



13 July 2010

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### *From the CEO's Desk*

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### *Stay At*

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### *Lifestyle*

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### *Responsible Tourism*

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### *Destination Insider*

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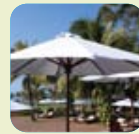
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## From the CEO's Desk



Dear Partners,

India continues to strengthen its deep rooted image as an incredible tourist destination by introducing new facets which are sure to provide the tourist a culturally rich and spiritually elevated experience.

One such experience would be the T3 terminal at the Indira Gandhi International Airport which was recently unveiled. This terminal is world class! It is the sixth largest airport terminal in the world. Terminal 3 is set to handle both international and domestic flights. As a special gesture, the world's largest aircraft Airbus A-380 of Emirates, will arrive at the newly built Terminal 3 to celebrate the launch of the terminal as a one time gesture. I could tell you more about it but would rather let you experience it on your own.

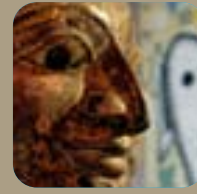
The new terminal makes for a perfect welcome to India, especially now when the rains have also come in, there is more reason to enjoy, the moment you step out of the airport, the aroma of the Indian soil will stir your senses, an impression you will carry with you for a long time to come.

Come explore with us.

Regards,



Dipak Deva



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## Stay at



### *Lakshman Sagar, Pali*

Located over 32 acres at the fringe of the Badlands of India, Lakshman Sagar is a 19th century hunting lodge. With the stretching badlands on one side, the Aravalli mountain range on the other and a man-made water catchments area within the property, it is a unique site. The property offers 12 mud & stone cottages, each inspired by the local topography and culture both for mindless relaxation & glimpses in rural India. Rather than attempt a façade of rebuilding a misunderstood grandeur of bygone days, an attempt has been made to integrate the property into the existing environs using indigenous material and techniques of construction including mud and stone. The unique experience that Lakshman Sagar offers guests comprises of live cooking, music and fireworks at an isolated spot. The location looks up at the lit-up Fatehgarh fort and is reached by Bullock cart. Guests may also dine on a float in our private lake with a similar ambiance.

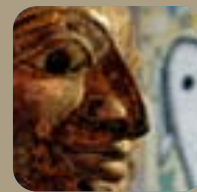
### *Apsara, Heaven on Water, Cochin*

Akin to a floating boutique hotel, the Apsara cruises the tranquil waters of Kerala's Vembanad Lake and offers guests an unparalleled standard in luxury accommodation and backwaters experience. 'The Park on Vembanad Lake', a 10-room luxury resort acts as a docking station for the cruiser. Designed with luxury and comfort in mind, the interiors combine elements of Kerala's magnificent heritage with the quiet sophistication of European yachting style. The 28m, 300 sq. m boat is built on two levels; there are eight rooms, a crew cabin, galley, saloon, dining area, sundeck and panoramic forward seating area.

### *Aashyana Lakhanpal, Goa*

Aashyana Lakhanpal, a two storey villa is tucked away behind the busy village of Candolim. This modern villa, owned by Indian entrepreneur Ajai Lakhanpal and designed by French architects Arvind and Nita d'Souza, brings a slice of contemporary western chic to the coast of India. Accommodation is available in the form of private villas & cottages and is ideal for families or groups looking for an exclusive accommodation option in Goa. You have the choice to be pampered in the elegant luxury of the fully staffed 5 bedroom villa or reside in style at one or more of the three self contained two bedroom cottages - Casinhas - each complete with an individual private garden. Whichever one you choose, the superb swimming pool awaits you in a breathtaking setting, within a few paces of Candolim's sun kissed beach.





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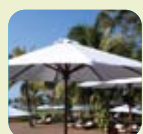
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## Lifestyle



### SET'Z

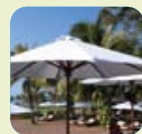
Located at the top floor of Emporio mall SET'Z-Restaurant & Bar offers seven interactive cuisine concepts and an International bakery and confectionary kitchen. The interactive kitchens specialize in European, Coastal Indian, Arabic, Thai and Northern Indian, Chinese and Japanese cuisines. All the seven cuisines are represented by their respective Master Chefs with varied nationalities. Designed by the internationally acclaimed Super Potatoes, SET'Z comprises of five distinctive components: the Bar, a wine cellar; six open kitchens, dining area, private and semi private rooms and a fascinating terrace area. Unified by its clean, modern interior design, SET'Z presents a stylized interpretation of a dining experience in a dramatic fresh setting which is second only to the array of specialties available from its stunning open kitchens.



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## Responsible Tourism



## Child Protection Workshops

As part of our Corporate Responsibility program the Company conducted follow up workshops in India to help protect children from sexual exploitation in tourism. The program included workshops in Cochin on 7th June and Goa on 9th June, 2010.

The core objective of these workshops was to enhance awareness amongst the various stakeholders of the tourism industry in Kerala and Goa about the vulnerability of children to sexual exploitation and to also suggest measures which could be taken to control this crime. The first workshops conducted last year in Goa and cochin were a starting point in the action against child sex tourism and were aimed at sensitising hotel partners and other stakeholders. This initiative provided a platform to exchange knowledge and share information for all parties concerned.

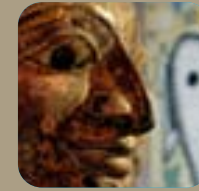
This year, the follow-up workshops were organised in Cochin and Goa to strengthen the knowledge about the situation of sexual exploitation of children in India and discuss realistic child protection measures to be implemented at hotels.

The workshops were organised in co-operation with Equations, the Indian affiliate of ECPAT (End Child Prostitution, Child Pornography And Trafficking of Children for Sexual Purposes – an NGO with International links) and with Child Rights Goa (CRG).

The Company signed the 'Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism' in 2006 and has taken active steps to help prevent this crime.

Child Rights Goa is our NGO partner in Goa. We do several activities in association with them along with financial contribution which is used for setting up resource centres for children who have been affected by this crime or are in close proximity to it. Your contribution towards this good cause is always welcome.





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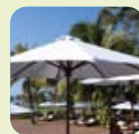
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## Destination Insider



Dear Friends,

Finally I saw this beautiful and charismatic primate whose enigmatic call of "holo-lou, holo-lou" was a part of my growing up years in Jorhat, a small town of North-east India. We used to call him holou (because of the call). As a child there was no alarm clock to wake me up in the morning. It was holou's call and it was time to get ready to go to school. But one day the familiar call stopped. Holou died. The entire town took out a funeral procession and my family also participated. I was tiny, probably 6 and all I could see was a sea of people following a truck which had Holou's body. That was 30 years ago.

When I was about 14, I shifted school. And I heard that call again from my classroom. My friends were telling me that there were lots of Holous only a mile away. They were talking about the now Gibbon Wildlife Sanctuary, home to the only Ape in India, the Hoolock Gibbon, the Holou whose call used to wake me up every morning. The sanctuary is located about 2 hrs from the Kaziranga National Park, known worldwide for its one horned Rhino and can be easily done as a day excursion by your clients. But somehow I didn't have the time to see Holou. Perhaps I was busy growing up. So when I was home this June, I decided to visit the Gibbon Wildlife Sanctuary and finally say hello to Holou. Twenty two years had passed since I heard that familiar call again from the classroom of my new school.

I landed at The Gibbon Wildlife Sanctuary sharp at 07:00 hrs in the morning as advised by Professor Kumud Ghosh of the Gibbon Conservation Centre. As we chatted about this unique primate, the more I could hear them calling furiously. As if they knew I was there...as if they were as eager, just like me to catch a glimpse, for which I had been waiting for such a long time.

[In conversation with Professor Kumud Ghosh of the Gibbon Conservation Centre](#) – Click here

Putting on our leech socks, we entered the sanctuary. It is an island of dense evergreen rain forest patch in the midst of sprawling tea gardens all around and I was amazed that it could hold back the ecological niches of seven primate species, including the only Ape in India, the Hoolock Gibbon. Gibbons are found only in the upper branches of the tall trees where they feed on fruits, leaves, flowers and insects. They never come down and mostly remain camouflaged by leaves. But my guide Lalit was fantastic and he knew exactly where to take me. A short walk into the undergrowth and lo and behold!! The most beautiful and gorgeous couple of Hoolock Gibbons were playfully swinging on a tree and singing a duet to which I had woken up everyday as a child. I watched them spell bounded and followed them for at least two and a half hours, occasionally stopping to get rid of the leeches. Wow!! What a morning!!

Kuntil Baruwa

[Click here to view pictures of Gibbon Wildlife Sanctuary & Thengal Manor](#)



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## Impressions



**From:** Ricardo Costa

**Sent:** Tuesday, June 15, 2010 3:27 PM

**To:** Thomas, Philip

**Cc:** Joao Silva - Touch Travel.com

**Subject:** Açoreana 2010

Dear Philip,

First of all, I would like to thank all the commitment and professionalism of Sita's entire team involved in the creation, planning and execution of Açoreana 2010's project.

The great success of this journey shows how Sita and Touch Travel were on the same page and aimed the same goal since the first contact, overcoming each difficulty smaller or bigger, getting around Iceland's volcano with the same determination and with the highest sense of responsibility in order to get the best results for the final client.

If the goal of this journey was to make of this motivational trip of an insurance company's sales team an experience, with the unity we've achieved, I state with entire conviction that the result was beyond our expectations. We've managed for each and every intervention of the journey to take home a deep memory and an intimate and special sentiment that may get internal results.

India will always be remembered as a unique moment in these clients' life.

A very special word to Vijayan always paying attention and pro-active and to Sunil that demultiplied himself to answer as quickly as possible to all urgent requests.

Our four guides together with our Touch Travel colleagues have generated a knowledge sharing sensation so important to understand India.

All the logistics operational staff deserves a very sented word for all the shown availability, attention and professionalism dedicated to Açoreana. They looked very well with the event's T-shirts, a little detail that was noticed and appreciated by the group.

Philip, to you my personal thanking, expressed with emotion, friendship and care.

Ricardo Costa

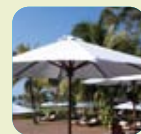




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## Festivals



### *Ganesh Chaturthi, 11th Sep'10*

The festival of Ganesh Chaturthi is celebrated in the states of Maharashtra, Tamil Nadu, Karnataka, Andhra Pradesh and many other parts of India. Started by Chatrapati Shivaji Maharaja, the great Maratha ruler, to promote culture and nationalism, the festival was revived by Lokmanya Tilak, a freedom fighter, to spread the message of freedom struggle and to defy the British who had banned public assemblies. The festival gave the Indians a feeling of unity and revived their patriotic spirit and faith. During the festival Ganesha statues are visible at street corners, in homes and elaborate arrangements are made for lighting, decoration, mirrors and the most common of flowers. Poojas (prayer services) are performed daily. The artists who make the idols of Ganesh compete with each other to make bigger and more magnificent and elegant idols.

Most of the Festival dates are decided by Solar / Lunar calendars practiced in India, due to which the dates are subject to change. You may plan some special departure based on these festivals. For any assistance please contact us.