has rolled out this year's theme as – The Love Story, From Once upon a time to forever yours. The campaign is all about giving a shout out to all those long, weird, boring and happy, unusual tales of falling in love, not once but many times. The campaign takes us back to those wonderful eras of love fables.

Ferns N Petals has a dose of creative and category oriented Valentine's gifts to "woo your BAE!"

Explore from brand's exquisite range of

personalised gift collection that consists of quirky mugs, wine glasses with engraved initials, cushion cover with an adorable picture and more. Choose from Valentine-a 100 reasons I Love You book or a cute message bottle with love notes or just combine a scrumptious cake and a gorgeous exotic bouquet along with Celebrity on call with your favourite musical note to make Valentines-an unforgettable day for your significant other.

Flowers, cakes, chocolates, dry fruits, sweets, personalized items, cosmetics, sunglasses, watches, soft toys, plants, statues, etc. are some of the brand's best-selling products. Red rose's bouquet, an arrangement of lilies and carnations, heart-shaped chocolate truffle or red velvet cake, personalized lamp, hamper of chocolates and teddy bears are those things that would seal the valentine moment with extreme happiness.

Comment: Indian Gifting Giant

Rating: 9/10



### OxyGlow Cosmetics

Valentine's Day is about love and being loved, and what could be better than matching your enthusiasm with an equally radiant skin glow for the special day. The most desired gift of love is not diamonds or flowers or chocolates, it is care. Give your skin care, flawless radiance and natural glow with a range of amazing products from OxyGlow Cosmetics. OxyGlow has a whole range of excellent quality products which take care of every skincare need and leave the skin nurtured, refreshed, healthy and glowing for the special day.

After the harsh winter season, the

skin needs all the pampering it can get to become ready for the special celebrations of Valentine's Day. Following products from OxyGlow Cosmetics can give superb results in all-round skin-pampering for Valentine's Day date. And can make a wonderful bundle of joy as a gift hamper for your Valentine. Five in one complete skin care – OxyGlow skin whitening solution works with nanotechnology to give you milky white, blemish free skin. It's range INR 3500.

Comment: Gift the desire of every girl #care

Rating: 8/10



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