

# TTS

Trendy Travel Trade with Food & Shop  
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**ADVENTURE, EXPEDITIONS  
AND EXPLORATION**

*A guide for Intrepid traveller*



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## PUBLISHER'S NOTE

### Dear Readers

T3FS July 2024 edition is all about the adventure. In cover story, we captured Adventure, Expeditions and Exploration: A guide for Intrepid traveller. In a world where popular tourist destinations are becoming increasingly crowded, many travellers seek untouched and off-the-beaten-path adventure destinations. These hidden gems offer pristine landscapes, unique cultures, and thrilling experiences that promise an unforgettable journey. Here are the some untouched adventure destinations for the intrepid traveller.

In aviation we focused on The Role of Aviation in Global Connectivity: Bridging Continents and Cultures. The aviation industry is a linchpin of global connectivity, enabling economic growth, cultural exchange, and international collaboration. The top airlines highlighted in this article play a pivotal role in connecting people and places, making the world more accessible than ever before.

Moving ahead in hospitality, you can discover, Paradise For Thrill Seekers. In the vast tapestry of travel experiences, few pursuits captivate the spirit and ignite the imagination quite like adventure tourism. From the rugged peaks of the Himalayas to the dense jungles of the Amazon, adventurers of all ages seek to push boundaries, defy expectations, and uncover the hidden gems of our planet. As we embark on this journey into the heart of adventure tourism, we discover not just adrenaline-pumping activities but a profound connection to nature, culture, and the untamed essence of exploration.

Further, we focused on most luxurious private retreats around the globe, whether you are a couple looking for a private romantic retreat or a seasoned traveller who would love some peace and relaxation away from the hustle and bustle of the city. From a stylish



villa in the island of Corfu to a whole island retreat in the Anambas archipelago, here is a lowdown on the 5 most private retreats in the world.

In lifestyle, we covered the top adventure brands leading the way in 2024. As the thirst for adventure continues to surge globally, several brands have emerged as pioneers in the adventure industry, offering unparalleled experiences, innovative gear, and sustainable practices. Here, we spotlight the top adventure brands of 2024 that are setting new benchmarks in the world of outdoor exploration.

Adventure with kids unleashing family fun and bonding. Traveling with children offers a unique opportunity for family bonding, creating lifelong memories, and exposing kids to new experiences and cultures. Adventure trips, in particular, can be both thrilling and educational for young travellers. Here's an in-depth guide for planning and enjoying an adventurous journey with your kids.

*Vedika Sharma*  
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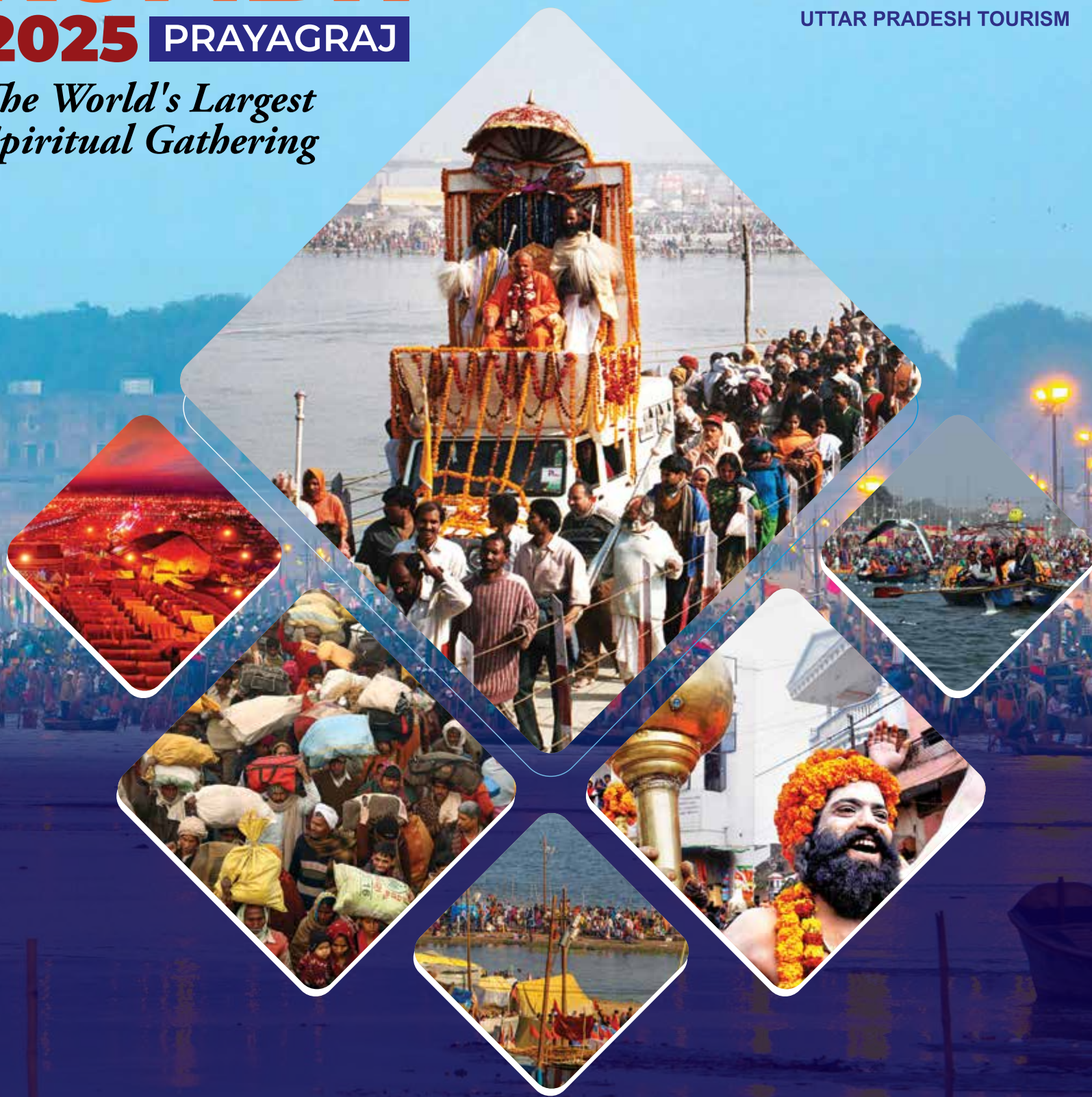
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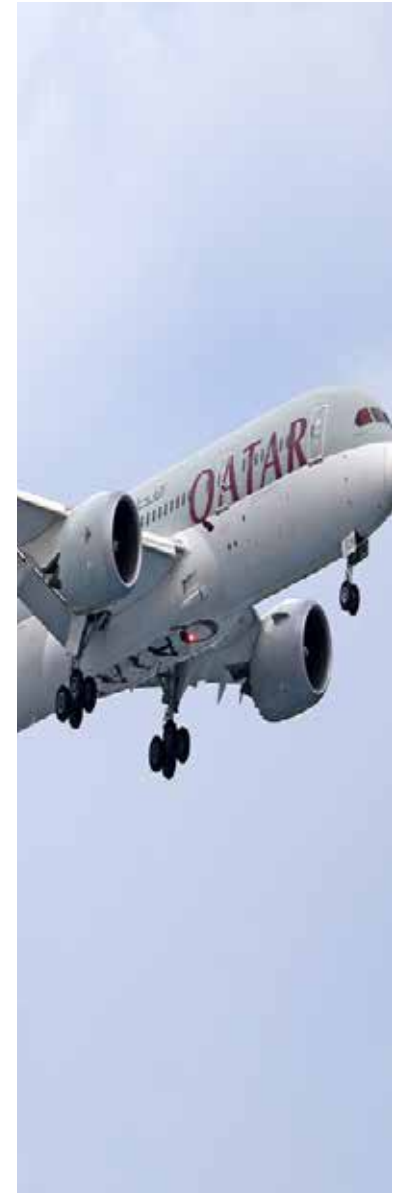
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## Airbus to Establish Centre of Excellence, Endowed Chair, and Scholarships for Aerospace Studies at Gati Shakti Vishwavidyalaya

**A**irbus also provide annual scholarships to dozens of underprivileged and meritorious engineering students and support the university to develop its full bouquet of aerospace curriculum, including regular academic courses and executive programmes. The well-rounded partnership with GSV is part of Airbus' efforts to build a strong pipeline of skilled aviation professionals in India under its Corporate Social Responsibility (CSR) initiatives.

The Airbus-GSV partnership was announced in the presence of Hon'ble Minister of Railways, Government of India, Shri Ashwini Vaishnaw, Hon'ble Minister of Civil Aviation, Government of India, Shri Kinjarapu Rammohan Naidu, Hon'ble Minister of State for Railways, Government of India, Shri Ravneet Singh Bittu along with senior officials from the Government of India.

"This is a ground-breaking partnership between industry and academia that will support the development of a strong pool of professionals who will power the future of India's transportation sector, especially aviation. This will be a unique success story of the Government of India's 'Skill India' programme," said Rémi Maillard, President and Managing Director, Airbus in India and South Asia.



Prof. Manoj Choudhary, Vice Chancellor, GSV, said, "This pioneering partnership with Airbus shall significantly advance GSV's vision to be industry-driven and innovation-led university and it also defines a template for industry-academia collaboration in India. We are thankful to Airbus for their very substantial contribution for regular education as well as executive education programmes at GSV, which will enable the growth of aviation sector in India through creation of superior human resources, skilling and cutting-edge research."

Aiming to reshape the transportation and logistics landscape in India and beyond, the Airbus-GSV Centre of Excellence will promote organic research, innovation, and comprehensive capacity-building programmes for these sectors. Airbus will fund the centre's infrastructure development and its critical equipment needs. Airbus will also deploy technology solutions to facilitate training and research programmes that will enhance employability of GSV students.

Airbus will also provide scholarships to 40 meritorious and underprivileged students who want to pursue courses in aviation engineering and other related fields, covering their entire fees for the duration of the programme. Thirty three per cent of these scholarships will be reserved for female students to encourage gender diversity in the sector. In addition, Airbus and GSV will appoint a Guest Chair Professor who will enable the establishment of the Centre of Excellence and also support the development of undergraduate and postgraduate aerospace programmes as well as short-term executive programmes such as – Safety Management, Flight Data Analysis and Air Cargo Management – for aviation professionals. Airbus shall also strive to enable collaborations for GSV with leading international institutions and industry forums. This collaboration is the execution of the memorandum of understanding signed between GSV and Airbus in 2023.

GSV was established in 2022 by an Act of Parliament to be a pioneer in the domain of transport and logistics education in India. It has a unique mandate to create a resource pool of best-in-class professionals for the entire transportation sector across technology, management and policy, comprising multidisciplinary teaching, executive training and research. GSV follows a demand-driven curriculum to meet industry needs.



## BLS International Secures Visa Outsourcing Contract with the Embassy of the Republic of Poland in the Philippines

BLS International will handle both Schengen and National visa applications

**B**LS International, a trusted global tech-enabled services partner for governments and citizens and a global leader in visa processing and consular services, announces the signing of a significant contract with the Embassy of the Republic of Poland in the Philippines to provide comprehensive visa outsourcing services. This agreement marks a milestone in enhancing the visa application process for travellers to Poland from the Philippines.

Under this partnership, BLS International will play a pivotal role in managing Poland's visa processing operations, optimizing efficiency, and enhancing the overall experience for applicants. The scope of the service includes handling both Schengen and national visa applications. Applicants can submit their applications for Polish Schengen and national visas at two dedicated visa centers located in Manila and Cebu.

Mr. Shikhar Aggarwal, Joint Managing Director of BLS International, said, "We are elated to announce this pivotal partnership with the embassy of Poland, a milestone that underscores our global mission to revolutionize the visa application process. This contract enables us to deliver our advanced visa services in the Philippines, reinforcing our dedication to simplifying international travel. With our unparalleled expertise and innovative technology, we are fully equipped to support the Embassy's goals, ensuring travellers a superior and effortless experience." This initiative is a testament to BLS International's dedication to facilitating easier access to visa services, thereby strengthening the cultural, economical, and social ties between Poland and the Philippines. Our innovative approach and unwavering commitment to customer satisfaction are at the heart of our operations, aimed at enhancing the visa application process for travellers worldwide.



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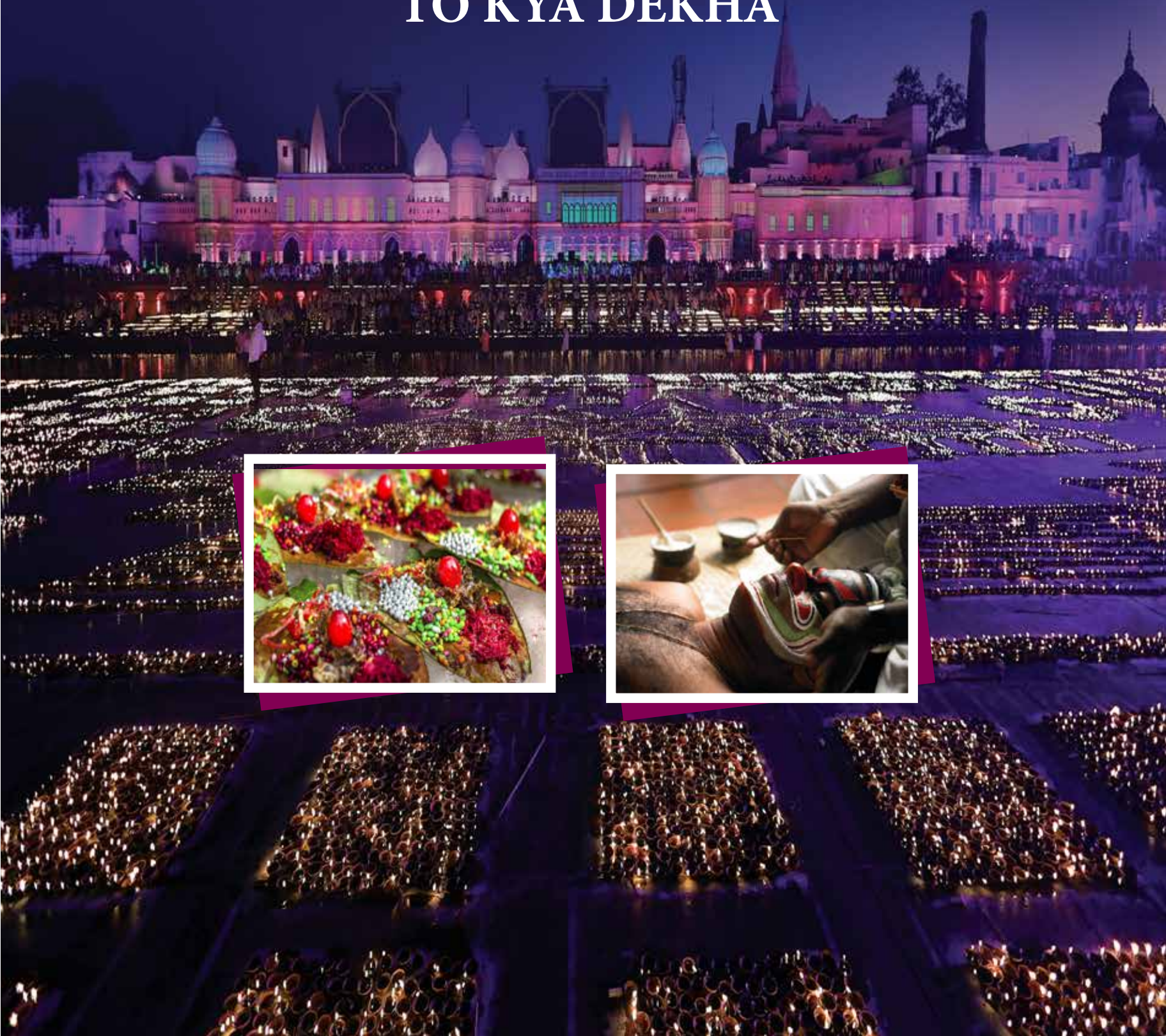
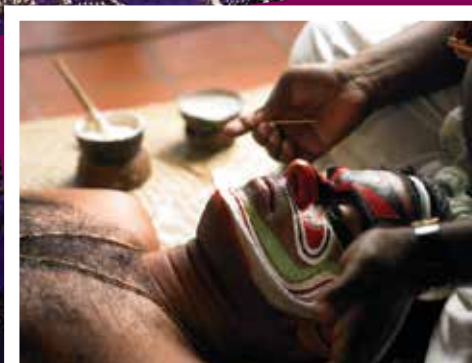
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### GWALIOR – SHIVPURI – ORCHHA – DATIA – MORENA

Madhya Pradesh unveils an itinerary that oscillates through forts narrating tales of valour, temples resonating with devotional flavour and natural reserves enveloped with wildlife.

#### Gwalior : Artistic Aroma

Inhale the splendour of Gwalior Fort, a sprawling citadel that guards the city. Dig out the historical and architectural narratives. Explore a maze of palaces including the intricately carved Man Singh Palace, the opulent Karan Mahal, the majestic Vikram Mahal, the ethereal Jahangir Mahal, Saas Bahu Temple, and Teli ka Mandir. Feast on the beauty of the 18th-century Padavali Fort. Ascend the 100 steps to the Chausath Yogini Temple, a circular edifice nestled amidst verdant hills. The Museum at Gwalior Fort brings alive the artistic heritage of the city through a spread of sculptures, coins, and weapons. Brace yourself for a visual treat of the Garuda statue and the Salabhanjika - the 'Mona Lisa of India', the Saas Bahu Temples and the rock-cut statue of Siddhanchal.



Cenotaph, Shivpuri

#### Shivpuri : Magical Moments

The Surwaya Fort here exhales a mystical past, weathered walls and remnants of temples. Explore the ecological terrain at the Madhav National Park and the colonial charm of George Castle. Enjoy the serenity of Badhaiya Kund and the splendour of Narwar Fort.



Jehangir Mahal, Orchha

#### Orchha : Heritage Hues

Immerse yourself in the grandeur of Raja Mahal, adorned with vibrant murals. Seek blessings at the intricately carved Laxmi Narayan Temple, known for its artwork. Inhale the beauty of ornately decorated cenotaphs or Chhatris, celebrating the Bundela kings and their families. The Jahangir Mahal -a fusion of Indo-Islamic architecture will enthrall you with its turquoise tiles, intricate carvings, and stunning balconies. The Ram Raja Temple, the only temple where Lord Rama is worshipped as a king will transport you spiritually. Wind up by listening to the mellifluous music of the birds at the Orchha Bird Sanctuary, gliding along the Betwa River and savouring the artistically knitted Chhatris.

#### Datia : Spiritual Sanctuary

Seek the blessings of Goddess Baglamukhi Devi at the Pitambara Peeth Temple, known for its imposing architectural and spiritual reverberations.

#### Morena : Wrap up

The National Chambal Sanctuary is must go place especially for wildlife enthusiasts. The critically

endangered gharial, the red-crowned roof turtle and the Ganges river dolphin sums up the ecological beauty of the place. The Bateshwar Group of Temples in the adjoins is a heritage feast.

Soak yourself in the artistic splendours of Madhya Pradesh. This itinerary is a roadmap to a journey interspersed with bliss and adventure.

#### How to Reach

Cover the circuit as per your convenience Gwalior, Shivpuri, Orchha, Datia, and Morena

##### 1. Gwalior:

Air: Raja Bhoj International Airport (GWL)  
Train: Gwalior Junction Railway Station (GWR)

Road: Gwalior is well-connected by road

##### 2. Shivpuri:

Train: Shivpuri railway station  
Road: Shivpuri is 110 km from Gwalior.

##### 3. Orchha:

Train: Jhansi Junction Railway Station (JHS) located 85 km from Orchha.  
Road: Orchha is 170 km from Gwalior and 115 km from Shivpuri

##### 4. Datia:

Train: Datia Railway Station (DTI)  
Road: Datia is 70 km from Gwalior and 47km from Orchha.

##### 5. Morena:

Train: Morena Railway Station (MOR)  
Road: Morena is 128 km from Datia and 39 km from Gwalior.





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# The joy and zeal to be on an adventurous tour

The joy and zeal to be on an adventurous tour with the readiness to discover the world beyond limits is the ultimate reality of Adventure Tourism.

• Tarsh Sharma

Adventure tourism, once niche, has evolved into a mainstream travel category driven by a growing desire among the travellers for unique and exhilarating experiences. It feels like standing on an extremely rough cliff with the most dangerous ocean touching its bottom, it is about saying yes to swimming with dusky dolphins twirling around your body, it is about hiking a green valley full of blossoming flowers and cold stream with a serene view where colourfully draped birds whisper their melody in your ears!

There are mind blowing destinations offering a wide range of adventure to our thrill seekers. Unlike traditional tourism, which often focuses on relaxation and sightseeing, adventure tourism emphasizes exploration, physical activity, and immersion in nature. This trend reflects a cultural shift towards seeking authenticity, personal challenge, and a deeper connection with destinations, making adventure tourism a compelling choice for modern travellers seeking to push boundaries and create lasting memories.



## Current Trends In Adventure Tourism

In recent years, adventure tourism has emerged as a dynamic force in the travel industry, propelled by a burgeoning demand among travellers for unique and memorable experiences. Let's know about the various trends prevailing as **Dr. Subash Goyal, Chairman of STIC Travel & Air Charter Group**, "The first trend is taking Adventure Cruises like



Holland America has Cruises for Alaska and Antarctica, and then there is another Cruise Albatros Expeditions, which specialises in polar expedition mainly for the North Pole and South Pole. These are becoming very popular Holidays.

The other most prominent trend in adventure tourism is the growing emphasis

on Sustainability. From staying in eco-lodges situated amidst pristine landscapes to participating in wildlife conservation efforts, sustainable adventure tourism is on the rise. Travellers are opting for activities that leave minimal impact on the environment, embracing the ethos of responsible travel and conservation.

The third prominent trend is Luxury Adventure tourism. Now-a-days, travellers want both exciting experiences and high-end comforts. With luxury adventure travel, they get the best of both. Imagine staying in fancy hotels in beautiful places and enjoying adventures paired with top-notch services. It's a mix of thrill and luxury, offering exciting moments with a touch of elegance.

The fourth trend is Off-the-Beaten-Path destinations. Travellers are venturing beyond traditional tourist hotspots, exploring remote corners of the globe, and embarking on journeys that promise exclusive experiences. Whether it's trekking through remote wilderness or immersing in the traditions of lesser-known communities, the appeal of off-the-grid adventures is undeniable.

The another important trend is Wellness Adventure. In a time when holistic well-being is very important, adventure tourism has become a big part of the wellness movement. Travellers now

see exciting activities as essential for their overall wellness. Thrilling adventures not

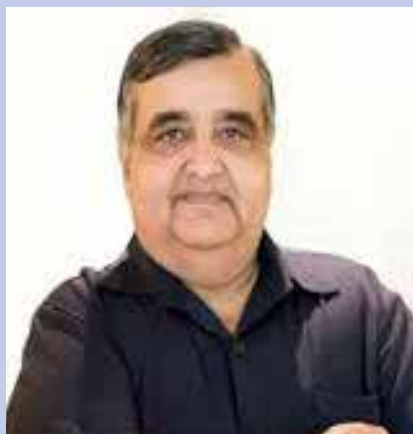


only refresh the body but also nourish the mind and soul. Whether it's climbing high mountains or navigating rough rivers, each adventure is a transformative experience that builds resilience and mental strength."

While, **Ms. Jyoti Mayal**, President of TAAI (Travelling Agent Association Of India) remarked, "In India, the tourism industry is experiencing a boom, with adventure tourism leading the charge. In the wake of Covid-19, people have realised the importance of exploring themselves while craving the adrenaline rush. Activities that were once considered a luxury have been on the minds of youngsters lately. Looking at the

## Pioneering Frontiers of Adventure Tourism

adventure tourism market potential the demand for unique, immersive experiences will continue to rise. Travellers will seek out activities that offer a deep dive into local cultures, cuisines, and traditions, moving away from generic tourist attractions towards more authentic, off-the-beaten-path experiences. Travellers are prioritizing experiences over traditional sightseeing. Nearly all travellers (90%) plan to spend the same or more on activities in 2024, and



experiences are now the leading factor when choosing a destination (reported by 98% of travellers).”

**Mr. Rajiv Mehra**, President of IATO (Indian Association Of Tour Operators) also mentioned about the current trend in the industry, as he stated, “Current trends in adventure tourism are shaped by shifting consumer preferences, environmental considerations, and technological advancements. Here are some of the key trends:

Current adventure tourism trends include eco-friendly and sustainable travel, personalized and off-the-beaten-path experiences, digital detox retreats, adventure wellness combining physical activities with relaxation, cultural immersion, and multi-generational travel. Popular activities are trekking, wildlife safaris, water sports, extreme sports, and exploring remote, less-touristic destinations.”

**Mr. PP Khanna, President of ADTOI (Association of Domestic Tour Operators of**



**India**) gave few examples of the trends as he quoted, “Trekking, hiking, mountaineering, rock climbing, white-water rafting, paragliding, bungee jumping, scuba diving, wildlife safaris, caving, skiing, and other activities are common”

**I**n the realm of adventure tourism, new horizons beckon with tantalizing allure. These emerging destinations are not merely places on a map but gateways to transcendent experiences. Let’s know about the best destinations for adventure tourism from Dr. Subash Goyal , Chairman of STIC Travel & Air Charter Group,“

in India are Uttarakhand, Goa, Ladakh, Kerala, Andaman & Nicobar Islands, Himachal Pradesh, Jammu Kashmir, Sikkim, Jaipur, and Meghalaya.”

Mr. Rajiv Mehra, President of IATO (Indian Association Of Tour Operators) quoted, “India, with its diverse landscapes and rich cultural heritage, is emerging as a popular destination



The best destinations for adventure tourism are: Paragliding in Ladakh, Heli-Skiing in Jammu & Kashmir, Whitewater Rafting in Rishikesh, Desert Safari in Rajasthan, Camping in Coorg, known as Kodagu in Karnataka, Scuba Diving in Andaman & Nicobar Islands, Skiing in Auli (Uttarakhand), RoopKund Trek in Uttarakhand, Trekking at Spiti Valley located in Himachal Pradesh and Caving in Meghalaya.”

Ms. Jyoti Mayal, President, TAAI (Travelling Agent Association Of India) remarked, “Uttarakhand has been attracting tourists from India as well as abroad for ages. The scenic beauty that the state offers is a sight to behold. Uttarakhand has immense potential for adventure tourism and is becoming one of the favourite places for adventure lovers. In India, one can indulge in various adventure activities like parasailing, scuba diving, river rafting, kayaking, snorkeling, trekking, camping, bungee jumping, biking, paragliding, etc. And, the top 10 adventure places

for adventure tourism. Here are some of the key destinations gaining traction among adventure enthusiasts:

In India, emerging adventure tourism spots include Ladakh for trekking and biking, Rishikesh for rafting and bungee jumping, Andaman and Nicobar Islands for scuba diving, Spiti Valley for hiking, Meghalaya for caving and waterfalls, Coorg for trekking and river rafting, and Bir Billing for paragliding.”

Mr. PP Khanna, President of ADTOI (Association of Domestic Tour Operators of India) gave example of few adventurous activities with name of places as he quoted, “ Paragliding- Ladakh, Heli-Skiing- Jammu & Kashmir, Whitewater Rafting- Rishikesh, Camping Coorg, Scuba Diving- Andaman & Nicobar Islands, Skiing- Auli, Windsurfing- Kerala, Mountain Biking- Sikkim, Trekking-Spiti Valley, RoopKund Trek- Uttarakhand, Rhino Spotting-Kaziranga National Park, Caving- Meghalaya”

## The Contribution of Associations to Advancing Adventure Tourism



**T**he role of associations in bolstering and advancing adventure tourism involves providing crucial support and actively promoting the sector. Dr. Subhash Goyal, Chairman of STIC Travel & Air Charter Group, told us how association plays an important role in supporting adventure tourism, “The association like Adventure Tour Operators Association of India (ATOAI) works closely with the industry and the Governments both at the Central and State levels to advocate policies, study trends, and create a safe environment for guests to participate in adventures across 31 verticals. They formulate the Policies, Minimum Standard Guidelines and vision statements for destinations as well.”

Ms. Jyoti Mayal, President, TAAI (Travel Agents Association Of India), discusses the role of TAAI in supporting tourism, “Travel associations are supposed to work closely with the industry and the Governments at the Central and State levels to advocate policies, study trends, and create a safe environment for guests to participate in adventures across verticals. Ideally, a travel association should focus on helping, promoting, maintaining and stimulating the growth of the travel and tourism industry while educating and equipping the members to meet the challenges of tomorrow through conventions and seminars. TAAI has religiously worked for over 70 years towards the betterment of the travel trade. The organization has surveyed and identified genuine issues and skilled professionals to ensure the quality of services and also to meet the cut-throat competition within the trade. The role of TAAI thus, cannot be underestimated

to ensure fair trade practices, standardized services, and tourism promotion etc. TAAI also skills and educates its members while creating opportunities for them to increase business, give direction, and create enthusiasm.

TAAI has and will continue to work together with its partners and ministries to educate its members on multiple growth avenues. TAAI does multiple road shows with stakeholders to promote every aspect of tourism. Adventure is in every aspect of tourism and needs to satisfy every travellers experiential aspect.”

Mr. Rajiv Mehra, President of IATO (Indian Association Of Tour Operators) quoted, “In India, travel associations play a crucial role in promoting and supporting adventure tourism by:

1. Establishing safety standards and guidelines.
2. Providing training and certification for guides.
3. Marketing destinations through campaigns and events.
4. Collaborating with government and stakeholders to improve infrastructure.
5. Advocating for sustainable practices.
6. Facilitating industry networking and partnerships.”

Mr. PP Khanna, President of ADTOI (Association of Domestic Tour Operators of India), told, “Association members who specializes in adventure tourism promote the segment in a big way”

Recent Shifts in Consumer Preferences for Adventure Tourism

In recent years, there has been a noticeable evolution in consumer preferences towards adventure tourism. Dr. Subhash Goyal quoted, “The landscape of adventure travel has changed in the past few years thanks in part to a shift in experience priorities for

many travellers. Adventure tourism often focuses on visits to unique landmarks and activities like trekking, cycling and other activities to showcase the best and often unseen side of destinations. Several adventure travel companies make responsible and eco-conscious tourism easy to plan. Many now have sustainability initiatives that can either offset your travel impact or minimize the generated carbon footprint from the get-go.”

Ms. Jyoti Mayal, TAAI (Travel Agents Association Of India), remarked, “As the world faced a global health emergency since March 2020, the travel and tourism industries came to a halt. The idea of living life to the fullest has gained immense popularity, with people increasingly valuing and investing in one-of-a-kind experiences. The Covid-19 pandemic not only impacted the travel decision of tourists but also disrupted the lives of those associated with the industry, and affected economies and public services. We are in a resurgent mode now. Tourists from inside the country have always played a major role in making adventure and domestic tourism a throbbing enterprise. As more individuals seek out thrilling travel experiences, adventure tourism is taking centre stage. The future of adventure tourism looks promising, with several emerging trends driving its growing popularity. Notable shifts in the adventure tourism sector are largely influenced by the changing preferences of travellers, particularly millennials and Gen Zs.”

Mr. Rajiv Mehra, President of IATO (Indian Association Of Tour Operators), said, “Recent consumer preferences in adventure tourism have shifted towards eco-friendly and sustainable travel, personalized and immersive experiences, wellness-focused adventures, and digital detox getaways. Travellers seek unique, off-the-beaten-path destinations, culturally enriching activities, and a balance between thrill and relaxation, emphasizing responsible and mindful tourism practices.”

Mr. PP Khanna, President of ADTOI (Association of Domestic Tour Operators of India), told, “Today's youth is very adventurous and in the Corporate sector people in the group travel together to take adventure tourism of their choice like trekking, river rafting etc. Adventure tourism is a type of tourism in which visitors seek out and participate in exhilarating and adrenaline-pumping activities and experiences in locations noted for their natural beauty, rough landscapes, and unique difficulties. Adventure tourism primarily focuses on participating in physical activities that go above and beyond standard tourist experiences and frequently contain an element of risk or thrill. Adventure tourism allows visitors to explore and interact with the natural environment in ways that test their physical and mental capacities.”

## Key Challenges Confronting the Adventure Tourism Industry

The adventure tourism industry faces several significant challenges today that impact its growth and sustainability. Dr. Subhash Goyal quoted, “Despite the different opportunities in adventure tourism, the sector faces certain challenges. The environmental impact of adventure tourism is a primary concern, as increased human activity can lead to habitat destruction, wildlife disturbance, pollution, and resource depletion. Safety is another critical challenge. Ensuring the safety of tourists and staff through proper training, equipment, and regulated safety protocols is crucial. This aspect cannot be overlooked, as accidents or negative experiences can severely damage the reputation of locales as safe adventure tourism destinations. Apart from this, there is a lack of basic infrastructure facilities for trekking, mountaineering and winter sports. Lack of tented accommodation facilities for adventure camp sites etc.”

Ms. Jyoti Mayal, TAAI (Travel Agents Association Of India), remarked, “I feel the biggest challenge today is the impact of climate change on adventure travel. Climate change is not just impacting where adventure travellers are visiting, but everywhere. The ‘Last Chance Travel’ trend is a top motivator for adventure travel this year, showing increased awareness of the effects of climate change and a desire to experience a destination before it’s too late. The results also serve as a critical reminder to the industry to step up and protect the delicate ecosystems in which adventure travel operators live and work. As India marches towards a high-momentum growth period, it will be critical to plan for factors that can impede progress and mitigate reputational and image risks. Hence the focus should be on the quality, reliability, and credibility of the service providers it engages with, to ensure services are delivered effectively, efficiently, and in line with established standards, else failure in service levels can erode confidence and trust in the government’s capabilities, leading to public dissatisfaction. The focus on quality also indicates that public resources are utilised wisely and that citizens receive the best possible value for money. We need to invest in multiple high-end technologies, better safer equipment & rescue services.”

Mr. Rajiv Mehra, President of IATO (Indian Association Of Tour Operators), said, “The biggest challenges facing the adventure tourism industry today include:

1. Ensuring safety and risk management.
2. Balancing tourism growth with environmental sustainability.
3. Adapting to climate change impacts.
4. Managing over-tourism in popular destinations.
5. Navigating regulatory and policy variations.
6. Addressing infrastructure limitations in remote areas.”

Mr. PP Khanna, President of ADTOI (Association of Domestic Tour Operators of India), told, “There



are many operators who do not follow the norms to take up adventure tourism thereby putting the adventure tourists at risk. Standard and branded equipment should be used by the people going for adventure tourism and there should be a guide who should guide the tourist at every step.”

## Prime Investment Prospects in the Adventure Tourism Sector

Investors are increasingly eyeing the adventure tourism sector for its promising growth potential and evolving consumer trends. Dr. Subhash Goyal remarked, “Adventure tourism creates business opportunities; as a result, it attracts local as well as international investors. Investors invest their money in accommodation, transportation, and travel trade organization. Adventure tourism plays an important role in the economy of the host country. Investing in eco-friendly adventure tourism options, such as sustainable lodges and eco-tours, is highly promising.”

Ms. Jyoti Mayal, TAAI (Travel Agents Association Of India), quoted, “Modern travellers are increasingly mindful of their environmental footprint and are actively seeking experiences that align with their eco-conscious values. From staying in eco-lodges situated amidst pristine landscapes to participating in wildlife conservation efforts, sustainable adventure tourism is on the rise. Travellers are opting for activities that leave minimal impact on the environment, embracing the ethos of responsible travel and conservation. Being ‘vocal for local’ will play a huge impact on adventure & the entire ecosystem. Thus, sustainable adventures are one of the most prominent trends wherein adventure tourism is the growing emphasis on sustainability. Adventure companies are leveraging technology for better experiences. Apps for booking activities, virtual reality previews, and personalized itineraries enhance the adventure travel process. Remember, adventure tourism is about exploration, self-discovery, and pushing boundaries. Whether it’s hiking in the Himalayas or exploring ancient caves, India offers a rich tapestry of experiences for adventure seekers.

Artificial intelligence is the talk of the town these

days and with the confluence of the pandemic, technology has taken over across sectors and travel is no way lagging. The emergence of new technologies has changed the way how travel and tourism used to operate in the past without compromising on the human touch that is a prerequisite for such an industry. The capacity for artificial intelligence to perform tasks that have traditionally required human cognitive function has made it especially useful for those in the travel industry, because deploying AI can save businesses time and money, while potentially eliminating human error and allowing tasks to be performed quickly, at any time of the day.

Artificial intelligence has advanced to the point where it is regularly used to assist and communicate with customers, from each of these interactions and improving future interactions. Moreover, AI can assist with tasks like data analysis, calculations, and problem-solving, which can be valuable to hotel owners.

Mr. Rajiv Mehra, President of IATO (Indian Association Of Tour Operators), said, “The best investment opportunities in the adventure tourism sector include:

1. Eco-friendly Lodging: Developing sustainable and eco-conscious accommodations like eco-lodges and glamping sites.
2. Adventure Gear and Equipment: Manufacturing and retailing specialized gear for activities like trekking, diving, and extreme sports.
3. Technology Solutions: Creating apps and platforms for adventure trip planning, safety tracking, and personalized experiences.
4. Training and Certification: Establishing institutes for adventure sports training and certification to ensure safety and skill standards.
5. Destination Development: Investing in infrastructure and facilities in emerging adventure tourism destinations.
6. Health and Wellness: Integrating wellness services with adventure activities, such as yoga retreats combined with hiking or surfing.”

Mr. PP Khanna, President of ADTOI (Association of Domestic Tour Operators of India), told, “All the sections are equally good for investment purpose.”

# ADVENTURE, EXPEDITIONS AND EXPLORATION

## A guide for Intrepid traveller

In a world where popular tourist destinations are becoming increasingly crowded, many travellers seek untouched and off-the-beaten-path adventure destinations. These hidden gems offer pristine landscapes, unique cultures, and thrilling experiences that promise an unforgettable journey. Here are the some untouched adventure destinations for the intrepid traveller.

• **Vedika Sharma**

**A**dventure travel has always been a thrilling pursuit for those eager to step off the beaten path. While popular destinations have their charm, there are numerous lesser-known spots that promise exhilarating experiences and breathtaking scenery. Below, we explore some of these hidden gems, providing detailed information on what to do, how to get there, and visa requirements for each location.

These untouched adventure destinations offer a perfect blend of natural beauty, thrilling activities, and unique cultural experiences. Whether you're trekking through the Simien Mountains, exploring the geothermal wonders of the Danakil Depression, or marveling at the biodiversity of Socotra Island, each of these locations promises an unforgettable adventure. So pack your bags, embrace the unknown, and embark on a journey to these pristine corners of the world.



### Socotra Island, Yemen

Socotra Island, often referred to as the "Galápagos of the Indian Ocean," is a UNESCO World Heritage site known for its unique biodiversity. The island's otherworldly landscapes and rare flora and fauna make it a paradise for nature lovers.

**Highlights:**

- **Dragon's Blood Trees:** These iconic trees, with their umbrella-like canopies, produce a red sap known as dragon's blood.
  - **Hoq Cave:** A stunning cave with impressive stalactites and stalagmites.
  - **Diksam Plateau:** Offers panoramic views of the island and its unique vegetation.
- Activities: Hiking, bird watching, diving, and exploring the island's caves and beaches.  
Best Time to Visit: October to April, avoiding the monsoon season.





# The Danakil Depression, Ethiopia

The Danakil Depression, one of the hottest and most inhospitable places on Earth, offers a surreal landscape with active volcanoes, salt flats, and colorful sulfur springs.

**Highlights:**

- Erta Ale Volcano:** A continuously active basaltic shield volcano with a lava lake.
  - Dallol Sulfur Springs:** Vibrant yellow, green, and white hydrothermal deposits.
  - Salt Mines:** Witness the traditional salt mining process by the Afar people.
- Activities:** Trekking, camping near the volcano, and exploring the unique geological formations.  
**Best Time to Visit:** November to March, when temperatures are relatively cooler.





## Kamchatka Peninsula, Russia

Kamchatka, a remote peninsula in the Russian Far East, is a land of dramatic landscapes, with towering volcanoes, geysers, and abundant wildlife.

### Highlights:

- Valley of Geysers: One of the largest geyser fields in the world.
- Kronotsky Nature Reserve: Home to the iconic Kronotsky Volcano and diverse wildlife.
- Kuril Lake: A prime spot for brown bear sightings.

Activities: Hiking, heli-skiing, wildlife watching, and volcano trekking.

Best Time to Visit: June to September for hiking and wildlife, December to April for skiing.



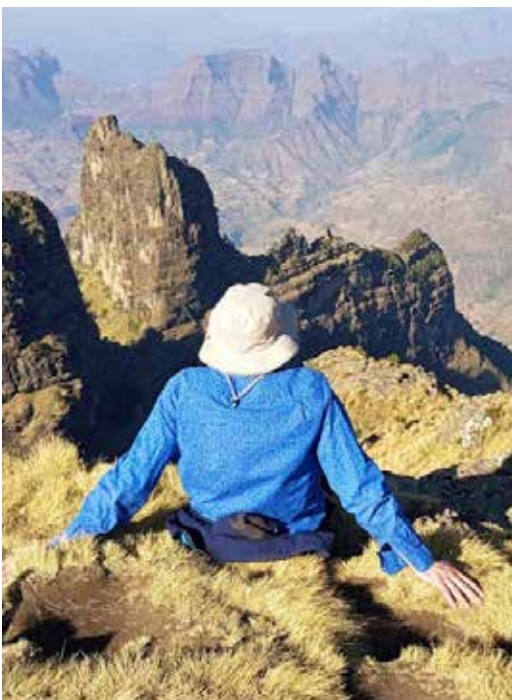


## The Simien Mountains, Ethiopia

The Simien Mountains, a UNESCO World Heritage site, boast rugged peaks, deep valleys, and unique wildlife, making it a prime destination for trekking enthusiasts.

### Highlights:

- Ras Dashen: The highest peak in Ethiopia and the fourth highest in Africa.
  - Gelada Baboons: Endemic to the Ethiopian Highlands, these primates are known for their red chest patches.
  - Imet Gogo: Offers breathtaking panoramic views of the surrounding landscape.
- Activities: Trekking, bird watching, and experiencing the local culture.  
Best Time to Visit: September to November, post-rainy season when the landscape is lush and green.



# The Kimberley, Australia

The Kimberley region in Western Australia is a vast, sparsely populated area known for its rugged terrain, ancient rock formations, and Aboriginal culture.

**Highlights:**

- Horizontal Falls: A natural phenomenon where tidal currents create horizontal waterfalls.
- Bungle Bungle Range: Unique beehive-shaped sandstone formations in Purnululu National Park.
- Mitchell Falls: A spectacular four-tiered waterfall.

Activities: 4WD adventures, helicopter tours, hiking, and cultural tours with Aboriginal guides.

Best Time to Visit: May to October, during the dry season.



## Ladakh, India

Ladakh, nestled in the Indian Himalayas, is known for its stark landscapes, Buddhist monasteries, and high-altitude treks.

### Highlights:

- Pangong Lake: A stunning high-altitude lake that changes color throughout the day.
- Nubra Valley: Known for its sand dunes, Bactrian camels, and monasteries.
- Hemis Monastery: The largest and wealthiest monastery in Ladakh.

Activities: Trekking, motorbiking, river rafting, and exploring Buddhist culture.

Best Time to Visit: June to September, when the weather is favorable for trekking and sightseeing.



# Aysén Region, Chile

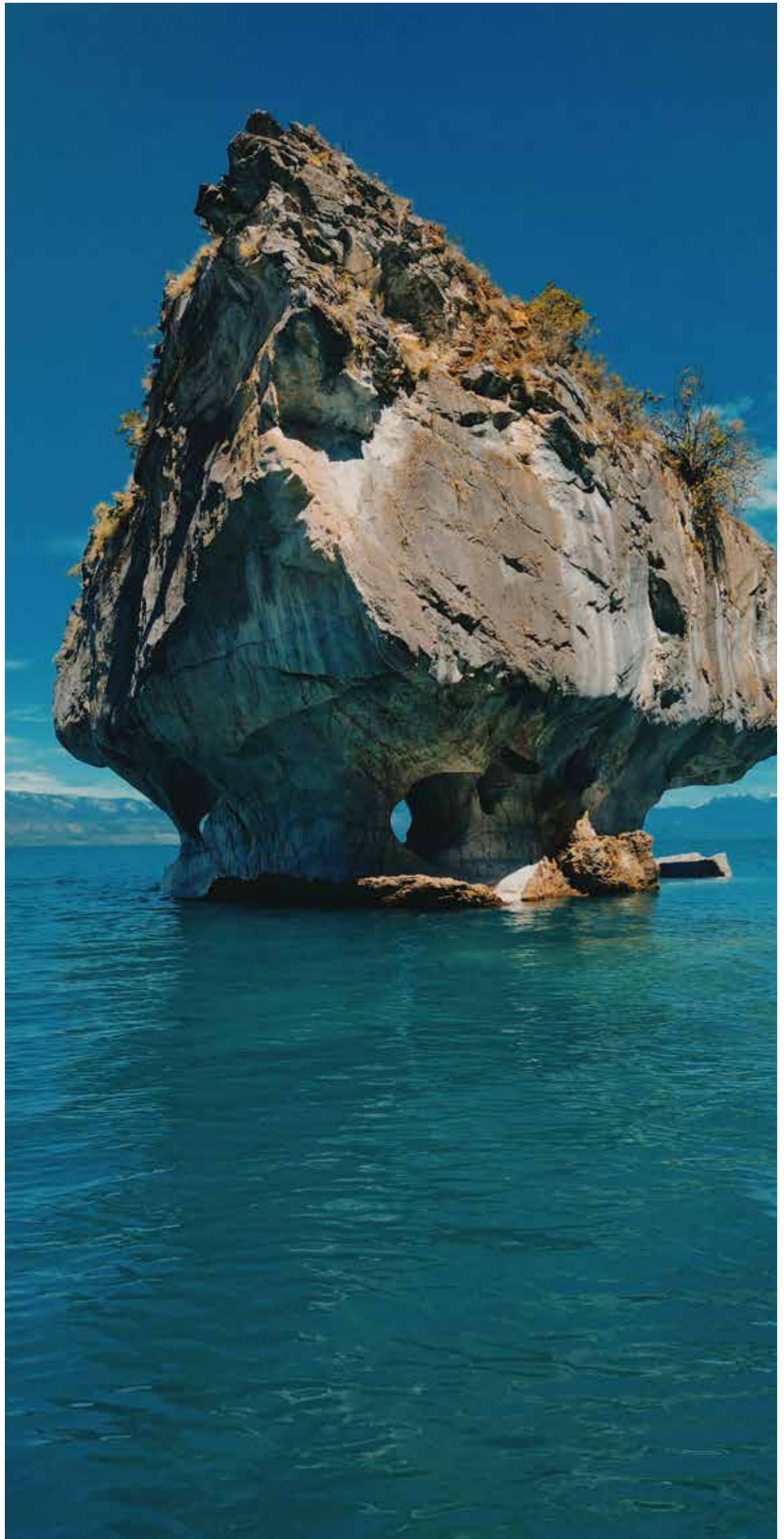
Aysén, located in the Chilean Patagonia, is a remote and pristine area with fjords, glaciers, and dense forests, offering a perfect escape for adventure seekers.

**Highlights:**

- Laguna San Rafael National Park: Home to the San Rafael Glacier.
- Queulat National Park: Known for its hanging glacier and lush temperate rainforest.
- Cerro Castillo: Offers challenging treks with stunning views.

Activities: Trekking, kayaking, glacier tours, and wildlife watching.

Best Time to Visit: December to March, during the Patagonian summer.



## Practical Tips for Adventurers

- Research Thoroughly:** Given the remoteness of these destinations, thorough research and planning are essential. Check travel advisories, local regulations, and entry requirements.
- Health Precautions:** Ensure you have necessary vaccinations and health precautions, especially for remote areas with limited medical facilities.
- Travel Insurance:** Comprehensive travel insurance is a must, covering medical emergencies, evacuation, and trip cancellations.
- Sustainable Travel:** Respect local cultures and environments. Follow sustainable travel practices to minimize your impact on these pristine locations. Exploring untouched destinations is a rewarding experience that offers a deep connection with nature and culture. With the right preparation and respect for the locales, your adventure can be both safe and unforgettable.



# JAGANNATH Rath Yatra 2024

## A Celebration of Faith and Tradition



The Jagannath Rath Yatra is a celebration of faith, devotion, and tradition that transcends time and boundaries. As the chariots roll down the streets of Puri, they carry with them not just the deities but also the hopes, prayers, and aspirations of millions. The Rath Yatra is a testament to the enduring power of faith and the timeless appeal of tradition.

• Khyati Sehgal

The Jagannath Rath Yatra is one of the most spectacular and significant Hindu festivals celebrated in India. Held annually in Puri, Odisha, this grand festival is dedicated to Lord Jagannath, a form of Lord Krishna, along with his siblings, Balabhadra and Subhadra. The Rath Yatra, or Chariot Festival, marks the annual journey of these deities from the Jagannath Temple to the Gundicha Temple, covering a distance of about 3 kilometers. The festival, which attracts millions of devotees from across the globe, is a vibrant display of devotion, culture, and tradition. The Rath Yatra of 2024 promises to be an even grander affair, reflecting the timeless heritage and spiritual fervor that defines this ancient celebration.

### Historical and Mythological Significance

#### Origins and Evolution

The origins of the Jagannath Rath Yatra are steeped

in history and mythology, with references dating back to the 12th century when the Jagannath Temple was built by King Anantavarman Chodaganga Deva. However, the tradition of the Rath Yatra is believed to be much older, rooted in ancient Hindu scriptures and lore. The festival symbolizes the journey of Lord Jagannath, Lord Balabhadra, and Goddess Subhadra



to their aunt's house, the Gundicha Temple, and their return after a nine-day stay.

### Mythological Significance

According to Hindu mythology, the Rath Yatra commemorates Lord Krishna's journey to Kurukshetra during a solar eclipse. It also signifies the annual visit of Lord Jagannath to Gundicha Temple, which is considered to be his birthplace. These mythological narratives add layers of spiritual significance to the festival, making it a profound religious experience for the devotees.

### Preparations for the Rath Yatra

#### Construction of the Chariots

The construction of the chariots is a monumental task that begins on the auspicious day of Akshaya Tritiya. Skilled craftsmen and artisans work tirelessly to build the three massive chariots:







1. Nandighosa: The chariot of Lord Jagannath, 45 feet high with 16 wheels.

2. Taladhwaja: The chariot of Lord Balabhadra, 44 feet high with 14 wheels.

3. Darpadalana: The chariot of Goddess Subhadra, 43 feet high with 12 wheels.

The construction is done using traditional methods and sacred rituals, ensuring that each chariot is an embodiment of divine energy.

### Rituals and Ceremonies

The Rath Yatra is preceded by several important rituals. The Snana Yatra involves the bathing of the deities with 108 pots of water. This is followed by the Anasara period, during which the deities are believed to fall ill and are kept away from public view. The Netrotsava or the festival of the eyes marks the end of this period, where the deities are given new life and adorned for the grand procession.

### The Day of the Rath Yatra

#### Commencement of the Journey

The Rath Yatra commenced with the Pahandi procession, where the deities were brought out of the Jagannath Temple amidst chants, hymns, and the sound of conch shells. The sight of the deities being carried to their chariots was a moment of immense spiritual significance for the devotees.

#### The Pulling of the Chariots

The chariots were pulled by thousands of devotees, an act considered highly auspicious. The Gajapati King of Puri performed the Chhera Pahanra ritual, sweeping the chariots with a golden broom, symbolizing humility and equality before the divine. The chariots then made their way through the Grand Road (Bada Danda) to the Gundicha Temple, with devotees singing, dancing, and chanting in ecstasy.

### The Stay at Gundicha Temple

#### The Nine-Day Sojourn

At the Gundicha Temple, the deities stayed for nine days, during which devotees thronged the temple to offer prayers and seek blessings. The Gundicha Yatra, as this period is known, is believed to be the time when the deities relax and enjoy a change of scenery, much like a divine vacation.

#### Hera Panchami

The festival of Hera Panchami, celebrated on the fifth day of the sojourn, adds a unique dimension to the Rath Yatra. According to tradition, Goddess Lakshmi visits the Gundicha Temple in search of Lord Jagannath. The rituals and ceremonies associated with Hera Panchami highlight the divine interplay of love and devotion between the deities.

### The Return Journey: Bahuda Yatra

#### Preparation for the Return

The return journey, known as Bahuda Yatra, began with elaborate preparations. Devotees eagerly awaited the return of the deities to the Jagannath Temple, marking the end of their nine-day stay at the Gundicha Temple.

#### Mausi Maa Temple

During the return journey, the chariots halted at the Mausi Maa Temple, dedicated to Goddess Ardhashini. Here, the deities were offered Poda Pitha, a special type of pancake. This stop is an integral part of the journey, symbolizing the motherly affection and care extended to the deities.

#### The Conclusion of the Yatra

The Bahuda Yatra concluded with the deities being returned to the Jagannath Temple. The Suna Besha ritual followed, where the deities were adorned with gold ornaments, presenting a magnificent sight. This marked the end of the grand festival, leaving devotees with a sense of fulfillment and spiritual enrichment.

### Highlights of Jagannath Rath Yatra 2024

#### Record Turnout

The Rath Yatra of 2024 witnessed a record turnout of devotees, with millions thronging the streets of Puri to participate in the festival. The overwhelming response highlighted the undying



devotion and spiritual fervor associated with Lord Jagannath.

## Technological Innovations

Technological innovations played a significant role in enhancing the experience of the Rath Yatra. Live streaming of the event allowed devotees from across the world to participate virtually. Digital ticketing for darshan and mobile apps providing real-time information about the festival made the event more accessible and organized.

## Environmental Initiatives

In a bid to promote environmental sustainability, several green initiatives were undertaken during the festival. Waste management systems were put in place to ensure cleanliness. The use of eco-friendly materials was encouraged, and awareness campaigns on environmental conservation were



conducted, reflecting a conscious effort to minimize the ecological footprint of the festival.

## Enhanced Security Measures

Given the massive turnout, security was a top priority. Comprehensive security arrangements, including surveillance, crowd management,

and emergency response systems, ensured the safety of the pilgrims. The coordination between various government agencies and volunteers was commendable, contributing to the smooth conduct of the festival.

## Cultural and Economic Impact

### Boost to Local Economy

The Rath Yatra provides a significant boost to the local economy. The influx of millions of pilgrims translates to increased business for local vendors, hotels, and transport services. The festival also provides employment contributing to the overall economic growth of the region.

### Promotion of Odia Culture

The Rath Yatra is a vibrant showcase of Odia culture and traditions. The music, dance, rituals, and crafts associated with the festival highlight the rich cultural heritage of Odisha. The festival also promotes cultural exchange as people from different parts of the country and the world come together to participate in the celebrations.

## Spiritual Significance

### A Journey of Faith

For devotees, the Rath Yatra is a journey of faith and devotion. It is an opportunity to connect with the divine and seek blessings. The festival is a reminder of the transient nature of life and the importance of surrendering to the divine will.

### Symbolism of the Chariots

The chariots symbolize the human body, and the deities represent the soul. The pulling of the chariots signifies the journey of life, guided by divine forces. The Rath Yatra is thus a spiritual metaphor, emphasizing the importance of devotion and faith in the journey of life.



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# Planning a Trip to Australia?

## DON'T MISS A PIT-STOP IN CANBERRA!

• T3FS Desk

Canberra's location makes it the perfect base for exploring the regions around the capital of Australia. Within a few hours' drive away are the pristine beaches of the NSW South Coast and the beautiful snowy mountains. A city that has more than just an urban touch to it, here's your sign to take a detour to Canberra to experience the best of Australia in one place.

Spend 72 hours to discover the top highlights this city has to offer. Whether you're captivated by scenic beauty, drawn to cultural landmarks, or keen on culinary adventures, Canberra offers a unique blend of experiences. Here's your cue to dive into the must-see attractions and activities that will make your visit unforgettable.

### DAY-1 Discover the Australian story

There's no better place to discover the Australian story than in Canberra. The city is home to some of Australia's most significant collections in its many national museums and galleries. Explore one of the world's most architecturally acclaimed buildings, Parliament House, and see the nation's most popular and important objects – from the Holden Prototype No.1 to bark paintings and ochre used by First Nations artists more than 50,000 years ago - at the National Museum of Australia. Watch how Australian money is made at the Royal Australian Mint or place a poppy on the Roll of Honour at the Australian War

Memorial. Many of the national attractions are free to enter and close to the CBD.

### Wine tasting at Mount Majura Vineyard

Featuring a seated tasting set-up, the Mount Majura Vineyard cellar door offers an interactive yet relaxing experience. Along with being a pioneer in the Canberra District Wine Region, the vineyard is also quite renowned across the country for its Spanish red wine variety, Tempranillo.

### Mount Ainslie lookout and its hopping kangaroos

One of the reasons that make Mount Ainslie Lookout a tourist hotspot are the hopping kangaroos

that can be easily spotted at the back of the Australian War Memorial and is just a few minutes away from Canberra's CBD. Mount Ainslie Lookout is the perfect spot to take in the sweeping views across the city and the surrounding mountain ranges.

## Nomnom at Beltana Farm

Escape the ordinary and embrace a unique dining experience at Beltana Farm Dining. Nestled within the picturesque Pialligo enclave of Canberra, you'll find a sprawling truffle farm during the winter season. It's a place to relax and savor moments while enjoying a farm-style shared menu.

## Stay at Midnight Hotel

Known to be the first Marriott International property in Canberra, Midnight Hotel is situated in the bustling neighbourhood of Braddon, a hub that brims with award-winning eateries and unmissable bars and breweries. Guests can explore the eclectic neighbourhood and nearby attractions like the National Gallery of Australia, National Portrait Gallery, Museum of Australian Democracy, and Parliament House on foot or with the hotel's Lekker X electric bikes.

## DAY-2

### Spend time exploring Lake Burley Griffin

Lake Burley Griffin, Canberra's magnificent centerpiece, offers an ideal water playground for rowing, sailing, kayaking, and stand-up paddle boarding adventures. For those seeking a more leisurely experience, one can immerse in a serene cruise experience, or simply unwind at one of the many instagrammable cafes and restaurants with picturesque water views.

### A feast for the senses

Awaken your Asian palette at AKIBA that specializes in 'New Asian' cuisine. The buzzing ambience of the restaurant and bar perfectly matches the food, which features delicious fresh flavours of street-food snacks and share plates and an exotic cocktails and drinks list. The easiest way to go is the

'Feed Me' option – the chef's choice of eight dishes.

### It's a small world at Cockington Green Gardens

Explore Cockington Green Gardens, located in the quaint Gold Creek Village, and marvel at meticulously crafted miniature buildings from over 30 countries. From Scotland's Braemar Castle to Peru's Machu Picchu, this enchanting display of tiny hand-built structures and impeccably maintained gardens will captivate your imagination.

## DAY-3

### See the sights from above in a

### hot air balloon

Start the day at dawn on a hot air balloon flight, and float peacefully over the picturesque city taking in the surrounding mountain ranges and valleys from a bird's eye view. End the exciting experience with a delicious breakfast and sparkling wine to toast to your amazing adventure at the historic Hyatt Hotel. A one-of-a-kind experience to see some of the most breathtaking views of the area and create lifelong memories you will never forget.

### The National Zoo & Aquarium awaits the wild at heart

Get up close and personal with some of the



world's most exotic, wild and native residents at the National Zoo & Aquarium. Hear the purr of a cheetah, feed a bear or get to know a meerkat during some of these amazing interactive animal experiences that await those wild at heart.

### Unwind at the National Arboretum Canberra

For the active visitor, enjoy over 20 kilometers of multi-purpose tracks that wind through 94 stunning forests at the National Arboretum Canberra. It's a vibrant collection of living forests and gardens, offering breathtaking views and interactive experiences – this is the place to take a break, grab a bite to eat, and enjoy a leisurely stroll.

# The Role of Aviation in Global Connectivity: Bridging Continents and Cultures



The aviation industry is a linchpin of global connectivity, enabling economic growth, cultural exchange, and international collaboration. The top airlines highlighted in this article play a pivotal role in connecting people and places, making the world more accessible than ever before.

**A**viation has revolutionised the way we experience the world, connecting continents, cultures, and economies with unprecedented speed and efficiency. This transformative industry plays a crucial role in global connectivity, fostering international trade, tourism, and cultural exchange. In this article, we delve into the profound impact of aviation on global connectivity and highlight the top airlines that excel in bridging the world. As aviation continues to evolve, its impact on global connectivity will only grow, further bridging the gaps between continents and cultures and fostering a more interconnected and harmonious world.

## The Impact of Aviation on Global Connectivity

Aviation has significantly reduced travel time between distant locations, making the world more accessible. This enhanced connectivity has far-reaching implications across various sectors:

- **Economic Growth:** Aviation supports global trade by enabling the swift transport of goods, contributing to economic development. Air cargo services

allow for the rapid movement of high-value and perishable items, ensuring markets remain well-supplied and businesses can thrive.

- **Tourism:** The aviation industry is a cornerstone of the global tourism sector, facilitating the movement of millions of travellers each year. Tourism not only boosts local economies but also promotes cultural exchange and understanding.

- **Cultural Exchange:** By connecting people from different backgrounds, aviation fosters cultural exchange and broadens horizons. It allows individuals to experience diverse cultures, cuisines, and traditions, promoting global harmony and tolerance.

- **Humanitarian Aid:** Aviation plays a vital role in delivering humanitarian aid during emergencies. Rapid air transport ensures that aid reaches affected areas quickly, saving lives and alleviating suffering in times of crisis.

- **Education and Collaboration:** Aviation enables international educational opportunities and collaborative research. Students, academics, and professionals can travel easily for conferences, studies, and partnerships, advancing knowledge and innovation.

## Top Airlines Connecting the World

*Several airlines have distinguished themselves as leaders in global connectivity, offering extensive route networks that link numerous countries. Here are some of the top airlines renowned for their role in connecting the world:*

### Emirates

Based in Dubai, Emirates operates one of the largest and most diverse route networks in the world. With flights to over 150 destinations across six continents, Emirates is a key player in global connectivity. The airline's strategic location in the Middle East allows it to serve as a major hub for international travel.





## Qatar Airways

Qatar Airways, headquartered in Doha, is known for its extensive global reach. The airline connects more than 160 destinations worldwide, offering seamless travel options for passengers. Qatar Airways' commitment to service excellence and modern fleet make it a preferred choice for long-haul travellers.



## Turkish Airlines

Turkish Airlines boasts a remarkable route network that spans over 300 destinations in more than 120 countries. Operating from its hub in Istanbul, the airline leverages Turkey's geographic advantage to connect Europe, Asia, Africa, and the Americas efficiently.

## Singapore Airlines

Singapore Airlines is celebrated for its premium service and extensive connectivity. The airline serves over 130 destinations in 40 countries, linking Asia with the rest of the world. Singapore Airlines' Changi Airport hub is a major gateway for international travellers.



## British Airways

As the flag carrier of the United Kingdom, British Airways operates an extensive network that connects over 180 destinations in more than 80 countries. London Heathrow Airport serves as a pivotal hub for the airline, facilitating travel between Europe, the Americas, Asia, and Africa.



## Air France-KLM

The Air France-KLM group combines the strengths of two major European airlines, offering an extensive network that covers over 300 destinations in 115 countries. The dual hubs of Paris Charles de Gaulle and Amsterdam Schiphol are key transit points for international travellers.



## Lufthansa:

Germany's Lufthansa is a leading global carrier with a vast route network spanning over 200 destinations in 80 countries. The airline's Frankfurt and Munich hubs are central to its operations, providing critical connections between Europe and the rest of the world.







## United Airlines

United Airlines, one of the largest carriers in the United States, connects over 350 destinations worldwide. With hubs in major American cities such as Chicago, Houston, and Newark, United Airlines offers extensive connectivity across the Americas, Europe, and Asia.



## Delta Air Lines

Delta Air Lines operates an expansive network with flights to over 300 destinations in more than 50 countries. The airline's hubs in Atlanta, New York, and Los Angeles serve as vital gateways for international travel, enhancing connectivity between North America and the rest of the world.

## American Airlines

As another major U.S. carrier, American Airlines connects passengers to over 350 destinations in 50 countries. The airline's extensive network and multiple hubs, including Dallas/Fort Worth and Miami, facilitate seamless global travel.



## Qatar Airways Chooses Çelebi India as Ground Handler for New Doha-Goa Flights

Çelebi India, a global leader in ground handling services, proudly announces its selection as the ground handling service provider for Qatar Airways' new passenger flights from Doha to Manohar international airport, Goa (GOX). This significant achievement further cements Çelebi's reputation as the preferred partner for major international airlines.

Qatar Airways' decision to partner with Çelebi India underscores the airline's trust in Çelebi's expertise and commitment to excellence. With over 65 years of experience in the industry, Çelebi India has consistently delivered top-tier ground handling services to some of the world's leading airlines, including Virgin Atlantic, Cathay Pacific, British Airways, and Thai Lion Air.



Mr. Tauseef Khan, CEO of Çelebi Ground Handling – India, shared his insights on the collaboration, stating, "Our partnership with Qatar Airways marks a significant milestone not just for Çelebi, but for the broader aviation industry in India. This collaboration exemplifies our commitment to operational excellence, sustainability, and innovation.

As we expand our presence in Goa, we are not merely adding another airport to our portfolio; we are reinforcing our mission to set new standards in ground handling services. This partnership reflects our dedication to enhancing passenger experiences and supporting the growth of international connectivity. By leveraging our extensive experience and cutting-edge technology, we aim to contribute to the development of a more efficient and sustainable aviation ecosystem in India."

Qatar Airways, known for its high standards and customer-centric approach, will now benefit from Çelebi's comprehensive ground handling services in Goa. This collaboration builds on the successful partnerships Çelebi has established with Qatar Airways in Mumbai and Delhi, further strengthening the ties between the two companies.

Çelebi India's services at Manohar international airport, Goa is marked by a history of seamless ground handling services. This collaboration with Qatar Airways signifies Çelebi India's strategic expansion, reinforcing its presence in the Indian aviation sector. Çelebi India's operations span across key airports in India, including Mumbai, Delhi, Bengaluru, Goa, Hyderabad, Cochin, Ahmedabad, and Kannur.

The company's commitment to excellence has earned the trust of major international carriers like British Airways, Cathay Pacific, Virgin Atlantic and even new carriers like Fly91, making it the preferred choice for ground handling solutions across major airports in India as the company continues to set industry standards and drive innovation in ground handling services.

## Air India's First Narrowbody Aircraft with New Brand Livery Arrives in Delhi



Air India, India's leading global airline, welcomed its first narrow body aircraft in the new livery. The Airbus A320 Neo, registered VT-RTN, landed in New Delhi's IGI Airport from the Airbus facility in Toulouse, France, marking a significant milestone in Air India's transformation journey.

The A320neo aircraft joining the Air India fleet will feature a three-class configuration: 8 luxurious Business Class seats, 24 Premium Economy seats with extra legroom, and 132 comfortable Economy Class seats. The introduction of Premium Economy cabins on narrow-body aircraft is a first for Air India. This aircraft is expected to enter service in August 2024, operating on domestic short-haul routes. Three A320neo aircraft in three-class configurations with the old Air India livery have already started operating in the domestic network.

From early next year, Air India will start offering enhanced flying experience for its guests operating new, upgraded, and refurbished aircraft – in both the narrowbody and widebody fleet.

## ITA Airways Launches New Direct Flight Rome Fiumicino – Bangkok for 2024/2025 Winter Season

Flights Now on Sale Through All ITA Airways Channels

**I**TA Airways, the Italian reference airline, announces the new nonstop flight between Rome Fiumicino and Bangkok, starting operations on November 16 with five weekly frequencies.

The new route is the first ITA Airways' connection between Italy and Thailand, and represents one of the highlights of the upcoming 2024/2025 Winter season, alongside the Rome Fiumicino – Dubai flight inaugurating on 27th October, 2024.

The Rome - Bangkok flight, available for purchase starting today on all Company's channels, will be operated with an Airbus A330neo according to the following schedule:

Rome Fiumicino – Bangkok, operating from November 16 with departures on Monday, Wednesday, Thursday, Saturday and Sunday at 3:15 pm (local time), arriving in Bangkok at 7:40 am (local time).

Bangkok – Rome Fiumicino, operating from November 17 with departures on Monday,



Tuesday, Thursday, Friday and Sunday at 12:15 pm (local time), arriving in Rome at 7:00 pm (local time).

"Our new Rome – Bangkok connection represents an important step forward in ITA Airways' development strategy as it adds another intercontinental destination and opens for our passengers the doors to Thailand, a strategic market in terms of leisure tourism and business segment," said Emiliana Limosani, Chief Commercial Officer of ITA Airways and CEO of Volare. "Bangkok has always been one of the

world's top tourism capitals and an important hub, that allows to reach the most famous paradisiacal destinations in the world thanks to connecting flights with numerous Thai islands. At the same time, it is a key destination for business traffic between the two Countries, a sector in constant growth. The new direct flight also reflects ITA Airways' commitment to providing optimal travel solutions," added the CCO, "confirming the importance of developing the intercontinental network in the Company's commercial strategies."

"Thailand is one of the target markets in Southeast Asia for Rome, and being able to count on this new direct connection from ITA Airways is a great source of satisfaction for us," stated Ivan Bassato, Chief Aviation Officer of Aeroporti di Roma. "The new route to Bangkok will be an excellent option both for business travellers and for the many tourists, representing a sure boost to the growth of traffic flows and collaboration opportunities between the two Countries."

## Malaysia Airlines Hosts First Global Trade Elevation Summit 2024

### Summit Focuses on Positioning Kuala Lumpur as the Gateway for Asia and Beyond

**M**alaysia Airlines successfully hosted the largest airline trade event ever held in Malaysia, the first Malaysia Airlines Trade Elevation Summit 2024, in collaboration with Tourism Malaysia (TM) and the Malaysia Convention & Exhibition Bureau (MyCEB). This inaugural event brought together 300 delegates, including over 200 international attendees from 48 cities and 21 countries.

The summit marked a significant milestone for Malaysia Airlines as it advances the goals of Visit Malaysia Year 2026 (VMY2026) and positioned Kuala Lumpur (KUL) as a gateway for Asia and beyond, establishing Malaysia as a true ASEAN tourism and aviation hub.

Key decision-makers from major trade companies worldwide participated in the summit, fostering global collaboration, strategizing future initiatives, and strengthening ties crucial for advancing Malaysia's position in the global tourism landscape. This event underscored Malaysia Airlines' commitment to leveraging its role as the national carrier to support national tourism objectives.



Group Managing Director of Malaysia Aviation Group, the parent company of Malaysia Airlines, Datuk Captain Izham Ismail commented, "This summit transcended the typical conference; it celebrated partnerships that embody Malaysia Airlines' inclusive spirit as we collaborate globally for mutual growth. We eagerly anticipate showcasing Malaysia's hospitality and advancing tourism objectives through strategic alliances.

We are pleased to collaborate with industry leaders, including travel agents worldwide and local stakeholders like Tourism Malaysia and MyCEB to drive innovation, efficiency and growth in the aviation industry and beyond. We will continue leveraging these partnerships to fuel our expansion, increase our reach and commit our efforts to drive

growth both domestically and globally, and look forward to forging strategic partnerships that form a robust network, broadening our market reach."

The summit also featured the prestigious Golden Wau Awards, the first of its kind in the industry to celebrate top-performing sales agents who demonstrated exceptional achievements in driving revenue. These awards not only recognise excellence but also highlight the invaluable contributions of the trade partners to Malaysia Airlines' growth. By introducing this award, Malaysia Airlines aims to set new industry standards and inspire excellence among all trade partners, thereby significantly contributing to Malaysia Airlines' growth and enhancing Malaysia's presence on the global tourism stage.

## Air India to Launch Flights to Kuala Lumpur, Malaysia Starting 15 September

**A**ir India, India's leading global airline, will start non-stop services between Delhi and Kuala Lumpur in Malaysia, starting from 15 September 2024. Using its two-class configured Airbus A320neo aircraft, Air India will operate daily on the new route.

The new route will further strengthen Air India's network of destinations in Southeast Asia, offer a new flight option to an increasing number of travellers between India and Malaysia, and open new connections for Malaysian travellers to access Air India's global route network.



"We are happy to support the fast-growing tourism and trade corridor between India and Malaysia with this new daily service," said **Nipun Aggarwal, Chief Commercial & Transformation Officer, Air India.** "Leveraging our robust global network, this route will not only serve travellers flying between the two nations, but also offer convenient one-stop connections for travellers from Europe and North America seeking to explore the wonders of Malaysia."

The new services to Kuala Lumpur will enable convenient one-stop connections via Delhi for travellers from the U.S., Canada, UK, and Europe.

### SCHEDULE OF FLIGHTS BETWEEN DELHI AND KUALA LUMPUR

Effective 15 SEPTEMBER 2024

AI384	Delhi-Kuala Lumpur	1300 Hrs	2100 Hrs	Daily
AI385	Kuala Lumpur-Delhi	0830 Hrs	1125 Hrs	Daily

Departure and arrival times are displayed in local times. The schedule of AI385 Kuala Lumpur-Delhi is effective 16 September 2024.

## Etihad Unveils 20th Anniversary

**E**tihad's newest bespoke livery has been revealed. The design's line-style art celebrates the intricate beauty of unity, with each stroke embodying the essence of the airline's home. It reflects the rich history that the national airline of the UAE has developed over the last twenty years as one of Abu Dhabi's most important home-grown brands.

The design has been applied to one of the A321neos that has just joined the airline's fleet, and artfully showcases iconic landmarks across Abu Dhabi.

Antonoaldo Neves, Etihad's Chief Executive Officer, said: "The livery marks our 20th year of delivering remarkable service, fulfilling our mission to deliver extraordinary experiences inspired by our Emirati identity.

"It reflects the journey we have been on, and it also sets the tone for our future as we give flight to our ambition, to be the airline that everyone wants to fly."

The livery decal wraps around both sides of the fuselage in both Arabic and English and has been applied to one of six A321neos which have recently joined the airline after an intense period of activity involving teams across the

airline.

### A321neos join the fleet

Etihad is bringing six A321neos into operation as it further boosts its growing network and frequency.

The aircraft are equipped with advanced CFM LEAP 1A engines, which offer reduced emissions and up to 20 per cent more efficiency compared to some similar power units of its class.

John Wright, Etihad's Chief Operations and Guest Officer said: "We are pleased to have brought in this fleet so quickly after committing the aircraft in December last year. With constrained aircraft deliveries worldwide, this fleet is an important bridge for our growth plans as we anticipate the arrival of over 20 new aircraft in 2025.



"An airline normally takes up to two years to bring a new airframe and engine type into operation, and it is a testament to the speed and flexibility of our Etihad teams and our partners that we have been able to commission them safely and compliantly within seven months."

The aircraft will be deployed across a number of routes, including services to India and the Middle East, showcasing the new livery to guests across Etihad's network.

## Air Canada Expands Sun Network with 55 Caribbean and US Destinations for Winter

**A**ir Canada announced it is boosting its 2024-25 winter sun network, with increased frequencies and featuring new routes from Ottawa and Quebec City to Tulum and from Montreal to Saint Maarten.

More flights are scheduled from Halifax, Ottawa, Montreal, Toronto and Vancouver to popular vacation destinations in Florida and the Caribbean. This winter, Air Canada plans to operate up to 50 flights departing Canada every day, serving a total of 55 Caribbean and US Sun vacation destinations.

"Air Canada continues to expand the breadth of its winter leisure network by adding new routes to in-demand leisure destinations, including Saint Maarten and Tulum. Air Canada was the first



Canadian carrier to launch service to Tulum, the newest airport in Mexico's Yucatan peninsula, and we are thrilled to expand our services to offer

non-stop flights from both Ottawa and Quebec City to this exciting destination. With the addition of new services to Saint Maarten from Montreal complementing our services from Toronto, Air Canada offers the most weekly frequencies from Canada to this binational, multicultural Caribbean island," said **Mark Galardo, Executive Vice President, Revenue and Network Planning, at Air Canada.**

"Air Canada and Air Canada Vacations will offer a multitude of travel options and increased frequencies from airports across Canada so customers can conveniently reach popular winter sun destinations. These flights are already available for sale and customers can make their winter travel plans now. We look forward to welcoming you onboard."

## Finnair Introduces New, Spacious Lounge on the Schengen Side of Helsinki Airport

**F**innair continues to invest in customer experience as the airline announces the opening of its brand-new Finnair Lounge on 9 July. Located on the Schengen side of Helsinki Airport, near gate 21, the lounge is designed to bring unparalleled comfort and convenience to travelers.

The new Finnair Business Lounge can be accessed by Business Class Classic and Flex ticket holders, and Finnair Plus Gold members. Lounge access can also be purchased as a travel extra during ticket booking, via Manage booking, or through the Finnair app.

The lounge's design, led by Studio Joanna Laajisto, captures the essence of the Nordics: peaceful, natural, and inviting. Wooden textures, soft forms, and warm colors reflect the Finnish landscape's serenity. Furniture from renowned Nordic design brands, such as Artek, Nikari, and Gubi, adds a touch of local craftsmanship to the setting. The new lounge offers spectacular views of the runway and the airport gate area.



"We are delighted to announce the opening of our new Schengen lounge, providing even more space

and comfort before take-off. Responding to the feedback from Finnair Plus tier members, the lounge features also an exclusive Finnair Platinum Corner for Finnair Plus Platinum and Platinum Lumo members to enjoy," said Ole Orvér, Chief Commercial Officer at Finnair.



"With increased space, the new Finnair Lounge comfortably accommodates up to 440 guests, which is about 150 seats more

than the current lounge. Different spaces within the lounge are tailored to various needs: dining, working, resting and spending time with your travel companions," said Meri Järvinen, Head of Airport Customer Experience.

## Jens Fehlinger Appointed as CEO of Swiss International Air Lines

**J**ens Fehlinger will be the new CEO of Swiss International Air Lines (SWISS). He will assume his new role on 1 October 2024 and succeed Dieter Vranckx who will become a



member of the Lufthansa Group Executive Board as of 1 July 2024.

Jens Fehlinger (43) started his professional career at the Lufthansa Group in 2006, where he held various management positions. Among other things, he was in charge of strategy and business development at Lufthansa Airlines and the operational performance management for Lufthansa Group. During the Covid pandemic, he was responsible for the Group's crisis management office and subsequently headed the ReNew restructuring project. In recent years, Jens Fehlinger has been Co-Managing Director of Lufthansa Cityline and at the same time established as managing Director the new airline Lufthansa City Airlines.

Jens Fehlinger holds a commercial pilot's license for the Airbus A320 and is currently an active pilot for Lufthansa Cityline. Fehlinger holds a graduate degree (Dipl.-Ing.) in Aviation Systems Engineering and Management from the University of Bremen, Germany, and a master's degree (M.Sc.) in Traffic and Transport from the Technical University of Darmstadt, Germany. He also received an Executive MBA from the IE Business School in Madrid, Spain.

## IndiGo announces direct flights from Bengaluru to the capital of the United Arab Emirates, Abu Dhabi



IndiGo, India's preferred carrier, has announced new direct flight between Bengaluru and Abu Dhabi. Commencing from August 01, 2024, the Bengaluru-Abu Dhabi flight will operate six times a week, serving as a gateway for Indian travellers to explore the island city and beyond, through IndiGo's extensive network. It will also provide an opportunity for international travellers to witness the rich heritage and historical landmarks in the vibrant city of Bengaluru. With the launch of this new flight, IndiGo will now operate 75 weekly flights from Abu Dhabi to 10 cities in India, further strengthening connectivity to the capital of the United Arab Emirates.

Mr. Vinay Malhotra, Head of Global Sales, IndiGo, said, "We are pleased to announce direct flights between Bengaluru and Abu-Dhabi. Bengaluru is the tenth city on IndiGo network to

offer direct flights between Abu Dhabi and India. With the addition of these flights, IndiGo offers 75 weekly frequencies to Abu Dhabi and over 220 to the UAE. This new flight will further strengthen travel, trade and tourism between India and the UAE by offering smooth and convenient options for business as well as leisure. As India's premier airline, we remain steadfast in our commitment to deliver an affordable, on-time, courteous and hassle-free travel experience."

Abu Dhabi, the capital of the UAE, is famous for its stunning islands and record-breaking theme parks, impressive architecture, cultural landmarks, and stunning shorelines. The city's rapid development and urbanisation, coupled with the massive oil and gas reserves, have transformed it into a large, developed metropolis. Some of the famous attractions include Sheikh Zayed Mosque, Ferrari World, the Louvre

Abu Dhabi, Yas Island, Emirates Park Zoo, and Al Ain Palace Museum.

A techie's paradise, Bengaluru is popularly known as the "start-up hub of India" and "India's Silicon Valley". The capital of Karnataka serves as the center of India's high-tech industry and is famous for its parks and nightlife. With IndiGo's enhanced connectivity, tourists can enjoy increased access to destinations like Cubbon Park, Nandi Hills, Tipu Sultan's Summer Palace, Lal Bagh Botanical Gardens, Bengaluru Palace, Ulsoor Lake, and ISKCON Temple. The famous Bangalore silk is known for its simplicity, purity, and texture. This is produced expertly in Karnataka's silk farms, which have been around for a while and have grown tremendously with the passage of time and the evolution of the textile industry.

### Flight Schedule:

Flight No.	Origin	Destination	Frequency	Effective	Departure	Arrival
6E 1438	Bengaluru	Abu Dhabi	Daily except Tue	Aug 01, 2024	21:25	23:30
6E 1439	Abu Dhabi	Bengaluru	Daily except Wed	Aug 02, 2024	00:30	5:45

## United Introduces Live Radar Maps and AI Updates to Keep Travellers Informed During Weather Delays



United now texts customers links to local, live radar maps during weather delays, as part of its industry-leading effort to give travellers as much real-time information as possible about their trip, especially if things don't go as planned. For the past few years, the airline has used dedicated teams to write and send text messages to customers that give near-instantaneous details about a given flight – everything from gate changes and boarding times to more specifics regarding aircraft swaps, crew rescheduling and weather events – and the teams now use generative artificial intelligence (gen AI) tools to assist in giving more travellers real-time updates during flight delays. United's latest innovation – real-time radar maps – can help customers understand how inclement weather in one part of the country can impact a flight elsewhere. United is the first and only U.S. airline currently providing its customers these kinds of specific messages, and the airline is sending them with assistance from gen AI tools. "With more people traveling this summer than ever, we wanted to give our customers an easier way to stay connected to real-time information about their flight and texting was the simplest solution," said Jason Birnbaum, United's Chief Information Officer. "We know customers appreciate transparency and by combining innovative technology-enabled tools with people power, we can give more people, even more in-the-moment details about their flight."

The release of these new innovations comes as United expects its busiest Fourth of July weekend on record with more than five million passengers flying between June 28 and July 8, up more than 7% compared to last year.

### Here's how it works:

Specialized customer service teams sit in the network operations center alongside the flight operations teams and tap gen AI to review flight data and write customer messages that tells the complete story of a flight change. These

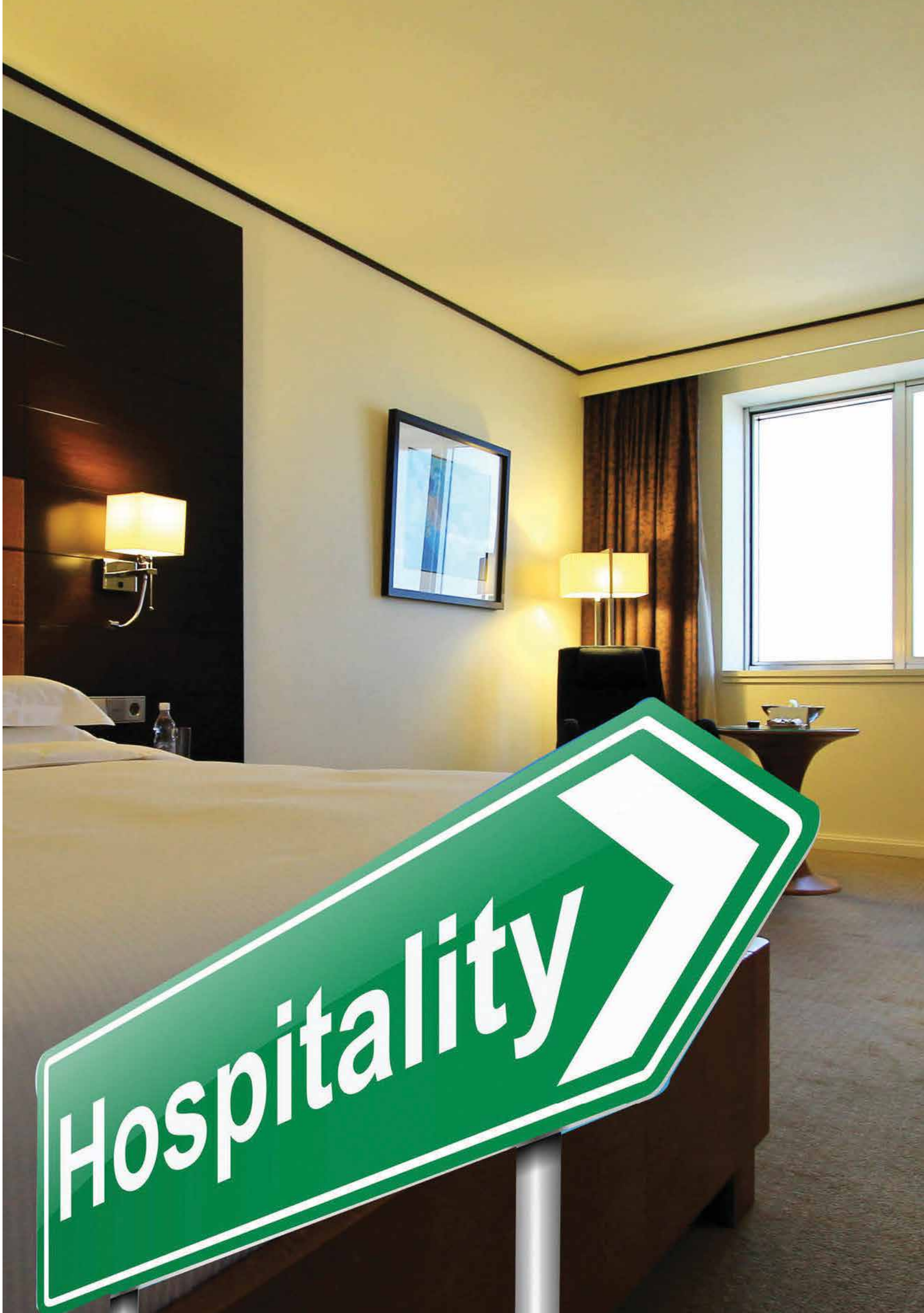
messages are sent to customers through text or email in an effort to provide more helpful and relevant information about why flight plans are changing.

During weather events, messages will include links to local, live radar maps showing weather details across flight paths. This helps customers stay informed on weather-related delays, including showing how weather in one part of the country can impact a flight elsewhere. Plus, customers on all flights can access links to weather maps in the United app under flight status updates, and United displays radar maps in the gate area when a flight has been delayed due to weather.

#### Leading with Customer Transparency

For years, United has led the airline industry on implementing new technologies and policies across its operation to increase customer transparency, including:

- Automatic rebooking assistance: Instead of waiting in line to talk to an agent or search for new options, United's self-service tools automatically present travellers personalized re-booking options, bag tracking information and meal and hotel vouchers when eligible if their flight is delayed or canceled.
- Real-time flight updates: United is the first and only U.S. airline to give customers real-time access to their boarding pass, gate and seat number, and countdown clock to departure time directly on their phone screens, all without opening the United app.
- Free family seating: United is the first and only airline to offer a dynamic seat map feature that makes it easier to seat children under 12-years-old next to an adult in their party for free – even travellers in Basic Economy.
- No change fees: In August 2020, United got rid of change fees, offering more flexibility for travel plans, and started complimentary standby travel, becoming the only U.S. airline that lets all customers in all classes of service fly same-day standby for free.



Hospitality

# Most Luxurious Private Retreats Around the Globe

Whether you are a couple looking for a private romantic retreat or a seasoned traveller who would love some peace and relaxation away from the hustle and bustle of the city. From a stylish villa in the island of Corfu to a whole island retreat in the Anambas archipelago, here is a lowdown on the 5 most private retreats in the world.

• T3FS Desk



Luxuriously spread over two storeys, the three-bedroom Beach House at Patina Maldives is the very definition of contemporary living as envisioned by award-winning Brazilian architect Marcio Kogan. Reclaim your day with stretches of room for wellness activities; or indulge in the very best of the resort's culinary finesse with a spacious bar and kitchen to host as your own. All within a private, cosy enclave that is a mere stone's throw from all that makes Patina special.

The Beach House offers a rooftop terrace and a large private 21m pool set within the lush green

of an enormous tropical garden, the perfect setting to gather with family and friends. Ground floor houses an open-concept bar and dining space. The second floor features a large outdoor dining deck. There is an outdoor campfire space with an expansive covered entertainment area.

The Beach House features both indoor and outdoor family dining with a private chef on request and provides the utmost privacy of all the accommodations at Patina Maldives.





The island of Corfu has long stolen the hearts of travellers, but it is Ultima Corfu's multi-tiered villa that makes a journey here all the more special. Step through this doorway to heaven and discover paradise. Tranquility is the first word that springs to mind when you think of Ultima Corfu. Arrive by boat to this authentic Greek villa's private dock and enjoy utter seclusion for up to 12 guests. The deep blue waters beyond are inescapable, with the property boasting 180-degree views of the Greek and Albanian coasts.

Ultima Corfu sits above and beyond. It was designed in an understatedly stylish manner so that Corfu's backdrop can speak for itself. A fusion of pale woods, honeyed hues and milky stone, set against the



# Ultima Corfu, Greece



seating, and a Jacuzzi.

Watch lobster tails searing on the barbecue, enjoy the Luxury Ultima Breakfast served by the pool, and taste traditional Greek delicacies as the sun sets. Ultima Corfu's mouth-watering dining experiences are best served with the sounds of the waves crashing below. Expect a blend of Mediterranean-inspired dishes and seafood delicacies fresh from the sea you're overlooking. With a uniquely talented chef at your service, you will receive tailored culinary experiences focusing on dining al fresco.

dazzling backdrop of nature makes it feel otherworldly. From the gym to the cinema room to the hilltop jacuzzi and the two infinity pools, you'll be drawn back year after year. Recount the day's events with loved ones in the heart of the villa or while sharing a bottle of wine in one of the sea-facing terraces. And there are six suites, each comprising a private dressing room, bathroom and, of course, views that will make your heart sing.

Wellness is very much on the menu, and you can expect personalised touches that will make your stay exceptional. The villa has two heated infinity pools on two different levels, plus an impressive waterfall, spa, a mosaic-tiled hammam with stone



# Villa Nina at Eden Rock – St Barths



Villa Nina is an unbelievably beautiful 3 suited ultraluxe house perfectly situated bang on the beach. Its exceptional privacy and quality is teamed with Eden Rock and Oetker Collection's refined hospitality. Dedicated Chef & Butler service is provided around the clock linking the house with Eden Rock's total luxury hotel services. The newly rebuilt and remodeled contemporary accommodation includes fabulous detailing, perfect cuisine, superb housekeeping and an outstanding art collection displayed within Villa Nina's Private Gallery. Oversized doors and windows open directly onto the bay of St Jean with wonderful views of the ocean and the horizon. The villa has a private pool and spa pool plus three large king-sized suites and large indoor and outdoor areas to relax upon.

Villa Nina is rentable twinned with Villa Rockstar next door together making 9 superb double suites plus everything anybody reasonably might wish for. Visit and check it all out. At 9 suites and 18 people together it's one of the world's greatest beachside houses and is perfect for fine family reunions or weddings or round number birthdays or other anniversaries...or whatever to remember forever.

# Cheval Blanc Randheli Private Island, Maldives

A breathtaking haven away from the rest, Cheval Blanc Randheli Private Island is the purest expression of exclusive privacy. Meet the new definition of exquisite island living here. Cheval Blanc Randheli Private Island sprawls across a 1-ha dedicated island, accessible from a private berth and jetty. This four-bedroom villa with over 2,200 sqm is the epitome of lush, modern island living with exceptional indoor and outdoor spaces, a dedicated team of Ambassadeurs and a vibrant array of tailored services and amenities.

In the main house, three light-filled successive reception rooms border a 25-metre-long swimming pool, inviting guests to musical interludes around a grand piano, blissful relaxation on the multiple sofas and loungers or a festive cocktail party around the private bar. The impressive master suite offers unparalleled bird's-eye panoramas of the sea, double bathrooms, dressing rooms, office and lounge areas. Two guest bedrooms feature grand bathrooms, dressing rooms and terraces, ideal for children. A separate guest villa with spacious indoor and outdoor spaces is perfect for travelling companions seeking a high sense of privacy.

Fine crafts, bespoke furniture and artwork enhance the interiors of this unparalleled villa. Outside, various terraces, tropical gardens, private beaches, an al-fresco dining pergola, and meditation pavilions bring relaxation to the tropical setting. A private spa treatment room, fitness centre and screening room complete this ultimate island stay.

Cheval Blanc's exquisite Art de Recevoir ensures a truly memorable experience for guests of the Cheval Blanc Randheli Private Island. Overseen by a dedicated team – available 24/7 and housed on premises – guests will be pampered by tailored activities and unforgettable experiences that are made-to-measure to meet every individuals' wish.



# Elang Private Residence at Bawah Reserve Indonesia



**E**lang Private Residence is part of Bawah Reserve, a resort comprising six pristine islands 160 miles northeast of Singapore in Indonesian waters. Developed as the owner's holiday home, Elang is open exclusively for buyouts. With expansive views of the ocean and turquoise lagoons from every lodge, it offers the ultimate private island experience. Each of Elang's beautifully appointed lodges provides a unique perspective of paradise and is designed for comfort and privacy with full width outdoor balconies, living and dining areas and two bathrooms.

Encircled by coral reefs in vibrant turquoise waters and blanketed by a variety of native trees, Elang Private Residence offers its guests unique experiences in natural, tropical surroundings. Whether you want to simply relax, to explore the islands by foot or by boat, be pampered or re-energised at Kayu Spa or dive into one or more of our many adventurous activities, Elang is your perfect launchpad.

Dining on Elang is a culinary adventure that is bespoke to each guest's wishes. You may prefer to be surprised and delighted each day by the chef's choice options, to make each meal utterly indulgent. Elang caters to all tastes. Whether you have an adventurous palate or dietary preferences, the team will work with you to ensure a memorable dining experience.

Elang's chefs rise to the occasion, tailoring cuisine inspired by the natural surroundings and the four elements – fire, water, earth and air. Island woods smoulder in wood-fired ovens to impart a distinctive smokiness to meats; freshly caught local seafood is seasoned with salt harvested from the same ocean; permaculture gardens yield delectable organic vegetables, while the island clay features in plancha cooking; infusions of air-dried fruits and herbs enhance the botanical cocktails.



Working in symphony, they all imbue the menus with the subtle yet resonant flavours of these islands.

Elang guests may choose from a variety of dining venues: The Club House, the Owner's Lounge, The Beach House, at any of the venues on Bawah Island. Or dine in-lodge, or at one of the resort's exquisite destination dining locations.



# Pride My Travel

Our Agency is in a class of its own. A full service agency, both leisure and corporate travel, with many specialty areas.



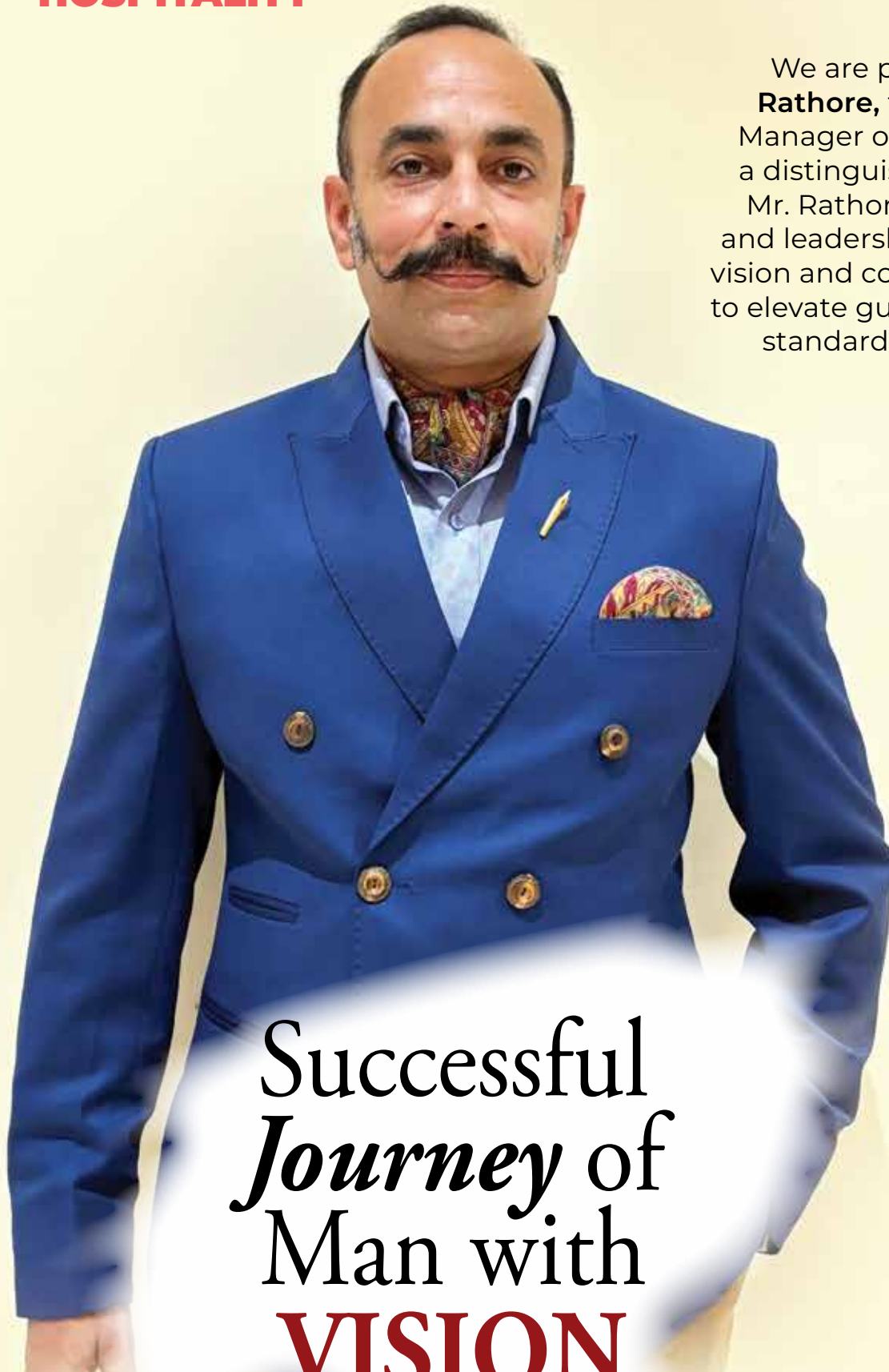
With the foresight to seize the opportunities in the domestic travel market, brought on by a slew of new airlines, We offered travellers the convenience of online travel bookings at rock-bottom prices. Rapidly, Our company became the preferred choice of millions of travellers who were delighted to be empowered by a few mouse clicks! Our company rise has been lead by the vision and the spirit of each one of its employees, for whom no idea was too big and no problem too difficult. With untiring innovation and determination, Our company proactively began to diversify its product offering, adding a variety of online and offline products and services. Our company also stayed ahead of the curve by continually evolving its technology to meet the ever changing demands of the rapidly developing global travel market.

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## Successful *Journey* of Man with **VISION**

We are pleased to introduce **Mr. C.P. Rathore**, the newly appointed General Manager of Ananta Spa and Resorts with a distinguished career spanning 21 years. Mr. Rathore brings a wealth of expertise and leadership to his new role. His strategic vision and commitment to excellence are set to elevate guest experiences and operational standards at Ananta Spa and Resorts.

**W**e had the privilege to sit down with Mr. Rathore to discuss his journey, vision for the resort, and plans for the future. Here are the highlights of our conversation.

### Experience as a General Manager in the Hospitality Industry

As a General Manager, my experience spans over 21 years in the hospitality industry, including leadership roles at several esteemed properties. I have a proven track record in managing day-to-day operations, enhancing guest satisfaction, and driving financial performance. My expertise includes strategic planning, team leadership and operational excellence, with a focus on delivering exceptional guest experiences and achieving business goals.

### Approach to team building and leadership within a New Property

When taking on a new property, I prioritize understanding the existing team and the property's culture. My approach includes:

**Initial Assessment:** Conduct a thorough evaluation of the current team, identifying strengths, areas for improvement, and potential leadership candidates.

**Vision and Goals:** Clearly communicate the property's vision and objectives to align the team's efforts.

**Training and Development:** Implement comprehensive training programs to ensure consistent service quality and professional growth.

**Engagement and Motivation:** Foster a collaborative





environment where team members feel valued and motivated to contribute to the property's success.

**Feedback and Adaptation:** Establish regular feedback mechanisms to address issues promptly and adapt strategies as needed.

### Balancing Financial Targets with Maintaining High Standards of Guest Service and Employee Satisfaction

Balancing financial targets with high standards of guest service and employee satisfaction involves:

**Strategic Planning:** Develop a balanced budget that allocates resources effectively to support both financial performance and service excellence.

**Operational Efficiency:** Streamline processes to reduce costs while maintaining high service standards.

**Incentives and Rewards:** Implement incentive programs that reward exceptional performance and encourage both financial and service achievements.

**Training and Development:** Invest in employee training to enhance skills and improve service delivery.

**Open Communication:** Maintain transparent communication with staff to ensure alignment with the property's goals and to address any concerns promptly.

### Gathering and Utilizing Guest Feedback to gather and utilize guest feedback effectively

**Multiple Channels:** Establish various channels for guests to provide feedback, such as surveys, comment cards, and online reviews.

**Regular Analysis:** Regularly analyze feedback to identify trends and areas for improvement.

**Action Plans:** Develop and implement action plans based on feedback to address issues and enhance guest experience.

**Staff Training:** Use feedback as a basis for staff training, focusing on areas that need improvement.

**Follow-Up:** Follow up with guests who provided feedback to inform them of the actions taken and show appreciation for their input.

### Important Qualities for a General Manager in the Hospitality Industry

The most important qualities for a General Manager in the hospitality industry include:

**Leadership:** Inspiring and guiding a diverse team towards achieving the property's goals.

**Communication:** Effectively communicating with guests, staff, and stakeholders.

**Adaptability:** Being flexible and responsive to changing situations and guest needs.

**Problem-Solving:** Proactively identifying and resolving issues to ensure smooth operations.

**Empathy:** Understanding and addressing the needs of both guests and employees.

**Financial Acumen:** Strong understanding of financial management to achieve profitability.

### Attraction to This Property and Position

Ananta Spa & Resort, Jaipur, attracted me because of its esteemed reputation, unique offerings,

and potential for growth. The combination of luxury, wellness, and the rich cultural heritage of Jaipur presents an exciting opportunity to create memorable guest experiences. I am drawn to the challenge of further enhancing the property's standing in the market and contributing to its continued success.

### Contribution to the Growth and Success of This Property in the Next 3-5 Years

In the next 3-5 years, I envision contributing to the growth and success of Ananta Spa & Resort by: **Market Expansion:** Implementing strategic initiatives to expand market reach and increase occupancy rates.

**Excellent Service:** Enhancing service standards to create exceptional guest experiences that drive repeat business and positive reviews.

**Innovative Practices:** Introducing innovative technologies and best practices to streamline operations and improve efficiency.

**Community Engagement:** Building strong relationships with the local community and stakeholders to enhance the property's reputation.

**Sustainability:** Incorporating sustainable practices to reduce environmental impact and appeal to eco-conscious travellers.

**Employee Development:** Investing in employee development to create a motivated, skilled, and loyal workforce. These efforts will ensure that Ananta Spa & Resort continues to thrive as a premier destination in Jaipur, known for its outstanding guest experiences and operational excellence.



# Paradise For Thrill Seekers

In the vast tapestry of travel experiences, few pursuits captivate the spirit and ignite the imagination quite like adventure tourism. From the rugged peaks of the Himalayas to the dense jungles of the Amazon, adventurers of all ages seek to push boundaries, defy expectations, and uncover the hidden gems of our planet. As we embark on this journey into the heart of adventure tourism, we discover not just adrenaline-pumping activities but a profound connection to nature, culture, and the untamed essence of exploration.

• Vedika Sharma

Join us as we delve into the stories of intrepid hoteliers who have enabled ventured far beyond the beaten path, embracing challenges that redefine what it means to explore. From kayaking through remote fjords to summiting towering cliffs, each adventure leaves an indelible mark, reshaping perspectives and fostering a deep appreciation

for the world's diverse landscapes.

In this issue, we celebrate the courage and curiosity of those who refuse to let age define their horizons. With each daring escapade, seniors prove that adventure knows no bounds—inspiring us all to seize the moment and embark on our own extraordinary journeys.

## Let's Discover Adventure

### Activities Offered by Premier Hotels

Prepare to immerse yourself in a world where luxury meets adrenaline. As we explore the thrilling offerings of premier hotels, we uncover a realm where adventure seamlessly intertwines with comfort and sophistication.

## Bamboo Saa resorts & Spa

Embark on an extraordinary journey as Shaunak Verdia, Director par excellence, reveals the bespoke adventurous escapades meticulously tailored for thrill-seeking patrons.

### Adventurous activities offered

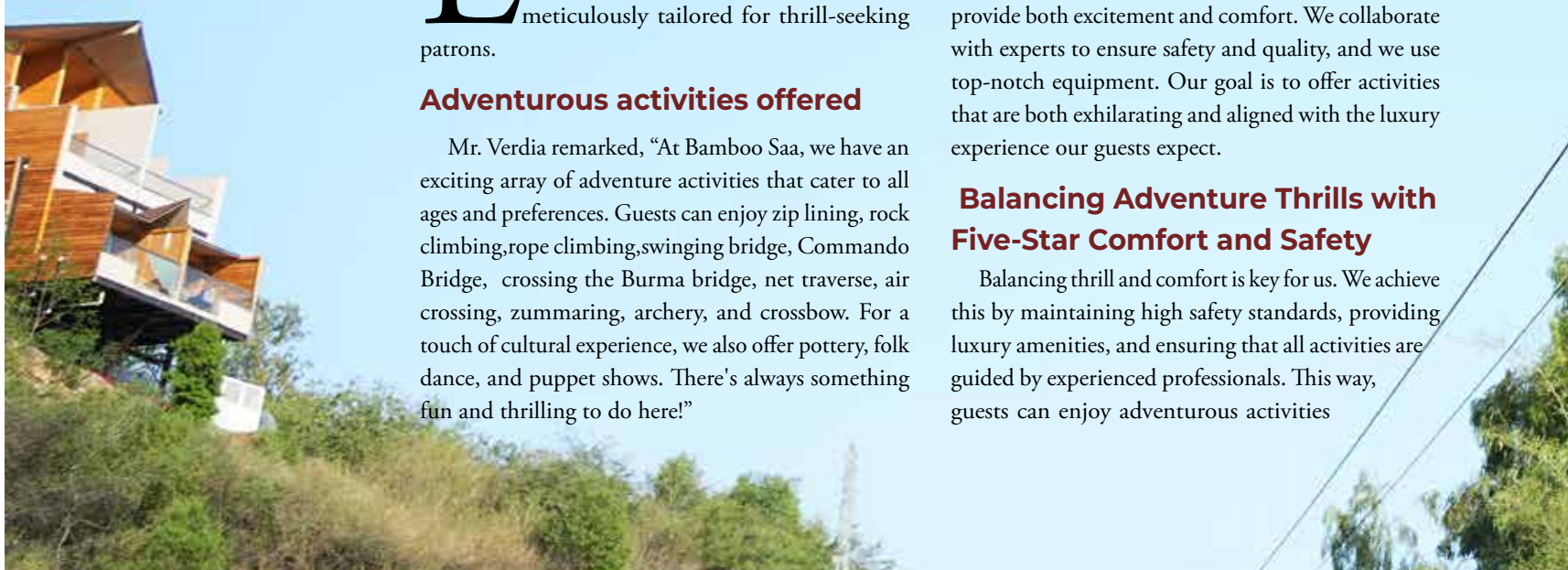
Mr. Verdia remarked, "At Bamboo Saa, we have an exciting array of adventure activities that cater to all ages and preferences. Guests can enjoy zip lining, rock climbing, rope climbing, swinging bridge, Commando Bridge, crossing the Burma bridge, net traverse, air crossing, zummaring, archery, and crossbow. For a touch of cultural experience, we also offer pottery, folk dance, and puppet shows. There's always something fun and thrilling to do here!"

### Ensuring Luxury Standards

We put a lot of thought and care into curating our adventure activities. Each experience is designed to provide both excitement and comfort. We collaborate with experts to ensure safety and quality, and we use top-notch equipment. Our goal is to offer activities that are both exhilarating and aligned with the luxury experience our guests expect.

### Balancing Adventure Thrills with Five-Star Comfort and Safety

Balancing thrill and comfort is key for us. We achieve this by maintaining high safety standards, providing luxury amenities, and ensuring that all activities are guided by experienced professionals. This way, guests can enjoy adventurous activities





without compromising on their comfort and safety.

**Customer Feedbacks**

Feedback has been fantastic! Guests often praise the variety and quality of our activities. Families love the safe yet thrilling experiences, and many appreciate the cultural activities that add a unique touch. It's great to hear that our guests leave with memorable experiences.

**Ensuring Guest Safety During Adventure Activities**

Safety is our top priority. We conduct thorough risk assessments for each activity and have mitigation strategies in place. All activities are supervised by qualified guides, and we provide high-quality safety equipment that's regularly inspected. We also perform regular maintenance and safety checks, monitor weather conditions, and assess guests' fitness levels and medical conditions to ensure they can safely participate.

**Safety Training and Certifications for Staff**

Our staff undergo rigorous training and are certified by the Mountaineering Institute of India. They're well-prepared to handle any emergency situations. We conduct regular safety drills and ensure continuous education to keep them updated with industry standards. Regular audits help us

maintain high safety standards.

Distinctive Adventure Experiences: Setting Your Hotel Apart in the Industry

Our blend of adventure and cultural activities is unique.

Guests can enjoy thrilling activities like zip lining and rock climbing, and then unwind with pottery classes or folk dance performances. This combination of excitement and cultural enrichment truly sets us apart.

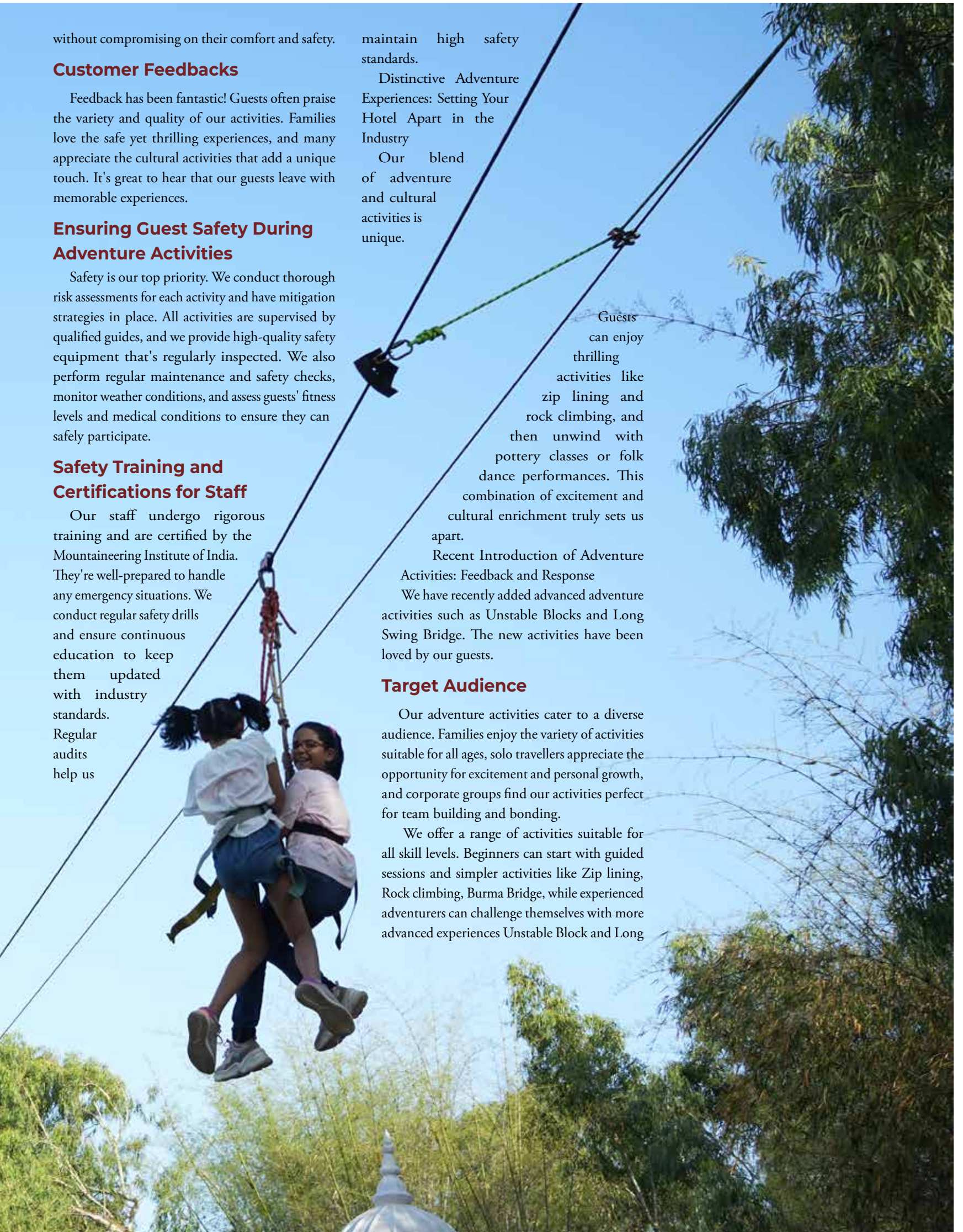
Recent Introduction of Adventure Activities: Feedback and Response

We have recently added advanced adventure activities such as Unstable Blocks and Long Swing Bridge. The new activities have been loved by our guests.

**Target Audience**

Our adventure activities cater to a diverse audience. Families enjoy the variety of activities suitable for all ages, solo travellers appreciate the opportunity for excitement and personal growth, and corporate groups find our activities perfect for team building and bonding.

We offer a range of activities suitable for all skill levels. Beginners can start with guided sessions and simpler activities like Zip lining, Rock climbing, Burma Bridge, while experienced adventurers can challenge themselves with more advanced experiences Unstable Block and Long



## HOSPITALITY



Swing Bridge, Balancing Bridge & much more. Our staff is trained to provide personalised guidance to ensure everyone has a great time.

### Partnerships

We collaborate with local adventure tour operators and experts to enhance our offerings. These partnerships allow us to provide a broader range of activities and ensure that our guests receive the highest level of expertise and safety. We have partnered with Strode experiences for e-bike adventure tours across Udaipur from old city exploration tours to unseen experiences

Collaborating with local communities is vital. It not only enriches the guest experience but also supports the local economy and fosters a sense of authenticity in our activities. We work closely with local artisans, performers, and guides to integrate cultural elements into our adventure offerings.

### Sustainability

We ensure that our adventure activities are sustainable and environmentally friendly by carefully integrating them into the natural environment without causing harm. For instance, we preserved the existing bamboo grove within our hotel grounds and designed our adventure experiences around it. This approach allows us to offer guests a forest-like ambiance while retaining the grove's natural beauty and ecological integrity.

We have several initiatives in place to ensure our adventure activities are sustainable and environmentally friendly. These include reducing plastic use, implementing recycling programs, and practicing vermicomposting and organic farming. Our carefully curated adventure experiences are designed to have no negative impact on the environment, allowing guests to enjoy thrilling

activities while preserving the natural beauty around them.

### Cultural Integration

We integrate local culture by offering activities like pottery, folk dance, and puppet shows, which are deeply rooted in local traditions. These cultural experiences provide a unique dimension to our adventure offerings and allow guests to connect with the local heritage.

One example is our traditional puppet show performed by skilled puppeteers, along with the captivating Rajasthani folk dance.

### Trends and Innovations

We've noticed a growing interest in experiential travel and wellness-focused activities. In response, we've expanded our offerings to include wellness adventures like yoga retreats, meditation hikes, and nature therapy sessions.

We are figuring out how we can incorporate innovative technologies in adventure experiences. At the moment, we aren't using any innovative technology.

### Future Plans

Besides the 16 adventure activities, we also introduced an open gymnasium for fitness enthusiasts. We are planning to add new outdoor games such as Croquet as well as farm visits and treasure hunt to our basket of experiences.

The future of adventure travel in the luxury sector is bright. Experiential and adventure travel have now become the key reason for guests to take short breaks and holidays. And, we at Bamboo Saa are poised to lead this evolution by blending high-end luxury with immersive adventure experiences.

### Personal Insight

In this hectic world, families come to Bamboo Saa for unwind, relax and connect with their loved ones. Adventure and nature activities play a pivotal role in helping families spend quality time with each other and create everlasting memories.

My favourite activity has to be the zip lining. It is my daughter's favourite activity and it is our time to bond together by zip lining over the lotus pond and the majestic backdrop of Sajjangarh Fort.

# Taj Corbett Resorts & Spa



*Ajay Shrama, General Manager,  
Taj Corbett Resorts & Spa*

**D**elve into the realm of adventure with Mr. Ajay Sharma, the esteemed General Manager of Taj Corbett Resort & Spa, as he unveils the meticulous creativity behind Taj Corbett Resorts & Spa's curated selection of thrilling activities designed to captivate thrill-seeking guests.



## Adventurous activities offered

Adventure activities at Taj Corbett revolve around nature, outdoors and sustainability, guests have lots of activities to choose from for instance nature walk in the property with naturalist, guided birding trail along the Kosi River, mountain drive experience where one experiences the Corbett valley and the Himalayan ranges from an altitude of 5000 feet. Local Kumaoni village walk is another that we have activities for the kids too, to name a few Bush craft activity, junior naturalist programme, lost games of childhood focus on games like marbles, lattu, cooking classes, archery, table tennis and pool to unwind are there, bicycle rides are also a nice stress buster. Walk to the Mahabharat times Shiva temple is offered basis the interest of the guests.

## Ensuring Luxury Standards

All the adventure experiences are selected focused on the core theme of sustainability, exclusivity and local community support, all the experiences are run through and simulation takes place and a naturalist accompanies the guests to ensure they get an immersive experience.

## Balancing Adventure Thrills with Five-Star Comfort and Safety

All the activities chosen are done post proper risk analysis and we do not pursue if it possesses any risk. All our activities are very safe and well measured are done by the team members, naturalist and who are well adept and trained to handle the situation.

## Customer Feedbacks

Adventure activities have always been preferred by guests, since it is a way to fantastic medium to destress and rejuvenate and most of the guests wish to explore more of the wildlife, local areas and other nature driven activities. For guests living in urban areas, a location like ours is a fantastic opportunity to detox.

## Ensuring Guest Safety During Adventure Activities

Risk analysis is done and we don't conduct any high-risk activity and the basic

perquisites are communicated with guests to ensure a safe and enjoyable experience and any necessary tool and accessory is carried during the activity.

## Safety Training and Certifications for Staff

All our team members in all the different sections undergo basic safety trainings essential to impart the duties, our induction programme covers the basics related to safety and security. Risk assessment trainings further helps to ward off any area of concern. and external expert agencies also impart training pertaining to safety security, hygiene, emergency responses etc. The team of naturalists undergo various training both organised by govt. bodies or any other agency and also by the local forest authorities

## Distinctive Adventure Experiences: Setting Your Hotel Apart in the Industry

Few of the activities are really interesting and keep the children attached to nature, for instance Junior naturalist programme, lost games of childhood are very distinct and unique and are a fine way to keep the children inclined to nature.

## Recent Introduction of Adventure Activities: Feedback and Response

We have introduced a mountain hike experience that is during few specific months due to weather conditions and the response has been fantastic with the views, terrain one gets to enjoy.

## Target Audience

Our target is all the segments since our activities are designed for all, however primarily it is the Solo travellers, families that are the bulk of the activity group

The activities planned cater to different age group and seeker, a seasoned or experienced one is suggested more physically exerting activities like village walk, hiking and birding trail along the Kosi river, while for the beginners we have activities ranging from Mountain drive to birdwatching

## Partnerships

We partner with locals and adventure experts that bring in their expertise in their field and also helps in adding more experiences. The partnership tremendously enhances guest experience since they add local touch and flair to the overall experience and their understanding of the wildlife, terrain and demography acts as a great source.

Local community has always been at the centre stage of our functioning, the local community bring in authenticity to activities and make them feel more immersive.

## Sustainability

All our activities are revolved around sustainability, we are creating livelihood for the locals and also is

a source to provide employment avenues. Regular cleaning drives are also carried out and trash bins are carried while any outdoor activity is conducted.

All our activities involve very negligible waste generation since most are revolved around exploring the nature and activities around and are physically exerting. In addition to this we involve guests to contribute to the nature either through plantation activity or through cleaning drives.

## Cultural Integration

Most of the experiences are revolved around the local attractions, culture and traditions and add authenticity to the experience by the involvement of the locals.

The Kumaoni village experience: for instance, lets one know the daily lifestyle, customs, food habits, biodiversity and other aspects. It is Village Walk that spans around an hour and half with village walk and house tour.

## Trends and Innovations

Outdoor activities are more preferred compared to indoor activities since they are more physically exerting and also fill one with more thrill.

Most of the adventure activities have very calculative technological assistance since we want to keep them as natural and authentic as possible. Gazettes that ease the experience like binoculars, spotters and some basic apps to distinguish among birds are used.

## Future Plans

We will introduce star gazing experience in association with the professionals from the segment, Corbett gets beautiful night sky and it shall be a nice addition adding to the set of adventure offerings. Also Tribal village tour that is separate from the Kumaoni village walk shall be introduced.

The Future of adventure travel is undoubtedly very bright and will foster even more than ever, since most of the travellers seek activities that help them detox, destress and relieve. Adventure activities are a great tool to balance both the physical and mental aspects.

## Personal Insight

Various factors attribute to offering adventure activities to guests. The location of the resort is so apt to include adventure activities, also the guests prefer to experience the outdoor experiences and keep behind then the chaos of the cities. We also want to showcase the local community, its rich biodiversity and the lifestyle.

Mr. Sharma personally enjoys Kumaoni Village walk, the whole walk experience is really refreshing especially the stretch along the Kosi river and one gets to know about the lifestyle, cuisine, and one gets to interact with the locals thus further help in knowing the traditions and culture better.



# Vedic Village Spa Resort

Let's embark on a journey of adventure with Rajib Roy Chaudhary, the distinguished General Manager of Vedic Village Spa Resort, as he unveils the thrilling array of activities awaiting guests at his esteemed establishment.

## Adventurous activities offered

Our Adventure Tower offers 31 activities across three levels, catering to different ages and skill levels.

Level 1 (9 activities): Bushing Chair, Burma Bridge, Square Plank, and more.

Level 2 (10 activities): Suspension Bridge, Zig Zag Plank, Pipe Bridge, and more.

Level 3 (10 activities): Suspension Bridge II, Hexa Bridge, Plank Tunnel, and more.

Add-on activities: Free-fall, Climbing Net.

## Balancing Adventure Thrills with Five-Star Comfort and Safety

We balance thrill and comfort by prioritizing safety, using proper equipment, and providing skilled instructors.

## Customer Feedbacks

Guest feedback highlights our supportive staff, memorable experiences, and desire for more adventure activities.

## Ensuring Guest Safety During Adventure Activities

Our adventure tower is designed and built by

Stay Out Adventure, a top adventure company in India.

## Safety Training and Certifications for Staff

Trainers are certified from NIM and HMI, renowned mountaineering institutes.

We use proper safety equipment and follow strict safety guidelines.

## Distinctive Adventure Experiences: Setting Your Hotel Apart in the Industry

Our Adventure Tower offers a unique blend of aerial adventure, sports, and nature connection.

Recent Introduction of Adventure Activities

Upcoming additions include Reverse Bungee, ATV Rides, Multi Adventure Tower, Zip Line, and Sky Cycling.

## Target Audience

Our primary target audience includes families, school students, corporate groups, and adventure enthusiasts.

## Partnerships

We partner with local adventure tour operators and experts to enhance the guest experience.

## Sustainability

Our adventure activities prioritize environmental sustainability by not disturbing nature and using eco-friendly materials.



*Rajib Roy Chaudhary, General Manager, Vedic Village Spa Resort*

## Cultural Integration

We integrate local culture and traditions into our adventure experiences, such as the Charlie Chaplin Walk inspired by Bengali art.

## Trends and Innovations

We notice a growing interest in wellness and adventure travel among luxury travellers.

We adapt to this trend by offering yoga, meditation, wellness treatments, and adventure activities.

## Future Plans

We plan to expand our adventure offerings with new activities and technologies.

## Personal Insight

I was inspired to incorporate adventure activities to enhance guest experiences, generate revenue, and promote loyalty.

My favorite adventure activity is Suspension Bridge II, which provides a thrilling experience and a sense of achievement.

# Pimalai Resorts & Spa

Explore the realm of adventure with Ms. Charintip Tiyaphorn (Kade), esteemed Owner of Pimalai Resort & Spa, as she provides insight into the adventurous activities tailored for thrill-seeking guests.

## Adventurous activities offered

We offer scuba diving all year round. Pimalai Resort & Spa is located 30 minutes boat ride away from Koh Haa, which is one of the best diving spots in Thailand with colourful corals, chimney, The Cathedral, turtle and whaleshark. This spot is also suitable for all level.

Hin Daeng and Hin Muang, on the other hand, is suitable for advanced divers only. With steep drop of coral walls and lots of pink and purple corals and manta rays, it's the most beautiful diving spot in Thailand.

For those who has no diving experience, we offer a beginner's diving course where you can get the sense of scuba diving with our dive master.

Koh Haa, Hin Daeng and Hin Muang are part of Koh Lanta's National



Marine Park and they are closed in July and August for conservation.

We also offer a tour that will take you to swim through an 80 meters Emerald Cave to discover a hidden lagoon inside. The cave is close in September only.

Trekking to a waterfall in Klong Chak area is available throughout the year. It's a relatively easy walk unless you want to climb up the waterfall.

## Ensuring Luxury Standards

Our diving and island excursions trips are designed with the highest level of safety, experienced English speaking guide. For island excursion i.e. Emerald Cave, we use our catamaran speedboat.

## Balancing Adventure Thrills with Five-Star Comfort and Safety

For any adventure activity, safety is paramount. We offer experienced guide who has been well trained to handle different situations.

## Customer Feedbacks

Our guests love indulging in adventure activities due to our unparalleled location. Unique location, well trained guides coupled with the comfort and privacy we offer have enabled us to achieve positive feedback from our guests.

## Ensuring Guest Safety During Adventure Activities

We believe in keeping the group small so that every one is well taken care of. Our guides come with the heist level of experience are well trained to handle situations. Briefing regarding safety procedures are always conducted before the tour.

## Recent Introduction of



*Charintip Tiyaphorn, Owner,  
Pimalai Resorts \* Spa*



## Adventure Activities: Feedback and Response

Not yet. We will be launching fishing tour with local fisherman soon. We are working on improving their safety standards currently to ensure our guests have the best experience Target Audience

Anyone who wants to try something unique, couples, families, solo travellers or groups of friends on a getaway at our resort. We keep our groups small. We have not been taking corporate groups as a large number of people will lead to difficulty in controlling the group.

## Partnerships and Importance of Locals

We collaborate with local operators to offer unique adventure activities to our guests. Our dive center is operated by Lanta Diver. Our trekking tour is run by local guides. Being a local, they are have extreme knowledge about the island and are more experienced on what they are doing so they can offer better guest experiences.

Firstly, no one knows the island more than the locals. They know what they are doing. It's their home. Secondly, as they are already experts in these activities, they can focus on improvisation and thus taking services to another level.

## Sustainability

Local communities are part of our activities. They have always been here and with sustained income, they will continue to be on the island. We work together to raise awareness of being environmentally friendly and the locals understand it well. We select those who share the same value with us to work with.

For diving and snorkeling we encourage our guests to use reef safe sunblock. We always aim to reduce the use of plastic, even for food and drinks on the boat. We encourage guests to collect rubbish in the ocean whenever we see it.

For on the island activities, we promote activities that have small environmental impact, such as mangrove forest tour on gondola boat (instead of on engined boat).

## Cultural Integration

For one of the tours that we offer to our guest The Mangrove Forest Tour, we work with local community taking guests on the tour on a gondola boat. This tour is operated by Tung Yee Peng Villagers. Our guests love this tour. They get to know about the villagers' history and history of Koh Lanta as well as relish delicious local snacks served on the boat during the tour.

Most of our activities are meaningfully developed in collaboration with the local community offering guests a unique cultural experience. We are also developing a new tour with Tung Yee Peng Villager in which guests kayak in mangrove forest post which they hop onto longtailed boat to Talabeng Island and kayak there. Local picnic lunch is served on the beach there. The local guide (villager) tell their history and history of Koh Lanta as well as serve local snacks on the boat during the tour.

## Trends and Innovations

Unique and local experiences have become the newest and in demand trends. At Pimalai, we have actually always been promoting these experiences even before they've become the trend.

“Working hand in hand with local communities.” This is our key focus. We ensure our partners and guides understand safety procedures, and are trained for handling emergency situations. They also need to understand what luxury guests are looking for.

## Future Plans

We are introducing two new tours in collaboration with local communities: fishing tour & cooking with local fisherman, kayaking in mangrove forest + hop onto long tailed boat to Talabeng Islands in the middle of mangrove forest and continue kayaking in Talabeng + local picnic lunch on the beach.

We need more corporation between luxury hotel with local communities to sustain the local economy, improve standard of living and continuing learning and improving our services together.

## Personal Insight

Our goal is to ensure our guests take back the most unique experiences and long lasting memories back from their stay with us.

I love scuba diving. To get onto the dive boat from our beach is super convenient. Only 30 minutes and you'll get to be on Thailand's best dive sites and my favorite island in Thailand.





Adventure travel offers the thrill of exploring the unknown, testing your limits, and creating unforgettable memories. Whether you're hiking through rugged mountains, cycling across scenic landscapes, or kayaking in pristine waters, what you eat can significantly impact your experience. Proper nutrition is essential to keep your energy levels up, support recovery, and maintain overall health. As a seasoned editor, I'm here to provide you with vital food advice to ensure you're well-prepared and fueled for your next adventure.

### Prioritize Balanced Nutrition

A balanced diet is the cornerstone of maintaining energy levels and overall health during an adventure tour. Ensure your meals include a good mix of carbohydrates, proteins, and healthy fats. Carbohydrates provide quick energy, proteins help in muscle repair and recovery, and fats are essential

# Fueling Your Adventure: Essential Food Advice for Adventure Travellers

Proper food planning is essential for a successful and enjoyable adventure tour. By prioritizing balanced nutrition, staying hydrated, packing smart snacks, and respecting local cuisine, you can ensure that your body is well-fueled for the exciting challenges ahead. Remember, the goal is to have fun and make lasting memories, and maintaining good nutrition will help you do just that. Safe travels and happy adventuring!



for long-lasting energy.

**Carbohydrates:** Opt for whole grains like oats, quinoa, and brown rice. Fruits and vegetables are also excellent sources of carbs and provide essential vitamins and minerals.

**Proteins:** Include lean meats, beans, nuts, and seeds in your diet. Consider packing protein bars or powder for a quick protein boost.

**Healthy Fats:** Avocados, nuts, seeds, and olive oil are great sources of healthy fats that will keep you satiated and energized.

## Stay Hydrated

Hydration is paramount, especially when engaging in physically demanding activities. Dehydration can lead to fatigue, dizziness, and even more severe health issues. Always carry a reusable water bottle and refill it regularly. If you're in an area where the water quality is questionable, use water purification tablets or a portable water filter.

**Electrolytes:** Sweating during intense activities can deplete your body's electrolytes. Pack electrolyte tablets or powders to add to your water, ensuring you maintain proper electrolyte balance.

## Pack Smart Snacks

Snacks are your best friend on an adventure tour. They provide a quick energy boost and can be a lifesaver between meals. Choose snacks that are nutrient-dense, portable, and have a long shelf life.

**Trail Mix:** A mix of nuts, seeds, dried fruits, and a bit of dark chocolate is a perfect snack that offers



a good balance of carbs, proteins, and fats.

**Energy Bars:** Choose bars that are high in protein and fiber, with natural ingredients.

**Fresh Fruits:** Apples, oranges, and bananas are great for quick energy and hydration.

## Plan for Meal Preparation

Depending on your adventure tour, you might not always have access to restaurants or cafes. Planning for meal preparation is crucial. Consider the following:

**Portable Cooking Gear:** A lightweight camping stove or portable grill can be a game-changer. Make sure to pack enough fuel and cooking utensils.

**Non-Perishable Foods:** Canned beans, dried pasta, instant rice, and vacuum-sealed meats are excellent options for easy-to-prepare meals.

**Pre-Made Meals:** There are many high-quality freeze-dried or dehydrated meals available that only

require hot water to prepare. They are lightweight and easy to carry.

## Respect Local Cuisine and Food Safety

Part of the adventure is experiencing local cuisine. Be open to trying new foods but always ensure they are prepared in hygienic conditions to avoid foodborne illnesses.

**Street Food:** While tempting, be cautious with street food. Look for vendors who prepare food fresh and have a high turnover of customers.

**Raw Foods:** Avoid raw or undercooked meats, unpasteurized dairy products, and unwashed fruits and vegetables, especially in areas with poor sanitation.

## Be Mindful of Special Dietary Needs

If you have specific dietary requirements, plan accordingly. Research ahead to understand what options are available and pack necessary supplements or alternatives.

**Allergies:** Carry necessary medications and a detailed list of your allergies in the local language.

**Vegan/Vegetarian:** Bring plant-based protein sources like tofu, tempeh, or protein powder to ensure you meet your nutritional needs.

## GOURMET

Phulay Bay, a Ritz-Carlton Reserve has launched a new mediterranean menu at its restaurant Jampoon, inviting guests to savour the timeless elegance and sophistication of the French Riviera on the shores of the Andaman Sea. With its breathtaking views of the azure waters and lush landscapes, dining at Phulay Bay is not just a meal but a journey of the senses.

The new menu at Jampoon is set to transport all



# Phulay Bay, a Ritz-Carlton Reserve Unveils New Mediterranean Menu at Jampoon

senses to the glamorous promenades and plazas of

the Côte d'Azur, as talented chefs craft vibrant dishes that showcase the flavours of the Mediterranean. Blending classical French and Italian techniques with local and sustainable ingredients, including freshly-caught seafood, every diner can embark on a rich culinary journey whilst gazing out across the shimmering Southern Thai seascapes.

From crisp salads, social mezze platters and handcrafted Italian pasta and risotto, to French classics such as steak frites, Catalan style Andaman Sea lobster, and steak or tuna tartare, plus an enticing selection of patisserie-style desserts, each dish captures the spirit of Southern Europe's chic seafront cafés and restaurants.

The inviting, light-filled interiors exude an atmosphere of casual luxury, with floor-to-ceiling windows that frame panoramic vistas of turquoise seas and tropical islands. Contemporary furnishings are infused with traditional Thai elements, while the alfresco deck immerses diners in Krabi's exotic ambiance. With a choice of seating including intimate tables-for-two and comfy, social sofas, Jampoon is ideal for every occasion, from uplifting lunches to dreamy dinners. The Chef's Table sets the stage for truly exclusive evenings.

Jampoon is reimagining the gastronomic experience at Phulay Bay, a Ritz-Carlton Reserve, presenting the best of both worlds.





# Top Adventure Brands Leading the Way in 2024

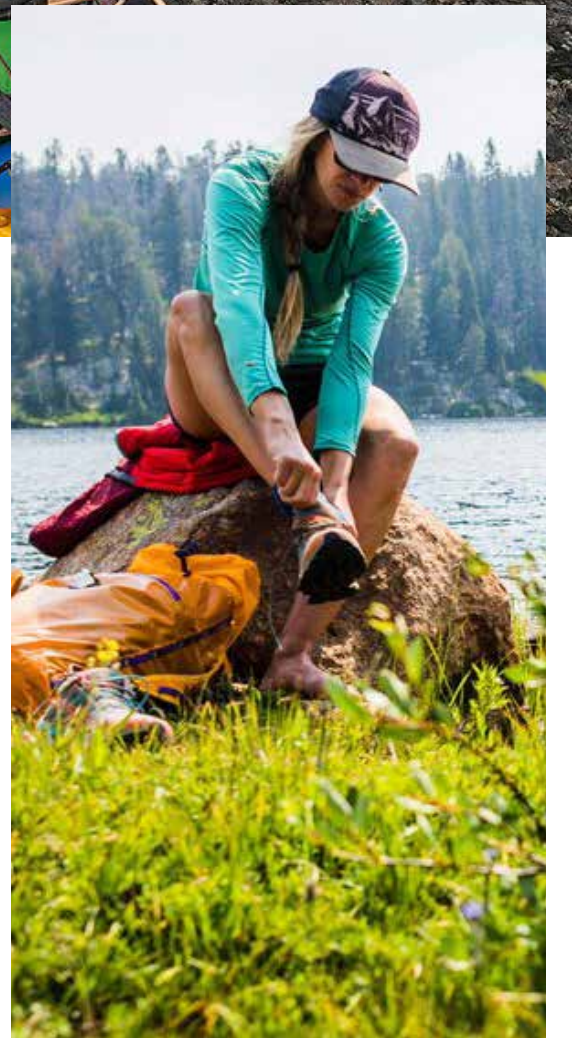
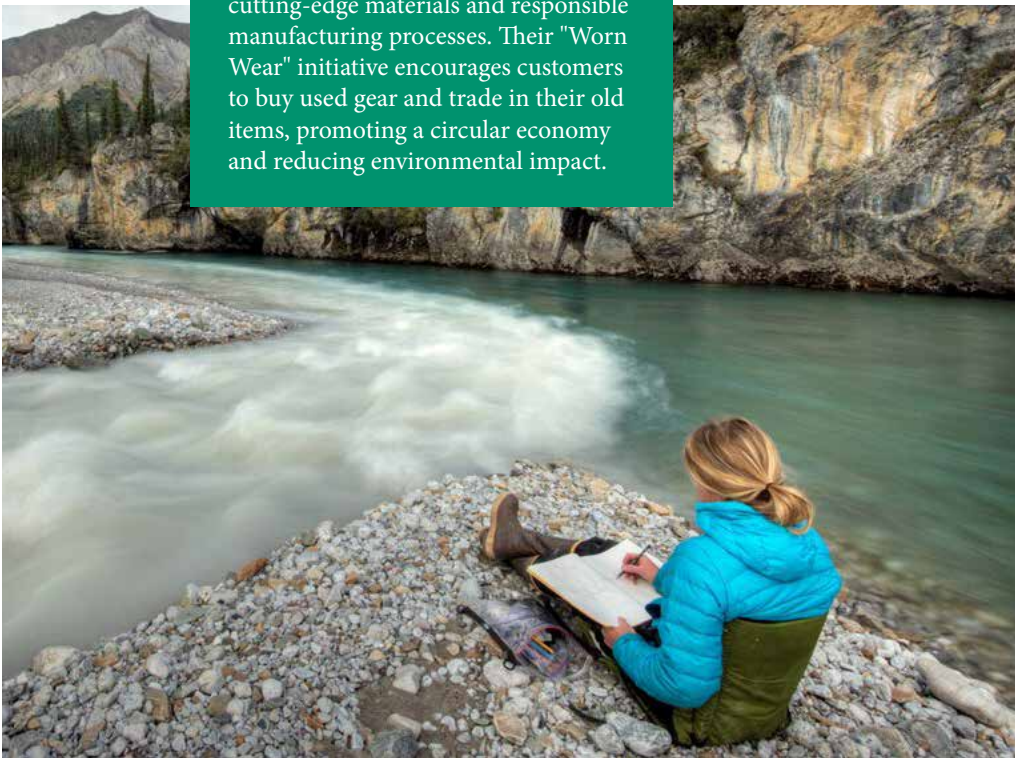
As the thirst for adventure continues to surge globally, several brands have emerged as pioneers in the adventure industry, offering unparalleled experiences, innovative gear, and sustainable practices. Here, we spotlight the top adventure brands of 2024 that are setting new benchmarks in the world of outdoor exploration.

In 2024, these top adventure brands are leading the way with their innovative products, sustainable practices, and commitment to enhancing the adventure experience. Whether you're a seasoned explorer or a newcomer to the world of outdoor activities, these brands offer the quality and reliability needed to embark on your next great adventure. As they continue to evolve and push boundaries, the future of adventure looks brighter than ever.



## Patagonia

Patagonia has long been a leader in both the adventure and environmental sectors. Known for its high-quality outdoor apparel and gear, the brand is equally renowned for its commitment to sustainability. In 2024, Patagonia continues to push the envelope with its cutting-edge materials and responsible manufacturing processes. Their "Worn Wear" initiative encourages customers to buy used gear and trade in their old items, promoting a circular economy and reducing environmental impact.





## The North Face

The North Face remains a staple for adventurers, offering a broad range of outdoor equipment and clothing designed for extreme conditions. This year, the brand has launched the "Exploration Without Compromise" line, featuring products made from recycled materials and eco-friendly technologies. Their continued investment in research and development ensures that adventurers are equipped with the best possible gear for any expedition.



## GoPro

For capturing every thrilling moment, GoPro stands out as the go-to brand for adventure enthusiasts. Their latest release, the GoPro Hero12 Black, boasts advanced features such as HyperSmooth 4.0 stabilisation and waterproof capabilities up to 33 feet. This allows adventurers to document their experiences in stunning detail, whether scaling mountains or diving into the deep sea.





# REI Co-op

REI Co-op is not just a retailer but a community for outdoor lovers. Known for their high-quality products and excellent customer service, REI continues to innovate with their in-house brand and exclusive partnerships. Their "Opt Outside" campaign, which encourages people to spend Black Friday outdoors, reflects their dedication to promoting an active lifestyle. Additionally, REI's Adventure Travel service offers curated trips to some of the most beautiful and remote locations on the planet.



## Black Diamond

Black Diamond is a favourite among climbers, skiers, and mountain athletes. Their commitment to performance and safety is evident in every product, from harnesses to avalanche probes. This year, Black Diamond introduced the Vision Helmet, which combines lightweight design with superior protection, setting a new standard for climbing safety gear.



# Columbia Sportswear

Columbia Sportswear continues to be a trusted name for adventurers of all kinds. Their Omni-Heat Infinity collection, featuring advanced thermal reflective technology, has been a game-changer for cold-weather adventures. Columbia's commitment to making the outdoors accessible and enjoyable for everyone is reflected in their diverse range of products and inclusive sizing options.



# Garmin

Garmin remains at the forefront of adventure navigation technology. Their latest GPS devices and smartwatches, such as the Fenix 7 series, offer unrivalled precision and durability. With features like solar charging and comprehensive health tracking, Garmin ensures that adventurers are well-prepared for any challenge nature throws their way.





## YETI

YETI's high-performance coolers and drinkware have become essential for outdoor enthusiasts. Known for their durability and exceptional insulation, YETI products are perfect for keeping provisions fresh during long adventures. Their commitment to quality and rugged design makes them a favourite among campers, hikers, and hunters.



## Salomon

Salomon excels in creating gear for trail running, hiking, and skiing. Their Sense Ride 5 trail running shoes, with enhanced grip and cushioning, have been particularly well-received by the adventure community. Salomon's dedication to innovation and performance ensures that their products meet the demands of the most challenging terrains.





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# ADVENTURE WITH KIDS

## Unleashing Family Fun and Bonding

Traveling with children offers a unique opportunity for family bonding, creating lifelong memories, and exposing kids to new experiences and cultures. Adventure trips, in particular, can be both thrilling and educational for young travellers. Here's an in-depth guide to planning and enjoying an adventurous journey with your kids.

**A**dventure travel with kids can be one of the most rewarding ways to explore the world. It combines the thrill of discovery with the joy of family bonding, creating memories that will last a lifetime. By choosing age-appropriate activities, prioritizing safety, and fostering a sense of adventure, families can embark on incredible journeys that inspire and educate young travellers. So pack your bags, grab your kids, and set off on a family adventure that will be talked about for years to come!

### Benefits of Adventure Travel with Kids

1. Educational Opportunities:
  - Learning by Doing: Adventure travel provides hands-on learning experiences, from wildlife observation to cultural immersion.
  - Problem-Solving Skills: Kids learn to think on their feet and adapt to new situations.
2. Physical and Mental Health:
  - Active Lifestyles: Activities like hiking, biking, and swimming





promote physical fitness.

- **Mental Resilience:** Overcoming challenges during adventures can build confidence and resilience in children.

### 3. Family Bonding:

- **Shared Experiences:** Facing challenges together strengthens family bonds.

- **Quality Time:** Adventure trips offer a break from daily routines, allowing families to reconnect.

## Top Adventure Activities for Kids

### 1. Hiking and Camping:

- **National Parks:** Places like Yellowstone, Banff, and the Lake District offer family-friendly trails and campsites.

- **Skills Learned:** Navigation, fire-building, and wildlife identification.

### 2. Water Adventures:

- **Kayaking and Canoeing:** Safe, shallow waters and guided tours are perfect for beginners.

- **Snorkeling and Swimming:** Tropical destinations with calm waters, like the Great Barrier Reef or the Caribbean, provide safe environments for kids.

### 3. Wildlife Safaris:

- **African Safaris:** Kid-friendly lodges in Kenya, Tanzania, and South Africa offer tailored activities.

- **Local Wildlife Parks:** Closer to home, zoos and wildlife reserves provide an introduction to animal conservation.

### 4. Cycling Tours:

- **Family Bike Routes:** Flat, scenic routes in places like the Netherlands or the Loire Valley in France.

- **Mountain Biking:** More adventurous families



can explore gentle trails in destinations like Moab, Utah.

### 5. Snow Adventures:

- **Skiing and Snowboarding:** Resorts in the Alps, Rockies, and Japan offer lessons and slopes for all skill levels.

- **Snowshoeing and Sledding:** Fun alternatives that require less skill but provide plenty of excitement.

## Tips for Planning an Adventure Trip with Kids

### Security Tips for Adventure Traveling with Kids

Traveling with kids on an adventure trip can be an exhilarating experience, but it also requires careful planning and consideration of safety and security. Here are essential tips to ensure a secure

# LIFESTYLE

and enjoyable adventure for your family.

## Before You Go

### 1. Research Your Destination:

- **Understand the Environment:** Learn about the climate, terrain, and any potential risks such as wildlife or weather conditions.

- **Check Travel Advisories:** Review government travel advisories for any safety warnings or health alerts.

### 2. Plan and Prepare:

- **Itinerary Sharing:** Share your travel itinerary with a trusted friend or family member.

- **Emergency Contacts:** Keep a list of emergency contacts, including local emergency numbers, the nearest embassy or consulate, and contact information for your accommodation.

### 3. Health Precautions:

- **Vaccinations and Medications:** Ensure that your family is up-to-date on necessary vaccinations. Carry essential medications and a basic first aid kit.

- **Travel Insurance:** Purchase comprehensive travel insurance that covers medical emergencies, trip cancellations, and adventure activities.

### 4. Documentation:

- **Copies of Documents:** Make copies of passports, visas, insurance policies, and other important documents. Keep electronic copies stored securely online.

- **ID for Kids:** Have identification for your children, such as a photocopy of their passport and a note with your contact information.

## Packing Essentials

### 5. Safety Gear:

- **Proper Equipment:** Ensure that you have the appropriate gear for your activities, such as helmets for biking, life jackets for water activities, and sturdy shoes for hiking.

- **Child Safety Harnesses:** For younger children, especially in crowded or adventurous locations, consider using a child safety harness.

### 6. Health and Hygiene:

- **Hand Sanitizer and Wipes:** Keep hand sanitizer and wipes handy for maintaining hygiene.

- **Insect Repellent and Sunscreen:** Protect your kids from insect bites and sunburns by regularly applying repellent and sunscreen.

### 7. Comfort Items:

- **Familiar Items:** Bring along a few comfort items, such as a favorite toy or blanket, to help your child feel secure in unfamiliar settings.

- **Snacks and Water:** Pack plenty of healthy snacks and water to keep everyone energized and hydrated.

## During Your Adventure

### 1. Stay Together:

- **Buddy System:** Use a buddy system to ensure that no one wanders off alone. Assign older kids as buddies for younger ones.

- **Meeting Points:** Establish a designated meeting point in case anyone gets separated.

### 2. Local Awareness:

- **Know the Area:** Familiarize yourself with the layout of your accommodation and the surrounding area. Identify safe zones and potential hazards.

- **Emergency Exits:** Upon arrival, locate emergency exits and plan an escape route in case of an emergency.

### 3. Communication:

- **Mobile Phones:** Ensure that everyone has a charged mobile phone with important numbers saved.

- **Walkie-Talkies:** For remote areas with limited cell service, consider using walkie-talkies to stay in touch.

### 4. Safe Exploration:

- **Supervision:** Always supervise children closely, especially near water, in dense crowds, or





in unfamiliar terrain.

- **Boundaries and Rules:** Set clear boundaries and rules for activities. Ensure children understand the importance of staying within designated areas.

## Handling Emergencies

### 1. Emergency Plan:

- **Role-Playing:** Practice emergency scenarios with your children, such as what to do if they get lost or if there's an injury.

- **Emergency Numbers:** Teach your kids how to call for help and provide them with local emergency numbers.

### 2. Medical Attention:

- **First Aid Kit:** Carry a well-stocked first aid kit and know basic first aid procedures.

- **Nearest Medical Facility:** Know the location of the nearest medical facilities and how to get there quickly.

### 3. Stay Calm:

- **Keep Calm:** In case of an emergency, stay calm and reassure your children. Your composure will help them remain calm as well.

- **Assess the Situation:** Quickly assess the situation and take appropriate action, whether it's administering first aid, calling for help, or evacuating to a safer location.

## Destinations for Family Adventure Travel

### 4. Costa Rica:

- **Activities:** Zip-lining, volcano tours, and wildlife watching.

- **Highlights:** Arenal Volcano, Monteverde Cloud Forest, and Manuel Antonio National Park.

### 5. New Zealand:

- **Activities:** Hiking, kayaking, and exploring



geothermal areas.

- **Highlights:** Rotorua, Abel Tasman National Park, and Hobbiton for movie buffs.

### 6. Scotland:

- **Activities:** Castle tours, hiking, and boat trips on Loch Ness.

- **Highlights:** Edinburgh, the Highlands, and the Isle of Skye.

### 7. Canada:

- **Activities:** Whale watching, canoeing, and visiting national parks.

- **Highlights:** Banff and Jasper National Parks, Niagara Falls, and Prince Edward Island.

### 8. Japan:

- **Activities:** Cultural experiences, hiking, and theme parks.

- **Highlights:** Mount Fuji, Kyoto temples, and Tokyo Disneyland.

### 9. Australia:

- **Activities:** Snorkeling, surfing, and exploring the Outback.



- **Highlights:** Great Barrier Reef, Sydney, and Uluru.

## Encouraging Kids to Embrace Adventure

### 1. Set a Positive Example:

- Show enthusiasm for adventure and model a can-do attitude.

### 2. Make It Fun:

- Incorporate games and challenges to keep kids engaged.

### 3. Celebrate Achievements:

- Acknowledge and celebrate the completion of each activity, no matter how small.

### 4. Foster Curiosity:

- Encourage kids to ask questions and explore their surroundings.

### 5. Be Patient:

- Allow kids to set the pace and take breaks as needed.

# Hyundai INSTER

## New A-Segment Sub-Compact EV Delivers Unique Design with Segment-Leading Range and Versatility

Hyundai Motor Company unveiled the all-electric INSTER<sup>1</sup>), a new A-segment sub-compact EV offering unique design, segment-leading driving range and versatility, and advanced technology at the 2024 Busan International Mobility Show.



- Hyundai Motor unveils all-electric INSTER, the new A-segment sub-compact urban EV with up to 355 km of targeted driving range according to WLTP
- INSTER's compact footprint, robust exterior design and spacious interior deliver versatility in the sub-compact segment
- Sophisticated technology, safety features, and exceptional EV capabilities offer advanced equipment in a compact, urban-friendly SUV
- INSTER will launch this summer with additional model to join the family

INSTER's bold design combines a futuristic, innovative image with a spacious interior in a compact SUV body. With a sophisticated technology package that helps deliver safe, refined driving, INSTER offers fast charging and the best all-electric range (AER) in its segment, at up to 355 km<sup>2</sup>)

INSTER delivers eco-friendly flexibility, as well as agile driving dynamics and seamless connectivity. Its compact positioning provides increased efficiency compared with larger models.

### **Bold exterior design and unique features**

Building on the design legacy of the Korea-

"With INSTER, we've taken the small SUV image to a bold new place for the global audience," said Simon

Loasby, Senior Vice President and Head of the Hyundai Design Center. "INSTER punches well above its weight with distinctive design and an interior that maximizes its potential in exciting, customer-centric ways. With INSTER we're redefining what it means to drive a sub-compact EV."

**Simon Loasby**  
Head of Hyundai Design Center



only, petrol-powered CASPER introduced in 2021, the INSTER's styling evolution is underpinned by an extended body and wheelbase to deliver more interior space and a rugged road presence.

With its expanded dimensions, INSTER is positioned squarely between traditional A-segment sub-compact city cars and larger B-segment compact models. This offers the maneuverability and ease of use buyers expect with enhanced practicality and flexibility thanks to a more spacious interior and improved luggage capacity. Compared with larger models from the segment above, the INSTER's compact dimensions make it ideal for city driving and



enables customers to freely use or charge devices such as electric bicycles, scooters and camping equipment.

**Sophisticated technology and convenience features**

Alongside its driving range and charging, INSTER offers a wealth of cutting-edge technology, including a multitude of advanced safety and driver assistance features. INSTER also features 64-color LED ambient lighting, a digital

boost convenience when parking.

terior design is characterized by its robust yet compact SUV profile and flush, clean surfaces, with the car’s strong fenders, a high-tech, circuit board-style bumper and a bold skid plate enhancing the INSTER’s front and rear designs.

INSTER’s personality shines through with its LED daytime running light signature and pixel-graphic turn signals, tail lamp, and bumpers. Customers can further differentiate the car’s appearance with LED projection headlamps and a two-tone exterior with a contrasting black roof. Either 15-inch steel with wheel covers, 15-inch alloy or 17-inch alloy wheels will be offered depending on specification.

**Interior versatility and advanced materials**

Inside, INSTER provides enhanced technology and convenience with a 10.25-inch digital cluster, a 10.25-inch infotainment touchscreen with navigation and a wireless charging dock that forms part of a compact center console designed to create a greater sense of spaciousness.

The pixel theme is repeated inside, with graphics on the INSTER’s steering wheel boss reinforcing the car’s high-tech image. The interior design also features customizable upper door trim garnishes for owners to further personalize their vehicle.

INSTER’s interior offers versatility and spaciousness, with the front row seating providing walk-through access. All seats can be folded flat – including the driver’s seat – for increased flexibility. A front bench seat option and heated front seats and steering wheel are also available. The second-row seats are split 50/50 and slide and recline.

INSTER’s exterior color choices include Atlas White, Tomboy Khaki, Bijarim Khaki Matte and Unbleached Ivory, as well as several new hues, such as Sienna Orange Metallic, Aero Silver Matte, Dusk Blue Matte, Buttercream Yellow Pearl, and Abyss Black Pearl. Some exterior color choices will be available in two-tone combinations with a contrasting black roof.

Interior trim choices include Black, and Khaki Brown and Newtro Beige two-tone with full cloth trim.



Both the exterior and interior utilize sustainable materials. The INSTER’s exterior features black high-gloss recycled paint, which replaces the carbon black pigment traditionally used in black paint with a coloring made from recycled waste tires. Recycled polyethylene terephthalate (PET) from bottles and bio-polypropylene material extracted from sugarcane are used inside.

**Fast charging capability and segment-leading range**

INSTER excels with its DC charging speed and maximum AER, enabling customers to spend less time charging, travel further and take full advantage of the energy at their disposal.

Equipped with a 42 kWh battery as standard, INSTER is also available with a Long-Range 49 kWh battery as an option. Both models are powered by a single motor that delivers 71.1 kW (97 PS) in the base variant and 84.5 kW (115 PS) in the Long-Range car. Both versions offer 147 Nm of torque.

With a segment-leading projected range of 355 km (WLTP)3 on a single charge for the Long-Range model, INSTER redefines what is possible from a sub-compact urban EV, delivering impressive flexibility with an estimated energy consumption of 15.3 kWh/100 km (WLTP)4 .

When using a 120 kW DC High-Power charging station, INSTER can charge from 10 to 80 percent in around 30 minutes under optimal conditions. INSTER also comes equipped with an 11 kW on-board charger as standard, while a battery heating system and high-efficiency heat pump are available.

External and internal Vehicle-to-Load (V2L) functionality provides power for external devices (110V/220V), allowing bi-directional charging without requiring additional equipment. This



cluster, a one-touch sunroof and Hyundai Digital Key 2 Touch (NFC) accessibility.

Hyundai’s new A-segment sub-compact urban EV offers the most complete technology package in the segment, including comprehensive Advanced Driver Assistance System (ADAS) features such as a Surround View Monitor (SVM), Parking Collision-Avoidance Assist Rear (PCA-R), Blind-spot View Monitor (BVM) and Forward Collision-Avoidance Assist 1.5 (FCA 1.5).

Lane Keeping Assist (LKA) and Lane Following Assist (LFA) are also offered, plus Blind-Spot Collision-Avoidance Assist (BCA), Rear Cross-Traffic Collision-Avoidance Assist (RCCA), Safety Exit Warning (SEW), Smart Cruise Control (SCC) w/ Stop and Go, Highway Driving Assist 1.5 (HDA 1.5), Intelligent Speed Limit Assist (ISLA), Driver Attention Warning (DAW), High Beam Assist (HBA), Leading Vehicle Departure Alert (LVDA) and Rear Occupant Alert (ROA).

The ADAS Parking System combines Parking Distance Warning (PDW) Front and Rear with a Rear-View Monitor (RVM) for greater visibility.

**Global rollout with additional model on the way**

INSTER will launch first in Korea this summer, followed by Europe, the Middle East, and Asia Pacific in due course. Most equipment and technologies will come fitted as standard, with enhanced convenience and design features available optionally. Specifications will be confirmed closer to launch.

An additional variant, called INSTER CROSS5), will join the INSTER family in the future, featuring a more rugged, outdoor-focused design. Further details will be announced at a later date.

# Unveiling the All-New BMW M5

The BMW M5 is powering into a new era. With 40 years of history under its belt, the legendary high-performance sedan is entering its seventh model generation. And the executive model from BMW M GmbH now has an electrified drive system for the first time. A model-specific version of the M HYBRID system gives the new BMW M5 (energy consumption, weighted, combined: 1,7 – 1,6 l/100 km [166.2 – 176.6 mpg imp] and 25,5 – 25,0 kWh/100 km according to WLTP; CO2 emissions, weighted, combined: 39 – 37 g/km according to WLTP; fuel consumption with discharged battery: 10,3 – 10,2 l/100 km [27.4 – 27.7 mpg imp] according to WLTP; CO2 classes: weighted, combined B, with discharged battery G) maximum output of 535 kW/727 hp and peak system torque of 1,000 Nm (737 lb-ft). The combination of a high-revving V8 engine with M TwinPower Turbo technology and an electric motor, plus power transfer courtesy of an eight-speed M Steptronic transmission and M xDrive all-wheel drive, enables acceleration of 0 to 100 km/h (62 mph) in 3.5 seconds.

The imposing power delivery and emotionally engaging performance experience served up by the new BMW M5 are accompanied by a new interpretation of the high-performance car design for which M is renowned. Prominent wheel arch and side skirt extensions, the sculptural front apron and model-specific surfacing around the C-pillar – including an embossed “M5” logo for the Hofmeister kink – give the car an athletic appearance that helps to differentiate it more clearly than ever from the BMW 5 Series Sedan. At the same time, an unusually high proportion of surfaces painted in body colour create a puristic appearance with stylish references to its superior dynamic talents.

As such, the exterior design – like the ambience of the luxurious interior, which is enhanced with M-specific features – accentuates the multi-layered character of the new BMW M5. Its sense of poise and assurance is fuelled by vast reserves of power that can be summoned at any time. Kept discreetly in reserve during relaxed, electric-only cruises, this performance comes vividly to the fore as the BMW M5 reveals the “sporty sedan” side to its personality over longer distances – and is unleashed in full during sessions on the track.

The M HYBRID system, plus power transmission and chassis technology tuned to its specific performance characteristics, give the new BMW M5 transverse and longitudinal dynamics unparalleled in this market segment. Together with its similarly outstanding elasticity, the new BMW M5 takes M performance into a new dimension.

The world premiere of the new BMW M5 will take place at the Goodwood Festival of Speed in England in July 2024, with production at BMW Group Plant Dingolfing beginning the same month. The worldwide market launch of the new

BMW M5 will start in November 2024 and be accompanied by the introduction of the new BMW M5 Touring at the same time. The most important sales regions for the high-performance sedan are North America and Europe. The USA is the single biggest individual market by some distance, followed by Great Britain, Germany, South Korea, China, Japan and Canada.

M HYBRID drive system in the new BMW M5: intoxicating performance, impressive electric range.

## **The M HYBRID drive system in the new BMW M5 brings a 4.4-litre**

V8 engine with classical high-revving character together with an electric motor, whose performance characteristics are tuned specifically for the BMW M5 and which is integrated into the eight-speed M Steptronic transmission. The combustion engine benefits from cutting-edge M TwinPower Turbo technology, a cross-bank exhaust manifold and optimised oil separation. It develops maximum output of 430 kW/585 hp and peak torque of 750 Nm (553 lb-ft). The maximum output of the electric motor is 145 kW/197 hp. It has nominal torque of 280 Nm (206 lb-ft), but a pre-gearing stage allows effective torque at the transmission input to be increased to 450 Nm (332 lb-ft).

The combination of combustion engine and electric motor adheres to the same principle as the drive system in the BMW M Hybrid V8 endurance racing machine. The ability of the electric motor to generate its power instantly and the intelligently controlled interplay of the combustion engine and motor ensure the M HYBRID system responds without delay to every movement of the accelerator. The linear power delivery typical of BMW M models is found here in particularly compelling form. The eight-cylinder engine can

spin to a maximum 7,200 rpm as the new BMW M5 treats its driver to the sensation of relentless power development into the upper reaches of the load and speed ranges. Top speed is limited to 250 km/h (155 mph) as standard, but the limiter can be raised to 305 km/h (189 mph) if the optional M Driver's Package is specified.

The sports exhaust system of the new BMW M5 underscores the performance experience with a multi-faceted and emotionally enthralling engine note. It features electrically controlled, continuously adjustable flaps and the two pairs of dual tailpipes familiar from other M models, each with 100-millimetre trims in Black Chrome.

Providing an acoustic accompaniment to the power delivery of the electric motor is BMW IconicSounds Electric. This M-specific electric drive sound provides authentic responses to movements of the accelerator when the car is operating in all-electric mode. With the relevant drive system configuration, it also generates an engaging track to highlight the arrival of extra electric power on top of the output from the V8 engine.

In all-electric operating mode, the new BMW M5 can hit speeds of up to 140 km/h (87 mph). The high-voltage battery located low in the car's underbody has 18.6 kWh of usable energy, enabling an electric range of 67 – 69 kilometres (42 – 43 miles) in the WLTP cycle, which is unmatched by any rival. The Combined Charging Unit of the new BMW M5 allows AC charging at up to 7.4 kW.

The power generated by the combustion engine and electric motor is channelled to the road via the all-wheel-drive system M xDrive, whose rear-biased setup is particularly pronounced in 4WD Sport mode. However, the driver can also select 2WD mode. This sends drive exclusively to the



A much wider selection of standard and optional systems for automated driving and parking than was offered for the predecessor model takes assurance and

comfort in day-to-day driving to another new level. Standard specification for the new BMW M5 brings features such as front collision warning, Lane Departure Warning including lane return with steering assistance, the Evasion Assistant, the Attentiveness Assistant and the Speed Limit Info system. The optional Driving Assistant Professional adds Active Cruise Control with Stop & Go function together with tech including the Steering and Lane Control Assistant, traffic light detection, automatic Speed Limit Assist and Active Navigation.

The new BMW M5 is equipped as standard with the Parking Assistant including Reversing Assistant. Meanwhile, the optional Parking Assistant Professional allows automated parking and manoeuvring over a distance of up to 200 metres to be controlled from inside the car or by smartphone from outside the car.

**Fresh scope for adjusting the driving experience to personal taste.**

The control panel on the centre console of the new BMW M5 houses a model-specific composition of buttons which can be used to tailor the driving experience to individual preferences in a variety of ways. The Setup button provides direct access to the configuration of the drive system, Drivelogic, chassis, steering, braking system and M xDrive, as well as the intensity of brake energy recuperation. Two overall vehicle setups can be stored and selected using the M buttons on the steering wheel. The Launch Control function is available in all the M Setup menu settings with the exception of the M xDrive system's 2WD mode.

Pushing the DSC button activates M Dynamic Mode, which raises the DSC intervention thresholds when it comes to applying brake inputs and reducing engine output. It is also possible to switch DSC off completely. Another button allows the driver to select M Mode. When they switch from the default ROAD setting to SPORT, interventions from the driver assistance systems are restricted to just the essential functions required for sporty driving, as is the content shown in the information display. If the customer specifies the optional M Drive Professional, they can also make use of TRACK mode. Other features of M Drive Professional include the M Laptimer and the Boost Control function, which maximises longitudinal dynamics when executing mid-range sprints and overtaking manoeuvres.

rear wheels with the DSC (Dynamic Stability Control) system switched off, which will appeal to experienced drivers who prefer a performance experience of the pure-bred variety. This further developed iteration of M xDrive – like the electronically controlled Active M Differential at the rear axle – is tailored specially to the performance characteristics of the M HYBRID drive system.

**Sophisticated chassis technology with M-specific tuning.**

The chassis design of the new BMW M5 comprises a double-wishbone front axle and a five-link rear axle with bespoke kinematics and elastokinematics, plus a host of other specially tuned components. The electrically assisted rack-and-pinion steering with M Servotronic and variable steering ratio has a rigid connection to the front axle subframe to ensure optimal feedback from the road and a high degree of directional accuracy. In conjunction with the wide tracks and the excellent torsional rigidity of the body and chassis mountings, this combination produces the handling attributes for which BMW M models are renowned, shaped by agility, precision and the linear build-up of lateral forces when the driver is pushing on.

Also fitted as standard are adaptive M suspension with electronically controlled dampers and Integral Active Steering, which steers the rear wheels by up to 1.5 degrees. M-specific tuning, the individually selectable settings and the ability to adjust the dampers at each wheel individually optimise the body's connection to the road and maximise the car's spread of talents – from everyday driving comfort to race-ready dynamic prowess. Turning the rear wheels as required improves directional stability at high speed, as well as agility and comfort when manoeuvring.

Traction, agility and directional stability all benefit from near-actuator wheel slip limitation and the networking of all control systems within the integrated transverse dynamics management setup. Both the standard M Compound brakes and optional M Carbon ceramic brakes combine with an integrated braking system that presents the driver with two pedal feel settings. M light-alloy wheels (20-inch at the front axle,

21-inch at the rear) come as standard and are fitted with high-performance tyres.

**Assistance systems for assured and comfortable driving.**

The operating mode of the M HYBRID system can also be adjusted as desired. The new M Hybrid button allows the driver to choose between HYBRID mode – for intelligently controlled interplay between the combustion engine and electric motor to maximise either efficiency or performance, depending on the driving situation – and the ELECTRIC setting, in which the combustion engine is only brought into play by accelerator kickdown or using the gearshift paddles. eCONTROL mode is used for effective brake energy recuperation and maintaining battery charge at a constant level. And M Drive Professional adds DYNAMIC and DYNAMIC PLUS modes to the mix, which prime the drive system and cooling system to keep output at a constantly high level or generate short bursts of maximum output during committed track driving.

Progressive sports car cockpit, M-specific displays on the BMW Curved Display, exclusive ambience.

As well as the M-specific control panel on the centre console, the progressive sports car cockpit of the new BMW M5 also contains a newly designed, flat-bottomed M leather steering wheel with illuminated M buttons, M multifunction seats with a wide range of electric adjustment and the BMW Curved Display which, like the standard BMW Head-Up Display, includes M-specific content. The standard BMW Live Cockpit Professional also brings the BMW Maps navigation system and the Augmented View function on the control display.

An upgraded version of BMW iDrive features as standard in the new BMW M5. It is based on BMW Operating System 8.5 and designed squarely for use via touch control and natural speech. The digital tech now also covers the controls for the climate control functions. Temperature selection, airflow intensity, seat heating and – if specified – the steering wheel heating can now be controlled by touch via a menu item in the lower section of the control display or by voice command.

Also playing their part in the exclusive interior ambience are the standard Merino leather trim, the BMW Interaction Bar, four-zone air conditioning, heated front seats, ambient lighting with M-specific interior lighting including Welcome Animation, and the panoramic glass sunroof. And standard specification for the new BMW M5 also provides customers with the Bowers & Wilkins Surround Sound System, a wireless charging tray, Comfort Access, an alarm system, automatic tailgate operation and the charging cable Professional.

Among the items on the options list are the M Carbon exterior package, an Alcantara headliner, steering wheel heating, active seat ventilation and a trailer tow hitch. Model-specific BMW M Performance Parts will also be offered for the new BMW M5 from launch. The selection includes M Performance forged light-alloy wheels and exterior components made from carbon-fibre-reinforced plastic (CFRP).



### ARIES

The planets are indicating a better position with respect to your career in the month of July. This will create a profitable situation from the first part of the month itself with respect to career and business. However, a solid preparation is essential to maximize these positive opportunities. In the second half of the month, you would have to work harder to maintain the lead in the business areas. Again, in the third phase of the month, you will get better results. You will be a little irresponsible towards your health in this month. Because of this, you may start facing issues from the first part of the month itself. This will make you take some medicine and also adopt some precautions. Despite your efforts, you will not be able to speed up your work. However, because of better planetary positions, you will regain a better health in the second half of the month.



### TAURUS

You will be very alert towards your career throughout the month of July. You will be also seen enhancing your efforts. This will give you an upper hand in the second phase of the month in a steady manner. However, you would need to work harder for good profits in your professional ventures. In the third phase of the month, your efforts will start bringing good results. But there will be some difficulties in the month end. From the beginning of the month itself, you will be very much inclined towards making a stronger bond with your near ones. These efforts will be successful to a great extent. This will provide you a very positive atmosphere throughout the month. In your personal relations, you might face tensions in July. But there will be better outcomes in the second half of the month. You will enjoy better time until the month end.



### GEMINI

You will be keen towards enhancing your business prospects in the month of July. In the first phase of the month, you will be engaged in arranging the resources and speeding up your work. In the second part of the month, you will start witnessing a progress in your business. In terms of career, you will be more active in the second and fourth weeks of this month. You will start getting the results as well. You will be more active towards enhancing your financial position in the month of July. However, there will be some worries in the beginning of the month because the expenses will be quite higher than income level. But in the second phase of the month, your problems will start converting into success due to positive planetary transits. The third phase of the month will be more positive for gaining better profits. The benefits of these positive periods will be clearly visible in the final phase of the month.



### CANCER

During the month of July, you will be ready for gaining some experience and hence decide to join some new company. However, you will need to make new contacts with various people of the organization. The second and fourth weeks will be more favorable for you. If you are a businessman, there are chances of getting mixed results. There will be some progress but it will be after some active efforts. To make your knowledge wider and better, you will be excited from the first phase of the month itself. You will get very good results as well. You will see that your active efforts are bringing promising results. This will allow you to obtain desired results in the second phase of the month. However, in the third phase, you would again need to make more efforts to maintain the lead because of unfavorable circumstances.



### LEO

In the month of July, you will be inclined towards enhancing your business activities and expanding your areas. You will continue to march towards success from the beginning itself. You will see that the month of July is fantastic for your career and business. You will also get success in a big contract. But the third phase will have some difficulties also. You will be able to take care of these in the final phase of July. The month of July will be better for you in terms of improving your health and fitness. This will help you in doing your work in a better way. But in the second phase of the month, you may face internal health problem. You may have to consult a doctor for treatment. In the third phase of the month, you will be able to regain a better health after some efforts. You will continue to perform your duties in the normal manner.



### VIRGO

During the month of July, you will be inclined towards enriching your career aspects. There will be a good improvement in your technical skills. Though you will have to spend some extra time towards the same. You will feel that the first part of July is more progressive for you. But due to unfavorable situations in the business, there will be sluggishness in your business in the second phase. Third and fourth weeks will be favorable. In July, one of your priorities will be establishing good bonding with your near ones. At the same time, you will also focus on enhancing the sweetness in your personal relationships. You will get good success. You will see that it is difficult to stay away from family. You will make some strategies to unite again with your family. But there will be no significant success in the second phase of the month.





## LIBRA

In the month of July, you will be inclined towards collecting more resources and taking your business forward. You will see that your efforts this month are getting converted into success. However, the second phase of the month will be difficult for your career. There will be desired results during the rest of the phases which will make you happy and motivated. Overall it will be a good month. During the month of July, you will be seen taking some precautions from the beginning itself to improve your health. However, in the first week, you might suffer from pain related to shoulders, throat, and head. You might have to take some medicines as well. But in the second phase, you will be active towards enhancing your physical capabilities in which you will be successful by the month end. It will make you pleased.



## SCORPIO

In July, one of your motives would be to enhance your business prospects. But due to lack of resources and manpower, there will not be any success in the first phase of the month. In the second phase, your management will be good which will allow you to earn some good profits in your business. In your career, you will be ahead in your areas in the second and fourth weeks. However, there will be challenges in the rest of the month.



## SAGITTARIUS

You will be engaged in deciding some important strategies and taking vital decisions for business in this month. You will witness that your efforts are getting successful in the second phase of the month. But in the third phase, you will be again nervous about your career growth. In the fourth phase, there will be good speed in your career. This will allow you to move ahead in your career prospects. You will be particularly inclined towards gaining a better position in your married life in the month of July. You will see your efforts giving you better results. Family life will be smooth. Though your brothers may have some complaints about you. In the third phase, you will try to address all the issues. From the first phase of the month, you will be trying to make your personal relations better. You will get success in the third week.



## CAPRICORN

From the initial stage of the month itself, you will be very cautious about your career. There will be a good amount of success in taking some necessary decisions. Though you will sense some opportunities but there will be difficulties in accepting them in the third phase. You will be again able to bring back things under your control in the fourth phase of the month. You will be capable of bringing some positive changes in your business. This month will bring you mixed results with respect to your health aspects. Though you will be excited towards completing your tasks in an active manner, you will get success only in the second phase of the month. But after this, you might face health issues like high blood pressure, headache, and the common cold. This will give you discomfort. You may need some medication to deal with these.



## AQUARIUS

This month you will be inclined actively towards speeding up your business growth. From the first week of July, you will start witnessing the good level of success. This will do a lot of good to your confidence and courage levels. In the second phase of the month, you will be more inclined towards your career prospects. But in the third phase, you will feel that your hard work is not good enough hence you will enhance it. In this month, you will be keen towards improving your academic subjects and also towards additional studies. The positive results will be seen in the first and second phases of the month. However, there could be difficulties in the third week of the month. This will either affect your study time or will divert your mind which will affect your studies. You will be positive again in the fourth week of the month.



## PISCES

You will be inclined towards making your business more visible and profitable in the month of July. The first phase of the month will be successful for you. But you may have to face some difficulties in the second phase. You will be easily able to overcome these difficulties in the third week of July. This will be a useful month for you with respect to your career. This will make you happy and focused. You will be inclined towards improving your domestic life and your communication level. From the first week, you will be making these positive efforts for your dear ones. Your family atmosphere will be better in the first and second phase of the month. But there can be some differences in your relations in the third and fourth weeks. This can make you dejected. You will be more generous in your relations.

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the VIVID Colours  
of  
**Chhattisgarh**  
India



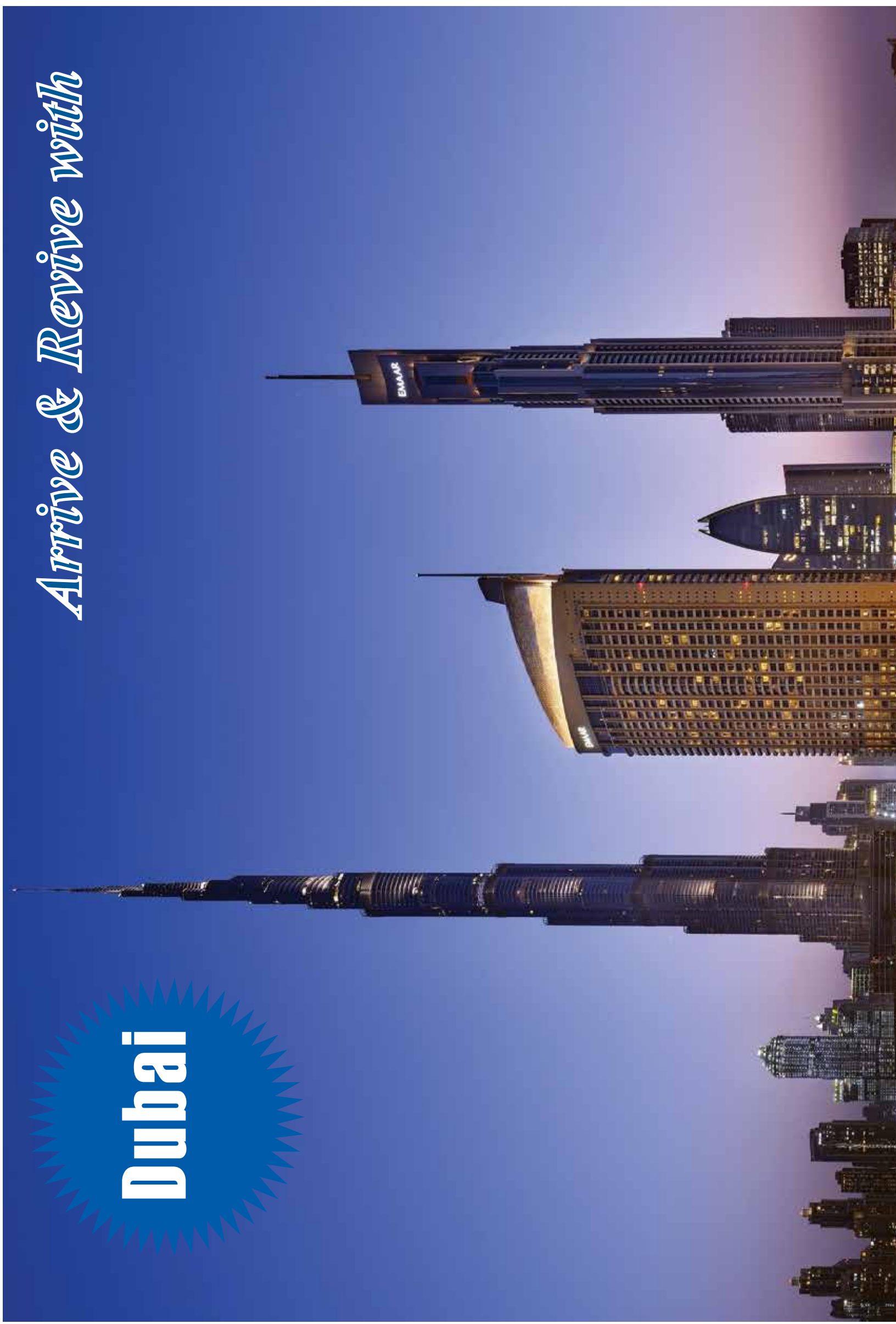
# Chitrakote

## Niagara of Chhattisgarh, India

Chitrakote Waterfalls are supposed to be the Niagara falls of India, being the broadest waterfall in India. During monsoon one can see its might. The river Indravati falls from a height of 29 m (96 ft) to form this waterfall.

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