



GLOBAL PANORAMA SHOWCASE

A DDP PUBLICATION

AHMEDABAD : JUL 13-15 | CHANDIGARH : JUL 20-22 | KOLKATA : JUL 27-29 | KOCHI : AUG 3-5 | PUNE : AUG 10-12



2017



GPS 2017 concludes with unprecedented B2B interactions.

The 6 city tour of GPS ends on a super-high note with all our participants wanting more of it. A super opportunity to engage with buyers from Tier II & III cities where the Indian markets project maximum growth in times to come, GPS offers the right platform to strengthen business not for the next 2 but 20 years ahead.

For more information visit www.gps-india.com

Get ready to become a part of GPS 2018.

And get business ready for the next 20 years ahead.

Await our mailer announcing registrations for GPS 2018.

NAGPUR
Jan 19 - 21
2017

AHMEDABAD
July 13 - 15
2017

CHANDIGARH
July 20 - 22
2017

KOLKATA
July 27 - 29
2017

KOCHI
Aug 03 - 05
2017

PUNE
Aug 10 - 12
2017





GPS 2017

A gateway to Tier-II & III markets

Global Panorama Showcase (GPS) has come under the spotlight for all the right reasons. With the introduction of EDWIN this year and the roaring success of its mobile App, making the event accessible even after it's over, GPS has taken the Tier-II & III markets by storm.



SHAHZAD BAGWAN

Over 7,000 travel trade professionals from across the country congregated at the Global Panorama Showcase this year as the show travelled to six cities, including its debut in Kochi and Pune. GPS 2017 kicked off with Nagpur in January, receiving a very good response from over 200 hosted buyers. The focus has been on agents from Tier-II and III markets. GPS Nagpur, which witnessed a gathering of over 1300 registered buyers, saw participants coming from the focus areas of Vidharba, Khandesh, Madhya Pradesh and Chhattisgarh. Post Nagpur, GPS travelled to Ahmedabad, Chandigarh, Kolkata, Kochi and concluded in Pune. The event recorded close to 7,000 registered delegates and hosted more than 900 buyers in all the six cities. The GPS team recorded an overwhelming response from Kochi and Pune, in spite of its debut in these cities.

GPS in 5 cities

In Ahmedabad, over 600 attendees gathered on Day 1 for product presentations and GST sessions. The Mayor of Ahmedabad attended the show, which saw 1,200 plus buyers during the three-day event. Travel trade professionals from Surat, Valsad, Navsari, and few cities of Rajasthan as well attended the show in Ahmedabad.

While Chandigarh recorded thrice the number of buyers as compared to last year, including 200 hosted buyers, GPS Kolkata's second edition witnessed buyers from the North East region in attendance.

Apart from local agents from Kolkata, participants came in from Bhubaneswar, Cuttack and Jharkhand. In a first, GPS Kochi also recorded over a thousand attendees and the quality of buyers at the event was highly appreciated by the exhibitors with agents participating from cities like Bengaluru, Coimbatore, and Telangana.

GPS 2017 concluded with a bang in Pune with the maximum footfall compared to other cities. A lot of agents from Gujarat who couldn't make it to the Ahmedabad edition, made sure they attended the finale in Pune.

App's the way

The new GPS mobile App turned out to be a roaring success as it ensured the e-event was paperless, and the details and profiles of all buyers and sellers was virtually available even after the event was over. Among all the six cities, Kochi recorded the highest mobile app download rate of 90 per cent. The QR code feature enabled exhibitors to connect with buyers using the app and they didn't have to exchange business cards. All the product presentations were also uploaded on the App.

Support & Sessions

GPS received tremendous support from leading travel associations like Travel Agents Association of India (TAAI), Travel Agents Federation of India (TAFI), Outbound Tour Operators Association of India (OTOAI), Enterprising Travel Agents Association (ETAA), Travel Agents Association of Gujarat (TAG), Travel Agents Association of Pune (TAAP), etc. to name a few.

The first day in each city was dedicated to product presentations. There were product presentations on how to redefine travel commerce by InterGlobe Technology Quotient (ITQ), innovative international remittances and forex by FXKart, sailing on cruise by Genting Cruise Lines, safeguarding business from cyber threats by Prevoyance Cyber Forensic, ancillary travel services by TrawellTag Cover More, destination presentation by Zanzibar and Tanzania Tourism, growing business together by Sahibji Group of Companies, CRM tool for travel agents by Futurica and making business GST compliant by Infozeal.

A GST session by tax expert CA Manish Gadia, GMJ & Co, gave an insight on how GST will come into effect. The session received a full house in each city and till late in the night. Agents attending the GST session voiced their concerns to Gadia who in turn, along with Harmandeep Singh Anand, made sure all doubts were cleared.

New product launches

There have been quite a few new product launches at GPS this year. Earlier, at GPS Nagpur, FXKart launched their new product 'flyremit' which is an e-platform providing solutions for remittances. Travkart by Sahibji, Travel CRM by Futurica were launched besides, the global launch of Gulliver's India.

EDWIN

The Educational Destination Workshop International (EDWIN) was initiated this year for international as well as domestic destinations. EDWIN is for agents

who have attended GPS and they will be selected based on a certain eligibility criteria at subsidised rates. Around 100 agents will be selected across all the cities. The workshops will have fixed itinerary with half day B2B sessions with hotels and sight inspections. Currently, GPS is in discussion with various tourism boards like Malaysia, Philippines, Tanzania, Zanzibar and Bali. Leh, Ladakh, has been finalised for the first EDWIN in September by Ravine Trek.

Singapore Airlines and Genting Cruise Lines have come on board to partner for the EDWIN programme. EDWIN will

make it an adventure sport activity in all the cities GPS is moving around. GPS wants to make it into a sporting event where people can compete professionally and move to the next level. Since people go outside India to enjoy this it would be an opportunity for people to experience this within India.

GPS for social causes

Apart from promoting tourism, GPS is also working towards supporting social causes and in Nagpur it had felicitated Amit Samarth who would be competing at the RAMM (Race Across America), considered the world's toughest endurance

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be restricted to the number of days as worked out by GPS team and only one person from one organisation can travel for it.

Promoting Paramotoring

GPS is also promoting Paramotoring as a sport and as a tourist attraction. The first paramotoring competition concluded in Nagpur. There were 33 paramotorists with 23 odd equipments and a team went to Thailand to compete in the international competition where they won gold and silver. Working with Captain R. K. Singh, President, Paramotoring Association in India GPS wants to take this to the next level and

bicycle race. He is the first Indian who has completed this race in his first attempt. Dr. Vinay Nangia from Suraj Eye Institute was also felicitated where GPS wanted to inform people that without vision tourism cannot happen.

Way Forward

After covering the major six cities and markets in the north, east, south and western region with successful shows, GPS aims to grow bigger next year. Though GPS will continue the events at Nagpur, Ahmedabad, Chandigarh, Kolkata, Kochi and Pune in 2018, there might be additions of few more cities like Lucknow, Jaipur, Hyderabad and Bengaluru, which have not been finalised yet.



HARMANDEEP SINGH ANAND

Managing Director, Global Panorama Showcase

“We recorded a total attendance of over 7,000 registered delegates in the six cities of GPS this year and hosted more than 900 buyers in all these cities. Pune and Kochi were two new additions this year and we received an overwhelming response for both of them with support from the local travel trade associations like TAAI, TAFI, OTOAI, ETAA, and IAAI at the national level as well as TAG, TAAC, PTAA, TAAP, TAAN, LEAF, SIGTOA, TOAT, NIMA, and ATTOI at the local level. We currently have a following of over 15,000 travel trade professionals. The highlight of the educational sessions across all cities starting from Nagpur to Pune was GST since it is a burning issue right now. We had a captive and a very interactive audience. GPS is about empowering agents from Tier-II and Tier-III markets. GPS in Pune was attended by travel agents from Akola, Satara, Sholapur, Kolhapur, Aurangabad, Nashik, Jalna, etc. and all neighbouring cities within 300-400 km radius. In Pune, we crossed over 11,000 meetings during the three days. There is a lot of business happening in terms of GST software which is available, like the ClearTax GST software, Infozeal software, CRM software etc. and it is like having all the necessary tools for the back-end for the trade under one roof which could be bundled in a manner that a small travel agent can opt for. In effect, travel agents will end up spending not more than ₹ 2000-3000 a month to bundle all of them together. If one looks at it, if this spend is spread over a few months, the savings that the agents get in terms of GST Input Tax Credit is huge. GPS has also become a good platform for the travel industry to launch their products. This year, quite a few new products were launched at GPS like Travkart from Holidays by Sahibji; TravoCRM for small entities; Gulliver's India launched its unique platform exclusively at GPS; FXKart introduced its offers to the market and we too introduced our unique offering and a new vertical- EDWIN (Educational Destination Workshop - International).

We have also tied-up with EasySalary. Thus, travel agents have to look at the various opportunities that GPS is trying to offer them through this platform. We also believe in working hard and partying harder, which also provided the attendees an opportunity to network after-hours. This event is not just about exchanging cards but means serious business. Looking at the performance of GPS in the six cities, we will continue the edition of GPS in 2018 and also plan to add a few more cities like Lucknow and Hyderabad. We have received requests from many cities to host GPS. In 2018, GPS will be about eight cities. We are also looking at starting a smaller format which could be a one-night, two-day format which will have presentations and a small number of exhibitors which will be taken along to cater to cities like Guwahati, Bhubaneswar or Madurai.”

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TANUSHKA ANAND

Executive Director, Global Panorama Showcase

“The App was well-received by all the attendees at GPS. The exhibitors in particular explored the App very effectively at various stages ranging from networking, sharing contacts to even updating their organisation profile with their product images and brochures. There has been a 70-75 per cent App download in the GPS event cities in 2017. We reduced usage of paper from over a ton to less than a 100 kilos. This helped us create a successful e-event. Moreover, we added a new feature in the App—Lead Capture—specifically to ease the reporting of the exhibitors. This feature proved to be a major highlight of the event as it enables an exhibitor to scan the QR badges of the attendees which then helps them to collect the data of the people they have met at the event.

It also allows an exhibitor to export all the contacts of these attendees into an excel format. This proved to be time saving as opposed to creating a manual report for the event. All the presentations that happened during the event are available within the App. We are looking forward to make GPS a completely hi-tech platform with its attendees becoming more tech-savvy. Our endeavours are also directed towards creating a virtual meeting feature, wherein the exhibitors would get to connect with all the GPS attendees without being physically present for the event.”



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RISHIRAJ ANAND

Joint Managing Director Global Panorama Showcase

“Looking back at our run this year, I am really happy with the fantastic response GPS garnered across all the cities in which we participated. Even the two new cities we added, Pune and Kochi, received an overwhelming response and support from the entire industry including the exhibitors, hosted buyers and trade visitors. It was a tough task to get so many people to come onboard, manage their stay and engagements with each one but I can proudly say that our entire team did an excellent job in making this grand spectacle a huge success yet again. We received a very positive response from the buyers in terms of the quality of products that were on display at GPS this year and we got a similar response from the exhibitors about the quality of the hosted buyers and the trade visitors to the show. Our endeavour from the start has been to bring various tourism products at the door step of the travel agents of the secondary and tertiary markets and to familiarise them with new offerings that can help them grow their business.

Apart from the products, the educational seminars and sessions were well-attended and highly appreciated. Sessions on GST, tax filing and cyber security extended well beyond their schedule in all the cities. These sessions helped quell fear as well as doubts of the Tier-II and Tier-III agents and gave them a know-how about running their business legally and successfully. Another feat for us this year was the launch of EDWIN – Educational Destination Workshop International through which we plan to further stimulate the travel agents from all the cities where GPS was held this year. EDWIN will give the travel agents a first-hand experience of what to advertise to their clients about the destination. While we received an excellent responses from the Ahmedabad market, the turnout in Pune and Kochi was tremendous despite this being our first foray into these two cities. Kolkata too stepped up from last year but Chandigarh witnessed a massive growth in comparison to last year. We are looking forward to adding a few more cities next year and take into fold an even larger audience from Tier-II and Tier-III markets.”

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ANKUSH NIJHAWAN

Executive Director, Global Panorama Showcase

“At GPS this year we received an overwhelming response from all cities. The number of exhibitors had doubled and so did the number of attendees which was proof of the value offered through this exhibition. GST is a burning issue in the industry currently, and we focused on educating the trade regarding the same. The sessions on GST were well attended and many times lasted for long hours due to their intensity and knowledge quotient.

The technology adopted in this edition of GPS was superior to the last edition and it was heartening to see an increased number of attendees adopting the GPS App. There was hardly any exchange of business cards or distribution of brochures as digital transmission of information increased.

Ahmedabad and Chandigarh showed growth in the market from last year while Kochi and Pune were new additions this year to GPS. We believe these are the markets to tap into for growth in the future. For us, Kochi was a surprise as the response to GPS was exemplary and better than any other city. Kerala is a big market which needs to be well catered to. Pune has emerged as an extremely important market for tourism but is usually ignored because of Mumbai. Kolkata, however, was slow and the response was not so great but we will make sure that in the next edition we will put extra efforts to bring this city on a par with the other enthusiastic cities under GPS.

GPS is the only show in the country which is organised by a large trade organisation for the trade in secondary and tertiary markets. Going forward, we will surely look at adding more cities and host GPS in eight cities in 2018.”



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RAJU AKOLKAR

CEO, Global Panorama Showcase

“The response for this year’s GPS has been fantastic and more than what we had expected. We introduced EDWIN this year, a new vertical under GPS which will take the travel agents and tour operators to a few select locations which we have tied-up with at nominal rates to educate them about that destination. We plan to take around 100 travel agents for these workshops.

This year, we saw a good number of buyers at Ahmedabad and registered an increase in number of sellers as compared to the last edition of GPS. We registered a growth in the number of buyers at Kolkata as well. Apart from the local agents from Kolkata we received people from nearby areas like Bhubaneswar, Cuttack and Ranchi etc. This year we added Kochi and Pune to GPS. Both these new cities showed great response. When we selected Kochi as a venue for GPS in South India, everyone was sceptical about the response we would get here but we received an overwhelming response for Kochi GPS. We also received good support from the trade associations. Pune was another rocking affair for GPS as it was for the first time we ventured into this market. GPS has proved to be a great success this year and we look forward to continue with these cities for next year and also plan to add a few more cities under the banner of GPS.

We are also promoting paramotoring in the cities we host GPS. We believe this sport has great adventure involved in it and with the younger generation taking up adventure tourism, we could promote this well. We can set up centres where paramotoring is done in a professional and systematic way with safety guidelines and add to the tourist value of that particular destination.”

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MADHU SALIANKAR

Executive Director, Global Panorama Showcase

“The journey of GPS so far has been a great across all the six cities including the new cities we introduced this year. We were able to reach out to over 6,000 agents across the six cities this year. We kicked off the year with Napur followed by the second edition of GPS in Ahmedabad. Last year we received as many as 700 attendees at Ahmedabad which grew by 25 per cent this year. We also saw an increase in participation from exhibitors at GPS Ahmedabad which was 50 last year and increased to over 80 exhibitors this year. Visitors from neighbouring regions like Rajkot, Mehsana, Surat, Baroda and cities in Rajasthan also attended the show this year. We have had Gujarat Tourism exhibiting with us starting from Chandigarh right up till Nagpur 2018. We are very hopeful that other state tourism boards will also come on board with us. India is not only a huge outbound market but has huge potential for domestic travel as well. The second edition of GPS Kolkata was also better than its last edition as there was an increase of over 20 per cent in visitors over last year. We received a large number of buyers from Odisha, Jharkhand and Bihar and it was heartening to see attendees from Guwahati, Silliguri, etc. apart from the local agents from Kolkata.

The two new cities added this year were Kochi and Pune. At Kochi we received a good response from the travel agents while Pune turned out to be the best in terms of footfalls as compared to the other cities. Like other cities, we received visitors from different parts of Kerala and Maharashtra at the new cities.

This year, we have announced EDWIN and have seen a good response for it. We have shortlisted the Philippines, Bali, Malaysia, Tanzania and Zanzibar and Star Cruises for the international workshops while on the domestic front we are taking travel agents to Leh, Ladakh, for the maiden workshop. These workshops are only applicable for the attendees of GPS at any of the six cities this year.”



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GPS 2017

The six-city show recorded over 7,000 delegates

Global Panorama Showcase kicked off with Nagpur in January this year and ventured into five cities—Ahmedabad, Chandigarh, Kolkata, Kochi and Pune. Exhibitors and buyers share their experience and takeaways from the show.

Buyers



E M Najeeb
Chairman – Southern Region
IATO

“ I congratulate and commend GPS on making its maiden journey to Kochi. I am very happy that I could be part of the inaugural function here. They laid out the format in a very proficient manner and had all the major national and international brands exhibiting and participating. The show was an excellent platform for concentrated and goal oriented B2B meetings and I’m sure it bode well for all those who were involved with it. GPS has armed the smaller cities with the means and knowledge now to go toe to toe with the likes of Delhi and Mumbai. ”



Valmiki Hari Kishan
EC Member
Skål International Hyderabad

“ This was my first time at GPS. I really appreciate the tremendous efforts put in by Harmandeep Singh Anand and his team in educating the travel fraternity. There are a lot of people in the industry who are trying to earn but due to the lack of knowledge, they are not succeeding. This is the platform for them and for all the other Tier-II and Tier-III market travel agents. I too got acquainted with many new faces and their respective offerings including DMCs and destinations which will enable me to give more variety and infuse new elements into my customer’s itineraries. ”

“ This was my second visit to GPS Chandigarh and it definitely turned out to be worth the while. There were exhibitors who had products and offerings about which I was not aware about previously. So, at the very least, GPS has really enhanced my knowledge and with that I am sure it will also enhance my business. I found new destinations where I could send my clients for MICE and weddings and also found out the right hotels to ensure that my clients get the best out of their stay. I’d like to see GPS become even bigger in its future editions, possibly go international to offer a closer look at the destinations and properties. ”



Ashwani K Gupta
Managing Partner
Dove Travels

“ I had many meaningful interactions with various exhibitors who attended GPS. Thanks to GPS, I am now a lot more confident about GST than I was before. The session on GST on the first day was very informative for all the agents who had attended it. It’s one thing to bring in the sellers to our markets for business but to come down and educate us on the new happenings and right ways to conduct our day to day operations is a totally different thing. GPS has made us feel needed by the industry and has given us a stage where the focus is on us and for that we are very grateful. ”



Ravi Barua
Co-founder, BookMyHotelZ.com &
Book My Vacationz



Anand Jhamb
Director
Systematic Air Travel

“ This was an amazing platform for the travel agents like me from Punjab as it is very convenient and the GPS management was highly efficient in ensuring that there was ample time to connect with the exhibitors and understand their products. Personally for me, the ease of interaction was the highlight of the show. The introduction of GPS App which stored all my contacts and exhibitor presentations is going to be a very helpful tool in the future and will give me insights while I promote the destinations and properties to my clients about which I have managed to gain better knowledge. I will surely participate in GPS next year as well. ”



Maninder Saggar
Director
Devika Travels

“ The participation at GPS was really good. We had an excellent array of DMCs and a lot of knowledge was exchanged. Coming from the Ludhiana market, a show like this gives me everything that is needed to help grown my business to greater heights. Apart from the product knowledge, I got a very unique and timely chance to learn a lot about GST, its benefits and how to work in accordance with the new policy. I feel GPS has got the size of the exhibition just right. Though we’d like to see a few more sellers, the current size enables a one on one interaction rather than a mass interaction. ”

“ No other tourism mart or tourism show in India has adopted technology the way GPS has. It shows the forward thinking of the management and also shows the importance they are giving to the Tier-II and Tier-III agents by introducing the product on them. A striking feature of GPS was the ecosystem they created for the right kind of interactions to take place between the buyers and the sellers. We were introduced to so many new facets of tourism, which will help sustain the growing demand from our customers and will allow us to plan a travel that is a departure from the usual. ”



B Saravanamurthy
Franchise Partner – Erode
Thomas Cook India

“ GPS this year certainly outdid itself in terms of the number of exhibitors and also the number of buyers it was able to attract to Ahmedabad. I strongly feel it is a very good initiative taken for the travel fraternity. Our industry in Gujarat and the neighbouring states is rapidly growing and with the arrival of such reputed exhibitors and the valuable knowledge they have imparted onto the agents here, it is bound to further stimulate our growth. Sessions on GST and cyber security have apprised us and I am sure the future editions will reach even greater heights. ”



Shreeram Patel
Managing Committee Member
Chairman – CRS & Technology
Council, TAAI



Snapshots

from GPS Ahmedabad



Buyers



Riaz Munshi
MD
N. Chirag Travels

“ The opportunity that GPS provided for Tier-II and Tier-III cities was amazing this year. The six-city event received a good response at each of its editions. We attended the event for the first time and I could very well say that the market in the secondary and tertiary cities is flourishing much better than that in the metro cities. For travel agents and suppliers, Tier-II and Tier-III markets have been key areas that they have been trying to tap into and GPS provided them with the perfect stage to showcase their ideas and get more traction. ”



Mahendra Vakharia
Managing Director, Pathfinders
Holidays

“ We were very happy and satisfied with the GPS event which took place this year at six-cities. The show has managed to elevate itself tremendously in 2017. There were a lot of innovations and the sessions on GST among other major issues related to the travel industry which were discussed at great length. The other major issues was cyber security and that too was dealt with very smartly. Events like GPS offer a good networking opportunity. We were able to meet many tourism boards and DMCs. All in all, it was a really good event and we were happy to be a part of GPS. ”

“ GPS Ahmedabad was very well-organised and done better from the last edition. There were a lot of quality suppliers and more than 600 registered visitors. It turned out to be a fantastic platform for everyone to interact and network. TAAI – Gujarat Chapter was actively involved with GPS and would continue to do so with regular participation and meetings among its members to attend the show and involve in interactive sessions as well. ”



Paras Lakhia
Chairman-Gujarat Chapter
TAAI

“ GPS was amazing this year. From the presentations to the products and to the discussions, they were all very educative. The technology that GPS came up with this year would help the agents a lot. It would give us the mileage that we needed. There were a lot of agents and companies that we didn't know about, but we got to know them through GPS and that was the best part about the event. We would love to see more participation in the next year's event as this would boost the industry in the Tier-II and Tier-III cities that GPS is aiming for. ”



Bimal Mehta
Chapter Chairman-Gujarat
ADTOI



Aparna V Basumalik
Country Head
Europamundo Vacations

“ We attended GPS for the second time and were able to build a very strong network. GPS has become quite popular among the travel trade industry experts and newbies alike. GPS 2017 was a successful event as the market has grown tremendously in Kolkata. The show took place at a time when no other travel marts were taking place which enabled GPS to get a larger reach. Our perfectly priced packages and flexibility during tours were taken up well and we are expecting a good season ahead. ”



S H Rahman
Corporate Director- Sales &
Marketing, The Park Hotels

“ This was the first time we participated in GPS and we were really impressed with the kind of technology that they used. The entire exhibition was paperless and all the attendees could connect via the App. This efficient use of technology was the differentiator from the exhibitions that I've attended till date. It was a really good show. We have a lot of projects in Kolkata and across India that are coming up and GPS was really helpful in connecting us with different exhibitors and exchange information for mutual benefit. ”

“ GPS in Pune was a really nice event. It was a platform for the agents to interact with destination management companies (DMCs), tourism boards, media and publications to increase their visibility. We had attended the earlier edition of GPS in Nagpur, but the GPS edition in Pune was much bigger and better. We received some really nice deals and we would love to come back for more networking next year. ”



Praveen Kumar
Manager Sales Wholesale, TravelAir
Representations

“ At this year's GPS, we got to know that The Philippines is not just a good destination for MICE travel, but is also quite famous amongst the families as a holiday destination. We talked to a lot of DMCs and boards and networked well with a number of suppliers at the show. The best part about the GPS is its App. One could easily connect with various travel agents, tourism boards and destination management companies (DMCs). Sharing the contact details via the App is a very handy way to keep all contacts in one place. We would love to participate again next year. ”



Devanshi Broker
Consultant- Holidays
Uniglobe Utopia Travel



Neeraj Sharma
Managing Director
Cruise Carrot

“ For an organisation like ours, which has recently ventured into the market, GPS has been an excellent platform for us. We got a chance to showcase our offerings to every travel agent who were quite receptive. Though the cruise market in India is an upcoming market, it has taken some giant strides lately and in the near future it will surely be amongst the strongest segments in the tourism industry. We got a chance to share product knowledge with Tier-II and III markets which have for long remained oblivious to its existence. ”



Siddhesh Sunil Subhedar
Sales Manager - Travel Trade
Rudra Marketing

“ In Tier-II and Tier III-cities, Pune is an upcoming market and the effort made by GPS to tap this market is a very positive sign for the Indian travel industry. We participated in GPS for the first time and were presented with good networking opportunities with different hotels and tourism boards. We visited many booths and were provided with a lot of information for our destinations. We are a DMC for the UAE and at GPS, we were able to gather good queries for our destinations. We also got queries for off-beat destinations. ”



Snapshots from GPS Chandigarh



Exhibitors



Sunil Talreja
Vice President-International Passenger Sales, InterGlobe Air Transport

“InterGlobe has been associated with GPS for a couple of years now and through it we have gained a platform to connect with our customers in the non-elite cities, which we, otherwise, would not have been able to do as conveniently as we did now. The response from our participation this year again has been really good. There has been a definite increase

in the visibility of all our products through GPS and that has substantiated into an increase in our revenues as well.”



Aarish Khan
Vice President-Sales (India) Travel Boutique Online

“Travel business in India is not restricted to Delhi, Mumbai and Bengaluru but goes well beyond that. Thus, GPS is our engagement platform with the rest of the country. This year we’ve participated at all GPS shows which proved successful for us. We interacted with many potential customers who will play a big role in the further cementing of our company in

the Indian market. Our products were able to pique the interest of the attendees and we are looking forward to follow-up with the leads we received at the show.”



Abhishek Varma
CEO European Tours

“The quality of the travel agents and tour operators we got to meet at GPS certainly exceeded our expectations. We wanted to introduce the Tier-II and III cities to our van tour products in the UK and Europe and in this endeavour, GPS has helped us in successfully reaching out to a big audience. We received many queries at the show and

now we’ll be looking forward to close the numerous leads we generated through GPS.”

“To say the least, we were overwhelmed by the response we garnered through GPS. Since we take care of GST compliance and invoicing solution, which are some of the most pertinent issues in the country, we were thronged by travel agents seeking our advice and guidance in helping them run their businesses under the new GST regime. Through my interactions with the travel trade it was made apparent that many agents have issues regarding billing and the benefits and procedures involved. Our product helps the trade to file their invoices and taxes under GST and was a major crowd-puller, made possible by GPS.”



Rohit Taneja
Key Account Manager Cleartax

“We are very happy to be a part of the GPS team, which was gracious enough to invite us and give us an exclusive access to launch our products at the GPS platform. There was excitement and also a bit of scepticism when we had initially signed up with GPS with regards to the return on investment in Tier-II and III cities. But after attending GPS Nagpur and Ahmedabad and other cities, we have practically become GPSies. I don’t think that by partnering in big tradeshow in Delhi, Mumbai, Hyderabad or Bengaluru we have ever got this kind of a massive response for our product.”



Abdul Hadi Shaikh
Chief Executive Officer Exkart.com

“Our participation at GPS has proved beneficial as we have interacted with scores of agents across the various cities and gained many potential leads as well. Our cruise products and offerings were able to extract a lot of queries and booking request from travel agents hailing from Tier-II and III cities. Along with Star Cruises, this year, we added Club Med properties, Montigo Resort Batam and Tanjung Rhu Resort to our list of offerings. We even launched exclusive priced packages which were also a great success. With every edition, the quality of buyers too seems to get better and more focused.”



Vineet Srivastava
Director Yorker Holidays Services



Lisha Krishnan
Trade Manager, Tourism office of Spain-Mumbai

“We had participated at GPS Nagpur in 2015 and compared to that, I feel the show has come a very long way. We managed to have over 50 fruitful meetings in Chandigarh, with travel agents spanning across the entire North India, Punjab in particular. Agents from Ludhiana and Amritsar came as a very pleasant surprise to us; we were not even aware of the

potential the travel agents and tour operators from these markets presented to us. We felt that many of our meetings were on a par with those we would have with agents in the Delhi or Mumbai markets, which are our key source markets.”



Pankaj Sharma
Business Manager Sales- Punjab and J&K, IndiGo Airlines

“GPS is a new concept for the Tier-II and III markets. There have been other events as well but none have really given these markets the kind of push that GPS has. It provided us with excellent opportunity to interact with not only our regular buyers, but also engage with new ones and possibly even bring to our kitty

some game changing partners. We had over 150 interactions at every city this year. There has been a definite improvement in this year’s GPS in terms of management, the integration of technology and most importantly in terms of the buyers.”



Madhukar Kher
Senior Manager-Sales Tamarind Global

“GPS gave us an excellent stage to introduce ourselves to those who were unacquainted with what we offer, especially in the Tier-II and III markets. There was a clear message in the adoption of technology at GPS — to go green in our businesses. The platform allowed the exchange of ideas and knowledge not only with the travel agents in the secondary markets

but also with us in terms of industry norms, regulations and of course, the untapped potential prevalent in the secondary and tertiary markets. Despite the enormous success we have enjoyed here, we still hope and expect this show to perform better in the future editions.”



K Biswas
Manager (Marketing), Tourism Corporation of Gujarat Ltd

“We attended GPS for the first time this year and the concept of the show was very good. We generally see a B2C concept in travel industry, but the idea of B2B in travel encouraged us to participate in GPS. The structured meetings would lead to business and for both the buyers and sellers there would be a win-win situation. We decided to participate in all the GPS events that’s going to happen in 2018 as the state tourism board would get more buyers because of the networking.”

“It was our first time at GPS and we loved the experience. The excellent quality of buyers and a great platform to interact with the travel fraternity, summed up GPS for us. We met a lot of people, which really gave a boost to our product and the travel industry in general. We exhibited in many cities and the responses we received from each city were just amazing. We look forward to the next year of GPS and would love to come back again and participate in each of these shows.”



Sunny Katara
Managing Partner Explora

Exhibitors



Manheer Singh Sethi
Co-founder & Director
Holidays by Sahibji

“ Though we already had a network of travel agents in some of the cities we visited, but we definitely saw a great turnout of new travel agents which was quite promising in terms of business. GPS proved to be an excellent platform to promote our newly launched App and

portal for Travkart and received a hearty response from the market. We got good number of agents signing up and we even launched a franchise opportunity in Chandigarh. We are looking forward to these agents to purchase fixed departures from us for the coming winter season especially.”



Khalid Gori
Chief Operating Officer
ARK Travels

“ We have a network of loyal travel agents who have been working with us in the smaller cities, but one is always on the lookout for more. GPS is the enabler for us in that regard. We got an opportunity to exchange knowledge and information with new agents and also inform our existing partners about

the new developments they can advertise to their clients. There are new itineraries being promoted by Star Cruises and Dream Cruises which we were able to inform the agents about and initiate the demand for the same. Cruises are now catching the attention of the Indian travellers and GPS provided us the chance to further exploit this insurgence.”



Asang Sharma
Sales Account Manager- Travel Trade
The Leela Palaces, Hotels and Resorts

“ This was the second time we participated in GPS. We had an amazing experience. The show helped in bringing us closer to all our travel trade partners pan India and even initiate new partnerships too. Earlier, we used to travel to various cities to meet the travel agents separately, but through GPS

we were able to engage with all of them under one roof. We stress our attention on Punjab market, especially during the summer time, for our leisure travel segment particularly in Udaipur, Kovalam and Goa and our participation in GPS has enabled us to reach out to the target audience in a quicker and more effective manner.”

“ We interacted with more than 100 reputed travel agents and tour operators from Punjab, Chandigarh and the neighbouring cities. I feel that our meetings were very productive and they will definitely help in giving a major push to our business, especially for Russia and CIS countries. Undoubtedly, the managerial aspect of the showcase has gone up with each edition and the addition of the App was a very useful feature which will enable us to not misplace the valuable contacts we have made at GPS. The format too allowed for an unrushed engagement with all the agents.”



Manish Syngal
Chairman And Managing Director
Dimaz Group

“ Compared to last year, we could really see the growth and the coming of age of GPS. The best part of the show for the exhibitors including us, has been the inclusion of many new travel agents in this year's edition of GPS. Travel agents and tour operators came from far-off, smaller places to attend the show which presented excellent business opportunities. We have always enjoyed a sizable amount of local travel agents at destinations we visit but to have outstation agents signing up and coming to meet us has been the highlight for us. Right now, the numbers coming out of the Tier-II and III cities are very high in comparison to the metro cities.”



Mahendra Singh Vaghela
Assistant Vice President - Sales
Genting Cruises

“ We started our journey with GPS in Nagpur, but since then we got hooked on to this fantastic concept and format and have joined their bandwagon. We got an excellent turnout of travel agents who were very keen to gain knowledge of our products. I feel the number of engagements we had this time at GPS was more than double than the previous year, owing to the greater reach and visibility this time. Through the means of GPS we were hoping to form alliances and forge partnerships with many new agencies. Looking back at the journey we have had, I'm sure we have already made great inroads into achieving our aim.”



D Mahate
Proprietor
Dolphin Travel Services

“ We partnered with GPS with the aim of treading into the Tier-II and Tier-III markets and gain more business from there. What resulted from our association was a fabulous pool of travel agents who could very easily become our business suppliers in the near future. We met with over 700 travel agents across the five cities and received a great response towards our product, which is always a good sign. GST and atomisation in the industry have been the biggest queries we received and our ERP for the travel trade received a good response from all the travel agents and tour operators. We plan to continue to be a part of the GPS family in the future as well.”



Sumit Nanda
Marketing Manager
Infozeal eSolutions

“ Given the hearty response that we received from our previous participation at GPS, this year we felt we had to take this a step further. We were able to educate the Tier-II and Tier-III agents about the various offerings in Leh- Ladakh and created quite a buzz amongst the travel trade. We've partnered with GPS for their maiden, Educational Destination Workshop (EDWIN) which will be held from October 11-16 in Ladakh. We will present a unique first-hand experience about what they can offer to their customers to travel agents who participated in GPS this year across all its six cities.”



Kamlesh Lalan
Owner
Ravine Trek

simply 
MUNICH



Munich Tourist Office, India

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Snapshots from GPS Kolkata



Exhibitors



Pooja Sabharwal
Account Director
Destination Canada-India

“ We participated in GPS for the second time and as a result, gained a much wider audience for our destination. This year, we focused majorly on encouraging enrolments for the ‘Canada Specialist Programme’ and boost sales to Canada. Our team shared interesting facts to arouse curiosity about the destination and to generate excitement

and enthusiasm to sell Canada with greater passion. The Tier-II and III agents were very inquisitive about the destination and the interactive business sessions, especially in Chandigarh and Kochi were highly successful for us. ”



Shelly Chadha
Vice President, Philippines Tourism
Marketing Office, India

“ It was great to be associated with such a premier travel trade show like GPS which provided a remarkable platform to showcase the travel products and services that the Philippines has to offer. In our engagements with the Tier-II and III markets, we focused primarily on promoting leisure, small group travel and MICE movements to the

Philippines. The reception across the cities was very positive. We definitely feel encouraged by the great connections we have been able to establish through GPS especially from the regions of Pune and Kochi. ”



Dev Karvat
CEO - Emerging Markets
Travelltag Cover-More

“ Firstly, I would like to congratulate the GPS team for putting up a great show. GPS has grown leaps and bounds every year and this year too, they put in a lot of effort to bring together a host of buyers and sellers under one roof. India as an outbound travel market has shown tremendous growth.

Shows like GPS have helped a lot in taking people from their normal holiday routines to more complex itineraries. ”

“ GPS was a really successful event in Ahmedabad as Gujarat has been a very important destination for us in terms of our hotels and destinations. GPS proved to be a success for the visibility and business of the hotels and destinations we represent. GPS has come a long way since its inception and it has become an earmarked event to be attended every year. We were present in GPS Nagpur last year and GPS Ahmedabad this year and we would love to participate next year as well. ”



Vasudha Sondhi
Managing Director
Outbound Marketing

“ We have been participating in GPS for the past few years and it has been a great platform to showcase our product. In 2017, we attended GPS in all six cities starting from Nagpur to Ahmedabad, Chandigarh, Kolkata, Kochi and finally in Pune. In all these cities we got an amazing response. We were able to convert a good market share from the overwhelming response from the buyers as well as from the travel trade industry. ”



A Palanisamy
Head of Representation India,
Citymax Hotels

“ GPS provided us with the opportunity to promote our product and we were able to showcase and demonstrate our offerings to a good number of buyers at various cities. The platform helped us a lot in connecting with many new clients as well. Though the registration charge of our App is `5,900, we had an exclusive offer for GPS attendees where they could avail the product free of cost. With this offer, we received a lot of registrations on the spot. ”



Sharvil Naik
Sales Team Leader
ClearTax



Adl Karim
Director
Creative Tours and Travels (India)

“ We have been participating in GPS for the last two years and this year we attended the show in Pune as well. We witnessed a year-on-year increase in the number of buyers and exhibitors. GPS is a really good platform for buyers and exhibitors alike, especially of the Tier-II and Tier-III cities. Earlier,

we didn't get an opportunity to meet agents from the smaller cities, but GPS provided a platform to a lot of industry stakeholders to connect and network. ”



Datta Bhale Rao
President
Travel Agents Association of Nashik

“ We attended GPS for the first time in Pune. I have attended the show in Nagpur earlier and would like to reiterate that GPS is a great platform for the travel industry. The highlight of the show is that we can gather all relevant information from foreign tour packages to customised packages, all under one roof. I would like to add

that the planning and execution of all the six-city tours of GPS was done with utmost sincerity and the team did a great job in bringing everyone under one umbrella. ”



Nilesh Bhansali
Director
Travel Agents Association of Pune

“ GPS is a great initiative and the idea of conducting a show in Tier-II and Tier-III cities has actually benefitted the travel agents, hoteliers, DMCs and the people of these cities who didn't understand the potential of the travel industry. The great response from everyone was proof that GPS was a success and I would like to thank GPS

for making it to Pune and wish them luck for greater shows in the future. They work on the same theme on which TAAP (Travel Agents Association, Pune) was formed. ”



Kunal Munshaw
Partner, Avant Garde Consulting –
Representative to JA Resorts & Hotels
in India

“ We forayed in to the Gujarat market with GPS. We feel that what we exhibited to these secondary markets in India was accepted really well and now we are looking forward to boost this will provide to our business in the coming days. Just like the metro cities, the Tier-II and III markets have great travellers; it is just the question of creating awareness which has now being done with GPS. Our products were appreciated by the agents and we look forward to better business. ”

“ We've been participating in GPS for the last few years and it's always been great. This year, our priority was Chandigarh. We didn't have a very strong foothold in the region and GPS was the perfect opportunity to do so. With Global Destinations being a part of the show, along with other domestic players, GPS turned out to be a good platform for everyone. It was a good experience because GPS invites travel agents from nearby cities as well and it gives us a good opportunity to meet new agents over there. ”



Pruthvi Khetani
General Manager
Global Destinations



Snapshots from GPS Kochi



Exhibitors



Minoti Gupta
Destination Manager
Jewels of Romantic Europe

“ To say the least, GPS for us this year was very productive. Not only did it provide us with an excellent common ground with the Tier-II and III agents but the networking sessions helped facilitate one-to-one interactions that have now opened avenues to further tap into these markets. Taking advantage of the opportunity provided, we were able to showcase our destination through product presentations, brochures, maps and videos to all the agents present, thereby creating interest in the destination. The fact that we have received requests from over 350 agents to send them supplier and destination information goes to show how far along these markets have come in India.”



Sonia Prakash
Destination Vice President
NBTC Holland Marketing

“ Though the Tier-II and III markets are no longer unexplored, but they are still underserved or are operating at lower productivity. This is where an opportunity like GPS has helped us gain from these markets. While currently FITs and leisure travellers constitute majority of the travellers from the secondary and tertiary markets, we are fast gaining presence amongst the other segments as well. Our participation at GPS yielded an excellent reception from across the trade including in the new entrant markets of Pune and Kochi. Through the course of the three cities we visited, we were able to position Holland as the destination of value and most importantly, of choice amongst all the travel agents we met.”

“ We associated with GPS for the first time in West Bengal and it was the concept that brought us together. The seminars were interactive and knowledgeable and we learnt a lot of things from the show. We planned to promote Gujarat Tourism in the Bengal market and managed to reach out to a lot of people. There was a high footfall of visitors and keeping that in mind, we are expecting a lot of traction for Gujarat in the near future. We are hoping for the best for Gujarat Tourism.”



Bappaditya Roy
Senior Associate Executive Manager
Tourism Corporation of Gujarat

“ We associated with all the cities of GPS this year and we got an amazing response from the Tier-II cities. The main focus of our company was to tap a lot of buyers from the Tier-II cities and we focused on near-by cities such as Ranchi, Siliguri and Guwahati through GPS. Our new programme of Global Visa was showcased at GPS and the product was received well among the travel agents. There is a lot of potential in the smaller cities and we can definitely increase our market share by capturing these cities.”



Praveen Nair
COO
Cozmo Travel World

“ GPS was wonderful this year and with newer cities coming in, there was a lot of traction and the travel agents who showcased new destinations met with a good response from the buyers. We promoted destinations like Zanzibar and Tanzania and generated awareness among the buyers for these places. GPS turned out to be a great platform where we met many new travel agents and buyers. We visited the markets which we had not explored earlier and met new customers. GPS was a successful venture.”



Jilesh Babla
Director
Zanzibar Tourism Promotion Centre



Dipesh Kabrawala
Product Head
BrilVoice

“ GPS presented us with a wonderful opportunity to interact with the local travel agents to exchange information and turn them into our distributors, who could promote our business and work as partners. Our product that we showcased was an App-based calling card that travellers could use

to call anywhere in the world. The product was met with a lot of zeal and we are expecting a good business as the Tier-II and Tier-III cities are the next big markets to capture in the travel industry.”



Jaidev Dutta
Hotel Manager
The Lalit Great Eastern Kolkata

“ We tied up with GPS for pan India events and as a brand, GPS has grown with each passing year. The App-based paperless show is a unique idea. GPS was a really good event for us as our stall received good traction. There were queries for our leisure properties in Udaipur, Jaipur and Goa. It was a great beginning and we wish to extend this partnership with GPS. We expect a healthy growth for us and GPS in the coming years.”



Samarth Bhaskar Bhat
Cyber Security Consultant,
Prevoyance Cyber Forensics

“ GPS, this year was a really good event and we got to showcase our product to a lot of buyers and sellers. Cyber security is a real threat and we were able to generate awareness amongst the attendees regarding the same at GPS. There were a lot of queries among the buyers for our security system. Like other industries, travel industry is also going digital and it is our duty to provide security to everyone. We had a training session on how to recover data and also on ethical hacking.”



Manvinder Singh
GM- Sales & Operations
Sahibji Travels & Tours

“ We debuted this year at GPS and the response received was overwhelming and beyond our expectations. The attendees were not only responsive but eager to know about the products that we have on offer. I would give full marks to GPS for putting up this brilliant show for the B2B marketplace. We showcased our products like www.travcar.com and www.sahibjionline.com and got a lot of traction from the buyers. We would love to come back next year for GPS with new offers and packages.”

“ We got a chance to interact with buyers through GPS and the buyers showed a lot of interest in our products. It was a nice platform that GPS had arranged for exhibitors and buyers alike of the Tier-II and Tier-III cities. We participated in GPS last year as well and had received a good response which is why we exhibited our products this year as well. Our products Star Cruises and Singapore Airlines were met with a lot of interest and we would be expecting good business from the prospective clients.”



Eena Srivastava
Director of Finance
Yorker Holidays Services



Snapshots from GPS Pune



Panaromic Philippines



Underground River, Palawan



Chocolate Hills, Bohol

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