

Industry must unite to win

In the wake of a challenging inbound market, **Anil Kumar**, Co-owner and Director, Marketing and Product Development, Senkay Tours and Travels, calls upon the industry to work together.



Kumar identifies that the following challenging year for inbound tourism would require more active role from the industry. He says, "Government must avoid adding additional cost burdens on the inbound tourist arrivals and if at all necessary, must inform the industry at least one year in advance."

Talking about the expectations from the Great Indian Travel Bazaar (GITB), this year, Kumar says, "Travel shows like GITB often get dominated and influenced by the big hotel groups and DMCs and hence



Anil Kumar
Co-owner and Director
Marketing and Product Development
Senkay Tours and Travels

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the outcome is limited, benefits less to the larger travel industry and dilutes the whole initiative. Our expectations are that this year GITB organisers would follow the process with a more objective oriented policy and transparency."

Kumar points out that it is important to keep the curiosity and interest of the foreign travellers to India, active and alive with new products and plans. Discussing the marketing initiatives of the company, Kumar says, "We will conduct presentations, roadshows and more frequent interactions with the FTOs, retail agents to propose and promote India as a fascinating destination with all its original and authentic character."

Niche products, a winner

Vikas Abbott, MD, Vasco Travel, says ensuring an inspiring and fulfilling experience is the way to counter competition.



With the evolution of travel from a luxury commodity to more of a necessity, the players in the industry have become more competitive with each one offering a different experience to stand out. **Vikas Abbott**, Managing Director, Vasco Travel, says that focusing on the overall guest experience and making sure their customers have a memorable time is what makes the whole difference.

"The dynamics of the travel industry is changing very fast and we feel that our role as a DMC is not only booking hotels, guided tours and domestic flights; the tour has to be more inspiring and fulfilling for our traveller," he says.

He adds, "We offer unique and niche products, and give guests the option of travelling to unexplored parts of India. This has become our strongest strategy for growth."

Vasco Travel presents an array of holiday themes like wellness, offbeat, wilderness and cultural, to name a few.

When it comes to the inbound scenario, Abbott feels that the terror attacks around the world might create a dampener in India's foreign tourist arrivals as well. "It is going to be a bit challenging because of the state of affairs of the world. But we are still hoping for the best," he comments. In such a



Vikas Abbott
Managing Director
Vasco Travel

situation, he thinks GITB would be a good opportunity for growth in the industry. He says, "GITB is a great platform for not only for exhibitors but also international buyers. It brings the entire fraternity on a common platform to showcase different products."

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