

# T3FS

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Trendy Travel Trade with Food & Shop

Extravagant Festivities of  
Navratri in Gujarat  
A Profound Celebration of  
Divine Femininity



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## Dear Readers

When you will get the T3FS October 2023 edition you must be surround with the vibes of festival and wedding. By keeping that in mind, we curated the stories of your interest. If you are in India during October I strongly recommend you not to miss out one and most important 9 days festival of Gujarat "Navratri". Every year, the universally embraced Navratri festival in Gujarat attracts many people from worldwide. Rooted in ancient Krishna lore, it features Garba, Raas, and Dandiya Raas dances, preserving cultural traditions and spiritual values. Innovative music, choreography, and attire contribute to its global appeal, reflecting the lively, spiritual, and sacred essence of Gujarat.

The exuberant Garba celebrations take place at night in villages and neighborhoods across Gujarat. The city of Vadodara, often hailed as the cultural epicenter of Gujarat, stands out as a prime location for reveling in the Navratri festivities. It's recommended to venture into at least one village Garba celebration to capture a diverse range of experiences.

While moving ahead towards wedding we focused on most tempting places for your destination wedding. Choosing a destination for a wedding is one of the toughest decisions. Your choice of venue decides the vibe and the experience the celebration will bring to your family, friends and all the guests. Right from each guest's airport arrival to their departure, every minute detail needs to be taken care of meticulously. Here we list down 5 luxury hotels that will ensure you a wedding that is lavish and one to be remembered for years to come, whether it's an intimate affair or a big gathering. Here we gathered top 5 tempting places of the season to

## PUBLISHER'S NOTE



explore for your destination wedding.

Furthermore, in lifestyle, we focused on Indian Heritage jewellery. The grand tapestry of

Indian festivals unfolds as a vibrant mosaic of jubilant colors, mellifluous melodies, graceful choreography, and an indomitable connection to the wellspring of cultural legacy. At the very heart of these celebrations lies the profound tradition of festival jewellery, where each exquisite piece transcends its role as a mere accessory, becoming a mirror to the celebratory spirit, the rich tapestry of cultural diversity, and the virtuoso craftsmanship that defines India's festival culture. This article embarks on a captivating odyssey into the realm of festival jewellery, unraveling its historical lineage, the splendid diversity it embodies, and the profound significance it carries.

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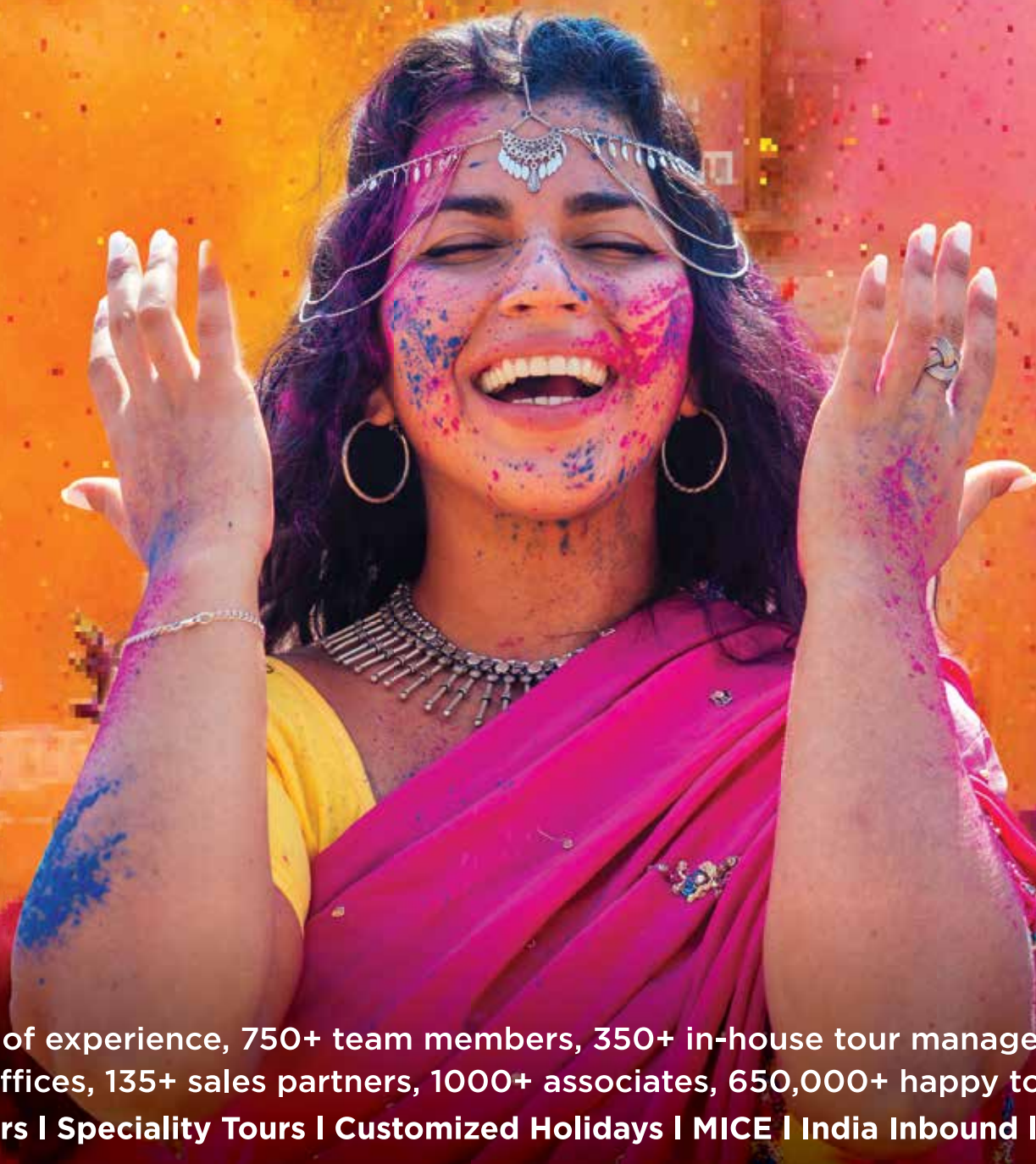


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# CONTENTS



## Extravagant Festivities of Navratri in Gujarat A Profound Celebration of Divine Femininity

Every year, the universally embraced Navratri festival in Gujarat attracts people worldwide. Rooted in ancient Krishna lore, it features Garba...

Pg.12



## Elevating Global Commerce: UP International Trade Show 2023"

In the heart of UP where innovation and entrepreneurship converged, the UP International Trade Show 2023...

Pg.18



## Tourism and Green Investment

Every year tourism fraternity celebrates World Tourism Day with big celebrations and great innovation in the tourism sector.

Pg.26



## Australia's Hidden Gem You Must Consider for Your Next Trip

With an increase in the number of travel destinations, and the diverse experiences, deciding on the right place is tough. This World Tourism Day, this city is a hidden gem you must consider for your next trip, if you like sustainable travel, innovations, art, culture, and natural beauty.

Pg.34



**Air India Express:**  
The Beginning of  
Massive Fleet Expansion

Pg.36



## Most Tempting Places for your destination wedding

Choosing a destination for a wedding is one of the toughest decisions. Your choice of venue decides the vibe and the experience the celebration will bring to your family, friends and all the guests.

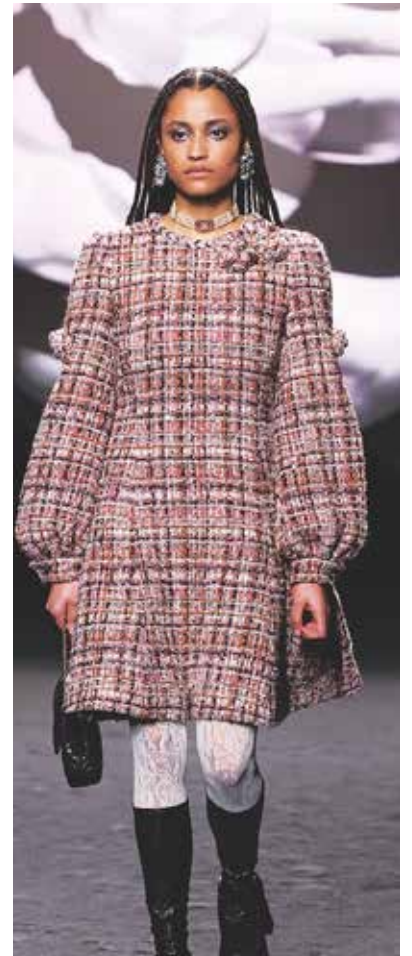
Pg.46



## Destination for Festive Celebrations and Gatherings

As the festive season approaches and gatherings with loved ones become increasingly cherished, Koa Cafe & Bar emerges as the quintessential haven for memorable celebrations and intimate gatherings.

Pg.55



## A Glimpse into the Future of Style and Elegance

Paris Fashion Week from starting in 1973 to 2023 always became a very good opportunity for models as well as for designers from all over the world. The show is scheduled from 25 September to 3 October and is held by the FHCM (Fédération de la Haute Couture et de la Mode) where hundreds of designers showcase their talent in multiple runways shows.

Pg.58



## Ayushmann Khurrana Becomes Agoda's Brand Ambassador, Delighting Fans.

**A**goda, a digital travel platform, helps anyone see the world for less with its great value deals on a global network of 3.6M hotels and holiday properties worldwide, plus flights, airport transfers, and more. Agoda.com and the Agoda mobile app are available in 39 languages and support 24/7 customer support. Bollywood star Ayushmann Khurrana is the new brand ambassador for Agoda in India. The National Award-winning actor, who is currently celebrating the success of his latest hit *Dream Girl 2*, is revered for his versatility and eclectic film choices.

"I am excited to partner with Agoda, a brand that shares my passion for travel," said Ayushmann Khurrana. "I always make sure there's an upcoming trip in my calendar to look forward to

and it's great to see I'm not the only one, given how tourism is booming in India. I'm hoping that together with Agoda I can encourage even more Indians to travel and see the world for less."

Sharing his thoughts on the announcement, Krishna Rathi, Country Director of India, Sri Lanka, and Maldives at Agoda, said "We are ecstatic to announce Ayushmann Khuranna as the new face of Agoda in India. His genuine persona, versatility, and zeal to always deliver the best are perfectly aligned with what the Agoda brand aspires to be for Indian travelers."

The upcoming brand campaign in India featuring Ayushmann Khurrana is expected to launch in November and will be Agoda's first ad in India since the successful 'No More Drama!' campaign

## Potential for MICE and Business Tourism in Moscow

**B**usiness + Leisure Travel and MICE 2023 opened on the 29th of September with a keynote speech from the Chairman of The Moscow City Tourism Committee, Mr. Evgeny Kozlov. Mr. Evgeny Kozlov highlighted that the number of business tourists is expected to grow in the coming years. One of the factors supporting the growth of interest from Indian businessmen was the launch of the electronic visa program. From August 1, 2023, it has become easier for Indian citizens to organize a trip to Moscow - they can come simply by applying for an electronic visa. "Before the pandemic, the tourist flow from India grew by 12-15 percent annually. Now we are on the road to recovery - all the conditions have been created for this. Every year hundreds of international exhibitions, forums, congresses, and conferences are held in Moscow. Over the past year,



about 3.5 million people (about twice the population of Nebraska) visited the capital for business purposes and a significant share of them are from India" – he said.

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## Bahrain Tourism and Exhibition Authority (BTEA) Achieves Remarkable 51% Surge in Tourism Growth

**A**ccording to the latest BTEA data, Bahrain welcomed a staggering 5.9 million visitors during the first six months of 2023, representing a remarkable 51% increase from the same period in the previous year when 3.9 million tourists visited the country. This substantial surge in arrivals emphasizes Bahrain's growing attraction as a premier tourist destination.

Bahrain, an island nation situated in the heart of the Arabian Gulf, has become a favorite choice for tourists seeking a unique blend of culture, history, and modernity. Visitors are drawn to its historical sites, such as the UNESCO World Heritage-listed Bahrain Pearling Trail and the ancient Qal'at al-Bahrain (Bahrain Fort), offering a glimpse into the nation's rich history dating back over 4,000 years.

Moreover, Bahrain's cultural festivals, stunning architecture, and warm hospitality attract visitors from around the world. This showcases the country's commitment to embracing global cultural diversity while preserving its own traditions. The nation's culinary scene is another highlight, with a plethora of restaurants offering a delectable fusion of Middle Eastern and international cuisines. From authentic local dishes to gourmet experiences, Bahrain satisfies every palate.

Maryam Toorani, Director of Marketing & Promotion at BETA, said, "Bahrain's significant growth in tourism during the first half of 2023 is a testament to the enduring charm of our country. We are delighted to welcome 5.9 million visitors who have chosen Bahrain as their destination of choice. As we continue to evolve and welcome travelers from around the world, we remain committed to crafting unforgettable experiences that showcase our rich culture, history, and the warmth of our hospitality."

## Goa's Department of Tourism Unveils Groundbreaking 'Goa Taxi App' to Enhance Travel Experiences

The Department of Tourism, Goa, launched the "Goa Taxi App" at the distinguished hands of the Hon'ble Chief Minister of Goa, Dr. Pramod Sawant, and the Hon'ble Minister of Tourism, ITE&C, Printing & Stationery, Goa, Shri. Rohan A Khaunte, in the august presence of Shri. Ganesh Gaonkar, Chairman GTDC, Shri. Sanjay Goel, IAS, Secretary of Tourism, Goa and Shri. Suneel Anchipaka, IAS, Director of Tourism, Goa. This app has been introduced to ensure hassle-free commuting and an enhanced traveling experience for residents and visitors across the state. Additionally, it will provide Goan Taxi Drivers with an opportunity to increase their revenue within the state and offer a price advantage. For the residents and tourists, this app will also bring the convenience of hailing a cab from the comfort of their home or hotel.

Speaking on the occasion of the app launch, Hon'ble Chief Minister of Goa, Dr. Pramod Sawant, said, "Over the last four years, it has been our goal to develop innovative technology



in various sectors in order to increase the ease of living and happiness index of both tourists and residents in Goa." We've had a positive response for the last six months, and today we're launching the Goa Taxi App. Our goal is to attract quality visitors rather than numbers. It would also assist in decreasing accidents and keeping women safe while traveling. I encourage everyone to use the Goa Taxi App, and I commend those who have already done it reflects their trust in the Government."

## Godrej Security Solutions Pioneers a Revolution in the Realm of Hospitality Security

In an era where safety and security are paramount concerns, the hospitality industry has taken significant strides to ensure the well-being of its guests. Godrej Security Solutions, a business of Godrej & Boyce, the flagship company of the Godrej Group, is at the forefront of this transformation by introducing the latest innovative security solutions specifically designed for the hotel industry. With an extensive range of products, the company introduced two new ranges of Hotel Safes – Capital and Odyssey. These state-of-the-art safes intend to address the ultimate protection of guests' valuable possessions while enhancing their overall experience.

Mr. Pushkar Gokhale, Business Head, of Godrej Security Solutions, said, "At Godrej Security Solutions we are committed to continuously innovate and deliver effective solutions to meet the changing security needs of our customers. The launch of the 'Godrej Capital' and 'Godrej Odyssey' marks a significant milestone in the evolution of hotels' security solutions. Our new hotel lockers are a testament to our commitment to the hospitality industry. These lockers not only provide top-tier security but also add a touch of elegance to hotel rooms. In addition to the safes, we provide a comprehensive suite of premises security solutions, including Flap Barriers, Handheld Metal Detectors, Baggage Scanners, Key Management Systems, CCTV Cameras, Door Frame Metal Detectors, and Turnstiles tailored for the hotel segment. Furthermore, we take immense pride in delivering an exceptional customer service infrastructure. We also provide diverse touchpoints for our customers to connect with us. This is a step towards providing a seamless customer-friendly experience."

## Vietjet Partners with IATA to Elevate Aviation Training Standards in Vietnam



Vietjet, Vietnam's leading new-age carrier airline known for its exceptional service and affordable fares, and The International Air Transport Association (IATA) signed a training agreement appointing Vietjet Aviation Academy as IATA's latest Regional Training Partner (RTP) in Vietnam.

Mr. Philip Goh, Regional Vice President for Asia-Pacific of IATA said: "We are delighted to partner with Vietjet Aviation Academy to provide training in Vietnam. Having enough trained personnel is key as the aviation industry recovers from COVID-19. Our cooperation with Vietjet Aviation Academy will further support the development of aviation talent in Vietnam and in the region."

Vietjet Vice President cum Chairman of Vietjet Aviation Academy Luong The Phuc shared at the ceremony: "Human Resources are always the focus of Vietjet's all development plans as well as the aviation industry in general. At Vietjet Aviation Academy, we are providing our trainees with the best learning environment, where everyone can attend IATA courses, receive IATA international certificates, and access the most modern training equipment in the aviation industry."

## Mastercard and Invest India Transform Travel with Enriched Priceless.com in India, Offering Immersive Cultural Adventures

**M**astercard and Invest India, with the support and guidance from the Ministry of Tourism, announced the launch of an enhanced priceless.comTM to redefine

experiential travel in India and provide an immersive cultural odyssey to international and domestic travelers. The program is aimed towards promoting tourism as a key growth driver to India's flourishing economy. Present at the launch were Smt. Manisha Saxena, Director General, Ministry of Tourism; Raja Rajamannar, Chief Marketing and Communications Officer and President, Healthcare at Mastercard; Gautam Aggarwal, Division President, South Asia at Mastercard; and Nivruti Rai, CEO, Invest India.

"The support from the Ministry of Tourism and Invest India has been integral to evolving priceless.com for today's traveler. The program views India's rich history and diverse culture through the lens of today's cutting-edge travel trends, helping Indian and international visitors alike explore their passions as they appreciate the absolute beauty of India. Detailed itineraries across the country to explore the hidden gems in the nook and corners of various states will seek to cater to the travel enthusiasts' yearning to explore India," said Raja Rajamannar, Chief Marketing and Communications Officer and President, Healthcare, Mastercard.

## ITC Hotels Inks a Prestigious Management Agreement for Welcome Hotel Kalimpong

**I**TC Hotels announced the signing of Welcome Hotel Kalimpong Resort under a management agreement with Pravez Constructions Private Limited. This 70-key greenfield upper-upscale project, spread over 4 acres will offer plush rooms with spectacular views of the Himalayas and the valley, an all-day dining restaurant, a lounge, a bar, and a specialty restaurant along with ample recreational facilities such as a fitness center, children's club, games room, library, and a spa. The picturesque resort shall offer over 15,000 sq. ft. of indoor and outdoor event spaces.

Anil Chadha, Divisional Chief Executive, ITC Hotels said, "With the upcoming property of Welcome Hotel Kalimpong, ITC's Hotel Group will have a strong presence across West Bengal with 8 hotels across various segments. The Welcomhotel brand trajectory is growing fast across both business and leisure locations, and we are grateful for



the trust that the Owners have placed in the brand."

Binod Kumar Gupta, Chairman, of BLG Group, said, "We are excited to announce our landmark project in the serene hill station of Kalimpong in West Bengal. We are not just building a hotel, but a tranquil property inspired by local culture and dedicated to sustainable luxury. Our engagement with ITC Hotels and the Welcome hotel brand for management will ensure world-class service and unique guest experiences. The breathtaking mountain views, versatile event spaces, authentic regional cuisine, recreational facilities, and eco-friendliness will make this property a must-visit destination."

## OTOAI Reveals Grand Plans for Its 5th Annual Convention Set Amidst the Exquisite Landscapes of Nairobi, Kenya

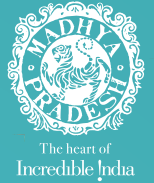
**T**he Outbound Tour Operators Association of India (OTOAI) held a Press Conference on September 22, 2023, at The Hyatt Regency New Delhi to share details regarding its upcoming Convention in Nairobi, Kenya from November 24 – 27, 2023. This is the first time ever that a tourism convention is taking place in Kenya, which is an exciting destination.

Riaz Munshi, President, OTOAI said,

"This is a much-awaited Convention as it is taking place after a gap of three years and that too in a destination like Kenya, which is still undiscovered by many in India. Sarova Hotels & Resorts, a leading hotel group headquartered in Kenya is our official hotel partner for the convention.



One Above, with its multiple offices across India and abroad, is going to be our ground handlers in Kenya during the Convention. I am confident that this is going to be a great Convention and I invite you all to come and be a part of it."



# GET READY FOR THE ADVENTURE SEASON WITH MPTB'S TWO MEGA FESTIVALS IN OCTOBER & NOVEMBER

Get ready to embark on an exciting journey packed with adventure, wild-life and cultural reflections. Madhya Pradesh has two fun-packed festivals lined up for October and November that promises to offer glamping experiences adventure activities and cultural engagements.

## Kuno Forest Festival

### Witness the new home of the Cheetah after 72 Years!

The first edition of the Kuno Forest Festival near the Kuno National Park will take you on a thrilling journey. The festival being held after the reintroduction of Cheetahs in India after 72 years will soak you in the beauty of forest life besides taking you on a sojourn through the Kuno National Park. The Sheopur Fort, Dob-Kund dating back to the Mughal dynasty, 150 year old railway bridge and the ancient caves will re-invigorate you.

Explore the wild life with guided safaris and spot the leopards, deer, bluebucks and migratory birds of the region. Tourists will be able to spot the cheetahs after the completion of their acclimatization period. Savour the flora and fauna and indulge yourself in thrilling nature walks. The Kuno Festival is not just an adventure; it is a lifetime experience.



## Gandhi Sagar Floating Festival

### An adventure extravaganza!

Prepare yourself for another adventure as the second edition of the Gandhi Sagar Floating Festival sets sail on the tranquil backwaters of the Gandhi Sagar Dam near Mandsaur. The festival will be a blend of adventure, entertainment and culture near the Gandhi Sagar Wildlife Sanctuary. Engage in various adventure sports like kayaking,

jet skiing, hot air ballooning, horse riding, air gun shooting, speed boating, parasailing and other recreational activities. Spot the leopards, otters, mugger crocodiles and chinkaras during jungle safaris and discover the rich cultural heritage of Madhya Pradesh through soulful performances, traditional arts, and culinary delights.

**TENT CITIES  
YOUR HOME AWAY  
FROM HOME  
FOR THREE MONTHS!**

Both the Kuno Forest Festival and Gandhi Sagar Floating Festival will take you on a rejuvenating ride. The sprawling tent cities nestled in the heart of nature will offer all the comforts of modern living while drowning you in the scenic landscapes of Madhya Pradesh. Relax in the luxury tents equipped with all the essential amenities. Whether you are a nature enthusiast, an adventure seeker, a culture aficionado, or

someone looking to escape from the daily humdrum, the adventure season in Madhya Pradesh has a lot on its plate. Block your calendar and get ready for an adventure stuffed journey. Join us in Madhya Pradesh for a season of adventure, culture, and recreation that will redefine the way you experience the world.





# Extravagant Festivities of A Profound Celebration

Every year, the universally embraced Navratri festival in Gujarat attracts many people from worldwide. Rooted in ancient Krishna lore, it features Garba, Raas, and Dandiya Raas dances, preserving cultural traditions and spiritual values. Innovative music, choreography, and attire contribute to its global appeal, reflecting the lively, spiritual, and sacred essence of Gujarat.

**N**avratri spans nine nights, commencing on the first day of the bright fortnight of the Hindu month Ashwin, which generally corresponds to September/October in the Gregorian calendar and typically marks the conclusion of the monsoon season. The grand culmination of Navratri occurs on the tenth day, known as Dusshera or Vijaydashami in Ashwin.

◆ **Where to Experience Navratri:** The exuberant Garba celebrations take place at night in villages and neighborhoods across Gujarat. The city of Vadodara, often hailed as the cultural epicenter of Gujarat, stands out as a prime location for reveling in the Navratri festivities. It's recommended to venture into at least one village Garba celebration to capture a diverse range of

experiences.

◆ **Religious Pilgrimage:** During this sacred festival, religious pilgrimages predominantly focus on the revered Shakti Peethas, including Ambaji, Pavagadh, and Bahuchraji near Mehsana. Additionally, significant celebrations unfold in temples such as Ashapura Mata-no-Madh in Kutch, Khodiyar Mandir near Bhavnagar, and Chamunda Mata Mandir at Chotila, situated on the Ahmedabad-Rajkot National Highway.

In Gujarat, the Navratri Festival unfolds as a continuous, nine-night symphony of unparalleled fervor and spectacle, where millions of exquisitely attired devotees engage in a harmonious blend of dance and devout worship. While Navratri is celebrated across India, it is in Gujarat



# Navratri in Gujarat of Femininity

that this extravaganza is orchestrated with unparalleled panache and passion.

At the core of this resplendent celebration lies a profound dedication to Goddess Amba, known as Durga, revered for her multifaceted manifestations. These deities collectively embody the divine feminine force known as "Shakti," with narratives chronicling their awe-inspiring power in vanquishing malevolent demons. Notably, Parvati, the consort of Lord Shiva, is believed to have assumed diverse goddess forms. Devotees undertake the 'devi-sthaapna' ritual within their homes, where the Goddess is ceremoniously invited, and a nine-day 'pooja-path' infused with fasting is diligently observed.

◆ **Devotion to Goddess Amba (Durga):** Navratri holds profound significance in its

devotion to Goddess Amba, who embodies various divine forms. These celestial

In Gujarat, the Navratri Festival unfolds as a continuous, nine-night symphony of unparalleled fervor and spectacle, where millions of exquisitely attired devotees engage in a harmonious blend of dance and devout worship.

entities, collectively known as "Shakti," are revered for their roles in vanquishing malevolent demons.

◆ **Parvati's Transformative Manifestations:** Parvati, the consort of Lord Shiva, is believed to have assumed multiple incarnations as different goddesses, exemplifying the versatile facets of the divine feminine.

◆ **Devi-Sthaapna Ritual:** Devotees partake in the sacred 'devi-sthaapna' ceremony, an integral Navratri tradition conducted within the sanctity of their homes. During this ritual, the Goddess is formally invited, and 'pooja-path' (worship and prayers) are observed over the course of nine days, often accompanied by fasting.

◆ **Celebrating the Cosmic Qualities:** Navratri's nine days present a unique

opportunity to celebrate the three fundamental qualities that constitute the cosmic fabric. These qualities, known as 'gunas,' shape human existence and consciousness.

◆ **Tamo Guna - The Realm of Darkness:** The initial three days of Navratri are dedicated to 'tamo guna,' characterized by tendencies toward depression, fear, and emotional instability.

◆ **Rajo Guna - The Realm of Passion:** The subsequent three days align with 'rajo guna,' a state marked by heightened anxiety and restlessness.

◆ **Sattva Guna - The Realm of Purity:**

the three gunas is sought, elevating 'sattva' within the environment.

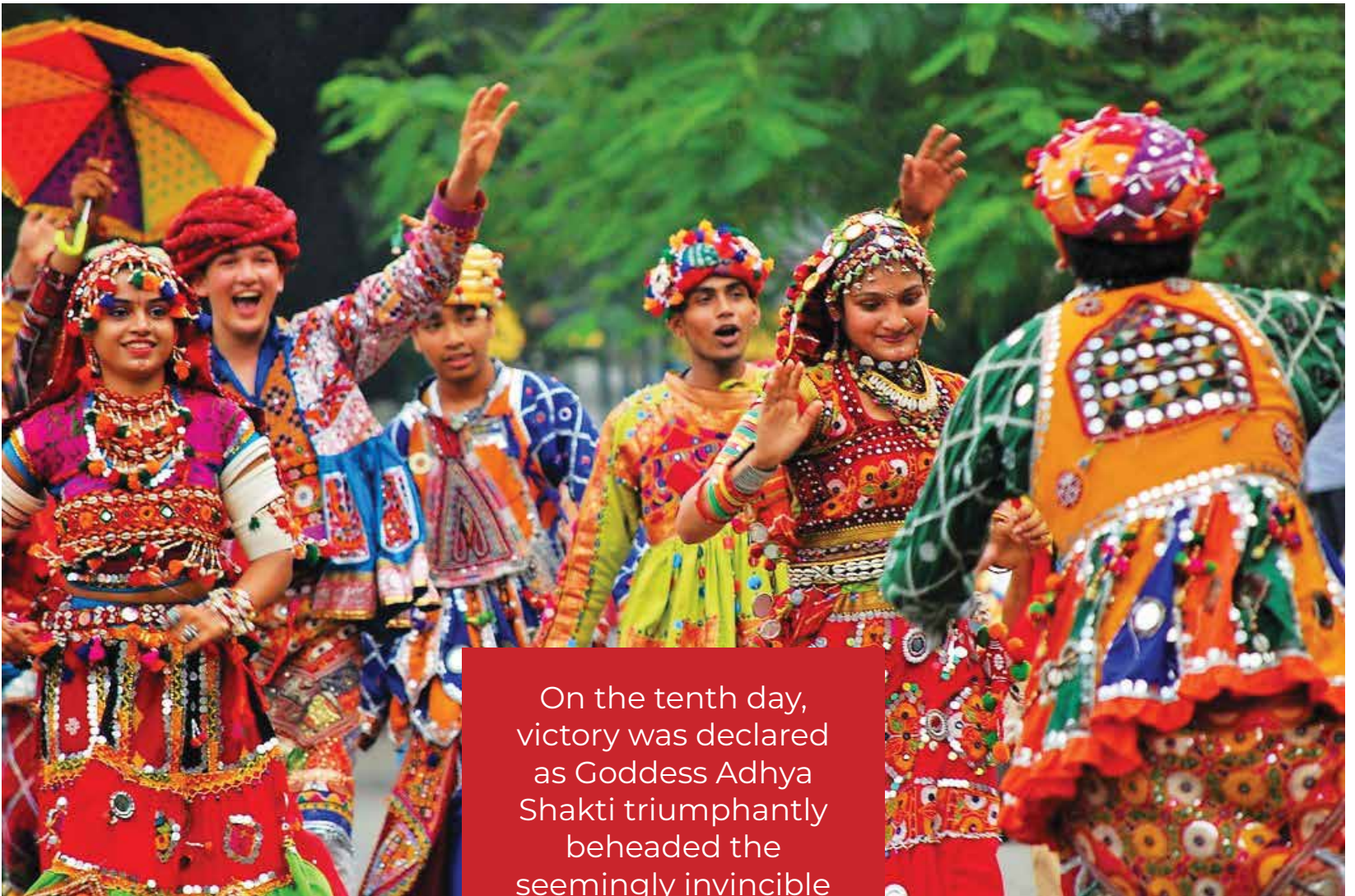
◆ **Embracing Victory on Vijaydashami:** The culmination of this spiritual journey unfolds on the tenth day, known as Vijaydashmi, signifying the triumph of sattva. It reinforces the profound wisdom that where 'sattva' prevails, victory is destined to follow.

### A Mythological Saga of Good's Triumph over the Invincible Demon

In the annals of mythology, Navratri emerges as a grand festival epitomizing

the timeless battle between good and evil. This majestic celebration pays homage to the divine feminine and finds its origin in the tale of the formidable Demon Mahishasur, who, fortified by an impervious boon granted by the God of Fire, rendered himself impervious to conventional weapons. His malevolence and destruction cast a long shadow of terror upon the people.

In the quest to quell the demon's reign of fear, the pantheon of deities turned to Lord Shiva for a solution and forged the formidable goddess Adhya Shakti, endowing her with divine ornaments,



On the tenth day, victory was declared as Goddess Adhya Shakti triumphantly beheaded the seemingly invincible Mahishasur. These nine nights of valiant confrontation became known as Navratri, while the ensuing tenth day was consecrated as Vijaya Dashami, commemorating the victorious culmination of this timeless mythological saga.

The concluding trio of days symbolizes 'sattva guna,' denoting clarity, focus, peace, and dynamism. The manifestation of 'sattva' marks the zenith of human consciousness.

◆ **The Feminine Force of the Universe:** These three primeval gunas are regarded as the feminine forces underpinning our magnificent universe, influencing human experiences and actions.

◆ **Harmonizing the Gunas through Devotion:** By venerating the Mother Divine, Ambaji Mata (Durga Mata) during Navaratri, a harmonious balance among

formidable weaponry, and a resplendent lion as her celestial steed. This empowered goddess engaged Mahishasur in an epic struggle spanning nine arduous days and nights.

On the tenth day, victory was declared as Goddess Adhya Shakti triumphantly beheaded the seemingly invincible Mahishasur. These nine nights of valiant confrontation became known as Navratri, while the ensuing tenth day was consecrated as Vijaya Dashami, commemorating the victorious culmination of this timeless mythological saga.



## A Celebration of Profound Significance, Melodic Richness, and Sacred Iconography

◆ **Navratri's Profound Significance:** Navratri, etymologically rooted in 'nine nights,' represents a paramount Hindu festival celebrated with remarkable fervor across diverse Indian regions. Gujarat, however, stands as the exclusive state where this festival unfurls into an opulent nine-night dance extravaganza, arguably the most protracted celebration of its kind

worldwide. Each passing night witnesses a multitude of people converging in open spaces throughout the state to pay homage to the divine feminine essence known as Shakti.

◆ **The Melodic Tapestry of "Ras Garba" and "Dandiya":** The heart of Navratri's festivities lies in the enchanting dance form known as "ras garba," often accompanied by the rhythmic grace of "dandiya," employing diminutive wooden implements. This cultural tradition traces its roots to the veneration of Lord Krishna rather than Goddess worship,

originating from the Gop culture prevalent in Saurashtra and Kutch. The intricate relationships between Lord Krishna and the Gopis, laden with fervent emotions, are eloquently expressed through the melodies and rhythms of ras garba music.

◆ **The Sacred Iconography of Navratri:** Beneath its Krishna-inspired origins, every garba gathering revolves around the presence of a diminutive shrine, meticulously constructed by each community to inaugurate the festival on the first day of the Hindu month of Ashwin. This hallowed shrine encapsulates a 'garbo,'



an earthenware vessel that harbors a betel nut, coconut, and a gleaming silver coin, emblematic of the festival's profound spiritual and cultural significance.

◆ **Nine Nights, Nine Goddesses:** Each night during Navratri, communities gather to perform puja to honor one of the nine forms of the Goddess. The nine nights are segmented into three parts, with the first devoted to Durga, who vanquished the demon Mahishasura and purifies human impurities; the second dedicated to Lakshmi, the deity of prosperity; and the third revering Saraswati, the goddess of wisdom and art. This time also celebrates fertility and the monsoon

harvest, symbolized by sowing grains in a mound of fresh soil.

◆ **The Enchanting Dance of Devotion:** After the puja, the unmistakable rhythm of music begins, drawing dancers into a captivating circle. As the night unfolds, people whirl and dance until the late hours, often incorporating props such as swords and lit flames into their performances. Traditional dance steps, though simple, have evolved over time into more intricate movements. The accompanying music, originally acoustic and dominated by drums and vocals, now often features amplified sound systems or live bands with modern instruments. Vadodara showcases

the full spectrum of these dance styles.

◆ **Dussehra:** The tenth day, known as Dusshera or Vijaydashami in South India, is a day of special significance. It involves performing a puja to bless one's vehicle and is considered an auspicious day for purchasing new vehicles if needed. Additionally, it is a day for indulging in the savory, crunchy snack "fafda" and the sweet, sticky treat "jalebi."

◆ **Garba's Spiritual Essence:** Beyond religious and traditional aspects, a Garba circle holds a unique spiritual power. During these nights, many women voluntarily abstain from certain foods, creating a purifying experience. This festive occasion encourages even the most traditionally housebound women to step outside and engage in uninhibited whirling, symbolizing their connection with the divine presence within. The music often starts slowly and gradually accelerates, inducing a trance-like state in the dancers, particularly when the music and dance remain in their raw, unadulterated form.

◆ **The Divine Mandala:** At a Garba gathering, whether in any corner of Gujarat during Navratri, envision a powerful circle or concentric circles in motion around the central representation of a universal creative force—the source of life. Every participant performs the same rhythmic steps, forming an energetic mandala, unleashing the presence of the Mother Goddess in all her glory.

## Why is a Sojourn to Gujarat a must?

A visit to Gujarat during Navratri is a profound experience, as this adored dance festival engulfs the region. Every residential space transform into a vibrant Garba ground, echoing with the ancient Gujarati dance form. It's a fervent celebration of Maa's triumph over evil. Garba is not merely dance; it's an ensemble of music, exquisite silk attire, accessories bedecked with glass, gold, and vibrant threads, creating a palpable divine energy for participants and spectators alike. Skilled dancers captivate with special performances involving swords, umbrellas, and illuminated mud pots. This highly energetic ambiance persists for nine nights, culminating in the auspicious 10th day, Dussehra. Throughout these ten days, the morning and evening Aarti ceremonies evoke deeply touching emotions. A visit to Gujarat during this time is a journey into a realm of cultural richness, artistic expression, and spiritual fervor that transcends description.

**Dubai**

*Arrive & Revive with*  
**Travok**



# Elevating Global Commerce



Uttar Pradesh International Trade Show 2023 was held in India Expo Centre & Mart, Greater Noida from 21st September to 25th September 2023. The government of Uttar Pradesh & India Exposition Mart Ltd jointly organized it.

Under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi and Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, the state has embarked on an incredible journey to become the growth engine of India. This transformation focuses on key pillars that are redefining Uttar Pradesh's economic landscape. In the heart of UP, where innovation and entrepreneurship converged, the UP International Trade Show 2023 unfolded as a beacon of global economic collaboration and progress. This annual extravaganza was a testament to the ever-expanding horizons of international trade and the boundless potential of human creativity.



## Yogi Adityanath

Chief Minister,  
Government of Uttar Pradesh

“ This trade show is the manifestation of the endeavors that have been made by the UP Government in the last six years to promote trade, businesses, and industries under the guidance of PM Modi. Also, since this was the first international trade show we had challenges in organising it, but we overcame them; adding that being inspired by PM Modi we forwarded to transform UP as a developed State and moved to become a developed economy. This transformation of Uttar Pradesh in terms of economic development is pretty evident in the form of this Trade show. We already started many schemes like ODOP to promote the traditional trades and crafts of UP that PM Modi has started now as the Vishwakarma scheme. We have promoted our small traders and MSMEs which resulted in the registration of over 70,000 B2B buyers for the trade show. It is the New Uttar Pradesh of New India that has recognized its potential. It has not only emerged as the biggest market for trade but the biggest consumer market and workforce market as well. It has shown its potential by changing its scale to skill. This trade show will represent India's economy as the Growth Engine of the State as inspired by PM Modi. ”



## Draupadi Murmu

President,  
Government of India

“ In Uttar Pradesh, with a staggering count of 96 lakh, the highest among Indian states, the number of MSMEs (micro, small, and medium enterprises) takes the lead. This event would serve as a "potent platform" for manufacturers and entrepreneurs to access other markets. The increasing investments in Uttar Pradesh, underlining its significance in India's pursuit of achieving a \$ 5 trillion economy. India ascending to the third spot among the world's top five economies, thanks to UP's commitment to its own \$1 trillion (about \$3,100 per person in the US) target, thereby making significant contributions to the national goal. The need for an efficient multi-modal transport system in India, encompassing rail, road, air, and water. I encouraged collaboration among different departments to create a self-reliant and developed nation. This was the first time in six or seven years that an international trade fair was being hosted, emphasizing that no such event had occurred in the past. The state's economic growth had shown significant improvement over the last seven years. Furthermore, the organization of the trade fair would contribute to even greater economic growth, potentially positioning the state as the fastest-growing in the country. ”



## A Multinational Spectacle:

With representation from over 70 countries, the UP International Trade Show 2023 was a melting pot of cultures, ideas, and innovations. The event transcended borders, bringing together entrepreneurs, industry leaders, and visionaries from across the globe. Each participating country brought its own unique flavor to the show, showcasing a tapestry of products, technologies, and services that ranged from the practical to the cutting-edge.

# Objectives of UP International Trade Show 2023

The UP International Trade Show 2023, a global congregation of innovators and business leaders, was driven by a set of clear and ambitious objectives. These objectives aimed to foster international collaboration, inspire innovation, and propel global commerce into a more sustainable and interconnected future. Here are the core objectives of this prestigious event:

## ◆ Facilitating Global Trade:

At the heart of the UP International Trade Show, 2023 was the goal of facilitating international trade. The event served as a bridge connecting businesses from different corners of the world, creating opportunities for importers, exporters, and investors to establish meaningful partnerships. It sought to break down barriers and promote the exchange of goods and services on a global scale..

## ◆ Showcasing Innovation:



One of the primary objectives was to showcase innovation and technological advancement. The event provided a platform for companies and entrepreneurs to unveil their groundbreaking inventions and cutting-edge technologies. By highlighting innovation, the trade show aimed to inspire collaboration, investment, and the adoption of new solutions across industries.

## ◆ Promoting Sustainable Practices:

Sustainability was a key focus of the UP International Trade Show. The event aimed to promote sustainable business practices, from eco-friendly manufacturing processes to renewable energy solutions. It encouraged businesses to prioritize environmental responsibility and demonstrated how sustainability could drive both profitability and a healthier planet.

## ◆ Knowledge Exchange:

The trade show aimed to foster knowledge exchange on a global scale. Through a series of



seminars, panel discussions, and keynote speeches, it provided a forum for thought leaders and experts to share insights on various aspects of trade, technology, and economic trends. By facilitating dialogue and learning, the event sought to empower attendees with the knowledge needed to navigate the evolving global business landscape.

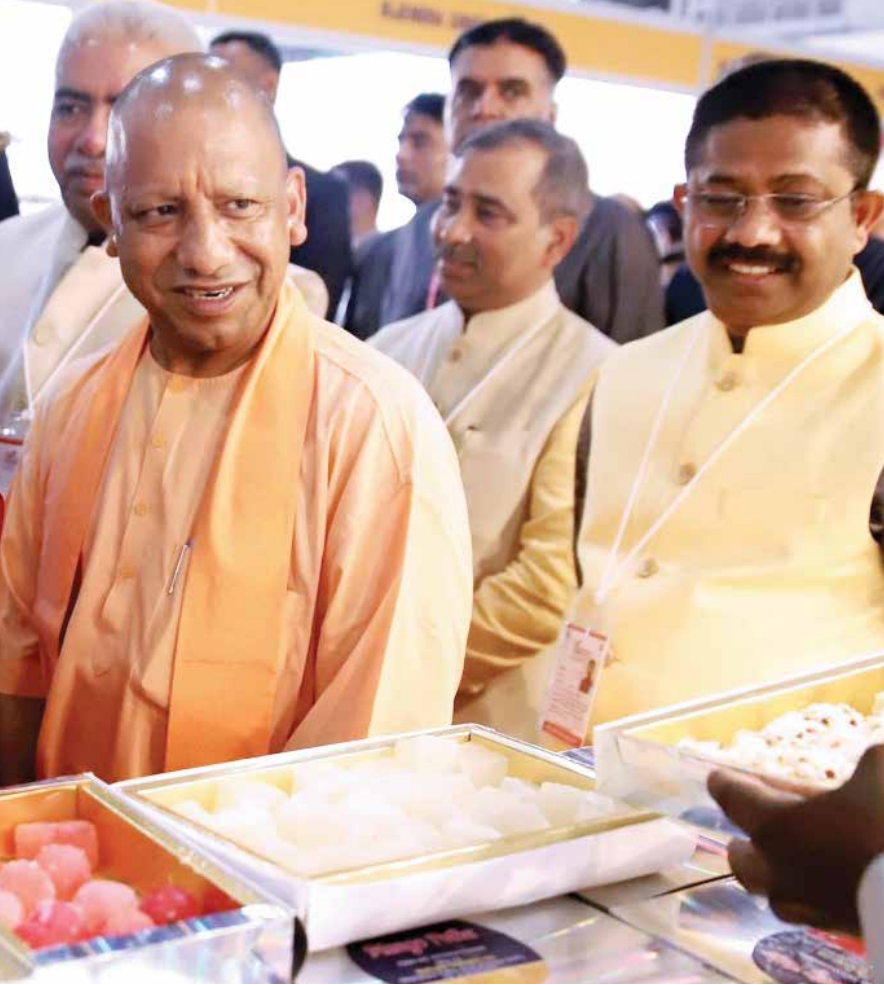
## ◆ Networking and Collaboration:

An essential objective was to promote networking and collaboration among attendees. The trade show recognized that partnerships and connections often drive business success. It provided a dynamic environment for entrepreneurs, investors, and industry professionals to meet, discuss opportunities, and initiate collaborations that could lead to transformative ventures.

## ◆ Fostering Cultural Exchange:

Beyond commerce, the event aimed to foster cultural exchange and understanding. Cultural performances, exhibitions, and culinary

Sustainability was a key focus of the UP International Trade Show. The event aimed to promote sustainable business practices, from eco-friendly manufacturing processes to renewable energy solutions.



to provide a platform for exploring solutions and strategies to navigate these challenges effectively.

## Benefits of the UP International Trade Show 2023

The UP International Trade Show 2023 was a global phenomenon that offered a plethora of benefits to participants, businesses, and economies worldwide. This premier event served as a catalyst for positive change and growth, delivering a wide range of advantages:

### ◆ Market Expansion:

Businesses that participated in the UP International Trade Show 2023 gained access to new markets. Exhibitors could showcase their products and services to a diverse and international audience, potentially opening doors to new customers, distributors, and partners.

### ◆ Opportunities:



experiences from different countries were integrated into the program to celebrate diversity and build bridges of friendship and cooperation among nations.

### ◆ Inspiring the Next Generation:

The UP International Trade Show had a commitment to inspire and educate the next generation of entrepreneurs and innovators. Special programs and initiatives were designed to engage students and young professionals, encouraging them to pursue careers in business and innovation and become the leaders of tomorrow.

### ◆ Navigating Challenges:

Acknowledging the complexities and challenges in today's global trade landscape, the event aimed to address pressing issues such as trade policy, economic inequality, and geopolitical tensions. Through candid discussions and expert insights, it sought

The UP International Trade Show had a commitment to inspire and educate the next generation of entrepreneurs and innovators. Special programs and initiatives were designed to engage students and young professionals, encouraging them to pursue careers in business and innovation and become the leaders of tomorrow.

For startups and established companies alike, the trade show provided a platform to attract potential investors. Angel investors, venture capitalists, and private equity firms attended the event, seeking promising ventures to fund. Securing investment could accelerate business growth and innovation.

### ◆ Exposure and Brand Building:

Participating businesses benefited from increased exposure and brand recognition. The event's extensive media coverage and global reach helped companies enhance their visibility and reputation on a global scale.

### ◆ Economic Growth:

On a larger scale, the tradeshow contributed to economic growth. It generated revenue for the host city, supported local businesses, and created employment opportunities in various sectors, including hospitality, logistics, and tourism.

## Achievements

As the host of the UP International Trade Show 2023, the Yogi Government of Uttar Pradesh, India, achieved significant milestones and played a pivotal role in the success of the event. The leadership and efforts of the Yogi Government were instrumental in making the trade show a resounding success. Here are some of the notable achievements.

### ◆ Strategic Vision:

The Yogi Government displayed a clear and strategic vision for the UP International Trade Show 2023. Recognizing the potential economic benefits, he positioned Uttar Pradesh as a global hub for commerce and innovation, demonstrating a forward-thinking approach.

### ◆ Infrastructure Development:

Under Yogi Government's leadership, substantial investments were made in infrastructure development. The state-of-the-art convention center and facilities provided a world-class venue for



the trade show, ensuring a seamless and comfortable experience for attendees.

### ◆ Global Outreach:

The Yogi Government played a vital role in engaging with international partners and diplomatic missions to encourage participation from a wide range of countries. This diplomatic effort resulted in a diverse and vibrant event with representation from over 70 nations.

### ◆ Diplomatic Relations:

Through the UP International Trade Show 2023, Yogi Government strengthened diplomatic relations with participating countries. The event served as a platform for diplomacy, trade agreements, and mutual cooperation.

## Countries that participated in the UP International Trade Show 2023

The UP International Trade Show 2023, being a global event focused on trade, innovation, and business collaboration, saw participation from a diverse range of countries. The event aimed to bring together nations from different regions of the world to showcase their products, and innovations, and foster international partnerships. Here we picked few of those countries that participated in the UP International Trade Show 2023:

### ◆ United States:

The United States, with its cutting-edge technology and diverse industries, played a prominent role in the trade show. American companies showcased innovations in sectors like technology, healthcare, and renewable energy. From innovative





tech startups in Silicon Valley to traditional manufacturing hubs in the Midwest, the U.S. demonstrated its resilience and determination to foster international cooperation and economic growth.

#### ◆ **China:**

China, a global economic powerhouse, made an indelible mark at the 2023 International Trade Show. With its vast manufacturing capabilities, technological innovation, and commitment to sustainability, China's presence reaffirmed its position as a key player in the international trade landscape. From advanced electronics to renewable energy solutions, China's diverse array of products and services showcased its dedication to global trade, fostering cooperation and prosperity for all.

#### ◆ **Germany:**

Germany shone brightly at the 2023 International Trade Show, highlighting its reputation for precision engineering, high-quality manufacturing, and innovation. From state-of-the-art automotive technology to sustainable energy solutions, Germany's exhibit showcased its commitment to excellence in international trade. With a strong emphasis on sustainability and environmental responsibility, Germany demonstrated its leadership in shaping a more sustainable and interconnected global economy.

#### ◆ **Japan:**

Japan left an indelible mark at the 2023 International Trade Show, showcasing its blend of traditional craftsmanship and cutting-edge technology. From precision engineering and robotics to exquisite artisanal products, Japan's exhibit celebrated its rich cultural heritage and innovation. With a focus on quality, reliability, and sustainability, Japan reaffirmed its role as a global trade leader, forging partnerships that promote progress and excellence in an ever-evolving world economy.

#### ◆ **South Korea:**

South Korea showcased its leadership in consumer

The UP International Trade Show 2023 brought significant economic benefits to Uttar Pradesh. It boosted the local economy through increased tourism, hospitality, and trade-related activities, creating employment opportunities for the state's residents.

electronics, semiconductor technology, and 5G infrastructure.

#### ◆ **United Kingdom:**

The UK displayed innovations in fintech, sustainable transportation, and creative industries, emphasizing its commitment to green technology. The United Kingdom made a resounding statement at the 2023 International Trade Show, showcasing its unique blend of tradition and modernity. From its historic craftsmanship and luxury brands to its burgeoning tech startups, the UK highlighted its versatility in international trade. With a commitment to innovation, sustainability, and global collaboration, the UK's presence underscored its role as a dynamic and influential player on the world trade stage, fostering economic growth and cooperation.

#### ◆ **France:**

France exuded elegance and innovation at the 2023 International Trade Show, reflecting its rich cultural heritage and forward-thinking industries. From haute couture fashion to cutting-edge aerospace technology, France demonstrated its commitment to excellence and global collaboration. With a focus on artistry, sustainability, and international partnerships, France's presence illuminated its pivotal role in shaping a dynamic and interconnected global economy, where creativity and expertise converge to drive progress.

#### ◆ **Brazil:**

Brazil made a vibrant impression at the 2023 International Trade Show, showcasing its diversity, natural resources, and economic potential. Brazil demonstrated its role as a key player in the global trade landscape, from its rich agricultural products to its advanced aerospace and technology sectors. With a commitment to sustainability, cultural richness, and international partnerships, Brazil's presence exemplified its dedication to fostering economic growth and collaboration on a global scale.



## ◆ Australia:

Australia made a striking impact at the 2023 International Trade Show, spotlighting its unique blend of natural wonders and advanced industries. From world-class mining and renewable energy innovations to its pristine agricultural products, Australia showcased its commitment to quality, sustainability, and global cooperation. With a focus on environmental stewardship and cutting-edge technology, Australia's presence underscored its vital role in shaping a more interconnected and sustainable global economy, offering a glimpse of the opportunities its vast continent holds for international trade

## ◆ Canada:

Canada was impressed at the 2023 International Trade Show with its diverse range of products and commitment to international collaboration. From its abundant natural resources to its innovative tech companies, Canada showcased its excellence in sustainable practices and technological advancements. With a focus on inclusivity, environmental responsibility, and fostering global partnerships, Canada's presence illustrated its pivotal role in shaping a more interconnected and prosperous world economy, offering a glimpse into the potential for growth and cooperation in the Great White North.

Brazil made a vibrant impression at the 2023 International Trade Show, showcasing its diversity, natural resources, and economic potential. Brazil demonstrated its role as a key player in the global trade landscape, from its rich agricultural products to its advanced aerospace and technology sectors.

## ◆ Russia:

Russia made a significant impact at the 2023 International Trade Show, highlighting its vast resources, technological advancements, and global trade potential. From its energy sector to space exploration, Russia's exhibit underscored its commitment to innovation and international cooperation. With a focus on fostering trade partnerships, promoting its unique cultural heritage, and advancing scientific frontiers, Russia demonstrated its crucial role in shaping a more interconnected and collaborative global economy, showcasing opportunities for growth and partnership in the world's largest country.

## ◆ South Africa:

South Africa shone brightly at the 2023 International Trade Show, showcasing its diverse economy and rich cultural heritage. From its world-renowned wine and agricultural products to its emerging tech and renewable energy sectors, South Africa exemplified its commitment to innovation and global trade. With a focus on sustainability, inclusivity, and fostering international partnerships, South Africa's presence highlighted its pivotal role in shaping a more interconnected and equitable global economy, offering a glimpse of the opportunities and diversity it brings to the world stage.





### ◆ UAE (United Arab Emirates):

The UAE took center stage at the 2023 International Trade Show, exemplifying its status as a dynamic hub of commerce and innovation. From its iconic skyscrapers and luxury industries to groundbreaking renewable energy projects, the UAE's exhibit highlighted its commitment to cutting-edge technology and global trade partnerships. With a focus on sustainability, inclusivity, and visionary leadership, the UAE's presence underscored its crucial role in shaping a more interconnected and prosperous global economy, offering a glimpse into the limitless possibilities that its visionary approach brings to the world of international trade.

### ◆ Singapore:

Singapore highlighted its status as a global financial and technology hub, with innovations in fintech and smart city solutions. From its futuristic urban planning to its advanced technology and financial services, Singapore demonstrated its commitment to excellence and international collaboration. With a focus on sustainability, connectivity, and fostering international partnerships, Singapore's presence illustrated its pivotal role in shaping a more interconnected

Singapore highlighted its status as a global financial and technology hub, with innovations in fintech and smart city solutions. From its futuristic urban planning to its advanced technology and financial services, Singapore demonstrated its commitment to excellence and international collaboration.

and prosperous global economy, offering a glimpse of the opportunities and efficiency that this city-state brings to the world of international trade.

These are just a few of the countries that participated in the UP International Trade Show 2023. The event provided a platform for nations to demonstrate their strengths, exchange ideas, and explore potential collaborations, contributing to the global landscape of trade and innovation.

***As the curtains fell on the UP International Trade Show 2023, the world witness a remarkable showcase of human ingenuity and cooperation. The event left an indelible mark, reminding all who participated that in an interconnected world, the possibilities for growth and progress were endless. The UP International Trade Show was not just an event; it was a declaration of the world's potential when nations unite in pursuit of economic prosperity and a brighter future for all.***



# Tourism and Green Investment

Every year tourism fraternity celebrates World Tourism Day with big celebrations and great innovation in the tourism sector. Travel professionals get themselves ready with the frame of new policies, new destinations, excursions, connectivity, and many more to meet the demands of each and every kind of traveler. Moreover to built up global commitment to sustainable practices in the tourism industry.

**U**NWTO has identified investments as one of the key priorities for tourism's recovery and future growth and development. For World Tourism Day 2023, UNWTO highlights the need for more and better-targeted investments for people, for planet and for prosperity. Now is the time for new and innovative solutions, not

just traditional investments that promote and underpin economic growth and productivity.

World Tourism Day 2023 will be a call to action to the international community, governments, multilateral financial institutions, development partners and private sector investors to unite around a new tourism investment strategy.

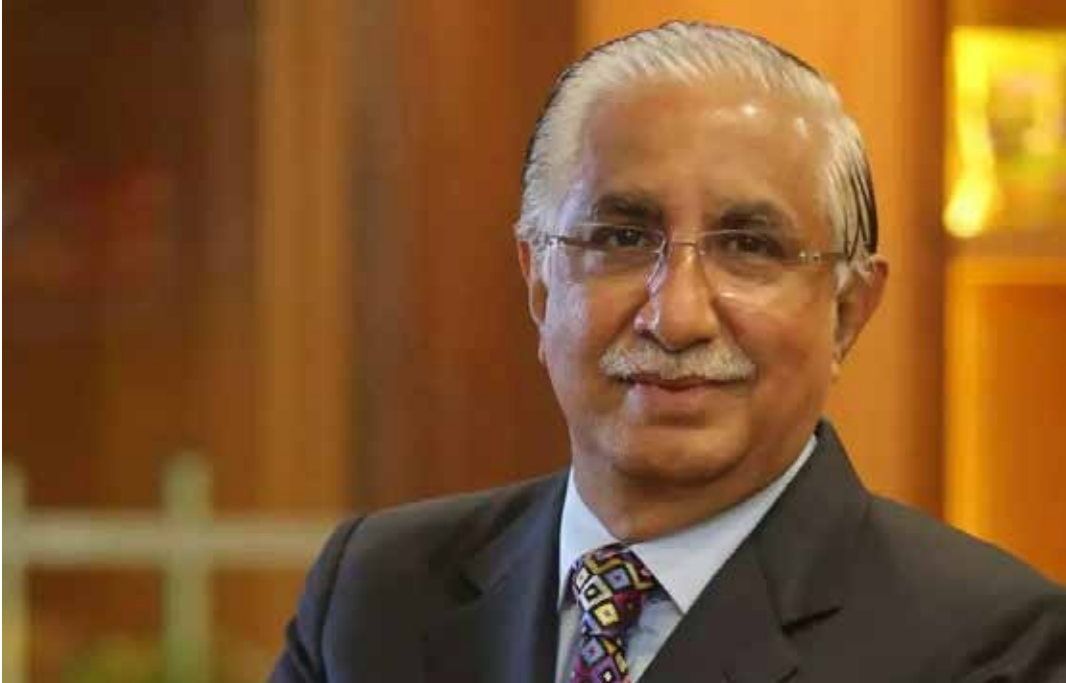
## Zurab Pololikashvili, Secretary-General, UNWTO



**T**ourism must lead the way in accelerating our shift to greater resilience and sustainability. For this, we need more investment, as well as the right kind of investment. That is the central message of this year's World Tourism Day, a message that is being amplified from the official hosts of the celebrations, the Kingdom of Saudi Arabia, and echoed around the world by our Members everywhere.

## Nakul Anand

### Chairman, Federation of Associations in Indian Tourism & Hospitality (FAITH)



**A** vision of creating a \$3 Trillion tourism GDP for India by 2047 through 100 million foreign tourist arrivals, 20 Billion domestic tourism visits and more than 200 Million direct and indirect tourism driven jobs — this is the scale envisioned by the Federation of Associations in Indian Tourism & Hospitality. The Ministry of Tourism's unique initiative, 'Travel for Life' encourages Sustainability in Tourism and this will accelerate hospitality and tourism businesses.

As world leaders grapple with a throng of complexities that climate change poses, and subsequently stress on actioning resilient solutions to reach net-zero goals, I believe the tourism sector has the potential to outshine all others as the Olympic-flame blazing towards responsible and sustainable development despite its complex relationship with the environment. However, the industry has its task cut out as it needs to strike a balance between economic development and ecological preservation.

Our current travel and tourism model is unhinged and unsustainable as it leads to the generation of an estimated 5.2 Gigatons (Gt) of carbon each year, accounting for 9% - 12% of total global GHG emissions. To align the industry's impact positively in the direction of the Paris Agreement, emissions would have to be reduced from 5.2 to 3.1 Gt of carbon emissions,

to prevent the projected rise of 6.2 Gt. Having said this, I would like to draw your attention to this session's most eminent topic and give thanks to our Honorable Prime Minister, Mr. Narendra Modi and the Ministry of Tourism, for designing Travel for LiFE (Lifestyle for Environment) under the Mission LiFE directive – Tourism as a Vehicle for achieving sustainable development goals.

To cite an example closer home in hospitality, ITC Hotels has not only embodied its pioneering concept of responsible luxury, but also endorsed it to the world at large. Globally, ITC Hotels is the first to have 23 properties LEED Platinum Certified, 12 of its hotels LEED Zero-Carbon Certified, and two hotels LEED Zero-Water Certified. ITC Hotels has surpassed the UN 2030 sectoral targets consecutively for the third year in a row, recycling/reusing more than 99% of solid-waste generated and meeting more than half of its electric consumption through renewable sources. ITC Hotels is also deploying state-of-the-art technology such as Atmospheric Water Generators at its Grand Chola and Welcomhotel Bengaluru properties. ITC Hotels is perhaps one of the most noteworthy examples in the hospitality industry to prove that the MICE business model can not only exist in sustainable surroundings, but also enable planet-positive experiences.

## Samir MC

### Managing Director, Fortune Hotels

Tourism is more than just travel; it serves as a bridge between cultures and a key driver of economic development. At Fortune Hotels, we recognise the profound responsibility that rests upon our industry – not only as exceptional experience providers, key employers supporting multifarious livelihoods, but also as custodians of Mother Earth trying to conserve the natural and cultural treasures that make India the incredible and unique travel destination that it is.

As we celebrate World Tourism Day, we must recognise



that all of us – travellers, industry stakeholders, and most importantly, industry executives – have a collective responsibility towards reducing our ecological footprint and creating a green future that positively impacts our community thereby bringing in a fundamental transformation centred around sustainability. Tourism's future is bright as we all strive for a more responsible and well-grounded ecosystem.

# Mr. Jose Ramapuram

## Director of Marketing, Evolve Back Resorts

**E**volve Back Resorts proudly stands at the forefront of sustainable tourism as we celebrate World Tourism Day. Centred around the theme 'Tourism and Green Investment,' our conviction lies in the belief that travel should not only enrich lives of our valued guests but also contribute to the enrichment of our precious planet. At Evolve Back Resorts, we enthusiastically support the concept, recognizing the pivotal role sustainable travel plays in safeguarding the environment.

Through pioneering eco-conscious practices and a dedication to preserving the natural beauty of our travel destinations, we are committed to crafting memorable experiences. We firmly believe that investing in preserving and conserving the physical environments of our destinations is crucial, as it serves



as the very foundation of our existence and business. Our commitment to the idea goes beyond just words; it reflects in every action that takes place at Evolve Back. For instance, in a bid to cut down on our dependence on non-renewable resources, Evolve Back plans to expand its

green energy production by incorporating more windmills and solar plants. We have also invested in medium-scale captive solar power plants at two of our resorts, namely Kabini and Hampi, and an onshore (offsite) windmill in Karnataka. Collectively, these renewable energy sources supply almost 50% of our energy needs. We have also taken up initiatives that focus on the management of critical resources through extensive and well-managed projects such as rainwater harvesting and waste management systems, amongst others.

As we celebrate World Tourism Day, let's remember that every action we take has a significant impact on our environment. Together, we can strive for a future where travel and environmental conservation walk hand in hand.

## Mr. Gaurav Pokhariyal

**Executive Vice President,  
Human Resources, IHCL**

The growing role of travel and tourism industry makes it even more important to ensure that it is sustainable and inclusive, and that it contributes positively to communities, the cultural heritage and the natural ecosystems, upon which our sector depends. As an Industry leader, IHCL has been steadily walking the integrated path towards environmental and social progress.



## Mr. Harish Khatri

### Founder & MD of India Assist

Our growth and expansion over the last 12 months has been incredible. It reflects our relentless pursuit of excellence and our dedication to providing top-notch assistance services. We are excited to expand to 100 more cities by next year and to partner with service and business partners across India to support our growth. Right from our partnership with IRCTC to simplify travel via railways, to us being a travel assistance partner in the prestigious Moto GP Bharat, India Assist's journey has been remarkable to say the least. Over the past year, the milestones showcase our dedication to growth, innovation, and customer satisfaction. As the company moves forward, it remains committed to raising the bar in the travel assistance sector.



# Ras Al Khaimah Launches 2023 WMF Minifootball World Cup

Tickets for the eagerly anticipated 2023 WMF Minifootball World Cup Ras Al Khaimah are now available for fans to book.

The ticket booking platform went live with the launch of the tournament's official campaign video which celebrates minifootball's unifying power and the tournament's debut in the Middle East. With Ras Al Khaimah's commitment to enhance livability and make the sport accessible to all, match tickets are available free of charge. Under the banner "Home For Everyday Legends", the 2023 World Cup highlights how relatable the game is to amateur players and enthusiasts, while magnifying the importance and capabilities of the talented players and giving them the legendary status they deserve. The goal is to inspire viewers to appreciate the sport beyond the professional level and recognize the skills



and talent that exists within minifootball communities.

Taking place from October 26th to November 4th, the tournament will see 32 national teams from across the globe compete for the prestigious title in Ras Al Khaimah. Eight groups, each comprising

four teams, will compete to secure their spot in the knockout stages between 26th–31st October, before the battle for the title takes place between 1st and 4th November.

The host nation, UAE, will face India following the official opening ceremony on 26th October. Meanwhile, defending champions, Mexico, will play Ireland in the first match of opening match day.

One of the strongest contenders, Brazil, leads the charge in Group E, and will play their first match of the tournament on 27th October against Japan. Meanwhile, the USA, former host, and winner of the inaugural Minifootball World Cup tournament in 2015, are headlining Group D and will play their first match against Spain.

## Explore the Vibrant Urban Canvas of Czechia

The streets of Czechia serve as an open-air gallery, inviting both locals and visitors to experience art in an unconventional setting. From the cobbled alleys of Prague's Old Town to the industrial backstreets of Brno, street art punctuates the urban scenery with bursts of colour and thought-provoking messages. Street art in Czechia is rooted in a history of resistance and self-expression. Themes of freedom, democracy, and unity are often woven into the art, serving as a reminder of the nation's journey.

In today's Prague, the street art scene thrives, and this creative optimism permeates the narrow lanes and paths. Look out for sculptures, installations, and murals that infuse the city. Among the treasures is one of Prague's few legal graffiti walls, Tesnov. Just a 15-minute stroll from the city centre, Tesnov offers a fitting conclusion to your street art exploration, allowing you to craft cherished memories along the way.

Drawing inspiration from Michelangelo's iconic Sistine Chapel fresco, Pasta Oner crafted his interpretation of the "divine touch" on Vitězné náměstí. This pop-art mural portrays the "hand of God," directing attention to the words "Choose to Be Happy." This uplifting artwork emerged through Prague's Stuck in the City initiative.

Last of all don't forget the renowned John Lennon Wall. Despite its frequent cleanings, the Lennon-inspired graffiti has graced this wall since the 1980s, never disappearing for more than a few hours. Nestled in the heart of Old Town, this vibrant wall is adorned with uplifting quotes, Beatles' lyrics, and personal expressions through notes, musings, and artwork.



Czechia's street art scene embraces a diverse range of styles and techniques. Stencils, graffiti, murals, and installations intermingle to create a visually striking and multi-dimensional tapestry.

In conclusion, Czechia streets have become an ever-evolving canvas where art and the urban landscape merge to create a dynamic and captivating narrative. From political statements to cultural celebrations, the vibrant street art scene is a reflection of the nation's identity, history, and boundless creative spirit. As you navigate the streets of Czechia, take a moment to appreciate the stories told by the walls around you – for they are not just art; they are windows into the soul of the nation.

# GNTB relaunches its global flagship campaign for sustainability

Germany is increasingly perceived internationally as a sustainable destination: In the SDG Index, which shows the progress made by 193 nations in meeting the UN climate goals, Germany rises from sixth to fourth place in 2023.

According to analyses by IPK, potential guests ranked Germany third out of 27 countries in terms of climate protection and sustainability. The German National Tourist Board (GNTB) is taking advantage of this positive attention and is now presenting its global campaign for sustainability "Simply FEEL GOOD" with numerous sustainable travel ideas.

## Simply FEEL GOOD 2023

The central element of the GNTB campaign is a landing page at [www.germany.travel](http://www.germany.travel). This hub of inspiration and information presents almost 140 sustainable tourism travel ideas that were selected in a call for proposals. The four clusters "Discover," "Enjoy," "Stay" and "On Tour" make it easier to find your way around.

In addition, maps of Germany link to further sustainable travel options to the thematic websites of the 16 federal states as well as to accommodations that display at least one of 17 recognized sustainability certifications.

"We are inspiring Indian travellers to

choose selection of activities including accommodation options that combine sustainability

with hospitality and comfort. Germany offers far more than just its landmarks. Tourists from India can immerse themselves in the life of the many different regions, feel the energy of different landscapes, stroll through authentic markets, and experience true relaxation surrounded by nature!" said Romit Theophilus, Director, German National Tourist Office in India.

Furthermore, Germany is aimed at promoting sustainable travel and communicating the country's positive image as a travel destination with a wide range of eco-conscious tourism experiences. One of the finest tips for a climate-friendly and environmentally conscious holiday for Indians is fill your water bottle for free and without hesitation from the tap or from more



## Petra Hedorfer CEO, German National Tourist Board (GNTB)

With the award-winning 'Feelgood' campaign, we have already been successfully promoting the variety of certified sustainable products and services on the international markets since 2021. The 2023 campaign shows how a trip to Germany can combine sustainability, enjoyment and a variety of experiences can be combined on a trip to Germany. The travel ideas selected for the campaign reflect how more and more tourist regions, hotels, tour operators, and mobility service providers are aligning themselves sustainably. The strategic orientation and implementation of the campaign pay very specific attention to the United Nations Sustainable Development Goals (SDGs) and thus underpin our claim to make German incoming tourism more sustainable.

than 6,000 public water refill stations around Germany, instead of buying bottled drinking water. You can also get your "coffee to go" in your own reusable cup in many places, and sometimes even get a discount. Fruit and vegetables are available plastic-free, super fresh, and inexpensive at the many farmers' markets, and also in some supermarkets. This way, you can protect the environment and save money in the process.

# Wonderful Indonesia Hosts Multi-City Roadshow in India

The Wonderful Indonesia Roadshow was hosted at Hyderabad on September 11, 2023; in Mumbai on September 13, 2023; and in Ahmedabad on September 15, 2023. The event sought to promote Indonesia as the ultimate destination for Indian tourists seeking immersive experiences.

With 37 stalls of participants promoting the destination and about 120-140 participants from the Indian travel and tourism fraternity, this roadshow was a remarkable display of Indonesia's cultural richness and natural wonders.

One of the prominent participants at the Wonderful Indonesia Roadshow was Tria Uma Wisata Tours & Travel. With a dedicated focus on Bali and Indonesia as a leading

Destination Management Company (DMC), Tria Uma Wisata Tours & Travel is all set to enthrall the Indian traveller market with a host of exclusive offers and features. Tria Uma is honoured to have been selected as one of the organizers for this prestigious event. Indonesia, an archipelago blessed with unparalleled beauty and diversity, is eager to share its rich cultural heritage and breathtaking landscapes with Indian travellers. Wonderful Indonesia is committed to showcasing various destinations across the country, divided into five distinct categories: Nature, Culinary and wellness, Arts and heritage, Recreation and leisure, and Adventure.

Speaking about the success of the

roadshow, Ms Niluh Werdiani, Managing Director of Tria Uma Wisata Tours & Travel, expressed, "We are proud to represent Bali and Indonesia as the premier DMC at the Wonderful Indonesia Roadshow. We aim to provide Indian travellers with an unforgettable experience, showcasing the unparalleled beauty of Indonesia and Bali in particular. With our specialized expertise and personalized services, we are committed to creating lasting memories for every traveller."

The Wonderful Indonesia Roadshow promises to be a remarkable event, bringing the enchanting culture and natural beauty of Indonesia closer to the hearts of Indian travellers.



## Madrid Turismo By Ifema Madrid: First International Ambassadors

MADRID TURISMO by IFEMA MADRID has appointed in a ceremony held at the historic Palacio de Santoña, the first International Ambassadors of this joint project of the Regional Government of Madrid, the Madrid City Council and IFEMA MADRID.

Actress Cho Yeo-Jeong, known for her roles in the films *Parasites*, *The Servant* and *The Concubine*; actress Kim Joo-Ryung, famous for her role in the Netflix series *The Squid Game*; actor, model and singer Jeon Changa, global brand ambassador for Boss and model for MAC; and fashion designer Danha, known for being the creator of the wardrobe of the K-Pop group BlackPink, have been named Ambassadors of MADRID TOURISM by IFEMA MADRID. As such, they will help promote Madrid in their areas of influence, highlighting its lifestyle, gastronomy, cultural and leisure offerings, and rich heritage. They have been able to learn about these and other aspects during their visit to Madrid, in which they have visited emblematic places and important landmarks in the capital, also being able to enjoy the Mercedes-Benz Fashion Week Madrid.

During the ceremony, the Ambassadors received a traditional Spanish cape, introduced by a special video, designed and handmade especially for the occasion by OTEYZA, a diploma and an official Ambassador Handbook, as a symbol of this new bond between them and Madrid. The Ambassadors received the capes from the hands of Daniel Martínez, Deputy Minister of Culture, Tourism and Sport of the Regional Government of Madrid; Héctor Coronel, Director of Tourism of the



Madrid City Council; Alejandro Halffter, Secretary General of the Madrid Chamber of Commerce, and Juan Arrizabalaga, General Director of IFEMA MADRID.

The award ceremony was hosted by Yolanda Perdomo, director of MADRID TURISMO by IFEMA Madrid, and Lara Benito, singer, model and actress from Madrid, famous in South Korea for her great television appearances.

### Relevant and renowned personalities in Korea

Cho Yeo-Jeong is a South Korean actress known mainly in the South Korean film industry for her leading roles in the period films *The Servant* (2010) and *The Concubine* (2012), as well as starring in the TV series *I Need Romance* (2011). In 2019,

she joined the starring cast of the film *Parasites*, winner of several Oscar awards and the famous Screen Actors Guild award (SAG award), among others.

Kim Joo-Ryung is a South Korean actress, famous for her role in *The Squid Game*. She is also a winner of the 2021 Asia Artist Award in the Best Actress category.

Jeon Changa is a Korean actor and singer, an official brand ambassador for Boss worldwide and a model for the MAC brand. He has nearly 30 million followers and well known for the content he shares on his social media.

Danha is a fashion designer known for creating the latest outfits of the world-famous K-Pop band Blackpink. She has also participated in Paris Fashion Week.

# Qatar Tourism: Two-city Roadshow in India

Qatar Tourism led a high-profile delegation of 40 hospitality partners in a roadshow across Mumbai and New Delhi, anchoring Qatar's commitment towards the Indian travel market. The roadshow took place over 8th to 10th August, 2023 with over 200 Indian travel companies in attendance across the two cities.

The roadshow highlighted Qatar's dynamic tourism offering and aimed to position Qatar as a leading tourism destination with world-class hotels and resorts, premium leisure and entertainment venues, and a rich cultural tapestry that together create an unparalleled holiday experience. India is one of Qatar Tourism's 15 priority markets identified in its long-term strategy which aims to make Qatar the fastest growing tourism destination in the Middle East by 2030.

Included in the roadshow led by Qatar Tourism were destination management companies, hotels, airlines, cruise liners, and attraction providers, such as: Zula Wellness Resort by Chiva-Som, Al Messila - a Luxury Collection Resort & Spa, The Ritz Carlton Doha, Waldorf Astoria Lusail Doha, The Chedi Katara, The St. Regis Doha, Marsa Malaz Kempinski, Raffles Doha, Fairmont Doha, Hilton Doha, Hilton Salwa Beach Resort & Villas, Banyan Tree Doha, Banana Island Resort Doha by Anantara, The Westin Doha Hotel & Spa, Four Seasons Hotel Doha, W Doha Hotel & Residences, The Ned Doha, Rixos Gulf Doha, Grand Hyatt Doha, Centara West

Bay Hotel & Residences, Radisson Blu Doha, Marriott Marquis City Centre, Le Royal Méridien Doha, Dusit Doha Hotel, InterContinental Doha, Ibis Doha & Adagio Aparthotel, Millenium Hotels, Discover Qatar, Regency Holidays, Mannai Holidays, QIT, Q Moments, Tawfeeq Holidays, Travel Designer, Embrace Doha, Doha Bus, Qatar Airways, IndiGo and Costa Cruises.

Commenting on the importance of the roadshow, Philip Dickinson from International Markets at Qatar Tourism said: "Qatar Tourism is committed to expanding and deepening its outreach to valuable partners and stakeholders in India. We are thrilled by the opportunity to engage with hundreds of travel companies to showcase Qatar's unmatched tourism offering and we trust that this roadshow will help pave the way toward further exciting collaborations and partnerships in this priority market. With visa-free travel, a few short hours of flight, and a captivating tourism experience that extends from the desert to the sea, we believe Qatar is truly an ideal destination for holiday-seekers from India. We look forward to further engagements in the near future that

allow us to continue elevating Qatar's position in international markets and demonstrating the richness of Qatar as a tourism destination."

The roadshow featured insightful presentations, interactive discussions, and networking opportunities over the 02 days. In addition, Qatar Tourism created two specialised sideline events on wedding planning to grow Qatar's global position as a getaway destination for luxury weddings. The specialised events brought together some of India's leading wedding planners and showcased ten of Qatar's finest wedding venues, opulent hotels, world-class amenities and service providers. From desert-inspired ceremonies to beachside vows and lavish indoor festivities, the events highlighted the ability for soon-to-be weds to bring to life their dream celebration.

Qatar is gearing up for an active social calendar in the months ahead. Firmly cementing its position as a sporting destination after the successful delivery of the FIFA World Cup™ in 2022, Qatar will soon host the riveting Formula 1® Qatar Airways Qatar Grand Prix 2023™ from October 6 – 8, 2023 and the annual Qatar MotoGP from November 7 – 19, 2023 for the 2023 World Championship. Additionally, Qatar will host the prestigious Geneva International Motor Show (GIMS) for the first time from October 5 – 14, 2023. More than a traditional car show, this will be an exciting festival celebrating car culture and automotive excellence.

Visitors from India can also take inspiration on events, where to go and what to see during any given month through Qatar Tourism's social page, @QatarCalendar. This monthly release offers a curated round-up of all events taking place in Qatar, from art workshops to musical symphonies, sports championships and much more.

Consistently ranked as one of the safest countries in the world, Qatar welcomes nationalities from 100 countries visa-free while others can easily apply for a visa using the online Hayya platform. This short-haul destination within 3.5 hours of travel time from India has an ever-changing landscape, offering year-round sunshine which makes it the perfect vacation destination. The country has something to offer for everyone be it families, solo travellers, groups of friends, or even romantic getaways. Qatar is the land of Arabic hospitality and the perfect blend of tradition and modernity waiting to be explored.



# Visit Brussels **Reinforce Its Presence** in The India Market

With the view to reinforce its presence in the India market, visit.brussels has successfully concluded roadshows in Delhi and Mumbai on 5th September and 8th September respectively with the attendance of over 150 key partners, luxury agents and media. In the midst of beers, waffles, fries and delicious chocolates, the partners from Belgium and representatives from Visit Brussels opened their pandora boxes to reveal the latest offerings of the country.

**T**he program in Mumbai also focused on the student program for Belgium, which was attended by guests from schools and universities in India.

The roadshow in Delhi was organized at the residence of H.E. Mr. Didier Vanderhasselt, the Belgium Ambassador to India. Whereas, the workshop in Mumbai was held at a leading prominent hotel in Lower Parel and was graced by our Chief Guest H.E. Frank Geerkens, Consul General of Belgium in Mumbai accompanied by Trade Commissioner, Emmanuelle Timmermans (AWEX) and Mr. Fatih Karakoc, the General Manager Turkish Airlines for Western and Southern India. The delegation was led by Pieter Callebaut, International Business Developer, visit.brussels, in both the cities.

The key delegates present were the spokesperson for visit.brussels, Pieter Callebaut, Philippe Steenberghe (Mini-Europe), Peggy Van Lierde (Choco Story Brussels), Tania Ter-Ossepianz & Maarten Evenepoel (Brussels Airport), Eric Bruyninckx (Atomium), Jean-Marcel Thomas & Xhandros Molho (Euro Space Centre) and Ratna Rai (Amigo Hotel).

While presenting the City of Brussels' reimagined offerings, Pieter Callebaut, said, "India is a very important market for us because of the potential it holds. Though the tourism from India to Brussels is still in the recovery phase, we are actively implementing strategies to increase the city's appeal amongst Indian travellers. The roadshows were great opportunities for visit.brussels to reconnect with the travel trade fraternity while at the same time highlighting its commitment to this amazing market."

Commenting on the roadshows, Ellona Pereira, Head – AVAIREPS India & visit.brussels - India representative - said, "The current movement trends for 2023 is indicating a positive traction and the year looks promising in terms of tourism to Brussels from India. The launch of new attractions like the Belgium Beer World and with new offerings in the pipeline is definitely a clear indication that Brussels has a lot to offer to every traveller from the Indian sub-continent."

In the year 2022, Brussels as a destination had witnessed 35,000 overnight stays from India out of which 56% of the travellers were leisure travellers and 44% were business travellers. 50% of the departures were from Mumbai while about 20% were from New Delhi.

## **WHATS NEW IN 2023!**

### **The Belgian Beer World**

On September 9, 2023, The Belgian Beer World has opened its doors for the first time to welcome beer enthusiasts. Housed within the iconic Brussels Stock Exchange building, this sprawling 12,000-square-meter facility promises an immersive, interactive experience, providing a special place devoted to the discovery and appreciation of Belgium's beloved brews, one that showcases how Belgian beer has left an indelible mark on the four corners of the globe.

### **2023 is the year of Art Nouveau in Brussels - 130 years Celebration Art Nouveau**

In 1893, architect Victor Horta put the

finishing touches to Tassel House, the founding work of the Art Nouveau movement in Brussels. 130 years later, Brussels takes advantage of this anniversary to celebrate Art Nouveau in all its diversity. This year's program includes a variety of initiatives in the Brussels Region: architectural masterpieces open to the public, workshops, lectures, publications, interior visits, city guided tours.

### **A Must Visit to Gare Maritime**

This former freight station returns to much of its original architectural heritage, after having undergone major renovations. While adapting the massive interior space for events, retail and office space, one can also find shops, food market, park, urban gardening, guided tours, different expo's and experiences, Brasserie de la Senne. The food court located here is one of the new food courts that have opened in Brussels recently like Wolf Food Court or Great Market

### **Brand New Hotel Properties**

Stylish boutique hotels like Juliana Hotel, The Hoxton and Mix Brussels will welcome its first guests in the year 2023. In 2024, five-star luxury hotels like Astoria and Cardo Brussels have slated to open its doors.



# Australia's Hidden **Gem You Must Consider** for Your Next Trip

**W**ith an increase in the number of travel destinations, and the diverse experiences, deciding on the right place is tough.

This World Tourism Day, this city is a hidden gem you must consider for your next trip, if you like sustainable travel, innovations, art, culture, and natural beauty.

*Here are five compelling reasons for you to add Australia's capital, Canberra to your bucket list –*

## **Sustainability**

Eat, stay and explore sustainably in Canberra – a different kind of capital. With its multiple green initiatives, Canberra is known to be one of the most sustainable cities in the world. It uses 100% renewable energy for the entire city and showcases how there are plenty of ways to enjoy, while being conscious of your environmental footprint.

Savour the sustainable offerings at eateries such as Capital Brewing Co., Two Before Ten (Aranda), Monster Kitchen & Bar and Sweet Bones Vegan Café. You can also indulge in sustainable pampering at the Australian National Botanic Garden's Jindii Eco Spa, which offers Indigenous spa treatments using wild native ingredients. Spend the night stargazing across the southern skies from one of the solar powered bell tents at Cubby & Co. at Mount



Majura Vineyard. There's so much more here, than what meets the eye.

## **Experiential celebrations such as Floriade**

Brace yourself to witness Floriade in Canberra, the biggest spring celebration in the whole of Australia. This month-long festival commenced on 16th September 2023 and is open to be explored for all age groups, including your furry friends. The theme for this year, 'Floral Wonderland,' aims to encourage visitors to escape into their own wonderland, as they explore the magical charm of over one million blooms. The flower and entertainment festival is nothing less than a medley of delight and surprise. The festival is enriched by integrated sculptures, vibrant cultural celebrations, and an array of other artistic features, making it truly distinct and captivating.

## Culture

Canberra is filled with top galleries and world-renowned national museums and more. Experience awe-inspiring views, unique adventures, and top-notch



entertainment at the National Arboretum Canberra. The Arboretum, a 250-hectare site, houses over 44,000 rare and endangered trees and is considered a place of beauty, conservation, scientific research, education, tourism, and recreation.

From catching the latest exhibition of local arts at Beaver Galleries, one of city's oldest and most renowned locally owned galleries, to heading to the National Portrait Gallery or nearby National Gallery of Australia, which is privileged to host the world's largest collection of Aboriginal and Torres Strait Islander art, it's time you let your eyes feast in the cultural hub of Australia.

## Accessibility

Canberra is known to have the most physically active community in Australia. The city is easily accessible for everyone – walkers, cyclists, motorbikes and cars.

Brace yourself to witness Floriade in Canberra, the biggest spring celebration in the whole of Australia.

This month-long festival commenced on 16th September 2023 and is open to be explored for all age groups, including your furry friends.

The extensive network of cycleways and footpaths make getting outdoors more enjoyable and safer. Staying in Canberra gives visitors an easy access to reminiscing destinations such as the picturesque Namadgi National Park, ski-fields, and the stunning Snowy Mountains region, and an easy three-hour drive to the city's north will take you to Sydney. In a nutshell, you can explore the region surrounding Canberra at ease, and the diverse range of experiences the city offers are mostly all 15 minutes away from each other too.

## Innovation

Canberra recently celebrated its newest, most unique festival curation for anyone who loves innovation.

The Winter Innovation Festival in Canberra was launched to embody city's identity as the 'Knowledge Capital' of Australia. The ultimate goal of the festival was to make Canberra an open ground for innovation, art and science while also celebrating creativity, experimentation and groundbreaking ideas.



## Air India Express:

### The Beginning of Massive Fleet Expansion

**T**hese Boeing 737-8 aircraft, are fuel-efficient and technologically advanced, recognised for their exceptional performance and comfort, will undoubtedly elevate the travel experience for the guests. The new fleet will enable Air India Express to expand its domestic and international network. The 737 MAX-8 aircraft marks a critical step forward towards more sustainable operations. With its advanced technology winglets and efficient engines, it achieves a 20% reduction in fuel use and emissions while also significantly decreasing noise pollution by 50% compared to older models. This also offers up to 14 percent lower airframe maintenance costs.

Early this month, Air India Express unveiled the vision for the organisation that would be formed with the merger and integration with AIX Connect currently operating as AirAsia India. Both airlines also commenced interline arrangement covering over 100 routes on their combined network. With a collective fleet of 56 aircraft, these two airlines seamlessly link 44 destinations while serving over 250 routes spanning India, the Middle East, and Southeast Asia. Prior to the eventual merger and integration, through strategic alignment, the airlines have integrated an array of ancillary services and products into their offerings. These include the Gourmair in-flight dining menu, the premium comfort of Xpress Prime seating, and the convenience of Xpress Ahead priority services, all designed to enhance the overall travel experience. Air India Express and AirAsia India also operate a unified website of air India express, enabling users to book, manage services, and check-in to flights across domestic and international routes with an integrated backend passenger service system.

## Air India: India's First A350-900

The transaction makes Air India the first scheduled carrier to have acquired an aircraft from an entity registered in Gujarat International Finance Tec-City (GIFT City). Air India's first A350-900 is also the first widebody aircraft to have been leased through India's first International Financial Services Centre (IFSC).

The transaction was facilitated by AI Fleet Services Limited (AIFS), a 100% subsidiary of Air India, and a GIFT IFSC-registered finance company. "This landmark transaction marks the beginning of our aircraft leasing business from GIFT IFSC, as AIFS will be the primary Air India Group entity for widebody aircraft financing, playing a pivotal role in the future aircraft financing strategy for us and our subsidiaries. It is also a shot in the arm for the development of a robust aviation ecosystem in India. As a flag-bearer of the country, Air India is happy to support the Government of India's efforts to develop an aircraft leasing hub in GIFT IFSC," said Nipun Aggarwal, Chief Commercial & Transformation Officer, Air India.

"Govt. of India has taken several

initiatives to develop the aircraft leasing ecosystem at IFSC in India. IFSCA has been working with the stakeholders to develop regulatory enablers for aircraft leasing and financing. The steps taken by Air India by establishing a finance company for the purpose of aircraft leasing and financing at IFSC will go long way in developing IFSC as a preferred destination for aircraft leasing and financing in India as well as globally," mentioned Dr. Dipesh Shah, Executive Director, IFSCA.

The first of Air India's six Airbus A350-900 is expected to arrive in India by the end of this year, with the remainder aircraft scheduled for deliveries through March 2024. In addition to the six Airbus A350-900 aircraft, Air India's firm orders for 470 new aircraft include 34 A350-1000, 20 Boeing 787 Dreamliners, 10 Boeing 777X widebody aircraft, as well as 140 Airbus A320neo, 70 Airbus A321neo and 190 Boeing 737MAX narrowbody aircraft.

Air India had signed purchase agreements to acquire these aircraft with Airbus and Boeing on the sidelines of Paris Air Show held in June 2023.

## Record number of passengers for flydubai this summer

**T**he carrier operated more than 32,000 flights across a growing network of 120 destinations in 52 countries. Corfu in Greece and Olbia in Sardinia were the latest two additions to flydubai's seasonal summer routes, offering passengers more options for travel to popular holiday destinations this year.

**Ghaith Al Ghaith, Chief Executive Officer at flydubai,** said: "we continue to create free trade and tourism flows by offering the right product at the right time, making travel accessible to new and previously underserved markets. By doing so, we have enabled more than four million passengers to travel this summer via Dubai's aviation hub." "We are very pleased to see year-on-year growth in demand on our seasonal destinations. We have recorded a 70% increase in passenger numbers to Trabzon and more than 40% to Bodrum this summer. We believe these figures

could have potentially been even higher if the aircraft we ordered had been delivered on schedule. This would have enabled us to add more capacity on some of these popular routes," added Al Ghaith. flydubai operates a fleet of 78 Boeing 737s serving its expanding network. The carrier is expecting further delays to its scheduled aircraft deliveries this year. The carrier has signed an agreement to lease four Next-Generation Boeing 737-800 aircraft between 17 October 2023 and 16 April 2024. This agreement will enable the carrier to add more capacity across the flydubai network during the upcoming busy travel periods.

flydubai has recently announced the launch of operations to three new destinations. Its daily service to Cairo commences on 28 October, Poznan, its third destination in Poland, commences on 29 October and Mombasa is scheduled to join its growing network from 17 January 2024.

# Emirates and **SriLankan** establish reciprocal interline partnership

**T**ickets are now on sale for travel effective immediately as the interline partnership unlocks 15 regional destinations operated by SriLankan Airlines via Colombo, for Emirates' passengers to choose from. The interline network includes two new Indian destinations, Madurai and Tiruchirapally, in addition to Gan Island in the Maldives, for customers to travel seamlessly on a single ticket while enjoying the convenience of a generous baggage policy and hassle-free baggage check-through to the final destination. Far East and South Asian destinations also include Cochin, Chennai, Bangalore, Hyderabad, Malé, Bangkok, Kuala Lumpur, Singapore, Jakarta, Guangzhou, Seoul and Tokyo.

SriLankan Airlines' passengers are also set to benefit from access to Emirates' global network and connect to 15 cities operated by Emirates beyond Dubai. The interline network includes points across the Middle East, Africa, Russia and the US. SriLankan's customers will enjoy a premium travel experience and partnership benefits while flying on Emirates to Bahrain, Amman, Dammam, Medina, Cairo,

**Adnan Kazim,**  
Chief Commercial  
Officer, Emirates



We are pleased to activate an interline partnership with SriLankan and provide our customers with more choice and access to additional destinations to suit their travel plans. This partnership enables customers to seamlessly fly to unique destinations in India and the Maldives, via Colombo. We look forward to further developing our cooperation in the near future and enhancing benefits that customers can enjoy when travelling with Emirates and SriLankan on one ticket.

Muscat, Nairobi, Moscow, Tel Aviv, and a host of US cities including New York JFK, Los Angeles, San Francisco, Chicago, Boston and Houston.\* Sri Lanka continues to be an important part of the Emirates network spanning almost 140

**Richard Nuttall,**  
Chief Executive Officer  
of SriLankan Airlines



We are happy to announce our renewed interline collaboration with Emirates. SriLankan is committed to providing connectivity to Sri Lanka from around the world and we work with many partners to access cities we don't fly to. Emirates is a truly global airline and has a long history in Sri Lanka and it gives us real pleasure to work with them. The partnership provides more options to connect to and from Sri Lanka, assisting both Sri Lankan passengers at home and abroad, and supports tourism growth to the Pearl of the Indian Ocean.

destinations. Emirates launched its services to Sri Lanka in 1986 and since then has carried more than 11 million passengers to and from Colombo. The airline currently provides two direct daily flights to Colombo, utilising the Boeing 777-300ER, as well as an additional daily service via Malé, providing customers flexibility to choose flights and enjoy the convenience of minimal connection times. It is the only international carrier to serve the country with First Class services – offering passengers world-class products and superior comfort in the air and on-ground.

## Vistara: Direct Flights between Mumbai And Frankfurt

**T**his new route is in addition to Vistara's 6x weekly service between Delhi and Frankfurt which has been getting good response since its launch in February 2021. With the addition of this new long-haul route, Vistara further enhances connectivity between Europe and India as it continues to grow its international network. The airline will operate its Boeing 787-9 Dreamliner featuring a three-class cabin configuration, offering the choice of travelling in Business, Premium Economy, and Economy cabins. Bookings for the flights are being progressively opened on all channels, including Vistara's website, mobile app, and through travel agents.

Vistara's operations in Mumbai has witnessed remarkable expansion in recent times, especially as a gateway to the airline's international network. Vistara

now connects Mumbai to a total of 12 international destinations, including Abu Dhabi, Bangkok, Colombo, Dammam, Dhaka, Dubai, Jeddah, London Heathrow, Male, Mauritius, Muscat and Singapore. In the last 12 months, the airline has added many new domestic and international connections from Mumbai leading to an increase of 42% in the number of departures, and nearly doubled its employee-strength in the station.

Vistara will accept all eligible customers meeting visa/entry requirements in both countries, as specified by the respective government bodies. Vistara strongly encourages its customers to fully understand these guidelines before making their bookings.

Vistara is India's highest-rated airline on Skytrax and TripAdvisor, and it has

been the winner of several 'Best Airline' awards, besides being lauded for world-class cabin cleanliness and upholding high safety standards. The only Indian carrier to feature amongst World's Top 20 Airlines, Vistara has been named '16th Best Airline' globally while also being recognised as the 'Best Airline in India and South Asia' for the third time in a row, 'Best Airline Staff in India and South Asia' for the fifth consecutive year, 'Best Cabin Crew in India and South Asia' for the third time in a row and 'Best Business Class Airline in India and South Asia' for the second time in a row at the coveted World Airline Awards 2023 by Skytrax. Vistara also received the ch-aviation Asia's Third Youngest Airline Fleet award for the second consecutive year.

# First Indian **airline providing direct connectivity** from Hyderabad to Colombo



IndiGo is the first Indian carrier to provide direct connectivity between the two cities, reinforcing trade, economic, and cultural ties. This is part of IndiGo's strategic expansion in international markets, providing customers with seamless and efficient connectivity.

Colombo, the vibrant capital of Sri Lanka, serves as a bustling hub for both business and tourism. The city is well-connected to the international airport and offers easy access to the island nation. Colombo itself is a city of contrasts, where modern skyscrapers stand alongside colonial-era architecture. Travellers can

explore a wealth of cultural and historical landmarks, including the Gangaramaya Temple and the National Museum. The city's scenic Galle Face Green promenade provides splendid views of the Indian Ocean and is a popular spot for leisurely strolls. For culinary adventure lovers, Colombo's diverse food scene offers a tempting array of flavors, from spicy curries to fresh seafood. Hyderabad, a sought-after tourist destination, offers a variety of popular attractions, including Charminar, Golconda Fort, Salar Jung Museum, and more. The city is also renowned for its excellent medical services.

**Mr. Vinay Malhotra,**  
Head of Global Sales  
at IndiGo



We are delighted to introduce direct flights between Hyderabad and Colombo, Sri Lanka. As the travel landscape experiences remarkable growth, our focus remains on delivering exceptional services and meeting the evolving needs of our customers. This would serve as a catalyst for further enhancing business ties, trade as well as tourism between India and Sri Lanka. The introduction of these flights will not only enhance connectivity but also provide travellers with greater flexibility and convenience. We will continue to offer more flight options, adhering to our promise of on-time, affordable, courteous, and hassle-free travel experiences across our unparalleled network.

## SAUDIA: 3rd Position Among Top 10 Global Airlines In On-Time Performance

SAUDIA was placed above Japan Airlines, Qatar Airlines, All Nippon Airways, Iberia, Aeromexico, Delta Air Lines and Emirates. Whereas, LATAM Airlines was named the most punctual airline in July, with 85.30% of flights arriving at their destination on-time. The second spot was highly contested, with Avianca securing an 84.67% punctuality score, just head of SAUDIA.

Cirium's report compares the on-time performance of scheduled passenger flights operated by the top airlines throughout various regions globally. The new report is based on airline arrivals and airport departures for the period July 1, 2023 through July 31, 2023.

Over the entirety of July, SAUDIA demonstrated strong numbers across the board that indicate performance above industry averages. As per the



Cirium report, the airline reported a 99.67% completion factor in July, which measures scheduled flights that are completed compared to those that were canceled.

SAUDIA has continued to achieve remarkable operational performance, as evident by the performance report shared by the airline for the first half of 2023. The report highlights the transportation of

over 13.7 million passengers on both domestic and international routes, representing a substantial 24% increase compared to the same period last year. This impressive feat was accomplished through the operation of 85,400 flights, reflecting a growth rate of 6%. Furthermore, flight hours surged by an impressive 22%, reaching a total of 261,600 hours.

**EXPLORE**

# Australia

## Holiday Packages

### PACKAGE 01

**A\$1350** 9D 8N

3N SYDNEY, 2N MELBOURNE, 3N GOLD COAST

### PACKAGE 02

**A\$1550** 10D 9N

3N SYDNEY, 3N CAIRNS, 3N GOLD COAST

### PACKAGE 03

**A\$1950** 12D 11N

3N SYDNEY, 3N MELBOURNE, 3N GOLD COAST, 2N CAIRNS

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# flydubai receives **Four-Star Major Airline rating by APEX**

**B**ased on passenger feedback, the rating recognises flydubai's strong business model in making travel accessible to new and previously underserved markets which has enabled its continued growth.

The APEX Four Star Airline Awards are based on neutral, third-party passenger feedback and insights gathered through APEX's partnership with Triplt® from Concur®, the world's highest-rated travel-organising app.

Over the last 14 years, the carrier's journey has been marked by several milestones including the introduction of its inflight entertainment in 2010 and the introduction of Business Class in 2013. In 2017, flydubai became the first airline to offer lie-flat Business Class seats on a Boeing 737 aircraft, before introducing

its new Business Class recliner seats in 2021.

Since 2009, flydubai has been committed to enabling free flows in trade and tourism and opening up underserved markets. Today the carrier has created a growing network of 120 destinations in 53 countries served by a young and efficient fleet of 78 Boeing 737 aircraft.

Since the start of 2023, flydubai has expanded its network with the launch of flights to Krabi and Pattaya in Thailand as well as Milan-Bergamo in Italy. The carrier has recently announced the launch of operations to five new destinations including Cairo in Egypt on 28 October, Poznan in Poland on 29 October, Mombasa in Kenya from 17 January 2024 and Langkawi and Penang in Malaysia from 10 February.



## **Dr. Joe Leader, CEO, APEX**

In a league of their own, flydubai has impressively secured the 2024 APEX Four Star Major Airline rating. This distinction, influenced by over one million passengers spanning nearly 600 airlines, highlights flydubai's dedication to continuously enhancing the passenger journey. As I have personally experienced, flydubai's first-in-the-world lie-flat seats on the Boeing 737-MAX aircraft are an aviation marvel. Innovations at that level have been coupled with their state-of-the-art inflight entertainment system, thoughtfully designed cabin, and unwavering customer focus. On behalf of APEX, I salute flydubai for their consistent strides in elevating the best value in airline experience in every class of service.



## **Daniel Kerrison, Senior Vice President of Inflight Operations at flydubai**

This recognition is a significant achievement for flydubai and demonstrates our agility and dedication to offering the right product at the right time. Since starting operations in 2009, we have been dedicated to enhancing customer experience and growing our fleet and network which has enabled us to go beyond the traditional boundaries of airline categories. Whether they choose to travel in Business Class or Economy, passengers can experience exceptional comfort across our fleet of Boeing 737 MAX aircraft along with hours of high-definition in-seat entertainment. As we continue to offer our customers convenient and reliable options for travel, this new rating by APEX reflects the growth trajectory we remain on as we support Dubai's position as an international aviation hub.



# SriLankan Airlines Partners with Virgin **Australia** and Expands in Australia

**T**he new partnership reaffirms SriLankan's commitment to Australia and will present customers the convenience of adding select Virgin Australia domestic or international connections to their SriLankan Airlines booking and managing a multi-airline itinerary under a single ticket. SriLankan Airlines currently operates daily from Colombo to Melbourne and from Colombo to Sydney on a thrice-weekly basis. The partnership will enable passengers flying SriLankan to Melbourne or Sydney to connect to the Australian cities of Adelaide, Brisbane, Canberra, Cairns, Darwin, Hobart, Hamilton Island, Launceston, Gold Coast and Perth with Virgin Australia. Passengers will also have the option of flying beyond Australia to New Zealand, Samoa and Fiji. It is a win for Sri Lanka and Indian Australians living in these cities as they can now fly out from their local city to Sri Lanka or India with a single SriLankan Airlines' booking. What's

more, passengers can enjoy a seamless journey with a single check-in, including for baggage, at the departure airport and beat transit check-in queues. The introduction of domestic and international interline flights options with Virgin Australia would improve the accessibility to Sri Lanka for Australian outbound tourists as well. An important customer group for SriLankan, the partnership will unquestionably help develop Australian leisure travel to Sri Lanka. It will also provide easy connections for SriLankan Airlines' passengers flying to Australia via Colombo from the Maldives, India, Nepal, Pakistan and Bangladesh. Since relaunching flights to Melbourne in October 2017 and Sydney in June 2020, close to a million passengers have travelled with SriLankan Airlines to Australia. The new partnership will enhance SriLankan Airlines' service to Australia as the airline prepares to cruise to new altitudes above the land down under.

# Hahn Air's sister **companies bring 100 partner airlines to** GDSs worldwide

**T**he products H1-Air by Hahn Air Systems and X1-Air by Hahn Air Technologies enable airlines to offer their flights in Amadeus, Sabre, Travelport and further major GDSs under the codes H1 and X1, respectively, thereby reaching 100,000 travel agents in 190 markets.

The portfolio of partners sub-hosted under the codes H1 and X1 includes airlines from 67 countries and six continents. Among the 100 partners are low-cost carriers such as fastjet, regional carriers such as TAR Aerolineas and innovative start-ups like Aerus. Together, Hahn Air Systems and Hahn Air Technologies add 1,000 routes between 487 destinations and nearly 140,000 flights to the GDSs airline content available to travel agents worldwide. Among the H1-Air and X1-Air

connections offered are routes as short as 75 kilometres (Bonaire to Curacao served by DiviDivi Air) and as long as 7,900 kilometres (Madrid to Cancun served by World2Fly) in distance. Low-cost airline Volaris from Mexico boasts the largest route network with 228 routes and 68 destinations. Passengers traveling with an H1-Air or X1-Air partner may find themselves boarding any size of aircraft – from the Airbus A350-900 holding 350 seats operated by World2Fly to a Cessna C208 with nine seats operated by Safarilink and ideal for landing on the dusty airstrips of the safari parks.

"We are proud that our solutions H1-Air and X1-Air are in great demand among airlines and make a huge difference in their distribution by delivering incremental

revenue", says Adriana C. Carrelli, Vice President Airline Business at Hahn Air. "Whether our partners want to reach secondary markets, expand their target groups or even outsource their entire GDS distribution to Hahn Air, our products perfectly complement every airline's distribution strategy. For travel agents, this is a huge advantage as H1-Air and X1-Air allow them to conveniently book flights in their GDSs that were previously inaccessible." German airline Hahn Air has been specialising in distribution solutions for other carriers since 1999. In addition to the 100 partners gaining GDS access through Hahn Air's sister companies Hahn Air Systems and Hahn Air Technologies, the Hahn Air portfolio includes more than 270 interline partners.

## **Qatar Airways Cargo:** Two decades of excellence in air freight

**I**n 2003, Qatar Airways Cargo took delivery of its very first freighter, an Airbus A300-600, which was a converted passenger aircraft. It began regular operations to Amsterdam and Chennai, and shortly thereafter, to New Delhi. Today, the cargo airline operates to more than 160 belly-hold and over 70 freighter destinations with over 200 passenger aircraft and 31 dedicated cargo freighters.

Elisabeth Oudkerk, Senior Vice-President, Cargo Sales and Network Planning, expressed her joy and gratitude, stating: "As Qatar Airways Cargo celebrates 20 years of freighter operations, we extend our heartfelt thanks to our customers for their continuous trust in our services. We take immense pride in our history and anticipate contributing to the promising future of air freight."

Over the past two decades, Qatar Airways Cargo has continuously expanded its fleet, network, and product portfolio, becoming the world's number one cargo carrier. With the launch of its Next Generation strategy, Qatar Airways Cargo has defined its role in the air cargo industry by bringing a fresh and innovative approach to business across its network and operations: through enhanced products and services, cutting edge technology, a commitment to sustainability and diversity, investing in existing



talent and attracting new ones.

Under the complete corporate mindset shift that is The Next Generation, Qatar Airways Cargo has achieved significant accomplishments including being the first airline globally to complete the suite of IATA CEIV certifications, the launch of the Kigali Africa hub in partnership with RwandAir, and the introduction of innovative products like Pharma, Fresh, Courier, and SecureLift.

Furthermore, Qatar Airways Cargo's commitment to customer experience and innovation has made it a preferred partner for businesses worldwide. Having embraced digital transformation early, it has successfully launched its new website and a state-of-the-art ebooking portal Digital Lounge and partnered with marketplace platforms, bringing added-value to its customers. Additionally, Qatar Airways Cargo has committed to sustainability through its WeQare program, championing initiatives such as 'Rewild the planet' and launching a CO2 emission calculator.

As Qatar Airways Cargo enters its next decade, it remains dedicated to digitalization and sustainability and looks forward to continuing being at the forefront of air cargo's innovation and customer-centric solutions.

# Vistara Announces **Daily Non-Stop Flights between Delhi** And Hong Kong



**T**he airline will operate its A321neo aircraft featuring a three-class configuration on this route. Bookings for the flights are being progressively opened on all channels, including Vistara's website, mobile app, and through travel agents.

Mr. Vinod Kannan, Chief Executive Officer, Vistara, said, "We are delighted to add Hong Kong to our fast-growing global network. Hong Kong is one of the world's most premier financial and commercial hubs that continues to draw significant corporate traffic from India. It has also

been a very popular destination for Indian tourists. With the addition of Hong Kong, we are now able to offer our customers direct connectivity to and from three of the world's top financial centres, the others being London and Singapore."

Vistara will accept all eligible customers meeting visa/entry requirements in both countries, as specified by the respective government bodies. Vistara strongly encourages its customers to fully understand these guidelines before making their bookings.

## Air India Enters **Codeshare** Agreement with AIX Connect

**A**ir India will add its 'AI' designator code to over 100 flights a day operated by AIX Connect on 21 routes. More routes under the codeshare agreement will be added progressively. Bookings for the codeshare flights are being opened across points of sale, for travel starting 27 September 2023.

The codeshare implementation enables Air India guests to connect seamlessly on AIX Connect's route network to and from over 80 points across Air India's extensive domestic and international network. The scope of the agreement between the two airlines enables guests to receive their boarding passes at the first point of departure for all the travel sectors on a single ticket, and have their baggage checked-in through to their final destinations. Guests connecting from international to domestic flights will, however, need to clear customs at the first point of entry in India, in line with government regulations. AIX Connect will honour the free baggage allowance mentioned on tickets issued by Air India. Air India guests connecting on to flights operated by AIX Connect will also be able to enjoy complimentary meals on board. With the implementation of the codeshare agreement, Air India has expanded its domestic route network to 4 new destinations in India, namely Bagdogra, Bhubaneswar, Ranchi, and Surat, in addition to the common destinations between the two airlines' route networks. Customers from these originating cities will be able to connect to Air India's wide international network over hubs at Delhi and Mumbai.

The codeshare agreement also enables AIX Connect to leverage Air India's global distribution network, via the airline's direct channels as well as its global travel agency network.

AIX Connect is a 100% subsidiary of Air India, which is in the process of being integrated with Air India Express (another 100% subsidiary of Air India) to ultimately form a single low-cost carrier within the Tata group's airline business.

## **IndiGo:** Daily flights between Jaipur and Agra

**T**he addition of a new flight to and from Agra aligns with the Uttar Pradesh government's recent initiatives to strengthen connectivity to Agra and expand the Agra airport, ultimately leading to increased tourism and employment prospects. Moreover, with Rajasthan being a popular tourist destination during the winter season, improved connectivity to and from Jaipur offers customers more travel options.

Mr. Vinay Malhotra, Head of Global Sales, IndiGo said, "We are thrilled to announce operations between the culturally rich cities of Jaipur and Agra, marking another significant milestone in our commitment to enhancing regional connectivity. Agra and Jaipur are part of India's renowned Golden Triangle and are highly favored by both local and international tourists. The new flight also enhances regional connectivity in-line with our commitment to provide an affordable and hassle-free flying experience for our customers."

Jaipur, often known as the "Pink City of India," is a heaven for those who enjoy sightseeing and historic architecture. Furthermore, Jaipur is a significant arts and crafts centre known for creating high-quality textiles. It is also a major producer of hand-knotted rugs in India. City Palace, Nahargarh Fort, Jal Mahal, Hawa Mahal, Albert Hall Museum, and Amer Fort are some of the well-known forts and havelis among tourists. Agra, a city immersed in a rich tapestry of history and culture, is famous for its architectural masterpiece, the Taj Mahal. This iconic mausoleum, crafted from marble and designated as a UNESCO World Heritage Site, attracts tourists globally.

Agra's heritage extends to the Agra Fort and Fatehpur Sikri, showcasing the splendid Mughal architectural legacy. The city's lively markets and exquisite cuisine enhance its appeal, establishing Agra as an essential destination for travelers.



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# Twice as nice to Kuala Lumpur

A second daily flight starts on 15 January 2024, providing guests with 14 flights per week between both cities. “With our convenient departures from Abu Dhabi, our second Kuala Lumpur flights will optimise timings for UAE residents wishing to have a break in Malaysia,” said Arik De, Chief Revenue Officer at Etihad Airways.

“Moreover, the new daytime and night-time flights from Kuala Lumpur allow travellers reaching Abu Dhabi more options to explore what the city has to offer in terms of business and pleasure. It further reaffirms our commitment to bringing more guests to enjoy Abu Dhabi, as well as connecting to our growing global network.”

Kuala Lumpur, the dazzling capital city of Malaysia, is renowned for its captivating skyline dominated by the iconic Petronas Twin Towers. The city offers a rich blend of Malay, Chinese, and Indian cultures, resulting in a diverse culinary scene, vibrant markets, and a plethora of cultural attractions.

Meanwhile, Abu Dhabi continues to allure travellers with its enthralling array of attractions, ranging from the architectural masterpiece Louvre Abu Dhabi to adrenaline-filled adventures at Ferrari World Abu Dhabi.

Both daily frequencies will be operated on a state-of-the-art Boeing 787-9 Dreamliner aircraft, and in-flight Wi-Fi connectivity.

The combined double-daily flights will see Etihad offer



425,000 seats annually between Abu Dhabi and Kuala Lumpur, representing a year-on-year capacity increase of 75%.

The additional frequency will also increase the total annual cargo capacity, opening more business opportunities and supporting the growth of bilateral trade.

The move means customers will enjoy even more choice and connectivity this winter between Abu Dhabi and Southeast Asia as Etihad offers up to 77 weekly flights between Abu Dhabi and Kuala Lumpur (14 weekly flights), Bangkok (14), Phuket (14), Manila (14), Jakarta (14), and Singapore (7).

The announcement comes after the airline unveiled an ambitious network overhaul, positioning it for sustainable expansion while improving Abu Dhabi's links to global markets and amplifying the capital's tourism industry. Etihad's new winter schedule includes new destinations, increased flight frequencies and even more convenient departure times.

## Malaysia Airlines: Strengthens Connectivity to Indonesia

Malaysia Airlines is expanding its network in Indonesia with the introduction of a new direct flight from Kuala Lumpur (KUL) to Kertajati (KJT) beginning 30 October 2023; allowing travellers to seamlessly explore Bandung and more of West Java with ease.

This will bring the airline's direct connectivity to the country to seven (7) cities including Jakarta, Denpasar, Medan, Yogyakarta, Pekanbaru and Surabaya.

To commemorate the launch of the new route, the airline is offering introductory fares for a limited time from now until 8 October 2023, for travel beginning 30 October 2023 to 29 March 2024. Enjoy enticing fares starting from RM519 all-in return via Economy Class and from RM1,969 all-in return via Business Class.

As part of efforts to ensure seamless

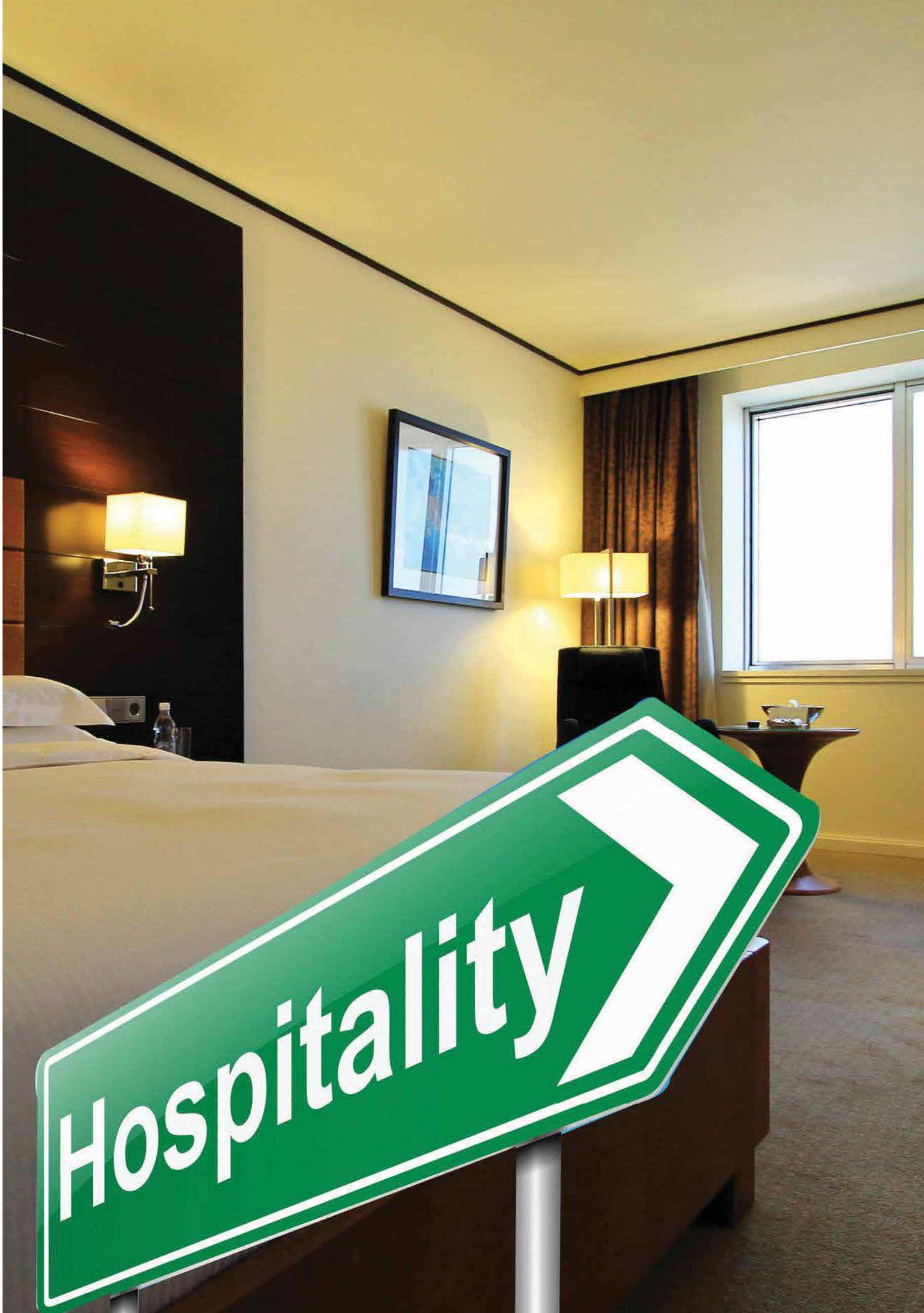


end-to-end convenience for its guests, Malaysia Airlines will also be providing free shuttle service for travel between Kertajati International Airport to Bandung city. The daily service will commence from 30 October to 31 December 2023 and pick-up will be at the Arrival Hall (Kertajati International Airport) at 9:00pm and arrive at Pasteur, Bandung (opposite Aston Hotel) at 10:30pm, whereas shuttle services from Bandung will depart at 5:00pm and arrive at Kertajati International Airport at 6:30pm.

**Ahmad Luqman Mohd Azmi, Chief Executive Officer of Airlines from Malaysia Aviation Group (MAG)**



As one of the top five largest markets for Malaysia Airlines, the addition of Kertajati to our network will not only provide greater flexibility and convenience for travellers – whether for leisure or business – but also stimulate tourism receipts and strengthening bilateral ties between the two countries. With this new service, travellers can seamlessly explore more of West Java, with its strategic connectivity to beautiful Bandung, Cirebon, Majalengka and more. As global travel demand continues to strengthen, we are seeing positive response on our Indonesia routes to date, with average load factor at 80%. We invite travellers to take advantage of the introductory fares while enjoying the warm Malaysian Hospitality service that comes with flying with Malaysia Airlines.

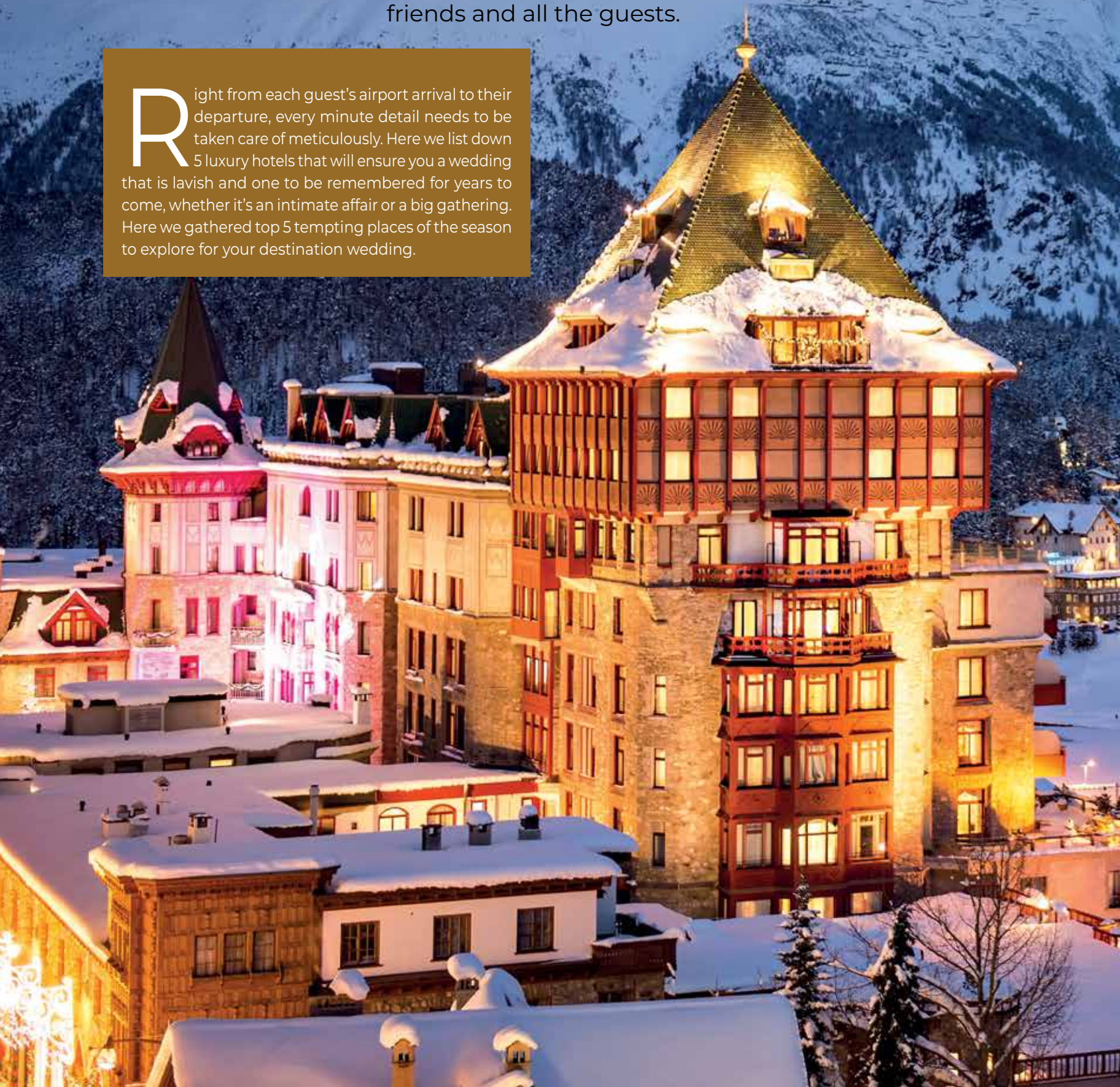


Hospitality

# Most Tempting Places for your *destination wedding*

Choosing a destination for a wedding is one of the toughest decisions. Your choice of venue decides the vibe and the experience the celebration will bring to your family, friends and all the guests.

**R**ight from each guest's airport arrival to their departure, every minute detail needs to be taken care of meticulously. Here we list down 5 luxury hotels that will ensure you a wedding that is lavish and one to be remembered for years to come, whether it's an intimate affair or a big gathering. Here we gathered top 5 tempting places of the season to explore for your destination wedding.



# Glamorous Greek Island Wedding at Royal Myconian Resort, Mykonos

If glitz and glamour is your idea of a dream wedding, a destination wedding in Greece is your answer. And for that gorgeous luxurious wedding in Mykonos Island, Royal Myconian Resort ensures the most exclusive and unique wedding backdrop hosting your romantic and beautiful love story with an out-of-this-world Greek island wedding.

Ideal for a 3-to-5-day destination wedding in Greece, Mykonos will spoil you and your guests with the most outshine lifestyle experiences, fusion cuisine and unforgettable images that you will keep with you for many years to come. From idyllic small-scale affairs to elaborate large weddings for up to 1,000 guests, Royal Myconian hosts bespoke events with a sense of occasion. Impossibly romantic weddings, intimate family gatherings, extravagant parties and more are delivered with every detail just right – from the flowers and decor to the impeccable service the Myconian Collection Group is known for, delivered against a stunning Aegean background and under the sunny Greek skies.

The Royal Myconian has been the perfect setting for some extravagant Indian weddings in the past few years. Ceremonies taking place under a flower canopy overlooking the famous Elia beach, guests and newlyweds gathering in a flower adorned setting before taking to the dance floor, impressive flower wall covered with green foliage and a warm pallet of flowers creating



the background for the newlywed table whilst hanging garlands surrounds the guests, Royal Myconian proposes the most perfect backdrop to the start of a beautiful new life with your loved one. 154 spacious rooms, suites and villas are cool sanctuaries with private balconies or vast terraces and appointed to the highest standard of comfort, with the option of your own infinity pool or Jacuzzi.

Royal Myconian's fleet of high-end luxury limousines, Porsche Cayennes, Mercedes 15-seat limo mini-buses and 40-seat limo mini-coaches are at your disposal for guest transfers. So are its private jet, helicopter and yachts that are available upon request for VIP transfers.



# A Fairy Tale Wedding in The Swiss Alps at Badrutt's Palace Hotel, St. Moritz



**F**ancy a fairy tale wedding amidst snow clad mountains? Tucked away in the snowy Swiss Alps, a destination wedding at Badrutt's Palace Hotel, St. Moritz, is a dream filled with festivities such as horse-drawn sleigh rides through the mountain, chocolate making classes, sledding, skiing, and dancing at the star-studded King's Social House Club.

The picturesque destination of the Engadin Valley and the glistening Lake St. Moritz coupled with the elegance and rich history of Badrutt's Palace Hotel is the ideal canvas to paint your dream wedding. Experience legendary service and an enchanting atmosphere in the heart of St Moritz, with 300 days of sunshine in winter and summer. Unrivalled and unexpected eating and drinking, joie de vivre and a unique sense of belonging in a historic and iconic mountain resort. Badrutt's Palace Hotel has 155 guestrooms all with heart-stopping views of the lake or the charming village centre. With many different options of connecting accommodations, the hotel will find the perfect solution for you and your wedding guests.

A Royal Arrival for the bride and groom. By Rolls Royce or Horse Carriage or even an elephant... Badrutt's Palace knows how important it is to set the scene and give its guests the royal arrival they deserve. No request is too big, no detail too small here. The hotel ensures that the memorable wedding



experiences are handcrafted here. From classical weddings to themed celebrations, Badrutt's Palace Hotel has hosted some of the most spectacular events in its over 125 years of history. With breathtaking wedding venues, professional service and exceptional facilities, wedding dreams come to life extraordinarily in this magical destination.

Whether you're looking to rent the entire palace, or a room steeped in history, Badrutt's Palace has everything you need to make your unique vision a reality. As curators of milestone events and special gatherings since 1896, it has the commitment and expertise to exceed your every expectation and create that dream moment for you and your loved one. Working together with you as per your taste and preferences, Badrutt's Palace can craft a unforgettable gastronomic moments for you and your guests at its restaurants including La Coupole, Le Relais, Le Restaurant or the King's Social House, a fun, interactive and exciting dining venue, and then winding up with a stay at one of its glamorous suites. Are you already imagining your magical Alpine wedding story?





## Weddings & Vow Renewals at Bawah Reserve



Surrounded by tranquil, turquoise waters Bawah Reserve is a collection of six tropical islands with two unique retreats of breathtaking beauty and easy, natural charm. A gorgeous tropical paradise surrounded by a blue ocean, Bawah Reserve sits in sheltered seclusion 160 nautical miles (300km) northeast of Singapore in the remote Anambas Archipelago, Indonesia. This pristine and previously uninhabited marine conservation area is surrounded by turquoise lagoons and coral reefs, which cater to outdoor adventurers looking to indulge as well as those looking to relax in paradise.

Both sustainable, idyllic hideaways, Bawah island and Elang Private Residence, embody uninhibited island romance and offer countless experiences created with love in mind. Enveloped in nature this is an ideal paradise for your destination wedding. Enjoy a worry-free wedding and spend quality time with your friends

and family. With meals, activities and spa treatments included in the daily rate, there will be few extra details to consider. A wedding at Bawah Reserve also affords you the opportunity to give your guests the gift of a spectacular holiday while they celebrate your impending union. Let Bawah Reserve help you plan your dream wedding.

Bawah Reserve offers four distinct destinations to celebrate your spectacular day. While you can enjoy a relaxed barefoot, beachside wedding at The Boat House located in a prime oceanfront setting directly on the beach, the Tree Tops offers spectacular views of the verdant tropical landscape and the lagoons below making it an alluring venue for the festivities after your ceremony. Elang Private Residence, Bawah Reserve's newest island offers a more intimate wedding destination with two venues to choose from – The Club House and The Beach House. A five-minute boat ride from Bawah Island, Elang Private Residence is the height of exclusivity and privacy.

Weddings at Bawah Reserve are magical. The islands of Bawah Reserve are the perfect location for a celebration – whether you are hosting an intimate gathering of your closest friends and family or opting for a larger group with dozens of revelers. Your guests will be well taken care of by the friendly Indonesian staff at the property. Guests staying as part of a wedding celebration are entitled to special offers and amenities – everything from castaway picnics to guided snorkelling with our marine biologists to Indonesian cooking classes. On both islands, all guests enjoy a host of features included in their stay.



## Exotic wedding at Nirjhara Bali



**G**orgeous scenery, unbeatable views, magical moments – Nirjhara Bali is the ideal destination to share your vows of eternal love. With scenic waterfalls, a gentle river, and verdant rice fields, the resort offers a naturally beautiful backdrop for a memorable destination wedding.

Your special day in this idyllic resort in Bali can be what dreams and fantasies are made of. The bridal party, wedding ceremony, and cocktail reception can all be accommodated in a variety of breathtaking venues, on a stage by the vibrant waterfall, nestled in a hidden cove by the beach, or in the intimacy of Nirjhara's majestic Residence.

Located in the region of Tanah Lot, home to Bali's most iconic temple, Nirjhara, Sanskrit for waterfall, is a luxury resort in Bali offering tailored comfort in the midst of a lush jungle. Overlooking verdant rice fields and surrounded by a river and cascades, Nirjhara welcomes you to a haven of peace and relaxation.

Days at Nirjhara are punctuated with activity and regeneration, catching surf breaks on Kedungu Beach, cycling through the traditional neighbouring villages, or pampering at its signature spa.



## Wedding of a lifetime at Pimalai Resort & Spa, Koh Lanta

**B**ecause something as beautiful as love deserves to be celebrated amidst astounding beauty.

This award-winning property cascades through 100 acres of tropical jungles easing its way towards one of Thailand's best beaches: Kantiang Bay. It's here that couples, friends and families while the days away amidst lush tropical forests and the endless Andaman waters lounging on what often feels like a private beach or spend action-packed afternoons out in the cerulean sea scuba diving, snorkelling or simply enjoying a sunset cruise together.

Pimalai turns your dream wedding into reality for those seeking a more relaxed and tranquil setting for a destination wedding in Thailand. Pimalai's beach and wedding set-up is distinctively stunning. With a small stage adorned with tropical flowers, the spectacular beach is perfect for those who would like an intimate ceremony surrounded by close friends and family and plenty of natural charm. For couples' looking for an offbeat wedding, the resort can arrange for a beautiful wedding set up on Pimalai's private speedboat that will surely be remembered for ages to



come. Additionally, the stunning RakTalay and Seven Seas Restaurants with its spectacular sea views make for gorgeous wedding venues. Or you could even go for a very private and personal choice of venue for your D Day at Pimalai's Beachside Private Pool Villa.

The resort offers both Thai Blessing and Western Wedding packages. The latter can be arranged as per your choice between Rustic Chic or Classic Romance theme with a religious or non-religious celebrant. Basic features include tropical flower décor, a wedding bouquet for

the bride, corsage for the groom, and flower petals strewn on the aisle. It also includes sparkling wine, a wedding cake, dinner for the couple and two special wedding gifts from the resort, including special spa treatments for two and the couple's special moment in a silk frame.

Koh Lanta is a wonderful place for a destination wedding. And at Pimalai, early evening beachside ceremonies are especially dramatic, when the sun sets over the fine coastline, illuminating the sweeping views of the beach and seemingly endless ocean.

# Raising the Bar with Four Seasons



Creativity and craft go hand in hand as Four Seasons continues to develop unique culinary and cocktail concepts for exceptional guest experiences at Copitas in Bengaluru and AER in Mumbai



Four Seasons hospitality and a delectable selection of snacks, Copitas effortlessly delivers an unparalleled experience that leaves little to be desired.

Mark your diaries for a visit to AER on your next visit to the Maximum City. Perched on the rooftop of Four Seasons Hotel Mumbai, AER is where the city's elite come to unwind. This place has views for days: from its new Art Deco interiors you can catch an eyeful of the city's ever evolving skyline and glorious sunsets over the sprawling racecourse and the Arabian Sea

beyond. The décor, skilfully designed by Atelier Pond, will have you picturing yourself aboard a sleek yacht, the sun-kissed horizon ahead, and the tantalising scent



**F**our Seasons has long been synonymous with quality and service. The luxury major dominated the recently announced list of Asia's 50 Best Bars 2023, winning multiple accolades across Asia. Copitas of Four Seasons Hotel Bengaluru featured for the second time on this elite list, becoming the only bar from Bengaluru to win this most coveted title in 2023. Mumbai's iconic AER, perched on top of Four Seasons Hotel Mumbai, has just reopened in an all new avatar. Listed among Asia's best in 2017, AER is considered a likely contender to make the prestigious list next year as well, by those in the know. These fine establishments offer an enticing blend of innovative gastronomy paired perfectly with delectable drinks, elegant ambience and seamless service for a memorable evening.

## Copitas: A Stylish Hideaway in Bengaluru

Situated on the 21st floor of Four Seasons Hotel Bengaluru, Copitas stands out as the city's glamorous cocktail destination, favoured by those in the know. The acclaimed bar has received the honour of being listed as #38 in the most prestigious list of Asia's Best Bars for the second time in five years. Chic and atmospheric, Copitas exudes an easy sense of style. With leafy city views from its floor to

ceiling windows and chic interiors that welcome stylish gatherings with friends old and new, Copitas is the perfect spot for leisurely sundowners.

Copitas' mixologists run a tight ship with a lean team that churns out clean and delicious cocktails. There is nothing complicated about the drinks here and that is one of the bar's strongest suits. Try their special Copa Gin & Tonics or the signature Leaf cocktail - a harmonious mix of tequila, Indian betel leaf, and saffron from his 'A Greener Future' menu. One of Copitas' many low-waste cocktails, it is a blend of visionary mixology and sustainability. Pair it with Asian-inspired bar nibbles like Lukan Mandarin Bao and Spicy Tempura Maki from Chef Yonaha & Chef Wong's kitchen at Far & East, that perfectly punctuate the new and inventive craft cocktails. With several hundred labels to choose from, Copitas welcomes patrons into a wide world of spirits, welcoming like-minded collaborations from across the world. In just the last year, Copitas has played host to some of the best bars in the world including Alquimico from South America, ARGO from Hong Kong and Burnt Ends from Singapore, adding to the elevated experience of its patrons.

Complemented by the indomitable

of a gourmet feast wafting from the galley with a likely side of celebrity sightings. Fans of AER may note that a new, retractable Wimbledon style roof, adds a hint of romance to the Mumbai monsoon and allows the space to be enjoyed in all seasons.

The culinary voyage at AER now pairs nautical-inspired drinks with delectable food. As cumulus clouds loom above, Corsican mixologist Alexandre Renoue who helms the bar team at AER, suggests we try The Spinnaker, a tropical drink of age rum, absinthe, passion fruit and blackberry. Sipping past the cloudy foam of Rain Dance, we catch a whiff of the subtle perfume of petrichor. Taking inspiration from the many moods of Mumbai's sea and sky, there's quite a nice selection of small plates and sharing platters to enjoy, that pair with the drinks, from twists on truffle to mezze to tacos, and some sensational seafood. Innovations such as the deconstructed burrata, sliders made from green banana, and imam bayildi wraps constructed with eggplant and pure art are plentiful, making sure Jains, vegans, and vegetarians are equally delighted.

# India's Cocktail Space: Room One

Located amidst the mesmerizing landscape of Assagaon, Goa, it seamlessly combines modern art, expertly crafted cocktails, and genuine conversations to create a unique drinking experience.



Room One serves as an all-encompassing contemporary cocktail bar where enchantment unfolds with each sip and artistic stroke. It transcends mere physical presence, resembling a heartfelt tribute to both art and hospitality. It stands as a sanctuary where art harmonizes with flavors, igniting connections

through soul-warming conversations.

The atmosphere in Room One exudes a soothing tranquility, akin to a reassuring embrace from a long-lost companion. Its gentle lighting bathes the area in a cozy radiance, caressing the meticulously selected artworks gracing the walls. Each sculpture appears to murmur tales of the

artists who poured their souls into them.

Conceived by Siddharth Kerkar, Vipin Raman, and Bonita Mascarenhas, Room One is the product of their collective vision. RoomOne is a seamless combination of contemporary art, cocktails, and conversations.

Young art entrepreneur Siddharth, with great care, has meticulously fashioned every aspect of the establishment, turning his dream into a tangible experience. The copper bar counter, a captivating focal point of the room, stands as a testament to Siddharth's genuine craftsmanship.

On the other hand, Vipin Raman has meticulously crafted an unparalleled cocktail menu. Notable creations such as "Disco Porn," which combines Gin, Passion Fruit, Vanilla, and Citrus, beckon you to embark on a journey through a kaleidoscope of flavor sensations. "Kinky Kerkar," featuring Yuzu Bitters, Gin, Fernet Branca, Assorted Citrus, and Tender Coconut Soda, dances on your palate like a spirited melody. Then there's the "Invisible Paloma," a fusion of Tequila, Campari, and Grapefruit that bursts forth with an artistic explosion of zest.

# The Chambers **presents an exquisite culinary** evening

The Chambers at Taj Mahal, New Delhi, set the stage for an exceptional gourmet experience presenting Rendezvous with celebrated Chef Jeffrey Vella as a part of The Culinary Chronicles series.



aglio olio e pepperoncino of octopus, and a Risotto classically prepared with scampi juices and involtini. These exquisite creations were thoughtfully paired with Zonin Prosecco, Côtes du Rhône Reserve, and Bodega Norton Malbec.

Commenting on his visit, Chef Jeffrey Vella expressed, "It's an honour to present the flavours of Cap Aureo at the legendary Taj Mahal, New Delhi. This

**T**he evening witnessed an exquisite array of delicacies, meticulously paired with a selection of handpicked beverages, creating a confluence of culinary artistry and flavours.

Hailing from the rich heritage of Malta and a family of hoteliers, Chef Jeffrey Vella has always possessed an innate passion for hospitality. Throughout his journey, he has refined his skills by working alongside culinary legends such as Gordon Ramsay, Alain Ducasse, and Jean Christophe Novelli. Chef Vella's illustrious career has taken him to esteemed establishments across the globe and he currently holds the prestigious position of Corporate Culinary Director at the acclaimed restaurant Cap Aureo, nestled in the captivating city of Rovinj, Croatia.

The crafted menu unfolded as a gastronomic masterpiece for both non-vegetarians and vegetarians alike and featured dishes such as Cauliflower simmered with fresh goat's cheese, caramelised yeast, and truffles; Barbecued aubergine miso with

culinary rendezvous represents a fusion of cultures, a harmonious blend of Mediterranean and Indian influences. With every dish meticulously crafted and each ingredient thoughtfully selected, I hope that each bite will evoke the warmth of my country and create a memorable experience for the guests."

Commenting on the Rendezvous, Chef Arun Sundararaj, Director of Culinary Operations, Taj Mahal, New Delhi, said, "Rendezvous at The Chambers goes beyond dining - it's a journey celebrating the world's finest culinary talents. With Chef Jeffrey Vella, we embarked on an enchanting exploration of flavours, and it has been our privilege to bring his exceptional culinary narrative to our patrons."

As part of the Rendezvous series presented by The Chambers, Chef Jeffrey Vella is poised to bring his next culinary showcase to the iconic Taj Mahal Palace & Towers, Mumbai, on September 16, 2023.



# Destination for Festive **Celebrations** and **Gatherings**

As the festive season approaches and gatherings with loved ones become increasingly cherished, Koa Cafe & Bar emerges as the quintessential haven for memorable celebrations and intimate gatherings.

**L**ocated in the heart of Thane, Koa offers an enchanting setting that combines exceptional cuisine, a welcoming atmosphere, and a touch of Bohemian elegance, making it the perfect destination for your next special occasion.

At Koa, we understand the importance of coming together with family and friends to celebrate life's most precious moments. Prasuk Jain, the visionary behind Koa, believes, "Every gathering is a unique story waiting to be told, and Koa is here to provide the backdrop for these stories to unfold. Our Bohemian-inspired setting

invites guests to escape the ordinary and create unforgettable memories."

## A Culinary Delight for Every Palate

What sets Koa apart as an ideal venue for festive celebrations and personal gatherings is its diverse and delectable menu. From savory appetizers to mouthwatering main courses and indulgent desserts, Koa's culinary offerings cater to a wide range of tastes and preferences. Whether you're craving international flavors, fusion dishes, or local

favorites, the expert chefs have crafted a menu to tantalize your taste buds. Apart from all these Koa has a dedicated sushi live counter that showcases the artistry and precision of their sushi chefs. From traditional favorites to innovative creations, the sushi menu promises a delightful culinary journey for sushi connoisseurs and novices alike.

## Celebrating in an Enchanting Al Fresco Ambiance

Koa's captivating outdoor space, beautifully illuminated with lights, serves as a sanctuary where romantic encounters and lively gatherings with friends can take place, immersing visitors in an authentic bohemian experience. This outdoor space offers comfortable seating, ideal for birthday parties, anniversaries or corporate events, providing the ideal backdrop for creating precious memories with your loved ones.

## A Cafe & Bar Like No Other

Koa is not just a restaurant; it's a versatile cafe and bar that caters to your every need. Begin your day with a refreshing cup of coffee or tea, enjoy a sumptuous breakfast with friends, or indulge in a leisurely brunch. As the day progresses, Koa transforms into a vibrant space where you can savor delectable snacks and signature cocktails. With an extensive drink menu featuring both classic and innovative concoctions, Koa is the ideal spot to raise a toast to life's special moments.

# A Culinary Voyage of the Hidden Gems of Indian Cuisine

Embark on a culinary journey through the hidden gems of Indian cuisine with an exclusive menu by MasterChef, Osama Jalali - a renowned consultant and food writer who will showcase the essence of Indian culinary treasures from the 15th of September to the 24th of September 2023 at Riwarz, The Ritz-Carlton, Bangalore.



herbs, spices, and fruits, which perfectly complement the menu. Chef Osama Jalali's expertise in traditional Indian cuisine, particularly from the northern regions of India, is evident in the rich and diverse flavors of Mughlai and Awadhi cuisine with specialization in curating Rampuri, Shahjahani, and lost recipes of Mughal-era menus for private Daawats. His cuisine showcases the extensive use of aromatic spices like cardamom, cloves, cinnamon, and saffron, adding depth to the flavor and creating a distinctive taste for the menu with signature dishes such as Chapli kebab, Kunna Gosht, Dal Gosht, Aloo Gosht, Yakhni Pulao, Gosht Halwa, Zarda and more for one to indulge into the authentic lost recipes of Indian cuisine. These heirloom dishes find their existence straight through homes, with few ingredients but a rich history inscribed within, and are truly unforgettable.

"Food is not just about taste, it's about the memories that it evokes and the stories that it tells," says Chef Osama Jalali. "My passion for food and cooking stems from my childhood, watching my mother cook meals in huge deghs for feasts organized at our home. I strive to preserve and showcase the authenticity of traditional Indian dishes, making them true representations of their regional origins. I am excited to showcase my menu at Riwarz, The Ritz-Carlton, Bangalore to bring the hidden gems of Indian cuisine to guests, and create unforgettable culinary experiences."

Explore the "Lost Recipes of Undivided India" where MasterChef Osama Jalali brings the hidden gems of Indian cuisine straight to your table in the city of Bengaluru.



**R**iwarz's culinary delights are perfectly complemented by the sleek modern design, alluring city views, and architectural accents that pay homage to India's rich history. This Indian restaurant is the ideal venue to bring Chef Osama Jalali's menu alive, as it combines the compelling robust flavors of the North-West Frontier with an ambiance that is simply unmatched. Bringing a sense of nostalgia and heritage to the cuisine, Chef Osama Jalali takes pride in delving into the history and cultural significance of the dishes

he prepares. He is known for his expertise in Awadhi cuisine, which hails from the city of Lucknow in Uttar Pradesh along with his culinary skills and specialization that revolves around the rich and diverse flavors of Mughlai and Awadhi cuisine.

Riwarz offers more than just a culinary experience. Adjacent to the main dining area is the restaurant's dedicated whisky and wine room, where you can explore a selection of unique and flavorful beverages. You can also indulge in innovative cocktails that are inspired by indigenous

# Lifestyle



# Paris Fashion Week 2023

## **A Glimpse into the Future of Style and Elegance**

Paris Fashion Week from starting in 1973 to 2023 always became a very good opportunity for models as well as for designers from all over the world. The show is scheduled from 25 September to 3 October and is held by the FHCM (Fédération de la Haute Couture et de la Mode) where hundreds of designers showcase their talent in multiple runways shows.



## Paris: Where Elegance Meets History in Every Cobblestone and Couture Stitch

At Paris Fashion Week you will not only experience the divine beauty, but you will also see the creativity level of various famous designers who did a lot of hard work to reach Paris fashion Week. The atmosphere of the PFW has something special in it, you will be mesmerized by the whole aura of the event.

## Unveiling the Future of Style Twice a Year

Paris Fashion Week, London Fashion Week, Milan Fashion Week, and New York



Fashion Week are the big four fashion shows. This is a 7-day program that attracts designers as well as tourists for haute couture, ready-to-wear, and avant-garde fashion. There are spring/summer collections for February/March and fall collections for September/October. Which means, the event occurs twice a year. The event takes place in beautiful venues like the Carrousel du Louvre, Palais Royal, and the Grand Palais. These locations are the best for showcasing designs that are unveiled. Not only will you get to see

celebrities sitting in the front row, but you will also see bloggers, trendsetters, and influencers from all over the world as the whole of Paris becomes a runway.

## Glamour Unleashed: A-List Stars Illuminate Paris Fashion Week

Paris is a place which is loved by everyone because of its nightlife and beautiful monuments. One cannot resist herself/himself getting hypnotized by its beauty. Paris is an unforgettable place



and imagine a Fashion Week happening in front of your eyes. It is a totally different vibe than watching the runaways on the internet. You would have no idea which celebrity you would get bumped into and you will just be amazed by a single glimpse. I mean seriously, what would it be like watching Kendal Jenner in front of you walking in her best outfit? These happy moments can be yours if you pay a visit to this fashion week. So, make sure

you mention Paris Fashion Week in your bucket list as it is the most wholesome experience you will ever have at a fashion show. You can also be a part of the dinners hosted by the designers, which means amazing food with an amazing night. What else could one ask for? Watching stunning models with beautiful ensembles in a city like Paris where everything is magical. You can complete your trip by visiting the famous places of Paris and

make your trip an unforgettable one.

There are also a few Bollywood celebrities who made their debut in the Paris Fashion Week 2023. For instance, Khushi Kapoor, daughter of legendary late actress Sridevi. Khushi Kapoor was the epitome of beauty as she made head turns in Paris. She wore a knee-length white dress from Dior ready to wear SS24.

### While talking about her experiences with the Paris Fashion Week, she shares:

"I am thrilled to attend Dior's Ready to Wear Spring Summer 24 show here in Paris at Fashion Week. I have always associated the fashion house with timeless elegance in a chic avatar and this collection personifies just that. This is my first time at Paris Fashion Week, and it's been an amazing experience to be around such incredible names in the world of fashion and the overall energy here. Thank you to the lovely Dior family and I wish to be back soon".

### Khushi Kapoor in Dior

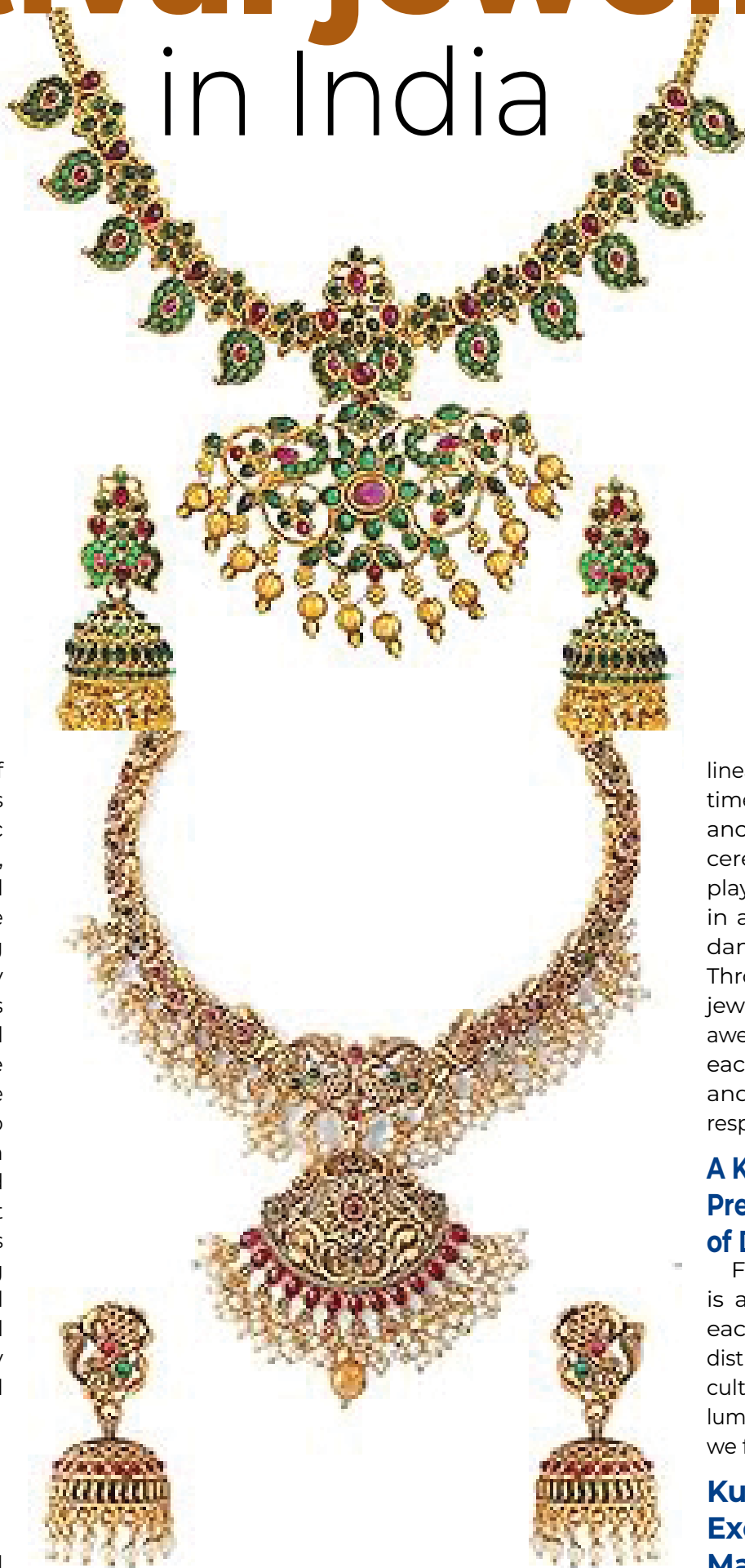
According to reports, Navya Naveli has also shared her thoughts on attending this event for the first time. She says, "It's my first time at Paris Fashion Week with the brand I represent, and I'm looking forward to being there alongside some incredible women,".

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# The Opulent Heritage of Festival jewellery in India



The grand tapestry of Indian festivals unfolds as a vibrant mosaic of jubilant colors, mellifluous melodies, graceful choreography, and an indomitable connection to the wellspring of cultural legacy. At the very heart of these celebrations lies the profound tradition of festival jewelry, where each exquisite piece transcends its role as a mere accessory, becoming a mirror to the celebratory spirit, the rich tapestry of cultural diversity, and the virtuoso craftsmanship that defines India's festival culture. This article embarks on a captivating odyssey into the realm of festival jewelry, unraveling its historical lineage, the splendid diversity it embodies, and the profound significance it carries.

## Historical Origins: Centuries of Enduring Tradition

The heritage of festival jewellery in India traces its

lineage through the annals of time, finding its genesis in the ancient rituals and religious ceremonies where jewellery played an indispensable role in adorning deities, temple dancers, and the nobility. Through the epochs, festival jewellery blossomed into an awe-inspiring array of designs, each mirroring the customs and traditions unique to its respective region.

## A Kaleidoscope of Styles: Precious Manifestations of Diversity

Festival jewellery in India is a kaleidoscope of styles, each resonating with the distinctiveness of its region and cultural influences. Among the luminous gems of festival jewelry, we find:

## Kundan and Polki: Exemplars of Regal Magnificence

Kundan and Polki unveil an



opulent narrative of tradition and elegance. Characterized by uncut diamonds and intricate goldwork, these regal jewels find their origins in the hallowed courts of Rajasthan and Gujarat. Kundan involves the delicate setting of gemstones in gold, while Polki glistens with the radiance of uncut diamonds. These timeless treasures have graced the regal attire of Indian royalty and aristocracy for centuries, bearing testament to their intricate artistry and the opulence of India's illustrious heritage.

### Temple Jewelry: Emanations of the Divine

Temple jewellery, inspired by the celestial architecture of temples and the deities they enshrine, comes adorned with motifs depicting miniature temples, divine entities, and traditional symbols. These masterpieces are typically cast in gold and hold a special place in South India, especially in the realm of classical dance performances. Temple jewelry, with its divine and intricate designs, is an embodiment of cultural and religious significance in India.

### Meenakari: A Symphony of Enamel Colors

Meenakari jewellery unfurls a vivid canvas of hues, known for its intricate enamel work that bestows a burst of color and grace to festive ensembles. This exuberant traditional jewelry in India finds its prime during festivals and special occasions, adding a delightful kaleidoscope of colors to the attire of celebrants.

Gutta Pusalu: Southern Opulence Personified  
Gutta Pusalu, a specialty of South India,



encompasses elaborate necklaces festooned with gold beads and precious gemstones. These opulent creations are a hallmark of festive celebrations in the southern Indian states of Andhra Pradesh and Telangana. Characterized by intricate designs, they feature clusters of closely set gold beads strung together to craft intricate necklaces, evoking a regal and traditional charm, making them a preferred choice for brides and special occasions in the South.

### Thewa Jewelry: Rajasthan's Artistry Unveiled

Thewa Jewelry, hailing from the princely state of Rajasthan, is a unique and intricate form of traditional Indian jewelry. It combines intricately crafted goldwork with colorful glass, artfully depicting mythological scenes and motifs. This style of jewelry is celebrated for its exceptional craftsmanship and artistry, establishing itself as an integral part of India's rich cultural heritage.

### Symbolism and Significance: Beyond Adornment

Festival jewellery transcends its role as mere embellishment, delving deep into the realms of culture and spirituality. Each piece carries profound symbolism, often symbolizing blessings, prosperity, and protection. For instance, brides bedeck themselves in intricate jewellery sets during their weddings, seeking blessings for a harmonious and prosperous married life. Festival jewellery

Thewa Jewelry, hailing from the princely state of Rajasthan, is a unique and intricate form of traditional Indian jewelry. It combines intricately crafted goldwork with colorful glass, artfully depicting mythological scenes and motifs.



also serves as an expression of devotion and reverence during religious festivals, frequently featuring deities and sacred symbols.

### Craftsmanship: A Labor of Love

The creation of festival jewelry is an arduous labor, demanding unparalleled skill and precision. Master craftsmen sculpt gold, silver, and other metals, deftly setting gemstones and enameling to birth these exquisite creations. Each piece, an ode to the artisan's unwavering commitment to preserving traditional techniques and artistry.

### Contemporary Evolution: A Harmonious Blend of Tradition and Modernity

While steeped in tradition, festival jewelry has gracefully embraced the winds of modernity. Contemporary designers adeptly weave traditional elements into contemporary designs, catering to a wide spectrum of tastes and preferences. Today, festival jewelry is cherished not only during traditional celebrations but also as bold statements of modern fashion.

### The Art of Selecting the Perfect Festive Jewelry: Balancing Tradition and Individuality

In the realm of Indian festivals, where the symphony of tradition harmonizes with the melody of individual style, choosing the right jewelry becomes an artful expression of culture and personal flair. The diverse tapestry of festivals and the regional variations they bring forth offer a splendid canvas to adorn oneself with exquisite jewelry. Here are some insightful guidelines to navigate this artistic process of selecting jewelry that seamlessly complements your festival attire:

#### ◆ Discerning the Occasion: Embracing the Right Tone

Different festivals encompass a spectrum of

formality. It is paramount to discern the nature of the event, whether it's an informal gathering, a religious ritual, or a grand gala. Your choice of jewelry should resonate with the tone of the occasion.

#### ◆ Harmonizing the Color Palette: A Symphony of Hues

Adornments must converse with the colors adorning your attire. Pay meticulous attention to the shades of your outfit and seek jewelry that either complements these hues or provides an enchanting contrast. Gold jewellery, for instance, possesses a chameleon-like quality, harmonizing with a wide spectrum of colors.

#### ◆ Striking the Perfect Balance: The Art of Equilibrium

In the realm of festal attire, balance is the key. If your outfit is already embellished with intricate details, opt for understated jewelry to prevent an overwhelming visual cacophony. Conversely, a minimalistic attire can serve as the perfect backdrop for more opulent and elaborate jewelry.

#### ◆ Embracing Regional Flavors: Treasures of Diversity

India's eclectic regions house distinctive jewelry styles, each a treasure trove of heritage. When celebrating a festival with regional significance, consider adorning yourself with jewellery specific to that area, thus paying homage to the diverse cultural tapestry of India.

#### ◆ Necklace Selection: Adorning the Neckline

The neckline of your attire plays a pivotal





role in determining the suitable necklace. High-neck or boat-neck outfits pair gracefully with shorter necklaces like chokers or collar necklaces. V-neck or scoop-neck ensembles elegantly embrace longer necklaces, while deeply cut necklines harmonize well with statement pieces.

#### ◆ Earrings: Framing the Face

Earrings not only frame your face but also infuse character into your look. Select earrings that complement your face shape and hairstyle. Hoops and studs stand as versatile choices, while chandelier or jhumka earrings impart an aura of elegance.

#### ◆ Bangles and Bracelets: Sleeve Length Matters

The selection of bangles or bracelets is contingent upon the length of your outfit's sleeves. Short sleeves or sleeveless attire pairs gracefully with bangles, while ensembles with longer sleeves gracefully accommodate bracelets.

#### ◆ Rings and Hand Adornments: Elegance in Detail

Rings add an element of grace to your hands. Ensure that they resonate with your overall style and the occasion's aesthetics. Hand jewelry, such as haath phools or hand harnesses, elegantly complement sleeveless or short-sleeve outfits.

#### ◆ Ankle Ornaments and Toe Rings: Traditional Touch

Anklets and toe rings bring a touch of tradition and allure. These enchanting pieces find their zenith of popularity during weddings and religious festivals, adding a traditional and

mesmerizing flair to your ensemble.

#### ◆ Prioritizing Comfort: A Celebratory Essential

While aesthetics is imperative, comfort should never be compromised. Festivals are a time of merriment, and discomfort stemming from heavy or unwieldy jewellery can detract from the celebratory spirit.

#### • A Personal Flourish: Infusing Your Style

Cultural traditions are important, but your jewelry should also be a canvas for your individual style. Your choice of jewelry should be an authentic reflection of your personality, seamlessly intertwining with tradition.

#### ◆ Pre-Festival Trials: The Dress Rehearsal

The selection of jewellery should not be left to the last minute. Prior to the festival, indulge in dress rehearsals, trying various jewellery combinations with your attire to identify the perfect ensemble that resonates with your style and the occasion's spirit.

#### ◆ Seeking Sage Advice: A Collective Effort

If the abundance of choices bewilders you, do not hesitate to seek the guidance of family, friends, or experienced jewellery connoisseurs. Their insights and suggestions can illuminate your path to the perfect choice.

In the vibrant tapestry of Indian festivals, aesthetics is not the sole focus; it is the harmonious amalgamation of tradition, culture, and spirituality that takes center stage. The right selection of jewellery enhances the festive experience, providing a deeper connection to the celebration and its profound significance. Ultimately, the jewellery you adorn should instill a sense of confidence, elegance, and the readiness to savor every moment of the festivities.





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