



An in-house quarterly publication of Caesars Travel Group

## Kerala hit by disaster, leaving hundreds dead

Kerala has been hit by devastating flash floods and landslides due to heavy rains. The unprecedented rains have brought the state to a standstill. Nearly 200 people have died since August 8. At least 33 deaths were reported on Saturday. Essential services have taken a hit, with shortages in medical supplies and drinking water reported from several places and the Kochi Airport is shut down. Many of those who died are believed to have been crushed under debris caused by landslides. In dramatic footage coming out of the region, water is seen gushing down the streets in many parts of Kerala, cutting off road links and submerging several villages India's Meteorological Department has forecast heavy to very heavy rain in the state until Saturday and has issued a "red alert" for 12 out of its 14 districts. Some 10,000 kilometres of roads have been destroyed or damaged and hundreds of homes lost. The flood situation in Kerala State has worsened. Media reports indicate that these are the worst floods since 1924.

As the Indian Meteorological Service predicts more rains until 19 August, the situation is likely to further deteriorate. 14 districts have been put on red alert with 35 dams open and all rivers, from Kasaragod in the north to Thiruvananthapuram in the south, are far beyond



alert levels. According to media reports, the death toll rose to 150. 25 people lost their lives on 15 August alone. Approximately 20 million people have been reportedly affected. Landslides are reported in different parts of the state. So far,

more than 150 000 people have been rescued and lodged in 1068 relief camps across the state. While our sympathy goes out to the families and friends of all those who lost their lives or who have been injured in this natural catastrophe of unimaginable dimensions.

Our thoughts go out to the relatives of the victims and to all those who are suffering the consequences of this catastrophe. In these painful circumstances, we wish to express the solidarity to the Kerala people and our sincerest condolences for the tragic disappearance of so many of individuals. Therefore, as we always take steps on such occasions regardless of who is the recipient, and also reminding that it is never too late to extend the helping hand to our brothers, sisters and children.

We kindly request all of you for your generous contribution, atleast one day salary of yours in the form of cash, that would be grateful in all means.

## IndiGo to start flights to Kuwait on October

IndiGo will add Kuwait to its network from 15th October. It will fly from Chennai to Kuwait. IndiGo chief commercial officer William Boulter said: "We are pleased to announce Kuwait as our 10th international destinations

successful operations in the India market as a low cost carrier, and adding new flights to its network will further augment the connectivity that we aspire to provide to our customers. As part of the international expansion, Kuwait will be the 57th

operational reliability and an award winning service make us one of the most reliable airlines in the world. Indigo currently operate flights to 56 destinations – 47 domestic and 9 international.

IndiGo is India's largest passenger airline with a market share of 42.1% as of July, 2018. Indigo primarily operate in India's domestic air travel market as a low-cost carrier with focus on our three pillars – offering low fares, being on-time and delivering a courteous and hassle-free experience. IndiGo has become synonymous with being on-time.

IndiGo is not only the most efficient low fare operator domestically but is also comparable with global low cost airlines. Indigo constantly enhancing their engagement with passengers to augment their travel experience. Today, Indigo is India's most preferred airline. At IndiGo, low fares come with high quality.

We under Caesars Int'l travel company represents Indigo since 2008 and our exceptional performance in offline GSA status led to the online operations to Kuwait.



effective October 2018. We will operate first flight between Kuwait and Chennai starting October this year. It also gives us immense pleasure to add 24 additional flights to 6E network. IndiGo has completed 12 years of

destination on its network and it will commence from October 2018." Since Indigo's inception in August 2006, company have grown from a carrier with one plane to a fleet of 179 aircraft today. A uniform fleet for each type of operation, high

# It's Dinar time

Introducing daily, non-stop flight\* between Kuwait and Chennai.



KUWAIT	➔	CHENNAI	05:10 hrs - 12:25 hrs
CHENNAI	➔	KUWAIT	01:05 hrs - 04:10 hrs
BAGGAGE - 30KG*			

\*W.e.f. 15<sup>th</sup> October 2018. #T&Cs apply.



## Travel Trends for 2017 that will drive the global tourism industry

Our and activity providers are used to spotting trends. It's a natural part of the trade in an industry that changes globally. What was successful one year might not work as well in the next one.



Our 2016 Travel Trend Report was a great success, helping many experts stay up-to-date with their travel companies. And that's why we've put together a relevant, actionable report on all the vital trends of 2017 for the global tourism industry. This year, we have worked to create our most insightful report yet, but we wanted to share a few insights directly on the blog as well. Here are seven trends to watch in the coming year.

Since writing this article, we have released our 65 travel statistics report with booking & travel trends, tour industry & destination insights and marketing insights. Download your copy here:

### 1. Millennials

Millennials are officially the largest generation in history, beating out Baby Boomers. As the youngest generation with disposable income, they have secured their status as leaders in travel and tourism.

They also lead in decision making. They are helping to decide what the major trends and tastes of the new year will be and are not shy about getting exactly what they want, how they want it. When planning travel, Millennials are used to having their options conveniently available to them. They want to be able to research and book their trips and tours online.

As the largest generation to date, this is a vital portion of your clientele base. They will also be the largest market in travel in the next several years.

### 2. Active & Adventure Trips

According to Virtuoso, the #2 trend for 2017 is active and adventure travel. These experiences include things like "an African safari, swimming with whale sharks in Mexico or Australia, or hiking the Swiss Alps"

Customer demographics for adventure travel lean in the direction of ladies (53% to 47%), especially in Africa (57%). North and South America are the top adventure destinations for customers. There is a rising interest among clients for a more customized experience and a falling interest in hard adventure.

For 2017, adventure activities such as safaris, hiking and cycling are expected to be the stand out choices.

### 3. Female Solo Travel

Today, 80% of travel decisions are made by women. Whether married, single or divorced, women are leading the way and the travel industry is taking notice. Today's female travelers are bold, independent and looking to explore new

and raw experiences. They have their own say of where to take a vacation, how to get there, and many are choosing to go solo.

In 2014, 72% of American women took a solo adventure. That number is only set to increase in the next few years, as more and more women are taking trips designed to their needs. And it doesn't look like you would expect. Women aren't looking for the gender stereotypes that are often marketed to them. Forget the 5-star hotel and spa days, they want real adventure.

Tour companies simply can't ignore this market. It makes up a massive portion of potential clientele, especially when it comes to Millennials and Baby Boomers. Tour and activity providers will most benefit from ensuring safety for solo female travelers, but there are a few more vital tips that our own Nicole Kow wrote about in our Trends Report 2017.

### 4. Food Tourism

When it comes to travel it always comes down to food at some point, doesn't it? Food tourism has become an emerging trend among travelers everywhere and tourism experts have taken notice.

According to Skift UK Editor Patrick Whyte at TouRRoir 2016, food experiences are not limited to simply dining out. It includes cooking courses, farm tours and the classic food markets, which make up about 95% of these experiences.

These experiences are closely tied to the culture of the location. Many travelers consider it to be one of the best ways to get to know the story of the place they're traveling to and it works as a valuable resource for tourism companies.

Operators who are providing a food experience can benefit by ensuring it connects products with people and the traditions of a destination. With this in mind, every stage of the customer journey can be actively reinforced.

### 5. Responsible Tourism

Global changes affect us all. More travelers are aware of the impact their experiences have on the planet and as a result, more are opting for sustainable measures in their travel.

"2017 has been appointed The International Year of Sustainable Tourism by the

## Tourism highlights

UN "as a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued" - UNWTO Secretary-General, Taleb Rifai

Global campaigns have been set in place to promote more sustainable forms of travel and industry professionals should expect a shift in the mindset of travelers everywhere. They will be more interested in the environmental, economic and social impact they're making at the destination they visit and are likely to support companies that embody these values.

There will likely be many mindful changes ahead for the modern traveler, like staying closer to home to reduce their carbon footprint. Tour businesses with a strong awareness of the impact they're making will benefit greatly from their already established ecotourism practices. However that's not to say that businesses who are just waking up to this trend will be far behind! Companies will need to develop a strong social focus.

### 6. Mobile Photography

It shouldn't be surprising that tourists in 2017 are looking for ways to document their travels. Given the brilliance of modern mobile phone cameras, it's only natural that more and more travelers are using their devices to capture these notable moments.

Tour operators and activity providers can benefit from tapping into this trend, as it will add to their marketing efforts. It's the perfect social media marketing tool as it helps to build up user-generated content.

On a recent trip to Antelope Canyon in Arizona, I signed up for a guided tour that knew the value this trend could bring to their customers. While we passed through the iconic canyon, light streaming in at various portions, the tour guide offered us several opportunities to stop and take photos.

Everyone set out to take photos, most of them on mobile phones. The guide even offered to help those who didn't have much photography experience. When asked, he explained that he had taken a course in nature photography so he could help lead a better tour of the canyon.

This point is even highlighted on their website and it helps to drive in tourists that might not have felt confident enough to take these photos otherwise. It builds an additional layer for an already stunning nature tour.

Look for areas within your tour that would make similar memories for your customers. But remember, many of the travelers want to see both iconic and unique photo prompts. Look for opportunities to capture both.

### 7. Business and Leisure Travel

Business and leisure travel or (as it's affectionately known around here) "bleisure" is a favorite topic among tourism experts this year. It's predicted to be a very lucrative trend for tour and activity providers in 2017 and some project that it will rise in popularity.

However, we're not so convinced.

Bleisure has been presented as a rising trend for several years, but there is more data suggesting its static in the past five years than its rise. It would suggest that this isn't as much a trend as it is an observation of the latest traveler needs. For generations, people have been extending their business trips into leisure travel, so we can't exactly say that this is an emerging trend.

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**Editorial**

**HOW TO WORK ON PRIORITIES WHEN THE WHOLE AVIATION MARKET IS DOWN?**

Over the past 30 years the airline industry has seen a number of changes, such as the increased market share of low-cost carriers (LCCs) as well as facing its fair share of challenges, from volcanoes erupting to infectious disease outbreaks. Once upon a time, travel agents are treated to be the feeders of passenger airlines but as of now, all airlines are trying to by-pass the travel agents and looking forward to have a direct access with the passengers. In brief, the terminology of low cost carriers and commercial carriers are come to one point without any differences as the commercial carriers have already adopted the same techniques followed by low cost carriers.

This confused situation, how the travel agents can work in such a way to at least meet their both ends? This is a very delicate question which we should intelligently think and find out the solution on how to overcome this situation from this troubled waters.

An intelligent travel agent should seriously think on which airline to promote and de-promote based on the support given by these airlines to your offices. Now a days, it has become a trend from the part of airlines to work as one way traffic, just to get their sales from travel agents but in response, not even a rebated traffic document to that particular travel agent. This case, don't you think, it is worth to support that airline? Otherwise, airlines will come with a package of incentive which none of the travel agents can achieve.

This is another tactics of the airline to grab the maximum sales from the travel agents by giving impossible tasks in terms of incentive amounts. It is high time that travel agents like us to think and act seriously to corner these airlines to stop their unprofessional approach on travel agents; otherwise, we should be always the scapegoat in the hands of these airlines. Don't you think, we should silently support these sorts of airlines to continue their abuses on us? Please try to use your logic and find out a wise formula to teach them a lesson; otherwise, we should be fools in the hands of these airlines.

How can we overcome this situation?

Travel agents are treated to be the smartest convincing executives in the aviation industry when dealing with the passengers. Yes, we understand that most of the passengers are approaching travel agents with predetermined ideas such as the name of the airline prefer to travel, brand of holiday packages etc. etc.

The science is that any of the predetermined ideas holding by passengers can be shifted to a myriad of other choices provided if we take little pain by convincing them. Here is the intelligence working from the part of Reservation Executives and you should easily divert them to your targeted businesses which I have seen very seldom from the part of Travel Agent executives.

The travel agent should have a fixed agenda of airlines those to be promoted by considering the reciprocal support and the rest of the airlines to be ignored in such a way that even the passengers should not realize this change of their predetermined ideas! If all the travel agents try to follow this method, the airlines those acting as the king makers in the industry will face serious consequences of dropping their sales from the part of travel agents and of course, we would be able to bring them on line with our visions.

Why we cannot do it?

Travel agents also should understand that you should also make money by using your own sales tactics, not to follow blindly the airlines fancy pictures by offering incentive gimmicks which never materializes. In short, I am sure that none of the travel agents can promote the whole airlines in the world despite few which they have an upper-hand with destinations and passengers.

Despite running behind all airlines and trying to reach their fancy incentive programs, we should have some countable airlines in our hand to promote and definitely, you should be able to justify your support to these few airlines whereby your incentive supports can be also easily achieved.

Therefore, my humble suggestion to my travel agent colleagues are to open your eyes, react intelligently and protect your interests financially which in turn, help your organization to have a stable set-up in this market dropping situation. Otherwise, the smartest giant airlines are going to utilize you forever and by the time you realize this one-way traffic, it will become too late wherein you should not be able to bring back your organization to the former levels as the sinking financial situation of your organization may force you to close down.....

You need your office to close down or take a wise decision on how to win over the troubled market situation by not giving the chance to airlines for a one-way traffic gains, you decide.

**Mantra**

**Corporate Arena**

**ROYAL CARIBBEAN WELCOMES THE WORLD'S LARGEST CRUISE SHIP**

Thirty-six months, 4,700 shipbuilders and crew, and one common goal: to deliver the ultimate family adventure. Royal Caribbean International honored the instrumental project team of Symphony of the Seas during the highly anticipated delivery event at STX France shipyard in Saint-Nazaire, France today.

Michael Bayley, President and CEO of Royal Caribbean International, Richard Fain, Chairman and CEO of Royal Caribbean Cruises Ltd., and Laurent Castaing, General Manager of STX France, led the traditional flag-changing ceremony, which symbolizes the ship's official delivery from the ship builder to Royal Caribbean. The maritime ritual was followed by a celebration of the industry's best, the crew whose hard work and meticulous collaboration came together to create the world's largest cruise ship.

"Symphony of the Seas is the latest example of how our people work to push the envelope of innovation with each new ship," said Royal Caribbean Cruises Ltd. Chairman and CEO Richard D. Fain. "The Oasis Class has been a trend-setting design, but the team has evolved the design to build on that success to provide even more incredible family adventures. We're thankful to have a partner in STX France that is every bit as ambitious as we are about building technologically advanced ships." "It is a proud and exhilarating moment to welcome a new member to the family. Thanks to our stellar crew and partners at STX France, we now are ready to embark on this new boundless adventure that comes to life on Symphony of the Seas," said Michael Bayley, President and CEO, Royal Caribbean International.

The 25th ship in Royal Caribbean's fleet, Symphony of the Seas is 228,081 gross registered tons, measures 238 feet tall and spans 1,188 feet long. She will welcome 5,518 guests at double occupancy in 2,759 staterooms, including 28 additional balcony rooms that overlook the ocean or signature Boardwalk neighborhood. One Oasis Class ship, seven distinctive neighborhoods, the tallest slide at sea with the Ultimate Abyss and countless adventures for guests of all ages, the family adventure of a lifetime has surprises at every turn.

For more information and your enquiries, contact **Cruise Center Kuwait**  
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**Tel: 22414340 / 22404075 / 22454301**





**Cruise Center won Royal Caribbean's Royal achiever award for 2017**



Mr. P. N. J. Kumar (CEO, Caesars Travel Group) & Mr. Thomas (Manager - Caesars Holidays) receiving memento for Royal Achiever Award.

According to Royal Caribbean Arabia, the annual awards which is in its 11th year, celebrates outstanding travel companies working in conjunction with the brand across the GCC and Levant. Winners for the awards are chosen based on sales achievements for recognition within the Sales Excellence category and extraordinary support given to the overall brand for the Ambassador Awards category. In addition, there is a Royal Caribbean Innovative Marketing Award that celebrates an agency who has gone above and beyond in their marketing efforts to help promote Royal Caribbean as the luxury cruise line favored by leisure vacationers and corporates in the region.

“Our annual awards honour travel industry partners from the Middle East and today we applaud their outstanding contribution to generating cruise sales. Our consistent growth would not have been possible without the valuable support of our trade partners in the region, ”remarked general manager, Royal Caribbean Arabia, Mohamed Saeed.

**Our Senior Staff leaving good as retirement**



For any person, saying goodbye to a loved one is the hardest thing to do but acknowledging the fact that we have something that makes saying goodbye so hard makes it a bit easier. It becomes an extremely heart-wrenching moment for all as it appears like a huge loss. Saying farewell to a co-worker who has been our support for years and that would be really painful but showing our love and respect towards him at this moment. Mr. Somar Thomas worked with Caesars Travel Group for the last 13 glorious years as a pillar to our infrastructure, now leaving

from our organization as the part of his retirement.

As the part of his farewell ceremony our CEO, Mr. P. N. J. Kumar handed over the memento as a sign of enchanted service which Mr. Somar Thomas had in last 13 years for Caesars Travel Group. “It is difficult to find the right words to say goodbye to an employee leaving our company who was loyal, faithful and after all, always ready to move with the requirements of the company without uttering a word of objection. Words are inadequate to

express our gratefulness and appreciation of the incomparable work performance and the humble attitude you have displayed during your tenure with our company. Saying goodbye is never easy, especially to someone who has been such a valued team member. We assume, you are going back on your retirement and all of us are happy that you will now have more time to spend with your family. Enjoy your retirement, cherish back the memories with us and we wish you all the best now and into the future.” Mr. P. N. J. Kumar said at the occasion.



**The Loyalty Effect: Hidden Force behind the growth of Caesars Travel Group (An interaction with a Senior Staff)**

Loyal employees are always an asset for our company. In this edition, we would like to spare an interactive session with one of our very senior staff, Mr. Sukhvinder Singh Nindra, Operations Manager - Caesars Travel Group, who led a way to different developmental activities of our organization.

**Just a brief walking through your academic credentials?**

Actually I am a B. A. graduate from Delhi University and my schooling from a government school called Kendriya Vidhyalaya.

**You are an Arts graduate and why this deviation to travel field, any kind of inspiration?**

To be frank, I don't have any plan to come to travel industry because after my graduation I was into my family business which they do have an office in Mumbai and it is related photography. Later I decided to move from that as I do have a core intention to move out from the country. I fled to Delhi and one of my friend guided me to join travel industry to accomplish my overseas dreams.

**How was your first job experience in this travel domain?**

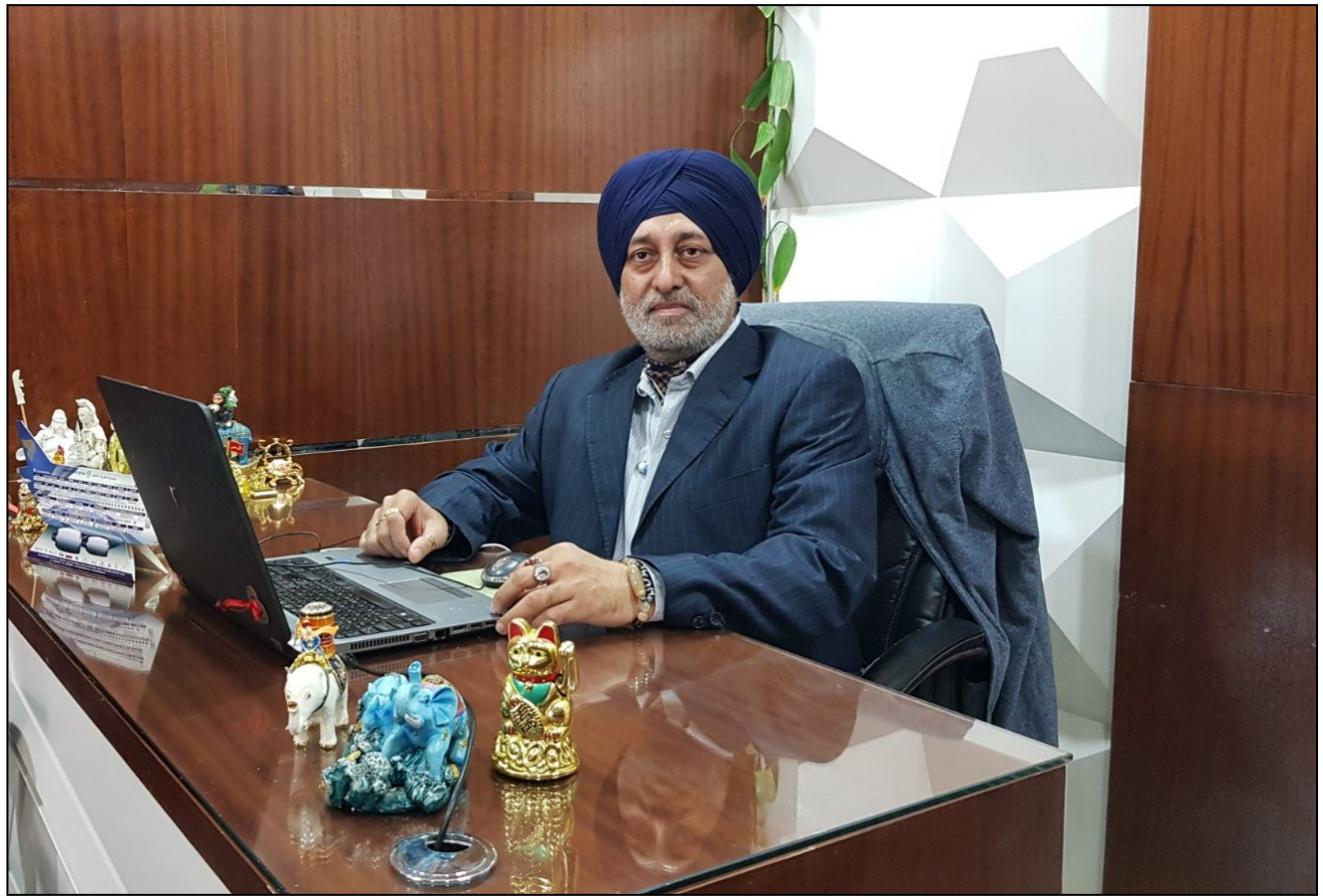
I started my travel career in India and that too in a very low profile in visa section. Initially I was just like an office boy for collection, standing in the queue for them etc. Due to that I have learned so many things related to the section from bottom to top. Later I moved to domestic and international as I got enough experience and I proved my skills in each sections.

**How was your abroad experience, is Kuwait is your first country?**

While I am working in Delhi for Srilankan Airways, I saw an ad in newspaper that an Indian travel company in UAE is looking for a Sikh personality for their operations. Later I applied for that and attended their interview in Delhi, finally I got it. Actually UAE is my first country which got overseas experience in travel domain.

**Then how you come to Kuwait and joined Caesars?**

That's a different story altogether. While working in UAE, I got offer from Emirates and my company repudiated to release me and they



**Sukhvinder Singh Nindra - Operations Manager - Caesars Travel Group**

put ban on me. At that time one of my close friend, he was my co-worker while working in Delhi, referred me to Caesars Kuwait as he knows Mr. Kumar very well. In Kuwait, Caesars is my first company and it is almost 20 years now.

**How Caesars treated you and how was your experience?**

I built my career in Caesars, in other words Caesars gave me a good career. Experience with Caesars is always good that's why I am here still and enjoying my work all the time.

**What is your likes and dislikes about our company?**

To be frank it's not about likes or dislikes, but about work culture which is best in Caesars. Caesars is like a family which do have ups and downs and end of the day it is for our company growth. I don't even think for a change although I got enough offers from other companies, because I can say it's a feeling or it is very close to heart like a family.

**How was your career ladder in Caesars as you are one of the senior employee?**

I can say it's a steep ladder why because I got enough opportunities to prove my skills and our

management recognized my contributions in the desired level. While I am joining with Caesars, only few branches were there, later it got expanded and I believe my contributions are also part of the enhancement.

**What is your plan or ideas to expand your division on this competitive market?**

We all work with a vision, I do have a vision and Mr. Kumar also have a vision. In travel agency point of view, business is getting dull but there is a way to overcome this by doing things differently. Like adding holidays to travel like a package as lot of other companies are not doing that as of now as per my knowledge. We have scope still and it's not the dead end. We have to explore lot of things and need to study the market, workout things in quarterly basis.

**Who is your ideal personality, what makes you feel inspired?**

Role model is my father. I learnt a lot from him and strongly holding his views. In my college days, I asked him pocket money, at that time he advised me to earn myself. He can pay me at that time, but he want me to earn and that got enough learning in my life.

**HOW YOU CAN BE A PART OF "expressions"**

By sending your submissions to "expressions" newsletter, including articles, photographs, aviation updates, personal information which can be released in our newsletter, etc. The next issue will be out in October 2018. Please send us your article or similar texts as soon as you can and it should reach us on or before 15th September, 2018. The contribution Articles should be submitted in Word format. All articles which are selected for publication will be proof read for content, spelling and grammatical errors. Also please note that it is not mandatory that these articles will be published in "expressions" newsletter as it is strictly subject to screening before publishing. Furthermore, we may make minor editorial changes or correct spelling mistakes. To establish the identity of the authors, your name will be published with your article.

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