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Incredible India = Affordable India

If 2008 was the year that witnessed an unprecedented crisis of confidence, 2009 could be one of rebuilding confidence among market participants. This view was put forth by an article in the Economic Times, a leading national daily, on the 01st of January 2009. Not being seasoned economists, most of us may not be gauge if this analysis is accurate. Only time will tell.

What is certain for the travel industry is that 2009 should be a confidence building year for destination India.

Value for money is the key. A great deal has been written in the recent months regarding travel behaviour. We understand that customers have become more prudent about their spending, will probably travel for shorter periods, looking at value for money. This does not necessarily translate into shorter distances or cheapest holidays.

With fuel prices dropping and the realignment of hotel rates, it will be a great time to travel to India. The industry needs to keep coming up with innovative products and emphasise the value for money aspect, be it budget or luxury products, to ensure destination India is on the global travellers mind.

'The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.' (Winston Churchill). Without losing sight of ground realities or forgetting past events, it is time for us to move on. Time indeed to look ahead with optimism and confidence, ensuring we do our innovative best to succeed in 2009.

From all of us at Indian Routes, Best Wishes for 2009 & Happy Selling !

Kiran Joti
Vice President & Business Head



The High & The Low

The past four months have witnessed a sharp decline in aviation fuel prices. Most of the domestic airlines including Jet Airways, Kingfisher and Indian Airlines have reduced fares on domestic routes, mostly on metro routes. Low cost carriers have also slashed the airfares. The fare cut comes in the wake of slackening demand in the post-peak season and continued decline in fuel prices.

Kingfisher announces new routes. The Bombay-London route started on 05 January. Effective 19 January Bangalore-Colombo & Madras-Colombo will also be launched. Plus from 08 February, it will have a daily frequency for Bangalore-Dubai sector. The flights are loaded in system for sale.

Fog, the winter phenomenon, normally hits north India in January. This year is no exception. Fog hit air, rail traffic in Delhi with flights delayed, rescheduled or cancelled due to low visibility in the first week. The coldest day of the season thus far for Delhi was recorded on 2nd Jan, when the mercury plummeted to 4 degrees Celsius.

Upgradation of Kolkata airport begins. The work at the Netaji Subhash Chandra Bose International Airport in Kolkata will be completed by May 2011. The upgrade will raise the airport's passenger handling capacity to around 20 million annually from the present 4.9 million. Modernisation will include extension of the second runway, construction of rapid exit taxiways, installation of navigation and surveillance systems, and setting up a new integrated terminal building. After the modernisation, both runways will be long enough to allow operation of the world's biggest passenger aircraft, the A380.



The Old & The New

Heritance Madurai, the Former British Madurai Club, is now fully restored and operational. Built on 17 acres of lush green gardens, the main club house building has the restaurant, the coffee shop and the bar. The original club house has the gift shop and 8 Club Rooms. The 7 colonial bungalows have been restored to former elegance with each converted to 5 villas suites with individual plunge pools and luxury amenities (total 35 suites). All rooms have double beds only. The swimming pool designed to replicate the Temple tank of the Thirumaya Temple is a masterpiece.

Atithi hotel, situated in the city centre of Puducherry, has 60 fully furnished and air conditioned rooms comprising of 38 Standard Rooms, 19 Superior Rooms and 3 Luxury Suites. The hotel facilities include Roof top swimming pool, WIFI access, Wheelchair accessibility, Bicycle for hire.

Hotel Pushkar Palace is now operational with 53 rooms (Suite / Super Deluxe). The 38 rooms, which were sealed in 2006, are now opened and fully functional.

WelcomHeritage Koolwal Kothi, Nawalgarh offers 10 individually designed rooms with different colour schemes and decorated with antique indigenous furniture. Constructed in the style popular during the tum of the 20th Century, the Kothi offers a fine example of the use of lime work in colonial architecture, to add stucco embellishments and decorative motifs to colonnades and window frames. It reflects the lifestyle of that period with ancestral photos on the walls, marble table tops and original marble flooring.

The Leela Kempinski Gurgaon opens on 15 January 2009. Strategically located in its NCR region, the hotel offers 322 rooms and suites and 90 service apartments respectively. It also has a unique 1 km. long luxury shopping mall, 2000 sq. mts. of convention and event space, a spacious spa and health centre, a business club, and a host of dining and entertainment options.

Traditions Today



Every year on 26th January, the founding of the independent Republic is remembered throughout India. In New Delhi the spectacular celebrations include the march past of the three armed forces, massive parades and traditional folk dances, music from all over India and an Air Force fly-by.

Upcoming Dances Festivals are at Mahabalipuram & Khajuraho:

Mahabalipuram (25 Dec'08 – 25 Jan'09): The Mamalapuram Dance Festival is organized by the Department of Tourism, Government of Tamil Nadu. All the programs of the festival take place in an open-air stage, with the splendid Pallava rock sculptures serving as the backdrop. Apart from the classical performances, one can also see artists performing numerous folk dances. Artists from all over the country come to this town to take part in this amazing dance festival.

Khajuraho (25 Feb – 2 Mar): This Festival takes place at the open-air auditorium in front of the Chitragupta Temple dedicated to the Sun God and the Vishwanatha Temple dedicated to Lord Shiva in the Western Group of temples. Some of the best artists and performers from the various states of India participate in the festival. Performances include some of the best known dance styles such as the intricate footwork of Kathak, highly stylized and sophisticated Bharathanatyam, soft lyrical temple dance of Odissi, the dance dramas of Kuchipudi, Manipuri.

Busy Start

FITUR - Meet us in Madrid (28 Jan - 01 Feb) at Stand No. Number 6B17

ITB - Indian Routes will have a stand at ITB / Berlin (11-15 Mar)

Our Special Promos (01 Jan to 30 Apr 2009):

- Euros 281 pp onwards - GOLDEN TRIANGLE (06 Nights)
- Euros 425 pp onwards - KERALA (07 Nights)
- Euros 433 pp onwards - RAJASTHAN (06 Nights)
- Euros 499 pp onwards - GOA (06 Nights)

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