



GLOBAL PANORAMA SHOWCASE

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GPS 2018

sets new benchmarks

With the addition of two new cities - Hyderabad and Lucknow this year, Global Panorama Showcase (GPS) looks at reaching out to more buyers from Tier-II and Tier-III markets, thereby marking its presence as the emerging platform for the non-metro cities.

 Shahzad Nasir

The sixth edition of Global Panorama Showcase (GPS) kick-started in Nagpur in January this year. The show was a resounding success, recording over 105 exhibitors and more than 1000 buyers over three days.

This three-day multi-city show will now move to Hyderabad from June 28-30, followed by Ahmedabad from July 5-7, Chandigarh from July 12-14, Lucknow from July 19-21, Kolkata from August 2-4, Kochi from August 9-11 and conclude in Pune from August 23-25. The show in Hyderabad—Telangana Tourism Conclave is supported by GPS and is being hosted for the first time. Harmandeep Singh Anand, MD, GPS informs that this year, Hyderabad and Lucknow are two new additions to the

show and moving forward, GPS will consider some other cities as well.

The first day of the show was dedicated to product presentations which recorded over 300 trade visitors. As many as 14 product presentations and destination showcase was followed by the much-awaited GST session by CA Manish Gadia from GMJ & Co. The second and third day were dedicated to B2B sessions which saw over 500 attendees on Day-2 while over 300 attendees marked their presence on Day-3.

This year, the travel agents came from different cities in Madhya Pradesh, Chhattisgarh and Maharashtra. Some of the new product launches at the event included RainbowCTM, a complete travel management solution with a unique platform for all sizes of travel entities.

The exhibition witnessed a good mix of products like airlines, hotels, tourism boards, DMCs etc. from Armenia, Russia, Azerbaijan, Bali, among many others. Out of the total products, 75 per cent were new this year. The show was supported by Maharashtra Tourism Development Corporation (MTDC), and Maharashtra was the partner state this year.

Going Green

"GPS has been working extensively to make the event digital, minimising the use of paper at all the shows," says Tanushka Kaur Anand, Executive Director, GPS. She informs that in 2016, around 1.5 tonnes of paper material was collected in the form of brochures and promotional matter. This amount was reduced in 2017 to 100-150 kg while this year minimal paper material was used, making it an environment friendly event. "People have understood the use of the mobile App and have been uploading and downloading all promotional material through it," says Anand. She adds that the App has

undergone changes and adds value, making it more user friendly for both the buyers and suppliers.

EDWIN

With the successful response to EDWIN (Educational Destination Workshop International) since its inception, there have been two workshops hosted in Ladakh and Bali. "We plan to conduct around six to eight EDWIN programmes every year and will soon host programmes to destinations like Europe, Zanzibar, South Africa, etc," says the MD.

10X Membership

The 10X membership is for GPS attendees. The cost of the membership is ₹ 2,500 per year while the registered buyers can avail the same at ₹ 1,500 from the GPS App. Benefits of 10x membership include upto 80 per cent discount on purchase of RainbowCTM, discount on Infozeal and participation to EDWIN programmes. The 10x membership card is a loyalty card which targets to tie-up with over 200 products in the coming months. ↴

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Leveraging Tier-II & III markets

HARMANDEEP SINGH ANAND | Managing Director, GPS

“ The sixth edition of Global Panorama Showcase (GPS) this year in Nagpur was a transformation compared to last year with the event going App-based to a variety of mix of products as well as an increasing number of buyers at the show. About 105 exhibitors participated in the 2018 GPS Nagpur edition. Last year in 2017, when we rolled out the e-edition for Nagpur, we had around 370 pre-registered agents. This year, even before the start of the event, we had around 900 registered buyers who were aware about the GPS mobile App. This time we had around 14 odd product presentations along with the GST session. We also launched RainbowCTM which is a complete travel management solution useful for all travel companies. It is a proud moment for us that we have managed to make the event a completely green one by making use of technology. Through GPS Nagpur, we covered various nearby cities in Madhya Pradesh, Chhattisgarh and the Vidharbha region of Maharashtra like Indore, Bilaspur, Bhillai, Durg, Amravati, to name a few. We also hosted around 175 agents this year.

This edition was also significant for us as we launched GPS 10x membership, a loyalty card which provides attractive discounts on a variety of products to the travel agents. We have tied up with around 50 different products and aim to increase this number to 200 products in the coming months as we visit upcoming cities. We have a following of about 20,000 travel trade professionals. In 2017, we had around 7000 attendees and we expect this number to increase to 8000 in 2018. We are also hoping to look forward to adding more state boards. ”



TANUSHKA KAUR ANAND | Executive Director, GPS

“ With a 98 per cent download rate of the GPS mobile App, we are proud to say that now we have become an e-event. The show can be accessed through the App, helping buyers and sellers alike to connect even after the event is over. The exhibitors have uploaded e-brochures and promotional material on the App which is accessible to the buyers and other attendees. We introduced the lead scanner feature recently which was well-received. We saw very few people carrying their business cards. Mostly, the cards were not exchanged physically as the attendees used the App to scan the badges of visitors and document details. This way, they already have the database of the scanned attendees in a cloud storage. We are working on adding more useful features to the GPS mobile App to make it more user-friendly. The GPS 10x membership will also be rolled out on the App. Those who have subscribed to the loyalty card will be featured on the App where they can receive latest discounts on new products instantly. Looking at the heart warming response to the GPS 10x membership, we expect good number of registrations on the App. ”

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Pink Sand

RAJU AKOLKAR | CEO, GPS

“ The EDWIN programme has been a new addition under the GPS umbrella. Having concluded two EDWIN programmes in Ladakh and Bali this year, we plan to host about six EDWIN programmes in 2018 for the trade buyers to give them a first-hand experience of various destinations. After the good response from the industry partners, we have received invitations from tourism boards and DMCs across the world to host EDWIN programmes. We are now planning EDWIN in Europe, Mauritius and many such destinations.

I am very happy to see the kind of turnout for GPS this year and the quality of agents we have received for the same. The product mix of exhibitors has been much appreciated this year. We had received over 1000 registered buyers for GPS Nagpur in this year's edition. This year we introduced prizeport, a game which offers points on every activity undertaken or tasks completed by the buyers during the exhibition. At the end of each day, a leader board is made, ranking the buyers based on the number of points earned, which entitles them win exciting prizes. This interactive model in the form of a game has been well received and brought in a sense of competitiveness among the buyers to complete tasks well. We have live leader board status of top performers on the GPS mobile App as well. ”

**RISHIRAJ SINGH ANAND | Joint Managing Director, GPS**

“ With the successful conclusion of the sixth edition of GPS Nagpur, there is no doubt to the fact that we have received a phenomenal response from exhibitors and buyers alike. The show saw a healthy mix of hosted buyers, trade visitors and exhibitors. Compared to 2017, this year, we witnessed a better participation from the buyers. As far as the Hosted Buyer programme is concerned, we recorded an attendance of 90 per cent new participants. Out of the total exhibitors, almost 80 per cent were new, showcasing a variety of products ranging from hotels, airlines, cruises, travel technology etc.

The show has been constantly updating itself year-on-year. With technology leading the way for travel, the show has also equipped itself with digital advancements to make it more relevant yet, user-friendly.

We have added two new cities to the GPS platform this year and will continue to identify newer markets where we can take GPS, as it has now become a platform for serious business. Given the strong and encouraging feedback received from across the cities visited over the years, we are expecting a good turnout for the GPS shows in Hyderabad and Lucknow. Our aim is cover as many as possible cities in the Tier-II and Tier-III markets across India. It is also encouraging to see that our latest division — EDWIN is gaining momentum after the completion of our programmes in Leh, Ladakh and Bali. ”

ANKUSH NIJHAWAN | Executive Director, GPS

“ This has been my second year as Executive Director on board with GPS. The Tier-II and Tier-III cities are important markets in terms of India's tourism growth. With a rise in travel demand from Tier-II markets, GPS has added two new cities this year — Hyderabad and Lucknow, and in total, Global Panorama Showcase will now be connecting to eight cities this year. Over the years, the hearty response and feedback received from the cities to which GPS has travelled to, has been one of the reasons to add these two new cities.

We have seen that the seriousness towards business has increased manifolds amongst the buyers who attend GPS shows across cities. They seek every opportunity to increase business. GPS brings a variety of exhibitors from across segments to the doorsteps of the buyers and with this accessibility quotient, we expect the two new cities to be a success.

The whole value chain of travel is well covered by GPS and given the immense growth taking place in the domain of travel in India, we look forward to reaching more and more cities in India. The table-top meetings format works well for us. These B2B meetings allow for qualitative time between the suppliers and the buyers and results in more productive sessions rather than a mere exchange of business cards. Sometimes these meetings lead to conversion of business at the exhibition floors. ”





MADHU SALIANKAR | Executive Director, GPS

“Global Panorama Showcase has been growing in terms of quality and acceptance with every passing year. With an increase in footfall at the show and a better product mix from various exhibitors, the response has been encouraging to this year’s Nagpur edition of GPS. We recorded over 350 visitors on the first day of product presentations. The attendees have been coming to the show with a serious intent of doing business.

The exhibitors are quite happy with the overwhelming response and quality of buyers and travel agents at the show. The visitors don’t merely exchange business cards but are actually conducting business at the show. We see business enquiries being generated and the travel agents passing the leads to their respective offices with quotations on the way. In terms of exhibitor satisfaction level, most of them have shown satisfaction with the turnout. 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 a show.

We have also recorded an encouraging response for the EDWIN programme. GPS provides an opportunity to travel agents to learn about a particular destination with hands on experience. The year 2018 will be an eight-city show with the addition of Lucknow and Hyderabad. Lucknow is a growing market with many international airlines now flying out of Lucknow, which makes it all the more important for GPS to cater to this market.”

Block the dates for GPS in seven more cities in 2018

After its Nagpur edition this year, GPS will travel to seven more Tier-II and Tier-III cities, thereby marking its presence as the emerging platform to reach out to non-metro cities.

 28-30 JUN 2018	 05-07 JUL 2018	 12-14 JUL 2018	 19-21 JUL 2018	 02-04 AUG 2018	 09-11 AUG 2018	 23-25 AUG 2018	 19-21 JAN 2019
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GPS Nagpur receives thumbs up from attendees

Lauded for its focus on boosting tourism business from Tier-II and Tier-III cities in India, the Nagpur edition of GPS 2018 received a warm response from its attendees including both buyers and exhibitors. The buyers at the show share their observations on the quality of the exhibition and its future potential.

Buyers



S K Hari Krishna Valmiki
Founder and Managing Partner
Valmiki Travels and Tourism Solutions

“The unique aspect of GPS is its focus on the most neglected cities in India. For example, Hyderabad has huge potential in terms of travel but many big events and roadshows are conducted largely in the metro cities and never reach the smaller markets. I appreciate the efforts of the team to visit and educate travel operators from smaller towns and cities, and bring major suppliers to the doorsteps of travel agents. The travel agents from Tier-II and Tier-III cities no longer have to be dependent on the mediators to get business opportunities.”



Raymond Choksi
Sales Director—India, Korea, Japan,
GCC, Australia, Tittlis

“We are able to gather information, network and meet the right partners for business opportunities, all under one roof. This is my second visit to GPS Nagpur and we already see a lot of improvement in the show as compared to the last year's edition. There has been an increase in the number of exhibiting partners who showcased a variety of products and services. The format of the show is getting regularised and the organisers of the event have become more professional, which is a sign of growth.”



Gowra Srinivas
President, The Federation of Telangana
and Andhra Pradesh Chambers of
Commerce and Industry (FAPCCI)

“GPS Nagpur has proved to be a very good platform which can provide the attendees with valuable networking opportunities with the right people for different types of travel. It has also been successful in educating the fellow travel trade on ways to increase business. The day-long sessions conducted on GST have been beneficial as they explain the complexity of the system and methods to work around with it. We are now excited for the GPS Hyderabad edition which we hope will also be a huge success.”

“I attended the show with a 25-member team comprising travel agents from Madhya Pradesh and Chhattisgarh. We could meet over 100 suppliers ranging from DMCs, airlines, tourism boards, etc. It is indeed an achievement for the show to bring together all neighbouring states and help them meet and greet each other under one roof. In the future, we hope that GPS could bring this format of the show and venture into other cities like Indore and some other parts of Madhya Pradesh.”



TK Jose
Chairman, Madhya Pradesh and
Chhattisgarh Chapter, TAAI

“We attended GPS Nagpur as an association from Amravati, Maharashtra comprising 18 travel agents. I really appreciate the format of GPS Nagpur and also the professionalism with which this show has been organised. For us, the highlights of this edition were the presentations made during the sessions on GST as it helped clear many of our doubts regarding the functioning and implementation of this new tax regime. We found a healthy mix of exhibitors ranging from DMCs, hotels, airlines, etc, catering to every need for travel.”



Dinesh Agrawal
President, Amravati Tours and Travel
Association

“This is my first time at GPS Nagpur as a buyer and our plan for this year is to attend all the shows across cities as an exhibitor. GPS is a great platform, especially for companies like ours as it provides us with good exposure to Tier-II and Tier-III cities. One can also meet a large number of industry peers, both suppliers and exhibitors, and also get an opportunity to interact with fellow travel agents who conduct business in this region. After looking at the feedback from our team, we are excited to exhibit in other cities and expect a great response to our products.”



Clevio Monteiro
CEO
Visa Lounge

“GPS has proved to be a very good platform for us over the years. I have been attending this show for the last three years. Since it is easily accessible from nearby cities to Nagpur, it is easier to attend this show. Many good suppliers are present at the show with a lot of time at hand for interactions and meetings. We offer products to offbeat Europe. Munich is one of the gateway options for Europe where we sell Munich, Garmisch-Partenkirchen and all other nearby destinations to clients who want to visit Switzerland, Austria or France.”



Devashish Seetha
Co-Founder
Offbeat Traveller

“At GPS Nagpur, I was able to go around many booths, selling a variety of products in the line of travel and hospitality and gather information about the market trends and products that could be promoted further. The large variety of products showcased allow us to learn about newer things that we can sell. In particular, I had a very good experience interacting with the team of Jewels of Romantic Europe at their stall. My strategy to promote products is based on person to person interaction which is far better than social or mass interaction.”



Aniruddh Dev
General Manager
Dev Travels

“My agenda to attend GPS was to gather information about The Philippines. The exhibition was a one-stop shop for the same. I was impressed with the presentation and the following interaction with the representatives of the destination present at the show. Many people are travelling to well-known destinations like Singapore, Bangkok, and Kuala Lumpur, but The Philippines remains an unexplored destination and an exotic one. In today's time, it is important that tour operators select destinations for their clients which are offbeat and one which generate interest.”



Vivek Dev
Owner
Dev Travels

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Glimpses of **GPS NAGPUR**



Exhibitors



Arvind Dhar
Managing Director
Travcare

“ GPS is a great platform to advertise the company and its services besides reaching out to different geographical locations. We have received clients from incentives to advertising with requests for film shoots. We are well-known in major cities but are looking to further grow in the Tier-II and Tier-III cities. In the Indian market, we target the luxury travellers. We have collaborated with Nagpur, Vidarbha region and other parts of the country for their groups and incentive travel. Our focus for 2018 will be South Africa. Close to 135 million Indians travelled to South Africa. We have grown phenomenally, crossing the 40 per cent mark in the market. ”



Navjot Bhasin
Director
Just Click Karo

“ GPS is an ideal forum where we expect to meet new professionals. GPS Nagpur is a powerful medium where a large number of buyers and sellers, both domestic and international, gather under one roof. It is a great platform for travel agents to strengthen their knowledge, evaluate the industry trends and also demonstrate their products to prospective buyers. The response received for our company has been very encouraging. We are dealing with over 700 distributors and 15,000 travel agents. The company’s aim is to reach and set the benchmark of working with over one travel agents by the end of 2019. ”



Mani Rayaprolu
Sales Manager—Western India
Air Arabia

“ It is great to see travel agents from across the region at the GPS Nagpur edition this year. Travel agents from Indore, Bhopal, Bilaspur, Jabalpur and Raipur have come down to the show and have conducted over 80 to 100 individual interactions. Air Arabia has been actively promoting CIS destinations and working with GPS teams to get DMCs for Armenia, Russia, Kazakhstan on board to manage these destinations. The response to both Air Arabia and DMCs has been amazing. 2018 promises to be challenging for all airlines not only in India but also in the Gulf. ”

“ It has been a great experience to meet travel agents from markets which we have never explored personally till now like Chhattisgarh, Jharkhand, Ranchi, Indore, Raipur etc. We have started to represent Meydan Hotels in 2017 and it has been a learning experience in understanding the segments. Meydan Hotels is a racecourse product and doesn’t have a likewise competition. It has huge potential in these markets as these are cash-rich regions. Attending forums like GPS makes us aware about the target clients we should be tapping through the year. ”



Nupur Dhandharia
Associate Director of Sales
Meydan Hotels & Hospitality

“ GPS is a platform which gives us the chance to tap the Tier-II and Tier-III markets which we generally tend to avoid for a one-on-one level. We also get an opportunity to tap leisure FITs and introduce new properties to travel agents. Handling multiple kinds of properties, the brand has everything right from the mid-segment, upscale to apartment properties and is well located in the UAE. 2017 has been a phenomenal year, recording an overall increase of 30 per cent over 2016. We expect at least 45-50 per cent growth in 2018. ”



Mamta Pall
Director of Sales—Global Sales Office,
India, Rotana Hotels

“ Markets like Indore and Nagpur were unexplored until GPS made them familiar to the travel trade. Our portfolio offers products from Mauritius, Hong Kong and Malaysia and both these cities are very potential markets for the FIT segment for travellers. GPS offers a good opportunity to meet quite a few new travel agents. With 2017 replete with difficulties, 2018 is showing a promising start. We have been very proactive for our new office and the market has been very responsive in a positive way. ”



Alefiya Singh
Director
Iris Reps



Adil Karim
Director
Creative Tours & Travels

“ GPS has been very beneficial for us. Creative Tours and Travels has had a growth of 20 to 30 per cent in the last three years and it is a great opportunity to connect with Tier-II and Tier-III cities. We see GPS as a great potential for our business. We will be focusing as a DMC for South India and it is also the sole PSA for Maharaja Express out of Mumbai. Our focus will also be on selling Maharaja to outbound travellers. Smaller cities are the ones where the potential of Indian tourism lies but I believe there should be an add-on of two-three cities every year. ”



Praveen Nair
COO
Cozmo Travel World

“ We have seen 30 to 40 travel agents from Tier-II cities like Indore and Raipur. New add-on markets are seen every year at GPS. In 2017, we grew around 38 per cent from Tier-II cities and that is the benchmark we have kept. We have started a global visa department for Cozmo Travel World and there is a visa staff in all these areas which is helping these cities capture the market. This year, we plan to add five cities by December 2018. We are trying to get into CIS countries like Azerbaijan, Baku and Armenia in 2018. ”

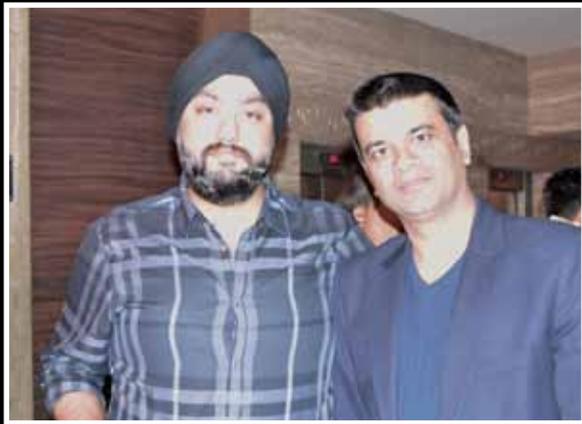


Deepak Menon
Vertical Head—DMC
Explora

“ This is the first time we have attended GPS at the Nagpur edition. It was a wonderful and fantastic experience. We got a chance to meet Tier-II and Tier-III travel agents as potential buyers. We were able to attend a lot of networking sessions and meet the industry stalwarts and fellow trade partners. The year 2017 for Explora was pretty good as we signed new contracts. We have got USA, Canada, Mauritius, Seychelles and Italy as partners. We are trying to do more roadshows and promote Explora in 2018. ”







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PREMIER MEDIA PARTNER TRAVU TALK	PREMIER ELECTRONIC MEDIA PARTNER TRAVEL	TECHNOLOGY PARTNER INTERGLOBE Travelport	TRAVEL ASSISTANCE PARTNER TravelTag Cover-More	PREMIUM CRUISE PARTNER GENTING CRUISE LINES	AIRLINE PARTNER IndiGo	GST CONSULTING PARTNER GMJ	HYDERABAD EVENT ASSOCIATE 100 TELANGANA Tourism					
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SUPPORTING ASSOCIATIONS												
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