



# GLOBAL PANORAMA SHOWCASE

A DDP PUBLICATION

Pages: 16



20

19







# Take a break from traffic

True relaxation comes easy if you're riding your favorite set of wheels on the loneliest road in America - US Route 50, Nevada. So get your gear ready because "Where there's a 'wheel', there's a way."



**buzz travel marketing**  
managing your destinations' image  
CIN U63040CL2004PTC123836





# GPS 2019 Compact, more focused with new format

The 2019 season of the Global Panorama Showcase (GPS) excelled in both its reach and approach. With a reinvented format, the premier travel trade show for Tier-II & Tier-III cities achieved more productivity.



MANAS DWIVEDI

The purpose of GPS has always been to educate and empower the travel agents in the tertiary markets. Feeling the need to encompass the whole of Indian Tier-II and III cities, the format of GPS has come up with interesting changes. This has resulted in strong connect with the travel partners, exhibitors and other stakeholders not only among themselves but also with the team of GPS. Now, a two-day show, GPS is sleeker, more focused and pays more attention on educating the trade, one of the core ideas on which GPS was started in 2014.

With the new format, the show starts in the afternoon with half

day of presentation and knowledge session, also termed as 'KIT Talk'. KIT – Knowledge Inspiration Training – talks has earlier featured success stories of industry leaders. This new addition to the show had substantial impact on the young entrepreneurs and budding agents seeking latest product updates and knowledge in smaller cities.

Further, GPS announced Eco-Connect to support start-ups and small businesses to have a presence at GPS and promote their products. EcoConnect would be an economical format of GPS with the one-day exhibition format, reaching

*With ever-growing rampant environmental issues, GPS has come forward showing care for nature and this gets reflected in their work and events. They have introduced and adopted eco-friendly initiatives*

out to an audience within 100 km of the event city. It will tentatively take place in Indore, Vizag, Jaipur and Guwahati.

With ever-growing rampant environmental issues, GPS has come forward showing care for nature and this gets reflected in their work and events. They have introduced and adopted an eco-friendly approach by including paperless culture in their workspace. This caring attitude gets seamlessly executed as they encourage their exhibitors to upload the brochures on their website and app and no paper is allowed, saving almost 1.5 tonnes of paper per event (in 2019 about 12 events under various GPS India formats). Even at the events

people are required to exchange cards electronically.

GPS has now completed seven successful years of growth and continues to grow. From a single-city event, it has now grown into a multi-city show. The organisers proudly say that GPS is the only event in India which has successfully reached to over 8,600 travel professionals from 700 cities across India, who have been benefitted from both the B2B meetings and our educational programmes.

**Harmandeep Singh Anand**, Managing Director, GPS feels that they have given their partners a platform for new opportunities. Now it is their turn to script their own growth story. 





## HARMANDEEP SINGH ANAND

### Managing Director, Global Panorama Showcase

This year we had another wonderful season of GPS. Across all seven cities, the response we received was stupendous. Travel agents welcomed us with open arms in all cities. Nagpur will be a new addition for 2020 which will take place on January 27-28 and like this year, we will follow the new format of the show and conduct knowledge sessions on day one. Those who are the members of 10X, will get priority for registration; for non-members there might be a fee which is still being discussed. All the exhibitors are pleased with the show and throughout the season, we had more than 60 suppliers showcasing more than 100 plus products. Next year in Nagpur, we are working to add more value to the programme for the benefit of exhibitors, buyers and the attendees. In between, we are planning the schedule for EcoConnect to be held in Vizag, Indore, Guwahati and Jaipur. We are looking forward to welcome everyone in Nagpur, which will be the eighth city for us this season.

## RISHIRAJ SINGH ANAND

### Joint Managing Director, Global Panorama Showcase

GPS provides tremendous value through education and networking by leveraging people. Apart from the new format, we signed an MoU with Meeting Means Business during GPS Hyderabad, to showcase the value of face-to-face meetings and conventions. We are also looking to strengthen and promote the MICE movement and the growth of the sector in India. GPS in India is now getting bigger and better every year in terms of footfalls of buyers. It took some time to build this market, but exhibitors now know the potential which has grown by leaps and bounds. Besides this, we have started a few initiatives that will impart knowledge to agents on sustainable tourism, specifically on how to educate their clients further to save water and do away with plastics as much as possible. This year we have also announced new EDWIN in different locations in both domestic and international sector.



## TANUSHKA KAUR ANAND

### Executive Director, Global Panorama Showcase

Going paperless at GPS has been a fantastic initiative. This year, the GPS App download rate was 98 per cent. At GPS Ahmedabad, we introduced the 'Self-Check-in' feature, where attendees can register themselves manually from dedicated kiosks at the entrance. Throughout the year, the attendees and exhibitors kept their profiles on the GPS App very much updated, which helped them have a recall value of the shows they attended. We are happy to share that we have launched two new features on the GPS App. Firstly, attendees can now prefix their meetings and exhibitors can do the same. So, one can go to the GPS App and book their appointments. The other feature called 'Lead Capture', will allow the exhibitors to scan the visitors' card and get all the information rather than feeding the information manually. This feature will be a part of the App from GPS Nagpur 2020 event.

## ANKUSH NIJHAWAN

### Executive Director, Global Panorama Showcase

Bringing in innovation to GPS with the new format was amazing. KIT Talk was the most important addition to the show. It gives a great opportunity to exhibitors to interact. It also gave new energy to all the attendees, which was clearly visible from the feedback we have received. Going forward, we want to make the show more focused and targeted for all the attendees. Ideally, the duration of the show should be one-and-a-half day instead of two days with speed dating format of meeting. Day by day the Tier-II market is getting stronger because people especially suppliers have a lot of potential to grow business. New cities, haven't been discussed yet, but I am sure we will zero in on destinations somewhere in 2020, like we added Lucknow and Hyderabad last year. Overall, I see GPS heading towards achieving new milestones and setting new benchmarks.







## RAJU AKOLKAR

### Chief Executive Officer, Global Panorama Showcase

GPS is not just a trade interaction but is a knowledge platform which sees the best professionals and leaders from the industry addressing seminars for the benefit of travel professionals from Tier-II and III cities. Connecting with professionals in smaller cities will ensure substantial growth in tourism. Metro cities are already connected, and smaller cities have immense potential which needs realisation. We ensure reaching out to most of the agents and exhort them to attend the seminars and GPS for their own benefit. EDWIN is an ideal opportunity created by us for tourism boards to connect directly with Tier-II and III operators and showcase their wares. Having experienced the hospitality and products, the operators are most likely to recommend these destinations for tourism to their customers. Going forward in 2020, you will see some change in the format of GPS as well.

## MADHU SALIANKAR

### Executive Director, Global Panorama Showcase

We concluded GPS 2019 season with a perfect show in Pune. The response from all the cities has been overwhelming. I think, approximately, in every city we have seen an average of 800-1000 visitors. The highlight of this year's season of GPS were new players in the market. There are many new travel agents, who came to attend GPS to understand whether GPS will help their business needs, whether they are meeting new suppliers. It's also encouraging for us to see new faces. Exhibitors are happy with the quality of buyers. The knowledge and training sessions have been very effective. In every city, the sessions have received tremendous response, which encourages our partners doing presentations and product updates. We will continue doing knowledge sessions year on year. We are also putting emphasis on domestic tourism.



## SOBINDER SINGH KOHLI

### Executive Director, Global Panorama Showcase

We received a fantastic response in all the cities we have been to this year. The GPS bandwagon is growing rapidly, especially in the faraway places from the city where the show takes place. This way, we are also able to reach out to Tier-II and Tier-IV markets. We introduced GPS Lucknow last year and that was the main reason to come to Lucknow again this year. We saw a growth of 40-45 per cent vis-à-vis last year. We are trying to reach out to different potential markets, so that the travel fraternity have knowledge on what to sell and how to sell products to target customers. Lucknow is a feeder market not just for Uttar Pradesh but to Uttarakhand as well. In GPS Lucknow, agents came from the most interior locations to participate, which was very encouraging.

## MOHIT DESHPANDE

### Executive Director, Global Panorama Showcase

The awareness about GPS has reached further to Tier-III markets. We have seen many more people coming from smaller cities near the host GPS destination. We always try and get new exhibitors in every city, so that the offerings remain different. Talking about buyers, we have welcomed new and energetic buyers from regions covering north, south east and western territories. All of them were very serious to do business, as many of them closed deals at GPS. Our partner NTOs are impressed with the eco-friendly attitude and are in tandem with our ideology. Connecting with the tertiary markets excites them and they are now keener than ever to be a part of GPS and conduct EDWIN sessions in their respective nations. Going forward, we have made some concrete plans to take GPS to more cities with our EcoConnect programme, which can be also termed as 'Mini GPS'.



## GPS 2019

## New products, more knowledge

Starting the season with Hyderabad, the GPS bandwagon travelled to six other cities — Ahmedabad, Chandigarh, Lucknow, Kolkata, Kochi and Pune. The team now looks forward to GPS Nagpur in January 2020.

## Buyers



**Sunil Kumar R**  
Immediate Past President  
TAAI

GPS came to Hyderabad for a second consecutive year and it has been phenomenal like last year. The outbound market from Hyderabad is growing with each passing day in volume and interest with short-haul travel picking the pace. It's a multi-opportunity market. Online bookings are also on the rise and local connect here makes a huge difference. There is a substantial loyalty which exists between the customer and travel company. There is a good mid-size corporate travel market here as well.



**Mahendra Vakharia**  
President  
OTOAI

GPS is a very good platform and opportunity for networking in the Tier-III and Tier-IV markets. A lot of tour operators can come and meet several exhibitors, both in the domestic and international sphere. Any opportunity for networking such as GPS is very helpful for travel agents. We have been associated with GPS right from the beginning. So, we not only give them the support but invite our members to come and attend the exhibition and become part of GPS as hosted buyers or even as exhibitors.

A lot of new entrepreneurs and travel agents who come in the industry can have first-hand information or knowledge about the new products at GPS, which they can share with their customers and cater them in a better way. Majority of travel agents in Gujarat are B2C operators, so shows like GPS help them understand the travel products in a more personalised way. Though a variety of products are now available online, GPS helps you understand the same thing with a presentation which focuses on details.



**Kalpesh Shah**  
Chairman  
Travel Designer Group

GPS is a very good platform for the travel agents and the suppliers to meet and people at GPS Kolkata came to attend the show from Bhubaneswar, Guwahati, Patna. They come and meet a lot of suppliers here. At GPS, they can meet, do business and get all the information they need. Looking at the travel trend from Kolkata, Europe is becoming very popular from here. Countries like Switzerland, Spain and France are experiencing good demand. UK is always a favourite destination of travellers here.



**Devesh Kumar Agarwal**  
Chairman  
TAAI Eastern Region



**Anil Anand**  
Chapter Chairman, TAAI  
Chandigarh Chapter

GPS is giving a platform to youngsters and new travel agents in the industry. A lot of consolidators, airlines, NTOs and cruise liners are always present at GPS. So, the young generation gets inspiration to start and grow their business. For the experienced ones, it is like revising their business practices and networking with industry colleagues. From the Chandigarh region, student traffic going abroad are from the destinations like Australia, New Zealand and Canada.



**Babanpreet Singh**  
Manager, Gurasees Travels

GPS has given a life changing opportunity to me. Four years back, I attended GPS in one of the cities. From there, it has been a growing experience for me. From a child of this industry, we have grown considerably with the help of GPS. The organisers have given us a hand holding experience and have been motivating us throughout. With this platform, you get a chance to interact with every supplier. The presentations organised here are also very useful for us.

Undoubtedly, GPS is a very good platform for domestic and outbound tour operators. We have been attending GPS shows in Kolkata from the last four years. From our association, EKTTA, last year more than 60 members and this year around 50 members took part in GPS. Most of our members are new and young entrepreneurs, who benefit by attending GPS after interacting and networking with a lot of domestic, outbound operators, DMCs and hotels. Every year, they bring out something new.



**Chandi Patnaik**  
Owner, Travel at Blue

We attended GPS for the first time in Kolkata. Overall, it has been a good experience, we learned a few things, met a lot of people, created few contacts and had a good time attending the show. Looking at the outbound market from Kolkata, in the last one decade, South East Asia has been the dominating market in terms of Indian travellers from Kolkata, West Bengal and eastern region. Now people are exploring more destinations and have started travelling to Europe and US.



**Pratik Mandevia**  
Director, mTravels.in





# Glimpses of GPS 2019









## Buyers



**Mehboob Shaikh**  
Hony. Treasurer, TAAI Pune Chapter

Diversification of the business is the requirement now. Our company has been looking at the wedding segment. We have done some popular Indian weddings, and have organised some on cruises as well. This is the new trend coming in the market. GPS has been a good platform to know about the latest trends of the industry. The outbound market from Pune is growing and short-haul destinations here are doing well in comparison to long-haul destinations like US.

There have been a lot of movements for cruise to Alaska from last one year as more matured travellers are looking for a product which is a little different but has no price constraints. Other outbound trends from Pune show Uzbekistan and Azerbaijan as destinations since travel to CIS countries has now got momentum. Presentations at GPS gave us good insights about latest trends in the industry and products. Young travellers are more inclined towards beach destinations and places to party.



**Gulzaar Sayed**  
Owner, Regency Travel Consultant

GPS is a getaway to travel agents and exhibitors. For the new and young travel agents, GPS is a wonderful opportunity to learn and excel. They get ample amount of information and details about new products and destinations. It is not only solving our problems related to destinations but also issues faced by us on a daily basis. The organisers provide us positive environment to solve our problems and address concerns. The GPS team always stays ready to help all the travel agents.



**Mohan Chaklasiya**  
Secretary, South Gujarat Association of Travel Agents

I have been associated with GPS and EDWIN from past few years. My first trip with GPS for the EDWIN programme was to Bali. I gained ample amount of knowledge during the trip. GPS team gave us training and information by visiting different hotels there, which helped us to develop a relationship with them and further start promoting those hotels in our business. Now my clients are very happy with our recommendations. All thanks to GPS.



**Mangilal S Solanki**  
Proprietor, Jinvaani Holidays

GPS is a nice connect for hoteliers, travel agents and NTOs along with domestic and international DMCs. It is a wonderful platform for us, and it is getting better day by day. This time around, I think, GPS Ahmedabad experienced maximum visitors among all the cities. Travellers from Gujarat are avid travellers. They seek new destinations, every time they travel. They always look for different itineraries, which are out-of-the-box and apart from that they are highly enthusiastic about food as well.



**Hiral Somani**  
Owner, Holiday Exotica, Ahmedabad



**Atul Gugale**  
Director, Holiday Plus

The outbound trends from Aurangabad are majorly inclined towards South East Asia and nearby Asian destinations. Travellers are moving towards far off destinations like Europe, Australia, New Zealand and looking to experience new activities and destinations. At GPS, we got good opportunity to meet with a lot of NTOs and hotels, increasing our knowledge about new products and updates. In my view, the Aurangabad market is price sensitive in deciding where they want to travel.

It's always a wonderful experience coming to GPS every year and with time our knowledge about new products is growing. Currently, the new trend shows that FIT business is getting hampered because of apartments and Airbnb accommodations getting popular. We have started doing some consortiums for group departures. We are soon going to launch some fixed departures with other trade partners of the industry to new destinations such as Turkey, Egypt and more.



**Sunil Gupta**  
CEO, Kiran Group Tours & Travels

GPS is a very good show. It gives us opportunity to personally interact with exhibitors, suppliers and new players in the industry. Otherwise in big shows like SATTE, it becomes difficult to have a good discussion with them since the number of visitors is very high. At GPS, we can interact very easily with a selected batch of visitors, which allows us to have personal contact with the suppliers. We expect to have a good relationship with the trade, which can enhance our business in future.



**Nilesh Bhansali**  
Director, Travel Agents Association Pune

GPS has been a very good opportunity for us to meet all travel companies and suppliers under one roof. This was the first time I attended GPS and I have gained significant amount of knowledge and exposure. For someone, who came from Tirupati to attend the show, it was an experience worth cherishing. It was a good opportunity for me to develop myself and my company for travel related requirements, both domestic and international.



**Ganga Vummadi**  
Founder, Bhanu Air Fly Travels



**Tarun Kakani**  
CEO, Amaravati Boating Club India

This was the second time I attended GPS in Hyderabad. It was a wonderful experience to interact and network with industry leaders. The kind of people you meet here from all over India and the kind of sectors they come from like airlines, cruises, DMCs, offer an environment we don't find at other venues. GPS has been a very good platform in providing B2B opportunities. This show is extraordinary as compared to other shows. This is one place where all the people from the sector collaborate.



# Buyers



**Jay Virani**  
MD, AIMS Holidays & Events

Last year, I visited GPS for the first time. This year, we have seen that the number of exhibitors was double than last year. If we look at total number of delegates, it is almost more than 1000. So, GPS is like mini-SATTE in Gujarat. There are so many small agents who doesn't know about the exhibitors. They don't know whom to trust and do business. GPS is doing great job in that regard, playing a crucial part for small agents.

We have always received very useful knowledge, training and business from sessions at GPS. Since last three year, I have been attending GPS and it has helped us tremendously to grow our business. It is a huge platform for every travel agent in Gujarat. We have been doing inbound and outbound group tours and we get to meet so many new suppliers every year. Our travel insurance needs are also fulfilled at GPS with exhibitors like TrawellTag & Cover-More participating to provide assistance.



**Bhumish Soni**  
Proprietor, Shree Balaji Group Tours

GPS is a wonderful initiative for travel agents and TAAI members in UP and Uttarakhand. GPS chose Lucknow as its new host city last year and we were happy to see them once again here with the second edition. GPS is a fruitful opportunity for both sellers and buyers from the Tier-II and Tier-III market. Buyers are getting opportunity to meet global suppliers with one-to-one interaction. Meeting exhibitors, I really enjoyed interacting with GNTTO.



**Anupam Shukla**  
Secretary, TAAI UP & Uttarakhand Chapter

Domestic and inbound market is picking up from Nasik. The destination must grow across the globe and travellers outside India also need to know the importance of Nasik. There is a big pilgrimage in Nasik as well. The newly built airport in Nasik is functional now and new flights will start soon. Our company is focusing on inbound business in Nasik. GPS has been a good platform for us to meet new suppliers and get latest updates about new products.



**Manoj Vaswani**  
Proprietor, Chocolate Holidays

There is a big domestic tourism market prevailing in Kerala. Earlier, travellers of the state used to travel extensively around the state but now they have started moving out as well. GPS gives travel agents a good opportunity to meet suppliers from different parts of the world and meet the growing demand of travellers in Kerala. The major outbound market from the state is for Far East countries especially Singapore, Malaysia, Thailand and Indonesia. Most of the people have started inquiring about African countries as well.



**Manu TG Nair**  
Director- National Committee, IATA Agents Association of India



**Dinesh Singh Shekhawat**  
Director- Sales, Kanj Hotels & Resorts

GPS is doing a good job in Chandigarh market. They have been visiting the city from last couple of years. Otherwise people from Punjab either go to Delhi or Mumbai for travel inquires and other needs. GPS brings all the stakeholders of the industry under one roof. They get information about new destinations and programmes, which is very beneficial for all the travel agents. Knowledge sessions organised at GPS are crucial for the industry in Chandigarh.



**Ashwani Gupta**  
Chairman, TAAI Punjab Chapter



**Datta Bhalerao**  
Proprietor, Happy Vacations, Nashik

We are basically focusing on inbound tourism from Denmark. The clientele, what we get is basically leisure travellers, who travel to Kochi from our main arrival points such as Bengaluru and Chennai. Wellness Tourism is the USP of the Kerala and GPS has helped us interact and network with new players of the industry as well as established suppliers. GPS help us establish contact with suppliers in other part of Kerala as well.



**Janeesh J**  
Joint Secretary, The Association of Tourism Trade Organisation

In comparison to last year, I was much happier to attend GPS this year. I got an opportunity to meet a lot of travel agents from Ahmedabad and other cities of Gujarat like Surat, Vadodara and Himmatnagar as well. The best thing about GPS is the quality of attendees, all of whom are trustworthy and reliable. It was wonderful to meet new people whom I had not met at any other travel shows. I would love to become the part of the GPS family.

Outbound market from Nasik is growing rapidly. Whenever the season time comes, the airfare to domestic destination goes up, so travellers there tend to prefer going overseas spending the same amount. Dubai, Singapore, Malaysia and Sri Lanka are gaining popularity. Nasik is a region in the green belt, so travellers are flushed with good money, so they do not hesitate in spending more while travelling. GPS has helped us meet a lot of potential suppliers with whom we can work.



**PP Augustine**  
General Manager, Osaka Group

GPS is very supportive to the industry. GPS has been successful in bringing all tour operators, NTOs, DMC, cruises, airlines and other players of the market together under one umbrella. This is the most successful achievement of GPS. The new generation travellers are very price conscious, adventurous and they travel mostly by themselves. They do not prefer to travel in groups. Malaysia is the most popular destination on their mind. CIS countries are also doing very good business from Kerala.







## Exhibitors



**Dev Karvat**  
CEO- India & Emerging Markets,  
TravellTag Cover-More

Over the last 10 years, we have been to Kochi along with GPS. I think, it has changed a lot. The myth has been that it is a Middle East driven market, which is not the fact. I think, there are people now travelling to Europe and US. I think, it is a market which is growing and has got huge potential across Kerala. We have also completed 20 years of our operations in India. Our partnership with GPS is long and fruitful. We would like to carry forward the same to the future editions of GPS.

This year we attended GPS for the first time, and we were very excited to get connected with smaller agents especially the ones who are in Tier-II and Tier-III cities. It has been a great experience for us. A lot of effort which the GPS team has been putting to connect the smaller agents to the DMCs will give a lot of agents exposure and assistance to get trained in terms of getting information about various destinations and markets.



**Kunal Ramchandani**  
Business Head, Turtle Down  
Under

We participated in GPS for the first time and it was a wonderful experience visiting different cities and understanding markets with diverse buyers. We found GPS to be a very good show. There have been a lot of things, which the organisers have done very well. We found a lot of customers, who came to us, registered on the GPS, as it was easier to tap newer areas and clients. This was very useful for Jalesh, the new entrant in the cruise business in India. It was also a good platform to showcase our products.



**Sriram S**  
Territory Head- South India,  
Jalesh Cruises

With GPS, we get a lot of small and medium-sized agents coming from Tier-III and Tier-IV markets. These agents are generally young, who are coming up very well in the market. People have started using technology and now they are aware about the destination. This year, we met a lot of new agents during GPS in different cities. When it comes to business opportunities, we have got very good response from all the cities.



**Aarish Khan**  
CCO, TBO Group

This year we visited Lucknow with GPS for the second time. The reason for visiting again was that we believe this is the market for our next level of growth. The agents here have good clientele with limited product information and that is what we see in the market for ourselves. GPS connects with us in terms of ideology, where we believe that we have to impart our knowledge to people who have business. That is why we have been participating in GPS since its inception.



**Shefali Gupta**  
Director, Amigo Travels



**Naresh Arora**  
Founder & CEO, Truly India  
Hotels & Resorts

I attended GPS for the first time in Nagpur this year and it has a very good concept. After participating in GPS, we have stopped participating in other travel fairs. The buyers we met were very serious and we did good business throughout the whole season. The buyers in cities know about Ladakh, but they don't have thorough knowledge about the destination. So, it was a good opportunity for a Ladakhi DMC to spread knowledge about our destination.



**Tundup Dorje**  
Proprietor, Overland Escapes



**K Vijay Mohan**  
President, Tours and Travel  
Association of Andhra Pradesh

GPS is a good platform to meet and engage with the travel trade industry because we hardly get time to come to different cities to attend shows. Such platforms are wonderful, where we can meet hundreds of travel agents under one roof. Thanks to GPS that they are giving opportunity to DMCs like us and other sellers to come and meet local travel agencies in various cities. It is also great to guide the travel agents about the products which we have.

We already have our major feeder markets from where we do sales for our hotels. To further expand, we were thinking of looking at Tier-II and Tier-III cities. This is when GPS comes to the scenario for us. Domestic tourism is also growing in the country, so domestic tour operators are also motivated to sell new brands. This is why, we started looking for new markets in which GPS has helped us a lot. All these markets have a lot of potential.

For us, GPS is one such show, which gives us a lot of insights on new horizons of travel, such as a start-up and new travel agents. The best part was 80 of our members were hosted at the show. The second edition of GPS in Hyderabad was much bigger and better for us. Our members met DMCs, Cruise lines, hotels, NTOs and other stakeholders of the industry. GPS is a very different show. The organisers try to make you part of the show, which is a unique proposition of the show, where a lot of interaction is involved.



**Suneet Goenka**  
Group Managing Director, Red  
Apple Travel Group



**Anika Tandon**  
Manager-Sales and Marketing,  
GNTQ

Buyers in GPS have got a very good potential. We met a lot of potential customers during the exhibition. People were aware about what Germany has to offer especially as a travel destination. GPS has always been a very good show. Every year we get to meet and interact with travel agents from different cities in Tier-II and Tier-III markets. We have realised that when it comes to Tier-III cities, we have noticed that a lot of young travellers going to Europe have started doing outdoor activities and Germany offers a lot of such opportunities.



# Exhibitors



**Seema Datt**  
Account Director  
Travel Nevada India

This year we participated in GPS for the first time and it was a great opportunity to meet buyers and tour operators from Tier-II and Tier-III markets. As the show travelled to different cities around the country, we made sure we had a presence in most of the markets. This year, more than the quantity, the quality of buyers has been the core highlight of the exhibition. It was a productive experience as we received a lot of queries for Nevada.

It was great to come back to GPS Pune after a year. We exhibited and received a very good response from the trade. Oman Air has seen a good growth in terms of MICE traffic from Pune. It is one of our key segments. Travel partners at GPS are very enterprising. We have been interacting with them and received a lot of new ideas. Looking at growing demand for short-haul outbound travel from India, we are promoting Oman as a preferred destination.



**Sunil VA**  
Regional Vice President- ISC,  
Oman Air



**Anil Parashar**  
President & CEO  
ITQ

GPS is a good platform to provide exposure to the travel trade in Tier-II and Tier-III markets. Talking about the tourism potential of the western part of India, I feel that there is a major infrastructure constraint at Indian airports especially in Mumbai. I think, we need to develop new airports in India and tackle safety and infrastructural issues after which greater connectivity will really enable people to move from one place to another.

The footfall at our booths in all the cities we participated in was fantastic. Looking at the success of GPS, what we have realised is that there is a thrust for knowledge. We had EDWIN@Europe in March 2019, where GPS took 50 tour operators for a training tour of Europe. It was to understand, how exactly a tour works in Europe. GPS along with EDWIN, have been helpful in this cause.



**Zarir Shroff**  
Founder & CEO  
Red Tours



**Rahul Somani**  
Head-Cruise Division  
Guideline Travels

GPS as a whole is a great initiative for us as an exhibitor to meet new people. Especially, participating in GPS Kolkata has extended our opportunities to explore the eastern India market and promote the greatest cruise brands, which we have under our hood and to increase our market scope. We have been very happy to participate in GPS as we are getting a very good response from the industry. Cruise as a product is coming up very well in the eastern India market.

We attended GPS for the first time in Kolkata and the best part was meeting a lot of new agents, who came to attend the show from different eastern regions of the country. GPS has been a great platform altogether. Coming over to GPS, we also got a platform to meet the new regions of eastern India as well. The organisers have been doing a great job to introduce us to all the agents with one-on-one meetings and interactive networking.



**Lavin Dhansinghani**  
Director, One Above DMC



**Arvind Tandon**  
Director, Ark Travel

We have been associated with GPS for a long time and it provides us good opportunity to showcase our diverse products. I think Maharashtrians and particularly people from interior regions of the area are always excited about new products in the travel industry, which is why the cruise industry is going to fulfill some of their needs. In the last one year, we have seen great growth for Europe, Australia, Canada and a lot of long-haul markets.

This year we have got into a special partnership with GPS. We extended a special offer where travel agents' partners can use Oberoi Hotels for their personal travel. For 10X members of GPS, we extended special low hotel rates for all our properties in the country. The promotion, named as 'Friends of the Oberoi' was well received by the travel trade this year, where we gave substantial discounts to partners at GPS.



**Vikas Sharma**  
Assistant Vice President- Sales,  
Oberoi Hotels & Resorts



**Sangeeta Manocha**  
Chairperson, North India  
Chapter, ETAA

We have recently joined hands with GPS. This year, we participated for the first time. It has been a wonderful experience participating in GPS as far as meeting quality buyers is concerned. Majorly, our focus was on generating business and adding more members with us. I think we were successful in achieving targets, which we had zeroed in. Our core area of focus is to educate our members and so we keep organising knowledge sessions on a monthly basis.



**Imit Arora**  
General Manager  
The Lalit, Chandigarh

It has been nice to be associated with GPS for the last three years. Since the time the organisers have started hosting GPS at our hotel, it has certainly helped us from the MICE perspective for hosting more large number of hotel groups. Chandigarh is an ideal market for MICE activities, a lot of high profile weddings are also taking place here. MICE contributes almost 30 per cent to the revenue of the hotel.



# Exhibitors



**Vishal Bhatia**  
Country Manager  
Visit Britain India

We have seen a lot of growth coming from the Tier-II and Tier-III cities. Based on our interaction with the travel trade, the interest in UK has been exceptional at GPS. Last year, we had participated in all the eight cities. This year, we participated in four, focusing our efforts because of the resources we have got in hand. We are trying to use the platform of GPS to talk to the travel trade in Tier-II markets in terms of educating them on destinations, and helping and supporting them with product developments.



**Samuel Adamson**  
First Secretary, British High  
Commission in New Delhi

It was extremely delightful to attend GPS for the first time. I think it was a wonderful opportunity for UK to be able to highlight what it has to offer in the Indian market. Working with Indian travel companies and the broader market, the UK has become a growing market for Indian tourists. I think there is a lot of advantage to be taken from GPS for mutual benefit of both the countries.

With each passing year, GPS is growing and getting bigger and better with lot of new innovations in place. This year, the new format was a welcome change, which had good impact on direct meetings with buyers. A more direct and focused approach about Holland was visible. The urge of doing business and potential of smaller cities for the Dutch attractions is tremendous. GPS acted as a crucial platform to meet potential clients.



**Ritesh Ahluwalia**  
Manager, NBTC Holland  
Marketing India

For us, Gujarat is already a good market. Exhibiting at GPS helps us to cater the nearby markets of Gujarat such as Rajkot, Bhavnagar, Vadodara, Surat etc. So, GPS gives us a platform to connect with all prospective buyers at one time, otherwise, it is very difficult to do sales visits to connect with such unique audience. GPS is a good opportunity or platform for us to work around with these agents.



**Dhananjay Saliankar**  
Head- Sales & Marketing,  
Fortune Hotels



**Amit Garg**  
Managing Director,  
Garg Holidays

We attended GPS Hyderabad for the second time this year. We got the chance to know the demands of tour operators in the southern India market and likewise we upgraded our products for renewed sales approach. We made a lot of new clients for markets we serve like Uttarakhand and Himachal Pradesh. We are curating different itineraries as well as foraying to weddings, MICE groups. GPS is the best platform, where we understand the customer's demand and serve accordingly.

GPS is one of the exclusive organisations, which is working in a very professional manner, where the organisers interact with attendees through presentations, programmes, training sessions, which is very different from any other activities happening at any other trade show in the country. Tour companies have been benefited a lot from GPS. They have got a wonderful supportive and cooperative team which works to bring everyone together.



**Siraj Ansari**  
President, TOAT



**Sanjeev Mehra**  
President, Skål International  
Kolkata (127)

For the Kolkata market, we must congratulate GPS to organise the show here. The organisers are doing a fantastic job. For us at Skål, gaining knowledge from all of them is the most important key. Initially, the conception was to organise all the major travel trade shows in north India. GPS is a very good initiative by Harmandeep Singh Anand, who came to Kolkata and is working to accumulate and give away the knowledge to all our Skålleagues from eastern India.



**Krishna Gopalan**  
President, Skål International  
Pune (452)

GPS is a wonderful platform to interact and network among fellow industry stakeholders as Skål's motto is also to promote business among friends. We have got a very active and vibrant club in Pune with a good board of executive members. We meet once in a month and try to maximise our business. We also closely interact with other clubs especially with clubs in Mumbai. We do joint promotions as well. Pune is mainly an outbound market and European destinations especially Croatia is picking demand from there.







Premier Media Partner



Premier Electronic Media Partner



Presenting  
8<sup>TH</sup> EDITION OF



**JAN 27 - 28, 2020**

*Script* your own growth story!

**Come address the demand for travel products in Central-India.  
Register as an exhibitor today!**

Log on to [www.gps-india.com](http://www.gps-india.com)



GPS 2020

ECO CONNECT

Call +91 9225248070, +91 9820224272 for details e : harmandeep@gps-india.com | madhu@gps-india.com

