



## Significant Cruise Capacity Increase IN ASIA



• PR News, July 16

According to 2024 Cruise Industry News Annual Report, cruise capacity in the Asia/Pacific region is set to see a significant increase this year.

After several years below historical levels due to the pandemic capacity may be up to the tune of 89 percent this year. The increase is being driven by Adora Cruises and Resorts World Cruises, and also international brands.

MSC Cruises, which returned to the region in 2023, will be one of the largest players in the Asia/Pacific region in 2024, having relaunched its China-based cruise program earlier this year with the MSC Bellissima.

In addition to a year-round program onboard the 4,500-guest ship, the company is adding a second ship to the Asia lineup later this year.

Repositioning from Europe, the MSC Splendida is set to offer itineraries departing from China starting in November. Now a leader in the region, Adora Cruises (Continued on page 7)

### 25% increase in demand for Monsoon travel

• PR News, Mumbai, July 08

Indian consumers are displaying sustained interest in travel post the traditional peak summer season. With the onset of the monsoons, ushering in pleasant weather and nature at its best, Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel's reports an increase in demand for monsoon travel - with a growth of 25% compared to last year.

Monsoon being a traditional low travel season, demand vs supply works well to the consumer's advantage: with special deals/discounts offered by airlines and (Continued on page 7)

### Emirates Sky-Cargo orders 5 Boeing 777Fs

• PR News, Dubai, UAE, July 16

Emirates SkyCargo, the cargo arm of the world's largest international airline, has announced a firm order for an additional five Boeing 777 freighters, with immediate delivery (Continued on page 7)



### Bharatmata Adishakti: Embodiment of Jagdamba and India's Persona

• Jaipur, July 15



Bharatmata Adishakti represents Jagdamba and serves as the national personification of India, depicted as a goddess. The family deity of the Mewar dynasty, Rajrajeshwari Baan Mata Ji, is featured on the cover of the coffee table book in this divine form. Bharatmata symbolizes the divine inspiration and power that has unified Indians beyond caste, religion, and region, fostering a sense of unity throughout history and into the future. Deep devotion to Mother India is seen (Continued on page 7)

### World Heritage Young Professionals Forum 2024 inaugurated

• New Delhi, July 15

India is hosting for the first time the UNESCO's prestigious World Heritage Committee meeting from 21st-31st July, 2024 in New Delhi. As an integral part of the 46th session of the World Heritage Committee, and in the framework of the UNESCO World Heritage Education Programme, the Ministry of Culture is hosting the 2024 World Heritage Young Professionals Forum.

Pt. Deendayal Upadhyaya Institute of Archaeology, a sub-office under the Archaeological Survey of India is (Continued on page 7)



### Radisson presence in Western India

• New Delhi, July 04

Radisson Hotel Group has further strengthened its presence in Maharashtra with the opening of Radisson Resort Hatgad Saputara. Nestled in the town of Hatgad, this is the Group's 12th operational hotel in the state. (Continued on page 7)



### Hilton Reigns as Most Valuable Hotel

• PR News, McLEAN, Va.

Hilton continues its recognition as the world's most valuable hotel brand by Brand Finance, topping the Hotels 50 ranking with a brand value of \$11.6 billion. Hilton hotel brands dominated the Hotels 50 ranking including:

- Hilton Hotels & Resorts (No. 1), • Hampton Inn by Hilton (No. 3), • DoubleTree by Hilton (No. 6), • Embassy Suites by Hilton (No. 8), • Home2 Suites by Hilton (No. 17), • Homewood Suites by Hilton (No. 26)
- Conrad Hotels & Resorts (No. 30), • Curio Collection by Hilton (No. 40), • Waldorf Astoria Hotels & Resorts (No. 47)

Every year, Brand Finance conducts the world's largest study on brand valuation for 5,000 of the biggest brands across all industries and publishes more than 100 reports, ranking brands across all sectors and countries. In the overall Brand Finance Global 500 2024 ranking, Hilton is one of only two hotel brands featured.

Hilton has grown its leading portfolio to 24 world-class brands with the launches of Spark by Hilton and LivSmart Studios by Hilton, as well as the acquisition of Graduate Hotels and NoMad brands.

Dedicated to spreading the light and warmth of hospitality worldwide, Hilton grew to more than 7,600 properties in (Continued on page 7)



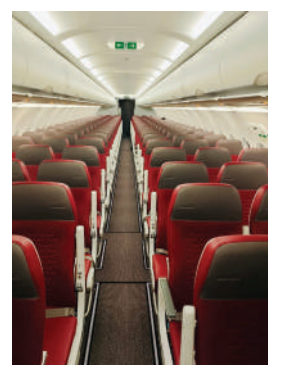
### Air India's New Cabin

• PR News, GURUGRAM, July 18

Air India's first narrow-body aircraft sporting the airline's new livery and featuring all-new cabin interiors, enters service today on the high-demand Delhi-Bengaluru route.

This marks the beginning of a new chapter for Air India, demonstrating its commitment to upgrading its prod-

ucts to provide a transformed, world-class flying (Continued on page 7)





NATIONAL



## Air India - Bicester Collection Enter Into Partnership

To Reward Flying Returns Loyalty Programme

PR News, GURUGRAM, July 17

Air India, India's leading global airline, has announced an exclusive new partnership with The Bicester Collection, a family of immersive luxury destinations, for the airline's recently redesigned Flying Returns loyalty programme. The partnership offers Flying Returns reward points on shopping and dining experiences at The Bicester Collection's nine open-air luxury shopping Villages in Western Europe.

Flying Returns members can now collect 5 Points for every GBP 4 or EUR 4 spent at any of The Bicester Collection's Villages (Continued on page 7) in Europe conveniently located an hour or less from the major cities London, Paris, Frankfurt, Milan, Munich, Brussels, Dublin, Madrid, and Barcelona.



Air India Cabin Crew at The Apartment, Bicester Village, UK

## AIR INDIA INTRODUCED GIFT CARDS

Gurugram, 16 July 2024: Air India, India's leading global airline, has introduced

Air India Gift Cards, offering travellers a convenient and flexible way to gift the joy of travel to their loved ones. Air India Gift Cards are e-cards that one can purchase online



line in any denomination between INR 1,000 to INR 200,000 to gift to their loved ones or save for their own future use.

Air India Gift Cards can be used to book domestic and international flights as well as to buy an-

## "India Aims to Become Leading Aviation Hub"

New Delhi, July 15

Union Civil Aviation Minister, Shri K. J. Somaiya has announced the implementation of a uniform IGST rate of 5% on all aircraft and aircraft engine parts, effective from today, 15th July 2024. This decision marks a significant milestone for the domestic Maintenance, Repair, and Overhaul (MRO) industry, aimed at making India a global aviation hub.

Commenting on this development, Shri Somaiya said, "The introduction of a uniform 5% IGST rate on MRO items is a major boost for the aviation sector. Previously, the varying GST rates of 5%, 12%, 18%, and 28% on aircraft components created challenges, including an inverted duty structure and GST accumulation in MRO accounts. This new policy eliminates these disparities, simplifies the tax structure, and fosters growth in the MRO sector."

The Union Minister further emphasized the role of Prime Minister Shri Narendra Modi's visionary leadership in making this change possible.

"Under the guidance of Prime Minister Modi, we are committed to the Atma Nirbhar Bharat initiative. His support for transforming India into a leading aviation hub has been crucial in driving this policy forward," he added. Union Minister applauded the efforts of the Ministry of Civil Aviation, Ministry of Finance and other stakeholders who have worked diligently to achieve this policy adjustment recommended by the GST Council in its 53rd meeting on 22nd June 2024, the uniform 5% IGST rate aims to reduce operational costs, resolve tax credit issues, and attract investment.

## PM inaugurates INS Towers in Mumbai

New Delhi, July 13

The Prime Minister, Shri Narendra Modi inaugurated the INS Towers on his visit to the Indian Newspaper Society (INS) Secretariat at G-Block, Bandra Kurla Complex, Mumbai today. The new building will fulfill the evolving needs of Members of INS for a modern and efficient office space in Mumbai and would serve as the nerve center for the newspaper industry in Mumbai.

Addressing the gathering, the Prime Minister congratulated all members of the Indian Newspaper Society on the inauguration of the new tower and expressed hope that the ease of working in the new space will further (Continued on page 7)

## Lords expands to West

PR News, July 10

Lords Hotels & Resorts is making significant strides in its 2024 expansion strategy with the recent acquisition of a new property in Purulia, West Bengal. The upcoming Lords Eco Inn Purulia, set to open in early 2025, will feature elegantly designed rooms and offer a variety of enticing amenities, including a restaurant, rooftop lounge, and two opulent banquet halls suitable for conferences and weddings. This versatile destination caters to business, celebration, and leisure travellers.



Conveniently located and well-connected by road and rail, Lords Eco Inn Purulia is situated 140 km from the nearest airport in Ranchi, 250 km from Kolkata, and just 90 km from Jamshedpur. Pushpendra Bansal, COO, Lords Hotels & Resorts, expressed enthusiasm about the new venture, thanking their new partners for their trust and seeking to affiliate with more owners to offer Lords' exhilarating hospitality to business and leisure travellers.

## Thomas Cook India wins MICE Outbound award

PR News, July 10

Thomas Cook (India) Limited - India's leading omnichannel travel services company was honoured with the MICE Travel Agency - Outbound award at the Economic Times MICE & Wedding Tourism Awards 2024.

## Tizu Zunki River to be harnessed for

# Economic Development of Nagaland

New Delhi, July 15

The Union Minister of Ports, Shipping & Waterways, Shri Sarbananda Sonowal announced major initiatives aimed at enabling the waterways potential of Nagaland during the Stakeholder's Conference held in Dimapur, Nagaland today. The Chief Minister of Nagaland, Shri Neiphiu



Rio joined Shri Sonowal to announce development of Tizu Zunki (National Waterways 101) as both the Inland Waterways Authority of India (IWAI) and the Transport Department of Govt. of Nagaland to work together to study for navigation feasibility. Shri Rio & Shri Sonowal also announced to take initiatives to develop the immense tourism potential of Doyang River Lake with community jetties

as well as study feasibility of Ro Pax ferries. This will boost the tourism potential of the state. These developments were announced during the interactive session of Stakeholder's Conference, organised by the Inland Waterways Authority of India (IWAI), the nodal agency of the Ministry of Ports, Shipping & Waterways (MoPSW), Govt of India, in Dimapur, Nagaland today.



STATE - CULTURAL UPDATE



### Two-Day Madhuram Program at JKK

● Jaipur, July 17

Jawahar Kala Kendra at Jaipur will host the two-day Madhuram program on 19-20 July. This event will feature literary discussions, musical performances, and Kathak presentations.

On the first day, a discussion on "Renewing Solo Kathak Tradition" will take place. Renowned Kathak guru Prerna Shrimali, along with cultural worker, poet, and senior art critic Dr. Rajesh Kumar Vyas, will share their insights in a session at Krishnayana starting at 12 noon.

The event will also include a performance titled "Raga Connects to Spirituality" at Rangayan, featuring a jugalbandi by flutist Sandeep Soni and sitar player Kishan Kathak. Additionally, there will be a Surbahar recital by Dr. Ashwin Dalvi at Rangayan at 7:30 pm.



### Six-Day 'Nataraja Mahotsav' to be held

● Jaipur, July 17

In collaboration with Jawahar Kala Kendra and courtesy of the Raza Foundation and AU Bank, a six-day 'Nataraja Mahotsav' will be held at the center from July 23 to 28. This inaugural festival will feature music, artistic seminars, and theater performances. The festival's poster was released on Monday in the presence of Chetan Kumar Sharma, Senior Accounts Officer of Jawahar Kala Kendra, along with festival director Yogendra Singh and other center officials.

Yogendra Singh shared that the Nataraja Mahotsav aims to combine theater staging, classical and contemporary music, and artistic seminars. The festival's objective is to provide equal resources and platforms to indigenous groups, allowing them to showcase their creative expression alongside theater artists.



### Art exhibition of 76-year-old artist Pratap Kumar Bhatia concludes

● Jaipur, July 17



The art exhibition organized by 76-year-old artist Pratap Kumar Bhatia at Jawahar Kala Kendra concluded on Sunday. On this occasion, Bhatia thanked all the guests and visitors who came to see the exhibition and said that it is your appreciation that inspires me to showcase my art.

More than 150 pencil sketches are being displayed in this exhibition organized in Surekh Gallery. Apart from this, he has prepared more than 200 sketches so far. Retired Chief Justice of Sikkim High Court N.K. Jain, Vinod Gupta (MD Shri Krishna Rolling Mills), and Mukesh Aggarwal (MD Evershine Marble, Kishangarh) also took stock of the exhibition.

The visitors to the exhibition liked the sketch of Ramlala of Ayodhya made by Bhatia so much that everyone demanded to prepare a sketch for them, on which Bhatia said that he would try to fulfill everyone's wish.

Here, when the sketches of almost all the famous leaders were seen in the series of politi-

## Devotional Observance Marks Moharram Festival

● Jodhpur, July 17

The observance of Moharram, symbolizing sorrow, was held traditionally on the tenth day of the Islamic month of Moharram to commemorate the Battle of Karbala. The whole nation and the Jodhpur city witnessed significant activity and enthusiasm till late night in remembrance of the martyrs of Karbala.

Tajiyas were erected in various Muslim areas of Jodhpur. Youth from Akharas performed feats in these areas, accompanied by prayers dedicated to Imam Hussain. Following tradition, on the night of the ninth Moharram, Tajiyas were placed at Imambaras, houses, and public squares. On the tenth day, these Tajiyas were taken to Karbala and ceremonially buried, with praises for Imam Hussain resounding everywhere.

Moharram is a pivotal festival in the Muslim community, marking the Islamic New Year and commemorating Hazrat Imam Hassan and Hussain. The Muslim-dominated areas of Jodhpur saw a flurry of activity. The cries of "Ya Imam" and "Ya Hussain" echoed throughout the city.

In various localities, people passing by were offered cold drinks, and Haleem was served. Children showcased stunts with sticks in arenas,

particularly in Gulzarpara. Tajiyas were prominently displayed in many parts of Jodhpur. Additionally, the celebrations included the distribution of Chhabeel (sweetened water), Sharbat (a traditional drink), and Dalim or Haleem. The Tajiyas remained on display from Tuesday evening until late Wednesday night. The administration ensured strict security measures, deploying a large number of police personnel in Karbala and other major areas to ensure a peaceful and safe completion of the Moharram observance.



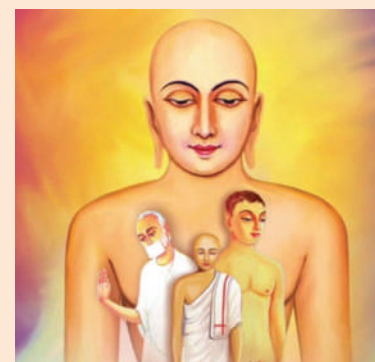
## Chaturmas, the festival of meditation and service, starts on July 20

Will not be able to go beyond the radius of 10 kilometers

● Udaipur, July 16

Chaturmas in Jain society will start on the 20th of July. During this time, Jain monks and nuns will reside in one place for four months and will meditate and get others done. An atmosphere of sermons and sacrifices will be created. It is an Agamic law for Jain saints that during the Chaturmas period, they will not be able to go beyond four Kos i.e. a radius of 10 kilometers from the limits of the ancient customs post of the city. It is noteworthy that due to the Pakkhi festival, Chaturmas starts on 20th July.

Shraman Dr Pushpendra said that during Chaturmas, special attention is paid to rituals, culture, morality, and restraint. Devotees and followers are encouraged to follow the fasting rules. The usefulness of Chaturmas is important because during this time the saints give regular sermons and inspiration to the people. Historian Dr. Dilip Dhing said that Chaturmas has special significance from the point



of view of personality development and social change through various spiritual practices. Amazing penances are performed in Jain society during Chaturmas.

**Simple and balanced food is eaten during Chaturmas:** Simple food and heavy food are avoided. Do not use groundnuts (potato, onion, garlic, ginger). On the dates of Beej, Panchami, Ashtami, Ekadashi, and Chaturdashi, Shravaks and Shravikas completely give up green vegetables and fruits. Mostly the market items are also discarded. Ekasana: Sitting in one place and eating one meal a day. Fasting: Do not eat food during a day fast, use only hot water. The next day, after coming to Navkarshi, they perform Parana. Ayambil: eats food without spices.





FEATURE

# Hilton Expands Global Luxury Portfolio with Nearly 400 Extraordinary Boutique Hotels

## Through its Exclusive Partnership with Small Luxury Hotels of the World

PR News, MCLEAN, Va., and LONDON, July

Hilton is dramatically expanding its portfolio of luxury hotel experiences with the addition of nearly 400 boutique properties from the exquisite Small Luxury Hotels of the World (SLH) collection. Starting today, hundreds of these properties will be available on all Hilton direct booking channels, including Hilton.com and the Hilton Honors app.

Joining Hilton's prestigious luxury brand portfolio - Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, LXR Hotels & Resorts and Signia by Hilton - the diverse collection of participating SLH hotels offers travelers new ways of staying with Hilton in intimate spaces and unique places - from rustic huts and woodland treehouses to rainforest retreats and coastal villas.

Through the exclusive partnership, members of Hilton Honors, the award-winning guest loyalty program, will be able to earn and redeem Points for SLH stays. Additionally, they will enjoy exclusive benefits at SLH's city, beach and resort hotels, offering even more ways to dream of aspirational travel experiences.

"Integrating with Small Luxury Hotels of the World allows us to expand the Hilton stay experience and travel aspirations for all guests, with special opportunities for our loyal Hilton Honors members," said Chris Silcock, president, global brands and commercial services, Hilton. "The hundreds of independently minded properties are highly complementary to our renowned luxury portfolio and support Hilton's ongoing efforts to expand and create distinct, localized travel experiences for our guests."

Hilton Honors members can elevate their stay at participating SLH hotels with exclusive benefits, including earning and redeeming Points, free WiFi and a guaranteed member discount. Gold and Diamond members also enjoy space-available room upgrades and continental breakfast for up to two guests. Hilton Honors members will appreciate the continued flexibility and value of the award-winning program, including benefits like Points & Money payment options, no resort fees on stays booked using all Points and 5th Standard Reward Night Free.

"Through this collaboration, Hilton guests and Hilton Honors members will receive a warm welcome at SLH member hotels, allowing them to experience our distinctive approach to hospitality," said Shaun Leleu, chairman, Small Luxury Hotels of the World. "This alliance expands the reach of our boutique hotels to Hilton's loyal and discerning clientele, transforming the global landscape for independently owned hotels in a remarkable way."

Small Luxury Hotels of the World provides personalized experiences that reflect the local culture and character, ensuring no two stays are the same, including extraordinary properties, such as:

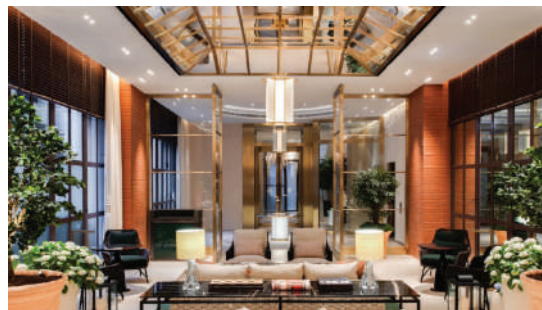
### Hermitage Bay, St Mary's, Antigua and Barbuda

A soul-stirring retreat on sublime Caribbean shores, Antigua's azure coastline conceals a beautiful



fully secluded gem, as soft white sands give way to the Hermitage Bay hotel. This boutique, all-inclusive retreat features suites with bright and beautiful interiors reimagined in soft linens, deep palettes and natural woods. Guests can savor the spirit of the Caribbean with sundowners in the lounge, before an alfresco feast of organic produce, hand-picked from local suppliers and the hotel's kitchen garden.

### Lanson Place Causeway Bay Hong Kong, Hong Kong SAR, China



Hong Kong glitz meets Parisian glamour on buzzing Causeway Bay at Lanson Place Causeway Bay. A restful retreat that's grand yet intimate - and serene on every level - it blends the warmth of Hong Kong hospitality with chic, French influences. This luxury hotel has been recently reimagined, and guests can expect light-filled spaces, refined dining and little touches that pay homage to top craftsmanship.

### Gangtey Lodge, Phobjikha Valley, Bhutan



A Himalayan hideaway overlooking Bhutan's Gangtey (Phobjikha) Valley, Gangtey Lodge boasts spectacular views of the area's surrounding mountains and forests, while offering travelers authentic

luxury with Bhutanese farmhouse suites. The boutique hotel reflects the area's rich cultural heritage and allows guests to connect with the natural surroundings and spirituality of Bhutan.

### Nimb Hotel, Copenhagen, Denmark



Located in Copenhagen's famous Tivoli Gardens, a Moorish-styled palace with a striking Venetian marble facade facing the Tivoli Gardens reveals the intimate Nimb Hotel with just 38 sophisticated rooms and suites. With a state-of-the-art wellness center, five diverse dining options including a classic French Brasserie, along with a rustic wine cellar and grand hotel bar, Nimb Hotel is a spectacular place to stay in the heart of the city.

### Grove of Narberth, Narberth, Wales, United Kingdom



A luxury country house hotel in its very own corner of the Pembrokeshire countryside, The Grove of Narberth is a boutique country escape with a warm Welsh heart. Expect big comfy sofas, roaring fires, acres of pretty gardens and views of the rolling hills - as well as one of the most celebrated restaurants in Wales. Once a historic house, it's now the perfect haven from which to explore the charms of Pembrokeshire.

### Nobu Hotel Marbella, Marbella, Spain

Guests can expect to find luxury on every level at this laid-back beach retreat and world-renowned Marbella restaurant. By day, Nobu Hotel Marbella exudes laid-back luxury - while evenings offer high-end fine dining at the exclusive La Plaza. With pristine sand and warm, turquoise waters, the stretch of sublime bays just beyond Nobu Hotel Marbella certainly earns its name, the Golden Mile.



## RAJASTHAN THE GOLDEN DESERT

Weekly on Travel, Tourism, Hotel & Heritage of Rajasthan



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EXPORTERS CORNER

# India's total Exports estimated to grow at 5.40% in June

**I**n New Delhi, July 15  
India's total exports (Merchandise and Services combined) for June 2024\* is estimated at USD 65.47 Billion, registering a positive growth of 5.40 percent vis-a-vis June 2023. Total imports (Merchandise and Services combined) for June 2024\* is estimated at USD 73.47 Billion, registering a positive growth of 6.29 percent vis-a-vis June 2023.

- India's total exports during April-June 2024\* is estimated at USD 200.33 Billion registering a positive growth of 8.60 percent. Total imports during April-June 2024\* is estimated at USD 222.89 Billion registering a growth of 8.47 percent.
- Merchandise exports during April-June 2024 were USD 109.96 Billion as compared to USD 103.89 Billion during April-June 2023.
- Merchandise imports during April-

June 2024 were USD 172.23 Billion compared to USD 160.05 Billion during April-June 2023.

- Merchandise trade deficit during April-June 2024 was USD 62.26 Billion compared to USD 56.16 Billion during April-June 2023.
- Exports of Coffee (70.02%), Tobacco (37.71%), Iron Ore (24.66%), Electronic Goods (16.91%), Cereal Preparations & Miscellaneous Processed Items (15.43%), Carpet (10.64%), Engineering Goods (10.27%), Plastic & Linoleum (9.94%), Drugs & Pharmaceuticals (9.93%), Spices (9.84%), Fruits & Vegetables (6.97%), Mica, Coal & Other Ores, Minerals Including Processed Minerals (4.43%), Rmg Of All Textiles (3.68%), Organic & Inorganic Chemicals (3.32%), Tea (3.2%), Man-Made Yarn/Fabs./Made-Ups Etc. (2.79%), Ceramic Products & Glassware (2.48%), Rice (0.97%), and Cotton Yarn/Fabs./

Made-Ups, Handloom Products Etc. (0.92%) record positive growth during June 2024 over the corresponding month of last year.

- Imports of Gold (-38.66%), Fertilisers, Crude & Manufactured (-36.44%), Sulphur & Unroasted Iron Pyrts (-30.55%), Cotton Raw & Waste (-26.16%), Chemical Material & Products (-22.3%), Pearls, Precious & Semi-Precious Stones (-18.91%), Leather & Leather Products (-17.38%), Coal, Coke & Briquettes, Etc. (-16.73%) and Transport Equipment (-5.52%) record negative growth during June 2024 over the corresponding month of last year.
- Services exports is estimated to grow by 12.16 percent during April-June 2024\* over April-June 2023.
- Top 5 export destinations, in terms of change in value, exhibiting positive growth in June 2024 vis a vis June 2023 are U S A (5.98%), U Arab Emts

(13.81%), Malaysia (93.82%), Bangladesh Pr (25.2%) and Tanzania Rep (59.13%).

- Top 5 export destinations, in terms of change in value, exhibiting positive growth in April-June 2024 vis a vis April-June 2023 are Netherland (41.33%), U S A (10.4%), U Arab Emts (17.62%), Malaysia (81.84%) and Singapore (26.55%).
- Top 5 import sources, in terms of change in value, exhibiting growth in June 2024 vis a vis June 2023 are U Arab Emts (48.15%), China P Rp (18.37%), Russia (18.57%), Indonesia (23.22%) and U S A (10.65%).
- Top 5 import sources, in terms of change in value, exhibiting growth in April-June 2024 vis a vis April-June 2023 are U Arab Emts (35.68%), Russia (19.72%), China P Rp (8.34%), Iraq (27.64%) and Indonesia (17.92%).

# Emirates unveils Travel Store in Hong Kong, its first in East Asia

PR News, HONG KONG, July 17

**E**mirates has officially opened its Travel store in Hong Kong, representing a significant milestone in its expansion in the city. It also marks the first Emirates Travel Store in the Far East region, as part of a retail blueprint that will roll out in phases across the wider Far East region and the airline's global network.

Emirates' travel store was officially inaugurated by Orhan Abbas, Emirates' Senior Vice President, Commercial Operations, Far East in the presence of Shaikh Saoud Al Mualla, UAE Consul General and Sultan Al-riyami, Emirates Area Manager for Hong Kong. The opening ceremony was also attended by distinguished guests, trade and media partners.

The opening of Emirates travel store in Hong Kong reinforces the airline's commitment to providing a reimagined retail travel experience by bringing its world-renowned products, services and signature hospitality even closer to customers in the city. Located in Nexxus Building, the latest concept store offers a comprehensive range of premium services encompassing flight reservations, ticketing and personalised customer assistance.

"We are delighted to inaugurate the first Emirates travel store in the Far East region, in Hong Kong, to deliver an enhanced and exceptional service to our valued customers. The city has always been strategically important for us and by launching our first travel store in Central Hong Kong, we aim to offer our valued customers an elevated travel retail experience, and better deliver Emirates' hospitality at every step of the customer journey. In line with our 'Fly Better' promise, Emirates travel store combines advanced technology with personalised



service provided by our well-versed travel consultants to ensure a seamless and enriching experience for our customers," said Orhan.

**Discover a World of Travel Possibilities at Emirates Travel Store:** The 1500 square feet retail space exudes a relaxing, lounge-like environment with its light and modern furniture for customers to book their travel arrangements in comfort at the four dedicated customer service counters catering to flight reservations, ticketing and general enquiries. Knowledgeable travel consultants accord customers with the renowned Emirates hospitality and personalised assistance from the moment tickets are purchased, enabling them to enjoy a seamless and enriching experience in planning travel itineraries tailored to their needs.

Sizeable interactive screens set up throughout the store encourage customers to capture amusing selfies with friends against iconic Emirates backgrounds. In addition,

smart technology-powered self-service



screens minimise wait times and facilitate faster service, while LED screens showcase the latest Emirates products and promotional offers.

Another highlight of the new



retail store is a limited-time Premium Economy Class seat display, giving customers a firsthand preview of the exceptional comfort they will be treated to when flying on board this sought-after cabin class. Customers visiting the store are also free to peruse a curated selection of Emirates official merchandise and travel accessories.

**Emirates Soars to New Heights in Hong Kong:** Emirates currently operates 21 flights per week between Hong Kong and Dubai. Underscoring its commitment to the Hong Kong market, the airline recently signed a Memorandum of Understanding (MoU) with the Hong Kong Tourism Board aimed at boosting inbound tourism to the city from various key areas across Europe and the Middle East. In addition, the revamped Emirates Lounge at Hong Kong International Airport has been re-opened to passengers, while coverage of its complimentary Chauffeur-drive service has been extended to include Business Class passengers in Hong Kong, further enhancing their travel experience.

**Unlock Bonus Miles by Joining Emirates Skywards In-Store:** To make the Emirates retail travel experience even more rewarding, customers who sign up for the award-winning loyalty programme Emirates Skywards using the instore self-service kiosk between now and 31 July 2024 are entitled to a bonus of 2,000 Skywards Miles. Meanwhile, existing members can earn Skywards Miles at Emirates' worldwide partners such as hotels, airlines, car rentals, retail stores and banks which they can then use to redeem reward tickets, upgrades or access to concerts and sports events. While visiting Dubai, members can accrue Miles with the airline's partners throughout the city including Dubai Mall, Arabian Adventures, Emirates Holiday and more.



INTERNATIONAL

# Kimpton opens luxury hotel in the heart of Budapest

● PR News, (DENVER, CO), July 15

Today, Kimpton Hotels & Restaurants, part of IHG Hotels & Resorts' luxury and lifestyle portfolio, opens Kimpton BEM Budapest, heralded as 'the city's newest hotspot in Buda.' Transformed from a historic 19th-century mansion to a sophisticated 127-room enclave, this boutique hotel welcomes guests with a front-row seat to Budapest's celebrated historic and cultural landscape.

Kimpton BEM Budapest is nestled along the banks of the Danube River on the city's picturesque Buda side near the UNESCO World Heritage-designated Castle District. Guests will enjoy unrivalled proximity to Budapest's most sought-after attractions, including the Fisherman's Bastion, Matthias Church, Chain Bridge and more, alongside a lively culinary scene. Renowned for their therapeutic benefits dating back to the 16th century, Budapest's legendary Turkish baths sit nearby and serve as a tribute to the city's art of leisure and commitment to wellness.

Kimpton BEM Budapest bears the signature of renowned Dutch designer Marcel Wanders, known internationally for his unconventional and imaginative design philosophy. The hotel's design borrows from Budapest's rich folklore and vibrant energy, melding whimsical accents with historical elements. Reception desks are shaped as upside-down eggs reflecting Wanders' fondness of the shape, complemented by decorative books, collectibles, and treasures from around the globe intended to exude a welcoming atmosphere.

Enchanting patterns throughout the hotel pay homage to unique Hungarian mythological creatures and native flora, such as illustrations of poppies and tulips. Spaces feature a serene palette of 'cool' colours contrasted with striking architectural textures and elements, such as a central glass atrium housing a Golden Stag, concaved ceilings, and lush greenery, transporting visitors to a fairy-tale-like realm. Its 127 elegantly appointed guest rooms, 11

27 elegantly appointed guest rooms, 11 of which are suites, featuring luxurious bedding and walk-in showers.



of which are suites, featuring luxurious bedding and walk-in showers. Suites incorporate indulgent free-standing tubs and expansive balconies. For those seeking a truly over-the-top stay in Budapest, the Cosmos and Observatory Suites are available, with the opportunity to adjoin for 120-square-meters of space, complete with two bedrooms, two bathrooms, a living room, dining room and accompanying kitchenette. The Observatory Suite notably boasts a connecting 82-square-meter private furnished rooftop terrace primed for stargazing and private gatherings.

Accompanying the stay experience are three distinct dining venues, including a chef-driven signature restaurant, a verdant rooftop bar and sky-high garden, and an all-day lobby-level bar and restaurant.

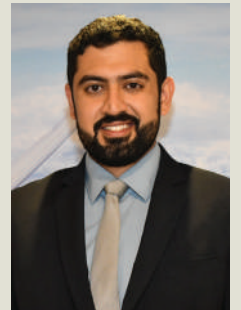
## APPOINTMENTS

### Emirates appoints Mohammad Lootah as Country Manager Switzerland

● PR News, ZURICH/DUBAI, July 15

Emirates has appointed Mohammad Lootah as its new Country Manager for Switzerland, effective 2 July 2024. Based at Emirates' Zurich office, he will oversee the airline's overall business in Switzerland, including sales and service functions for passenger and airport operations. Emirates currently operates double-daily flights between its two gateways Zurich and Geneva and the airline's global Dubai hub.

The UAE national Mohammad Lootah has been with Emirates since 2016 and has served in several management capacities around the Middle East region, including Dubai, Riyadh, Kuwait and Jordan. His most recent position was Area Manager Israel. He reports to Thierry Aucoc, Senior Vice President Commercial Operations Europe and Russian Federation.



Commenting on his appointment, Mohammad Lootah says: "I am delighted to be leading Emirates' operations in Switzerland, one of our key markets in Europe. I look forward to working with the local Emirates team, to foster the close collaboration with our local trade and industry partners in the market and to develop and grow Emirates' presence in the Swiss market."

Mohammad Lootah succeeds Juerg Mueller, who played an integral role in supporting Emirates' successful operations in Switzerland throughout the 16 years of his service.

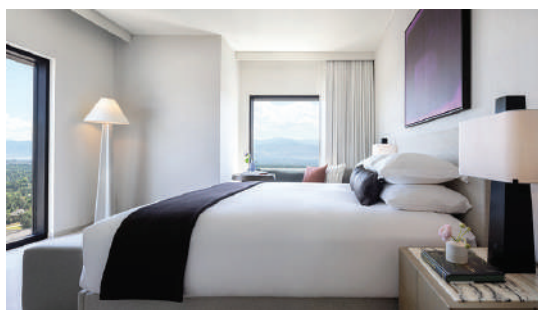
# Kimpton Claret Hotel opens today in Belleview Station

● PR News, (DENVER, CO), July 17

Kimpton Hotels & Restaurants, part of IHG Hotels & Resorts' luxury and lifestyle portfolio, announced that Kimpton Claret Hotel officially opens its doors to guests today. Anchoring the burgeoning lifestyle scene of the Belleview Station neighborhood, Kimpton Claret Hotel is a brand new, pioneer property for residents and visitors seeking a fresh yet familiar hospitality experience in South Denver.

The design of the 19-floor newly built Kimpton Claret Hotel is a study of contrasts with a juxtaposition of design elements throughout such as chunky knits and supple leather, warm woods and cool metals and textural plaster and smooth stone. With natural materials as the foundation, the infusion of bespoke furniture, curated art and rich textures creates spaces that are both effortless and evocative.

Kimpton Claret Hotel's 190 guest rooms are intentionally minimal with a soft palette of gray, beige and cream combined with warm accents such as textural wool throws. The calming tones are offset by striking modern artwork and large picture windows



that frame the Denver and mountain landscapes, creating a sophisticated respite that celebrates the beauty of its setting. Among the guest rooms are four suites – including two specialty suites, one of which offers a dining area and wet bar.

Kimpton Claret's ground floor restaurant, Saverina, is located adjacent to the hotel lobby and features Italian-inspired cuisine for breakfast, lunch and dinner created with sustainable, local, and organic ingredients. Created by Executive Chef Christian Graves, Saverina's food program embraces the best of Italy while incorporating the seasonality of

Colorado in its sourdough pizzas, house-made pasta dishes and vegetable-centric starters. The restaurant boasts a chic and comfortable aesthetic that is open and airy with a display kitchen, large windows, high ceilings and street-front views. The space is outfitted with a look that's both understated and elegant using organic materials like exposed brick, black steel, blonde wood, marble and leather.

Perched 19 floors above street level, Halo Rooftop Bar is Belleview Station's newest sought-after drinking destination for young professionals and residents. Halo's kicked up social scene features crafted cocktails, elevated bar classics geared toward a "food-in-hand" approach for sharing and social snacking, a robust live music schedule and unparalleled Rocky Mountain views. Offering both indoor and outdoor space with layouts that can accommodate parties of all sizes, Halo's design is dynamic with a dark palette offset by bright yellows and electric purple and textures of leather, velvet and animal print. A large outdoor terrace with direct bar access and numerous fire pits with lounge seating gives guests the ability to relax under the night sky.



Continue from Page 1

**Significant Cruise...**

will see the first full year of service with the new Adora Magic City. After being delivered in late 2023, it entered service in January with series of cruises departing from Shanghai. The company also operates the 2003-built Mediterranean. Originally built for Costa Cruises, the 2,100-guest ship sails from China on a year-round basis.

According to Cruise Industry News' independent research, almost 90 cruise ships will cruise in the Asia/Pacific region in 2024. The number represents a 40 percent increase compared to 2023.

Other key brands sailing in the region include Royal Caribbean International, Costa Cruises, Norwegian Cruise Line, Celebrity Cruises, and Princess Cruises. A number of regional players include Tianjin Orient, Blue Dream Cruises, Viking Cruises China Merchants, Asuka Cruises, and Mitsui Ocean Cruises. The diverse lineup features expedition brands too, including Captain Cook Cruises Fiji, Heritage Expeditions, and Coral Expeditions.

**25% increase...**

hotels creating strong inspiration for "travel savers". Thomas Cook India and SOTC have also announced value-options that make Monsoon travel a truly attractive value proposition for Indians.

With the rains transforming arid landscapes into lush green locales, rivulets, and waterfalls, the Companies' trends reveal a growing interest in nature-forward experiences, such as nature trails and photography tours to Uttarakhand's Valley of Flowers, Maharashtra's Khaas-Pathar Valley. Kerala has emerged a favourite with its hill retreats of Munnar and Vagamon, pristine backwaters of Kumarakom, forests of Thekkady and the Silent Valley. Outdoor experiences like trekking and hiking in Tawang's forests & lakes (Arunachal Pradesh), the magical root bridges in Meghalaya's Cherrapunjee, the thermal Tiger Spring of Mahabaleshwar, Jog Falls in Karnataka are also seeing demand.

**Emirates SkyCargo...**

between 2025 and 2026. The US\$ 1billion order will take the airline's total order book to 315 wide-body aircraft. Emirates SkyCargo performance throughout Q1 of its current 2024-25 financial year has been exceptional, with consistently high load factors and tonnages surpassing 2019 figures. Once the new aircraft enter in service, available main deck cargo capacity will increase by 30%, allowing the airline to deploy much-needed space into key markets, and better serve global customers.

His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates airline and Group said: "Demand for our world-class product and services is growing exponentially, further amplified by Dubai's Economic Agenda which aims to double foreign trade and reinforce the city's position as a global trading hub. This investment in additional Boeing 777 capacity enables us to cater to customer demand and marks a step forward on our long-term strategic growth plan.

The next phase of our strategy

will include a full assessment for our future freighter fleet reviewing all aircraft options to ensure we are best equipped to respond to the evolving demands of the market and reaffirming our confidence in the role of airfreight and, more specifically, Emirates SkyCargo, in global trade."

"We are honored that Emirates SkyCargo, renowned for operational excellence and innovation, has once again selected the Boeing 777 Freighter to extend the reach of its global network," said Stephanie Pope, president and CEO of Boeing Commercial Airplanes. "We deeply value Emirates' trust in the Boeing widebody family and are committed to supporting their long-term strategic growth plan."

With the staggered delivery of its new aircraft, Emirates SkyCargo will retire older freighters, reinforcing the airline's commitment to operating one of the youngest and most efficient fleets in the sky.

**Bharatmata Adishakti...**

as the path to bringing humanity closer to God, according to Dr. Lakshyaraj Singh Ji Mewar, trustee of the Maharana Mewar Charitable Foundation and Maharaj Kumar of Udaipur.

Dr. Lakshyaraj Singh Mewar shared these insights at the release of the coffee table book "Bharatmata: Indian Nationalism Expressed in Painting, Architecture, and Literature," edited by senior journalist, historian, and writer Gunjan Aggarwal. He noted that the rulers of Mewar were ardent devotees of Baan Mataji and supported the flourishing of Indian arts such as architecture and music.

Dr. Mayank Gupta, Chief Executive Officer of the Maharana Mewar Charitable Foundation, highlighted that the book edited by Gunjan Aggarwal reinforces reverence for Mother India and inspires the spirit of self-sacrifice for the nation's protection. He emphasized that the book would instill a sense of nationalism in the new generation. Gunjan Aggarwal, the editor and author, stated that Bharatmata is a symbol of India's cultural and spiritual heritage, reflected in Indian painting, sculpture, and literature for centuries.

The coffee table book, comprising 336 pages, features about 250 images of Bharatmata, including paintings, prints, and posters created by various known and unknown artists between 1885 and 2020 AD. It also provides pictorial and authentic information on ancient essays, songs, poems, and quotes about Bharatmata and the temples dedicated to her across the country. Dr. Mohanrao Bhagwat, Sarsanghchalak of Rashtriya Swayamsevak Sangh, penned the foreword for this significant publication.

**Radisson presence...**

Following the Group's endeavor of fostering leisure tourism in India's hidden gems, the resort is strategically located near the border of Gujarat and Maharashtra. Hatgad's pristine and unexplored landscapes present an ideal setting for building leisure tourism opportunities and boosting the local economy. The hotel is expected to create 150 direct and indirect employment opportunities for local talent.

The new resort seamlessly integrates into the existing hotel circuit

of the Group in Maharashtra. Conveniently located within a four-hour drive of popular destinations such as Daman and Nashik, as well as major airports and railway stations such as Surat International Airport and Nashik Railway Station, the resort offers guests a quick getaway option. The resort overlooks the majestic Hatgad Fort, built by the great Maratha king Chhatrapati Shivaji Maharaj, adding a layer of cultural immersion to the guest experience.

"The opening of Radisson Resort Hatgad Saputara is a significant addition to our existing network of hotels and resorts in Maharashtra, which is a key market for us. As we focus on identifying and establishing new destinations and leisure towns in India, we are delighted to introduce Saputara's first internationally branded hotel. We are confident that it will support the development of hospitality infrastructure in the region while contributing to the local economy by generating multiple job opportunities." said, Nikhil Sharma, Managing Director, and Area Senior Vice President, South Asia - Radisson Hotel Group.

**World Heritage...**

hosting the Young Professionals Forum under the theme of World Heritage in the 21st Century: Building Capacities and Exploring Opportunities for Youth from 14th to 23rd July 2024, at New Delhi.

The event was inaugurated today in the presence of Chief guest, Sh. Govind Mohan, Secretary Ministry of Culture along with Sh. Yadubir Singh Rawat, Director General, ASI, Sh. Vishal Sharma, Ambassador to UNESCO, Sh. Alok Tripathi, ADG (Archaeology), ASI, Sh. Janhwi Sharma, ADG, ASI, Ms Ines Yousfi, Project Officer from UNESCO.

During the course of the Forum, 50 Young professionals from across the globe (20 from India and 30 from outside India) will make presentations. This event would enhance the expertise, skills and capacities of young professionals in protecting, preserving, and promoting our natural and cultural World Heritage. They will discuss and gain in-depth knowledge of the global concepts of World Heritage and Sustainable Development while also having the opportunity to familiarize themselves with the local Indian heritage and its management accompanied by local and international experts.

The focus of this year's sub-themes will be on tackling of the issue of climate change alongside maintaining the pace of sustainable development. Further, it is optimistically commendable that an integrated scientific and human-centric approach involving latest technological innovations, managerial practices and participative approach with community involvement for the preservation of our rich cultural heritage.

In order to supplement their theoretical knowledge, the Young participants would visit the World Heritage properties which includes Qutb Minar complex, Red fort and Humayun's Tomb in Delhi and Tajmahal in Agra during this event.

On the concluding day of the Forum on 22nd July 2024, these young professionals will present their 'Declaration' to the 46th session of the World

Heritage Committee which would be held at Bharat Mandapam, New Delhi.

**Hilton Reigns...**

126 countries and territories with nearly 190 million Hilton Honors members to date in 2024, while welcoming over 213 million guests in 2023.

"Hilton continues to grow and adapt our portfolio to meet the needs of today's travelers and we are honored to once again top Brand Finance's rankings of most valuable brands," said Chris Silcock, president, Global Brands and Commercial Services, Hilton. "Whether it's evolving established favorites such as Hilton Hotels & Resorts and Hampton by Hilton, offering bespoke impactful experiences with luxury and lifestyle brands such as Conrad Hotels & Resorts and Curio Collection by Hilton, or capitalizing on the extended stay trend with Home2 Suites by Hilton and Home2 Suites by Hilton, our range of world-class brands deliver value for guests and owners alike."

According to Brand Finance research of 2023, Hilton achieved a 45.1 percent reduction in carbon emissions intensity among its managed hotels and reduced its water use intensity by 26.5 percent, from a 2008 baseline. The company also created more than 860,000 learning and career growth opportunities and more than 377,000 in volunteer hours in communities around the world through its social impact efforts and engagement with the Hilton Global Foundation, Hilton's philanthropic arm.

**Air India...**

experience to its guests. The brand-new A320neo aircraft, bearing registration mark VT-RTN, arrived in Delhi from Airbus Headquarters in Toulouse on 7 July 2024.

The aircraft today operated its first commercial flight AI813 from Delhi to Bengaluru, and it is scheduled to operate three more flights on the same route throughout the day.

Air India's three class-configured A320neo: Air India's new A320neo aircraft features three cabins – Business, Premium Economy, and Economy – for guests to fly in comfort and style.

Business class cabin features eight luxurious seats, each offering 40 inches of seat pitch and 7 inches of recline, leg rest, footrest, movable armrest, 4-way adjustable headrest, and an extendable tray table that deploys at the light push of a button and includes a PED (personal electronic device) holder. A dedicated, upscale Premium Economy cabin features 24 extra legroom seats arranged in a 3-3 configuration across four rows, each with superior upholstery, a 4-way adjustable headrest, 32 inches of seat pitch with 4 inches of recline, and other amenities, such as a PED holder.

The Economy cabin features 132 ergonomically designed seats set in a 3-3 configuration, with comfortable upholstery, each offering 28-29-inch seat pitch and 4-inch recline, a PED holder, and a coat hook. USB charging ports on new aircraft: In Premium Economy and Economy cabins, all seats get USB charging ports, and Business class seats additionally include AC power outlets. This helps Air India guests to use their PEDs without having to worry about their phone battery strengths.



ALONG

## Qatar Airways to reveal 'Qsuite Next Gen' at Farnborough International Airshow 2024

PR News, Doha, Qatar, July 17

Qatar Airways will unveil its latest business class offering, the 'Qsuite Next Gen', at the upcoming Farnborough International Air show 2024 (FIA) from 22-26 July 2024. The reveal will be held at the Qatar Airways Discover Lounge for visitors to experience the future of business travel with the World's Best Airline and World's Best Business Class.

The Qsuite Next Gen will form the centrepiece of the airline's presence at the prestigious international air show, which gathers aviation leaders from across the globe to show-

case innovations and foster industry collaboration.

Those seeking to experience the Qsuite Next Gen can expect: Further advancements

hammed Al-Meer said: "We are highly anticipating this year's Farnborough International Airshow and as the Best Airline in the World we are confident that the

and onboard our aircraft which will be on display, to experience what we offer."

Visitors are also welcome to explore the airline's Boeing 787-9 Dreamliner and discover Qatar Airways' world-class product and service, as well as experience ultimate luxury and aircraft performance with Qatar Executive's Gulfstream G700, of which Qatar Executive is the first commercial carrier in the world to operate this aircraft.

Visitors to the Farnborough International Airshow can find Qatar Airways at Châlet C114-115 and at the Qatar Airways Discover Lounge, Hall 1 Entrance, from 22-26 July 2024.



in comfort, collaborative and social design elements and passenger dining experiences.

Qatar Airways' Group Chief Executive Officer, Engr. Badr Mo-

reveal of our latest business class offering will be a huge draw for the global aviation community. We also look forward to welcoming visitors to our installations



## Muslim Talents to be Honored by Khidmat-e-Khalq Travels Foundation

Jodhpur, July 17

The Khidmat-e-Khalq Travels Foundation, Jodhpur, will honor Muslim talents on Saturday, July 20, at 4 pm at the Mahila PG College Auditorium. Foundation President Abdul Waheed Gajdhar announced that in 2024, children from all Muslim castes in Jodhpur who have scored 80 percent or more in the 10th and 12th grades or have succeeded in exams like NEET, MBBS, Chartered Accountant, or equivalent higher education will be selected for recognition. Additionally, individuals excelling in social work will be honored with citations and mementos.

Spokespersons Wasim Akhtar and Tahir Kaif stated that the winner of a lucky draw at the Ummah Khushiyon Ka Mela, will receive a free opportunity to perform Umrah.

Mohammad Ayub Silawat informed that preparations for the event have commenced, with various responsibilities distributed among different individuals. The program is being supported by the Rajasthan Muslim Taili Mahapanchayat Jodhpur, Majlis Hamdardane Kaum Medti Silavat Jodhpur, Muslim Jamaat Nagauri Teliyan Samiti, and Jamiat Kaum Nagauri Modiyani Samiti Jodhpur. Special support for organizing the event will be provided by Abdul Majeed Khilji, Mohammad Shakir, A. Hameed Khilji, Nisar Mohammad Bailim, Akhtar Hindustani, Moinul Haq, Altaf Khilji, Rizwan Raja, and Rameez Rathod.

Former Justice Gopalkrishna Vyas will be the chief guest, while Maulana Azad University Chairperson Mohammad Atiq will preside over the program. Other notable attendees include State President of Provincial Muslim Teli Mahapanchayat Rajasthan Abdul Latif Arco, Mahapanchayat Conservator Ashraf Ali Khilji, retired Chief Forest Conservator Ishaq Ahmed Mughal, former District Collector Jhunjunu UD Khan, Superintendent of Umaid Hospital Dr. Afzal Hakim, Additional SP Nagaur Noor Mohammad Rathod, Registrar of Rajasthan Cooperation Department Jodhpur Mohammad Haroon Bailim, and social worker Tayyab Ali Ansari.

## Thomas Cook India and SOTC Travel capitalise on the continued appetite for travel post the peak summer season

PR News, Mumbai, July 08

Indian consumers are displaying sustained interest in travel post the traditional peak summer season. With the onset of the monsoons, ushering in pleasant weather and nature at its best, Thomas Cook (India) Limited, India's leading omnichannel travel services company and its Group Company, SOTC Travel's reports an increase in demand for monsoon travel - with a growth of 25% compared to last year.

Monsoon being a traditional low travel season, demand vs supply works well to the consumer's advantage: with special deals/ discounts offered by airlines and hotels creating strong inspiration for "travel savers". Thomas Cook India and SOTC have also announced value-options that make Monsoon travel a truly attractive value proposition for Indians.

With the rains transforming arid landscapes into lush green

locales, rivulets, and waterfalls, the Companies' trends reveal a growing interest in nature-forward experiences, such as nature trails and photography tours to Uttarakhand's Valley of Flowers, Maharashtra's Khaas-Pathar Valley. Kerala has emerged a favourite with its hill retreats of Munnar and Vagamon, pristine backwaters of Kumarakom, forests of Thekkady and the Silent Valley. Outdoor experiences like trekking and hiking in Tawang's forests & lakes (Arunachal Pradesh), the magical root bridges in Meghalaya's Cherrapunjee, the thermal Tiger Spring of Mahabaleshwar, Jog Falls in Karnataka are also seeing demand.

Key Highlights are Destinations: Domestic and short haul demand uptick of 22% and

25% respectively, Popular destinations: Kashmir, Leh-Ladakh, Andamans, Kerala, Rajasthan, Goa, Karnataka, North East, Indian subcontinent: Sri Lanka and Bhutan, Demand for Spiritual/Pilgrimage tours: Jyotirlinga. Varanasi, Mahakaleshwar, Omkareshwar, Dwarka, Somnath, Mallikarjuna, Rameswaram; Ramayan Trail in Sri Lanka, Customer segments driving demand: Working professionals (20%), Young Indian's millennials and GenZ (25%) and multigenerational families (18%), Average holiday duration: 3-5 days for shorter stays/mini-cations, Unique destinations: Indian's are displaying high interest to unique monsoon destinations like Ooty, Coorg, Wayanad, Coonoor and Munnar; Western Ghats and coastal belt, Experience-led activities: trekking, hiking, river rafting, waterfall repelling, biking in Rishikesh, body surfing in Kerala & Karnataka, zipling in Davki, whale watching in Sri Lanka



## RAJASTHAN THE GOLDEN DESERT

Weekly on Travel, Tourism, Hotel & Heritage of Rajasthan

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