

# **Update on IATO Activities**

**(Tuesday 1st November to Tuesday 15<sup>th</sup> November 2022)**

**Dear Members,**

Greetings!

Please find appended relevant activities of our association for the period (Tuesday 1st November to Tuesday 15<sup>th</sup> November 2022)

## **Segments covered are**

- 1. Communication / Letters that addressed key issues**
- 2. Webinars/ Panel Discussions/Circulars/Meetings/Chapter news**
- 3. Media Coverage**
- 4. Chapter News**

Request your feedback to further the content of our weekly report.

## **1. Communication / Letters that addressed key issues**

***Segment 1 update sequence by date: 2,5,7,8,9,15 November***

### **Wednesday 2<sup>nd</sup> November**

**IATO wrote to Shri Ajay Kumar Bhalla, Secretary (Home Affairs) regarding E-Visa problems for the applicants from Europe especially from Germany and Spain**

IATO apprised the problems which foreign tourists from Europe especially from Germany and Spain are facing in getting e-Tourist Visa for India. IATO was getting numerous emails and telephone calls from foreign tour operators through its members that many of foreign tourists who had confirmed hotel bookings and other arrangements and had applied for e-Tourist Visa, had to cancel their trip to India due to delay in getting visa. This was causing hefty penalties towards cancellation of their hotel and domestic air tickets bookings and other arrangements which was annoying for them.

Similar feedback IATO received from many of its members and their foreign tour operators and they were threatening IATO members that if the situation did not improve, they would stop selling India tour packages. Due to such delays of E-Tourist Visa from important source markets, the industry would lose huge business and tourists from these countries were avoiding to visit India and opting for alternative destinations. If this situation continued it would be a big loss for the Inbound tourism business, thus loss of foreign exchange earnings and loss of employment. IATO was trying to recreate jobs for the trained tourism professionals who have lost their jobs due to Covid-19, but under the circumstances when there were lot of problems in getting Indian Visa, it was difficult to achieve this goal of recreating employment in tourism sector and to contribute for the economic development through inbound tourism.

IATO requested to kindly look into this matter on priority and e-Tourist Visa from Spain, Germany and other countries be streamlined and brought to the level of Pre-covid when e-Tourist Visa was being issued within 24 hours rather than 72 hours from the time of submitting the application. IATO requested that within 72 hours If any additional information was required, it may be sought from the applicant and within 72 hours of receipt of the reply the status of granting of Visa to be intimated to the applicant. In case of any reason, if e-Visa was rejected, then the reason of rejection of Visa should be mentioned so that in case if any rectification needs to be done by the applicant, it could be done and application could be re-submitted.

## **Saturday 5<sup>th</sup> November**

### **IATO requested His Excellency Shri Vinai Kumar Saxena, Lieutenant Governor of NCT Delhi to allow plying of BS IV All India Tourist Permit Diesel Vehicles in Delhi**

Commission for Air Quality Management in National Capital Region and Adjoining Areas vide order No. 120017/27/GRAP/2021/CAQM/ 378 dated 3rd November 2022 banned plying of Diesel Vehicles in NCT of Delhi and Districts of NCR Bordering Delhi, except BS-VI vehicles and vehicles used for essential/emergency services. This has resulted all BS IV tourist vehicles i.e. Coaches, Tempo Travellers and Innova etc. having All India Tourist Permit being stopped at the Delhi Border and they were not being allowed to enter Delhi.

95% of the tour operators, travel agents in Delhi were in possession of BS-IV vehicles as BS-VI stage was introduced during Covid in 2020 and tourism business from March 2020 to April 2022 was zero due to restriction on international flights and visa suspensions. Most of the tour operators had no business for over 30 months and they closed down their business. Therefore IATO members were not in position to purchase new vehicles. Now inbound tourism was slowly picking up and IATO members started their business for last 3-4 months but still they do not have funds to spend for purchasing new vehicles. However, BS –IV vehicles which they have in possession are well maintained and have fitness certificate and following the emission norms.

This restriction of plying of BS IV having All India Tourist Permit vehicles had resulted in IATO members not able to provide services to their clients. This would give a very negative image of our country in front of foreign tourists who were being stopped to enter Delhi and would give very bad publicity. Also the industry would not be able to achieve target of 30 million foreign tourists by 2030 as desired by our Hon'ble Prime Minister.

*A copy of the letter was sent to Shri Arvind Singh, Secretary (Tourism) Ministry of Tourism*

## **Monday 7<sup>th</sup> November**

### **➤ IATO requested Mrs. Gayatri Rathore, Principal Secretary (Tourism),Govt. of Rajasthan,to withdraw revised policy for the bookings of Palace on Wheels**

IATO referred to the attached RTDC New Policy dated 30th September 2022 regarding Booking of Palace on Wheels, which was received by its members/GSA's on 31st Oct 2022 and within this period RTDC had already operated 3 departures (12 Oct , 19 Oct, and 26 Oct 2022). As per the policy RTDC had reduced the commission from 32% to 18% and removed FOC clause as well which GSA's used to get after every 15 paying pax.

IATO members/GSA's who were selling/promoting Palace on Wheels had been suggesting RTDC that to encourage travel partners to promote POW, they should consider relaxation in the cancellation and shifting policy of POW as these two are very important factors which will either encourage or discourage travel partners.

According to the 2019 pre-purchase policy, foreign operators and clients who had paid deposits for their reservations in 2019–20 were eligible to receive 32% of the total cost of their reservations on POW including FOC for groups. But the new policy introduced in middle of the departures was completely unjustified and would have bad impact on business of tour operators, which could incur great losses to the industry

During COVID pandemic, overseas operators asked for a refund for POW. In response to this requested RTDC had communicated that the travellers could plan their journey in future departure and RTDC would not apply any penalty on changes in the booking.

Now when the business is picking up RTDC had revised the policy for GSA's and have reduced the commission which was committed in previous policies of RTDC. These changes in the middle of departures have really upset travel partners and fear for cancellation of bookings for coming season.

RTDC should take into consideration the trade practice and should honour its previous policy of 2019 where GSAs were entitled to 32% commission along with the FOC. RTDC should also honour the tariff on which the booking was made and paid advance to RTDC.

It was therefore, requested that revised policy be withdrawn till 31<sup>st</sup> March 2023 and any change in policy could be made after 1<sup>st</sup> April 2023 which should be travel trade friendly and should not have negative impact on future business of Palace on Wheels.

*A copy of the letter was marked to A. Mr. Ashwini Vaishnaw, Hon'ble Minister of Railways, B. Shri G. Kishan Reddy, Hon'ble Minister of Tourism, C. Shri Arvind Singh, Secretary (Tourism), , D. Shri V.K. Tripathi, Chairman & Chief Executive Officer, E. Usha Sharma, Chief Secretary, Government of Rajasthan and F. Sh. Vijay Pal Singh, Managing Director , Rajasthan Tourism Development Corporation*

## **Tuesday 8<sup>th</sup> November**

### **IATO requested Shri Arvind Kejriwal, Chief Minister Government of NCT Delhi to consider services of tour operators of providing travel by All India Tourist Permit Diesel Vehicles in essential services and to allow plying of BS IV All India Tourist Permit Diesel Vehicles in Delhi during stage IV**

IATO apprised the problems which the tour operators'/travel agents in Delhi were facing due to restrictions on plying of BS IV Diesel Vehicles in NCT Delhi. This restriction was imposed on 3rd November vide CAQM order No. 120017/27/GRAP/2021/CAQM/ 378 which has been further extended till 13th November 2022 inspite of the fact that vide order No.120017/27/GRAP/2021/CAQM dated 6th November, 2022, CAQM revoked the order issued on 3rd November for actions under Stage –IV of the GRAP. However, restriction of plying of BS IV Diesel Vehicles in NCT of Delhi had not been removed as per Govt. of NCT of Delhi dated 7th November 2022 where in it is mentioned.

Restrictions had been removed on plying of trucks in Delhi and also the primary schools are going to be opened from 9<sup>th</sup> November, therefore above restriction on BS-IV Diesel vehicles with All India Tourist Permit may also please be lifted.

95% of the tour operators, travel agents in Delhi were in possession of BS-IV vehicles as BS-VI stage was introduced during Covid in 2020 and tourism business from March 2020 to April 2022 was zero due to restriction on international flights and visa suspensions. Most of the tour operators had no business for over 30 months and they closed down their business. Therefore IATO members were not in position to purchase new vehicles. Now inbound tourism is slowly picking up our members have started their business for last 3-4 months but still they do not have funds to spend for purchasing new vehicles. However, BS –IV vehicles which they have in possession are well maintained and have fitness certificate and following the emission norms.

Restriction of plying of BS IV having All India Tourist Permit vehicles has resulted that our members are not able to provide services to their foreign clients who travelled covering long distance of 5000 to 10000 kms difference countries globally from countries Europe, USA, Canada, etc. with the confirmed itineraries and hotels bookings and other travel arrangement within India from one city to another city. This has put our members in very difficult situation. This is also giving a very negative image of our country in front of foreign tourists who were being stopped to enter Delhi. Delhi is the Gateway city for 60-70 % foreign tourists arriving in India. After their stay in Delhi, visiting Delhi. This will result that foreign tourists after return to their county will sue their foreign tour operators in the court of law for lapse of services, who in turn will take Indian tour operators to the court. This will result that we will not be able to achieve target of 30 million foreign tourists by 2030 as desired by our Hon'ble Prime Minister.

IATO further mentioned that during Demonetization in 2016, on its request Ministry of Finance considered and gave various relief for the services provided by the tour operators to foreign tourists including purchase of monuments entry tickets in INR and exchange of old currency with the new currency notes etc.

IATO urged that Services to be provided to the tourists especially the foreign tourists who have travelled from different countries travelling thousand kilometres with confirmed arrangements in India should be considered under essential services and plying of Diesel vehicles with BS-IV certificate having valid registration and fitness certificate should be allowed and there should not be any restriction during GRAP IV stage so the tour operators were able to provide services to tourists already committed to them.

*A copy of the letter was marked to A. Shri Kailash Gahlot, Hon'ble Minister of Transport, B. Shri Gopal Rai, Minister for Environment, Forest & Wildlife, C. Shri Arvind Singh, Secretary (Tourism), GOI and D. Shri Naresh Kumar, Chief Secretary, Government of NCT Delhi*

## **Wednesday 9<sup>th</sup> November**

### **IATO apprised Shri Piyush Goyal, Minister for Commerce & Industry on the Issues being faced by the inbound tour operators for revival of Inbound tour operators to India and revive service export through tourism**

Service Export from India Scheme: - This was withdrawn for the tour operators in the forthcoming Foreign Trade Policy 2022-27 to be announced soon. With the help of Government benefits (SEIS) tour operators were utilizing the funds to attract foreign tourists to India and increase India's share of business by counteracting neighbouring countries. IATO recommended to

- i. Continue SEIS in the same format or in different format which you feel is beneficial for the tourism industry.
- ii. Consider scrips minimum 7% minimum with additional 2% incentive for incremental business growth.
- iii. Capping of Rs. 5 crore need to be relooked as it was disadvantage for Chain Hotels submitting one balance sheet for all hotels and also a few large tour operators.
- iv. To encourage MICE business need separate incentive as per International norms to lure big overseas Mice organizers to look towards India as this segment of business has big potential to grow.

Restoration of E-Visa from UK, Canada and other important sources markets and also to resolved E-Visa problems for the applicants from Europe especially from Germany and Spain

IATO requested that e-Tourist Visa from UK, Canada, Malaysia, Sri Lanka, Qatar, Saudi Arabia, Bahrain, Kuwait etc. to be restored and also e-Visa for applicants from Spain, Germany and other countries to be streamlined and brought to the level of Pre-covid when e-Tourist Visa was being issued within 24 hours rather than 72 hours from the time of submitting the application. IATO requested that within 72 hours If any additional information is required, it may be sought from the applicant and within 72 hours of receipt of the reply the status of granting of Visa to be intimated to the applicant. In case of any reason, if e-Visa was rejected, then the reason of rejection of Visa should be mentioned so that in case if any rectification needed to be done by the applicant, it could be done and application can be re-submitted.

Refund of IGST paid by the tourist leaving India on supply of goods taken out of India-Tax Refund for Tourists (TRT) Scheme to be implemented.

IATO requested that the Govt. should formulate the well-defined and simple procedure and user – friendly conditions / safeguards for allowing cash refund to the foreign tourists leaving India at the departure airport in respect of integrated tax paid by him on purchase of goods within India and being taken out of India as part of his baggage or otherwise. The procedure may be notified in the public domain at the earliest. IATO had already submitted a detailed recommendation letter dated

18th December 2019 to Ministry of Finance, Government of India and letter dated 24th February 2020 to the Ministry of Commerce, Government of India, New Delhi.

➤ **IATO wrote to Ms. Limatula Yaden, Joint Secretary (TRU-I), Central Board of Indirect Taxes & Customs, Ministry of Finance and offered Suggestions for Union Budget 2023-24 - Changes in Indirect Taxes**

The above was with reference to letter F. No. 334/6/2022-TRU dated 14.10.2022 received from the Budget Officer, Tax Research Unit of the Ministry of Finance, Department of Revenue, Government of India, New Delhi seeking suggestions and views of IATO for the forthcoming Union Budget Proposals, 2023-24.

**Note on Suggestions for amendment in the GST law for growth of Tourism Industry**

**1. Removal of cascading effect of GST on Tourism Industry:**

**IATO Recommendation:**

*With a view to remove the cascading effect of GST on tour operators, IATO suggests that*

(i) *as in the case of Air Travel agents, GST may be levied @ 18% on the 10% mark-up (deemed value) so that effective rate of tax on package cost works out to 1.8% of gross billing with no ITC. It is submitted that the present rate of 5% GST on the gross billing (without ITC) is high and in any case it does not represent tax on value addition which is the backbone of GST system;*

(ii) *in the alternative, the gross value of services of tour operators may be taxed @ 18% GST (standard rate) and input tax credit on various input services such as office rent, telephone, internet, maintenance of computers and other office equipments, hotel and restaurant bills, rent-a-cab, professional services of CAs, Consultants, Guide etc. may be allowed on actual basis notwithstanding the technicalities of place of supply rules. After availing and setting off of ITC against the gross GST liability, the net liability to be discharged in cash will substantially go down and this will truly represent tax on value addition.*

**2. Tourism industry should be treated as deemed exporter at par with IT Industry under export of services**

**IATO Recommendation:**

*The parameters / definition of “export of services” in section 2(6) of IGST Act, 2017 may be relaxed in the case of tour operators and the services of tour operators earning foreign exchange for the country may be accorded with the status of “export of services”. The criteria for determining the place of supply (POS) of services should be uniform between IT Industry and Tour Operators Industry. In other words, the criteria of determining place of supply of services based on performance as mentioned in section 13(3)(b) of IGST Act should be made inapplicable for the tour operators.*

**3. Small correction in the conditions prescribed against 5% GST notified for tour operators services**

**IATO Recommendation**

a. *The word “and” appearing between the words “accommodation” and “transportation” in condition No. 2 against Sl. No. 23 of the above said notification may be substituted by the word “or”.*

b. *The Govt. may also clarify by way of circular that this was intent from the very beginning when GST rolled out so that the GST authorities should not raise objections even for the past period.*

**4. Refund of IGST paid by the tourists leaving India on supply of goods taken out of India  
Tax Refund for Tourists (TRT) Scheme to be implemented.**

**IATO Recommendation**

*It is recommended that the Govt. should formulate a well-defined and simple procedure and user - friendly conditions / safeguards for allowing cash refund to the foreign tourist leaving India at the departure airport in respect of GST tax paid by him on purchase of goods within India and those goods are being taken out of India as part of his baggage or otherwise. The procedure may be notified in the public domain at the earliest.*

**5. Waiver of e-invoicing for Tour Operators**

**IATO Recommendation**

*The Tour and Travel agents may be exempted from e-invoicing procedure for a period of 2 years upto 30.09.2024. It is expected that due to revival of business operations, the staff strength employed by tour operators will increase and the industry shall be able to comply with e-invoicing and other related procedures.*

**Tuesday 15<sup>th</sup> November**

- **IATO thanked Mr. Roshan M Thomas, Deputy Secretary (OM), Ministry of Tourism for his email and the information regarding FITUR and ITB – 2023 and apprised that**

IATO vide our email dated 25<sup>th</sup> October 2022 had requested Additional Secretary to consider giving complimentary space to the stakeholders in Fitur and ITB 2023 due to financial constraints being faced by the inbound tour operators.

- Secondly, IATO requested that Ministry should consider giving MDA to the stakeholders who wish to participate in the above marts so that large number of IATO members can participate.

*A copy of the letter was marked to A. Mr. Arvind Singh, Secretary (Tourism) and B. Mr. Rakesh Kumar Verma, Additional Secretary (Tourism), Ministry of Tourism*

**2. Webinars/ Panel Discussions/Circulars/Meetings**

**Segment 2 update sequence by date: 6,7,8,9,14,15 November**

**Sunday 6<sup>th</sup> November**

- All Members were informed on the Withdrawal of GRAP Order dated 3<sup>rd</sup> November 2022 by CAQM, NCR and Adjoining Areas. The matter was taken up by IATO with His Excellency Lt. Governor of Delhi yesterday with copy to Secretary, Tourism, Govt. of India requesting that all BS IV tourist coaches, tempo travelers, Toyota innova etc. having All India Tourism Permit may kindly be allowed to ply in Delhi and NCR so that we are able to provide services to tourists especially foreign tourists to avoid any negative publicity about our country abroad.

**Monday 7<sup>th</sup> November**

- All Members were informed on the Indo- Russian Travel & Tourism Fair scheduled to be held from 29<sup>th</sup> November to 01 December 2022 in Thiruvananthapuram

**Tuesday 8<sup>th</sup> November**

- All Members were informed on the Registration Details – 37<sup>th</sup> IATO Annual Convention, 16<sup>th</sup> – 19<sup>th</sup> December 2022, Lucknow, Uttar Pradesh

## Thursday 10<sup>th</sup> November

- All Members were informed on the Domestic Buyer Registration for SATTE – 2023 being held from 9<sup>th</sup> to 11<sup>th</sup> February 2023.

## Saturday 12<sup>th</sup> November

- All Members, were informed on the Rashtriya Ekta Diwas Quiz under Ek Bharat Shrestha Bharat

## Sunday 13<sup>th</sup> November

- All Members were informed on the IATO Interactive Luncheon Meeting on Monday, 21st November 2022 at 1200 hours at Le Meridien, New Delhi

## Monday 14<sup>th</sup> November

- All Active Members were informed on the India Albania Tourism Forum event on 22<sup>nd</sup> November 2022 at 1930 hours IST on Zoom

## Tuesday 15<sup>th</sup> November

- All Members, (Recognized by the Ministry of Tourism, Govt. of India) were informed on the Participation in FITUR and ITB 2023 in India Pavilion of Ministry of Tourism, Govt. of India

## 3. Media Coverage

### Segment 3 update sequence by date: 1,2,5,7,8,9 November

## Tuesday 1<sup>st</sup> November

The collage features several news items and advertisements:

- news** header.
- ABU DHABI TO HOST IIFA 2023 ON FEB 10-11 AT YAS ISLAND** (with image of a falcon).
- J&K registers tourist footfall of 1.62cr, first time in 75 years of independence** (with image of a mountain landscape). Text: "Jammu & Kashmir has registered a tourist footfall of 1,62,00,000 for the first time in the history of 75 years of independent India. The tourism sector has seen a boost in April 2022 with highest-ever record of 102 to and fro flights and 15,199 average daily passengers."
- save on HOTEL BOOKINGS** (with image of a person at a desk). Text: "GET EXCLUSIVE BENEFITS FROM HOTELS AND BRAND PARTNERS."
- 21,941 weekly departures in winter schedule, 13.3% less flights than in summer** (with image of an airplane). Text: "DGCA approves 21,941 weekly departures from 105 airports in India under winter schedule, which is 13.3 per cent fewer flights from the summer schedule 2022 (25,309 flights) and 1.55 per cent fewer weekly flights than the 22,287 flights during last winter schedule."
- Adventures you do not want to miss!** (with image of a person on a horse).
- 900-1000 delegates expected at IATO convention, Ravi Gosain named Chairman** (with image of Ravi Gosain). Text: "IATO has announced Ravi Gosain Vice President as Chairman of its 37th convention in Lucknow. Sunil Mishra-Hony. Treasurer and Prateek Hira-Chairman, IATO Uttar Pradesh Chapter are Co-Chairmen. About 900-1000 delegates are expected at the convention."
- Book for 3 nights Get 4th Complimentary** (with image of a hotel). Text: "Just at per stay \$1350". Website: www.theclarkshotels.com, 1800 202 7707 | +91- 9717170578.
- 17 destinations to be developed for promoting tourism in Odisha: CM** (with image of Naveen Pattnaik). Text: "Naveen Pattnaik, Chief Minister of Odisha, inaugurated the Odisha Travel Bazaar in Bhubaneswar. He announced that they have identified 17 priority destinations for integrated master-planning based development to promote tourism."
- FOREIGN TOURISTS IN 1ST MAHARAJAS' EXPRESS WELCOMED** (with image of a train).
- NOW, KSRTC'S BUDGET TOURISM SERVICES START IN KOTTAYAM** (with image of a bus).
- BEAUTY HAS AN ADDRESS** (with image of a person).

## Wednesday 2<sup>nd</sup> November

- India-in-uk-announces-key-measures-to-ease-visa-issues-facilitate-visas-for-group-tourists

<https://travel.economictimes.indiatimes.com/news/visas-and-passports/india-in-uk-announces-key-measures-to-ease-visa-issues-facilitate-visas-for-group-tourists/95224921>

## Saturday 5<sup>th</sup> November

- India-in-uk-announces-key-measures-to-ease-visa-issues-facilitate-visas-for-group-tourists

<https://travel.economictimes.indiatimes.com/news/visas-and-passports/india-in-uk-announces-key-measures-to-ease-visa-issues-facilitate-visas-for-group-tourists/95224921>

05th November 2022



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### Al Geziry takes charge as DG for tourism at DCT Abu Dhabi

Saleh Mohamed Al Geziry, the director-general of Ajman Tourism since 2017, has moved to Abu Dhabi. Al Geziry is now director-general for tourism at the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi).

Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the Armed Forces, and Chairman of the Abu Dhabi Executive Council, issued a resolution announcing the appointment.

Al Geziry has a proven track record of success. From 2002 to 2014, he was the Director of Overseas Promotions and Inward Missions at Dubai's Department of Tourism and Commerce Marketing (DTCM) – the principal ...

FULL STORY - [www.twotv.in](http://www.twotv.in)

### Airbnb and IndiGo join hands to offer an 'InterFriendtion'

For the first time, Airbnb and IndiGo have come together to offer three lucky individuals (and up to one companion each) the ultimate dream adventure to 'InterFriendtion' anywhere in India.

Through the contest, Airbnb and IndiGo are seeking three special winners who will fly and live anywhere in India for the vacation of a lifetime with their friends. The winner will win \$1000 each worth of Airbnb credits to book a domestic Airbnb stay of their choice and IndiGo will sponsor the return tickets for these winners and the companion to that destination! During their travel, the winners and the companions will get to visit their bucket list destination with IndiGo and stay in some of India's most unique Airbnbs.



FULL STORY - [www.twotv.in](http://www.twotv.in)

### Ajman Tourism gets new Director General, Mahmood Khaleel Ahmed Al Sayed Alhashmi



Mahmood Khaleel Ahmed Al Sayed Alhashmi has been named the Director General of Ajman Department of Tourism Development (ADTD). The appointment was made by Sheikh Humaid bin Rashid Al Nuaimi, Supreme Council Member and Ruler of Ajman.

In his 32-year career in the financial, economic, and media sectors, Alhashmi accomplished many notable projects and achievements for the departments and authorities he worked at. He now joins ADTD to further develop the tourism sector and attract local and foreign tourism investment into the emirate... .

FULL STORY - [www.twotv.in](http://www.twotv.in)



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### West Bengal plans Tourist Pick-up & Drop points across Kolkata

The Department of Tourism in West Bengal is planning to introduce exclusive Tourist Pick-up and Drop Points across the city of Kolkata as recommended by IATO West Bengal Chapter to promote recognized tour operators.

The operators often faced difficulties due to traffic restrictions in and around the city while dropping off or picking up tourists in front of places of tourist interest ...

FULL STORY - [www.twotv.in](http://www.twotv.in)

### Kerala's first international Indie music festival to kick off at Kovalam from Nov 9

### Kenya Unveils 'The Real Deal' Campaign to Accelerate Arrivals

Kenya Tourism Board (KTB) has unveiled its global marketing campaign – 'The Real Deal' – that will carry vivid visuals across key digital platforms to maximise reach and destination awareness and accelerate Indian arrivals to Kenya in the upcoming years.

The Real Deal campaign has been conceptualised to exhibit the multiple facets of destination Kenya, and spread awareness of its latest tourism products and experiences through promotion on chosen OTT platforms pan-India, theatre screens and digital billboards across select areas in Delhi and Mumbai.



To ensure the campaign's holistic reach while also ...

FULL STORY - [www.twotv.in](http://www.twotv.in)

E-Post : [asharma@indiaah.in](mailto:asharma@indiaah.in), Ph. : 8851347161




Monday 7<sup>th</sup> November

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**West Bengal to introduce Tourist Pick up and Drop points in Kolkata**

Tour operators in Kolkata often face difficulties due to the traffic restrictions in and around the city while dropping off or picking up tourists in front of places of tourist interest or hotels. To address this problem, IATO West Bengal Chapter has played an active role to facilitate 'Tourist Pick-up and Drop points' for recognised tour operators.



**SAFARI PLUS**

**Mr. Rajiv Mehra, President**

**IATO Meet in Mumbai announced its 37th Annual Convention in Lucknow from 16 -19 December 2022**



Wednesday 9<sup>th</sup> November

- VP IATO at Incredible India press meet in WTM. MOT called IATO to take a stage



## 4. Chapter News

Segment 4 update sequence by date: 5,8 November

**Saturday 5<sup>th</sup> November**



[https://m.facebook.com/story.php?story\\_fbid=pfbid0XaQ13dNCq4jTnv4FMHhSVqvfX2eLeH3KFi3MK1YJQQuqyxpMbedDmBhYcTTrNoK9l&id=100057160641846](https://m.facebook.com/story.php?story_fbid=pfbid0XaQ13dNCq4jTnv4FMHhSVqvfX2eLeH3KFi3MK1YJQQuqyxpMbedDmBhYcTTrNoK9l&id=100057160641846)

IATO DEBJIT DUTTA: 📣 The Department of Tourism, Government of West Bengal is introducing exclusive Tourist Pick-up and Drop Points across the city of Kolkata based on the recommendation by IATO West Bengal Chapter to facilitate free movement of Tourist Traffic across the city of JOY 🚗

**Tuesday 8<sup>th</sup> November**

Tourist-season-in-agra-restrictions-on-evisa-to-visit-india-not-introduce-evisa-facility-for-uk-and-canada

<https://www.etvbharat.com/hindi/uttar-pradesh/state/agra/tourist-season-in-agra-restrictions-on-evisa-to-visit-india-not-introduce-evisa-facility-for-uk-and-canada/up20221108093023230230257>

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