



13 May 2011

ART OF

TRAVEL

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Airline

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Lifestyle

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Inspiration Locator

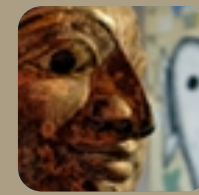
Come explore with us and locate the destinations mentioned in this edition of Art of Travel... [read more](#)

Festivals

Janmashtami celebrates the birthday of Lord Krishna. Shri Krishna is today one of the most widely revered and most popular of all Hindu Gods... [read more](#)

Impressions

Just wanted to say a big thank you to you and all of your team, especially Gopal for a wonderful FAM and so nice of Sita to organise 2 tigers for us to see... [read more](#)



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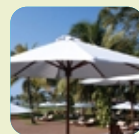
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From the CEO's Desk



Dear Partners,

As a part of our commitment to imagine and support traveling that seeks to create a positive impact on the lives of local hosting communities, I am pleased to announce that we have recently extended our support to the non-profit organization [travel2change](http://travel2change.org).

Travel has the potential to be a means for positive change in the lives of travelers, hosting communities, and the world. The goal is to unite these communities to inspire and generate ideas, facilitate purposeful travel experiences and encourage the sharing of insights through online and offline interactions. You can join the community www.travel2change.org and contribute to the travel2change idea challenge.

For the third time now, the company has published a dedicated report on its extensive activities in the area of Corporate Responsibility. The sophisticatedly designed report details the projects and initiatives with which the company is taking on active responsibility for a more sustainable tourism.

The new report is a reader's digest on the Company's CR and is meant to enable the reader to quickly gain an overview of the progress made so far. The integrated web-codes throughout the report help to guide the reader to more detailed information on a dedicated website. To read the report visit www.kuoni-corporate-responsibility.com.

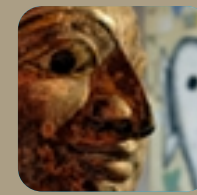
This issue onwards we have introduced a new section, the Inspiration Locator, to help you locate the destinations mentioned in this edition of Art of Travel.

Come Explore With Us.

Happy Reading.

Regards,

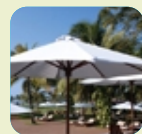
Dipak Deva



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Stay at



Singinawa Jungle Lodge, Kanha

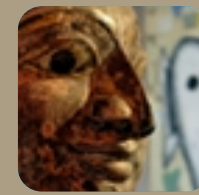
Located on 55 acres of land in the land of tigers, Singinawa Jungle Lodge offers a unique experience of the jungles of central India with all the comforts of a world class lodge. The lodge offers the chance not only to learn about the tigers and its habitat but also to experience ecologically responsible tourism and see conservation at work, benefiting local communities and the Tiger Reserve. The lodge and its ground features; 12 cottages, many waterholes, rich grasslands, fresh water river, beautiful rock features and magnificent trees.

Vedic Village, Kolkata

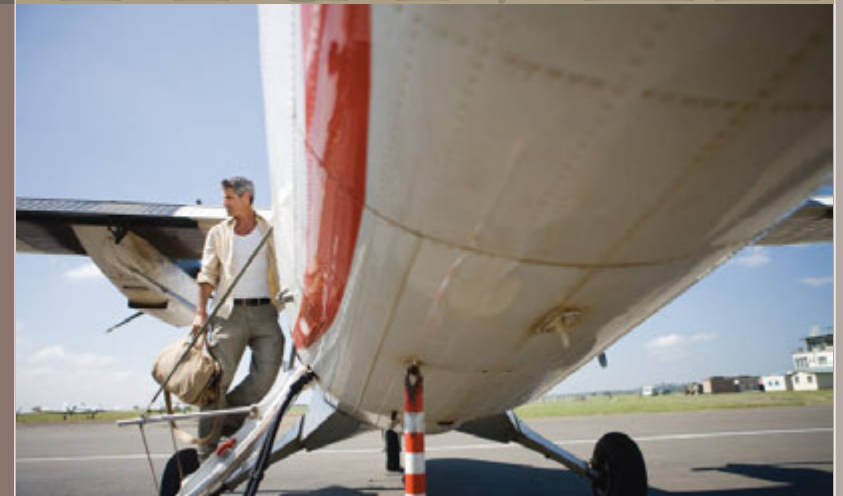
Set as a backdrop of a typical Village ambience, the resort provides its guests a rich choice of over 80 exclusive resort rooms and 120 bungalow rooms with spectacular views. Acres of organic farmland surrounded the tranquil water spots; make the ambience perfect for healing, unwinding and de-stressing. Set against a contemporary yet rural design, the surroundings transport the visitor to another world yet ensure every comfort of the modern world. The resort also has a world class spa & therapeutic centre. All the therapies are done under consultation with the in-house doctor.

Hilton Janakpuri, New Delhi

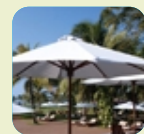
The Hilton New Delhi Janakpuri, is strategically located in west New Delhi close to the city centre. The hotel features 228 contemporary rooms and suites. All accommodation features high-speed internet access and luxury bathroom with rain shower. Executive rooms and suites also offer Executive Lounge access. Enjoy a range of culinary choices with 8 on-site bars and restaurants. The hotel is also equipped with 4 small meeting rooms and a modern boardroom. Keep fit while you travel in their fitness center or indulge yourself with a treatment in their Urban Spa.



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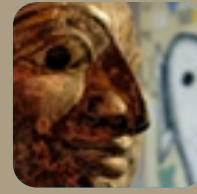
Airline



Average Number of Flights Handled Per Day at International Airports in India.

Airport	International	Domestic	Total
Delhi (DIAL)	200	486	686
Mumbai (MIAL)	187	473	659
Chennai	89	211	300
Bangalore (BIAL)	42	261	303
Kolkata	37	218	255
Hyderabad (GHIAL)	38	186	224
Cochin (CIAL)	51	58	110
Ahmedabad	17	75	91
Guwahati	1	72	72
Trivandrum	46	21	67
Nagpur	1	40	41
Goa	9	54	63
Calicut	38	9	46
Jaipur	7	33	40
Srinagar	0	24	24
Amritsar	12	12	24
Port blair	0	18	18

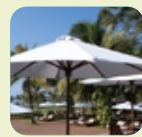
Aircraft movement includes both landing and takeoff during April – December 2010.



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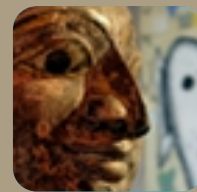


Lifestyle



Hiking & Biking in and around South India

Experience bespoke vacations in the unexplored destinations of Wayanad, Malabar, Nilgiris, Coorg and several wildlife trails. Your vacation will bring you into intimate contact with the spectacular terrain, varied culture, delicious cuisine and the rich history of the lands you travel through. The trails, the transit, the stay and the cuisine are an enriching experience backed by complementing service. Plan your trip according to your interest; be it nature, culture or adventure. One can explore the destinations by cycling through the forest; an adventure 'triathlon' package on the Kuruva Island is also available which includes a high-adrenaline crossing of the Kabini River, a hike through the dense evergreen forests and swimming in rock pools.



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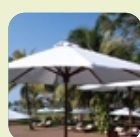
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Responsible Tourism



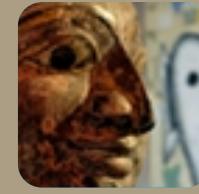
Our Native Village

A member from Sita's Destination Knowledge Centre interviewed Mr C.B Ramkumar, Founder & Managing Director of Our Native Village – Eco retreat for holistic health / Soul Spa (www.OurNativeVillage.com) on his philosophy behind the retreat and how he has incorporated tenants of Responsible Tourism in the project. C B Ramkumar constantly promotes eco tourism through his various positions in the industry. He believes mother nature and all life forms are respected and valued and this infuses our space with positive vibrations and a sense of wholeness. We strive for well-being at all levels, in our inner environment and in our outer environment. We believe the physical characteristics of the resort and the environmental balance, play an important role in the process of healing."

Ram is the Chairman of the Sustainable Tourism Committee for the Karnataka Tourism Forum, Founder Member of the Global Sustainable Tourism Criteria (a Washington based UN body), Ministry of Tourism, New Delhi Committee Member for the Sustainable Tourism Criteria for India, faculty for the Indian Forest Officers training programme in Karnataka, etc.

Our Native Village has been awarded the 'Highly Commended Best Small Accommodation' at Virgin Holidays Responsible Tourism Awards 2008 given out at the World Travel Market, in London.

To read the interview please [click here](#).



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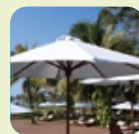
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Interesting India



In the Spirit of Laxmi

'In the Spirit of Laxmi' has been selected for this year's prestigious TRIBECA Film Festival in Manhattan, New York. Documenting the rearing and re-wilding of an injured leopard cub by Gerhard Wiehahn, the previous manager of Aman-i-Khás, a wilderness camp located in a rugged brushwood forest on the fringes of Ranthambore National Park in India.

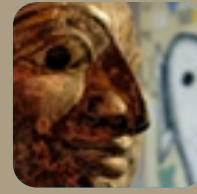
In the Spirit of Laxmi follows the journey of Gerhard Wiehahn as he raises an abandoned leopard cub in the Indian province of Rajasthan.

Hungry, weak and injured, the cub was left for dead on the outskirts of Ranthambore National Park where she was found by forest rangers. Forest rangers contacted Aman-i-Khás hotel manager at the time, Gerhard Wiehahn – a conservationist and ex-game ranger from South Africa. Wiehahn took on the cub in these critical moments of her early life and the two embarked on a journey aimed at raising Laxmi and returning her into the wilderness.

Relying on a methodology that had Wiehahn teaching by example, he found himself physically exerted to the maximum. He began carrying Laxmi in his mouth as a mother leopard would do, teaching her to hunt by hunting himself and coaxing her survival skills by spending nights out in the bush with her.

This training required a complete mind/body commitment and brought him to his physical and emotional limits. His days were spent away from his work and family, roaming the hills with Laxmi making sure she developed into an independent predator. Wiehahn's reward was watching Laxmi transform from a playful cub into a strong, mature hunter.

The two spent sixteen months together – hunting, stalking and climbing – all the while preparing for Laxmi's moment of freedom. 'In The Spirit of Laxmi' follows Wiehahn and Laxmi as they move in two seemingly incongruent directions; together, becoming increasingly inseparable as the months progress, and apart, as Laxmi develops into an independent adult and they move towards their final good-byes.



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Destination Insider



Dear Friends,

After having travelled nearly 38,000 miles to 31 locations across India in just about 20 months, I realise that there are many hotels which think that personalisation of service, means politely communicating with guests by their names. But there are only a handful who realise that every customer is unique with their individual temperament, likes, dislikes and even quirks.

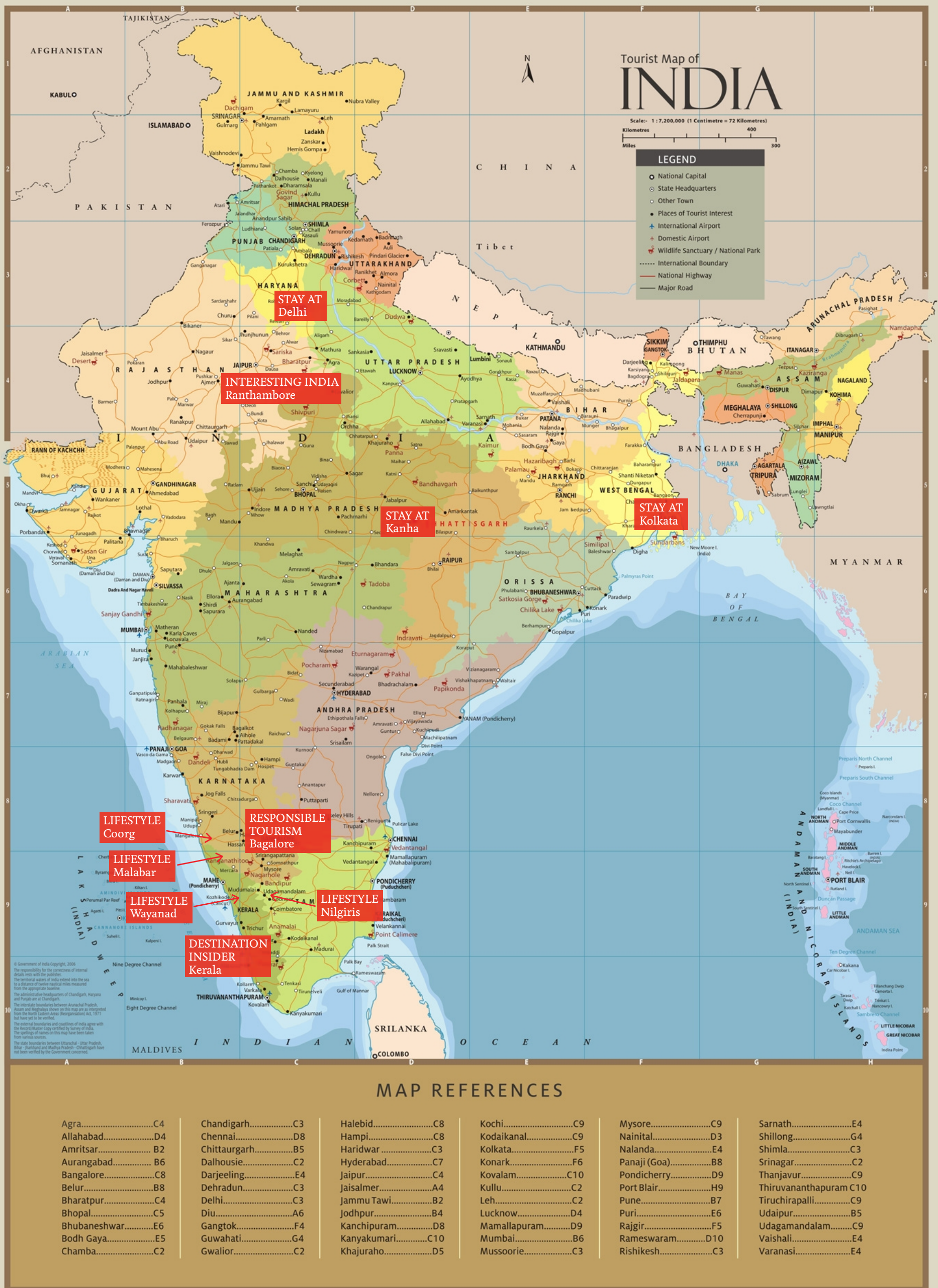
The "holiday host" assigned to each room at the Lalit Bekal in North Kerala is just about that... acknowledging the fact that each guest is unique and the services need to be adapted accordingly. Just so you are aware at the Lalit Bekal, your guests will have a holiday host assigned to them round the clock. He is available at the push of a button (irrespective of the room category booked). Your holiday host (your one point contact during your entire stay) will check you in, drive you to the restaurant, take your order, ensure that you have a word with the Chef, pour you drinks, serve you food, wait on you, take your plates back once you are done eating and drive you back to your room. He is happy to plan your local sightseeing as well.

Nice Touches- before calling it a day, my holiday host Ajith would enquire "Sir do you want me to tell your driver to get you cigarettes" (he rightly anticipated that I will invariably forget how many are left in the packet by the end of the day). He would also double check before picking me up from the room "Sir you need another ten minutes?" (Yes please would be my answer all the time. He rightly anticipated that I will be invariably delayed given my vice of replying to an email at the last moment or jotting down something that I suddenly remembered from my day's exploration.) In less than 24 hrs, thanks to Ajith, the Chef knew that I love fish and prawns, spicier the better, if it was meat, I preferred only mutton. That I preferred my tea strong, wanted my cuppa with milk and 2 spoons of sugar pre-mixed (instead of milk/sugar/tea bags etc arriving separately), that I need a strong cuppa to wake me up in the morning and I don't like using the tea/coffee maker in the room (I always make a mess out of mixing things). And that I don't need bottled water. I find it annoying when you have different waiters asking you the same question everyday (RO Water or mineral water? Milk? Or without Milk? Tea? or Coffee? Sugar? Or without Sugar? How many spoons of sugar? etc etc)

Needless to say my stay at Lalit Bekal was a memorable one simply because they adapted their services to what I wanted and liked (or disliked). They took it beyond polite communication. It was as if they knew me and understood me. That's how you convert a guest to a repeat and brand advocate. Post recession hotels in India would need to do more than discount prices and offer elaborate extras to differentiate themselves. OK ,there are expensive chocolates on my bed in the evening with a good night note, but as much as I am tempted, I don't eat chocolates given my family's history of diabetes.

www.thelalit.com/the-lalit-resort-spa-bekal/overview

Kuntil Baruwa





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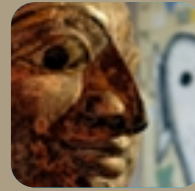
Festivals



Janmashtami Festival 22nd August 2011

Janmashtami celebrates the birthday of Lord Krishna. Shri Krishna is today one of the most widely revered and most popular of all Hindu Gods. Krishna is also worshipped as a supreme god in his own right by numerous sects around the world. Special prayers are held in Shri Krishna Temples across the world and millions of people visit the shrines. Prayers and rituals are held at midnight at the time of Krishna's birth.

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.



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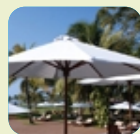
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Impression



From: yasmeen@sohotravel.co.uk
Sent: Sunday, April 24, 2011 1:11 AM
To: Verma, Prabhat

Subject: Thank you

Hi Prabhat

Just wanted to say a big thank you to you and all of your team, especially Gopal for a wonderful FAM and so nice of Sita to organise 2 tigers for us to see !!

Just sitting in the lounge at Delhi airport waiting for my flight.

All the best.

yasmeen