

# **SATTE 2019 BRIEFING PACK**

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# **INDIA MARKET UPDATE**

**16 to 18 January 2019**

**Stand No : B 56**



## 1. Background :

### **"The South Asia's largest travel and tourism exhibition"**

SATTE stands as the internationally acclaimed travel and tourism exhibition across India. It is undeniably the most prestigious travel and tourism exhibition in India. Over the last two decades, it has successfully showcased India's tourism potential to the world by bringing the global tourism market to India. The role of SATTE has always been to provide an effective marketing and advertisement tool portraying India as a global tourist destination through promotional campaigns that project India as a whole. SATTE is leading event in South Asia, from every aspect, including convenience and professionalism.

#### Highlights

- Participation from 50 countries and 28 state Tourism boards
- 25 years of legacy in being the leading event in travel & tourism
- Gain profitable insights from the who's who of the travel industry
- Network with key decision makers all under one roof

MTPA has booked a space of 49 m<sup>2</sup> to accommodate co-exhibitors at SATTE

1. Akquasun Indian Ocean Ltd
2. Tam Tam Tours (LUX)
3. In Tune Travel Ltd
4. Air Mauritius
5. Intercontinental Mauritius
6. MTPA

The theme selected for the stand is Mauritius – world's most romantic destination (inspired from MTPAs recently received World Travel Award as the most romantic destination)

Visuals of the stand would be as follows



## 2. Special event organized by MTPA in collaboration with SATTE

Date : 18 January

Venue: Mountbatten, The Oberoi New delhi, Zakir Hussain Marg

7.30 PM : Arrival of Guests

7.45 PM : MC Announcement

7.50 PM : Welcome Address by YM

7.55 PM : Address of Joint Secretary, MOT, GOI  
 8.00 PM : Address of Tourism Minister, Mauritius  
 8.05 PM : Presentation by MTPA  
 8.15 PM : Vote of Thanks  
 band performance  
 8.20 PM : Cocktail & Dinner starts  
 10.30 PM : End of the event

**3. Programme of SATTE:**

<b>SATTE India Conference 2019</b>				
<b>Venue – T3 Conference Hall, India Expo Centre, Greater Noida</b>				
<b>January 16, 2019</b>				
<b>10.00</b>	<b>AM</b>	<b>–</b>	<b>07.00PM</b>	Buyer –Seller Meet
<b>10.00</b>	<b>AM</b>	<b>–</b>	<b>11.00 AM</b>	Inauguration
<b>11.00</b>	<b>AM</b>	<b>–</b>	<b>11.30 AM</b>	VIP Walkthrough (Ambassadors, Ministers and Associations)
<b>11.30 AM – 01.00 PM – Panel I:</b>				UNWTO: Tourism and Jobs: a better future for all

United Nations World Tourism Organisation (UNWTO), is set to celebrate the World Tourism Day 2019 in India with the theme of 'Tourism and Jobs: a better future for all'. As a prelude to the year's celebration, SATTE 2019 is all set to uncover the theme to understand the opportunities which the tourism sector provides globally. As per reports tourism was responsible for the creation of seven million new jobs worldwide last year and close to 313 million jobs is related directly or indirectly to Tourism. Also 1 in 10 jobs around the world is attributed to tourism.

This sector has already outpaced the traditional sectors in terms of employment opportunities. In the long run the sector will further grow with destinations focusing on this segment aggressively. According to reports, by 2028, Travel & Tourism is expected to support more than 400 million jobs globally, which equates to 1 in 9 of all jobs in the world; and the sector is expected to contribute around 25 per cent of global net job creation over the next decade.

The session will discuss the contribution and challenges of tourism sector as an employment generator.

- Opportunities to increase employment in APAC region
- Challenges in further boosting the inbound numbers to India
- Governmental policies favouring tourism across APAC region
- UNWTO initiatives

<b>01.00 PM – 02.00 PM</b>	Lunch
<b>02.15 PM - 02.45 PM</b>	Workshop on Cruise Tourism

**How To Sell The Fly/Cruise Market** - The session will begin by outlining the latest findings from research on Neuromarketing and discuss how it affects today's travel and cruise sales. Using successful Sales techniques, the majority of the session will use these techniques in selling itineraries (using fly/cruise destinations from across the world), and what we have learnt works best for each region – though it culminates in the priority of understanding close to home cruising for business development and profit. Conducted by **Peter Kollar**, Head of International Training & Development, Cruise Lines International Association

**02.45 PM to 03.45 PM: Panel II: Cruise Tourism: 'India Ahoy!'**  
 With a coastline as vast as 7,517 km, India has enormous potential to tap the cruise tourism segment. India not only has an elegant landscape, but also beautiful seascape which is yet to be explored. Cruise liners are looking to include India on their itineraries, with a few of them announcing seasoned sailings from this market. Challenges still remain the same, developing infrastructure, introducing attractive incentive; reducing taxation will further give an impetus to this segment.  
 The session will discuss the current scenario of cruising as a segment in India and also discussing the potential of developing India as a cruising hub.

<b>03.45 PM – 04.00 PM</b>	Tea/ Coffee break
<b>04.00 PM – 05.00 PM – Panel III-</b>	Are NTO's India ready?
<p>The UNWTO predicts that the Indian outbound travel market will account for 50 million tourists by 2020, and its total outbound spending is expected to cross the US\$28 billion mark. The Indian outbound market has witnessed a staggering double digit growth in the last couple of years.</p> <p>Yet, the National Tourist Offices (NTOs) of various countries present in India have been implementing the plain vanilla marketing and promotional strategy since last 6-7 years. There has not been much innovation in their marketing strategy despite Indian outbound traveller preference, choice, perspectives and tastes.</p> <p>Today, majority of Indians are now mature traveller and are looking for very authentic experience. However, traditional outbound destinations are still offering the same products, resulting into the depletion of repeat customers to most of these destinations.</p> <p>During the session, panellists will discuss novel strategies, challenges and what India market wants?</p>	
<b>End of Day I</b>	

<b>January 17, 2019</b>	
Venue – T3 Conference Hall, India Expo Centre, Greater Noida	
<b>09.00 AM – 10.00 AM</b>	Registrations
<b>10.15 AM – 10.30 PM</b>	Opening remarks - Declaring the new initiative - Corporate day by SATTE
<b>10.30 AM – 10.45 PM</b>	Address from ACTE
<b>11.00 AM -12.00 Noon</b>	Education Session 1 - Gds Content / Ndc/ Corporate Travel Way Forward
<b>12.00 Noon – 01.00 PM</b>	Education Session 2 - Business Visa/ Ground Transport
<b>01.00 PM – 01.15 PM</b>	Sponsored slot for Sales Pitch/ Information Pitch - Video

<b>01.15 PM – 02.00 PM</b>	Networking lunch
<b>02.15 PM – 03.15 PM</b>	Education session 3 / Sponsored Sales Pitch
<b>03.15 PM – 03.30 PM</b>	Recap of the day
<b>03.30 PM – 03.45 PM</b>	Tea/Coffee break
<b>04.00 PM – 06.00 PM</b>	SATTE Exposure
<b>End of Day II</b>	
<b>January 18, 2019</b>	
<b>Venue – T3 Conference Hall, India Expo Centre, Greater Noida</b>	
<b>10.00 AM – 06.00PM</b>	Buyer –Seller Meet
<b>11.30 AM – 01.00 PM – Panel Discussion</b>	Indian Aviation: soaring high or grounded?
<p>The Aviation industry is a key driver of tourism growth. Any new air connectivity increases the propensity to travel in the region and encourages development. A true tourism driver for new air services, include airlines that are confident with a new air service with the backing from airports and tourism authorities engaging and developing new air services to the destination..</p> <p>Air route development is still growing, and would need adequate support from the state tourism boards to initiate and develop tourism growth. How do we grown Tourism into a state if we do not promote air service into the major airport?</p> <p>Keeping this mind, SATTE -T3 powered by Routes, Aviation Week Network is planning to organise a session to highlight the benefits of route development for tourism, and driver of airline connectivity into the region. The session will discuss how tourism authorities, government departments and industry associations can work together to understand different models and types of traffic as well as to build a compelling business proposition for new air routes supporting the airport in promoting new destination.</p> <p>The session aims to provide state tourism boards with an efficient and convenient platform from which to engage with key decision makers from the leading airlines and expand their route network.</p>	
<b>End of Day III</b>	

## **4. Market outlook**

### **Economic Overview:**

1. The growth of real GDP for the first quarter of 2018-19 was 8.2 per cent, reinforcing the upswing in growth that started in second quarter of 2017-18.
2. Stock market is expecting a volatile year ahead with a host of domestic and international factors expected to drive its movement and these include national elections, a pre-poll union budget, trade war issues and crude oil prices.
3. Petrol prices, which have been on a decline since October 18 except for one day, are at their lowest level of 2018. Diesel rates are at their lowest since March-end.
4. Large companies in India on an average lose \$10.3 million, while a mid-sized enterprise incurs losses of \$11,000 to cyberattacks, according to a Frost and Sullivan study commissioned by Microsoft
5. Phones with premium price tags are set to vie for Indian customers' wallets in 2019, but it would be entry-level and affordable smartphones driving sales volume in the world's second largest smartphone market.
6. The year is ending on a positive note for home textile exporters. Retail sales in the US are the strongest in years this holiday season, reports The Wall Street Journal. And the latest data shows a continued recovery in India's exports to the US.

### **Political Overview:**

1. Recently concluded elections in 5 major states of Rajasthan, Madhya Pradesh, Chattishgarh, Mizoram, Telangana results were out and out of 5 States National Congress Party won in 3 states of Rajasthan, Madhya Pradesh and Chattisgarh. In Mizoram Mizo National Front won and in Telangana was won by "Telangana Rashtra Samithi".

### **Tourism Overview:**

1. British Airways takes off to Islamabad, Pakistan
2. flydubai launches new routes to Europe
3. Tourism Fiji launches brand revitalisation to bring 'Bula Spirit' to the world
4. India looking at increasing inbound to the Buddhist circuit from Vietnam
5. Azerbaijan Tourism Board appoints Blue Square Consultants as India representative
6. Chief Minister of Nagaland meets DoNER Minister Dr Jitendra Singh, discusses Kohima airport
7. Taiwan Tourism launches '2 20:20' marketing campaign in India
8. Finland hopes to touch 1 lakh overnights from India this year
9. Virginia Tourism forays into India post non-stop air service by Air India
10. NokScoot makes first foray into India connecting New Delhi and Bangkok
11. Thai tourism industry recorded total international arrivals of 31.25 million
12. Luxury familiarisation trip to Oman for Travel Agents
13. Etiqa launches Tiq Travel Insurance for pre-existing medical conditions and optional add-ons
14. Japanese airline introduces traditional food for passengers
15. Brisbane Airport hosts world's first ever in-terminal cricket match for Indian travel trade

16. Vietnam hopes early resolution on Vietjet's favourable time-slot plea to begin Delhi operations
17. Singapore Tourism Board partners with Ola to offer passengers a chance to visit Singapore
18. Lufthansa City Center signs first 'Premium LCC Member' in India under LCC Concept Diversification Program

### **Social Overview:**

1. Netflix, Amazon Prime Videos etc are dramatically changing the way we consume entertainment in India. It is giving us enormous choice, the ability to watch at our convenience and, of course, it gives us the pleasure of binge-watching. Who wants to wait for one whole week for the next episode to know what happened next? We want to know it now.

### **5. MTPA strategy for India**

By 2020 Indian outbound tourists are expected to grow to 50 million. India is one of the fastest growing outbound tourism markets and evolved Indian consumers are looking for newer destinations to visit presenting an exciting opportunity for emerging markets.

The strategy for India will be a threefold strategy focusing on PR, consumer and trade actions:

- Brand positioning in the up-market segment (PR and consumer driven) projecting Mauritius as an aspirational destination in parallel with;
- a sales-driving strategy focusing on campaigns with key volume players (Trade and
- further penetrating niche segments (horseracing, film -induced, big weddings) through social media, tv, cinema, reality shows and celebrities, events with Bollywood stars)

In our visibility efforts for India, a showcase presence at fairs is important during such competitive times in order to:

- (i) Maintain our presence in the mind of the travel trade;
- (ii) bond with the TOS towards incentivizing them to sell the destination