

10<sup>th</sup>

• GLORIOUS YEAR •



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# GLOBAL PANORAMA SHOWCASE 2023



## GPS CELEBRATES A DECADE

# 10<sup>th</sup>

• GLORIOUS YEAR •



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## 2013 - 2023

### WE ARE CELEBRATING 10 YEARS OF SUCCESS A DECADE OF NETWORKING, LEARNING & EMPOWERMENT

#### TEAM GPS



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**HARMANDEEP SINGH ANAND**  
MANAGING DIRECTOR



**RISHIRAJ SINGH ANAND**  
JT. MANAGING DIRECTOR



**RAJU AKOLKAR**  
CEO



**MADHU SALIANKAR**  
EXECUTIVE DIRECTOR



**ANKUSH NIJHAWAN**  
EXECUTIVE DIRECTOR



**SOBINDER SINGH KOHLI**  
EXECUTIVE DIRECTOR



**MOHIT DESHPANDE**  
EXECUTIVE DIRECTOR



**MEHARVAAN SINGH ANAND**  
EXECUTIVE DIRECTOR



**TANUSHKA KAUR CHADHA**  
EXECUTIVE DIRECTOR



# Decade of Connecting, Learning and Networking

It has been a decade since Global Panorama Showcase (GPS) made its debut in Nagpur. The recent conclave of the 2022-23 edition of GPS, was held in Pune. This time, the event spread its wings to 10 different cities.



TT BUREAU

**G**lobal Panorama Showcase (GPS) is known to bring stakeholders from tier II and III cities under one roof and where exhibitors and buyers from across the globe indulge in one-to-one interactions and network with each other.

This unique event showcases the travel business potential of smaller cities. In its latest edition, this year, GPS was held in Kolkata, Bhubaneswar, Nagpur, Lucknow, Chandigarh, Pune, Ahmedabad, Kochi, Visakhapatnam, Indore. In each city, the event was a two days affair, which included B2B meetings, networking, presentations, and Knowledge Inspiration Training ses-

sions (KIT Talks). Harmandeep Singh Anand, Managing Director, GPS, said, "We saw a huge footfall and closed at very high numbers for this season. Pune, as always, has been a very supportive city like most of the GPS cities." On completing 10 years of GPS successfully, Anand shared that the event has evolved from a single city event to a multi-city one. Quoting exemplary figures, he added, "We are proud to announce that GPS is the only event in India, which has successfully reached to over 10,000 travel professionals from 800 plus cities across India, who have attended our events and have been benefitted from both B2B meetings, as well as our educational programmes."



**Harmandeep Singh Anand**  
Managing Director  
GPS

With GPS, travel experts are not only concentrating on tier I cities, but also acknowledging, focussing and betting on tier II and tier III cities as tourism destinations, be it for MICE, weddings, domestic travel, or other segments. Anand has observed growth of travel agents and tour operators with every edition. "Travel agents and tour operators have grown substantially in the smaller cities and towns and influence large swathes of population, especially the sections with newly acquired disposable incomes and financially affluent sections, which are today spurred on by the forces of consumerism and communication," he said.

# Leading the way forward



*This will help the travel trade and tourism boards to understand the potential of a particular region as a tourist destination*

now understood the importance of sustainability and have started accepting new technologies.”

#### **GPS success story**

GPS has come a long way in terms of 8X increase in revenue, which is equivalent to a 600 per cent rise in efficiency, as more attendees keep joining the event each year. “We have around 10,000+ attendees at these events who are there on the platform of GPS, which is a unique and a year-long platform. Exhibitors and buyers can connect with each other, have a productive and interactive meeting, chat, or even a Zoom meeting,” claimed Anand. Whether it is MICE, leisure, business, or corporate travel,

#### **GPS Connect Platform**

Informing about the GPS Connect Platform, which is available on browsers and GPS app, Harmandeep Singh Anand said that in case someone has missed the event by any chance, all the content would be available on the GPS app, so that they stay connected. “Our exhibitors will start uploading

the content. There is a built-in zoom link within the platform where they will have connectivity or they can chat through the system with the potential buyers,” he claimed.

#### **Offerings of latest edition**

When asked about the uniqueness of this edition, he commented, “First-

ly, on the lines of sustainability, we have gone completely on a sustainable platform. Thus, no plastic, no flex, no plastic water bottles and a completely digital format.” Highlighting the importance of adopting technology, which is the way forward in this sector, he said, “We are done with paper work and people have



*GPS is the only event in India, which has successfully reached to over 10,000 travel professionals from 800 cities across India*

GPS is the solution for all travel business needs and professional development.

Anand revealed that new deals and opportunities can be unearthed by meeting exhibitors (local or international) and famous premier travel organizations from around the world. "This will help the travel trade and tourism boards to understand the potential of a particular region as a tourist destination," he pointed out.

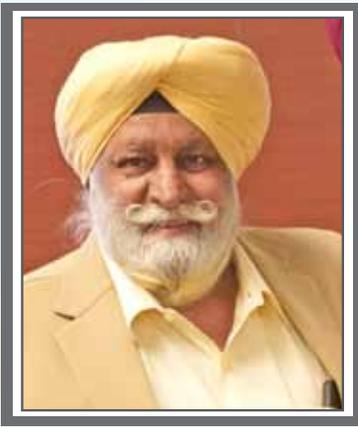


### Success story of India

He believes that tourism development will forge India's position in the global travel industry, as it is about to enter an era of inclusive growth.

He said, "Growth of these cities gestures towards a positive sign for the nation and will facilitate an improved distribution of wealth, which in due course will increase the status of rural India." The country is on a growth trajectory fueled by rapid urbanisation and infrastructure development.

"With efforts towards deviating pressure on the metro cities due to space and time constraints, as well as underdeveloped infrastructure, growth in tier II and III cities reflects a positive change for India," concluded Anand.



## GULSHANPAL SINGH ANAND

**Chairman, GPS**

Since its inception, Global Panorama Showcase has been consistently walking the talk to make the global travel industry more accessible and inclusive. It has certainly revolutionized the way travel fraternity communicates and expands on its business today. One of the main reasons for success is to be at the right place, at the right time, with the right people and GPS has been providing its exhibitors with high return on their investments and access to potential buyers for a decade now. The aim has always been to educate and empower the travel fraternity. Mr. Gulshanpal Singh Anand informed that his year, GPS has received a very positive response from the buyers in terms of the quality of products and GPS got similar responses from the exhibitors about the quality of the hosted buyers and the trade visitors to the show. GST and TCS is a burning issue in the industry, because of dearth of clarity. GPS has focused on educating the trade regarding the same. The sessions on GST and TCS in all the cities were well attended and interactive. Global Panorama Showcase looks forward to providing their audience with more knowledgeable and comprehensive sessions led by industry experts. "I can proudly say that our entire team did an excellent job in making this grand spectacle a huge success yet again," said Mr. Anand.

## RISHIRAJ SINGH ANAND

**Joint Managing Director, GPS**

GPS has evolved manifolds since its inception in 2013. In the first year, we started with a small event called Showcase Jagsons, which in 2014 transpired as Global Panorama Showcase. Over the years, we have adopted a lot of technology at our events. We have done away with the entire paper system as well as plastic use. We have made operations fairly seamless and smooth. We can get the entire data at the click of a button of all the buyers, exhibitors and everything you need related to GPS for the past ten years. Operations have become more seamless and smooth. We look forward to take GPS places from here henceforth. The importance of the show is reiterated when the buyers attend the show on both the days of the B2B sessions in order to learn and gain knowledge about as many products as possible from the show.



## RAJU AKOLKAR

**CEO, GPS**

We have covered 13 cities in the latest edition with Pune being the last stop. In the next edition, we would be adding Guwahati and Jaipur, which are two interesting cities. We are doing Chandigarh since 2016. Chandigarh has evolved and emerged as a very vibrant market. As far as the exhibitors and buyers are concerned, GPS got a tremendous response from both the sides. We have added some new exhibitors in this city. From Punjab, Himachal and the region around these states, we had around 70 travel agents. The overall response of the buyers is amazing and while talking to our exhibitors after the presentation, we found that the response was huge and buyers had many doubts and queries. We had some serious buyers who really wanted to buy the products and services on offer. Educational Destination Workshops – India & International (EDWIN) are held in various destinations and countries with an aim of giving travel consultants, a first-hand experience of the destination or product, which in turn help them sell the destination confidently.

## MADHU SALIANKAR

**Executive Director, GPS**

We received 300 plus pre registrations at Bhubaneswar in terms of buyers, at the show for two days. It was a full house when it comes to educational program. It is a chance for exhibitors to have one-on-one interactions with the buyers. People are looking at more experiential holidays and a lot of immersive travel is happening. Travelers are willing to spend a little more. The event strives to provide an opportunity to the travel agents and tour operators to understand the demand of the secondary and tertiary destinations. In Bhubaneswar, it is the first time for GPS. Everything is new in itself because the destination is new. We are proud of the fact that the event recorded 350 plus attendees, which is a very big achievement as it was a maiden event in this new destination. We hope to see the response increasing in the future.



## SOBINDER SINGH KOHLI

**Executive Director, GPS**

Mr. Kohli informed that GPS received a very good response in the Eastern region, not only from Kolkata, but the entire West Bengal. Participants came from places like Siliguri as well as Northeast. This year, a lot of involvement of the technology was there. With GPS, people like to venture into new regions of India. They want to see places like Odisha, which were not so important and popular. Northeast especially is receiving a new found love. So many new destinations are coming up across the country, and there are beautiful properties at these locations. Hence, I believe that if we start seeing India, there is no need to go outside the country. Even in the South, there are many new destinations coming up. India is very interesting. With GPS, we see a big boom in the travel & tourism industry.



## TANUSHKA KAUR CHADHA

### Executive Director, GPS

Global Panorama Showcase has been a wonderful platform for business-to-business interaction, especially in Tier-II & III cities. The feedback that we received during the show has been tremendous and very positive. Apart from the products, the educational seminars and sessions were well-attended and highly appreciated. Sessions on GST, TCS and Cyber Security extended well beyond their schedule in all the cities. These sessions helped quell fear as well as doubts of the agents and gave them a know-how about running their business legally and successfully. We have also started a few initiatives that will impart knowledge to agents on sustainable tourism. Overall, the exhibitors are extremely happy with the overwhelming response and quality of buyers and travel agents at the show. We see business enquiries being generated and the travel agents passing the references to their respective offices with quotations on the way. In terms of exhibitor satisfaction level, all of them have shown satisfaction with the turnout.

## MEHARVAAN SINGH ANAND

### Executive Director, GPS

GPS has entered its tenth edition and we continuously strive to add new innovations. Removing flex from the event is a move towards creating a more sustainable and greener event. Our aim is to adopt more technological innovations. Global Panorama Showcase has acted as the perfect platform for fabulous interactions for B2B players. Our endeavor from the start has been to bring various tourism products at the doorstep of the travel agents of the tertiary markets and to familiarize them with new offerings that can help them grow their business. The response for the year 2022 was fantastic and more than what we had expected. There was hardly any exchange of business cards or distribution of brochures as digital transmission of information increased. At present, the travel and tourism industry in India is considered the 'sunrise industry', which means it has a huge scope in the near future. Entering into 2023 we plan to create the most comprehensive and integrated B2B travel and tourism interaction platform in the country. We believe in creating future. Not predicting.



## MOHIT DESHPANDE

### Executive Director, GPS

GPS explored East India with the event happening in Kolkata, which will always be special to me. One special feature about this place is that people are really curious about business strategies, products. GPS saw around 600 pre-registrations and many walk-ins. During the presentation, all the delegates stayed attentive and engaged. We have hosted agents from Assam, Bihar, Jharkhand as well. GPS not only enables you to have direct networking, but also focuses on education through EDWIN & fundamentals of tourism.

## ANKUSH NIJHAWAN

### Executive Director, GPS

Nagpur is the birthplace of Global Panorama Showcase and hence it has a different charm when the event is held in this city. Furthermore, the city of Nagpur is crucial in terms of its location, acting as a hub for many surrounding cities and states like Pune, Chhattisgarh, Madhya Pradesh, Jabalpur, etc. Due to the presence of delegates from all these markets, this year's edition turned out to be even better than last year's. The show acted as the perfect platform for fabulous interactions for B2B players as well as for their customers. Many new agents and delegates attended the event and enjoyed the networking and entertainment, followed thereafter.



## RAJSHREE ANAND

### Legal Head, GPS

Global Panorama Showcase was unveiled way back in 2013. From a very small event at Nagpur, with a conglomeration of about 40 exhibitors and about 250 buyers, the show achieved great heights with unbelievable figures. Over the years, GPS has evolved as one of the best interactive platforms for exhibitors and buyers. A platform which is driven by technology, artificial intelligence, content, values and most importantly conversion of business. The presence of delegates from tertiary markets have turned out to be better each time. We are working towards making GPS a completely hi-tech platform with its attendees becoming more tech-savvy so as to inculcate in them the paperless technology adapted by GPS. After a decade full of encouraging numbers and innovative ideas, I can assertively announce that the participants can look forward to more in store for the years to come.

# Glimpses of GPS 2023

## AHMEDABAD



## KOCHI



# VIZAG



# INDORE



# KOLKATA



# BHUBANESWAR



# NAGPUR



# LUCKNOW



# Promising a panoply of opportunities for buyers

GPS 2023 saw travel agents and tour operators from various cities indulging in B2B meetings with the exhibitors, which resulted in fruitful leads and relationships that would stay for long.

## Buyers



**Anupam Shukla**  
Director  
Holiday Makers

UP has shown tremendous growth. Some upcoming destinations like Ayodhya, Varanasi, and Allahabad are going to be very important destinations PAN India. This will be a gamechanger for tourism circuit. GPS is a wonderful platform and we all are very excited whenever it is coming to Lucknow. It is an umbrella that is going to give opportunities to all tourism stakeholders. One doesn't need to go anywhere else, as hoteliers, agents, and tourism boards are present under one roof. They have got wonderful products, which will help the local operators to grow.



**Chandni Prasad Pattnaik**  
Director  
Travel at Blue

The new trend is that people from Odisha are travelling to different destinations. People were searching for new destinations in Eastern Europe, African countries, and even the islands. People are exploring and asking for short packages. GPS is a very good platform. We are attending this showcase for the last 5-6 years. In Odisha, more than 100 agents have already attended the shows and they have made good connections with a lot of suppliers, both overseas and domestic.

GPS is a brilliant platform for the travel fraternity. It helps in specialized knowledge, and is a place where you can interact one-on-one, which really builds relationships with businesses. Chandigarh has always been a city of joy, It is beautiful because of the planned structure. We need to focus on MICE because there are many hotels that can provide the facility of stay and events. Another focus area is rural tourism. At these places, people not reunite with each other and have common roots.



**Manmeet Singh**  
Proprietor  
Sky High Tours & Travels

Every state is performing, in terms of tourism. Three airports Gorakhpur, Varanasi, and Lucknow are doing well in UP. The work on Jewar airport is also going on, and it is expected to be completed by next year. After this comes, we will also start flights to Europe. The UP government is really active in promoting the state as an inbound tourist destination. Apart from the leisure market, we now have pilgrimage tourism and ecotourism growing in the state as well. Earlier people used to visit UP to see Taj Mahal, but now they are visiting Ayodhya and Varanasi too.



**S M A Sheeraz**  
Director  
Sheeraz Tours



**Sanjeev Mehra**  
Founder & Director  
Aaryan Leisure & Holidays

We do a lot of MICE and high-end leisure travel. We have received a great response. As far as GPS is concerned, we always say that new products and knowledge sessions, travel companies and agents are taking this sector to a whole new level. People gave their proposals on new products they are offering. It was great to have GPS back to Kolkata, because of which, agents have started getting benefits.



**Valmiki Hari Krishan**  
Founder & Managing Partner,  
Valmiki Travel & Tourism Solutions

GPS has a unique way of educating the travel fraternity. They always focus on new cities to conduct their exhibitions, which makes it a great experience. People usually ignore the potential of tier II and tier III cities. GPS found that gap and they started travelling across India. Travel has become part and parcel of the lives of people living in Telangana and Andhra Pradesh. Both places have got tremendous potential for outbound. Today, every state in India has identified the potential of travel and tourism and GPS knows the pulse.

In terms of B2B, since we have our own DMC in Thailand, Vietnam, and Cambodia where we use networks like GPS. The GPS has really connected itself with the Andhra market and this kind of B-2-B Network has never happened in tier 2 cities before. GPS has taken this event straight to the hearts of travel agents by hosting them and making it paperless. We are also partnering with different companies along with GPS to take this level of knowledge to the rest travel fraternity.



**K Vijay Mohan**  
Director  
Holiday World & Connect India

I really like GPS, as it encourages the travel fraternity to come together. They can talk about new products, and one can introduce new products to them. Travel fraternity gets to attend knowledge sessions and they can also build their own businesses, as well as marketing tools. First of all, GPS completes 10 years and it's been a big journey for them. I think that is one of the things which GPS should be proud of, as it makes us proud to be associated with them. We need platforms like these to interact within the industry.



**Swapnil Shah**  
Co-Founder and CEO  
TourWiz

# New cities opening new avenues for exhibitors

Exhibitors at GPS 2023 vouch for the opportunities that the event opens in every city they visit. While many have been associated with the event for the last 10 years, others have a new-found love for GPS.

## Exhibitors



**Dhananjay Saliankar**  
Head, Sales & Marketing - India  
Fortune Hotels & WelcomHeritage

A decade with GPS has been incredible. From Nagpur, we had started to explore secondary cities and every year there is something new to learn. We have developed new markets like Indore, Lucknow, and Chandigarh. GPS has always focused and helpful in terms of personalized meetings and not to forget the captivating audience. The smaller town people now want to experience brands, which was not the case earlier. We are looking for a lot of conversion opportunities, and new opportunities as well in the greenfield area.



**Karishma Kazi**  
Founder and CEO - Black Turtle  
Reps (Cora Cora Maldives)

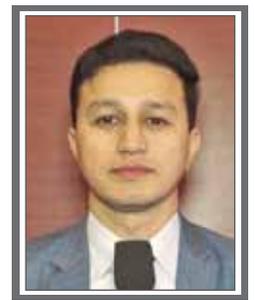
The best part of this showcase is that we get to meet some serious filtered buyers. There are queries floating around in the market. With GPS, we can have one-to-one meetings with the buyers to answer their queries. In Kolkata and Ahmedabad, I showcased Cora Cora resort and we had 10,000 + bookings post the event. It is a great platform where we have table top conversations. It helps in understanding what the needs of the market are. You can then enhance their experience and it is a very mature way of doing business.

We are still in the process of beginning to re-engage through trade indirectly in some of the markets like East India, and South India. In Kolkata market, people are very cost-conscious, but they are willing to pay if good quality is assured. One of the most amazing things we have done is partnering with GPS. We now know the importance of tier II and tier III cities for developing outbound travel business. They are hungry for new destinations and they have clients willing to pay for experiences in both group and FIT segments.



**Paramjit Bawa**  
Founder & Principal  
Auxilia Networks

I have been with GPS for a couple of years now, if not regularly, but alternate years. The way they have grown in terms of credibility, reach, and coming up with the right set of partners, is commendable, thus making the event fruitful for all the parties. They are growing bigger and brighter in a positive way. Vendors, hoteliers, and suppliers just wait for the dates, so the market can witness GPS shows. I get a reach from not only Nagpur, but also Aurangabad and Raipur. It's a win-win scenario for everyone involved.



**Rakesh Bhandari**  
Director, Global Sales  
Dusit Hotels & Resorts



**Shuja Bin Mehdi**  
B2B Manager - India  
VisitBritain

We have been partnering with GPS for many years now and the ROI has grown. The tier II and III cities are giving us a lot of business and we are noticing high-value clients coming from these cities. GPS also holds local relationships, which set them apart from others. India, as a market, is now the size of a continent. For them to have those relationships and to know each person walking towards the door is amazing. I don't think any other platform captures these markets like GPS does.



**Sunil Talreja**  
Vice President - Indian Operations,  
InterGlobe Air Transport

We have seen the Lucknow market come up despite Covid. For tourism, I think we need to be more proactive now and there are plenty of things that can be done. The spread of GPS is very wide, as they go to tier II and III cities both. Thus, it's a very good platform. We have been subscribing to them and affiliated with them for almost 10 years now. We will soon announce our foray into hotel aggregation business. The deal is signed and the name will be jointly declared with our principals and co-partners in India.

We have been participating in GPS for the last six years. It provided us with a platform to connect with travel agents in tier II and III cities. Many agents have participated in events that happened in Ladakh. There is a really good scope for inbound travel. We are planning to participate in all the cities in future. We are putting a lot of effort into marketing. We are expecting a very good season this year as we have improved our transportation, hotels, and facilities.



**Tundup Dorjey**  
Proprietor,  
Overland Escape (DMC Ladakh)

With Chandigarh, my experience was quite good as the city never fails to surprise me. Since I started attending the GPS events, I personally learned a lot. They have so many vendors with them and have also launched some educational programs, which are very new to the market and no other company has introduced them yet. With GPS, we can understand destinations, their products, and hotels and have ground knowledge about them. I realized the potential of Chandigarh only after GPS.



**Mrinal Agarwal**  
Managing Director  
Travel Nation India, Ambala

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**KOLKATA**  
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**NAGPUR**  
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