

indianroutes

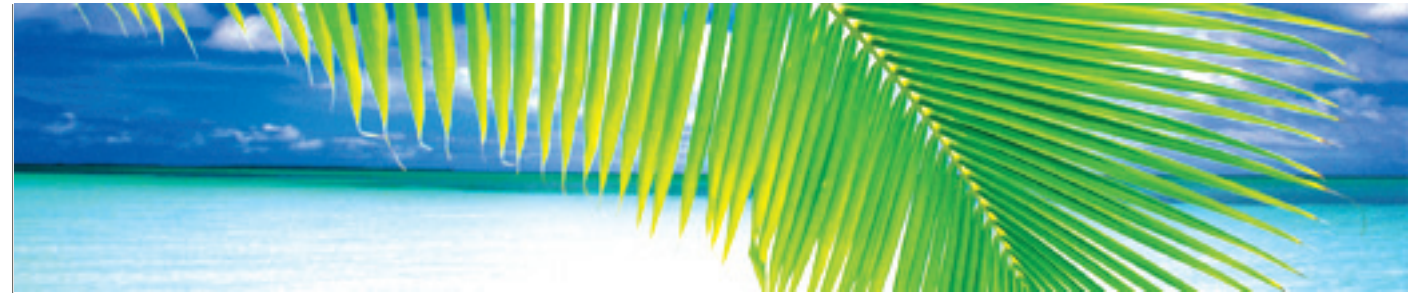
FROM THE DESK

AVIATION NEWS

HOSPITALITY UPDATE

ROUTES & ROOTS

INDIAN ROUTES
INSIDER



WINDS OF CHANGE

Every Cloud has a silver lining. The current economic and financial slowdown is definitely affecting travel world wide and India does not remain untouched. Time for some introspection and analysis, time to ensure that India becomes travelers' first choice worldwide...

Winds of Change are blowing all around the world. The election of Barack Obama, heralds a new era not only for America but perhaps for the world.

Closer home, Bhutan also witnessed a transition of power. becoming the youngest democratic nation in the world. Bhutan held its first parliamentary elections in March making a historic shift from 100-year-old monarchy to democracy. The 28 year old Oxford graduate, Jigme Khesar Namgyel Wangchuck, was crowned the new King in an elaborate four hour coronation ceremony. The new King, however, would not have the same absolute powers as his predecessors.

The old gives way to the new. Winston Churchill once said, "There is nothing wrong with change, if it is in the right direction". As one news analyst put it recently; the capitalist governments used a socialist move in an effort to stabilise the financial crises. The Travel Industry could also look at unorthodox ways of tackling these trying times.

In the ever changing scenario, the one constant is people. People matter. People make teams and teams make the difference. In the words of Vince Lombardi, "Individual commitment to a group effort; that is what makes a team work, a company work, a society work, a civilization work".

Kiran Joti
Vice President & Business Head

STRATEGIC ALLIANCES & EXPANSIONS



Strategic alliance formed by Jet Airways and Kingfisher. The two airlines entered into a strategic alliance to fight back the financial crisis being faced by the global economy. The alliance is to work together with regards to fuel management, ground handling, sales and staff as well as rationalize network and crew. As per both airlines there is no equity implications in this alliance. This alliance is similar to global alliances such as One World, Sky Team, and Star Alliance.

India opens air space for ASEAN countries (Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, Cambodia, Indonesia, Brunei and Laos). India gave its formal approval on an open-sky-regime for ASEAN members at the 14th Association of Southeast Asian Nations (ASEAN) Transport Minister's meeting held in Manila, Philippines this month. With this, designated airlines from ASEAN members can now to fly into any Indian city, while Indian carriers can fly to these countries after modalities are worked out.

SAS starts Delhi / Copenhagen service. Starting 28 October 2008 SAS takes you from Delhi to Copenhagen three times a week.

British Airways to launch Hyderabad-London direct flight in December. British Airways will launch a direct London-Hyderabad service in December this year, a top airline official said. The service will launch on 7 December.

AirAsia has announced that it will commence its daily direct flight to Tiruchirappalli (Trichy) in Tamil Nadu from Kuala Lumpur beginning December 1, 2008 with its new Airbus A320 fleet. Trichy is the first route launched by AirAsia in India.

NEW OPENINGS



Taj Safaris opens two more jungle lodges in MP. Taj Safaris, a JV between Taj Hotels, Resorts & Palaces and CC Africa, has announced the opening of two more jungle lodges in Madhya Pradesh. With the addition these two lodges – one in Banjaar Tola, near Kanha National Park and the other at Pashan Garh, in Panna National Park – Taj Safaris has for the first time created a circuit for Safari lodging in Madhya Pradesh.

Chomu Palace Serena, is located just 35 kms from Jaipur in Chomu village. The 150 years old elegant and fortified palace hotel revives the gracious lifestyles of the princes of Rajasthan. All 58 suites are unique reflecting aristocratic ambience with royal antique furniture, marble bathrooms and luxurious toiletries. The Darbar Hall is a fine dining restaurant and the Sheesh Mahal is a lounge bar adorned with ornate glasswork, crystal lights and intricate fresco work on the walls. Guests can relax at the Spa or the Swimming pool.

Moolsagar is on the outskirts of Jaisalmer, on the way to the Sam Dunes. The 18 deluxe tents are set in wonderful oasis like gardens in the desert of Thar. They are raised on concrete platforms/floors with en-suite bathrooms with showers. There is a 35 seater dining tent, a swimming pool and live music and dance every evening.

Mirvana Nature Resort, Sodakore, is an hour away from Jaisalmer on the road to Bikaner. This is a family run resort with 15 rooms and 5 tents which are air-conditioned and 33 non air-conditioned tents. Set amidst fields of vegetables and alma trees, the resort also offers an Ayurvedic spa.

Hotel Novotel Hyderabad Airport launches. Half an hour from the city centre with 305 rooms and suites with WiFi, business travelers can also enjoy the facilities of the Premier executive floor, along with the convenience of two restaurants, two bars, a pool and meeting rooms for up to 400 guests. The Novotel Hyderabad Airport also offers a spa and a 24 hour fitness centre.

AT HOME & ABROAD

India bans smoking in public. With the Union health ministry enforcing the 'workplace smoke-free policy', a total ban on indoor smoking is going to be put in place in India from October 2 onwards. This means that the private offices and other establishments cannot escape the ban by taking refuge in special rooms meant for smoking. In other words, those who cannot resist the urge to have a puff they will have to come out to the streets.

Aravind Adiga won the prestigious Man Booker Prize for Fiction 2008 for his debut novel *The White Tiger*, published by Atlantic. *The White Tiger* is described as a 'compelling, angry and darkly humorous' novel about a man's journey from Indian village life to entrepreneurial success. Adiga, who has wanted to be a novelist since he was a boy, was born in Madras and now lives in Mumbai. He becomes the fifth Indian author to win the prize, joining VS Naipaul, Salman Rushdie, Arundhati Roy and Kiran Desai who won the prize in 1971, 1981, 1997 and 2006 respectively. In addition, *The White Tiger* is the ninth winning novel to take its inspiration from India or Indian identity.

Indian Mission to the Moon. Having broken its nuclear shackles, India is now racing to reach the moon. The country's maiden spacecraft to the moon, Chandrayaan 1 began its journey on October 22 from a nondescript island in the Bay of Bengal. One of the first tasks for Chandrayaan 1 is to place the Indian flag on the moon. This will happen when the orbiting satellite drops a probe on the surface, a feat not attempted in 32 years. If successful, India will become the fourth country after Russia, America and, possibly, Japan to have placed their national emblems on the moon.



MOVERS & SHAKERS

Our New Office. Indian Routes has moved to the city centre. Our new contacts are below:

7th Level Select Office Tower,
Select CITYWALK,
A3 District Center, Saket
New Delhi 110017
INDIA

Ph : 91 11 46162630
Fax: 91 11 46162631

EIBTM (02-04 Dec) Barcelona. Please meet us
at our booth F820.

