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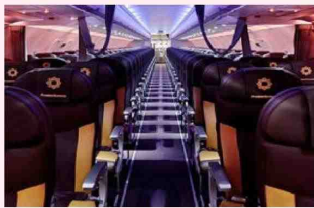
Travel & Hospitality



## TRAVEL & HOSPITALITY



### Thomas Cook India & SOTC extend their exclusive Partnership with Vistara



Thomas Cook (India) Limited and its Group Company, SOTC Travel, have launched Vistara Getaways – International, in an extension of their exclusive partnership with Vistara Airlines. Post the success of Vistara Getaways (Domestic), launched in 2021, to capitalise on easing of international restrictions and the convenience of no-visa/easy visa short haul destinations, the first phase of the international launch offers attractive air-inclusive holidays across Thailand, Singapore, Dubai and Maldives.

Vistara Getaways, powered by a cutting-edge technology platform designed and built by the Thomas Cook India Group, presents customers with dynamic inventory and ready-to-book holidays. Each Vistara Getaways comes with flights (Vistara), transfers, premium hotel stays, sightseeing/experiences, visas (where required) and a dedicated concierge service. The seamless digital interface empowers Vistara's customers with speed and convenience with the added advantage of support from Thomas Cook & SOTC's holiday experts via its call centres and extended retail outlets pan India.

With a strategic intent to target Vistara's discerning customers, Thomas Cook & SOTC have handpicked premium global hotel brands including, Dusit Thani in Thailand, Armani Hotel Dubai, Angsana Ihuru and Banyan Tree Vabbinfaru in Maldives, etc.

The Vistara Getaways portfolio also offers top domestic locations including Kashmir, Himachal Pradesh, Leh-Ladakh, Uttarakhand, Rajasthan, Goa, Andamans, Kerala and the Northeast. The products feature exclusive offers on Taj Hotels and The Leela Palaces Hotels & Resorts packages.

To create awareness and accelerate demand for Vistara Getaways, Thomas Cook and Vistara have launched a joint marketing campaign across media platforms. Mr Mahesh Iyer, Executive Director & CEO, Thomas Cook (India) Ltd. said, "Post the successful launch of our Vistara Getaways domestic range last year, we are delighted to extend our partnership with Vistara to international short-haul destinations. We intend to leverage the strong pent-up demand and convenience of no visa/easy visa destinations to introduce Vistara Getaways for S.E Asia, UAE and Maldives. We have ensured great care in selection of hotels and our product range extends from affordable luxury to premium holidays."

Mr Deepak Rajawat, Chief Commercial Officer, Vistara said, "The market has been showing signs of strong recovery, especially since the resumption of scheduled international operations. India's best airline, Vistara is already trusted by millions of people for its world-class products, service and on-point hygiene and safety protocols. With Vistara Getaways – International, backed by the consistency and quality of SOTC and Thomas Cook, we hope to be able to capitalise on the rising demand, grow our customer base and delight them with holistic travel experiences."

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## Treehouse Hotels and Resorts expands footprint in religious tourist destinations – Launches three new properties in UP

Treehouse Hotels and Resorts launches three properties of MR Group in Mathura, Govardhan, and Barsana. All three hotels are in cities popular amongst Lord Krishna’s devotees. The hotels are beautifully decorated and have all the modern amenities. Each hotel has huge lawns/banquet halls that are perfect for hosting weddings and serving sumptuous pure vegetarian food to their guests.



Wingston by Treehouse, Mathura is situated on the Link Road catering to pilgrims, business travellers, and holidaymakers in the city. The hotel offers luxurious and comfortable rooms that can be categorised as Deluxe Room, Executive Room, and Suite Room. All the tastefully designed rooms have plush interiors and subdued lighting to cheer the mood of the occupants. It boasts a multi-cuisine vegetarian restaurant where guests can relish lip-smacking cuisine along with the popular regional sweets. Guests can also host functions and parties at the on-site party lawn and banquet hall of the hotel.

Wingston by Treehouse, Govardhan is located just 1.6 km from Radha Kanta Yugal Swarup Mandir and 2 km from the Uddhava temple. The hotel provides a 24-hour front desk for the convenience of the guests. The in-house restaurant serves multi-cuisine dishes.

Wingston by Treehouse, Barsana is a beautiful property with some of its rooms overlooking the famous Radha Rani temple. The hotel has amazing plush ambience with multi cuisine restaurant serving pure vegetarian options. It is a perfect location for dream destination wedding for couples who wish to solemnise their wedding vows in the land which still seems to resonate with the divine love of Radha and Lord Krishna.

Mr Suman Ghosh, COO of Treehouse Hotel and Resorts said, “With almost everything opening up post covid, we anticipate a surge in religious travellers this year and we welcome all guests to our newly launched hotels in Mathura, Govardhan, and Barsana.”

## Lemon Tree Hotels signs a new hotel in Anjuna, Goa

Lemon Tree Hotels recently announced its latest signing – Lemon Tree Hotel, Anjuna, Goa. This property is expected to be operational by March 2023, and shall be managed by Carnation Hotels Private Limited, a subsidiary and the management arm of Lemon Tree Hotels Limited.

Located in North Goa, Anjuna is known for the amazing parties held on its beach during the tourist season as well as the famous flea markets that come alive every Wednesday and Saturday. The area is well-connected with air and railway and is known for the St. Michael’s Church, Anjuna, founded in 1595.



Located in Anjuna, this property will feature 51 well-appointed rooms, complemented by a restaurant, bar, spa, swimming pool and gym. It will also have a meeting room.

Speaking on the occasion Mr Mahesh Aiyer, CEO – Carnation Hotels Private Limited – commented, “We are delighted to expand our reach in Goa with our valued partner, Mr Amrinder Singh. This will be our fifth property in Goa, a state famous for its tourism potential, which is visited by large numbers of travellers, both domestic and international, every year. We aspire to expand and diversify our existing portfolio by signing and opening more hotels to expand our offerings to our guests as well as owners and partners in the tourism and hospitality sector.”

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## PATA, GBTA to Host Maiden APAC Travel Summit in Bangkok in December

The Pacific Asia Travel Association (PATA) in partnership with the Global Business Travel Association (GBTA) will host their inaugural PATA & GBTA APAC Travel Summit at the new, state-of-the-art Queen Sirikit National Convention Centre (QSNCC) in Bangkok, Thailand from December 8-9, 2022.

The joint event in Asia will address sustainability and best practices in the tourism, MICE, and corporate travel spheres. The two-day educational and tradeshow event, under the theme “Defining a Responsible, Sustainable Future for Business, Tourism and MICE,” will highlight the challenges and solutions for CO2 emissions, destination sustainability options, and procurement-oriented approaches in the context of the global and Asia-Pacific region’s pandemic recovery. Targeted attendees and sponsors are regional and global travel suppliers including top airlines, hotel and ground/car rental brands – as well as MICE and corporate travel decision-makers from the world’s largest travel companies and travel management companies.

“We are delighted to be working with GBTA in bringing together both of our industry networks to share insights and discuss opportunities and best practices for the responsible and sustainable growth of the travel and tourism industry,” said Ms Liz Ortiguera, CEO, PATA. “At PATA, we support the industry recovery, pursuit of emerging travel opportunities and sustainable travel practices for the region. Therefore, I invite all our members, partners and industry colleagues to join us and engage in this travel forum to reconnect, get informed and collaborate.”

“The path to recovery for the global travel industry continues for both tourism and business travel. However, there’s also the opportunity and need to create a better, more sustainable way forward to serve the industry and the planet as well. We are pleased to join forces with PATA to bring to event attendees the important insights, learnings and discussions on what a sustainable future might look like and the actions that we can take in the region as well as across the globe to get there,” said Ms Suzanne Neufang, CEO, GBTA.



## Chris Gayle to Assist Jamaica Tourism Promotion in Asian Market

Jamaica’s Ministry of Tourism intends to capitalise on the popularity of explosive West Indies and Jamaican opening batsman-turned-reggae-artist Mr Chris Gayle, in making inroads in the huge-but-untapped Asian market.



“Mr Chris Gayle is certainly a huge asset to Jamaica and a central figure in the engagement of Asians, particularly Indians,” Tourism Minister, Mr Edmund Bartlett said. “When you call his name in India it is magic. So besides whatever important values he brings to this engagement, it can enhance Jamaica’s presence in that market, that is something we are not about to pass on,” he added.

Mr Bartlett prompted that Asia, including the Middle East, is one of the newer markets that the Jamaica Tourist Board (JTB) has been pursuing. The Asian market has been growing exponentially and has taken on renewed interest. The largest continent in the world, with a population of 4.5 billion people, Asia is diversely rich in people, culture, and resources. The technological boom, the decline in poverty, and the rise in income levels have made the Asian market attractive.

“I just want to say that Asia is the next frontier for us, and we have already started working in India. We will be calling on Mr Chris, as we know that he is an icon in the cricket space in that beautiful country,” he added.

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## UK-Based Swiss Traffalgar Announces Entry in India Selects Nashik for its first hotel in India

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Swiss Traffalgar Luxury Hotels (STLH), a chain of luxury hotels headquartered in the UK has entered the Indian market and is in the advanced stages of finalising the launch of its new hotel. The first hotel will be in Nashik at a strategic location, close to popular tourist destinations and on the arterial route. Existing property in Nashik was taken over and upgraded as a part of the entry strategy. STLH will provide world-class facilities by way of banquets, rooms, a club, and a café.

Commenting on the development Mr Ashwani Bhardwaj, General Manager, Swiss Traffalgar Luxury Hotels said, “The hotel is currently in the process of deploying global best practices and is in advanced stages of finalising the launch. The staff has been handpicked from India’s finest hospitality schools. Our strategic location, a pleasant and soothing ambience, lush green lawns combined with a well-trained team will translate to a world class customer experience. The hotel has an additional capacity to scale up and add another 100+ rooms based on the initial response”.

Mr Digesh Singh, Executive Director of Swiss Traffalgar Luxury Hotels said, “We are excited to get a set of global luxury brands in India. This property is designed by Mr Raja Audrey who has conceptualised India’s finest luxury hotels & resorts such as JW Marriott Juhu Mumbai, Hotels Centaur in Mumbai & Delhi. Our Group has already invested 15 crs for upgrading the facility and we have earmarked an additional investment of Rs 100 crs for future expansion in India which includes a five-golf course resort near a wildlife sanctuary. STLH plans to own and operate hotels and resorts in South Asia, South East, and the Middle East and plans to develop its hospitality label Swiss Traffalgar Hotel.”

STLH comprises 12 acres of the green lawns, which can accommodate up to 10,000 guests for any family function or corporate events. There are nine exotic settings - indoors and outdoors across the hotel. A large pool surrounding a green island is one of its kind in this part of Nashik.

STLH has come up with a concept, especially for women. It has come up with a section specially dedicated to women travellers. This section will be utilised specifically by women staff and no men will be allowed. It is the first luxury hotel in Nashik to have come up with this unique concept.